



## **LEISURE & TOURISM, CONSTRUCTION AND EDUCATION LEAD THE WAY FOR STEADY JOB MARKET RECOVERY**

- KBW index tracks job listings, competition and salary and reveals green shoots as many industries continue their recovery
- The number of jobs posted in September continues to rise, the sixth consecutive month of growth since April, approaching two-thirds of levels seen in January and 13% up on August.
- Leisure & Tourism jobs now 13% higher than in January (up 73% on August), as education (up 106% on August), construction (up 17%), and logistics (up 46%) continue their month on month recovery.
- Retail (49% increase) and Hospitality (17% increase) job listings are recovering, but remain 38% and 69% lower than in January, respectively
- Younger candidates also hit hard with graduate roles still 80% lower than in January and Apprenticeships 34% lower than in January.

A strengthening job market continues to be led by the leisure & tourism, construction and logistics sectors as listings across the UK have risen for the fourth consecutive month, according to the latest Keep Britain Working Job Index.

The Keep Britain Working Job Index, which highlights that the job market still remains 39% behind its January levels, has found that some sectors are continuing to breed optimism with Leisure & Tourism businesses advertising for 13% more jobs than they did in January of this year.



Positive monthly increases in September are also found in advertised roles for education (106% increase), construction (17% increase), and logistics (46% increase) that continued their strong recovery in the last month.

However, job applications per role now stand at more one and half times the level of January 2020 as competition for roles is increasing and stand at the second highest levels recorded this year. Some sectors are seeing up three times as many applications per vacancy compared to January. This tallies with ONS figures finding that people claiming out of work benefits have now risen to 2.7 million – the highest levels since 1992.

### **The regional recoveries**

Regionally, there are still issues for London, which is still the only region in England, Wales and Scotland to be posting below 50% of the jobs it did in January, even after the largest month on month increase, a 31% increase on August. As such, it also has the highest competition for vacancies at more than twice January levels – an issue that could soon see more people look outside of London in search of new roles.

In contrast, the north east has recovered impressively from a low of 32 percentage points in April, to 79 percentage points in September – just 21% below January levels. The only region to come close is East Anglia (at 76 percentage points), where job listings have remained relatively robust throughout the pandemic, likely due to the agricultural and scientific industries in the region.

James Reed, Co-Founder of Keep Britain Working and Chairman of Reed, says: “As we come to the end of furlough, new jobs are being created and some sectors are delivering really encouraging news. The businesses that are starting to grow once more have adapted and are now recruiting and bringing people back from furlough to ensure this extra talent makes them stronger. It is this positive attitude, together with their adaptability that will make these businesses valuable. If we are to continue this progress, restrictions aside, we must continue to learn and evolve. It is the adaptable and dynamic who will succeed.

“But considerable concerns remain about jobs. As the replacement for the furlough scheme begins at the start of November, there will be some companies that cannot afford to pay 55%



of wages and jobs will be lost. It is important that we engage people affected and enable them to move on, learn new skills, and find a new employer.

“Business leaders should also remember that this is an opportunity to hire. There is an abundance of talent available – as demonstrated by applications per role being almost twice the amount of January - with many able to start immediately. This is a good time for businesses to invest in people and to strengthen their talent to grow. The forward thinking will have an opportunity to hire those that would not normally have been available and to expand and reshape their businesses as a result.”

### **The young and the lower paid in trouble**

The Keep Britain Working Job Index also highlights concerns for those in entry level positions such as graduate or apprenticeship jobs. When compared to January graduate roles are still 80% lower than in January and apprenticeship roles 34% lower than in January. This is causing fierce competition for jobs in these areas with applications for each graduate role more than four times the volume of January (increase of 305%) whilst apprenticeship roles receive one and a half times (55% increase) the applications they did in January.

We have also seen the volume of traditionally lower paid or temporary roles in administration slip as much as 67% since January, with competition for the average role increasing by 136% since the start of the year.

Additionally, white collar roles are still lagging behind non-white collar roles, for the number of job vacancies available. This follows the pattern seen since April.

James Reed continues: “I have a major concern for young and lower paid workers in our economy. They are not only the bedrock for many businesses, they are also the workforce of the future. With graduates and apprentices now having to battle for a very limited number of roles it means that more young people will find it harder to get their career started. This will have particularly lasting effects on them and wider society. The apprenticeships levy should be urgently reviewed so more businesses and people can make the most of this route.”



### Notes for data on following pages

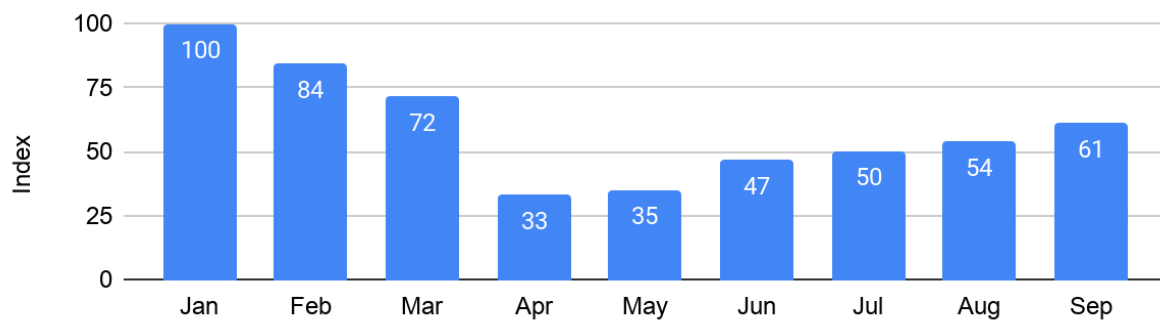
- Each month the Keep Britain Working Index tracks the number of job opportunities, salaries on offer and applications per job against a baseline of 100 set in January 2020.
- The Index is based on data from the UK's largest job board, reed.co.uk, which everyday lists over 100,000 job opportunities from 10,000 recruiters across 37 career sectors throughout the UK.
- The Index is compiled by data drawn from online job vacancies and jobseeker activity on reed.co.uk.
- reed.co.uk is part of REED Global, the international recruitment group of companies
- All data is for Permanent roles advertised on reed.co.uk
- How to read the data - an index of 94 shows that the data for the month in question is 6% down on the baseline month (January 2020, index = 100).



### Job index

#### Jobs posted

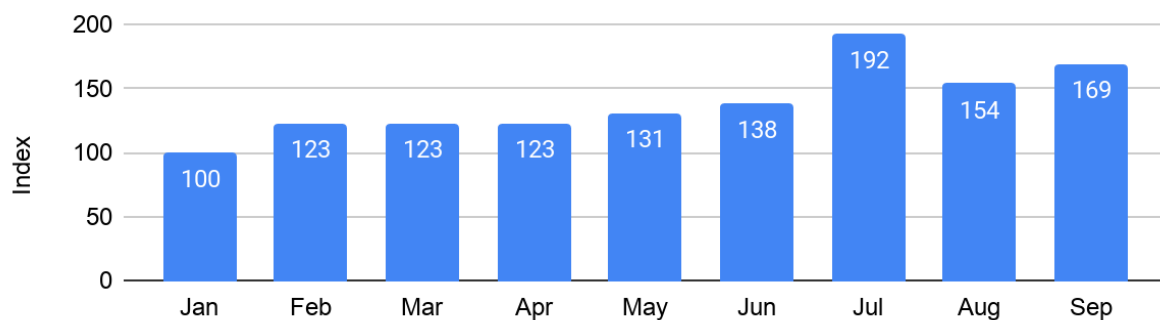
Index 100 = Jan20



### Applications Index

#### Applications per vacancy

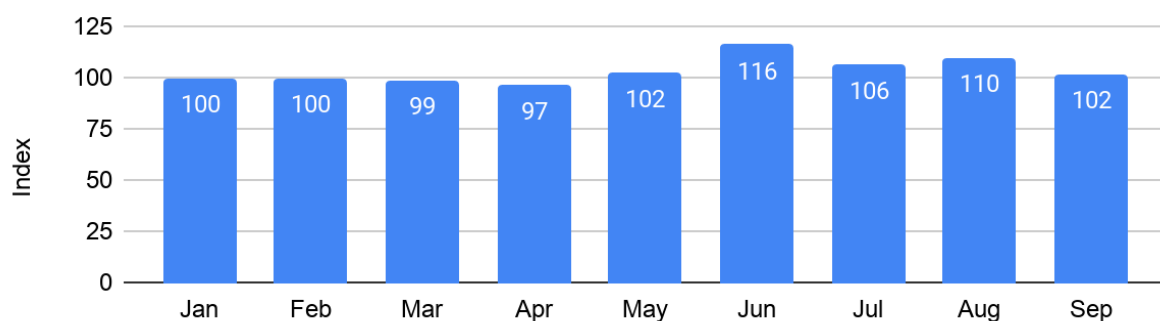
Index 100 = Jan20



### Salary index

#### Average Salary per job

Index 100 = Jan20



Index 100 = £34,388 (Jan'20)



### Job Count by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Accountancy	100	87	63	17	18	27	33	32	42
Accountancy..Qualified.	100	81	66	23	24	30	41	39	53
Admin..Secretarial...PA	100	89	56	11	10	15	22	24	33
Apprenticeships	100	105	89	27	30	59	54	43	66
Banking	100	94	67	32	35	45	79	78	65
Charity...Voluntary	100	79	51	14	17	24	365	244	102
Construction...Property	100	90	70	19	22	34	53	64	75
Customer.Service	100	82	58	13	27	25	28	30	46
Education	100	90	91	49	56	62	67	45	94
Energy	100	84	63	21	20	27	48	45	55
Engineering	100	85	70	22	22	29	39	40	51
Estate.Agency	100	87	54	10	16	38	46	59	61
Financial.Services	100	84	63	22	22	36	43	41	56
FMCG	100	79	71	30	35	43	53	55	81
General.Insurance	100	87	72	25	22	35	43	44	56
Graduate.Training...Internships	100	48	71	10	12	13	13	13	20
Health...Medicine	100	80	104	120	75	105	75	129	73
Hospitality...Catering	100	84	53	13	13	11	19	27	31
Human.Resources	100	87	57	16	20	24	32	35	44
IT...Telecoms	100	80	72	33	34	43	50	49	61
Legal	100	89	66	17	16	22	35	38	52
Leisure...Tourism	100	86	93	53	79	61	96	65	113
Manufacturing	100	88	71	26	31	43	54	61	90
Marketing...PR	100	84	52	13	15	22	27	26	36
Media..Digital...Creative	100	84	52	12	18	20	27	26	37
Motoring...Automotive	100	76	53	5	28	25	33	36	60
Other	100	87	108	53	39	52	62	63	83
Purchasing	100	87	61	21	23	32	40	39	54
Recruitment.Consultancy	100	85	53	6	7	10	16	19	28
Retail	100	78	64	11	26	43	49	42	62
Sales	100	87	56	10	11	19	26	28	37
Scientific	100	87	73	41	48	57	215	66	82
Security...Safety	100	76	69	33	39	39	47	52	68
Social.Care	100	82	136	188	202	287	131	217	120
Strategy...Consultancy	100	89	62	24	85	63	101	87	105
Training	100	88	65	44	38	56	61	79	110
Transport...Logistics	100	85	95	23	35	55	87	86	125



### Average Applications per Job by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Accountancy	100	114	111	128	207	251	296	259	248
Accountancy..Qualified.	100	119	122	133	214	265	277	247	239
Admin..Secretarial...PA	100	113	115	132	219	301	316	290	236
Apprenticeships	100	160	81	89	91	85	107	195	155
Banking	100	130	118	113	191	203	186	117	127
Charity...Voluntary	100	111	123	147	212	215	24	41	95
Construction...Property	100	113	117	120	201	237	207	145	118
Customer.Service	100	114	112	147	222	261	299	267	221
Education	100	124	112	107	152	158	153	174	172
Energy	100	119	114	109	155	197	173	225	152
Engineering	100	116	114	120	185	247	244	218	197
Estate.Agency	100	106	111	104	208	193	339	289	239
Financial.Services	100	113	120	127	194	218	233	235	208
FMCG	100	121	120	135	205	217	244	209	176
General.Insurance	100	136	125	126	201	254	286	281	222
Graduate.Training...Internships	100	129	135	181	382	410	693	600	405
Health...Medicine	100	132	124	104	127	99	150	72	149
Hospitality...Catering	100	100	99	137	171	202	226	145	147
Human.Resources	100	100	103	116	173	237	221	190	176
IT...Telecoms	100	119	125	134	154	182	216	191	171
Legal	100	106	106	123	295	218	247	205	176
Leisure...Tourism	100	182	137	107	38	45	48	57	48
Manufacturing	100	135	132	151	193	191	201	164	133
Marketing...PR	100	114	123	148	272	286	316	304	252
Media..Digital...Creative	100	114	124	154	232	211	279	257	208
Motoring...Automotive	100	112	111	128	254	221	272	303	160
Other	100	116	152	111	231	230	184	157	166
Purchasing	100	113	114	131	201	223	234	295	205
Recruitment.Consultancy	100	138	143	183	349	386	509	476	348
Retail	100	121	124	171	209	185	193	155	127
Sales	100	116	115	135	259	322	385	333	262
Scientific	100	128	105	98	110	146	49	113	146
Security...Safety	100	157	120	158	135	135	179	161	162
Social.Care	100	125	74	49	45	40	78	44	98
Strategy...Consultancy	100	129	147	165	167	157	155	100	115
Training	100	97	91	108	112	174	145	104	108
Transport...Logistics	100	187	192	248	325	342	298	200	151



### Average Salary by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Accountancy	100	100	103	109	107	107	108	103	101
Accountancy..Qualified.	100	101	101	105	104	103	98	97	98
Admin..Secretarial...PA	100	101	102	114	120	111	105	104	105
Apprenticeships	100	94	104	121	93	83	135	105	102
Banking	100	97	99	115	98	112	88	100	99
Charity...Voluntary	100	105	108	136	128	113	155	144	116
Construction...Property	100	99	99	103	99	96	96	94	96
Customer.Service	100	100	100	107	113	115	106	110	111
Education	100	100	102	105	103	100	96	99	97
Energy	100	102	101	107	115	123	104	109	104
Engineering	100	101	104	113	109	108	103	102	102
Estate.Agency	100	96	104	127	127	115	110	103	103
Financial.Services	100	99	104	125	129	119	107	106	108
FMCG	100	97	93	100	99	95	95	91	86
General.Insurance	100	103	108	129	128	121	121	111	111
Graduate.Training...Internships	100	96	98	100	92	96	96	102	105
Health...Medicine	100	102	93	82	92	123	108	128	109
Hospitality...Catering	100	100	99	100	79	123	102	111	107
Human.Resources	100	102	103	114	116	116	107	105	100
IT...Telecoms	100	97	98	103	102	102	99	100	99
Legal	100	98	99	127	119	114	112	111	108
Leisure...Tourism	100	100	102	105	110	98	111	109	108
Manufacturing	100	101	101	106	108	97	94	92	88
Marketing...PR	100	101	104	121	115	116	113	107	108
Media..Digital...Creative	100	98	102	114	109	111	107	100	102
Motoring...Automotive	100	99	99	97	99	102	102	102	100
Other	100	96	99	92	105	102	109	106	103
Purchasing	100	101	105	116	113	107	105	106	105
Recruitment.Consultancy	100	104	97	99	106	108	115	109	105
Retail	100	102	103	110	114	102	121	122	115
Sales	100	102	105	133	122	111	110	105	105
Scientific	100	103	106	118	108	103	120	120	107
Security...Safety	100	106	99	110	99	102	106	107	110
Social.Care	100	101	83	73	104	162	120	137	111
Strategy...Consultancy	100	97	99	116	86	96	85	81	90
Training	100	104	101	92	106	129	99	93	96
Transport...Logistics	100	104	98	105	107	104	102	105	103





### Job Count by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
East Anglia	100	88	106	94	77	64	65	80	76
East Midlands	100	81	70	30	32	55	56	69	72
North East England	100	78	70	32	41	67	60	77	79
North West England	100	86	72	30	34	48	50	52	66
London	100	84	64	24	26	31	38	34	45
South East England	100	84	72	34	35	47	47	54	58
South West England	100	83	74	38	39	55	51	64	65
West Midlands Region	100	87	75	30	35	50	52	56	66
Yorkshire and Humberside	100	86	72	27	33	50	52	62	67
Wales	100	84	76	37	38	52	138*	66	74
Scotland	100	81	68	40	43	46	44	50	59
Northern Ireland	100	92	58	17	22	21	30	38	45

*\*likely to be an anomaly*

### Average Applications per Job by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
East Anglia	100	115	83	61	62	103	147	112	132
East Midlands	100	128	128	133	137	127	185	135	146
North East England	100	123	119	131	100	67	123	95	107
North West England	100	124	119	119	137	147	202	174	171
London	100	120	122	129	170	185	221	203	207
South East England	100	118	114	118	126	137	210	160	185
South West England	100	117	110	112	120	122	193	143	166
West Midlands Region	100	121	118	114	124	131	163	139	144
Yorkshire and Humberside	100	118	118	121	137	135	188	126	150
Wales	100	125	114	115	133	111	64	108	140
Scotland	100	119	120	129	112	114	202	133	151
Northern Ireland	100	80	104	124	166	305	299	132	106

### Average Salary by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
East Anglia	100	97	83	62	77	113	100	98	98
East Midlands	100	101	101	108	105	125	107	116	101
North East England	100	102	103	106	112	133	106	126	102
North West England	100	100	102	109	109	119	107	111	104
London	100	99	102	113	108	110	107	111	109
South East England	100	100	100	96	105	120	107	115	103
South West England	100	100	99	88	100	126	107	116	104
West Midlands Region	100	100	100	101	108	119	110	112	102
Yorkshire and Humberside	100	100	100	106	108	120	107	116	102
Wales	100	98	96	98	101	115	129	114	99
Scotland	100	99	99	105	105	125	107	110	102
Northern Ireland	100	96	97	108	103	119	99	102	106



### Further analysis - 'white collar' workers / office workers

a 'white collar' occupation is defined as an Occupation that includes ANY of the following words:

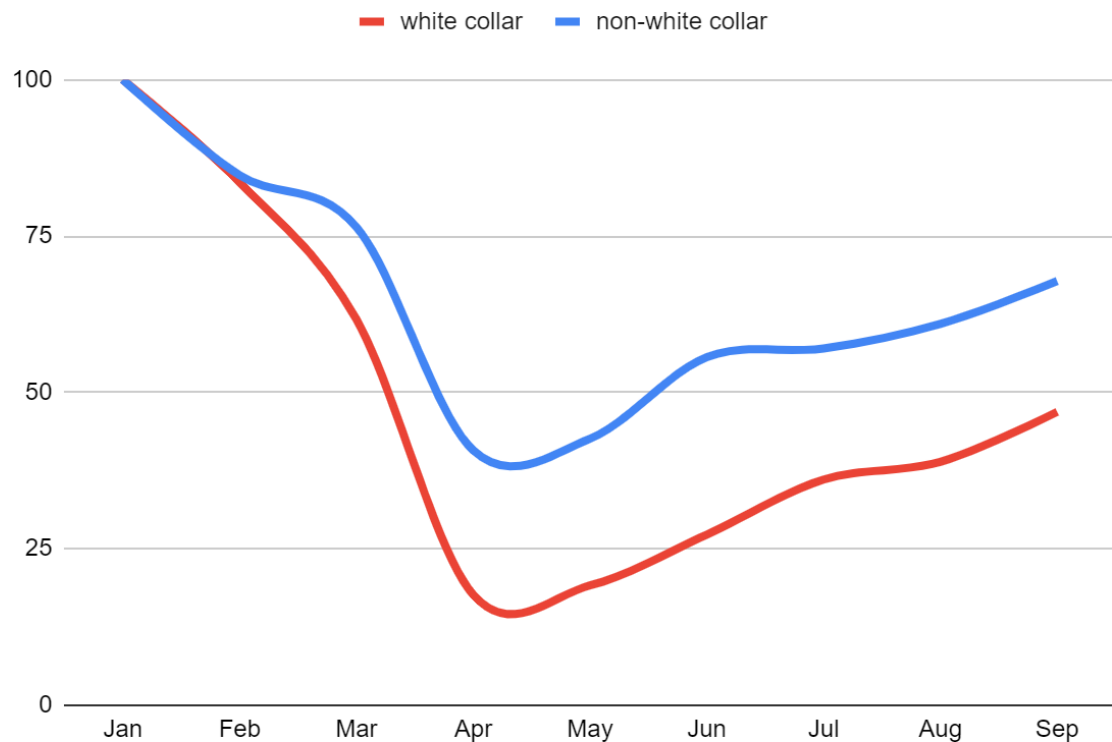
*account, admin, advisor, agent, analyst, audit, buyer, clerk, consultant, credit, data, developer, director, executive, finance, hr, legal, office, payroll, professional, sales, seller, solicitor*

### Job index - white collar vs. non-white collar (as defined above)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
white collar	100	84	62	18	19	27	36	39	47
non-white collar	100	85	76	41	43	56	57	61	68

### Job posted - 'white collar' workers

index 100 = Jan 2020



source: Keep Britain Working Job Index / reed.co.uk



### Further analysis - selected industry sectors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Construction...Property</b>	100	90	70	19	22	34	53	64	75
<b>Hospitality...Catering</b>	100	84	53	13	13	11	19	27	31
<b>Retail</b>	100	78	64	11	26	43	49	42	62
<b>Transport...Logistics</b>	100	85	95	23	35	55	87	86	125

### Jobs posted by Select industry sectors

