

# RECRUITING IN 2017



# WHAT EMPLOYERS NEED TO KNOW

**Career**Experts

in partnership with

**BRIDGEWATER RESOURCES UK**

Bridgewater Group



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## ABOUT CAREEREXPERTS

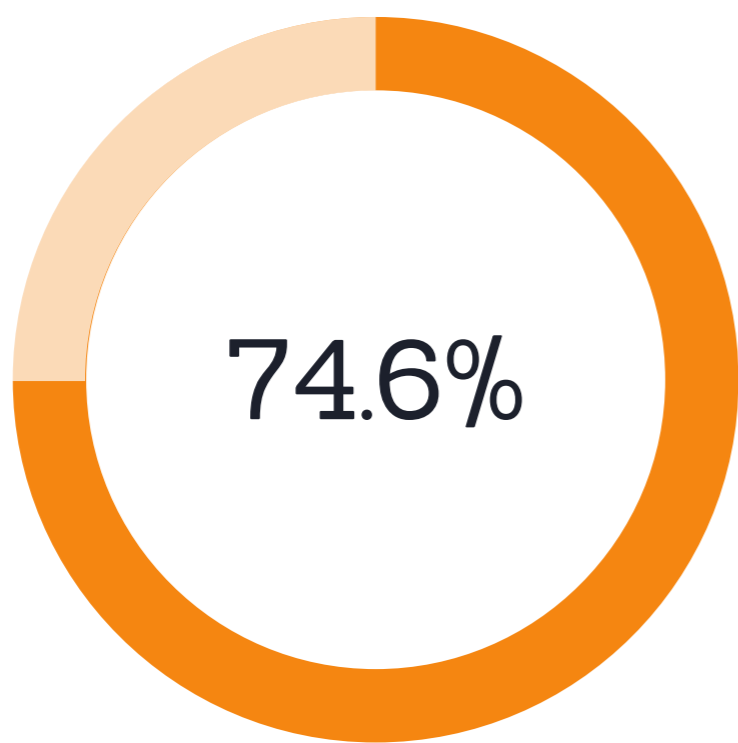
CareerExperts is the go-to career site for professional development tips, management and leadership innovation and job search advice. They are made up of a national group of career experts – recruiters, managers and directors – with specialist expertise and a whole lot of experience.

## ABOUT BRIDGEWATER GROUP

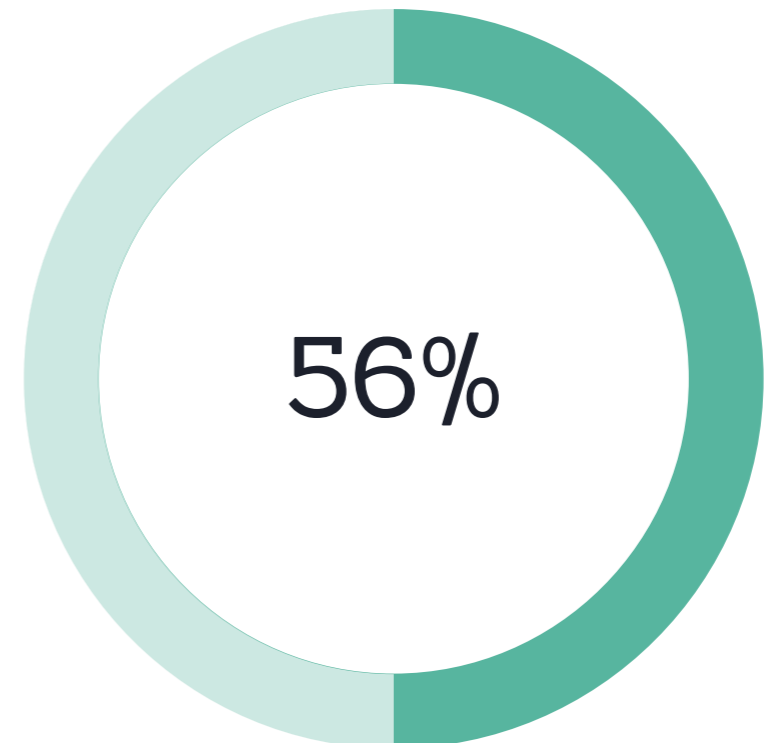
Bridgewater Group specialise in recruitment for wholesale, distribution and manufacturing industries, working with market-leading businesses across the UK and Ireland. They forge the bridge between clients and high calibre candidates and between candidates and their ideal career.

# THE UK LABOUR MARKET IN 2017

The current UK labour market is making it difficult for employers to recruit talent.



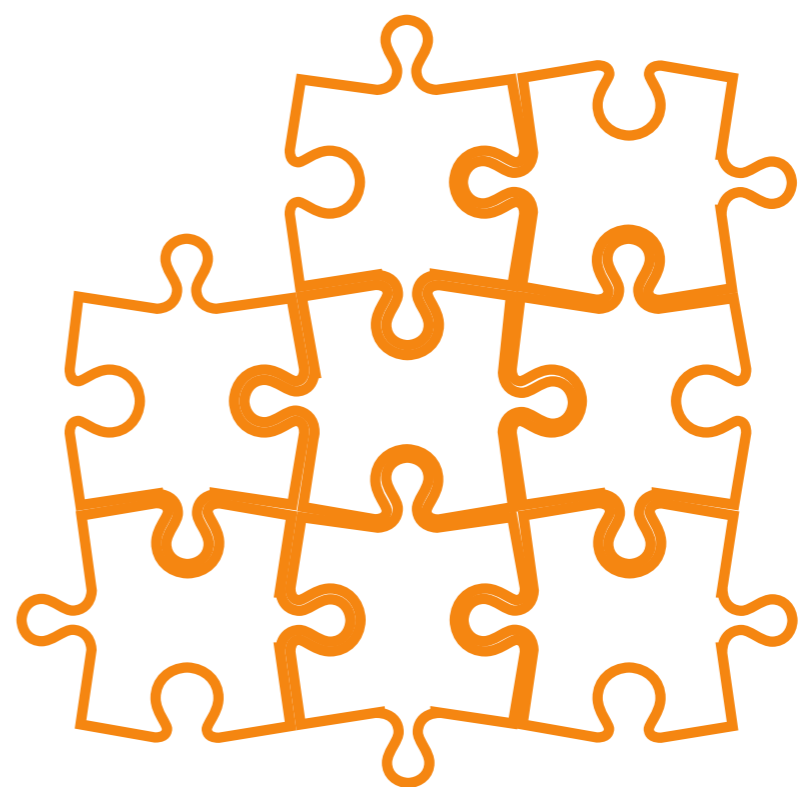
The UK has the highest employment rate in the world – with 31.84 million people in work.



56% of businesses cannot fill the jobs they have available.



Candidate availability is the worst in the last 3 years.



There are more skill shortages now than in the last 20 years.

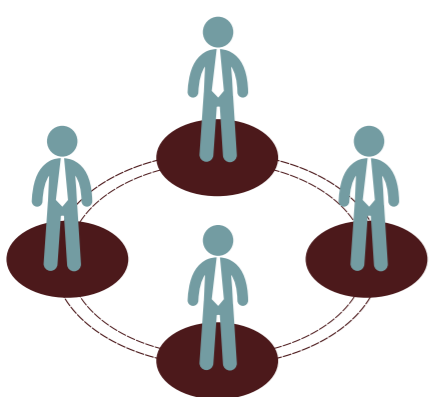
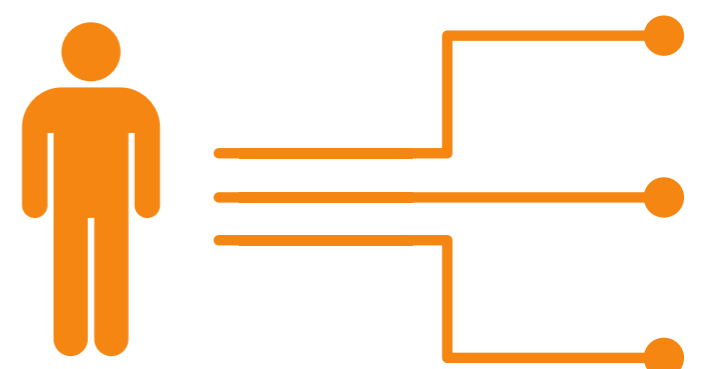
# DEMOGRAPHIC CHANGES

The UK labour market isn't the only thing making recruitment more difficult for employers. The changing demographic of our workforce is also having a significant impact.



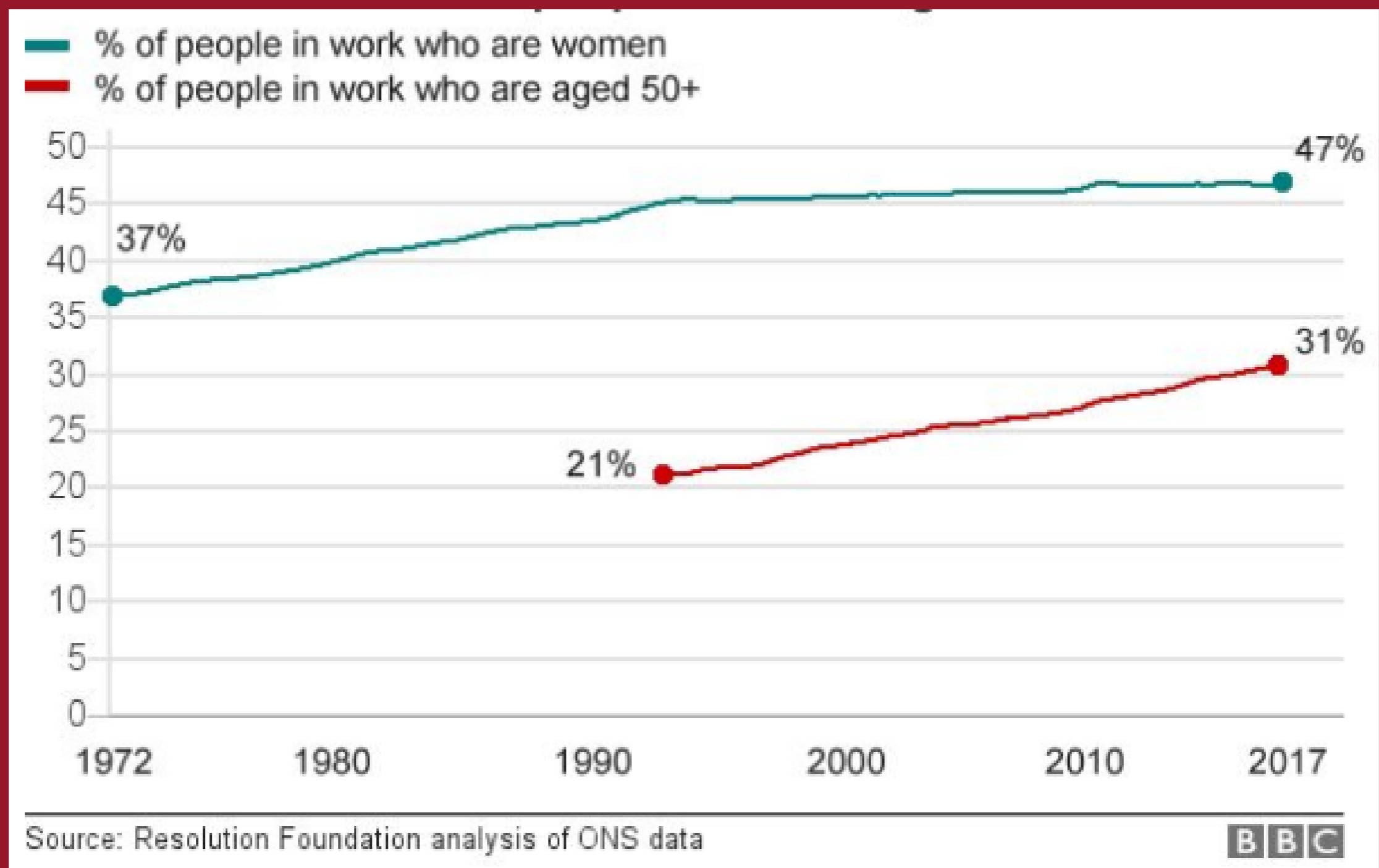
There is currently an ageing work population which means that over the next decade there will be fewer people in the jobs market.

In the next 10 years, there will be 1 person of working age supporting 3 non-working age people.



In the next 10 years there will be significantly less people in the labour market.

# MORE WOMEN AND OLDER PEOPLE ARE WORKING



Rapid growth in female employment during the 1970s and 1980s means that women now make up almost half of the workforce.

Nearly one in three people in work is now aged 50 and over, compared to just over one in five back in 1992.



This trend is being driven by rising life expectancy, the progress of the large baby boomer generation through their careers and policy changes like the increasing state pension age.



# TALENT SHORTAGE

What we are currently witnessing is a talent shortage as well as a skills shortage.

## SKILL

- Qualifications
- Knowledge
- Experience

## TALENT

- Strategic thinking
- Ability to change and adapt
- Able to inspire and motivate others



Salaries are having to increase to attract and retain this talent

# CHANGING ATTITUDES

Attitudes to work amongst Generation X and Millennials differ greatly!

Millennials are much more inclined to be in control of their own work and career – this has displayed itself in a shift towards freelance work and a growing number of entrepreneurs.



From a survey conducted in 1991, 19% of 16 – 21-year-olds saw them self-running their own business or wanting to be an entrepreneur

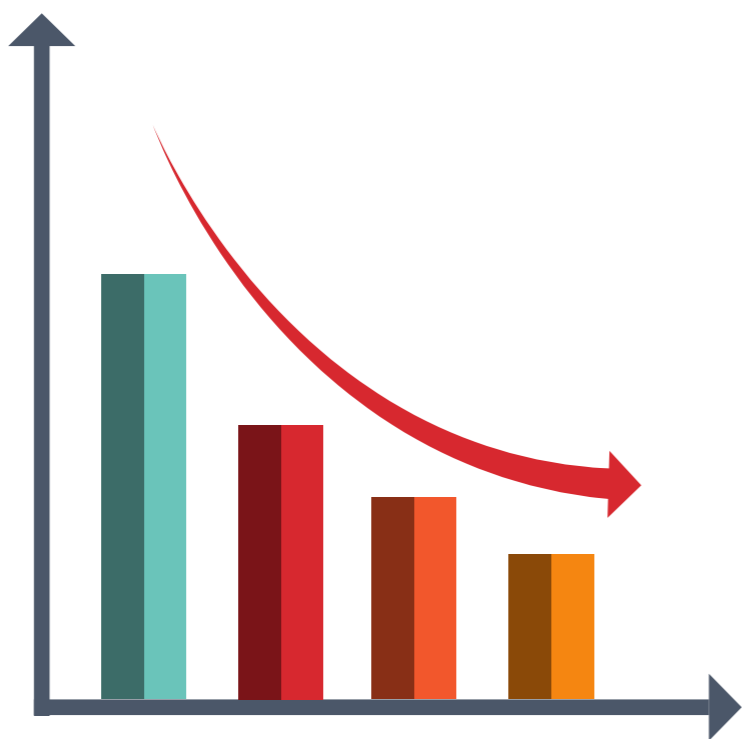
From a survey conducted in 2011, a staggering 83% of 16 – 21-year-olds saw them self-running their own business or wanting to be an entrepreneur



# THE IMPACT OF

# BREXIT

Unsurprisingly, Brexit is set to have a big impact on our job market!



Immigration into the UK will be decreasing. Less people means less labour.

Employer confidence has been affected by Brexit. However hiring intentions are still strong with 22% of employers planning to increase permanent staff over the next few months and there is significant wage growth predicted.

With the low unemployment rate, ageing workforce, talent shortage and Brexit, recruiting for your business is only getting more difficult.

Hiring intentions may be strong, but employers have to up their game if they want to effectively attract and retain their talent.

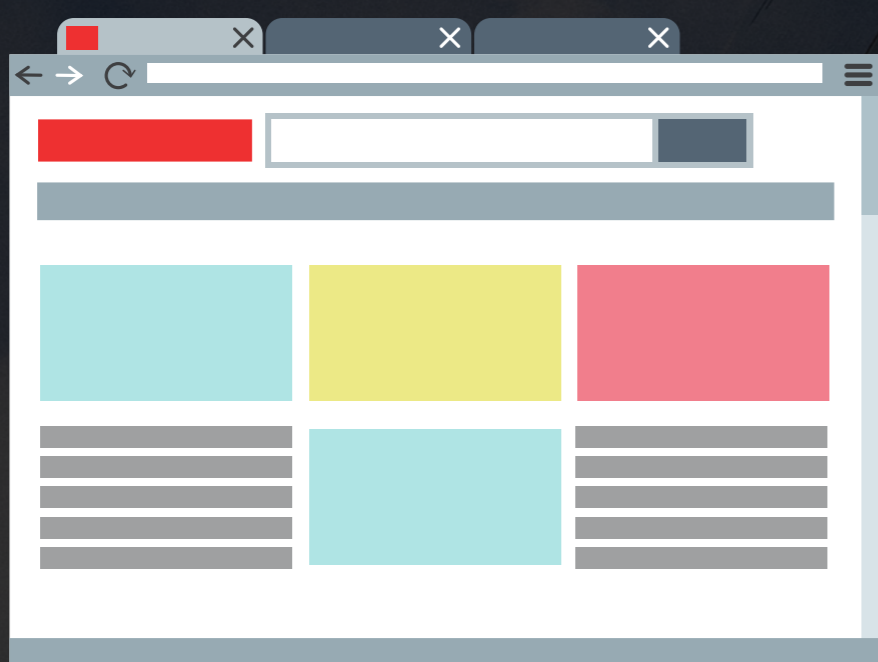
# ADVICE FOR EMPLOYERS

HOW TO ATTRACT AND RETAIN TALENT



## EMPLOYER BRANDING

Having a strong employer brand is more important than ever for employers who want to effectively compete in the war for talent. As a minimum it's advisable to have:



A careers page that promotes your company culture and offers candidates an insight into what it's like to work for your business



Positive online reviews from your employees. It's worth checking your reviews on Glassdoor and Indeed.

# TEMPTING PACKAGES

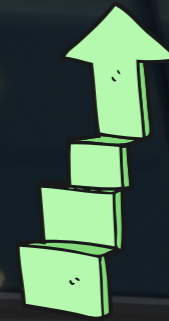
According to a 2015 CareerBuilder survey, the main reasons why people look for a new job are:



Higher base salary



Improved work/life balance



Better advancement opportunities



Better skills growth potential



Improved benefits



Better living/city situation



Better bonuses



Issues with manager



Issues with colleagues

## WHAT'S YOUR BUSINESS OFFERING?

Raising salaries and introducing desirable perks and benefits will help with attracting and winning high-calibre candidates.

Company culture and benefits aren't only important for attracting candidates. They will also help with retaining the top talent you already have and wouldn't want to see go.



Hiring the right people is one of the toughest challenges that every business faces. It is only with the right team that a company can thrive and grow. This is why it is so important for businesses to be aware of and react to the ever-changing job market.

For employers, recruiting isn't getting easier. It is becoming increasingly more difficult to attract top talent to businesses because candidates have so much choice. This is why more and more employers are choosing to work with recruitment consultancies that have the expertise to find high-calibre candidates. In 2016 the recruitment market grew by 9%.

The current UK job market is very much candidate-driven. There are plenty of jobs available and not enough people with the skills to fill them. Businesses who want to recruit effectively should ensure that they are ready to compete.

Without strong employer branding and tempting salaries and benefit packages, you're in danger of losing out to companies who are taking the time to impress.