



South East hiring intentions remain cautiously optimistic

At +6%, the Employment Outlook for the South East has shown a slight increase in employer hiring intentions. While employers have remained consistently optimistic, the prospects for job creation are higher than in most parts of the country.



Q4 2015

South East employment snapshot

Average weekly pay

The South East is the second highest-paid region in the UK. The average weekly wage is **£652**, some £72 higher than the national average.

Hiring Outlook

For the fourth quarter of 2015, the seasonally adjusted Net Employment Outlook in the South East is **+6%**, and above the national average (+4%).

Employment

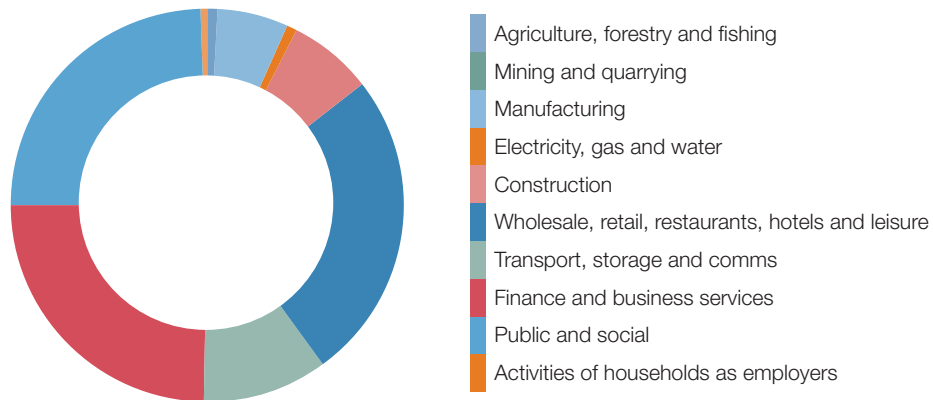
At **76.6%**, the South East rate of employment is higher than the national average (73.4%) and most UK regions. While the rate has fallen some 0.6% since last quarter it remains unchanged when compared to the same period last year.

Unemployment

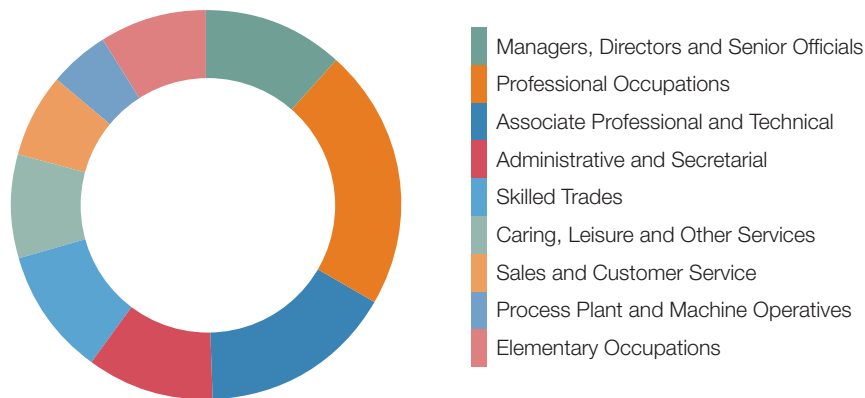
At **4.5%**, the unemployment rate continues to be significantly lower than the national average. The South East has the second-lowest unemployment rate in the UK.

Q4 2015

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

Confidence continues to build among the region's employers, particularly in temporary recruitment. However, skills shortages have seen employers compete for candidates and, as well as a significant increase in counter-offers, more employers are looking at their recruitment process with fresh eyes. To attract quality candidates, many are now acknowledging the need to deliver a positive candidate experience and are increasingly seeking expertise from recruiters like Manpower.

Meanwhile, employers appear to be making greater efforts to retain employees; however, this remains reactive. So far there is no evidence of wide-spread adoption of long term retention strategies focused upon improving the working environment, offering greater flexibility, or investment in training and development and other additional benefits.

*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.