



CHRISTMAS PRESENT FOR JOBSEEKERS AS MANUFACTURING, TRANSPORT AND WAREHOUSES EMPLOY FOR FESTIVE PERIOD

- Christmas preparations already increasing jobs in transport and logistics (102% increase in the last two months and 21% up on 2019) manufacturing (31% increase in jobs in last two months, now 17% higher than January)
- Job listings continued to rise into October, which had been the final month of furlough (15% up month on month, however 32% down year on year)
- Applications per job fall slightly as the highly competitive market cooled a little (applications fell by 31 percentage points from September to October, but are up 37% year on year)
- Latest lockdown will pause the progress made in retail and customer service roles (12% and 19% increase)
- Graduate (68% down on January jobs posted) and apprentice roles (34% down on January jobs posted) still suffering as young hardest hit

The Christmas period is already boosting the number of jobs listed with a 102% increase in transport and a 31% increase in manufacturing jobs in the last two months as a locked-down Christmas run up approaches, according to the latest [Keep Britain Working Job Index](#).

This increase in jobs in the run up to Christmas has boosted the monthly increase in roles, now at 70% of January levels and seen the average applications per role fall again by 31 percentage points from September to October.

Sectors suffering

However, the [Keep Britain Working Job Index](#) has also revealed that many sectors are still suffering. Unsurprisingly, leisure and tourism jobs plummeted by 38% and hospitality jobs fell by 9% in the last two months – the largest falls of all sectors.



As a result, leisure and tourism saw a significant leap in the number of applications per job with an 11% leap in the last two months, while hospitality saw a relatively modest 6% increase – perhaps due to re-deployment in other sectors.

No recovery for the young

The data also points towards little recovery for entry level jobs. Graduate roles posted in October remain at the same levels as September, and 68% lower than January. Apprenticeships tell a similar story now standing at 66% of January levels. Applications per graduate role have fallen by 23%, and applications per apprenticeship role by 24% in the last two months.

James Reed, Chairman of Reed and co-founder of [Keep Britain Working](#), says: “While October showed some progress, the new lockdown will mean that November is very difficult and its timing suggests that many businesses will now push hiring plans into the New Year.

“If the objective is to save jobs, furlough being extended to March will help. December is a quiet time for many businesses and as a result a very hard time for people to find a new job. However, by January we could start to see a different picture. It is very different because this is when the labour market wakes up after its seasonal slumbers.

“Back in the spring, I warned of a tsunami of job losses. We are now in real danger of a Super Tsunami, meaning a much larger second wave. This year we have seen the claimant count rise rapidly, and my fear is that the winter will be very tough for many businesses and workers. Hopefully, policy makers will do all they can to support the economy through this icy period to enable a strong recovery next spring.

“It is clear that a great transition is underway. Business activities that help people stay at home are underway and many new jobs are being created. The transport, logistics and manufacturing sectors provide some hope for the year ahead, but we do need to find more ways to continue to develop new skills and to improve economic activity during this time. Technology, education, health and medicine will be areas of considerable investment and opportunities for the foreseeable future.”



Scottish jobs see significant increase

In the face of the Scottish lockdown jobs in the country increased by 54% from September to October and now stand at 91% of January levels.

White collar workers still struggling to recover

There is still a distinct difference between the recovery of white collar and blue collar workers. Blue collar job creation now stands at 78% of its January levels, while white collar jobs languish at 53% of January levels.

James Reed continues: “The encouraging news is that new jobs are still being created and the longer-term prospects for the economy remain good. Progress on the testing, treatment and vaccine for Covid-19 will continue and as it does the argument for lockdowns will become weaker.

“Hopefully, 2021 will be a lockdown free year. Businesses like clarity but obviously it will be foggy for some time to come and we will all have to learn to deal with uncertainty on an ongoing basis. My watch words are resilience, adaptability and perseverance. But it is important to remember that there are opportunities at the moment, especially opportunities to recruit talented people. We are seeing many excellent candidates who would not normally have been available and who will be great assets to their next employer.



Notes for data on following pages

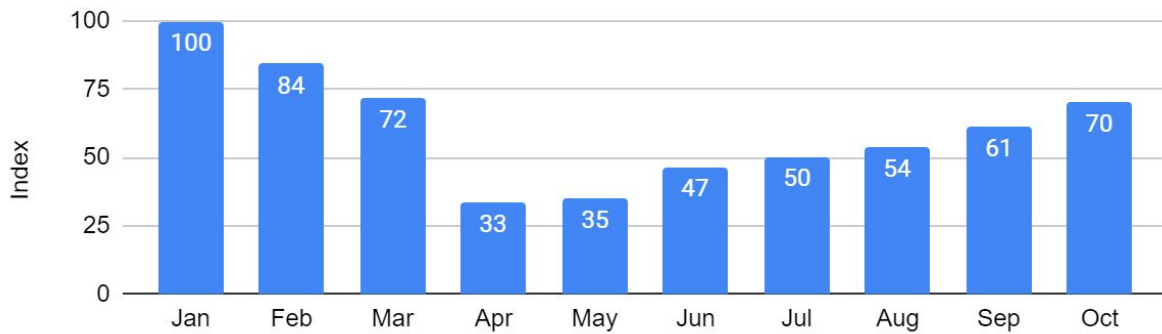
- Each month the Keep Britain Working Index tracks the number of job opportunities, salaries on offer and applications per job against a baseline of 100 set in January 2020.
- The Index is based on data from the UK's largest job board, reed.co.uk, which everyday lists over 100,000 job opportunities from 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

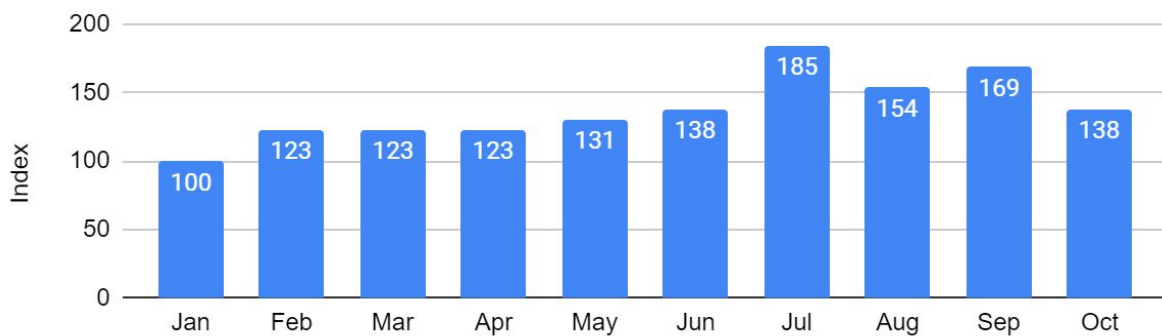
Index 100 = Jan20



Applications Index

Applications per vacancy

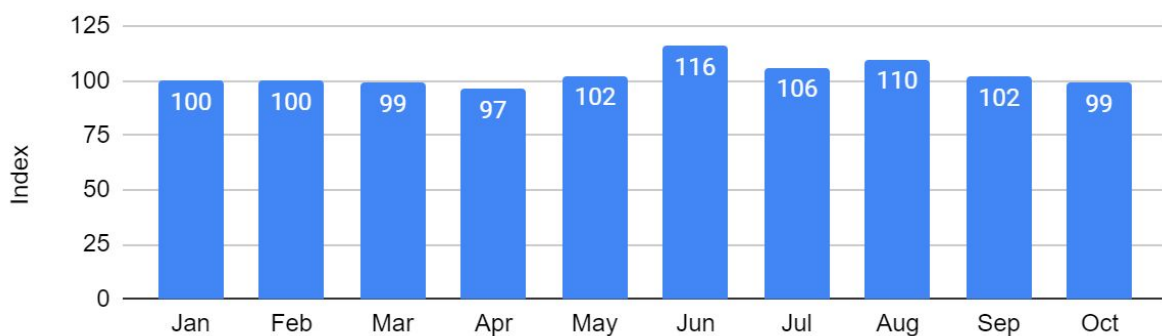
Index 100 = Jan20



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	Oct	Last 2 months % change
Accountancy	100	87	63	17	18	27	33	32	42	46	10%
Accountancy...Qualified.	100	81	66	23	24	30	41	39	53	63	19%
Admin...Secretarial...PA	100	89	56	11	10	15	22	24	33	37	11%
Apprenticeships	100	105	89	27	30	59	54	43	66	66	-1%
Banking	100	94	67	32	35	45	79	78	66	179	172%
Charity...Voluntary	100	79	51	14	17	24	365	244	101	90	-11%
Construction...Property	100	90	70	19	22	34	53	64	75	77	2%
Customer.Service	100	82	58	13	27	25	28	30	46	55	19%
Education	100	90	91	49	56	62	67	45	94	95	1%
Energy	100	84	63	21	20	27	48	45	55	64	15%
Engineering	100	85	70	22	22	29	39	40	51	58	14%
Estate.Agency	100	87	54	10	16	38	46	59	61	58	-5%
Financial.Services	100	84	63	22	22	36	43	41	56	59	5%
FMCG	100	79	71	30	35	43	53	55	81	83	2%
General.Insurance	100	87	72	25	22	35	42	44	56	62	10%
Graduate.Training...Internships	100	48	71	10	12	13	13	13	20	32	61%
Health...Medicine	100	80	104	120	75	105	75	129	73	75	3%
Hospitality...Catering	100	84	53	13	13	11	19	27	31	28	-9%
Human.Resources	100	87	57	16	20	24	32	35	44	47	6%
IT...Telecoms	100	80	72	33	34	43	50	49	61	71	17%
Legal	100	89	66	17	16	22	35	38	52	63	20%
Leisure...Tourism	100	86	93	53	79	61	96	65	113	69	-38%
Manufacturing	100	88	71	26	31	43	54	61	90	117	30%
Marketing...PR	100	84	52	13	15	22	27	26	36	41	14%
Media..Digital...Creative	100	84	52	12	18	20	27	26	37	43	15%
Motoring...Automotive	100	76	53	5	28	25	33	36	60	61	2%
Other	100	87	108	53	39	52	62	63	83	77	-6%
Purchasing	100	87	61	21	23	32	40	39	54	58	7%
Recruitment.Consultancy	100	85	53	6	7	10	16	19	28	33	19%
Retail	100	78	64	11	26	43	49	42	62	70	12%
Sales	100	87	56	10	11	19	26	27	37	39	6%
Scientific	100	87	73	41	48	57	215	66	82	86	4%
Security...Safety	100	76	69	33	39	39	47	52	68	73	8%
Social.Care	100	82	136	188	202	287	131	217	120	123	2%
Strategy...Consultancy	100	89	62	24	85	63	101	87	105	160	52%
Training	100	88	65	44	38	56	61	79	109	87	-20%
Transport...Logistics	100	85	95	23	35	55	87	86	125	253	102%



Average Applications per Job by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Last 2 months % change
Accountancy	100	114	111	128	207	251	296	258	247	221	-11%
Accountancy...Qualified.	100	119	122	133	214	265	277	247	239	197	-17%
Admin...Secretarial...PA	100	113	115	132	219	301	315	290	234	180	-23%
Apprenticeships	100	160	81	89	91	85	107	195	155	118	-24%
Banking	100	130	118	113	191	203	186	117	127	103	-19%
Charity...Voluntary	100	111	123	147	212	215	24	41	91	105	15%
Construction...Property	100	113	117	120	201	237	207	145	118	104	-12%
Customer.Service	100	114	112	147	222	261	299	266	220	149	-32%
Education	100	124	112	107	152	158	153	173	172	169	-2%
Energy	100	119	114	109	155	197	173	225	151	145	-4%
Engineering	100	116	114	120	185	247	244	217	197	157	-20%
Estate.Agency	100	106	111	104	208	193	339	290	240	195	-19%
Financial.Services	100	113	120	127	194	218	232	234	205	201	-2%
FMCG	100	121	120	135	205	217	244	209	177	132	-25%
General.Insurance	100	136	125	126	201	254	287	280	222	212	-4%
Graduate.Training...Internships	100	129	135	181	382	410	693	600	399	306	-23%
Health...Medicine	100	132	124	104	127	99	150	72	149	152	2%
Hospitality...Catering	100	100	99	137	171	202	226	145	146	154	6%
Human.Resources	100	100	103	116	173	237	221	190	176	144	-18%
IT...Telecoms	100	119	125	134	154	182	216	191	171	148	-13%
Legal	100	106	106	123	295	218	247	204	172	152	-11%
Leisure...Tourism	100	182	137	107	38	45	48	57	48	53	11%
Manufacturing	100	135	132	151	193	191	201	163	128	76	-41%
Marketing...PR	100	114	123	148	272	286	316	302	250	216	-14%
Media..Digital...Creative	100	114	124	154	232	211	279	257	207	182	-12%
Motoring...Automotive	100	112	111	128	254	221	271	303	159	127	-20%
Other	100	116	152	111	231	230	184	157	167	121	-28%
Purchasing	100	113	114	131	201	223	234	295	205	156	-24%
Recruitment.Consultancy	100	138	143	183	349	386	511	479	347	285	-18%
Retail	100	121	124	171	209	185	193	155	127	110	-13%
Sales	100	116	115	135	259	322	385	333	260	192	-26%
Scientific	100	128	105	98	110	146	49	113	145	128	-12%
Security...Safety	100	157	120	158	135	135	179	162	162	117	-28%
Social.Care	100	125	74	49	45	40	77	44	96	86	-10%
Strategy...Consultancy	100	129	147	165	167	157	155	100	113	100	-11%



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Training	100	97	91	108	112	174	145	104	106	88	-18%
Transport...Logistics	100	187	192	248	325	342	298	200	147	72	-51%

Average Salary by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Last 2 months % change
Accountancy	100	100	103	109	107	107	108	103	101	104	3%
Accountancy..Qualified.	100	101	101	105	104	103	98	97	98	95	-3%
Admin..Secretarial...PA	100	101	102	114	120	111	105	104	105	105	0%
Apprenticeships	100	94	104	121	93	83	135	105	102	100	-2%
Banking	100	97	99	115	98	112	88	100	99	72	-27%
Charity...Voluntary	100	105	108	136	128	113	155	144	115	112	-3%
Construction...Property	100	99	99	102	99	96	96	94	96	96	1%
Customer.Service	100	100	100	107	113	115	106	110	111	111	0%
Education	100	100	102	105	103	100	97	99	97	97	0%
Energy	100	102	101	107	115	123	104	109	104	102	-2%
Engineering	100	101	104	113	109	108	103	102	103	102	-1%
Estate.Agency	100	96	104	127	127	115	110	103	103	104	2%
Financial.Services	100	99	104	125	129	119	107	106	108	102	-5%
FMCG	100	97	93	100	99	95	95	91	86	85	-1%
General.Insurance	100	103	108	129	128	121	121	111	111	111	0%
Graduate.Training...Internships	100	96	98	100	92	96	96	102	105	106	1%
Health...Medicine	100	102	93	82	92	123	108	127	109	103	-5%
Hospitality...Catering	100	100	99	100	79	123	102	111	107	108	0%
Human.Resources	100	102	103	114	116	116	107	105	100	99	-1%
IT...Telecoms	100	97	98	103	102	102	99	100	99	97	-3%
Legal	100	98	99	127	119	114	112	111	108	108	0%
Leisure...Tourism	100	100	102	105	110	98	111	109	108	107	-2%
Manufacturing	100	101	101	106	108	97	94	92	88	90	1%
Marketing...PR	100	101	104	121	115	116	113	107	108	109	1%
Media..Digital...Creative	100	98	102	115	109	111	107	100	102	103	0%
Motoring...Automotive	100	99	99	97	99	102	102	102	100	104	5%
Other	100	96	99	92	105	102	109	106	103	106	3%
Purchasing	100	101	105	116	113	107	105	106	105	108	2%
Recruitment.Consultancy	100	104	97	99	106	108	115	109	105	106	0%
Retail	100	102	103	110	114	102	121	122	115	113	-2%
Sales	100	102	105	133	122	111	110	105	105	104	-1%
Scientific	100	103	106	118	108	103	120	120	108	103	-4%
Security...Safety	100	106	99	110	99	102	106	107	110	107	-3%
Social.Care	100	101	83	73	104	162	120	137	111	106	-4%
Strategy...Consultancy	100	97	99	116	86	96	85	81	90	77	-14%



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Training	100	104	101	92	106	129	99	93	96	102	6%
Transport...Logistics	100	104	98	105	107	104	102	105	104	97	-6%

Job Count by Region

**likely to be an anomaly*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Last 2 months % change
East Anglia	100	88	106	94	77	64	65	80	76	81	7%
East Midlands	100	81	70	30	32	55	56	69	72	86	19%
North East England	100	78	70	32	41	67	59	77	79	89	13%
North West England	100	86	72	30	34	48	50	52	66	71	7%
London	100	84	64	24	26	31	38	34	45	54	19%
South East England	100	84	72	34	35	47	47	54	58	66	12%
South West England	100	83	74	38	39	55	51	64	65	74	14%
West Midlands Region	100	87	75	30	35	50	52	56	66	75	13%
Yorkshire and Humberside	100	86	72	27	33	50	52	63	67	77	15%
Wales	100	84	76	37	38	52	138	66	74	91	23%
Scotland	100	81	68	40	43	46	44	50	59	91	54%
Northern Ireland	100	92	58	17	22	21	30	38	45	53	18%

Average Applications per Job by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Last 2 months % change
East Anglia	100	115	83	61	62	103	147	112	132	114	-14%
East Midlands	100	128	128	133	137	127	184	135	145	112	-23%
North East England	100	123	119	131	100	67	123	95	105	80	-24%
North West England	100	124	119	119	137	147	202	173	171	138	-19%
London	100	120	122	129	170	185	220	203	204	181	-11%
South East England	100	118	114	118	126	137	210	160	184	153	-17%
South West England	100	117	110	112	120	122	193	143	166	133	-20%
West Midlands Region	100	121	118	114	124	131	163	139	144	120	-16%
Yorkshire and Humberside	100	118	118	121	137	135	188	126	148	119	-20%
Wales	100	125	114	115	133	111	64	108	139	90	-35%
Scotland	100	119	120	129	112	114	202	133	150	91	-39%
Northern Ireland	100	80	104	124	166	305	299	132	103	127	24%

Average Salary by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Last 2 months % change
East Anglia	100	97	83	62	77	113	100	98	98	96	-2%
East Midlands	100	101	101	108	105	125	107	116	101	95	-6%
North East England	100	102	103	106	112	133	106	126	103	100	-3%
North West England	100	100	102	109	109	119	107	111	104	104	0%
London	100	99	102	113	108	110	107	111	109	105	-4%
South East England	100	100	100	96	105	120	107	115	103	102	-1%
South West England	100	100	99	88	100	126	107	116	104	102	-2%



West Midlands Region	100	100	100	101	108	119	110	111	102	101	-1%
Yorkshire and Humberside	100	100	100	106	108	120	107	115	102	100	-3%
Wales	100	98	96	98	101	115	129	113	99	94	-5%
Scotland	100	99	99	105	105	125	107	110	102	88	-14%
Northern Ireland	100	96	97	108	103	119	99	102	106	94	-11%

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

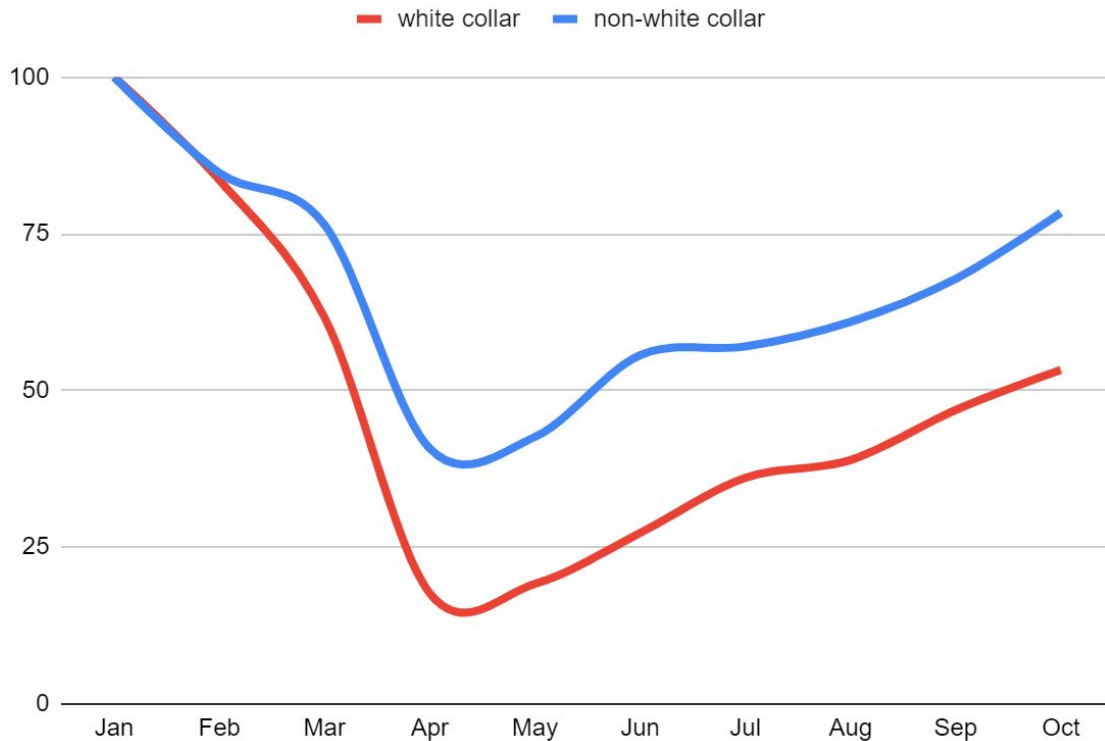
Job index - white collar vs. non-white collar (as defined above)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
white collar	100	84	62	18	19	27	36	39	47	53
non-white collar	100	85	76	41	43	56	57	61	68	78



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	Oct
Construction...Property	100	90	70	19	22	34	53	64	75	77
Hospitality...Catering	100	84	53	13	13	11	19	27	31	28
Retail	100	78	64	11	26	43	49	42	62	70
Transport...Logistics	100	85	95	23	35	55	87	86	125	253



Jobs posted by Select industry sectors

