



## **NORTH WEST JOBSEEKERS FACE TOUGH JOBS MARKET THIS SUMMER**

- **Employment Outlook in the region drops two points to just +1% heading into summer**
- **Employers grappling with skills shortages, particularly in energy firms and contact centres**
- **Businesses having to stretch salaries to attract the people they need in a candidate driven market**

**11 JUNE 2019:** Employers in the North West are putting the brakes on their hiring plans over the summer months. This is according to the latest Employment Outlook Survey from ManpowerGroup, which shows the region now has some of the worst job prospects in the country. The market has continued to slow since the beginning of the year, as companies delay hiring while they wait to see what happens with Brexit.

The ManpowerGroup Employment Outlook Survey is based on responses from 2,101 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, “While the growing uncertainty surrounding the UK’s departure from the European Union has continued to put a strain on hiring plans, employers in the North West are also contending with a deepening skills gap. The talent shortage has affected key sectors such as energy and the contact centre industry, with companies in the region left battling for the best candidates.

“In response, employers across the North West have turned their attention to hiring more permanent roles in a bid to upskill their staff in line with demand. However, in this candidate-short market, employers must secure the best talent quickly in order to avoid losing out to competitors. This is an added challenge for companies, with the best candidates often having the pick of several different jobs or temporary assignments at any one time. As a result, businesses within the region are stretching salaries and benefits packages to attract top talent.”

With Britain's withdrawal from the European Union originally pencilled in for the end of March, lots of companies frontloaded activity in the first half of the year in anticipation of more turbulent market conditions later on. The now prolonged deadline has shifted stockpiling down the agenda for many businesses, with the Manufacturing sector, a key industry in the North West,

falling to just +3%. The Transport, Storage and Comms sector also dropped to -6%, its lowest since 2010.

Elsewhere in the country, hiring confidence has stalled in the North East at just +2%. The south saw a fall in confidence with the South East dipping into negative figures and the South West dropping to +5%. The gloom has lifted from London, as it recovered to hold at the national average of +4%, buoyed by a stronger performance in the Finance and Business Services sector. The Midlands meanwhile, continues to be a beacon of positivity - both the East and West Midlands are at +8%.

**-ENDS-**

**For further information, please contact:**

Brands2Life – Rachael Myers / Tom Dockar-Drysdale

Phone: 020 7592 1200

Email: [manpowergrouppr@brands2life.com](mailto:manpowergrouppr@brands2life.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 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](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 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 58,000 employers in 43 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 organisations 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 hundreds of thousands of organisations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people 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 over 70 years. In 2019, ManpowerGroup was named one of the World's Most Ethical Companies for the tenth year and one of Fortune's Most Admired Companies for the seventeenth year, 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](http://www.manpowergroup.com)