

Average day rates

Earn what you're worth

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About IPSE

Self-employment offers enormous rewards - flexibility, independence and success on your own terms.

But it's not always an easy path. Running your own business brings many challenges, and it's hard to find the right support when you need it.

There is another way...

IPSE is a lifeline for self-employed professionals. From essential resources to expert advice, we're here to help you find your path.

A strong community of allies, innovators and experienced voices - we exist to fulfil the needs of our members.

Whether your self-employed journey is just beginning, or you're already making your way as a freelancer, director, or umbrella worker, our tailored memberships are here to fill in the gaps.

Joining IPSE means you're not going it alone. We're not just bystanders; we're your partners and advocates. With us by your side, your future is brighter.



What's in the guide?

Just starting out in self-employment and deciding how much you should charge?

Or perhaps you've been in the game for a while 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.

Download our Average Day Rates guide to see a breakdown of day rates by self-employed role.

This guide was put together using the responses of over 1,500 freelancers that responded to IPSE's Quarterly Confidence Index between Q1 2024 and Q4 2024. 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.



How much do others charge?

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 28% less.

Occupation	Average day rate
Actor, entertainer or presenter	£300
Actuary, economist or statistician	£763
Advertising accounts manager or creative director	£517
Advertising and public relations director	£500
Artist	£145
Arts officer, producer or director	£231
Author, writer or translator	£292
Business or financial project management professional	£834
Business or related associate professional	£667
Business or related research professional	£493
Business, research or administrative professional	£298

Chartered or certified accountant	£656
Chartered surveyor	£682
Chief executive or senior official	£650
Construction project managers or related professional	£680
Design and development engineer	£437
Electrical engineer	£484
Electronics engineer	£606
Engineering professional	£618
Financial manager or director	£719
Graphic designer	£350
Health and safety officer	£763
Health professional	£585
Health services and public health manager or director	£425
Human resource manager or director	£900
Information technology (IT) and telecommunications director	£660
Information technology and telecommunications professional	£611
IT operations technician	£483
IT business analyst, architect or systems designer	£619
IT project or programme manager	£634
IT specialist manager	£732

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Journalists, newspaper or periodical editor	£275
Legal professional	£713
Management consultant or business analyst	£763
Manager or proprietor	£796
Manager or proprietor in other services	£461
Marketing and sales director	£518
Marketing associate professional	£447
Mechanical engineer	£581
Medical writer	£655
Photographer, audio-visual and broadcasting equipment operator	£370
Programmer or software development professional	£546
Public relations professional	£327
Quality assurance or regulatory professional	£839
Research and development manager	£450
Sales accounts or business development manager	£800
Teaching and other educational professional	£646
Vocational or industrial trainer/instructor	£561
Web design and development professional	£445
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IPSE members **charge on average 13% more** than non-members

Find out about our memberships



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?



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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.

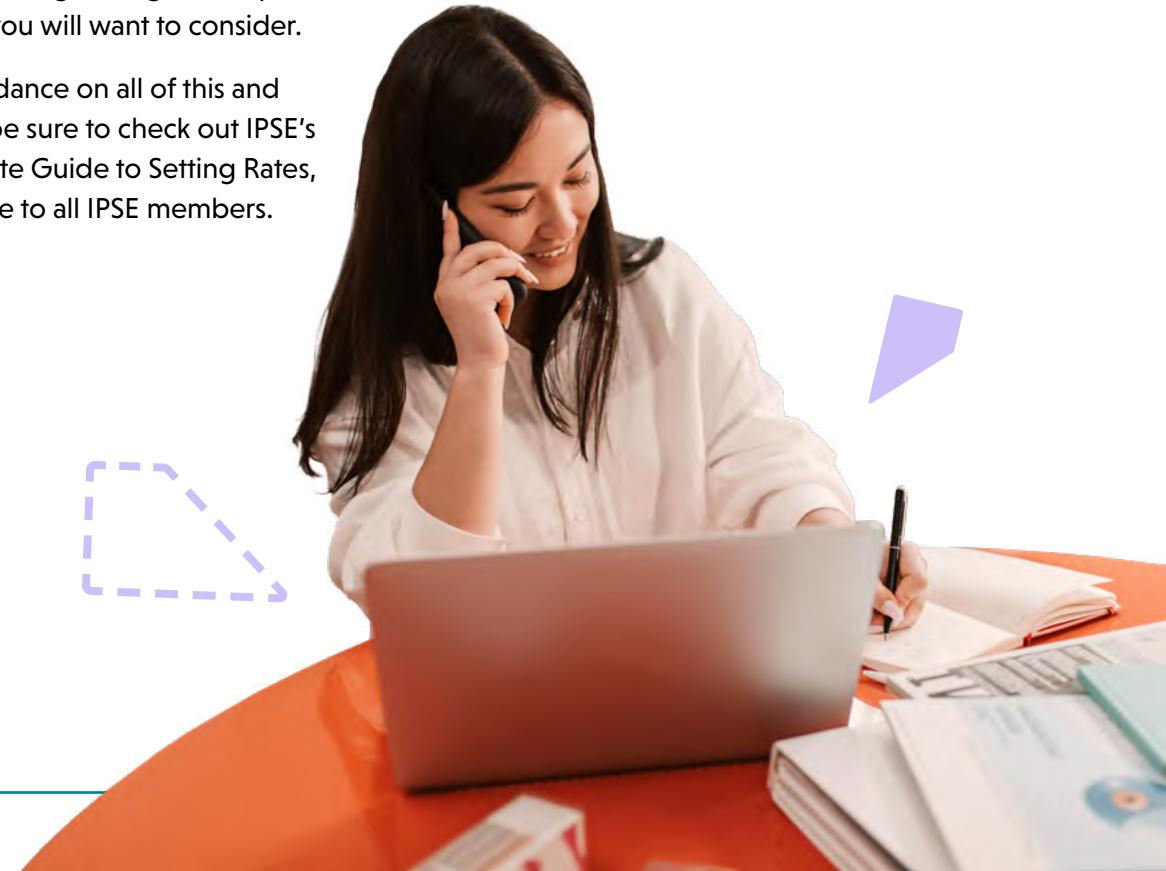
If you're not sure where to start, try approaching clients in various industries until you're able to narrow down a niche that works for you. For more support in this area look at [IPSE's Guide to Winning Work](#).

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.





**Where self-employment
works for you**

