



WEST MIDLANDS SUMMER CHART TOPPER

MANPOWER EMPLOYMENT OUTLOOK SURVEY REVEALS HIRING INTENTIONS IN THE WEST MIDLANDS BEAT THE NATIONAL AVERAGE

- **Outlook of +11% for West Midlands reported**
- **Candidate loyalty hits an all-time low, as employers compete for the best talent**
- **Lack of top candidates hurts manufacturing and engineering sectors**

14 JUNE 2016: The West Midlands has the strongest hiring intentions in the country according to Manpower, the world's workforce experts. Along with Wales, the West Midlands is reporting a chart-topping Outlook of +11% this quarter, the region's most optimistic level in over a year.

The Manpower Employment Outlook Survey is based on responses from 2,110 UK employers. It asks whether employers intend to hire additional workers or reduce the size of their workforce in the coming quarter. It is the most comprehensive, forward-looking employment survey of its kind and is used as a key economic statistic by both the Bank of England and the UK government.

Krissie Davies, Operations Director at Manpower, said: "The West Midlands is firing on all cylinders at the minute and we are seeing the market become increasingly competitive. With regards to sectors, we have a lot of demand for manufacturing and engineering experts in Birmingham. However, there is a lack of quality candidates with the right skills. Customer service and administration roles are also in demand, but we are seeing a steady flow talent to fill these vacancies. The sales market is also growing, with more employers coming to us in search of experienced candidates. However, they are quite specific in terms of the skills they are after and they aren't always willing to compromise on their criteria."

Manpower today warns that a British exit from the European Union could leave businesses facing a critical talent shortage, with EU workers no longer able to move freely to the UK. The national seasonally adjusted Net Employment Outlook has fallen 1% for the second successive quarter to +5%. This second successive fall shows that, while there is still a strong requirement for new workers, overall businesses' hiring intentions appear to have been hit by Brexit uncertainty.

James Hick, ManpowerGroup Solutions Managing Director: "Employment in the UK is at an all-time high, but British businesses continue to create more jobs. Britain added 404,000 jobs in the last 12 months alone, and despite the uncertainties of Brexit, employers tell us they still need more workers. Make no mistake about the vital contribution EU workers make to Britain. There are currently 2.2m people from the EU working in the UK, but not all of them will stay here in the long term and we need the opportunity to replace the skills they bring. Britain today is a magnet for international talent, from finance to tech to the NHS. Leaving the EU will make it much more difficult to attract the brightest and best. It will mean more bureaucracy for those coming to Britain and salaries could be less competitive, especially if sterling falls, as many warn it could – including the Bank of England. To compete on the world stage British businesses need the flexibility and free movement that EU membership brings."

For the second successive quarter every region of the country reports a positive Outlook. Along with the West Midlands, Wales is the most positive region (+11%) followed by the North East (+10%) and the East and East Midlands (both +9%). Outside the North East, the Northern Powerhouse has struggled with the North West matching the national average (+5%) and Yorkshire & Humberside reporting the least optimistic Outlook of the country (+1%). Optimism across the South of England has fallen, with London down two points to +7%, the South East down one point to +3%, and the South West, the biggest faller, down ten points to +1%. Scotland (+3%) and Northern Ireland (+5%) record falls of three and two points respectively.

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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 42 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 Manpower 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 nearly 59,000 employers in 42 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) has been the world's workforce expert, creating innovative workforce solutions, for nearly 70 years. As workforce experts, we connect more than 600,000 men and women to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands – Manpower®, Experis™, Right Management® and ManpowerGroup™ Solutions – we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2016, ManpowerGroup was named one of the World's Most Ethical Companies for the sixth 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 makes powering the world of work humanly possible: www.manpowergroup.com.

About Manpower UK

Manpower is the global leader in contingent and permanent recruitment workforce solutions. It is part of ManpowerGroup, the world's workforce expert, which creates and delivers high-impact solutions that enable clients to achieve their business goals and enhance their competitiveness.

With a network of 300 offices in cities across the country, Manpower has provided organisations in the UK with a continuum of staffing solutions from the incidental to the strategic for nearly 60 years, working with businesses such as BT, IBM, Royal Mail and Xerox to help them win.

In the Human Age, where talent has replaced access to capital as the key competitive differentiator, Manpower UK leverages its trusted brand to develop a deep talent pool, providing clients with access to the people they need, fast.

Manpower UK creates powerful connections between organisations and the talent they need to enhance their competitiveness and unleash their workforce potential. By creating these powerful connections, we help everybody achieve more than they imagined, and power the world of work.

For more information, see www.manpower.co.uk