

21st Annual Blue Book™ highlights unprecedented changes in UK/EU working trends

Impact of A.I On Recruitment Industry increasing noticeably

London, July 15, 2025. The 2025 Blue Book™ Survey which will be published later this year is set to reveal seismic changes in the UK Support Staff industry. Now in its 21st year, the Blue Book™ 2025 is an in-depth survey of employers and candidates conducted by the UK's leading support staff recruiter, Angela Mortimer.

The spotlight this year is firmly on the transformative effects of artificial intelligence within the recruitment sector. As industries across Europe adapt to rapid technological advancements, the Blue Book™ positions itself as an essential resource for understanding these changes. It delves into the evolving dynamics between employers and employees, offering a nuanced perspective on the shifting expectations that define the modern workplace.

The survey will question hundreds of clients and candidates from across all major sectors in the UK, France and Brussels. As well as data covering the latest salary and benefits offered by employers across the regions, the survey aims to bridge the expectation gap between candidates and businesses.

The survey aims to bridge the gap between emerging trends and actionable insights, equipping businesses and professionals with the tools to navigate this transformative period. By analysing the interplay between AI-driven innovation and traditional recruitment methodologies, the publication seeks to redefine workforce management strategies.

The Blue Book data is collated by 5 companies within the Angela Mortimer Recruitment Group, operating across London, Birmingham, Paris and Brussels.

Companies use the data obtained to give them a competitive advantage in the recruitment process by providing invaluable insights into employment trends, competitive innovations, employee retention and talent acquisition.

The survey will also examine how AI is transforming candidate sourcing, matching algorithms, and interview processes, offering employers more efficient ways to identify and engage with top talent. It seeks to shed light on how these innovations can improve metrics like hiring speed while keeping human-centric approaches intact. Furthermore, the Blue Book™ will assess the balance between automation-enhanced accuracy and the need for personalised, empathetic recruitment experiences that resonate with candidates. This exploration is particularly timely, given the heightened focus on adaptability and resilience in the face of change.

The Blue Book provides in-depth analysis of:

- Market Sentiment
- Market Growth
- The priorities for HR
- Key trends in the world of work
- Employee priorities

- Employer priorities
- Careers & temporary work

As organisations increasingly rely on AI-based tools, questions around ensuring AI compliments rather than replaces human judgment have become central to the dialogue. Furthermore, there is growing recognition of the need to integrate AI advancements with robust diversity and inclusion frameworks to support equitable opportunities.

This evolution towards AI-driven processes is shaping recruitment strategies, particularly in addressing biases and improving inclusivity. Employers are increasingly leveraging advanced technologies to identify top talent while ensuring fairness and objectivity in assessments. These systems, when paired with human oversight, allow for a nuanced evaluation of candidates, combining efficiency with empathy to better meet organisational needs.

The Blue Book is expected to reveal further insights into coming trends for next year, including:

- The role of AI in recruitment
- Employee Expectations
- What will businesses do differently to retain talent, in a talent-shortage market?

"The insights gathered from this survey provide invaluable knowledge for organisations navigating the dynamic landscape of the support staff industry. By understanding current challenges and future trends, businesses can adapt their strategies to attract, retain, and engage top talent," says John Mortimer, CEO.

The full report, including detailed findings and analysis, will be available on the Angela Mortimer website www.angela-mortimer.com

About Angela Mortimer:

Angela Mortimer was founded by John and Angela Mortimer in 1976. Now one of Europe's leading quality office staff recruitment agencies, Angela Mortimer currently has offices in its London, Birmingham, Paris and Brussels. The company is one of the most prolific staffing businesses in Europe, placing over 2,500 individuals in career enhancing positions each year.

The company specialises in the recruitment for permanent and temporary roles for a full range of office support and executive staff starting at graduate entry through to executive level. The company places individuals in roles such as Executive Assistants, PAs, Team Assistants, Administration, Reception, and other Office Support and Executive roles including HR, Legal, Media and multi-lingual roles.

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