



Animation & VFX FREELANCE RATE GUIDANCE For Film & TV

	Acceptable Daily Rate	Average Daily Rate	Target Daily Rate
Junior Level	£120	£150	£190+
Mid Level	£210	£240	£290+
Senior Level	£310	£350	£400+

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.
- 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').
- This guidance is for people who work in an artistic and technical capacity within the Film and TV industry.
- 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.

- 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.

- 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



STAND UP
FOR YOURSELVES
AND STAND UP FOR EACHOTHER



The Animation & VFX Union, Powered by BECTU
www.animvfxunion.com • www.bectu.org.uk