

Animation & VFX

RATE GUIDANCE

For Film & TV 2022

FREELANCE RATE GUIDANCE

	Min Acceptable Day Rate	Average Day Rate	Target Day Rate
Junior	£125	£160	£205+
Mid	£225	£255	£310+
Senior	£330	£375	£430+

These are rates for Animation and VFX workers in the United Kingdom, who work as Self Employed Sole Traders, or who trade through their own limited company. All figures are in British Pounds (GBP). This guidance is for workers who invoice, and does not apply to people on PAYE contracts with full employment contracts (i.e. 'employees').

PAYE RATE GUIDANCE

	Min Acceptable Salary	Average Salary	Target Salary
Junior	£31,000	£33,500	£45,000+
Mid	£46,000	£50,000	£65,000+
Senior	£73,000	£82,000	£99,000+

These are rates for Animation and VFX workers in the United Kingdom, who work as PAYE Employees and who receive holiday, sick pay, pension contributions etc... All figures are in British Pounds (GBP). This guidance is for workers on PAYE contracts and does not apply to Self Employed Sole Traders or who trade through their own limited company.

NOTES ON THIS GUIDANCE

- The figures in the table are **not intended as pay caps**. They are meant to provide a base to negotiate upwards from.
- This guidance is for people who work in an artistic and technical capacity within the Film and TV industry.
- As broad guidance, a **junior** has been in the industry for 1-3 years, a **mid-level** has been in the industry for up to 7 years, and someone who has been in the industry for more 7 years could generally be considered a **senior**.
- This guidance assumes a working day that is no longer than **eight hours** plus one unpaid hour for lunch. Workers are urged to ask for hourly overtime payments and if additional unpaid **overtime** is expected, they are urged to increase their daily rate expectations.
- When discussing offers of work, workers are urged to ask for the 'target' rate, but to understand that, unless they have a strong negotiating position, agreeing the 'average' rate is a reasonable expectation.
- We urge everyone to push back and **reject offers of work below the 'acceptable' rate**. This is a professional rate and if an employer is unwilling to pay this, in reality they are looking for someone who doesn't have the skills or the professional standing to do the work.
 - We urge Animation & VFX artists **not to undercut colleagues** by working below 'acceptable' rate.
 - These rates are for labour only – we advise that workers charge **additional fees for equipment, licenses etc.**
 - Project of one week or less – try to increase your expectation by 30%
 - Projects of one month or less – try to increase your expectation by 15%



the Animation & VFX union



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AND STAND UP FOR EACHOTHER



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