

Independent Market-Rate Benchmark

Managing Director · Owner-managed healthcare provider (client identity withheld in this specimen)

ASSESSED MARKET RATE FOR THE ROLE

£75,000 – £90,000

The open-market salary for this Managing Director role works out at **£75,000 to £90,000 a year**, with a mid-point of **£82,000**. The lower end fits the start-up phase. The upper end fits the role once the business had scaled and taken on commissioned NHS work. This is an independent read on what the role would cost to fill on the open market. It isn't advice on what the company should pay, or how any payment should be handled.

THE ROLE ASSESSED

The subject is a CQC-registered, consultant-led healthcare provider in North West England, founded as an owner-managed company and scaling from launch through regulatory registration to NHS-commissioned operations. The role assessed is the Managing Director who built and runs the operating business. The benchmark reflects a single-site, owner-operated healthcare provider transitioning from start-up to established, commissioned operations. *All identifying details of the real client have been removed for this specimen.*

MARKET EVIDENCE (TIERED BY SOURCE QUALITY)

Comparators are weighted by how closely each matches a private-sector, owner-operated healthcare director role. Primary sources carry the assessment; supporting and contextual sources cross-check it.

WHAT WE LOOKED AT	FULL-TIME RATE	SOURCE
PRIMARY: OFFICIAL, LIKE-FOR-LIKE		
UK health & social services managers and directors, median	£61,573	ONS ASHE 2025 (provisional), SOC 2020 code 1171, median ¹
UK health & social services managers and directors, upper quartile	£80,002+	ONS ASHE 2025 (provisional), SOC 2020 code 1171, 75th percentile ¹
SUPPORTING: PRIVATE-SECTOR DATA		
Director, North West, private healthcare provider	£90,000 – £120,000	Sector reward survey, private healthcare 2026 ²
Live advertised healthcare leadership roles, North West	£75,000 – £95,000	Advertised roles, NW England, 2025–26 ³
CONTEXTUAL: CROSS-CHECK ONLY		
NHS service director equivalent (Agenda for Change band 8d)	£91,342 – £105,337	NHS pay scales 2025/26, public sector, sanity check only ⁴
Managing Director, regional, generalist	£74,300 – £115,800	Self-reported aggregator data, retrieved 2026, directional only ⁵

Public-sector (NHS) and self-reported aggregator figures are shown for context only. They aren't used as primary comparators for a private-company director role.

ASSESSMENT

Pulling the primary and supporting evidence together, the rate for this role sits at **£75,000 in the start-up phase and rises toward £90,000** once the business scaled and the job got bigger. The £82,000 mid-point lines up with the ONS upper quartile for the occupation and the lower-to-mid range of the private healthcare survey, and the live job adverts in the region back it up. It's a market-rate read on the role as described. It says nothing about what the company should pay, what it can afford, or how any pay is taxed.

METHODOLOGY & INDEPENDENCE

Figures are triangulated from public and sector market data, weighted by how closely each source matches a private-sector owner-operated healthcare director. This is a market benchmark, not a formal matched salary survey. Payband Advisory has no commercial interest in the level

the company chooses to pay. The assessment is prepared independently of the company, its directors and its advisers, and the fee isn't contingent on the figure reached.

Scope, basis & reliance. This report sets out an independent open-market rate for the role only, on a full-time-equivalent basis at the data dates shown. It isn't legal, accounting, tax or valuation advice. How the figure is treated for deductibility, timing, PAYE or NIC, and the right way to pay any remuneration, are all matters for the company's accountant and solicitor. We provide it to the named client for the stated purpose only. **No one else may rely on it, and we accept no duty of care to any third party** unless there's a separate written reliance agreement in place. It's market evidence. It isn't expert opinion prepared for litigation, and it isn't a CPR Part 35 report.

¹ ONS Annual Survey of Hours and Earnings 2025 (provisional), full-time, SOC 2020 code 1171. ² Private-healthcare sector reward survey, 2026. ³ Advertised roles, North West England, 2025–26. ⁴ NHS Agenda for Change pay scales 2025/26, England, shown for context only. ⁵ Self-reported salary aggregator, retrieved 2026, directional only.

Specimen report. Illustrative example based on a real engagement with all client-identifying details removed. Prepared by Payband Advisory, a trading name of Rewcruit Ltd · Company number 16931579 · ICO registration ZB973596.