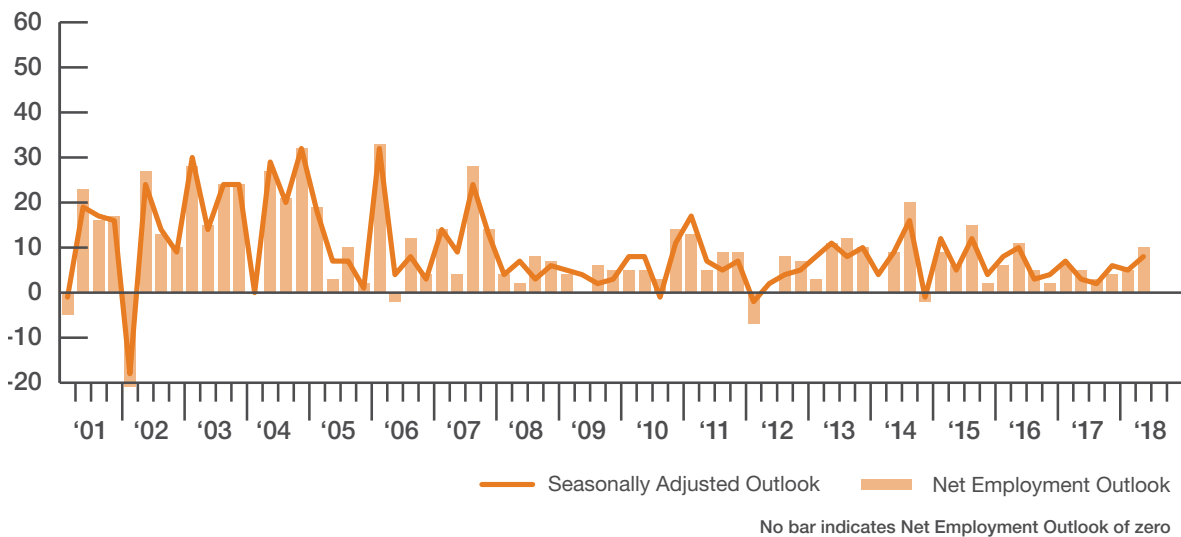




Manpower®

# Employers remain modestly optimistic

At +8%, hiring intentions in the South West for the second quarter of 2018 have risen when compared to three months ago. Despite concerns about the national economy, this quarter's Outlook indicates that optimism amongst employers is higher than it's been for the past year.



Q2 2018

## South West employment snapshot\*

### Average weekly pay

The South West is the sixth best-paid region in the UK. The average weekly wage is **£563**, £41 below the national average.

### Hiring Outlook

For the second quarter of 2018, the seasonally adjusted Net Employment Outlook in the South West is **+8%**. The region's Outlook is slightly above the national average (+6%).

### Employment

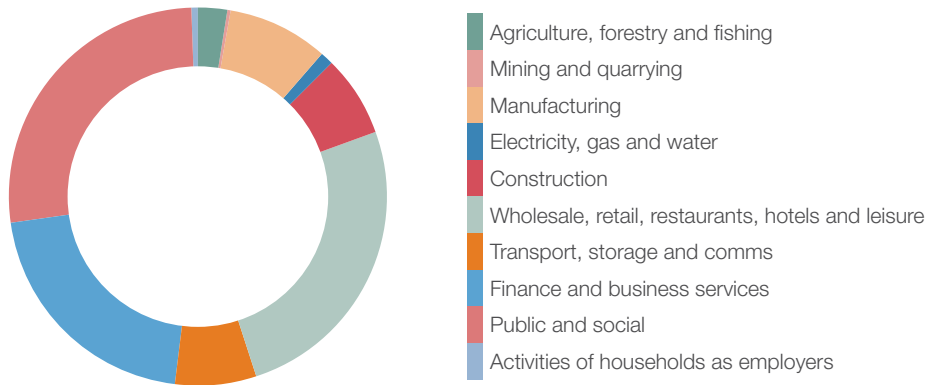
The rate of employment in the South West is above the national average and this quarter stands at **78.6%**. The South West has the second-highest rate of employment in the UK.

### Unemployment

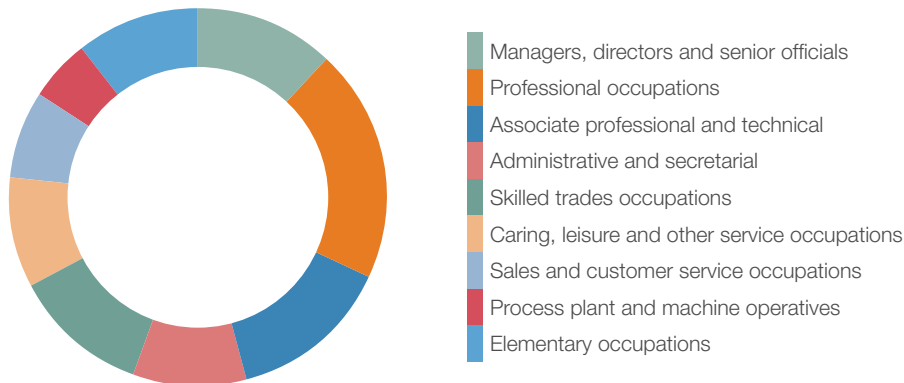
At **3.7%**, the unemployment rate continues to be markedly lower than the national average. The South West has the second-lowest unemployment rate in the country.

2018  
Q2

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

As employers adopt a “wait and see” approach to Brexit, across the region, we are seeing growth in the number of opportunities advertised and this is particularly noticeable for roles in the Engineering, Health, and Driving and Logistics sectors. Yet across all sectors, skills shortages prevail.

Candidates are very aware of their own value and the opportunities available to them, and are increasingly turning away jobs that pay the minimum wage or ones that offer uncompetitive pay rates. For example, in Driving and Logistics, skills shortages here are being made more acute by an ageing workforce and insurance restrictions that prevent under 25s driving HGVs. And drivers with in-demand qualifications are increasingly ignoring opportunities where advertised pay is beneath their expectations.

In a tight labour market where candidates with in-demand skills have choices, employers need to look at new ways to both hire and retain them. In some cases, this will mean upskilling; in others, it may involve reviewing pay.