

# Labour Market Insights

**Bedford** | Q1 2025





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# MARKET INSIGHTS | EAST ENGLAND



**6,468,000**

## Population

▲ The population in East England has increased by 1% since the previous year

**2,256,300**

## Full time workers

The number of people working full time hours has increased from 76% to 77% since the previous year



**758,400**

## Economically inactive

▼ The number of people that are economically inactive has remained the same since the previous year



**3,059,400**

## Economically active

▲ 80% of the working-age (16-64) population are economically active, which is higher than the UK average of 79%

**80%**

▲ The number of economically active people has remained the same

\*Sourced from NOMIS, comparing figures from 22/23 to 23/24.

# MARKET INSIGHTS | BEDFORD

**743,420**

## Resumes

▲ Number of resumes from job seekers available in Bedford on Indeed, up 5,985 since January 2025.

**44,368**

## Resumes added or updated

▼ Number of resumes added or updated in the last month, down 5,038 since January 2025.

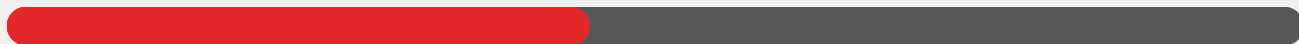
## Top search terms by clicks

The most popular search terms that led to job clicks for the selected title/location in February 2025. Generic phrases such as "now hiring" or "jobs" may have been filtered out from this top 10.

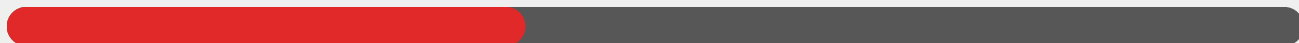
**Warehouse | 0.46%**



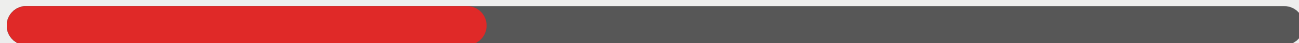
**Warehouse operative | 0.45%**



**Cleaner | 0.40%**



**Support worker | 0.37%**



**Driver | 0.36%**



**Administrator | 0.31%**



**Retail | 0.30%**



**Care assistant | 0.28%**



**HGV driver | 0.24%**

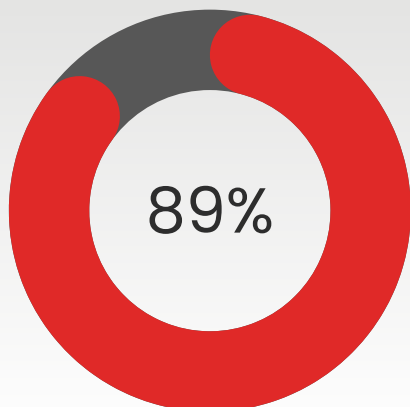


**Admin | 0.23%**



\*Sourced from Indeed Hiring Insights, February 2025..

# HIRING INSIGHTS | BEDFORD



## Competition score

In **Bedford** jobs are **very competitive** compared to other job markets

**36,381**

Jobs



Number of jobs posted in Bedford that received clicks, an increase of 845 since January 2025

**23**

Jobseekers per job



The number of jobseekers per job in Bedford

**833,065**

Jobseekers in Bedford



The number of jobseekers that have clicked on jobs posted in Bedford decreased by 75,398

**£33,904 per year**

Average Salary

**£14.85 per hour**

Average Salary

The average salary for jobs within 25 miles of Bedford from February 2025

\*Sourced from Indeed Hiring Insights, February 2025.





## A LACK OF SUITABLE CANDIDATES IS IMPACTING **PRODUCTIVITY**

As employers race to secure the right talent, many are struggling to manage day-to-day operations. Unfilled vacancies result in mounting deadlines and increased stress across teams, with skills shortages severely affecting businesses and hindering productivity.

**53%**

of employers believe that a lack of suitable candidates is the biggest threat to their company's productivity

### These skills shortages mean employers

Struggle to attract & retain high-quality talent

71%

Rely on temporary staff or overtime to fill gaps

69%

Have less time to spend on important projects and strategic planning

68%

### The rise of sick days and decreasing productivity

Without the right people on the team, the strain falls on others. Increased workloads can lead to burnout, reduced morale, and higher absenteeism. This sets off a vicious cycle: low productivity contributes to burnout and absenteeism, which, in turn, further reduces productivity.

\*Sourced from TotalJobs

# WHAT STEPS ARE BEING TAKEN TO IMPROVE **PRODUCTIVITY**?

As employers race to secure the right talent, many are struggling to manage day-to-day operations. Unfilled vacancies result in mounting deadlines and increased stress across teams, with skills shortages severely affecting businesses and hindering productivity.

## **Top 3 actions** employers are taking to boost productivity

**30%**

Flexible working & promoting work-life balance

**26%**

Improving communication from leadership

**24%**

Enhanced recognition and rewards for staff

## **3 key takeaways**

As businesses face skill shortages and productivity challenges, they can take proactive steps to improve efficiency while prioritising employee well-being and engagement.

**1**

### **Focus on employee wellbeing**

With a 31% rise in holiday and 41% in sick leave, burnout is evident. Prioritising benefits like health insurance, mental health support, and work-life balance can help reduce it.

**2**

### **Invest in training & development**

While 27% of HR leaders believe additional training would boost productivity, only 13% have taken action. Providing role-specific training and development will upskill your team, attract talent, and drive long-term growth.

**3**

### **Improve communication**

Half of HR leaders believe a lack of clarity from leadership affects productivity. By fostering open communication and setting clear goals, you can reduce team strain, improve focus, and boost overall performance.

\*Sourced from TotalJobs



# BRAND IMPACT | BEDFORD

“

I would highly recommend 1st Choice Recruitment to anyone looking for a new job. I suddenly found myself out of work and I was really struggling to get a new job. I went to other agencies first but nothing compared to 1st Choice. Everyone is so supportive and helpful. They really dedicate all their hard work to helping you. Always put a lot of time and effort into finding a job for me. Francesca and Carmen have been particularly brilliant. Always had brilliant feedback and always getting in touch about job opportunities. I am so thankful to them for helping me find my new job

- Tyler Khan



630

Total reviews

4.7

Rating out of 5

## Recent placements

We have recruited for a number of roles across a multitude of industry sectors over the years including:

Senior Test Engineer - **Electronics sector**

Cluster Manager - **Care sector**

HR Directors - **Multiple Sectors**

Commercial & Industrial Staff - **Multiple industries**

Operations Director - **Formula 1**

Governance Manager - **Transport sector**

Production Manager - **Electronics sector**

HR Systems - **Utilities sector**

Pattern Shop Manager - **Formula 1**

Programme Manager - **Electronics sector**





# Working together

At 1st Choice, collaboration is at the heart of everything we do. Our approach is tailored to meet your recruitment needs, ensuring a smooth and transparent process. Whether you're hiring for a single role or managing large-scale recruitment projects, we are committed to delivering results that align with your requirements.

## Fee structure

Our fee structure is designed to be flexible, reflecting your specific recruitment needs, volumes, and contractual commitments. This adaptability allows us to provide cost-effective solutions while maintaining the high-quality service we are known for. You will only incur a fee if we successfully place a candidate that meets your expectations - no hidden costs, no surprises.



## Recruitment guarantees

We stand by the quality of our recruitment services. That's why we offer guarantees tailored to your requirements, ensuring your investment is protected. Whether you're seeking temporary support, permanent placements, or contract hires, our guarantees are designed to give you confidence in our ability to find the right fit for your team.



Matching **talent** with **opportunity**.



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