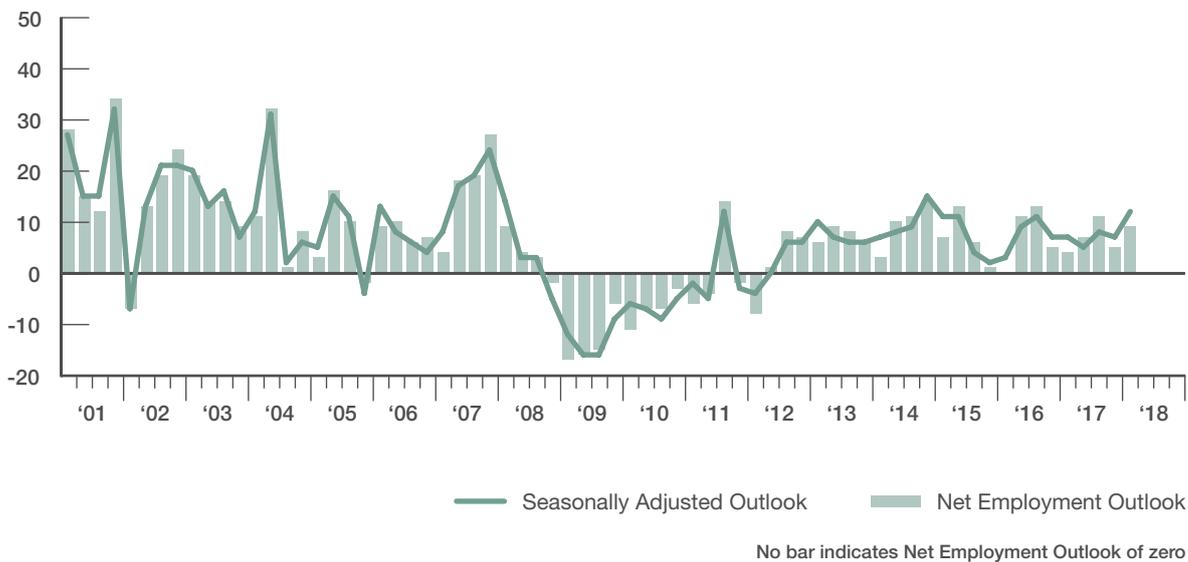




Manpower®

# Employers are upbeat about job creation

Hiring intentions in the West Midlands have experienced a modest rise compared to the previous quarter. With an Employment Outlook of +12%, the first quarter of 2018 sees employers upbeat about the prospects for job creation.



Q1 2018

## West Midlands employment snapshot

### Average weekly pay

The West Midlands is the fifth lowest-paid region in the UK, with an average weekly wage of **£535**. This is some £57 below the national average.

### Hiring Outlook

For the first quarter of 2018, the seasonally adjusted Net Employment Outlook in the West Midlands is **+12%**. This is considerably higher than the national average (+4%).

### Employment

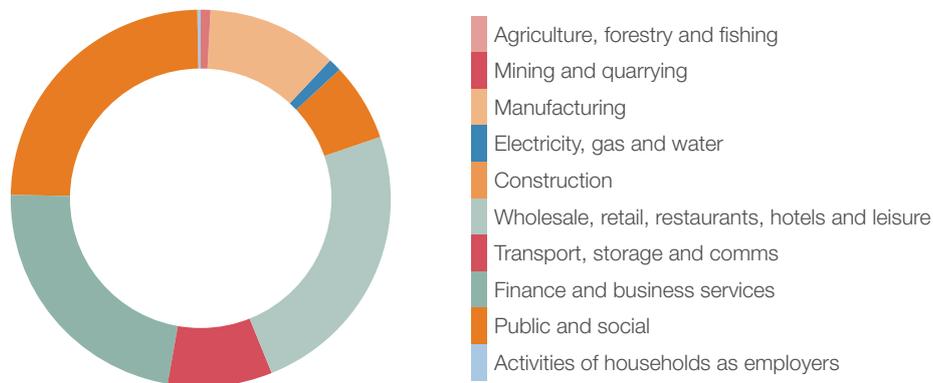
The rate of employment in the West Midlands is below the national average and stands at **72.4%**. The region has seen employment rise by 0.4 percentage points when compared to the same period last year.

### Unemployment

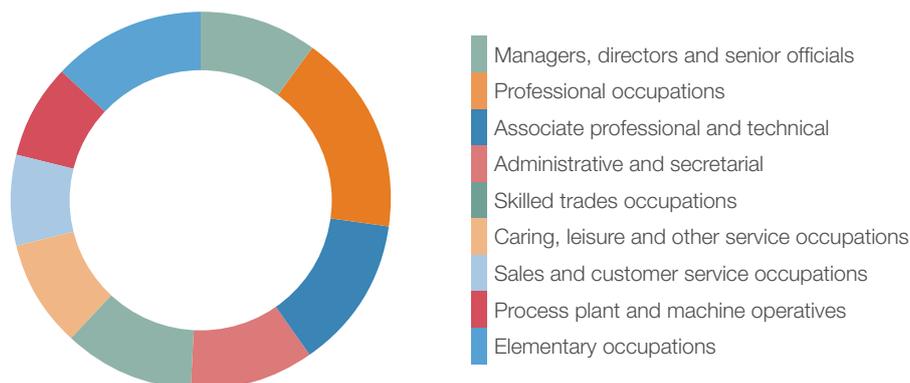
At **5.5%**, the unemployment rate is above the national average (4.3%) and is the highest in the UK.

2018  
Q1

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

As employers adopt a “wait and see” approach to Brexit, across the region, we are seeing clients contend with a skills shortage, particularly in those industries where demand for workers rises at specific times of the year.

A talent shortage has become increasingly prevalent in what is now a very candidate-led market. Those seeking work are very aware of their own value and the opportunities available to them. Many are increasingly turning away jobs that pay the minimum wage and require extensive travel, and yet many regional employers are still unwilling to accept this shift in power from employer to employee. As a result, we see many organisations struggling to both find and retain them.

This is not surprising. In today’s market, employers cannot expect to pay low rates for unsociable hours and receive the same levels of loyalty as a few years ago. We’re advising clients to look more carefully at their workforce planning and also consider salary benchmarking to assess whether they are competitive.