



## **JOB MARKET MOMENTUM CONTINUES TO FUEL OPTIMISM FOR 2021**

- Jobs market continues to bounce back
- 4% growth month on month despite national restrictions
- Reasons for optimism for those seeking employment opportunity
- Lockdown 2.0 appears to have had a negligible impact on overall number of job listings
- Customer service, Leisure & Tourism and manufacturing sectors displaying positive signs of recovery
- Retail and hospitality sectors continue to suffer from pandemic impact
- Application numbers per role continue month on month decline
- Furloughed workers urged to use extension to add skills in order to widen job opportunities

The impact of a second UK Lockdown has failed to damage the UK jobs market's recovery, according to the latest Keep Britain Working Job Index.

The early shoots of a recovery in the jobs market has been maintained through November as job listings – a key indicator of a positive economic outlook - have continued to increase, with a **4%** jump from October and are currently at 73% of the level seen in January, according to the data.

If these early signs of a jobs market bounce back continue, it is anticipated that by Spring 2021, levels will have returned to those expected in a 'typical year.

With the current UK unemployment rate standing at 4.8% according to ONS figures, prospective job seekers will be heartened to see both jobs market and business confidence returning. With so many jobseekers in the market, which is likely to increase come the New Year and furlough ending in March, candidates should be mindful of using their time wisely in



not only applying for jobs, but finding ways to keep up to date with their industry or train in new skills to widen their opportunities. The welcome news of vaccine approval and roll out is also expected to further boost confidence levels for the longer term as businesses can, once more, plan for the future.

### **Locked down, but not out**

The impact of the national November lockdown on the jobs market appears to have been slight – unlike the previous country-wide shutdowns of March and April when the jobs market fell by up to 53%. In contrast, the most recent lockdown saw the job market grow by 4% month on month.

### **Sectors on the up**

Job opportunities for those looking for work or at risk in their current position continues to be seen in several sectors. There has been large month-on-month increases in listings for Customer Services (now at 92% of pre-COVID levels) roles as well as those in Leisure & Tourism, which saw a dramatic 107% month on month increase. And manufacturing has seen an overall 4% year on year increase despite the difficulties of 2020, while Transport & Logistics roles continue to experience growing demand after the initial push for workers in October.

### **Sectors suffering**

The retail and hospitality sectors continue to bear the brunt of the decline, at a time when they should be at peak trading, with retail job listings falling back to 66% of the levels seen in January - down 30% year on year. Likewise, hospitality is also suffering with roles 6% down month on month and 74% down when compared to November 2019.

### **Application rates per job declining**

The average number of applications has dropped to 16 – the lowest levels since January – across all sectors tracked by the Keep Britain Working Index. A combination of an increased number of jobs to apply for, the Government's support packages such as the Kickstart



Scheme, and the extension of furlough until March next year are some of the key reasons driving this data.

James Reed, Chairman of Reed and co-founder of Keep Britain Working, said:

*“Despite the worrying headlines we have all seen about significant job losses, REED’s job data for November tells a different story when it comes to the overall state of the UK jobs market. When the pandemic first erupted in the early spring and Lockdown 1.0 followed in its wake, the impact on the labour market was seismic. The shock waves were even harder and faster than those experienced in the financial crisis of 2008/9 and job vacancies advertised on reed.co.uk fell by 72%.*

*“Following this experience, when Lockdown 2.0 was announced for the month of November, industry expectations were that we would see another big decline in job numbers. However, this did not happen. Instead, job numbers rose in November by 4% over October. And the year on year position has recovered markedly since the spring with numbers down only 20%, as opposed to 72% earlier this year.*

*“This is a much more encouraging picture and we may even be able to leave the recession we found ourselves in behind as we move into 2021.*

*“Sectors like transport and logistics, education, technology, social care and health and medicine will continue to be busy. Other sectors such as accountancy, business administration, hospitality and leisure will open up and these sectors will boost new job numbers significantly.”*

Ged Mason, CEO of the Morson Group and co-founder of Keep Britain Working, adds:

*“While hospitality, leisure and travel face ongoing challenges, white collar workers have become so used to working at home that productivity in professional services, media and IT & telecoms is growing – albeit steadily. Meanwhile, the significant amount of industries which simply cannot function without on-site workforces – manufacturing, engineering, logistics, infrastructure and transport – are actively buoyant with clear growth maps and increasing vacancy creation.*



*“This growth, in part, is due to major Government investments into these sectors to encourage continuous growth despite the challenging conditions Covid-19 inflicted on us all. Yet, we are still to see the long-term impact of those announcements. Spending in defence and cyber industries, and for major projects like HS2 and highways programmes, has been ringfenced, which is fantastic news as they will prove major catalysts for growth and job creation across the UK for the next decade and beyond. We also expect to see more commitment to both new build and maintenance projects, with the Government expected to prioritise the building of small nuclear reactors alongside the maintenance of current assets to lengthen their lifespan.*

*However, we must look at how we can pivot talent in industries that are suffering, transitioning complementary skillsets into other areas and upskilling where necessary to ensure talent supply is available to meet demand.*

*“The Government’s 10-year National Infrastructure and Construction Pipeline, forecasted at £600bn of investment over the next decade, was supplemented by an additional £100bn investment by the Chancellor in the November Spending Review. But the challenges of resourcing the increased demand affect multiple sectors and are set against a backdrop of people and skills trends that include an ageing workforce with changing skills requirements, difficulties in attracting young talent, poor diversity and equality, and a lack of joined-up approach across different sub-sectors.*

*“As such, organisations need to begin strategically planning when it comes to skills forecasts and the requirement for future talent to identify what routes to market and talent pools they can capitalise on to source the current and future skills they need. Apprenticeships and training will remain a vital lifeline to many sectors to prevent a retirement cliff edge, and businesses should look at ways in which they can attract currently underutilised talent from other sectors to fill this gap to ensure those in-demand industries can continue to deliver.”*



### Notes for data on following pages

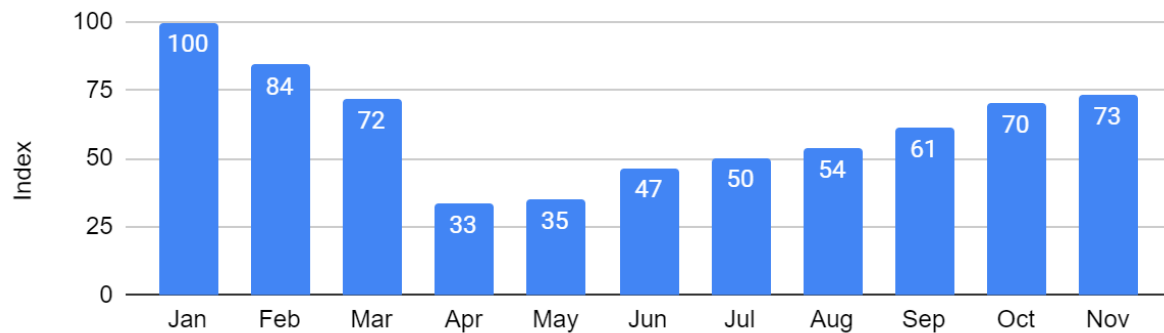
- Each month the Keep Britain Working Index tracks the number of job opportunities, salaries on offer and applications per job against a baseline of 100 set in January 2020.
- The Index is based on data from the UK's largest job board, reed.co.uk, which everyday lists over 100,000 job opportunities from 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).
- Supplementary data supplied by Morson Group, co-founder of Keep Britain Working. As the world's 3rd largest engineering recruiter, morson.com hosts ~5,000 job opportunities a month from over 500 clients across 13 technical sectors, attracting specialist trades, white and blue collar talent from across the globe.



### Job index

#### Jobs posted

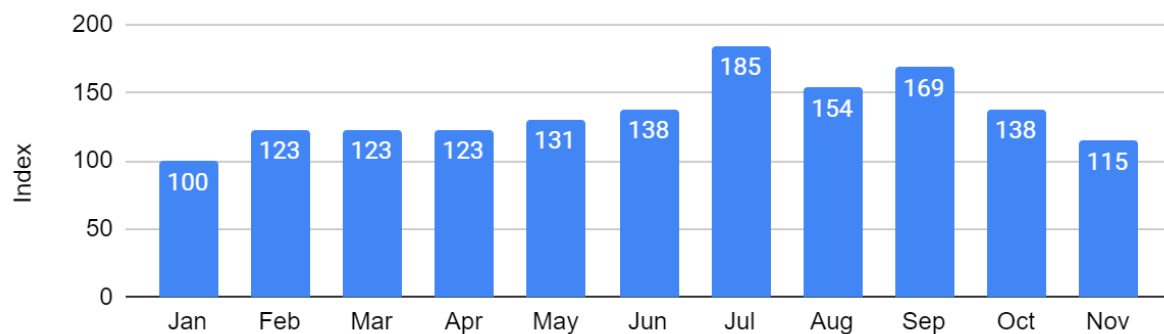
Index 100 = Jan20



### Applications Index

#### Applications per vacancy

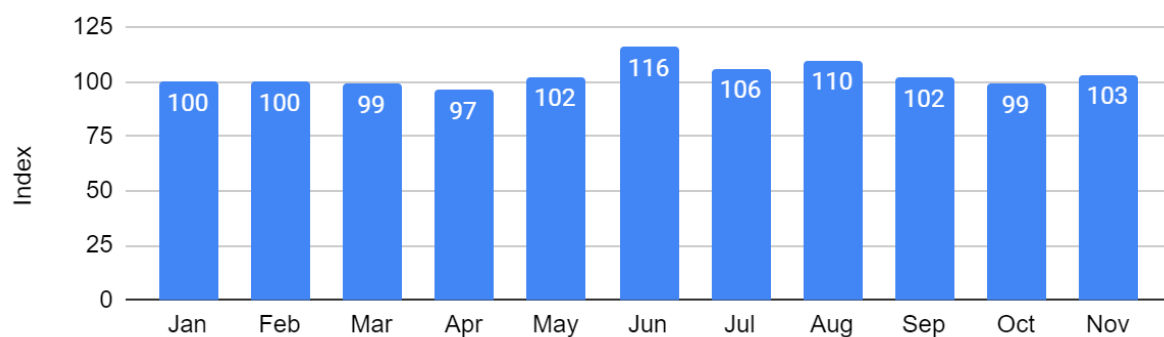
Index 100 = Jan20



### 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	Nov	Last 2 months % change
Accountancy	100	87	63	17	18	27	33	32	42	46	43	-7%
Accountancy..Qualified.	100	81	66	23	24	30	41	39	53	63	66	5%
Admin..Secretarial...PA	100	89	56	11	10	15	22	24	33	37	40	8%
Apprenticeships	100	105	89	27	30	59	54	43	66	66	58	-13%
Banking	100	94	67	32	35	45	79	78	66	178	166	-7%
Charity...Voluntary	100	79	51	14	17	24	365	244	101	90	97	7%
Construction...Property	100	90	70	19	22	34	53	64	75	77	72	-6%
Customer.Service	100	82	58	13	27	25	28	30	46	55	92	66%
Education	100	90	91	49	56	62	67	45	94	95	90	-5%
Energy	100	84	63	21	20	27	48	45	55	64	74	16%
Engineering	100	85	70	22	22	29	39	40	51	58	58	1%
Estate.Agency	100	87	54	10	16	38	46	59	61	58	55	-6%
Financial.Services	100	84	63	22	22	36	43	41	56	59	57	-3%
FMCG	100	79	71	30	35	43	53	55	81	83	88	6%
General.Insurance	100	87	72	25	22	35	42	44	56	62	64	4%
Graduate.Training...Internships	100	48	71	10	12	13	13	13	20	32	36	10%
Health...Medicine	100	80	104	120	75	105	75	129	73	75	81	8%
Hospitality...Catering	100	84	53	13	13	11	19	27	31	28	27	-6%
Human.Resources	100	87	57	16	20	24	32	35	44	47	48	3%
IT...Telecoms	100	80	72	33	34	43	50	49	61	71	74	4%
Legal	100	89	66	17	16	22	35	38	52	63	62	-2%
Leisure...Tourism	100	86	93	53	79	61	96	65	113	70	144	107%
Manufacturing	100	88	71	26	31	43	54	61	90	117	104	-11%
Marketing...PR	100	84	52	13	15	22	27	26	36	41	43	6%
Media...Digital...Creative	100	84	52	12	18	20	27	26	37	43	45	6%
Motoring...Automotive	100	76	53	5	28	25	33	36	60	61	37	-40%
Other	100	87	108	53	39	52	62	63	83	77	77	0%
Purchasing	100	87	61	21	23	32	40	39	54	58	61	7%
Recruitment.Consultancy	100	85	53	6	7	10	16	19	28	33	35	6%
Retail	100	78	64	11	26	43	49	42	62	70	66	-5%
Sales	100	87	56	10	11	19	26	27	37	39	40	2%
Scientific	100	87	73	41	48	57	215	66	82	86	90	5%
Security...Safety	100	76	69	33	39	39	47	52	68	73	74	0%
Social.Care	100	82	136	188	202	287	131	217	120	123	205	67%
Strategy...Consultancy	100	89	62	24	85	63	101	87	105	160	220	37%
Training	100	88	65	44	38	56	61	79	109	87	343	294%
Transport...Logistics	100	85	95	23	35	55	87	86	125	253	176	-31%



### Average Applications per Job by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
Accountancy	100	114	111	128	207	251	296	258	247	221	181	-18%
Accountancy..Qualified.	100	119	122	133	214	265	277	247	238	199	168	-16%
Admin..Secretarial...PA	100	113	115	132	219	301	315	289	234	179	163	-9%
Apprenticeships	100	160	81	89	91	85	107	195	156	117	101	-14%
Banking	100	130	118	113	191	203	186	117	127	107	54	-50%
Charity...Voluntary	100	111	123	147	212	215	24	41	91	107	92	-15%
Construction...Property	100	113	117	120	201	237	207	145	118	104	94	-9%
Customer.Service	100	114	112	147	222	261	299	266	221	154	109	-30%
Education	100	124	112	107	152	158	153	173	172	170	132	-22%
Energy	100	119	114	109	155	197	173	225	151	144	114	-21%
Engineering	100	116	114	120	185	247	244	217	196	157	131	-16%
Estate.Agency	100	106	111	104	208	193	339	290	239	194	160	-18%
Financial.Services	100	113	120	127	194	218	232	234	202	194	148	-24%
FMCG	100	121	120	135	205	217	244	209	177	132	101	-24%
General.Insurance	100	136	125	126	201	254	287	280	221	212	164	-23%
Graduate.Training...Internships	100	129	135	181	382	410	693	601	400	312	201	-36%
Health...Medicine	100	132	124	104	127	99	150	72	149	151	175	16%
Hospitality...Catering	100	100	99	137	171	202	226	145	146	155	227	46%
Human.Resources	100	100	103	116	173	237	221	189	176	147	135	-8%
IT...Telecoms	100	119	125	134	154	182	216	191	171	148	128	-13%
Legal	100	106	106	123	295	218	247	204	171	153	142	-7%
Leisure...Tourism	100	182	137	107	38	45	48	57	48	54	23	-57%
Manufacturing	100	135	132	151	193	191	201	163	128	75	83	10%
Marketing...PR	100	114	123	148	272	286	316	301	250	216	177	-18%
Media...Digital...Creative	100	114	124	154	232	211	279	257	208	182	156	-15%
Motoring...Automotive	100	112	111	128	254	221	271	303	159	126	116	-8%
Other	100	116	152	111	231	230	184	156	167	120	99	-17%
Purchasing	100	113	114	131	201	223	234	295	203	153	156	2%
Recruitment.Consultancy	100	138	143	183	349	386	511	481	345	283	218	-23%
Retail	100	121	124	171	209	185	193	154	127	110	93	-16%
Sales	100	116	115	135	259	322	385	334	259	191	173	-9%
Scientific	100	128	105	98	110	146	49	113	145	127	98	-23%
Security...Safety	100	157	120	158	135	135	179	158	162	118	82	-31%
Social.Care	100	125	74	49	45	40	77	44	95	85	57	-33%
Strategy...Consultancy	100	129	147	165	167	157	155	100	112	96	57	-41%
Training	100	97	91	108	112	174	145	104	107	88	24	-73%
Transport...Logistics	100	187	192	248	325	342	298	200	147	70	97	38%





### Average Salary by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
Accountancy	100	100	103	109	107	107	108	103	101	104	105	1%
Accountancy..Qualified.	100	101	101	105	104	103	98	97	98	95	94	-2%
Admin..Secretarial...PA	100	101	102	114	120	111	105	104	105	105	111	6%
Apprenticeships	100	94	104	121	93	83	135	105	102	100	100	0%
Banking	100	97	99	115	98	112	88	100	99	72	71	-2%
Charity...Voluntary	100	105	108	136	128	113	155	144	115	112	115	3%
Construction...Property	100	99	99	102	99	96	96	94	96	96	97	0%
Customer.Service	100	100	100	107	113	115	106	110	111	111	161	45%
Education	100	100	102	105	103	100	97	99	97	97	99	2%
Energy	100	102	101	107	115	123	104	109	104	102	126	23%
Engineering	100	101	104	113	109	108	103	102	103	102	103	1%
Estate.Agency	100	96	104	127	127	115	110	103	103	104	108	4%
Financial.Services	100	99	104	125	129	119	107	106	108	102	109	7%
FMCG	100	97	93	100	99	95	95	91	86	85	88	3%
General.Insurance	100	103	108	129	128	121	121	111	111	111	115	4%
Graduate.Training...Internships	100	96	98	100	92	96	96	102	105	106	116	9%
Health...Medicine	100	102	93	82	92	123	108	127	109	103	102	-1%
Hospitality...Catering	100	100	99	100	79	123	102	111	107	108	141	31%
Human.Resources	100	102	103	114	116	116	107	105	100	99	106	6%
IT...Telecoms	100	97	98	103	102	102	99	100	99	97	97	0%
Legal	100	98	99	127	119	114	112	111	108	108	107	-1%
Leisure...Tourism	100	100	102	105	110	98	111	109	108	107	103	-3%
Manufacturing	100	101	101	106	108	97	94	92	88	90	93	4%
Marketing...PR	100	101	104	121	115	116	113	107	108	109	112	3%
Media...Digital...Creative	100	98	102	115	109	111	107	100	102	103	103	1%
Motoring...Automotive	100	99	99	97	99	102	102	102	100	104	108	3%
Other	100	96	99	92	105	102	109	106	103	106	113	7%
Purchasing	100	101	105	116	113	107	105	106	106	108	106	-1%
Recruitment.Consultancy	100	104	97	99	106	108	115	109	105	106	101	-4%
Retail	100	102	103	110	114	102	121	122	115	113	117	4%
Sales	100	102	105	133	122	111	110	105	105	104	109	5%
Scientific	100	103	106	118	108	103	120	120	108	103	104	1%
Security...Safety	100	106	99	110	99	102	106	107	110	107	107	0%
Social.Care	100	101	83	73	104	162	120	137	111	107	120	12%
Strategy...Consultancy	100	97	99	116	86	96	85	81	90	77	71	-8%
Training	100	104	101	92	106	129	99	93	96	102	96	-6%
Transport...Logistics	100	104	98	105	107	104	102	105	104	97	101	4%



### Job Count by Region

*\*likely to be an anomaly*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
East Anglia	100	88	106	94	77	64	65	80	76	81	93	14%
East Midlands	100	81	70	30	32	55	56	69	72	86	94	9%
North East England	100	78	70	32	41	67	59	77	79	88	96	9%
North West England	100	86	72	30	34	48	50	52	66	70	82	16%
London	100	84	64	24	26	31	38	34	45	54	55	2%
South East England	100	84	72	34	35	47	47	53	58	66	66	1%
South West England	100	83	74	38	39	55	51	64	65	74	78	5%
West Midlands Region	100	87	75	30	35	50	52	56	66	75	82	10%
Yorkshire & Humberside	100	86	72	27	33	50	52	62	67	77	81	5%
Wales	100	84	76	37	38	52	138*	66	74	91	101	11%
Scotland	100	81	68	40	43	46	44	50	59	91	84	-8%
Northern Ireland	100	92	58	17	22	21	30	39	45	54	66	23%

### Average Applications per Job by Region

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
East Anglia	100	115	83	61	62	103	147	112	132	113	97	-15%
East Midlands	100	128	128	133	137	127	184	135	145	112	97	-13%
North East England	100	123	119	131	100	67	123	95	104	80	72	-10%
North West England	100	124	119	119	137	147	202	173	171	138	112	-19%
London	100	120	122	129	170	185	220	203	204	180	143	-21%
South East England	100	118	114	118	126	137	210	159	184	152	132	-13%
South West England	100	117	110	112	120	122	193	143	166	133	117	-12%
West Midlands Region	100	121	118	114	124	131	163	138	143	120	95	-21%
Yorkshire & Humberside	100	118	118	121	137	135	188	126	147	119	106	-11%
Wales	100	125	114	115	133	111	64	108	139	90	87	-4%
Scotland	100	119	120	129	112	114	202	132	151	91	103	13%
Northern Ireland	100	80	104	124	166	305	299	132	103	127	110	-13%

### Average Salary by Region

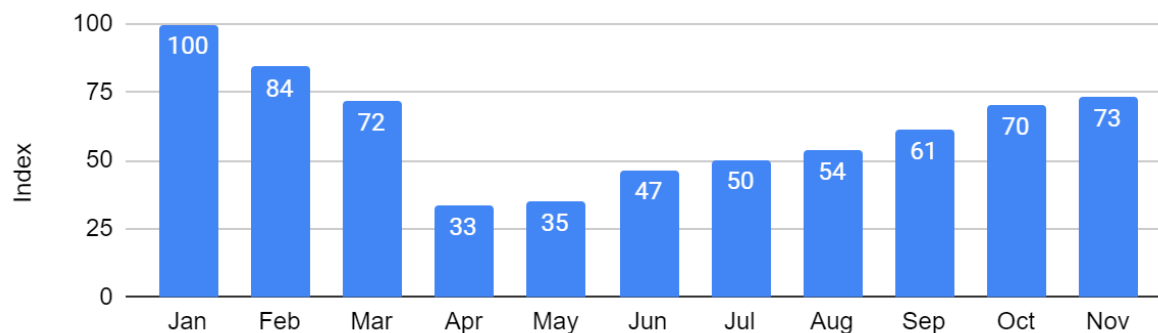
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
East Anglia	100	97	83	62	77	113	100	98	98	96	102	6%
East Midlands	100	101	101	108	105	125	107	116	101	95	103	8%
North East England	100	102	103	106	112	133	106	126	103	100	105	5%
North West England	100	100	102	109	109	119	107	111	104	104	107	3%
London	100	99	102	113	108	110	107	111	109	105	107	2%
South East England	100	100	100	96	105	120	107	115	103	102	106	4%
South West England	100	100	99	88	100	126	107	116	104	102	106	4%
West Midlands Region	100	100	100	101	108	119	110	111	102	101	104	3%
Yorkshire & Humberside	100	100	100	106	108	120	107	116	102	100	103	3%
Wales	100	98	96	98	101	115	129	113	99	94	105	12%
Scotland	100	99	99	105	105	125	107	110	102	88	104	18%
Northern Ireland	100	96	97	108	103	119	99	102	106	94	100	6%



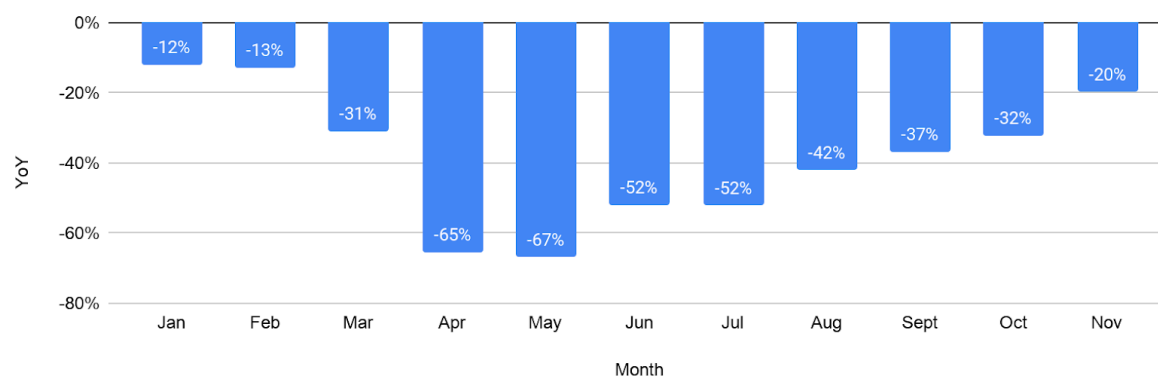
### Further analysis - projected recovery by Spring 2021

#### Jobs posted

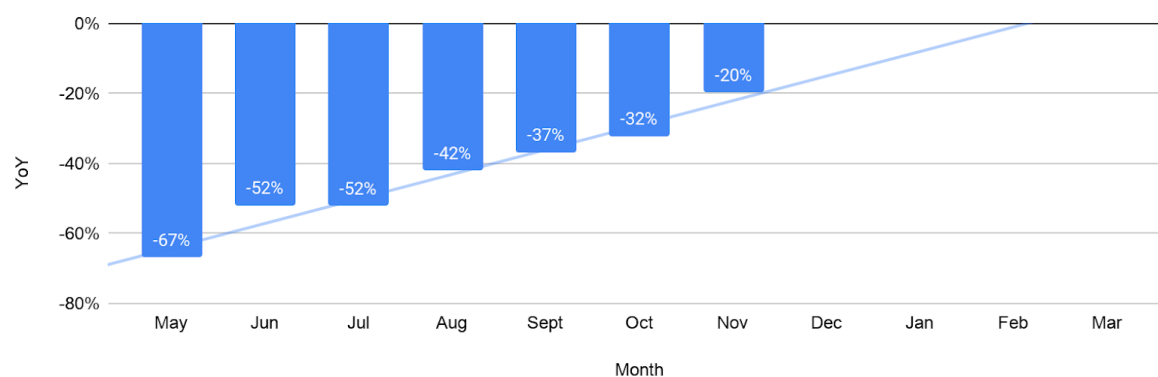
Index 100 = Jan20



#### Jobs Posted year on year % change



#### Jobs Posted year on year % change from May'20 with projection





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

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

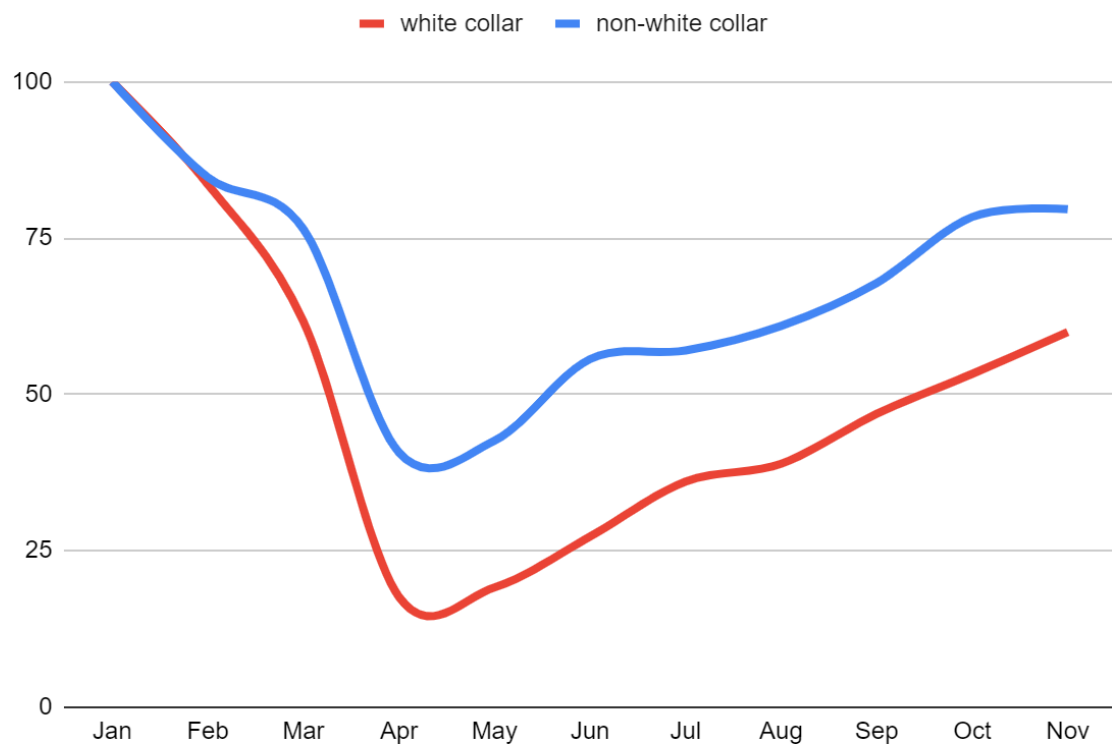
*account, admin, advisor, agent, analyst, audit, buyer, clerk, consultant, credit, data, developer, director, executive, finance, hr, legal, office, payroll, professional, sales, seller, solicitor*

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
white collar	100	84	62	18	19	27	36	39	47	53	60
non-white collar	100	85	76	41	43	56	57	61	68	78	80

### Job posted - 'white collar' workers

index 100 = Jan 2020



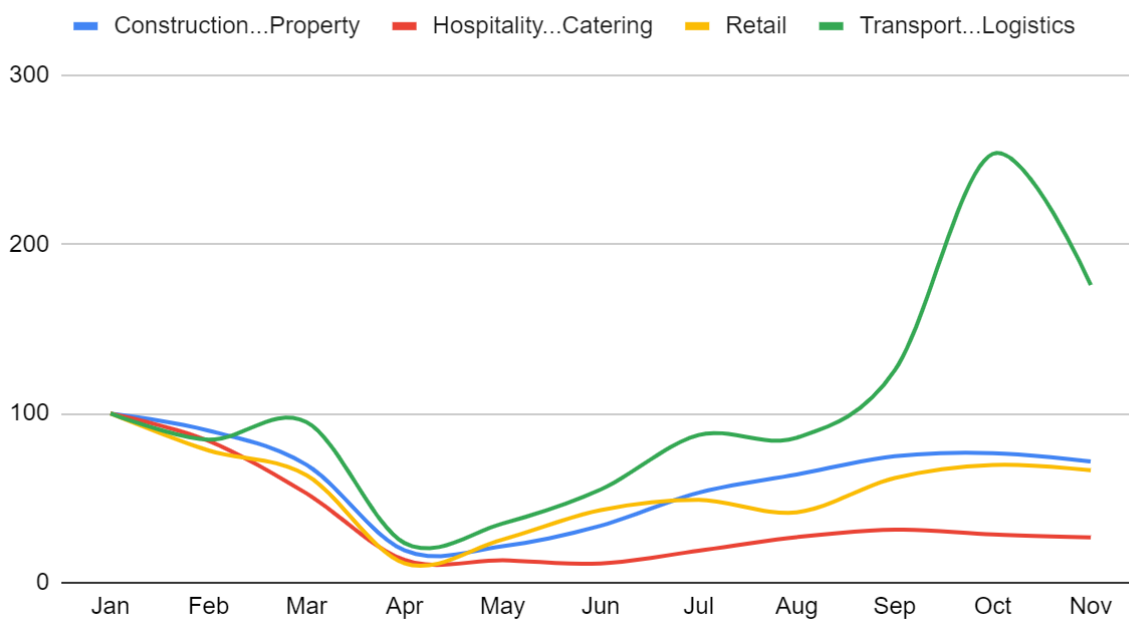
source: Keep Britain Working Job Index / reed.co.uk



### Further analysis - selected industry sectors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<b>Construction...Property</b>	100	90	70	19	22	34	53	64	75	77	72
<b>Hospitality...Catering</b>	100	84	53	13	13	11	19	27	31	28	27
<b>Retail</b>	100	78	64	11	26	43	49	42	62	70	66
<b>Transport...Logistics</b>	100	85	95	23	35	55	87	86	125	253	176

### Jobs posted by Select industry sectors





### Supplementary data supplied by Morson Group

- As the world's 3rd largest engineering recruiter, morson.com hosts ~5,000 job opportunities a month from over 500 clients across 13 technical sectors, attracting specialist trades, white and blue collar talent from across the globe.
- Selection of technical sectors shown below.

### Job Count by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
Aerospace	100	83	87	112	62	32	154	211	148	124	77	-38%
Building and Construction	100	122	110	0	0	8	0	67	168	226	165	-27%
Defence and Military	100	141	119	57	37	61	67	156	57	59	102	73%
Engineering	100	50	52	27	21	40	38	22	28	31	32	3%
Logistics Distribution and Supply Chain	100	160	40	40	0	0	100	100	80	50	130	160%
Purchasing and Procurement	100	43	50	11	32	21	0	11	39	43	171	298%
Transport and Rail	100	107	62	27	0	11	22	16	24	9	36	300%
Utilities	100	278	44	0	0	156	78	78	56	44	33	-25%

### Average Applications per Job by Sector

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Last 2 months % change
Aerospace	100	61	88	90	96	136	334	205	92	40	54	35%
Building and Construction	100	49	51	0	0	755	0	58	50	39	36	-8%
Defence and Military	100	94	82	587	470	645	208	242	372	293	145	-51%
Engineering	100	104	155	83	181	167	151	102	232	109	111	2%
Logistics Distribution and Supply Chain	100	423	102	739	0	0	282	264	57	409	129	-68%
Purchasing and Procurement	100	140	152	372	311	289	0	603	327	357	168	-53%
Transport and Rail	100	156	191	291	0	1672	125	287	1028	847	486	-43%
Utilities	100	141	862	0	0	233	274	699	931	683	1058	55%