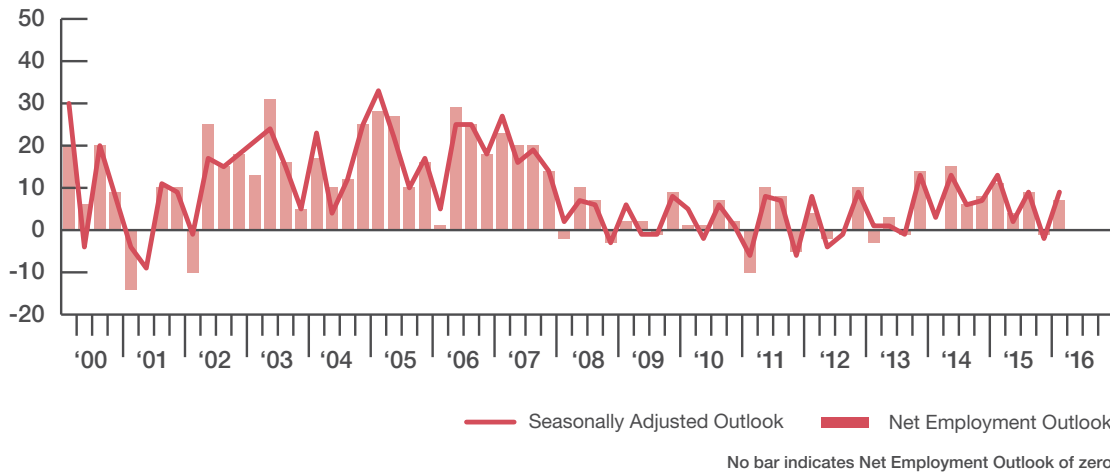




Manpower®

# Employer hiring intentions turn positive in the North East

For the first quarter of 2016, the North East is seeing a considerable increase in employer hiring intentions with an Employment Outlook of +9%. Employers in the North East are now amongst the most optimistic in the country when it comes to job creation.



Q1 2016

## North East employment snapshot\*

### Average weekly pay

The North East is the second lowest-paid region in the UK. The average weekly wage is **£499**, some £75 below the national average.

### Employment

The rate of employment in the North East is below the national average and stands at **68.3%**. This represents a 0.7% fall when compared to the same period last year.

### Hiring Outlook

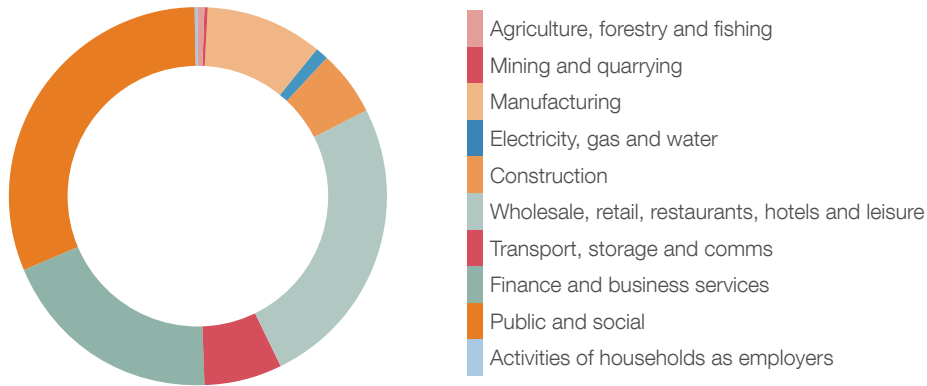
For the first quarter of 2016, the seasonally adjusted Net Employment Outlook in the North East is **+9%**, and above the national average of +7%.

### Unemployment

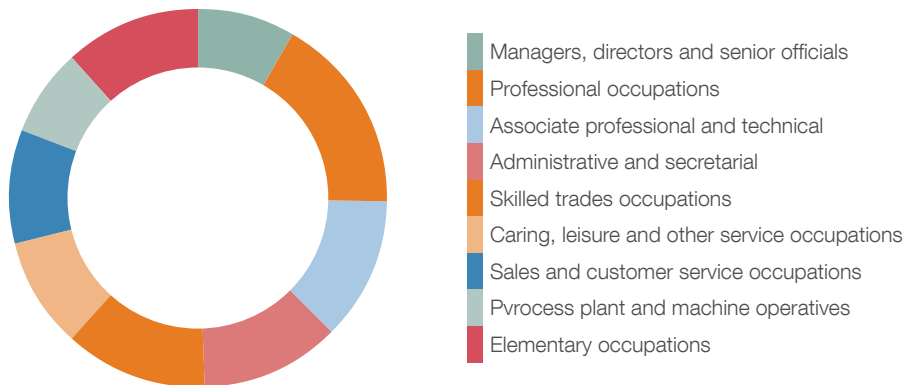
At **8.6%**, the unemployment rate continues to be significantly higher than both the national average (5.3%) and any other UK region. In spite of this, unemployment has actually fallen 0.7% when compared to the same period last year.

2016  
Q1

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

Despite the employment market slowing, when it comes to attracting the best candidates, competition between employers has never been fiercer. Clients we speak to are being far more proactive in reviewing their entire employment packages, such as flexible working and other benefits. Businesses are recognising that it can be a competitive advantage in the battle for talent.

Meanwhile, in the past quarter, we have noted some distinct trends taking hold in various cities. While the region sees demand for roles in customer service, sales and manufacturing, the continuing effects of the oil price depression in Newcastle has seen reduced demand for specialist engineering skills. By contrast, Darlington has seen more industrial-driven opportunities, particularly within the food production sector.