



ManpowerGroup®

REGIONAL FACTSHEET

THE SOUTH

# Permanent Hires Fuel the South's Hiring Outlook, But Temporary Roles Remain Vacant

Employers across The South anticipate a strong labour market during the January to March period, with the South reporting a Net Employment Outlook of +31%. Hiring intentions increase by 6 percentage points in the South East, decrease by 1 percentage point in the South West. Compared with Q1 2021, the South East is up 37 percentage-points, the South West is up 27 percentage-points.

## MARKET OVERVIEW

In the South, permanent recruitment is driving demand, as employers struggle to fill temporary roles. Employers are investing in their employee value proposition (EVP) to attract candidates. Those looking to move roles, or take on new work are putting work-life balance at the centre of their decision making and choosing employers with wellbeing on their agenda. Candidates are increasingly unlikely to choose employers with uncompetitive recruitment packages and processes, prompting employers to expedite the hiring process with fewer interviews, often outsourcing the onboarding process to recruiters.

Permanent recruitment across the South has been very strong. Applications for roles increase by 60% when hybrid work is included, and the calibre of candidates improves too. Southampton, Reading, Brighton, Swindon, Crawley are all hotspots for candidates. The number of permanent driver requests has increased exponentially, as employers look to shore up talent, however these are proving less favourable for candidates who like the added flexibility when these roles are temporary.

Temporary work is a different picture, while not in decline, employers are putting in significant effort to maintain the status quo. We're seeing large employers offer signing bonuses up to £3000 in order to attract candidates. Kent's temporary labour market is especially stretched, with a lot of opportunity but a shrinking talent pool as the market is already saturated.

Q1 2022

[manpowergroup.co.uk/meos](https://manpowergroup.co.uk/meos)

The ManpowerGroup Employment Outlook Survey is a forward-looking measure, forecasting hiring intentions for Quarter 1 2022.