

Talent Trends Report

April 2025

Data and insights correct as at 31st March 2025

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Hiring Headlines *

As at 31st March 2025

April 2025 - Recruiting Environment Summary:

The UK hiring market remains under pressure as economic uncertainty, tighter budgets and shifting workforce priorities continue to shape employer behaviour. Permanent placements have declined for over two years, with both permanent and temporary roles impacted. However, the pace of decline is beginning to ease, suggesting early signs of stabilisation.

At the same time, candidate availability has surged due to redundancies and fewer openings. This creates both opportunity and complexity for employers, especially in engaging and selecting the right talent. With signs of improving business confidence, now is a vital time for organisations to refine hiring strategies and build strong talent pipelines ahead of a potential rebound.

- 1. Substantial increase in staff supply amid redundancies**
- 2. Pay pressures remain historically subdued**
- 3. Demand for workers declines at softer, but still sharp pace**

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“At a time when global uncertainty is peaking and businesses are assessing the impact of market volatility alongside rising employment costs, the latest data demonstrates how the economic reality continues to weigh heavy on the labour market. With cost management a focus, those employers who are hiring are focused on securing the best talent...”

Jon Holt, Chief Executive and Senior Partner of KPMG in the UK

“Today’s report shows that there were some signs of progress in the jobs market in March... these figures were, if anything, slightly better than expected and suggest that there is potential in the market. Nevertheless, activity in the UK jobs market has now been subdued for almost two and a half years.

It is even more important now that the Government reconsiders the scale of rising costs of employment... A full review of the impact of the Employment Rights Bill and changes to simplify compliance costs, would be welcomed by businesses across the country.”

Neil Carberry, REC Chief Executive

*Data from S&P Global REC/ONS March 2025

Insights in Detail*

As at 31st March 2025

1

Substantial increase in staff supply amid redundancies

The sudden and significant increase in available talent due to widespread redundancies presents both an opportunity and challenge. While there is a larger pool to recruit from, this does not automatically translate into easier or faster hiring - especially when internal recruitment teams are lean or stretched.

Issues

Quality vs Quantity Challenge: With more job seekers applying to fewer roles, recruiters face the tough task of identifying top talent in a sea of applications. This volume can obscure strong candidates and put extra pressure on already time-limited hiring teams.

Longer Hiring Timelines: An influx of applicants can slow the recruitment process, with delays in shortlisting, complex scheduling and slower decisions. If unmanaged, this can reduce efficiency and weaken the candidate experience.

Employer Brand Pressure: High volumes mean every candidate interaction matters. Failing to respond or communicate clearly can quickly damage brand perception - especially in today's world of online reviews and social media.

2

Pay pressures remain historically subdued

While softer salary growth may ease financial strain in the short term, it creates a more complex hiring landscape - especially for critical or high-skill roles. Businesses must strike a balance between managing costs and maintaining competitive offers that attract the right talent.

Issues

Talent Flight Risk: With salaries flat or barely rising, top performers - especially in high-demand sectors - may start looking elsewhere. Feeling undervalued, particularly amid inflation and heavy workloads, makes employees more open to better-paying offers.

Difficulty Attracting Specialised and In-Demand Skills: Despite overall pay restraint, roles in tech, engineering, data and finance still demand premium salaries. If your compensation lags behind, attracting and keeping the right talent becomes a challenge, affecting long-term goals.

Impact on Engagement and Retention: Subdued salary growth can weaken morale. When staff see others joining on higher pay or feel their wages aren't keeping up, disengagement, turnover and cultural strain often follow.

*Data from S&P Global REC/ONS March 2025

Insights in Detail*

As at 31st March 2025

3

Demand for Workers Declines at a Softer, But Still Sharp Pace

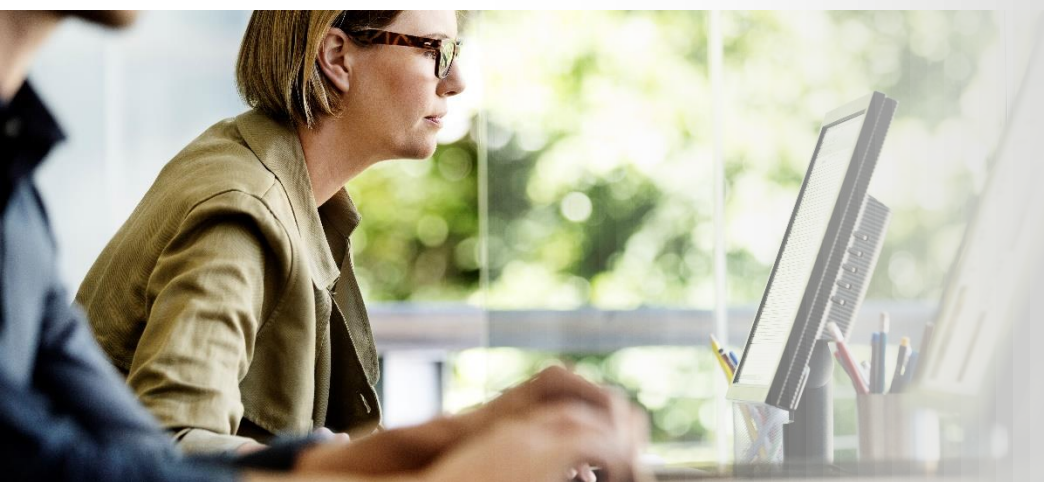
While the decline in hiring demand appears to be easing slightly, overall recruitment activity remains suppressed. Many businesses are delaying long-term hiring plans, taking a conservative approach until the economic outlook becomes clearer.

Issues

Strategic Growth Plans Delayed or Stalled: Companies looking to scale for new strategies, markets, or large projects may find their plans restricted. Hiring freezes and hesitancy around long-term commitments reduce agility and create a competitive disadvantage.

Loss of First-Mover Advantage in Hiring: In quieter markets, a 'wait and see' mindset can lead to missed opportunities. Businesses that keep engaging future-fit candidates now will be better positioned when demand returns, avoiding a scramble for talent later.

Under-utilisation of Internal Talent Acquisition Teams: Fewer vacancies often leave in-house recruitment teams struggling to show ROI. This can lead to downsizing or disengagement, limiting their ability to build pipelines, improve branding, or maintain candidate experience.



Next steps: Turn uncertainty into opportunity

In a market where hiring is slower but candidate availability is high, a trusted recruitment partner, like Gerrard White, can make a real difference.

Here's how we're supporting clients through this period:

- **Sourcing high-quality candidates quickly:** With more active job seekers than usual, we help you cut through the noise and present only the most relevant, well-matched individuals for your roles
- **Providing flexible hiring solutions:** Whether you need temporary cover, fixed-term contracts or short-notice placements, we can move fast to fill gaps without long-term commitment
- **Offering real-time market insights:** From salary benchmarking to market insights, we give you a clear view of the market so you can make confident, informed hiring decisions
- **Keeping your hiring process moving:** We manage the time-consuming admin - from screening and shortlisting to interview feedback - so your team can stay focused
- **Protecting your brand during low-volume hiring:** Even if you're not hiring in volume, we ensure every candidate interaction reflects your values, helping you stay attractive in the market

Whether you're actively hiring or planning ahead, we can help you stay agile, efficient, and ready for whatever the market brings next.

With candidate availability high due to redundancies and hiring cutbacks, as a business you have a unique opportunity to build relationships, strengthen your employer brand, and lay the groundwork for a **faster return to hiring**.

Here's our top tips:

- **Don't go quiet** - engage your talent pipeline even if you're not actively hiring
- **Review your recruitment process** - delays or gaps now will cost you later
- **Use this time to benchmark roles, salaries, and internal hiring capability**

Talent. Delivered. Fast.



At Gerrard White (part of the GWV Group), we are redefining recruitment by prioritising genuine relationships and personalised engagement over transactional processes. Going the extra mile is in our DNA. Our expert recruiters go above and beyond what clients and candidates expect from a traditional recruitment agency. Through our transparent and reliable approach, we build relationships that last. With vast expertise in the insurance and financial service sectors and across the legal, data and tech job market, our consultants excel in understanding market dynamics, building networks, and delivering innovative solutions.

For clients, we quickly source and select the very best talent from our vast network of candidates, ensuring cultural and skills fit within your time and budget constraints. For candidates, we open doors to diverse opportunities, matching aspirations with roles that align with their needs and expectations.

We believe in a consultative approach, working in partnership with our clients to deliver exceptional talent time and again. Our dedication to understanding industry challenges, coupled with our compliance expertise, ensures comprehensive workforce solutions for clients and candidates alike.

At Gerrard White, people come first. We thrive on building genuine relationships, continuous communication and personalised engagement. Choose us as your partner for legal, tech, SAP, and insurance talent needs across the UK, Europe, and the US.

Let us help you find the talent you need for tomorrow, **today.**

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