



ManpowerGroup®

REGIONAL FACTSHEET

THE MIDLANDS

# The Midlands' Outlook Remains High Despite Slowing Hiring Intention

Employers across the Midlands anticipate a strong labour market during the January to March period, with the East Midlands reporting record Outlook of +39%, and the West Midlands reporting Outlook of +30%. Compared with last quarter, there has been no increase for the East Midlands and a decrease of 4 for the West Midlands. Compared with Q1 2021, East Midlands are up 39 percentage-points, and West Midlands are up 34 percentage-points. This is a record high for the South East and West.

## MARKET OVERVIEW

Despite coming in behind last quarter, the Midlands continue to experience a strong hiring Outlook. Employers are investing in their Employer Value Proposition to attract candidates. Candidates are putting work-life balance at the centre of their decision making and choosing seeking out workplaces with wellbeing on the agenda. Candidates are increasingly unlikely to choose employers with uncompetitive recruitment packages and processes, prompting employers to expedite the hiring process with fewer interviews, often outsourcing the onboarding process to recruiters.

Permanent recruitment across the Midlands has been very strong. Applications for roles increase by 60% when hybrid work is included. Birmingham and the surrounding area are a hotspot for demand in the market, growing every day. The number of permanent driver requests has increased exponentially, as employers look to shore up talent, however these are proving less favourable for candidates who like the added flexibility when these roles are temporary.

Temporary work is a different picture, while not in decline, employers are putting in significant effort to maintain the status quo. We're seeing large employers offer signing bonuses up to £3000 in order to attract candidates.

Q1 2022