



HUNTER
HUMAN CAPITAL



Optometrist and Dispensing Optician Salary Survey 2015

Key data for recruiting and retaining staff.

Page 03	Research-Powered Recruitment
Page 04	The cost of badly filled vacancies.
Page 05	Our knowledge of salaries.
Page 06	Optometrist Salary Survey.
Page 07	Factors affecting Salaries.
Page 08	Optometrist - benefits.
Page 09	Dispensing Optician Salary Survey.
Page 10	Dispensing Opticians - changing jobs.

Research-Powered Recruitment - Proven to deliver **6x** as many high calibre candidates as any other method.

Established in 2003, Hunter Human Capital is a headhunting firm that specialises in recruiting **Optometrists, Dispensing Opticians and Practice Managers**. Our proactive, research based recruitment methodology is an ideal solution for employers looking to find exceptional candidates or fill 'hard-to-fill' posts.

Headhunting involves making direct and personalised approaches to prospective job candidates, with a high degree of discretion. It is an ideal solution when recruiting for positions where specific qualifications and expertise are sought and candidates must have proven track records of success in similar roles.

Underpinned by high quality candidate research, headhunting is a transparent process, whereby the list of candidates to be headhunted is agreed in advance with the client and the client receives regular, detailed updates on the outcome of all headhunting activity being undertaken on their behalf.

Headhunting is very different to any other method of recruitment.

Why use us

Headhunting is very different to any other method of recruitment. The service provided by Hunter Human Capital uniquely gives you the opportunity to present your role in a powerful and engaging way to every Optometrist, Dispensing Optician or Practice Manager in your area, not just the few who are actively looking for new positions.

Identification & Attraction

- Real time access to **every single Optometrist, Dispensing Optician and Practice Manager** working in the UK.
- High calibre candidates generated **exclusively** for you.
- Unique ability to promote your opportunity, in order to attract **the right candidates** into your practice.

Selecting for Quality

- Assessing and selecting candidates with the right **skills, motivation & track record** to help you achieve your practice's goals.
- Ensuring **good cultural fit** between the candidate and your practice.

Assurance & Peace of Mind

- Bespoke, **fully project-managed** and **totally transparent** recruitment service.
- Recruitment process **developed over 15 years** through consultation with practice owners and leading industry bodies.
- The **only recommended provider** of recruitment services to Sight Care Group members.

The cost of badly filled vacancies

It is very easy to underestimate the detrimental effect of hiring a less-than-ideal candidate, or leaving a vacancy unfilled for a period of time.

When competing against multiples, personal service is the key resource of the independent; without the familiar faces of a permanent, competent, committed staff team, this advantage can easily be lost.

A practice team is only as strong as its weakest member. Having a single weak link inevitably impacts on customer service and conversion rates and puts pressure on other team members.

Locums are a temporary solution at best, being expensive, often unreliable and almost always lacking any kind of commitment towards the long term success of a practice.

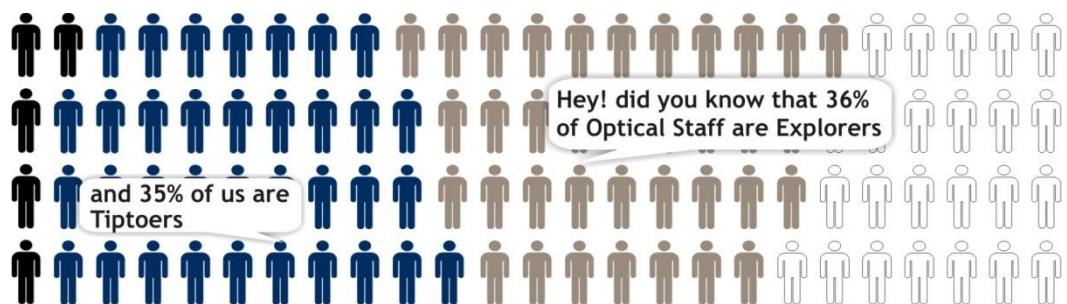
Why high calibre Optometry staff are so hard to recruit

If you want to recruit a high quality Optometrist, Dispensing Optician or Practice Manager, there are 2 separate problems you need to overcome:

1. The pool of active job-seekers is small – at any one time less than 5% of Optometry staff are actively looking for new roles i.e. reading job ads and sending their CVs to employment agencies. Hiring exercises based around advertisements or agencies are inevitably compromised by a shortage of candidates.
2. Active job-seekers are more likely to be poorly-performing employees – people don't tend to enjoy doing jobs they're not good at and employers don't make much of an effort to look after poor-performers, so the lowest calibre employees are always more likely to be reading and applying to job ads and registering with employment agencies.

The solution

The pool of Approachable candidates (made up of Tiptoers and Explorers - see below) is considerably bigger and contains a significantly higher proportion of high quality candidates. Headhunting is the only method of recruitment that will enable you to present your vacancy to every one of these candidates and this, in turn, will afford you a significantly better opportunity to hire a high quality candidate with a proven track record of success.



Active
Responding to job ads.

Tiptoeer
Thinking about changing jobs & speaking to associates

Explorer
Not actively looking but willing to speak to headhunters

Super Passive
Settled and not interested in opportunities

71% Together known as Approachable

A considerably higher proportion of high quality candidates

Our pro-active, research-based recruitment process consistently achieves positive results and as long as the right conditions exist, **we provide service on a ‘no-hire, no-fee’ basis** – under these terms you do not pay us a penny until, or unless a candidate supplied by us accepts a position with you.

Our Knowledge of Salaries

- At the beginning of each year we analyse all the information gathered during the previous calendar year and publish it in our annual salary survey. This is to provide general guidance on salaries and other factors that employers should take into consideration when:
 - a) Deciding what kind of remuneration package to offer prospective new employees.
 - b) Conducting salary reviews with existing employees.
- The salary information provided should be used only as a general guide, as there is no way for us to take relative ability/competence into account, yet that’s probably the most critical factor in any decision on remuneration.
- The majority of salaries in our data samples tend to vary by approximately 10% either side of the benchmark figures provided. Much of the variance is due to relative ability/competence, which is something that employers should bear in mind when seeking to hire or retain high-calibre employees.
- All figures stated are average actual earnings (including actual bonus earnings) during the 2014 calendar year.
- Bonus earnings have been included on the basis that some firms remunerate in the form of a full cash package, whilst others offer a lower basic salary and pay bonus on top. Not including bonus earnings would therefore give a false impression of actual earnings. We have included only actual bonus earnings.
- All figures are based on a 37.5 hour working week (a pro rata figure has been applied where candidates were working a lesser or greater number of hours).
- The figures include all cash remuneration, whether called basic salary, car allowance, location allowance, mobile allowance or bonus.
- The figures presented are the average earnings of employed Optoms and DOs working for multiples, franchises and independent firms.
- Our data sample does not include locums, directors or partners of any firm.
- We have provided figures for Optoms and DOs working in England, Scotland and Wales only, as the data we hold for people working in Northern Ireland is limited.

Optometrist Salary Survey

		LEVEL OF EXPERIENCE					
		0-12 MONTHS	12-24 MONTHS	24-36 MONTHS	3-6 YEARS	6-10 YEARS	10+ YEARS
REGION	SOUTH WEST	34800	35400	43500	50700	50600	50600
	SOUTH EAST	34000	36100	39200	52500	52400	52500
	GREATER LONDON	31300	35400	36300	47300	47200	51300
	EAST ANGLIA	34200	35200	40900	50100	50000	53300
	MIDLANDS	30600	31000	36100	44300	44200	46300
	YORKSHIRE & HUMBERSIDE	32000	33300	37700	46500	46400	48400
	NORTH WEST	32400	35200	38300	46300	46200	49131
	NORTH EAST	30100	35600	35800	45400	45300	48900
	NORTHERN	31600	35000	37900	46100	46000	50600
	WALES - SOUTH	30200	31500	35400	43400	43000	47600
	WALES - OTHER	30100	32600	33200	43200	42900	47300
	SCOTLAND - CENTRAL BELT	28400	30400	32400	44800	44700	45000
	SCOTLAND - OTHER	28800	32300	34100	43400	43300	47800

The following 3 factors have the greatest effect on salaries:

- **Supply & demand** - this is largely down to geography and whether or not you're based in an area of the country where demand for good people outweighs supply.
- **Experience** - e.g. a highly experienced candidate will command a much higher salary than a less experienced one.
- **Calibre** - you can't determine a salary by looking at a CV. Two individuals with near-identical CVs may be worlds apart in terms of their respective levels of competence and 'worth'.

Multiplied together, these 3 factors create significant variances and on that basis, the figures quoted in this salary survey should be used as no more than a rough guide.

If your aim as an employer is to retain a member of staff, the main questions you need to be asking yourself are:

- Am I paying this person not just what they might be worth on the open market but what they're worth to my business?
- If I lost this person, could I reasonably expect to find a replacement of equal or higher calibre and commitment?
- What would be the cost to my business of losing this person, once I've taken everything into account, including lost opportunity costs and the cost of hiring and training a new member of staff?

If you're looking to hire someone, the questions are similar:

- If I don't manage to hire this person, can I reasonably expect to be able to find someone else of equal or higher calibre and commitment?
- What is this person really worth to my business?
- What will it cost me if I don't get them on board?

If you go about recruiting in the right way, then when you meet with someone you'd like to hire, the skills, abilities, experience and financial demands of that specific individual are the only things that will determine the remuneration package you'll need to offer.

Client Testimonial—John Biddle, Owner John Biddle Opticians.

“By the time one has paid for very expensive and often unsuccessful advertising, or engaged costly employment agencies with absolutely no interest or ability in recruitment, it really leaves only one sensible recruiting option – Hunter Human Capital.”

Client Testimonial—Mrs. D. Enderby, Owner, Enderbys of Boston.

“Using Hunter Human Capital was the best decision we made and I have no hesitation in highly recommending their use to other practices.”

Client Testimonial—Mary Thompson, Partner, Philip & Mary Thompson Opticians.

“I am very aware that headhunting is widely employed in other fields in order to contact the very best potential employees. I am surprised that it is so little used in optics!”

Client Testimonial—Harsh Shah, Director, Eyewise Optometrists.

“The candidates were sought on my behalf in the most professional manner, and this became apparent when I carried out the interviews.”

Optometrists - benefits

PROFESSIONAL FEES PAID	82%
STAFF DISCOUNT	73%
PENSION CONTRIBUTION	52%
TRAINING COURSES PAID	41%
PRIVATE HEALTH INSURANCE	28%

Optometrists changing jobs

The 10 most important factors for Optometrists

1	Remuneration package
2	Location
3	Job description
4	Job security
5	Reputation of employer
6	Opportunity for career development
7	Type of firm (Multiple vs Independent)
8	Working environment
9	Opportunity for professional development
10	Flexibility of working hours

Holidays inclusive of 8 public holidays

HOLIDAYS	PERCENTAGE OF OPTOMETRISTS
> 33 DAYS	4%
= 33 DAYS	91%
< 33 DAYS	5%

Dispensing Optician Salary Survey

		LEVEL OF EXPERIENCE (YEARS)			
		0-1 YEARS	1-3 YEARS	3-5 YEARS	5+ YEARS
REGION	SOUTH WEST & SOUTH EAST (INC. GREATER LONDON)	22300	23400	27200	32300
	EAST ANGLIA	20400	22800	27300	31600
	MIDLANDS	19900	22200	26700	30000
	YORKSHIRE & HUMBERSIDE, N.W., N.E. & NORTHERN	20500	25500	27100	29400
	WALES	20400	23200	25900	29500
	SCOTLAND	20200	23900	25400	28100

Dispensing Optician - benefits

PROFESSIONAL FEES PAID	74%
STAFF DISCOUNT	61%
PENSION CONTRIBUTION	53%
TRAINING COURSES PAID	35%
PRIVATE HEALTH INSURANCE	30%

Client Testimonial—Paul Avraam, Managing Director, Vision Centre Group.

“I was a major sceptic but not any more. Hunter Human Capital not only performed a small miracle but also found the people with the perfect credentials for my business.”

Client Testimonial—Sally Spicer, Partner, David Spicer Optometrists.

“We would very much recommend the Hunter Human Capital style of headhunting as a stress free way to recruit good quality staff.”

Client Testimonial—John Tickner, Director, Howie and Tickner Optometrists.

“The whole process was carried out efficiently and smoothly and I will certainly be looking to HHC to assist with my future recruiting.”

Dispensing Opticians changing jobs

The 10 most important factors for Dispensing Opticians

1	Remuneration package (cash + benefits)
2	Location
3	Job description
4	Opportunity for career development
5	Type of firm (multiple versus independent etc.)
6	Identity/reputation of employer
7	Opportunity for professional/clinical development
8	Job security
9	Working environment
10	Flexibility of working hours

Holidays inclusive of 8 public holidays

HOLIDAYS	PERCENTAGE OF DISPENSING OPTICIANS
> 33 DAYS	13%
= 33 DAYS	70%
< 33 DAYS	17%

For further information about how we can help you hire Optometrists, Dispensing Opticians or Practice Managers, please contact Jason Dunn on 01423 874696 or by email Jason@hhcuk.com.



HUNTER HUMAN CAPITAL
Telephone. 01423 874696

12B HORNBEAM PARK OVAL HARROGATE HG2 8RB
Fax. 0870 762 0594 info@hhcuk.com www.hhcuk.com

Registered in England No: 4690995

