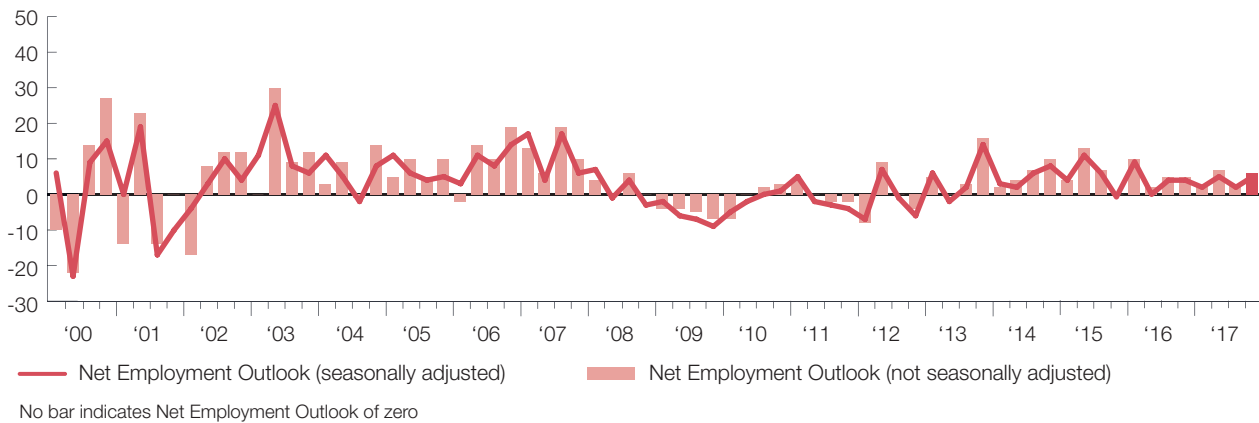# Manpower®

Employers are modestly optimistic

When it comes to job creation, employer sentiment in the North West has risen slightly compared to the previous quarter. With an Employment Outlook of +6%, employers remain optimistic for the fourth quarter of 2017.

— Net Employment Outlook (seasonally adjusted)   Net Employment Outlook (not seasonally adjusted)

No bar indicates Net Employment Outlook of zero

North West employment snapshot

Average weekly pay

At **£548**, average weekly pay in the North West is £58 lower than the national average.

Hiring Outlook

For the fourth quarter of 2017, the seasonally adjusted Net Employment Outlook in the North West has risen to **+6%**, and is in line with the national average (+6%).
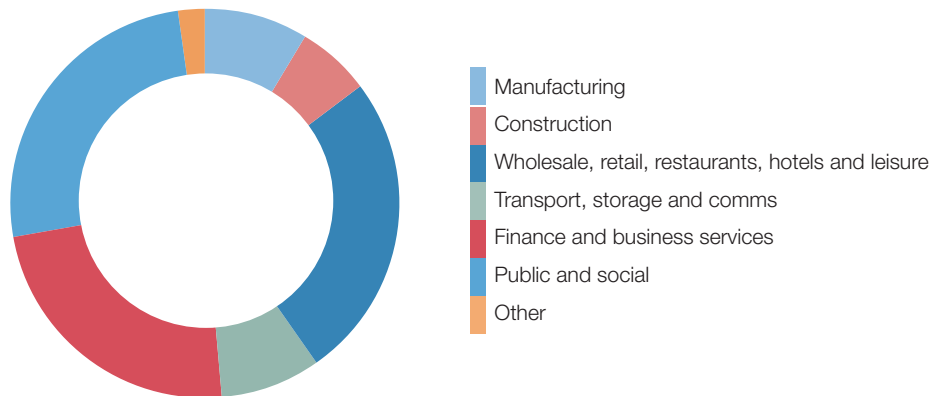
Employment

At **74.4%**, the North West rate of employment remains below the national average but has seen a 1.9 percentage point rise when compared to the same period last year.
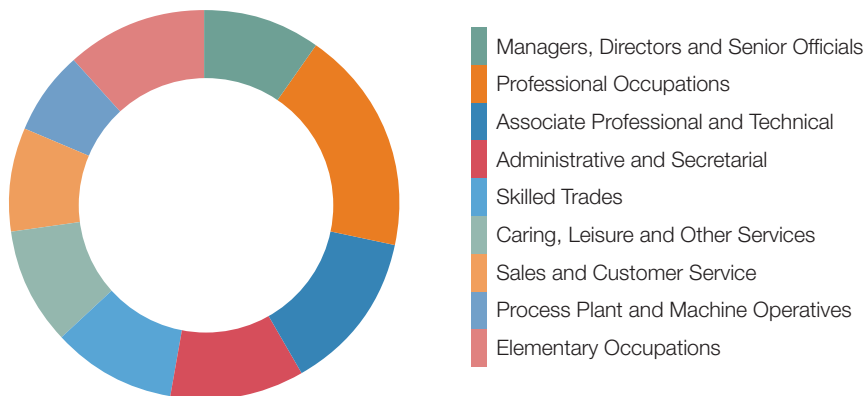
Unemployment

Unemployment in the North West has fallen year-on-year, and now stands at **4.1%**, and below the national average (4.4%).

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Q4 2017

Q4 2017

WHERE DO PEOPLE WORK?

- Manufacturing
- Construction
- Wholesale, retail, restaurants, hotels and leisure
- Transport, storage and comms
- Finance and business services
- Public and social
- Other

WHAT DO PEOPLE DO?

- Managers, Directors and Senior Officials
- Professional Occupations
- Associate Professional and Technical
- Administrative and Secretarial
- Skilled Trades
- Caring, Leisure and Other Services
- Sales and Customer Service
- Process Plant and Machine Operatives
- Elementary Occupations

Market overview

The last quarter has seen an increased demand for candidates although specific levels of demand have varied by area.

Liverpool has remained relatively quiet, but in Manchester we've seen a rise in opportunities in the city centre, and particularly so for positions in contact centres and debt collection. By contrast, the area around Wigan has proved buoyant for positions in manufacturing.

However one noticeable trend our clients are seeing is a general lack of available candidates. One reason arises from businesses being more prescriptive as to the type of candidate they want. Another is due to the general dynamic of today's labour market. With high levels of employment, job-seekers now have more bargaining power and are increasingly choosy about where they wish to work. We would advise organisations that are struggling to re-evaluate their selection criteria and consider individuals who meet most of their requirements; and particularly those who demonstrate the potential to be trained and upskilled.

*The August 2017 ONS employment and unemployment rates and average weekly pay statistics relate to April 2017 – June 2017; employment by occupation refers to April 2016 – March 2017 and workforce jobs by industry refer to March 2017. The ManpowerGroup Employment Outlook Survey is a forward-looking measure, forecasting hiring intentions for Quarter 4 2017.