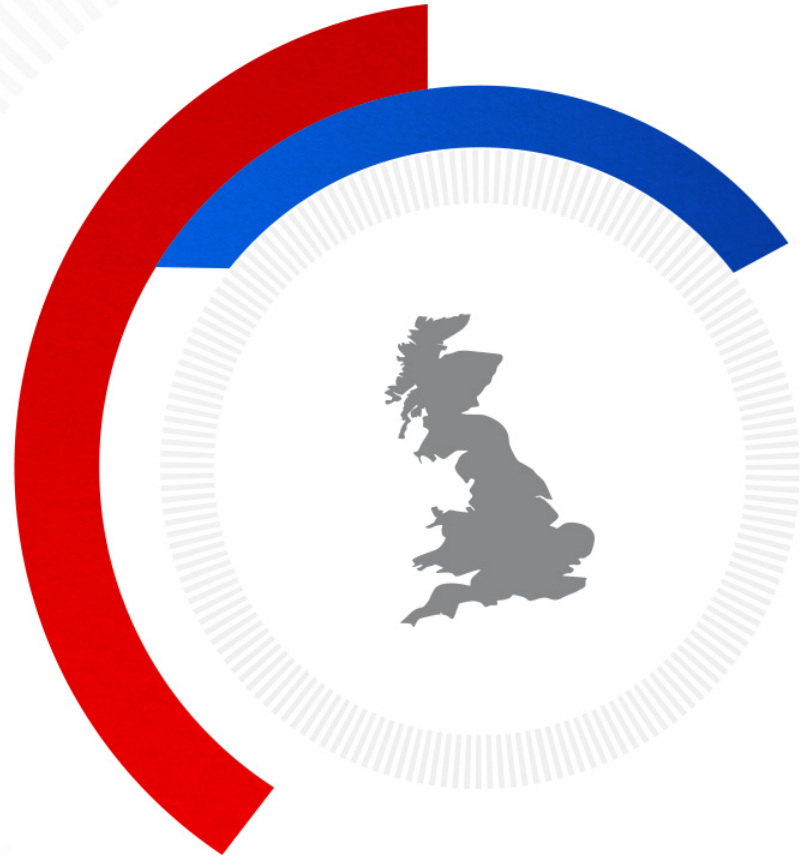


United Kingdom

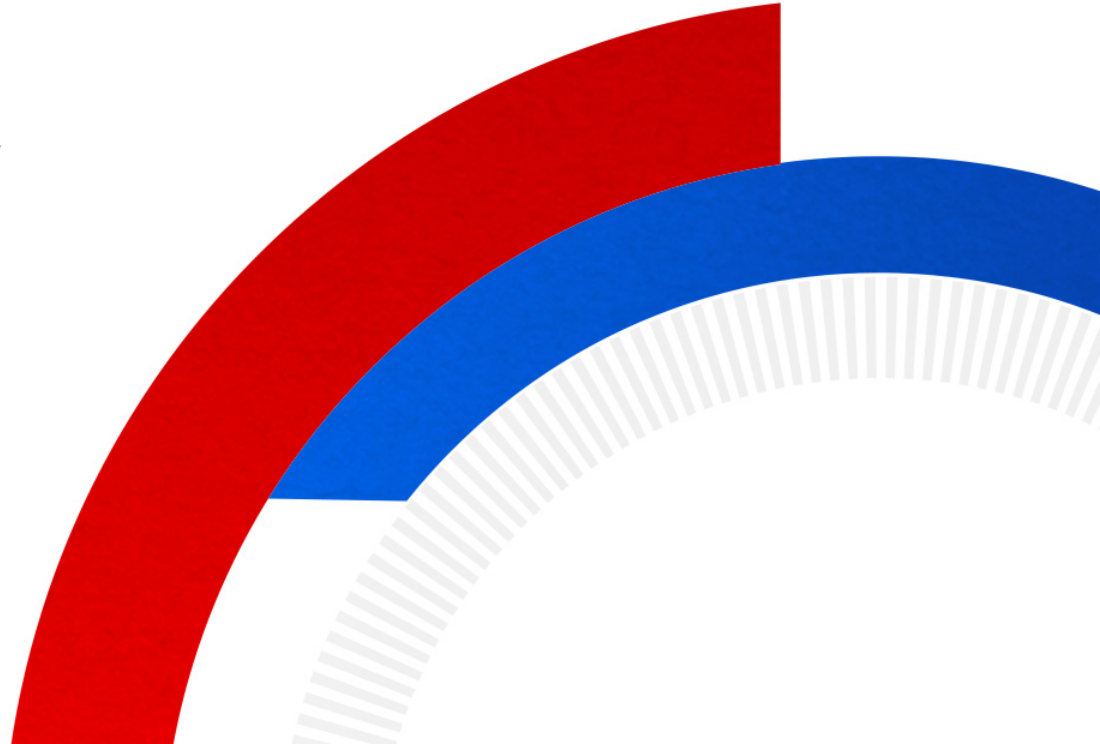
Staffing Trends 2016



Introduction

To build your client base, engage with candidates, and recruit top talent, you need to understand where the recruitment industry is going. This annual report uncovers staffing trends in the United Kingdom that will power your business forward in 2016 and beyond.

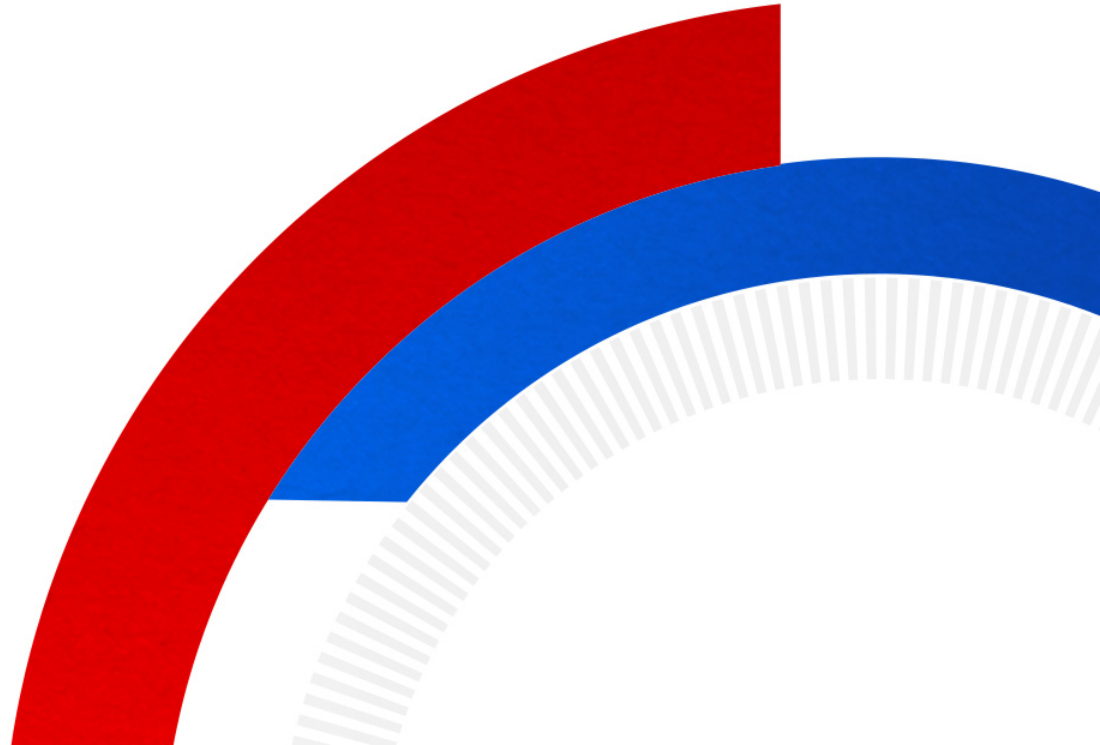
Interestingly, this years report shows a common denominator between the rising trends: relationships. Learn how this theme ties into top priorities, upcoming challenges and opportunities ahead.



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Key takeaways



Most important trends in the U.K.

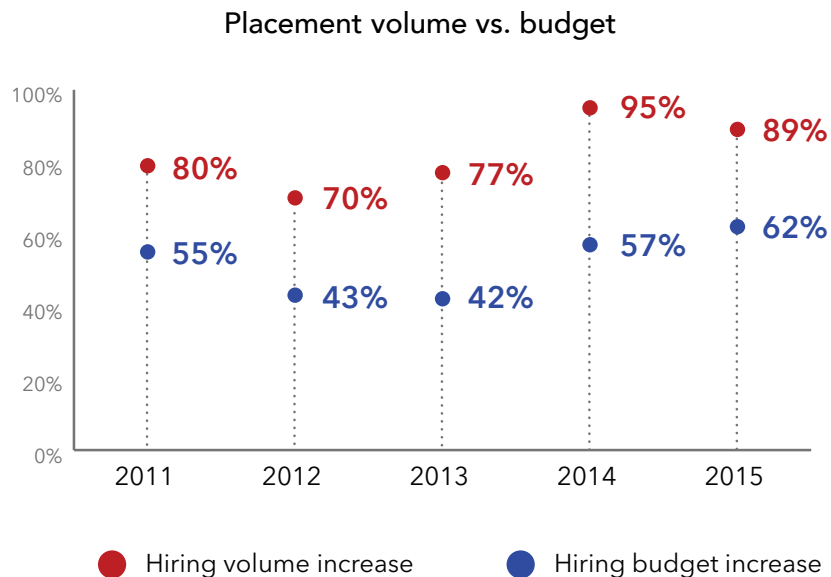
While adding new clients and being strategic business partners continue to be key priorities for recruitment firms, there is an increased focus on recruiting passive talent and pipelining. This requires recruiters to spend more time building relationships with clients, candidates and even their colleagues.



* Over the next 12 months, which of the following would you consider to be the most important priorities for your organisation?

Biggest challenge

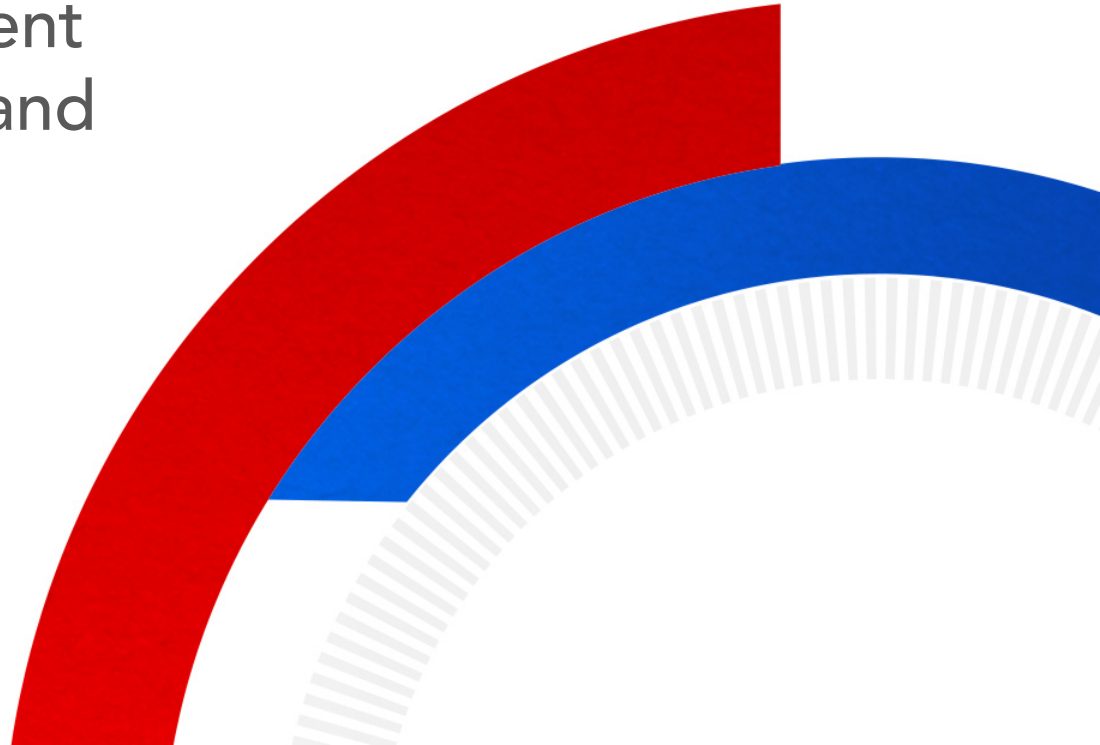
While the gap between placement volume and budget has decreased slightly, it appears that this trend will continue. This challenge will effect how firms address their top priorities this year and beyond.



* How do you expect the volume of candidates placed by your organisation to change in 2016 versus 2015?

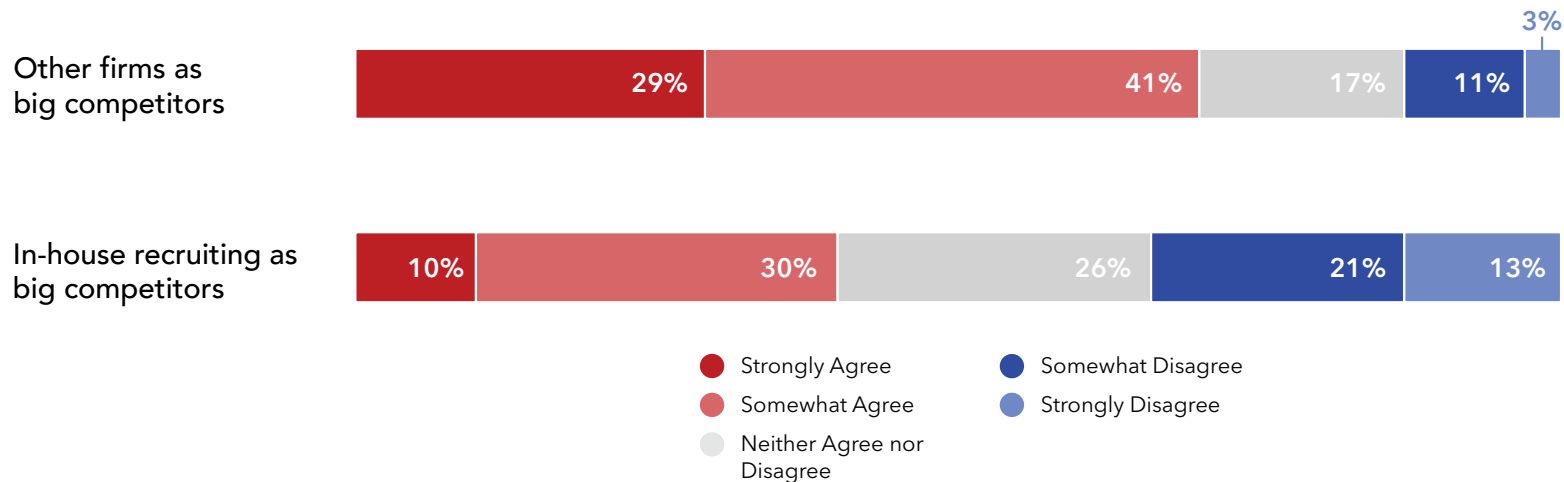
* How has your organisation's budget for recruiting / talent acquisition solutions changed from 2015 to 2014?

Business development
& brand: Hand-in-hand



Competition between firms is heating up

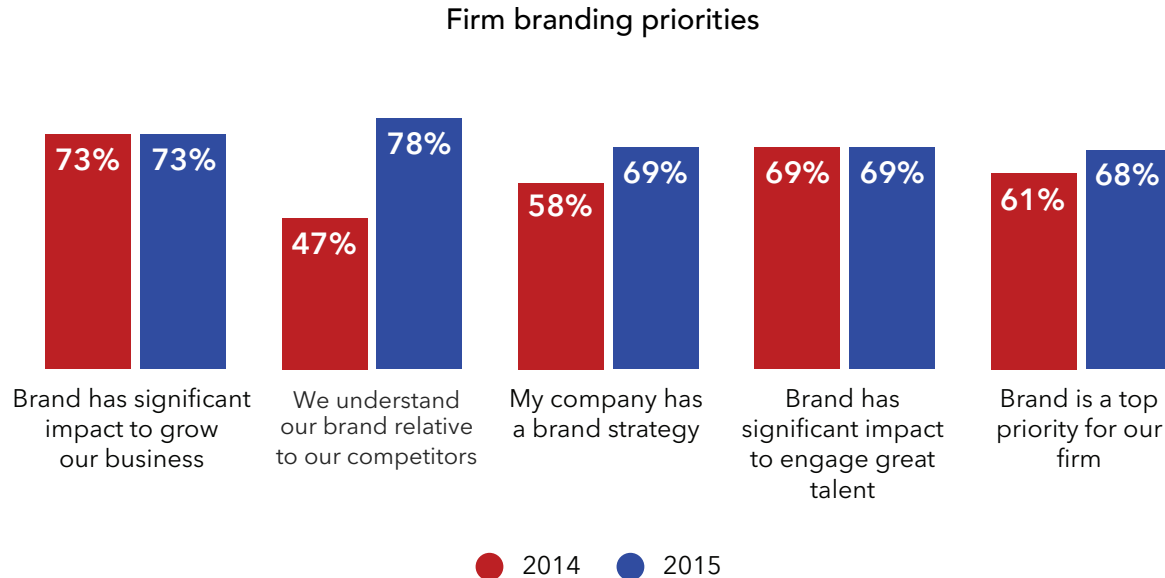
Recruitment firms in the U.K. view each other as their biggest competitors. To secure new clients, firms big and small should consider working with marketing counterparts to help differentiate themselves from current and potential competitors.



* Figures may not add to 100% due to rounding

A well-branded firm gets the most business

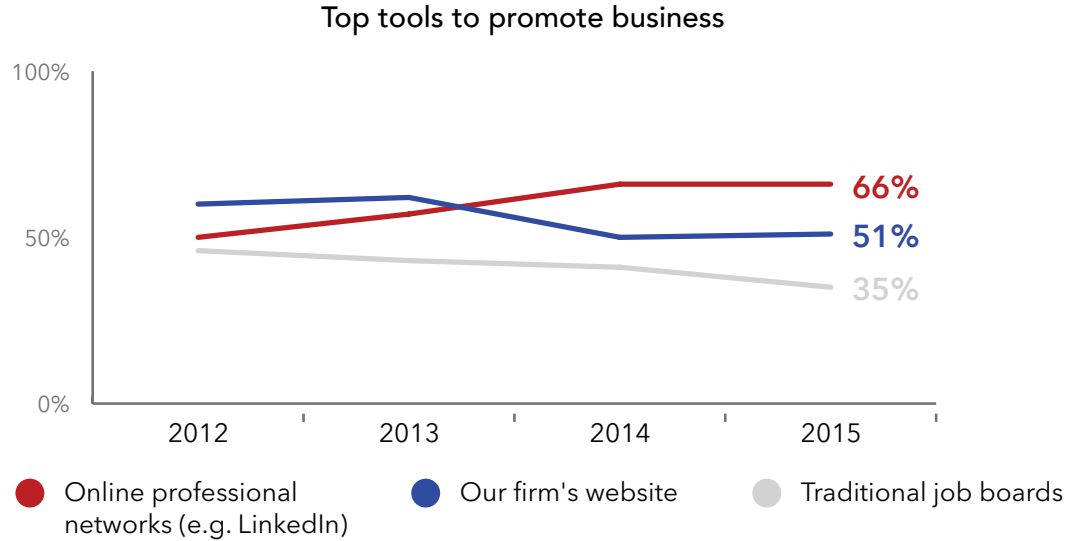
Firms realise that branding has a positive impact on their business and are making it a priority. Not only are they building strategies, they are seeing how they rank against their competitors. Those who invest in brand will drive more business and gain a competitive edge.



** Please indicate the extent to which you agree with the following statements as they relate to your firm.*

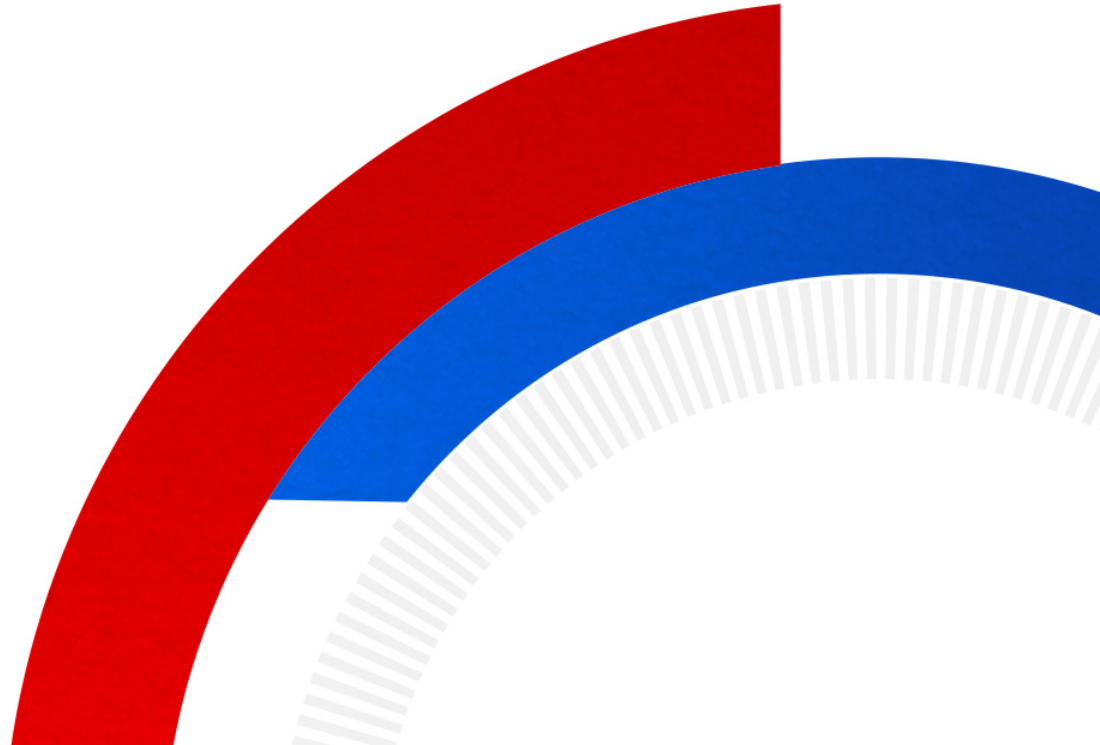
When it comes to growth, networking matters

Online professional networks continue to be the number one channel for promoting business, followed by the firm's website and job boards. To extend awareness even further and ultimately grow clientele, firms must continue using online professional networks, and more outbound channels like social media.



* Which channels or tools have you found most effective in promoting your business?

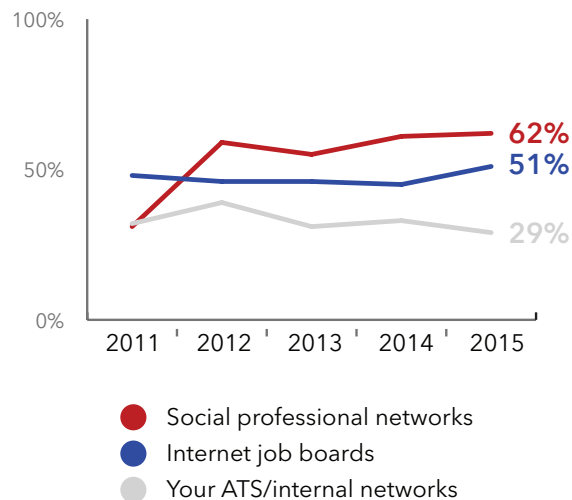
Strategic sourcing: Quality vs quantity



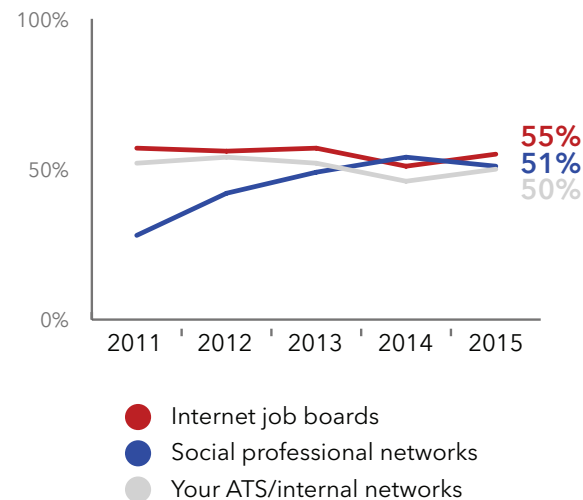
The debate between quantity and quality

Firms still struggle with where they should focus on sourcing placements. The top source for placement volume is a mixed bag. However, social professional networks continue to garner quality placements. Therefore firms should focus on using social professional networks.

Top sources for quality placements



Top sources number of placements

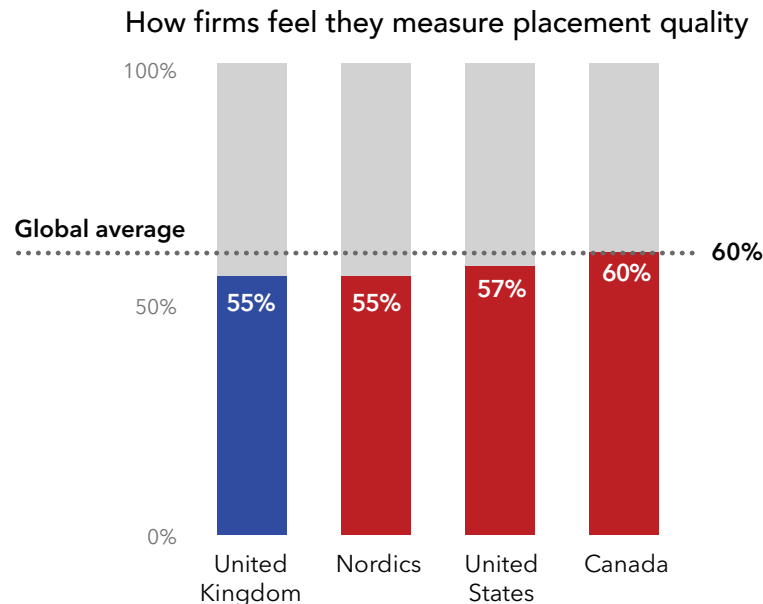


* Out of the quality hires your organisation placed in the past 12 months, which of the following were the most important sources?

* How significant were each of the following as a source of white collar professional candidates placed by your organisation in the past 12 months?

Making strides in measuring quality

While most firms worldwide feel pretty confident in how they measure quality of placement, firms in the U.K. feel slightly less confident. Consider partnering with your clients to test a few methodologies, like retention or the placement's performance feedback.



- High = We are best in class / Very Well
- Low = Somewhat well / not too well / not at all

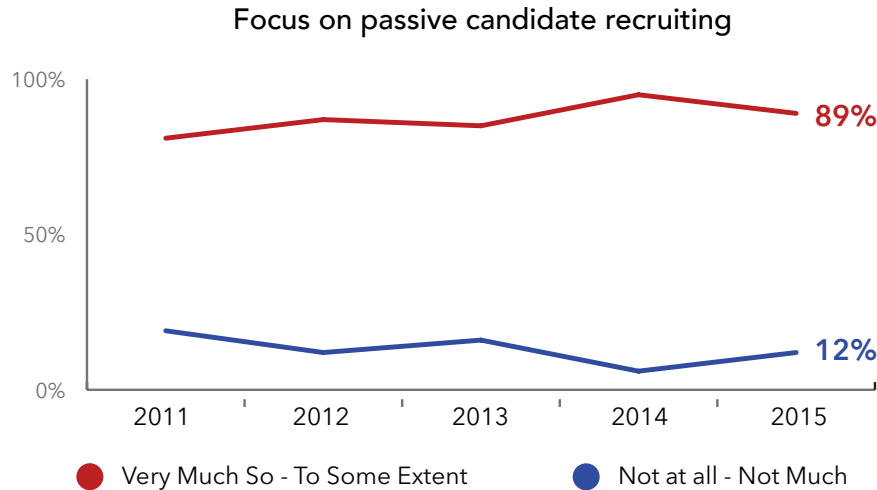
* In general, how well does your firm measure quality of placements with your clients?



Present this to your team

Passive candidates are essential to sourcing

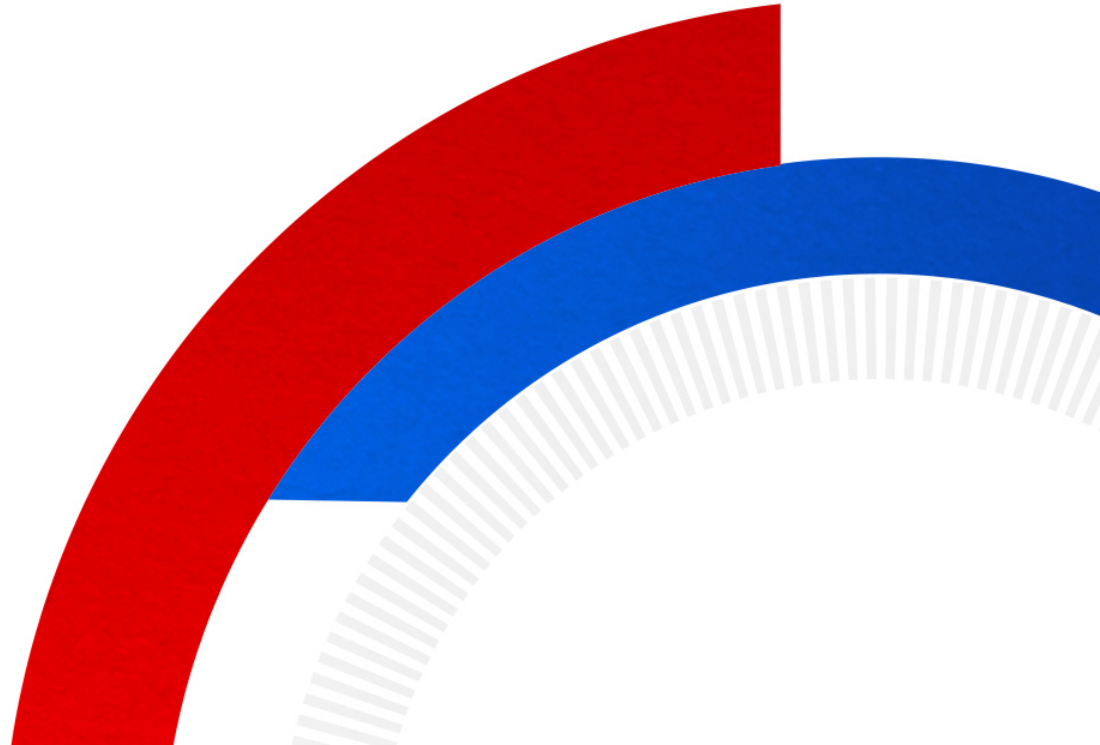
Passive candidate recruiting continues to be central to recruiting strategies. Likely because 68% of survey respondents agreed that passive candidates are an important differentiator for their business. Since almost half of these individuals are interested in speaking with firms, recruiters can continue developing strong relationships with candidates.



43%

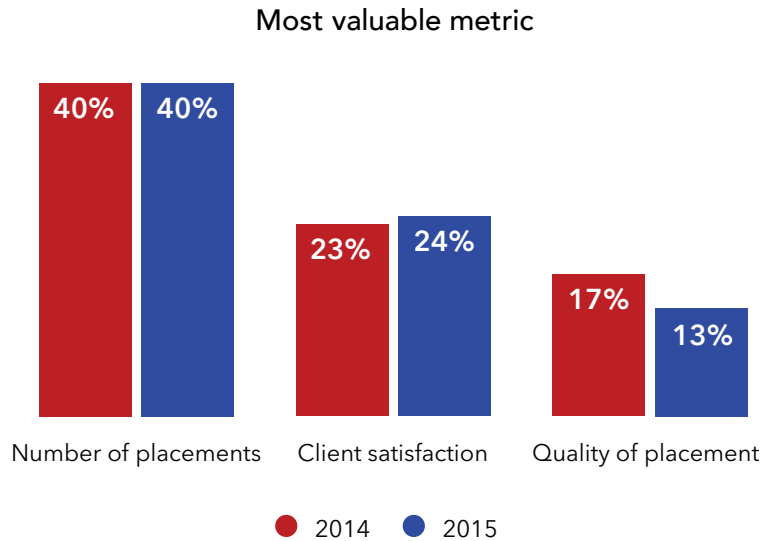
of recently polled professionals
are extremely interested in
hearing from staffing firms
([Talent Trends 2015](#))

Data: The key to
client partnerships



Firms still focused on number of placements

U.K. firms still consider number of placements to be the more valuable performance metric. However, their clients value quality of hire. Don't let quality of placement fall off the radar. Focusing on quality placements can further position your firm as a strategic partner.



35%

of talent acquisition leaders agree that quality of hire is the most important performance metric (U.K. Recruiting Trends 2016)

Lack confidence in tracking ROI

Most firms aren't confident in how they measure ROI on source of hire, considering only 9% feel their methodologies are "best in class." Firms who want to be a strategic partner to clients will get more clear on whether or not sources of hire are paying off.

How firms feel they track ROI on source of hire

2015

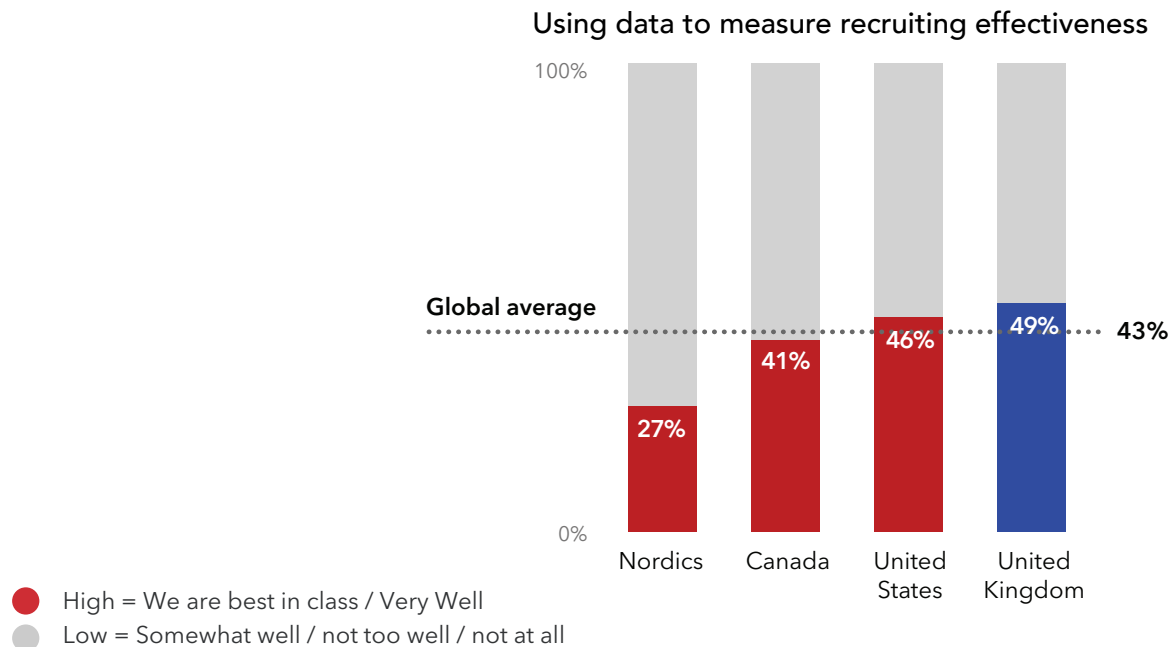


● Best in class ● Very well ● Somewhat well ● Not very well/Not at all ● Don't know

*Figures may not add to 100% due to rounding.

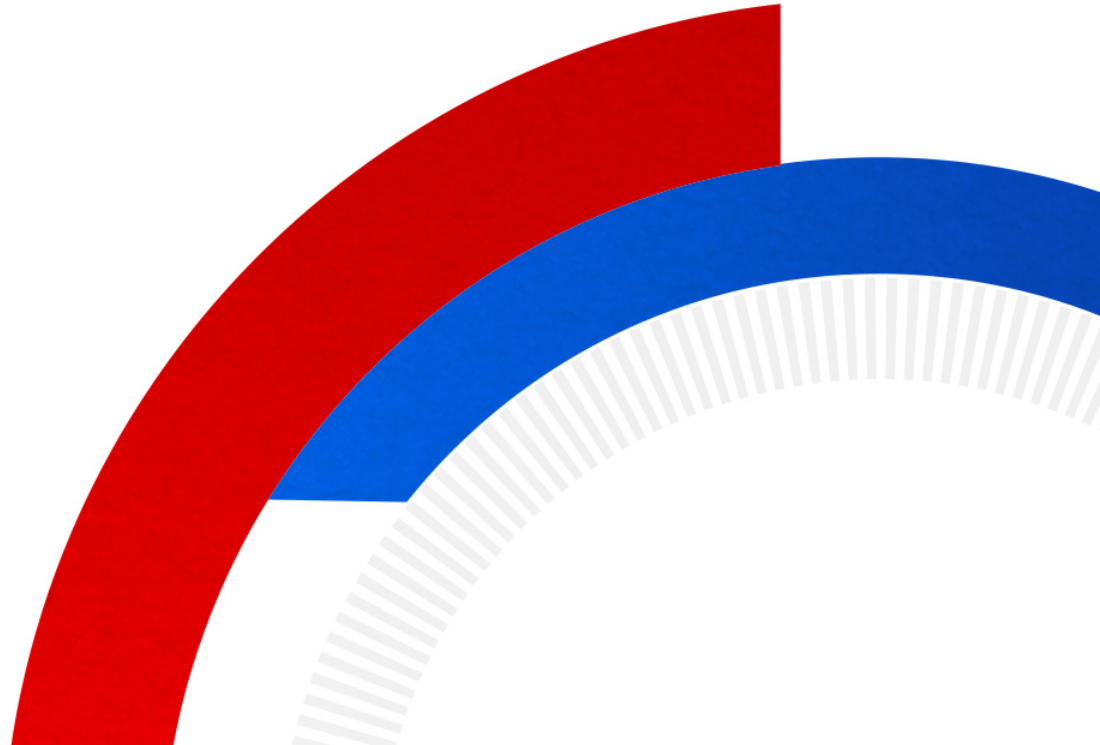
Opportunities ahead to use data strategically

While most firms don't use data to understand recruiting effectiveness and opportunities, U.K. firms are above the global average. If firms conquer this, they can better advise and serve clients.



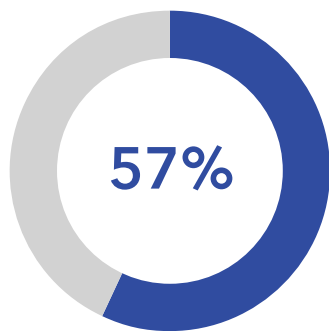
* In general, how well does your firm use data to understand recruiting effectiveness and opportunities?

Parting thoughts

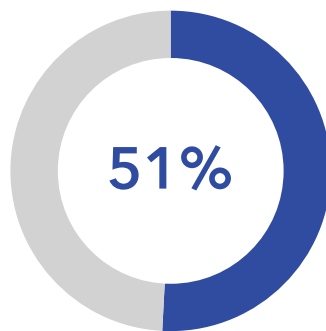


Recruiting trends to keep in mind

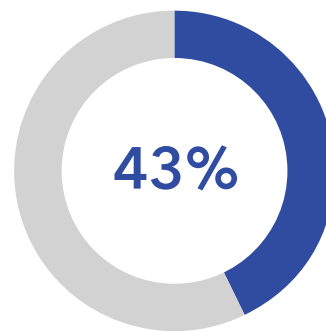
Looking ahead, recruitment firms consider sourcing passive talent, social professional networks, and building talent communities to be the most long-lasting trends. What's interesting is that all of these areas emphasise the importance of building strong relationships. The relationships firms have both candidates and clients will power recruiting success.



Finding better ways to
source passive candidates



Utilising social and
professional networks



Building communities or a
pipeline of talent

Put these insights into action

Now that you have the data, use it to plan for the future. Set yourself up for success by incorporating these trends and insights into your strategies. Start planning for next year, get buy-in from leadership and your team, and show off your strengths by using the data today:

1

Share the data. Present this report, or download all the graphs here to share these insights with your boss, CFO, team and direct reports.

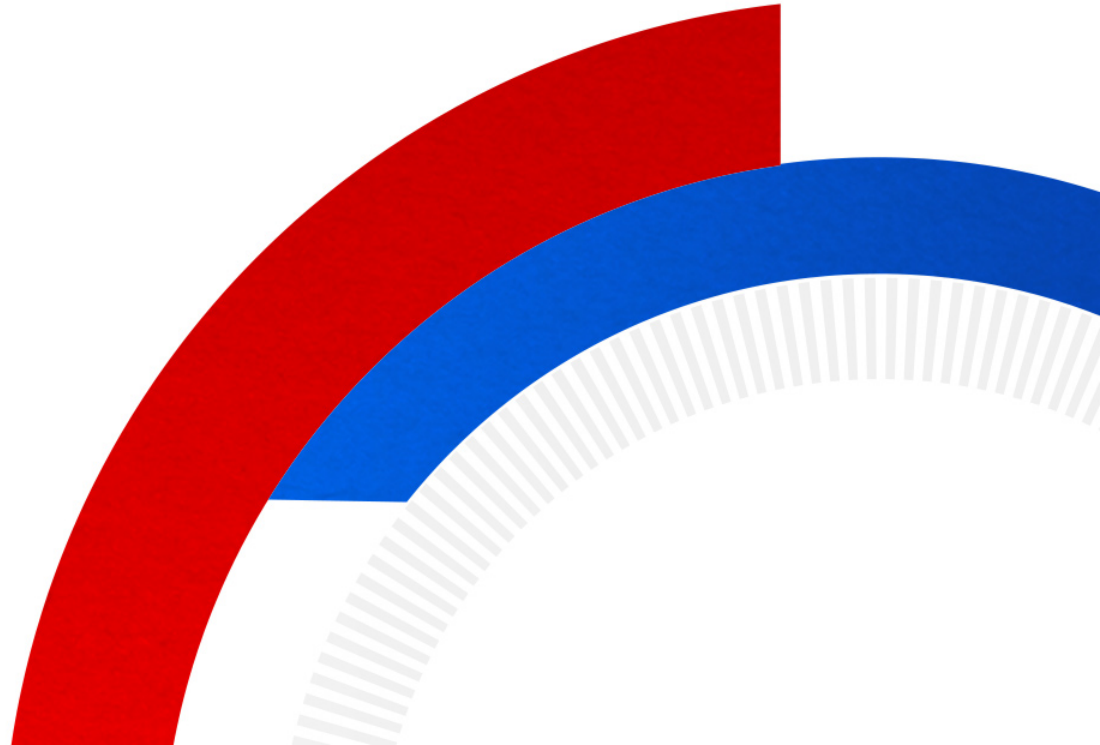
2

Download the global report. See what's trending at a global level. Visit our website to download the global reports.

3

Continue learning. Download the Business Development Playbook or scroll through searching and pipelining tips.

Methodology



About this report

We surveyed 1,659 search and staffing and recruitment firm decision makers. These individuals focus exclusively on sourcing, manage a recruitment team, or manage client relationships. These survey respondents are LinkedIn members who opted to participate in research studies. They were selected based on information in their LinkedIn profile and contacted via email.

We also compared historical Global Recruiting Trends research taken from 2011 – 2014, which had similar sampling criteria and methodology.

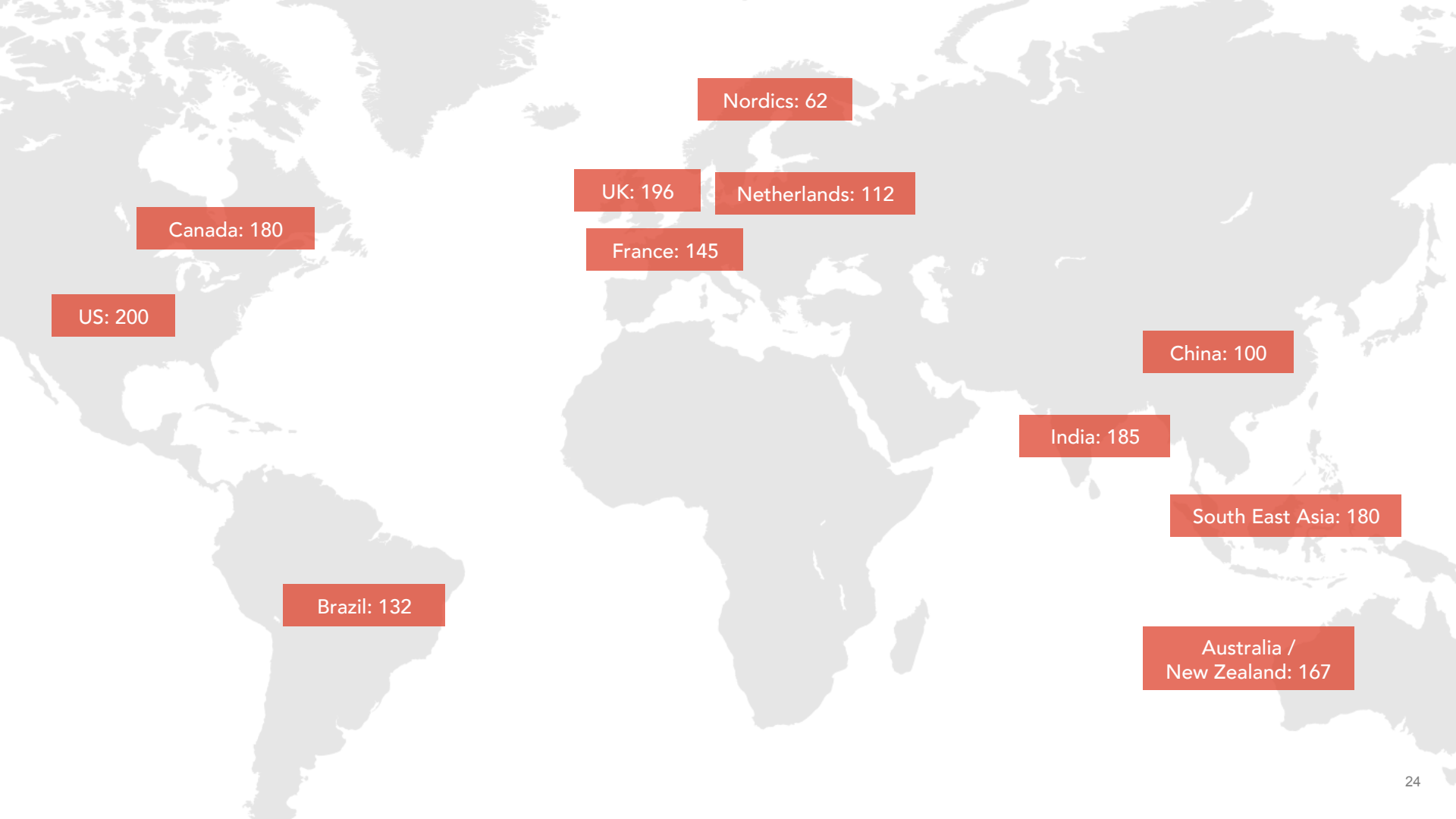
2014 Survey fielded August – September
1,994 global respondents

2012 Survey fielded May – July
1,656 global respondents

2013 Survey fielded August – September
1,537 global respondents

2011 Survey fielded April – June
1,055 global respondents

Learn what's trending around the globe. [Download the report](#) 



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 350 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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