

REMUNERATION REPORT

Crane and Powered Access

EXECUTIVE
NETWORK
GROUP

ELITE
Consultancy Network

INTRODUCTION

To enable our clients to navigate the evolving economic landscape, Elite Consultancy Network has compiled a salary report for 2022 - in collaboration with our Research and Insights team at the Executive Network Group. It has been widely discussed that the demand for talent in the industry has impacted overall remuneration. Sectors that have been researched are inclusive of Equipment into Construction, Mining, Quarrying, Cranes, Lifting, Material Handling, Power Generation, Marine and Agricultural Markets across Manufacturers, Dealers and Hire/Rental organisations.

In order to collect this anonymous data, we delivered an in-depth survey through our email and social channels and collated over 650 responses from professionals within the Powered Access industry (cross-referenced with online data sources). Within our report, we also highlight protected characteristics such as gender, ethnicity, religion, and sexual orientation to further segment the data and understand representation across the industry.

Job title responses have been grouped into the most relevant category.

Elite Consultancy Network are always keen to discuss hiring processes and information, particularly in the current climate with individuals seeking more elusive packages when seeking new employment.

If you would like to discuss further, please do not hesitate to contact myself or Simon O'Connor (Managing Director) on 0121 450 5000.



Zoe Mansfield
Principal Consultant
Elite Consultancy Network

HIRING TRENDS

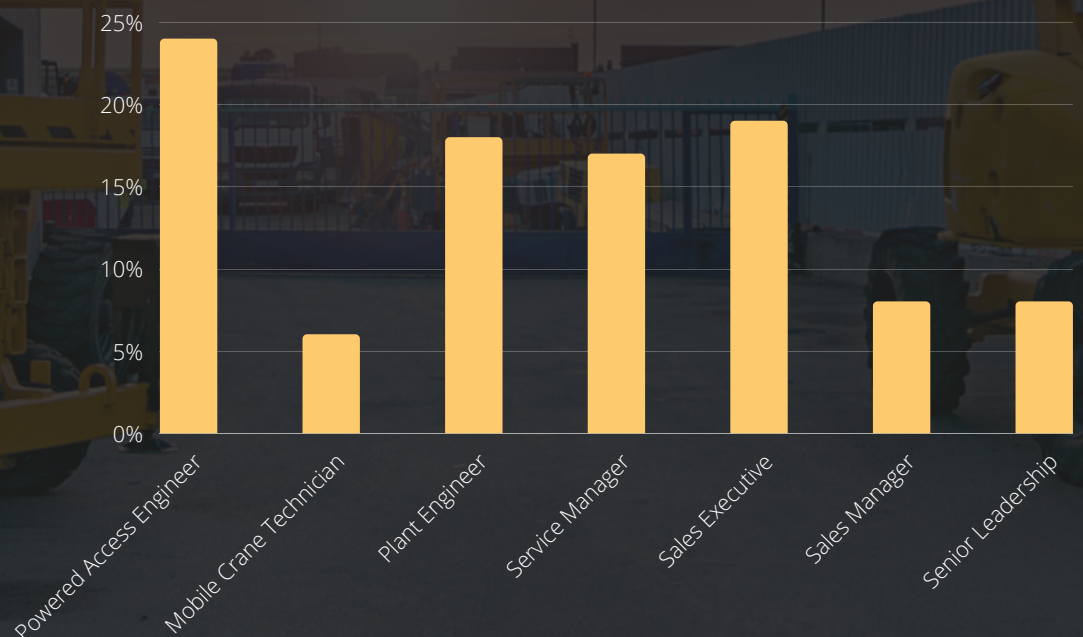
In the current employment climate, it comes as no surprise that there is a shortage of talent on the market; employees are less likely to take employment risks and are more likely to favour the security of an existing position. As a result, remuneration packages across the board have seen an inflation over recent months and potential job-seekers are placing higher value on their own abilities and skillsets.

Employers are increasingly likely to consider candidates from transferable industries that may be able to bring a varied skillset, which could result in a more diverse candidate pool in terms of ability. By exploring more options when hiring, businesses place themselves at an advantage over competitors, particularly if they are able to offer training and development for successful candidates.

Many organisations have noticed a lack of replacement for long-term employees with extensive skillsets following retirement or leaving their role/industry. As a result, many are pushing apprenticeship programmes as well as willingness to employ more junior candidates, with the intention of increasing longevity within the industry and allow a new generation of employees to hone in on a skillset that may be more seldom seen in the industry.

JOB TITLES

The survey provided job titles and an 'other' option - those that selected 'other' have been grouped into the most relevant category.



POWERED ACCESS ENGINEER

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£38,245	£42,350	£52,450
Midlands	£31,455	£33,340	£42,350
North East	£32,050	£36,900	£41,950
North West	£33,450	£37,995	£43,240
East England	£31,845	£38,800	£50,045
South East	£28,455	£39,400	£50,240
South West	£32,435	£38,895	£46,540
Wales	£30,430	£36,650	£42,455
Scotland	£30,945	£37,345	£41,340
Northern Ireland	£31,435	£36,565	£40,035

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 5 years. The maximum was 24 - with the average being 12.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling they are 'somewhat' fairly remunerated for their role.

♂ 98%

2% ♀

1 in 14 stated that they have a visible or hidden disability

More than 99% of respondents stated they are heterosexual, with less than 1% being homosexual and no other sexualities being reported

94% of respondents were white, with 4% being of mixed ethnicity and 2% being black.

MOBILE CRANE TECHNICIAN

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£34,450	£38,435	£42,450
Midlands	£31,255	£34,675	£39,940
North East	£29,905	£34,055	£37,855
North West	£30,785	£33,945	£36,875
East England	£31,340	£34,430	£36,990
South East	£30,120	£35,890	£39,850
South West	£31,455	£34,995	£39,325
Wales	£29,050	£33,430	£38,340
Scotland	£30,545	£32,240	£37,785
Northern Ireland	£30,340	£33,455	£36,680

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 3 years. The maximum was 15 - with the average being 6.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling at the higher end of the scale of 'somewhat' fairly remunerated for their role.

♂ 96%

4% ♀

Less than 2%
stated that they
have a visible
or hidden
disability

More than 95% of
respondents stated
they are heterosexual,
3% reported bisexuality
and less than 1% being
homosexual

89% of respondents
were white, with 3%
being of mixed
ethnicity, 4% being
Asian and 4% being
black.

PLANT ENGINEER

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£38,245	£42,350	£52,450
Midlands	£31,455	£33,340	£42,350
North East	£32,050	£36,900	£41,950
North West	£33,450	£37,995	£43,240
East England	£31,845	£38,800	£50,045
South East	£28,455	£42,400	£50,240
South West	£32,435	£38,895	£46,540
Wales	£30,430	£36,650	£42,455
Scotland	£30,945	£37,345	£41,340
Northern Ireland	£31,435	£36,565	£40,035

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 5 years. The maximum was 40 - with the average being 17.

Do you feel fairly remunerated for your role?

Responses varied across the higher end of the scale, from 'definitely' to 'not really', with 0 respondents stating 'definitely not'. The majority of respondents felt somewhat fairly remunerated.

♂ 97%

3% ♀

10% stated that they have a visible or hidden disability

More than 94% of respondents stated they are heterosexual

96% of respondents were white, with 1% being of mixed ethnicity and 3% being black.

SERVICE MANAGER

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£46,495	£54,995	£74,240
Midlands	£41,450	£52,550	£68,505
North East	£41,240	£51,495	£67,785
North West	£43,495	£52,120	£65,860
East England	£45,450	£49,950	£58,950
South East	£42,395	£51,950	£62,450
South West	£41,450	£52,435	£62,250
Wales	£42,945	£48,545	£56,500
Scotland	£40,430	£50,125	£61,245
Northern Ireland	£41,540	£49,945	£60,240

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 4 years. The maximum was 23 - with the average being 17.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling they are 'somewhat' fairly remunerated for their role.

♂ 97%

3% ♀

Less than 3% stated that they have a visible or hidden disability

2% of respondents reported being homosexual, 1% was bisexual, and the remaining 97% was heterosexual.

92% of respondents were white, with 3% being of mixed ethnicity and 5% being black.

SALES EXECUTIVE/ REPRESENTATIVE

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£26,450	£43,450	£68,450
Midlands	£27,355	£37,995	£53,450
North East	£24,450	£38,250	£51,455
North West	£25,225	£37,750	£56,895
East England	£28,350	£39,945	£54,850
South East	£26,430	£41,355	£61,540
South West	£25,950	£40,450	£58,855
Wales	£24,445	£32,995	£50,340
Scotland	£26,340	£35,550	£51,450
Northern Ireland	£25,545	£40,445	£51,250

Years of experience (average)

This job role reported the lowest years of experience, some as low as one year, the maximum reported was 26 with the average being 11. Salaries reported are inclusive of commission.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling they are 'somewhat' fairly remunerated for their role.

♂ 83%

17% ♀

12% reported having a disability, with 4% being visible and 8% being hidden

2% of respondents were homosexual, 3% were pansexual and 95% were heterosexual

89% of respondents were white, with 6% being of mixed ethnicity and 5% being black.

SALES MANAGER

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£42,405	£56,505	£64,945
Midlands	£39,555	£54,340	£62,305
North East	£38,750	£53,545	£60,500
North West	£40,090	£54,230	£61,345
East England	£37,795	£52,245	£60,090
South East	£41,455	£55,345	£63,350
South West	£40,950	£54,210	£62,445
Wales	£39,250	£52,340	£59,450
Scotland	£37,945	£52,125	£58,860
Northern Ireland	£37,755	£54,760	£60,770

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 4 years. The maximum was 27 - with the average being 15.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling they are 'somewhat' fairly remunerated for their role, whilst there was generally a lower level of satisfaction than in comparison for other roles.

♂ 87%

13% ♀

6% stated that they have a disability, 2% being visible and 4% being hidden

More than 99% of respondents stated they are heterosexual

94% of respondents were white, with 4% being of mixed ethnicity and 2% being black.

SENIOR LEADERSHIP

REGION	MIN SALARY (GBP)	AVG SALARY (GBP)	MAX SALARY (GBP)
London	£75,540	£121,450	£156,850
Midlands	£73,500	£118,995	£149,995
North East	£69,950	£109,850	£136,875
North West	£70,845	£110,840	£128,950
East England	£69,155	£108,895	£134,890
South East	£77,565	£122,900	£151,565
South West	£72,560	£113,850	£149,895
Wales	£68,850	£110,905	£132,455
Scotland	£69,995	£114,850	£134,250
Northern Ireland	£70,540	£109,905	£129,900

Years of experience (average)

The minimum years of experience reported from respondents with this job title was 16 years. The maximum was 43 - with the average being 28.

Do you feel fairly remunerated for your role?

Responses varied across the scale for remuneration satisfaction, with the average feeling they are 'somewhat' fairly remunerated for their role, but slightly more so than other job titles.

♂ 96%

4% ♀

Less than 3% stated that they have a visible or hidden disability

More than 94% of respondents stated they are heterosexual, with 3% being bisexual and 1% being homosexual

89% of respondents were white, with 4% being of mixed ethnicity and 7% being black.

WORKPLACE BENEFITS

2021, and the beginning of 2022, saw a significant shift in employee benefit packages to attract and retain talent, alongside overall remuneration. The newly implemented remote working and hybrid opportunities are here to stay, with many favouring the mix of remote and on-site working. Unum's survey report demonstrated the importance of both remote and hybrid working opportunities, with more than half (54%) of workers aged 18-34, stating they would likely quit if these options were removed, and 58% of this group felt more productive now than pre-pandemic [1].

The difficulty within the construction equipment market, is that hybrid working is quite often nothing but a pipe-dream as the industry requires staff to be on-site. That said, for roles such as sales and senior management, working from home is a more realistic option, no matter the sector.

Despite hybrid and remote working being evidenced as one of the most desirable benefits, Unum reported that 18% of those who were surveyed felt their current employer handled the switch to hybrid working poorly — or did not permit it at all. [3] The appetite for employers to care about employee wellbeing has also significantly risen, with rising awareness and education around wellbeing in the workplace, many are opting for businesses that pledge to support mental health. Employees are reporting they are seeing an increase in wellbeing responsibilities as part of their day-to-day activities. With that being said only 1 in 5 people surveyed by Unum felt their bosses did not support their mental health or wellbeing during the pandemic. [2]

Unum reported that 20% of employees list poor mental health support during the pandemic as a leading reason for leaving, and 56% of employers feel the pandemic has led to increased work-related mental health concerns such as stress, anxiety, and depression. [2]

Resource list:

[1] www.unum.co.uk/about-us/media/uk-smes-urged-to-take-employee-benefits-more-seriously

[2] www.unum.co.uk/about-us/media/unum-offers-brokers-vital-insight-into-impact-of-covid-19-on-smes

[3] www.unum.co.uk/about-us/media/employees-hold-the-cards

CONCLUSIONS

The overwhelming majority of respondents report being white, heterosexual males with no disabilities. This poses the question of whether diversity is an issue within the industry and how it can be resolved - through education, reverse mentoring and varied hiring processes.

Respondents in the Sales Executive role reported the highest level of diversity in gender, disability and sexuality.

It comes as no surprise that salaries in London are generally higher than the rest of the UK, with the cost of living in the capital city being nearly 60% higher than in other parts of the country. There is a clear divide between the north and south parts of the UK, with southern regions tipping the scale.

That said, there were a few disparities where northern regions of the UK reached very similar salary levels as the south. London consistently demonstrated the top of the average salary listings, with few anomalies, closely followed by the South East and the Midlands.

Gender disparity also plays a role in salary discrepancies, with women making up on average less than 10% of the industry as a whole.

In many organisations, the gender pay gap is still a point of contention and research has shown that it can sometimes be explained by the fact that men often have higher levels of seniority, thus accounting for the generally higher salaries. However, the industry is changing as more and more women take on leading roles.

This salary survey hopefully provides an insight to leadership teams within the sector so that they can better understand the competitiveness of the compensation packages they provide.

All information is correct as of May 2022. This research conducted by The Executive Network Group does not claim to be 100% accurate as it is sourced from a limited pool of data. Job title responses have been grouped by relevant category. All monetary figures have been rounded to the nearest £5 denomination. For protected characteristics such as sexuality, ethnicity, gender and disability, answers that received no response rate have been omitted from the report.