



HIRING PLANS SLOW IN NORTH WEST AMID TALENT SHORTAGE

- **Employment Outlook in the region drops two points to +3% heading into Spring**
- **Employers holding off on executing planned growth due to Brexit fears**
- **Lack of talent remains a key challenge for employers looking to recruit**

12 MARCH 2019: Employers in the North West are cautious about hiring in the quarter ahead, according to the latest Employment Outlook Survey from ManpowerGroup. The region's Outlook of +3% is below the UK average with concerns over Brexit and a candidate shortage putting employers off from planning more hires.

The ManpowerGroup Employment Outlook Survey is based on responses from 2,142 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.

Jason Greaves, director at ManpowerGroup, comments, "With so much uncertainty surrounding Brexit, it's difficult for employers in the North West to plan resourcing in the short-term. And, while we're seeing strong demand for workers in manufacturing and engineering across the region, the lack of candidates is further hampering recruitment efforts."

"With strong applicants in short supply, employers are faced with a very candidate-driven market. The best candidates will often have the pick of a number of different jobs or temporary assignments at any one time. In a battle to attract and hold on to top talent, employers must ensure their salaries and benefits packages are in line with or exceed the trends in the region. Employers also need to be quick to secure the right person – not moving fast enough runs the risk of losing vital talent to their competitors."

Pressure from a downbeat Finance and Business Services sector falling five points to -1%, only the second time in the last decade it has been in negative territory, is adding to the sense of caution in the region. The sector has now recorded its least optimistic year since the depths of the financial crisis in 2009, with an average Outlook of just +2%. Another bellwether sector that is much more downbeat this quarter is Transport, Storage and Comms, which has now recorded a negative Employment Outlook for three straight quarters, reaching -4% this quarter, its least optimistic Outlook since 2010.

Ten out of the UK's 12 regions reported a fall in confidence since last quarter, causing the national average to slip from +5% to +4%. Hiring intentions outside the North West are also conservative, with dips in confidence almost across the board, including the East (down nine points to +3%), the South West (down seven points to +1%) and London (down two points to +1%). The only regions bucking this trend are the South East, which rebounded from a negative outlook of -2% last quarter to +5%, and Scotland, which is sluggish but unchanged at +2%.

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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, or by calling the Press Office on 020 7592 1200 / manpowergrouppr@brands2life.com

For international comparisons and visual library with graphs, visit manpowergroup.com

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 43 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. 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 ManpowerGroup 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 over 59,000 employers in 44 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), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for nearly 70 years. In 2019, ManpowerGroup was named one of Fortune's Most Admired Companies for the seventeenth year and one of the World's Most Ethical Companies for the ninth year in 2018, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com