# Recruiting Today transforms UK staffing with same-day hiring amid labour market pressures



In the face of persistent staffing challenges gripping numerous sectors across the UK, a pioneering recruitment platform, Recruiting Today, has launched a suite of rapid-response hiring solutions designed to address the urgent need for same-day placements. Officially unveiled in June 2025, Recruiting Today offers a range of “recruiting now” services tailored for businesses facing critical skills shortages and requiring immediate staffing. This innovative platform leverages AI-driven screening and real-time candidate matching to connect employers with pre-screened professionals across industries including technology, healthcare, hospitality, and construction, narrowing the gap between urgent business needs and accessible talent pools.

Recruiting Today’s model reflects a broader shift in the UK recruitment landscape, where traditional hiring timelines are increasingly seen as impractical amid fast-moving market demands. The platform’s emphasis on 24-hour turnaround times and emergency staffing solutions aims to help firms avoid operational disruptions caused by workforce shortages. Its rapid-response methodologies have already found success in diverse roles—from AI Implementation Consultants in Sunderland to Supply Chain Specialists in Exeter—demonstrating its capacity to meet complex, location-specific demands swiftly.

This development emerges amid mixed signals about the UK labour market's health and capacity for growth. According to Lloyds Bank’s June 2025 Business Barometer, business confidence is at its highest since 2015, with 60% of firms indicating plans to expand their workforce, reflecting an optimistic hiring outlook across the economy. However, this confidence coexists with concerns over rising employment costs and external economic uncertainties. The British Chambers of Commerce recently highlighted the impact of increased social security costs on small and medium businesses, noting that nearly one-third have adjusted or contemplated reducing jobs due to the National Insurance hike imposed earlier in the year. These fiscal pressures have tempered expansion plans and contributed to subdued hiring sentiment despite positive business confidence.

The recruitment sector itself has not been immune to these headwinds. Leading UK recruitment firm Hays reported a 9% decline in net fees for the first quarter of 2025, attributing the downturn to challenging economic conditions, inflationary pressures, and global trade uncertainties, including the ripple effects from recent tariff disputes. Industry peers similarly face unpredictable demand, with firms adjusting forecasts and implementing cost-saving measures. This environment underscores the importance of flexible, technology-enabled recruitment solutions like those offered by Recruiting Today—which may provide a crucial service for companies navigating both acute staffing needs and broader economic volatility.

Compounding recruitment challenges in sectors such as healthcare and social care, the UK government’s imminent cessation of overseas recruitment for care workers threatens to exacerbate shortages in an already strained system. Since a 2022 visa route enabled the influx of international care workers, many providers heavily relied on migrant labour to maintain services. The upcoming policy shift raises fears of worsening staff deficits, potentially leading to severe operational bottlenecks in hospitals and care facilities, particularly as local recruitment struggles to fill these vital roles. Similarly, the medical profession faces a bottleneck in specialist training availability, leaving many early-career doctors in limbo and complicating retention and progression within the NHS. These sector-specific challenges highlight the pressing need for versatile recruitment solutions capable of delivering immediate support and long-term workforce resilience.

The retail sector also exemplifies the impact of rising employer costs tied to government tax and wage policy changes. The British Retail Consortium warns of potential job losses affecting up to 160,000 part-time retail positions over the next three years as businesses adjust to increased national insurance contributions and minimum wage hikes. Such fiscal measures, while aimed at funding public infrastructure and services, place additional strain on labour-intensive industries, driving employers to reconsider staffing models and contributing to a more cautious hiring environment.

Amid these economic and policy complexities, Recruiting Today’s platform represents a significant evolution in recruitment services, emphasizing immediacy and technological integration to bridge skills gaps in critical roles. Its “hiring today” philosophy not only aligns with the urgent operational demands of modern businesses but also offers a flexible response in a labour market buffeted by regulation, cost pressures, and sectoral shortages. While broader economic conditions remain mixed, the adoption of such rapid-response recruitment technologies could help mitigate disruption, improve agility, and support business continuity in an increasingly competitive talent landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://markets.financialcontent.com/wral/article/abnewswire-2025-6-30-revolutionary-recruitment-platform-launches-to-address-critical-staffing-crisis-recruiting-today-delivers-same-day-hiring-solutions)
* Paragraph 2 – [[1]](https://markets.financialcontent.com/wral/article/abnewswire-2025-6-30-revolutionary-recruitment-platform-launches-to-address-critical-staffing-crisis-recruiting-today-delivers-same-day-hiring-solutions)
* Paragraph 3 – [[2]](https://www.reuters.com/world/uk/uk-business-confidence-levels-hit-highest-since-2015-lloyds-says-2025-06-29/), [[3]](https://www.reuters.com/business/world-at-work/uk-employers-group-says-tax-hike-has-hit-hiring-hard-2025-06-25/)
* Paragraph 4 – [[4]](https://www.reuters.com/world/uk/uk-recruiter-hays-reports-9-fall-quarterly-like-for-like-net-fees-2025-04-16/), [[1]](https://markets.financialcontent.com/wral/article/abnewswire-2025-6-30-revolutionary-recruitment-platform-launches-to-address-critical-staffing-crisis-recruiting-today-delivers-same-day-hiring-solutions)
* Paragraph 5 – [[5]](https://www.ft.com/content/f0ee262c-eb95-4d29-9c1d-fc416191acec), [[6]](https://www.ft.com/content/ddb51e41-8b24-4174-b58b-f57bce3ae8a3)
* Paragraph 6 – [[7]](https://www.reuters.com/world/uk/uk-retail-could-shed-160000-part-time-jobs-after-employer-tax-increase-says-trade-body-2025-02-26/), [[3]](https://www.reuters.com/business/world-at-work/uk-employers-group-says-tax-hike-has-hit-hiring-hard-2025-06-25/)
* Paragraph 7 – [[1]](https://markets.financialcontent.com/wral/article/abnewswire-2025-6-30-revolutionary-recruitment-platform-launches-to-address-critical-staffing-crisis-recruiting-today-delivers-same-day-hiring-solutions)

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## Bibliography

1. <https://markets.financialcontent.com/wral/article/abnewswire-2025-6-30-revolutionary-recruitment-platform-launches-to-address-critical-staffing-crisis-recruiting-today-delivers-same-day-hiring-solutions> - Please view link - unable to able to access data
2. <https://www.reuters.com/world/uk/uk-business-confidence-levels-hit-highest-since-2015-lloyds-says-2025-06-29/> - According to Lloyds Bank's June 2025 Business Barometer, UK business confidence has reached its highest level since November 2015, climbing one point to 51%. This follows an 11-point jump in May, recovering from a dip in April triggered by U.S. import tariff hikes. Economic optimism also reached a 10-month high. The survey highlighted a notable increase in hiring intentions, with 60% of firms planning to expand staff, signalling readiness for growth. Wage growth expectations rose for a second consecutive month, with 36% predicting pay hikes of 3% or more. Despite recent government tax increases on employers and signs of a slowing labour market noted by Bank of England Governor Andrew Bailey, job vacancy data from Adzuna showed a 0.5% year-on-year increase in May. However, the Confederation of British Industry noted that although business expectations have improved slightly, they remain cautious due to ongoing high employment costs, restrained consumer spending, and global instability.
3. <https://www.reuters.com/business/world-at-work/uk-employers-group-says-tax-hike-has-hit-hiring-hard-2025-06-25/> - A recent survey by the British Chambers of Commerce reveals that nearly one-third of small and medium-sized UK employers have either cut jobs or are considering doing so due to increased social security costs. Following a National Insurance Contributions hike in April, ordered by Finance Minister Rachel Reeves, 13% of over 570 surveyed firms have already reduced their workforce, while 19% are contemplating similar actions. BCC Director General Shevaun Haviland noted that the unexpected cost burden has forced businesses to reconsider their expansion plans, driving business confidence to its lowest since 2022. The Bank of England also linked the decline in hiring sentiment to higher labour costs, with employers responding by cutting pay awards and reducing headcount. Although Reeves has stated she doesn’t intend further large-scale tax increases, economists warn additional revenue-raising measures may be necessary later in the year to adhere to fiscal objectives.
4. <https://www.reuters.com/world/uk/uk-recruiter-hays-reports-9-fall-quarterly-like-for-like-net-fees-2025-04-16/> - Hays, a UK-based recruitment firm, has warned that challenging market conditions are likely to continue into fiscal 2026, reflecting broader concerns in the recruitment industry amid economic instability in Europe and global trade tensions. Contributing factors include the economic effects of Germany's recent government change, persistent inflation in the UK, and disrupted hiring patterns. For the quarter ending March 31, 2025, Hays reported a 9% decline in like-for-like net fees, which aligned with market expectations. The firm's shares have declined 13% since the start of the year. U.S. President Donald Trump's trade tariffs have exacerbated global labour market uncertainties, despite a temporary 90-day pause for negotiations. Industry peers PageGroup and Robert Walters have similarly flagged uncertainty, with PageGroup suspending its financial forecast and cutting costs, and Robert Walters tightening its budget further. Hays is also undergoing cost-saving restructuring, aiming to reduce expenses by £30 million annually by fiscal 2027. Despite the headwinds, Hays anticipates achieving an operating profit of £56.9 million for the fiscal year ending June 2025, in line with analysts' expectations.
5. <https://www.ft.com/content/f0ee262c-eb95-4d29-9c1d-fc416191acec> - The UK government has announced the cessation of overseas recruitment of care workers within months, sparking fears of a staffing crisis across the social care sector. Since a visa route for entry-level care workers was introduced in 2022, many providers have come to rely heavily on international recruits due to persistent local hiring difficulties and funding constraints that inhibit wage increases. For instance, Stella Shaw's 45-member homecare team is entirely composed of sponsored international workers. Providers argue that without immigration, maintaining care services will become unsustainable. While the government claims the sector can pivot to employing migrant workers already in the UK—including displaced care workers—it remains challenging due to logistical and suitability issues. Many of these workers are struggling with relocation costs, lack appropriate qualifications, or face stigma for having worked with abusive employers. Despite intentions to improve pay and work conditions through collective bargaining, stakeholders warn the changes will soon exacerbate staffing shortages, potentially leading to hospital bed blockages by winter. Care leaders emphasise that immigration remains critical, and the policy shift could lead to severe service disruptions.
6. <https://www.ft.com/content/ddb51e41-8b24-4174-b58b-f57bce3ae8a3> - In England, doctors face a bottleneck in their training due to a shortage of available specialist training positions in the NHS. The Royal College of Physicians warns that the mismatch between the increase in medical school places and specialist training posts leaves early-career doctors in limbo. This situation forces doctors to remain at lower levels, seek training abroad, or leave the health service. In 2024, there were 6,273 applications for 1,698 internal medicine training posts. Although the NHS's long-term plan, published in June 2023, aims to double training places in medical schools by 2031, the growth rate of specialist doctors remains low compared to junior roles. The RCP urges the government and the NHS to review and address the lack of specialist training posts. The government states it is committed to improving training opportunities and resolving existing bottlenecks.
7. <https://www.reuters.com/world/uk/uk-retail-could-shed-160000-part-time-jobs-after-employer-tax-increase-says-trade-body-2025-02-26/> - The British Retail Consortium (BRC) warned that up to 160,000 part-time jobs in the UK retail sector are at risk of disappearing in the next three years due to increased employer taxes and regulatory changes. The rise in employer National Insurance contributions and a 6.7% increase in the national minimum wage will add £5 billion to retailers' labour costs in 2025. These increases will pressure the sector to reduce the number of employees, especially those in flexible and part-time roles. The fiscal measure was adopted to fund investments in infrastructure and public services, facing criticism from the business sector. The government justified the measures by arguing the need to cover a £22 billion deficit inherited from the previous administration.