



# THE STRAIGHT ROAD TO SUCCESS FOR DRIVING INSTRUCTORS

FROM GENDER PAY EQUALITY TO HIGH HOURLY RATES, HERE'S HOW A CAREER AS A DRIVING INSTRUCTOR CAN BE A REAL MONEY-MAKER.

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RED DRIVING SCHOOL

**WHILE THOUSANDS OF WORKERS ACROSS THE UK BEMOAN LONG WORKING HOURS, HOLIDAY CLASHES AND DIFFICULT MANAGERS, DRIVING INSTRUCTORS ARE RELISHING THE FREEDOM AND EARNING OPPORTUNITIES THAT COME WITH BEING SELF-EMPLOYED.**

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# INTRO

## THE RISE OF THE SELF-EMPLOYED

**T**he UK jobs market is a seemingly unpredictable one, with the number of people in and out of employment forever rising and falling and employers nervously anticipating the effects of Brexit. In the midst of the madness, the self-employed are standing strong – in fact, they’re getting stronger. According to the Office of National Statistics figures, the number of self-employed people rose from 3.8 million in 2008 to 4.75 million between August and October 2016. That’s 15% of all people in work.

But there’s one self-employed group in particular that are thriving in this changeable jobs market. Who are they? They’re the unsung heroes of our communities, the friendly faces who make learning fun, the ones teaching people young and old a valuable life skill: driving instructors. Yes, the current driving instructing industry is thriving, with specialists in this field some of the highest earners in the entire self-employment sector.

**W**hile thousands of workers across the UK bemoan their long working hours, holiday clashes and difficult managers, driving instructors are relishing the freedom that comes with being self-employed. However this isn't the only advantage to ditching the office job and training as a driving instructor, as research has found that this career move could actually be a real money-maker.

Using official stats from the Annual Driving Instructors Review 2017 by specialist accountancy service FBTC, as well as data collected by RED Driving School, one of

the largest of its kind in the UK, this white paper will show how a career as a driving instructor is not just a great earner, but it's also great for improving your overall quality of life.

When it comes to the financial side of things, because you have so much freedom over your hours, the amount you earn is up to you, but even a 30-hour week can see you taking home more than the national average. Then when it comes to job satisfaction, whether you work for a top franchise such as RED Driving School or become an independent instructor, research shows that the driving instructing industry ticks all the boxes for a satisfying career. Work-

life balance is good, wellbeing rates are high, and when it comes to gender pay equality, this sector bucks the trend with women typically making more than men.

What's more, when compared with other driving jobs such as working in deliveries and heavy goods, a career as an instructor came up trumps in the key areas of annual income, satisfaction and growth. What separates driving instructing from these other professions is the social element – teaching the next generation of drivers a valuable life skill.

# EXEC.

## SUMMARY

# KEY TAKEAWAYS

**£1.37**

Female driving instructors are making just as much, if not more, than their male counterparts, with the average rate £1.37 more per hour.

**£££**

Top earning driving instructors in the industry have a substantially higher income than people in other driving jobs.

**93%**

Job satisfaction is high among driving instructors, with almost all of them (93%) claiming to be happy in their jobs.

**8%**

The 8% year-on-year hourly rate increase for RED driving instructors is the highest growing rate in the industry

# T 'WHO RUNS THE WORLD?' AN INDUSTRY CHAMPIONING GENDER PAY EQUALITY

**T**he gender pay gap in the UK is currently 9.4%, but with female driving instructors making more money per week on average than their male counterparts, this industry is proving to be one of the most progressive. The average female driving instructor makes £25.84 an hour – £1.37 more than the average male instructor – and works 29.2 hours a week, compared to 29.4 hours for men. On top of this, female instructors have reported a 10.9% average hourly rate price increase over the last year, and a year-on-year weekly gross income rise of 19.5%.

Yes, women are the biggest winners in the driving instructing sector, reporting a year-on-year average gross income increase of £123.10 a week. This takes their total earnings to £754.53 a week on average – a whopping £35 more than men working the same hours. Why? Well, partly because they've increased their hourly rate industry-wide, but also, simply, because they're working more than before. This highlights just how profitable this industry can be, with a flexible working schedule allowing instructors to work as many or as few hours as they choose – regardless of gender.

**19.5%**

Year-on-year weekly gross income has risen by 19.5% for female driving instructors.

**£25.84**

The average female driving instructor makes £25.84 an hour – £1.37 more than the average male instructor.

**29.2**

Female driving instructors work an average of 29.2 hours a week.



**MILLENNIALS IN PARTICULAR ARE ONE GROUP BENEFITTING FROM GREATER GENDER PAY EQUALITY [...] RECENT FIGURES SHOW THE GAP BETWEEN MEN AND WOMEN IN THEIR 20S HAS HALVED IN A GENERATION TO 5%.**



**2.7%**

Year-on-year weekly gross income has risen by 2.7% for male driving instructors.

**£24.47**

The average male driving instructor makes £24.47 an hour – £1.37 less than the average female instructor.

**29.4**

Male driving instructors work an average of 29.4 hours a week.

Millennials in particular are one group benefitting from greater gender pay equality, with data from the Office for National Statistics, analysed by the Resolution Foundation, showing the pay gap between men and women in their 20s has halved in a generation to 5%. This is compared to 16% for baby boomers (those born between 1946 and 1965).

However, there's still work to be done, particularly when it comes to those in their 30s and 40s, who still face wider gender pay inequality as a result of having children and taking time out of work. The demands of

parenting, whether your little one is still an infant or starting school, can make going back to work feel daunting – but that's why driving instructing, a job that easily fits around family and other commitments, is such a great option. Mothers and fathers returning to work as a driving instructor can benefit from working around childcare and reducing their hours.

# 2.

## THE SKY'S THE LIMIT FOR EARNING OPPORTUNITIES

**A** career as a driving instructor can come with huge financial rewards, with the highest earners in the industry taking home £50,000 a year. Because you have complete control over the number of hours you work, you can do as much as your schedule allows, boosting your earning potential.

Research shows that the average driving instructor in the UK makes £731 in a week, based on just 29 hours' work. For those working for a franchise, this figure rises to £762 for 30 hours' work. This weekly wage is also

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***WORKING SMARTER, RATHER THAN HARDER, IS IMPORTANT TO GETTING THE MOST OUT OF YOUR CAREER***  
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significantly higher than that of employees across all sectors in the UK, who in December 2016 were reported by the Office for National Statistics to be taking

home an average of £507 a week before tax.

There's certainly money to be made as an instructor – indeed,

the FBTC report shows that 15% are now achieving a gross income of £1,000 or more a week. However, it also suggests that working smarter, rather than harder, is important to getting the most out of your career, so instead of packing in the hours to up your earnings, think about ways to capitalise on demand. For example, by organising sessions with students who live close to each other to cut down on driving time between lessons and fuel costs.

The point at which driving instructors can begin making a living also works in their favour, as for franchised driving

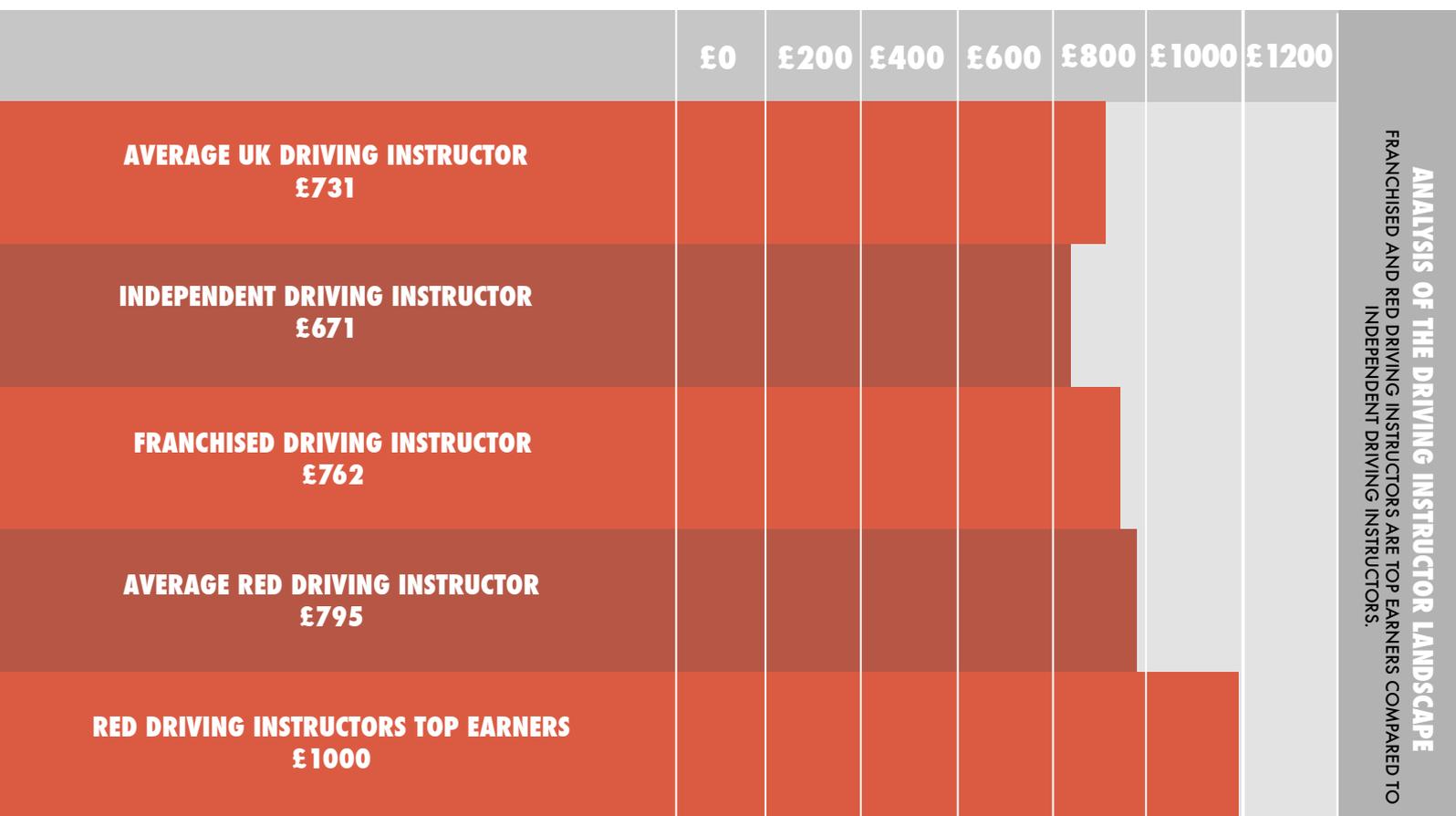
instructors such as those who work for RED Driving School, there is the opportunity to earn while you train, taking some of the pressure off those who have had to leave behind other paid work or commitments to study.

**£731**

The average weekly income for driving instructors.

**15%**

The percentage of driving instructors making a gross income of £1000 or more a week.



# 3

## DRIVING INSTRUCTORS: THE CHAMPIONS OF DRIVING JOBS



*THE BIGGEST APPEAL OF THIS INDUSTRY IS THE FACT IT PAYS WELL – BETTER, IN FACT, THAN MANY OTHER COMMON DRIVING JOBS.*

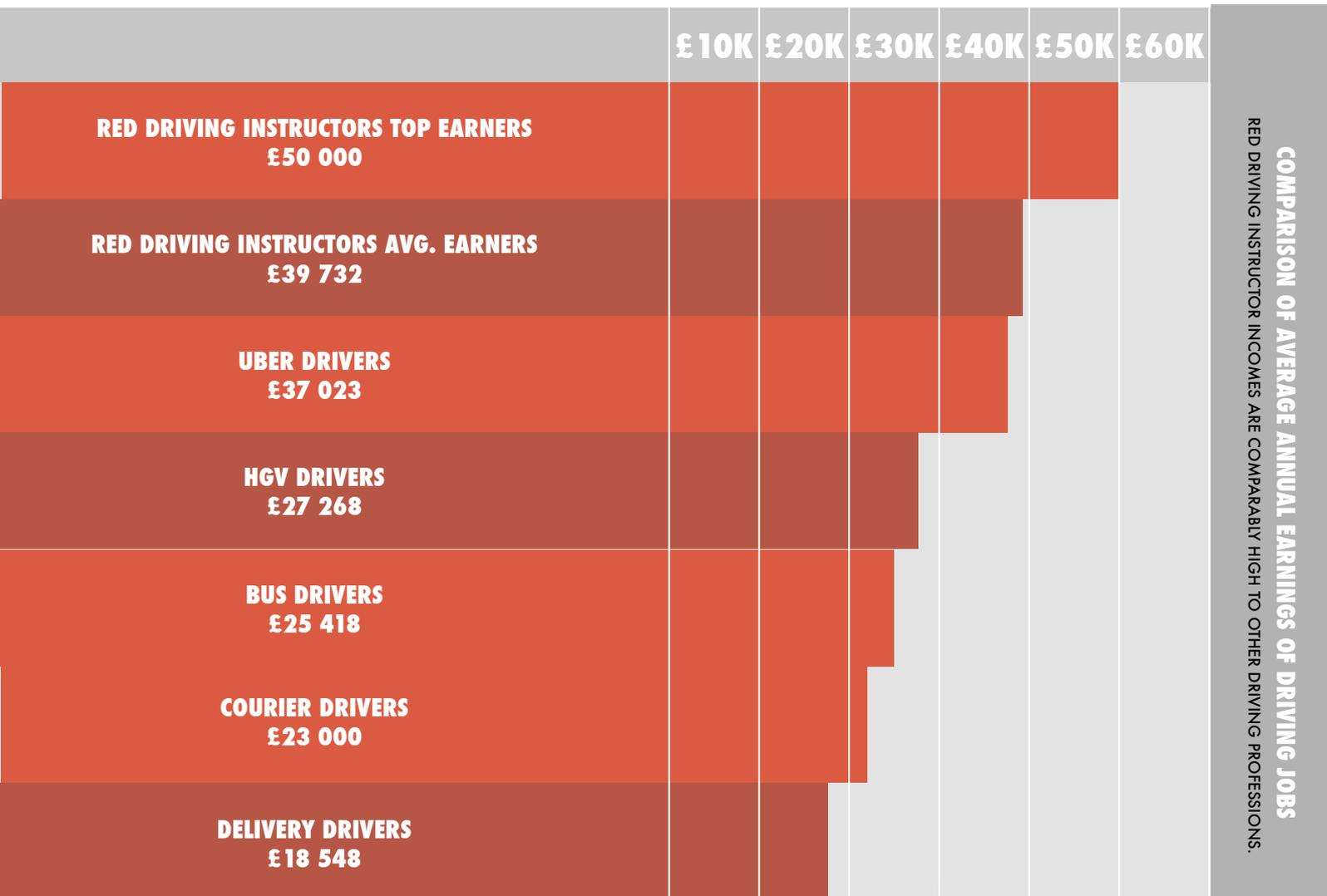


**D**riving is arguably the most essential life skill, with a driving licence a prerequisite for jobs in a wealth of industries. Remember the excitement of turning 17 and having your first driving lesson?

Thousands of people in the UK reach driving age every day, so rest assured there's always going to be demand for instructors. But perhaps the biggest appeal of this industry is the fact it pays well – better in fact, than many other common driving jobs.

Let's take franchisees of RED Driving School as an example. The top 18% of earners make a gross annual income of £50,000 a year – considerably higher than the average UK wage, which is currently at £26,300. By comparison, HGV drivers make just over £27,000, while delivery drivers make the least at around £18,500 a year on average. This means that, in total, the top RED

**HERE'S A MORE IN-DEPTH BREAKDOWN OF HOW THE VARIOUS DRIVING JOBS EARNINGS COMPARE**



Driving School earners can take home substantially more than those in other driving jobs every year.

What's more, while anyone working in a self-employed driving job will need to pay regular costs for the likes of fuel

and repairs, research shows that RED driving instructors spend less in this area than Uber drivers, and the costs are fairly set, giving instructors the opportunity to organise their finances much better.

RED Driving School Salaries source: FBTC Annual Driving Instructors Review 2017  
Data source: Annual Survey of Hours and Earnings, Office for National Statistics, 2015  
Uber driver salary: National average calculated from data provided by Uber blog: '1 Drive with Uber'.



## DRIVING INSTRUCTORS ALSO HAVE AMONG THE HIGHEST ANNUAL GROWTH OF ALL DRIVING PROFESSIONS.



Driving instructors also have among the highest annual growth of all driving professions, with earnings beating those of HGV drivers, bus drivers and delivery drivers. The average UK driving instructor's income is growing by 6.5% year-on-year – by comparison, delivery drivers are seeing annual growth of just 1%, while HGV drivers are experiencing growth of 2%. One particularly striking finding

is the difference in growth between franchised instructors and independent instructors. This could be explained by the fact that, depending on which company they belong to, franchisees often benefit from access to a support team and client database, freeing them from some of the hassles of running a business. Meanwhile, independents will need to take care of these aspects themselves.

Research suggests that franchised instructors have maintained their year-on-year income despite working fewer hours than their independent counterparts, highlighting the benefits of working on behalf of a driving school. According to FBTC, franchisees have reduced their average working week from 32.4 hours to 30 year-on-year, and are now making £1.51 an hour more than independent instructors.

Insights have also revealed that RED Driving School franchisees are faring better than black cab drivers in terms of their income, with the former enjoying a much more stable gross hourly rate. As for black cab drivers, their hourly rate tends to fluctuate dramatically across the different levels of experience, and is in fact much lower on average – £9.40, compared to £25.40.

Instead of steadily increasing, the income of a black cab driver dips after five years – meanwhile, RED driving instructors only see their income grow with more experience. Factors such as location also affect cab drivers' income, with rates differing considerably around the UK due to city-specific congestion charges and varying demand\*.

### COMPARISON OF AVERAGE ANNUAL INCOME OF DRIVING INSTRUCTORS

WEEKLY	RED FULL FRANCHISEE	INDEPENDENT INSTRUCTOR
GROSS INCOME	£795	£671
WEEKLY COSTS	£95	N/A
CAR COSTS	INCLUDED	£95
PUPIL MARKETING COSTS	£16	£75
PETROL COSTS	£50	£50
NET INCOME	£554	£451
NET annualised income (50 weeks)	£27 700	£22 550

\*While the RED Driving School data has been obtained from a primary source, the figures for cab drivers' salaries are estimates based on a number of different sources.

# 4

## FIRST CLASS JOB SATISFACTION AND WELLBEING

It doesn't matter what point you're at in your career, feeling satisfied in your role and having a good work-life balance is essential to your overall wellbeing. You want to take pride in what you do and make sure you've got time for your other commitments, whether you're a parent or want to explore a new hobby.

Having a career that allows you to help out those in your local community and decide your own schedule are just two of the many benefits on offer when you become a driving instructor. According to FBTC, almost all (93%) of driving instructors are satisfied

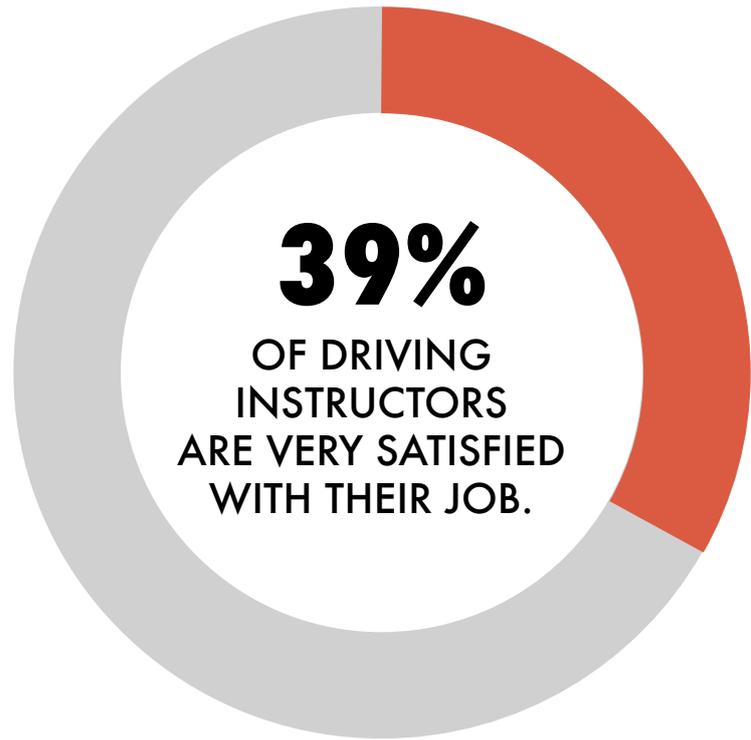
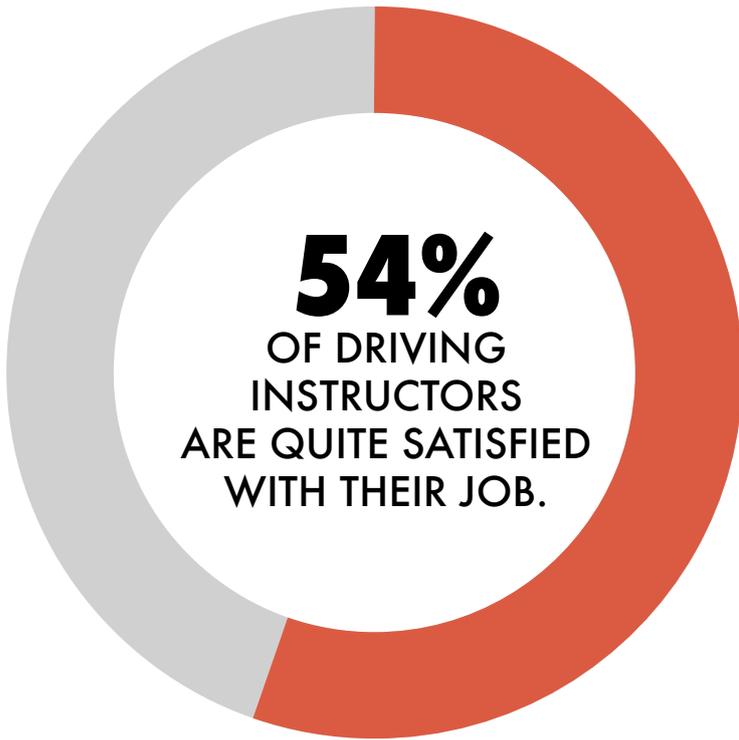
with their job, with more than one-third (39%) claiming to be very satisfied. As for RED Driving School instructors specifically, 43% describe themselves as very satisfied. And with the flexibility of working hours, increased autonomy and potential for a higher income, it's easy to see why. Not to mention the fact that instructors play a major role in their

communities, and the job comes with plenty of social interaction and the chance to make a noticeable difference to people's lives.

Autonomous teaching jobs such as driving instructing can even boost your wellbeing and decrease stress. Research shows that having

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**ACCORDING TO THE FBTC, ALMOST ALL (93%) OF DRIVING INSTRUCTORS ARE SATISFIED WITH THEIR JOB, WITH MORE THAN ONE-THIRD (39%) CLAIMING TO BE VERY SATISFIED.**

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control over your work, managing your time and making decisions are all associated with greater life satisfaction, with those who had the most freedom at work reporting lower levels of stress and fewer complaints about working extra hours. It all comes down to the fact that people who love what they do are willing to spend more time working, and those in self-employed careers are more likely to love what they do.

**93%**

Almost all of driving instructors are satisfied with their jobs.

**WELLBEING**

Research shows that autonomous teaching jobs such as driving instructing can boost your wellbeing and decrease stress.

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*THE JOB COMES WITH PLENTY OF SOCIAL INTERACTION AND THE CHANCE TO MAKE A NOTICEABLE DIFFERENCE TO PEOPLE'S LIVES.*

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# 5

## THE IDEAL CHOICE FOR GRADUATES AND CAREER CHANGERS

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***BOREDOM RATINGS FOR  
GRADUATES IN TEACHING  
JOBS SUCH AS DRIVING  
INSTRUCTING ARE LOW AT  
JUST 4 OUT OF 10, COMPARED  
TO 8 OUT OF 10 FOR GRADS IN  
ADMINISTRATIVE POSITIONS.***

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**S**elf-employment is becoming an increasingly attractive option, but not just for those in their thirties or forties looking to try something new. Graduates too are opting to jump into freelance or self-employed careers straight from university, preferring to go it alone and work for themselves rather than be tied to a company. Being your own boss, booking holidays when you want and having control of your hours – sounds pretty good, doesn't it? Well, in a career such as driving instructing, this is the kind of experience you can expect.

**THE FACT YOU DON'T NEED AN ACADEMIC QUALIFICATION TO UNDERTAKE TRAINING IN THIS AREA MAKES IT BOTH A COST-EFFECTIVE AND ACCESSIBLE OPTION, AVAILABLE TO A WIDE RANGE OF PEOPLE AND SKILL SETS.**

And as well as being a flexible and empowering career move, research from the University of Kent has shown that it's also an enjoyable one, with boredom ratings for graduates in teaching jobs such as driving instructing low at just 4 out of 10, compared to 8 out of 10 for grads in administrative positions. With 86% of graduates in autonomous teaching jobs surveyed attributing their satisfaction to interaction with others, it's clear to see the benefits of working for yourself in a people-focused environment, dispelling myths of freelancing being solely a solitary career move.

Driving jobs are also perfectly suited to those who want to do something new later in life. It doesn't matter if you want to change paths in your twenties,

forties or seventies – the fact you don't need an academic qualification to undertake training in this area makes it both a cost-effective and accessible option, available to a wide range of people and skill sets.

As long as you have time and resources to study towards the approved driving instructor (ADI) qualification, you'll be set up for your new career. Depending on your lifestyle and current working schedule, you could earn your ADI qualification in just six to nine months. Another benefit is being able to study part time, so you can easily fit it around your other commitments

# 6

## WHAT DOES THE FUTURE LOOK LIKE FOR DRIVING INSTRUCTORS?

If the FBTC report is anything to go by, the future looks pretty bright for driving instructors. The research revealed that the majority of instructors – 54%, in fact – believe their earnings will increase over the coming 12 months. Meanwhile, 40% think their earnings will remain the same, and just 6% see their earnings decreasing.

Why are instructors' earnings on the rise? Well, According to Department of Transport statistics, demand for their service remains high, with the number of learner drivers in the UK booming as more people rely on their cars to get them to work. Indeed, more

than a million practical and theory driving tests were taken between July and September 2016, up 3% on the same period in 2015.

However, the supply of driving instructors is decreasing – in September 2016, the number

of instructors had dropped 2.6% from the same time in 2015, and 15.6% from September 2011. This means that the instructors who do train will benefit from more students, competitive pricing and consistent demand.



***MORE THAN A MILLION PRACTICAL AND THEORY DRIVING TESTS WERE TAKEN BETWEEN JULY AND SEPTEMBER 2016, UP 3% ON THE SAME PERIOD IN 2015.***



New changes to driving instructing practices announced in an open consultation by roads safety minister Andrew Jones in December 2016 could also see instructors' salaries increase. The plans, which will allow learner drivers to undertake driving lessons on motorways, could encourage students to book more lessons, incorporating this specialist area into their training. The more lessons booked per student, the higher the earning potential for instructors. The government is continually investing in driving education, with other measures being implemented including updating the practical driving test and a £2 million research programme.

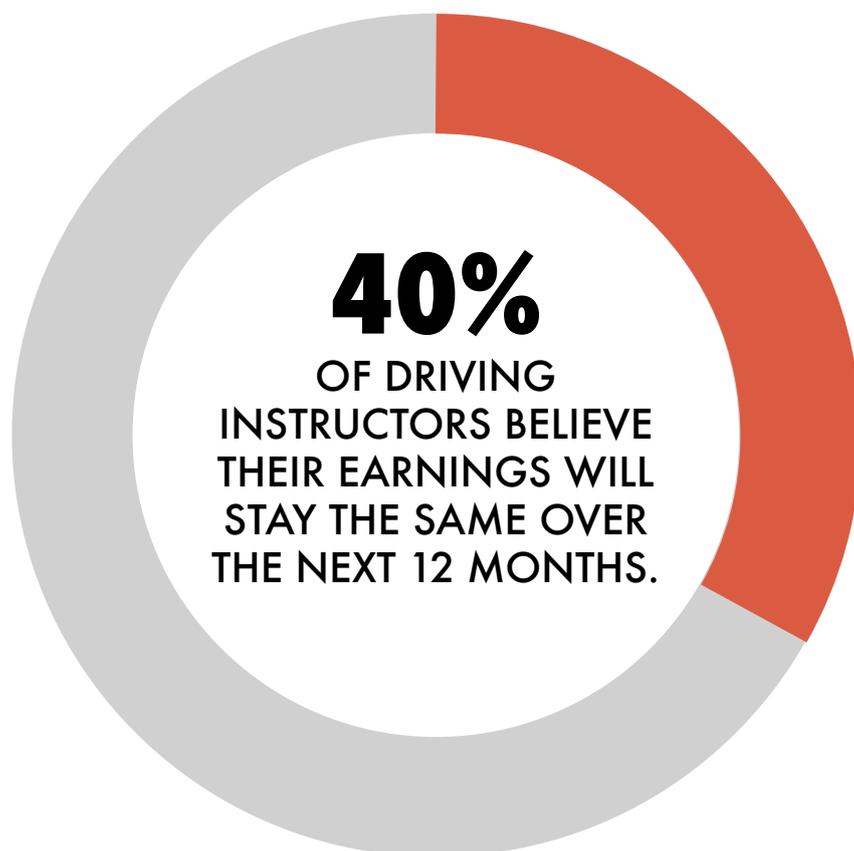
What's more, DVSA registrar Mark McGee shared plans in

September 2016 to improve the training and testing of driving instructors, with focus being given in particular to the ADI part 3 test, which currently consists of pre-set tests and role play exercises. The changes, which are set to come into effect in autumn 2017, will see the test become completely competency-based, with trainees being evaluated in the areas of lesson planning, risk management and teaching and learning strategies, alongside 17 extra sub-competencies. Instead of role play with a DVSA examiner, trainee instructors must demonstrate their ability to teach a real pupil, and record all their progress in a special log book to ensure they've obtained all the required skills.

**54%**

Of driving instructors believe their earnings will increase over the coming 12 months.

**THE GOVERNMENT IS CONTINUALLY INVESTING IN DRIVING EDUCATION, WITH OTHER MEASURES BEING IMPLEMENTED INCLUDING UPDATING THE PRACTICAL DRIVING TEST AND A £2 MILLION RESEARCH PROGRAMME.**



# 7 JOINING THE RANKS OF THE UK'S DRIVING INSTRUCTORS

In terms of making the change, earning your ADI qualification is a core part of the training process. Consisting of three different sections, you'll need to pass all three in order to qualify, but once you've retrained you can get started with your new business straight away. With some driving schools, such as RED, there's even the opportunity to earn while you learn and take on students while you're still studying yourself.

If you're looking to boost your earning potential by starting a new career as a driving instructor,

we say: do it. In the long run, you could see your annual income rise and your wellbeing improve, all the while enjoying the freedom that comes with being your own boss. Whether you've got a passion for driving, want to pass on an essential life skill to others within your community or just fancy doing something different, becoming a driving instructor is a lucrative, satisfying avenue to explore.

## **JOIN RED!**

**DISCOVER THE BENEFITS OF BECOMING A DRIVING INSTRUCTOR FOR YOURSELF WITH RED DRIVING SCHOOL.**

**FOR INFORMATION ON OUR TRAINING OPTIONS OR ADVICE ON GETTING YOUR NEW CAREER STARTED, GIVE US A CALL ON 0330 332 2684, OR HEAD TO OUR [WEBSITE](#) TO FILL OUT AN ENQUIRY FORM.**

# SOURCES

## OFFICE FOR NATIONAL STATISTICS DATA

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<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/dec2016#main-points-for-august-to-october-2016>

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## DEPARTMENT FOR TRANSPORT

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<https://www.gov.uk/government/statistics/driver-and-rider-testing-and-instructor-statistics-july-to-september-2016>

## FBTC

### FBTC - ANNUAL UK DRIVING INSTRUCTOR REVIEW 2017:

<http://blog.fbtc.co.uk/post/fbtc-s-uk-driving-instructor-review-hourly-rate-earnings-and-job-satisfaction>

## PAYSCALE

### PAY SCALE HUMAN CAPITAL

<http://www.payscale.com/>

## BT

### BT ARTICLE 'HOW TO BECOME AN UBER DRIVER AND HOW MUCH YOU COULD EARN'

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## I DRIVE WITH UBER

### I DRIVE WITH UBER

<http://www.idrivewithuber.com/>

## PLEASE NOTE

An overarching caveat when interpreting these results is that while we were able to use primary data for the RED driving numbers as supplied by RED Driving School, the figures we sourced for Uber drivers and Cab drivers are best estimates and averages based on a number of sources. Although they are fair indications they should be accepted with this in mind.

# DRIVING LICENSE

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