

# UK Driving Instructor Review 2020



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**The Annual UK Driving Instructor Review is conducted each year by FBTC, a specialist accountancy services provider to the driving instructor industry, who build a definitive view of the sector's health and prospects for growth.**

The full 2020 report was featured in *Intelligent Instructor* magazine in January 2020.

This extract, compiled for RED Driving School, analyses the results of 92 randomly selected RED Instructors and compares this with independent driving instructors from across the UK.

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# Key Findings

## 1. Hours worked

Independent instructors work, on average, 27.1 hours per week.

RED Driving Instructors are working, on average, 30.5 hours per week.

**This means that RED Instructors are able to generate three and a half extra hours work per week than independent driving instructors.**

## 2. Hourly rate

Independent instructors earn an average of £27.25 per hour (after deducting the cost of student offers, charges and discounts).

On the same basis, RED Driving Instructors attain an average net hourly rate of £28.89 which is a 4.6% increase over last year.

**This means that RED Instructors earn more for each hour they work.**

## 3. Gross income

On average, independent instructors are earning £738.47 per week.

RED Driving Instructors average gross earnings of £875.37 per week, which is £43,768.50 on an annual basis (gross figure achieved by multiplying hours worked and hourly rate over a 50-week year).

**RED Instructors earn 18.5% or £136.90 more each week than independent instructors.**

**What's more, the top 29% of RED Driving Instructors achieve a gross annual income of £50,000 or more.**



# Key Findings

## 4. Net income

Net weekly income is the amount that instructors earn after deducting their costs, but before any tax that may be due to HMRC.

The following table compares the average net income of RED Franchisees with those of average independent instructors.

	<b>RED Brand Franchisee*</b> Renault Clio	<b>RED Full Franchisee**</b> Renault Clio	<b>Independent Instructor</b>
Gross weekly income	£875	£875	£738
Weekly franchise costs	£95	£235	n/a
Weekly car costs	£83	Included	£120
Weekly insurance costs	£10	Included	£10
Weekly pupil marketing costs	Included in average net hourly rate	Included in average net hourly rate	£75
Weekly fuel costs	£36	£36	£36
<b>Net weekly income</b>	<b>£651</b>	<b>£604</b>	<b>£497</b>
<b>Net annualised income (50 weeks)</b>	<b>£32,550</b>	<b>£30,200</b>	<b>£24,850</b>

\*RED Brand Franchisee is priced using RED's exclusive deal on the new Renault Clio at 30,000 miles pa, in a maintained 24m contract. Figs as of Jan 2020.

\*\*RED Full Franchise includes our Renault Clio. Fully insured, taxed and maintained. Figs as of Jan 2020.





# Key Findings

## 5. Job satisfaction - RED removes the 'stress and hassle'

The supply of new learners that is provided to RED Instructors, coupled with the day-to-day support available through RED's Instructor Support team removes the 'stress and hassle' from the job and improves the 'job satisfaction' – as shown in the recent FBTC survey.

**84% of RED Instructors are 'satisfied' with their job**

**36% are 'very satisfied' with their job**

## 6. What does the future hold?

At time of publication of this report there was a good deal of uncertainty about the outcome of brexit. Despite this, the mood amongst RED instructors was bouyant.

**88% of RED Instructors surveyed expect that their income will increase or remain the same over the next 12 months.**



# RED's Summary



**RED Driving School is one of the largest driving schools in the UK. We have an outstanding brand reputation for delivering great quality and value-for-money lessons for learners.**

This means that RED has an unrivalled supply of new learners who pay a premium rate.

The survey proves that, on average, RED Instructors work 30.5 hours per week and earn, on average, nearly £29 per hour.

This all adds up to a great lifestyle and income and shows that RED Instructors earn considerably more money than independent instructors.

RED Driving School was voted 'Britain's Favourite National Franchise' which is a testament to the service and support provided to their instructors.

- ✓ **Full diary due to RED's outstanding pupil marketing**
- ✓ **Premium hourly rate due to RED's brand image and reputation**
- ✓ **Best earnings in the sector with choice of franchise**
- ✓ **Full Franchise option does not require a credit check**
- ✓ **Support and back-up yields outstanding job satisfaction**

