



Employer Tracking Survey 2012 – Summary of Results

As a partner in the Sector Skills Council and as an Industrial Training Board, CITB-ConstructionSkills NI's mission is to develop and embed a training culture which will improve the skills and productivity of the Northern Ireland construction industry.

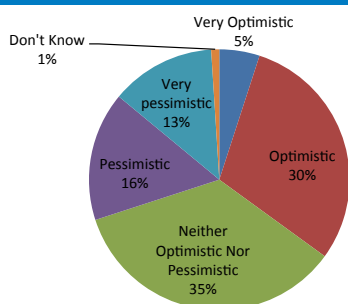
To fulfill this remit, CITB-ConstructionSkills NI provides various services to the construction industry in Northern Ireland and needs to be able to demonstrate that it has the approval and support of the industry.

It does this through an annual survey consisting of 100 telephone interviews with construction sector employers in Northern Ireland. Fieldwork took place in August / September 2012.

BUSINESS PERFORMANCE

49% of firms in the survey had experienced a decrease in turnover in the last 2 years, an improvement on the 66% found in 2011.

Sales & Turnover for the Next 12 Months



SKILLS AND TRAINING

Most employers (43%) were unable to suggest anything when asked what were the most important skills issues facing the industry, implying that skills are not currently seen as a key priority. Nineteen percent indicated the downturn was an issue.

Nine percent of employers reported having some of their workforce that lack the necessary skills to do their job, down from 19% in 2011.

63% of employers had funded or arranged training or development for any staff in the last 12 months (57% in 2011), much higher than in Great Britain (43%).



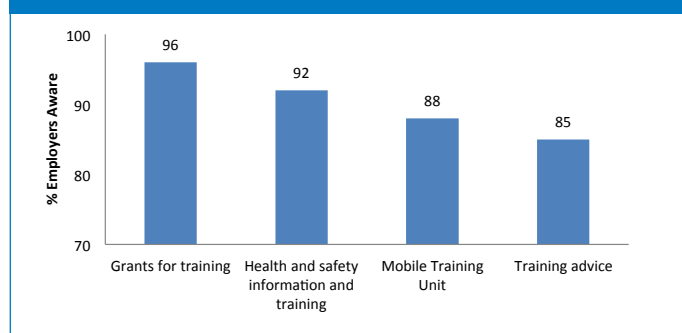
NORTHERN IRELAND



AWARENESS, USE AND SATISFACTION WITH SERVICES

78% of employers were aware that CITB Northern Ireland is now part of the Sector Skills Council ConstructionSkills. This is a large increase on 2011 (60%). Most of those aware feel they have a good (42%) or adequate (38%) understanding of the role of ConstructionSkills.

Prompted Awareness of Services (Top 4)



68% had used at least one CITB-ConstructionSkills NI service in the last 12 months, similar to 2011 (64%) and 2010 (65%). Fifty four percent of employers had received grants in the last 12 months.

Satisfaction levels with services aimed at employers are generally high, with mean scores of 4.0 to 4.3 (on a scale of 1-5). The Mobile Training Unit received the highest rating (4.7).

Employers were also asked about their awareness of the Qualifying the Existing Workforce programme and 52% were aware, rising to 80% among employers with 50+ staff.

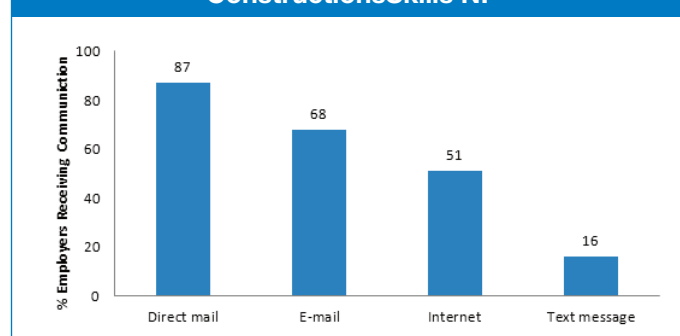


COMMUNICATIONS

98% of employers had heard or seen information about CITB-ConstructionSkills NI in the last 12 months.

60% of employers had visited the CITB-ConstructionSkills NI website in the last 6 months (49% in 2011). The main reasons for visiting the site were grant scheme information (58%), looking for information on courses and training (28%), or completing a Levy Return (12%). The overall rating of the website was 3.9 out of 5, with 75% satisfied with it.

Ways Employers Heard About CITB-ConstructionSkills NI



The 2012 survey highlights an important change in the proportion who would like to receive information via e-mail (58% vs. 24% in 2009), which is for the first time higher than the proportion wanting information in the post (49% vs. 64% in 2011).

66% of employers were aware that CITB-ConstructionSkills NI has been running a series of employer events. 23% of employers (or 35% of those aware) had attended one of these events. 91% of attendees felt the events gave them the information they expected or needed.

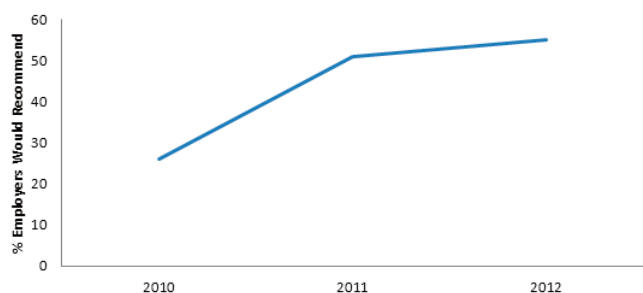


OVERALL OPINIONS OF CITB-CONSTRUCTIONSKILLS NI

59% of employers were satisfied with the overall service CITB-ConstructionSkills NI provides to the industry and 14% were dissatisfied (similar to 2011). The main reasons for dissatisfaction were resentment of the levy (7 responses), and perceived excessive bureaucracy (3 responses).

Employers were very positive about their interactions with CITB-ConstructionSkills NI staff for being helpful and polite (81% satisfied), being fair and accessible (65%), listening to customers and reflecting this in its products and services (59%) and being accountable (55%).

Percentage Employers Would Recommend CITB-ConstructionSkills NI

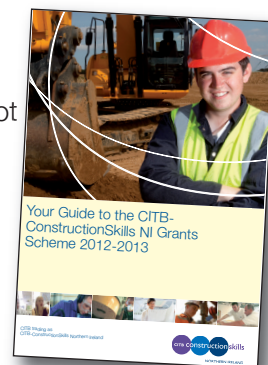


SUPPORT FOR THE LEVY AND GRANT SYSTEM

75% of employers think the Levy-Grant system is important for maintaining the level and quality of training within the industry as a whole (69% in 2011). Fewer (61%) think it plays an important role in maintaining the level and quality of training within their own firm (54% in 2011).

68% of employers believe the Levy-Grant system should continue, slightly lower (though not significantly so) than the 2011 figure of 71% and in line with 2010 (69%). In GB the level of support is lower at 62%.

For a copy of the full report go to the Research and Development section of our website www.citbcsni.org.uk.



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