

THE UK'S LARGEST HOSPITALITY SALARY SURVEY



WHAT IS COVERED

Welcome to the UK's Largest Hospitality Salary Survey. This survey will continue to take place annually, providing you with the benchmarking tools to ensure you are aligned with current salary expectations and understand what benefits are most important to help retain your team.

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Summary

Effortless staff scheduling for hospitality



**Rota scheduling, cost tracking and time management
software developed for cafes, bars, pubs, restaurants and hotels.**



Rota scheduling

Goodbye spreadsheets, hello automation.



HR

Employee management at your fingertips.



Cost control

Complete overview of all of your costs from one dashboard.



Time & attendance

Clocking in and out has never been so simple.



Demand forecasting

Helping you to schedule for the future.



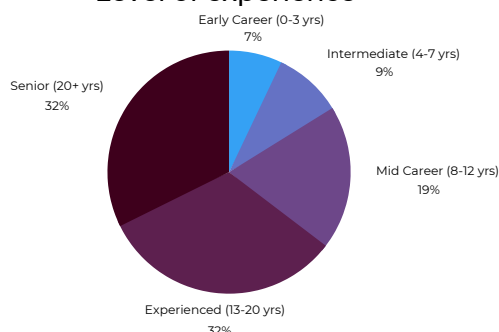
Integrations

Free real-time integrations with EPOS, reservations, payroll and more.

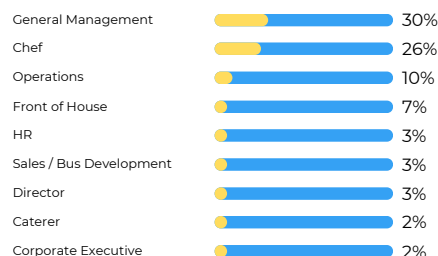
MEET THE RESPONDENTS

The UK's Largest Hospitality Salary Survey was conducted with a sample of 1,963 UK hospitality employees. The following shows the breakdown of those who took part.

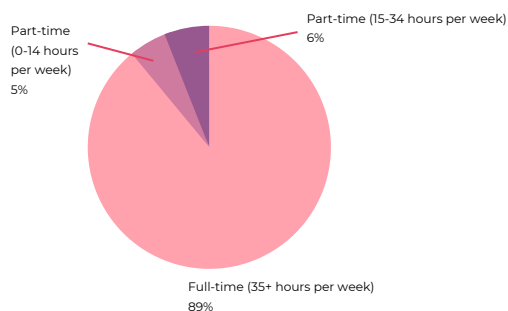
Level of experience



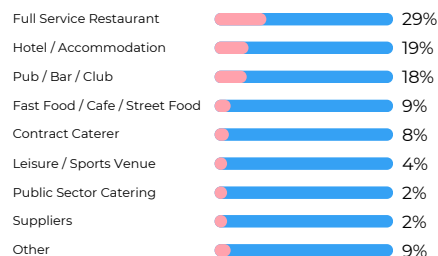
Job role



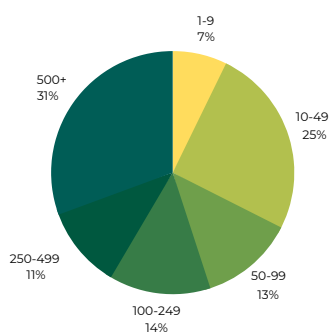
Employment status



Sector



Size of company (employees)



36% Female

Average age, 40 years

Ethnicity breakdown

81% White
6% Asian/Asian British
4% Mixed/Multiple ethnic groups
4% Black/ African/Caribbean/Black British
% Other ethnic group

Region breakdown

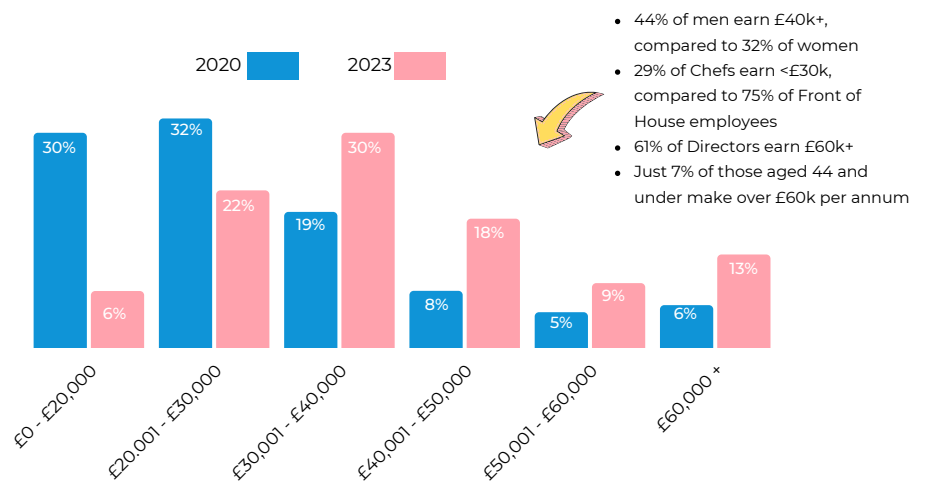
65% London & SE
13% Midlands & Wales
13% North & Scotland
9% South West

SALARY AND HOURS

Average salaries have increased, with 42% now earning £40k+ (compared to 19% in the previous 2020 survey conducted by HRC). However, 43% work 7.5+ additional hours per week, outside of their contracted hours, with 2/3rds saying they are not paid for it.

IN 2020, 62% of the hospitality workers in the survey had an annual salary of £30k or less, whilst 6% had an annual salary of £60k or more.

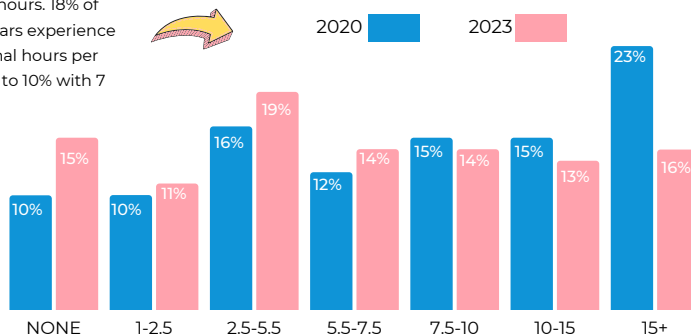
IN 2023, 28% have a salary of £30k or less, whilst 13% have a salary of £60k or more.



“ 55% say they would NOT apply for a job if the salary wasn't listed ”

“ 64% say that they are NOT paid for the hours they work in addition to their contracted hours ”

- The more experienced you are the more likely you are to work over your contracted hours. 18% of those with 13+ years experience work 15+ additional hours per week, compared to 10% with 7 years or less.



The average hours, over their contracted hours, that hospitality employees work per week has decreased since the previous survey. 16 % work 15+ hours over their contracted hours per week now, compared to a sizeable 23% in 2020. However, the majority say that they are NOT paid for the additional hours.

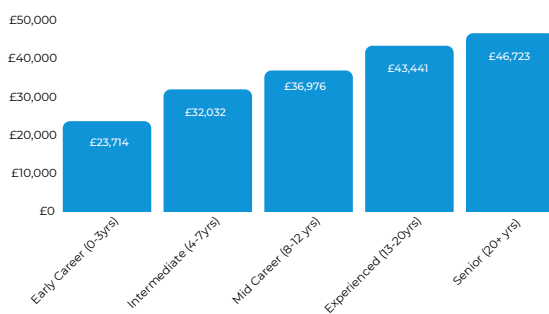
SALARY IN DETAIL

The following charts take a deeper look at the average salaries of hospitality employees by sector type, job role, level of experience and age. This helps us understand which factors, if any, have the greatest influence and impact on salary.



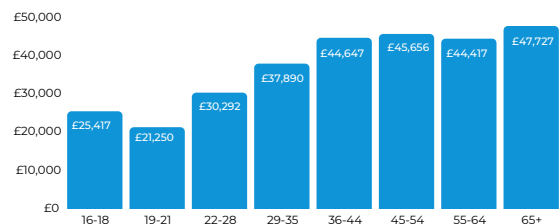
Average annual salary declared, split by sector type. With no major differences between the most common sectors within the survey, with the top 4 all averaging in the low £40,000's.

Average annual salary declared, split by job role. We see sharp differences between Corporate Executive and Director roles within these businesses, compared against those in Operations and General Management roles.



Average annual salary declared, split by employee experience. No surprises to see that the average salary earned increases with experience, with the biggest jumps seen between early careers (0-3yrs) and intermediate (4-7yrs).

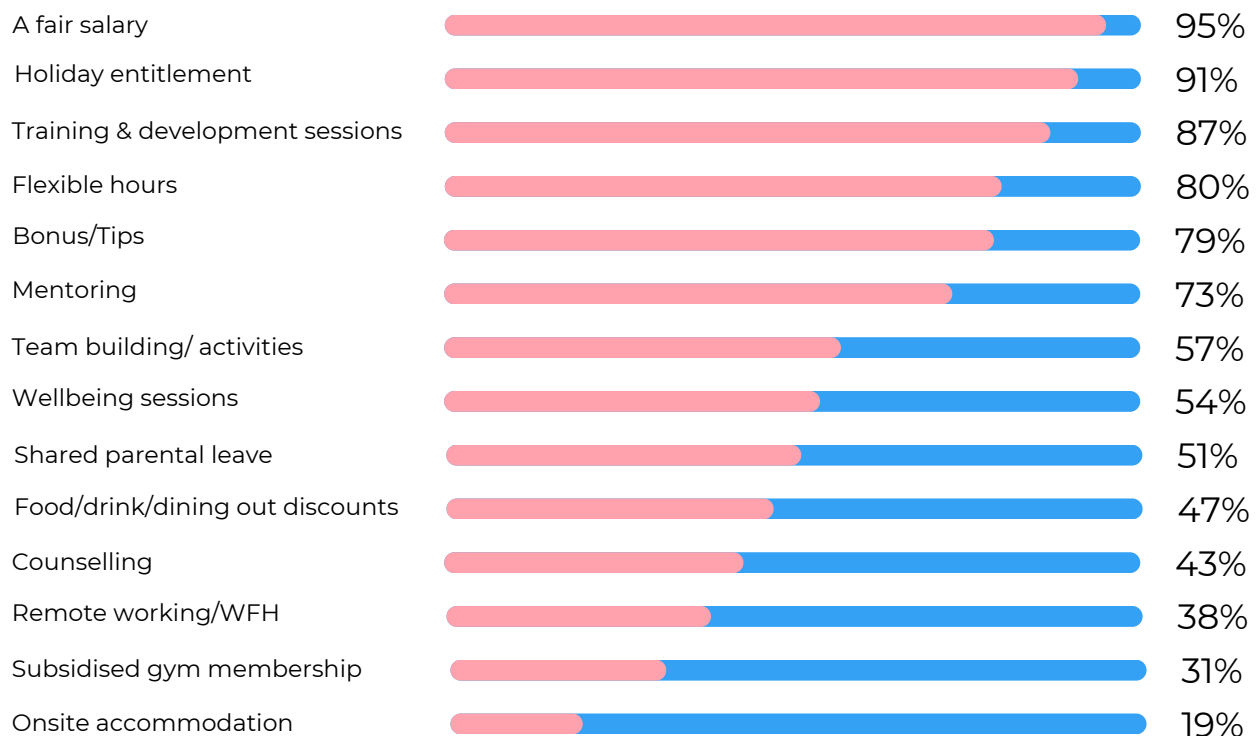
Average annual salary declared, split by employee age. The general trend, as with experience, suggests that salary increases by age. However, we see a clear flattening out of the curve at 36+, suggesting a general plateau of salary within the average hospitality role.



TOP EMPLOYEE BENEFITS

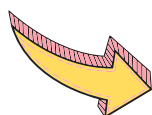
A fair salary is clearly a priority for hospitality employees, however there are a raft of other benefits which matter to them. Employers must consider the whole package, and understand that increasingly employees are looking for more than just a salary in order to provide them with job satisfaction.

How important are the following employee benefits to you? (Very/Quite Important %)



TOP 3 BENEFITS

Excluding a fair salary



Holiday entitlement



Training & Development



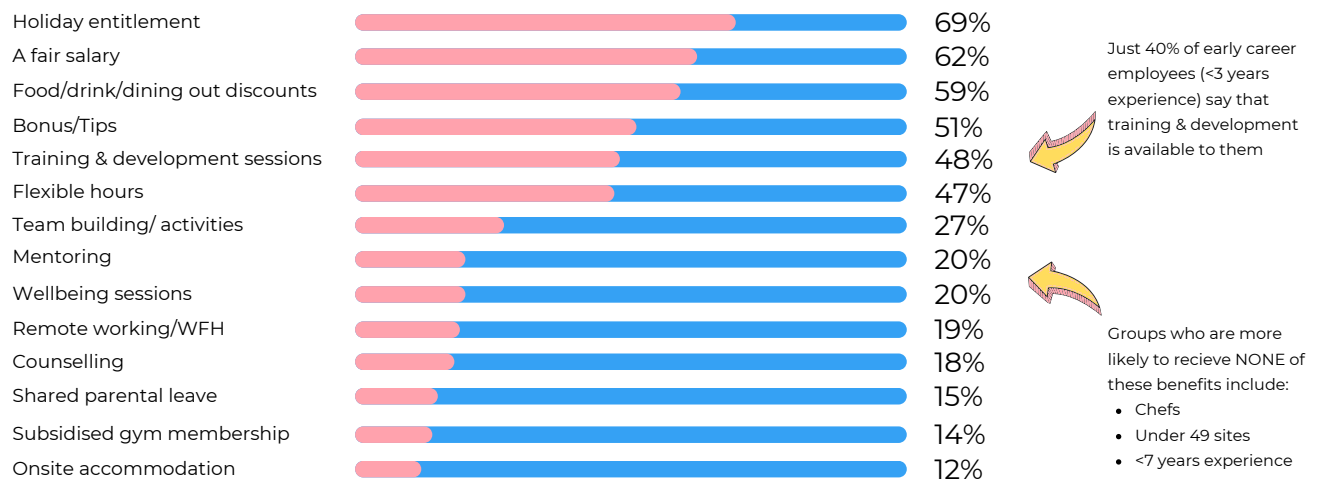
Flexible Hours



EMPLOYEE BENEFITS USED

Outside of traditional pay/bonus and holiday benefits, we see a relative dearth of benefits being offered to hospitality employees. Less than half receive training & development, and less than 1 in 4 are receiving mentoring, team building and health & wellbeing benefits. This, despite, results showing that participation is high amongst employees who are offered such benefits.

Which of the following employee benefits are available to you from your company?



Which of the following employee benefits, from your company, do you utilise currently?



Attract. Upskill. Retain.

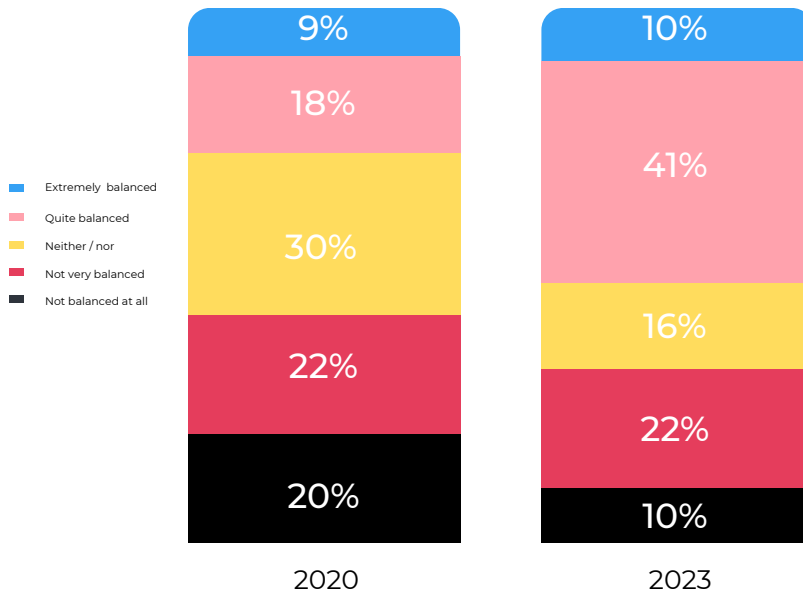
Apprenticeships are the key to building
a diverse and skilled workforce.



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WORK / LIFE BALANCE

Maintaining a 'healthy' work/life balance is crucial in ensuring positive mental and physical wellbeing for hospitality employees. It can also drive an increase in productivity, work satisfaction & enjoyment, and ultimately increase employee loyalty and retention rates.



In 2020, just 27% said they had a balanced work/life balance. Fast forward to 2023 and this is now stands at 51%.

Furthermore, 62% say that they are **HAPPY** in their current role (54% in 2020).

61% of early career employees (<3 years experience) have a positive work/life balance, compared to 47% of senior employees (20+ years experience)

“

In an industry which perhaps has a reputation for long/unsociable hours, employers must ensure that they continue to promote positive work/life balance initiatives to cultivate job satisfaction and loyalty.



EMPLOYEE DEVELOPMENT

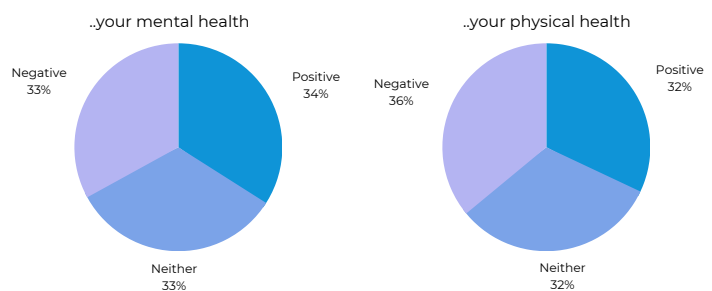
Creating a diverse and inclusive workspace that allows employees to feel safe, whilst giving them the freedom to develop is a crucial factor in making hospitality both a fun and vibrant working environment, but also a career that provides the opportunities that employees are looking for.

Thinking of your job in the hospitality or foodservice industry, how strongly do you agree with the following statements? (% strongly agree / agree)



To what extent does your work positively or negatively affect the following...

50% say their employer currently offers an apprenticeship scheme within their company



CLAIRE'S ADVICE ON EMPLOYEE BENEFITS

I benchmark what we're paying our staff, to ensure salaries are competitive, mainly by stalking other businesses! In all seriousness, we regularly look at recruitment ads in our sector, as well as, where possible benchmarking with industry colleagues where we can share best practice. We also learn during the interview process with candidates but the biggest thing for me is to listen to our teams.

It's really interesting to see the shift in "standard benefits" being offered by us and our colleagues in hospitality, from just pay, pensions and Tronc, to benefits such as Flexible Pay, EAPs, mental health first aid, free meals on shift, and employee discounts when dining out with family and friends. These all seem to be the norm.

We offer all those, as well as, bonuses, paid overtime, supplier trips, amazing parties, learning, development & internal progression opportunities, and a flexible, inclusive environment where everyone can be themselves and feel that they belong. Personally, I think, knowing when they are expected to work – i.e. sending out rotas in advance, getting paid correctly and on time, means a lot to everyone at this current time. Providing financial security and education, as well as job security, such as company growth plans and career development, are just as important as those "traditional benefits".

There's also a sense that we need to be agile with our benefits in terms of the different generations that are now in our workforce, different age groups might be looking for different benefits depending on what stage they are in their lives.

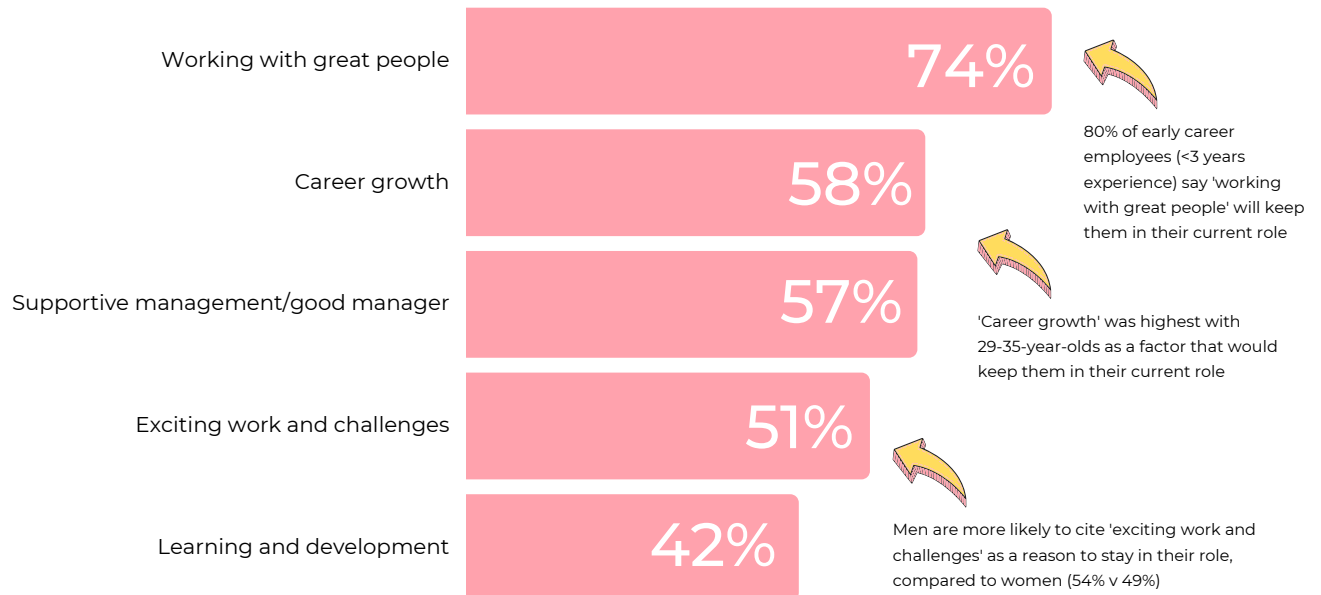
We all should have awareness of not just ticking the boxes on what we think our employees want. We've also got to land these benefits properly through the correct communication channels for our employees and allowing our managers and team leaders the time to have those conversations to embed into the culture. Definitely don't try and shoe horn something because it's good for the CSR agenda; like Wellbeing or Green Washing.

Claire Clarke is People Director at Flat Iron

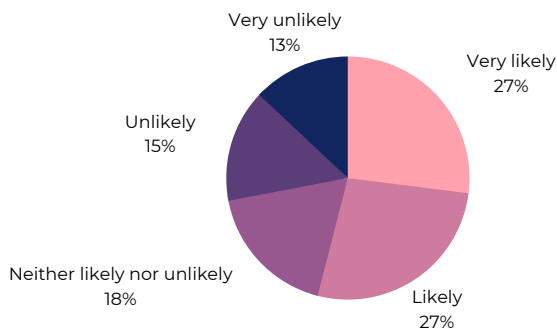


EMPLOYEE RETENTION

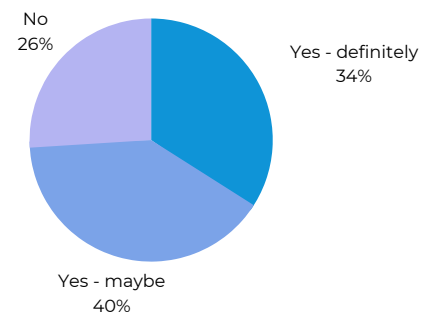
The top 3 factors that are most likely to keep hospitality employees in their role are 'working with great people', 'career growth', and 'supportive management'. 3 in 4 say that they would recommend a career in hospitality to others, yet just 1 in 2 say they are likely to still be working in hospitality this time next year.



How likely or unlikely do you think it is that you will still be working for the same company in 12 months time?



Would you recommend a career in the hospitality or foodservice industry to friends or family?



5 REASONS FOR HAVING AN EXTERNAL MENTOR

With 74% of hospitality professionals stating 'mentoring' would be an important benefit, **Kieron Bailey, Programme Director at Otololo** shares his five positives of having an external mentor.

1) Fresh Perspective: External mentors will bring a fresh perspective to the mentee's situation, as they are not directly involved in the organisation. They can provide insights and ideas that may not have been considered by internal mentors or colleagues and a fresh perspective can make a huge difference.

2) Objectivity: External mentors can provide an objective viewpoint on the mentee's career goals, challenges, and development needs. Internal mentors can often have a brand filter on their thinking which operationally, is amazing and ensures consistency but with people development it can be a potential blocker to creative thinking. External mentors are not influenced by organisational politics, biases, or personal relationships that may cloud internal mentors' judgments and that can only be a good thing for your team.

3) Broader Network: If someone would have taken me aside early in my career and explained the power of a broad network, and how to leverage that effectively, I can only imagine the things I would have achieved and the pace, so recognising that external mentors often have a broader network of contacts and experiences that can benefit the mentee. That they can introduce the mentee to new ideas, resources, and opportunities that may not be available within the organisation, that can have a great impact on the mentee and your business.

4) Confidentiality: External mentors are not part of the mentee's organisation and can provide a safe space for the mentee to discuss sensitive or confidential issues without fear of repercussions or judgment. A culture of psychological safety will open up the opportunity within your organisation for mentees.

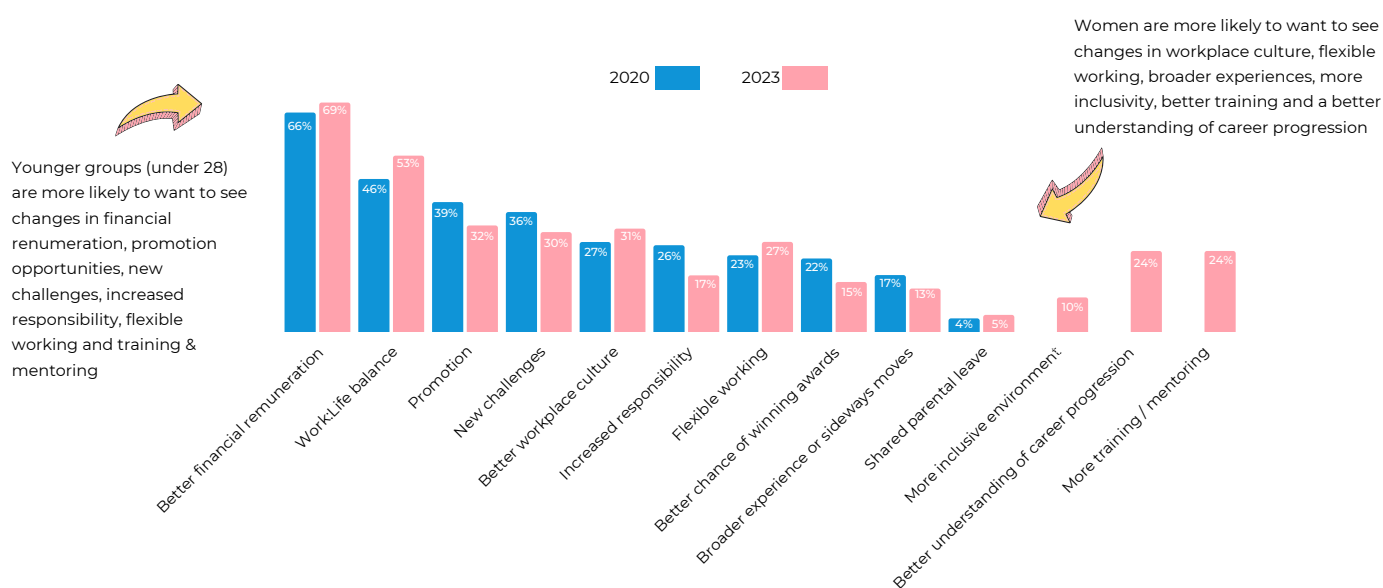
5) Accountability: External mentors can hold the mentee accountable for their career development goals and progress. As they are not part of the organisation, they can provide a neutral perspective and objective feedback to help the mentee achieve their goals. Without true accountability, success is only a possibility, with it, you are ten steps forward on those without it.



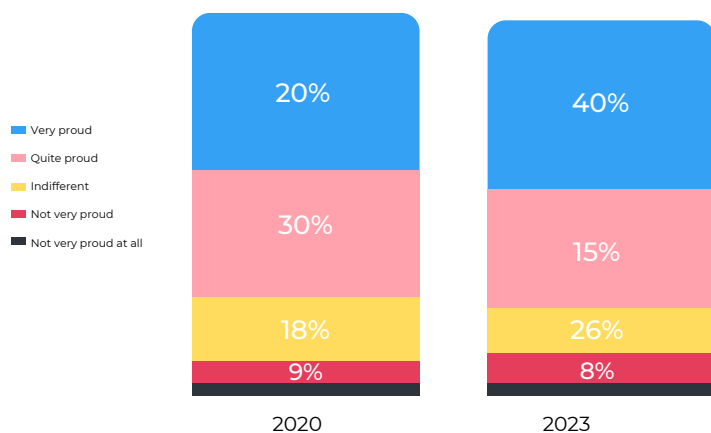
To find out more about Otololo's mentoring community
www.myotolo.com

EMPLOYEE SATISFACTION

3 in 4 hospitality employees say that they are proud to work in the industry. This is at a similar level to what we saw back in 2020. It's clear, therefore, that hospitality remains an attractive option for workers and is an industry that generates a lot of goodwill. However, employees are still looking for improvements, with 97% saying they would like to see positive changes within their roles.



We have seen an increase in desire for better financial remuneration, work/life balance, workplace culture, flexible working and shared parental leave. Whilst also new demands for more training & development, and better understanding of career progression. Whilst also seeing the desire for a more inclusive workplace environment.



77% of employees say that they are currently proud to be working in hospitality. This has stayed the same as back in 2020 (76%).

80% of experienced employees (13+ years experience) say they are proud to work in hospitality, compared to 67% of those with 7 years or less experience

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LEARN
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independenthotelshow.co.uk

DAWN'S TOP TIPS FOR WRITING A JOB ADVERT

A great job advert is the foundation of your hiring process. It will not only help you to attract the most talented professionals to apply, but will also promote your company's brand and help to build a strong talent pool of potential candidates for future vacancies.

- 1 You have less than 10 seconds to make an impression.
- 2 Make it an exciting read - candidates want to know what's in it for them!
- 3 Shout about ALL your benefits, including: bonuses, training, development, charity & well-being support.
- 4 Salary is a must on adverts! 85% of GenZ won't apply for a job if it has no salary. They will presume its minimum wage.
- 5 Talk about the shift patterns & hours.
- 6 Your advert should be written with your brand tone of voice.
- 7 View your advert on a phone. Does it grab your attention?

And what not to do?

Don't - Copy and paste your job description

Don't - Leave the salary off

Don't - Discriminate between age and experience

Don't - Make it too long

Dawn Bowstead is the Founder of Hospitality Jobs UK

Advertise your vacancies with Hospitality Jobs UK for as little as £79.75 a job. Find out more at hospitalityjobsuk.com



SUMMARY

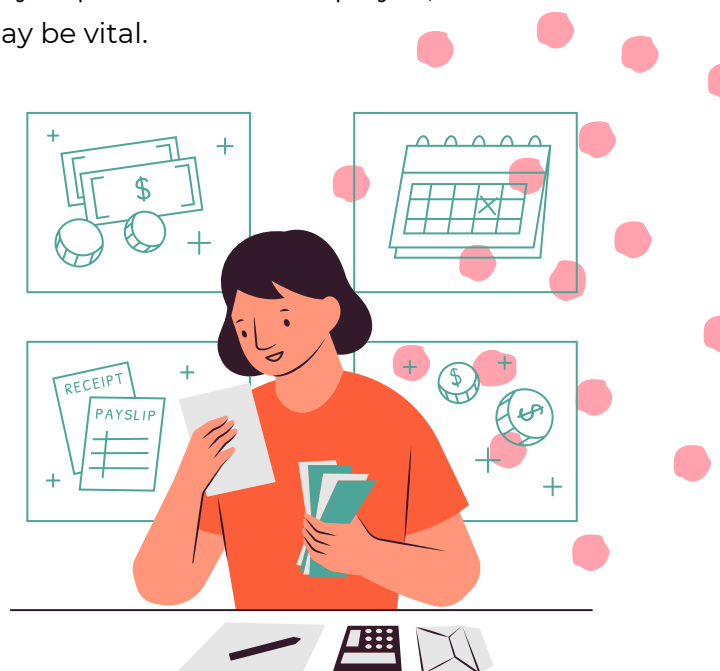
The state of play in the hospitality sector is certainly a dynamic one and it almost impossible to focus on one element in isolation, as all macro factors seem to link each other. Specifically in the case of vacancies within the sector, the topic of salaries appears particularly important, particularly in the shadow of the increases in cost of living. Salaries, however, are not solely responsible for reducing the vacancies, but also benefits, work life balance and development opportunities to name a few. Ultimately, businesses need to improve retention, encourage people back into the sector and attract new employees to hospitality, topic areas addressed in this report.

In terms of how to do this, this can be split in three steps, with many of the specific actions mentioned throughout the report.

1) What does the sector currently offer? As mentioned by Claire Clarke, every business should be auditing their sector and the competition within it. Asking themselves if what they are offering as an employer from a salary, lifestyle and benefits perspective is on par or better than the competition.

2) What do our employees want? This isn't a one size fits all and even within a workforce, what one employee wants, values and expects could be vastly different to another employee. For example, gym discounts may be very important to one employee, but to another, access to external mentorship scheme may be vital.

3) Implement it! Once the salary is competitive it is then down to all the other factors. There are many 3rd party providers who can support with offering great benefit packages and development programmes, but beyond that, it's about just trying to make the business a great place to work. Build a culture that breeds engagement, motivation, growth and retention so that salary is not the only determining factor of the level of vacancies within the business and the sector as a whole.



Laurence Brown, Senior Insight Manager, KAM

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