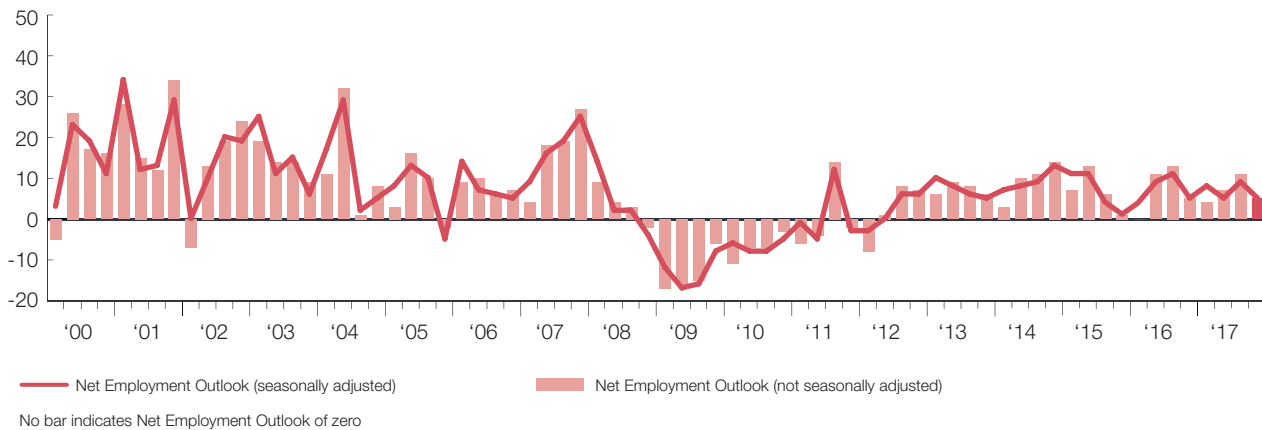


Employers are moderately optimistic

Hiring intentions in the West Midlands have experienced a modest fall compared to the previous quarter. Despite this, with an Employment Outlook of +5%, the fourth quarter of 2017 still sees employers moderately optimistic about the prospects for job creation.



Q4 2017

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 £71 below the national average.

Hiring Outlook

For the fourth quarter of 2017, the seasonally adjusted Net Employment Outlook in the West Midlands is **+5%**. This is fractionally lower than the national average (+6%).

Employment

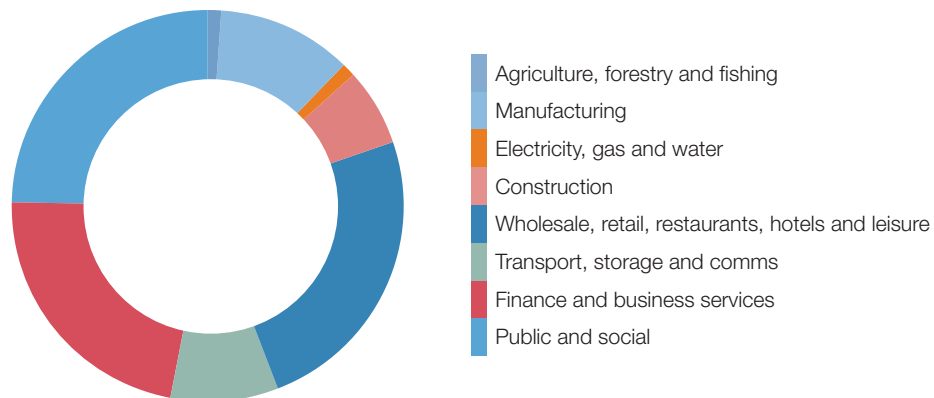
The rate of employment in the West Midlands is below the national average and stands at **72.3%**. The region has seen employment rise by 0.3 percentage points when compared to the same period last year.

Unemployment

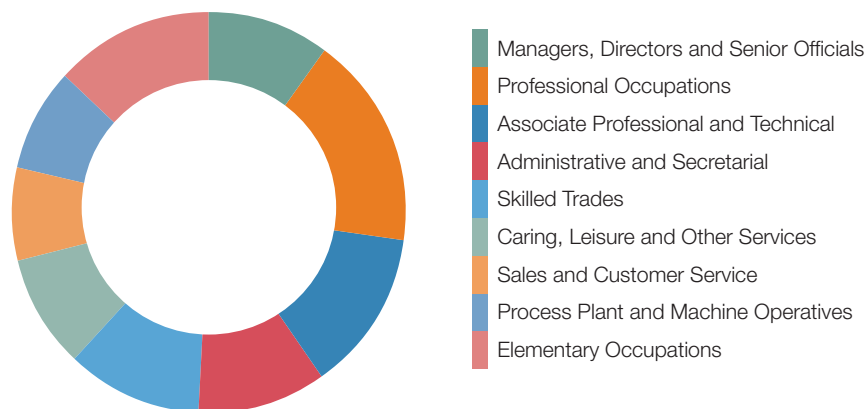
At **5.8%**, the unemployment rate is above the national average (4.4%) and is the second-highest in the UK.

2017
Q4

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

In the last three months, we've seen more temporary recruitment taking place across the region. Yet despite a rising demand for candidates across the board, employers still face a talent shortage.

With a dwindling pool of available candidates, employers are finding that it is taking considerably longer to both find individuals with the in-demand skills required, and then fill open roles. In a candidate-led market, job-seekers now have more bargaining power and are increasingly choosy about where they wish to work. And as the region nears full employment, this trend is set to continue.

To counter this, we're advising clients to both focus upon their employer brand, and invest more in their relationships with candidates. Companies we speak to are now starting to put in place employer branding teams, and are acknowledging that access to talent is now a growing priority for them.