

Nigel Wright report highlights 3% increase in North East salaries in the last 12 months

In February we published our annual North East salary survey. The report was compiled from over 1,000 respondents, across different industry sectors, who completed our online survey between the beginning of December 2014 and the end of January 2015. The survey is timely, as the start of the year is when pay reviews are announced. >>

Our large dataset allows us to understand the average salary and benefits packages people receive within the North East. Other factors covered include the benefits regarded as important in a remuneration package, the reasons why people move jobs internally or externally, as well as the methods utilised to search for a new job. Some of the highlights of the survey are detailed below.

Salaries

- Executive salaries saw the biggest increase at 4.2% on average, followed by HR at 3.9%. Other disciplines' salaries generally increased by between 2.8% and 3.2% - supply chain and procurement, in particular, is increasing in prominence in organisations, while IT salaries remained static.
- Contractor day rates are up by almost 10%. Contractors tend to work in Finance, IT and Operations across all levels.
- The gap between male and female salaries increased again by 1% to 12%, which is above the national average of 9.4%; it is important to note, however, that women often work a three or four working day week, or reduced hours, to account for childcare arrangements.
- Satisfaction with remuneration has stayed fairly static, increasing on average by 1% compared to last year.

Benefits

- Pension contributions have remained static with average employer contributions fixed at 7% and employee contributions fixed at 5%.
- There were slightly fewer people indicating they received a guaranteed bonus in this year's survey, but the average increased by 2% from 5% to 7%.
- Company bonuses remained static at 8%, while personal bonuses increased, on average, by 1% to 10%; although, again, fewer people received them during the last 12 months.
- Candidates open to a new job clearly indicated that flexible working conditions would be a major factor in persuading them to move on. Flexible working, as a benefit, has increased in popularity by 11% in the last 12 months.

Job satisfaction

- Overall job satisfaction has declined by 12% during the last 12 months;
- At the executive level, however, those claiming to be 'very satisfied' in their job increased by 16%.

Searching for jobs

- For job seekers, using job boards and social networking sites to find employment have both increased again (7% and 6% respectively);
- Utilising social networking sites when searching for a job has increased by 30% in our survey between 2010 and 2015 and is now an integral part of the recruitment process.

Paul Wilson, CEO at Nigel Wright, commented on the findings:

"The 3% increase in North East salaries is a clear indication of the improving market conditions we've been experiencing in the past year. The economy is growing and companies have started rewarding people again."

"The 12% decline in job satisfaction is an interesting figure; essentially, it means that after years of prioritising job security over career development, candidates are becoming more open to reevaluating their careers and looking for better conditions elsewhere."

"It is very much a candidate-driven market, and as confidence levels improve, candidate shortages become more widespread. The skills shortage issue is particularly prominent in the region; competition for the best people has been heightened and companies are willing to pay for the best talent."

"Finally, as more and more individuals are now using online media in their job search, it is increasingly important for businesses to invest in their employer brand and in resources that can maximise their potential for attracting the best candidates."



DOWNLOAD

Download the full report from our website: <http://www.nigelwright.com/media/1027/north-east-salary-survey-2015.pdf>

North East division demonstrating impressive customer service results



Nigel Wright measures its customer service performance using the NetPromoter Score (NPS), a global management tool that can be used to gauge the loyalty of a firm's customer relationships. >>

In the company's last financial year, Nigel Wright's North East division has an impressive NPS of 55%, following submissions from over 700 clients and candidates.

Analysis of other B2B providers indicated that a Net Promoter Score of 30%+ indicates you are largely seen as 'unique' by your customers.

The table opposite shows the NetPromoter Scores for Nigel Wright's main markets, as well as the overall score for the Group. Nigel Wright's Andrew Openshaw commented,

"Collecting valuable customer data gives us a strategic advantage in the marketplace by allowing

us to identify any issues and then make immediate improvements across all areas of our business. NetPromoter gives us a really clear and more in-depth idea of how our customers value our service."

Research suggests that NPS is actually correlated with overall revenue growth and the score achieved by the consumer division this financial year is certainly in line with the heightened demand for Nigel Wright's services in the sector.

Openshaw continued, *"We are always looking for ways to improve scores and in May 2016, when next year's final results are in, we anticipate that the North East division's NetPromoter Score will have grown during that time."*

DIVISION	FY14-15 (%)
Norway	64%
Sweden	60%
North East	55%
Denmark	51%
UK	40%
Germany	37%
Spain	34%
France	30%
Overall	50%

30%+
= Unique