

**ANNUAL UK DRIVING INSTRUCTOR REVIEW 2019**

# Introduction and Commentary

At FBTC we've been providing Accountancy Services to UK Driving Instructors for over 20 years and in that time we've witnessed an enormous amount of change within the industry. We saw a need for independent and authoritative analysis and comment on the health of the UK Driver Training sector and a few years ago we launched the FBTC Annual UK Driving Instructor Review.

As the UK's leading provider of Accountancy Services to the UK Driver Training Industry, FBTC is in a unique position to be able to provide such insight. As FBTC client confidentiality is paramount, we gather information for this report by surveying a random sample of Independent and Franchised Instructors from across the UK.

This year's study provides further insight into Driving Instructors' workload, earnings and level of job satisfaction in what is clearly a dynamic and evolving marketplace.

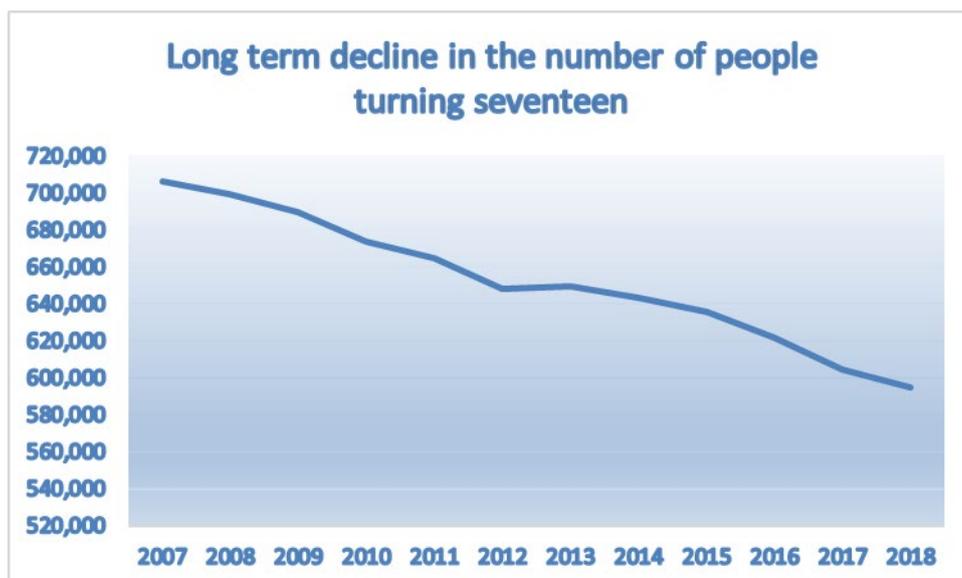
## Inflation busting increase in the average hourly rate

**Lesson prices rose in the year by an impressive 5.1% which is more than twice the rate of Consumer Price Index. The national average hourly rate (after deducting the cost of lesson offers and discounts) now stands at £26.59.**

*Over a third of all Instructors sampled are earning £28 or more per hour*

Over the last three years lesson prices have increased by 15% which reflects a buoyant UK economy, an increase in the number of test applications and a declining supply of ADIs on the register.

Whether this trend will continue through 2018/19 or begins to level out remains to be seen. In 2018 the DVSA reported a decline in theory and practical test demand which reflects the demographic decrease in the number of people turning 17.



Over the last 12 months, our report shows that Independent Instructors continued to close the gap on the premium charged by Franchised Instructors. We also saw a return to the trend showing that female Instructors command a marginal lesson price premium.

## **And a shorter working week**

Over the last three years we've seen a decline in the number of hours worked each week. This decline is most evident in the Independent sector where Instructors are now providing an average of 26.5 hours of paid tuition which is now four hours less than that of Franchised Instructors.

*Just 10% of Instructors sampled are now working an average of 40 or more paid driver training hours each week.*

## **Which means that we're working less but earning more!**

UK driving Instructors are now earning an average gross income of £758.50 per week which represents an increase of £18.25 compared to last year despite the shorter working week.

*17% of Instructors sampled are earning a gross weekly income of £1,000 or more per week*

## **But is the party coming to an end?**

Job satisfaction remains **extremely high across the board** but maybe Instructors are sensing a little uncertainty in the market as less than half of Instructors see their earnings increasing over the next 12 months.

**Alan Gott**  
**General Manager**  
FBTC Accountancy Services

# Methodology

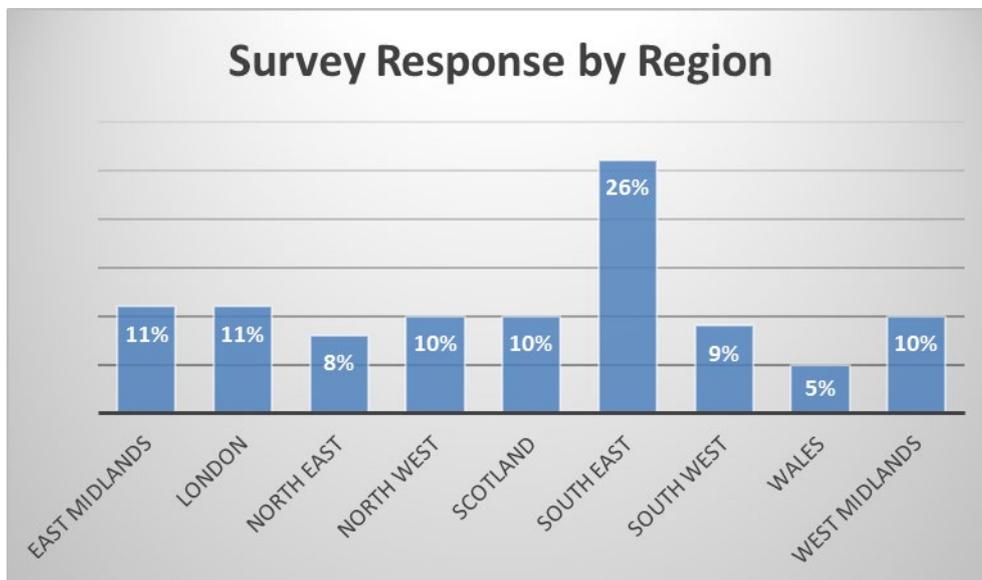
In November 2018 a questionnaire was emailed to FBTC members and was also distributed through Intelligent Instructor Magazine and the Driving Instructor trade body, ADINJC.

More than 400 responses were analysed, which is in line with previous years' returns and gives a robust and reliable data sample.

As with previous years, questionnaire completion was skewed towards; male, franchised and southern based Instructors. See below.

Male 77%  
Female 23%

Independent 40%  
Franchised 60%



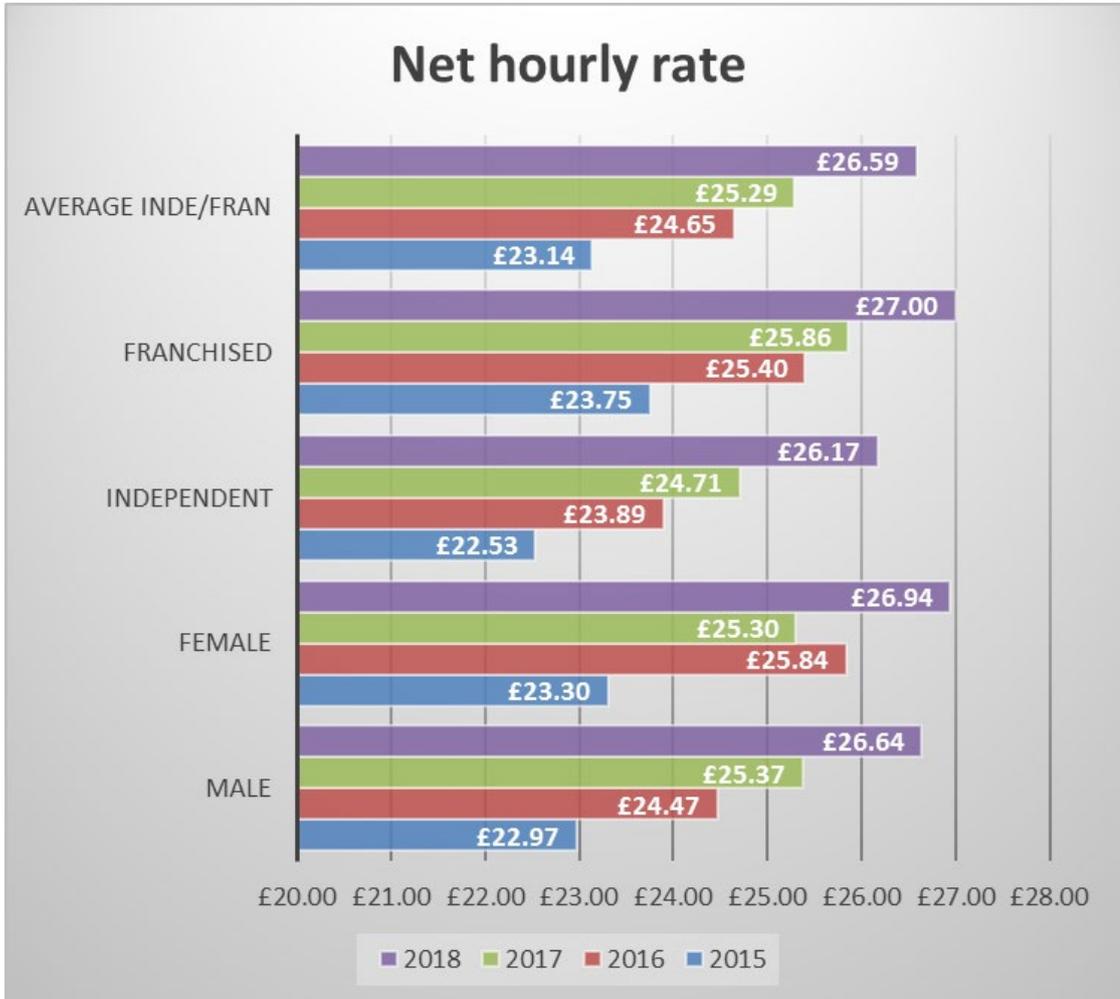
On average, respondents have worked in the industry for eight and a half years. The Independent Instructors had worked for an average of over 11 years, whilst the Franchised Instructor average tenure within the industry was five and a half years.

# Key Findings

## Hourly Rate

Instructors were asked to specify their average hourly income-after deducting the cost of any offers or discounts, this gives a net hourly rate.

UK Driving Instructors are attaining an average net hourly rate of £26.59 which represents an increase of £1.30 per hour and 5.1% more than last year.



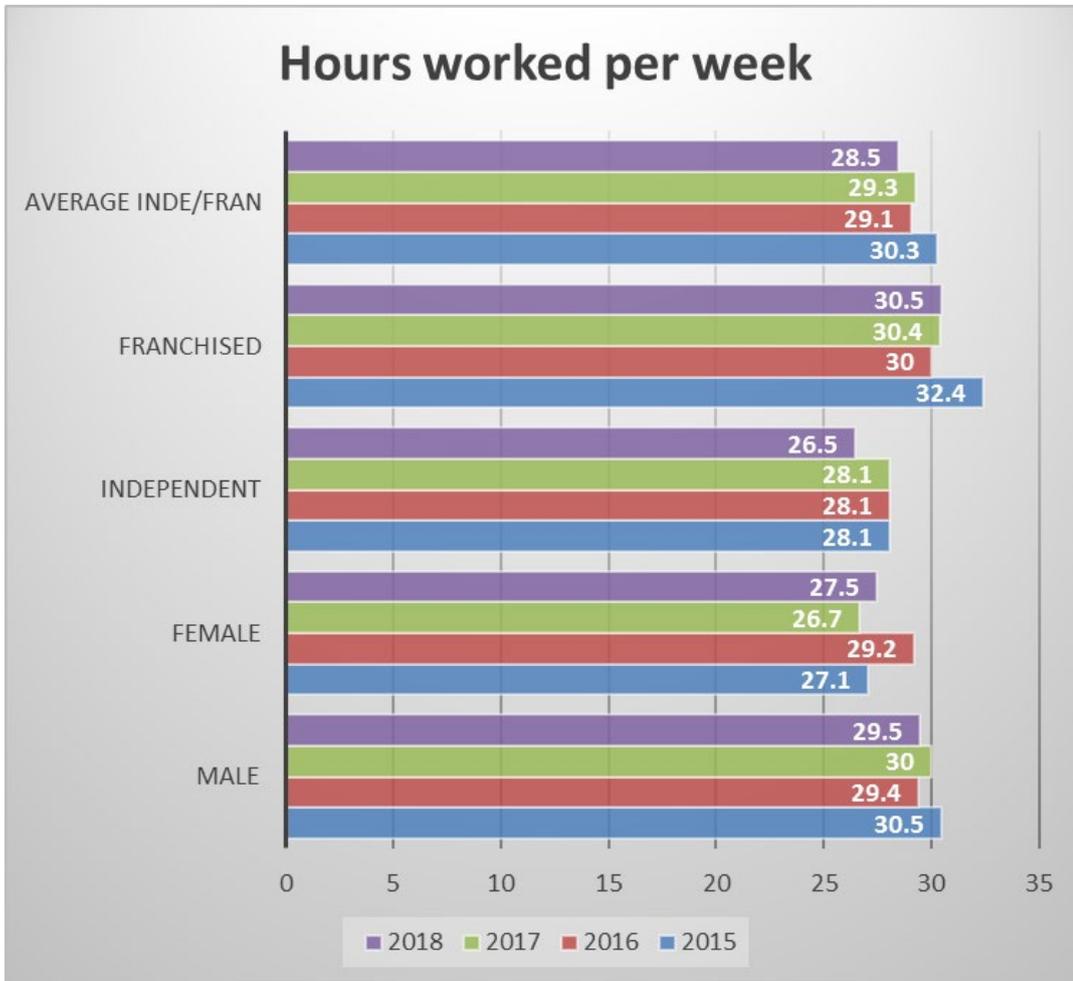
Franchised Instructors are now achieving an average hourly rate of £27, which is now just 83p per hour more than Independent Instructors.

Female Instructors over the course of the year have regained their premium over their male counterparts.

## Hours Worked

We are seeing a gradual decline in the working week and can report that this is now below 29 hours per week. The decline was driven by the Independent sector who now work four hours less than Franchised. We are not certain whether this reduction is a lifestyle choice or due to fewer Learners in the market. This figure represents “all paid-for driver tuition” and includes, where relevant; fleet, advanced and Instructor training.

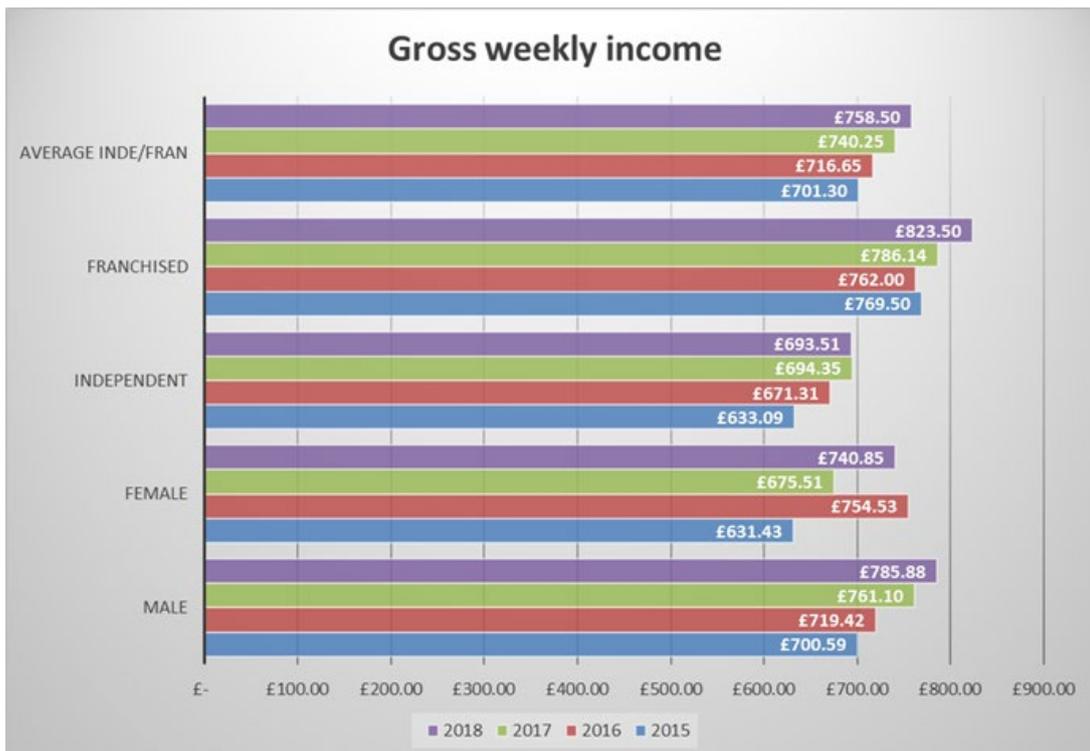
## Hours worked per week



## Gross Weekly Income

UK Driving Instructors are earning an average of £758.50 per week which represents an increase of £18.25 per week and 2.5% more than previous year. This is a gross figure achieved by multiplying hours worked by hourly rate.

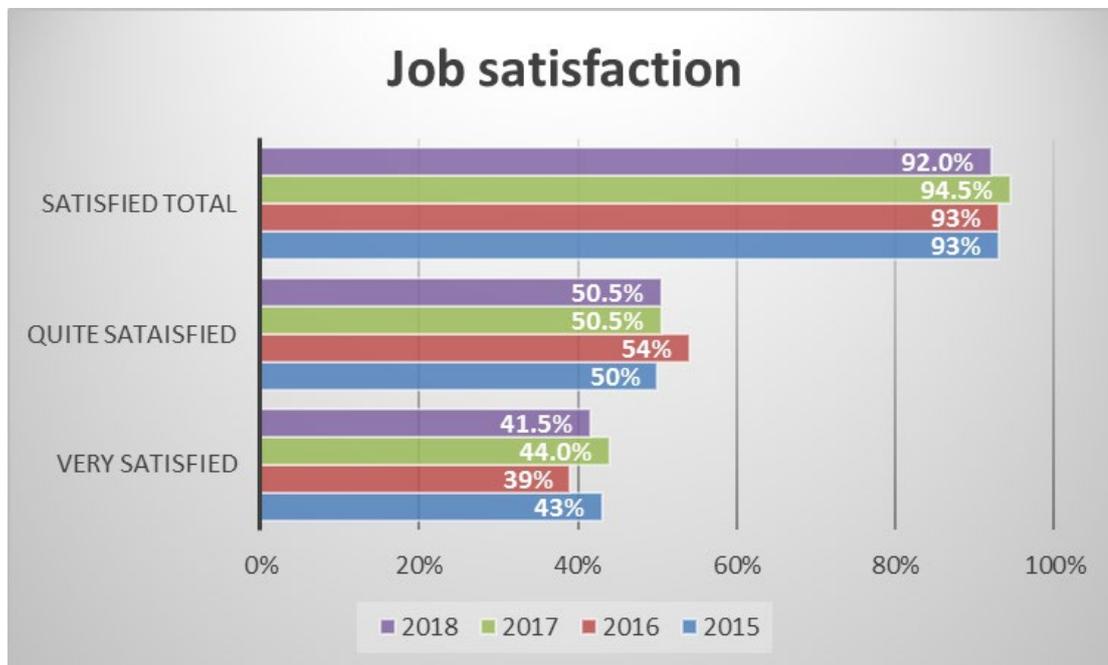
## Gross weekly income



Franchised Instructors earn £129.99 per week more than their Independent counterparts which is £40 more than last year's figure.

## Job Satisfaction

92.2% of Driving Instructors are "satisfied" with their job with 41.5% reporting a "very high level of job satisfaction".

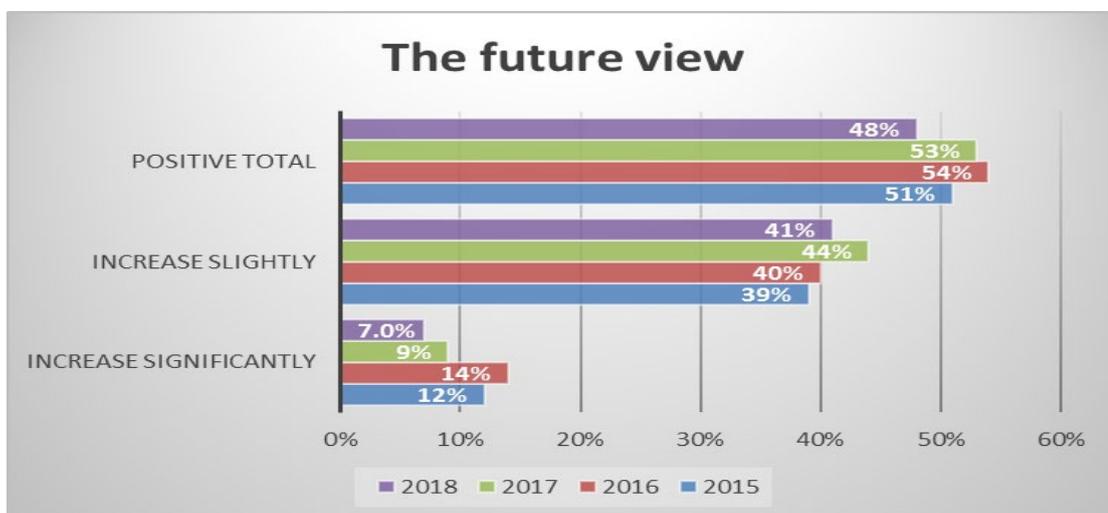


Job satisfaction remains remarkably high amongst all groups, but there was a notable reduction in those stating a "very high" level of satisfaction amongst Franchised Instructors.

## ...What Does the Future Hold?

Levels of optimism continue to slide to the extent that just under half of Instructors now expecting their earnings to increase over the next 12 months.

A far more positive mood prevails amongst Franchised Instructors 15% of whom see their earnings "increasing significantly" which compares to just 4% for Independent Instructors.



Brexit was headline news when the survey was conducted, yet 77% of Instructors feel that the Brexit outcome will have no impact on them.

## For further information contact

Andy Mitchell  
FBTC Commercial Director  
07809 507214  
[andy.mitchell@fbtc.co.uk](mailto:andy.mitchell@fbtc.co.uk)

## About FBTC

Established over 20 years ago, FBTC is a specialist accountancy service for Driving Instructors and the self-employed.

Covering the whole of the UK, FBTC provides service to more than 2,000 clients.

FBTC provide a totally comprehensive service:

- Self-employment registration
- Compilation of annual accounts
- Annual tax returns
- All communications with HM Revenue & Customs
- Access to members only area of FBTC website
- Tax and accountancy advice
- Free online cashbook system available

All for an affordable monthly fee.

For further information:

[www.fbtc.co.uk](http://www.fbtc.co.uk)  
0344 984 2515  
[info@fbtc.co.uk](mailto:info@fbtc.co.uk)