

## Skillfair Consultancy Fee Rate Survey 2011

2010 was very tough year for many businesses, and consultants and advisors weren't exempt from the downturn in economic confidence. Our 2011 fee rate survey gives us an instant look back on 2010 and an objective view of the impact on the market.

### Projects Hard to Find but Rates Generally Stable

We know from talking to our members that consultants have had to work for every assignment, but we also know that quite a few have effectively left the market. The net result seems to have been that although there's been pressure on fee rates it hasn't been as bad as we might have expected.

The headline 'average rate' for this year's survey is £504, down 4% from last year's £523 – that's averaged out across all sectors - when we break the figures down by sector a different picture emerges.

Private	578	-1.5%
Public	520	-4.5%
3rd	413	-5.6%

As you might expect, public and voluntary sector rates have dropped more than those in the private sector, which have held up remarkably well.

### A View Across the UK

There's a fairly well established pecking order for fee rates across the UK regions, with consultants who are prepared to work anywhere coming out on top.

	Day Rate (£)
All over UK	585
London	568
South East	534
East Midlands	518
West Midlands	504
Scotland	491
East Anglia	481
North West	464
South West	457
North East	421
Wales	366

This year London has slipped back into second place, above the South East, but perhaps more surprisingly the East and West Midlands have performed much better than in previous years, coming in at 4th and 5th, compared to 11th and 9th respectively last year.

### **The Specialisms League Table**

Analysing the survey results by specialism gives a fascinating view of the industry. Although the list of specialisms we look at is necessarily restricted to make sure we get enough responses to be meaningful we can still see trends and changes as certain skills move up and down in terms of demand and perceived value. Last year saw Marketing related skills slipping down the table as companies concentrated on cost-control. This year sees Marketing and PR resume their normal places but Market Research and Graphic Design seem to be still out of favour.

Specialism	Day Rate (£)
1 Coaching	704
2 Change Management	669
3 Management Consultancy	612
4 Human Resources	602
5 Supply Chain/Logistics	598
6 Training	541
7 Financial	531
8 IT Management	528
9 Project Management	527
10 Marketing	491
11 Business Advice/Development	486
12 Research	469
13 Regeneration	458
14 Telecommunications	450
15 Market Research	450
16 Public Relations	450
17 IT Solutions	440
18 Engineering	409
19 Environment	383
20 Graphic Design	350
21 Writing or Editorial	312

### **The View from our Members**

Despite difficult market conditions consultants seem to be remarkably sanguine about the future - with just over 75% expecting to do as well in 2011 as last year. In their remarks about the future many were worried about the economic climate, public sector cuts and other issues - but many see this as an opportunity as much as a threat. References were made to the need for local authorities and government departments to change the way they operate, which consultants expect to lead to a need for all kinds of external services.

But perhaps the strongest message that came through was consultants' belief in their own ability to determine how well they do, by improving their marketing, clarifying messages and targeting new sectors. As one respondent said to the question, "What will have the biggest impact on your business this year", "Me!".

### **About Skillfair**

Promoting the exchange of expertise, Skillfair ([www.skillfair.co.uk](http://www.skillfair.co.uk)) offers a unique service for both consultants and clients. Through the on line meeting place clients can invite more than 1500 quality checked consultants to respond to their requests for expert help. Consultants can access these projects and use the service to find others offering similar or complimentary services to work with them on bids or ongoing projects.