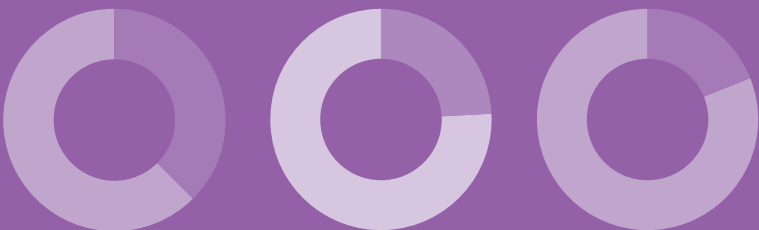




MorePeople
Salary Survey 2020





Introduction

In our 2019 salary survey I said that 'smart businesses want to hire the best talent and ensure that their employees are well looked after'. In the volatile, uncertain, complex and ambiguous world in which we find ourselves in 2020, (even now that elections and Brexit has passed), this remains to be the case.

2019 was, for MorePeople at least, a year of two halves. The first half of the year was buoyant and the pragmatism and positive attitudes of our clients and candidates was reflected in the vacancies we worked on. The second half of the year was slower, which I suggest was a reflection on the supposed Halloween Brexit deadline and the December 12th general election.

It will be interesting to see whether any of the trials and tribulations had a knock-on effect to salaries, benefits or priorities when looking for a new job.

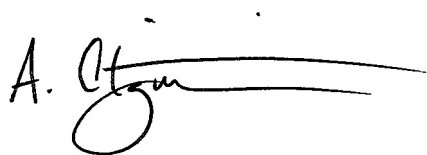
Our method of data collection has been consistent with our 2019 survey. We want to ensure that the findings are as accurate as possible and give us some quantitative as well as qualitative data.

Again, I should thank everyone who took part in the research – we couldn't have produced this without you. I hope that the findings are interesting.

We'll try to remain impartial throughout and not make too many assumptions with our commentary. Keeping an open mind will be the key to making this report useful in your role or business.

As ever, we are always happy to help and available to talk to, so if you have any questions about anything contained in this report please do get in touch.

Regards,



Andrew Fitzmaurice
andrew@morepeople.co.uk
01780 480530



Andrew Fitzmaurice
Managing Director



Methodology

The data in this report is based on a survey that was sent out in November 2019 to our full client and candidate database and advertised on our website. We have worked with a diverse range of companies over the last 20 years, placing us in the ideal position to collect this information on behalf of the industry. The questions remained the same as the 2018 survey, with an additional question about factors that lead to job satisfaction.

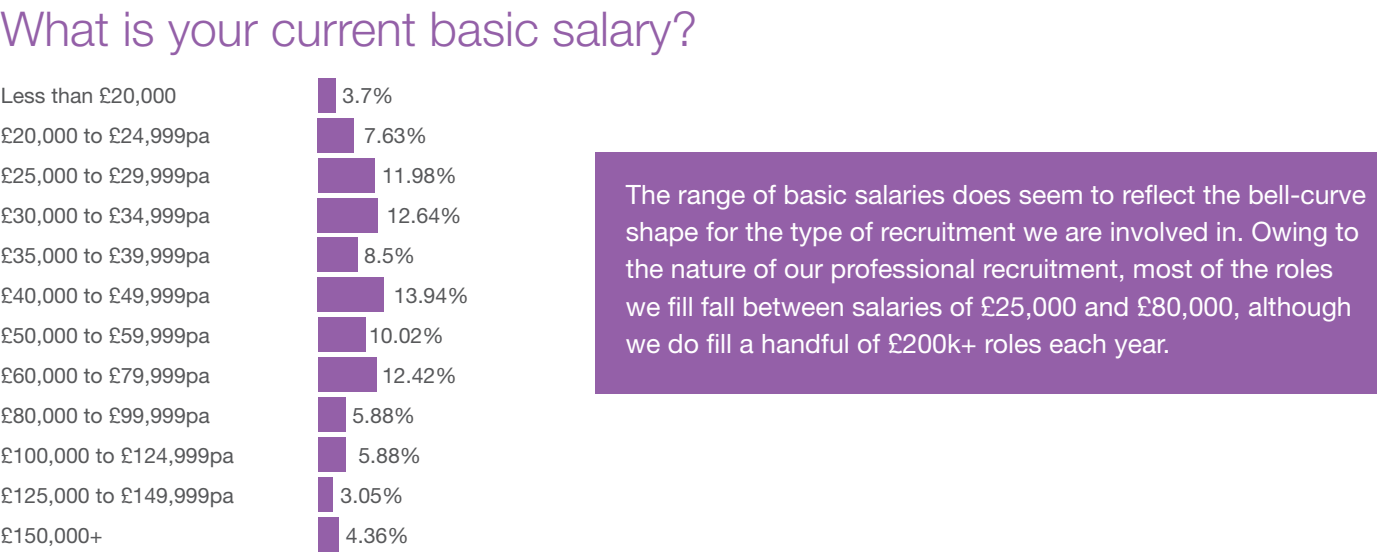
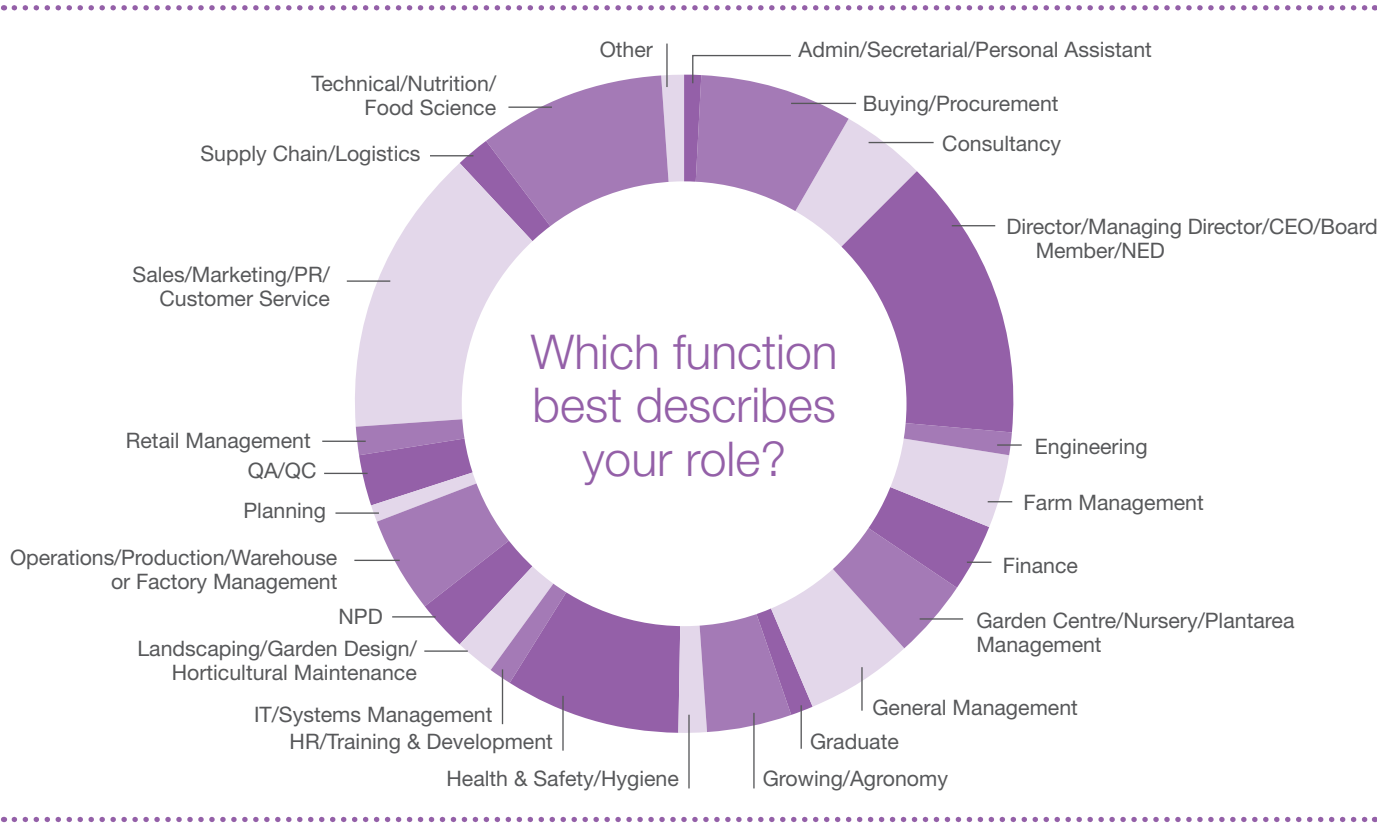
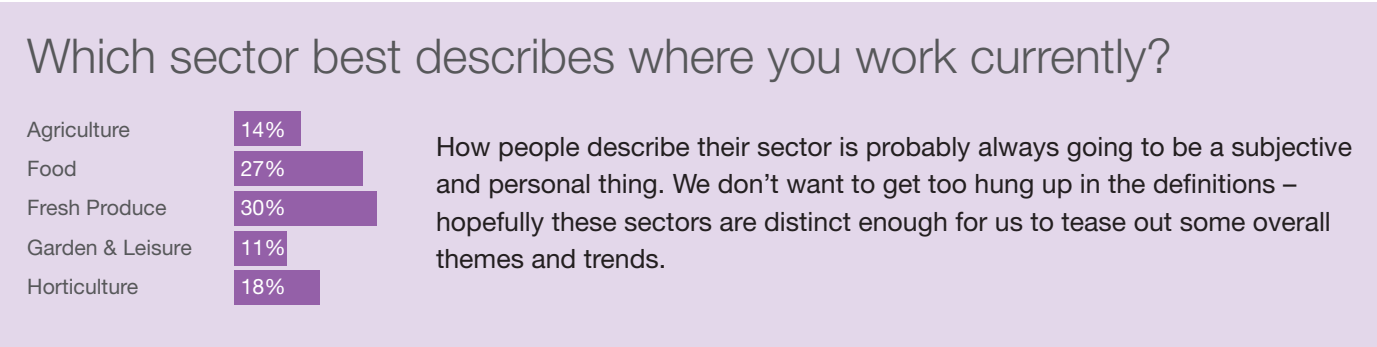
All data is anonymous, providing an independent review of the sectors with information to benchmark role types, salary ranges, benefits and motivations. Associated commentary is based on the views and experience of our recruitment professionals. The results are presented in full and also drilled down for each sector that we recruit for – Fresh Produce, Food, Agriculture, Horticulture and Garden & Leisure.

Any quotes in speech marks are responses made by participants to a concluding open-ended question – ‘Do you have any other comments with regard to salary or benefits?’

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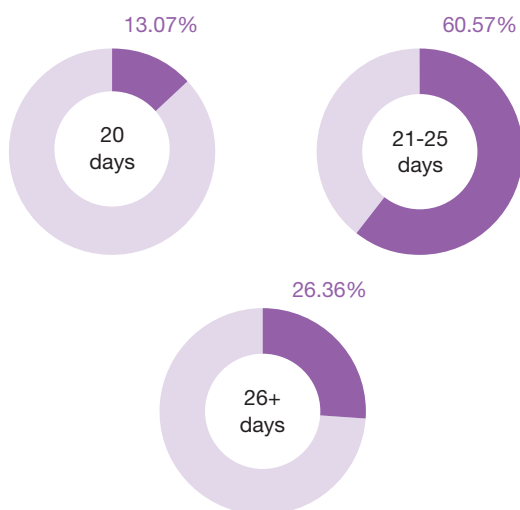
Responses in Full



Very similar to the results in 2019, most of the candidates surveyed have worked in their respective industries for over 11 years. The challenges in attracting new talent to all of the sectors in which we are involved seems to be ever-present. There are plenty of great initiatives and schemes which play their part for bringing in fresh blood but perhaps more could be done.

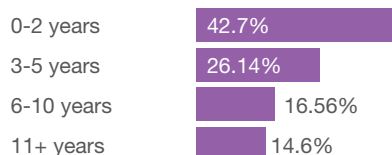
What is your current annual holiday allowance?

(excluding bank holidays)

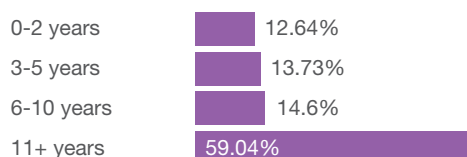


As companies look to find a competitive edge and, as their employees become ever more savvy (and demanding) with regards to their expectations on benefits, we'd expect to see the options grow and probably become ever more complex. Just as companies are starting to understand how to attract and cater for millennials, the next generation (Gen Z) are starting to arrive. They'll bring a whole new set of principles with them. In this survey we see 'Flexible Working' up 6% year on year and so is the 'Option to Buy More Holiday' – there's plenty of opinion out there about that one concept alone. Does it boil down to technology, trust or efficiencies? Could these increases be the start of a trend? Perhaps they're anomalies? Time will tell.

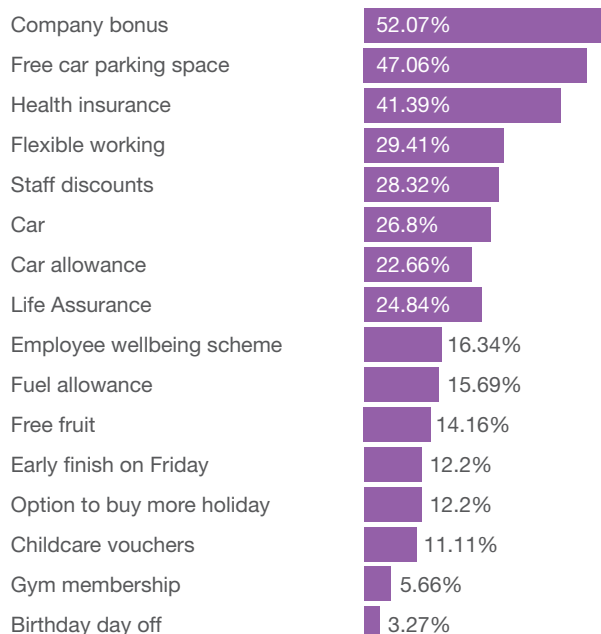
How many years have you worked for your current employer?



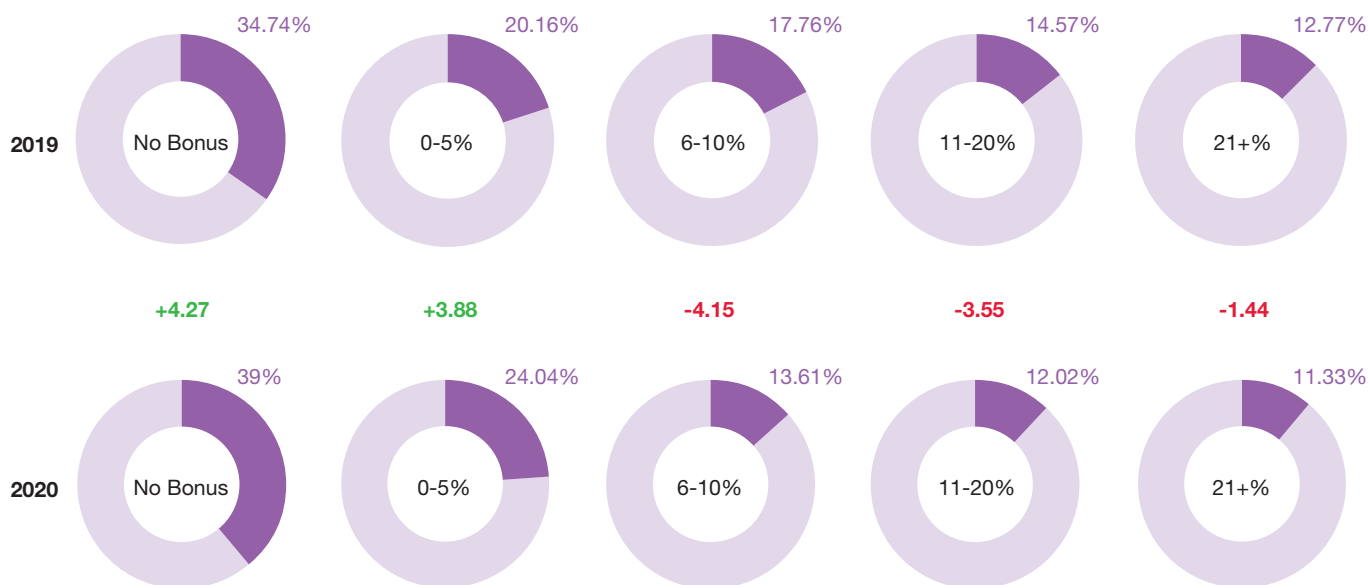
How long have you worked in your current industry?



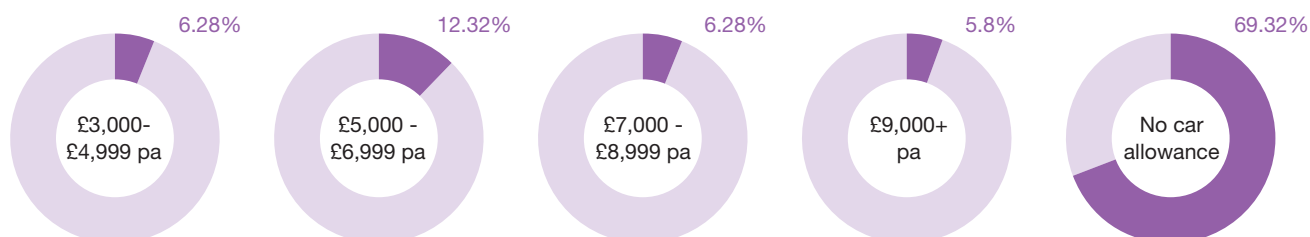
Which of the following employee benefits do you receive?



If you receive a bonus, how big is it?



If you receive a car allowance, how big is it?



What are your priorities when looking for a new job?

1. Job satisfaction
2. Company culture
3. Salary
4. Location
5. Training and progression opportunities
6. Office environment
7. Employee benefits
8. Flexible working

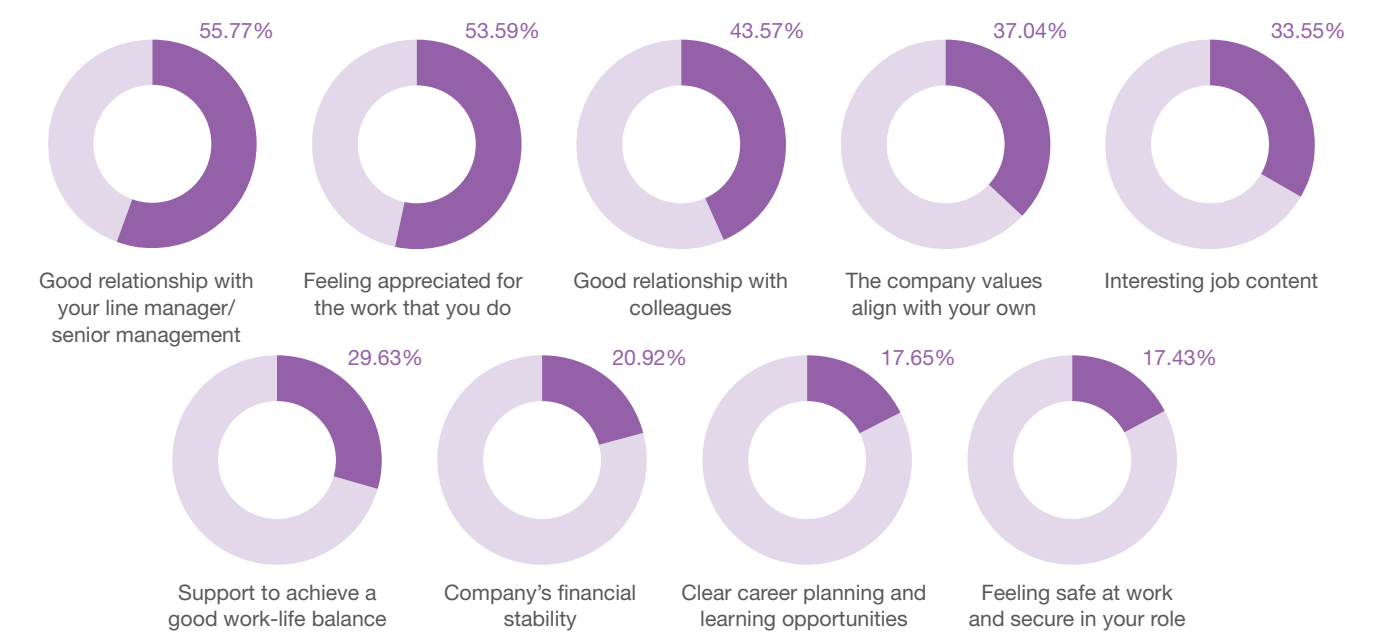


- ↓ Decrease on last year
- ↑ Increase on last year
- No change

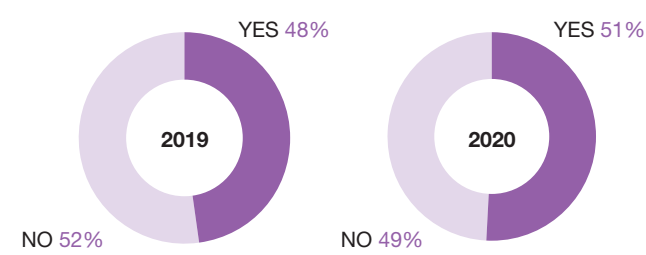
‘Job Satisfaction’ tops the chart again for priorities when looking for a new job. Should that be a surprise? ‘Company Culture’ is a big mover – up two spots from last year. The million dollar question is perhaps ‘what does Company Culture actually mean?’ Certainly ‘Job Satisfaction’ and ‘Company Culture’ are hard things to quantify and often they are hard things to articulate when interviewing new recruits. There’s plenty of good information available on what great companies all have in common. Clearly it’s becoming more important to ensure that time and energy goes into creating a positive culture for your business – moreso than time spent discussing and planning salaries perhaps?

“It’s not all about the money – though that is important obviously. I want to look at any opportunity or company as a complete package.”

What factors would lead to job satisfaction for you?



Would you be willing to relocate for a job?

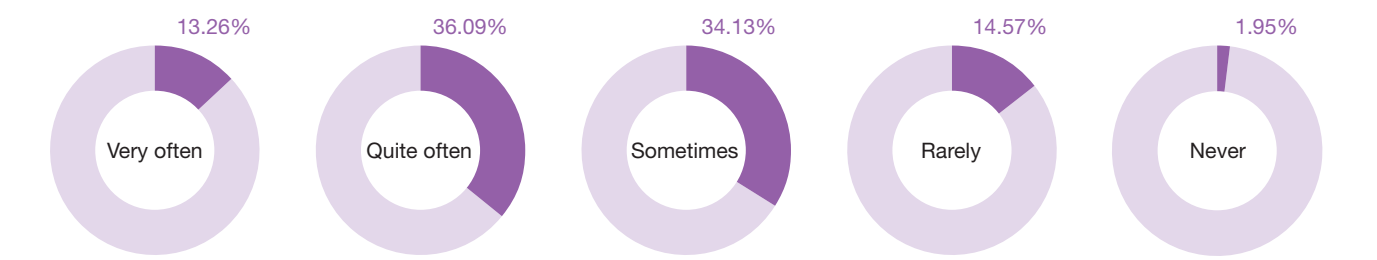


From a recruiters perspective, the majority of the placements that we make come from people who don't have to relocate. The findings from this year (and last) suggest that half of people would relocate for a new job. When faced with the practicalities and challenges that come with a relocation for a new role – especially when uprooting families – perhaps actually going through with a relocation isn't as easy as first thought. Also, one would expect that any relocation would be dependent on the appeal of the role. Relocate for the dream job? Sure. Relocate for less money and a worse culture? I doubt it.

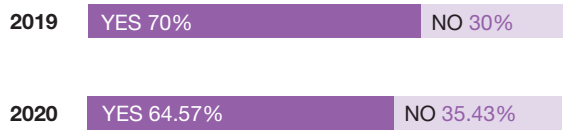
Do you believe investing in skills and development is a priority for your current employer?



How often do you pick up new skills at work?



Have you had a pay rise in the last 12 months?



Fewer people seem to have had a pay review in the past 12 months compared to when we asked the question last time.

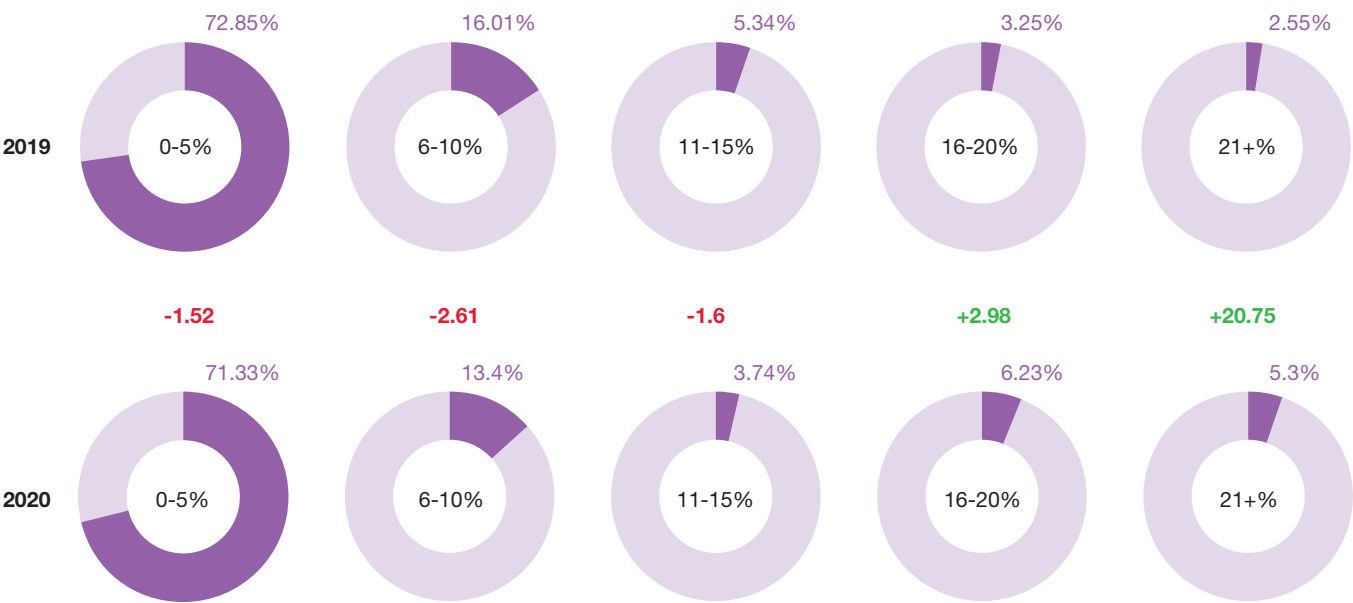
In the second half of 2019 businesses were definitely handicapped with the uncertainty of Brexit and the General Election. I'd be fairly confident in suggesting that those uncertainties correlate with the overall confidence and so, in turn, salary reviews.

If yes, was this due to...



“Sometimes we get salary reviews based on personal performance. Sometimes we don't get them based on factors out of our control.”

How big was the pay rise?



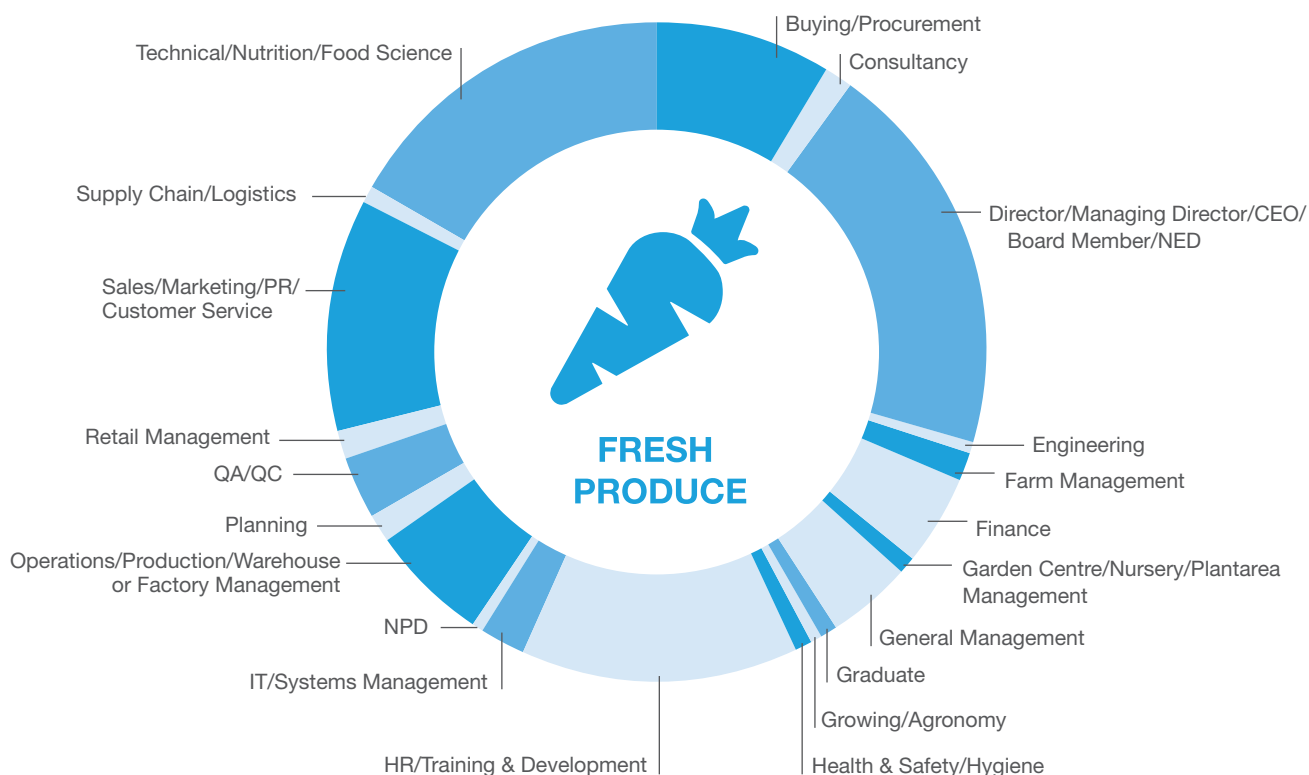
Would you consider taking a lower salary to secure your dream job?



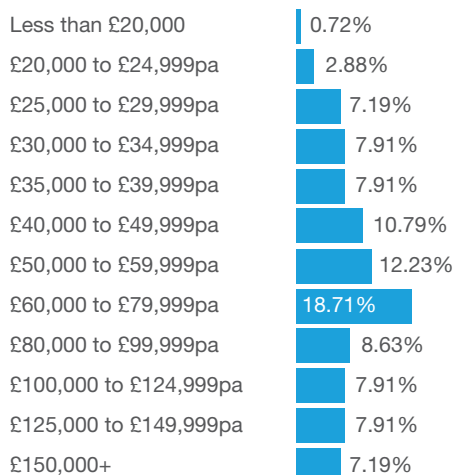
‘Do a job you love and you'll never have to work a day in your life’. Or so they say. Perhaps there's more research required to better understand how people might actually view their dream job?

Fresh Produce

Which function best describes your role?



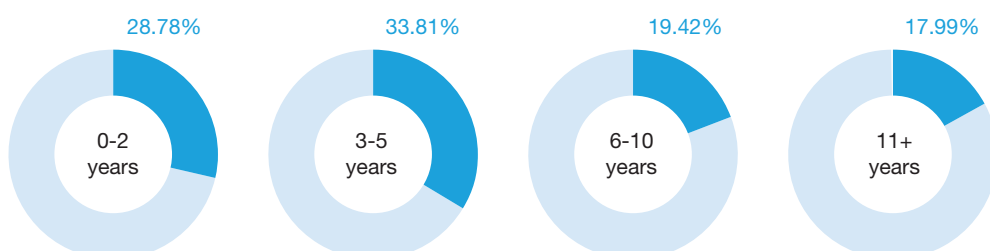
What is your current basic salary?



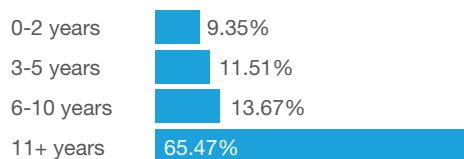
“Salary is becoming more important to me as I get older.”

It often feels like the fresh produce industry comes under criticism for not paying enough money. It's natural for people to always want more in whichever industry they work. The largest group responding to our survey are in the £60,000-£79,999 bracket which, when compared to the UK average salary of £30,420, is more than respectable (naturally we accept that it could simply be down to the sample audience). No matter, what is clear is that there are definitely good salaries and benefits on offer in the fresh produce sector.

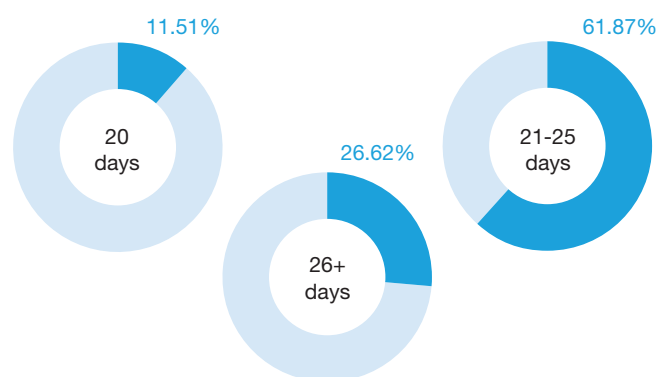
How many years have you worked for your current employer?



How long have you worked in your current industry?

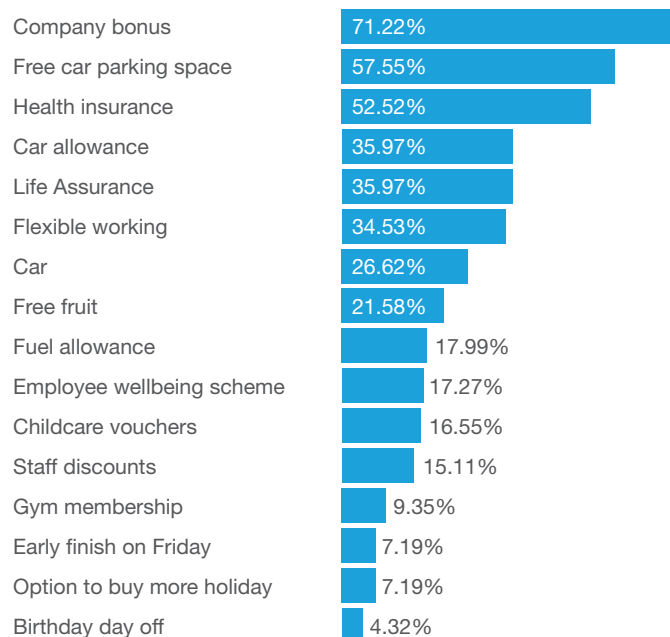


What is your current annual holiday allowance? (excluding bank holidays)



“ I think the need for businesses to be more flexible with hours and location of work is only going to grow.”

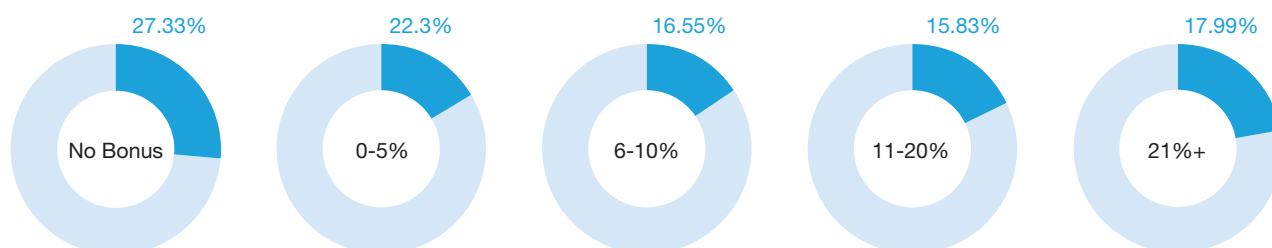
Which of the following employee benefits do you receive?



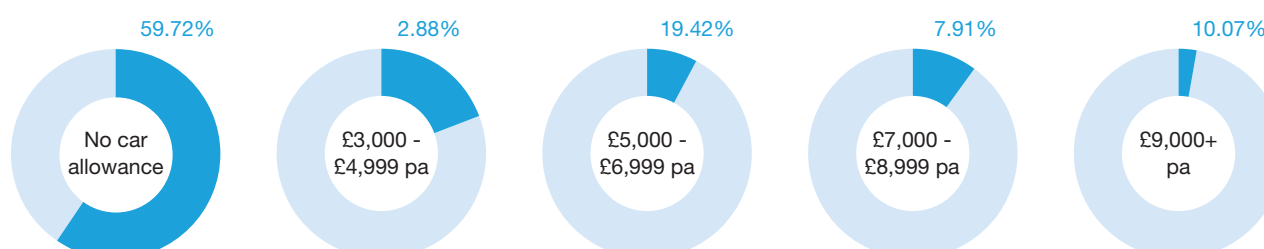
Others:

- Company discount scheme
- External qualified training
- Free fruit and veg box per week
- Free produce on a Friday
- Long term incentive scheme

If you receive a bonus, how big is it?



If you receive a car allowance, how big is it?



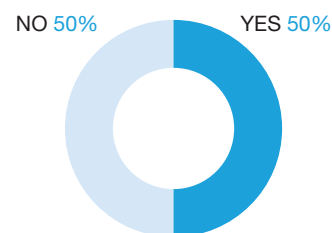
What are your priorities when looking for a new job?

1. Job satisfaction
2. Company culture
3. Salary
4. Location
5. Training and progression opportunities
6. Office environment
7. Employee benefits
8. Flexible working

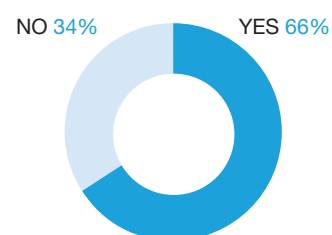
What else is important when looking for a new job?

- Appropriate systems & technology
- Bonus incentive
- Company stability
- Feeling valued
- Forward thinking diverse company who look ahead
- Strong leadership

Would you be willing to relocate for a job?

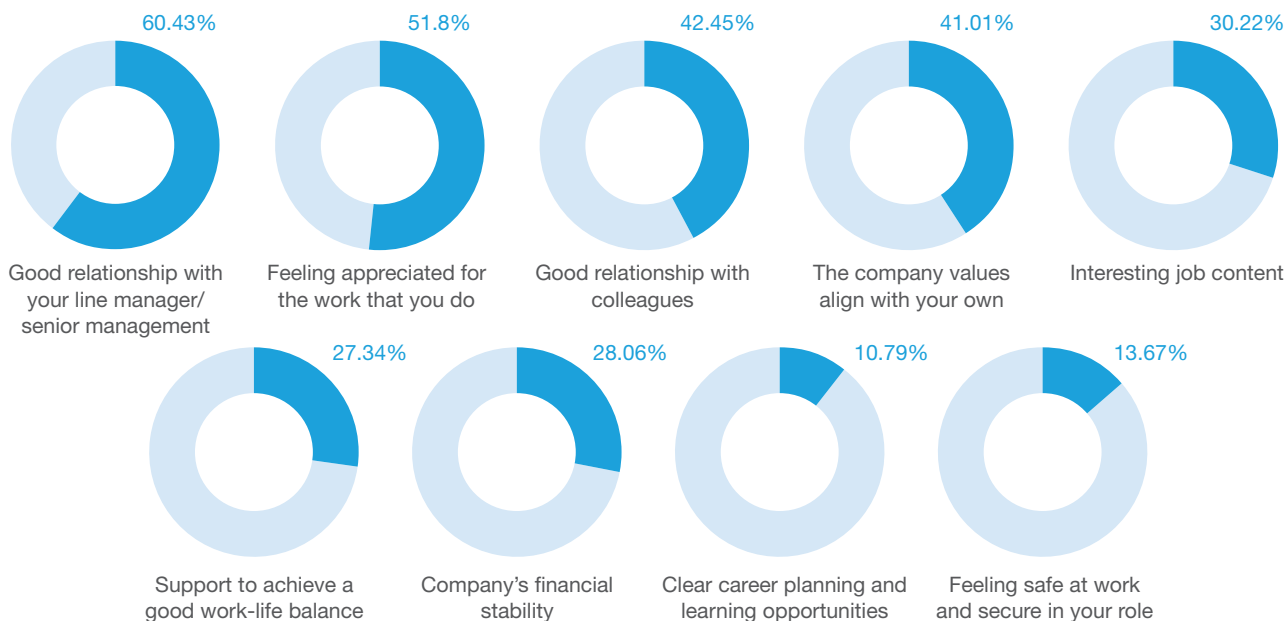


Do you believe investing in skills and development is a priority for your current employer?

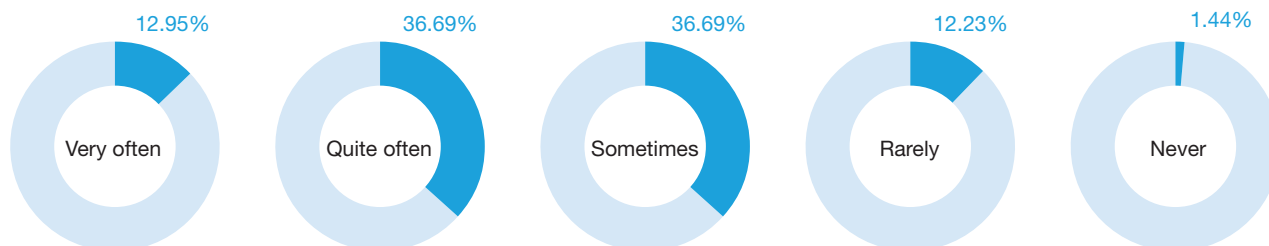


It's great to see that two thirds of candidates feel that 'investing in skills and development is a priority for their current employer'. Another big plus for the produce sector. In this years' survey we gave respondees the opportunity to use a 'free-text' box if the priority for them moving jobs wasn't listed. We'd expect the survey to evolve in the future to include more and more varied priorities as the demands of candidates become ever more diverse.

What factors would lead to job satisfaction for you?



How often do you pick up new skills at work?

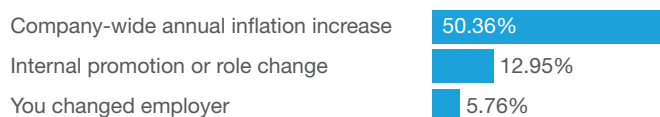


Have you had a pay rise in the last 12 months?



“ I think salary and benefits are always very important for people but the level of priority does vary throughout your working life depending on what else is happening for you.”

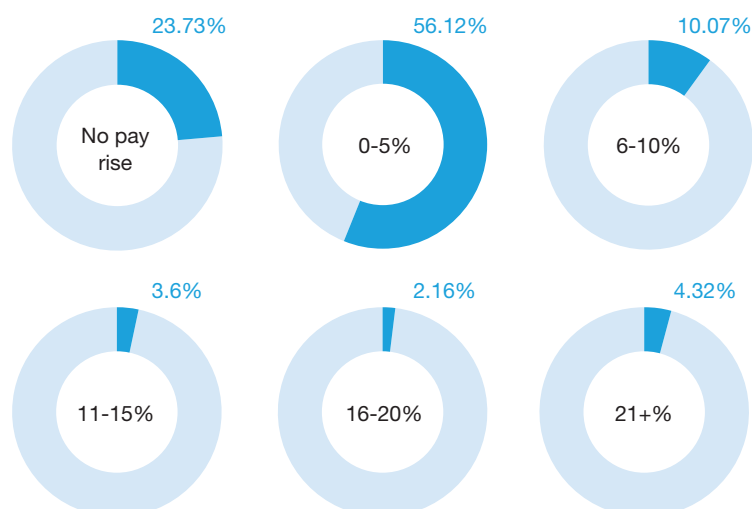
If yes, was this due to...



Others:

- Demanded a review of current package
- Pushed for it
- Passed exam
- Performance based pay review
- Re-negotiated my salary after completing training
- Benchmarking exercise
- By contract

How big was the pay rise?



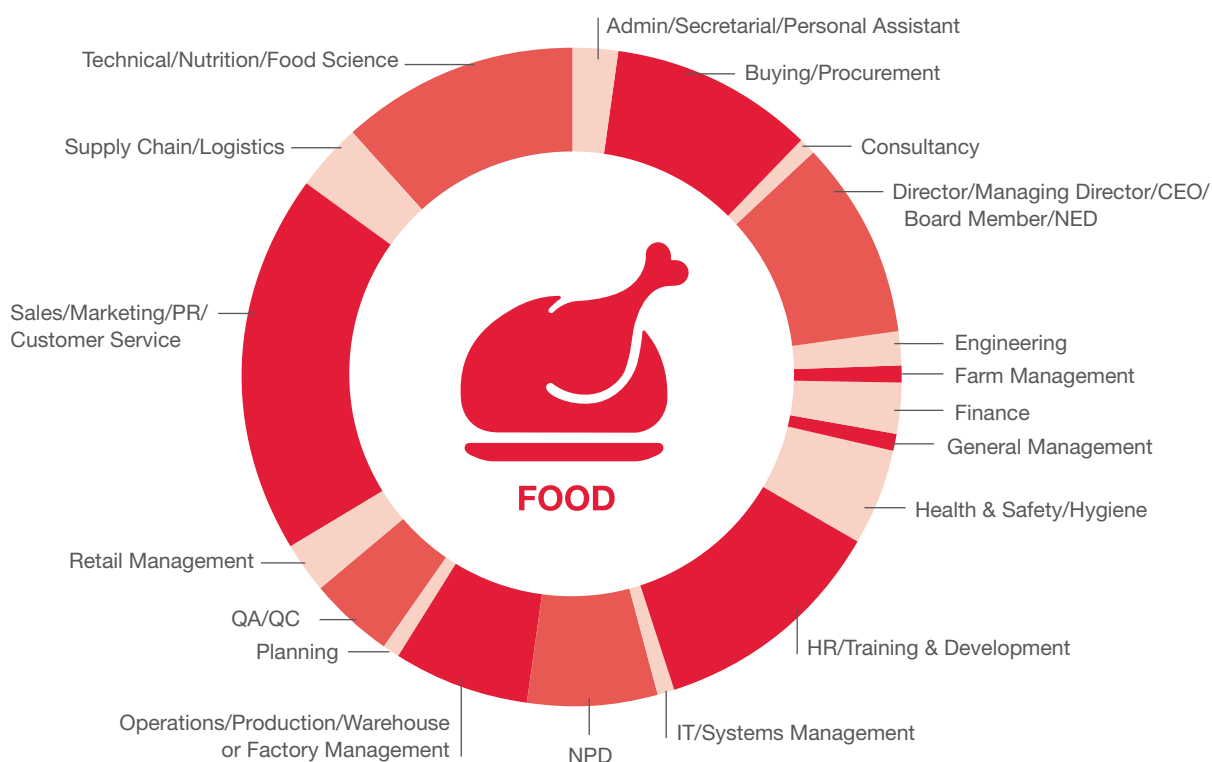
Would you consider taking a lower salary to secure your dream job?



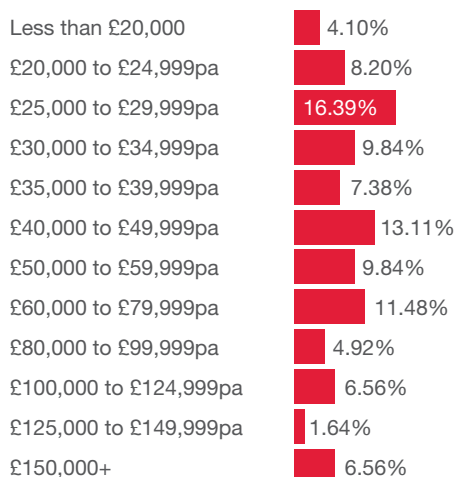
“ Clear long-term development and secured growth within the company is paramount.”

Food

Which function best describes your role?



What is your current basic salary?

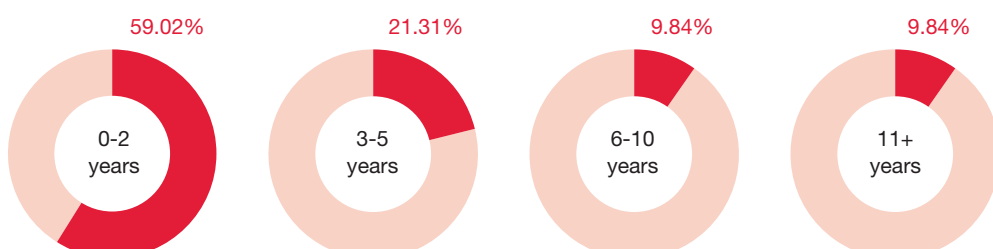


“I don’t think salary is the most important factor, but you do want to feel valued by a company.”

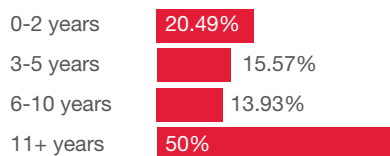
“Salary that reflects work done is important and companies who recognise and reward work are higher rated.”

“Company car (with lower salary) would suit me greatly.”

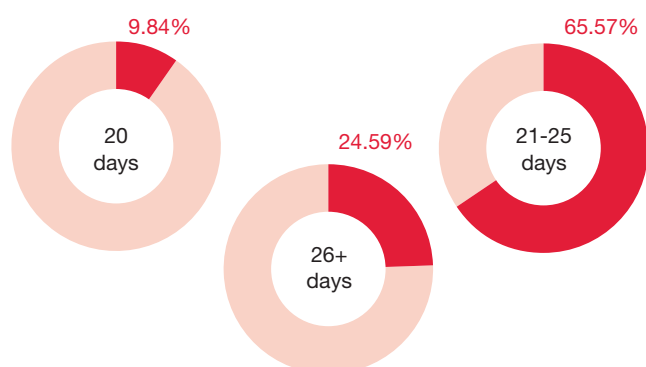
How many years have you worked for your current employer?



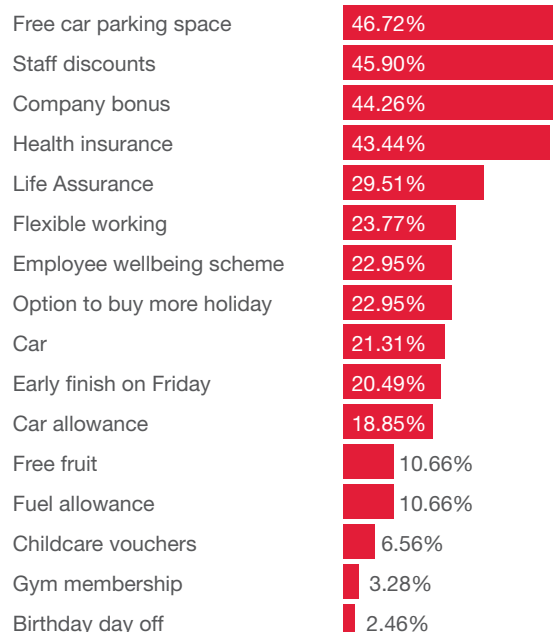
How long have you worked in your current industry?



What is your current annual holiday allowance? (excluding bank holidays)

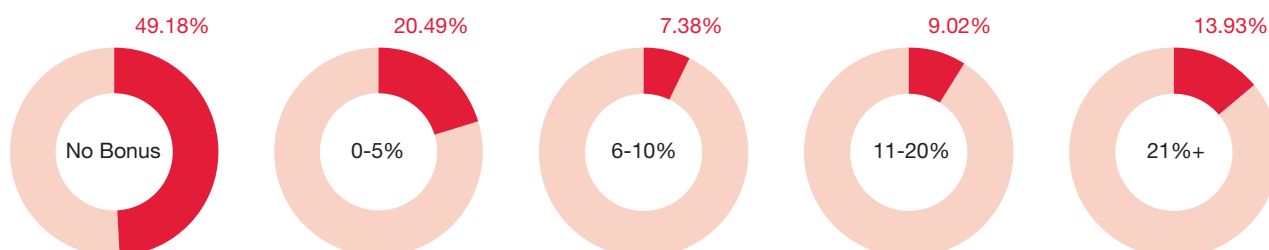


Which of the following employee benefits do you receive?

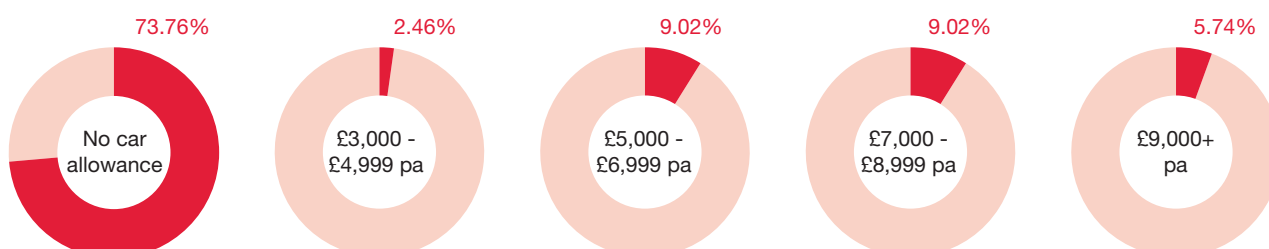


Company culture seems to consistently come out as the second most important priority for people when they move jobs. Does your benefits scheme reflect your culture? Whilst some benefits are going to come at a financial cost, plenty of them are pretty cheap and easy to implement and might actually increase engagement to help create the culture you want.

If you receive a bonus, how big is it?



If you receive a car allowance, how big is it?



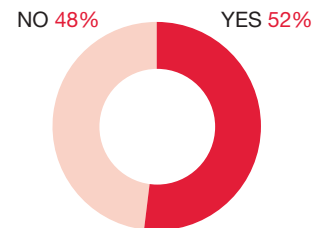
What are your priorities when looking for a new job?

1. Job satisfaction
2. Company culture
3. Salary
4. Location
5. Training and progression opportunities
6. Office environment
7. Flexible working
8. Employee benefits

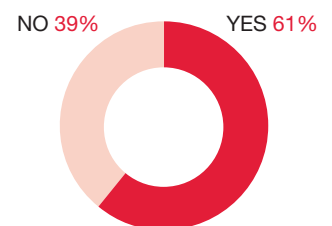
What else is important when looking for a new job?

- Company commitment to CSR
- Earnings potential and overall package
- Good family policies and holiday
- Interesting products
- Sustainability strategy/vision
- Values of the business

Would you be willing to relocate for a job?

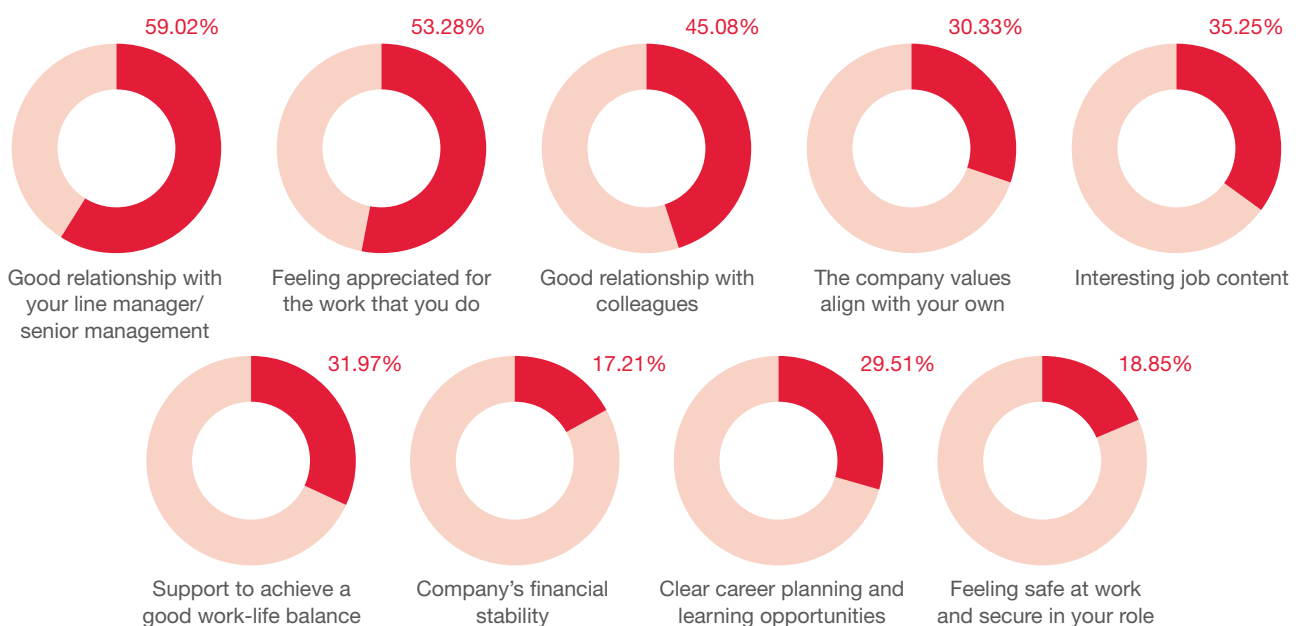


Do you believe investing in skills and development is a priority for your current employer?

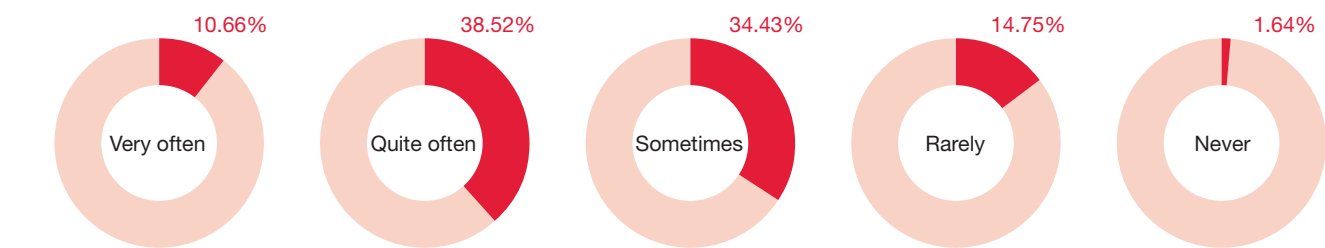


Ethics, CSR and values seem to be increasingly on the priority list for people when they are looking for a new job. What is going to be important for companies as they work towards these priorities is that they do so with genuine intent. Staid nouns printed on your office walls and website won't work as 'values'. Lip-service to a CSR policy or a half-baked commitment to sustainability will quickly fail to inspire and probably actually drive engagement in the wrong direction. Candidates are savvy and they'll spot it if you're disingenuous.

What factors would lead to job satisfaction for you?



How often do you pick up new skills at work?

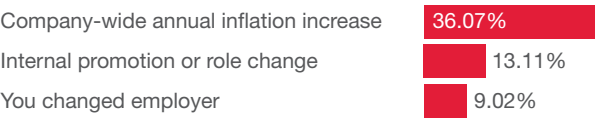


Have you had a pay rise in the last 12 months?



“ A regular % annual increase would mean a lot to me personally.”

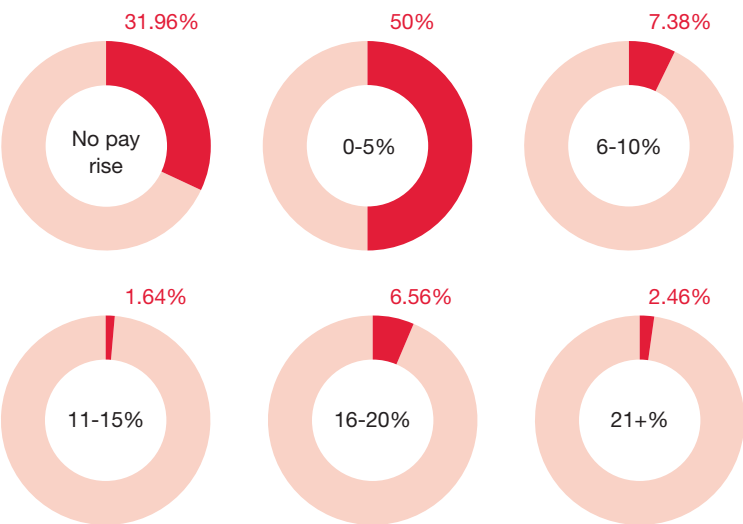
If yes, was this due to...



Other:

- Recognition of increased responsibility

How big was the pay rise?



“ It can be difficult to talk about salary and benefits with your employer. Perhaps it’s just that as a nation we’re shy or embarrassed about talking about money?”

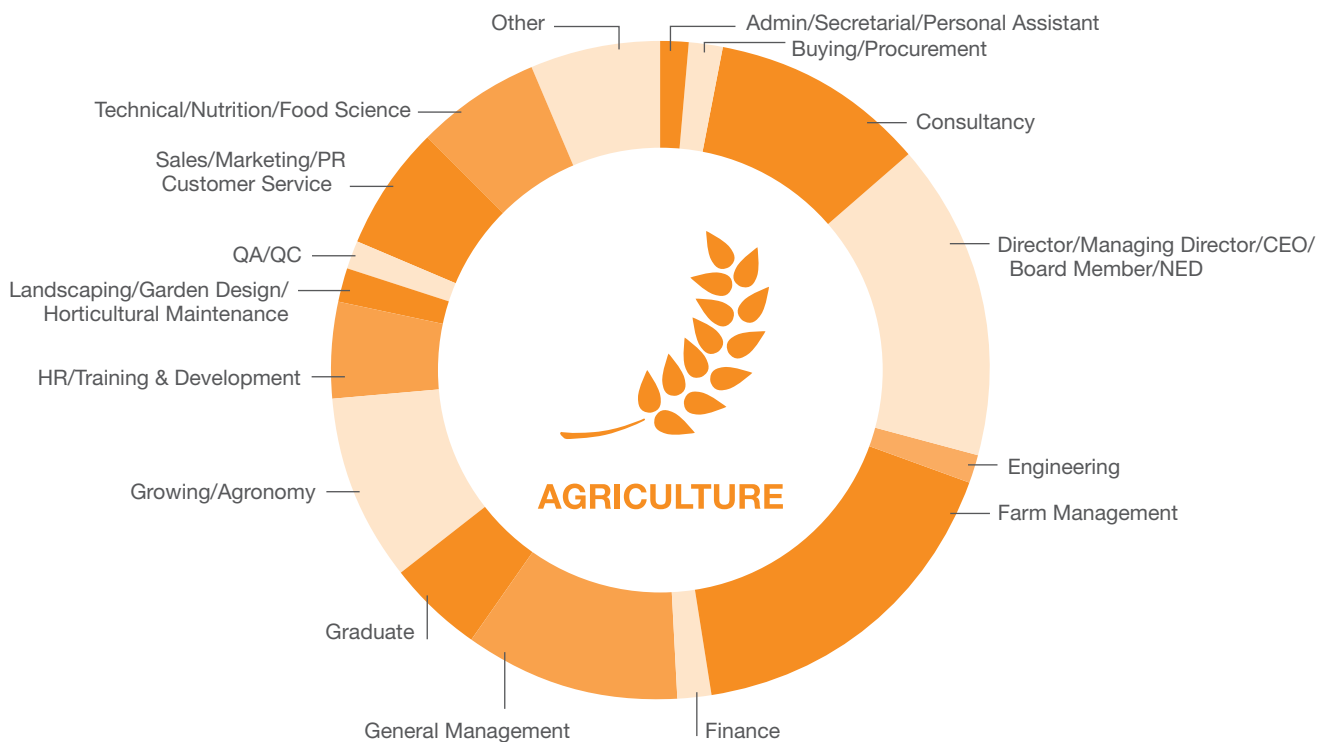
Would you consider taking a lower salary to secure your dream job?



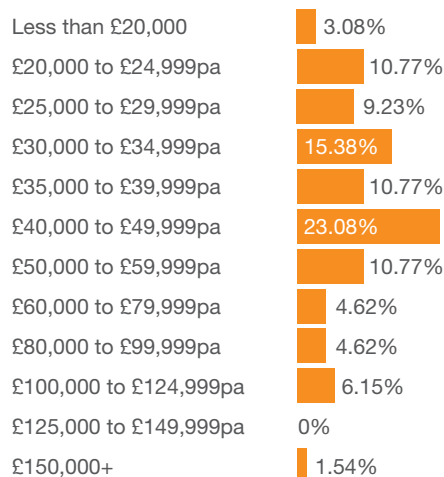
“ Salary for those in a technical role often appears lower than those in roles such as purchasing on the basis that we don’t make savings etc. that are visible on the bottom line. This may be a contributing factor to the growing issue of a lack of good quality technical candidates out there.”

Agriculture

Which function best describes your role?



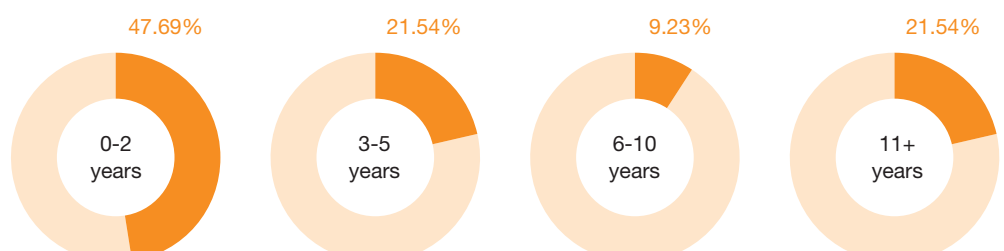
What is your current basic salary?



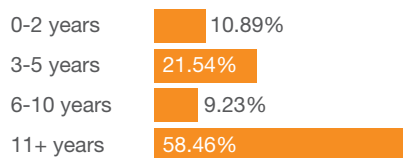
“ Salary should take into account your hours, job commitments and stresses of the job as a whole.”

We didn't include Agriculture as a sector last year. In part because we were worried about the blurred edges between food and fresh produce. We've always recruited in the Agriculture sector but over the past five years or so we have been doing more and more in this space so we felt it was time that we tried to separate the results. Since the people completing the survey 'self-certify' as working in agriculture then that's as good a qualifying criteria as any. Hopefully it will be interesting to see if/how the findings differ in this section.

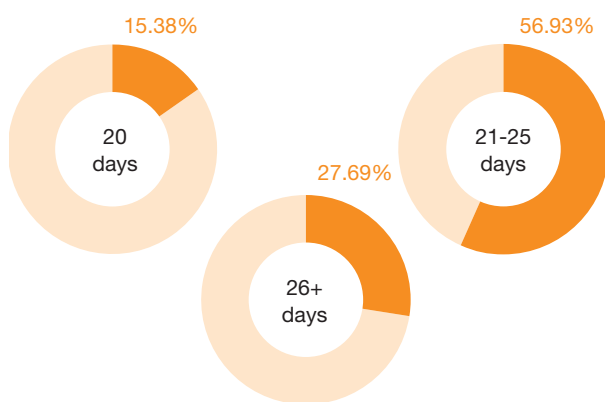
How many years have you worked for your current employer?



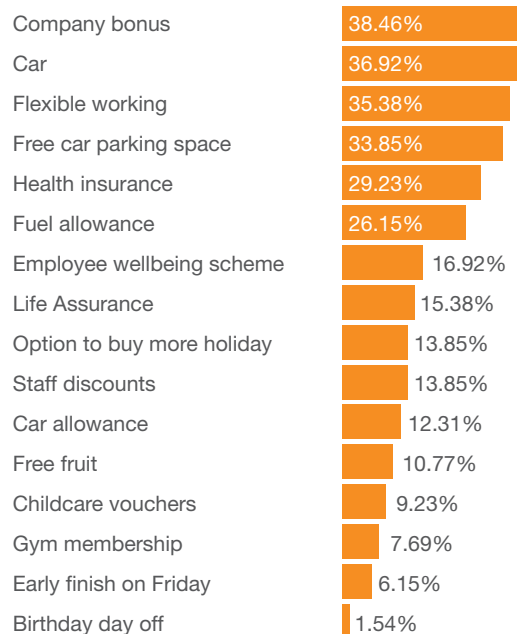
How long have you worked in your current industry?



What is your current annual holiday allowance? (excluding bank holidays)

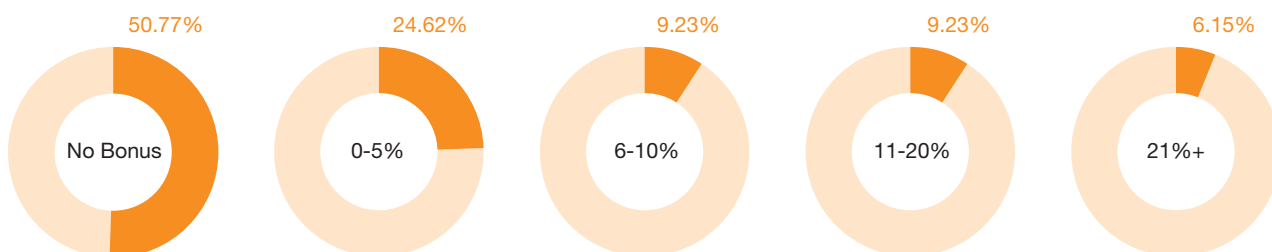


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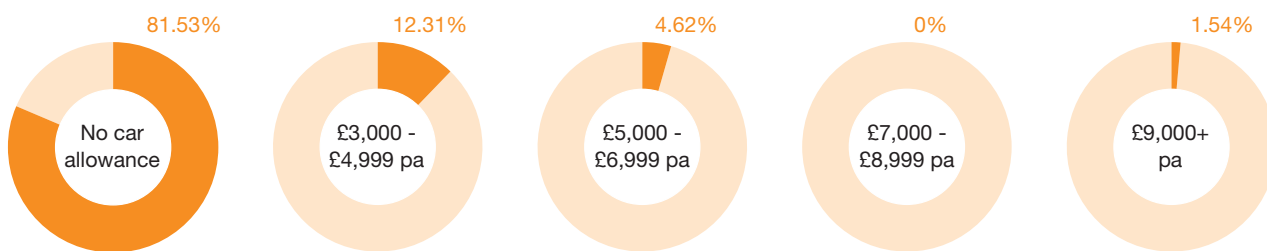
Agriculture had the highest score in any sector for flexible working. Could this be down to the nature of the work and the seasonal demands? Far more people in agriculture also seem to have a physical car rather than a car allowance – this is likely to be due to some of those vehicles being required for the nature of the work rather than being a corporate benefit.

If you receive a bonus, how big is it?



“ When one matures with age and experience the actual salary and benefits scenario loses its importance and the areas of wellbeing, security, appreciation and job contentment rise to the surface.”

If you receive a car allowance, how big is it?

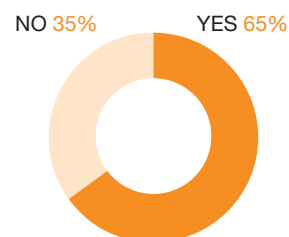


What are your priorities when looking for a new job?

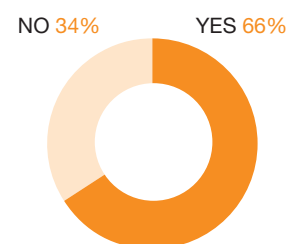
1. Job satisfaction	4.74
2. Company culture	4.34
3. Location	4.25
4. Training and progression opportunities	4.22
5. Salary	4.18
6. Office environment	3.88
7. Flexible working	3.72
8. Employee benefits	3.69

Salary drops to 5th in the priorities when looking for a new job in agriculture. No other sector in this survey has salary so low. Perhaps this speaks to how much importance people in agriculture place on job satisfaction, location, culture rather than just money?

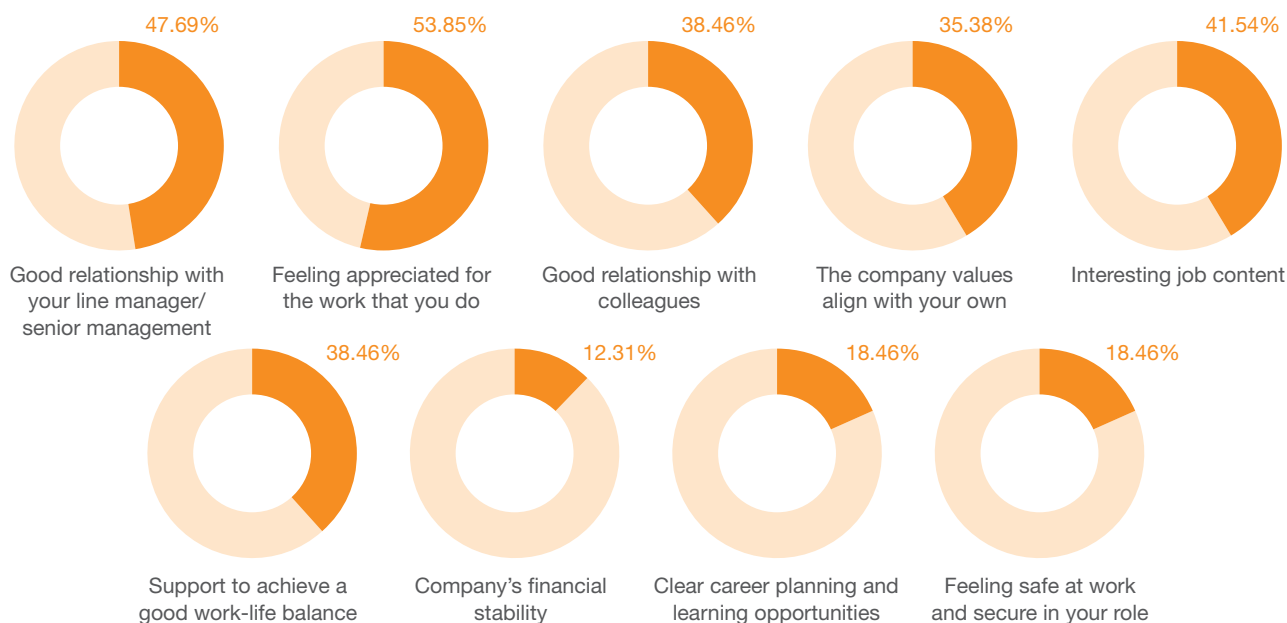
Would you be willing to relocate for a job?



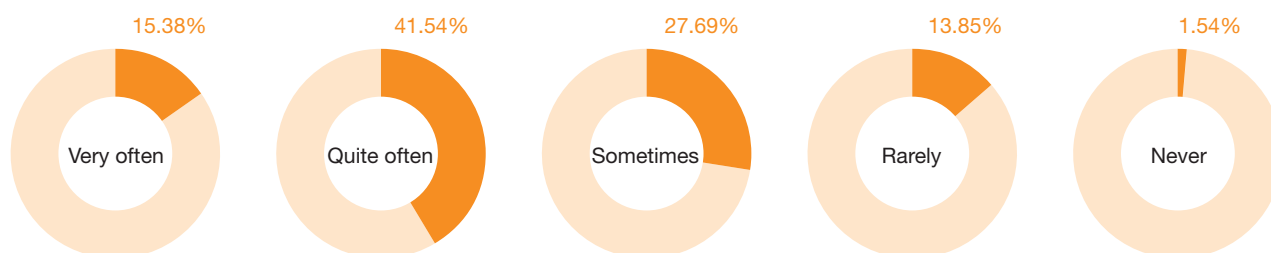
Do you believe investing in skills and development is a priority for your current employer?



What factors would lead to job satisfaction for you?



How often do you pick up new skills at work?

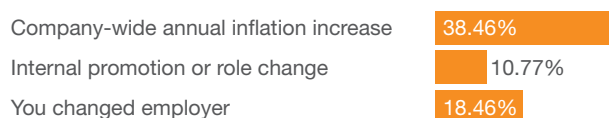


Have you had a pay rise in the last 12 months?



Encouragingly, in spite of challenges in the market - Brexit, weather and labour - almost 2/3rd of people in Agriculture have had a pay rise in the past twelve months.

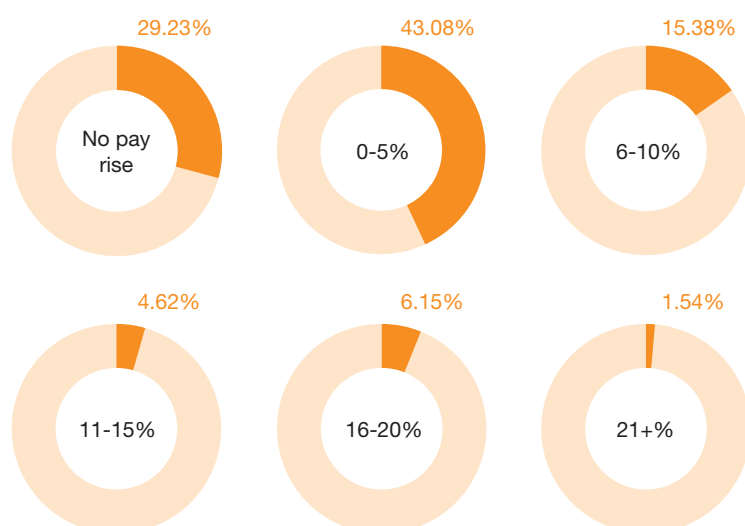
If yes, was this due to...



Others:

- Completion of probationary period
- Performance related
- Qualified status

How big was the pay rise?



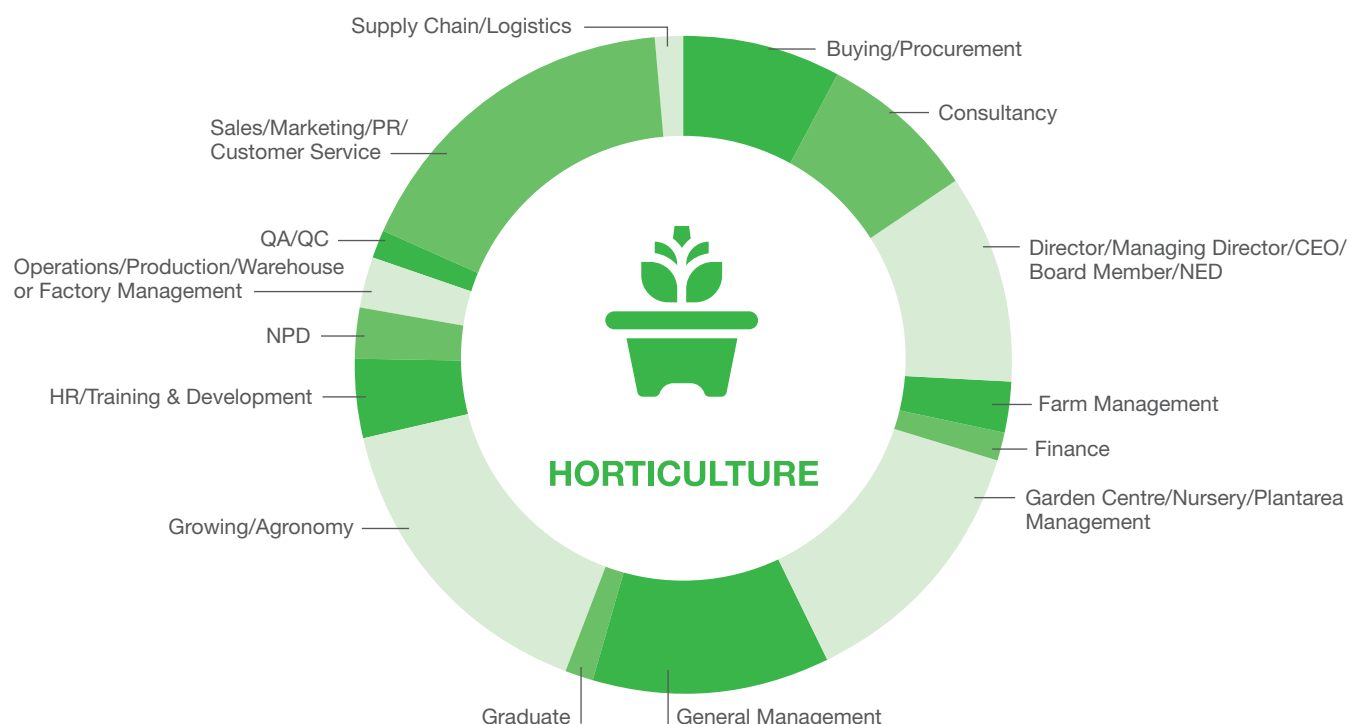
Would you consider taking a lower salary to secure your dream job?



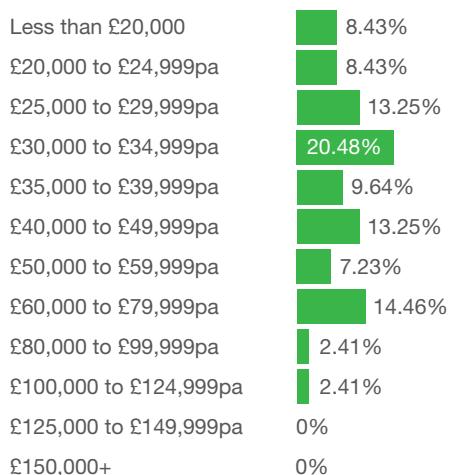
“Work environment, flexible working and feeling truly valued are important to me. I'd take a lower salary to improve some of those factors.”

Horticulture

Which function best describes your role?

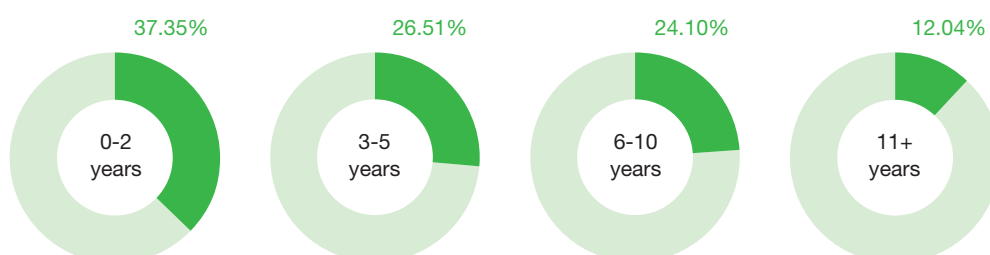


What is your current basic salary?

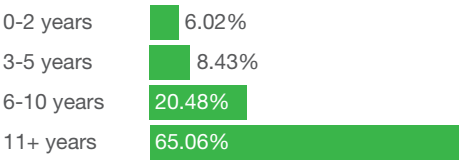


The mid-point of salaries for Horticulture comes out at approximately £32,500. There are a wide range of roles available in Horticulture and, as a sector, it is also one with lots of blurred edges. A google dictionary definition for horticulture talks much more about 'garden' rather than the 'commercial glass-house environments' where we see the term more commonly used. There is also some blurring around the edges when people define their roles as Horticulture rather than Fresh Produce. Plenty of commercial horticulturalists work in salads, fruit and veg and plenty work in commercial plant and seed cultivation too. These semantics have always and will probably continue to be debated in the industry.

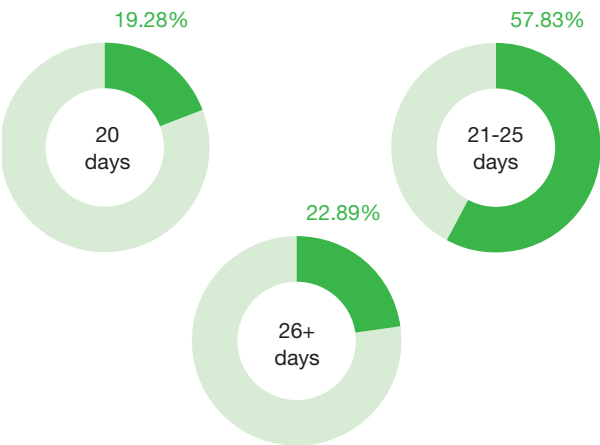
How many years have you worked for your current employer?



How long have you worked in your current industry?



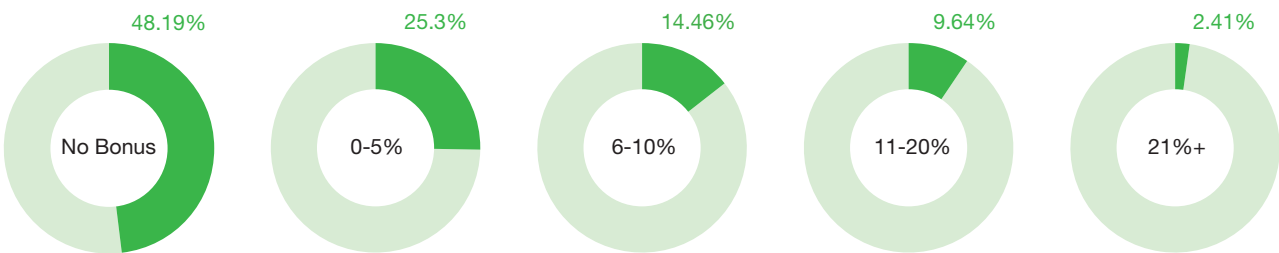
What is your current annual holiday allowance? (excluding bank holidays)



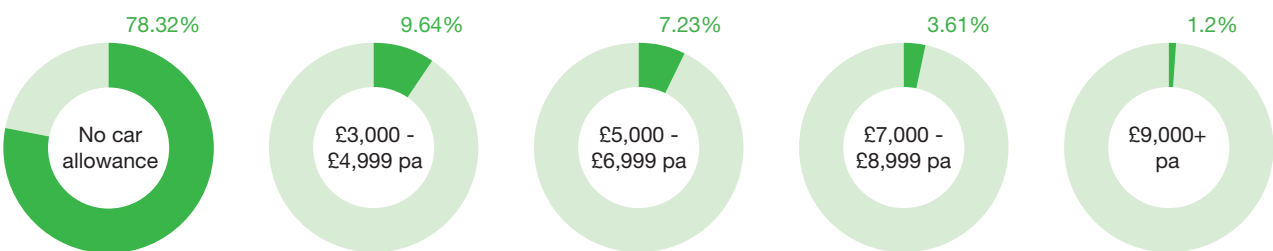
Which of the following employee benefits do you receive?



If you receive a bonus, how big is it?



If you receive a car allowance, how big is it?



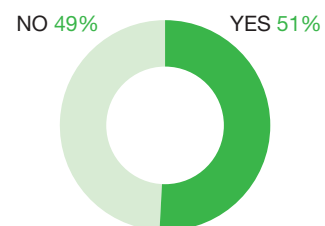
What are your priorities when looking for a new job?

1. Job satisfaction
2. Company culture
3. Location
4. Salary
5. Training and progression opportunities
6. Flexible working
7. Employee benefits
8. Office environment

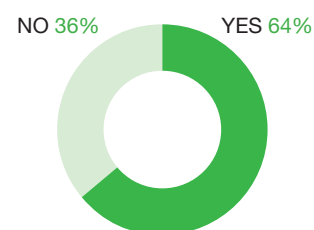
What else is important when looking for a new job?

- Working for a family business
- Whether it's a permanent position

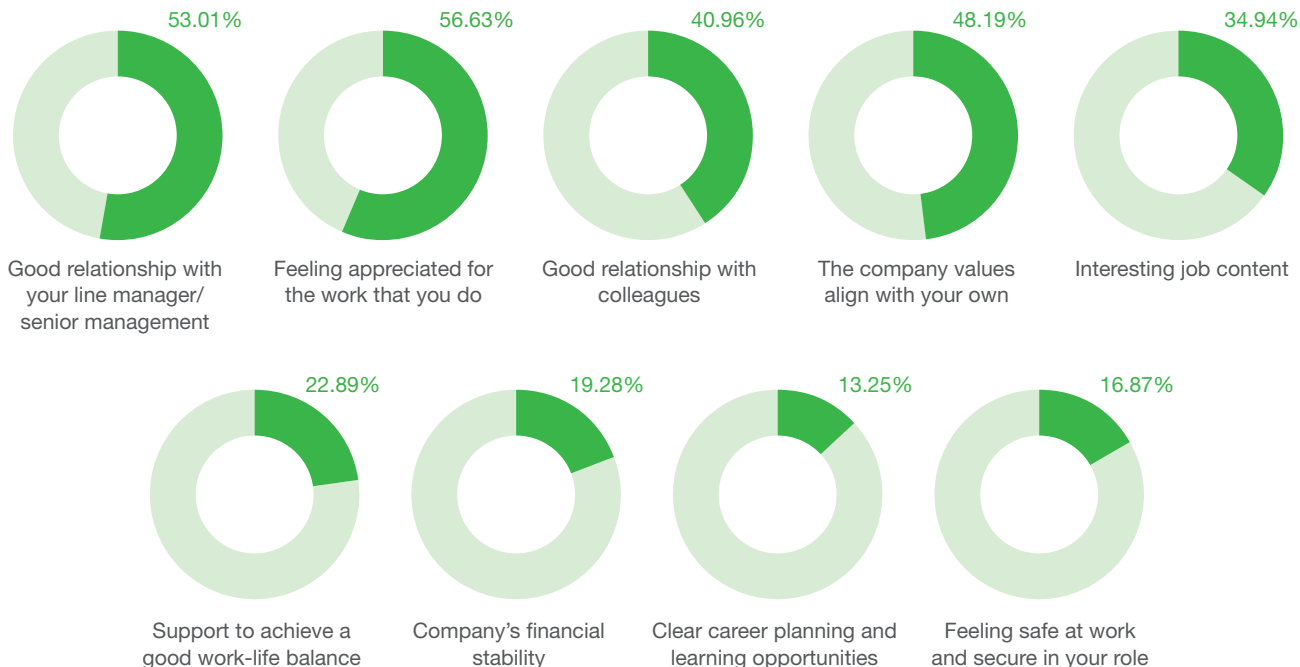
Would you be willing to relocate for a job?



Do you believe investing in skills and development is a priority for your current employer?

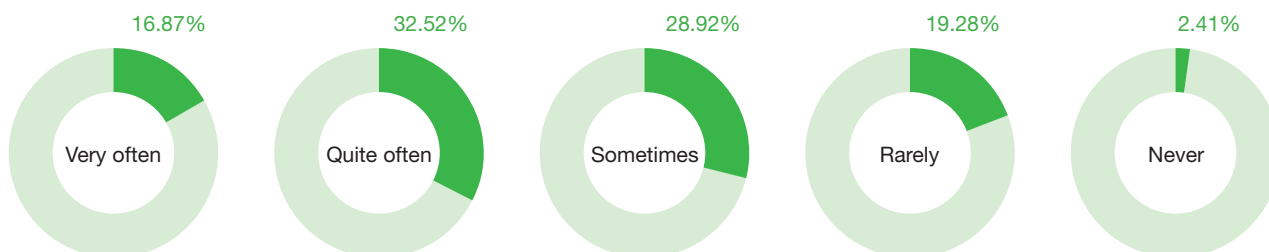


What factors would lead to job satisfaction for you?



“It’s hard to put into words the key elements of job satisfaction, however genuinely feeling appreciated for the work that you do is hard to beat.”

How often do you pick up new skills at work?

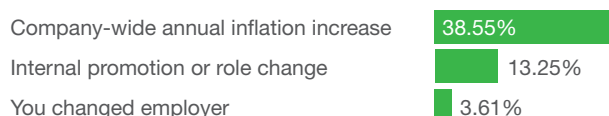


Have you had a pay rise in the last 12 months?



“In our business we have really clear targets and appraisals which tell us what we need to do to trigger the next pay rise.”

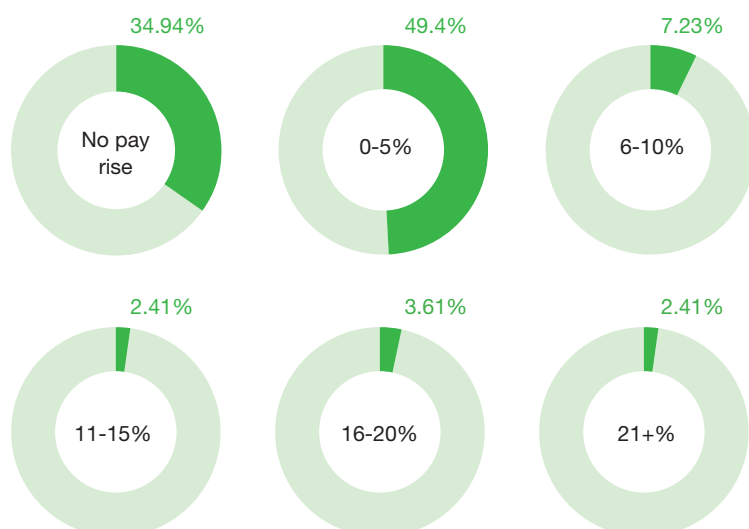
If yes, was this due to...



Others:

- Inflation plus 4%
- Annual personal review
- Negotiation
- Same role but negotiated salary again due to performance increase
- Above inflation increase – individual merit
- Set in contract

How big was the pay rise?



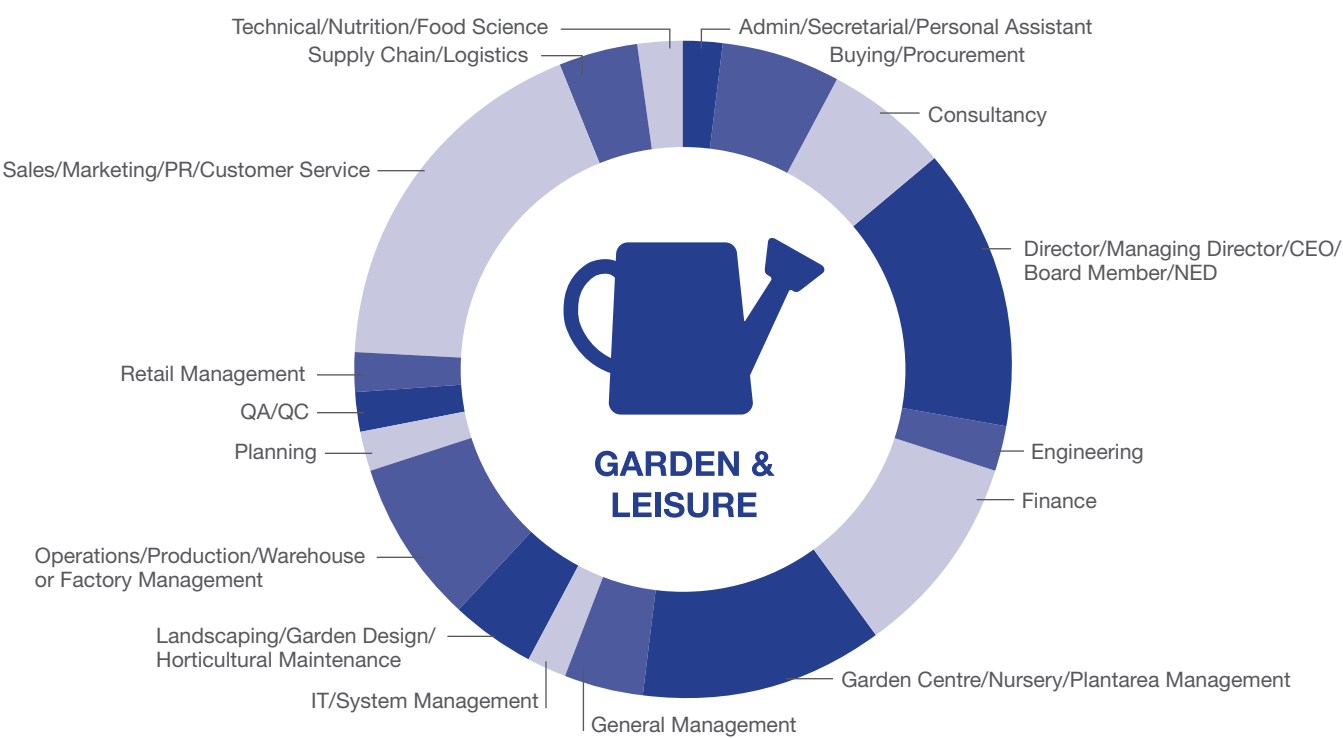
Would you consider taking a lower salary to secure your dream job?



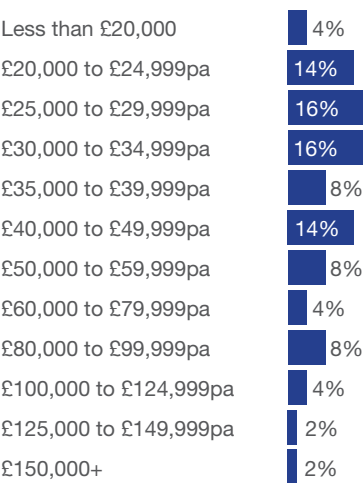
“I enjoy the job that I do now. To keep this job and be paid more money would make it my dream job!”

Garden & Leisure

Which function best describes your role?



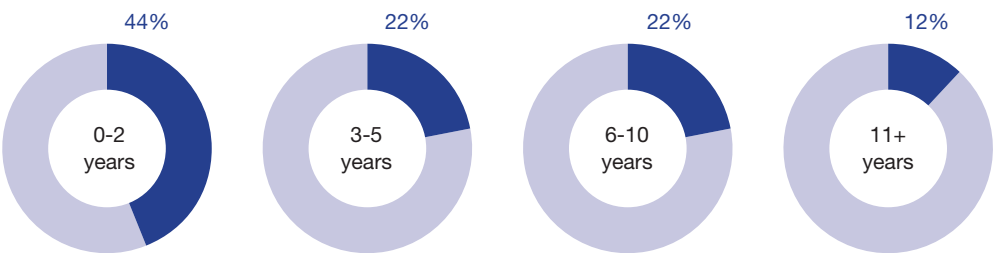
What is your current basic salary?



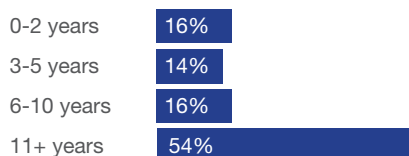
“Employees who are financially more stable may take a different view on salary over work life balance and other benefits of a role”

The Garden and Leisure sector for us is a mixture of roles within garden centres and the garden centre supply chain. The average salary comes out as the lowest compared to all the other sectors consistently. This is a reputation that the industry struggles with when it comes to attracting top talent. Undoubtedly there are some fantastic careers and highly skilled roles on offer which perhaps should be better paid?

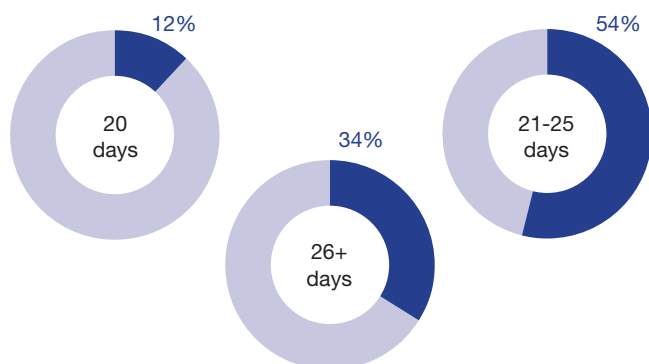
How many years have you worked for your current employer?



How long have you worked in your current industry?

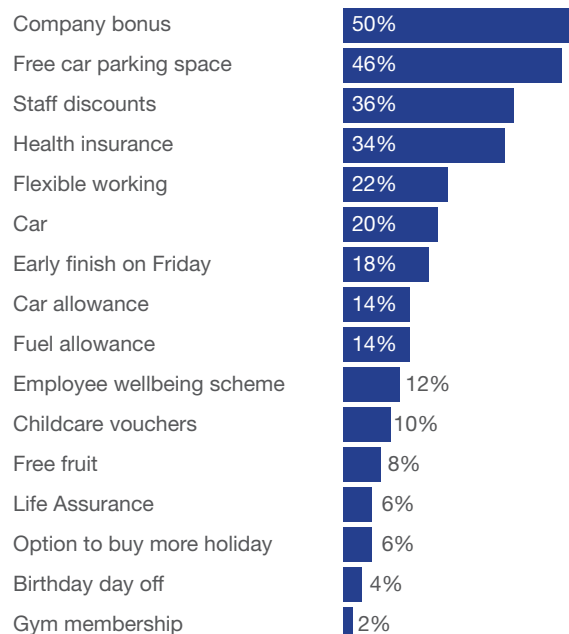


What is your current annual holiday allowance? (excluding bank holidays)



“ In today’s world stability, company pension scheme and private medical insurance are key”

Which of the following employee benefits do you receive?

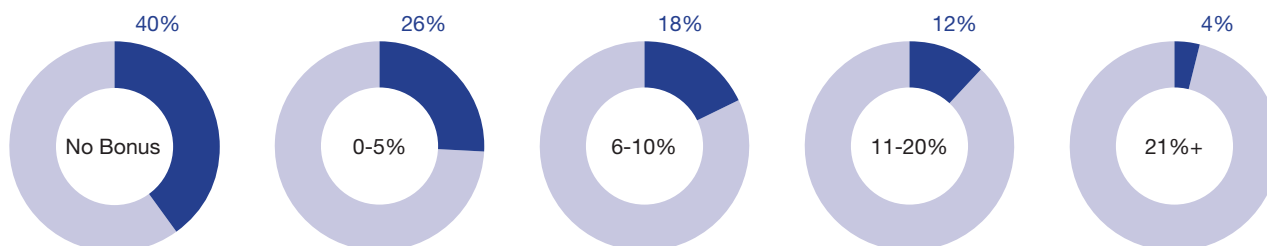


Others:

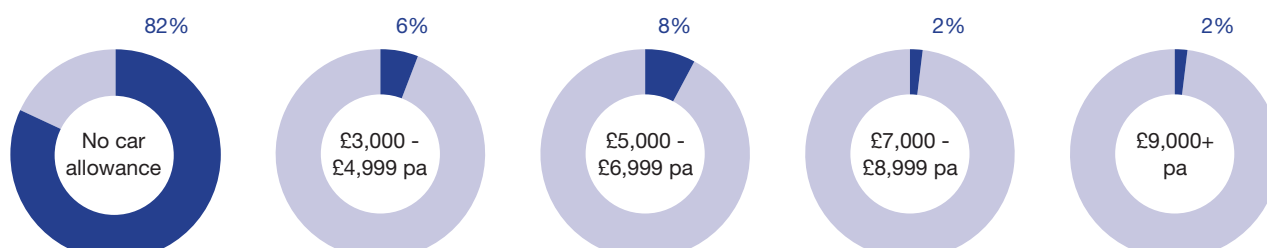
- Cycle scheme
- Van

“ Company benefits are great, but so is having time to enjoy them!”

If you receive a bonus, how big is it?



If you receive a car allowance, how big is it?



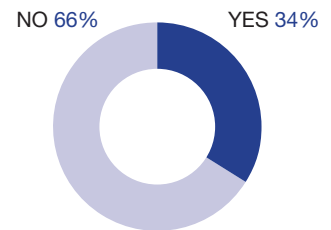
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3. Salary
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5. Training and progression opportunities
6. Employee benefits
7. Office environment
8. Flexible working

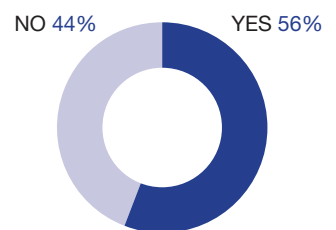
What else is important when looking for a new job?

- Company financial performance
- Disability inclusive employer
- Good communication, transparency at all levels

Would you be willing to relocate for a job?



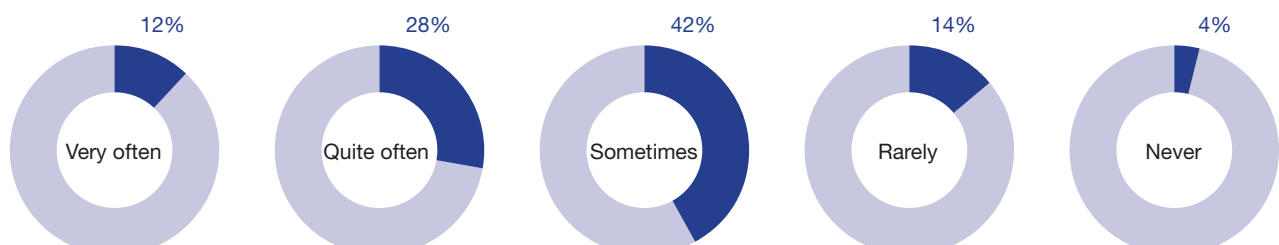
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What factors would lead to job satisfaction for you?



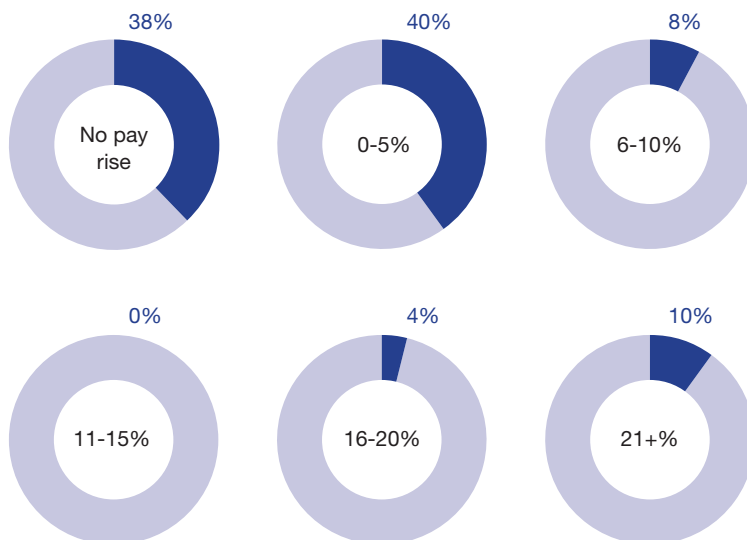
How often do you pick up new skills at work?



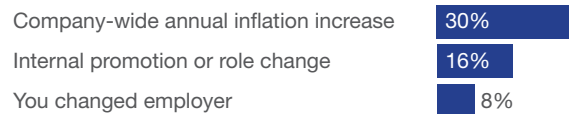
Have you had a pay rise in the last 12 months?



How big was the pay rise?



If yes, was this due to...



Others:

- Increased sales by £1.6m
- Appraisals

Would you consider taking a lower salary to secure your dream job?



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