



WEST MIDLANDS EMPLOYER HIRING PLANS THREATENED BY LACK OF TALENT

- **West Midlands employers to keep recruiting in first quarter of 2019**
- **Balance of +10% plan to recruit more staff next quarter**
- **Strong demand in customer service, warehousing and logistics**

11 DECEMBER 2018: New employer hiring plans in the West Midlands are at risk of being held back by a lack of good candidates, according to ManpowerGroup in a new report released today. 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%.

Chris Gray, Director at ManpowerGroup, comments: "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."

In the other UK regions, employers in the East are the most optimistic with a balance of +12% to add to their headcount. Employers in the East Midlands are similarly upbeat (+11%) followed by those in Wales (+10%). Job confidence is weaker in London (+3%) and Scotland (+2%). The weakest region for jobs will be the South East (-2%).

Employers in the Construction and Agriculture sectors (both +9%) will lead on job creation in early 2019 closely followed by Community & Social, Hotels & Retail and Utilities (all +7%). Closer examination of the data shows that High Street retailers will be recruiting at a thirteen year high of +12% - being driven by high staff turnover as opposed to job creation. Employers in the Finance & Business Services sector will also continue to take on more staff in early 2019.

Jason continues: "Whilst pay is important, many workers are also looking to wider factors when deciding who they will work for next. What's the reputation of the company, what training and career progression opportunities are there, what's the commute like, can they

work flexibly? Employers need to be aware of what job seekers are looking for and how to attract the best people. And they also need to be open to alternative talent pools – for example, those returning to work after a career break, former members of the armed forces, those who are keen to retrain and start a new career or may not necessarily have all the experience an employer is looking for but have the right attitude and learnability.”

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NOTES TO EDITORS

A 'Net Employment Outlook' is calculated by subtracting those employers who plan to reduce staffing levels from those who plan to hire staff. A positive result indicates that more employers plan to increase rather than decrease staffing levels; a negative result reflects the opposite. [% increase - % decrease]

Commentary and full details on every sector and region can be found in the survey report at manpowergroup.co.uk/meos, or by calling the Press Office on 0207 404 5959/ manpower@brunswickgroup.com

For international comparisons and visual library with graphs, visit manpowergroup.com

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 43 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found in the ManpowerGroup Press Room at www.manpowergroup.com/meos. In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the ManpowerGroup Web site at: <http://www.manpowergroup.com/press/meos.cfm>

Note that in Quarter 2 2008, the Survey adopted the TRAMO-SEATS model for seasonal adjustment of data. As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank, and is widely used internationally.

About the Survey

The world leader in innovative workforce solutions, ManpowerGroup releases the ManpowerGroup Employment Outlook Survey quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the longest running, most extensive, forward-looking employment survey in the world, polling over 58,000 employers in 43 countries and territories. The survey serves as a bellwether of labour market trends and activities and is regularly used to inform the Bank of England's Inflation Reports, as well as a regular data source for the European Commission, informing its EU Employment Situation and Social Outlook report the *Monthly Monitor*. ManpowerGroup's independent survey data is also sourced by financial analysts and economists around the world to help determine where labour markets are headed.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for nearly 70 years. In 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com