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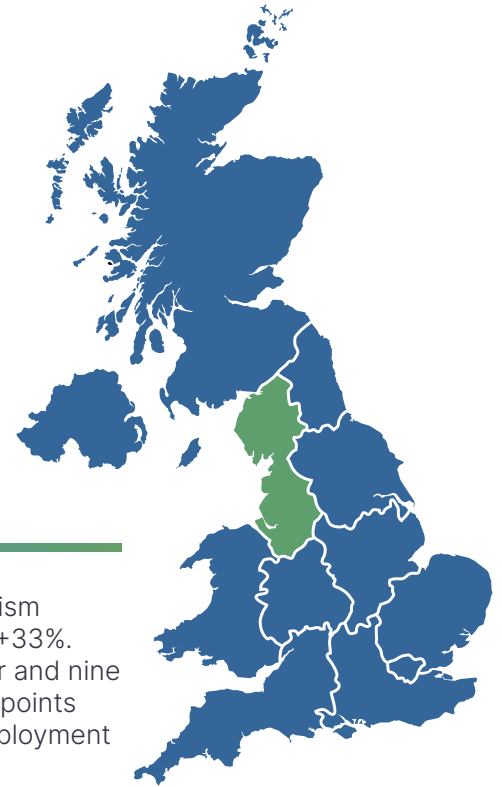
## Hiring Outlook in the North West Increases to +33%

### MARKET OVERVIEW

Employers in the North West anticipate a labour market with renewed optimism during the January – March period, reporting a Net Employment Outlook of +33%. Hiring intentions have increased twelve percentage-points since last quarter and nine percentage-points year-on-year. Hiring in the North West is six percentage-points above the national average, and the region with the second highest Net Employment Outlook.

Hiring in the North West has continued to fluctuate since the pandemic hiring recovery began in Q4 2021. Following one of the lower hiring Outlooks of last quarter, the North West is once again reporting strong demand as pay rates increase, benefitting the North of England due to having a cheaper cost-of-living than the South.

There is a great deal of large-scale, high-volume recruitment underway in the region, largely being driven by its manufacturing base. There continues to be a definite sense of hesitancy from many employers about switching from temporary roles to permanent as cost pressures continue.



Q1 2024