



# Average Day Rates

Earn what you're worth

2024

# About IPSE

## One community, one voice

Whether you identify as self-employed or as a freelancer, a contractor or a business owner, an entrepreneur or a gig worker, we are the one voice that represents all independent professionals across the UK. IPSE is...

- **Your credible and trusted voice:**

The self-employed are stronger together. That's why we bring you together, to champion and advocate on your behalf to government and industry.

- **Run by members, for all the self-**

**employed:** We are driven by the strength of our members. We provide you with a safety net and a community, and strive to create a better environment for the UK's 5 million self-employed.

## Our members:

- Value freedom and flexibility
- Take risks to pursue rewards
- Are passionate and brave in what they do
- Strive to be experts in their fields
- Celebrate the diversity of self-employment
- Are stronger together, through a united voice to industry and government.

Working for yourself doesn't have to mean working alone.

Being part of the UK's largest community of freelancers and self-employed professionals gives you the safety net, support and inspiration you need to thrive, wherever you are in your self-employed journey.

# Maximise your potential with IPSE membership



## Get peace of mind as you run your business, knowing you are covered by IPSE.

You don't have to worry about getting ill or injured, clients failing or HMRC coming knocking. As an IPSE member, you're insured against all of it.



## 1-2-1 Success Sessions with experienced members

For when you have a burning question on self-employment, or are just looking for someone to bounce ideas off, our expert members are here to help. Book a chat with an expert of your choice to discuss anything from finding work to data protection.



## Legal and business support at your fingertips

IPSE members have access to the Business Hub, a resource platform created and maintained by qualified legal and business advice experts at Markel. Access 100s of templates, guides and tools 24/7, so you never have to wait to keep your business moving forward.



## Losing sleep over tax and legal worries?

Our 24/7 helplines give you the guidance you need to run your business efficiently and legally, from knowledgeable and friendly advisors. Expert help is just a phone call away.



## And much more

Check out all memberships specifically designed for limited companies, sole traders, umbrellas and new to self-employed.

[Find out more ›](#)

## How much do others charge?

Just starting out in self-employment and deciding how much you should charge? Or perhaps you've been in the game for awhile and are wondering if you're currently undervaluing yourself.

We've collated the average day rates of self-employed individuals across a variety of occupations that you can use as a benchmark for setting or raising your own rates.

Please note that the day rates below are an average across all survey respondents for that occupation. On average, those who have been in self-employment for fewer than five years charge 19% less.

| Occupation  | Average day rate |
|---|------------------|
| Actor, entertainer or presenter                       | £217.50          |
| Actuary, economist or statistician                    | £710.00          |
| Advertising accounts manager or creative director     | £592.14          |
| Advertising and public relations director             | £738.00          |
| Architect   | £559.17          |
| Archivist or curator                                  | £432.50          |
| Artist  | £193.57          |
| Arts officer, producer or director                    | £221.67          |
| Author, writer or translator                          | £296.88          |
| Book-keeper, payroll manager or wages clerk           | £156.67          |
| Building or civil engineering technician              | £605.00          |
| Business sales executive                              | £571.67          |
| Business or financial project management professional | £793.42          |
| Business or related associate professional            | £735.00          |
| Business or related research professional             | £525.36          |
| Business, research or administrative professional     | £318.70          |
| Buyer or procurement officer                          | £594.62          |

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| Careers adviser or vocational guidance specialist              | £273.33   |
| Chartered or certified accountant                              | £588.82   |
| Chartered surveyor   | £291.67   |
| Chief executive or senior official                             | £653.43   |
| Construction project managers or related professional          | £465.71   |
| Design and development engineer                                | £286.00   |
| Electrical engineer  | £680.31   |
| Electronics engineer   | £459.41   |
| Engineering professional                                       | £690.74   |
| Finance and investment analyst or adviser                      | £1,713.33 |
| Financial manager or director                                  | £731.00   |
| Graphic designer   | £320.88   |
| Health and safety officer                                      | £434.09   |
| Health professional  | £525.00   |
| Human resource manager or director                             | £690.77   |
| Importers or exporter  | £689.17   |
| Information technology (IT) and telecommunications director    | £641.46   |
| Information technology and telecommunications professional     | £595.78   |
| IT business analyst, architect or systems designer             | £589.75   |
| IT project or programme manager                                | £634.63   |
| IT specialist manager  | £693.75   |
| Journalists, newspaper or periodical editor                    | £260.25   |
| Legal professional   | £491.25   |
| Management consultant or business analyst                      | £703.74   |
| Manager or proprietor  | £1,055.29 |
| Marketing and sales director                                   | £560.64   |
| Mechanical engineer  | £478.21   |
| NCOs and other rank  | £1,565.00 |
| Photographer, audio-visual and broadcasting equipment operator | £362.05   |

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|--|-----------|
| Physiotherapist                                  | £1,454.29 |
| Product, clothing or related designer            | £410.00   |
| Production and process engineer                  | £485.00   |
| Production manager or director                   | £1,267.69 |
| Programmer or software development professional  | £575.56   |
| Public relations professional                    | £417.94   |
| Quality assurance or regulatory professional     | £757.20   |
| Sales accounts or business development manager   | £190.83   |
| Senior professional of educational establishment | £1,561.67 |
| Teaching and other educational professional      | £779.95   |
| Transport and distribution clerk assistant       | £151.75   |
| Vocational or industrial trainer/instructor      | £419.38   |
| Web design and development professional          | £463.03   |

## Methodology

This guide on day rates was put together using the responses of over 2,500 freelancers that responded to IPSE's Quarterly Confidence Index between Q1 2022 and Q4 2023. The online survey was conducted by IPSE and PeoplePerHour and captures the average day rates of freelancers working in the top three highest Standard Occupational Classification codes (SOC1-3) across the UK.

## Which industries are most appealing to you?

Now that you have a sense of how much other freelancers are charging, consider which industry to target, as this will also affect your rate.

Apart from your freelance skill, is there a specific industry that you know a lot about?

Focusing on a specific sector can be a powerful strategy.

Every industry has its own quirks, and when you become familiar with them, it makes it easier to increase your rate over time as you extend your know-how and network within that niche.

For example, a graphic designer working in the fashion industry has a better chance of building a strong reputation in those circles

than a graphic designer who works across a wide range of industries. If you haven't developed an industry niche yet, not to worry, that can come later.

If you're at the early stages of your freelance career, ask yourself:

- a. Which industries am I curious or passionate about?
- b. Which ones could I make a decent living in?

Some industries, such as banking or pharmaceuticals, have higher rates of pay across the board, but you may prefer to work in lower paying areas, such the not-for-profit sector, simply because it's what you are passionate about.

Either way, it's important to understand which way the industry is heading. Is it a mature industry, heading down, or an emerging industry, heading up?

Mature industries can become commoditised, meaning that there is increasing competition, with lots of lookalike suppliers competing for the same business. It becomes much harder to maintain prices, let alone to charge more.

When commoditisation takes hold, it can become a race to the bottom for the majority of players in that industry.

Emerging industries, such as [Immersive Technology](#), are often fast-growing with lower competition. They can be a great source of opportunities.

There are plenty of freelancers who charge high rates in mature industries, but to do that you need to find a strong differentiator that sets you apart from the rest.

If you're not sure where to start, try approaching clients in various industries until you're able to narrow down a niche that works for you. For more support in this area look at [IPSE's Guide to Winning Work](#).



## Next steps

Now that you have a benchmark of what others are charging, there are still a few more things to consider when setting or raising your rates.

Does charging a day rate make the most sense for you? Perhaps you may want to consider different units of time, bespoke projects, productising, or even results-based pricing. Plus, when it comes to presenting your rates to your prospective clients, there are a variety of pricing strategies and persuasion tactics you will want to consider.

For guidance on all of this and more, be sure to check out IPSE's complete [Guide to Setting Rates](#), available to all IPSE members.

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Independent Professionals  
and the Self-Employed