

## **SOUTH WEST JOBS MARKET TOPS REGIONAL TABLE**

### **MANPOWERGROUP EMPLOYMENT OUTLOOK SURVEY REVEALS REGION'S JOBS MARKET IS AT ITS MOST CONFIDENT LEVEL IN OVER A YEAR**

- **Outlook of +9% for the region, five points above national level**
- **Driving skills are the most in demand**
- **Companies increasingly hiring through apprenticeships**

**12 JUNE 2018:** Against the backdrop of Brexit uncertainty, lower-than-expected economic growth and falling consumer confidence, employers in South West are the most confident in the country, according to ManpowerGroup, the world's workforce experts.

The Manpower Employment Outlook Survey is based on responses from 2,107 UK employers. It asks whether employers intend to hire additional workers or reduce the size of their workforce in the coming quarter. It is the most comprehensive, forward-looking employment survey of its kind and is used as a key economic statistic by both the Bank of England and the UK government.

Chris Gray, Director of Manpower UK, said: "With hiring confidence in the region the most buoyant in the country, candidates are keen to get a piece of the jobs market, and want to be placed immediately. We are seeing particular demand for driving and logistics roles, boosted by the strong performance of the postal services and delivery companies. For example, we are seeing continued demand at Royal Mail for staff. However, many employers also find it hard to fill their vacancies due to increasing competition."

"Some companies in the region want to grow and develop employees in new ways, and are increasingly hiring staff through apprenticeships. The South West Apprenticeship company is driving this trend with 98% of its apprentices employed on completion of their apprenticeship<sup>1</sup>. BT is also among the companies using apprenticeships to enhance recruitment. It recently announced the creation of around 120 new apprenticeship and graduate jobs in Bristol and the South West, including roles in business management, engineering, finance, information technology and human resources."

In comparison, the national Outlook of +4% equals the most downbeat hiring prospects since 2012. The Outlook has been dragged down by a fall in hiring confidence in the finance and business services sector, which has plummeted to a nine-year low of -1%.

James Hick, Managing Director for ManpowerGroup Enterprise comments: "This is the first quarter since 2009 – when Britain was in the depths of the financial crisis – that we've seen business and financial services employers record a negative outlook. As the UK is a global centre for financial and professional services, if the sector's shrinking, it's not good news for UK plc. While financial services only employ 3.5% of workers, it generates about 11% of

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<sup>1</sup> South West Apprenticeship Company <https://theswac.org.uk/>

Government tax receipts. Technological innovations mean banks are now more automated, and we've already seen branch closures announced by the likes of RBS and Lloyds, which will cause significant job losses."

Hick again: "The business services sector is also hugely important to the UK's economy, accounting for £186 billion (11%) of the UK's total goods and services produced and employing 4.6 million people – 13% of the UK's total workforce – in a range of businesses comprising everything from outsourcing companies and estate agents to law firms and accountants. We have seen countless negative headlines about the sector recently, and these are undoubtedly hitting hiring intentions. The shockwaves from Carillion's collapse are still being felt, and outsourcing company Capita recently carried out an emergency £700m rights issue to pay down its debts and provide some much-needed investment. Elsewhere, the big professional services firms are facing an even greater fight for international talent in the face of Brexit, while the lacklustre property market and increased online competition has hit estate agents such as Countrywide and Foxtons."

In a gloomy quarter, manufacturing is a particular bright spot. Its Outlook has increased to +7%, and the sector has typically out-performed the national Outlook over the last year. Hick again: "The weak pound may be bad news for UK holiday makers, but it's proving to be good news for British factories exporting overseas. Some British manufacturers have even been investing in expansion to cope with strong demand. Dairy Crest, the company behind the mature cheddar brands Cathedral City and Davidstow, recently announced plans to invest £85m in the expansion of its cheese factory in Cornwall, with a focus on expanding production to meet growing demand in markets as far afield as the US, China and the Far East."

Despite the large contribution of business and financial services, London is holding up, in line with the national Outlook of +4%. Yorkshire and the Humber employer hiring confidence has swung from being the least upbeat region to being one of the most optimistic, now at +8%, a seven point increase. The biggest faller this quarter is the West Midlands, down ten points from +9% to -1%, the region's first negative Outlook since 2012. Employer confidence in the East Midlands is also easing and is now +6%, from +10% last quarter. A picture of declining confidence across the middle of the country is completed by the East of England, with the Outlook at +1%, a nine point drop quarter on quarter, its lowest level in a year. Northern Ireland and Scotland have slipped into negative territory, both sit on -2%. Wales is down one point to +3%.

**For further information, please contact:**

Brunswick – Carolina Neri 020 7404 5959

Email: [manpower@brunswickgroup.com](mailto:manpower@brunswickgroup.com)

Twitter: [#MEOSUK](https://twitter.com/MEOSUK)

**NOTES TO EDITORS**

A 'Net Employment Outlook' is calculated by subtracting those employers who plan to reduce staffing levels from those who plan to hire staff. A positive result indicates that more employers plan to increase rather than decrease staffing levels; a negative result reflects the opposite. [% increase - % decrease]

Commentary and full details on every sector and region can be found in the survey report at [manpowergroup.co.uk/meos](http://manpowergroup.co.uk/meos), or by calling the Press Office on 0207 404 5959/ [manpower@brunswickgroup.com](mailto:manpower@brunswickgroup.com)

For international comparisons and visual library with graphs, visit [manpowergroup.com](http://www.manpowergroup.com)

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 42 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found in the ManpowerGroup Press Room at [www.manpowergroup.com/meos](http://www.manpowergroup.com/meos). In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the ManpowerGroup Web site at: <http://www.manpowergroup.com/press/meos.cfm>

Note that in Quarter 2 2008, the Survey adopted the TRAMO-SEATS model for seasonal adjustment of data. As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank, and is widely used internationally.

### **About the Survey**

The world leader in innovative workforce solutions, ManpowerGroup releases the ManpowerGroup Employment Outlook Survey quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the longest running, most extensive, forward-looking employment survey in the world, polling over 58,000 employers in 43 countries and territories. The survey serves as a bellwether of labour market trends and activities and is regularly used to inform the Bank of England's Inflation Reports, as well as a regular data source for the European Commission, informing its EU Employment Situation and Social Outlook report the *Monthly Monitor*. ManpowerGroup's independent survey data is also sourced by financial analysts and economists around the world to help determine where labour markets are headed.

### **About ManpowerGroup**

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organisations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organisations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the ninth year and one of Fortune's Most Admired Companies for the sixteenth year, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: [www.manpowergroup.com](http://www.manpowergroup.com)