



ManpowerGroup®

REGIONAL FACTSHEET

THE NORTH AND YORKSHIRE

The North and Yorkshire & Humber Holds Steady With Steadfast Hiring Outlook

Employers across the North and Yorkshire & Humber anticipate a very strong labour market during the January to March period, reporting a Net Employment Outlook of +36% in the North East, and record Outlook of +35% in the North West and +27% in Yorkshire & Humber. Compared with last quarter, hiring intentions decrease by -4 in the North East, increase by 5% in the North West and remain the same in Yorkshire & Humber. Compared with Q1 2021, North East is up 44%, North West up 38%, and Yorkshire & Humber up 34%. Employers in these regions are the most likely to ask their employees to return to work five days a week across a plurality of sectors.

MARKET OVERVIEW

The North and Yorkshire & Humber report strong hiring intentions. Employers are investing in their Employer Value Proposition to attract candidates, providing more information about their temporary work offers than just the pay rate. Furthermore, employers previously paying minimum wage are now increasing their pay offering to outbid their competitors. Employers are switching from temporary to permanent contracts with candidates at a record pace to shore up talent.

Following months of uncertainty, the Hospitality sector is returning, with increased demand on the high-street mirrored in demand for workers. Employment negotiations are elongating, with candidates using the weight of counteroffers to leverage better offers from preferred employers.

Q1 2022