

How the figures are built

30 of 30

modelled towns land inside the range
live quotes actually show, which is the
check on the whole model.

Every figure on this site traces back
to a named public source with a date.

This page sets out the model, the inputs, and how it was checked.

How the model works, in one line

Four inputs, one formula, no judgement calls.

01 Day rate defined

One full working day of labour.

Before materials and VAT.

02 Start point

A £200 national benchmark.

Published UK price guides put decorators between £173 and £325, checked 5 July 2026.

Every trade is treated the same way. The benchmark is published against the spread its guides print, shown with its date on each trade page.

Cross checked against the ONS Annual Survey of Hours and Earnings (ASHE) 2025 and Hudson Contract real payment data, which sit beside the base and never

inside it.

03 Wage index

Regional median weekly pay against the UK median of £766.60.

04 House price index

Town average house price against the UK average of £291,000.

Square rooted, because house prices swing more than pay.

TOWN RATE

$$\text{£200} \times (\text{wage index} + \sqrt{\text{house price index}}) \div 2$$

WORKED, AT THE TOP OF THE RANGE

Average pay, and a £525,000 average house price.

Square rooting the housing side pulls the multiplier down to 1.34 from the 1.80 it would otherwise reach, which is what stops the dearest towns running away with the model while still letting them read higher than the cheapest ones.

PUBLISHED RANGE modelled rate $\times 0.75$ to $\times 1.30$

WHAT IT REFLECTS experience and job type

The regional pay inputs

Median weekly full time pay by region, from the ONS Annual Survey of Hours and Earnings, April 2025. Regional figures are used because town level pay samples are too small.

REGION	MEDIAN WEEKLY PAY
London	£958.20
South East	£775.80
Scotland	£773.80
East of England	£766.60
North West	£734.20
West Midlands	£730.40
South West	£728.70
Yorkshire	£708.20
Wales	£704.30
East Midlands	£703.80
North East	£681.20
United Kingdom	£766.60

The wage index is a region's figure divided by that United Kingdom median.

FIG. 02 • THE SANITY CHECK

How the model was checked

The model is built from government data alone, then held against what live quotes in each town actually show.

01 Build

Government data only.
Fully independent of live quotes.

02 Compare

Modelled figures set against observed quote ranges in every town.

03 Result

All 30 fall inside the observed range.
The benchmark reads toward the affordable half of each spread.

04 Cross checks

ONS ASHE 2025 earnings and Hudson Contract real payments sit beside the base, where they validate it without ever being inputs to it.

Towns modelled	30
Inside observed range	30 of 30
Per town caps	none
Inputs sourced	5 July 2026

Which sources the register holds

Every input, with its date.

01 ONS ASHE April 2025 regional median weekly pay

Earnings data from the Office for National Statistics.

Published via Parliamentary written answer HL529, 18 June 2026.

02 ONS local house prices, April 2026 provisional

Each town average is data from the ONS local housing price pages.

Fetches individually on 30 June 2026.

THE DISCLOSURE THAT RUNS ON EVERY PAGE

Rate estimates blend the national decorator day rate benchmark, published against the spread named UK trade price guides print, with official ONS regional earnings and local house price data.

Figures are modelled estimates for guidance, not quotes.

Sources: ONS ASHE 2025, UK House Price Index April 2026.

WHAT THE PICTURES ARE

The photographs on this site are generated illustration and carry no evidential weight.

Nothing in the register above depends on an image, and no picture shows a real job, town or tradesperson.

The whole dataset, in one file

Every trade in every town, 390 rows, with the column definitions beside them.

All day rates as a spreadsheet

One row per trade per town, in the same column names the per trade files use.

Download the CSV ↓

(/data/all-day-rates.csv)

The same data for a script

Carries the licence, the edition and these definitions inside the file.

Download the JSON ↓

(/data/all-day-rates.json)

What each column in the dataset means

COLUMN	WHAT IT HOLDS
trade	The trade as it is named on its own report page.
trade_slug	The registry slug, which is also the trade page and CSV filename.
town	One of the 30 modelled towns.
region	The ONS region the town sits in, which sets its wage index.
day_rate_gbp	The modelled day rate for that trade in that town, in pounds, labour only, before materials and VAT.
modelled_town_low_gbp	That town rate multiplied by 0.75, which is our arithmetic and not a published figure.
modelled_town_high_gbp	That town rate multiplied by 1.30, on the same basis.
national_benchmark_gbp	The trade national benchmark the town rates are spread from.
published_spread_low_gbp	The lowest day rate any named UK price guide publishes for the trade, empty where none publishes one.
published_spread_high_gbp	The highest day rate any named UK price guide publishes for the trade, on the same basis.
spread_checked	The date those named guides were last read.
page_url	The page this row is published on, which is where to cite it from.

Earlier editions stay where they were

Figures move when a source moves, so each edition is frozen at its own address the day it closes.

A citation made against an edition still resolves after a later re-check has changed a number.

July [the frozen CSV \(/data/2026-07/](/data/2026-07/the_frozen_CSV) a [the frozen JSON \(/data/2026-07/](/data/2026-07/the_frozen_JSON) .
2026: [all-day-rates.csv\)](/data/2026-07/all-day-rates.csv) n [all-day-rates.json\)](/data/2026-07/all-day-rates.json)
d

Take the data

The method is free to reproduce, and so is every figure it produces.

DOWNLOAD • CSV

decorator-day-rates-uk.csv

The 30 town decorator table this method produces, with the rate and the modelled range for each town.

(/data/decorator-day-rates.csv)

CITE THIS PAGE

The Day Rate Report, how the day rates are modelled, 6 July 2026,
<https://thedayrate.co.uk/methodology/>

DOWNLOAD • PDF

methodology.pdf

This page as a document, for attaching to a story or filing with a fact check.

(/methodology.pdf)

The model on this page is free to reproduce in an article or a fact check, and a credit with a link back is all we ask, under CC BY 4.0.

If you would rather run your own figures through this model than read it, the [Rate Sorted calculator](https://ratesorted.co.uk/?from=%2Fmethodology%2F) (<https://ratesorted.co.uk/?from=%2Fmethodology%2F>) will take your overheads and return a rate built on the same benchmarks.

See what this method produces.

The decorator benchmark spread across all 30 towns.

Decorator day rates by town →

(/decorator-day-rates/)

The same model, a second trade.

Carpenter and joiner rates, built on the same geography engine.

Carpenter day rates by town →

(/carpenter-day-rates/)

Working out your own rate?

All twelve benchmarks in one table, with the published spread beside each.

What should I charge →

(/what-should-i-charge/)

The method applied to time, not money.

Published labour constants, drying windows, and one figure the page refuses to invent because nobody publishes it.

How long decorating takes →

(/decorator/how-long-to-paint-a-room/)

