

ACCOUNTANCY SALARY GUIDE 2024

A monitor of average salaries paid to accountants in East Anglia.
Including employers' preferences towards rewards and benefits, and
recruitment and retention.

Published June 2024

“

Clients often approach us wondering whether their salary bands are in line with those offered by other organisations in their local area.

In response to this, we conducted a confidential survey of salaries, retention and recruitment rates, as well as rewards and benefits offered by the many employers that we work with across East Anglia. We hope these results will provide useful benchmarking information to allow employers to ensure they remain competitive in their market.

”

Gareth John, CEO

WHO ARE FIRST INTUITION?

First Intuition is an award-winning accountancy training provider offering classroom courses, distance learning, and accountancy apprenticeships across East Anglia. First Intuition specialises in providing high-quality training for students to achieve their AAT, ACCA, CIMA, and ICAEW qualifications with unrivalled levels of support, student care, and client service. In addition to training, First Intuition offers employers and students a wider programme of free events and resources to help them maintain their knowledge, ask questions, and keep up to date with sector news to excel in their careers.

First Intuition also delivers a wider selection of finance-focused programmes for finance professionals looking to upskill themselves or their teams, including Digital Finance programmes and Leadership and Management courses.

WHAT IS THE ACCOUNTANCY SALARY GUIDE?

This annual report is designed to inform employers about average salaries for trainee and qualified accountants across East Anglia, as well as provide information on what rewards and benefits businesses offer for staff, recruitment and retention rates, and social causes important to others in the industry. As this is our fourth year surveying our clients, we can also compare key figures year-on-year, illustrating important trends and changes over time.

We hope the report will offer a helpful guide and benchmark for salaries in the accountancy industry, plus offer insight into what other employers are offering in the region to ensure businesses can remain competitive.

KEY THEMES AND INTERPRETING THE DATA

The findings in this report are formed from over 150 responses to a survey First Intuition distributed to its clients based in East Anglia in March - April 2024. The results are therefore aimed at, and most relevant, to employers in accountancy and finance in this region, however, some of the information may still be applicable to other regions.

The findings from the survey are divided into five key themes based on the types of questions asked to respondents. The key themes include 'Average Salaries', 'Rewards and Benefits', 'Retention', 'Recruitment', and 'Personal Factors'. First Intuition hopes these themes cover the different aspects of what employers will find useful to help them with their recruitment and retention process.

Please keep in mind when reading the report, that respondents could select multiple answers for the majority of questions in the survey. This means that the percentages in the data do not always equal 100% when combined, the results refer to the percentage of respondents that chose that option of the total respondents that answered the question.

If you would like more information about First Intuition's Accountancy Salary Guide and how to be involved in future surveys, please contact ficambridge@firstintuition.co.uk.

You can find more information about First Intuition [here](#) and links to other helpful resources for accountancy professionals [here](#).

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KEY FINDINGS



Over 12 months, salaries across East Anglia have increased by

4.2%

£31,182

is the average salary across all levels of accountancy in East Anglia

Chelmsford

is the highest paid location across East Anglia



Tax & Audit

are the job specialisms that have experienced the greatest increase in salaries

50%

of employers are having no problem retaining staff in 2024



£23,348

is the average salary for Graduates across East Anglia



Industry

on average is the highest paid sector

VAT & Payroll

have experienced the greatest increases in salaries from 2023 to 2024, by 11% (VAT) and 10% (Payroll)

26%

of employers said they were finding it difficult to retain staff in 2024

98%

of employers forecast salaries to increase for School Leavers and Graduates over the next 12 months

£17,711

is the average salary for School Leavers across East Anglia

Over 12 months, salaries for Newly Qualified ACCA, CIMA, ICAEW have increased by

5.7%

77%

of employers pay their apprentices the same as commercial trainees at the same level

60%

of employers say 90%+ of their intakes are still with them 12 months after qualifying in 2024

Newly Qualified

staff are the job level employers are finding most difficult to retain

KEY FINDINGS

65%

of employers are finding it difficult to recruit staff in 2024



40%

of employers said they were not currently recruiting staff at any job level, an increase by 14% on last year

Junior Manager

is the job level that the most employers are currently recruiting in 2024 at 28%



LinkedIn

is the most popular method for employers to advertise their vacant job roles with 62% using this

90%

of employers offer flexible hybrid working in 2024

2 Years Post-qualified & Newly Qualified

are the job levels that the most employers are having difficulties recruiting in 2024 at 29%

Level 4

is the most common apprenticeship level among employers. Of those that use apprenticeship programmes, 64% use Level 4

47%

of employers feel as though written communication in entry-level staff are not at the level they expect

37%

of employers expect to increase the number of staff they recruit from 2024 - 2025

70%

of employers businesses actively support a social issue or cause

13%

of employers have decreased the number of accountants they have recruited from 2023 - 2024

33%

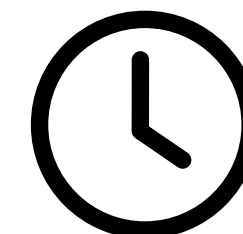
of employers have increased the number of accountants they have hired from 2023 - 2024

41%

of employers actively pursue School Leavers over Graduates in 2024

70%

of employers offer flexible working hours in 2024



56%

of employers actively prefer to use apprenticeship programmes

Mental Health and Wellness

is the social issue/ cause that the most employers are actively involved in supporting

AVERAGE SALARIES

East Anglia Overview

The average salaries across different levels of accountancy and different parts of East Anglia in 2024

Table 1 shows the average salaries for different levels of accountancy staff in different areas of East Anglia, including the average across the region as a whole and the percentage change from 2023. These averages are representative of data collected in March - April 2024.

Of all the areas, ‘Chelmsford’ then ‘Colchester’ have the highest average salary across all levels of accountancy, whilst ‘Suffolk excl Ipswich’ has the lowest. 3 Years Post Qualification ACCA, CIMA, or ICAEW is the accountancy level that has seen the greatest increase in salaries since 2023.

Table 1 - Average salaries for different levels of accountancy staff across East Anglia for 2024

	School Leavers	Graduates	Newly Qualified AAT	Newly Qualified ACCA, CIMA or ICAEW	3 Years Post Qualification ACCA, CIMA, or ICAEW	All Levels of Accountancy	2023	Change from 2023
Change from 2023	0.8%	3.9%	4.4%	4.0%	5.7%	4.2%		
East Anglia	£17,711	£23,438	£27,007	£39,598	£48,154	£31,182	£29,927	4.2%
Cambridge	£18,077	£23,500	£25,500	£43,429	£52,000	£32,501	£32,101	1.2%
Peterborough	£19,250	£23,875	£27,250	£39,000	£47,500	£31,375	£31,733	-1.1%
Cambridgeshire (excl Cambridge/ Peterborough)	£17,273	£22,750	£25,955	£37,455	£44,500	£29,586	£31,400	-5.8%
Ipswich	£17,857	£24,100	£26,500	£40,571	£44,500	£30,706	£28,517	7.7%
Suffolk (excl Ipswich)	£15,800	£20,500	£25,000	£38,667	£44,500	£28,893	£27,431	5.3%
Norwich	£18,556	£23,929	£26,227	£36,364	£45,000	£30,015	£27,849	7.8%
Norfolk (excl Norwich)	£17,000	£24,100	£25,643	£37,500	£47,500	£30,349	£28,567	6.2%
Chelmsford	£18,000	£25,000	£31,500	£40,000	£54,167	£33,733	£31,300	7.8%
Colchester	£18,500	£22,000	£29,500	£42,667	£52,500	£33,033	£30,700	7.6%
Essex (excl Chelmsford/ Colchester)	£16,800	£24,625	£27,000	£40,333	£49,375	£31,627	£29,668	6.6%

AVERAGE SALARIES

East Anglia Overview

The average salaries across East Anglia since 2021

Table 2 compares the average salaries across all levels of accountancy staff in different areas of East Anglia over time, including the average across the region as a whole.

The average salary across all levels of accountancy and regions in 2024 is £31,182, this is an increase of 4.2% from 2023. Of all the areas, 'Chelmsford' then 'Colchester' has the highest average salary across all levels of accountancy, this compares to 'Cambridge' then 'Peterborough' in 2023.

Table 2 - Average salaries for different levels of accountancy staff by location in 2024

	2024	2023	2022	2021
East Anglia	£31,182	£29,927	£28,283	£27,028
Cambridge	£32,501	£32,101	£29,819	£29,047
Peterborough	£31,375	£31,733	£31,880	£28,640
Cambridgeshire (excl Cambridge/ Peterborough)	£29,586	£31,400	£27,230	£27,167
Ipswich	£30,706	£28,517	£28,690	£25,983
Suffolk (excl Ipswich)	£28,893	£27,431	£27,229	£24,800
Norwich	£30,015	£27,849	£26,864	£26,529
Norfolk (excl Norwich)	£30,349	£28,567	-	-
Chelmsford	£33,733	£31,300	£26,490	-
Colchester	£33,033	£30,700	£30,567	-
Essex (excl Chelmsford/ Colchester)	£31,627	£29,668	£25,779	-

Over 12 months, salaries across East Anglia have increased by **4.2%**

Suffolk (excl Ipswich)
is the lowest paid area across East Anglia

£31,182
is the average salary across all levels of accountancy in East Anglia

Norwich & Chelmsford
have seen the highest change in salary from 2023 - 2024 with an increase of 7.8%.

Chelmsford, Colchester & Cambridge
are the highest paid areas across East Anglia

AVERAGE SALARIES

School Leavers

The average salaries for School Leavers across East Anglia in 2024

Table 3 shows the average salaries for School Leavers across East Anglia in 2024, in order from highest paying location to least, including the percentage change in salaries from 2023 to 2024 and the average salaries for 2023, 2022 and 2021.

Table 3 - Distribution of salaries for School Leavers by location and overtime

Rank	Area	2024 Average Salary	2023 Average Salary	2022 Average Salary	2021 Average Salary	Change from 2023 - 2024
	East Anglia	£17,711	£17,565	£16,942	£16,174	0.8%
1	Peterborough	£19,250	£20,000	£19,000	£19,000	-3.8%
2	Norwich	£18,556	£15,889	£16,625	£16,000	16.8%
3	Colchester	£18,500	£20,000	£18,500	-	-7.5%
4	Cambridge	£18,077	£19,615	£18,556	£16,647	-7.8%
5	Chelmsford	£18,000	£19,000	£15,400	-	-5.3%
6	Ipswich	£17,857	£15,000	£18,000	£15,666	19.0%
7	Cambridgeshire (excl Cambridge/ Peterborough)	£17,273	£19,000	£16,000	£16,333	-9.1%
8	Norfolk (excl Norwich)	£17,000	£15,500	-	-	9.7%
9	Essex (excl Chelmsford/ Colchester)	£16,800	£14,643	£14,250	-	14.7%
10	Suffolk (excl Ipswich)	£15,800	£17,000	£16,143	£13,400	-7.1%

£17,711

is the average salary for School Leavers across East Anglia

Peterborough

is the highest paid area for School Leavers across East Anglia

£18,001 - £20,000

is the most common pay bracket for School Leavers

Suffolk (excl Ipswich)

is the lowest paid area for School Leavers across East Anglia

Over 12 months, average salaries for School Leavers have increased by

0.8%

AVERAGE SALARIES

School Leavers

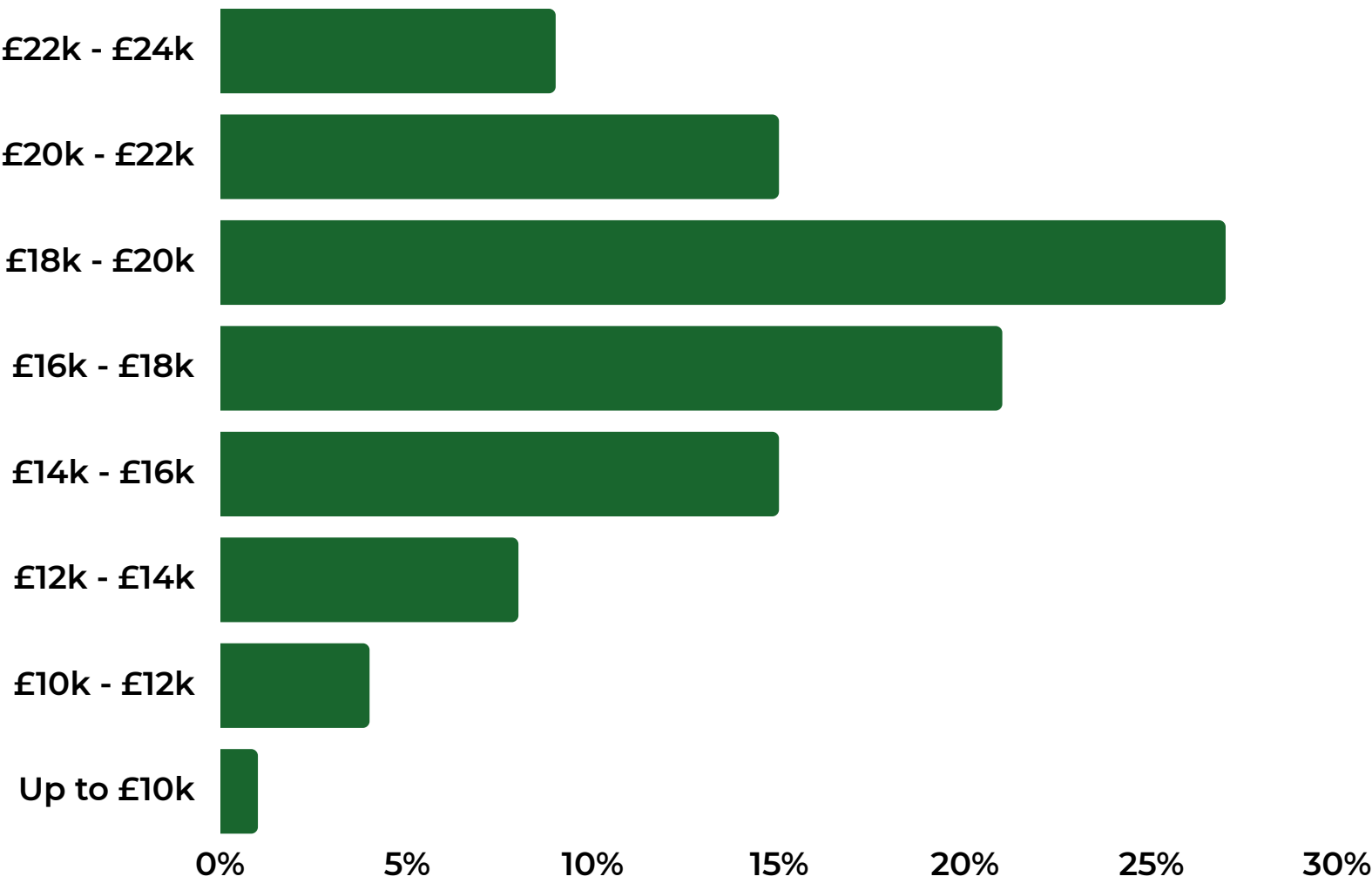
Average salaries for School Leavers across East Anglia in 2024 and over time

Chart 1 shows the percentage of respondents across East Anglia that pay their School Leavers each salary bracket in 2024. Graph 1 shows the percentage of respondents that pay their School Leavers each salary bracket in 2024 compared to 2021.

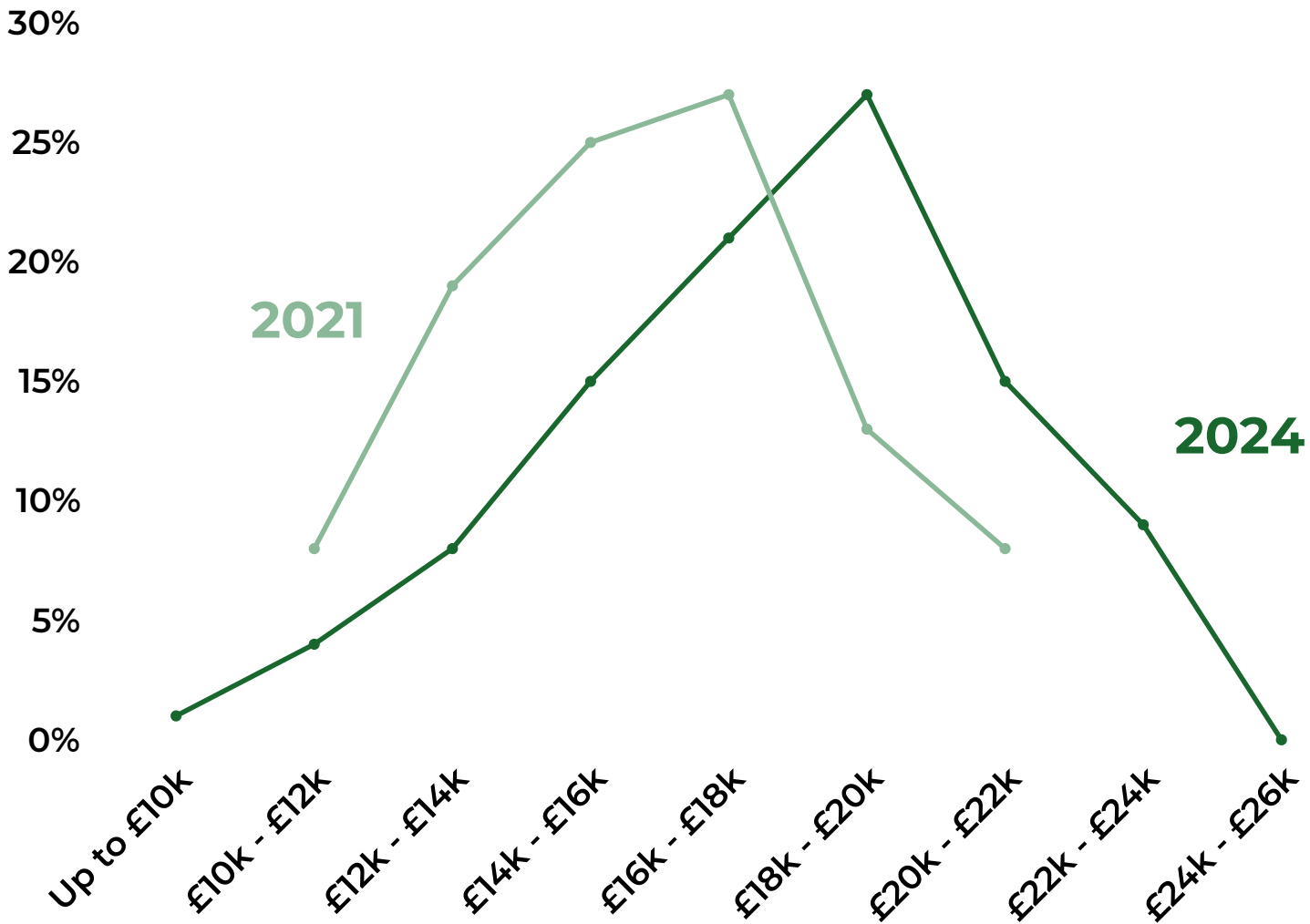
£18,001 - £20,000 is the most common pay bracket for School Leavers across East Anglia with 27% of respondents paying this. This compares to 20% in 2023.

There has been a general increase in School Leaver's salaries over time with more employers paying in the higher salary brackets each year. However, the extent of growth is smaller between 2023 and 2024.

Chart 1 - Distribution of 2024 starting salaries



Graph 1 - Distribution of salaries over time



AVERAGE SALARIES

Graduates

The average salaries for Graduates across East Anglia in 2024

Table 4 shows the average salaries for Graduates across East Anglia in 2024, in order from highest paying location to least, including the percentage change in salaries from 2023 to 2024 and the average salaries for 2023, 2022 and 2021.

Table 4 - Distribution of salaries for Graduates by location and over time

Rank	Area	2024 Average Salary	2023 Average Salary	2022 Average Salary	2021 Average Salary	Change from 2023 - 2024
	East Anglia	£23,438	£22,556	£21,503	£20,814	3.9%
1	Chelmsford	£25,000	£20,500	£20,000	-	22.0%
2	Essex (exc Chelmsford/ Colchester)	£24,625	£22,500	£18,400	-	9.4%
3	Ipswich	£24,100	£21,250	£21,250	£18,750	13.4%
4	Norfolk (exc Norwich)	£24,100	£20,500	-	-	17.6%
5	Norwich	£23,929	£21,625	£20,875	£20,214	10.7%
6	Peterborough	£23,875	£24,100	£25,000	£22,200	-0.9%
7	Cambridge	£23,500	£24,885	£24,250	£21,219	-5.6%
8	Cambridgeshire (exc Cambridge/ Peterborough)	£22,750	£25,000	£19,250	£22,500	-9.0%
9	Colchester	£22,000	£23,500	£22,500	-	-6.4%
10	Suffolk (exc Ipswich)	£20,500	£21,700	£22,000	£20,000	-5.5%

£23,348
is the average salary for Graduates across East Anglia

£22,001 - £25,000
is the most common pay bracket for Graduates

Chelmsford
is the highest paid area for Graduates across East Anglia

Suffolk (excl Ipswich)
is the lowest paid area for Graduates across East Anglia

Over 12 months, salaries for Graduates have increased by
3.9%

AVERAGE SALARIES

Graduates

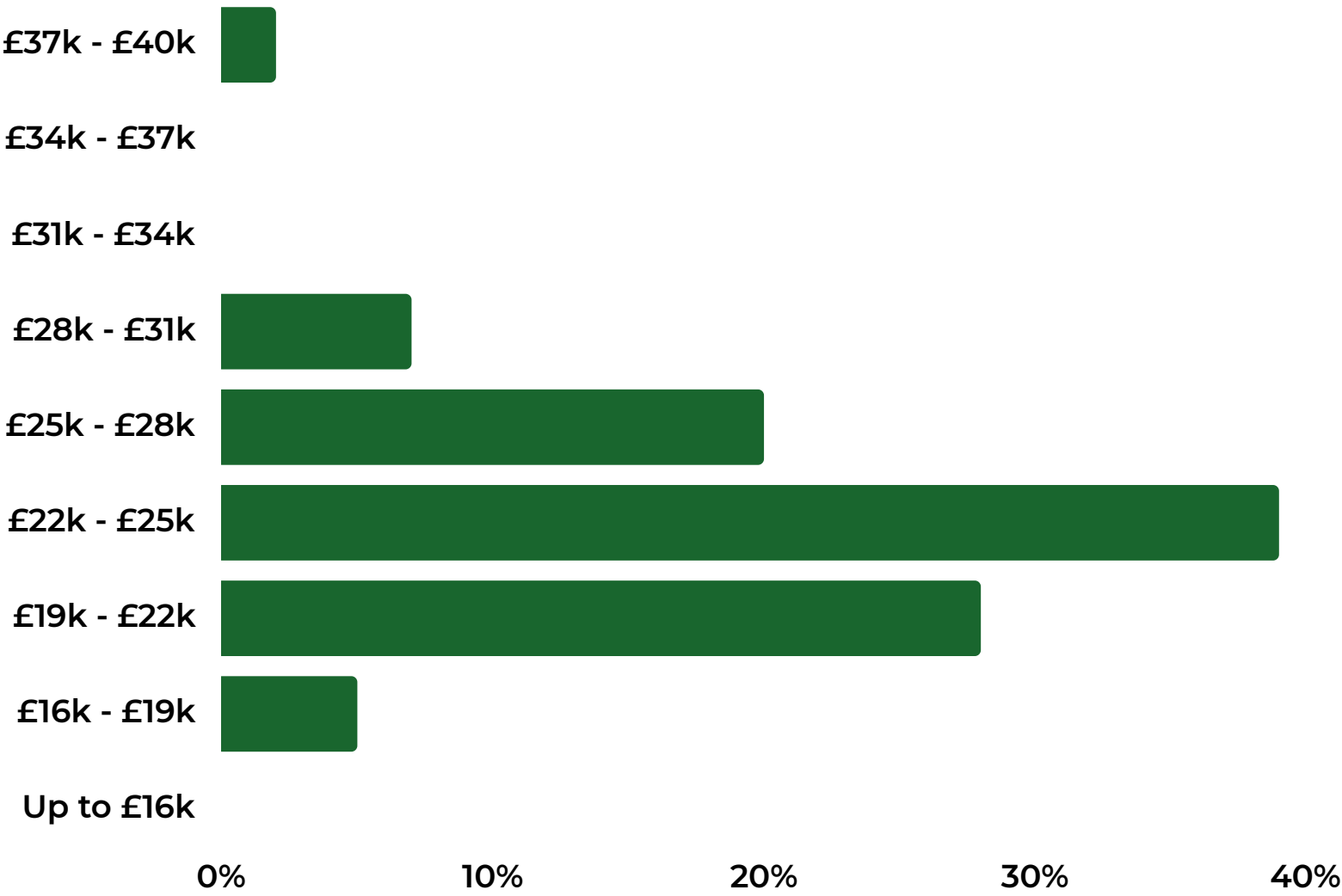
Average salaries for Graduates across East Anglia in 2024 and over time

Chart 2 shows the percentage of respondents across East Anglia that pay their Graduates each salary bracket in 2024. Graph 2 shows the percentage of respondents that pay their Graduates each salary bracket in 2024 compared to 2022.

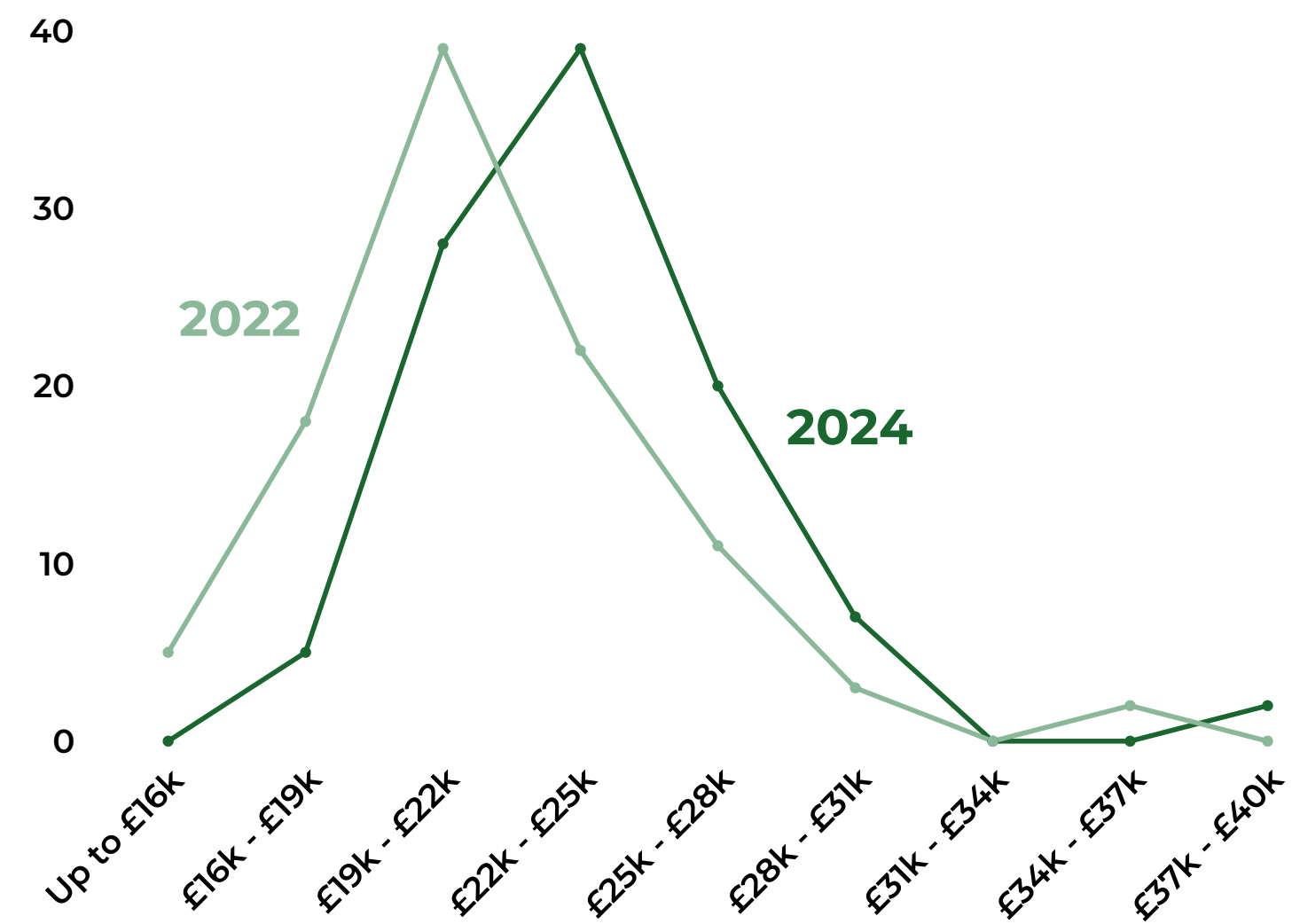
£22,001 - £25,000 is the most common pay bracket for Graduates across East Anglia with 39% of respondents paying this. This compares to 30% in 2023.

There has been a general increase in Graduates salaries over time. The most common salary bracket in 2024 is a band higher than that of 2023 and 2022.

Chart 2 - Distribution of 2024 starting salaries



Graph 2 - Distribution of salaries over time



AVERAGE SALARIES

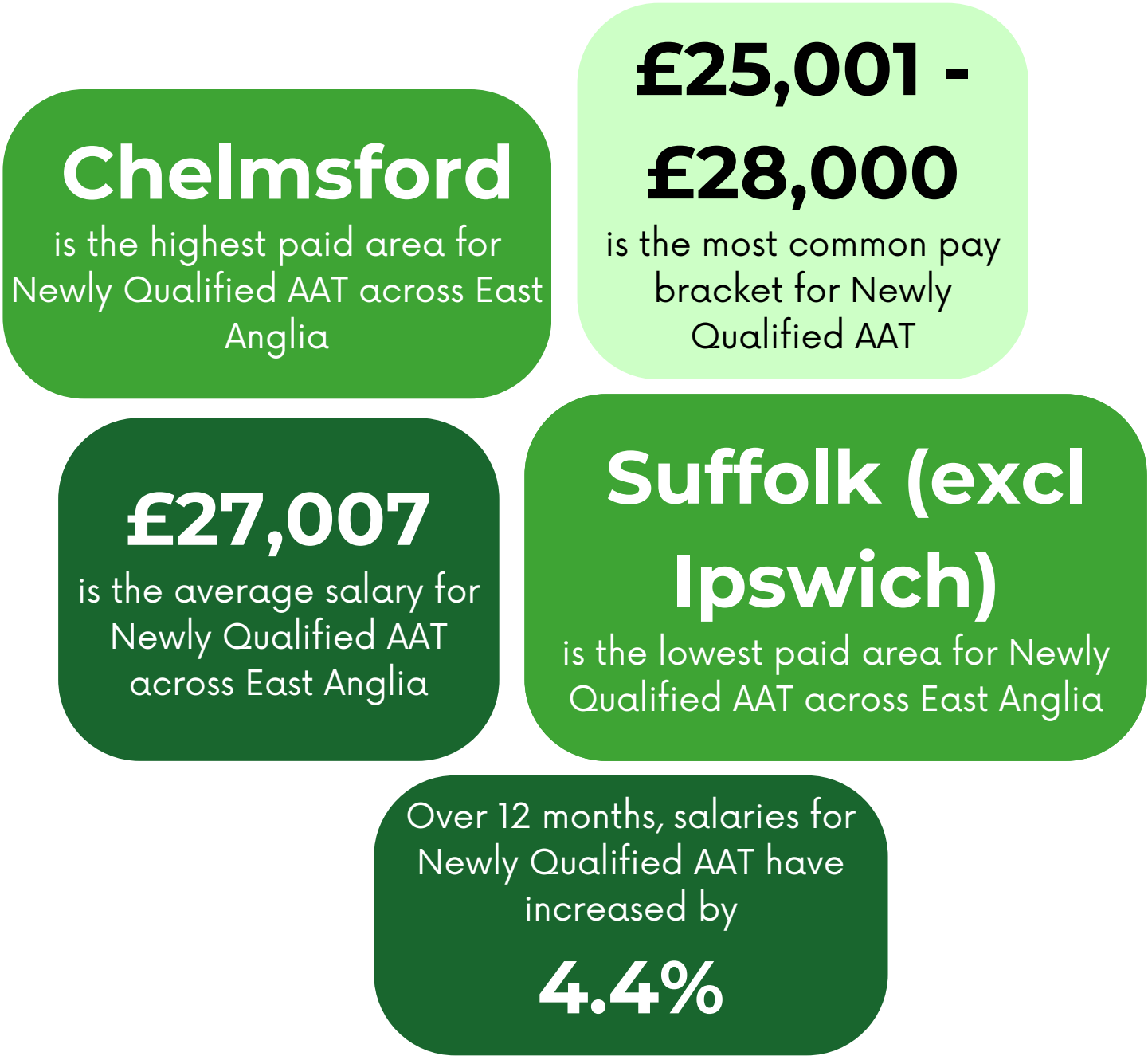
Newly Qualified AAT

The average salaries for Newly Qualified AAT across East Anglia in 2024

Table 5 shows the average salaries for Newly Qualified AAT across East Anglia in 2024, in order from highest paying location to least, including the percentage change in salaries from 2023 to 2024 and the average salaries for 2023, 2022 and 2021.

Table 5 - Distribution of salaries for Newly Qualified AAT by location and over time

Rank	Area	2024 Average Salary	2023 Average Salary	2022 Average Salary	2021 Average Salary	Change from 2023 - 2024
	East Anglia	£27,007	£25,878	£23,246	£22,626	4.4%
1	Chelmsford	£31,500	£29,500	£22,750	-	6.8%
2	Colchester	£29,500	£24,500	£24,500	-	20.4%
3	Peterborough	£27,250	£28,900	£23,500	£24,000	-5.7%
4	Essex (excl Chelmsford/ Colchester)	£27,000	£24,423	£21,400	-	10.6%
5	Ipswich	£26,500	£25,000	£25,900	£21,500	6.0%
6	Norwich	£26,227	£25,000	£22,375	£22,000	4.9%
7	Cambridgeshire (excl Cambridge/ Peterborough)	£25,955	£26,000	£22,900	£23,750	-0.2%
8	Norfolk (excl Norwich)	£25,643	£25,000	-	-	2.6%
9	Cambridge	£25,500	£26,100	£24,100	£23,406	-2.3%
10	Suffolk (excl Ipswich)	£25,000	£24,357	£21,786	£21,100	2.6%



AVERAGE SALARIES

Newly Qualified AAT

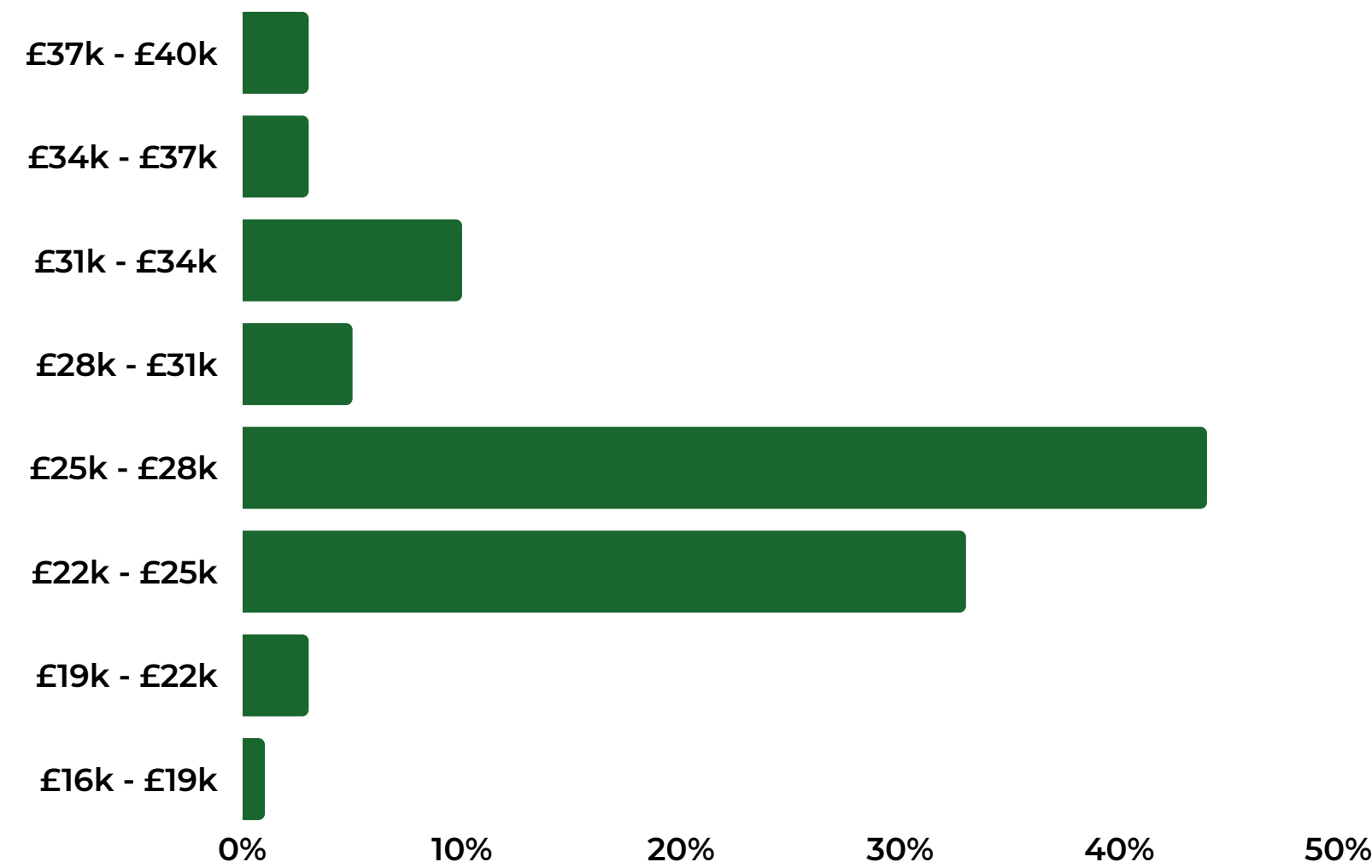
Average salaries for Newly Qualified AAT across East Anglia in 2024 and overtime

Chart 3 shows the percentage of respondents across East Anglia that pay their Newly Qualified AAT staff each salary bracket in 2024. Graph 3 shows the percentage of respondents that pay their Newly Qualified AAT staff each salary bracket in 2024 compared to 2022.

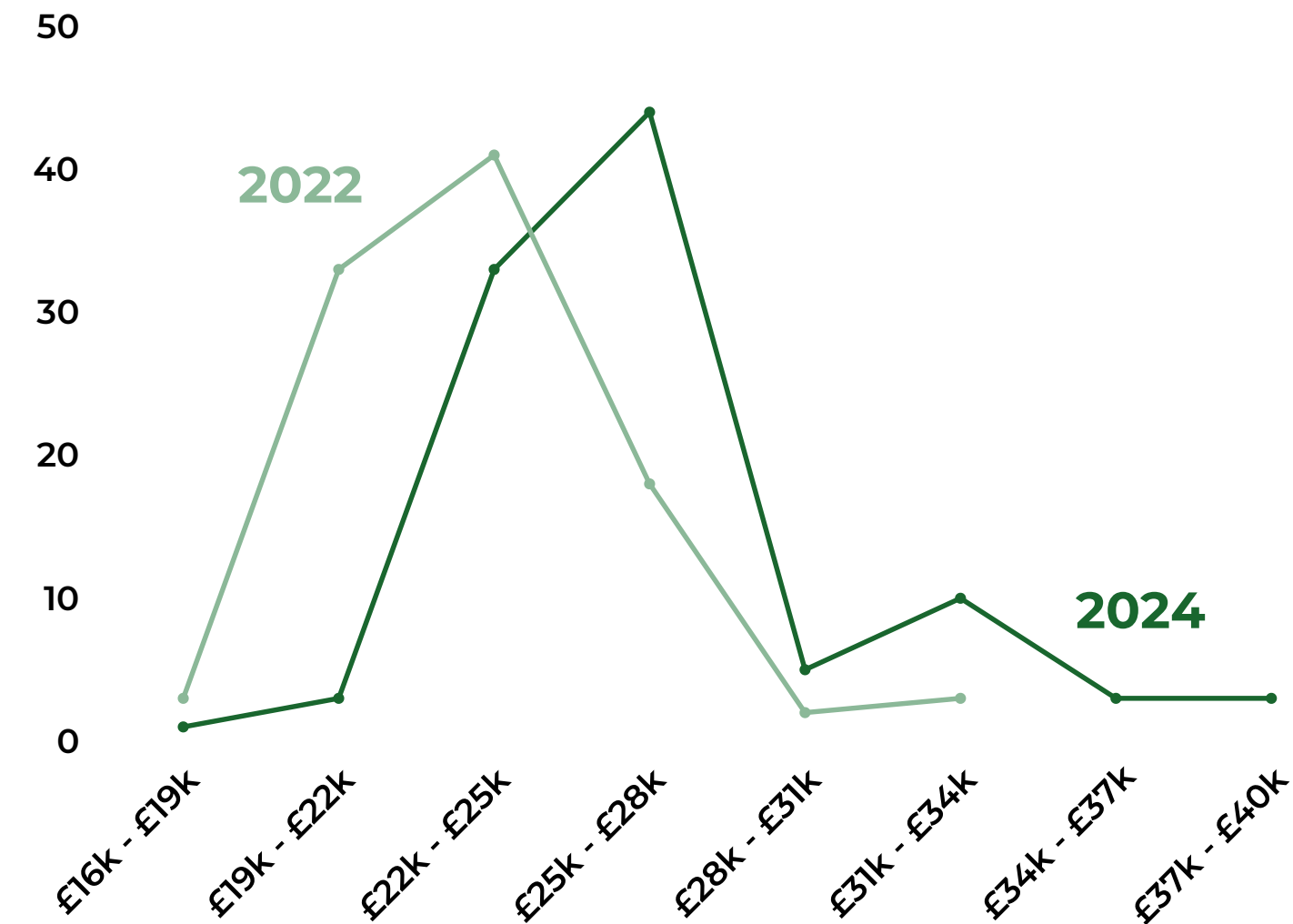
£25,001 - £28,000 is the most common pay bracket for Newly Qualified AAT across East Anglia with 44% of respondents paying this. This compares to 32% in 2023.

There has been a general increase in Newly Qualified AAT salaries over time. The most common salary bracket in 2024 is a band higher than that of 2023 and 2022. More people also fall in the highest pay brackets.

Chart 3 - Distribution of 2024 starting salaries



Graph 3 - Distribution of salaries over time



AVERAGE SALARIES

Newly Qualified ACCA, CIMA, ICAEW

The average salaries for Newly Qualified ACCA, CIMA, ICAEW across East Anglia in 2024

Table 6 shows the average salaries for Newly Qualified ACCA, CIMA, ICAEW across East Anglia in 2024, in order from highest paying location to least, including the percentage change in salaries from 2023 to 2024 and the average salaries for 2023, 2022 and 2021.

Table 6 - Distribution of salaries for Newly Qualified ACCA, CIMA, ICAEW by location and over time

Rank	Area	2024 Average Salary	2023 Average Salary	2022 Average Salary	2021 Average Salary	Change from 2023 - 2024
	East Anglia	£39,598	£38,060	£35,762	£33,498	4.0%
1	Cambridge	£43,429	£39,714	£38,118	£37,176	9.4%
2	Colchester	£42,667	£38,000	£37,333	-	12.3%
3	Ipswich	£40,571	£38,000	£36,800	£34,000	6.8%
4	Essex (exc Chelmsford/ Colchester)	£40,333	£41,091	£33,455	-	-1.8%
5	Chelmsford	£40,000	£40,000	£32,800	-	0.0%
6	Peterborough	£39,000	£40,667	£42,400	£34,666	-4.1%
7	Suffolk (exc Ipswich)	£38,667	£33,600	£33,714	£30,000	15.1%
8	Norfolk (exc Norwich)	£37,500	£36,000	-	-	4.2%
9	Cambridgeshire (exc Cambridge/ Peterborough)	£37,455	£38,667	£34,667	£32,000	-3.1%
10	Norwich	£36,364	£34,857	£32,571	£33,143	4.3%

**£34,001 -
£38,000**
is the most common pay bracket for Newly Qualified ACCA, CIMA, ICAEW

£39,598
is the average salary for Newly Qualified ACCA, CIMA, ICAEW across East Anglia

Cambridge
is the highest paid area for Newly Qualified ACCA, CIMA, ICAEW across East Anglia

Over 12 months, salaries for Newly Qualified ACCA, CIMA, ICAEW have increased by
4.0%

Norwich
is the lowest paid area for Newly Qualified ACCA, CIMA, ICAEW across East Anglia

AVERAGE SALARIES

Newly Qualified ACCA, CIMA, ICAEW

Average salaries for Newly Qualified ACCA, CIMA, ICAEW across East Anglia in 2024 and over time

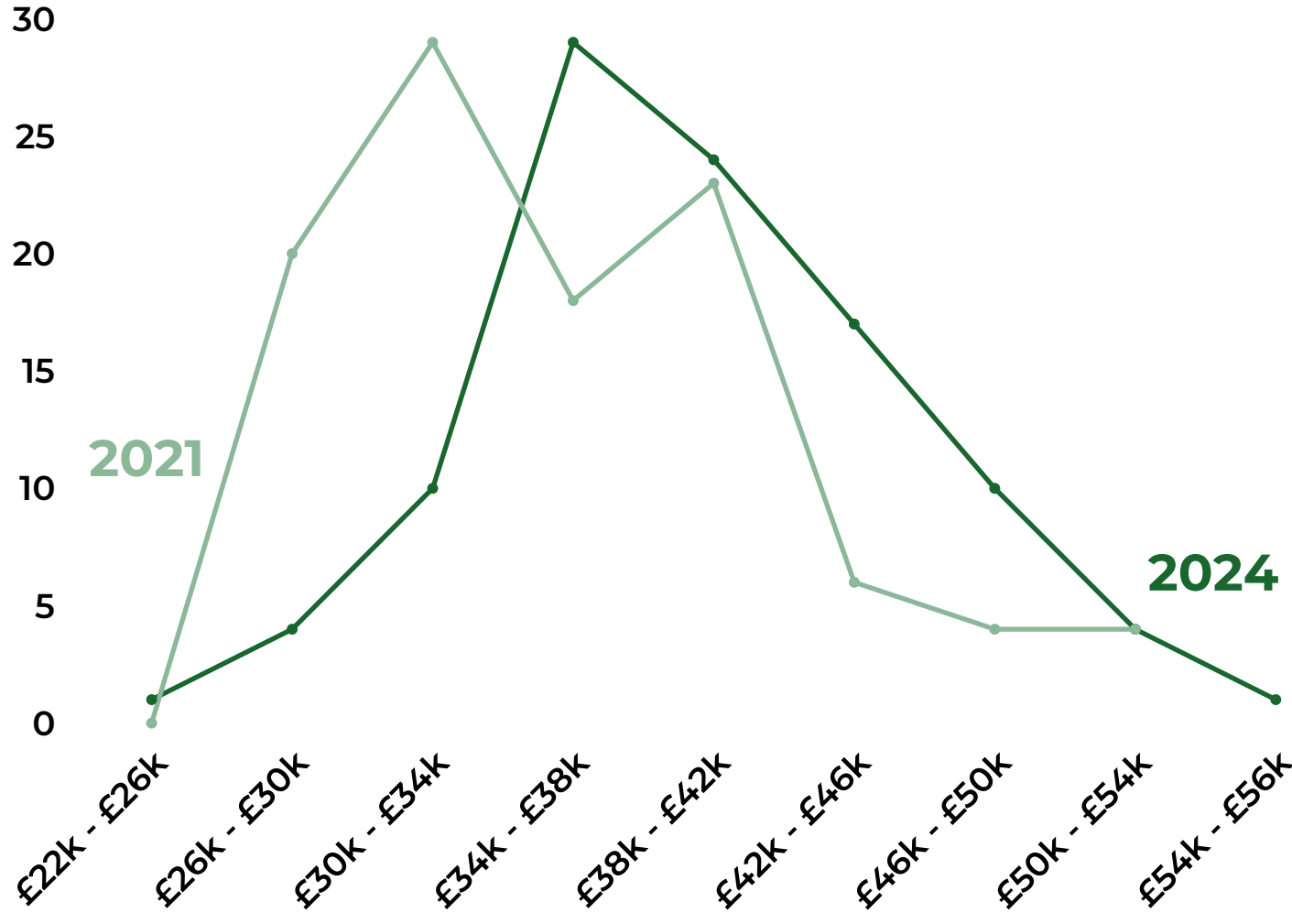
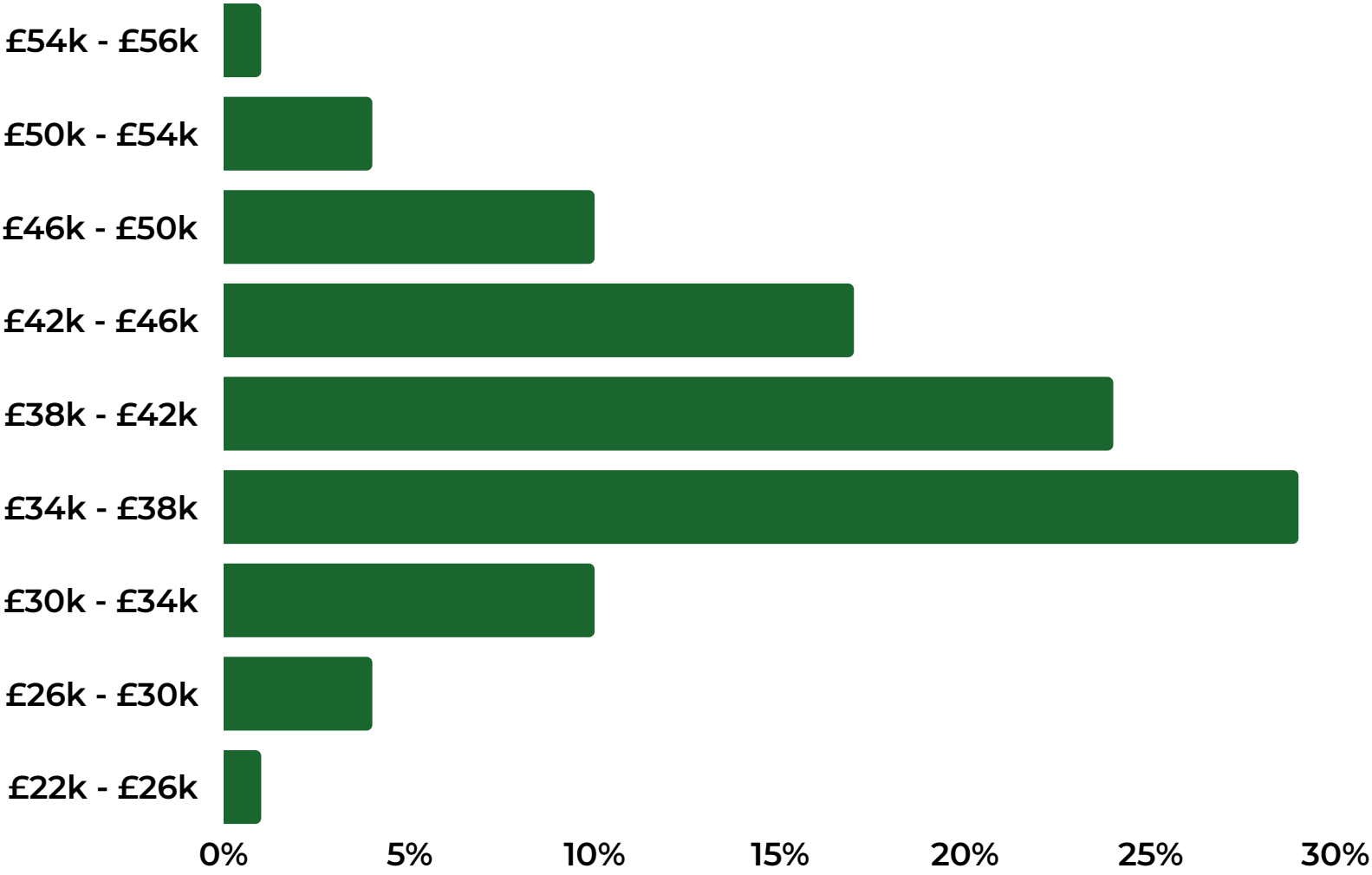
Chart 4 shows the percentage of respondents across East Anglia that pay their Newly Qualified ACCA, CIMA, ICAEW staff each salary bracket in 2024. Graph 4 shows the percentage of respondents that pay their Newly Qualified ACCA, CIMA, ICAEW staff each salary bracket in 2024 compared to 2021.

£34,001 - £38,000 is the most common pay bracket for Newly Qualified ACCA, CIMA, ICAEW across East Anglia with 29% of respondents paying this. This compares to 20% in 2023.

There has been a general increase in Newly Qualified ACCA, CIMA, ICAEW salaries over time. The most common salary bracket in 2024 is a band lower than in 2023. However, more people fall within the higher brackets.

Chart 4 - Distribution of 2024 starting salaries

Graph 4 - Distribution of salaries over time



AVERAGE SALARIES 3 Years Post Qualification (ACCA, CIMA or ICAEW)

The average salaries for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia in 2024

Table 7 shows the average salaries for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia in 2024, in order from highest paying location to least, including the percentage change in salaries from 2023 to 2024 and the average salaries for 2023, 2022 and 2021.

Table 7 - Distribution of salaries for 3 Years Post Qualification (ACCA, CIMA or ICAEW) by location and over time

Rank	Area	2024 Average Salary	2023 Average Salary	2022 Average Salary	2021 Average Salary	Change from 2023 - 2024
	East Anglia	£48,154	£45,575	£44,483	£42,026	5.7%
1	Chelmsford	£54,167	£47,500	£41,500	-	14.0%
2	Colchester	£52,500	£47,500	£50,000	-	10.5%
3	Cambridge	£52,000	£50,192	£48,750	£46,786	3.6%
4	Essex (exc Chelmsford/ Colchester)	£49,375	£45,682	£41,389	-	8.1%
5	Peterborough	£47,500	£45,000	£49,500	£43,333	5.6%
6	Norfolk (exc Norwich)	£47,500	£45,833	-	-	3.6%
7	Norwich	£45,000	£41,875	£41,875	£41,286	7.5%
8	Cambridgeshire (exc Cambridge/ Peterborough)	£44,500	£48,333	£43,333	£41,250	-7.9%
9	Ipswich	£44,500	£43,333	£41,500	£40,000	2.7%
10	Suffolk (exc Ipswich)	£44,500	£40,500	£42,500	£39,500	9.9%

£48,154
is the average salary for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia

Suffolk (excl Ipswich)
is the lowest paid area for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia

£45,001 - £50,000
is the most common pay bracket for 3 Years Post Qualification (ACCA, CIMA or ICAEW)

Chelmsford
is the highest paid area for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia

Over 12 months, salaries for Newly Qualified ACCA, CIMA, ICAEW have increased by **5.7%**

AVERAGE SALARIES

3 Years Post Qualification (ACCA, CIMA or ICAEW)

Average salaries for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia for 2024 and over time

Chart 5 shows the percentage of respondents across East Anglia that pay their 3 Years Post Qualification (ACCA, CIMA or ICAEW) staff each salary bracket in 2024.

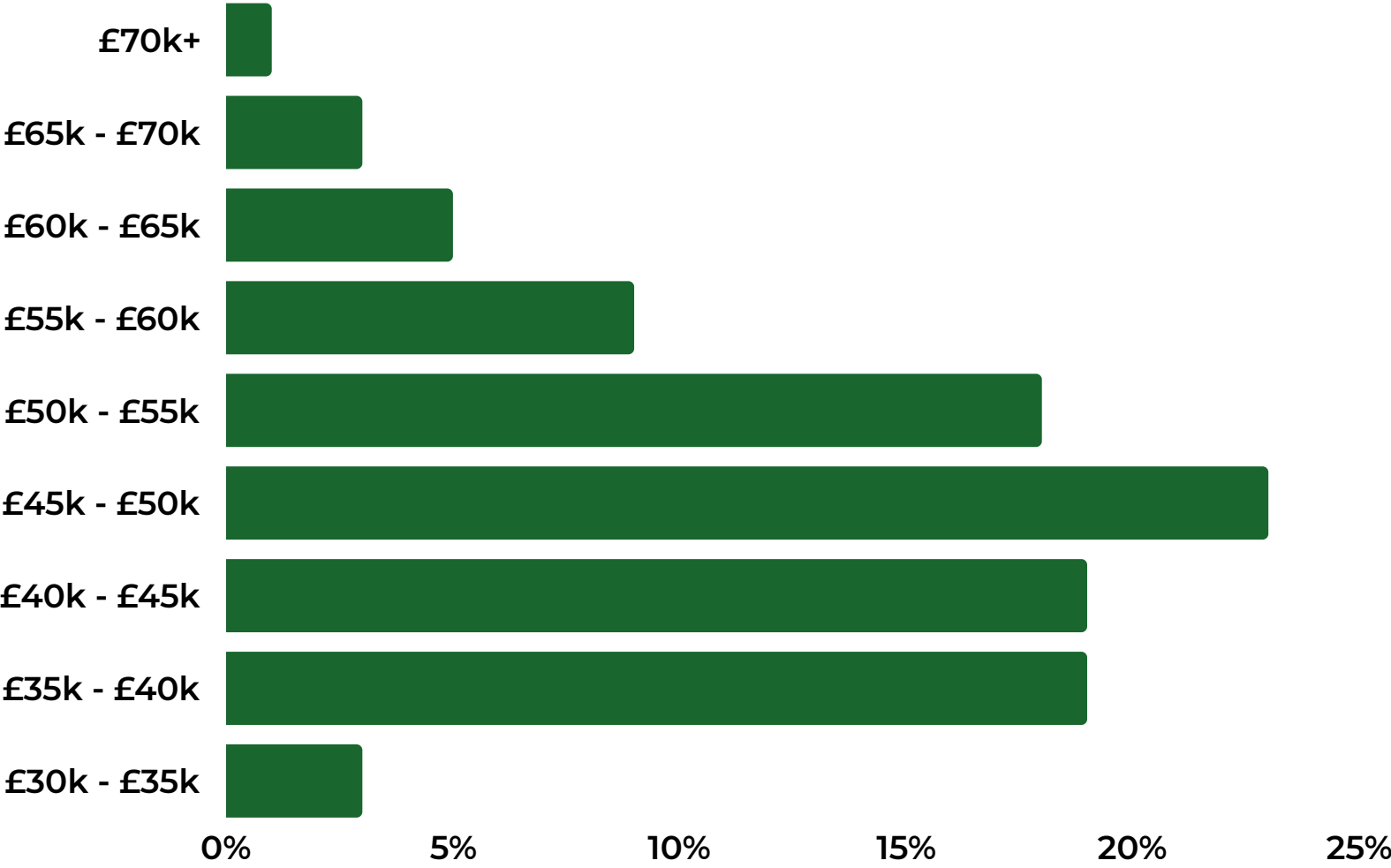
Graph 5 shows the percentage of respondents that pay their 3 Years Post Qualification (ACCA, CIMA or ICAEW) staff each salary bracket in 2024 compared to 2021.

£45,001 - £50,000 is the most common pay bracket for 3 Years Post Qualification (ACCA, CIMA or ICAEW) across East Anglia with 23% of respondents paying this. This is the same as 2023.

There has been a general increase in 3 Years Post Qualification (ACCA, CIMA or ICAEW) salaries over time. The most common salary bracket in 2024 is a band higher than that of 2023 and more people fall within the higher brackets in 2024.

Chart 5 - Distribution of 2024 starting salaries

Graph 5 - Distribution of salaries over time



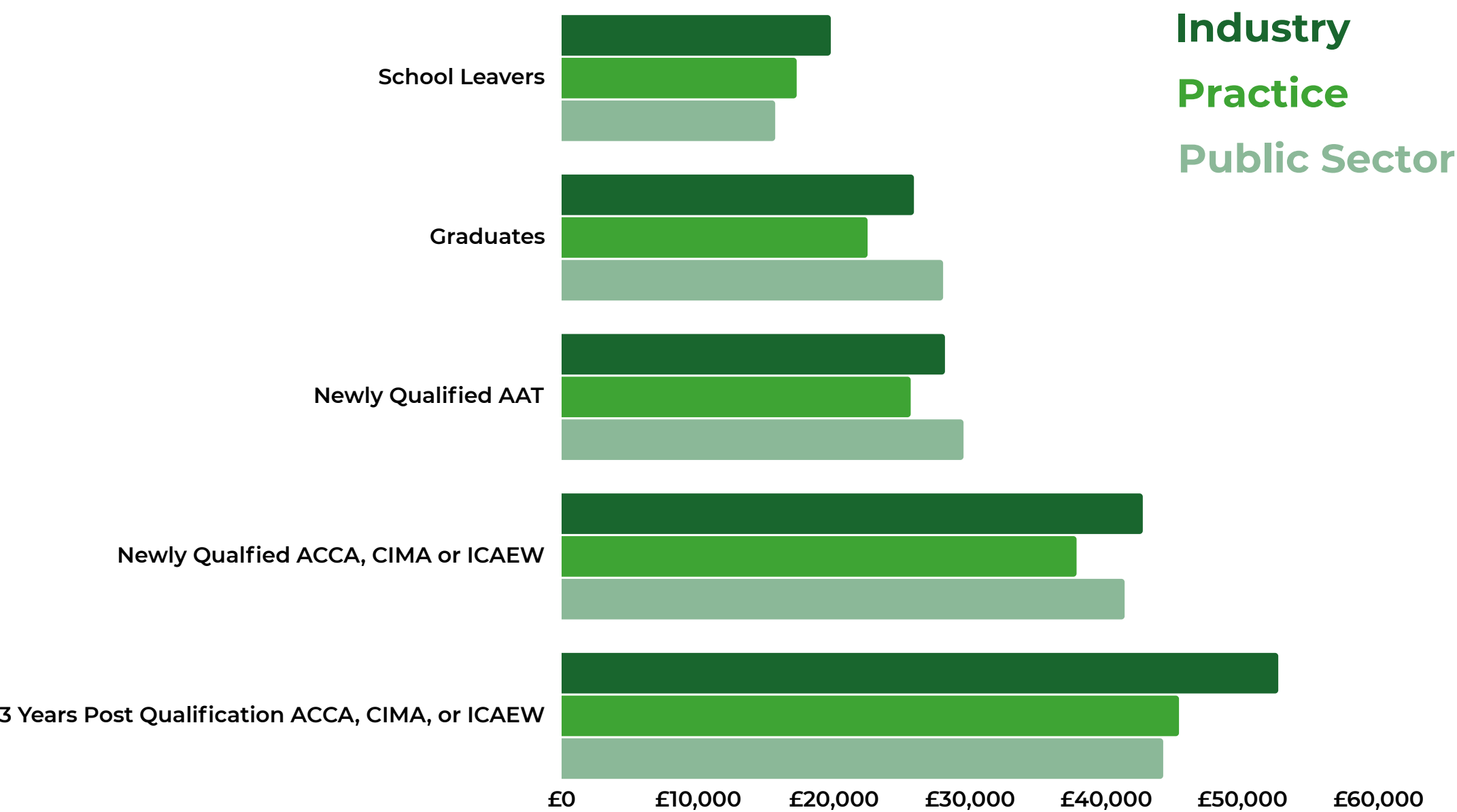
AVERAGE SALARIES

By Sector

Average salaries for finance professionals at different levels across sectors and the percentage change in salary from 2022 to 2024

Chart 6 shows the average salaries for finance professionals at different levels across different sectors. Table 8 shows the percentage change in salary for different sectors from 2023 - 2024 and 2022 - 2023.

Chart 6 - Salaries by job level and sector



Industry is overall the highest paying sector, whilst Practice is the lowest. Those in Industry are paid on average 18.9% (£4,116) more than those in Practice in 2024.

Industry
on average is the highest paid sector

Industry
has seen the greatest percentage change in salary from 2023 with an increase of **7%**

Table 8 - Salary by sector

	2024 Average Salary	Change from 2023-2024	Change from 2022-2023
Industry	£33,806	+7.0%	+0.5%
Practice	£29,690	+2.7%	+4.6%
Public Sector	£31,733	+1.1%	+8.4%

AVERAGE SALARIES

Apprentices vs Commercial Trainees

How salaries compare for apprentices and commercial students at the same level in 2024, 2023, 2022 and 2021.

Table 9 shows the percentage of respondents that said they pay apprentices less, the same, or more than commercial trainees at the same level in 2024 compared to 2023, 2022 and 2021.

The figures suggest that over time, an increasing number of employers are paying apprentices less than commercial trainees. Although the majority of employers pay their apprentices the same as non-apprentices in similar positions, there is a slight trend towards paying apprentices less.

Table 9 - Change in apprentice and commercial trainee salaries over time

	2024	2023	2022	2021
Percentage of respondents that said they pay apprentices LESS than commercial trainees	23%	23%	20%	7%
Percentage of respondents that said they pay apprentices THE SAME AS commercial trainees	77%	72%	78%	91%
Percentage of respondents that said they pay apprentices MORE than commercial trainees	0%	5%	2%	2%

77%
of employers pay their apprentices the same as commercial trainees at the same level

No employers pay their apprentices more than commercial trainees at the same level

More employers are paying apprentices LESS than commercial trainees at the same level from 2021 - 2024

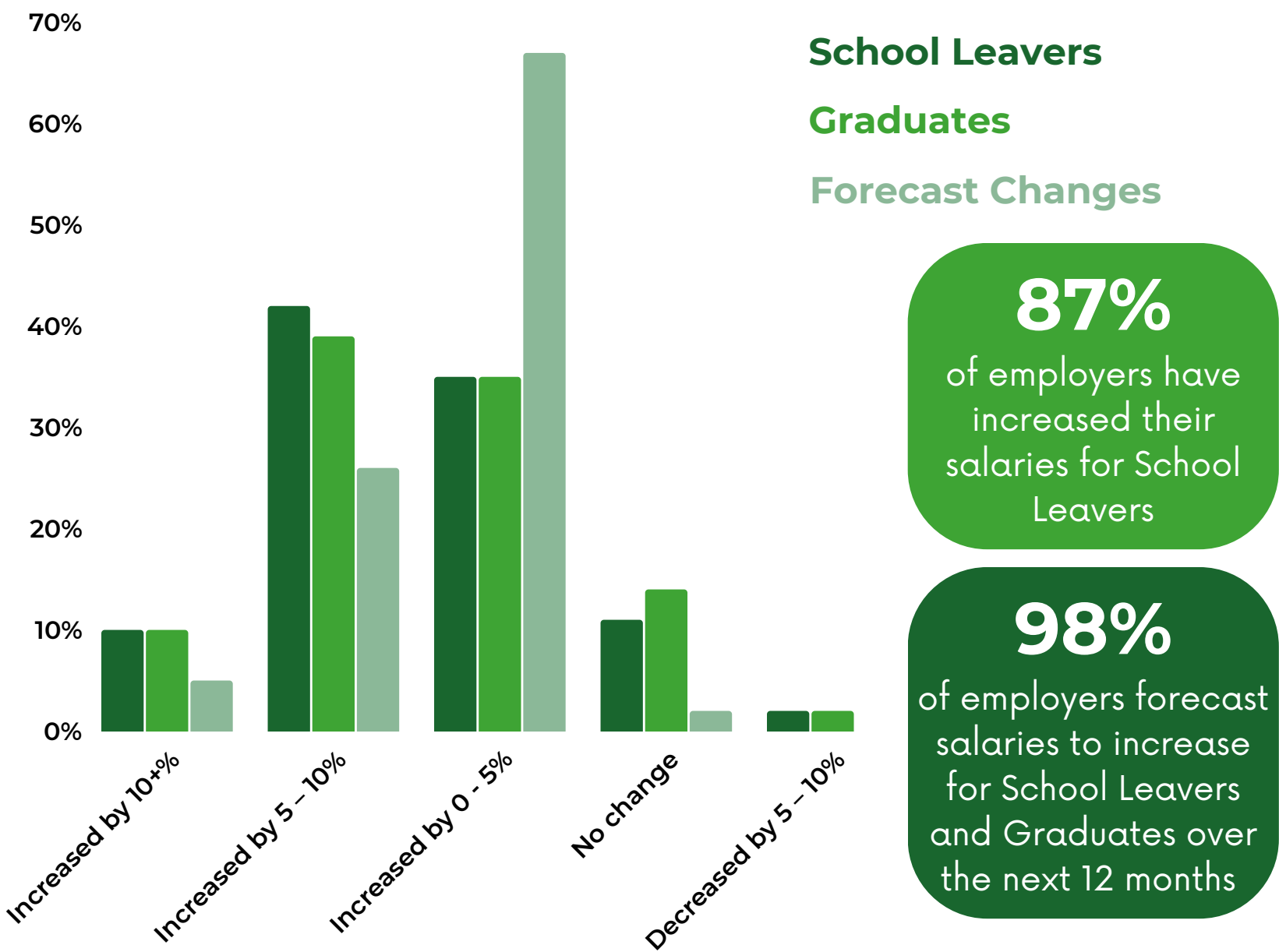
AVERAGE SALARIES

Recent and Planned Salary Increases

The percentage change in starting salaries for School Leavers and Graduates over the past 12 months (May 2023 to April 2024) and employer’s forecast salary increases for the next 12 months (April 2024 to 2025)

Chart 7 shows the percentage of employers that have changed their starting salaries for School Leavers and Graduates over the last 12 months, as well as the change they predict for the next 12 months (2024 - 2025).
Table 10 shows how employers have changed their starting salaries for School Leavers and Graduates from 2022 - 2024 and what change they predict from 2024 - 2025 as a percentage of respondents.

Chart 7 - Changes to starting salaries for School Leavers and Graduates



In 2023, 95% of employers forecast their salaries to increase for School Leavers and Graduates over the next 12 months, in reality 87% increased their salaries for School Leavers and 84% for Graduates. Similarly, 5% predicted salaries to not change in 2023 when in actuality 11% and 14% of employers did not change. This suggests salaries have increased less than anticipated from 2023 to 2024.

Table 10 - Changes to starting salaries for School Leavers and Graduates over time

	School Leavers			Graduates			Forecast Changes (How employers predict salaries will change over the following 12 months)		
	2024	2023	2022	2024	2023	2022	2024	2023	2022
Increased	87%	84%	92%	84%	82%	89%	98%	95%	92%
No change	11%	14%	8%	14%	16%	11%	2%	5%	8%
Decreased	2%	2%	0%	2%	2%	0%	0%	0%	0%

AVERAGE SALARIES

Salary Increases by Specialism

Comparing the top 10 job specialisms with the greatest increases in salary expectations for 2024 and 2023

Table 11 shows the top 10 job specialisms in accountancy where respondents said they were experiencing the greatest increases in salaries for 2024 compared to 2023, shown as a percentage of respondents that said each.

Although the top 5 job specialisms that employers said had the greatest increases in salaries were similar in 2024 as they were in 2023, overall, particularly further down Table 11, there has been a change to the jobs experiencing the greatest increases from 2023 to 2024. For example, 11% more employers said VAT was experiencing the greatest increase in salaries in 2024 than 2023.

Table 11 - Job specialisms where employers are experiencing the greatest increase in salaries for 2024 and 2023

2024		2023	
Tax	36%	Audit	33%
Audit	32%	Tax	32%
Bookkeeping	19%	Accounts Preparation	24%
Accounts Preparation	19%	Bookkeeping	18%
Management Accounting	19%	Management Accounting	15%
VAT	17%	Finance Business Partner	11%
Payroll	15%	Business Advisory	10%
Financial Reporting	15%	Financial Reporting	8%
Corporate Finance	8%	VAT	6%
Business Advisory	8%	Purchase/ Sales Ledger	6%
Purchase/ Sales Ledger	8%	-	-

36%
of employers rated Tax as the job specialism with the greatest increase in salaries in 2024

Tax & Audit
are the specialisms that the most employers said had experienced the greatest increase in salaries

VAT & Payroll
have experienced the greatest increases in salaries from 2023 to 2024, by 11% (VAT) and 10% (Payroll)

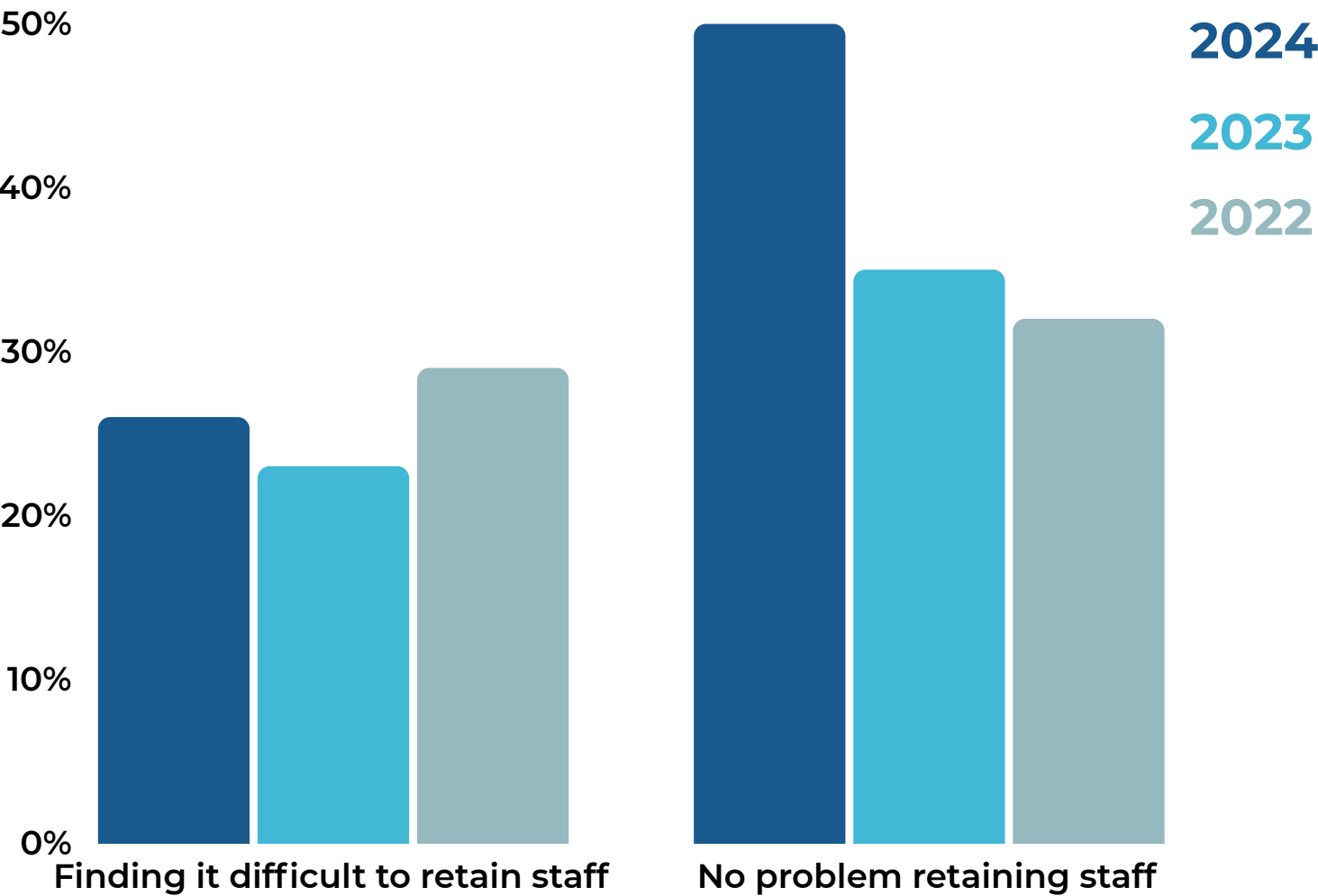
Respondents that are finding it difficult to retain staff over time and the differences between Practice and Industry

Chart 9 compares the percentage of employees having difficulties retaining staff versus employees having no problem retaining staff in 2024 compared to 2023 and 2022.

Table 12 compares the percentage of employees having difficulties retaining staff versus those having no problem retaining staff in Industry and Practice in 2024.

Compared to 2023, employers are finding it slightly more difficult to retain staff in 2024 (26% in 2024 compared to 23% in 2023). However, more employers are having no problem retaining staff in 2024 (50%) than in 2023 (35%). This suggests overall it is easier to retain staff in 2024.

Chart 9 - The retention trends of employers over time as a percentage of employers



50%

of employers are having no problem retaining staff in 2024

24%

of employers said they were finding it difficult to retain staff in

Industry

23%

of employers said they were finding it difficult to retain staff in

Practice

Table 12 - The retention trends of employers in Industry and Practice as a percentage of employers

Industry	Finding it difficult to retain staff	24%
	No problem retaining staff	52%
Practice	Finding it difficult to retain staff	23%
	No problem retaining staff	48%

RETENTION

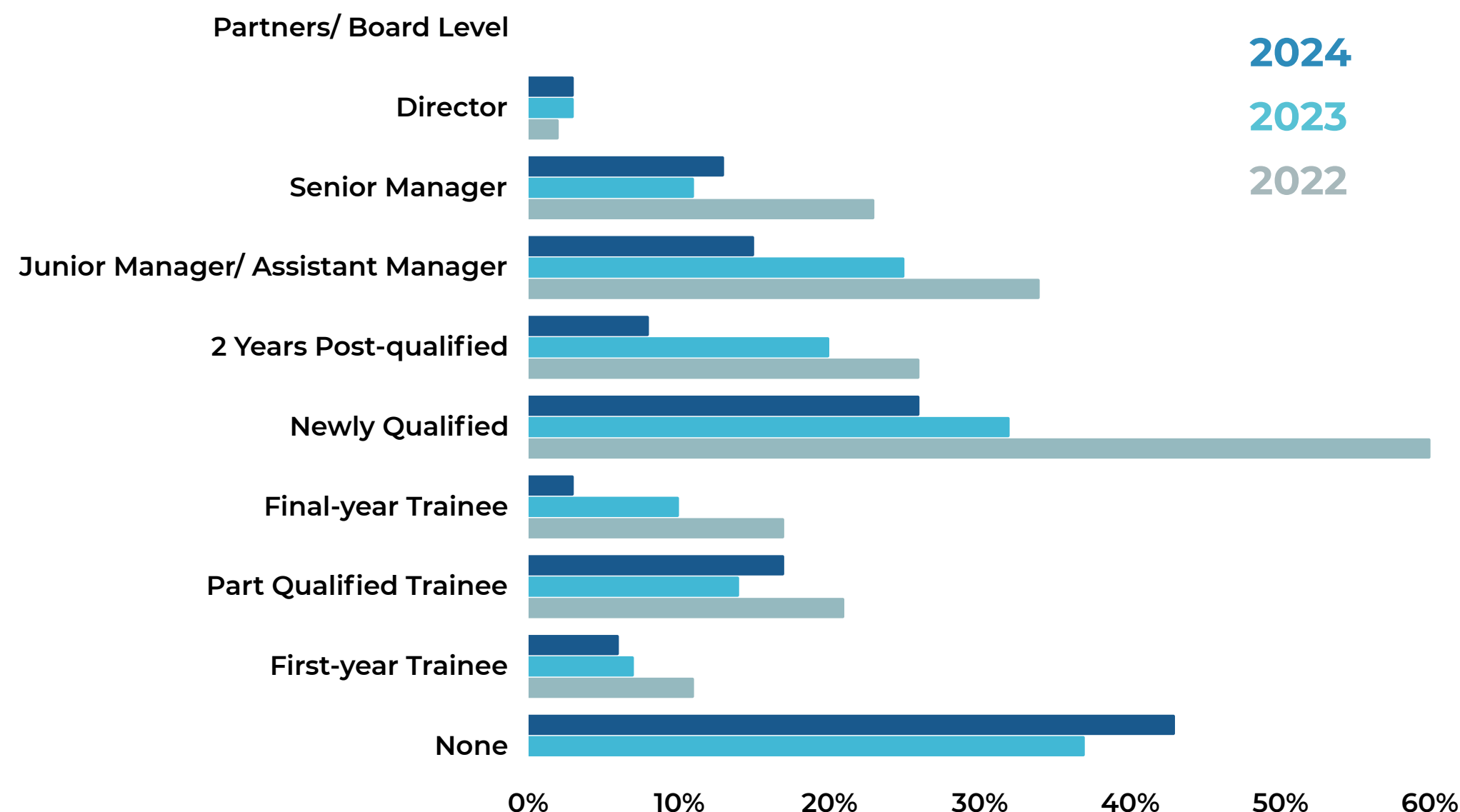
Difficulties Retaining Staff by Level

Comparing the job levels where employers are finding it more difficult to retain staff over time

Chart 10 shows the percentage of respondents who are finding it difficult to retain staff at different job levels in 2024 compared to 2023 and 2022.

There is a general decrease in the percentage of employers finding it difficult to retain staff across different job levels over time. Notably, 2 Years Post-qualified has decreased from 20% (2023) to 8% (2024) and Junior Manager/ Assistant Manager has decreased from 25% (2023) to 15% (2024). Whilst on a longer timescale, Newly Qualified has decreased from 60% in 2022 to 26% in 2024.

Chart 10 - Comparing job levels having difficulties retaining staff in 2024, 2023 and 2022



43%

of employers are not
having difficulties
retaining staff at any
job level

**Newly
Qualified**

has decreased in the percentage
of employers finding it difficult to
retain staff from 2022 to 2024 by

34%

**Part Qualified
& Senior
Managers**

are harder to retain in 2024
than 2023

26%

of employers are
finding it difficult to
retain Newly Qualified
staff, this is still the most
difficult job level to
retain in 2024

Retention 12 Months After Qualifying

Comparing the percentage of staff still in employment 12 months after qualifying in 2024 and over time

Chart 11 shows the percentage of respondents that said how much of their intake are still with them 12 months after qualifying in 2024. Table 13 compares the percentage of respondents that said how much of their intake are still with them 12 months after qualifying from 2024 - 2021.

In general, retention is stable but there is an emerging trend of new intakes moving roles within 12 months of qualifying. For example the percentage of employers who have 90%+ of their intake 12 months after qualification has decreased over time. This is reinforced by the figures for 2024 in Table 13 that show more employers falling into the lower percentage intake brackets than in previous years.

Chart 11 - The retention 12 months after qualifying in 2024

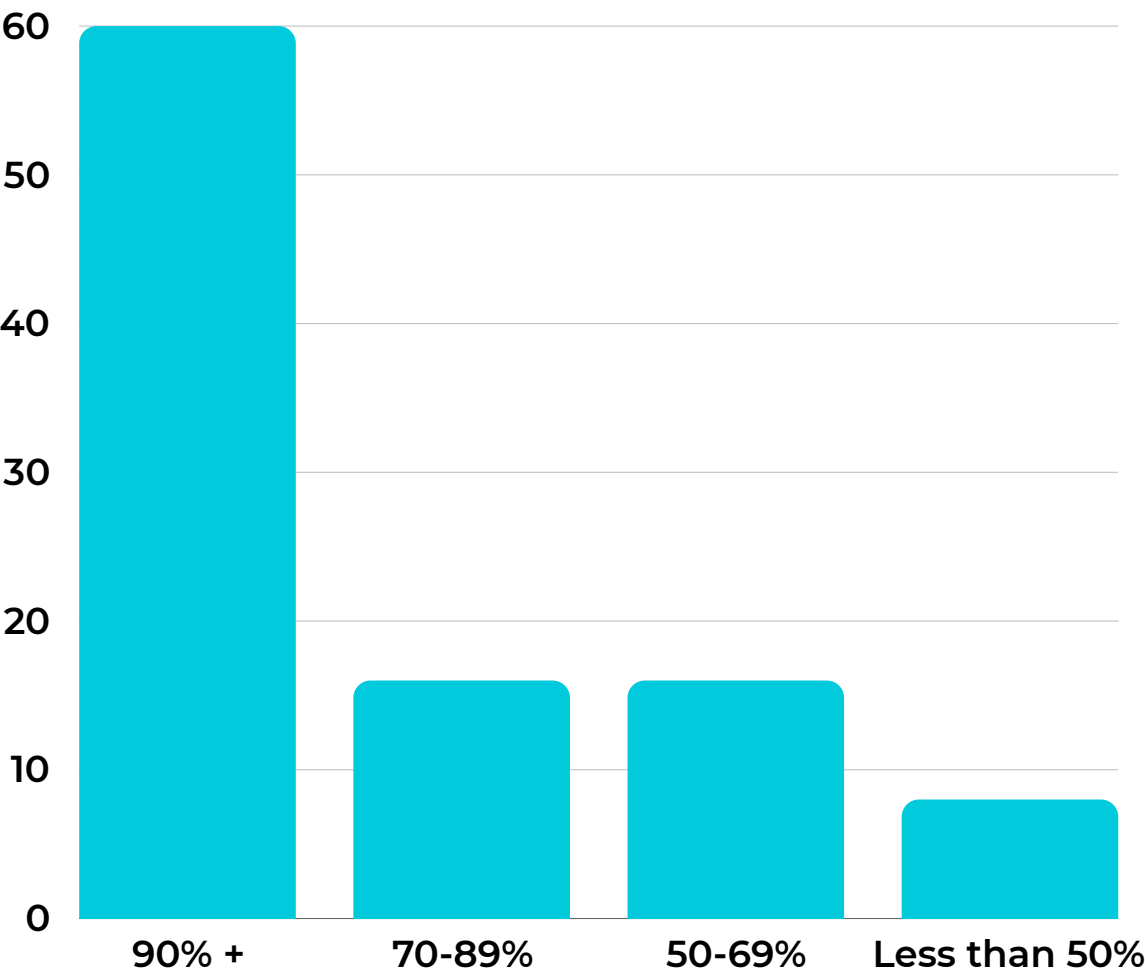


Table 13 - Comparing retention 12 months after qualifying over time

The percentage of intake still with employers 12 months after qualifying	2024	2023	2022	2021
90% +	60%	61%	53%	86%
70-89%	16%	26%	33%	7%
50-69%	16%	7%	10%	7%
Less than 50%	8%	6%	3%	0%

60%
of employers say 90%+ of their intakes are still with them 12 months after qualifying in 2024

There is an emerging trend
of intakes moving roles 12 months after qualifying over time

What techniques employers use to retain staff from 2021 - 2024 and in Industry and Practice

Table 14 shows the percentage of employers that use each technique to retain staff in 2024, compared to 2023, 2022 and 2021.
Table 15 compares the percentage of employers in Industry and Practice that use each technique to retain staff in 2024.

Over time, more employers are offering flexible hybrid working, and increased salary and enhanced benefits (71%) as techniques used to keep staff. The increase from 18% to 71% from 2021 to 2024 indicates the extent that flexible hybrid working arrangements have become important to staff.

Increased salary and benefits is most popular with employers in Practice, whilst for Industry it is increased responsibility/ development programmes.

Table 14 - Comparing techniques used to retain staff over time

	2024	2023	2022	2021
Flexible hybrid working	71%	70%	57%	18%
Increased salary and enhanced benefits	71%	61%	65%	28%
Increased responsibility	68%	66%	75%	30%
Additional development programmes/ qualifications/ training	54%	61%	60%	19%
Flexible working hours	54%	53%	57%	18%
Provide additional support	33%	44%	-	-
Reward packages	23%	26%	31%	-
Secondments and placements	16%	16%	21%	3%
Not applicable/ none of the above	4%	5%	6%	-

Flexible Hybrid Working + Increased Salary & Enhanced Benefits
are the most popular techniques used by employers to retain staff

53%
more employers offer flexible hybrid working as a technique to retain staff in 2024 than 2021

Table 15 - Comparing the top 5 techniques used to retain staff for Industry vs Practice

	Industry	Practice
Increased salary and enhanced benefits	63%	81%
Flexible hybrid working	63%	74%
Increased responsibility	67%	72%
Flexible working hours	42%	60%
Additional development programmes/ qualifications/ training	67%	47%

The most popular measures used by employers to motivate staff in 2024 and in Industry and Practice

Table 16 shows the percentage of employers that use different measures to motivate staff in 2024 in order of most popular to least.
Table 17 compares the percentage of employers that use each measure to motivate staff in Industry and Practice in 2024 from most popular to least.

There are key differences in the measures used by employers to motivate staff between sectors, such as raising salary. However, professional development and training are consistently the most popular measures used to motivate staff.

Table 16 - The most popular measures used to motivate staff in 2024

Professional development and training	84%
Praise for good work	72%
Offer support whenever it is needed	71%
Trust to allow them to get on with work	61%
Encourage ideas to be heard and implemented	61%
Raising salary	59%
Clear career pathway and progression	59%
Support from within the business	57%
Social activities	51%
Provide a comfortable working environment	48%

84%
of employers offer professional development and training to motivate staff when in a role

25%
more employers in Practice (71%) use raising salary as a measure to motivate staff than those in Industry (46%)

Table 17 - The most popular measures used to motivate staff by sector

Industry		Practice	
Offer support whenever it is needed	88%	Professional development and training	83%
Professional development and training	79%	Raising salary	71%
Praise for good work	71%	Praise for good work	69%
Trust to allow them to get on with work	67%	Offer support whenever it is needed	65%
Encourage ideas to be heard and implemented	67%	Clear career pathway and progression	63%
A clear structure	58%	Support from within the business	63%
Support from within the business	58%	Social activities	60%
Clear career pathway and progression	54%	Trust to allow them to get on with work	56%
Clearly defined objectives	50%	Encourage ideas to be heard and implemented	56%
Raising salary	46%	Provide a comfortable working environment	52%

RECRUITMENT

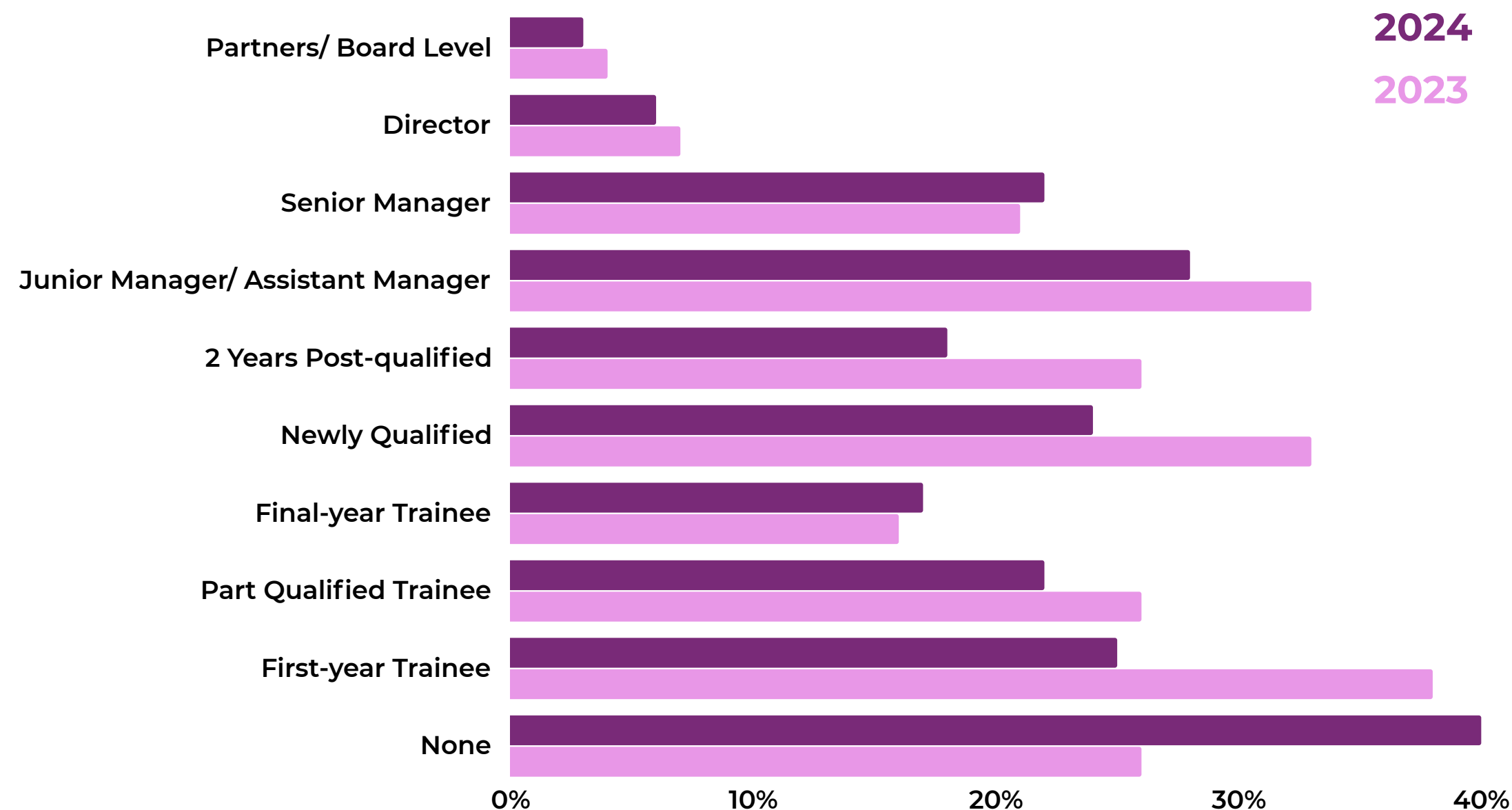
Staff Currently being Recruited by Level

Comparing the percentage of respondents who are currently recruiting staff in 2024 and 2023 by job level

Chart 12 shows the percentage of respondents who are currently recruiting staff at each job level in 2024 compared to 2023.

At most job levels, fewer employers are recruiting staff in 2024 than 2023. This is reinforced by 40% of employers not recruiting at any job level compared to 26% in 2023. Final-year Trainees and Senior Managers are the only job levels to see more employers recruiting them in 2024 than 2023 and this is marginal.

Chart 12 - The job levels of staff employers are currently recruiting in 2024 compared to 2023



Junior Manager

is the job level that the most employers are currently recruiting in 2024 at 28%

First-year Trainee

is the job level that has seen the most change from 2023 to 2024, decreasing by

13%

40%

of employers said they were not currently recruiting staff at any job level, an increase by 14% on last year

The percentage of respondents finding it difficult to recruit staff over time, and the differences between Practice and Industry

Chart 13 compares the percentage of employees having difficulties recruiting staff versus employees having no problem recruiting staff in 2024 compared to 2023 and 2022.

Table 18 compares the percentage of employees having difficulties recruiting staff versus those having no problem recruiting staff in Industry and Practice in 2024.

Fewer employers are finding it difficult to recruit staff in 2024 (65%) compared to 2023 (70%), suggesting that overall it is easier to recruit staff in 2024. Those in Practice are finding it more difficult to recruit staff than Industry.

Chart 13 - The recruiting trends of employers over time as a percentage of employers

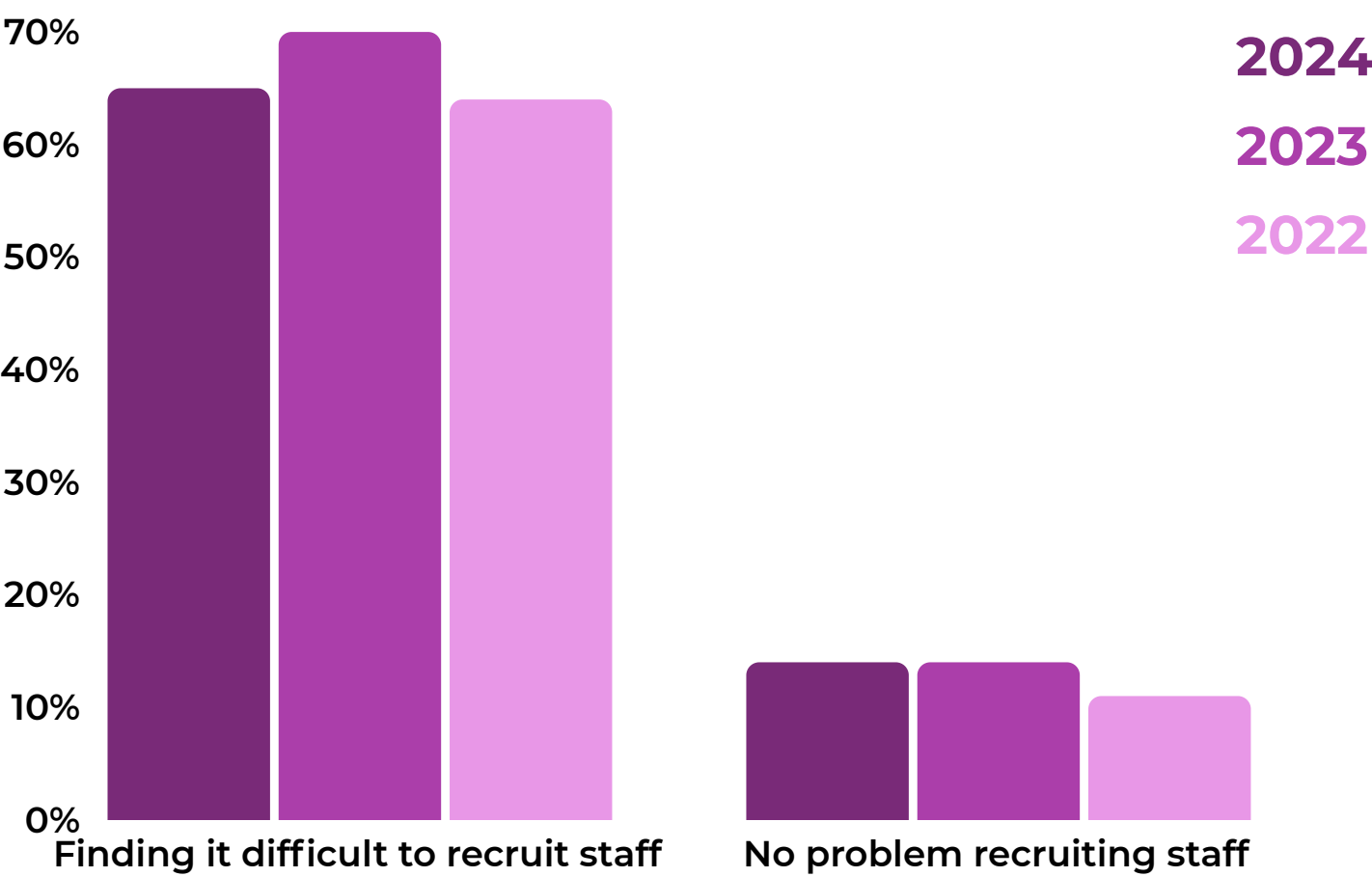


Table 18 - The recruiting trends of employers in Industry and Practice in 2024 as a percentage of employers

Industry	Finding it difficult to recruit staff	62%
	No problem recruiting staff	19%
Practice	Finding it difficult to recruit staff	73%
	No problem recruiting staff	9%

65%
of employers are finding it difficult to recruit staff in 2024

62%
of employers said they were finding it difficult to recruit staff in
Industry

73%
of employers said they were finding it difficult to recruit staff in
Practice

RECRUITMENT

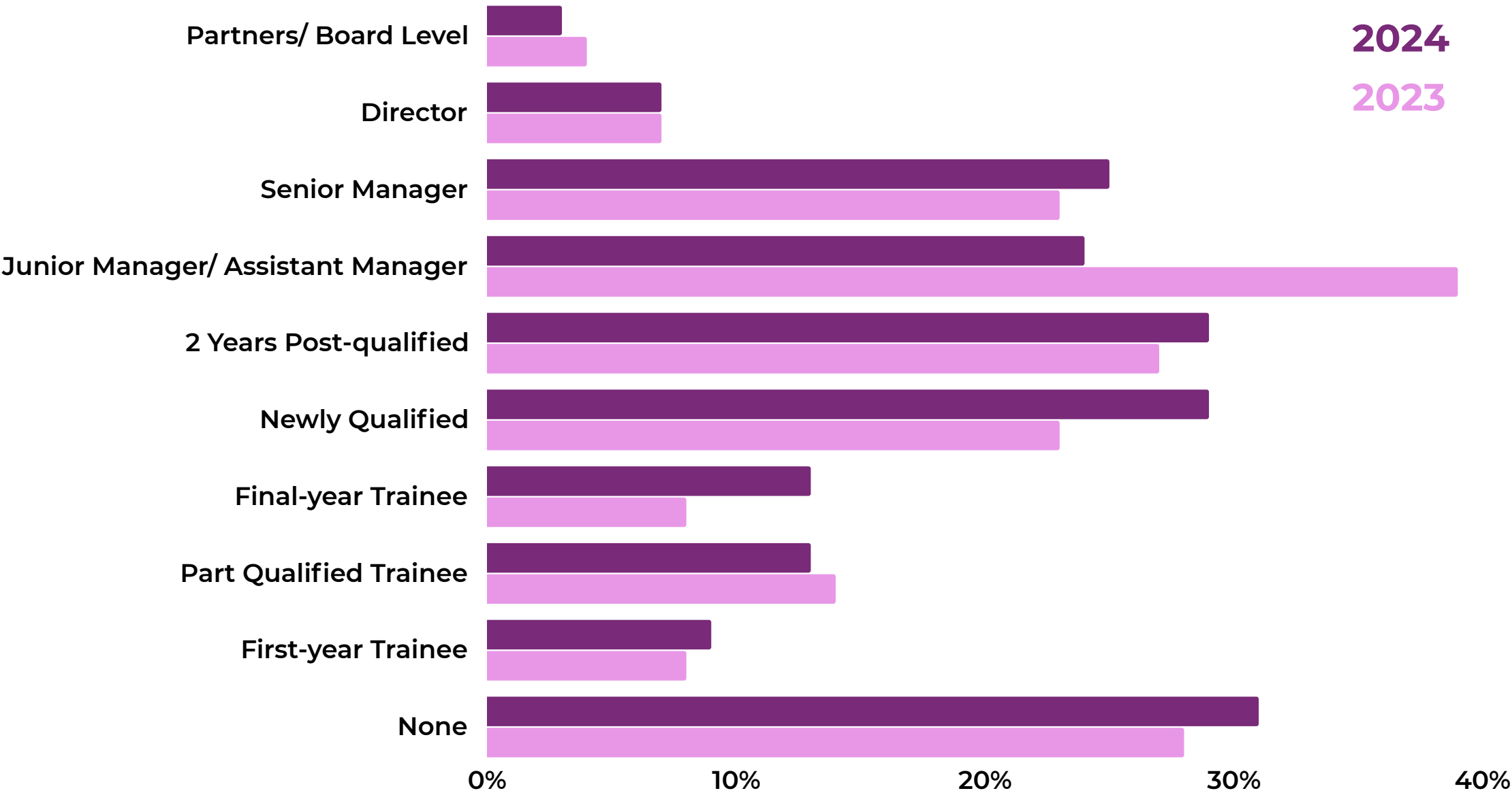
Difficulties Recruiting Staff by Level

Comparing the percentage of respondents who are finding it difficult to recruit staff by job level

Chart 14 shows the percentage of respondents who are finding it difficult to recruit staff at each job level in 2024 compared to 2023.

Despite 15% fewer employers finding it difficult to recruit Junior Managers in 2024 than 2023, at most other job levels more employers are finding it difficult to recruit staff in 2024. However, these increases are reasonably small. Newly Qualified staff have seen the biggest increase in difficulties retaining staff (6%).

Chart 14 - Difficulties recruiting staff at different job levels in 2024 compared to 2023



**2 Years Post-qualified
& Newly Qualified**

are the job levels that the most employers are having difficulties recruiting in 2024 at 29%

**Junior
Manager**

is the job level that has seen the most change from 2023 to 2024, decreasing by

15%

31%

of employers said they not having difficulties recruiting staff at any job level, an increase by 3% on last year

How School and College Intakes have Changed

How the proportion of employer's trainee intake which is made up of school and college leavers has changed over time and by sector

Chart 15 shows how the proportion of employer's intake of trainees made up of school and college leavers has changed from 2022 to 2024, shown as a percentage of employers.
Chart 16 compares how the proportion of employer's intake of trainees made up of school and college leavers has changed from May 2023 - April 2024 in Industry and Practice.

Chart 15 - Change in the proportion of school and college leaver intake over time

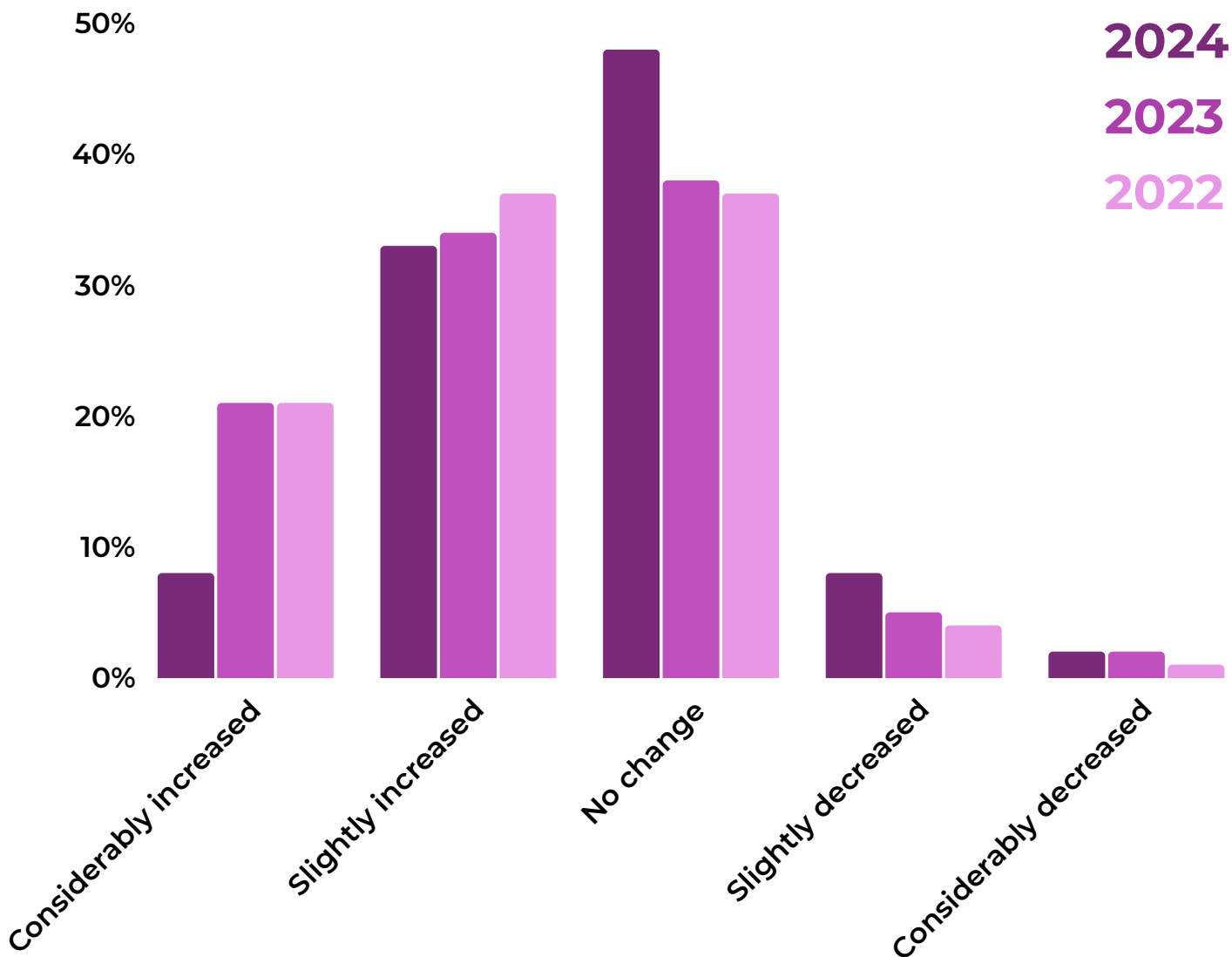
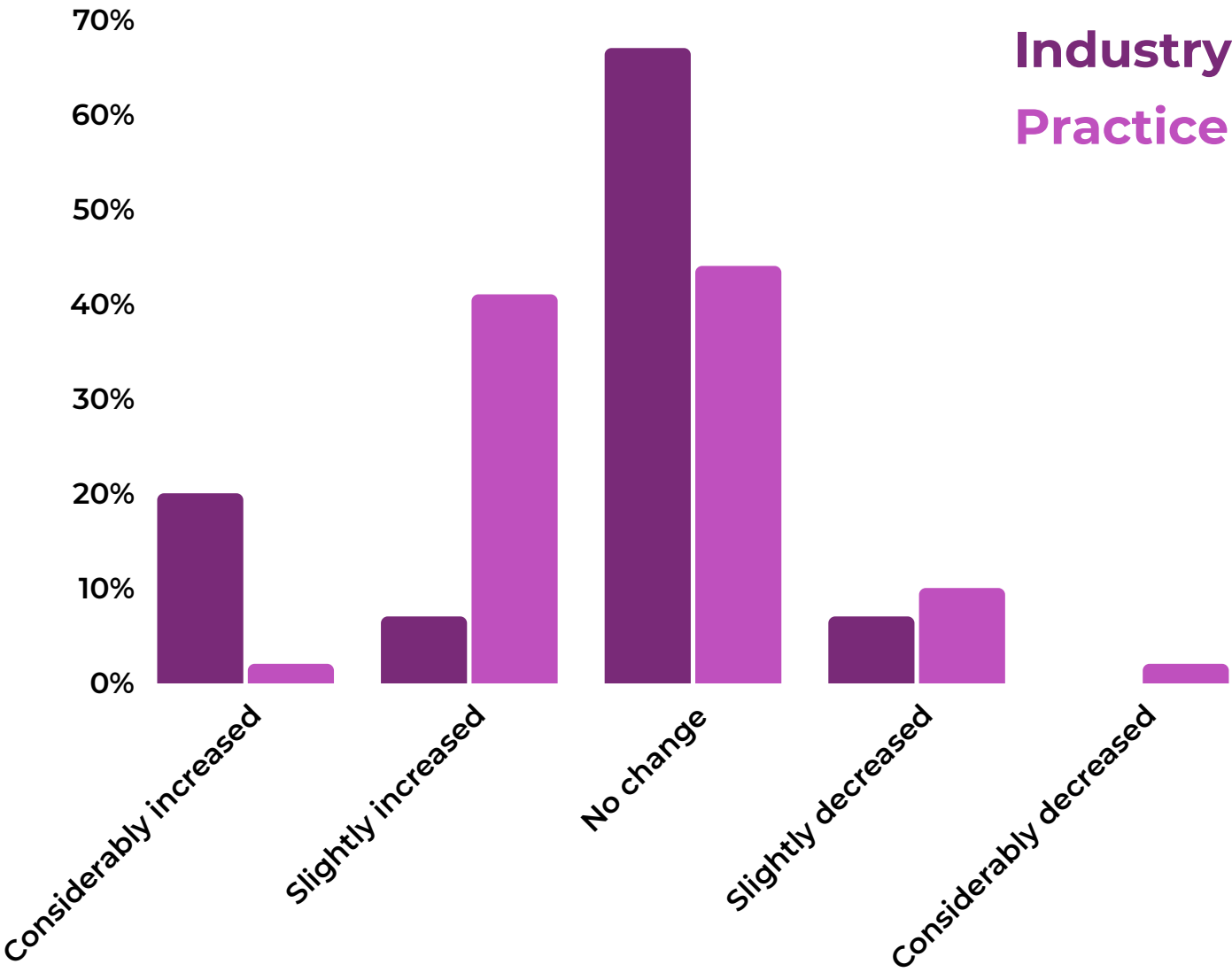


Chart 16 - Change in the proportion of school and college leaver intake from 2023 - 2024 by sector



48%
of employers have had no change in the proportion of their intake made up of school and college leavers

27%
of employers in Industry have increased the proportion of their school and college leavers intake

43%
of employers in Practice have increased the proportion of their school and college leaver intake

The percentage of employers that prefer apprenticeship or commercial programme pathways for their trainees over time and the percentage of employers that use each apprenticeship level in 2024

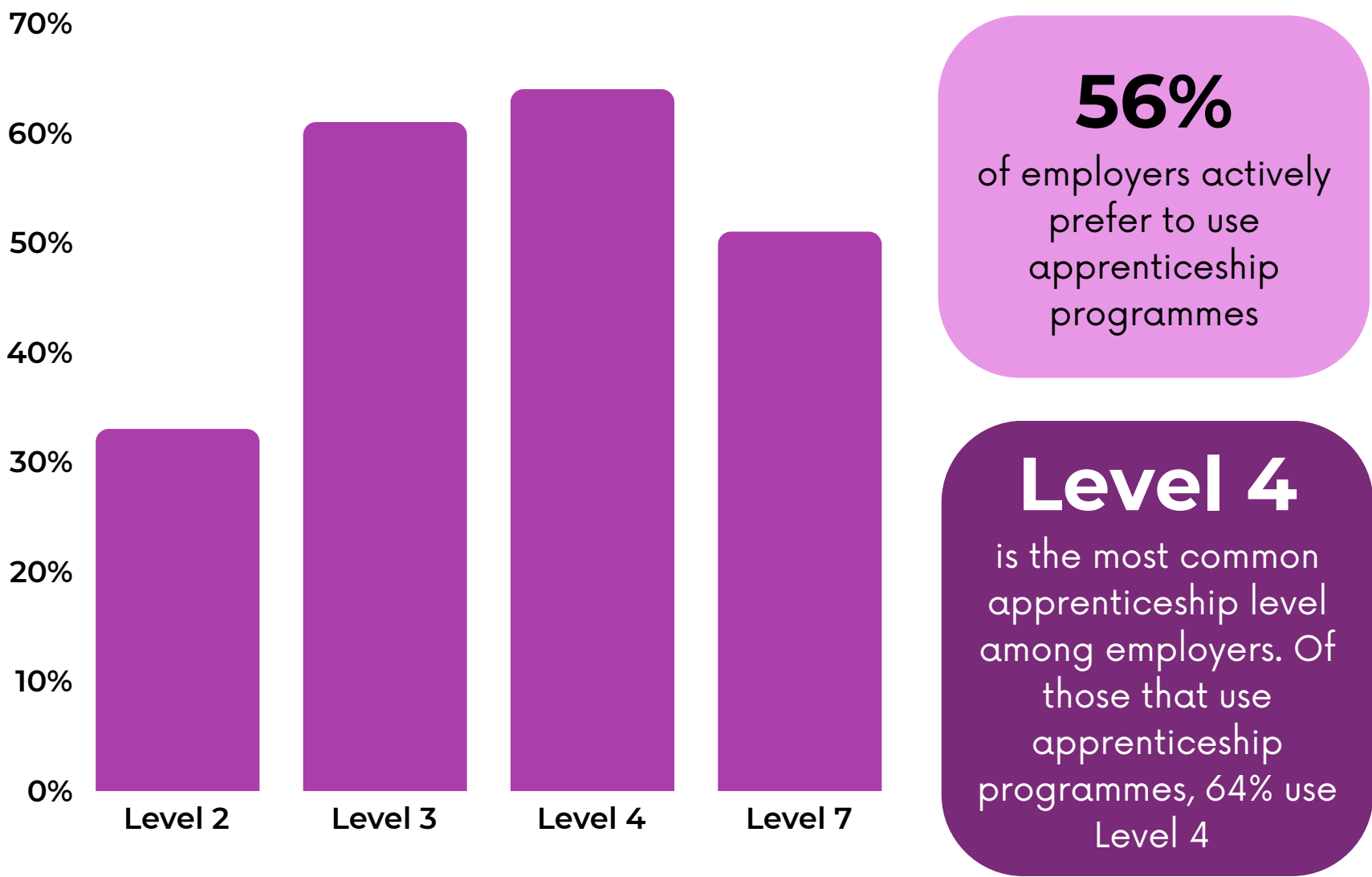
Table 19 compares the changes in employer’s preference to use accountancy apprenticeship programmes or commercial training contracts for their trainees in 2024, 2023 and 2022, shown as a percentage of respondents. Of employers that have accountancy apprentices within their organisations, Chart 17 shows the percentage of employers that have used each level of apprenticeship in 2024 over the past 12 months.

Table 19 suggests that there is a move away from employers actively pursuing apprenticeships over time with a 5% decrease from 2023 to 2024. This trend is confirmed by a gradual increase in employers having no preference over apprenticeships or commercial programmes.

Table 19 - Comparing employer’s preference of trainee pathways over time

Do you prefer to use accountancy apprenticeship programmes or commercial training contracts for your trainees?	2024	2023	2022
Employers actively pursue apprenticeship programmes	56%	61%	74%
Employers have no preference, and will use both apprenticeship programmes and commercial contracts	38%	36%	22%

Chart 17 - The percentage of employers that use each level of apprenticeship over the last 12 months



The percentage of employers that prefer school leavers or graduate trainees as well as trainees with relevant or non-relevant degrees in accounting from 2024, 2023 and 2022

Table 20 compares the percentage of employers actively pursuing school leavers or graduates for their trainees from 2024 - 2022.
Table 21 compares the percentage of employers actively pursuing graduate trainees with non-relevant or relevant degrees in accounting from 2024 - 2022.

Employers are progressively actively pursuing school leavers over graduates over time

Table 20 - The percentage of employers pursuing school leavers or graduates for their trainees over time

	2024	2023	2022
Employers actively pursue school leavers	41%	36%	44%
Employers actively pursue graduates	15%	14%	21%
Employers have no preference and will use a combination of them all	56%	63%	54%

41%
of employers actively pursue school leavers over graduates in 2024

56%
of employers have no preference over hiring school leavers or graduates

81%
of employers have no preference over whether a trainee has a relevant degree in accounting

More employers have no preference over whether trainees have relevant or non-relevant degrees in accounting over time.

Table 21 - The percentage of employers pursuing graduate trainees with non-relevant degrees or relevant degrees in accounting over time

	2024	2023	2022
Employers actively pursue graduates with relevant degrees	7%	17%	21%
Employers actively pursue graduates with non-relevant degrees	3%	4%	12%
Employers have no preference, and will use a combination of both	81%	76%	66%

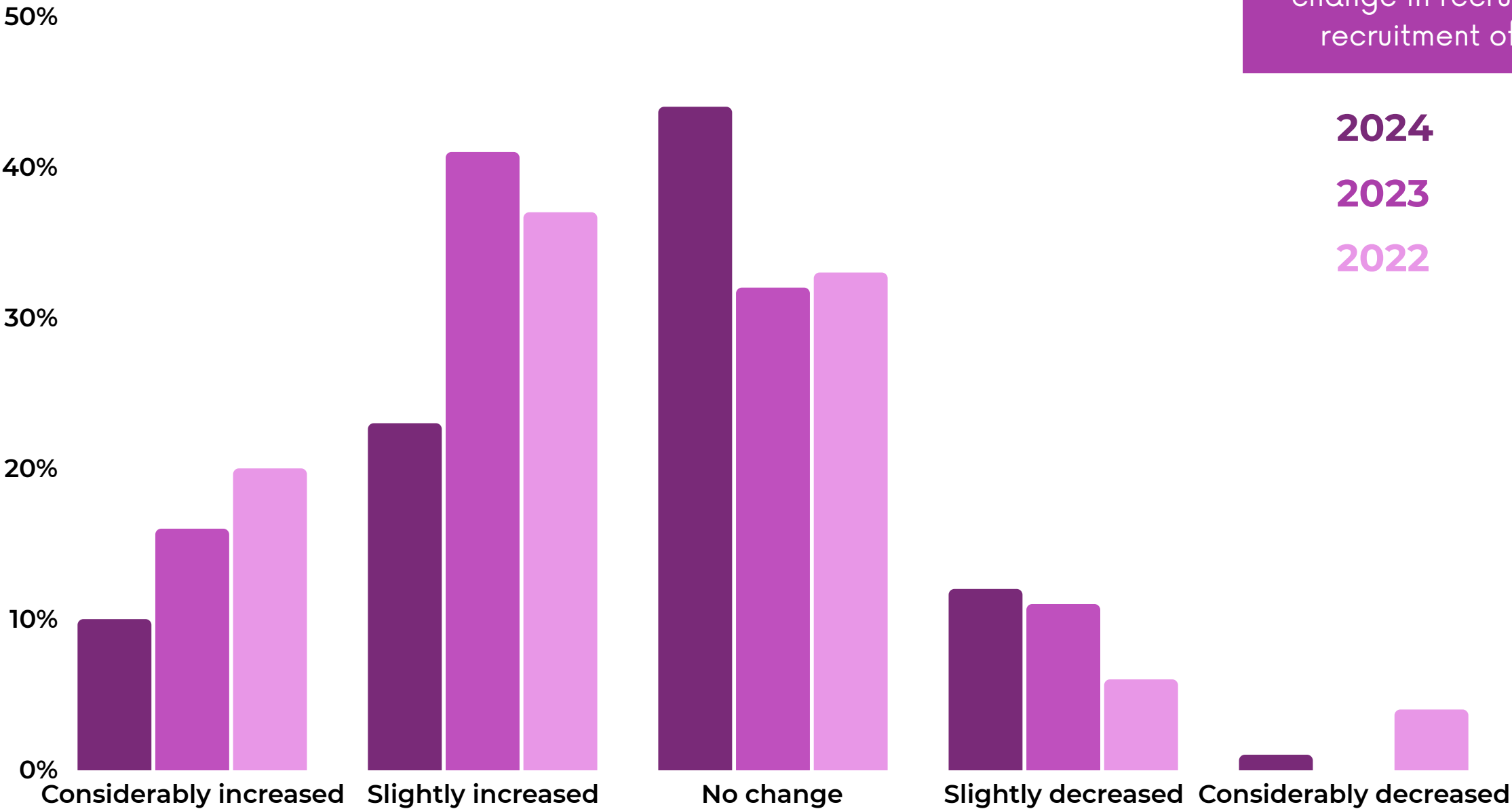
Change in Recruitment Numbers

How the number of accountants employers have recruited has changed over time

Chart 18 shows the change in the number of accountants employers have recruited in 2024 (May 2023 - April 2024) compared to 2023 (May 2022 - April 2023) and 2022 (May 2021 - April 2022), as a percentage of employers that fall into each category.

Chart 18 - Change to the number of accountants employers have recruited over time

In 2024 33% of employers recruited more employees, this compares to 57% in 2023 and 2022. Furthermore, 12% more employers have seen no change in recruitment numbers in 2024 than 2023, indicating the recruitment of staff, although still increasing, is slowing down.



2024
2023
2022

33%
of employers have increased the number of accountants they have hired from 2023 - 2024

44%
of employers have not changed the number of accountants they have recruited from 2023 - 2024

13%
of employers have decreased the number of accountants they have recruited from 2023 - 2024

From 2022 - 2024, the increase in the number of accountants employers are recruiting has **slowed down**

The number of accountants employers forecast to recruit over the previous 12 months, compared to what they actually recruited and what they expect to recruit over the next 12 months

Table 22 shows the number of accountants employers predicted they would recruit from May 2023 - April 2024, compared to the actual number they recruited over that time (May 2023 - April 2024), and what they expect to recruit over the next 12 months (from May 2024 - April 2025), as a percentage of employers that fall into each category.

Table 22 - The number of recruits predicted from 2023 to 2024 compared to actual recruitment numbers over this time, and forecast recruitment for 2024 - 2025.

14% fewer employers slightly increased their intake from 2023 - 2024 than what they predicted they would in 2023. Furthermore, 9% fewer experienced no change compared to what was predicted, but more employers considerably increased and slightly decreased their intake than what was predicted.

54%
of employers predict they will see no change to their recruitment numbers from 2024 - 2025

37%
of employers expect to increase the number of staff they recruit from 2024 - 2025

14%
fewer employers slightly increased their recruitment numbers than predicted from 2023 - 2024

	2023 recruitment expectations for 2024	Actual recruitment in 2024	2024 recruitment expectations for 2025
Considerably increase	5%	10%	3%
Slightly increase	37%	23%	34%
No change	53%	44%	54%
Slightly decrease	9%	12%	4%
Considerably decrease	1%	1%	4%

The top 12 methods employers use to advertise their vacant job roles in 2024 compared to 2023

Table 23 shows the percentage of employers that use different methods to advertise their vacant job roles in 2024 compared to 2023 in order from most popular to least.

Table 23 - How employers advertise their vacant roles in 2024 compared to 2023

	2024	2023
LinkedIn	62%	71%
Through a recruitment agency	52%	63%
Job websites like Indeed	48%	56%
Internal vacancies	45%	56%
Vacancies page on company website	45%	55%
Through word of mouth	40%	47%
Through schools/ universities	30%	41%
Recruitment fairs	30%	35%
Government's Find An Apprenticeship website	18%	N/A
Instagram	10%	16%
We approach directly	7%	16%
TikTok	5%	3%

There has been little change in the way employers advertise their vacant roles from 2023 to 2024, with the order of popularity remaining mostly unchanged. On the whole, it seems that fewer employers use each method to advertise their vacant roles compared to last year.

LinkedIn

is the most popular method for employers to advertise their vacant job roles with 62% using this

52%

of employers use recruitment agencies to advertise their job vacancies

The skills employers expect entry-level staff to possess compared to the skills they actually have

Table 24 shows the percentage of employers that expect each entry-level employee to possess skills in in 2024 in order from most popular to least. Table 25 shows the percentage of employers that say these skills in entry-level employees are most often not at the level they expect them to be.

Verbal and written communication are the skills most employers expect entry-level staff to have when joining a role, however, 34% and 47% of employers feel these skills are not at the expected level. This suggests skills are not at the level they should be in entry-level staff.

Table 24 - The skills employers expect entry-level employees to possess

	2024
Verbal communication	96%
Written communication	95%
Team working	79%
Time management	77%
Digital skills e.g. spreadsheets	64%
Problem solving and decision making	55%
Resilience	51%
Maths	51%
Business etiquette	40%
Bookkeeping	12%
Economics and business	10%
Costing	3%

Table 25 - The skills employees are most often not at the level expected

	2024
Written communication	47%
Time management	38%
Verbal communication	34%
Business etiquette	34%
Resilience	27%
Problem solving and decision making	25%
Team working	21%
Digital skills e.g. spreadsheets	18%
None or not applicable	16%
Economics and business	14%
Bookkeeping	12%
Costing	7%

Written Communication
is the skill that most employers feel entry-level staff do not possess at the expected level

47%
of employers feel as though written communication in entry-level staff are not at the level they expect

The most popular benefits employers offer their staff in 2024 compared to 2023

Table 26 shows the top 13 work benefits employers offer staff in 2024 compared to 2023 in order from most to least, represented as the percentage of respondents offering them.

Table 26 - The top benefits offered by employers

	2024	2023
Flexible hybrid working	90%	84%
Study leave	73%	76%
Flexible working hours	70%	63%
Social activities	67%	62%
Development opportunities	53%	68%
Employee referral bonus	52%	56%
Bonus	45%	37%
Ability to pay for extra holiday	45%	48%
The company is involved in charity work or social/ environmental projects	36%	32%
Free private health/ dental care	35%	34%
Higher rate pension contribution	34%	28%
Better pension scheme	28%	27%
Discounts	27%	39%

The benefits offered by employers are similar to those of 2023 indicating that benefits have not changed significantly over the course of a year. However, there has been an increase in the percentage of employers offering flexible hybrid working and flexible working hours. Development opportunities have notably decreased whilst bonuses and a higher rate pension contribution have increased.

90%
of employers offer flexible
hybrid working in 2024

70%
of employers offer flexible
working hours in 2024

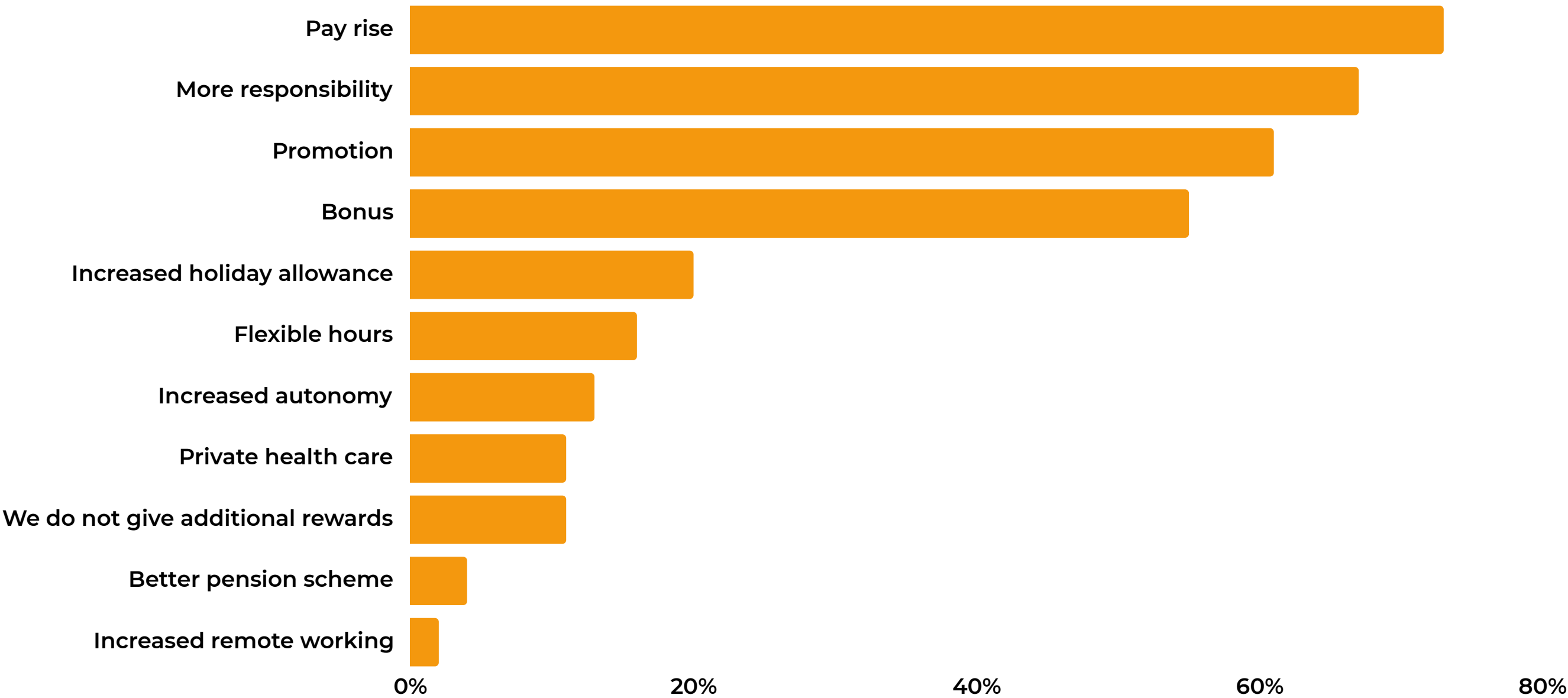
More employers
are offering flexible hybrid working, flexible working hours, social activities, development opportunities, bonuses, involvement in causes, free private health/dental care, higher pension contributions, and a better pension scheme in 2024 compared to 2023

The most popular rewards employers offer their staff for doing well

Chart 19 shows the percentage of employers that offer staff each reward for doing well in 2024 in order from most popular to least.

Pay rise, more responsibility, promotions and a bonus are by far the most popular rewards given to staff for doing well, with the majority of employers providing these.

Chart 19 - Rewards given to staff by in 2024



73%
of employers reward their staff for doing well with a pay rise

67%
of employers reward their staff for doing well with more responsibility

55%
of employers reward their staff for doing well with a bonus

Comparing the top 10 factors that lead to increased rewards for trainees and qualified staff

Table 27 shows the most popular factors that employers say lead to increased rewards for trainee staff and qualified staff in 2024 compared to 2023, shown as the percentage of respondents that choose them.

There are differences in the factors that lead to increased rewards for trainees compared to qualified staff. The results are similar 2023 for qualified staff, for trainees however, the factors have changed from 2023 to 2024. Passing exams for example has increased by 17% and once trainees have qualified has increased by 14%.

Table 27 - Factors that lead to increased rewards for trainees and qualified staff in 2024

Factors that lead to increased rewards for trainees	2024	2023	Factors that lead to increased rewards for qualified staff	2024	2023
Passing exams	65%	48%	When they have taken on more responsibility or workload	64%	67%
Once trainees have qualified	51%	37%	Advancing in competency and capability	64%	63%
Good attitude	51%	57%	Personal performance	60%	59%
Advancing in competency and capability	49%	58%	Higher quality work	52%	59%
Passing levels	48%	35%	Good attitude	48%	59%
Personal performance	43%	54%	Time at the company/ annual review	42%	30%
When they have taken on more responsibility or workload	40%	54%	Meeting targets	42%	39%
Higher quality work	40%	48%	Organisational performance	29%	22%
Meeting targets	28%	30%	Team/ department performance	24%	25%
Time at the company/ annual review	24%	20%	Inflation	19%	23%

Passing Exams
is the most popular factor that leads to increased rewards for trainees

64%
of employers reward their qualified staff when they have taken on more responsibility or workload/ when they have advanced in competency and capability

The social issues or causes employers are actively supporting in 2024 compared to 2023

Table 28 shows the percentage of employers that are supporting different social issues or causes in 2024 compared to 2023 in order from most popular to least.

Mental health and wellness remains the social issue/ cause that the most employers actively support and engage with in 2024, as it was in 2023. Similarly, climate change and environmental issues remain second. Over 12 months the percentage of employers actively supporting each social issue and cause has decreased.

Table 28 - The social issues and causes employers are actively supporting in 2024 and 2023

	2024	2023
Mental health and wellness	57	79
Climate change and environmental issues	38	54
None	30	14
Gender equality	28	43
Inclusion and equal access to education and services	25	40
Racial equality	22	38
Social poverty and income inequality	20	31
Supporting the LGBTQ+ community	20	32

Mental Health and Wellness
is the social issue/ cause that the most employers are actively involved in supporting

70%
of employers businesses actively support a social issue or cause

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