

A woman with voluminous curly brown hair is smiling broadly, looking off to the side. She is wearing a bright orange crew-neck sweater. The background is a solid light blue.

Where are we now?

The 2021 Work & Salary Report for the L&D Sector
Survey of 1536 learning and development professionals across the UK.

Blue Eskimo is the leading specialist recruitment company for the learning sector helping clients recruit all disciplines within Learning and Development for close to two decades. This year's work and Salary survey is our 10th annual survey, conducted in the closing weeks of 2021 with the help of some 1536 respondents was designed to provide information about key aspects of employment within the learning industry (including training, learning & development and e-learning) – both within commercial providers and corporate learning departments.

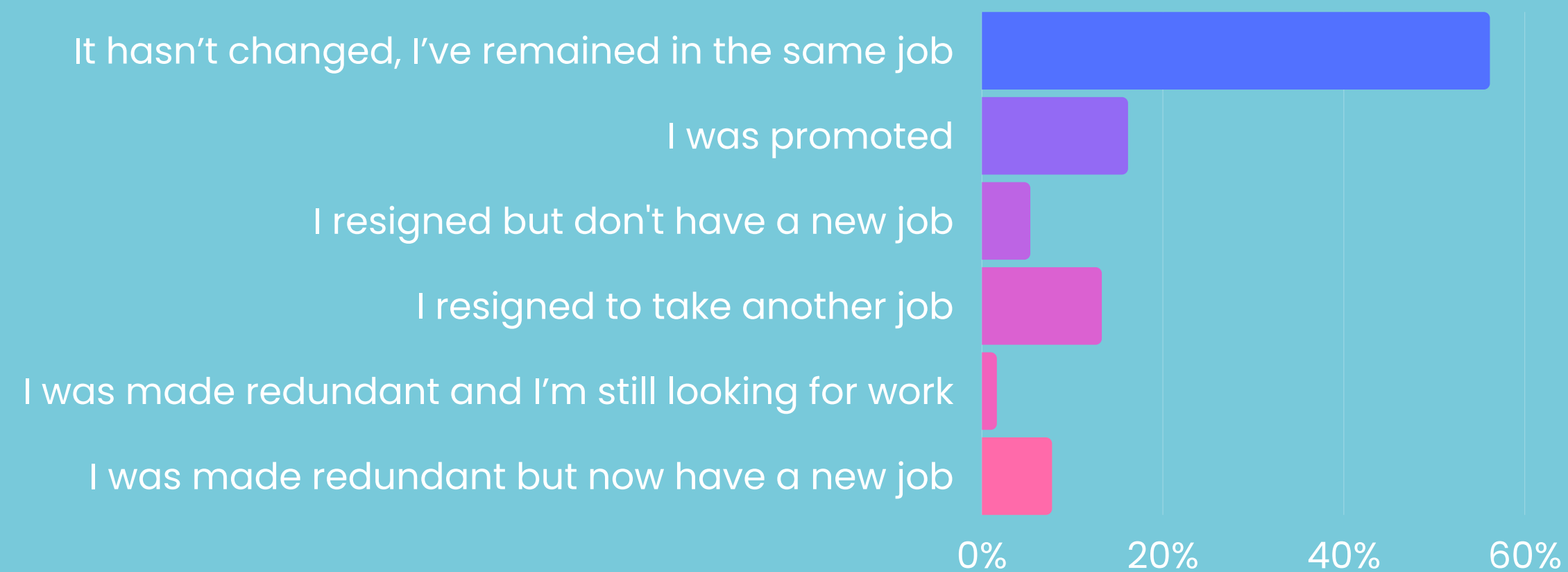
Where are we now?

As we enter into the second quarter of 2022 the world seems more turbulent than ever, we have just learned to live with Covid-19 only to witness the terrible events unfolding in Ukraine. The last two years of lockdowns and remote working have changed all our lives and now we look set to face more economic uncertainty so “where are we now?” is a question we are all asking.

In the corporate world there has been much talk of a Great Reshuffle, people made different priorities during the pandemic and are now seeking more work-life balance. In the learning and development sector this is also true, and demand in the market means that there are plenty of opportunities for those seeking new roles.



How has your employment changed over the last 18 months?



However, there was some core stability in the sector as **56%** of our respondents said that their job had remained the same, however such is the pace of change that even these recent statistics for 2021 may have been a calm before the storm. Since the easing of lockdown at the start of 2022 we have seen even more demand for roles as companies have accelerated their hiring programmes.

We are seeing unprecedented demand both from corporates and learning service vendors and this looks to continue as the learning and development sector continues to grow apace across both the corporate and public sector.



The Market

The global learning and development market size is worth \$367 billion. The learning and development industry is expected to reach \$402 billion by 2025 with a growth rate of 2–3 percent CAGR, says Beroe Inc. (April 2021) (Beroe Inc, 2021)

Outside of corporate learning and development the UK Edtech sector is also experiencing a massive boom. Having grown by 72% in 2020, the UK EdTech sector is now valued at an estimated £3.2bn. With COVID-19 acting as an accelerator, technology has proved a vital solution amidst school closures, lockdown measures, and increased digital adoption in both B2B and B2C markets. The UK is starting to punch above its weight, attracting 41% of all EdTech investment in Europe and growth in demand for technology solutions from schools, universities, students, and teachers. (Wright, 2021)



Overall, learning and development is a vibrant sector and has embraced the challenges of the remote working wholeheartedly. The increased shift to remote working has been perceived by most employees in a very positive light, with the majority of our respondents reporting that they feel happy in their work and connected to their team.

85%

felt that remote working had positive or very positive effects on their motivation levels.

61%

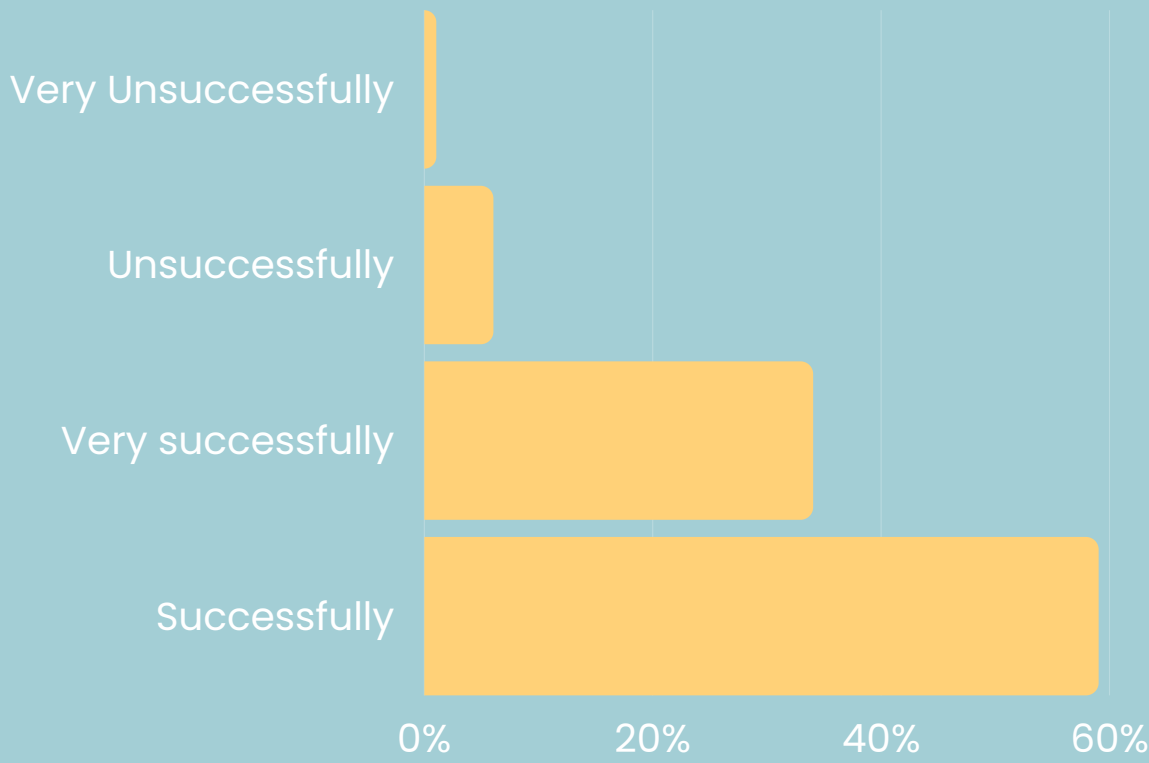
of respondents in our 2021 survey said they were very or quite happy in their current role.

93%

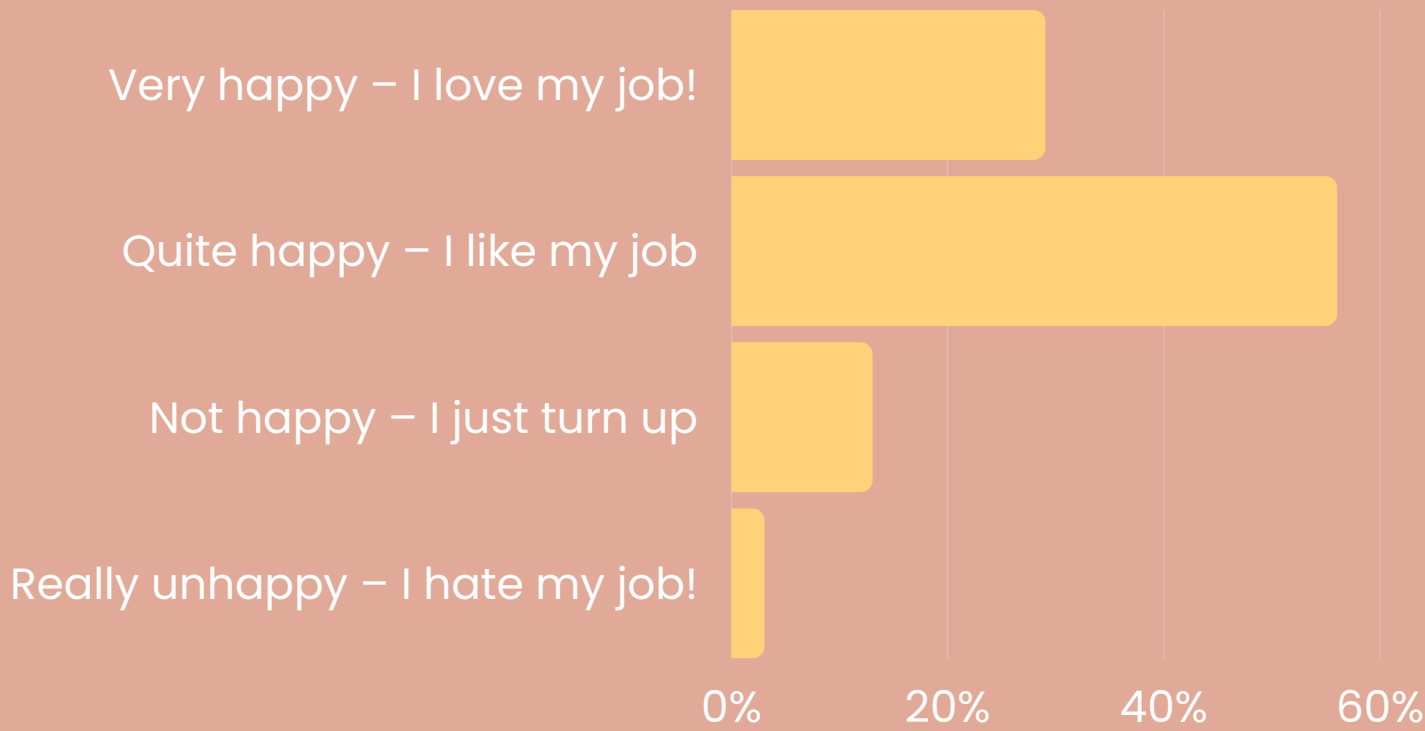
felt they had been successful or very successful in maintaining social connections with their team whilst working remotely.



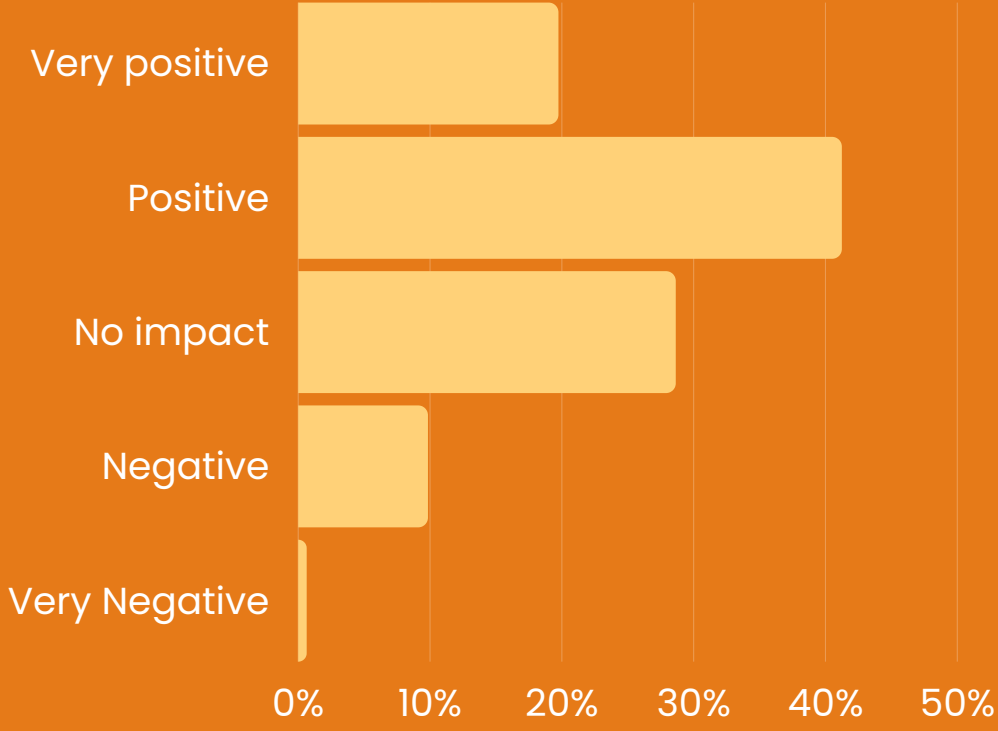
How successful have you been at maintaining a social connection with your colleagues whilst working remotely?



How happy are you in your current role?



What impact has remote work had on your motivation levels?



The benefit of flexibility that remote working brings seemed to outweigh some of the associated negatives such as blurring boundaries between home and work.

94%

agree or strongly agreed with the statement that 'remote working has been a success even though

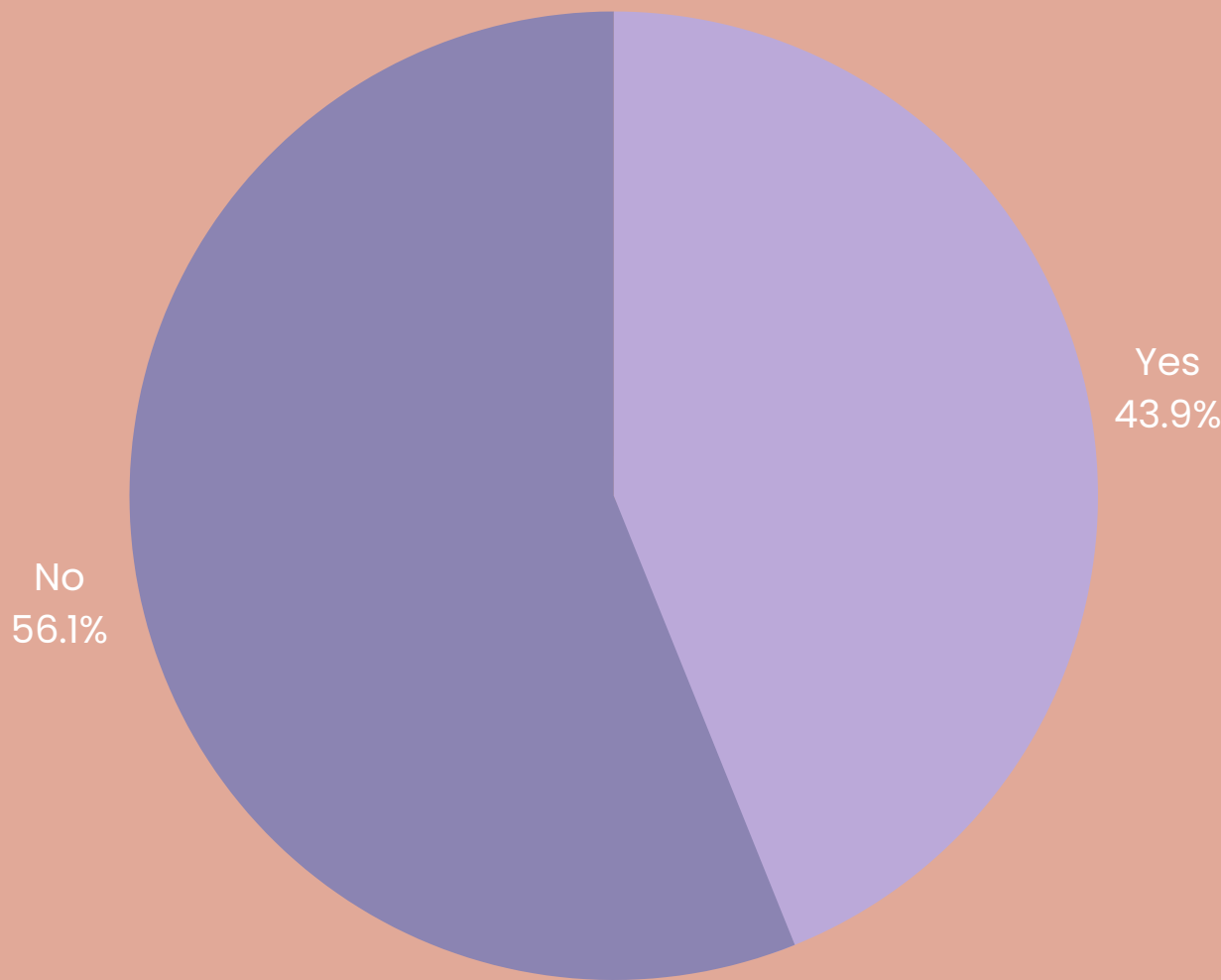
44%

of our respondents also said they were working longer hours because of remote working . Although this could also be part of working culture with

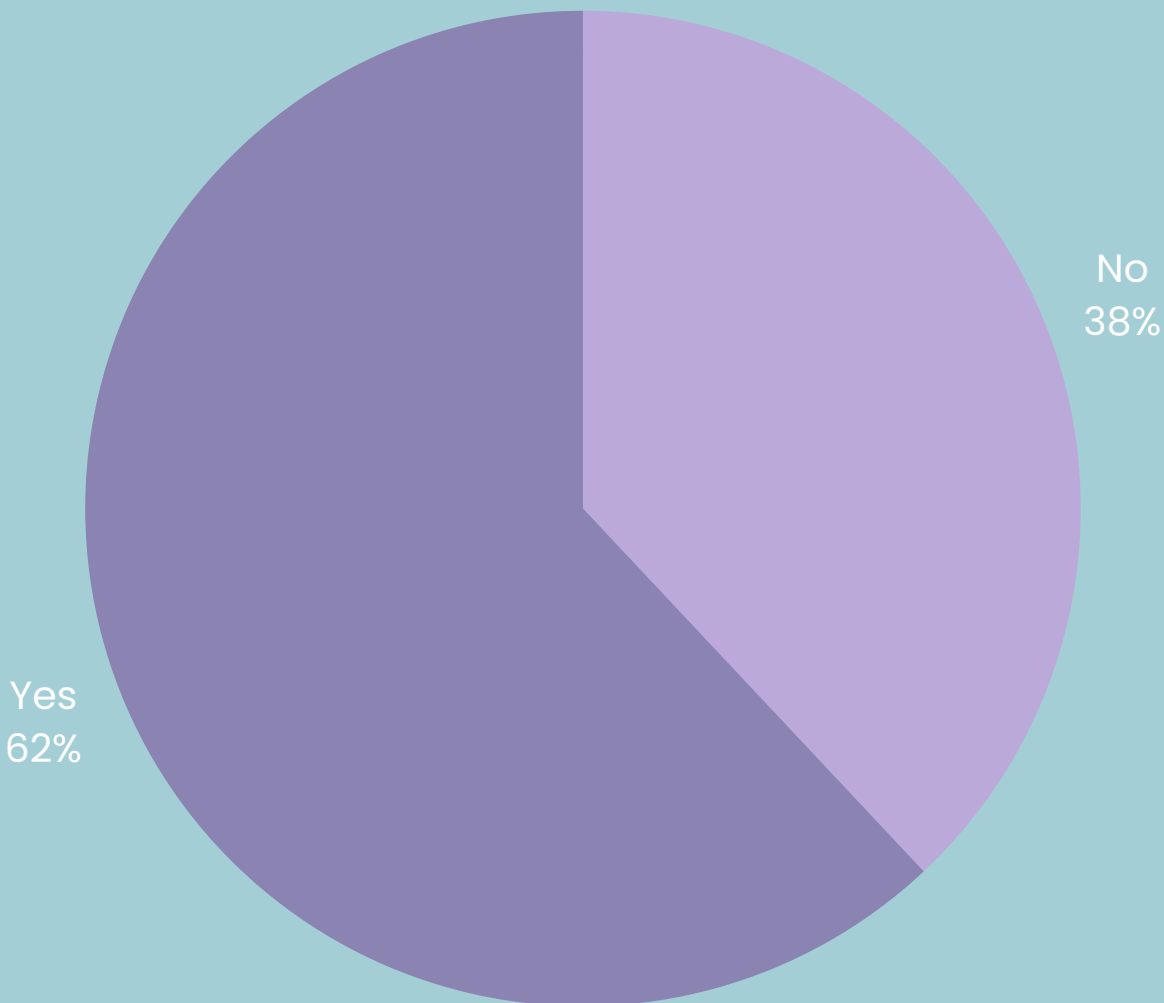
62%

of respondents saying they regularly worked longer hours than they were paid for.

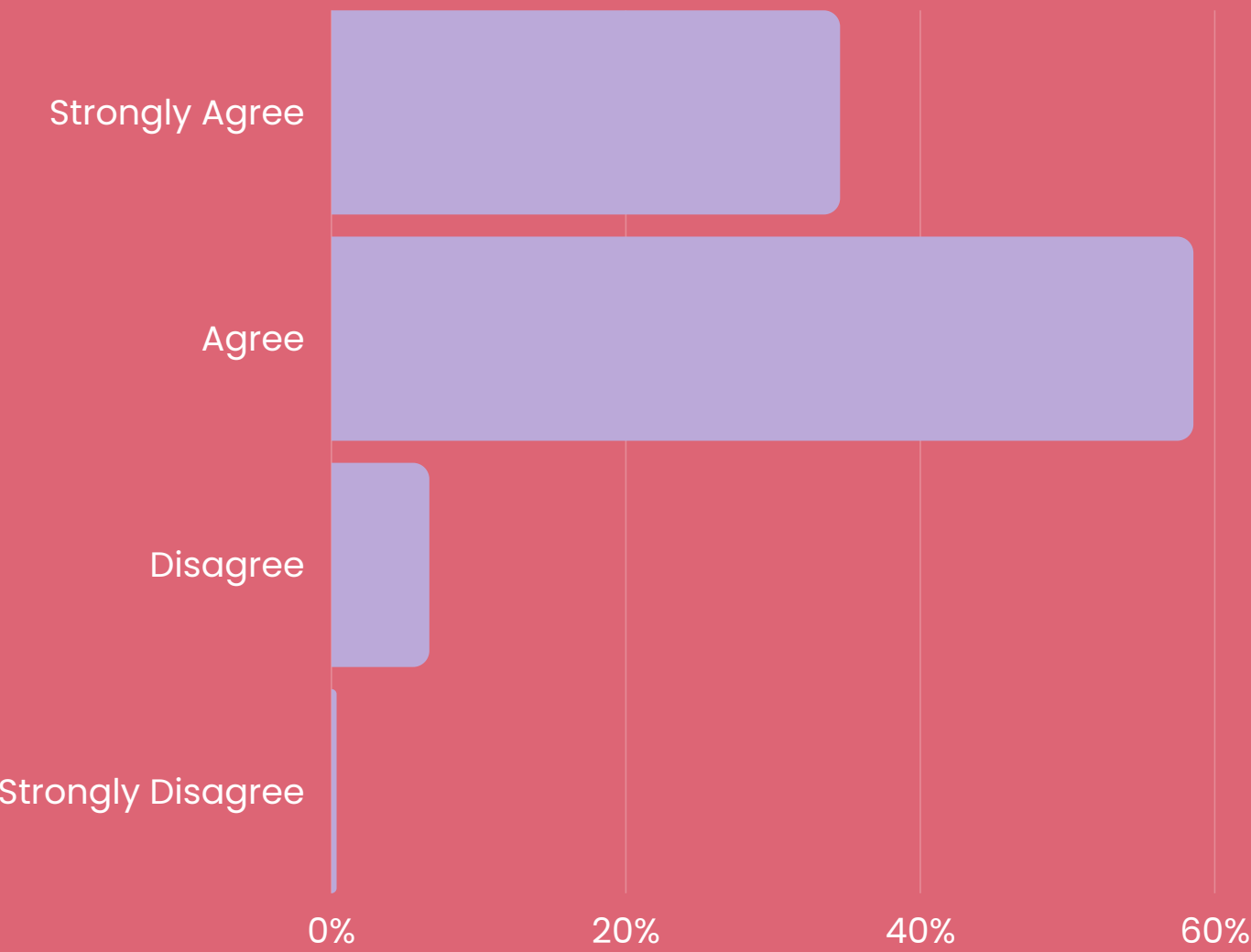
Are you working longer hours more regularly because of remote working?



Do you work longer hours than you are paid for?



To what extent do you agree with this statement "remote working has been a success?"



Credit is also due to employers who have worked hard to manage staff remotely and make sure they still feel valued.

How has the treatment from your employer changed over the last 18 months?

50%

no change

29%

felt that their employer had treated them a lot or somewhat better in the last 18 months.

However,

happiness and connectedness does not necessarily mean loyalty can be taken for granted, especially in such a rapidly growing and changing market

47% of our respondents admitted that they would consider a job move in the next 12 months

The top reason for considering a move was **compensation** at

28%

but also of importance were a **more interesting/ challenging role**

20%

and **improved career prospects**

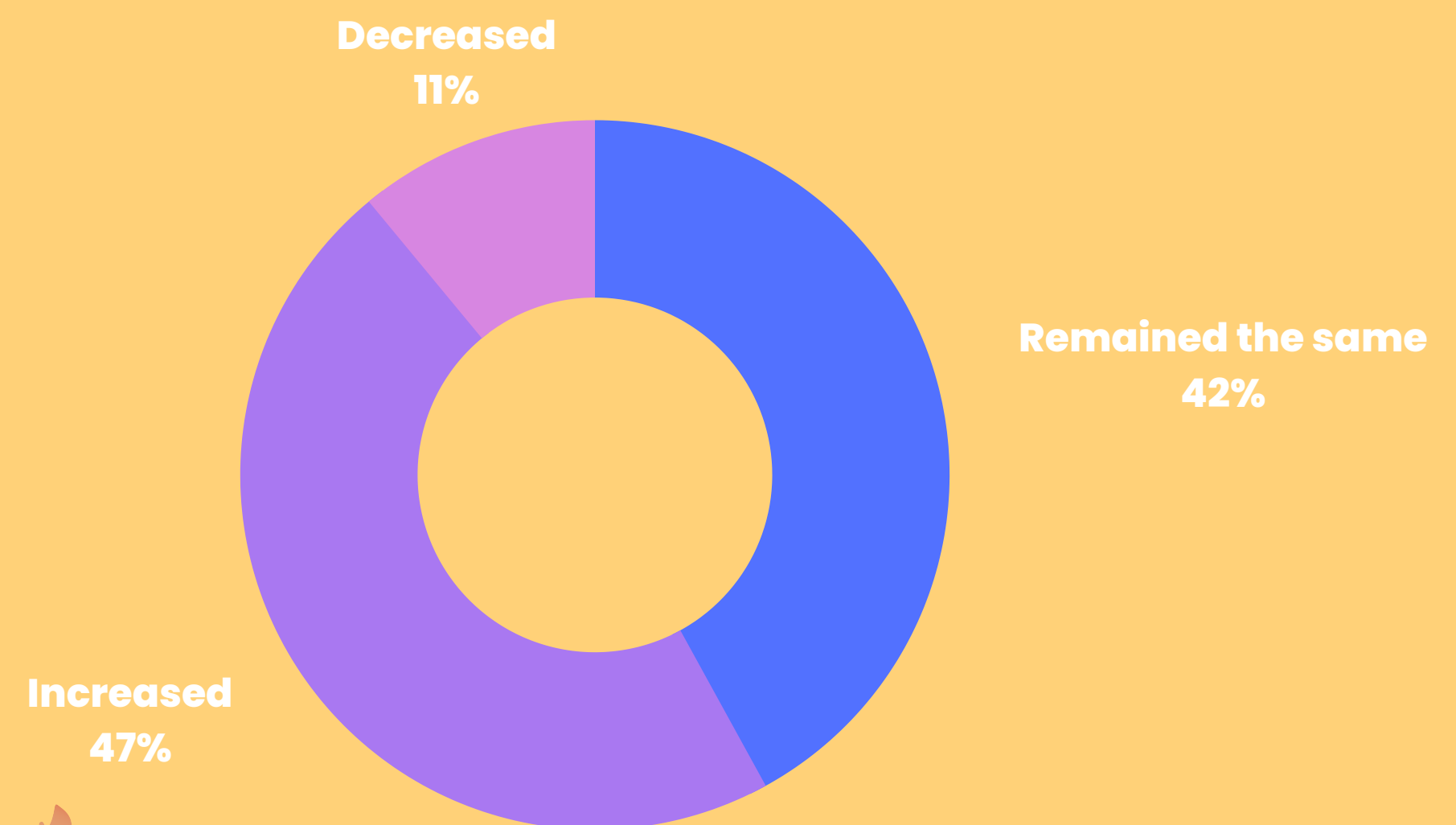
15 %



Demand in the sector has seen average wages increase across the board, over the last 12 months 47% of our respondents reported a salary increase.

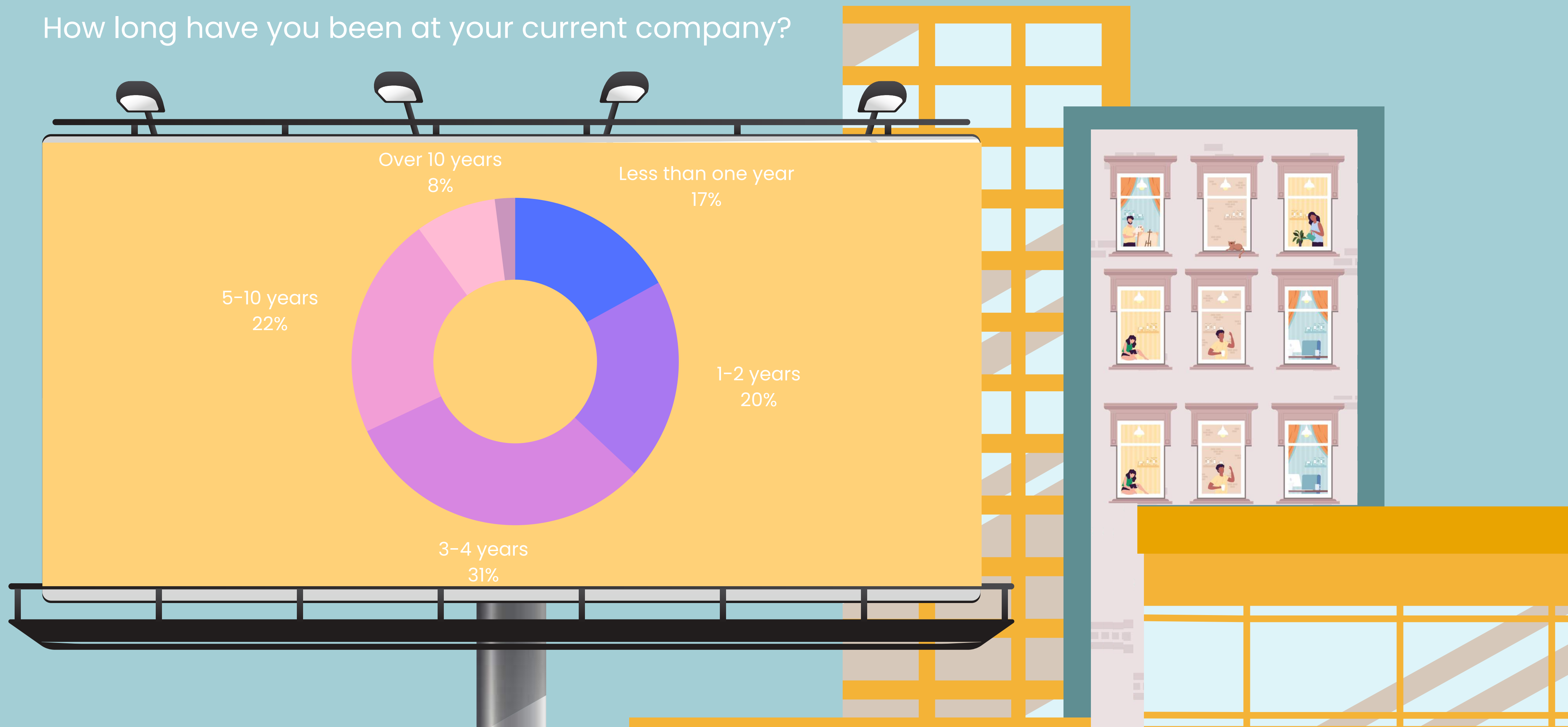
When asked “How do you feel your salary compares with the industry average?” 57% of our respondents felt their salary was about right, 15% felt it was higher than average, and 28% felt their salary was lower than average

Over the last 12 months, your salary has...



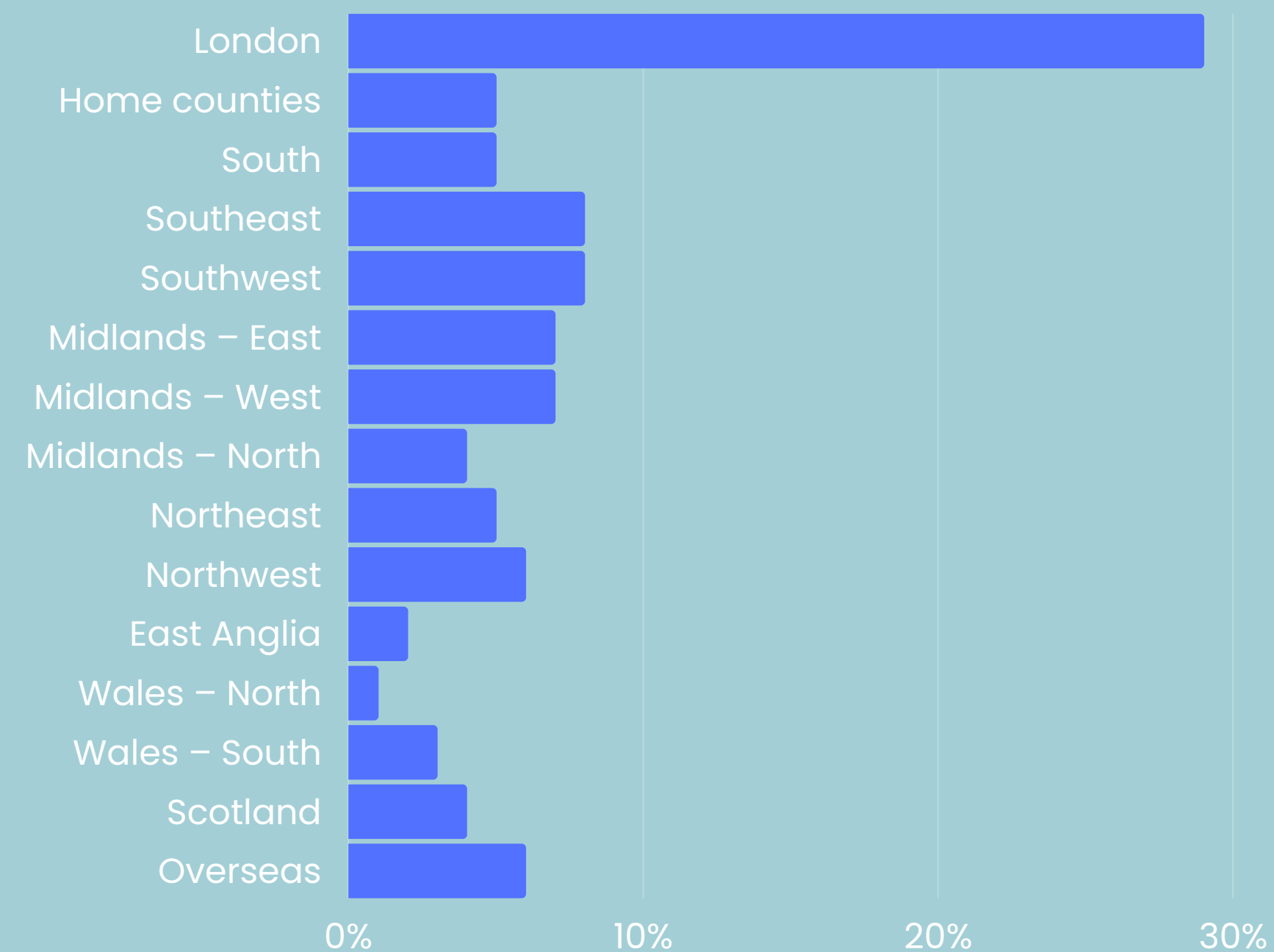
The largest salary increases tend to favour new hires, as companies are competing to acquire talent. This may lead to even more turnover in the market if longer term employees feel they will only be able to secure the highest wage increases by starting a new role with a different company. The high turnover of employees was reflected in our survey with 37% of respondents being in their current role less than 2 years. Companies need to focus as much on retention as they do on acquisition if they want to stay ahead of their competitors.

How long have you been at your current company?



Despite the increase in remote working which in theory makes it possible to work from anywhere 29% of our respondents said they were based primarily in London, but remote work did allow 6% of our respondents to be primarily based overseas. As remote working becomes more dominant it will be interesting to see if London will remain the primary location for those working in the learning and development sector.

Where are you based?

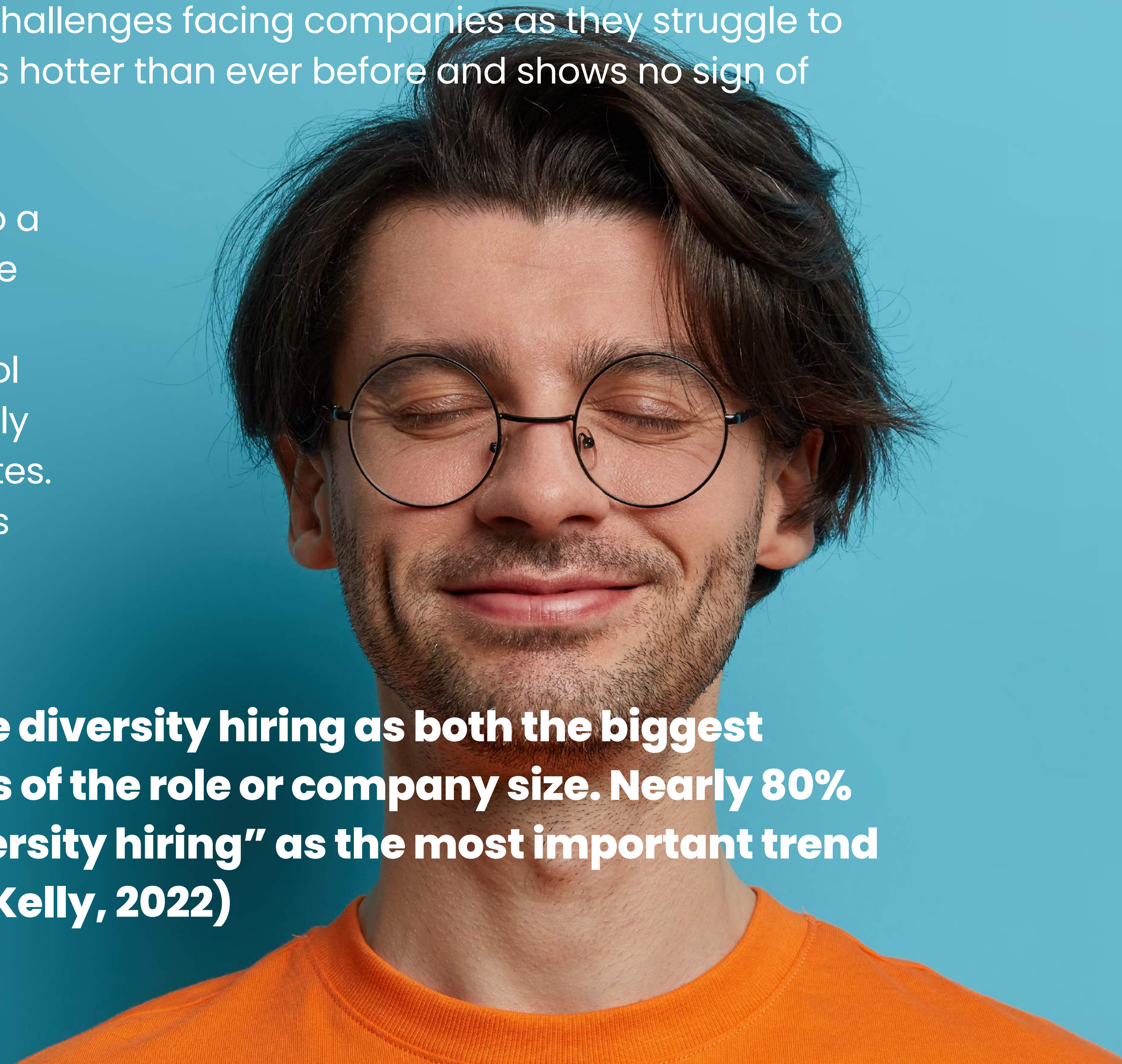


So “where are we now?” in the learning and development sector?

. Our survey shows a vibrant sector embracing change with a happy and engaged workforce enjoying increased wages and opportunities and the flexibility that remote working has bought, but it also shows the challenges facing companies as they struggle to acquire and retain talent in a market that is hotter than ever before and shows no sign of slowing down.

Diversity, equity, and inclusion (DE&I) is also a key trend and challenge for companies. The post pandemic world of remote working brings opportunities to widen the hiring pool geographically, but this does not necessarily increase the diversity of available candidates. At Blue Eskimo we see that diversity hiring is one of the biggest challenges facing our clients.

Talent acquisition professionals see diversity hiring as both the biggest trend and key challenge, regardless of the role or company size. Nearly 80% of talent professionals ranked “diversity hiring” as the most important trend in the recruiting industry for 2022. (Kelly, 2022)



So **“where are we now?”** in the learning and development sector?

Hiring for diversity takes time and effort, it also means making an ongoing commitment to training and developing talent from a grassroots level, but now demand for talent is urgent as companies are seeking to scale at pace. The challenge companies face is how to acquire the best and available talent and simultaneously build a better and more diverse workplace.

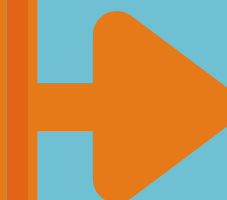
76% of job seekers and employees report that a diverse workforce is an important factor when evaluating companies and job offers.” A further 50% of current employees demanding their employers do more to enable DE&I programs. (Gialleli,2022)

The learning and development sector is undergoing a transformation.

In the same way that technological advances meant IT became central to all business and broke out of the IT department we are now seeing learning and development no longer confined to HR but having impact across the business. Learning and development are key to companies' organisation and learning is connected to a whole host of workforce concerns, such as wellbeing, diversity and belonging, as well as how we value people in the workplace.

Learning and development have become even more central to defining the nature of work and helping to build an agile workforce.

“I think if the trend continues of more uncertainty and more volatility then learning in many ways will become not just a central part of organisations, but learning will become a way of organising, a way to constantly hold onto or renew your culture and capabilities. So maybe one of the things we will do is not just asking are we well organised for learning? But, are we learning in a way that makes us well organised?”



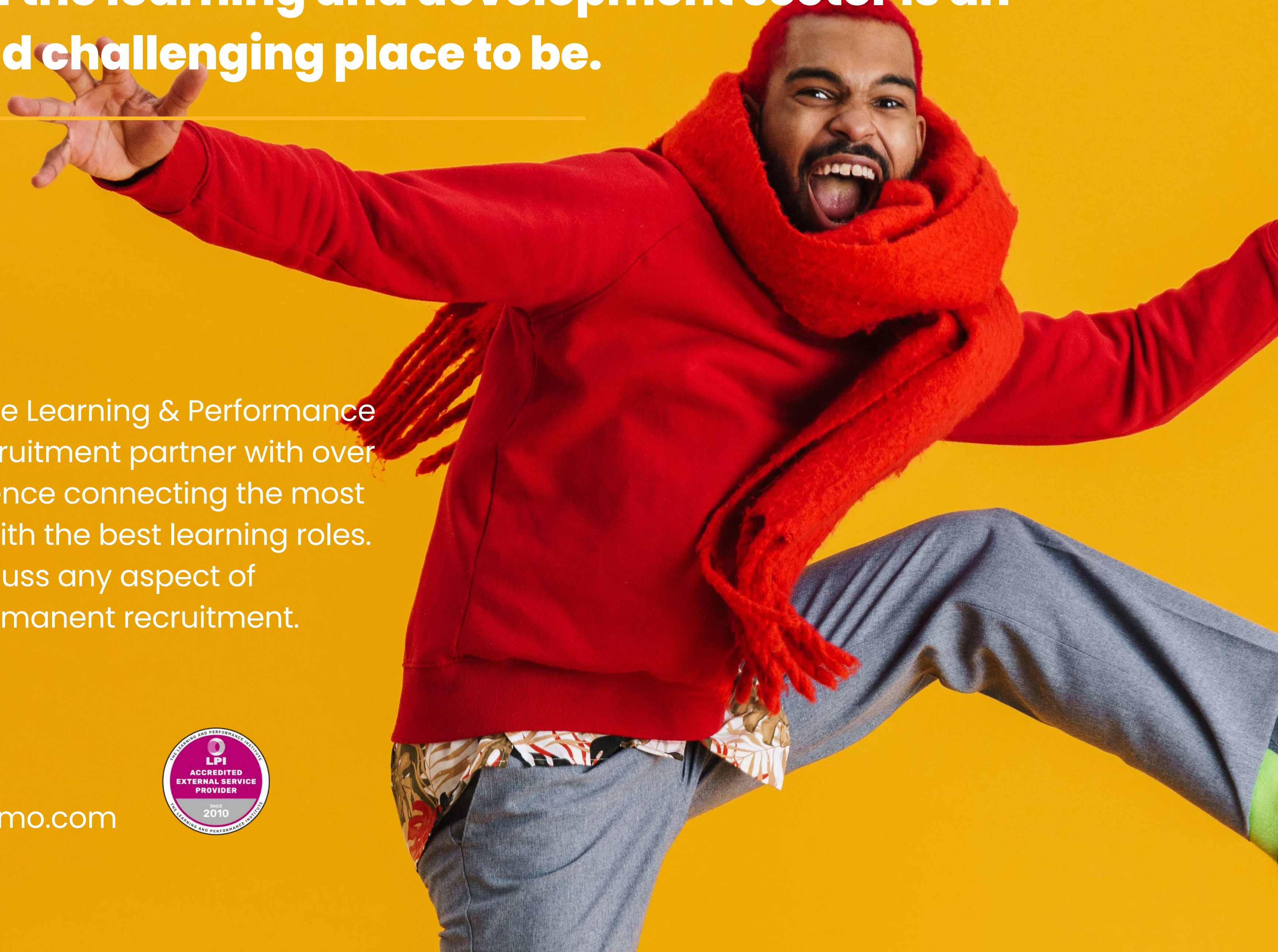
Gianpiero Petriglieri

Where we are now is a place of fast paced change and growth and the learning and development sector is an exciting and challenging place to be.

Blue Eskimo are the Learning & Performance Institute's only recruitment partner with over 19 years of experience connecting the most talented people with the best learning roles. Contact us to discuss any aspect of contracting or permanent recruitment.

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