

PEEQ PERSPECTIVE

THE UK'S ESSENTIAL
HR MARKET INSIGHTS
FOR BUSINESS &
PEOPLE LEADERS

2024

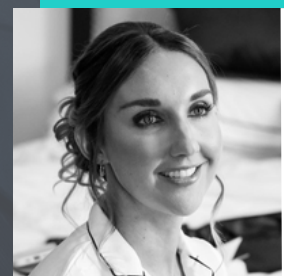
Welcome from PEEQ's Founders Katie and Mark

Welcome to Edition 1 of **Peeq Perspective**, the market report designed to equip Business and People leaders with crucial insights into the UK HR talent landscape. In this edition, we explore the dominance of women in senior HR roles, trends in leadership retention, and regional salary comparisons.



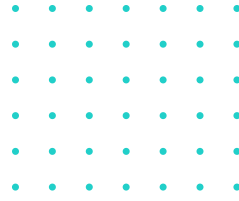
With a 15.5% drop in HR vacancies, we unpack the shifting demand for HR professionals and highlight key legislative changes, from new "fire and rehire" rules to upcoming rights for zero-hours workers. We also feature important HR calendar dates, including World Mental Health Day and the latest minimum wage updates.

This report is your essential guide to staying informed and ahead in HR leadership.



1. LEGISLATION (July - December 2024)

UK Employment Updates



Fire and Rehire Code (July 2024)

From July 2024, the UK introduced the first statutory code on "fire and rehire" practices. This code sets out guidelines for employers, requiring that firing and rehiring employees should only be used as a last resort and should be accompanied by a reasonable consultation process. Failure to comply can lead to unfair dismissal claims and potential 25% tribunal award increases.

TUPE Consultations (July 2024)

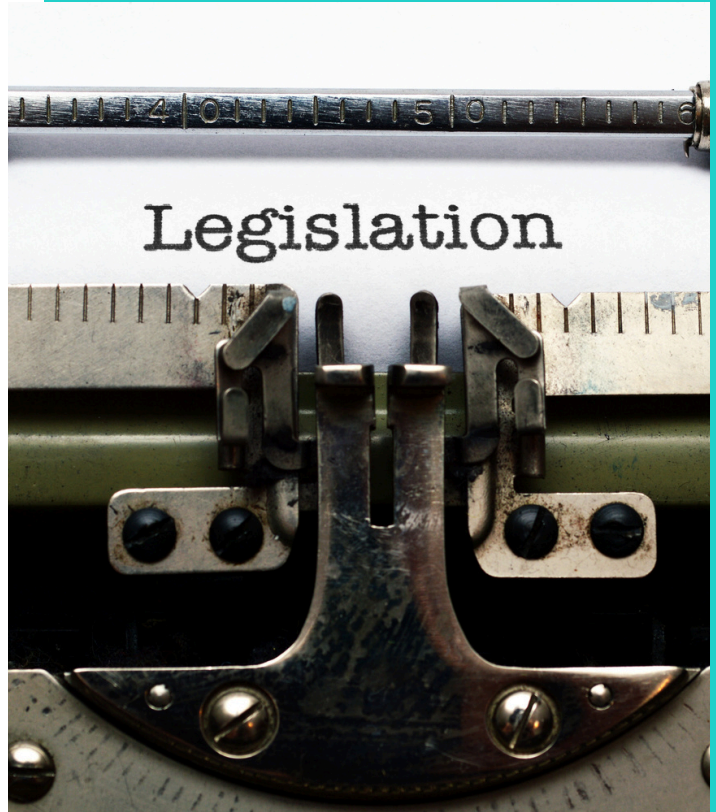
As of July 2024, small businesses with fewer than 50 employees or businesses transferring fewer than 10 employees can now consult directly with staff if no existing employee representatives are available, streamlining the process for small firms undergoing business transfers.

Workers' Rights for Predictable Hours (September 2024)

From September 2024, zero-hours contract workers and other employees with unpredictable schedules will have the right to request more predictable working hours. Employers must respond within a month, providing a reasonable decision.

Sexual Harassment Prevention (October 2024)

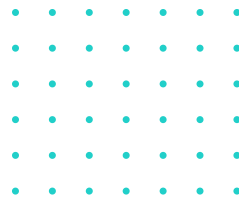
By October 2024, businesses will be required to implement reasonable steps to prevent workplace sexual harassment, with an emphasis on training and clear policies. Failing to do so could result in legal liabilities.



Source: CIPD, Forbes Solicitors, Thrive Law

2. Availability of Senior HR Professionals in the UK

TALENT POOLS



Key insights:

- ✓ **Gender Diversity:** Across all senior HR roles in the UK, females dominate, with percentages ranging from 72% to 83%, indicating a strong female presence in HR leadership.
- ✓ **Tenure:** The average tenure for HR roles spans between 2.2 to 3.8 years, with HR Directors staying the longest at 3.8 years.
- ✓ **Location Concentration:** The London area consistently has the highest concentration of HR talent, significantly outpacing other regions like Manchester, Leeds, and Glasgow.

Source: LinkedIn Talent Insights

	NUMBER OF PROFESSIONALS	GENDER DIVERSITY	AVERAGE TENURE PER ROLE	TOP 5 LOCATIONS
HR Manager	350,110	78% - Female 22% - Male	2.2 years	London Area - 9,952 Manchester Area - 1,487 Greater Leeds Area - 1,114 Greater Glasgow Area - 739 Birmingham - 591
HR Business Partner	22,763	83% - Female 17% - Male	2.2 years	London Area - 6,178 Manchester Area - 1,010 Greater Leeds Area - 746 Greater Glasgow Area - 505 Greater Bristol Area - 476
Head of HR	15,887	77% - Female 23% - Male	2.7 years	London Area - 5,400 Manchester Area - 696 Greater Leeds Area - 531 Greater Glasgow Area - 297 Greater Oxford Area - 273
HR Director	11,210	72% - Female 28% - Male	3.8 years	London Area - 3,819 Manchester Area - 459 Greater Leeds Area - 316 Greater Glasgow Area - 210 Greater Oxford Area - 158
Chief People Officer	2,397	76% - Female 24% - Male	2.3 years	London Area - 1,156 Manchester Area - 81 Greater Oxford Area - 46 Greater Leeds Area - 41 Greater Reading Area - 29

3. Average Salaries for Senior HR Professionals

PAY

Key insights:

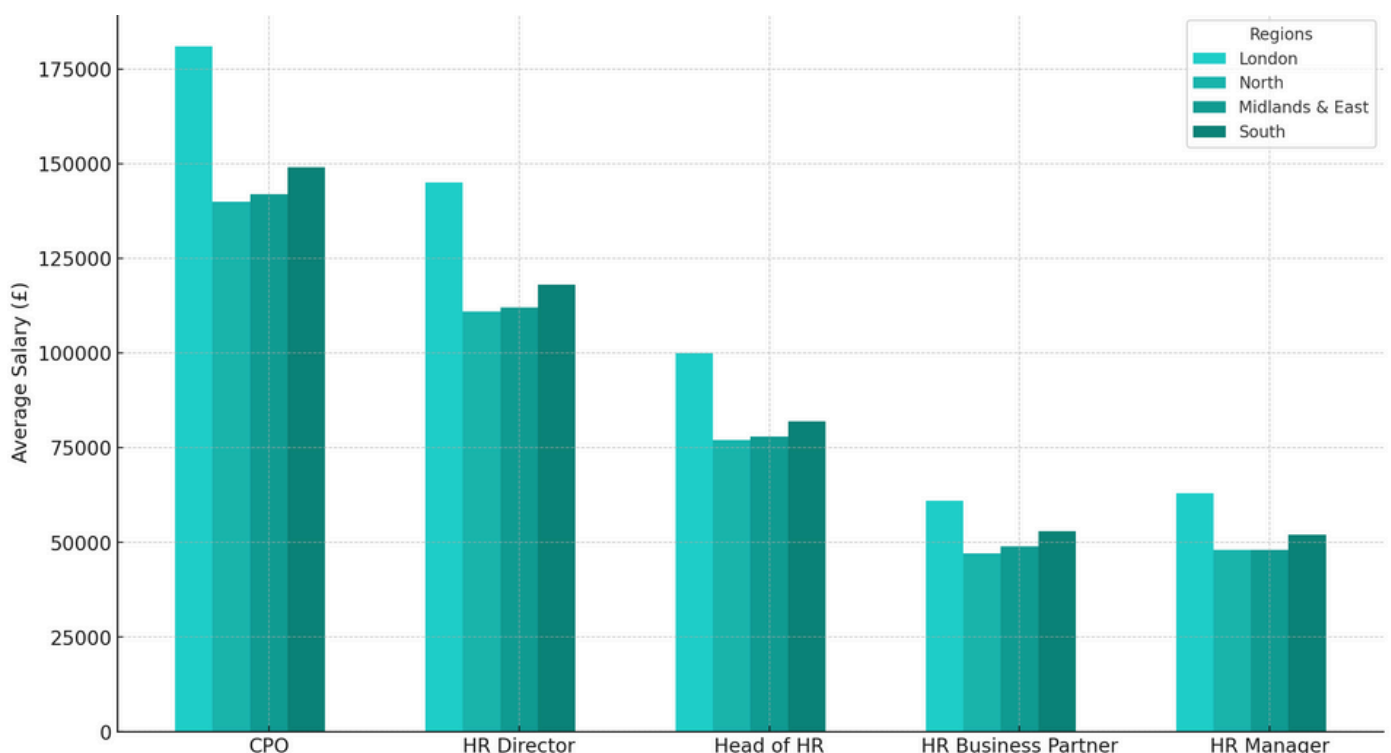
- ✔ **Chief People Officer (CPO) Salaries:** CPO roles command the highest salaries across regions, with London leading at £181,000, followed by the South at £149,000, and the North offering the lowest at £140,000.

- ✔ **HR Director Salaries:** HR Directors in London earn significantly more (£145,000) compared to other regions, with the North (£111,000) and Midlands & East (£112,000) having the lowest average salaries for this role.

- ✔ **HR Manager and HR Business Partner Roles:** Salaries for HR Managers and HR Business Partners are notably lower, with London-based HR Managers earning £63,000, while HR Business Partners earn £61,000 in London, both showing a substantial regional salary difference compared to the North.



Source: Reed 2024 Salary Guide



3. PAY cont

	LONDON	NORTH	MIDLANDS & EAST	SOUTH
Chief People Officer	£181,000.00	£140,000.00	£142,000.00	£149,000.00
HR Director	£145,000.00	£111,000.00	£112,000.00	£118,000.00
Head of HR	£100,000.00	£77,000.00	£78,000.00	£82,000.00
HR Business Partner	£61,000.00	£47,000.00	£49,000.00	£53,000.00
HR Manager	£63,000.00	£48,000.00	£48,000.00	£52,000.00

Source: Reed 2024 Salary Guide

4. HR Vacancy Volumes and Trends

HIRING



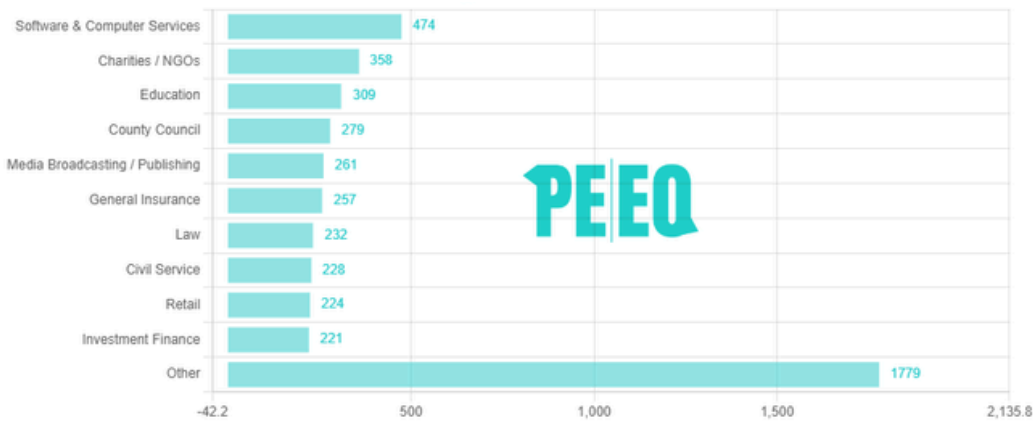
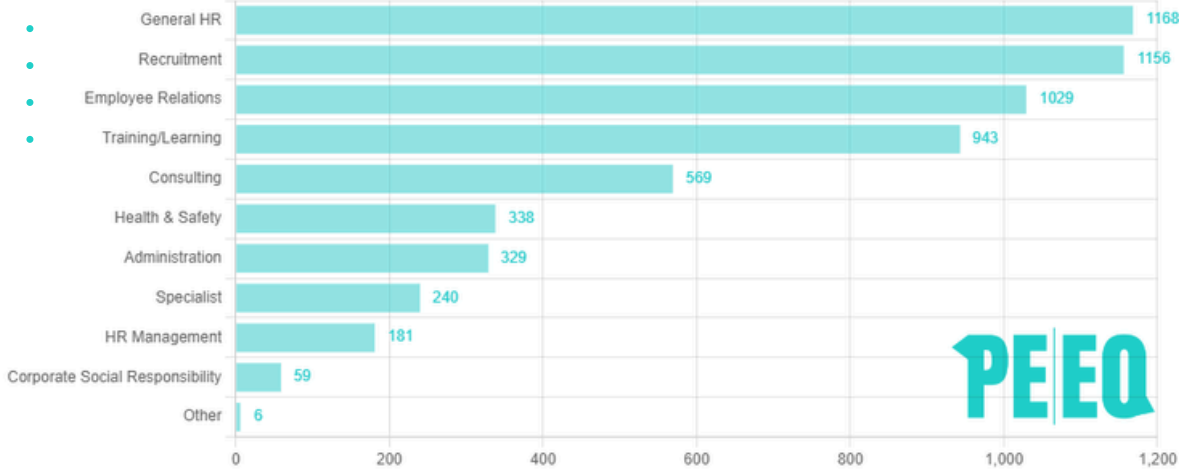
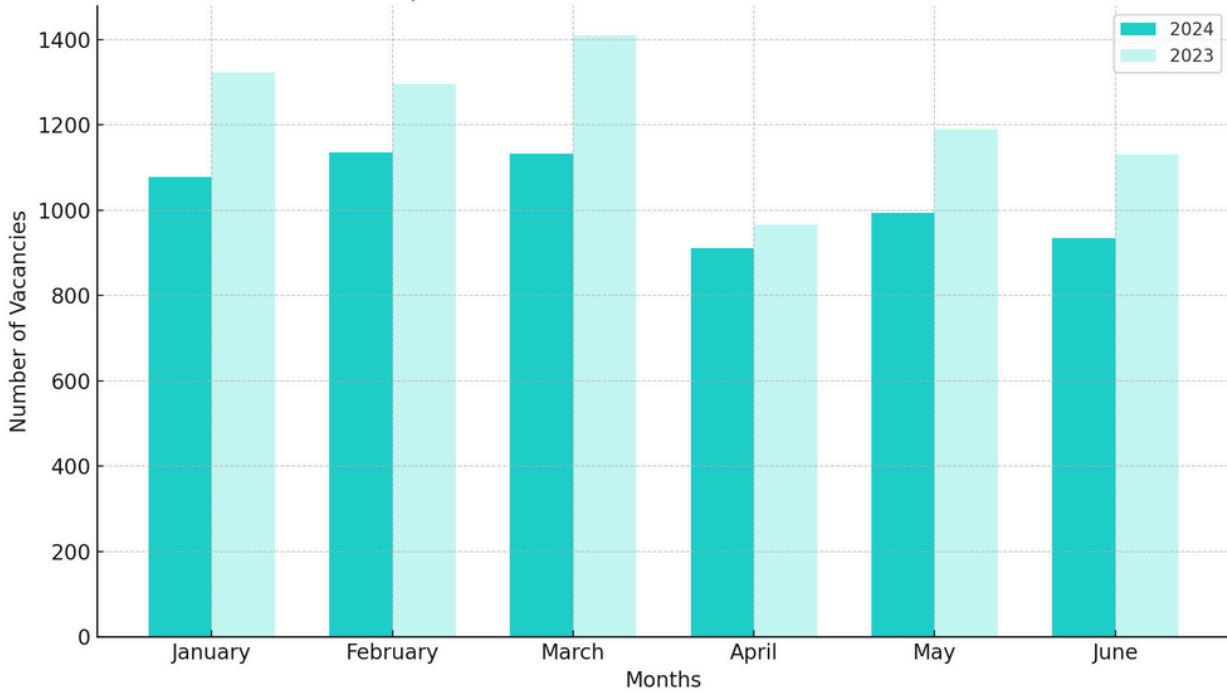
Key insights:

- Sectoral Distribution of HR Roles:** The largest sectors employing HR professionals over the past six months are Software & Computer Services and Charities/NGOs.
- Top HR Divisions:** The most common HR divisions are General HR, Recruitment, and Employee Relations, indicating a broad focus on core HR functions.
- HR Vacancy Trends:** HR vacancies in 2024 (Jan-June) show a decline compared to the same period in 2023, dropping by 15.5% suggesting a reduction in hiring demand.

Source: Vacancy Soft – South East, East of England and London

4. HIRING cont.

Comparison of HR Vacancies in 2023 vs 2024



LAST 6 MONTHS:

Roles advertised by HR division

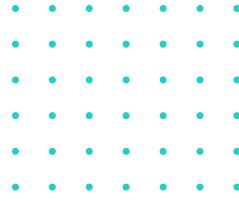


Roles advertised by sector

Source: Vacancy Soft - South East, East of England & London

5. Important Dates (July - December 2024)

PEOPLE & CULTURE EVENTS PLANNER



National Payroll Week

Date: 2-6 Sep 2024

Significance: Celebrates the role of payroll professionals in ensuring employees are paid accurately and on time. A good opportunity for businesses to acknowledge payroll teams.

World Mental Health Day

Date: 10 Oct 2024

Significance: A global awareness day to promote mental health and well-being in the workplace. HR teams can plan activities to support employee mental health.

Living Wage Week

Date: 4-10 Nov 2024

Significance: Promotes the campaign for fair wages and highlights the importance of paying employees a wage they can live on. Relevant for businesses reviewing pay scales and salary bands.

Employee Ownership Day

Date: 27 Nov 2024

Significance: Celebrates businesses where employees own a significant share, promoting the benefits of employee ownership models.



Anti-Bullying Week

Date: 11-15 Nov 2024

Significance: Raises awareness of bullying, particularly in the workplace, and encourages HR to implement or review anti-bullying policies and training.

New Minimum Wage Increases

Date: 1 Oct 2024

Significance: Implementation of updated National Minimum Wage rates in the UK. Businesses must adjust payroll to reflect new rates

About Us



Helping businesses scale through **strategic HR recruitment**

Peeq is a London-based **HR recruitment** agency dedicated to propelling **growth SMEs** towards their next phase of success. Established in 2020 by husband and wife team, Katie and Mark, Peeq specialises in **strategic HR hires** that enable businesses to **scale** effectively.

At Peeq, we are more than just recruiters; we are partners to business leaders who prioritise their people as the cornerstone of their growth strategy.

We purely focus on mid to senior HR hiring and recruit these types of positions:

- HR Manager | HR Business Partner
- Head of People | HR Director
- Chief People Officer | Chief HR Officer
- Heads of Talent Acquisition | Talent Acquisition Director

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