



*NORTHAMPTONSHIRE'S*  
**SALARY SURVEY 2019**

*COMMERCIAL DIVISION*

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## Welcome

**As we all continue driving forward against a backdrop of economic and political uncertainty, it's good to take the time to review matters that are closer to home – the employment market and our workforces. Unemployment has not been lower since December 1974, recorded as 3.8% in April 2019, representing 1.3 million people out of work. This means that there are fewer candidates actively looking for new roles, making the recruitment process longer and harder for employers – unless you are working with Impact!**

We pride ourselves on creating innovative and proactive recruitment strategies that are centered around finding the ideal candidate for the role, ensuring the search experience is positive for all parties. Northamptonshire is a thriving region for businesses and it is our responsibility to provide an informed and reliable recruitment service to our growing number of clients.

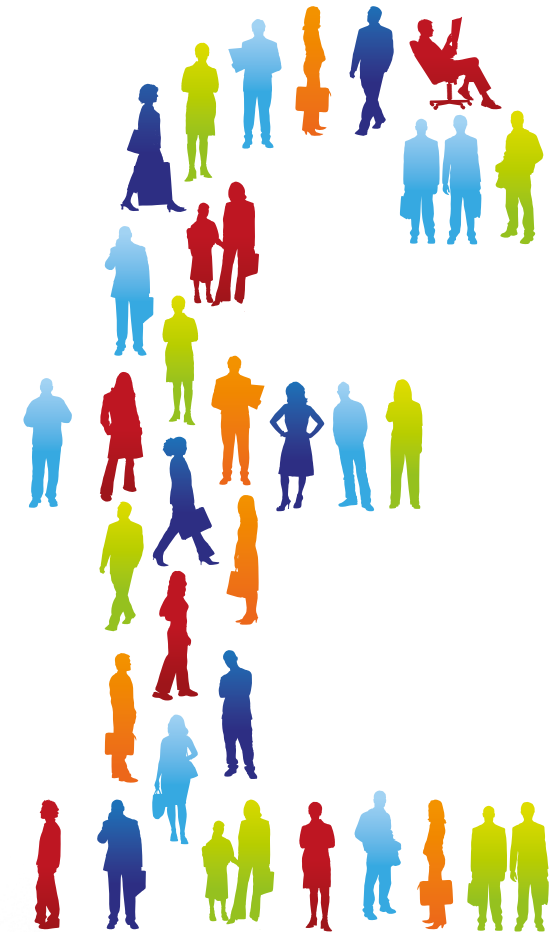
This includes pitching salaries at the right level to make them commercially viable, competitive and attractive – and this is why we do The Impact Salary Survey. The Impact Salary Survey for Northamptonshire 2019 provides a local benchmark for realistic earning levels across the most common commercial roles. It helps manage both client and candidate salary expectations and ultimately, a more efficient recruitment process.

Thank you to everyone who has participated in the survey as without your input this report would not exist. I hope you find the report useful and I welcome any feedback so we can make the next one even better!

Best wishes,



**Paul Hooper**, Director  
Impact Recruitment Services



## About Northamptonshire

### A fast-growing area

Northamptonshire is a fast-growing population area in the country, with a population that is set to reach 774,832 by 2021 and independent estimates suggest that Northamptonshire's economy has the potential to grow to over £20bn by the same year. The key towns of Brackley, Corby, Daventry, Kettering, Northampton, Oundle, Thrapston, Towcester, Wellingborough and surrounding villages have a lot to offer and are all well served by Impact Recruitment Services.

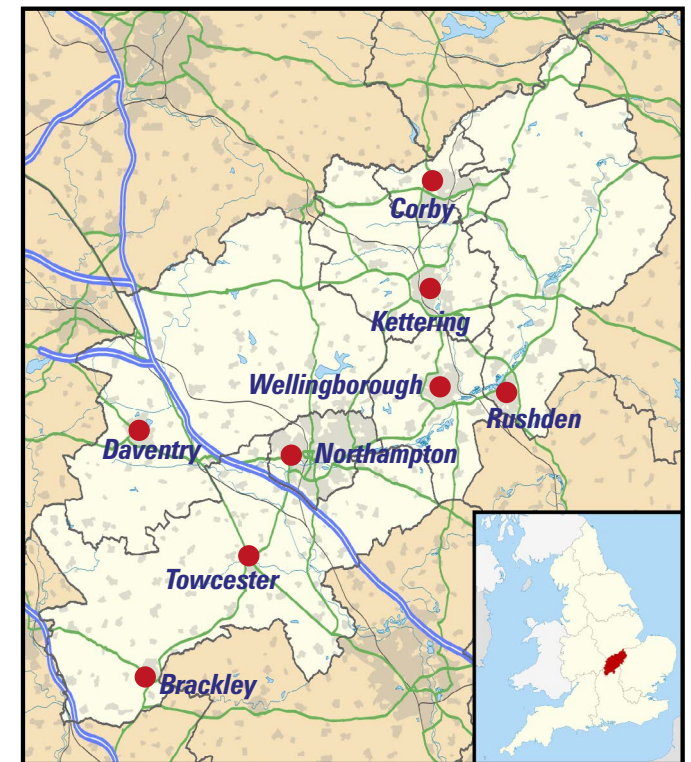
### Where businesses thrive

Often referred to as the 'Golden Triangle' because of its location within the A14, A45 and M1 road network and its central location for the rest of the UK, Northamptonshire is host to the Daventry International Rail Freight Terminal (DIRFT) and the Eurohub at Corby and is within easy reach of the three major air freight hubs.

Northamptonshire is a leading area for manufacturing and supply, particularly in food and drink, home to world-leading brands including Alpro, Weetabix and Carlsberg. It is also home for an array of blue-chip company HQ's such as Levis, Howdens, Barclaycard, Stanley Black & Decker, Panasonic, Travis Perkins and John Lewis.

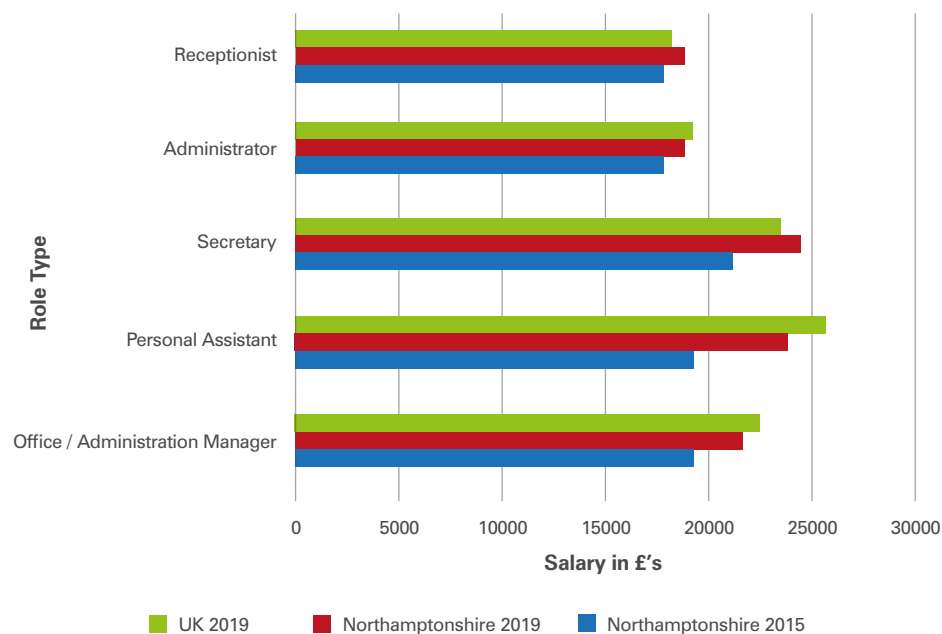
### But how do our salaries compare?

The Office of National Statistics (ONS) reports Northamptonshire salaries across all sectors to be 7.5% below the UK national average as of April 2019. The following charts show the average salary results from our own local market research and client survey responses, for the most popular commercial roles we recruit for, compared to the UK average and what our survey found it to be back in 2015.



## Office

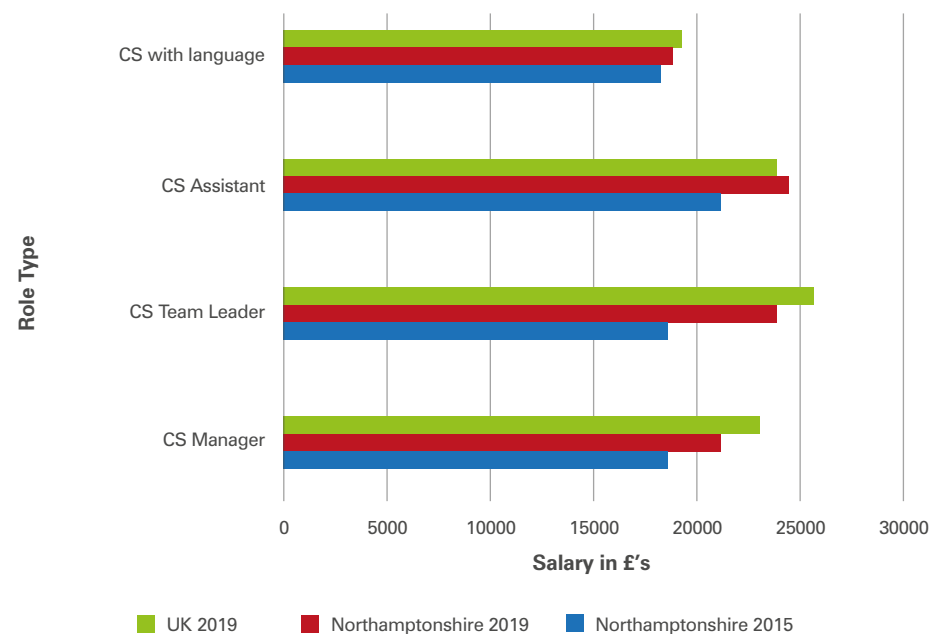
Average salary levels for the most popular office-based roles:



Across all office-based roles we have seen salaries rise by 13.03% since 2015 and on average, are just 2.36% behind the UK average. Further, when we asked about the package benefits typically associated with these roles majority mentioned bonus scheme, workplace pension and a company car, with some also claiming to have private health insurance with critical illness included.

## Customer Services

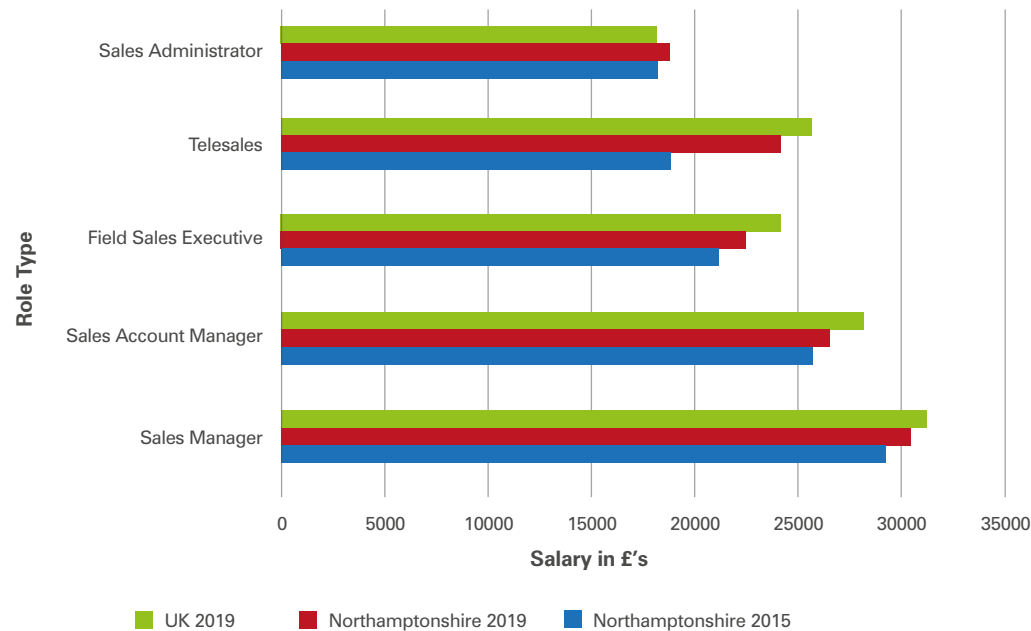
Average salary levels for the most popular customer service roles:



Strong growth is seen at all levels with salaries increasing 14.99% since 2015, and on average, are now just 3.17% behind the UK average. It was also found that overall packages are not as rich for this role type, with fewer mentioning private health schemes, bonuses and cars, though the workplace pension is now offered as standard.

## Sales

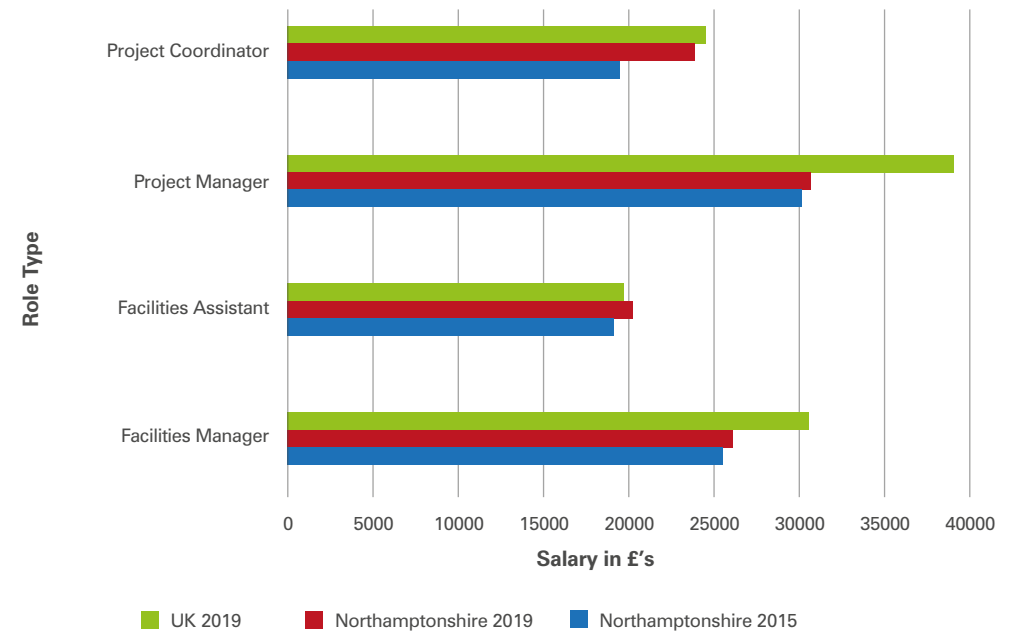
Average salary levels for the most popular sales roles:



Sales roles tell a consistent story of steady growth compared to 2015 at 8.41% and only 3.25% behind the UK average. Sales Manager roles are still the highest earner in the group but it's worth remembering majority of sales roles are bolstered with well-structured bonus schemes that can hugely increase annual income. Aside from the bonus scheme, it is also common for sales roles to have good benefits package that include pension, health insurance and car.

## Facilities and Project Management

Average salary levels for the most popular roles:



The biggest difference on this chart is for Project Manager roles and whilst this is most likely skewed by London rates it's also a possibility there's just one or two exceptionally high pay rates that have driven the UK average north. Across all roles we see growth of 8.18% compared to 2015 and as highlighted already, a difference of 10.35% under the UK average. Both facilities and project management roles seem to be light on overall package benefits when asked.

## HR and Legal

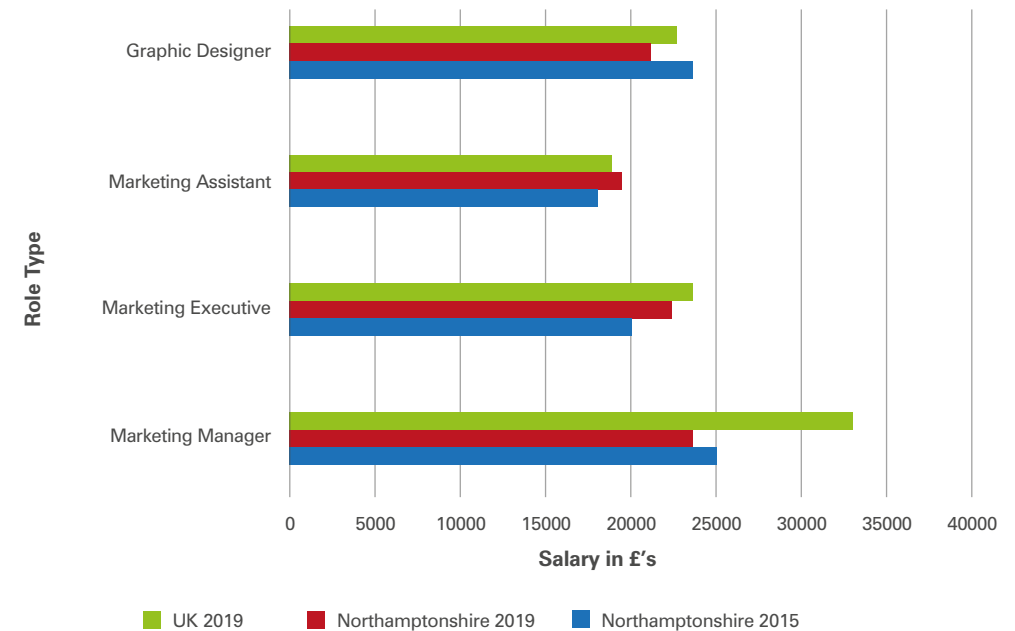
Average salary levels for the most popular roles:



This chart shows unusually constant levels of pay for these types of roles with little variance between region and year. Skewed by some exceptionally high HR Manager salaries in 2015 it means this group of roles are 7.81% lower than they were in 2015 and currently 5.16% below the UK national average. Most common benefits commented on for these roles are car and health insurance.

## Marketing and Design

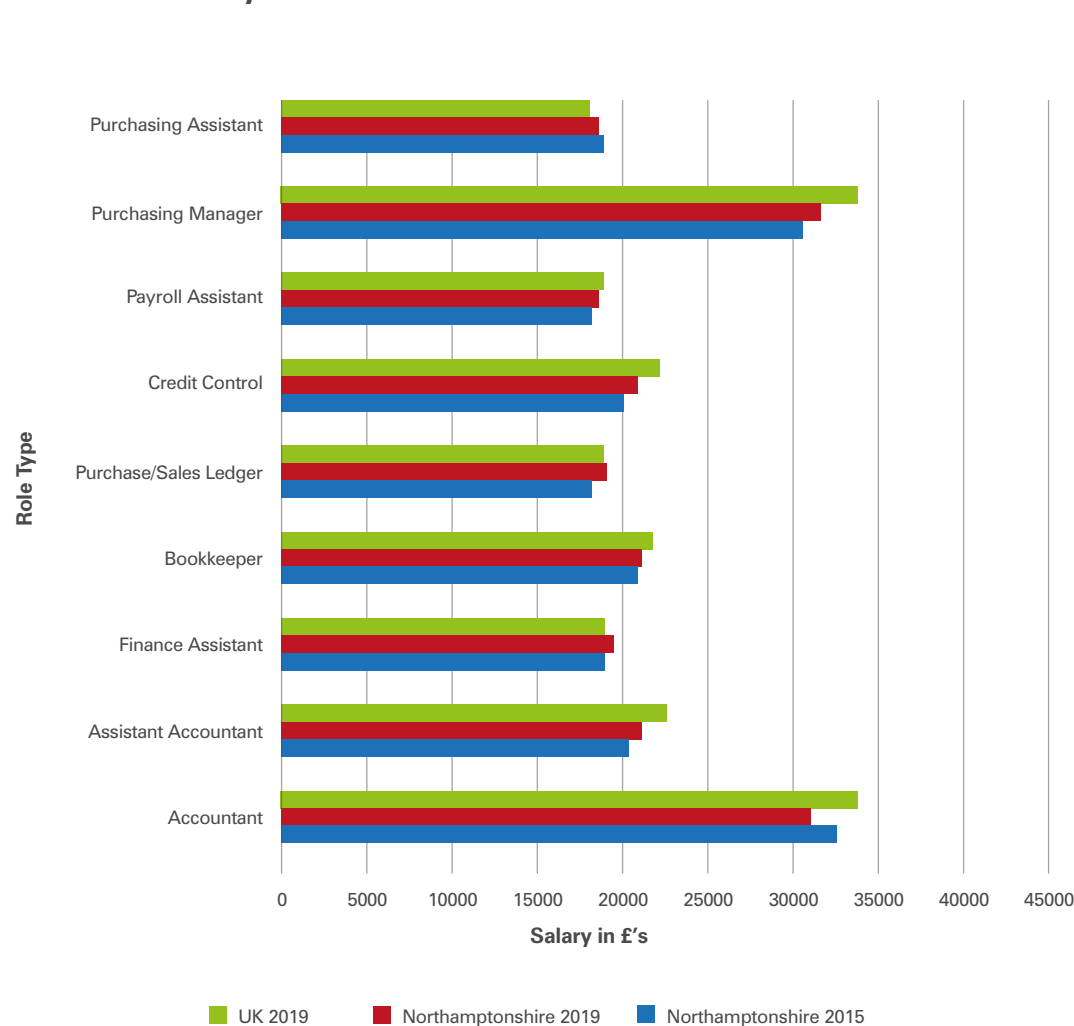
Average salary levels for the most popular roles:



A fairly haphazard trend between roles in this area, which generally shows little change – less than 1% increase in salaries between 2015 and 2019 and at 6% below UK average in line with overall employment trends. Interestingly this is the first group that mention flexible working and the opportunity to work different hours that better achieve a good work: life balance.

# Finance

Average salary levels for the most popular finance and accountancy roles:



Much like the HR and Legal roles, we see very constant salary levels here, suggesting there may be a trend in salary growth, or lack of it, in professional services, at an overall growth rate of 1.17%. Despite this, at only 3.48% under the UK average, Northamptonshire is offering competitive salaries in the finance sector. No real trend in bonus or company car benefits, though more varied suggestions such as training opportunities, Duke of Edinburgh support and number of days holiday.



## Survey Summary

### Closing the gap

The Office of National Statistics reports Northamptonshire salaries across all sectors to be 7.5% below the UK national average. Our survey across selected commercial roles reveals that we are perhaps not so far behind in all cases, showing an average variance of 4.56% below.

There are a series of potential conclusions to draw from this but we feel it is reflective of the thriving range of businesses, big and small, that are located in Northamptonshire and the need for them to offer competitive pay and reward packages to attract the best talent.

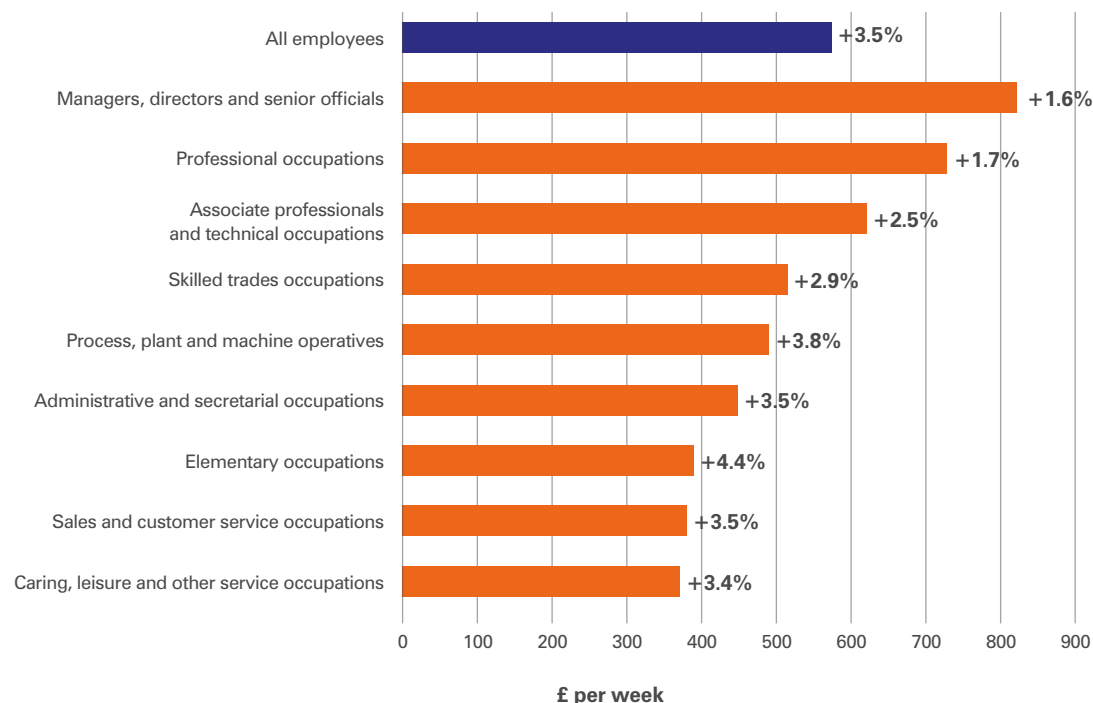
Securing the best people is now a competitive business in itself, and with a reduced talent pool to draw from due to the unusually high levels of employment, employers have to outsmart their competitors who are also looking for the same people to work for them.

### Salaries are on the rise

In April 2018, the ONS reported the median gross weekly earnings for full-time employees were £569, up 3.5% from £550 in 2017, though when adjusted for inflation this is real increase of just 1.2%. The increase was slightly lower for part-time workers at 2.9%.

### Lowest earners get highest increases in 2018

This graph shows the median full-time gross weekly earnings and percentage growth between April 2017 and 2018, by occupation group in the UK. It is likely the larger increases for the lower-earning occupations have been driven by the increase in the National Minimum Wage and National Living Wage rates of hourly pay in April 2018, affecting the whole of the UK.



## We're Here To Help

Impact Recruitment Services are an independent recruitment agency that has been working with businesses and candidates in Northamptonshire for almost 20 years. Our primary goal is to consistently provide a first-class recruitment service and believe this includes sharing useful and relevant information to our clients and candidates, and indeed non-clients, such as this Salary Survey.

To make sure you receive all of our news and updates, please follow our company pages on social media:

- LinkedIn - [Impact Recruitment](#)
- Facebook - [Impact Recruitment Services](#)
- Twitter - [ImpactExtra](#)

If you would like any further information or recruitment support we would be delighted to hear from you.

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## How The Survey Is Done

Our survey data is captured via extensive market research of online job boards and an online survey form which we shared with all of our business contacts. Each role reported on had at least 10 responses to evaluate, with an overall response rate of over 400 submissions.

### Sources:

[Northamptonshire.gov.uk](http://Northamptonshire.gov.uk)

[Payscale.com](http://Payscale.com)

[Ons.gov.uk](http://Ons.gov.uk)

[Indeed.co.uk](http://Indeed.co.uk)

[CV-library.co.uk](http://CV-library.co.uk)

[Reed.co.uk](http://Reed.co.uk)

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