



Manpower®

# Employer hiring intentions downbeat in the North East

Since last quarter, employer sentiments about job creation have changed significantly. With an Employment Outlook of -2% for the fourth quarter of 2015, the North East has now become the least optimistic region in the country.



Q4 2015

## North East employment snapshot

### Average weekly pay

The North East is the second-lowest paid region in the UK. The average weekly wage is **£496**, some £84 below the national average.

### Hiring Outlook

For the fourth quarter of 2015, the seasonally adjusted Net Employment Outlook in the North East is **-2%**, well below the national average of +4%.

### Employment

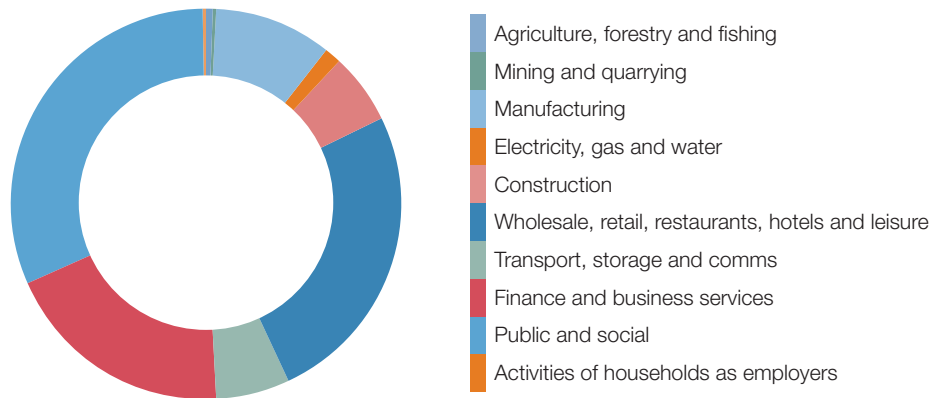
The rate of employment in the North East is below the national average and stands at **68.2%**. This represents a 1.1% fall since the last quarter and a 1.7% decline when compared to the same period last year.

### Unemployment

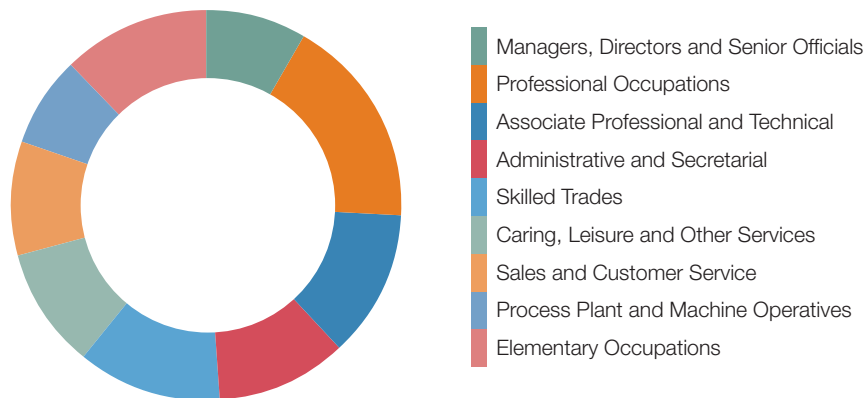
At **8.1%**, the unemployment rate continues to be significantly higher than both the national average (5.6%) and any other UK region. In spite of this, unemployment has actually fallen 1.2% when compared to the same period last year.

Q4 2015

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

Despite a dip in employment and employer hiring intentions, Manpower has seen increased demand for skilled candidates in a number of job roles, particularly within contact centres, warehousing, manufacturing and construction. In Newcastle, hiring within construction has been busy, but skills shortages have led employers to offer to 7-10% pay increases in an effort to attract and retain construction workers.

Across all sectors, in a job market where jobseekers often have multiple job opportunities, candidates are increasingly picking and choosing between roles in order to secure the best offer. Candidates are also less likely to tolerate lengthy recruitment processes, and this has led to employers hastening their approach in a bid to maintain candidate interest.

\*ONS employment and unemployment rates and average weekly pay statistics relate to April – June of 2015; employment by occupation refers to April 2014 – March 2015; and workforce jobs by industry refers to March 2015. The Manpower Employment Outlook Survey is a forward-looking measure, anticipating hiring intentions for Quarter 4 2015.