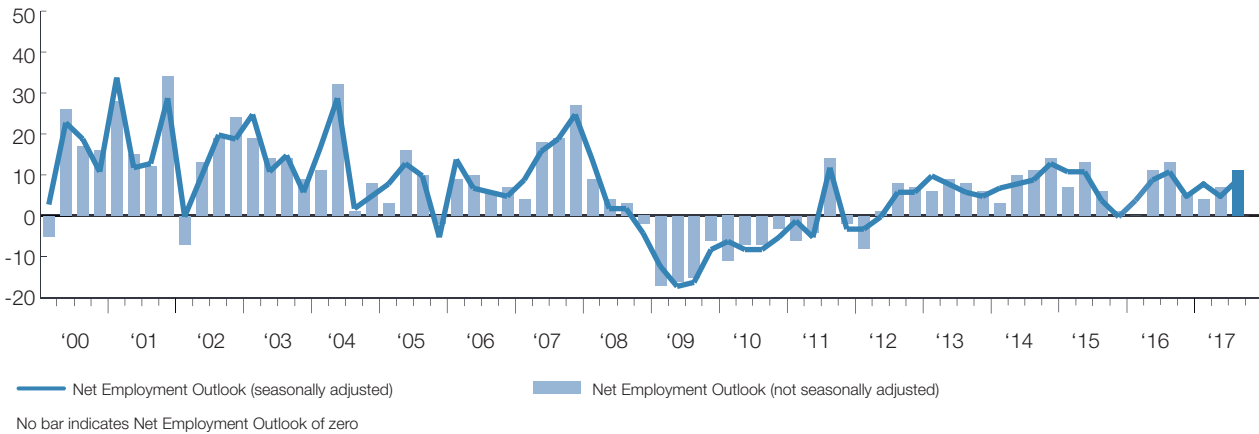




Manpower®

# Employers are moderately optimistic

Hiring intentions in the West Midlands have experienced a modest rise compared to the previous quarter. With an Employment Outlook of +9%, the second quarter of 2017 sees employers moderately optimistic about the prospects for job creation.



Q3 2017

## West Midlands employment snapshot

### Average weekly pay

The West Midlands is the fourth best-paid region in the UK, with an average weekly wage of **£573**. However, this is some £26 below the national average.

### Employment

The rate of employment in the West Midlands is below the national average and stands at **71.4%**. The region has seen employment fall by 0.2 percentage points when compared to the same period last year.

### Hiring Outlook

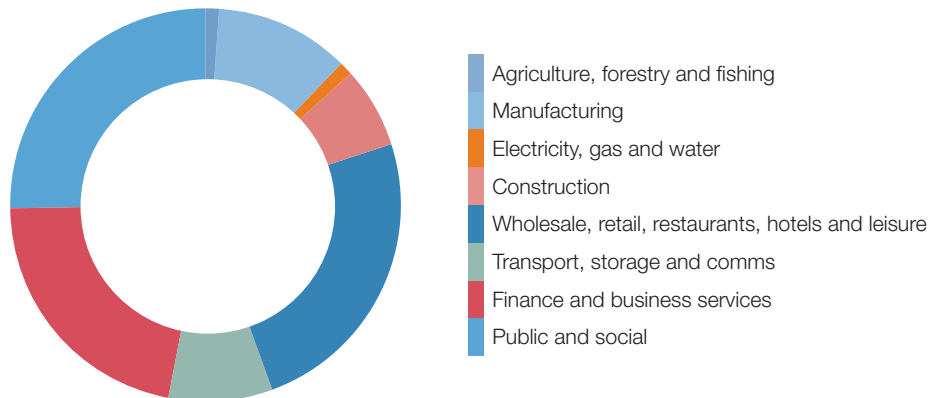
For the third quarter of 2017, the seasonally adjusted Net Employment Outlook in the West Midlands is **+9%**. This is higher than the national average (+5%).

### Unemployment

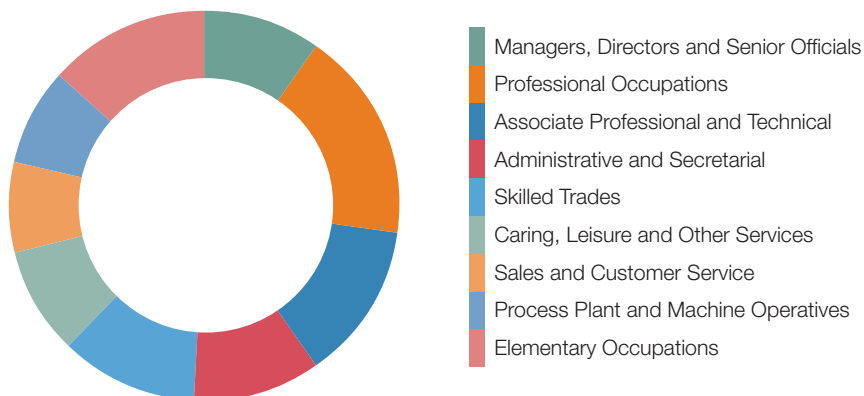
At **5.7%**, the unemployment rate is above the national average (4.6%) and is the third-highest in the UK.

2017  
Q3

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

The last three months has seen the number of opportunities in the region rise, and we have seen particularly strong demand for roles in manufacturing, engineering, warehouse, and logistics.

Despite a rising demand for candidates, employers still face a talent shortage. In a labour market in which skilled candidates have choices, many of them are becoming more discriminating when it comes to factors like pay and time-to-hire.

As a result, organisations have been seeking our advice on pay and benefits in order to ensure that they are competitive, and stand out as an employer-of-choice. Yet at the same time, we are also advising clients to be mindful of the application process and the candidate experience. Candidates are (or may one day become) consumers of that employer's products. Maintaining a swift, straightforward, and positive, application process is crucial not just in securing the talent needed, but in ensuring unsuccessful candidates leave with a positive opinion of the organisation.