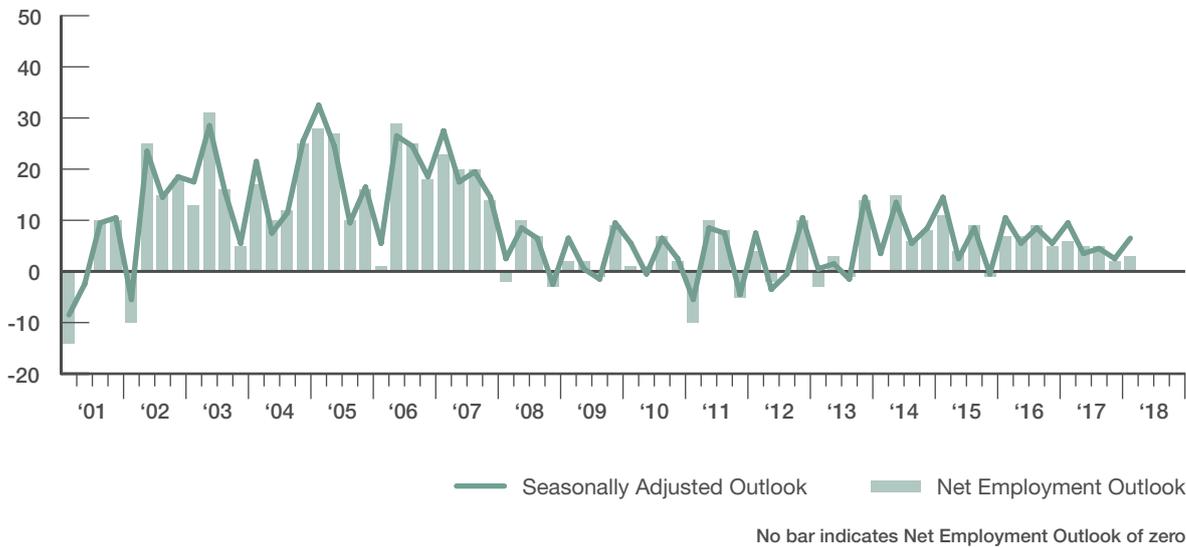




Manpower®

North East employers are modestly optimistic

For the first quarter of 2018, the North East has seen a slight increase in hiring intentions when compared to the previous quarter. With an Employment Outlook of +6%, employers in the North East are modestly optimistic about the prospects for job creation.



Q1 2018

North East employment snapshot

Average weekly pay

The North East is now the fourth-lowest paid region in the UK. The average weekly wage is **£527**, some £65 below the national average.

Employment

The rate of employment in the North East is below the national average and stands at **72.7%**.

Hiring Outlook

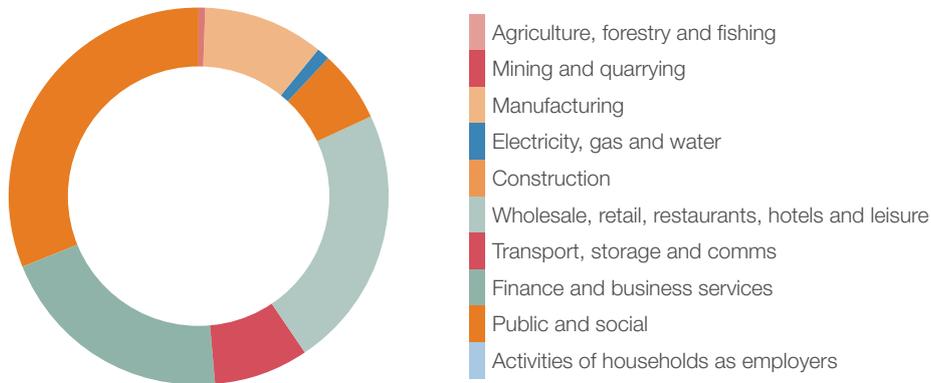
For the first quarter of 2018, the seasonally adjusted Net Employment Outlook in the North East is **+6%**, which is above the national average.

Unemployment

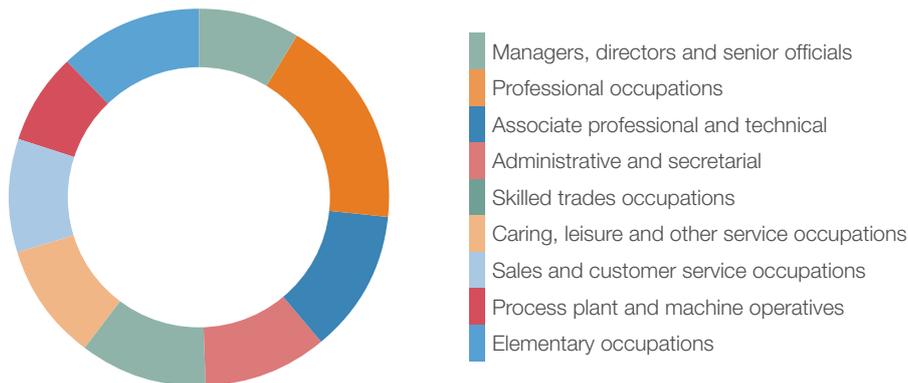
At **5.5%**, the unemployment rate is the highest in the country and is notably higher than the national average (4.3%). Even so, the rate fell by 0.7% points when compared to last year.

2018
Q1

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

With employers seeming to be taking a “wait and see” approach to Brexit, we are seeing growth in the number of opportunities advertised. However employers we talk to continue to experience a general lack of qualified candidates. The North East is experiencing a talent mismatch. There are a significant volume of candidates looking for roles they either aren’t skilled or experienced-enough to do on the one hand; while on the other, the candidates with the in-demand skills required are being extremely selective about where they want to work.

This is not surprising: with high levels of employment, job-seekers now have more bargaining power. And it’s not just money driving their decision making. Candidates want to know about the whole package: from work- life balance and flexible working, to things like what the employer does for charity. Organisations that are struggling to find candidates would be advised to not only re-evaluate pay and conditions, but to also look again at their employer brand and how they are perceived in the market.

*The November 2017 ONS employment and unemployment rates and average weekly pay statistics relate to July 2017 – September 2017; employment by occupation refers to July 2016 – June 2017 and workforce jobs by industry refer to June 2017. The ManpowerGroup Employment Outlook Survey is a forward-looking measure, forecasting hiring intentions for Quarter 1 2018.