



ITV Continuing Drama Directors

Rates of pay, terms and conditions for directors on
Coronation Street and *Emmerdale*

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Pay

From 1 June 2024, following a 3% annual uplift, the current rates of pay for directors working a five day week on ITV Continuing Dramas are as follows:

- *Coronation Street*: **£1951.25** per week + holiday pay (or **£2,186.75** inclusive of holiday pay)
- *Emmerdale*: **£1825.19** per week + holiday pay (**£2,045.49** inclusive of holiday pay)

N.B. On *Emmerdale*, different block-lengths are paid differently (see table below).

Director meetings

In both cases, there are generally two days of “director meetings” that start 10 working days before the start of formal “prep” and are paid at a rate of 1/5th of the weekly rate. The remaining eight working days between these two dates are not worked but are now subject to a **retainer fee** – see below.

Rates for longer blocks on Emmerdale

The base rate of pay for the prep / shoot / post production phase is fixed for 3 or 4 episode blocks, and that rate is increased by 14.3% for a 5 episode block and an additional 14.3% for a 6 episode block.

| Weekly Rates | | | | Directors Meetings | | |
|--------------|-----------|-------------|-------------------------------|--------------------|-------------|-------------------------------|
| Eps | Fees | Holiday Pay | Fees inclusive of holiday pay | Fees | Holiday Pay | Fees inclusive of holiday pay |
| 3 | £1,825.19 | £220.30 | £2,045.49 | £912.60 | £110.15 | £1,022.75 |
| 4 | £1,825.19 | £220.30 | £2,045.49 | £912.60 | £110.15 | £1,022.75 |
| 5 | £2,086.90 | £251.89 | £2,338.79 | £1,043.45 | £125.94 | £1,169.39 |
| 6 | £2,347.46 | £283.34 | £2,630.80 | £1,173.73 | £141.67 | £1,315.40 |

The two 14.3% ($14.3 = 100 \div 7$) uplifts are based on an evaluation that an additional episode is more or less equal to one week of additional work. ITV baked this assumption into the rates because the *Emmerdale* timeline is always 7 weeks irrespective of number of episodes, and the rates reflect the increased volume of work required within that period.

ITV’s view is that the volume of transmission-production isn’t directly proportional to workload (an extra episode doesn’t mean 25% more locations to recce, castings, etc.)

so this is a reasonable way of compensating directors for producing more content in the seven-week timeframe.

Retainer fee

Following discussions with Directors UK, from 1 June 2024, ITV have agreed to introduce a “first block retainer fee” of £1,000, exclusive of the director meeting payments. It will be paid at the same time as the director meeting payments. This is based on a £100 per day retainer for 10 days which covers:

- a) two days to cover time spent activating log-ins, access permissions to Google Drive and the Publishing Platform and other admin,
- b) the eight working days in which directors are not formally contracted to work on their block. Directors UK reported that members were in regular communication with the production between these points anyway, and were generally unable to contract for other work during this period.

Directors’ expenses

For directors who don’t live within commuting distance of the production base, a per-diem rate of £30 is paid to cover the cost of accommodation and subsistence. From 1 November 2024 (at the start of ITV’s new budget year), this will increase to £60 a day (£300 a week). This is a doubling of the figure that has been in place since 2001 and Directors UK have welcomed this increase.

Travel

Allowance for rail fare contributions for directors living outside a radius of 30 miles from the production base. ITV will reimburse the cost of a standard class off-peak rail fare from home to base.

Historical rates of pay

The table below plots directors’ rates of pay since 2014. The rates of pay (inclusive and exclusive of holiday pay) can be seen in the columns with a black heading below.

Because it is Directors UK’s position that directors’ rates of pay should keep pace with the cost of living, the tables also include *grey italicised columns* to show what those basic rates (exclusive of holiday pay) would be if they had kept pace with both CPI and RPI inflation. Prior to the Covid-19 pandemic, this was broadly the case. However, since then, during a period of high inflation, these rates have fallen significantly in real terms.

However, it should be noted that the 2024 addition of a £1,000-per block retainer fee and the planned increase of expense per-diems (see above) will help to cushion this impact somewhat.

| Month | Increase - % | Coronation Street - basic wage | Coronation Street (inc holiday pay) | Corrie 2014 Basic + RPI | Corrie 2014 basic + CPI | Emmerdale - basic wage | Emmerdale (inc holiday pay) | Emm 2014 Basic + RPI | Emm 2014 basic + CPI |
|--------|--------------|--------------------------------|-------------------------------------|-------------------------|-------------------------|------------------------|-----------------------------|----------------------|----------------------|
| Nov-14 | | £1581.61 | £1772.51 | £1581.61 | £1581.61 | £1479.45 | £1658.02 | £1479.45 | £1479.45 |
| Nov-15 | 3.30% | £1633.81 | £1831.01 | £1598.22 | £1584.77 | £1528.27 | £1712.74 | £1494.99 | £1482.41 |
| Nov-16 | 2.00% | £1666.48 | £1867.63 | £1633.28 | £1602.15 | £1558.84 | £1746.99 | £1527.79 | £1498.66 |
| Apr-18 | 2.00% | £1699.81 | £1904.98 | £1720.64 | £1665.35 | £1590.02 | £1781.93 | £1609.50 | £1557.78 |
| Apr-19 | 2.00% | £1733.81 | £1943.08 | £1772.93 | £1700.11 | £1621.82 | £1817.57 | £1658.41 | £1590.30 |
| Apr-20 | 2.00% | £1768.49 | £1981.94 | £1800.00 | £1714.33 | £1654.25 | £1853.92 | £1683.73 | £1603.60 |
| Jun-22 | 3.00% | £1821.54 | £2041.40 | £2091.59 | £1924.48 | £1703.88 | £1909.54 | £1956.49 | £1800.17 |
| Jun-23 | 4.00% | £1894.40 | £2123.06 | £2315.51 | £2077.74 | £1772.04 | £1985.92 | £2165.95 | £1943.53 |
| Jun-24 | 3.00% | <u>£1951.23</u> | <u>£2186.75</u> | £2325.35 | £2077.74 | <u>£1825.20</u> | <u>£2045.50</u> | £2175.15 | £1943.53 |