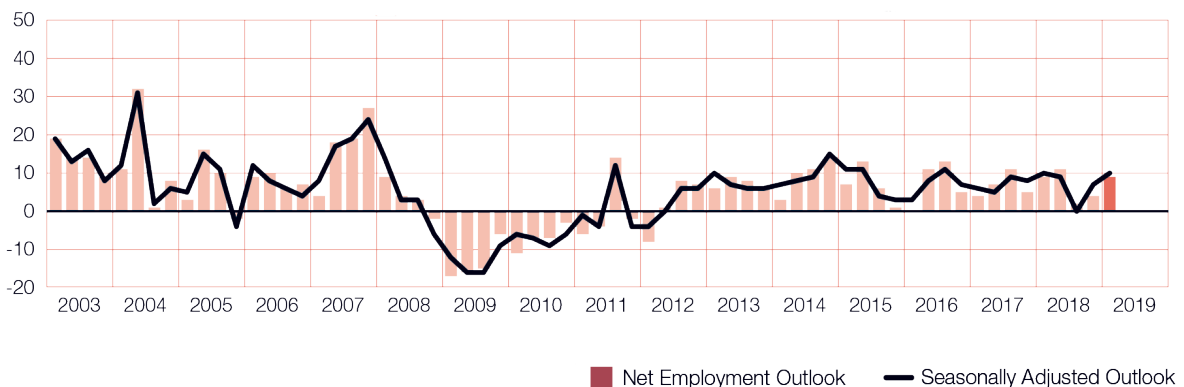


# West Midlands employers to keep recruiting in first quarter

New employer hiring plans in the West Midlands are at risk of being held back by a lack of good candidates. Research shows that a balance of **+10%** of the region's employers are planning to take on more staff in the coming quarter. This compares to a national average of +6%. The Outlook is three percentage points stronger in comparison with the final quarter of 2018.



No bar indicates Net Employment Outlook of zero

## MARKET OVERVIEW

Business confidence is certainly looking on the up after some turbulence during 2018. There is uncertainty ahead - not least with regard to the outcomes of the Brexit negotiations – but this research shows that West Midlands employers are particularly positive about the start of 2019. From our own business, we have seen a particular demand for people with good sales and customer service skills – especially in the wider Birmingham area. There is also a demand for drivers to meet the continued growth in online retail – an important focal point for the region.

The challenge for employers is attracting and holding onto the best candidates. The tightness of the labour market makes it hard for employers to find and retain the talent they need. Good candidates are very much in demand in both temporary and permanent roles and will often have multiple job offers. The tight labour market and low unemployment rate is also starting to be reflected in higher wages amongst more in-demand skills.

Q1 2019