

Attracting talent to the North

With high employment comes a competitive job market making it harder for businesses across the UK. However the good news is that the workforce is becoming more mobile giving employers the opportunity to promote their employer brand and attract the best people from outside their local area. Northern employers also have the benefit of lower living costs as a key selling point for jobseekers looking to relocate to a different area.

Did you know?

1 in 2 Londoners would relocate for a better quality of life, even if it meant they earned a lower salary.

The value of the 'Northern Pound'

Wages go almost 20% further up north, giving employers the perfect opportunity to expand their talent pool and attract the UK's brightest talent into the North.

Value	£1 in London	in the North £1.17
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How London and the North compare:

	London	Vs.	The North
Coffee	£2.39 (per day)		£1.80 (per day)
Commute cost	£101.42 (per month)		£58.77 (per month)
Commute time	43 minutes (per day)		28 minutes (per day)
Overtime	3.5hrs (per week)		2.9hrs (per week)
Rent	£1,053 (per month)		£533 (per month)

Download your [free report on the 'Northern Pound'](#) and uncover how you can attract the best talent from around the UK