



# 2020 JOB MARKET & TALENT ATTRACTION REPORT



**bridgewater**  
resources uk  
part of bridgewater recruitment group ltd

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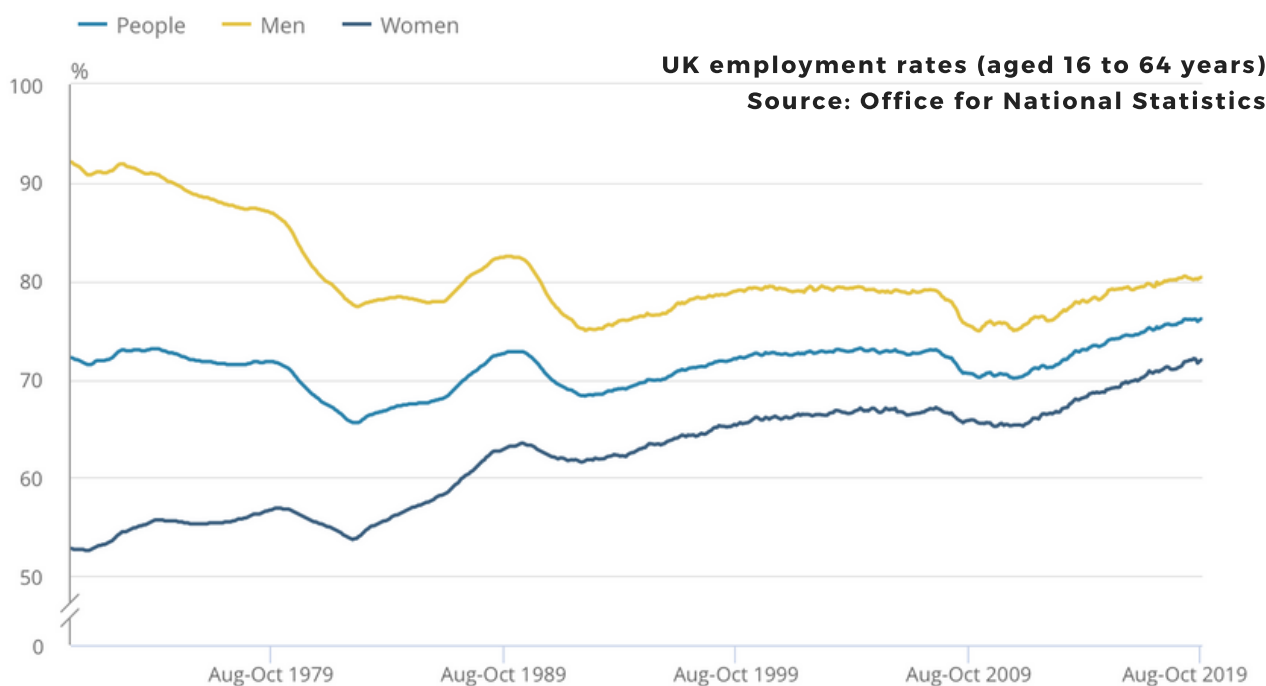


## The Current Job Market

# UK EMPLOYMENT RATE

Overall, the UK employment rates have been increasing since early 2012. The employment rate for all people increased 0.4 percentage points in 2019 to a record high of 76.2%.

**76.2%**  
*employment rate*



With the UK employment rate reaching its highest since records began in 2019, job candidates have been given unprecedented levels of influence over potential employers. They are in a position to control negotiations at every level, from lower level training roles all the way up to a higher-level executive roles.

The scarcity of candidates has prompted employers and recruitment companies alike to launch initiatives to attract and retain talent. Some are investing in training candidates for roles that were previously only available to the more experienced. Some are boosting salaries and offering more flexibility at work. All businesses are having to work harder to retain the top talent they have.

## *The Current Job Market*

# JOB VACANCIES

**Vacancies for September to November 2019**

**Source: Office for National Statistics**



The estimated number of vacancies in the UK fell sharply during the recession of 2008 to 2009. Since 2012, it has generally increased, although it has been falling since early 2019. For September to November 2019, there were an estimated 794,000 vacancies in the UK, 20,000 fewer than for the previous quarter (June to August 2019) and 59,000 fewer than for the previous year.

Falling vacancy numbers and rising youth unemployment are warning signs that the record levels of employment characteristic of 2019 are at risk. Brexit uncertainty and global headwinds are having an impact on business confidence which has resulted in stalling investment and zero productivity growth.





# THE OUTLOOK FOR 2020

A year of historically poor GDP growth (only 1%) raises the question as to whether the 76.2% employment rate and strong pay increases can continue in 2020.

Economists have forecasted that in 2020 average real pay – allowing for inflation – will surpass the pre-crisis peak it reached in 2008. However, UK employment could dwindle if vacancy numbers continue to fall.

While the future is uncertain, 2020 is shaping up to be quite different from the last few years. The labour market has been boosted by businesses preferring to hire new talent rather than committing to investment. It's a strategy that is relatively low-cost and easy to reverse if business stalls making it a more popular choice in uncertain times.

While the employment rate has started to dip towards the end of 2019, it still remains just below record levels and the labour market is in good health.

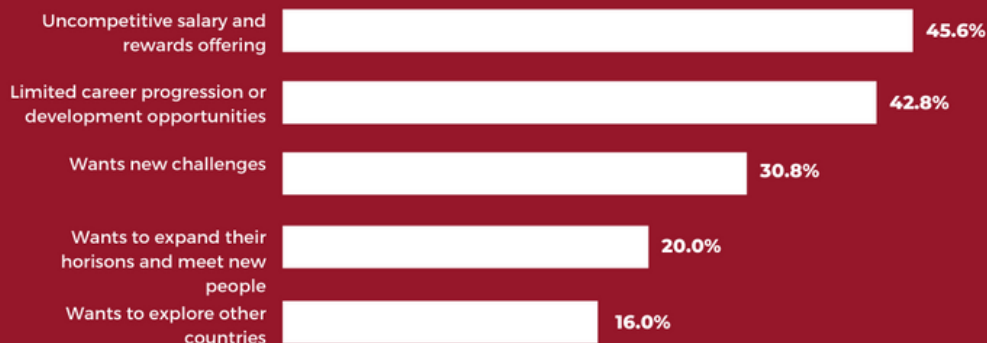
## **2020 is shaping up to be quite different from the last few years.**

For employers, it's important to keep in mind that while vacancy numbers and the employment rate may dwindle in 2020, there's still a highly competitive job market. The best quality candidates are rarely easy to come by and it's important for all businesses to have a strong talent attraction and retention strategy in place.

## Talent Attraction &amp; Retention

# WHAT CANDIDATES WANT

## Top 5 Reasons for Not Staying with Current Employer



Source: HR2025 research report

New research from leading UK job site CV-Library found that, worryingly, over half of Brits aren't happy in their current jobs. The results of their survey mirrored those of the HR2025 world-wide research report with the most common reason for job dissatisfaction revealed to be not being paid enough (42.9%). 38.7% of those surveyed were unhappy as they had no room for progression and 33.4% felt it was due to the company culture being poor.

Bearing these areas in mind is important as they are key driving factors for both your current employees and potential candidates. Your recruitment strategy should encompass attracting new people to your business, developing employees and retaining talent. Knowing what candidates want is vital if you want to get these areas right.

# 55.6%

of Brits aren't happy in their current jobs

Candidates wouldn't apply for a role if the job advert doesn't include:

- Location - 84.7%
- Salary - 77.6%
- Job title - 43.8%
- Working hours - 41.7%

## Talent Attraction &amp; Retention

## PAYING FAIR SALARIES

An overwhelming 81.6% of professionals say salary is the most important factor when it comes to finding a new role; and this isn't particularly surprising. Pay is also a huge focus area for candidates when considering whether to accept a job offer or not.



## PAY FAIRLY OR RISK MISSING OUT

Three quarters of Brits reported that they have not had a formal pay review meeting in the past year. However, the war for talent is on-going and salaries is something employers need to get right if they want to boost their recruitment in 2020.

If the salaries you offer aren't inline with what other companies offer, then you will miss out on the best candidates who will look elsewhere. Likewise, your current team may look to move on if they are tempted by higher salaries.

If you have a role to recruit for, it's important to get the salary right from the very first job advert. Do your research in order to ensure you are offering a fair and competitive amount that will attract the calibre of candidate you are looking for. You can:

- Conduct research on salary sites, such as PayScale
- Search similar roles in your area on job sites
- Get advice from recruitment consultancies who are experts in your market





## Talent Attraction &amp; Retention

# STRIKING A BALANCE

## 97.9%

of Brits believe that work-life balance is important.

## 37.3%

admit that they don't have a good work-life balance themselves.

These figures should be worrying for employers as employees who are overworked, stressed or tired will not be performing at their best. A lack of balance can also escalate into burnout, poor health and employees needing time off work.

### What Can Employers Do?



#### LEAD BY EXAMPLE

It's important for business leaders and managers to lead the way when it comes to striking a healthy work-life balance. Emails and calls to your employees late at night or at the crack of dawn does not set the right tone.



#### OFFER FLEXIBLE WORKING

56.6% of employees would like the ability to work from home. Giving employees the freedom and trust to work flexibly can work wonders for motivation and productivity levels.

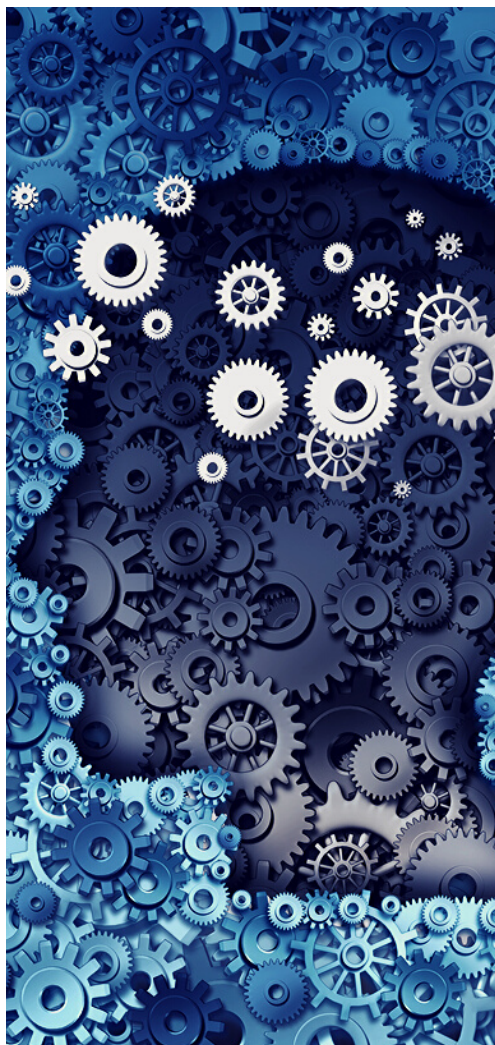


#### UNDERSTAND YOUR EMPLOYEES

People are different and they want different things so if you're unsure how to strike the right chord with your employees simply ask them what they want. They are sure to appreciate the opportunity to have an input.



## Talent Attraction & Retention



# TRAINING AND DEVELOPMENT

*Foster a culture of learning and development and you'll reap the rewards of a workforce that's highly motivated and skilled.*

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CV-Library surveyed over 6,000 UK professionals and found that 44.6% cited their current top career priority is wanting to learn new skills. This came above getting a pay rise (43.5%) and changing jobs (40.1%).

It's only natural for professionals to want to see their careers progressing. If your business does not facilitate this, you risk losing out on talented employees to other companies and competitors.

### RECRUITING WITH TRAINING IN MIND

When recruiting new talent, consider whether you require the "finished product" or whether you can mould a promising candidate with the right training. Candidates who tick every single box on your wishlist are extremely rare, so it's beneficial to prioritise your requirements and consider future potential.

### RETAINING EMPLOYEES WITH TRAINING

The investment in training that a company makes shows employees that they are valued. Employees who feel appreciated and challenged through training opportunities and professional development plans (PDPs) are naturally more satisfied in their jobs and therefore less likely to change employers.

# DEVELOPING YOUR STRATEGY

Get started with your talent attraction and retention strategy for 2020 by following these steps:

- 1 Think about your immediate, mid and long-term business goals and needs
- 2 Profile your existing employees against these and identify any talent gaps
- 3 Build a talent attraction and growth strategy to preempt future needs
- 4 Consider what additional training you can offer to up-skill your current workforce and where you will need to recruit additional talent
- 5 Assess the happiness of your current employees and review rewards and incentives that are important to them
- 6 Get started!



# ABOUT THE AUTHORS

## Bridgewater Recruitment Group



Bridgewater Group specialise in recruitment for wholesale, distribution and manufacturing industries, recruiting highly skilled individuals at all levels for over a decade. They pride themselves on building long-lasting relationships, understanding their clients' needs and providing an excellent service.

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## 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.

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