2025 UK Salary & Consultant Day Rate Survey for Bid, Proposal and Work-Winning Professionals

All statistics shown are averages of all data captured for the role, unless otherwise stated.

Bid Writer

Basic Salary
£45,884

Bonus & Benefits (Cash Equivalent)
£6,982

% Satisfied With Role
63%

% in Current Role < 2 Years
58%

Average Age 38

Gender Identity
♀ **70%**
♂ **30%**

Lowest Paid Industry
Health
- £40,923

% with a Bachelor's Degree or higher
81%

% Working Overtime
49%

Highest Paid Industry
IT
- £63,000

Basic Increase Since 2022
2.6%

Company Size

Large Enterprise (250+)	£52,806
Medium-sized (50-249)	£45,619
Small (10-49)	£44,000

Consultants

Bid Writer Day Rate	£602
Bid Writer Revenue (Min. 80% Utilisation)	£114,102

Bid Solutions
Connecting Winners

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* All statistics are based exclusively on the 2025 UK Salary & Day Rate Survey Data from Bid Solutions.