



RATE CARD 2025

PAYE (PAYSLIP) - YEARLY

EXPERIENCE	LOWER QUARTILE	MEDIAN	UPPER QUARTILE
1-3 YEARS	£29,400	£35,000	£40,200
4-6 YEARS	£41,200	£50,000	£61,800
7-9 YEARS	£51,500	£59,200	£73,700
10+ YEARS	£59,200	£74,200	£89,600

SELF-CONTRACTOR (FREELANCE) - DAILY

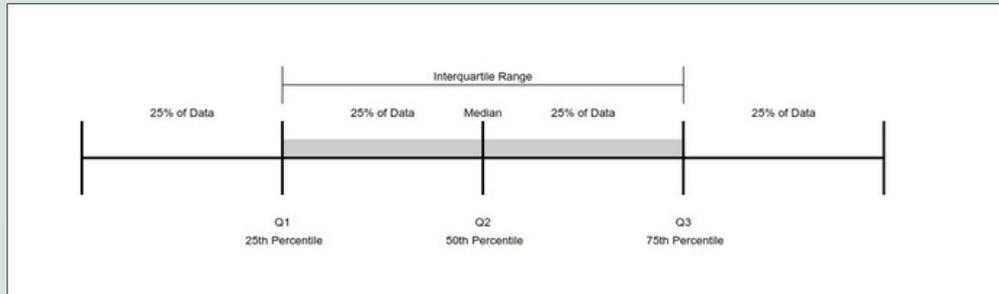
EXPERIENCE	LOWER QUARTILE	MEDIAN	UPPER QUARTILE
1-3 YEARS	£155	£230	£310
4-6 YEARS	£210	£270	£325
7-9 YEARS	£260	£335	£360
10+ YEARS	£325	£360	£430

Values have been adjusted to the January 2025 inflation rate of 3% (Source: Office of National Statistics) and rounded to the nearest hundreds place.

CONSIDERATIONS FOR THIS RATE CARD

- This data was collected between **November 13th 2024 and January 12th 2025**.

The values we are showcasing are:



- Lower or First Quartile (25th Percentile) = 75% of the values submitted were higher and 25% of the values submitted were lower than this value
- Median (50th Percentile) = 50% of the values submitted are lower and 50% of the values submitted are higher than this value
- Fourth or Upper Quartile (75th Percentile) = 25% of the submitted values were higher and 75% of the values submitted were lower

We have removed low outliers using the **Interquartile Range method (IQR)**.

PAYE (payslip) sample sizes:

- 1-3 years of experience - 83 participants
- 4-6 years of experience - 88 participants
- 7-9 years of experience - 60 participants
- 10+ years of experience - 94 participants

Self-contractor (freelance) sample sizes:

- 1-3 years of experience - 12 participants
- 4-6 years of experience - 24 participants
- 7-9 years of experience - 17 participants
- 10+ years of experience - 47 participants

- The values of the rate card are **not intended as pay caps**.
- The range of each category is dependent on **job role, UK location and other potential variables** we did not account for in this rate card.
- The salaries submitted were from workers on their **current or last** job, this means that some of the rates are from **outside the time** when data was collected for this rate card.
- This guidance assumes a working day 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.
- We urge Animation and Visual Effects Artists **not to undercut colleagues** by working below the lower quartile rate.
- These rates are for labour only - we advise that workers charge **additional fees for equipment, licences etc.**
- We thank everyone who has contributed to this rate card. However, we have decided not to include submissions from workers who were not based in the UK or whose employer was not based in the UK. We have also excluded workers who do not work directly in the Visual Effects and Animation industry. Examples of industries that were not included are medical animation, virtual production and gaming.

If you would like more details about the rate card and the process of developing the rates please email us at:

animvfxunion@gmail.com