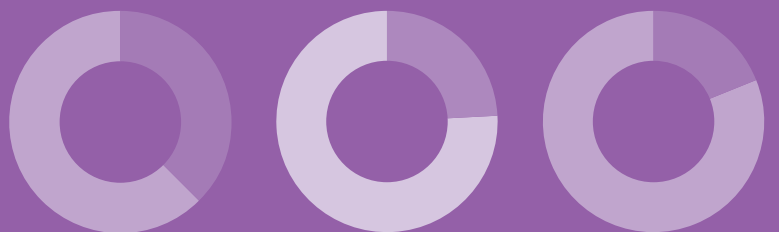




## **More**People Salary Survey 2019

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# Introduction

Smart businesses want to hire the best talent and ensure that their employees are well looked after.

What one employee values is always going to be different to another and there are almost certainly going to be varying trends amongst sectors, geographies and job types.

All too often the offers that are made to new hires or the reviews that existing employees undergo can be arbitrary, subject to the 'we've always done it that way' cliché, or worse, caused by a reaction to an unhappy employee threatening to leave.

Over the years we have been asked our opinions on salaries and benefits. We are always happy to proffer our opinion and, with a lot of experience in the team, we are undoubtedly going to have a view that is close to the mark and valuable.

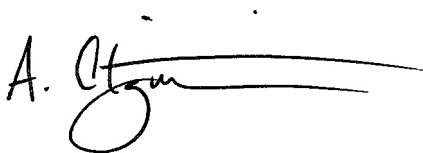
For this salary survey we have commissioned some real research to make the findings as accurate as possible and give us some quantitative as well as qualitative data. I have to thank everyone who took part in the research – we couldn't have produced this without you.

I hope that the findings are interesting. I would love to think that they either vindicate your salaries and benefit packages or perhaps serve to influence some positive change for future hires or existing reviews.

We'll try to remain impartial throughout and not make too many assumptions. Perhaps 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 talk so if you have any questions on any of what is 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 2018 to our full client and candidate database and advertised on our website. We have worked with a diverse range of companies in the Produce & Horticulture, Food and Agriculture sectors over the last 18 years, placing us in the ideal position to collect this information of behalf of the industry.

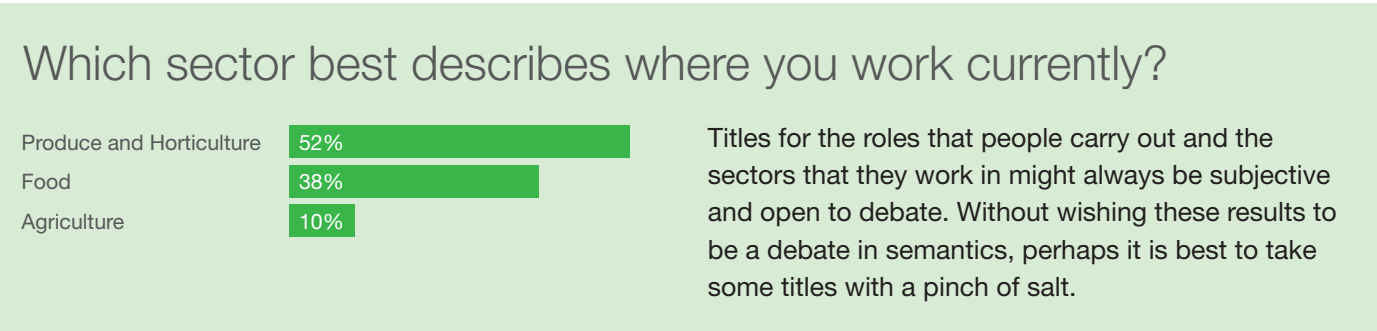
All data is anonymous, providing an independent review of the sectors with information to benchmark role types, salary ranges, benefits and motivations. Associated commentary is based on the views and experience of our recruitment professionals. The results are presented as an overview and also in more detail for some of the most popular role types – Buying, Technical, Sales and Marketing – and for respondents at Director level.

The quotes in speech marks are responses made by participants to a concluding open-ended question in the survey, which was ‘Do you have any other comments with regard to salary or benefits?’

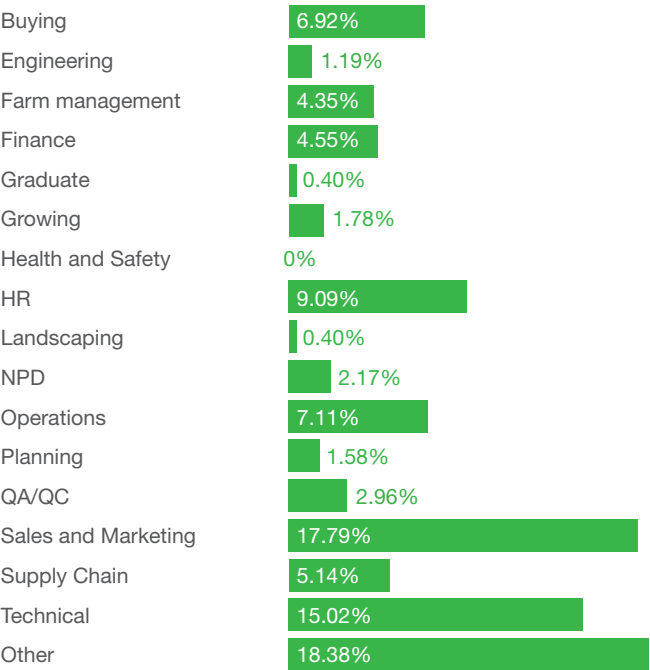
## Contents

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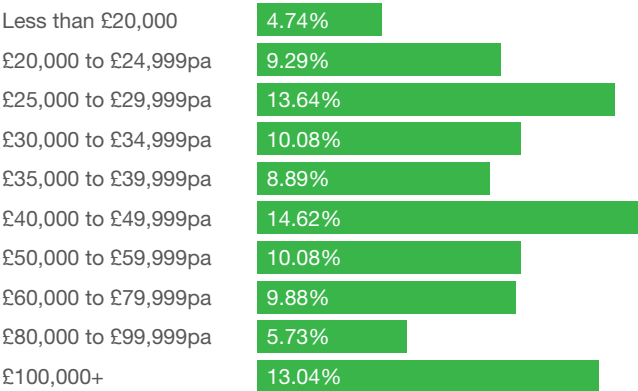
# Responses in Full



## Which function best describes your role?

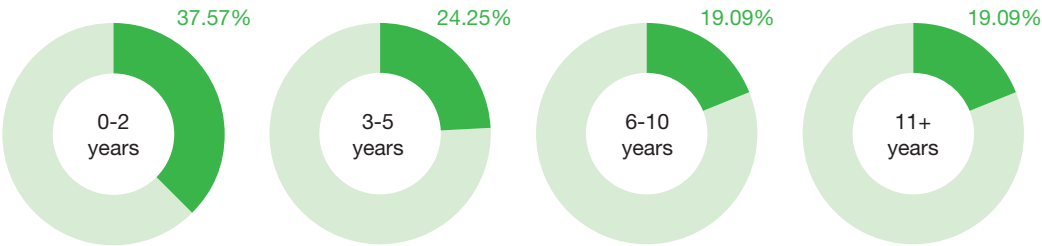


## What is your current basic salary?



“The industry does not pay salaries that attract or retain the best people. We need to be much more competitive with other industries or will continue to suffer from insufficient good people.”

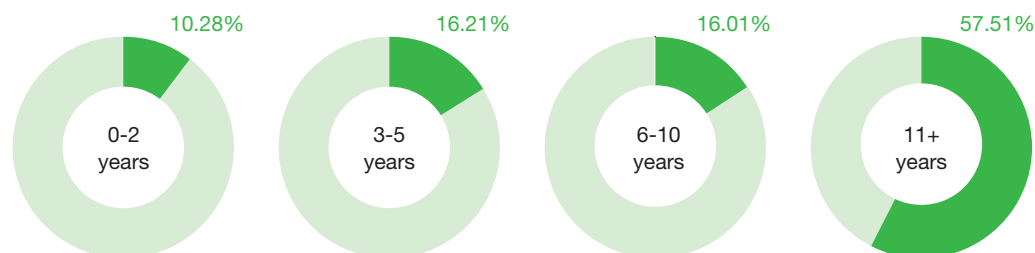
## How many years have you worked for your current employer?



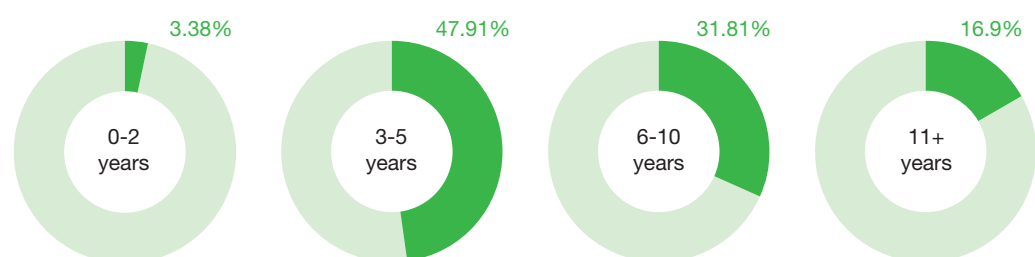


Perhaps it is unsurprising that over two thirds of those surveyed have worked in their respective industries for over 6 years. In our experience, the food, agriculture and horticulture sectors have never been great at accommodating transferrable skills from other sectors. Maybe this is a missed opportunity to strengthen the gene pool with skills from elsewhere?

## How long have you worked in your current industry?



## What do you think is the ideal length of time to stay in the same job?

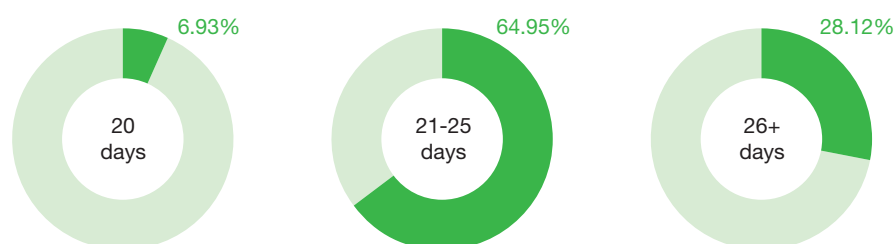


“Business culture and values are ever more important to retain colleagues.”

‘Job hoppy-ness’ is something that most people want to avoid – both for their own CVs and in the CVs of prospective new hires. The figures support this view. Most people (75%+) feel that 3-10 years in one role is optimum.

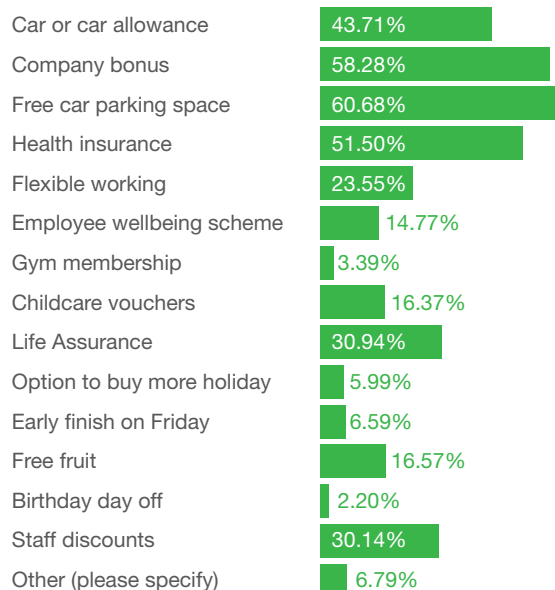
Perhaps also worth observation is that only 17% of people feel that the ideal is over 11 years. Understanding the views of the millennial majority or gen z is going to be key to the future of your business – no longer do people expect to spend an entire career in one job or indeed company.

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



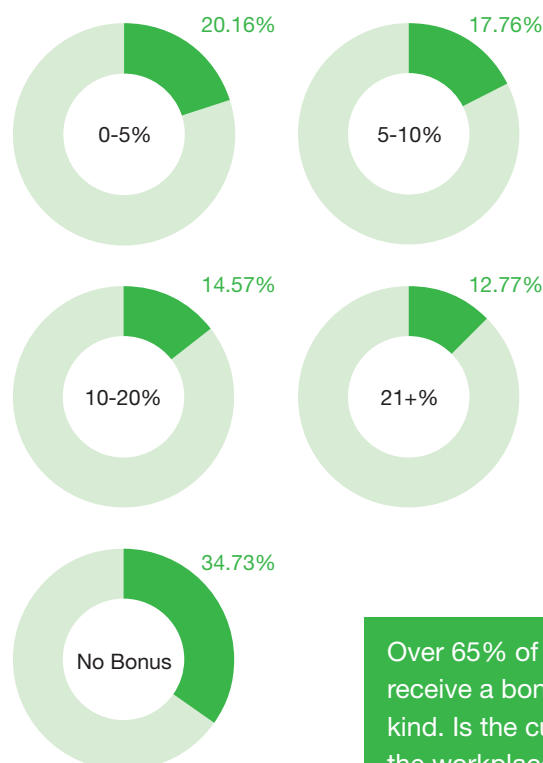
We have spent a lot of time discussing benefits with our clients over the years – everyone wants to find a competitive edge where benefits are concerned and they should be easy things to implement. Our view is that candidates expect more in terms of benefits than perhaps was previously the case. Companies who offer 20 days holiday seem to be very much in the minority based on these results.

## Which of the following employee benefits do you receive?



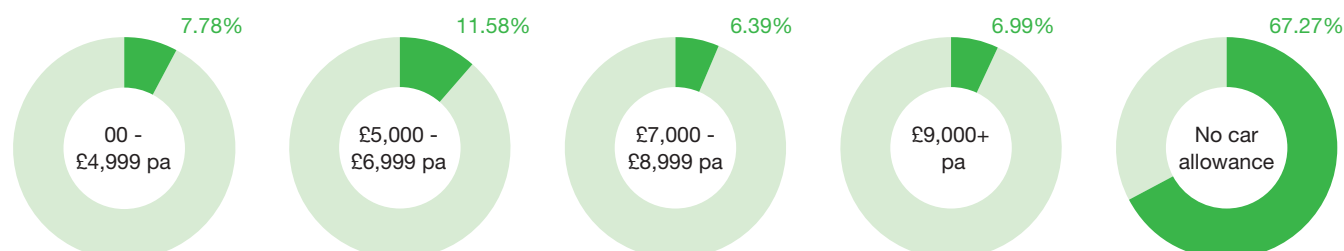
“Salary and benefits are important for a feeling of being appreciated for the work that you do. If you feel comfortable your package is right then job satisfaction comes easier.”

## If you receive a bonus, how big is it?



Over 65% of people receive a bonus of some kind. Is the culture of the workplace shifting to increasingly make a bonus the norm? Maybe it is the norm to the motivated, incentivised and rewarded employees – which should also aid recruitment and retention.

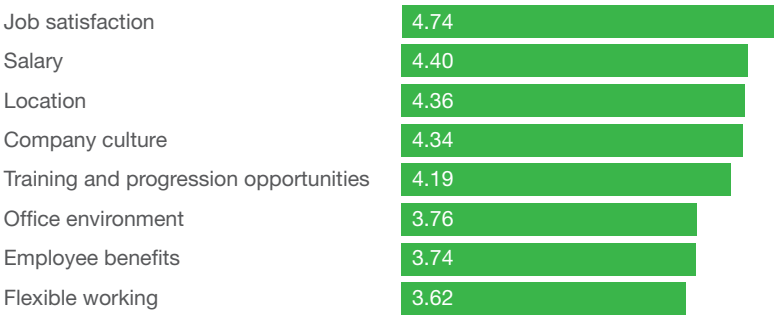
## If you receive a car allowance, how big is it?



Conversely 67% of people surveyed do not receive a car allowance. This is perhaps to be expected? Car allowances tend to be associated with the higher paid jobs and/or position which necessitate a vehicle (sales reps, field based technical managers etc).

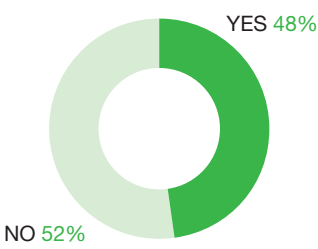
# What are your priorities when looking for a new job?

Weighted average – answers were from not important (1) to very important (5)



We asked those surveyed to rank these priorities from Very Important, Important, Neutral, Not Very Important and Not Important. Their answers have been collated into a 'weighted average' so that we can compare overall. Job satisfaction is a worthy winner, outperforming salary or career progression. How to quantify job satisfaction is possibly the million dollar question!

## Would you be willing to relocate for a job?



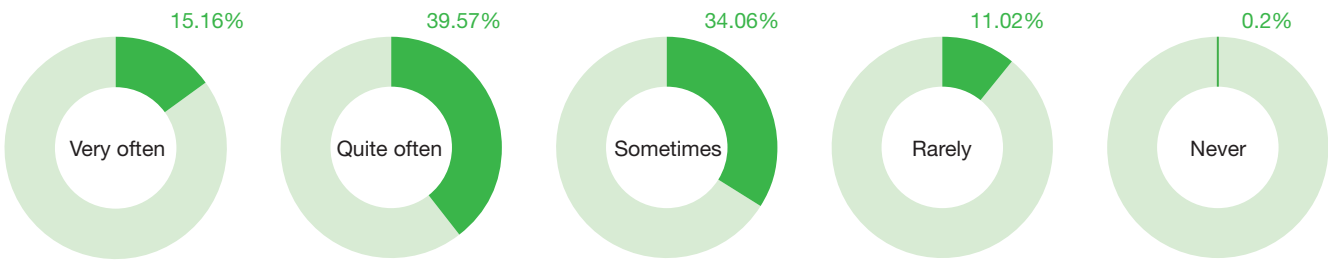
The relocation results are always very interesting – particularly as you see them change depending on the function. Directors and Buyers being the most willing whereas Technical and Sales & Marketing people are all about 50:50 on the subject. Purely from a recruiters perspective, the number of people who claim to be happy to relocate, vs those who actually do, are arguably very different numbers. That might be worth bearing in mind.

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



Whether our industries are unique is debatable. What is great to see is that it appears as though everyone is picking up new skills at work.

## How often do you pick up new skills at work?



“ In our Company, the staff are seen as the key to success and are trained and cared for to given them the confidence they need to do the job properly.”



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



The perception of salaries in our industries is a common topic at the conferences we attend. Are the salaries in food, fresh produce, horticulture and agriculture often maligned? The positive news here is that the vast majority of people have received a pay rise in the past twelve months for a range of reasons.

## If yes, was this due to...

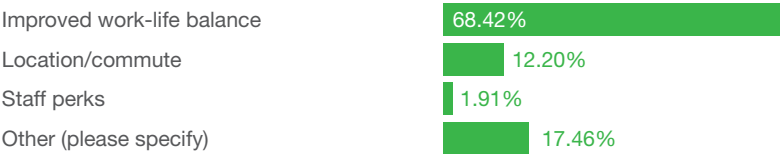


## Would you consider taking a lower salary to secure your dream job?



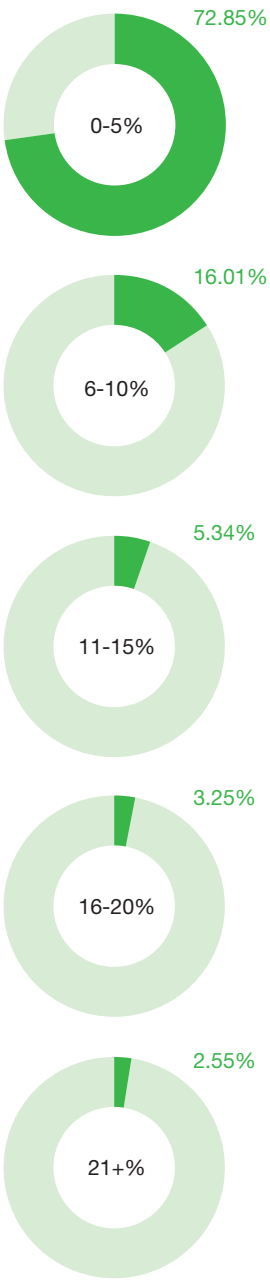
“Flexible working, bonus and work environment are very important and I’d be willing to take a significant pay cut for those things.”

## If yes, what are the reasons:



Overwhelmingly, and perhaps this speaks to the culture of our times, the majority of people surveyed would consider taking a lower salary to secure their dream job. And the primary reason was to improve a work-life balance. A 21st century lifestyle comes with many different priorities – health, working mothers, male parental leave, good mental health, family and career – which are perhaps driving the sentiment of an improved work-life balance vs money.

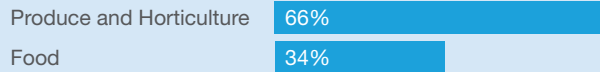
## How big was the pay rise?



“Salary needs to be competitive, but the balance of work and life is more important, as are physical location and job satisfaction.”

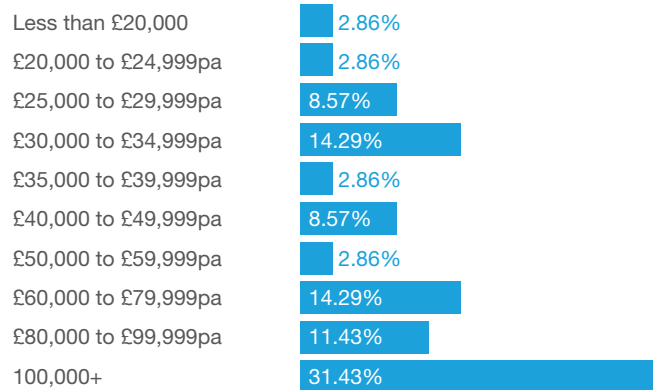
# Job function = Buying

Which sector best describes where you work currently?

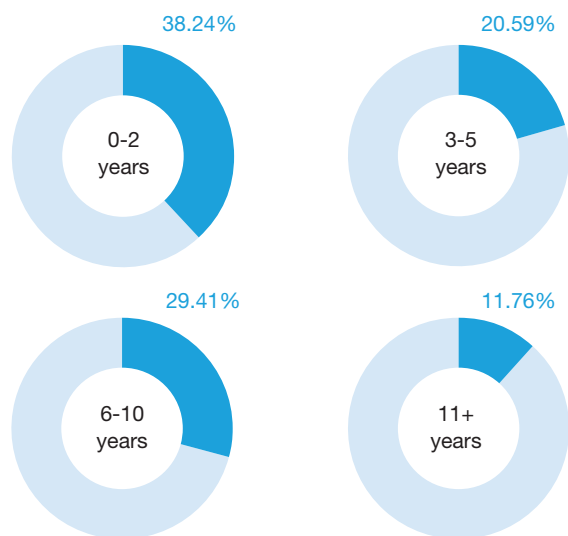


“Salary used to be my main driver, but now it is time and work/life balance.”

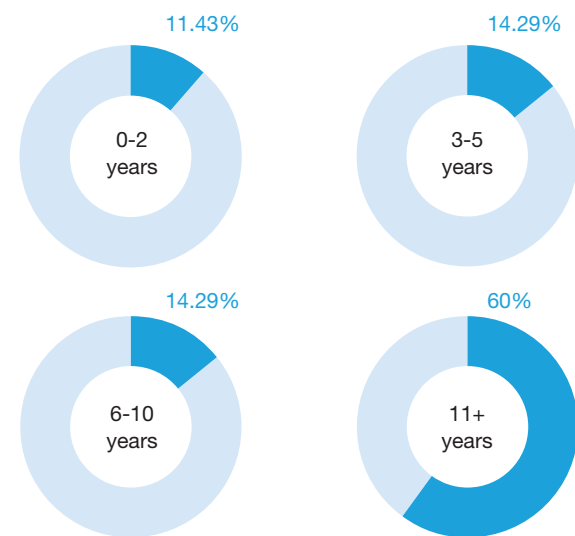
What is your current basic salary?



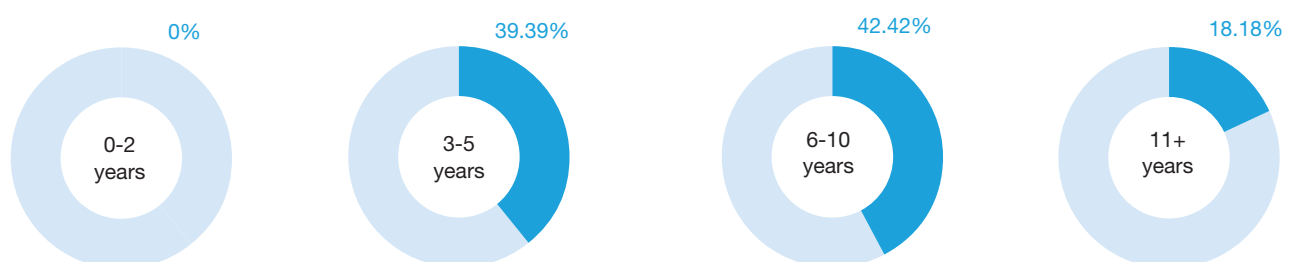
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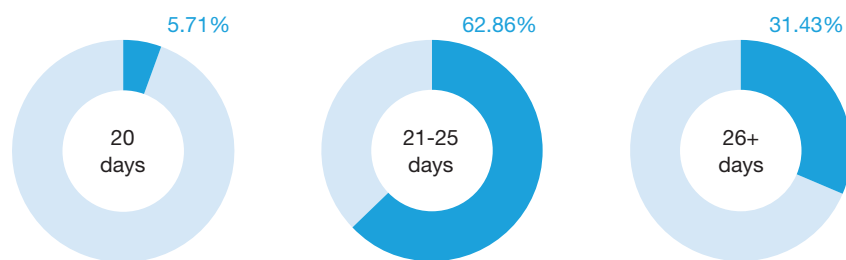
How long have you worked in your current industry?



What do you think is the ideal length of time to stay in the same job?

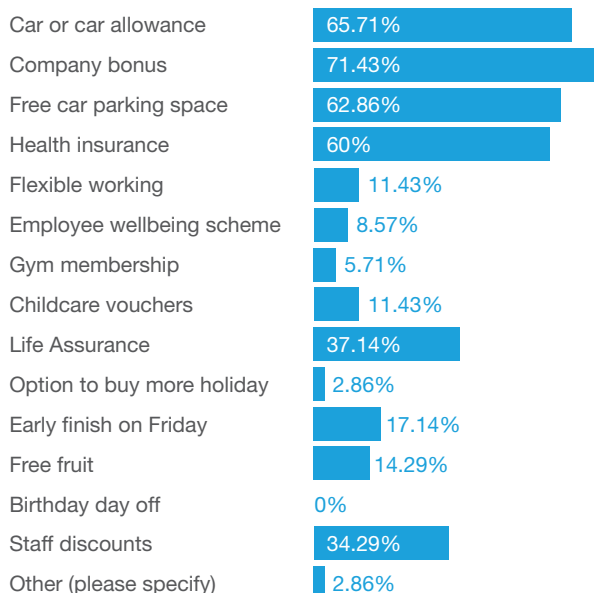


## What is your current annual holiday allowance? (excluding bank holidays)

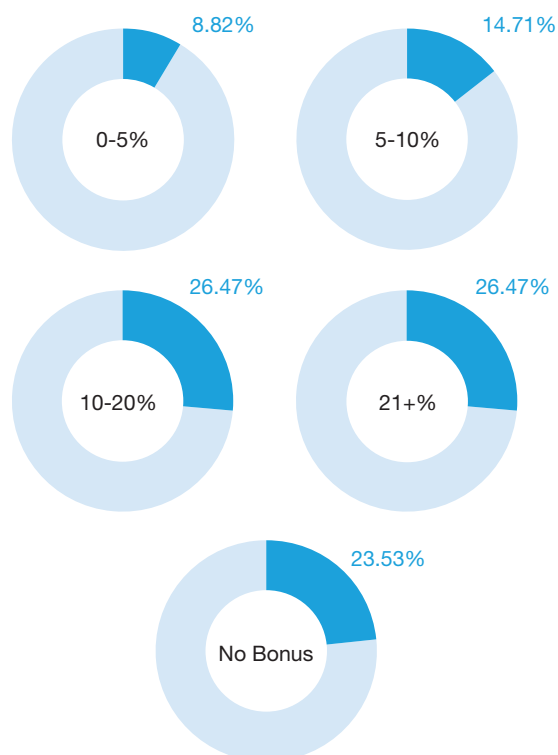


“ Ultimately my key priority is value - how am I valued by my employer, how am I being involved and listened to, and what opportunities can I make for myself with my employers support.”

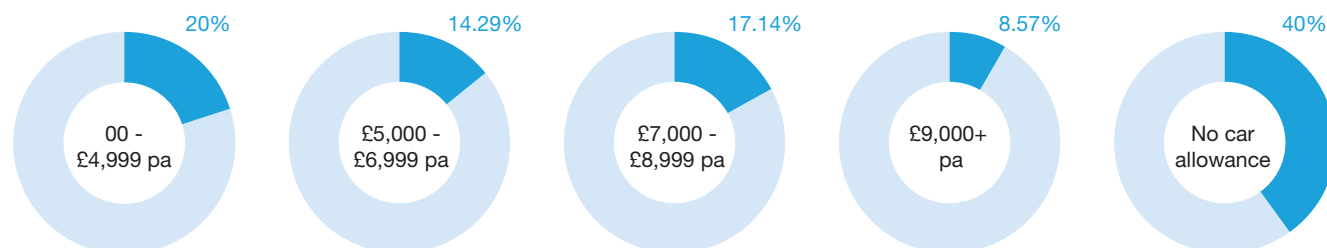
## Which of the following employee benefits do you receive?



## If you receive a bonus, how big is it?



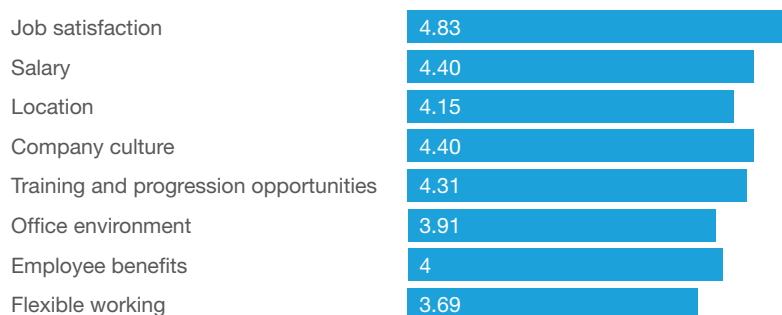
## If you receive a car allowance, how big is it?



67% of all people surveyed did not receive a car allowance. This drops to under 40% where people who identify as buyers are concerned. Perhaps this is the nature of their role or a cultural norm for the package offered to a buyer?

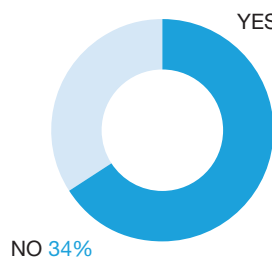
# What are your priorities when looking for a new job?

Weighted average – answers were from not important (1) to very important (5)



We asked those surveyed to rank these priorities from Very Important, Important, Neutral, Not Very Important and Not Important. Their answers have been collated into a 'weighted average' so that we can compare overall.

## Would you be willing to relocate for a job?

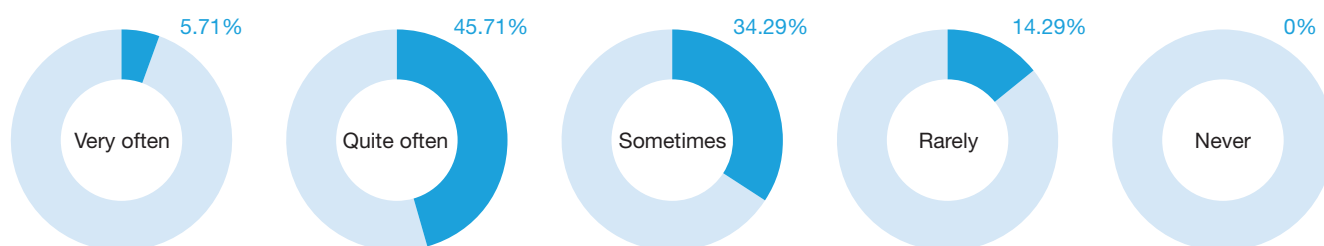


Along with the survey responses from people who were in the £100k+ salary bracket (aka Directors), buyers are the most likely to be willing to relocate for a job.

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



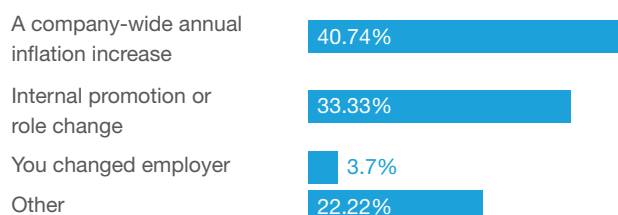
## How often do you pick up new skills at work?



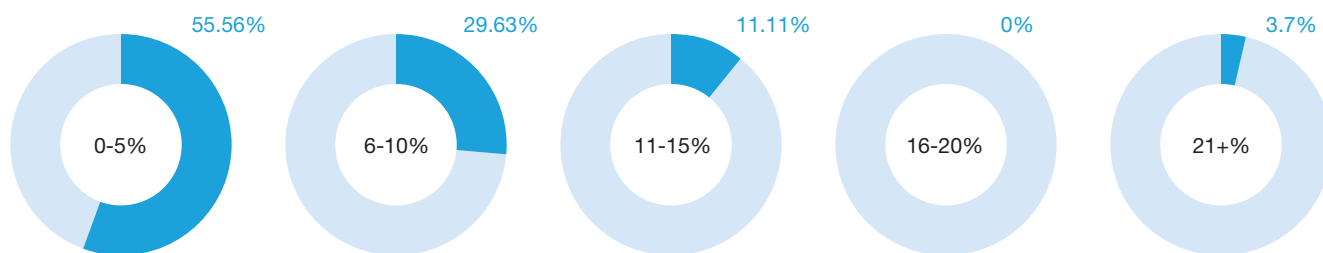
## Have you had a pay rise in the last 12 months?



## If yes, was this due to...



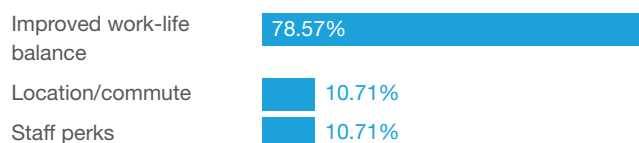
## How big was the pay rise?



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

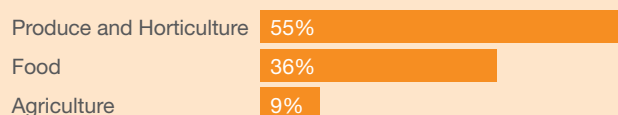


If yes, what are the reasons:

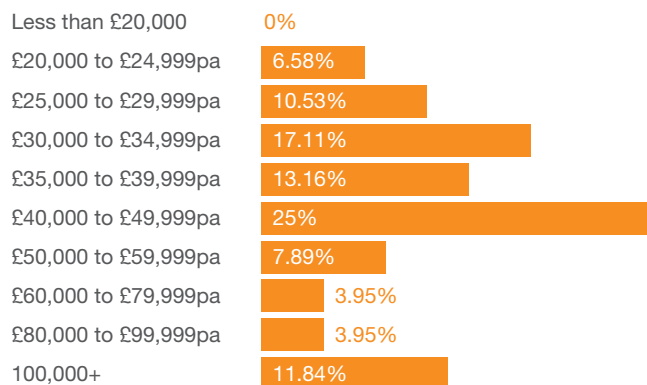


## Job function = Technical

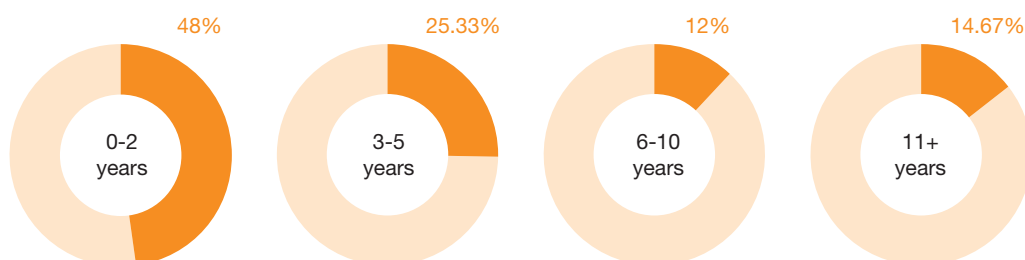
Which sector best describes where you work currently?



What is your current basic salary?

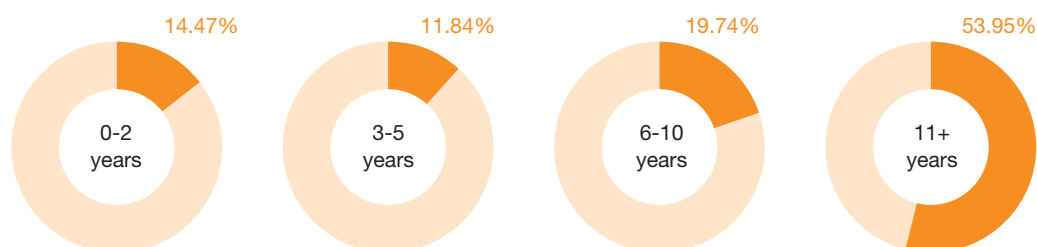


How many years have you worked for your current employer?

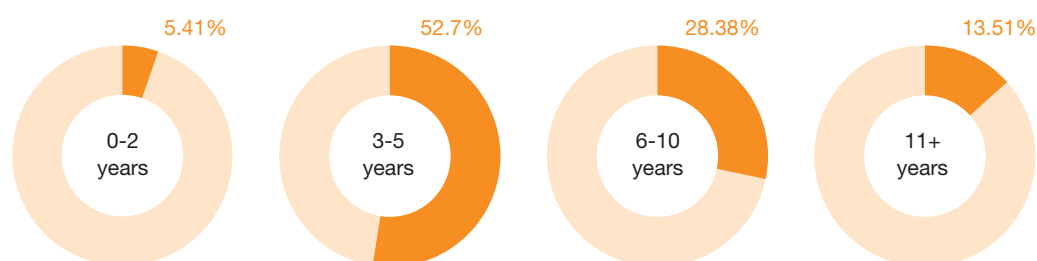


A relatively high proportion (almost 75%) of technical respondents have moved employers over the past 0-5 years. Does this speak to some of the churn in technical or the demand for such candidates? Certainly we find the shortage of good technical candidates to be pronounced. Though, running concurrently with this is the fact that the same candidates have worked in their respective *industries* for over six years (over 75%). The nature of the specificity of their skillsets may mean that taking candidates from outside the industry is difficult. Or, (and we very much expect this to be the case based on our work with universities and bodies like the IFST), the industry isn't attracting enough new talent.

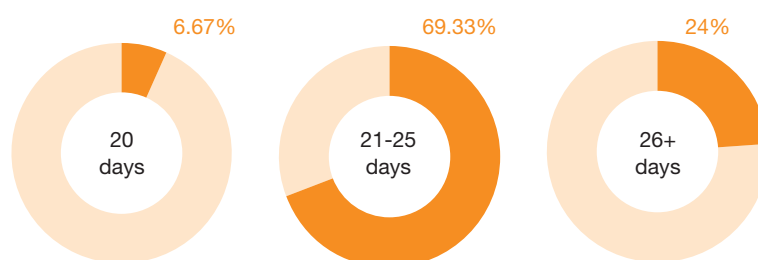
## How long have you worked in your current industry?



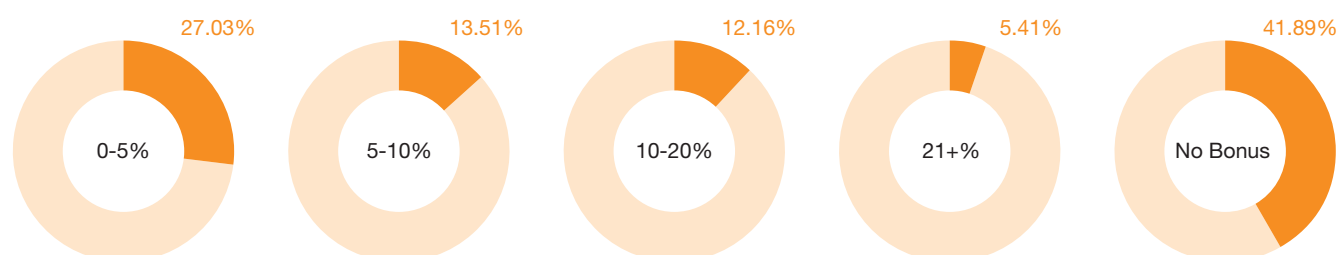
## What do you think is the ideal length of time to stay in the same job?



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

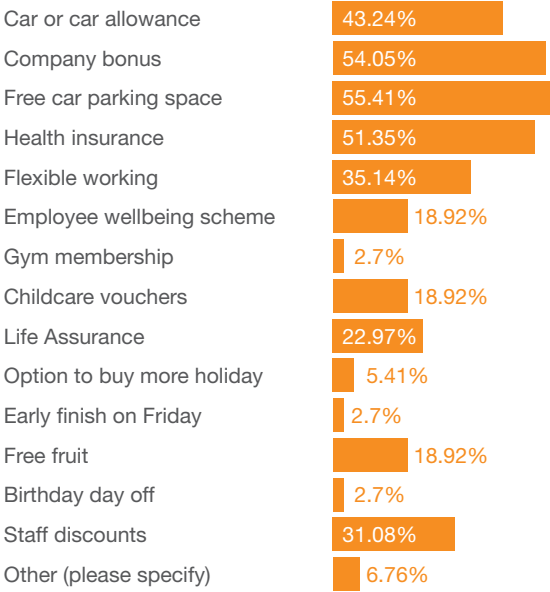


## If you receive a bonus, how big is it?

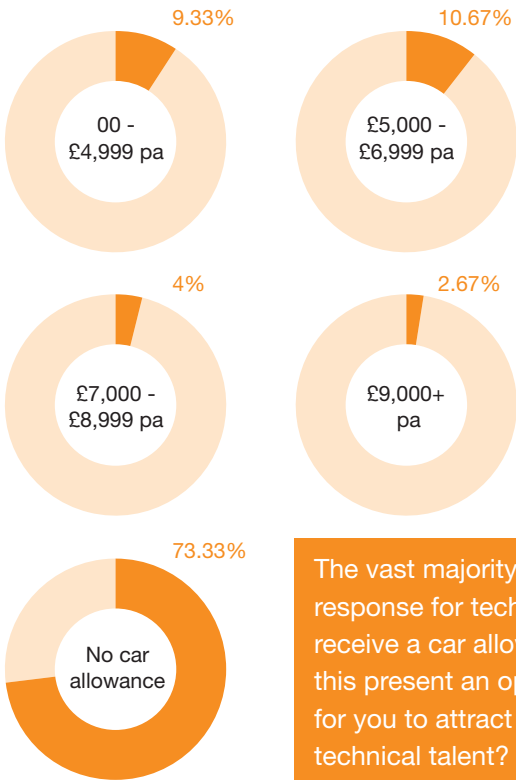




# Which of the following employee benefits do you receive?



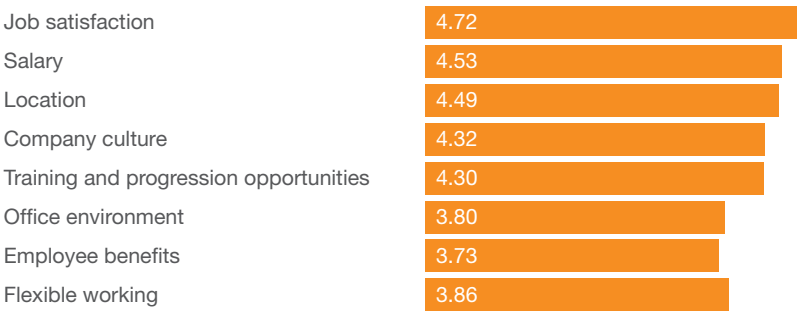
# If you receive a car allowance, how big is it?



The vast majority of the survey response for technical do not receive a car allowance. Does this present an opportunity for you to attract or retain top technical talent?

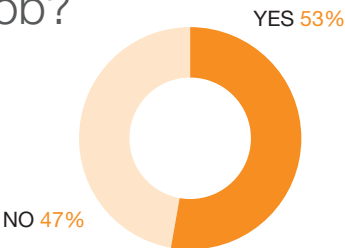
# What are your priorities when looking for a new job?

Weighted average – answers were from not important (1) to very important (5)



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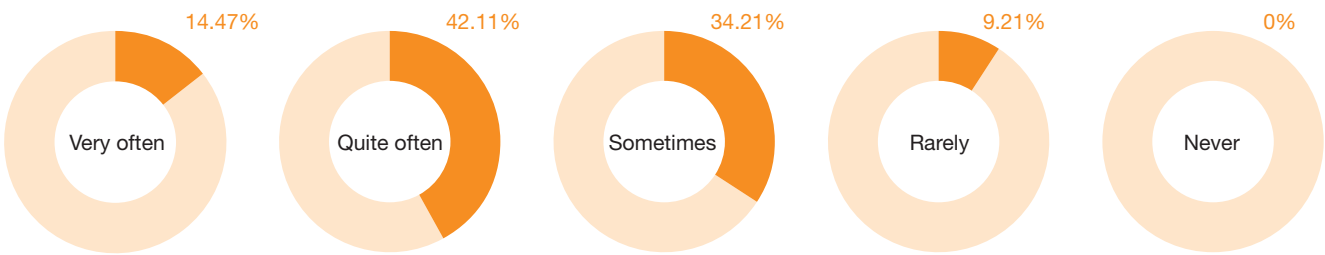
# Would you be willing to relocate for a job?



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



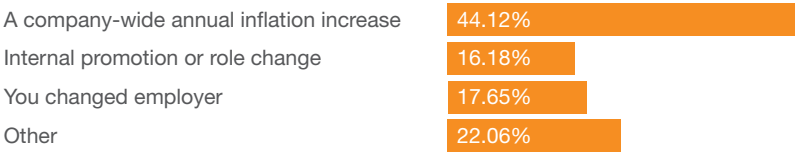
# How often do you pick up new skills at work?



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

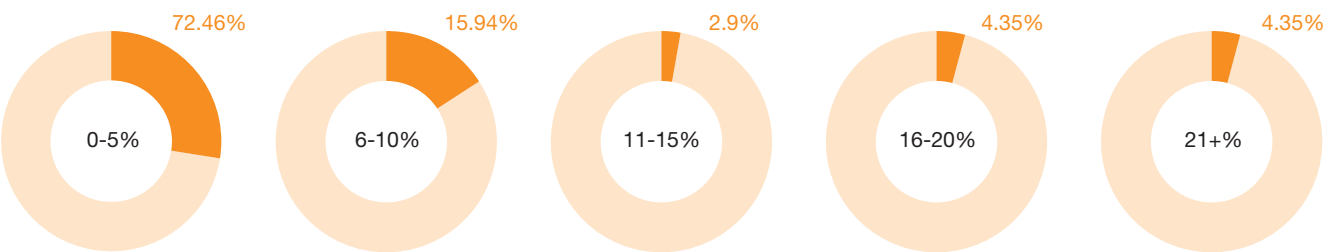


## If yes, was this due to...



“Work/life balance and stress levels are very important factors to consider as well. It’s not just about salary.”

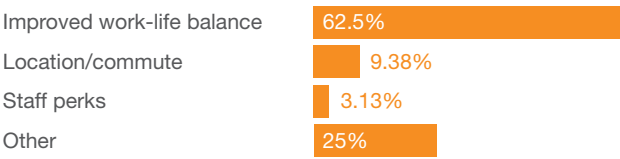
# How big was the pay rise?



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

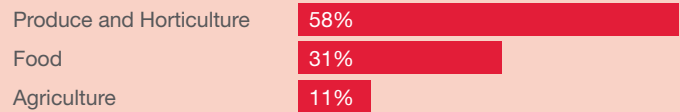


## If yes, what are the reasons:

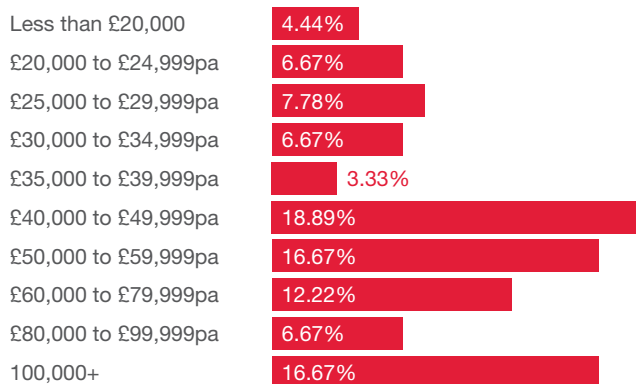


# Job function = Sales and Marketing

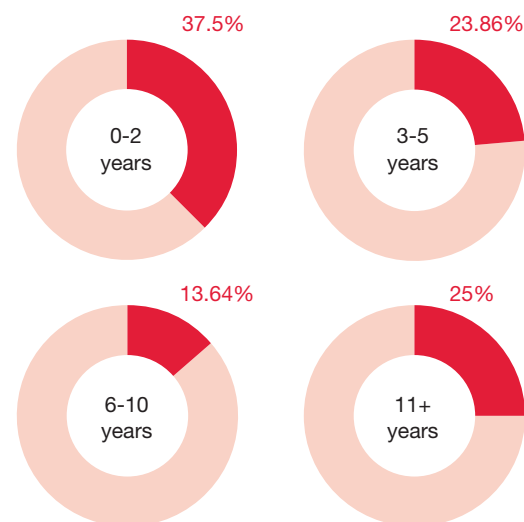
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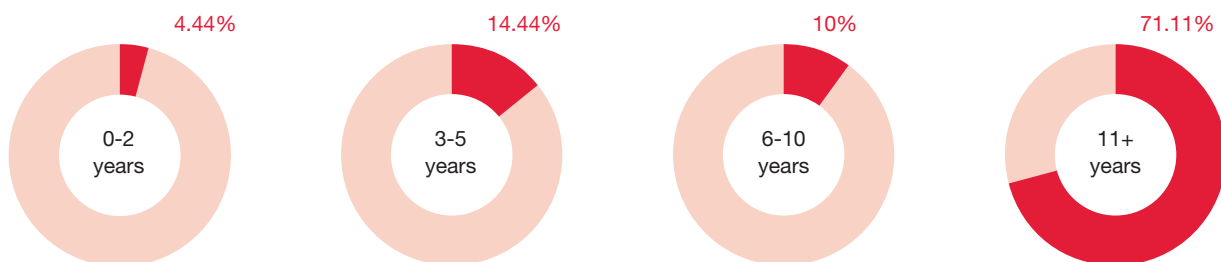
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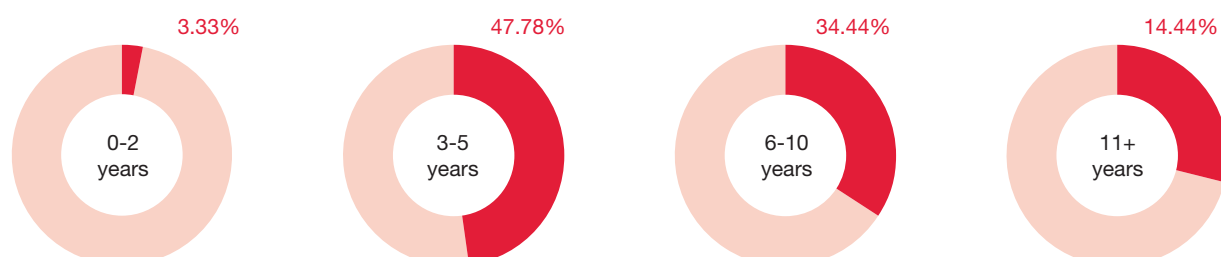
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How long have you worked in your current industry?

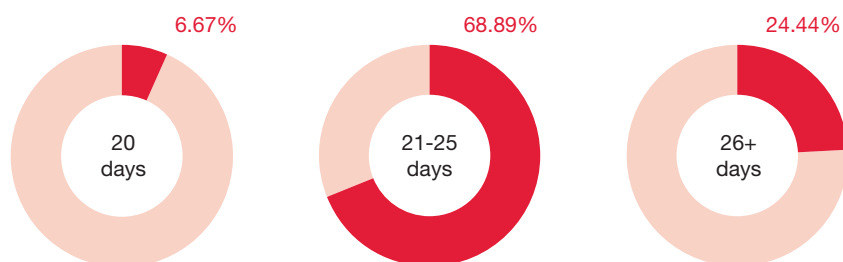


What do you think is the ideal length of time to stay in the same job?

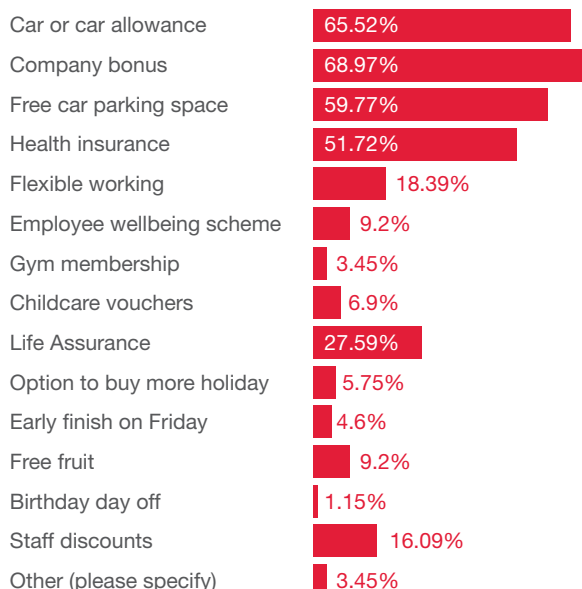


“I would be willing to be paid less to get greater job satisfaction and more opportunities to learn and develop.”

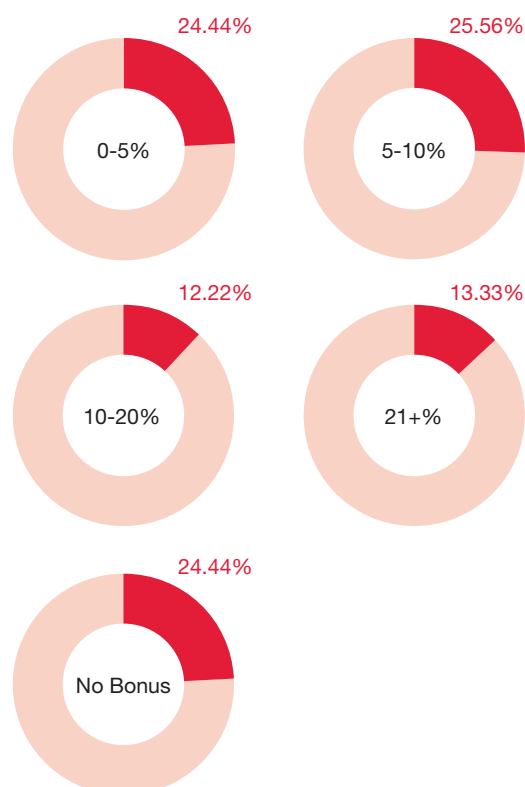
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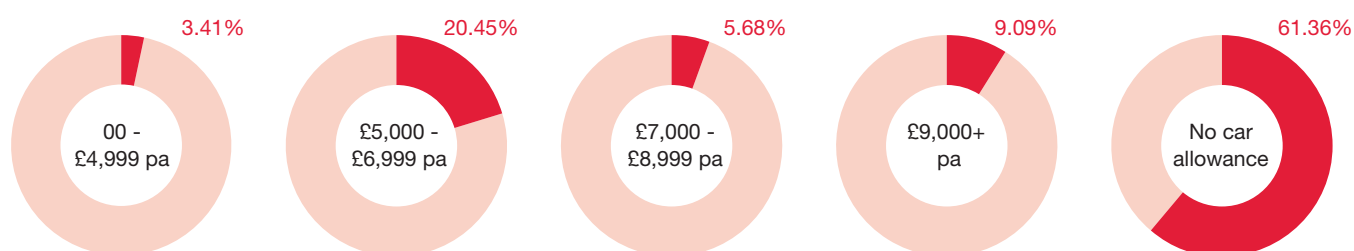
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If you receive a bonus, how big is it?



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



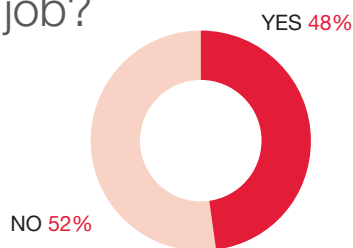
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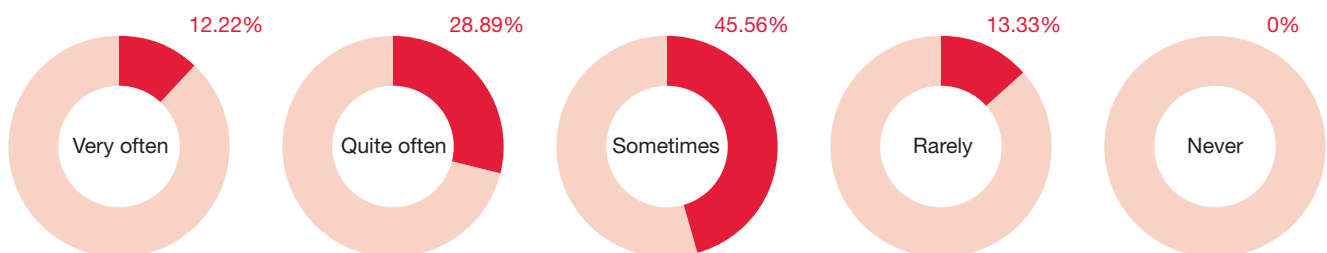
## Would you be willing to relocate for a job?



## 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?

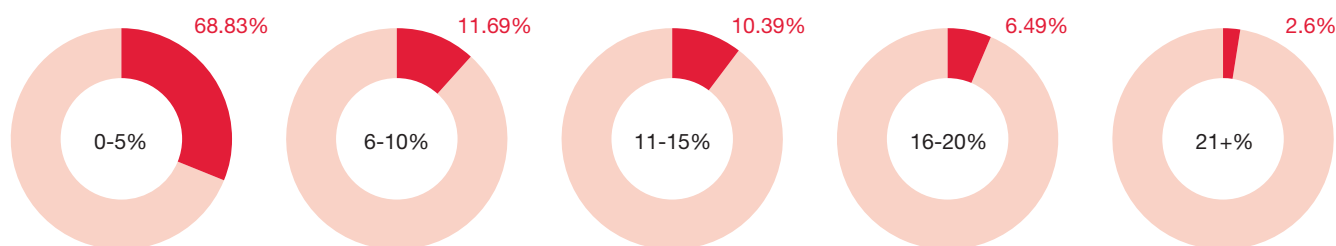


## If yes, was this due to...



“Within the industry the salaries are low for the responsibility of the position when compared to other industries.”

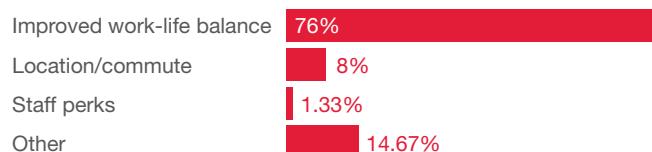
## How big was the pay rise?



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

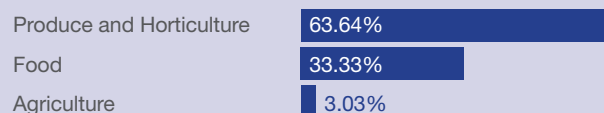


If yes, what are the reasons:

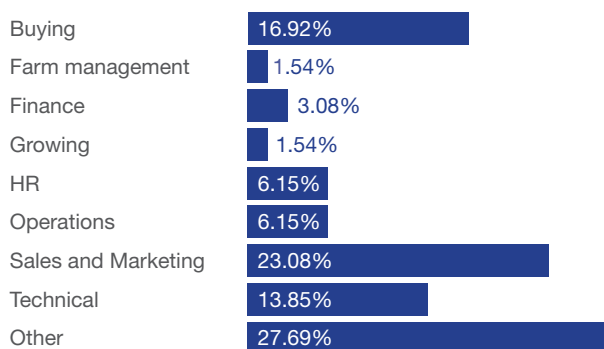


## 'Directors' (£100k+ salary bracket)

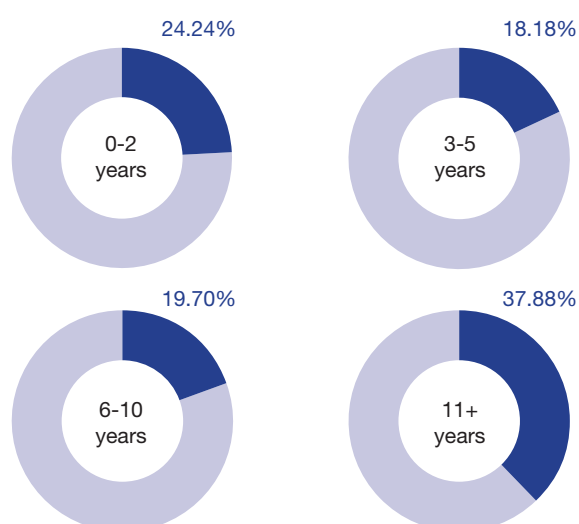
Which sector best describes where you work currently?



What function best describes your role?



How many years have you worked for your current employer?

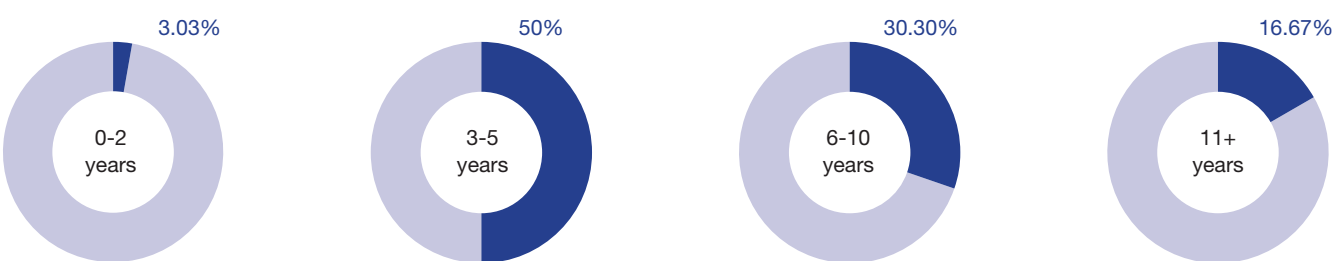




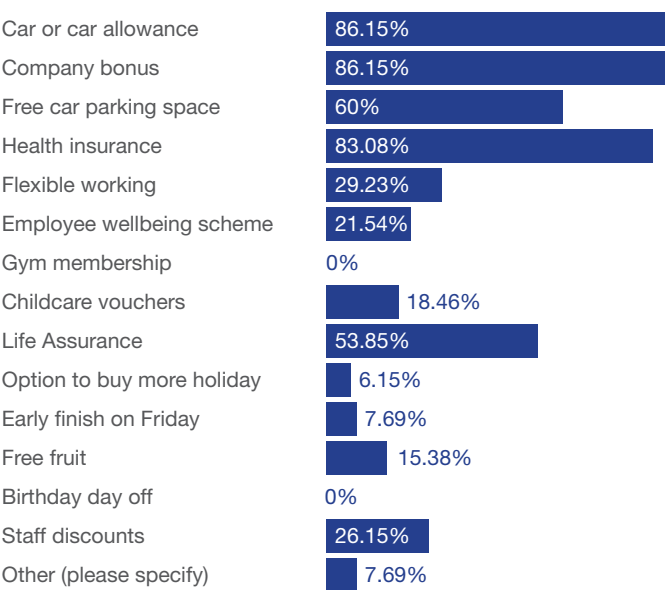
# How long have you worked in your current industry?



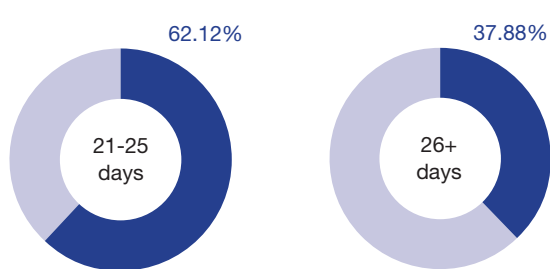
# What do you think is the ideal length of time to stay in the same job?



# Which of the following employee benefits do you receive?

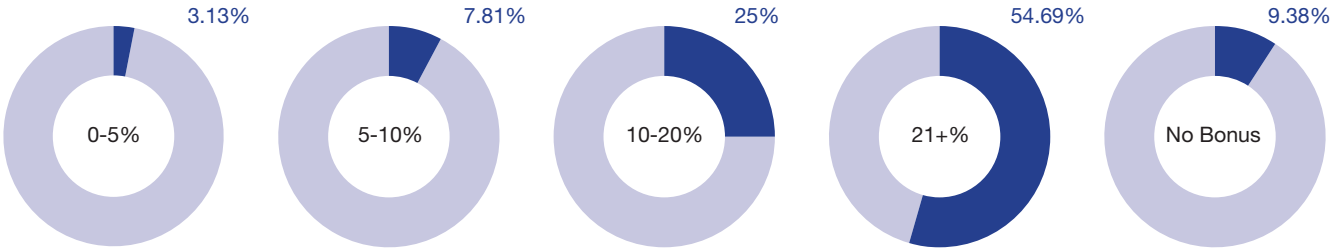


# What is your current annual holiday allowance? (excluding bank holidays)



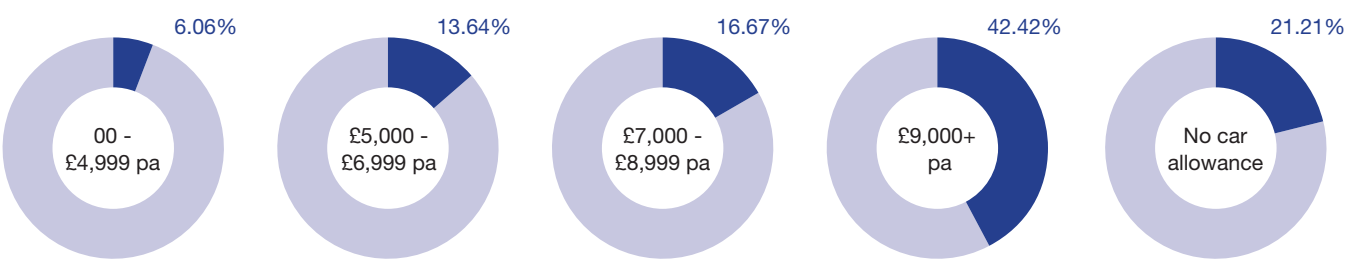
“ Even though the scale of opportunity and package helps to attract applicants, the reality is that the quality of the Board or line manager is more significant to staff retention.”

## If you receive a bonus, how big is it?



With bigger salaries comes bigger bonuses. Over 54% receive bonuses in the highest bracket available on this survey. Perhaps next year we will widen this question to understand the very top levels. It is interesting to see that there are a few people who receive very small bonuses or none at all (of course it isn't possible to understand why certain levels of bonus were paid – it is conceivable that zero or a small bonus was paid owing to company performance or market conditions).

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

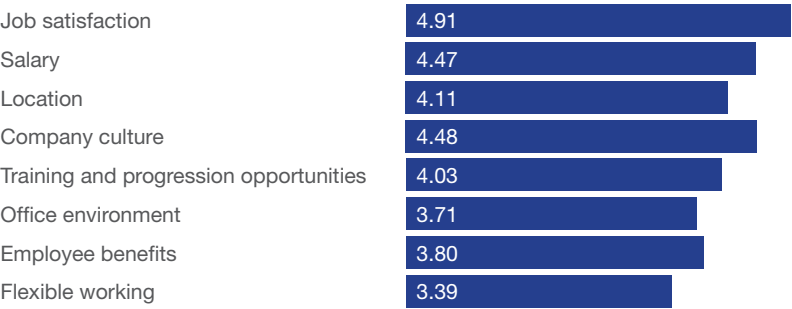


At the 100k+ level the car allowances jump up. Over 40% of those surveyed receive a car allowance worth in excess of £9000. Perhaps surprising that there are still over 20% of people who are paid over £100,000 who receive no car allowance and there are 6% of people at this level who are paid a car allowance worth less than £5000.

## What are your priorities when looking for a new job?

We asked those surveyed to rank these priorities from Very Important, Important, Neutral, Not Very Important and Not Important. Their answers have been collated into a 'weighted average' so that we can compare overall.

Weighted average – answers were from not important (1) to very important (5)



Would you be willing to relocate for a job?

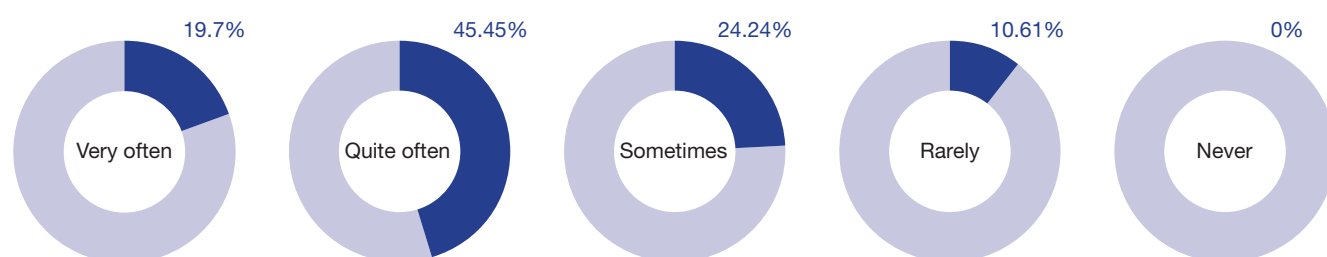


Along with the survey responses from Buyers, the £100k+ bracket are the most likely to be willing to relocate for a job.

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



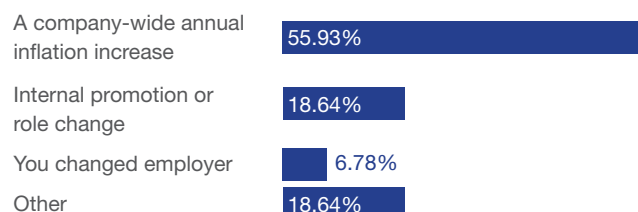
How often do you pick up new skills at work?



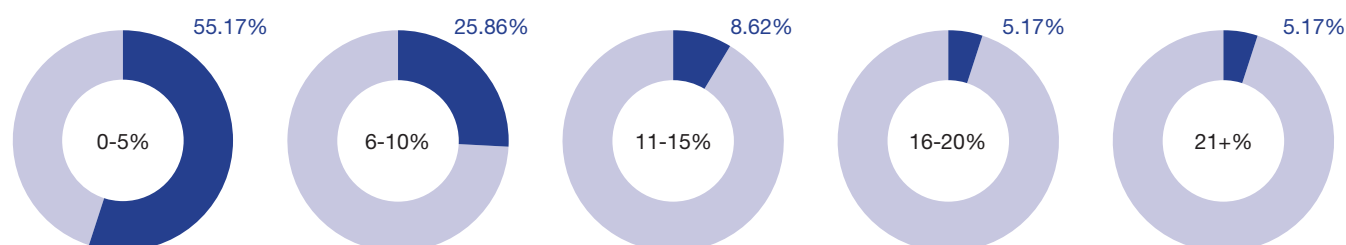
Have you had a pay rise in the last 12 months?



If yes, was this due to...



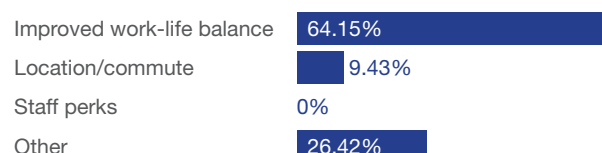
How big was the pay rise?



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




If yes, what are the reasons:






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