

# HIRING HUB

# Where are all the engineers?

Software developers

Nurses

Geophysicists

Drivers

Social workers

Paramedics

Orchestral musicians

Welders

Sous chefs

3D graphic designers



## Ellie Yates Head of Marketplace

Failed rapper and impressionist from Bristol that was once abandoned by her parents in the freezer aisle of Tesco and adopted, temporarily, by a fish monger\*



## Steve McKenna COO

Some people are passionate about football or baking, but Steve genuinely gets excited about systems and processes. Weird, I know

# The internet as changed how buyers and sellers connect. Consider how you last...

Booked a flight



Found a hotel



Sold a house



Grabbed a taxi

U B E R

Bought a book



Watched a film

NETFLIX

Insured a car



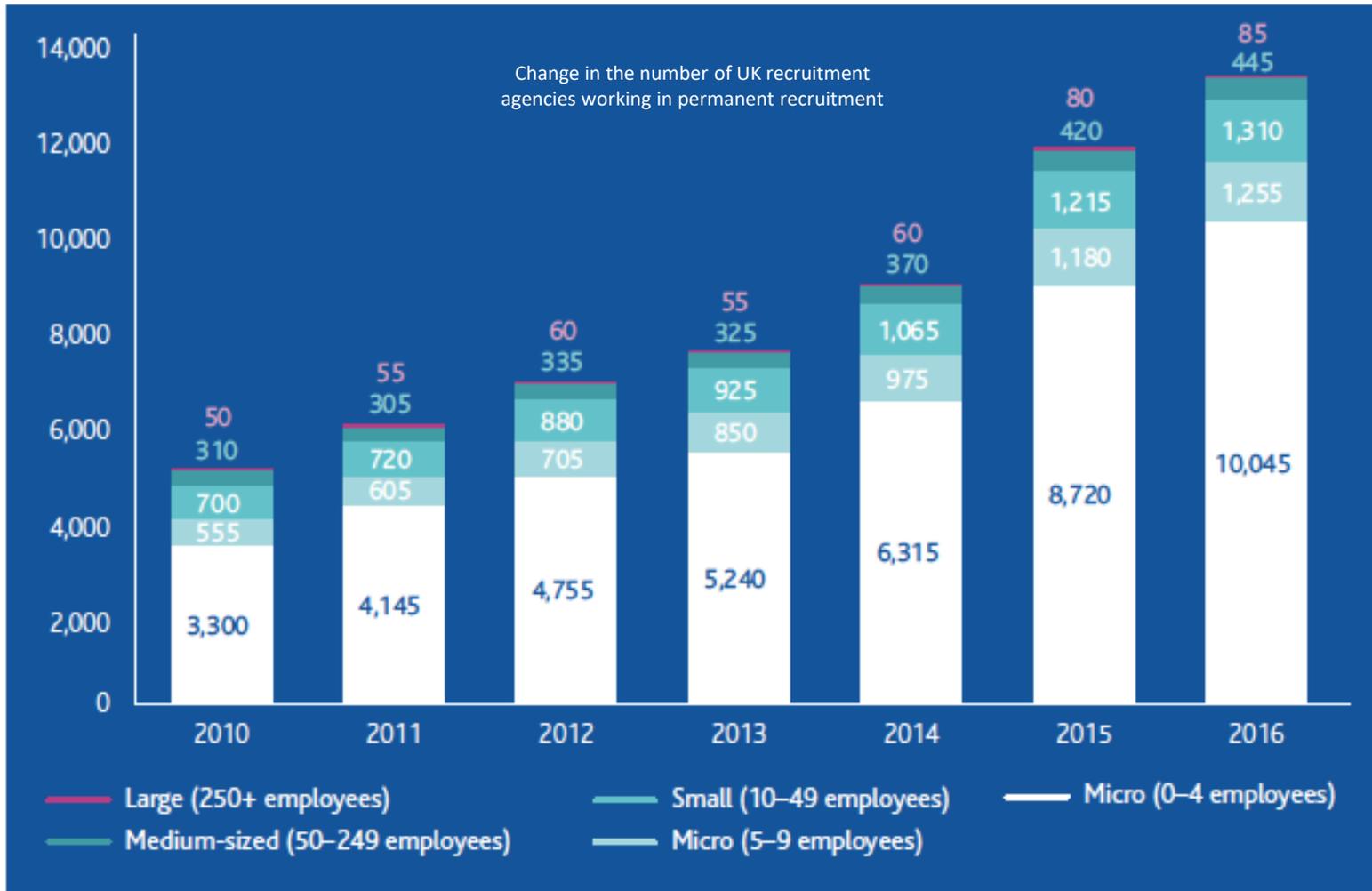
Ordered a takeaway



## **These platforms deliver:**

- Speed
- Choice
- Convenience
- Savings

# The recruitment industry is changing



Source: Office for National Statistics. (2016) Annual business survey, UK non-financial business economy: 2015 provisional results.

**Since 2010 the agency market has fragmented dramatically**

There's now over 11,000 micro recruitment agencies\* in the UK

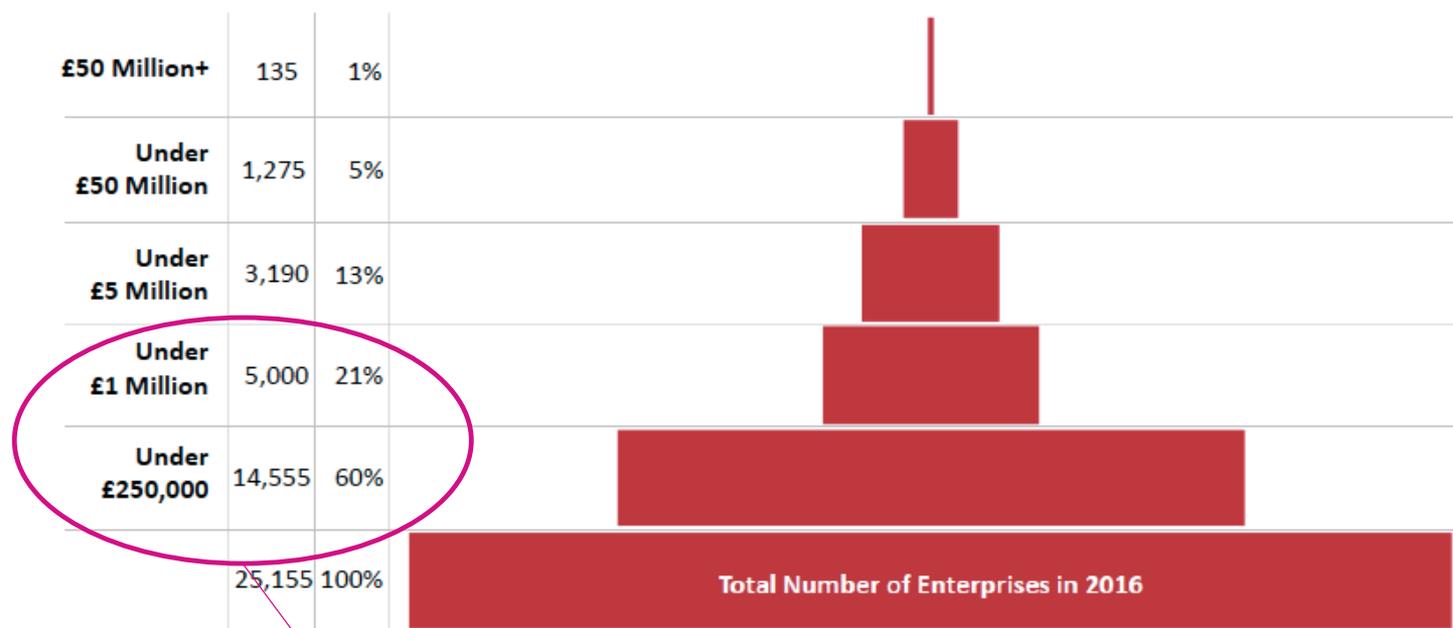
**This makes finding and choosing a recruitment agency difficult for employers**

And winning new business difficult for small, independent recruitment agencies

\*Fewer than 10 employees

## Structure of the UK Staffing Market

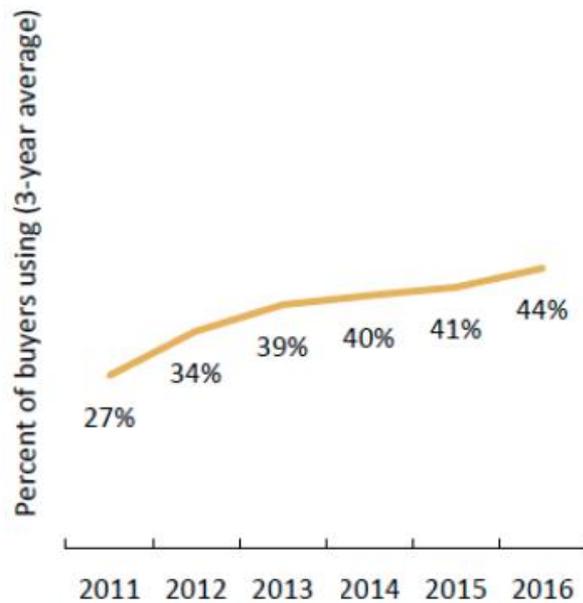
Number of Staffing Enterprises by Size



**These small, independent recruitment agencies represent over 80% of the industry**

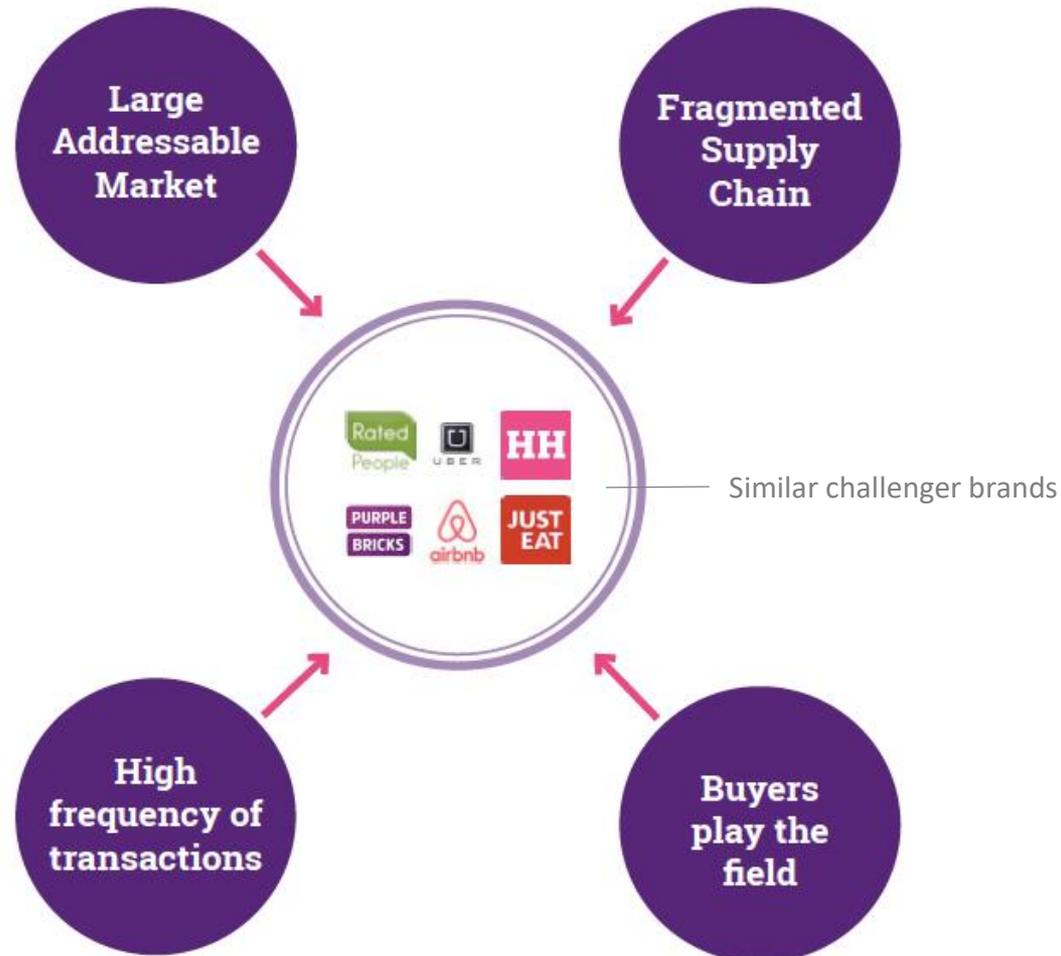
# We are not as loyal as you think

Trying out new suppliers 2011-2016  
(three-year moving average)



Source: Staffing Industry Analysts Workforce Solutions Buyer Survey 2016

So the market is primed for a consumer-type marketplace model that consolidates supply (agencies) and intelligently connects it to demand (you):



(And it's not just us that think that...)

“Online talent platforms are increasingly connecting people to the right work opportunities. By 2025 they could add \$2.7 trillion to global GDP, and ameliorate many of the persistent problems in the world's labour markets.”

McKinsey&Company

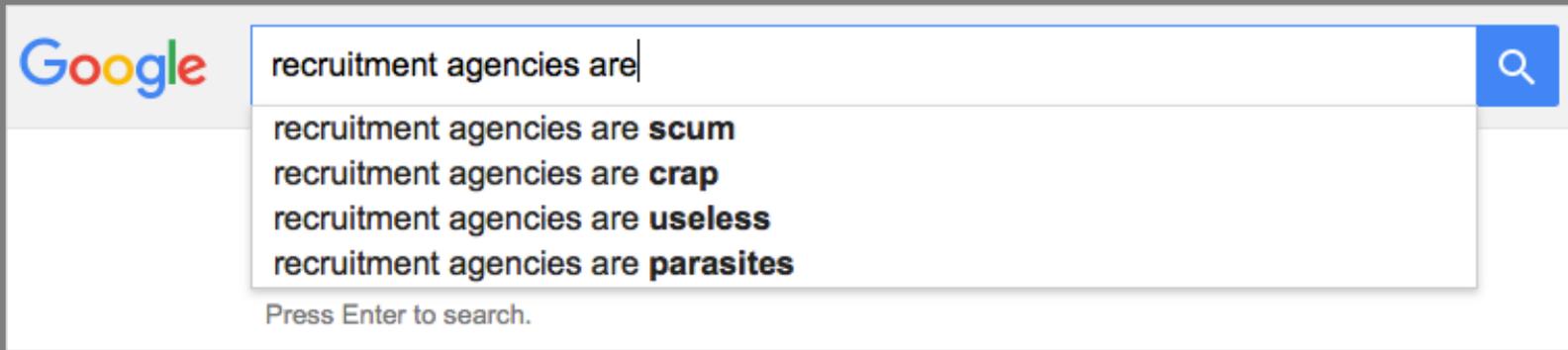
Source: McKinsey & Company Global Institute Report 2015

So we created **Hiring Hub**, an intelligent online recruitment marketplace. Think TripAdvisor for recruitment; it allows agencies and employers to find each other and work better together

Our customers include some of the UK's fastest growth companies



And whereas large, traditional recruitment agencies provide a slow, commoditised and expensive service (which is why this happens when you Google them...)



\*Genuine *Google* search results, June 2017

Hiring Hub uses data and reviews to influence good behaviour

We are proud to be one of the 50 **fastest-growing** technology companies in the North, and top scale-up companies in the UK

We champion small **independent** **recruiters** and are using data and reviews to inject trust and integrity into the recruitment agency model



# Where are all the engineers?

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As the UK is leaving the EU, skill shortages are becoming an increasingly political issue.

Until now, freedom of movement has meant when shortages occurred companies could look to address their needs by adopting a more aggressive recruitment strategy and/or increasing salaries.

Once the UK leaves the EU, there is no guarantee that businesses will have the same access to the European labour pool.

Already concerns are being voiced across industries as diverse as agriculture, tech, healthcare and engineering.

The  
Economist

SEPTEMBER 27th 2008

[www.economist.com](http://www.economist.com)

OH  
FUUCK!



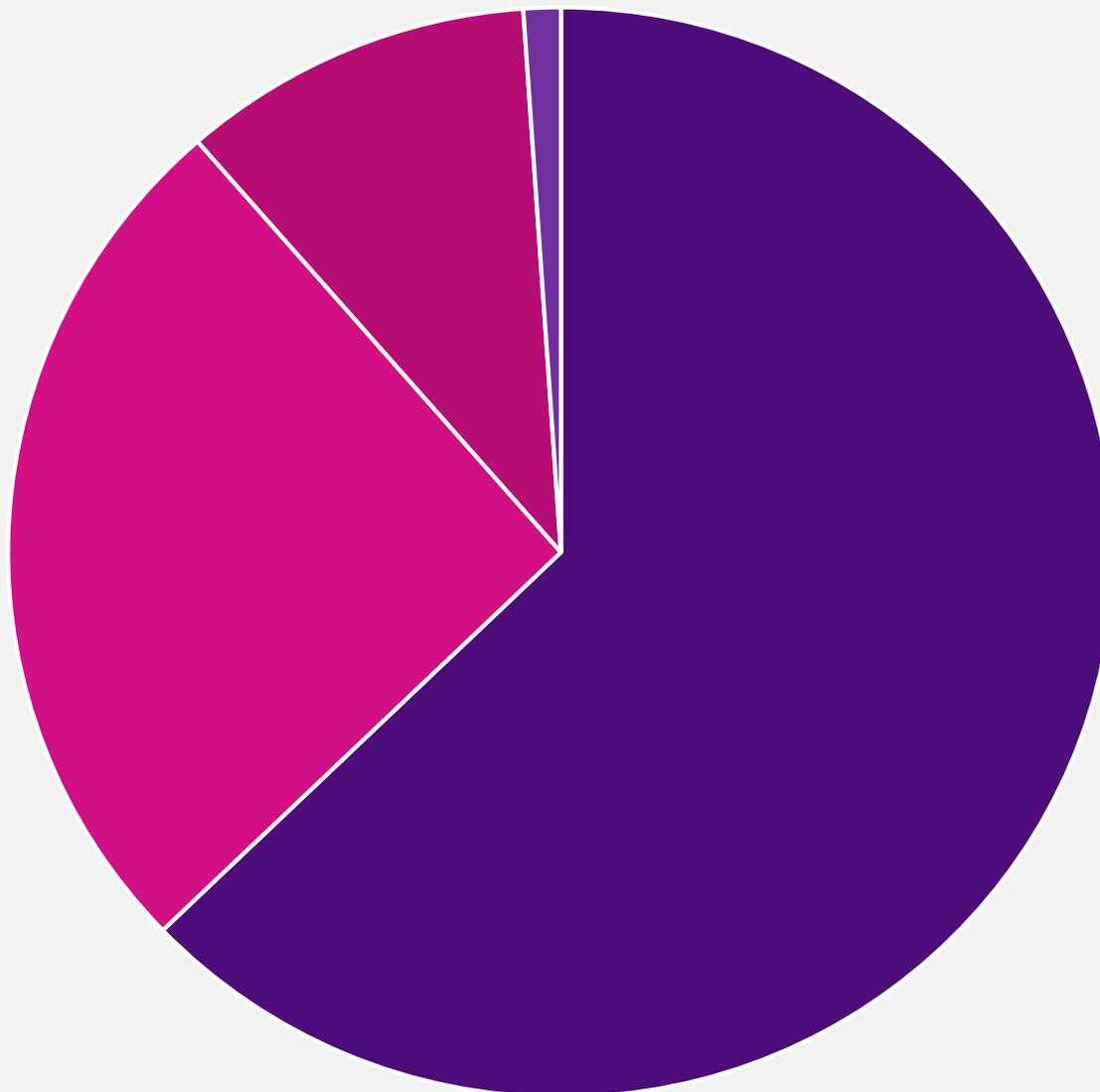
**We wanted to understand what's happening in the UK labour market today, share those insights with you, and suggest how companies might address the issues they face now, and in the future...**

So we analysed how long employers leave vacancies posted on their own websites, on the premise that skill shortages first become visible by organisations struggling to fill jobs.



We sourced data from circa **34,000 vacancies** by observing daily the careers pages of 12,000 UK companies.

# Size of companies in our dataset



■ 5000+   ■ 501-5000   ■ 51-500   ■ 1-50

## Our first ~~cock-up~~ learning...

Our initial hypothesis was: companies will spend longer advertising jobs that are harder to fill.

Empirically, we found **this isn't always the case** and there are many complex issues that impact this.

Some of them we can make an educated guess at, others require more input and improved analysis over time.



## UK overview

The average time a vacancy was visible for was 17.6 days

Vacancies are listed longest for Real Estate

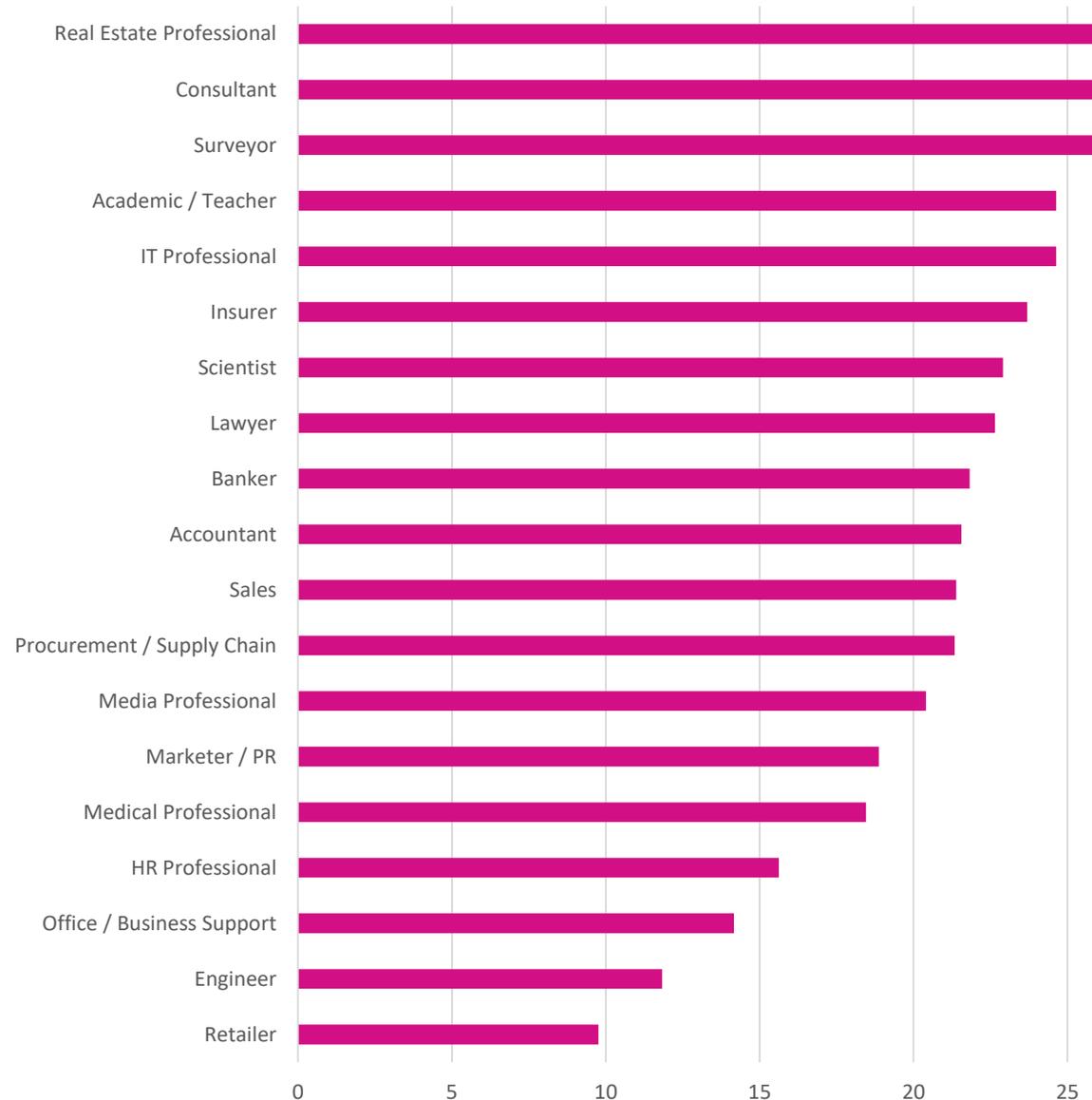
Retail and Engineering vacancies are advertised for the shortest time

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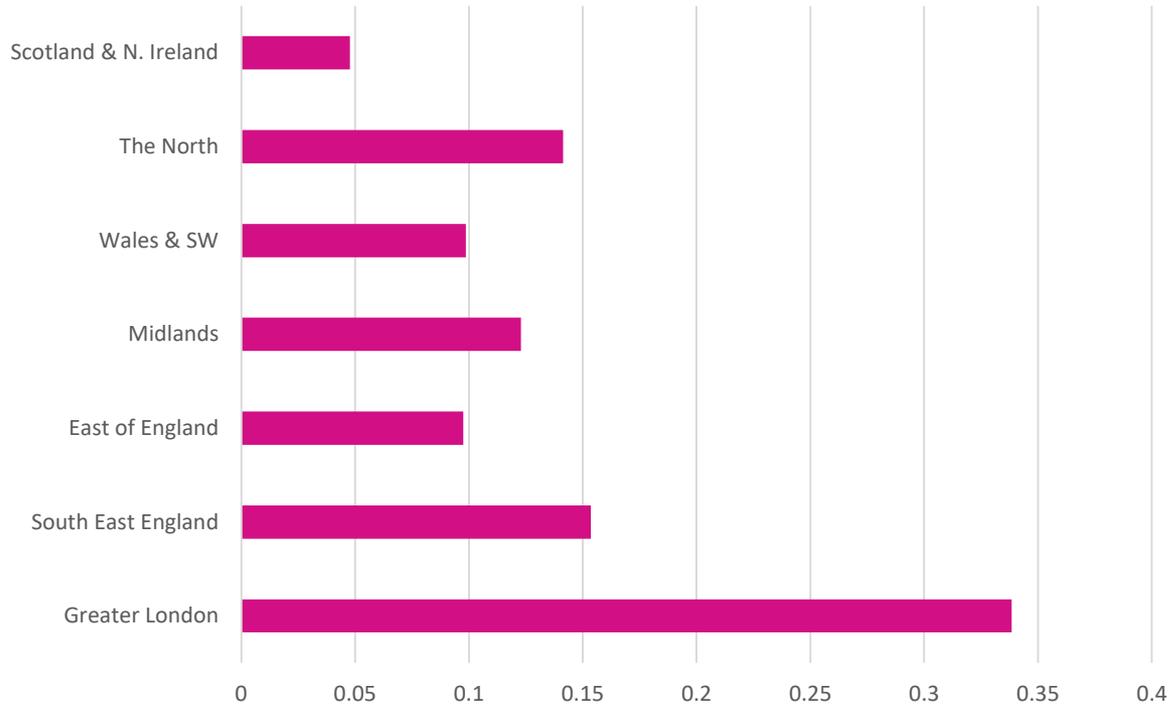
It's forecast that the UK needs an additional 20,000 engineers annually... so why are engineering jobs not advertised for longer?

## Average vacancy advertising time, by professions

The UK, April to June 2017



Share of all jobs by region



## UK overview

Unsurprisingly there are more jobs in Greater London than anywhere else.

The North (where we are based) accounts for almost 15% of all jobs

Wales and the South West account for around 10% of all jobs in the UK.

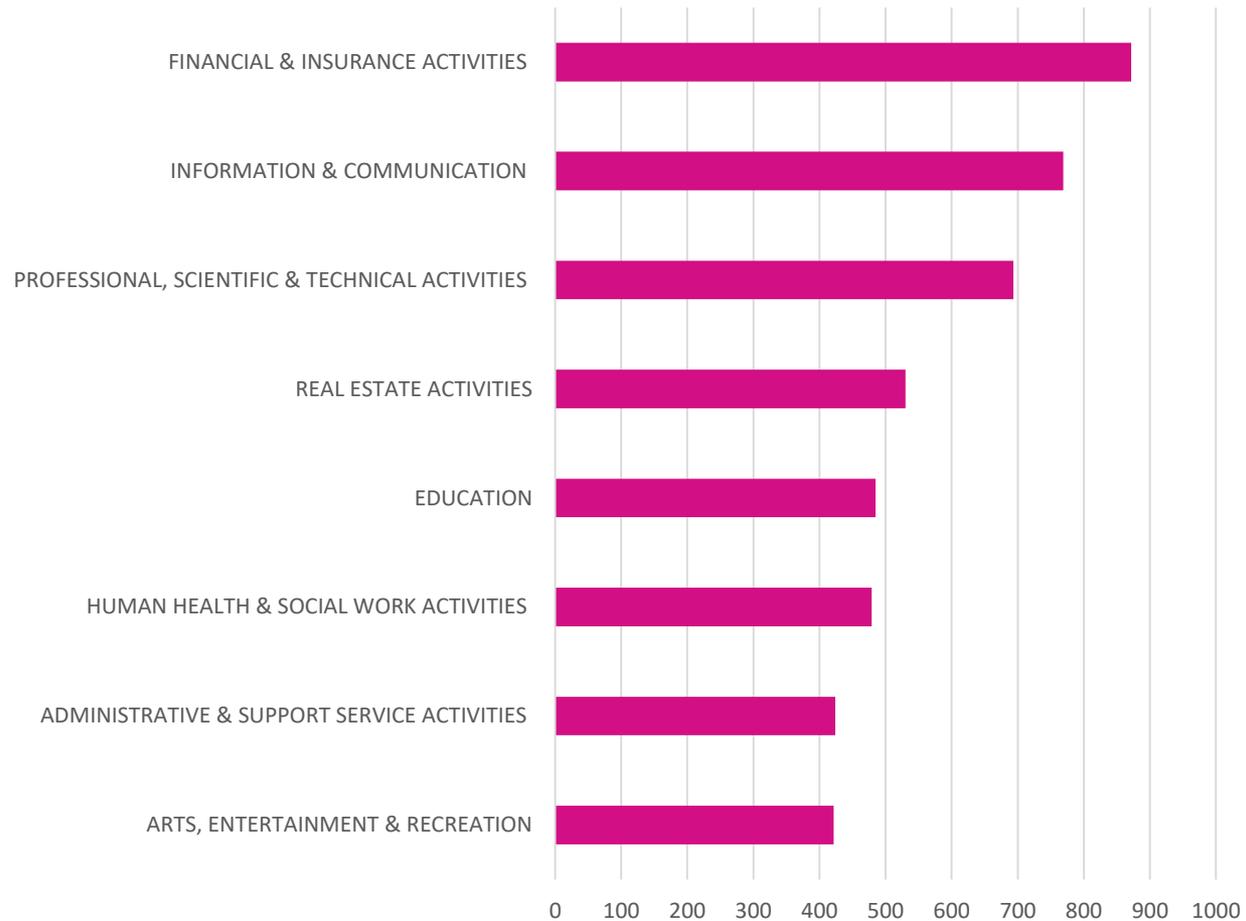
## UK Overview: Salaries

Roles in the Financial and Insurance sectors are the highest paid

The lowest paid are those in Admin/Support, and Arts, Entertainment and Recreation

### Gross weekly pay, by selected industry

The UK, 2016



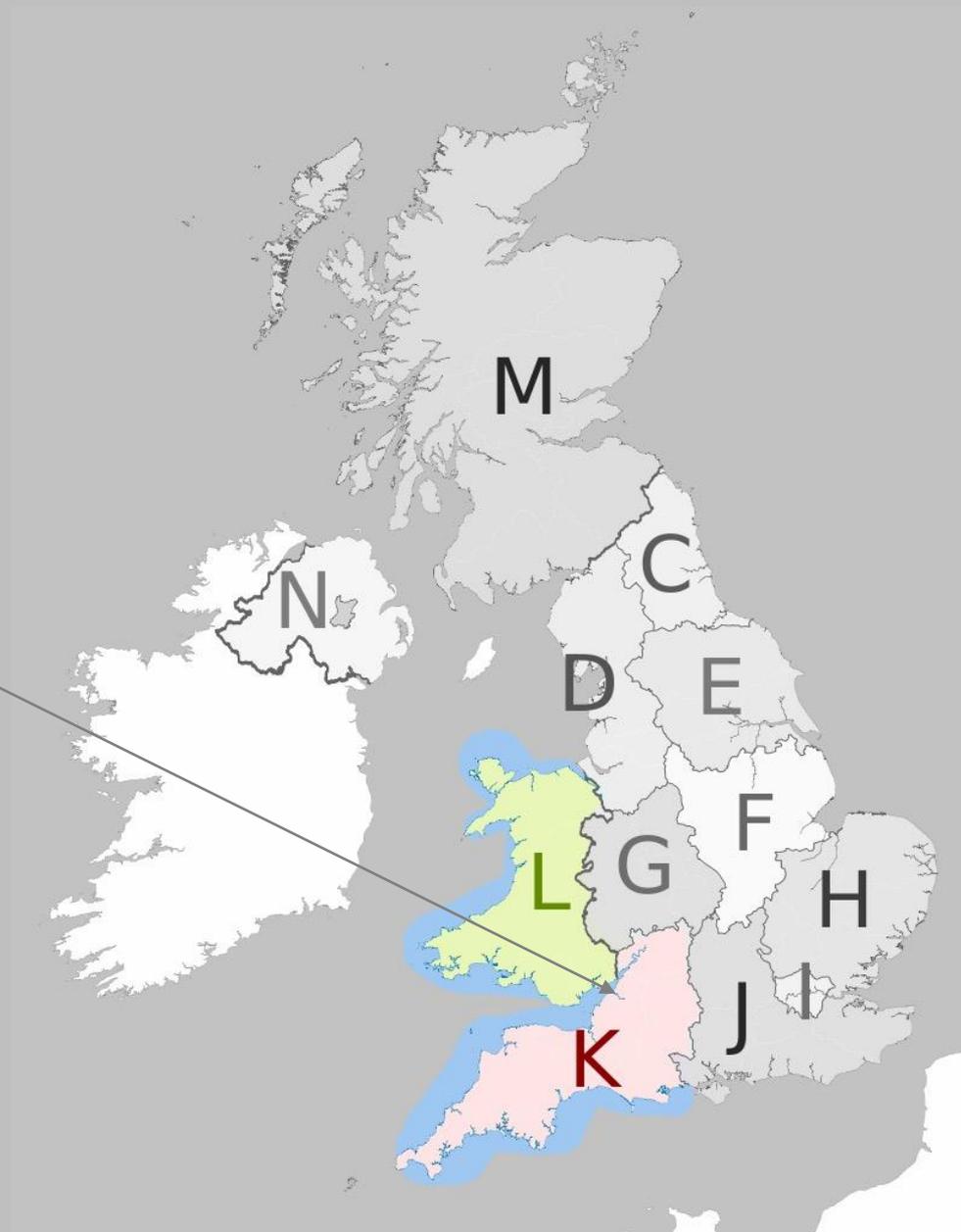
## Key takeaways

1. In some sectors (most notably engineering) there is no correlation between demand for skills and the time a job is advertised
2. Average time for a vacancy to be live on company websites correlates with the average number of days to fill a vacancy
3. Anywhere there's sheep or sea you'll struggle to find medical and healthcare professionals (worst in Scotland and Northern Ireland)
4. The TMT sector is adapting to a war for digital talent, and this may get worse post-Brexit because of its heavy reliance on foreign workers
5. Retail jobs are advertised for the fewest days; the supply of candidates is high across Britain and the skills are often easily transferrable



So, are we in the  too?!!!!

You are here!



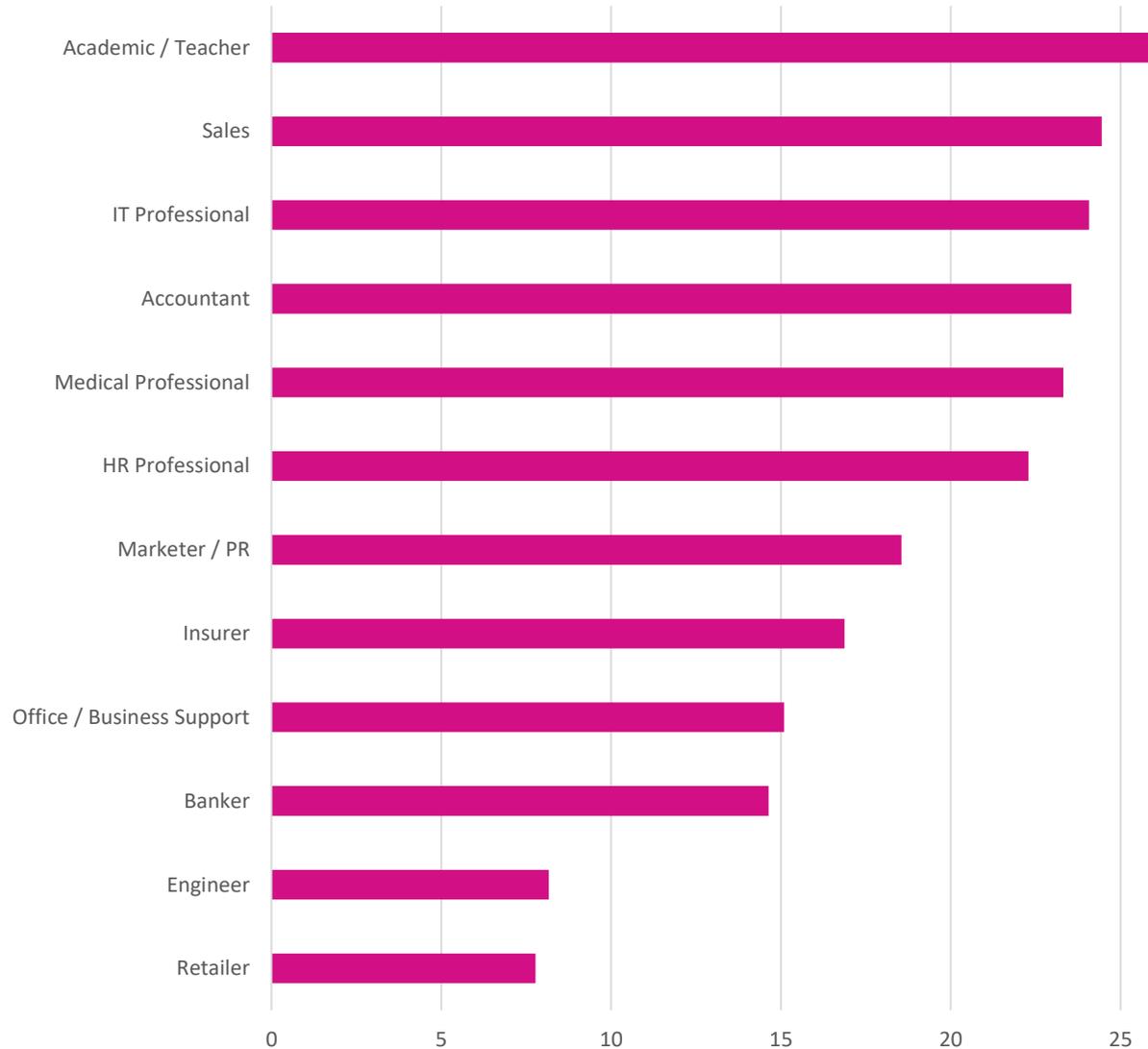
# South West & Wales

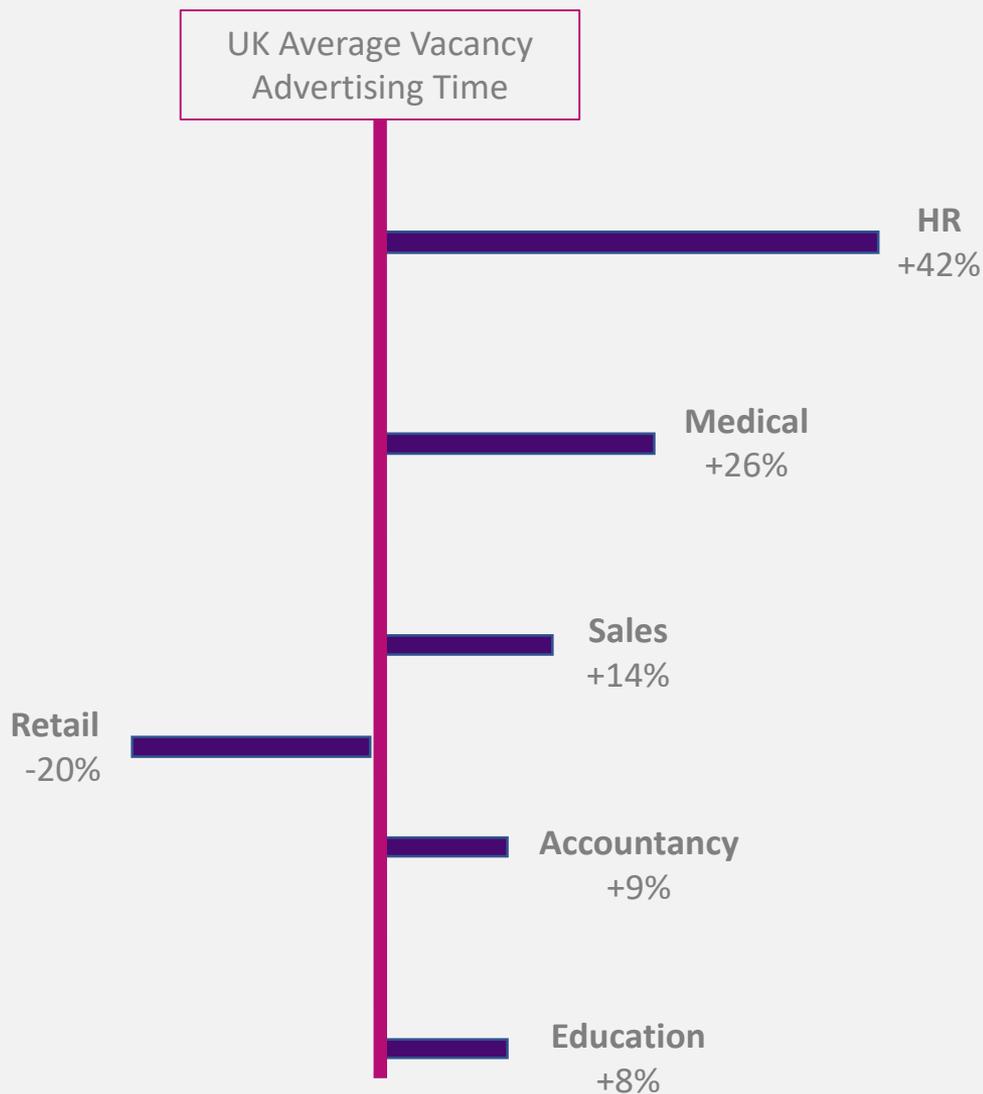
The average vacancy was live for 16.9 days

That is 4% shorter than the average for the UK

Breaking the data for this region down into the two areas it is composed of shows that in Wales the average announcement was available for 18 days, while in SW England it was 16.7 days

Average vacancy advertising time  
Wales and South West England, April - June 2017



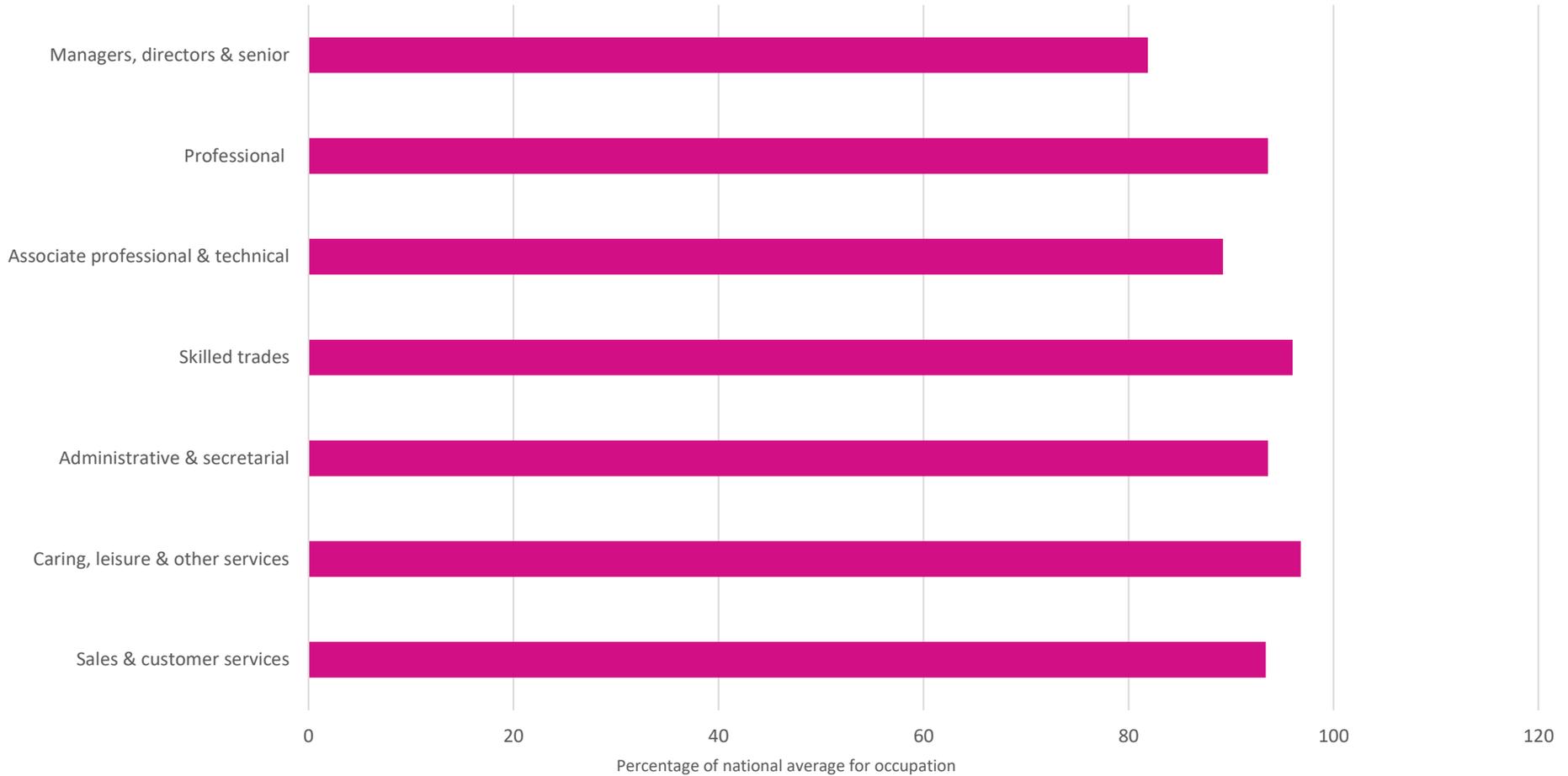


## South West & Wales

Some skills fared worse against the national average, most notably HR and medical.

Meanwhile retail vacancies were advertised for 20% shorter time than the national average.

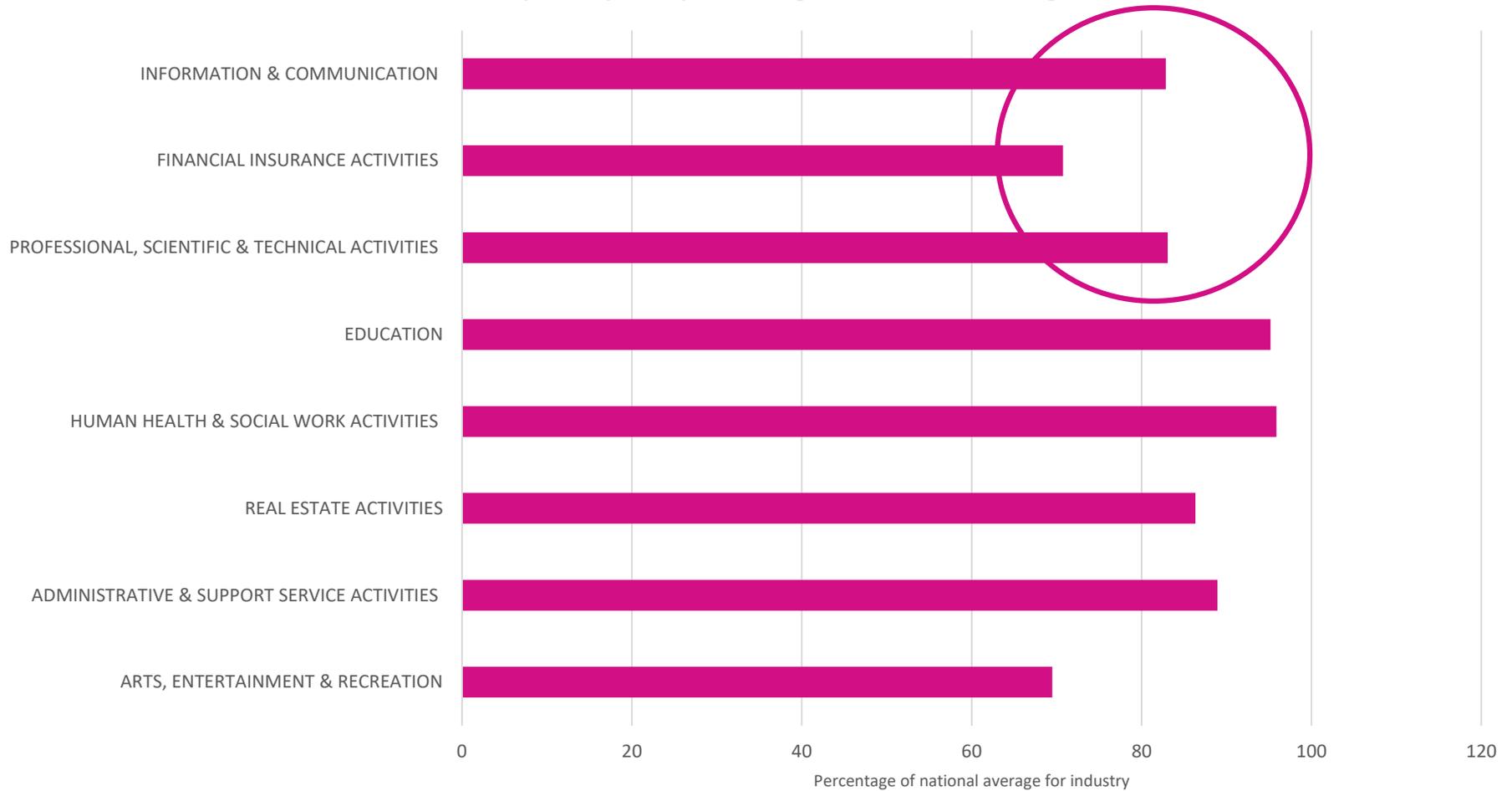
## Weekly salary as percentage of national average



### South West & Wales

Pay in the region is **below the national average**. Notably, managers, directors and senior roles are significantly lower. There is nothing in the salary data that suggests the region has any competitive advantage in terms of candidate attraction.

Weekly salary as a percentage of national average



## South West & Wales

Pay is significantly lower for some key growth sectors too, like: IT, Finance, and Professional, Scientific and Technical. Hence it may struggle to attract candidates from higher paying areas like London and the SE, or prevent more local candidates from commuting

## What we learned about this region

1. Salaries are considerably lower than the national average
2. This issue is particularly acute for Management and Senior roles
3. Salaries also need to be reviewed for roles in the key growth industries
4. The Education sector is struggling, this is felt worse in Wales
5. Healthcare wages are good, but supply of talent not so good
6. There's been a 20% increase in HR vacancies in the region; this may explain why these roles are advertised for longer

## What can we do quickly that's in our control?

- ✓ Increase attractiveness of your vacancies in a competitive market by focusing on employer brand and candidate experience
- ✓ Take advantage of a lack of local salary competition on high demand skill sets: Management, IT, digital, finance, science and technical roles
- ✓ Target recruitment marketing activity (and budget) on specific roles that are advertised for longer periods
- ✓ Review use of temp v permanent employees on high skill/in-demand roles
- ✓ Market the benefits of employment close to home versus commuting

✓ Consider casting your net a little wider and using **Hiring Hub!**



(Like we'd forget that one!)

## What we're seeing employers we work with do

- ✓ Relocate HQs or departments to locations where skills are in greater supply
- ✓ Review pay, benefits and flexibility across the company
- ✓ Coach Hiring Managers on availability of skills
- ✓ Look at employer brand through the lens of an applicant
- ✓ Improve website UX, and ensure it's mobile-first
- ✓ Use events and community engagement to support their brand
- ✓ Train and upskill current workforce
- ✓ Develop apprenticeship programmes

We'd love to hear what you're doing to tackle skills shortages



# Wales and South West England

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The average announcement for a vacancy which was in Wales and South West England was visible on the website of the company announcing it for 16.9 days. That is 4.0% shorter than the average for the UK. Breaking the data for this region down into the two NUTS1 regions it is composed of shows that in Wales the average announcement was available for 18.0 days, while in South West England it was available for 16.7 days.

Looking at the data for professions, the profession for which vacancies were advertised in the shortest time is Retailer. Announcements for those staff in this region were posted in an average of 7.8 days. Data from the ONS shows that one in seven of the total workforce in the work in the retail and wholesale sector, which is North Wales Economic Ambition Board noted that in North Wales that figure is as high as one in three. The retail sector is noted for high staff turnover rates, with some experts estimating labour turnover there at the extraordinary level of 40% of staff annually. Given such a large number of people with experience working in the sector where skills are often easily transferrable, one could well expect companies to be easily able to find staff. Indeed, the figure of 7.8 days is 20.4% shorter than the UK average for announcements seeking Retailers.

Professions for which average vacancy advertising times in Wales and South West England were longer than the averages for the UK included HR Professionals (where the average time of 22.3 days was 42.6% higher than the national average for that



Average vacancy advertising time, by selected region

Wales and South West England, January to June 2017



@HiringHub 0161 300 7235

## Gross weekly pay, by selected Standard Occupation Classification

Wales & South West England, 2016



Percentage of national average for industry

## Gross Weekly Pay, by selected Standard Occupation Classification



Percentage of national average for industry

LONGEST ADVERTISED VACANCY 26.6 DAYS

Academic / Teachers

7.8 i SHORTERST ADVERTISED VACANCY

Retailers

0161 300 7235 @HiringHub

/////// cont

profession), Sales (the average there of 24.4 days was 14.3% above the UK average), Accountants (the 23.6-day average was 9.3% higher than the national average) and Academics / Teachers (26.6 days there being 8.0% above the average for the UK).

Although the average vacancy advertising time for Medical Professionals in Wales and South West England of 23.3 days is only eighth of the twelve professions analysed in this region for this report, one should note that that figure is 26.3% longer than the relevant average for the UK as a whole. A disparity can be found when looking at the broken down by industries. Announcements for staff in the Healthcare sector in Wales and South West England were available for an average of 21.3 days. While the longest average of any profession in the region, it is 28.0% above the UK average for that profession, which is the biggest difference seen in the region.

Employers recruiting staff in this sector have led to an increasingly turning to agency staff. Following an FoI request showed that 10 health boards in Wales spent a total of £128.9 million on agency staff compared to £80.2 million in 2014-15, i.e. a 60% rise year on year.

The shortage of Medical Professionals appears to be reflected in the ONS data on salaries. While average salaries in each of the occupations and industries covered by this report are lower here than the national averages, it is notable that the two which are closest to the national averages are those covering Healthcare: for Human Health & Social Work Activities the average wage in Wales and South West England is 96% of the national average, while the wages for those working in posts in Caring, Leisure & Other Services here are 97% of the average for the UK.

PROBLEMS RECRUITING STAFF IN THE HEALTHCARE SECTOR HAVE LED TO EMPLOYERS INCREASINGLY TURNING TO AGENCY STAFF.



Drop your business card in the fish bowl and we'll send you a copy



BRISTOL

# **HIRING HUB**