

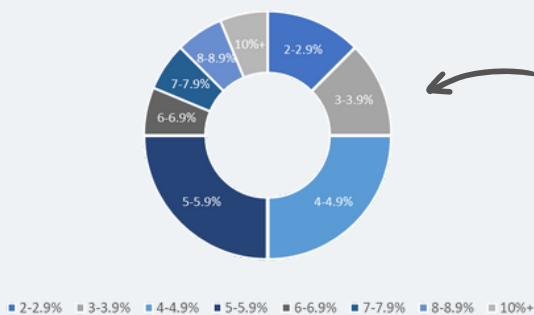
# Vero HR Executive Insights: 2024 Salary Review

The results from our recent poll suggest that for 2024, many organisations are looking to move away from cost of living bonuses to help support employees during the high period of inflation. Such bonuses were a new approach to employee retention largely due to media coverage, recruitment difficulties, and a significant rise in inflation which we saw towards the end of 2022 and into 2023.

The outlook for 2024, however, is that more organisations are reverting to the traditional annual pay review as a result of the continued inflation trend (largely based around tracking CPI), affordability and attraction/retention demands.

View the poll results below:

Average % increase across all respondents



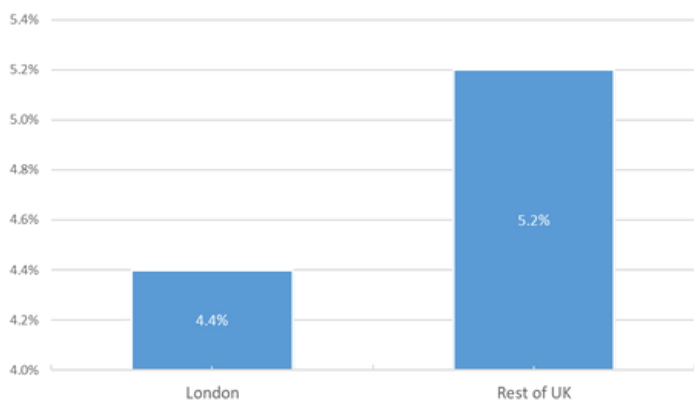
50% of responding clients are proposing to offer between 4% and 6% in 2024.

Just 13% are proposing to award less than 3% to their employees, with none planning to award less than 2%.

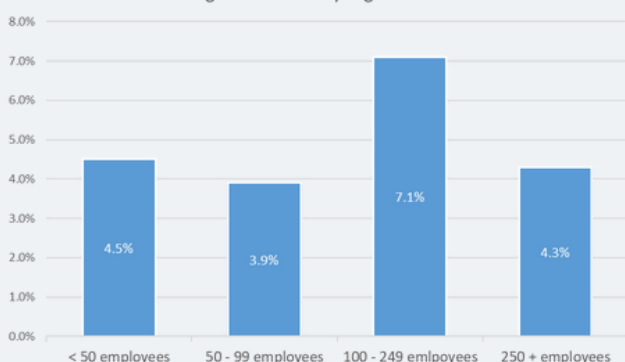
On average, the difference in proposed salary increases between organisations based in London and the rest of the UK is less than 1%.

This suggests that location doesn't seem to be a key influencer in salary increase decision-making for 2024.

Average % increase by location



Average % increase by organisation size



Organisations with less than 50 employees and those with 250 or more are proposing almost the same salary increase percentage on average (4.5% and 4.3% retrospectively).

This is higher than the average proposed increase of businesses with 50 to 99 employees (3.9%) but considerably lower than that of organisations with 100 to 249 employees (7.1%).

Are you offering cost of living payments/bonuses in 2024?

Three-quarters (75%) of responding clients said they are not planning to offer any cost of living payments or bonuses in 2024.

But for the remaining organisations, it's an even split between 'Yes' (12.5%) and 'Unsure' (12.5%).

