



**The North East salary survey is a 30+ page annual report produced by the marketing department in conjunction with the north east teams. It is a key publication for the north east market and because of the nature of its content, will inevitably be one of our most popular publications this year. It is based on quantitative data collected in a survey distributed to our contacts during Q3, information taken from our candidate database, as well as consultants' tacit knowledge.**

## OBJECTIVE

Most major recruitment companies publish salary data every year. This report positions us as a key player in the north east as well as the wider UK recruitment market. It is intended to highlight our in-depth understanding of the salaries, benefits and bonuses received by those working in the core disciplines we specialise in. There is also a lot of general employment data in the report, which further demonstrates that we have a strong insight into the north earth employment market. Clients will often see our report and ask for additional information, which can lead to potential fee earning bespoke research opportunities.

## DISTRIBUTION

This year 1,500 printed copies are being distributed, as well as circa 10,000 digital copies. The North East salary is sent to key decision makers across the region as part of our regular monthly e-updates. Its content also forms a key part of our regular social media activity throughout the year. Consultants are also encouraged to use it as a business development and candidate acquisition tool. If possible, printed copies should always be taken to meeting and events.

## STRUCTURE AND CONTENT

The report is split in three parts. The first part deals with non-monetary indicators such as job satisfaction, factors influencing candidates to change jobs and the methods used for searching for new jobs. The second part then focuses on salaries, benefits and bonuses, and looks at basic salary percentage increases, contractor day rates, gender differences in pay, and how important certain benefits and bonuses are. The third part gives an overview of the average salaries and ranges for each discipline covering Executive and NED, HR, Finance, Engineering, Manufacturing Supply Chain, Sales and Marketing.

Salary data is incredibly contentious and as such we offer various caveats when reporting it. The key message to relay when asked about the report is always: Salary ranges are broad and reflect the wide range of companies within the North East. These results should therefore only be used as a guide.

## RESPONDENTS PROFILE

**Base:** 1000+  
**Male:** 71%  
**Female:** 29%  
**Average age:** 42

### Sectors:

- Industrial and manufacturing (35%);
- Business support and professional services (31%);
- Public and third sectors (13%);
- Consumer (8%);
- Digital and creative (8%).

## KEY DEVELOPMENTS SINCE LAST YEAR'S SALARY SURVEY

### Salaries

- Salaries have increased, on average, by 3% during the last 12 months. This is in line with expectations outlined in last year's report and a clear indication of improving market conditions;
- 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%. Our 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 3-4 working day week, or reduced hours, to account for childcare arrangements;
- Satisfaction of 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 less 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 twelve months. As market conditions have improved, candidates are becoming more open to reevaluating their careers and looking for better conditions elsewhere;
- 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). This highlights the rising importance of investing in the employer brand as well as resources that can maximise the potential of attracting the best candidates online;
- 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.

**If you have any questions about this year's report, please contact [andrew.openshaw@nigelwright.com](mailto:andrew.openshaw@nigelwright.com) / 0191 2690771.**