



INTRODUCTION

FOOD SERVICE

CONTRACT CATERING

HOTELS

PUBS & LEISURE

CONTACT US



Michael Page Hospitality & Leisure

Salary Survey 2010

Michael Page
HOSPITALITY & LEISURE



Introduction



Michael Page Hospitality & Leisure can offer the right opportunity for you, whether you are a client looking to recruit or seeking to further your own career. We have been operating in the Hospitality and Leisure arena for over 10 years and have developed a specific division and a team of consultants that focus purely on this market. Our specialist consultants have a track record of previously working in Hospitality and Leisure whilst also having experience of recruiting in the various different sub-sectors that Hospitality and Leisure offer.

With the strength of our brand in the marketplace, our business has established relationships at all the different management levels, which is also supported by our market understanding of unique cultural nuances and differing skillsets. This knowledge has enabled us to offer accurate and detailed information about the salaries being offered in the Hospitality and Leisure sector. The information in this survey is recorded from a survey of salaries across a range of organisations, from small, medium and FTSE 250 organisations in 2009, to the start of 2010.

“ 2010 will still represent a growth both in terms of new concepts and brands along with many more new unit openings. ”

The start of 2009 saw a continued change in market conditions which caused a dramatic reduction in the number of new assignments coming in to the market. The slow down has changed the parameters of the marketplace, in that all good employers will have to work harder to get the best people as existing employers will seek to retain their talent.

2010 is therefore likely to see less salary inflation with many employers looking at pay freezes. Despite the backdrop of the economic slowdown, 2010 will still represent a growth both in terms of new concepts and brands along with many more new unit openings for businesses who are better established. Companies with well balanced books and solid operations are still able to attract funding and expand. We remain positive that this will provide opportunities for people who can demonstrate they can improve processes and operations and secure new roles.

With many businesses looking to now consolidate with growth plans in place, the Hospitality and Leisure market is moving considerably in a positive direction.

I hope this survey will assist you in any salary decisions.

Robert Archer – Regional Director, Michael Page Hospitality & Leisure



Food Service

Food Service presents itself in many forms, from an independent Italian restaurant through to international coffee chains. There continues to be a huge growth in this market especially in the 'lunch time/grab and go' area. This has come from the four well known chains and also other food retailers who are attracting people in-store for lunch. Growth has manifested itself in concessions such as train stations, further development of airports and a solid high street trade. Of all the Hospitality markets, Food Service appears to have some of the strongest growth. In addition to the branded growth, there has been a significant focus on the 'independent' feel. A number of larger operators are attempting to lose the large business appearance, sometimes removing all branding on sites.

Some of the levels at which Michael Page Hospitality & Leisure recruit are:

- **Field Managers** – In the Food Service daytime 'grab and go' businesses, you can normally expect a car option, or travel allowance to supplement salaries. Although Field Managers do not earn the most, they can typically enjoy a quality work/life balance due to key trade times. Other areas such as high volume restaurant Area Managers will see higher earnings but often have less sociable peak trade hours.
- **Unit Managers** – Can expect a healthy bonus package, healthcare, sometimes pension schemes and can also offer a work/life balance and/or higher earnings potential.

The table opposite shows the minimum and maximum pay categories per role in each geographical location.

FOOD SERVICE						
Region	Field Manager		Unit Manager		Assistant Unit Manager	
	Min (£)	Max (£)	Min (£)	Max (£)	Min (£)	Max (£)
Scotland	30,000	50,000	18,000	32,000	15,000	24,000
North	30,000	50,000	18,000	35,000	15,000	22,000
South	32,000	52,000	18,000	45,000	15,000	25,000
London	35,000	65,000	24,000	50,000	18,000	35,000



Contract Catering

Contract Caterers supply Hospitality and Retail services to a range of industries including Defence, Business & Industry and Education & Healthcare. The Contract Catering industry is dominated by four major operations which are some of the largest employers in the world. Bigger is not always better of course – there is an increasing number of small and nimble businesses thriving on parts of the sector that the larger operators can not adapt to. Contract Catering is naturally a fluid environment due to the nature of contracts, which makes it an interesting and challenging place to be.

Some of the levels at which Michael Page Hospitality & Leisure recruit are:

- **Field Manager** – Salaries can vary massively for Field Managers from large operators through to smaller organisations. A Field Manager in a larger business can expect a competitive salary and a similar benefit package to most retailers, but the smaller businesses often do not have the budget.
- **Unit Managers** – Will vary in their seniority and earnings. A typical Site Manager can expect a salary supplemented with healthcare, phone and bonus.

The table opposite shows the minimum and maximum pay categories per role in each geographical location.

CONTRACT CATERING						
Region	Field Manager		Unit Manager		Assistant Unit Manager	
	Min (£)	Max (£)	Min (£)	Max (£)	Min (£)	Max (£)
Scotland	25,000	50,000	16,000	45,000	16,000	40,000
North	25,000	50,000	16,000	45,000	16,000	40,000
South	38,000	60,000	22,000	55,000	14,000	20,000
London	30,000	70,000	20,000	60,000	14,000	35,000



Hotels

Hotels operate at two ends of the spectrum. Large or boutique, luxury or low cost. The last 12 months has seen the hotel market grow, with a number of low cost operators having a huge success. As an industry, hotels are affected by retail factors such as seasons, the economy and day-to-day operating challenges. London has an exceptional hotel industry with many landmark sites, branded chains, and luxury independent venues. Outside of London, there is a national presence of larger businesses operating across low cost and luxury.

Some of the levels at which Michael Page Hospitality & Leisure recruit are:

- **Area Management** – Roles in the hotel industry are rare, but are heavily geared to drive sales, occupancy and profit. It is normal to see a very high bonus potential, healthcare, pension, car and phone at this level.
- **General (Site) Managers** – Salaries can vary in level. The larger Site Manager can expect a high bonus, potential healthcare, phone and car. Site Management can also expect a bonus and to often 'live-in' at the site, therefore reducing living costs.

The table opposite shows the minimum and maximum pay categories per role in each geographical location.

HOTELS				
Region	Field Manager		Unit General Manager	
	Min (£)	Max (£)	Min (£)	Max (£)
Scotland	45,000	120,000	20,000	50,000
North	45,000	125,000	15,000	55,000
South	40,000	120,000	15,000	55,000
London	45,000	140,000	15,000	120,000



Pubs & Leisure

The Pubs & Leisure sector has experienced a monumental amount of change over the past 18 months. This has ranged from the smoking ban, through to the continued rise of duty on beers and spirits. All but a few operators are trading down and the outlook remains pretty grim in the face of the current economic climate. This has also been combined with the lack of available credit for all businesses, whether it is an independent licensee or multiple licensed retailer. Tenanted and leased pub companies, although fewer in number, continue to represent the majority of operators in the market. There has been a shift in focus on bringing a retail mindset into the industry. Over the past couple of years it has become more common to see a Retail Area Manager operating in tenanted estates. The future is definitely uncertain, but many feel that we are approaching a base level from which there can hopefully only be inevitable growth.

Some of the levels at which Michael Page Hospitality & Leisure recruit are:

- **Area Management or Business Development Management** – Salaries are often supplemented with a fully expensed car or car allowance and a bonus scheme dependent upon the area's sales performance index which is linked with the company's overall performance.
- **General and Assistant Managers** – Can expect a salary, often a health package and a bonus tied in to the sales of the unit. Other benefits of general management positions may also include 'live-in' accommodation.

The table opposite shows the minimum and maximum pay categories per role in each geographical location.

PUBS & LEISURE						
Region	Area Manager		General Manager		Deputy Manager	
	Min (£)	Max (£)	Min (£)	Max (£)	Min (£)	Max (£)
Scotland	35,000	55,000	25,000	38,000	16,000	25,000
North	35,000	48,000	25,000	36,000	15,000	24,000
South	35,000	60,000	25,000	45,000	16,000	30,000
London	35,000	60,000	25,000	45,000	17,000	35,000

[INTRODUCTION](#)[FOOD SERVICE](#)[CONTRACT CATERING](#)[HOTELS](#)[PUBS & LEISURE](#)[CONTACT US](#)

Contact Us

To discuss your recruitment needs or to start your job search, contact your nearest team:

BIRMINGHAM

James Connolly

1st Floor, 4 Brindley Place, Birmingham [B1 2LG](#)

jamesconnolly@michaelpage.com

0121 230 9367

LEEDS

Matthew Fearnhead

1st Floor, West Side, 1 Whitehall Riverside, Leeds [LS1 4BN](#)

matthewfearnhead@michaelpage.com

0113 388 9063

LONDON

Vinesh Khatwa

1st Floor, Victoria House, Southampton Row, London [WC1B 4JB](#)

vineshkhatwa@michaelpage.com

020 7269 2527

MANCHESTER

Lasantha Rodrigo

12th Floor, 82 King Street, Manchester [M2 4WQ](#)

lasantharodrigo@michaelpage.com

0161 828 6359

SCOTLAND

Katie Miller

180 West George Street, Glasgow [G2 2NR](#)

katiemiller@michaelpage.com

0141 331 7940

WEYBRIDGE

Simon Parsons

Page House, 1 Dashwood Lang Road, Addlestone, Weybridge [KT51 2QW](#)

simonparsons@michaelpage.com

01932 264 057