



(Not just) London calling

IN PARTNERSHIP WITH

Institute of
Student
Employers

ise.

blackbridge

Cappfinity



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#BNews24
@_GroupGTI



Today's agenda

Welcome

Simon Rogers - CCO, GTI

Navigating Newcastle - using data to attract technical talent in the North-east

Sam Turnpenny - Early Talent Attraction Lead, Accenture

Economic update and regional impacts

Vicky Pryce - Leading Economist & Business Advisor

ISE's perspective on regional recruitment and trends

Stephen Isherwood - Joint CEO, ISE

Students who've made bold decisions about location of study and work

Student Panel

Culture in regional cities

Clive Myrie - BBC presenter, newsreader and journalist



gti |  **targetconnect**

93 Universities
(UK, Ireland, Europe,
Australia) and 175
Services, supporting
2 million+ students
and graduates



BRAND | ATTRACTION | SOURCING

Hiring platform and jobs board network



1.6m+ total registered users

56% Female users

62% Lower socio-economic users

46% Black Heritage, Asian & Minority Ethnic users

43% Increase on applications YoY

160 Universities represented



Exclusive University jobs board network

Extends to 92 Universities in the UK

Career Professionals

4,500 experts providing careers advice and guidance

Partner & Affiliate network

A further 23 University jobs boards reaching an extra 665k students



2 leading platforms combining for the UK's largest reach and engagement

HELPING STUDENTS REALISE THEIR POTENTIAL

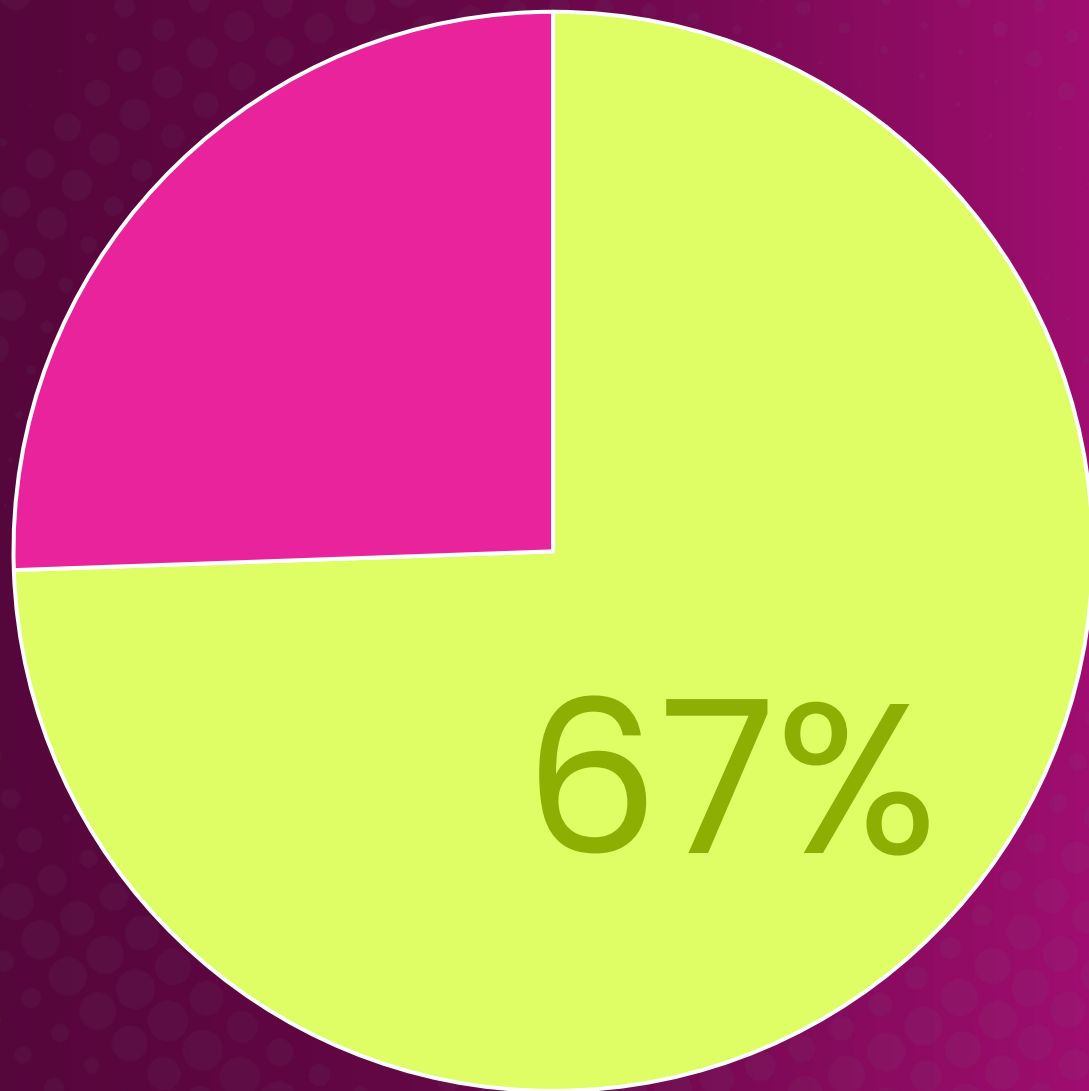
Q

Opportunities (roles) listed on
the targetconnect network in
the last 12 months

566,335

Q

% of those opportunities based
outside of London in the same
period



UK university network promoting regional roles

The image displays three overlapping screenshots of university career portals, illustrating a network of UK universities promoting regional roles.

- Left Screenshot (Durham University):** Shows the 'CareersConnect' page for 'KPMG 2024 Tax Graduate Programmes - Manchester'. It features a search bar, navigation tabs (Search, Book, Skills, My Career Passport), and a prominent 'APPLY NOW' button. The application closing date is 'Wed 31 Jul 2024'. The KPMG logo is visible.
- Middle Screenshot (University of Sheffield):** Shows the 'Careers & Employability Service' page for 'Rural Graduate Programme - Kent details'. It includes a search bar, navigation tabs (Search, Book, mySkills, My Career Passport), and an 'APPLY NOW' button. The application closing date is '31 Aug 2024'. The Knight Frank logo is visible.
- Right Screenshot (University of Bristol):** Shows the 'mycareer' page for 'Graduate Software Developer - Macclesfield, Warrington and Manchester details'. It features a search bar, navigation tabs (Search, Book, Skills, My Career Passport, Career Discovery), and an 'APPLY NOW' button. The application closing date is '31-Jul-2024'. The Grayce logo is visible.



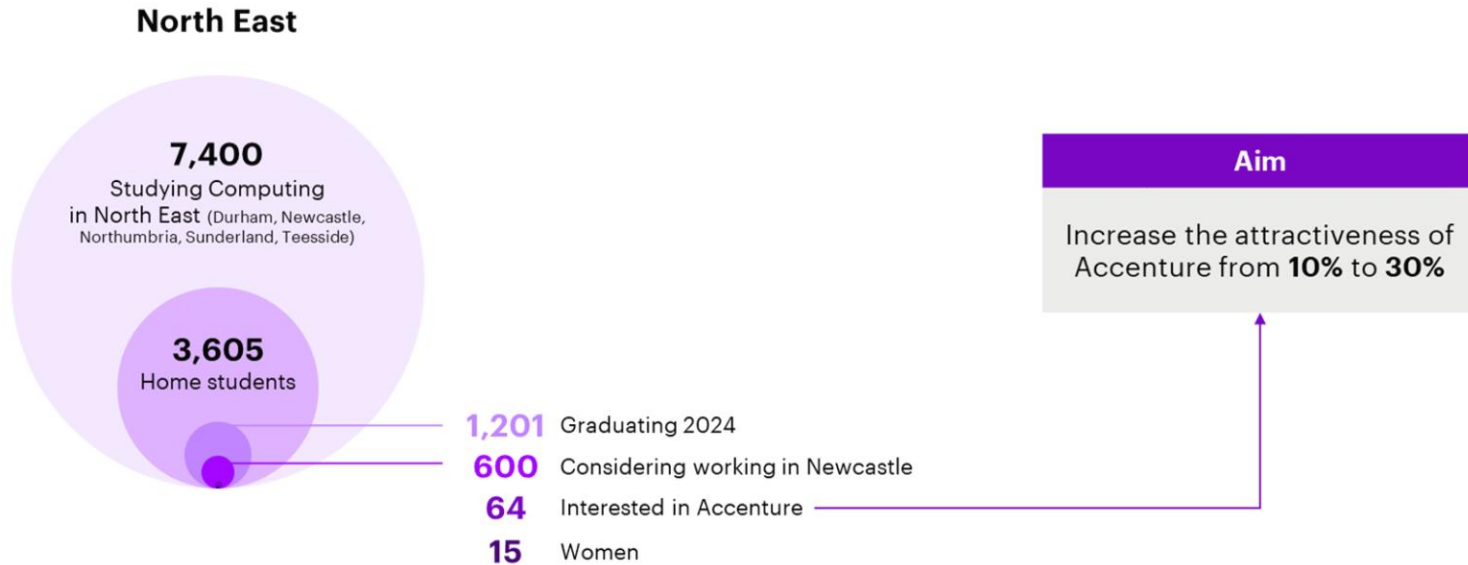
Sam Turnpenny, Early Talent Attraction Lead, Accenture

Navigating Newcastle - using data to attract technical talent in the North-east

Newcastle Graduate Recruiting FY25

Estimated talent market size

We estimate that, due to our specific requirements, there are only around 600 candidates in our ideal segment. We therefore need to significantly increase the attractiveness of Accenture to reach more of this niche market.



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How GTI helps hiring in the regions

Planning

Regional student cohorts
Motivations and views

Attract

Regional targeting
UK, Ireland, EMEA, USA

Screen and Assess

Country specific adjustments

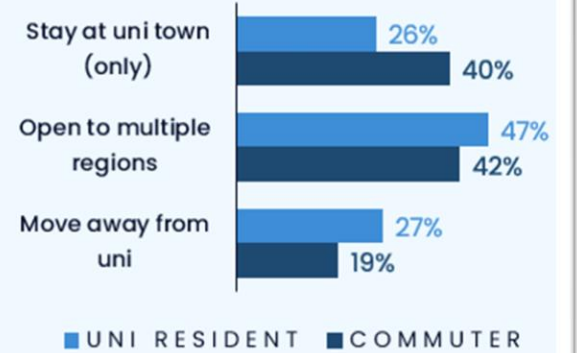
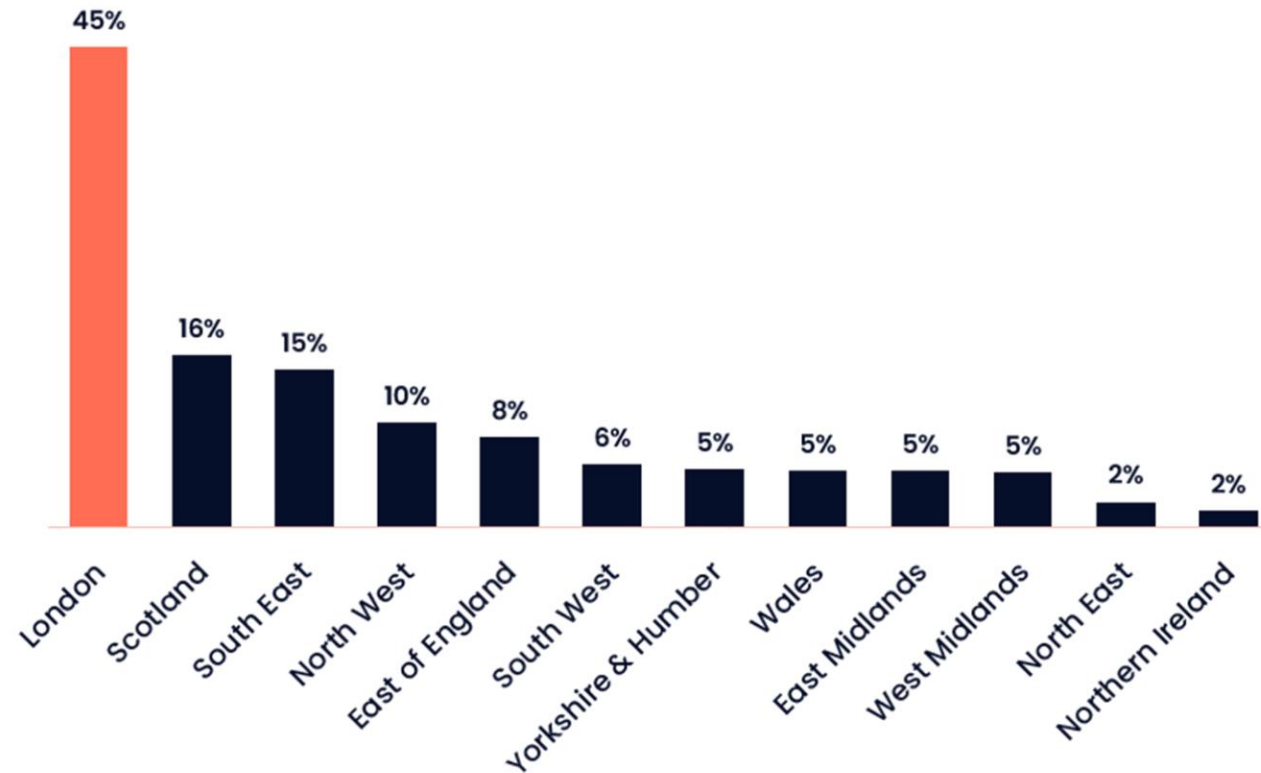
Real time funnel analytics

Make campaign adjustments in near real-time

Where are all students wanting to work?

MARKET OVERVIEW

Preferred place to work

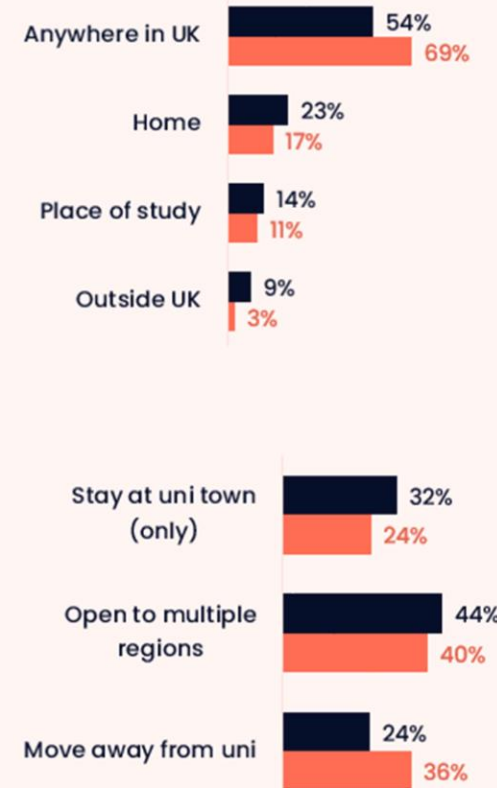
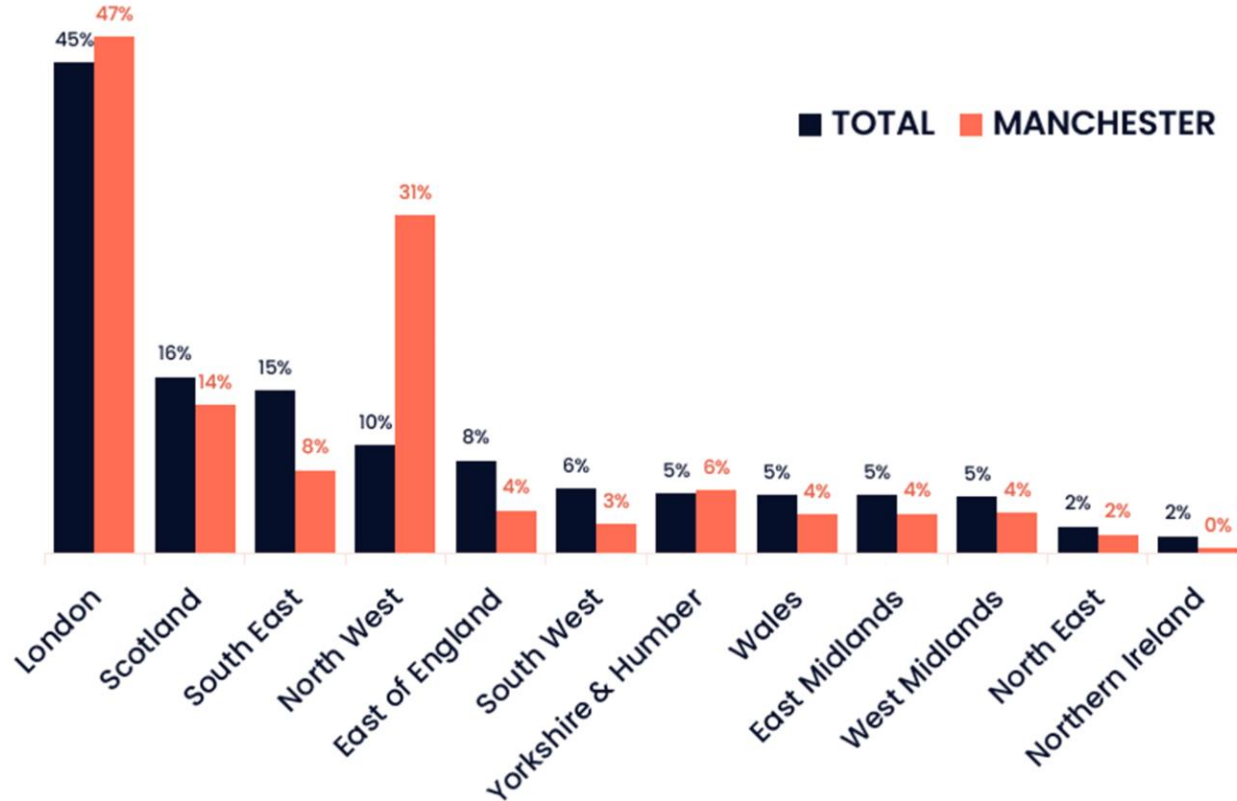


+
London remains the most popular place to work. It had the most graduate hires in 2022/23 (48%, ISE). Although, most want to work in their university region, particularly students that commute to work.

Where are students in Manchester wanting to work?

MARKET OVERVIEW

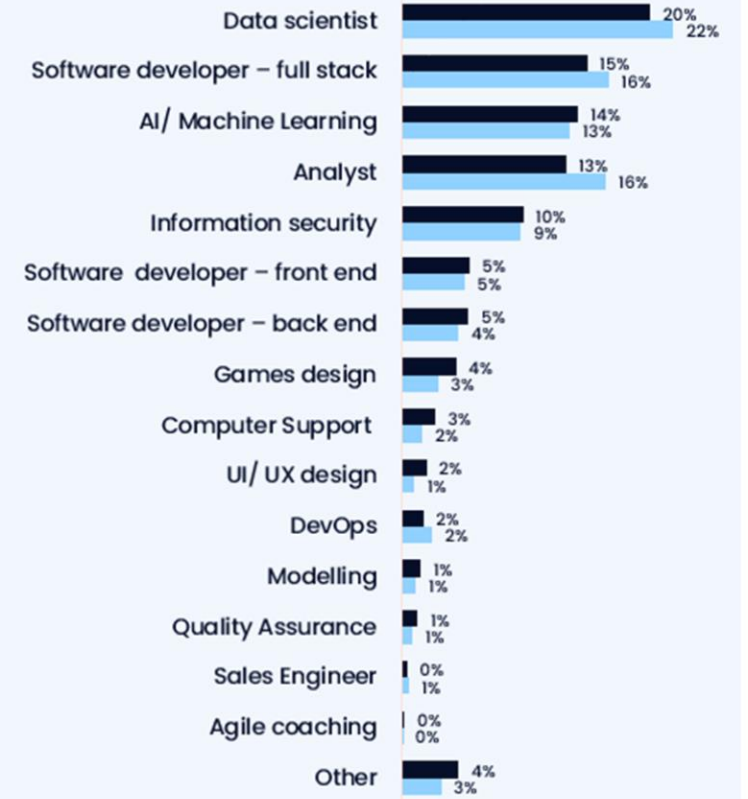
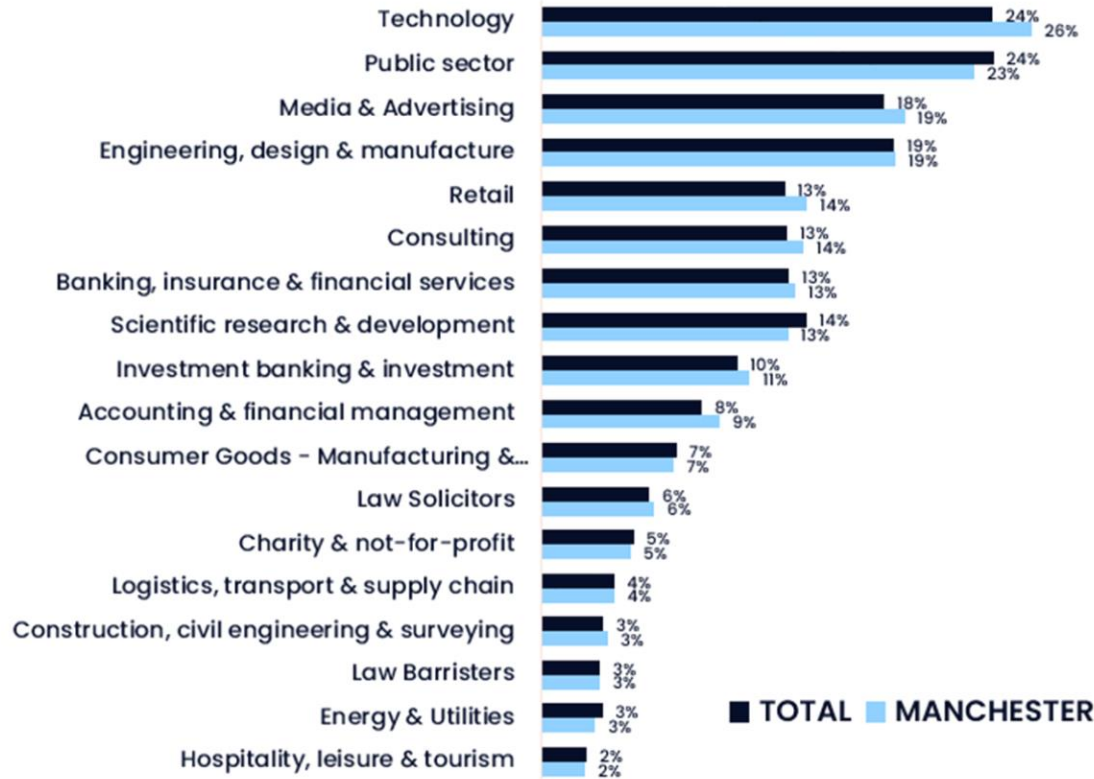
Preferred place to work



What sectors
(and roles)
are students
from
Manchester
wanting to
work in?

MARKET OVERVIEW

Sector & role aspirational preferences



How do students in Manchester prefer to engage with employers?

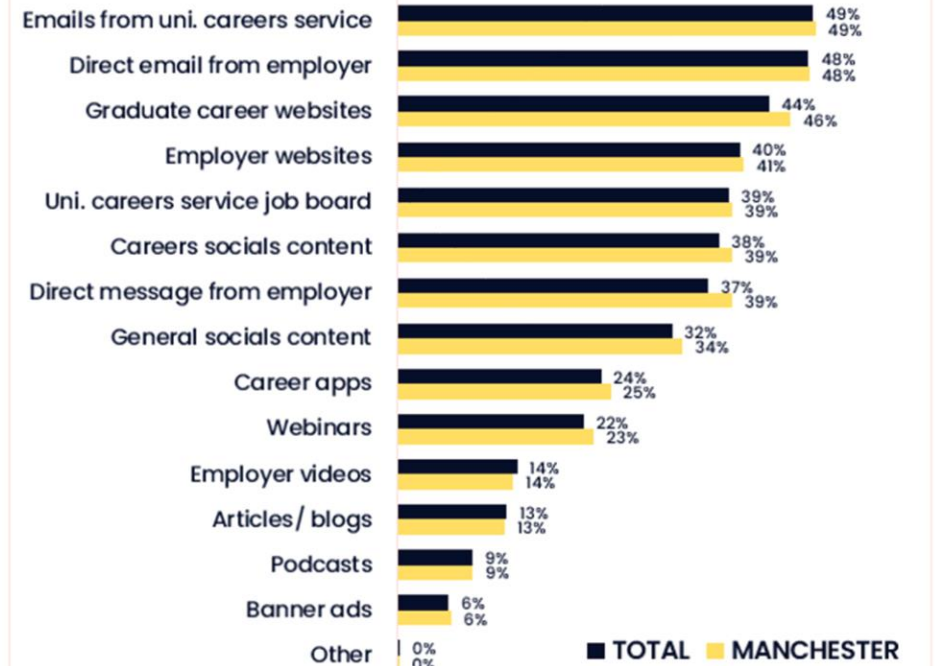
ATTRACTION

Researching careers preferences

CAREER ACTIVITIES



DIGITAL ENGAGEMENT



Pinpoint
targeting by
institution
and **location**
preference

HOW THE PLATFORM WORKS FOR STUDENTS

targetmessage

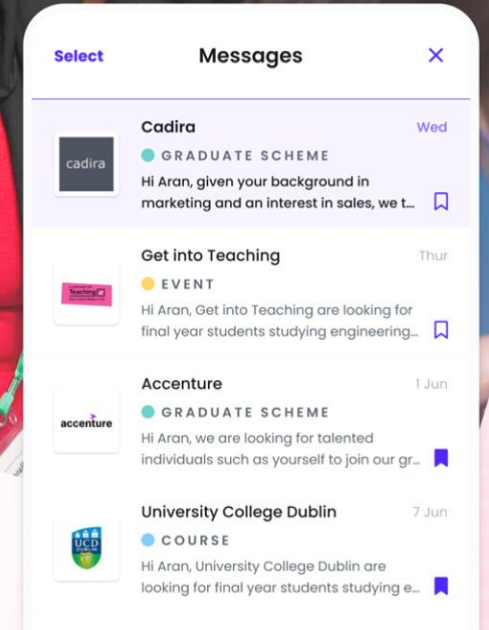
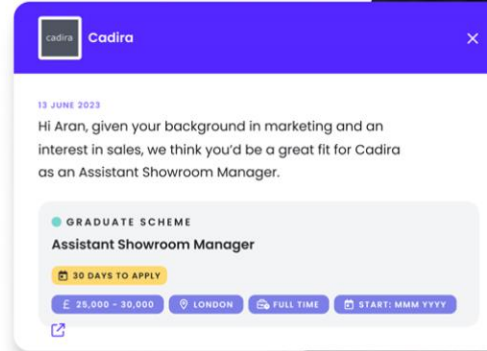
1-2-1 messaging to new audiences

Users receive messages on the platform from employers they haven't considered before.

Employers unlock new audiences with on-platform messaging, without the hassle of having to send or reply.

Up to **13% of messages** sent via targetmessage result in an **application**

Up to **40% of messages** sent via targetmessage are **saved**



TARGET BY

University	Gender	Ethnicity
Subject	Preferred opportunity type	Bursaries
Qualification type	Placement year	Parent/guardian degree
Domestic/international	Graduation year	School type
Languages	Sector of interest	

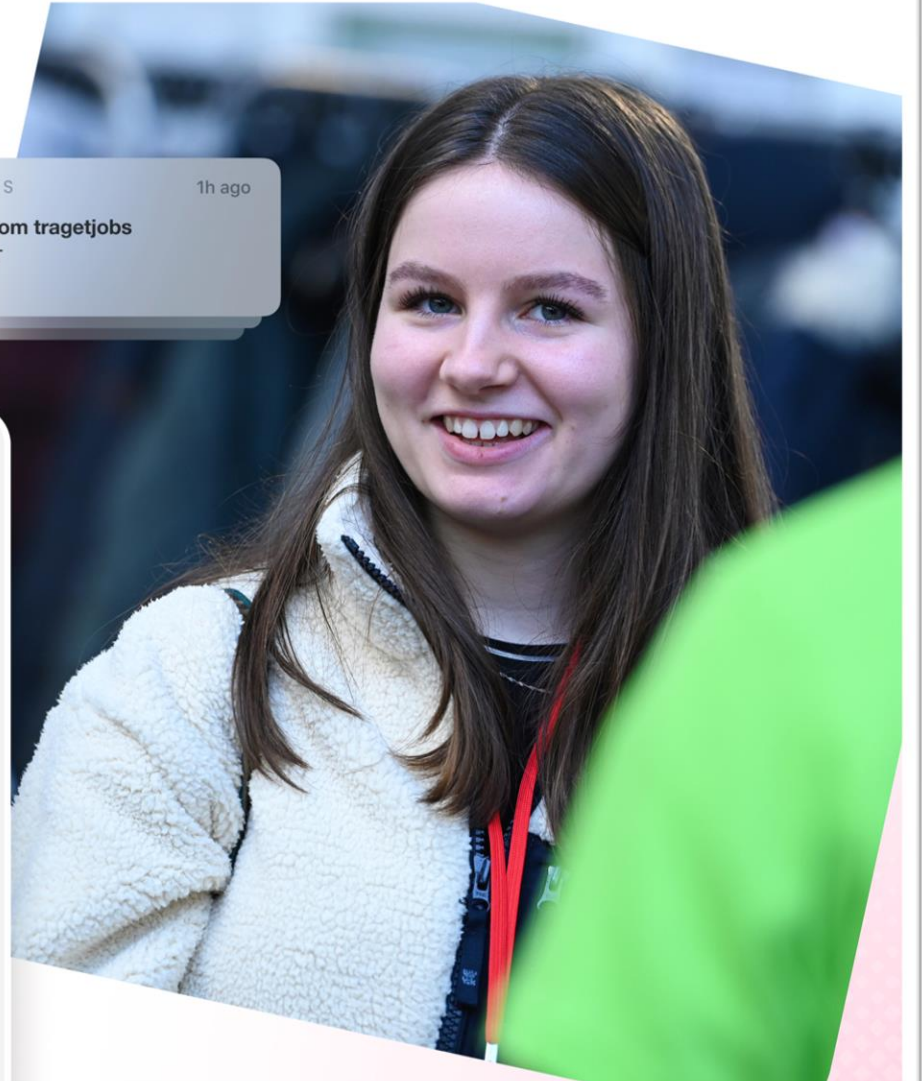
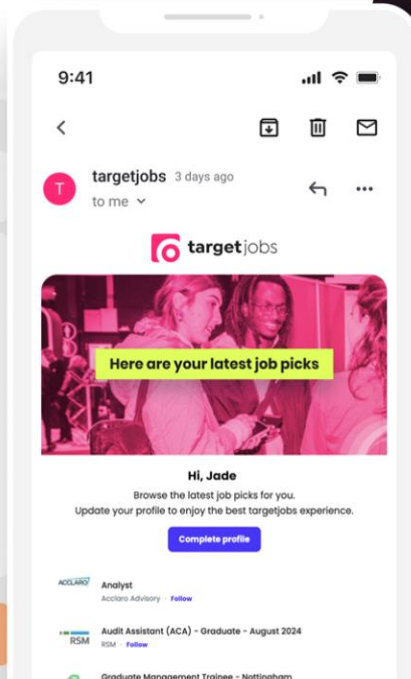
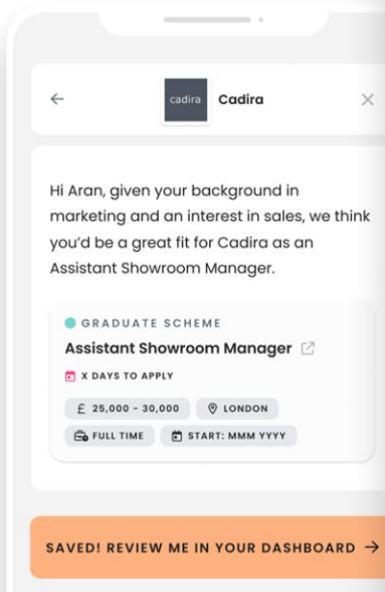
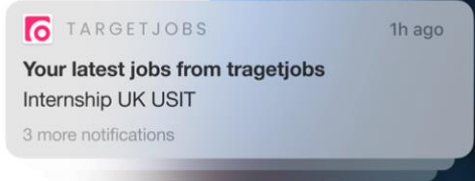
Individualising the UX – re-targeting by regional preference

Gen Z optimised

HOW THE PLATFORM WORKS FOR STUDENTS

Gen Z optimised engagement messaging

- In-platform messages
- Push notifications
- Emails
- Social re-targeting



Supporting niche **European** (and UK) attraction needs

Gradfuel.

WIDEN REACH

Market roles to extended niche talent

DATA-DRIVEN MICRO-TARGETING

Social and online targeted campaigns

DIRECT 121 ENGAGEMENT

Converting registrants to applications

Scalable

UK and Europe

A/B Testing

For optimal results

Agile

Mid-campaign pivot

ROI

Sign-ups oriented

Enhancing brand awareness into **Europe and US** via our partners

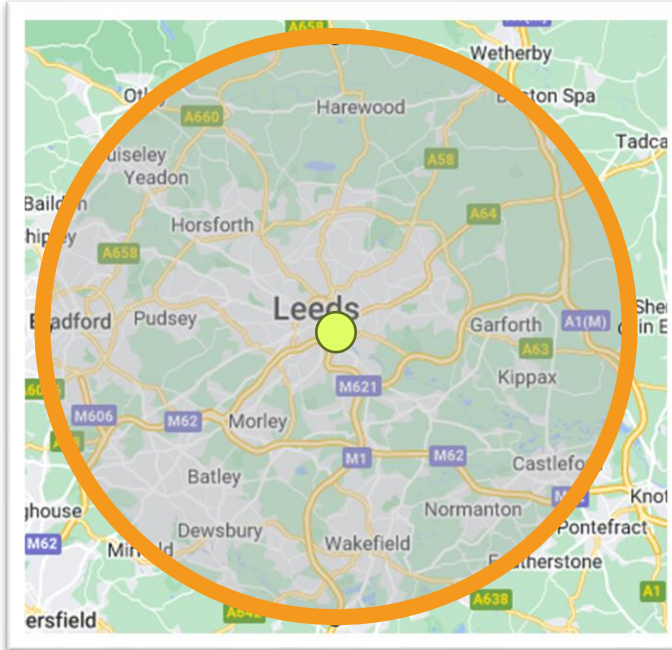


25+ European countries
800+ universities
5m+ students



AI job matching
Sourcing tools
Event management

Schools Outreach – UK-wide location mapping via our partner



Leeds + 10 miles
86 Schools / Colleges



Livingston Local Educational Authority
12 Schools / Colleges

School Data

	5 miles	10 miles	15 miles
No. of schools	58	150	197

- Number of Schools within defined scope **58**
- Average Number of Students **1,013**
- Estimated students in years 12 &13: **15,991**
- Male / female split **50.1 / 49.9%**
- Average free school meals **33.4%**

EDI data to help with diverse aspirations and strategies



Vicky Pryce, Leading Economist & Business Advisor

Economic update and regional impacts

What lies ahead post
Labour big win:

Change of government – with lots of tactical voting
which ousted the Tories Issues:

The economy

The NHS

Cost of living

State of public services
and infrastructure

Inequality
and Housing

Jobs

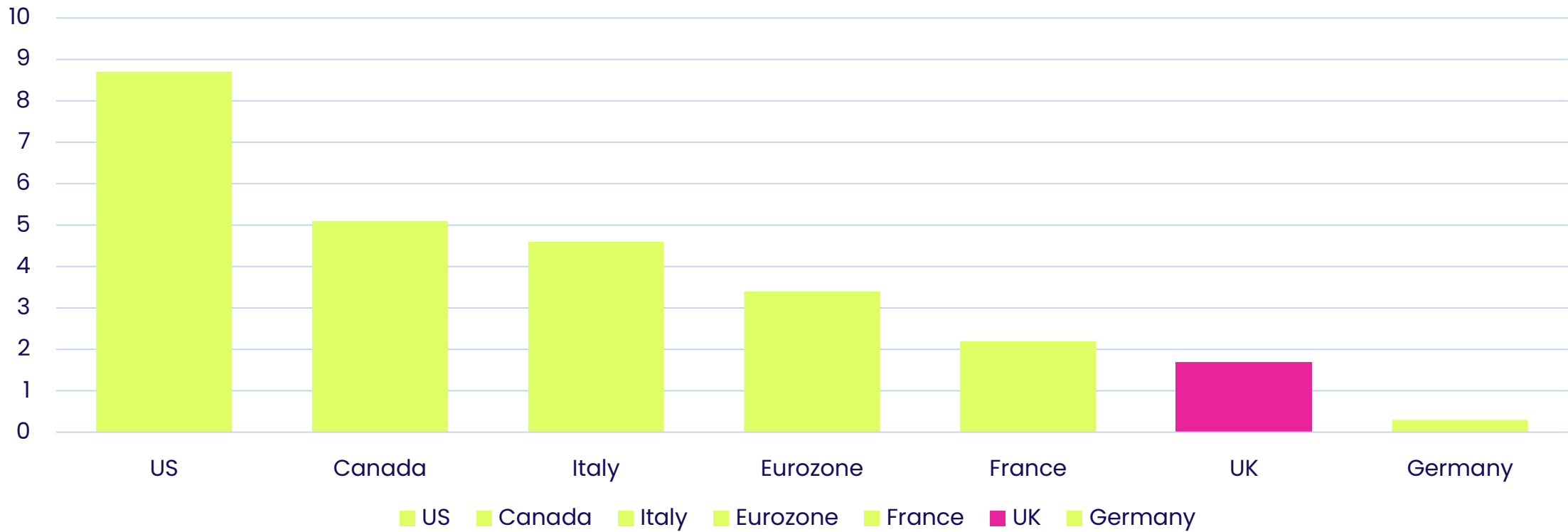
Immigration and Brexit and
relations with the EU

Rebuilding trust in government

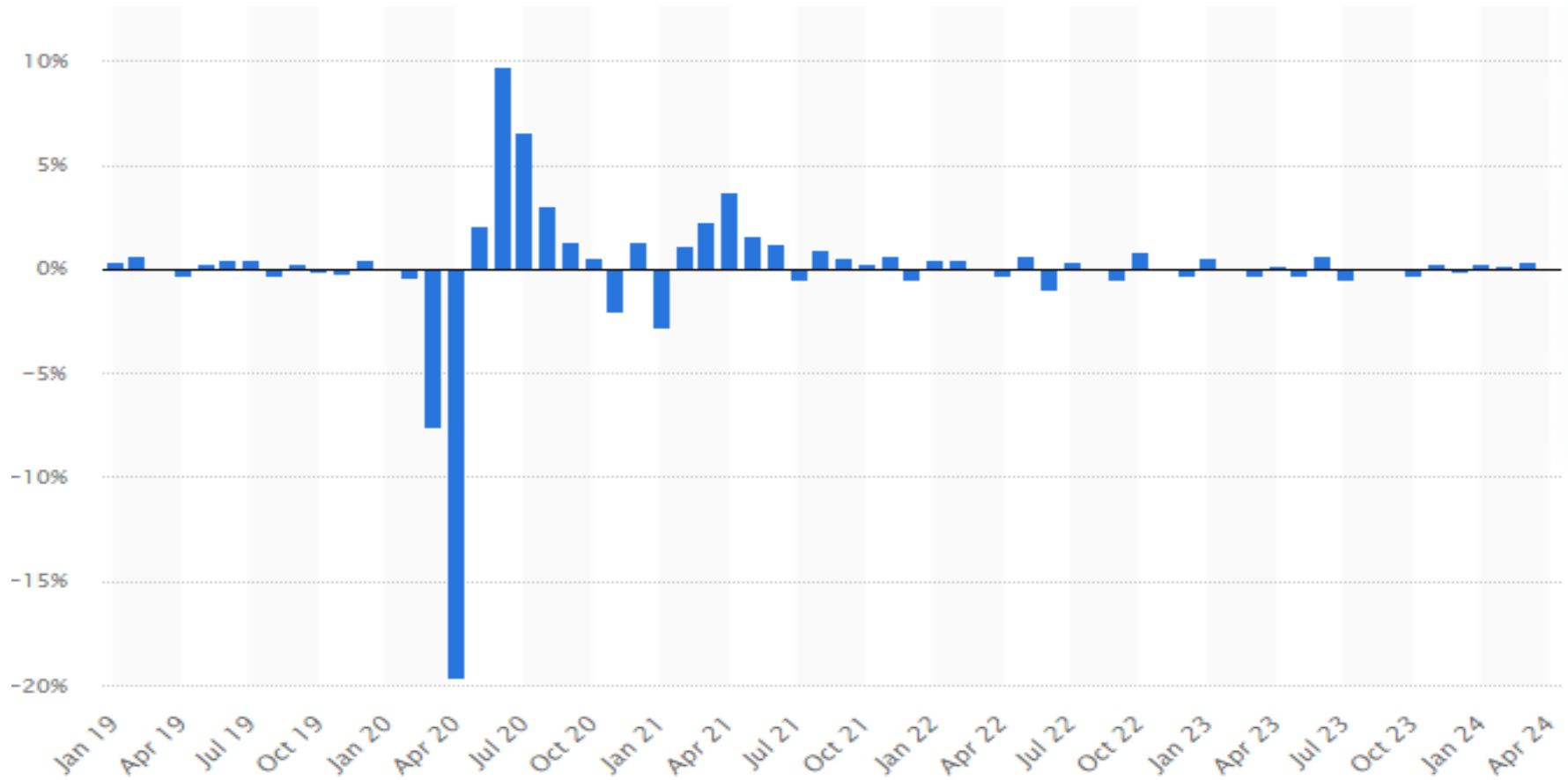
The economy: UK strongly out of recession in Q1 2024 but grew by only 0.1% in 2023 and lagging behind in relation to pre-pandemic levels

Q1 2024

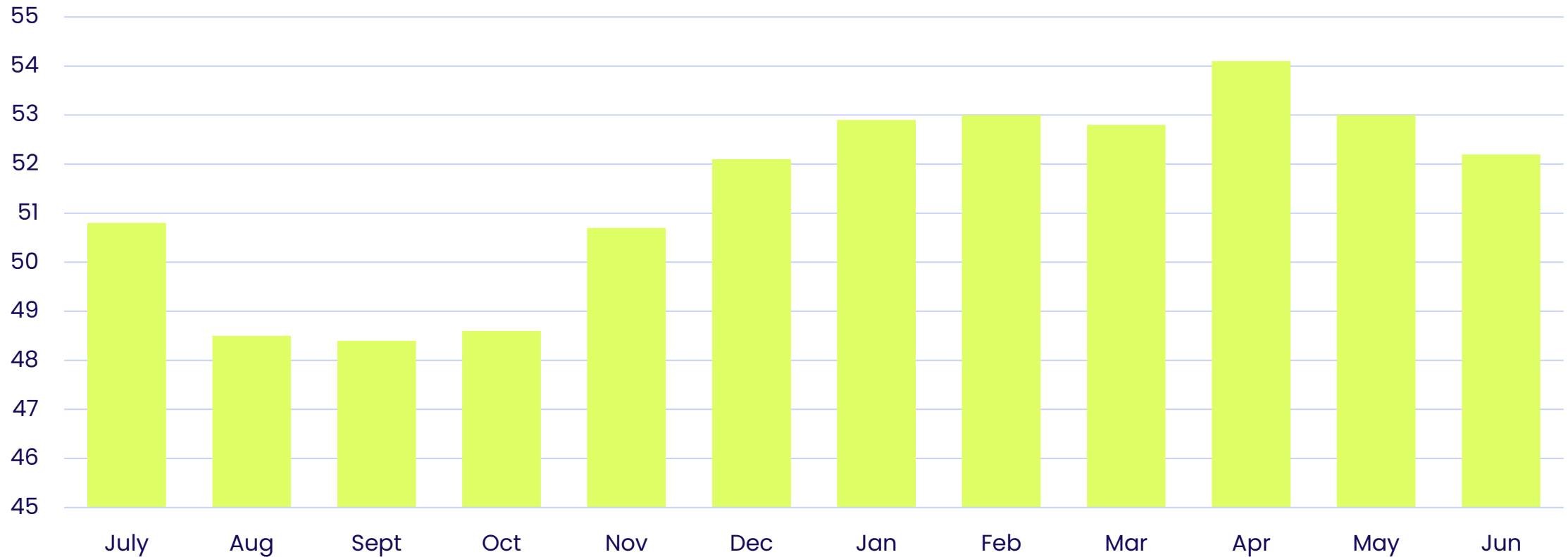
*Q1 2024 data for Japan not yet published



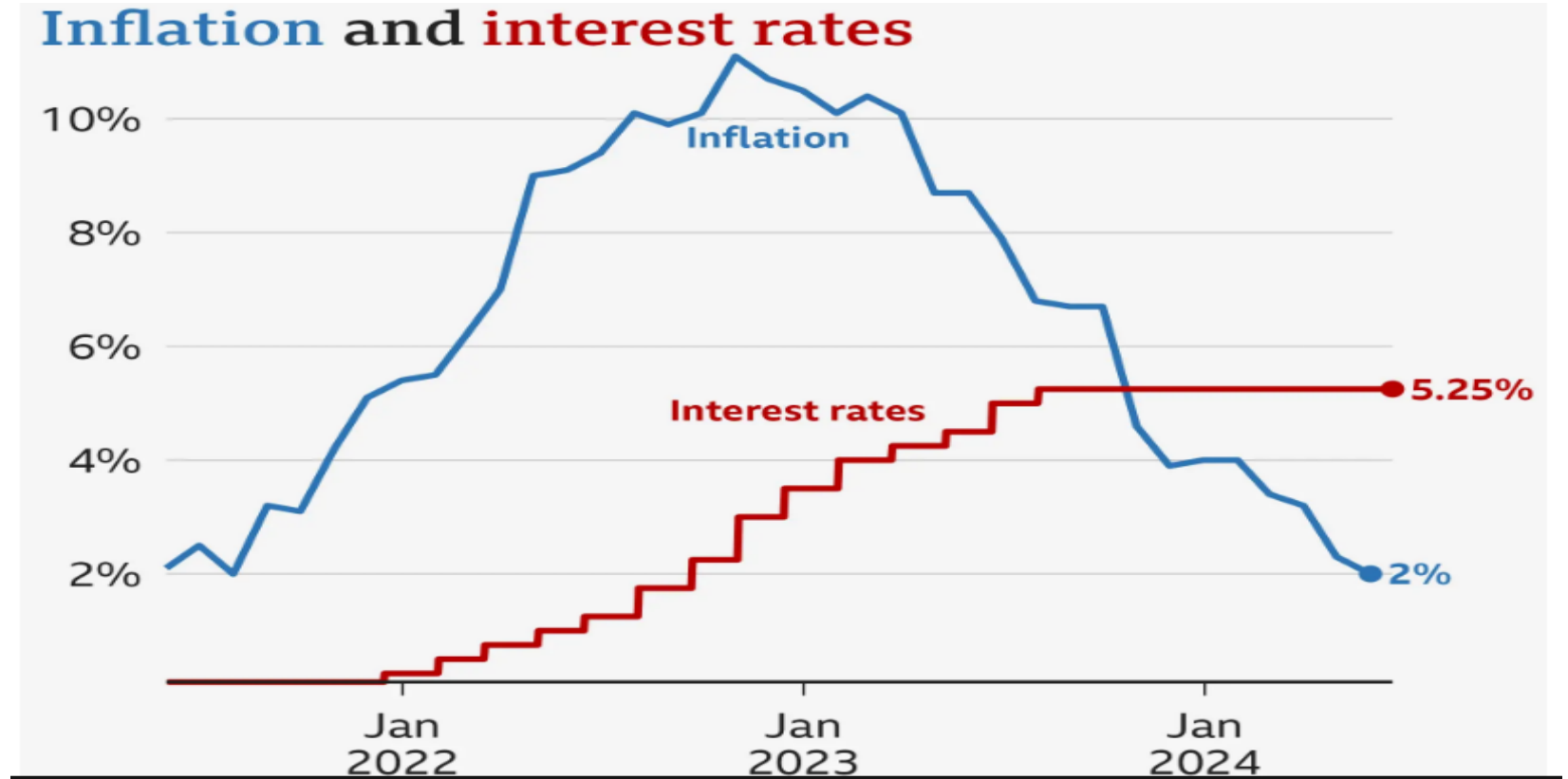
Though UK monthly GDP was stagnant in April.



But UK Composite Purchasing Managers' Index (PMI) suggests modest growth since the autumn continued in May and June, ..>50=expansion mainly in services, less in manufacturing though down in construction



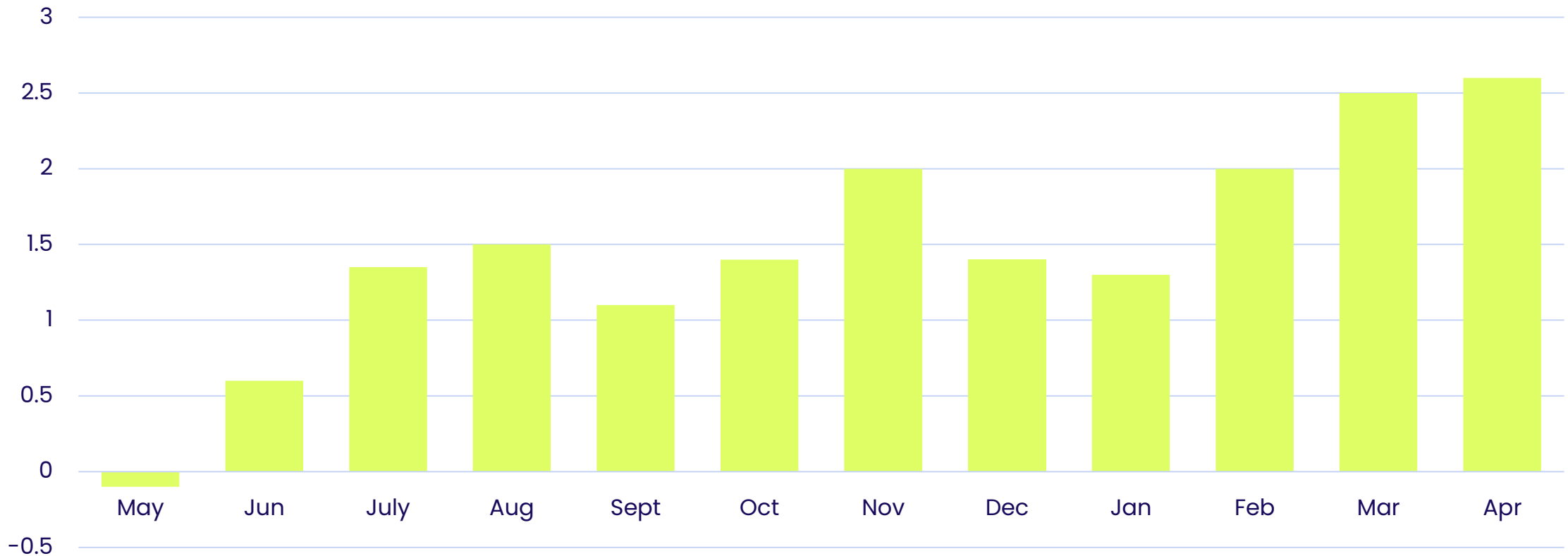
Cost of living
Growth ahead - a
Labour 'mission' ,will
hinge on what happens
next to interest rates.
Forecasts for GDP being
upgraded to over 1% for
2024



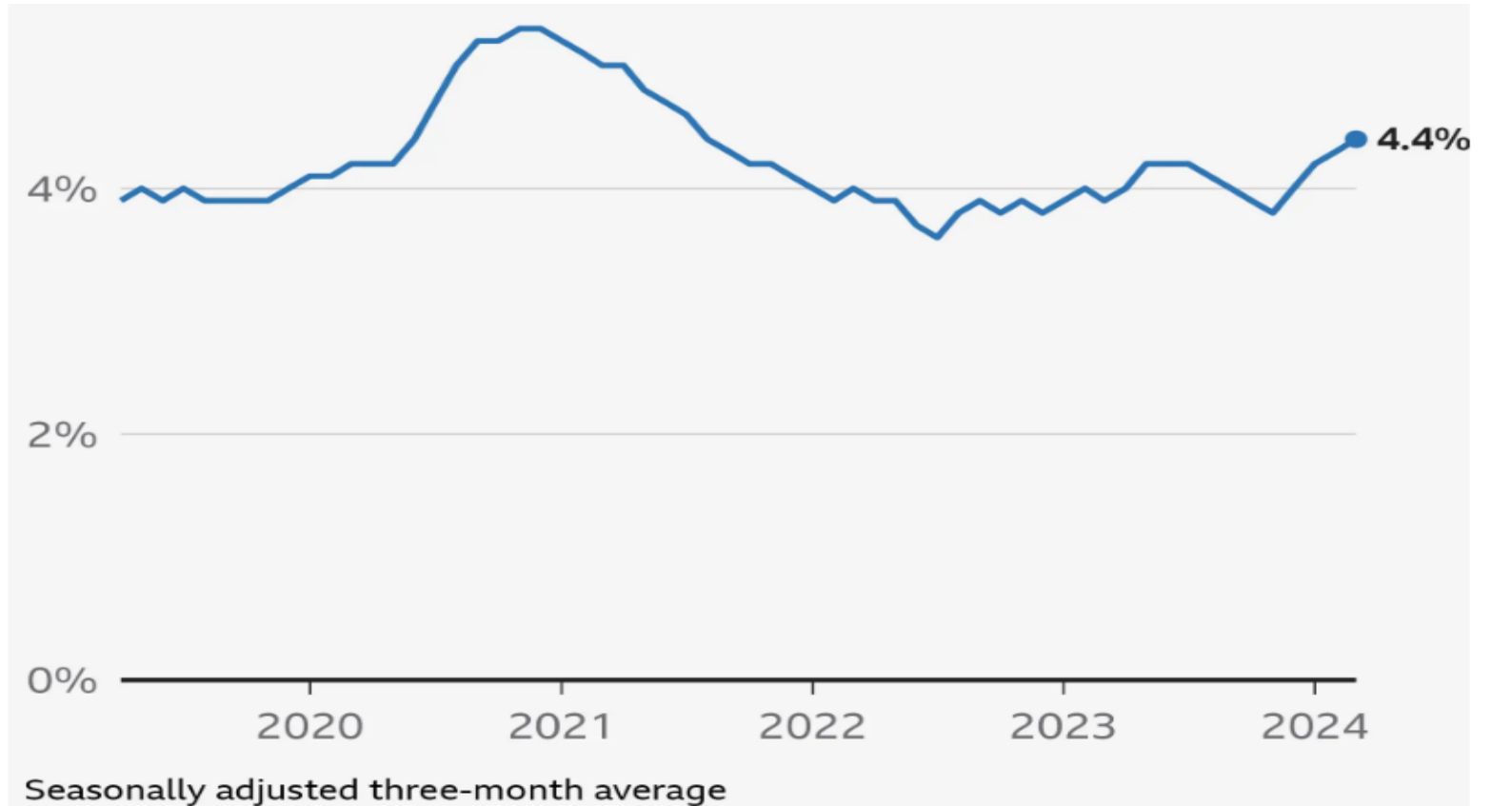
Overall consumer confidence has improved to highest since Nov 2021
(business confidence also up though uncertainty re policies post-election remain)

Measure	Difference	June 2024	May 2024	April 2024	June 2023
Overall Index Score	▲ 3	-14	-17	-19	-24
Personal Financial Situation over last 12 months	▶	-10	-10	-11	-15
Personal Financial Situation over next 12 months	▼ 3	+4	+7	+2	-1
General Financial Situation over last 12 months	▲ 7	-32	-39	-41	-54
General Financial Situation over next 12 months	▲ 6	-11	-17	-21	-25

What has helped? Real wage growth highest since June 2021 – good for sentiment though increasing costs to business. Wages rising faster in public sector and financial and business services.



But **unemployment** rising again and vacancies dropping – and big regional variations



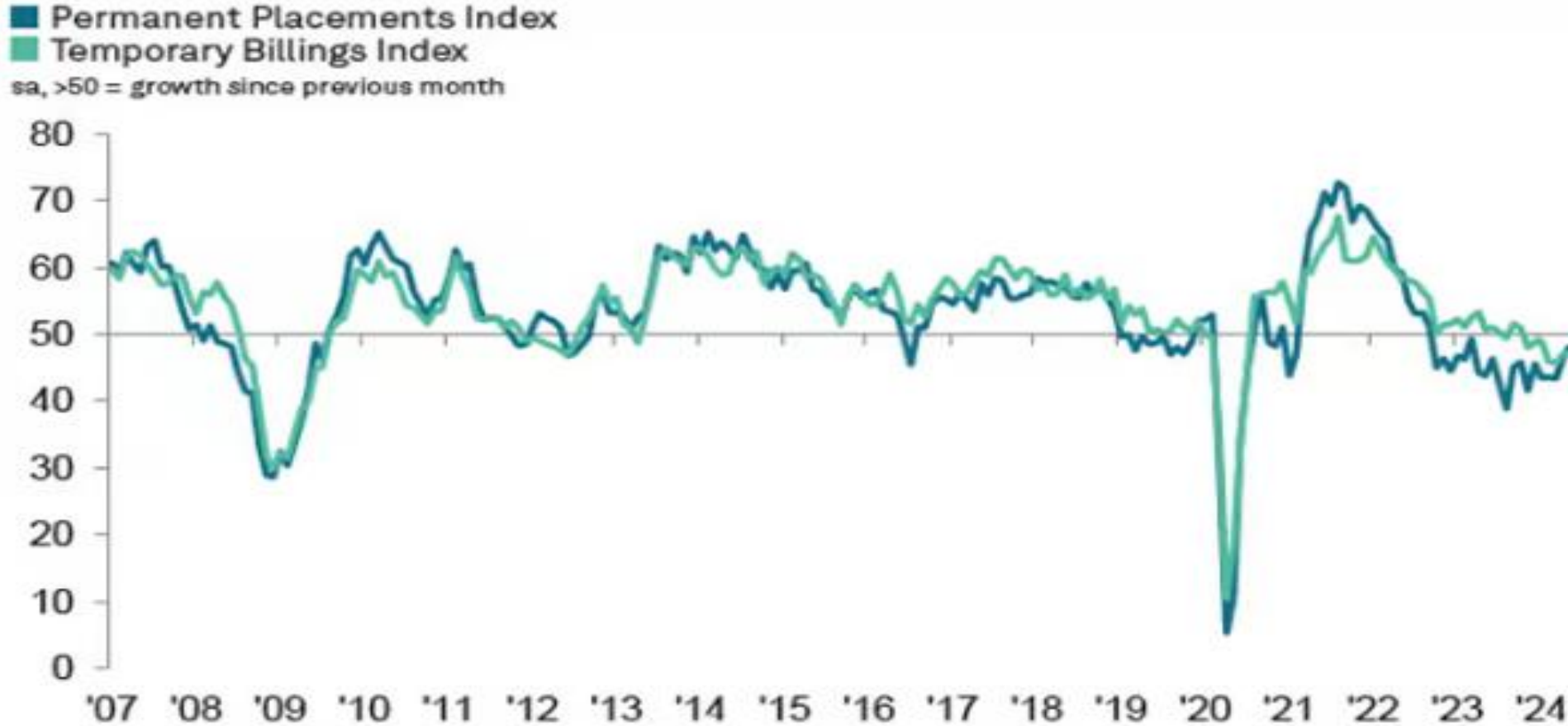
Feb/Apr 24 rate	% Employment rate	% Change on previous	% Unemployment
UK	74.3	-0.5	4.4
Great Britain	74.4	-0.6	4.4
England	74.8	-0.5	4.5
North East	69.4	-1.5	4.2
North West	72.9	-0.5	5.1
Yorkshire and The Humber	72.8	-1.1	3.9
East Midlands	75.5	1.8	5.6
West Midlands	73.9	0.4	5.1
East	75.3	-0.9	3.8
London	73.7	-2.2	5.0
South East	78.3	0.1	3.7
South West	77.9	0.7	3.7

May survey data suggests regional variations

Staff Appointments
sa, >50 =growth since previous month



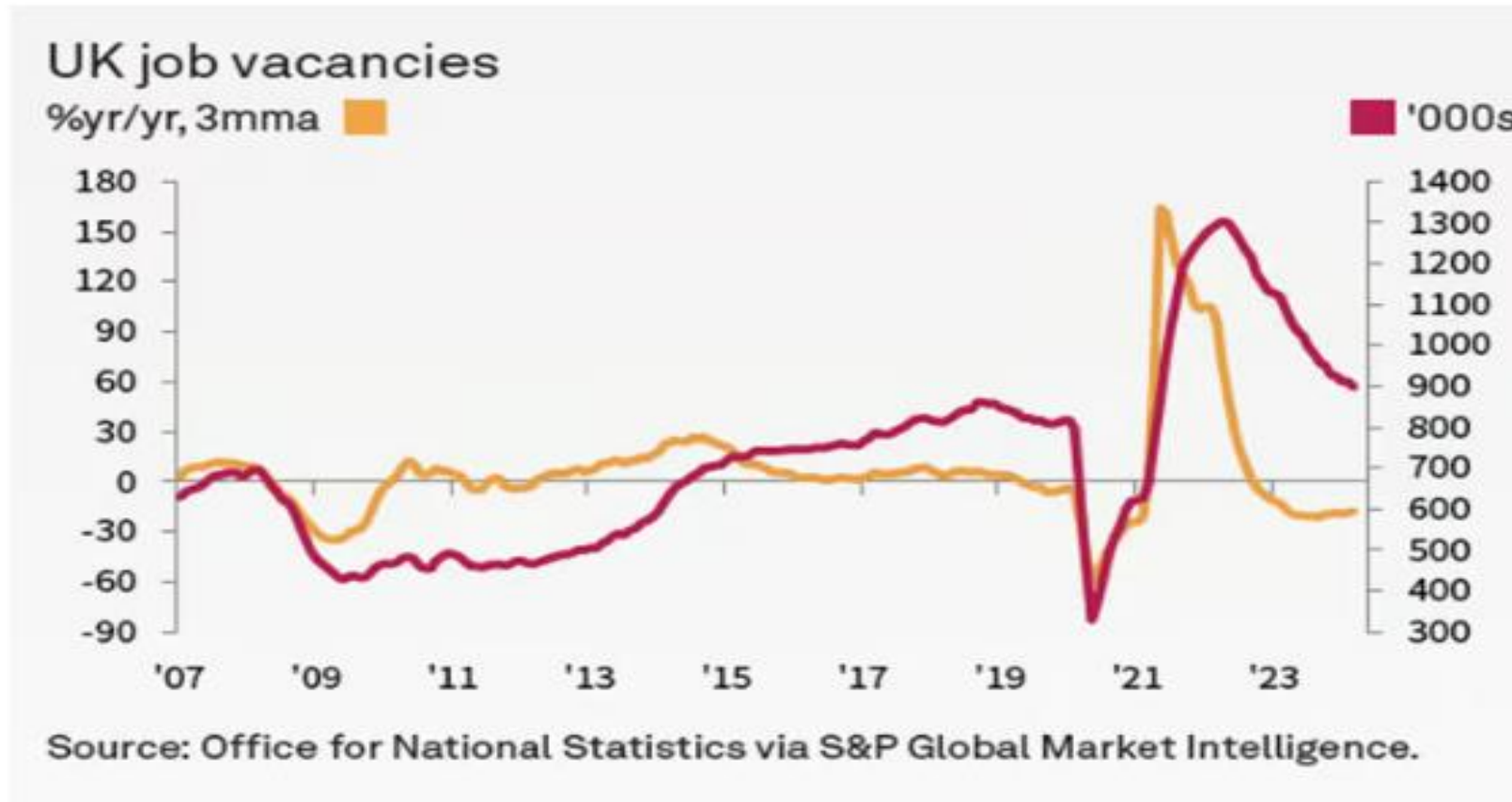
Slowdown in recruitment intentions



The 10 fastest growing sectors by revenue in the UK

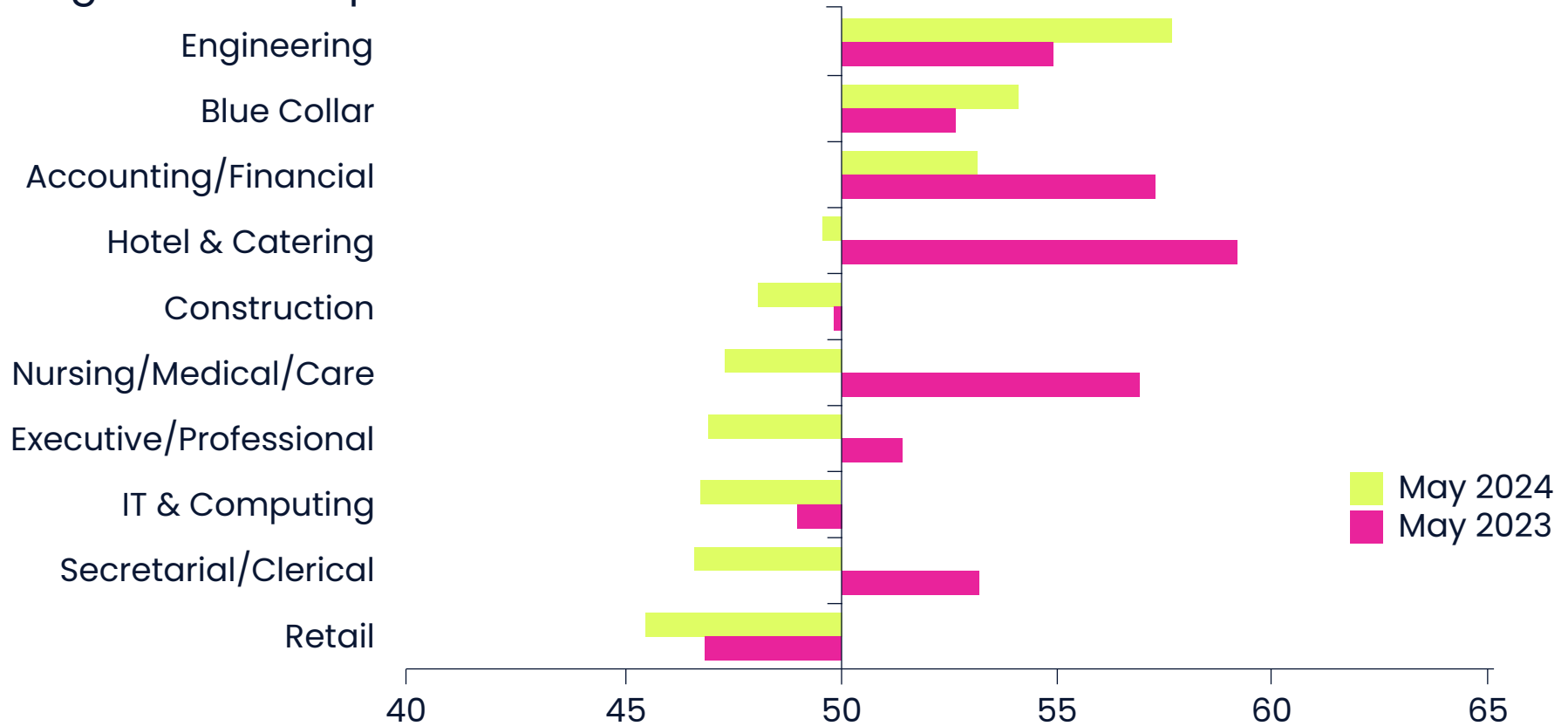
Revenue	Industry	Revenue growth 2024
1	Financial and insurance activities	9.4%
2	Mining and quarrying	8.8%
3	Transportation and storage	6.6%
4	Administrative and support service activities	6.4%
5	Education	4.9%
6	Human health and social work activities	4.8%
7	Construction	4.8%
8	Professional, scientific and technical activities	4.2%
9	Information and communication	4.0%
10	Wholesale and retail trade	3.9%

Main recruitment trends in 2023 were in technology, finance, healthcare and retail but vacancies now beginning to fall

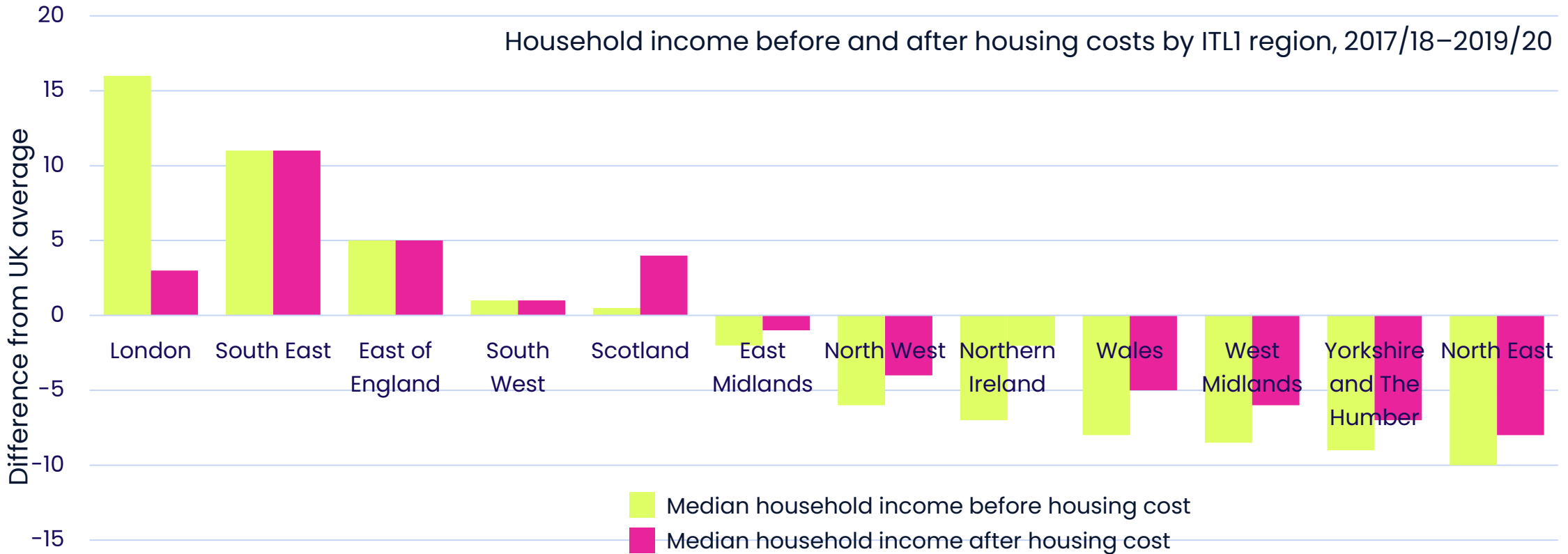


...though skills shortages continue in some sectors

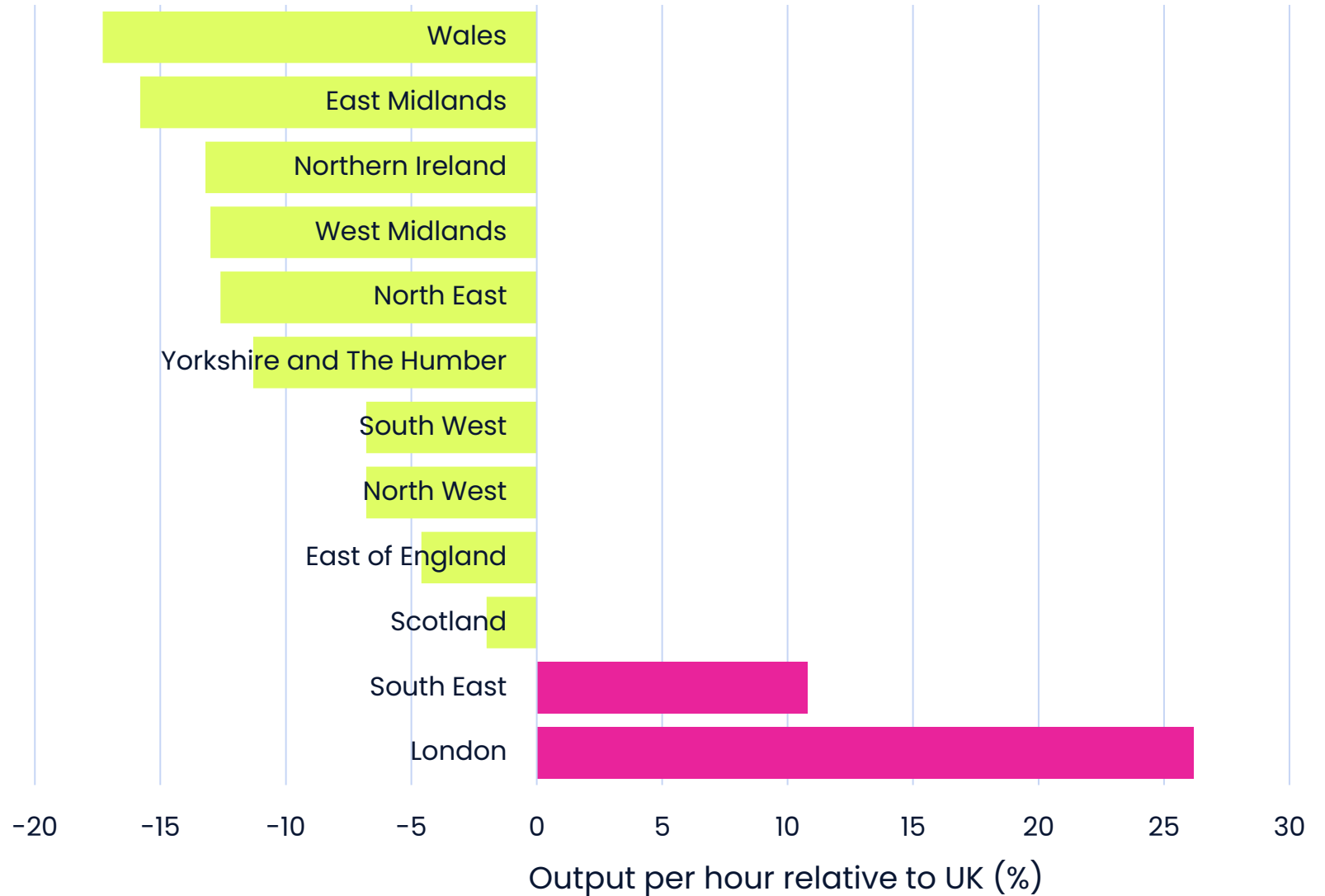
Permanent Vacancies Index
sa, >50=growth since previous month



Levelling up? Meanwhile regional income and housing cost differences continue- and if anything have worsened since the pandemic..

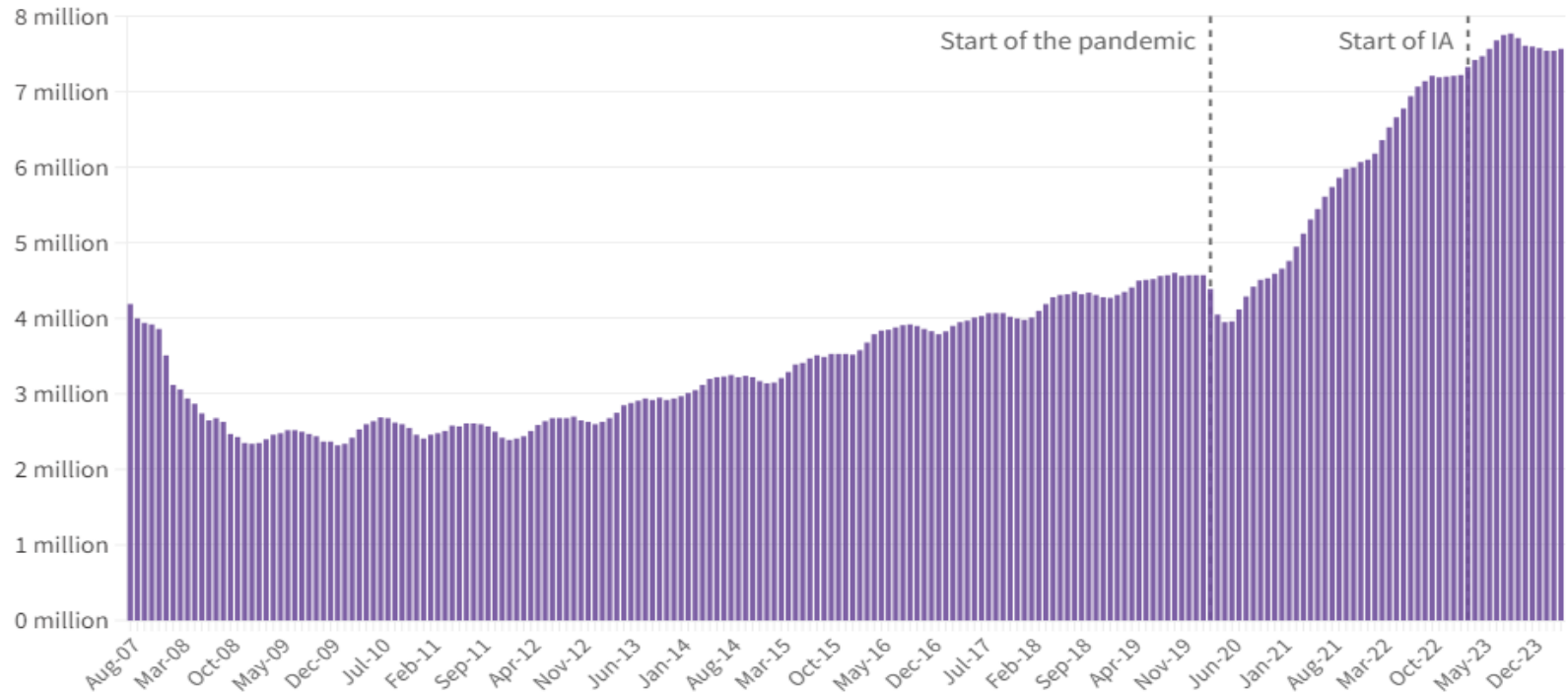


And London in 2022 was 26.2% more productive than the UK average in terms of output per head – differences have if anything become more pronounced though North West grown faster since 2019 than the SE



Public services:
eg NHS
Numbers also
affected by
Industrial action
but now coming
down

Total NHS waiting list for consultant-led elective care
August 2007 to April 2024

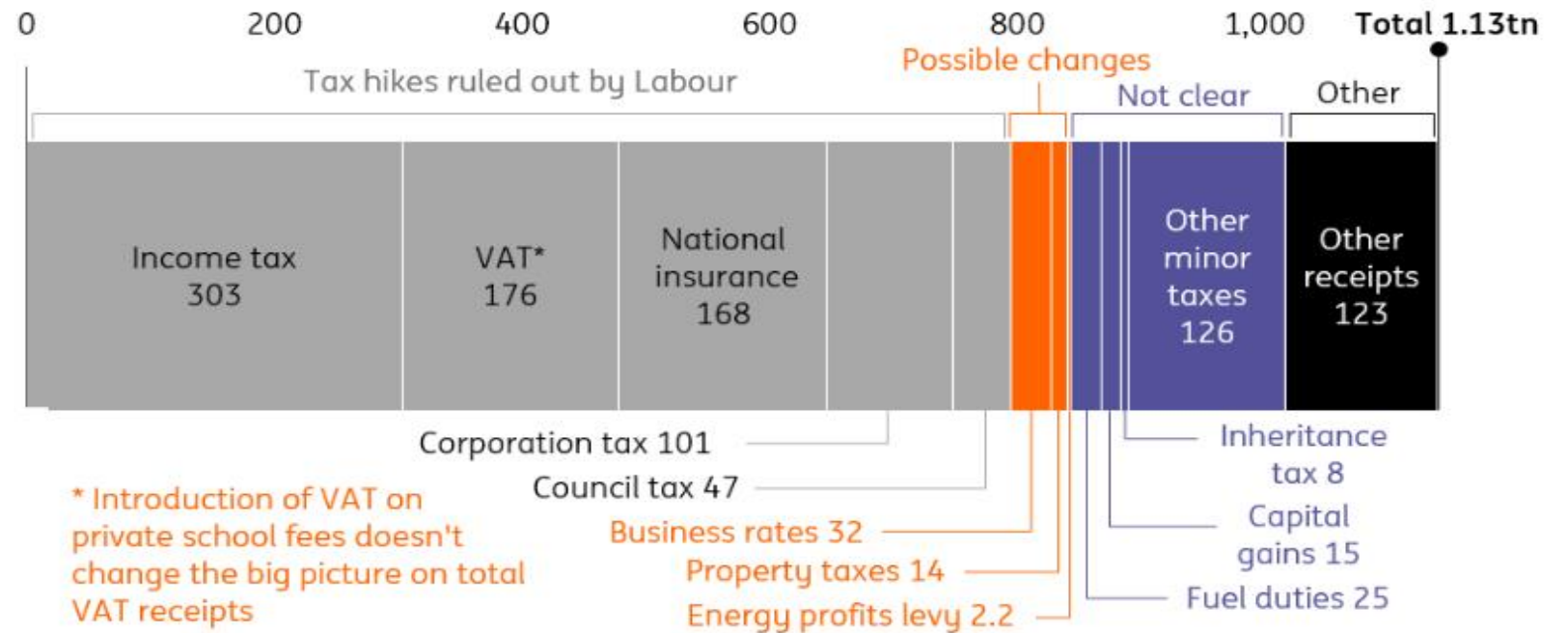


Source: [BMA analysis of NHS England Consultant-led Referral to Treatment Waiting Times statistics](#) • Data includes estimates for missing data.

Difficult getting extra funding for public services and growth... but businesses pledging support

Labour has ruled out rises in major taxes

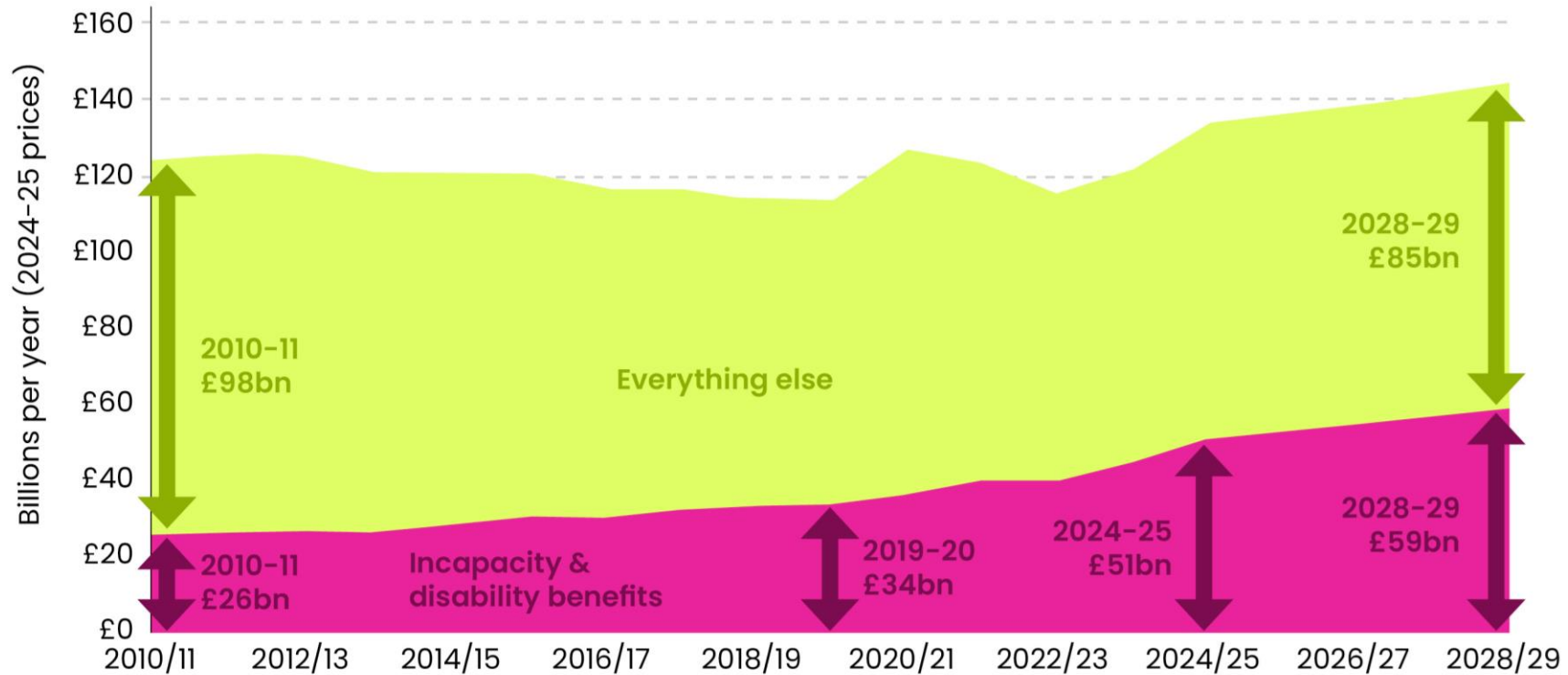
UK government receipts (GBP billion, OBR 2024-25 forecast)



Source: Office for Budget Responsibility, ING analysis of Labour plans

But Health (and Defence) will take up larger and larger share

Rising spending on health-related benefits
Annual working-age spending (2024-25 prices)

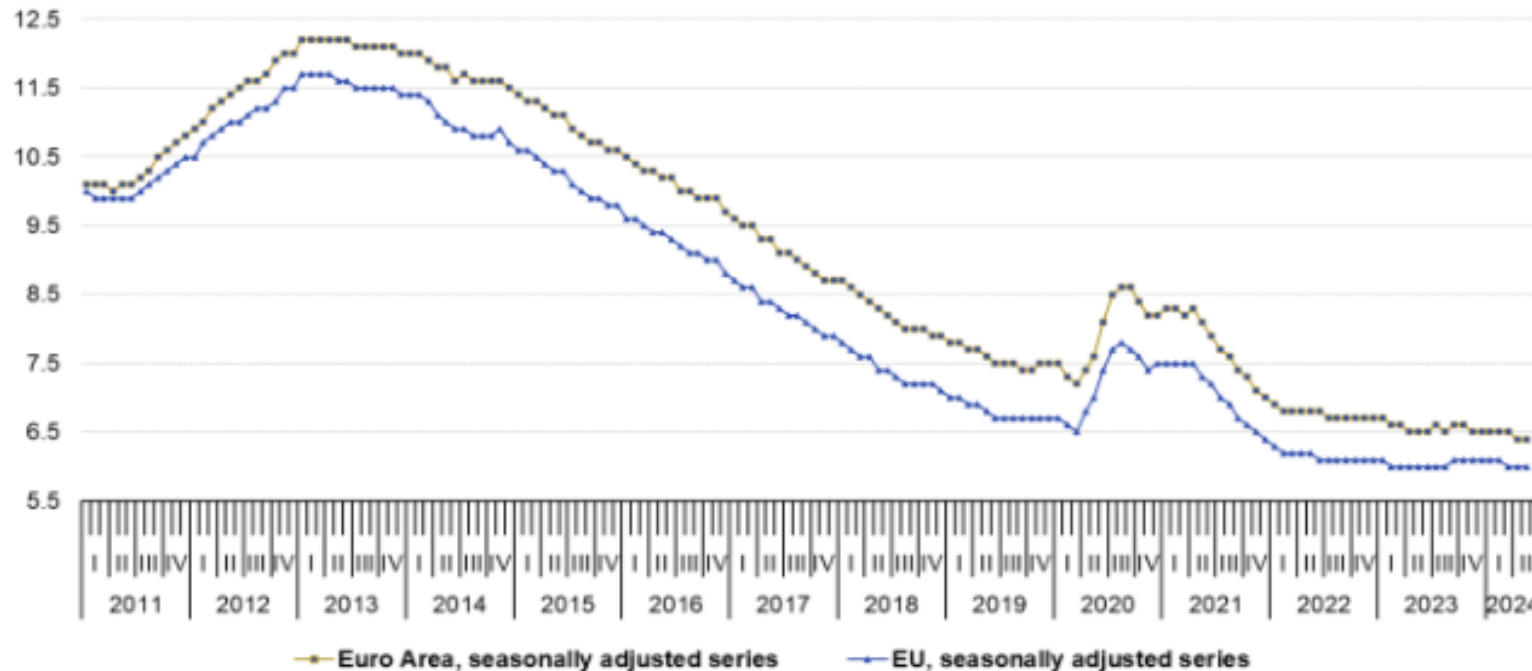


What about Europe – political discontent due to low growth, cost of living, immigration, defence...

Year	GDP growth % Euro Area	GDP growth % EU
2022	3.4%	3.5%
2023	0.4%	0.4%
2024	0.8%	1.0%
2025	1.4%	1.6%

But labour market remains vibrant

Unemployment rates, EU and EA, seasonally adjusted, January 2011 - May 2024



Source: Eurostat (online data code: une_rt_m)

eurostat

What lies ahead:

Elections Over – Can new govt make a difference? Can it rebuild trust?

What will it mean for business – Will greater political certainty help investment and growth? And which sectors? Housing/green energy?

Will **high public borrowing** and sticking to fiscal rules constrain government hands?

Are **tax increases** inevitable? Are more **cuts in departments** and councils to come?

Is **'levelling-up'** still relevant? What does it all mean for the regions

How does one deal with **major changes in working practices**, possible new workers' rights?

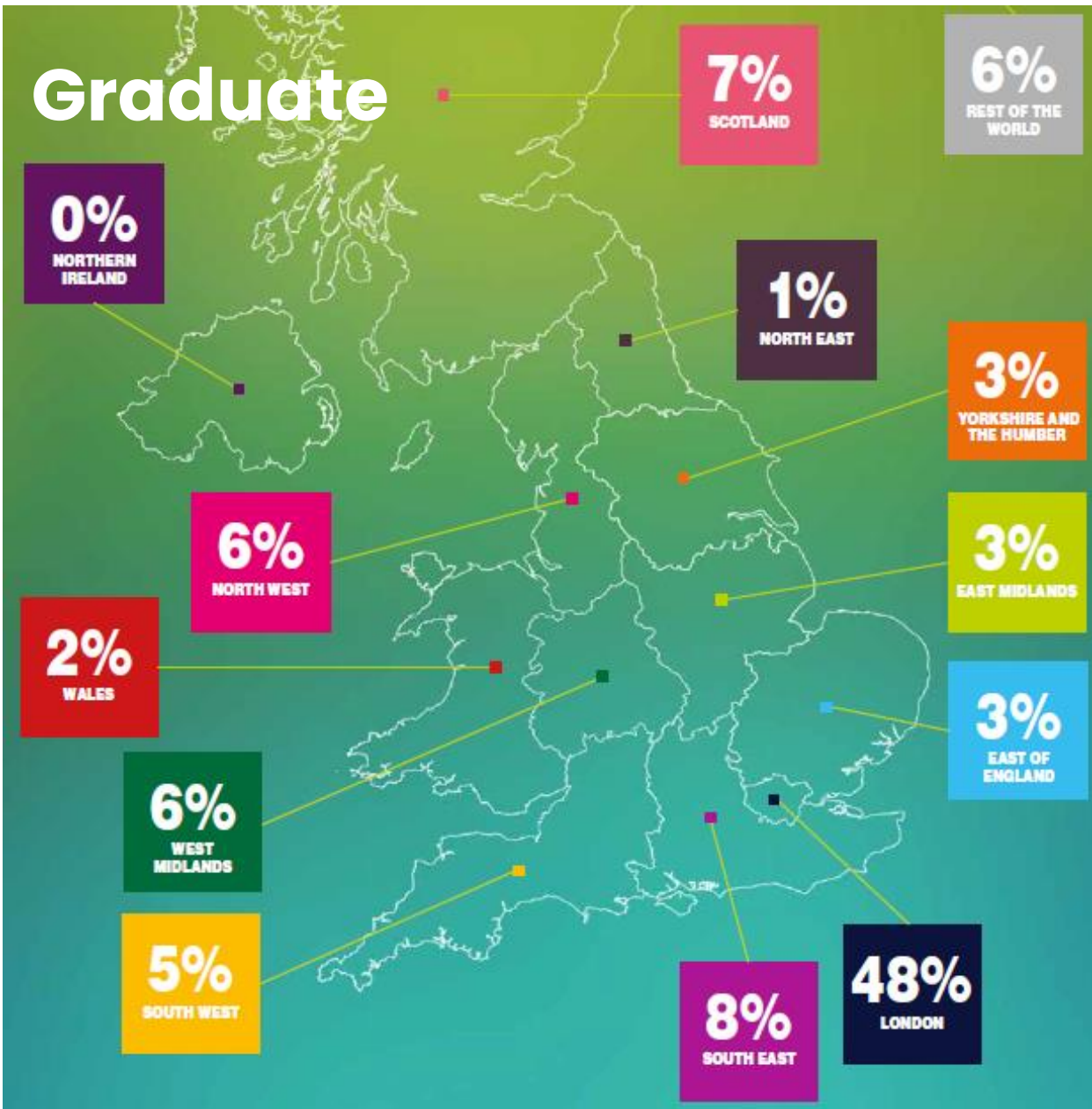
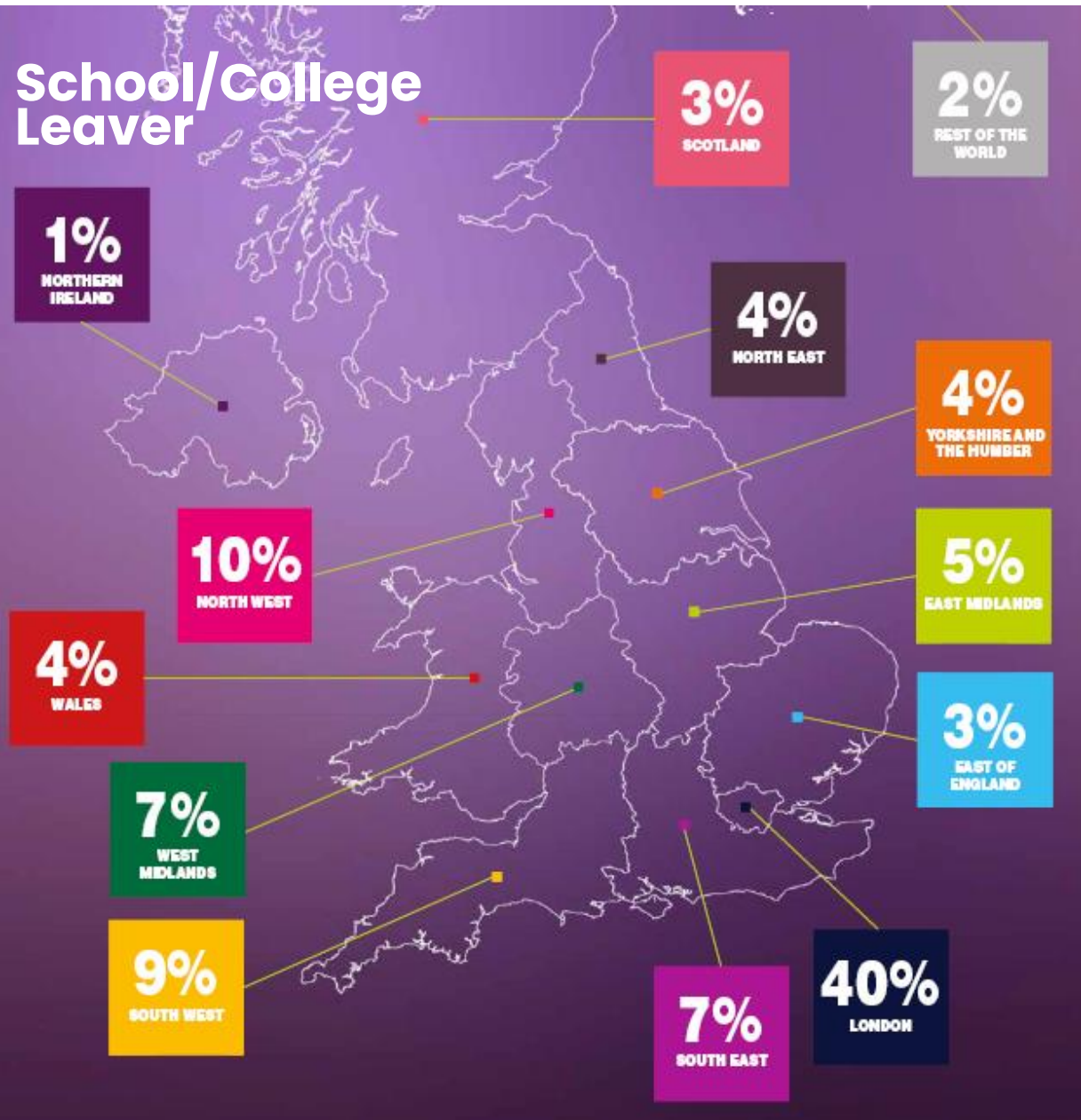
Geopolitics – Are all risks on the downside? Could world growth pick up more than is currently forecast?

What about the EU? Will we really see a rapprochement?

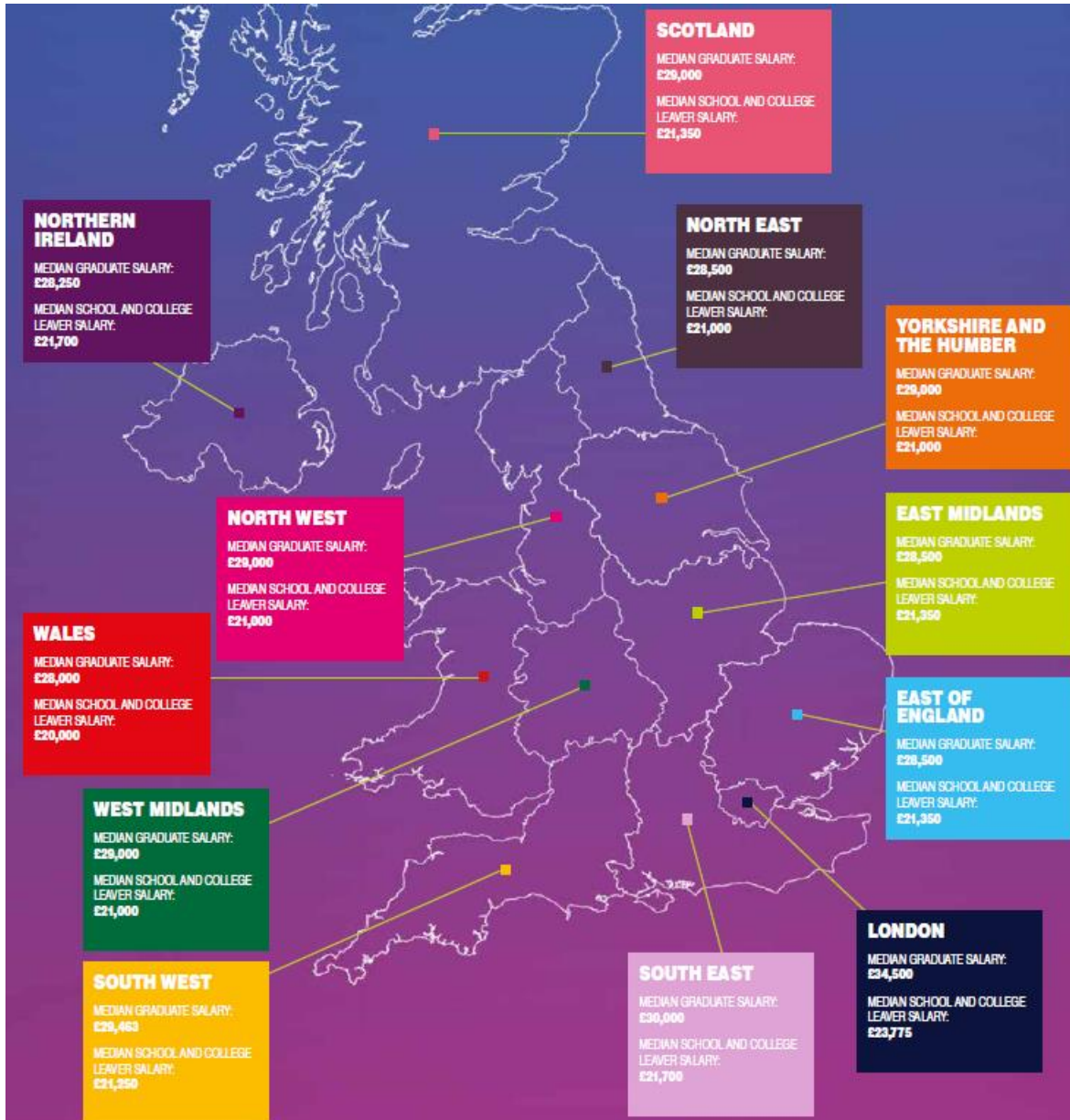


Stephen Isherwood, Joint CEO, ISE

ISE's perspective on regional recruitment and trends

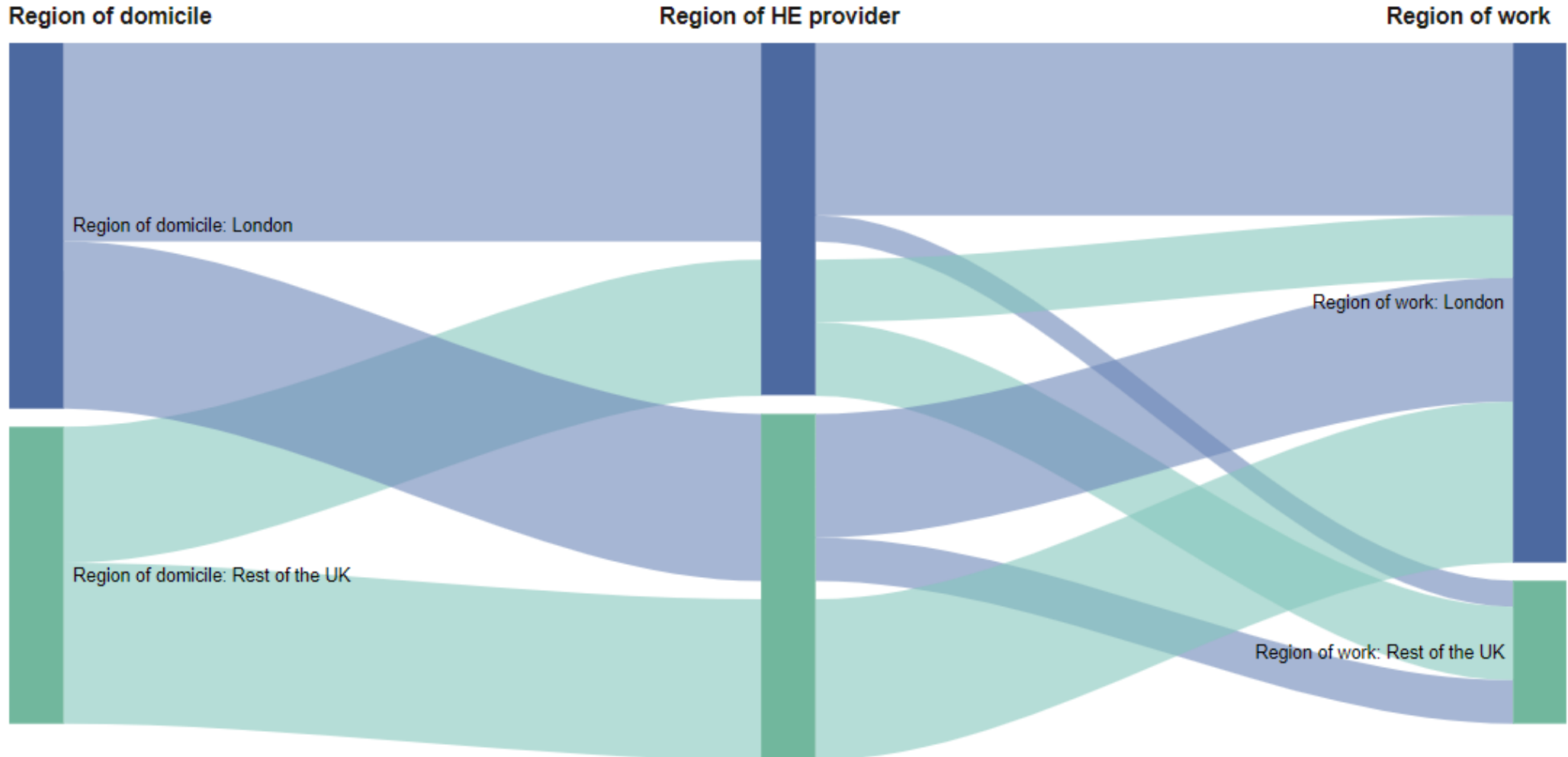


Salary differentials

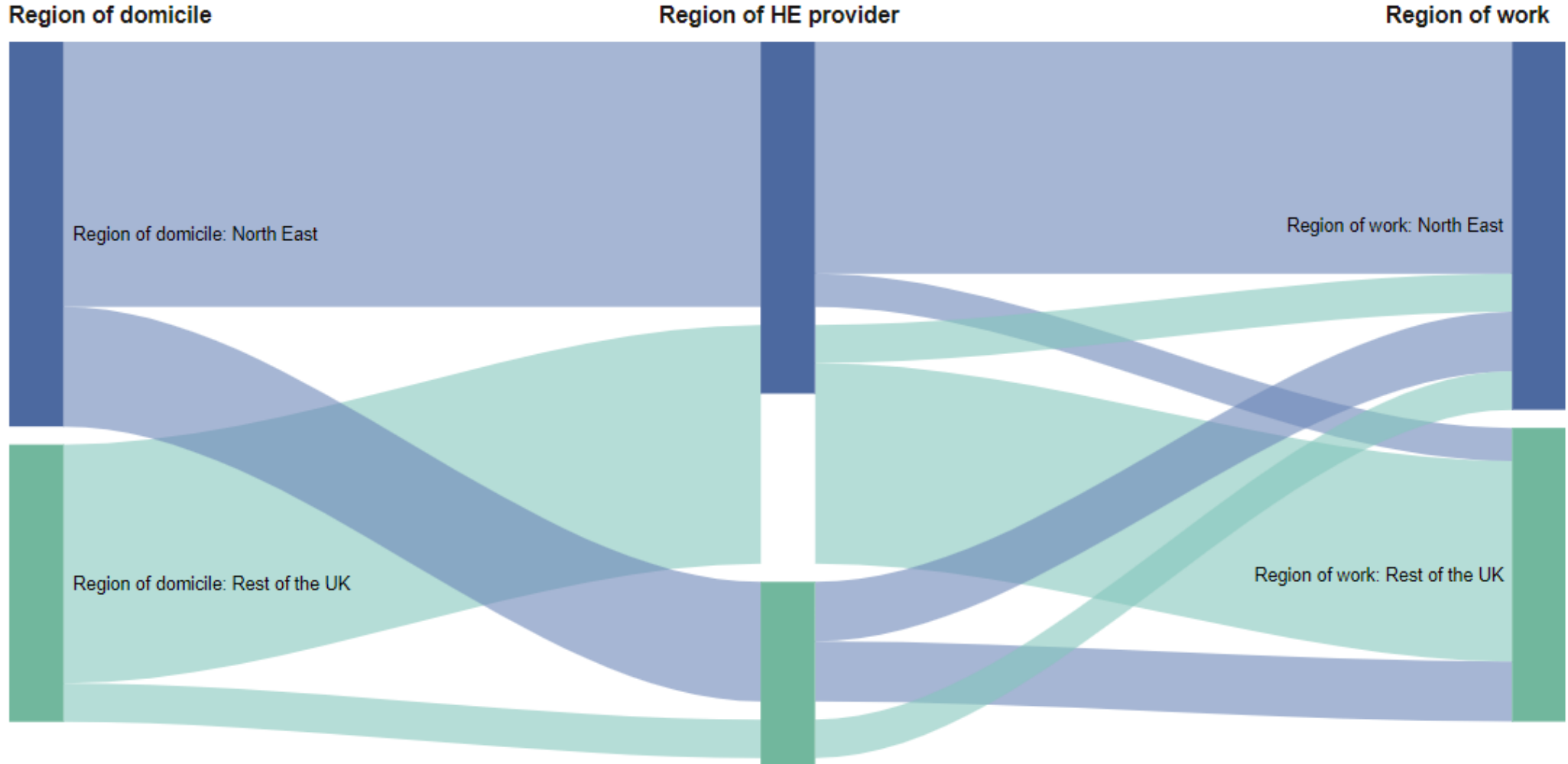


	S/C LEAVERS	GRADUATE
London	£23,775	£34,500
Scotland	£21,350	£29,000
Yorkshire/Humber	£21,000	£29,000
West Midlands	£21,000	£29,000
North West	£21,000	£29,000
Northern Ireland	£21,700	£28,250
East Midlands	£21,350	£28,500
East of England	£21,350	£28,500
North East	£21,000	£28,500
Wales	£20,000	£28,000

Most graduates return home – London



Most graduates return home – North East



Skills levels and needs in North of Tyne in 20230, thousands

	Low Skilled	Intermediate Skills	High Skills
Supply of Skills	81	194	183
Employer Skills Demand	46	182	197
Skills Gap	35	12	-15





Student Panel

**Students who've
made bold decisions
about location of
study and work**



Clive Myrie, BBC presenter, newsreader and journalist

Culture in regional cities

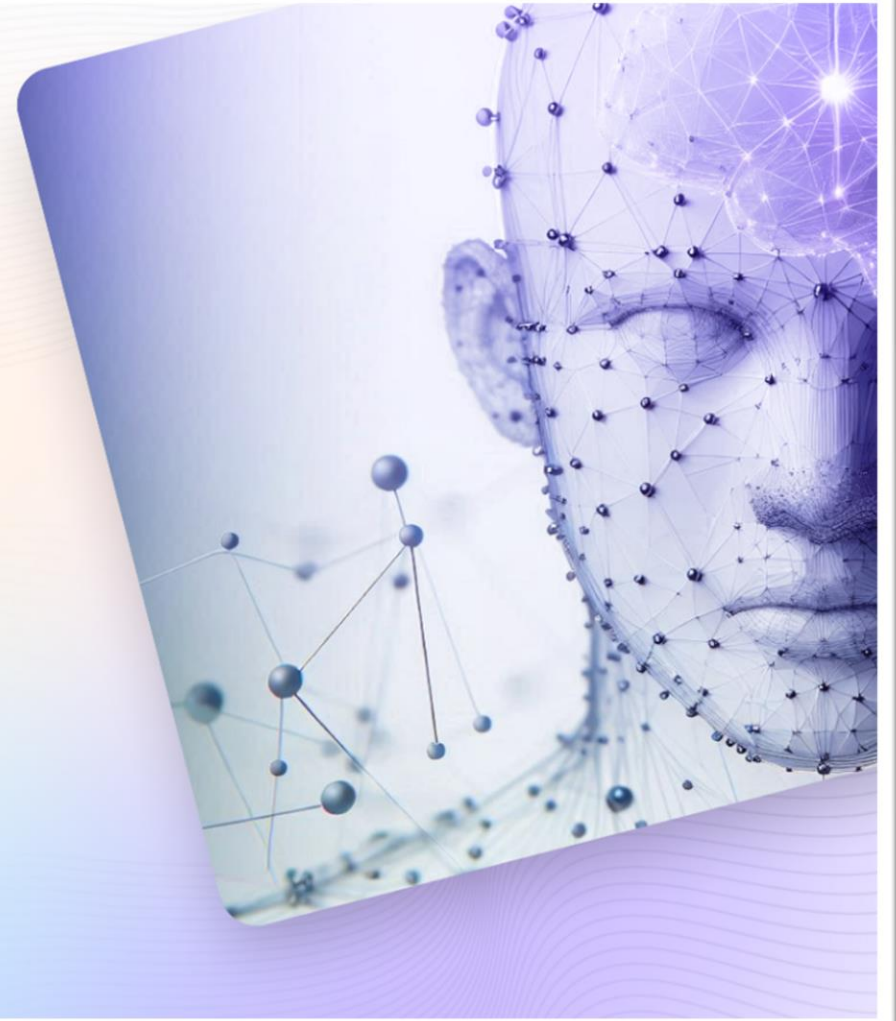
Register for
this in-person
event next
week




Using Data and AI differently to optimise hiring in early careers

18 July 2024 | 2:00pm - 5:30pm

The Lightwell - at Techspace,
25 Worship Street, London, EC2A 2DX







gti

Taking action with skills


Skills development and hiring practices in higher education and early careers. A review and call for collaboration.


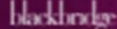

CO-AUTHORS
Stephen Isherwood,
Nicky Garcea, Mark Mitchell



gti breakfast
news

Have we lost it (and them)



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