

## **SOUTH WEST SWINGS FURTHER INTO POSITIVE TERRITORY**

### **MANPOWER EMPLOYMENT OUTLOOK SURVEY REVEALS THAT THE SOUTH WEST'S HIRING INTENTIONS HAVE RISEN BY TWO PERCENTAGE POINTS**

- **Positive picture for the region with an Outlook of +3%**
- **Buoyant market for manufacturing across the region**
- **Post-Brexit reluctance from candidates to move roles**

**13 SEPTEMBER 2016:** The fourth quarter of 2016 has seen a boost of confidence in the South West with hiring intentions of +3%, according to Manpower, the world's workforce experts. The Employment Outlook in the region has risen by two percentage points from last quarter.

The Manpower Employment Outlook Survey is based on responses from 2,102 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.

"We are very pleased to report that employers remain cautiously optimistic this quarter," says Krissie Davies, Operations Director at Manpower. "Employers in the South West are continuing to hire and there are opportunities out there. However, when we break down prospects across the region, we are seeing a fairly mixed picture. Bristol's job market has benefited from a flurry of temporary roles, with a sharp spike in manufacturing and production, but permanent roles appear to be flatlining. As the dust begins to settle following the referendum, it seems that some employers feel more comfortable delaying longer-term hiring decisions. Exeter, on the other hand, tells a very different story with a real sense of buoyancy in the permanent market. Lower level engineering and manufacturing roles are very much in demand and we are actively encouraging candidates to send us their CVs."

"Plymouth is also experiencing a boom in construction, with employers looking for these skills as they anticipate a rise in big projects including greater demand for student accommodation. We are still finding that candidates are reluctant to transition into new roles, perhaps due to the current economic uncertainty, and are advising employers to draw on the benefits of social media as a sourcing and engagement tool to communicate their brand differentiators and attract potential candidates."

The national seasonally adjusted Net Employment Outlook has remained at +5% for the final three months of the year, defying predictions that the vote for Brexit would trigger an immediate slump in recruitment plans. However, ManpowerGroup is warning that this could be the calm before the storm. Conducted in the weeks following the referendum, the survey shows that while UK job prospects have held firm, cracks in the ice are appearing with six out of nine sectors surveyed reporting a fall in jobs optimism.

Mark Cahill, ManpowerGroup UK Managing Director: "After the initial shock of Brexit, we're entering a new phase of prolonged economic uncertainty. The future of freedom of movement across the EU is of particular concern. As UK businesses are reliant on European

talent to help fill the skills gap, we urge the government to prioritise maintaining the free movement of people across the EU during its negotiations. This would make sure the UK remains competitive, while sending a powerful message to skilled jobseekers– Britain remains open for business.”

Seven of the twelve regions in the UK reported falling Outlooks for the final three months of the year. The East Midlands is the most positive region (+9%), followed by London (+8%) and the East (+7%). Outside the North West, up one point to +6%, the north of England reports weak Outlooks with Yorkshire & Humberside falling to the joint-least optimistic Outlook of the country (-2%) and the North East dropping four points to +5%. Optimism across the South of England has strengthened, with the South East up one point to +3%. Scotland fell two points to 0%, while Northern Ireland (-2%) and Wales (+4%) both fell six points, the joint biggest fallers with the West Midlands (+5%).

**For further information, please contact:**

Brunswick – JENNIFER BONFANTI 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://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 Manpower 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 nearly 59,000 employers in 42 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) has been the world's workforce expert, creating innovative workforce solutions, for nearly 70 years. As workforce experts, we connect more than 600,000 men and women to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands – Manpower®, Experis™, Right Management® and ManpowerGroup™ Solutions – we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2016, ManpowerGroup was named one of the World's Most Ethical Companies for the sixth consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup makes powering the world of work humanly possible: [www.manpowergroup.com](http://www.manpowergroup.com)

**About Manpower UK**

Manpower is the global leader in contingent and permanent recruitment workforce solutions. It is part of ManpowerGroup, the world's workforce expert, which creates and delivers high-impact solutions that enable clients to achieve their business goals and enhance their competitiveness.

With a network of 300 offices in cities across the country, Manpower has provided organisations in the UK with a continuum of staffing solutions from the incidental to the strategic for nearly 60 years, working with businesses such as BT, IBM, Royal Mail and Xerox to help them win.

In the Human Age, where talent has replaced access to capital as the key competitive differentiator, Manpower UK leverages its trusted brand to develop a deep talent pool, providing clients with access to the people they need, fast.

Manpower UK creates powerful connections between organisations and the talent they need to enhance their competitiveness and unleash their workforce potential. By creating these powerful connections, we help everybody achieve more than they imagined, and power the world of work.

For more information, see [www.manpower.co.uk](http://www.manpower.co.uk)