



**IFF Research**

# Research Report Employer Tracking Survey 2013

Prepared for **CITB-ConstructionSkills NI**

By **IFF Research**

February 2014





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Contact details

Mark Winterbotham, Ben Davies, Charlie Taylor & Marc Cranney  
IFF Research Ltd  
Chart House  
16 Chart Street  
London N1 6DD  
Tel +44(0)20 7250 3035



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## 1 Introduction

- 1.1 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.
- 1.2 To fulfil 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.
- 1.3 To this end, IFF Research was commissioned to undertake the 2013 Employer Tracking Survey. The specific objectives of the research were to:
  - Measure employer awareness, understanding and satisfaction with the range of products and services offered by CITB-ConstructionSkills NI
  - Assess views of communication received from CITB-ConstructionSkills NI
  - Assess the level of support for the continuation of the Levy-Grant system
  - Gauge perceptions of the value that CITB-ConstructionSkills NI adds to the industry's training culture
  - Understand more about training behaviour and attitudes to training.



## Methodology

- 1.4 To ensure maximum comparability, the methodology for the 2013 survey closely replicated that used for the 2006 to 2012 Employer Tracking Surveys, and consisted of 104 telephone interviews with construction sector employers in Northern Ireland.
- 1.5 Quotas were set for company size (0-9, 10-49 and 50 plus staff) and grant status (grant receivers or not over the last 12 months) in order to ensure that the sample reflected the profile of the database of Northern Ireland levy payers, from which the sample was drawn.
- 1.6 The profile of the achieved sample was as follows:
  - 0-9 staff: 62 interviews;
  - 10-49 staff: 33 interviews;
  - 50+ staff: 9 interviews;
  - Grant recipient: 59 interviews
  - Non-recipient: 45 interviews.
- 1.7 Fieldwork took place from 31<sup>st</sup> October to 22<sup>nd</sup> November 2013. All interviewing was conducted from IFF's telephone centre in London. The questionnaire used for the study is appended.
- 1.8 No weighting has been applied to the survey data.
- 1.9 Note that for a survey sample of 104 interviews, the standard error is approximately +/- 9.6% at the 95% confidence level, hence some caution is needed when interpreting the results. In comparing 2013 with 2012 results, each based on 104 and 100 interviews respectively, in the worst case scenario from a statistical reliability point of view of a survey result of 50% in 2012, then the survey result in 2013 would need to be +/- 14% to be statistically significant at the 95% confidence level.
- 1.10 In the report comparisons are made with the Northern Ireland Employer Tracking studies conducted in 2011 and 2012, both of which employed similar methodologies. The 2012 study, for example, involved 100 telephone interviews with employers in Northern Ireland conducted from 16<sup>th</sup> August to 17<sup>th</sup> September 2012.

## **2 Management Summary**

- 2.1 This report presents the findings of a survey of 104 construction sector employers in Northern Ireland conducted in October and November 2013 and compares results with the 2011 and 2012 Employer Tracking Surveys.

### **Skills issues facing the Construction Industry**

- 2.2 The most important skills issues facing the industry in the coming year or so were felt to be a shortage of skilled labour (35%), training-related issues (22%) and a lack of young people coming into the industry (15%). The proportion mentioning each has risen sharply since 2010-2012: in 2012 each of these three factors were mentioned by 10% of employers. Mentions of the economic downturn fell from 21% in 2012 to 13% in 2013 suggesting signs of recovery, and an increase in skills challenges. Indeed the proportion of employers unable to suggest anything as a skills issue has fallen significantly since 2012 (from 43% to 24%).

### **Skills gaps in their own firm**

- 2.3 Overall, 11% of employers reported having some of their workforce lacking the necessary skills to do their job, similar to 2012. Despite the increases in labour shortages reported as a skills issue, just 10% indicated that they were experiencing any recruitment difficulties at the time of the study, again similar to 2012 (8%) and 2011 (10%).

### **Training activity**

- 2.4 Seven in ten employers had funded or arranged training or development for any staff in the last 12 months (71%), an increase from 2012 (63%) though not statistically significant. Predictably size is a key determinant of training activity. Among firms with fewer than 10 staff, 58% had funded or arranged any training, compared with 90% among those with 10 or more staff.
- 2.5 As in 2012 and 2013, meeting health and safety requirements, helping employees meet new responsibilities, and maintaining employee credentials and certifications were the key motivations for providing training.

### **Awareness, use and satisfaction with CITB-ConstructionSkills NI and its services**

- 2.6 Once prompted, nearly all employers were aware that CITB-ConstructionSkills NI provides grants for training (93%), and health and safety information and training (91%), training advice (87%) and the mobile training unit (86%).
- 2.7 Awareness that CITB-ConstructionSkills NI is involved in promoting and supporting IIP achievements, working with schools to promote construction careers to young people and their influencers, conducting and providing labour market intelligence and research, and projects funded by external sources were the only services

which, when prompted, fewer than half of employers were aware it provides (with awareness of between 36% and 47%).

- 2.8 Overall two-thirds of employers (67%) had used at least one product or service, very similar to the level in 2012 (68%) and 2011 (64%).
- 2.9 Half of employers indicated that they had used health and safety information and training from CITB-ConstructionSkills NI, or received grants for training in the last 12 months (each 51%). These have been the two most commonly used services since 2005.
- 2.10 Satisfaction levels with products and services are generally high, with mean scores for each service usually in the 4.0 to 5 range (on a 1-5 scale). Satisfaction was particularly high for management training courses, craft training courses and the mobile training unit; across all three services all employers having used them were satisfied (though base sizes are low for each). Ratings were a little lower in relation to services aimed at the industry in general (such as promotion work in schools), but still positive, in the 3.5 to 3.9 range.

### **Communication**

- 2.11 As in 2011 and 2012, nearly all employers had heard or seen information about CITB-ConstructionSkills NI in the last 12 months (96%). Direct mail remains the main channel of communication, mentioned by 83% of employers, slightly lower than the 87% in 2012 and 90% in 2011. Around two-thirds (65%) had heard about the organisation via e-mail, similar to 2012 (68%), but a long way above the level in 2011 (48%). In addition, there has been an increase in the proportion hearing about CITB-ConstructionSkills NI via the internet since 2011 (53%, similar to 2012 but up from 33% in 2011). The proportion who had heard about the organisation via text message has also seen a continued increase (8% in 2011, 16% in 2012, and 26% in 2013).
- 2.12 Half of employers had visited the CITB-ConstructionSkills NI website in the last 6 months (51%), lower than in 2012 (60%), but in line with 2011 (49%). The main reasons for accessing the site were for grant scheme information (36% of all employers), looking for information on courses and training (24% of all employers) or completing a Levy Return (5% of all employers).
- 2.13 Satisfaction with the website is generally high: 75% thought it good/very good and just 2% poor/very poor. It is rated particularly highly for being clear and easy to understand (89% thought this good, none poor) and having the information required (87% thought it good in this respect). In relative terms it is rated less well for it being appealing (64% rated this good/very good and 6% poor) and being up to date (72% good/very good vs 8% poor).
- 2.14 Overall four-fifths of employers (81%) recalled receiving communications in the past 12 months informing them about products and services (similar to the 2012 figure of 85%). Most recipients were satisfied that the information about products

and services had clear guidance on what to do next (81%), a recognisable style and design (76%), easy to understand information (76%), is attention grabbing (62%), has the right amount of information (63%), and has a good format (58%). Employers were least positive (as in 2011 and 2012) about the information being relevant and appropriate to their needs (46% rated this good but 21% felt it poor).

- 2.15 When asked what their preferred method is for receiving information and communication from CITB-ConstructionSkills NI, the 2013 survey shows the continuation of a trend that first appeared in 2012. The proportion wanting information via e-mail (61% which has gradually increased from 24% in 2009) has continued to out-weigh the proportion preferring information in the post (46%, down from 49% in 2012 and 64% in 2011).
- 2.16 Most recipients feel they get about the right amount of information (73%), with similar proportions feeling they received too much (12%) and too little (13%), suggesting the balance is about right.

### **Employer events**

- 2.17 Two-thirds of employers (65%) were aware that CITB-ConstructionSkills NI has been running a series of employer events, almost identical to the proportion aware in 2012 (66%). Overall 19% of all employers had attended one of these events. Nearly all attendees (95%) felt the events gave them the information they expected or needed. The areas that had been found most useful were the information on grants (30%), information on health and safety (25%) and training advice (20%). Over three-fifths of all employers (62%) expected to attend future events.

### **Overall views of CITB-ConstructionSkills NI**

- 2.18 Employers were generally satisfied with how CITB-ConstructionSkills NI serves the industry. As in previous years, employers were most positive about the organisation being easy to deal with (70% satisfied). On all other measures satisfaction is similar or slightly higher to levels found in 2012.
- 2.19 Regarding the overall service CITB-ConstructionSkills NI provides to the industry, approaching two-thirds were satisfied (63%) and 14% dissatisfied; again very similar to 2012. The most frequently mentioned reasons for dissatisfaction was that it was too expensive (5 respondents) and resentment of the levy payment (4 respondents).
- 2.20 Employers were very positive about their interactions with CITB-ConstructionSkills NI for staff being helpful and polite (87% satisfied). In *relative* terms satisfaction was lower for listening to customers and reflecting this in its products and services (63% satisfied, a mean score of 3.6 similar to 2011 and 2012) and for being fair and accessible (67% satisfied, and a mean of 3.6 – this represents a significant fall in the mean score from 2012 when it stood at 4.0).



- 2.21 Overall satisfaction with the service provided to their company is reasonably high: almost two-thirds of employers were satisfied (63%), while 12% were dissatisfied. The mean score (3.9) was similar to 2012 (3.8).

### **Grants and support for the Levy-Grant system**

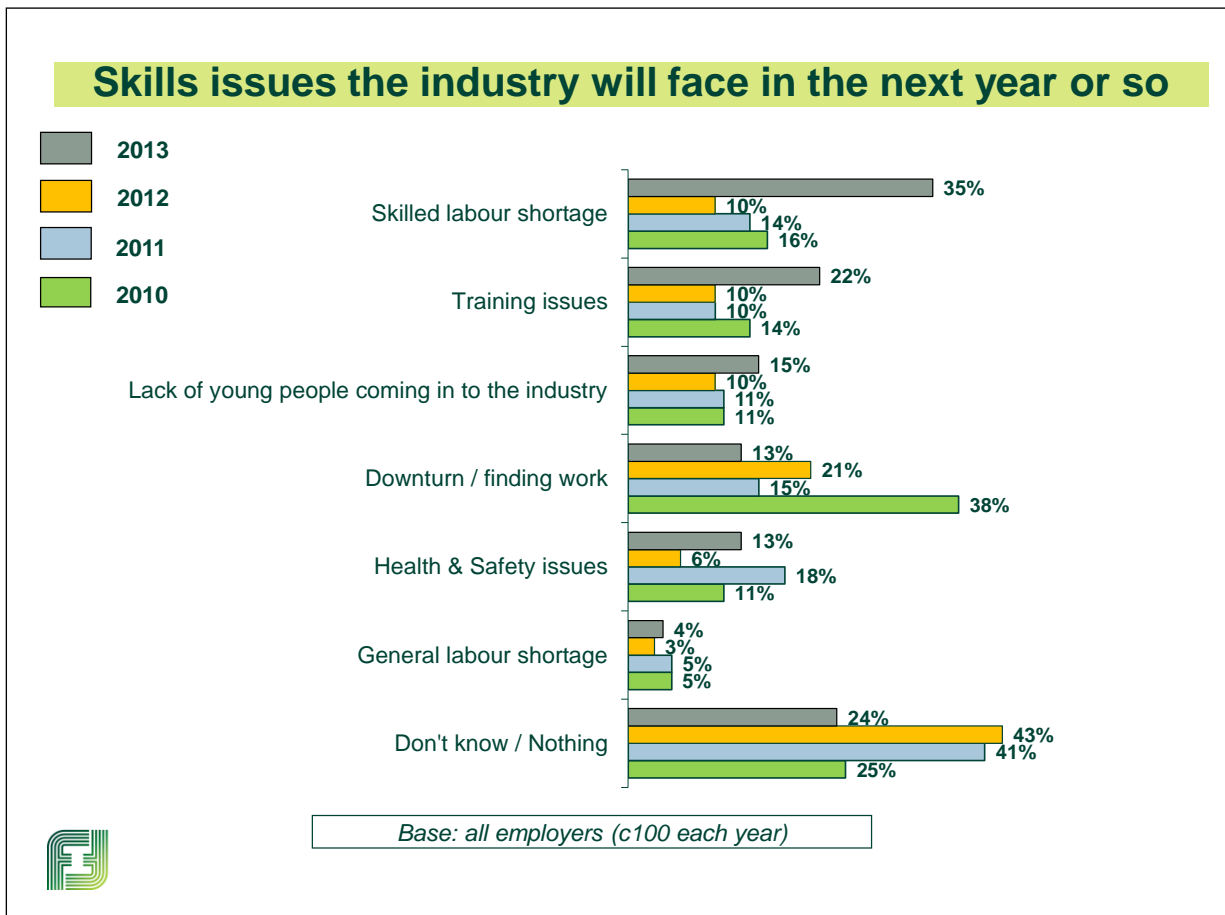
- 2.22 Two-thirds of employers think the Levy-Grant system is important for maintaining the level and quality of training within the *industry* as a whole (66%, down from 75% in 2012, closer to the 69% in 2011), and three-fifths think it plays an important role in maintaining the level and quality of training within their own firm (59% similar to the 61% in 2012). Predictably the perceived importance of the Levy-Grant system for their own firm is higher among recipients of grant in the last 12 months (76% regard it as important for maintaining their training levels).
- 2.23 Encouragingly many more think if there was no statutory body providing grants for training then training, progress towards a qualified workforce, availability of skilled labour and recruitment difficulties would get worse rather than improve. Training within the industry was seen as the area that would suffer the most without grants, with just under four-fifths of employers feeling the levels of training would reduce (78%). Progress towards a qualified workforce and the availability of skilled labour were also seen as key areas that would suffer without grant provision (by 68% and 57% respectively).
- 2.24 Almost three-quarters of employers believe that the Levy-Grant system should continue (74%), higher (although not significantly so) than the 2012 figure of 68%, and the highest level since 2006 (75%). The level of support for the Levy-Grant system is higher than the level found across Great Britain in 2013 (69%). Predictably, grant recipients were far more likely to support continuation (85%) than non-recipients (60%).

### 3 Skills and training issues

3.1 This chapter discusses skills and training issues, covering the training that firms have undertaken over the last 12 months, as well as the barriers to investing in (more) training, and the skills issues which they believe the industry will face in the next few years. This provides context to understand the market for CITB-ConstructionSkills NI's products and services now and in the near future.

#### Skills issues facing the industry

3.2 Employers were asked what they considered to be the most important skills issues facing the industry in the next year or so. Results on this spontaneous question are shown on the following chart.



3.3 Around a quarter of employers (24%) either did not know of or did not feel that there were any particular skills issues facing the industry in the next year or so, significantly lower than the proportion found in 2012 (43%) or 2011 (41%), and suggesting gradually increasing skills challenges. The most common skills issue for the coming years was felt to be a shortage of skilled labour (35%), an issue that has increased significantly since 2012 (10%).

- 3.4 Over a fifth of employers mentioned training-related issues (22%), again significantly more than mentioned this in 2012 (10%). The proportion of employers mentioning a lack of young people coming into the industry (15%), and health and safety issues (13%) have also increased since 2012.
- 3.5 Mentions of skills issues relating to the downturn and a lack of work (such as reduced training in the industry) have decreased (from 21% in 2012 to 13% this year), again suggesting that as the economy picks up employers expect increased skills challenges.
- 3.6 Only 5% of employers spontaneously mentioned low carbon technology or sustainability (or closely related issues) as an important skill issue in the industry. This has increased from 2012 when mentioned by 1% of all employers, suggesting this may be an issue to monitor in the future.

### **Skills gaps in their own firm**

- 3.7 Overall, 11% of employers reported having some of their workforce not fully proficient, little change from 2012 (9%).
- 3.8 Despite the increase in the proportion mentioning skilled labour shortages as a skill issue facing the industry in the next year or so, just 10% of employers indicated that they were experiencing any recruitment difficulties at the time of the study, no significant change from 2012 (8%) or 2011 (10%).

### **Training activity**

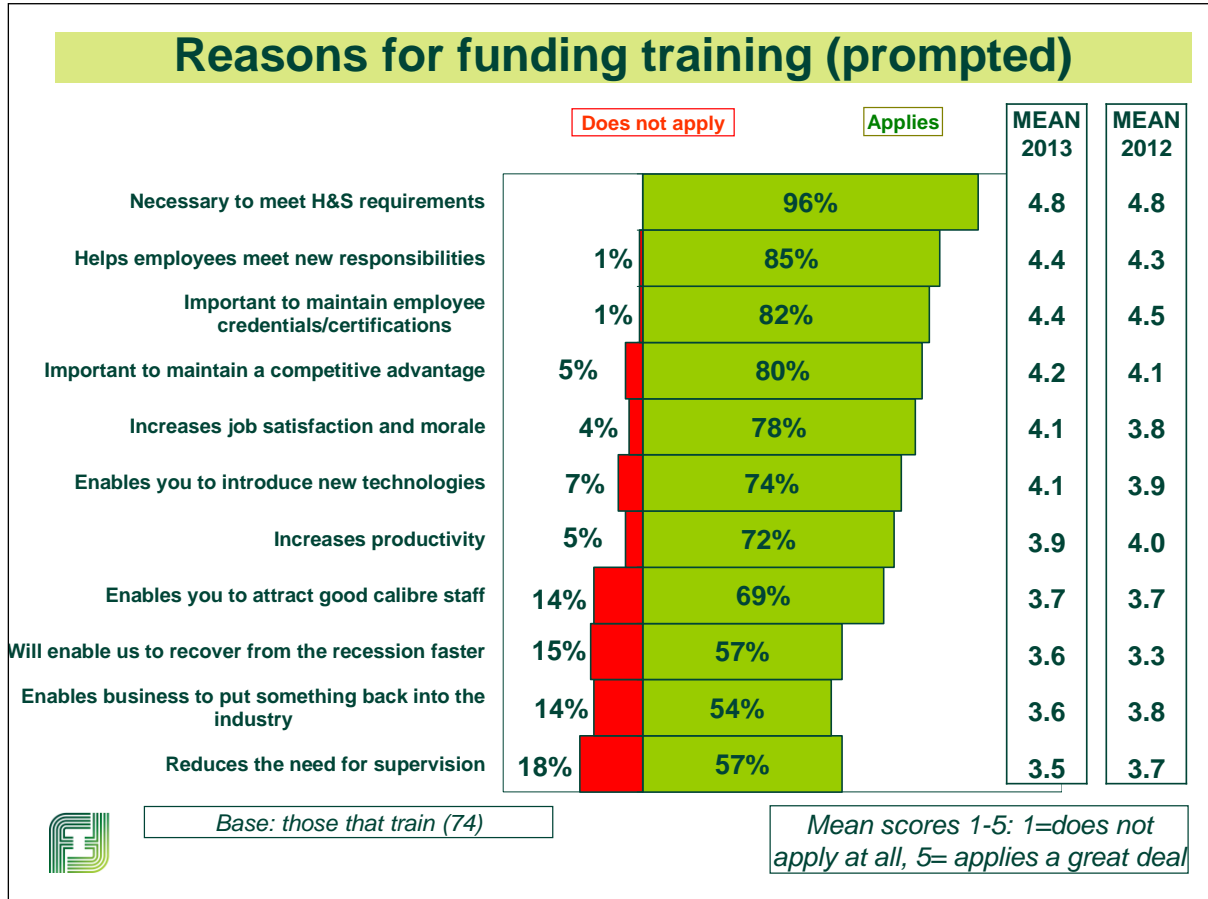
- 3.9 Seven in ten employers interviewed had funded or arranged training or development for any staff in the last 12 months (71%); a sizeable but non statistically significant increase compared with 2012 (63%). Employers were a little more likely to have provided off-the-job training (62% of all employers) than on-the-job / informal training and development (42%) – a third of all employers (33%) had provided both.
- 3.10 Predictably size is a key determinant of training activity. Among firms with fewer than 10 staff, 58% had funded or arranged any training, compared with 90% among those with 10 or more staff.

3.11 The following table shows for 2013 and 2012 the types of training activity undertaken, with figures based on all employers and then just those that train. Just under half of all employers in 2013 (48%, equivalent to 68% of those providing any training) had put staff through a formal training programme in the last 12 months, a decrease from 2012. Two-fifths of all employers had trained some staff towards a nationally recognised qualification (39%) and / or created or developed a training plan (38%), both very similar to the findings in 2012.

<b>Training activity in the last 12 months (prompted)</b>				
	<b>2013</b>		<b>2012</b>	
	All employers	Those that train	All employers	Those that train
<i>Base:</i>	104	74	100	63
	%	%	%	%
<b>Any training</b>	<b>71</b>	<b>100</b>	<b>63</b>	<b>100</b>
Put any of workforce through a training programme	48	68	54	86
Any in the last 12 months to a nationally recognised qualification	39	55	35	56
Created a training plan	38	53	35	56
Taken on an apprentice	16	23	18	29

3.12 Around one in six employers (16%) indicated that they had taken on an Apprentice in the last 12 months, close to the figure found in 2012 (18%).

3.13 As in 2012 and 2011, meeting health and safety requirements, helping employees meet new responsibilities, and maintaining employee credentials and certifications appear to be the key motivations for providing training. Other important motivations are to give the firm a competitive advantage, to increase job satisfaction and morale, to enable the introduction of new technologies and for increasing productivity. The following chart shows the extent to which firms that train said a number of potential reasons for training apply to them. This is a prompted question. For simplicity those answering don't know or those who were neutral about a statement are not shown.



3.14 Almost three-fifths (57%) of those that train think training will help them recover from the recession quicker (compared to 15% that think it will not help). This has increased considerably since 2012 when mentioned by 43%. Employers seem more positive about the potential impact of training in this regard as they look to respond to the upturn in the economy.

3.15 Employers that provide training also appear more positive about the impact of training on increasing job satisfaction and morale than last year. Just under four-fifths of employers in 2013 mentioned this as a reason for training (78%), significantly higher than in 2012 (62%).

3.16 Three-fifths of employers that train (59%) would have liked to have undertaken more training over the last 12 months than they were actually able to arrange.

- 3.17 The two most common barriers to (more) training are the disruption to work patterns it causes (55%) and the cost (48%).
- 3.18 The barriers to providing any / more training are presented in the following table. All respondents were read a list of statements and asked the extent to which each was a barrier to them training at all, or training more than they do, using a scale of 1-5 where 1 is not at all and 5 is a very significant barrier. The proportion answering a 4 or a 5 is shown on the following table with comparative figures from 2012.

<b>Barriers to any / more training (prompted)</b>		
<i>Base: all employers (104 in 2013, 100 in 2012)</i>	<b>2013</b>	2012
	%	%
Disruption to work patterns	<b>55</b>	43
Financial cost	<b>48</b>	49
Concern that acquisition of new skills may lead to higher wage demands	<b>32</b>	30
Reluctance of staff to take up training opportunities	<b>30</b>	23
Concern that may make staff more susceptible to being poached	<b>28</b>	28
Lack of suitable training provision	<b>25</b>	19
Lack of knowledge about what provision is available	<b>23</b>	17

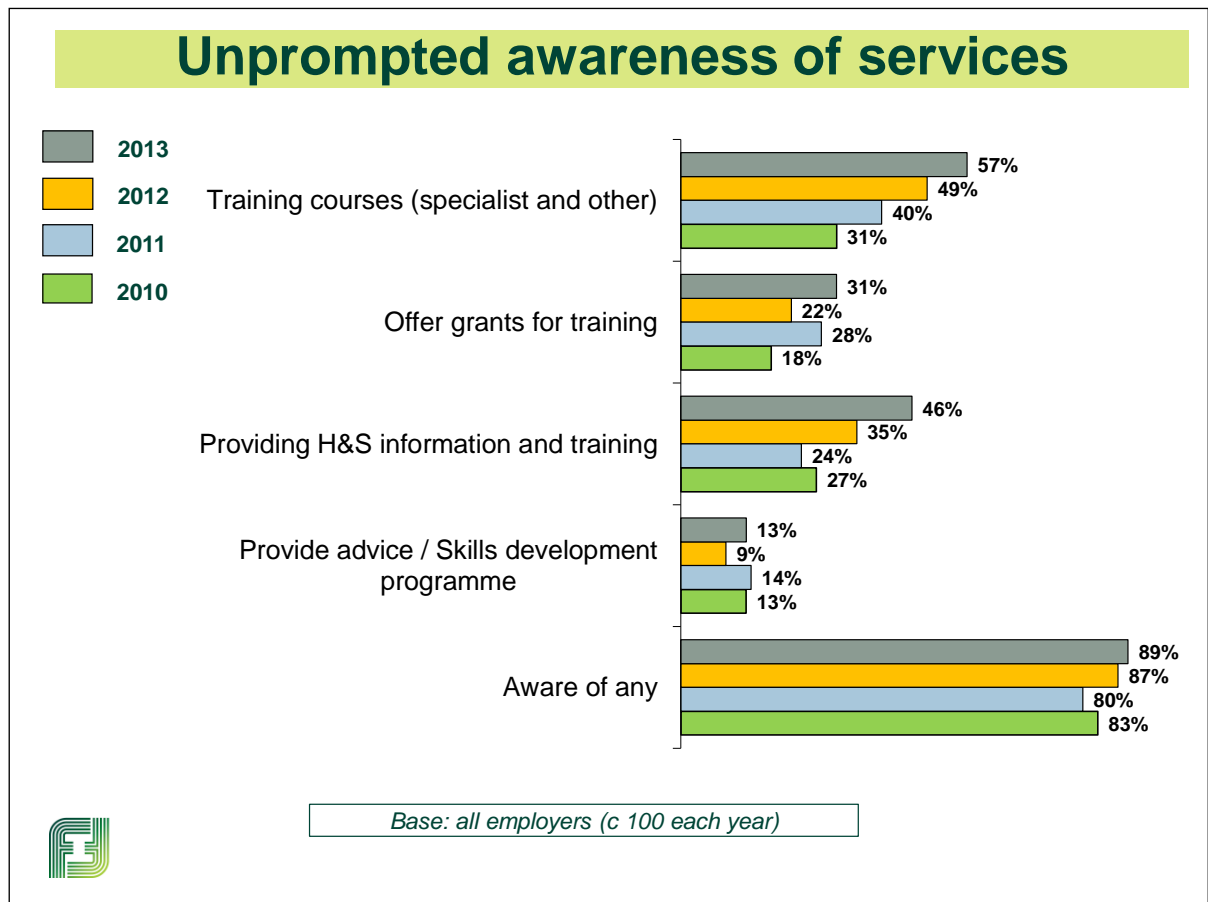
- 3.19 Clearly the grant is a means to reduce the cost of training for employers, but the results suggest it will also be important for CITB-ConstructionSkills NI to emphasise alternatives to formal off-site courses (online and other self-learning for example) which can serve to minimise disruption to work patterns.

## 4 Awareness, use and satisfaction with services

4.1 In this chapter we look at awareness, use and satisfaction with CITB-ConstructionSkills NI's services.

### Awareness of CITB-ConstructionSkills NI's services

4.2 Employers were asked which services they were aware of that CITB-ConstructionSkills NI provides. Results on this spontaneous question are presented in the following chart, which lists the four most common services mentioned by employers in 2013, with comparative figures from 2010, 2011 and 2012.



4.3 The services employers most associate with CITB-ConstructionSkills NI on an unprompted basis are the provision of training courses, training grants, and health and safety information and training. Across all services, unprompted awareness has increased since 2012.

4.4 Once prompted, nearly all employers are aware that CITB-ConstructionSkills NI provides grants for training (93%), and health and safety information and training (91%). Awareness that the organisation provides training advice and a mobile training unit is also high (87% and 86%). The following table shows the proportion aware of each service when prompted: the figures highlighted in the shaded boxes show large decreases in awareness compared with 2012.

EMPLOYER TRACKING SURVEY 2013

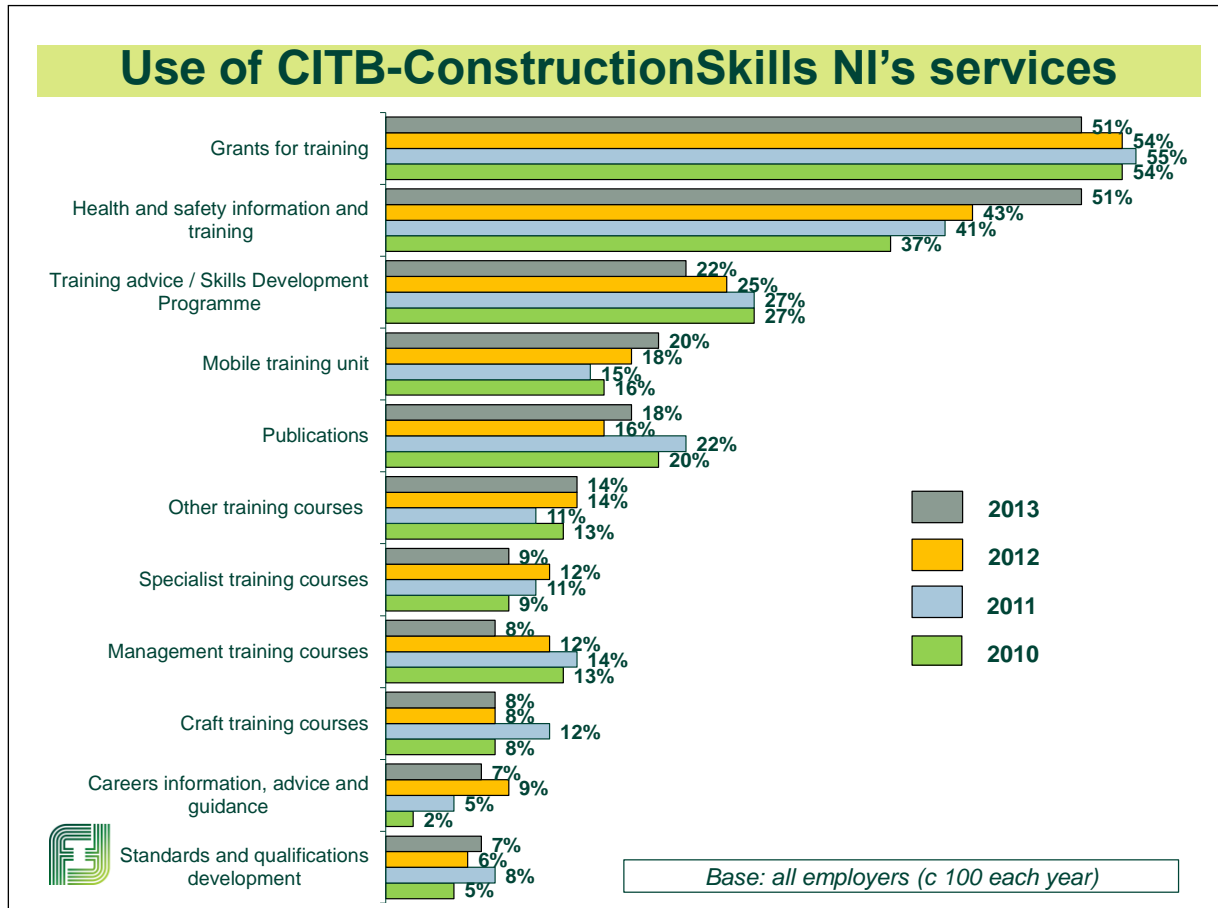
<b>Prompted awareness of services</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>
<i>Base: all employers (c. 100 each year)</i>	%	%	%	%
Grants for training	<b>93</b>	96	98	97
H&S information and training	<b>91</b>	92	94	96
Training advice	<b>87</b>	85	90	94
Mobile training unit	<b>86</b>	88	87	94
Management training courses	<b>79</b>	80	81	89
Provision of publications	<b>70</b>	71	80	78
Training in partnership with industry bodies and federations	<b>69</b>	n/a	n/a	n/a
Craft training courses	<b>65</b>	69	60	68
Improving the image of construction	<b>62</b>	65	69	57
Specialist training courses	<b>61</b>	72	64	67
Other training courses	<b>56</b>	69	57	67
Skills competitions (e.g. SkillBuild)	<b>56</b>	63	n/a	n/a
Standards and qualifications development	<b>55</b>	61	64	57
Promoting industry registration schemes	<b>51</b>	60	57	59
Careers information and advice	<b>52</b>	60	51	61
Ensuring adequate FE & HE construction provision	<b>51</b>	55	54	52
Promoting and supporting IIP achievements	<b>47</b>	63	55	52
Working with schools	<b>41</b>	37	38	35
Conducting research and providing Labour Market Information (LMI)	<b>39</b>	43	39	37
Projects funded by external sources	<b>36</b>	n/a	n/a	n/a



- 4.5 Awareness that CITB-ConstructionSkills NI is involved in promoting and supporting IIP achievements, working with schools to promote construction careers to young people and their influencers, conducting and providing labour market information and research, and projects funded by external sources were the only services which, when prompted, fewer than half of employers were aware it provides (with awareness of between 36% and 47%).
- 4.6 Awareness decreased for most services since 2012 with the largest fall in awareness for other (i.e. non-craft, non-specialist) training courses and promoting and supporting IIP achievements (falling by 13 and 16 percentage points respectively).
- 4.7 Awareness of CITB-ConstructionSkills NI's involvement in Training in partnership with industry bodies and federations, and Projects funded by external sources were assessed for the first time in 2013, with 69% and 36% respectively stating that they were aware of each.
- 4.8 In line with findings from previous waves, the results indicate that CITB-ConstructionSkills NI is primarily associated with the provision of training courses, grants and advice for training, and less with such aspects as promoting the image of the industry, careers advice, support of IIP, and standards and qualification development.

**Use of CITB-ConstructionSkills NI services**

4.9 Employers were asked which of CITB-ConstructionSkills NI’s services they had used in the last 12 months. Overall two-thirds of employers (67%) had used at least one service, very similar to the level in 2012 (68%). The results for the services used are presented in the following chart, which also shows 2012 and 2011 comparisons.

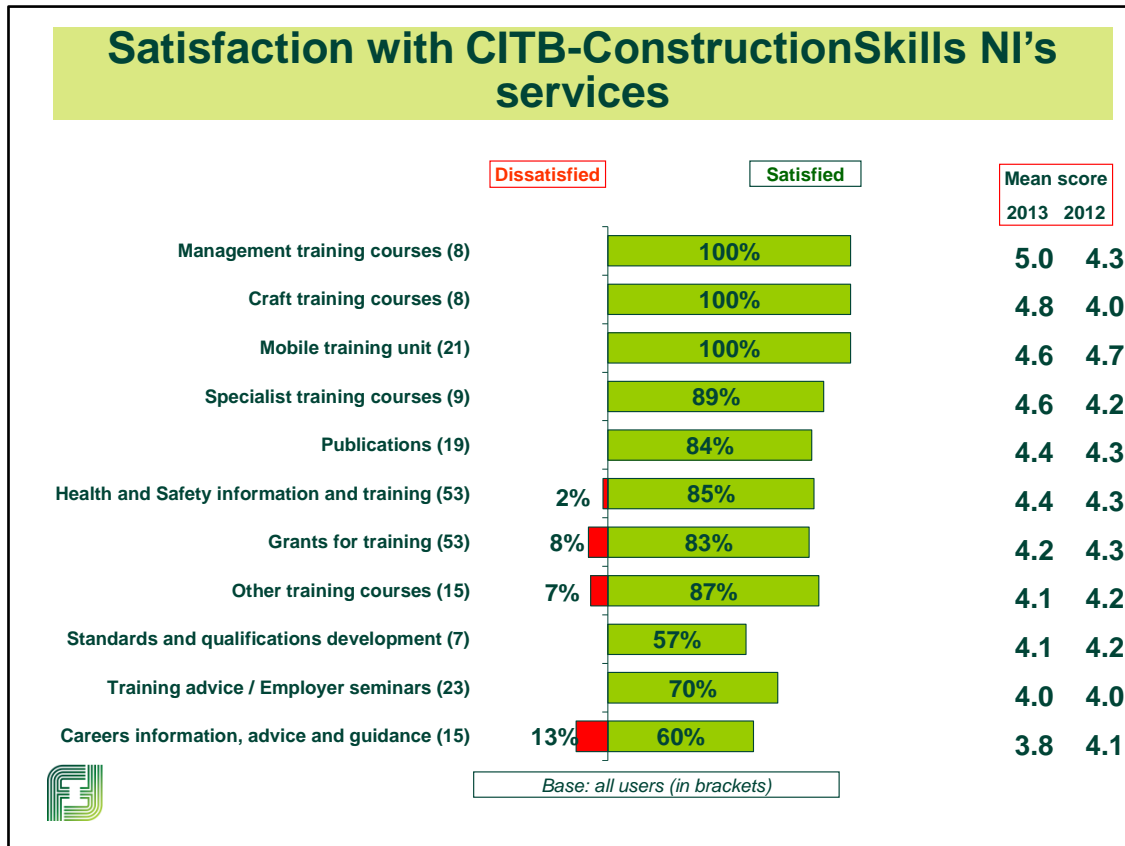


4.10 Half of employers indicated that they had used health and safety information and training from CITB-ConstructionSkills NI (51%), higher than found in 2011 (41%) or 2012 (43%). Half also reported having used grants for training in the last 12 months (51%). Grants and health and safety information / training have been the two most common services used each year since 2005.

4.11 Medium and large companies were more likely to have used almost every service. For example, while 42% of businesses with fewer than 10 staff had used CITB-ConstructionSkills NI’s health and safety information and training, 64% of companies with 10 or more staff had done so. Similarly 6% of those with fewer than 10 staff had received specialist training, rising to 12% of those with 10 or more staff.

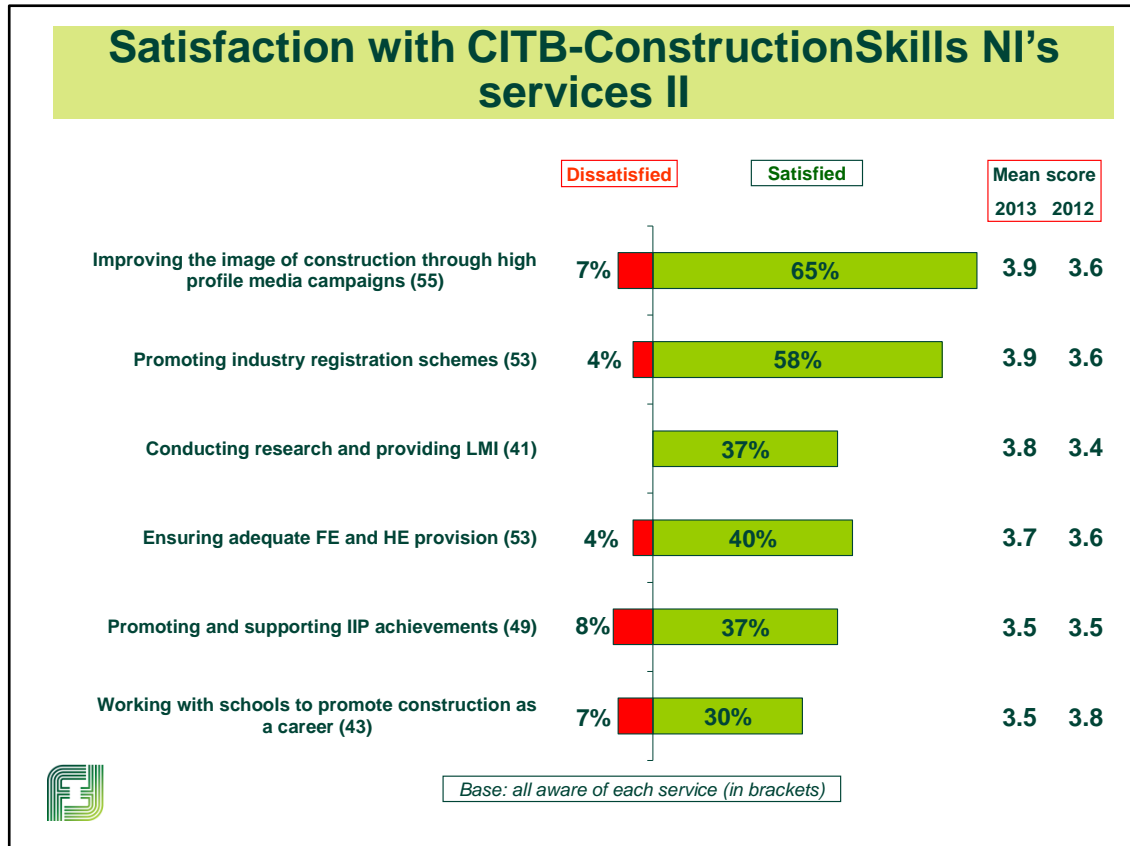
**Satisfaction with CITB-ConstructionSkills NI services**

4.12 Users were asked how satisfied they were with each service on a scale of 1 (very dissatisfied) to 5 (very satisfied). Results are shown on the following chart, in descending mean score order, showing the proportion satisfied, and dissatisfied (for simplicity those neither satisfied nor dissatisfied are not shown). Mean scores are also shown for 2012. Relatively low base sizes in some instances should be noted (base sizes are shown in brackets) – care should also be taken when comparing 2012 and 2013 results for many services due to low base sizes.



4.13 Satisfaction levels are generally high, with mean scores ranging from 3.8 to 5.0 (out of a possible 5). Satisfaction was particularly high for management training courses, craft training courses and the mobile training unit; across all three services all employers having used them were satisfied (though base sizes are low for each). Levels of satisfaction have remained similar for all services or have seen increases since 2012, although again care should be taken due to low base sizes.

4.14 Employers aware of services aimed at the industry in general (such as CITB-ConstructionSkills NI's work with schools, and its aiming to ensure adequate FE and HE provision) rather than services aimed at individual employers were asked to say how satisfied they were with CITB-ConstructionSkills NI's work in these areas. Results are summarised on the following chart.



4.15 For each of these activities far more were satisfied than dissatisfied, and mean scores ranged from 3.5 (out of a possible 5) for working with schools to promote construction as a career to 3.9 for improving the image of construction through high profile media campaigns.

4.16 Employers were asked to rate the importance of the various services. This was either users of each service, or for the more general industry-wide services those aware that CITB-ConstructionSkills NI had this role. Results are summarised on the following table. Very low base sizes in some instances should be noted (base sizes are shown in brackets) – for this reason care should also be taken when comparing 2012 and 2013 results.

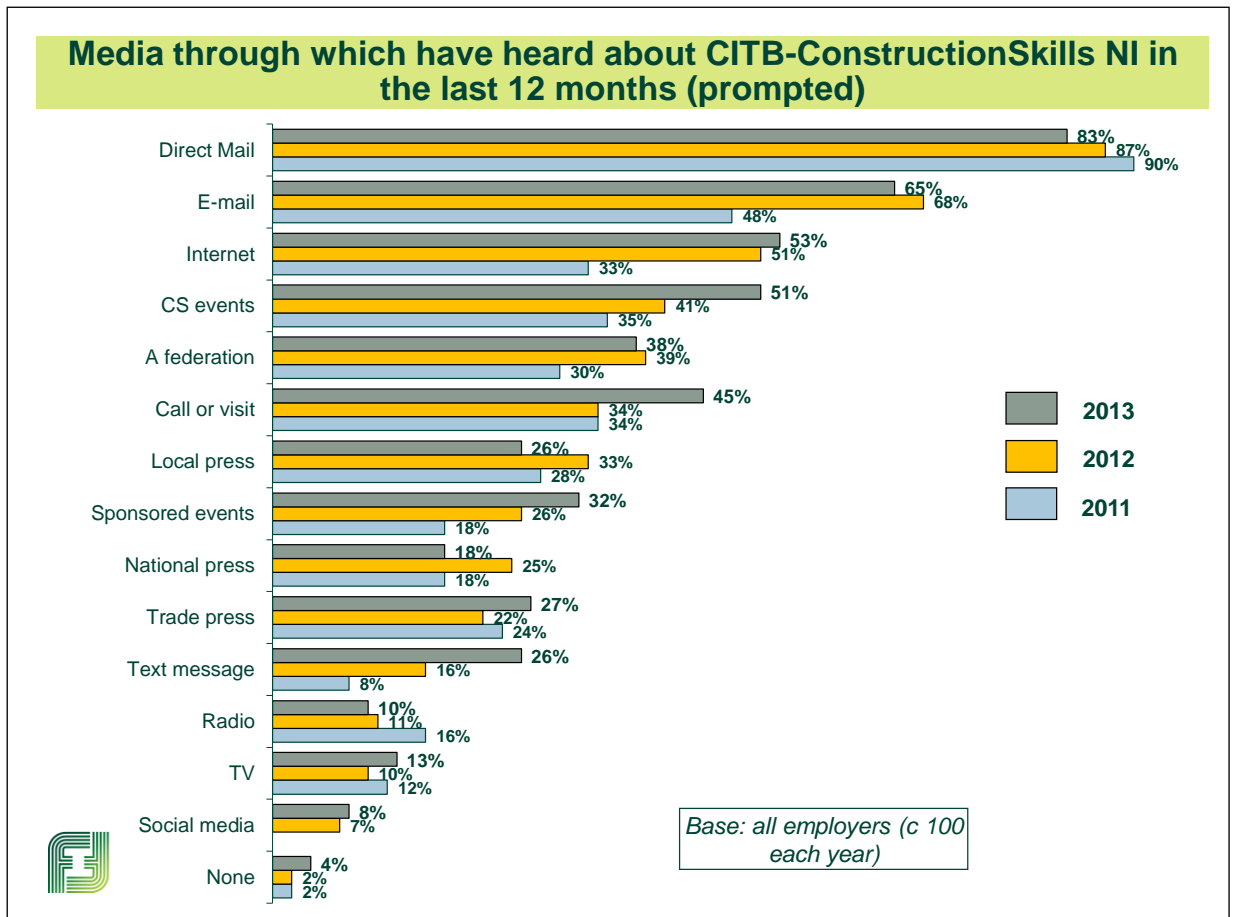
<b>Importance of CITB-ConstructionSkills NI's services (Mean scores: 1 not at all important, 5 very important)</b>			
<i>Base: all employers using each service (all aware of each service where *)</i>	<i>Base sizes (2013, 2012)</i>	<b>2013</b>	<b>2012</b>
Craft training courses	(8, 8)	<b>4.6</b>	<b>4.1</b>
Grants for training	(53, 54)	<b>4.5</b>	<b>4.5</b>
Standards and qualifications development	(7, 6)	<b>4.4</b>	<b>4.5</b>
Management training courses	(8, 12)	<b>4.4</b>	<b>4.2</b>
Specialist training courses	(9, 12)	<b>4.4</b>	<b>4.1</b>
H&S information and training	(53, 43)	<b>4.3</b>	<b>4.4</b>
Mobile training unit	(21, 18)	<b>4.1</b>	<b>4.2</b>
Provision of publications	(19, 16)	<b>3.7</b>	<b>4.3</b>
Training advice / SDP	(23, 25)	<b>3.7</b>	<b>4.0</b>
Other training courses	(15, 14)	<b>3.7</b>	<b>4.0</b>
Improving the image of construction through media campaigns (*)	(55, 65)	<b>3.5</b>	<b>3.9</b>
Promoting industry registration schemes (*)	(53, 60)	<b>3.5</b>	<b>3.3</b>
Careers information, advice and guidance	(15, 9)	<b>3.3</b>	<b>3.4</b>
Ensuring adequate FE & HE construction provision (*)	(53, 55)	<b>3.1</b>	<b>3.4</b>
Conducting research and providing LMI (*)	(41, 43)	<b>3.1</b>	<b>3.2</b>
Working with schools to promote construction as a career (*)	(43, 37)	<b>2.9</b>	<b>3.4</b>
Promoting and supporting IIP achievements (*)	(49, 63)	<b>2.9</b>	<b>3.2</b>

4.17 Results on importance show that:

- Where base sizes are reasonably high, grants for training, and health and safety information and training were rated the most important services by users of each (mean scores of 4.5 and 4.3 respectively). Craft training courses, standards and qualifications development, management training and specialist training were also rated very highly, but these results are based on a very small sample size. Mean scores for these services varied from 4.4 – 4.6, on a 1-5 scale.
- As in previous years, those services used by individual employers are rated more important than the more generic, industry-wide services. Mean ratings for most of these generic services ranged from 2.9 to 3.5, with improving the image of construction through media campaigns and promoting industry registration schemes relatively the most important (a mean score of 3.5 for both).
- Over a third (35%) of those aware of CITB-ConstructionSkills NI's role in working with schools to promote construction as a career, and in promoting industry registration schemes, think this an unimportant activity. In addition, 35% also consider promoting and supporting IIP achievements to be unimportant, 23% and 27% respectively think the same about promotion of industry registration schemes and conducting research and providing labour market intelligence (LMI).
- Results are generally lower than 2012, this being especially the case for publications, and working with schools to promote construction as a career. The importance attached to craft training courses has risen, but this result was based upon a very small sample size in each year.

## 5 Communications

5.1 Employers were asked whether or not they had heard of CITB-ConstructionSkills NI via a range of different media over the last 12 months. The results on this prompted question are presented below, with comparisons to 2011 and 2012.



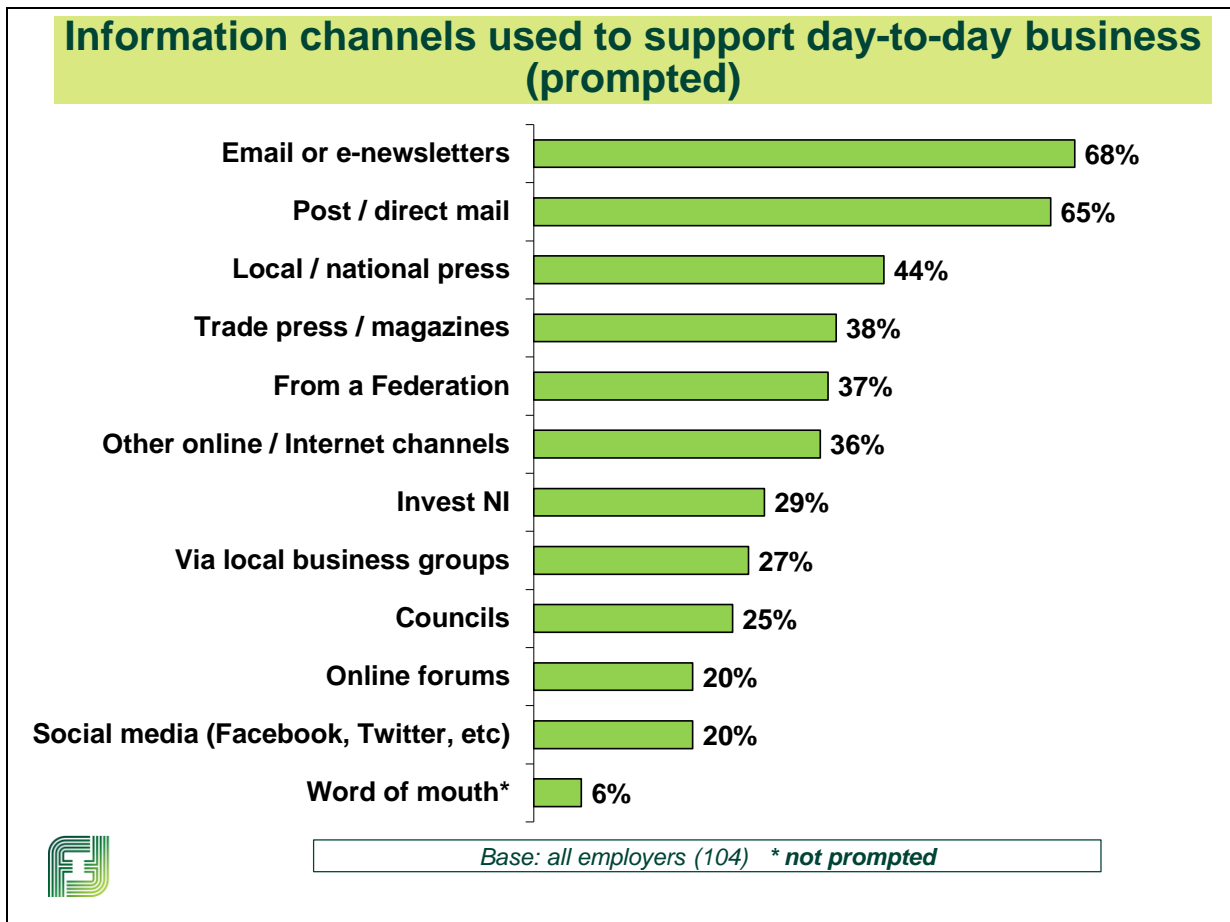
5.2 Nearly all respondents had heard about CITB-ConstructionSkills NI through at least one of these 'media' (96%).

5.3 The main channel through which employers heard about CITB-ConstructionSkills NI continues to be direct mail, mentioned by 83% (slightly lower than the 87% in 2012 and 90% in 2011). Around two-thirds heard about CITB-ConstructionSkills NI through e-mail (65%) and a half (53%) via internet, both at similar levels to 2012.

5.4 Notable changes since 2012 are an increase in the proportion who have heard about CITB-ConstructionSkills NI through CS events (51% in 2013, compared to 41% in 2012), and an increase in those who have heard about CITB-ConstructionSkills NI through a call or visit (from 34% in 2012 to 45% in 2013). The proportion who had heard about the organisation via text message has also seen a continued increase (8% in 2011, 16% in 2012 and 26% in 2013), reinforcing the message that online and electronic media is becoming more important.

5.5 However, contact through social media, specifically measured for the first time in 2012, still remains relatively marginal at just 8% of employers, almost identical to the 7% in 2012.

- 5.6 There were some differences by size of firm. Firms with 10 or more employees were more likely than average to have heard about CITB-ConstructionSkills NI through most methods other than direct mail, phone calls and the national, regional or local press. For example, they were more likely to hear of CITB-ConstructionSkills NI through electronic media such as the internet (67%) or e-mail (74%), or through federations (52%).
- 5.7 To understand the communication channels being used by employers, respondents were prompted with a list of information channels they may have used to support their day-to-day business activities (i.e. marketing to clients, getting information about potential new contracts, looking for information, advice or guidance about business issues, and keeping up to date with developments in the industry). The most common channel used was e-mail (68%), followed by post or direct mail (65%). One in five use social media. The full list of information channels used are summarised in the following chart.





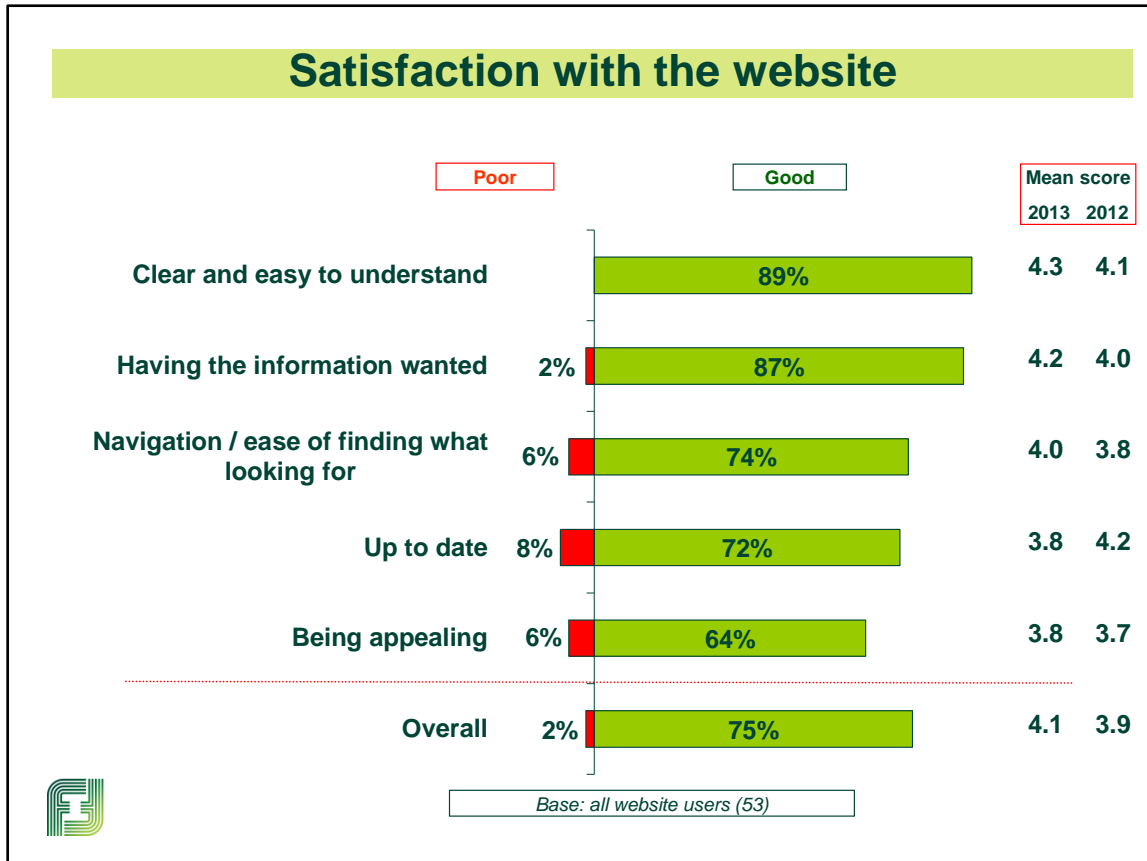
5.8 Online sources also proved popular for accessing information on recruitment, training, improving productivity, or reducing carbon. Over two-fifths of all employers (44%) spontaneously mentioned online or internet channels to look for this information, and nearly a quarter (23%) used e-mails or e-newsletters. Other less commonly used sources included local or national press (6%), the CITB-ConstructionSkills NI website (6%), CITB-ConstructionSkills NI phone calls (5%), online forums (5%), NI BusinessInfo.co.uk (4%), via Federations (4%), post or direct mail (3%), councils (3%), and via social media (3%).

#### **CITB-ConstructionSkills NI website**

5.9 We have seen that the proportion of employers hearing about CITB-ConstructionSkills NI through e-mail and the internet is increasing compared against 2011, and that online sources are popular information channels for business support. A number of questions asked specifically about the use of CITB-ConstructionSkills NI's website. Results show:

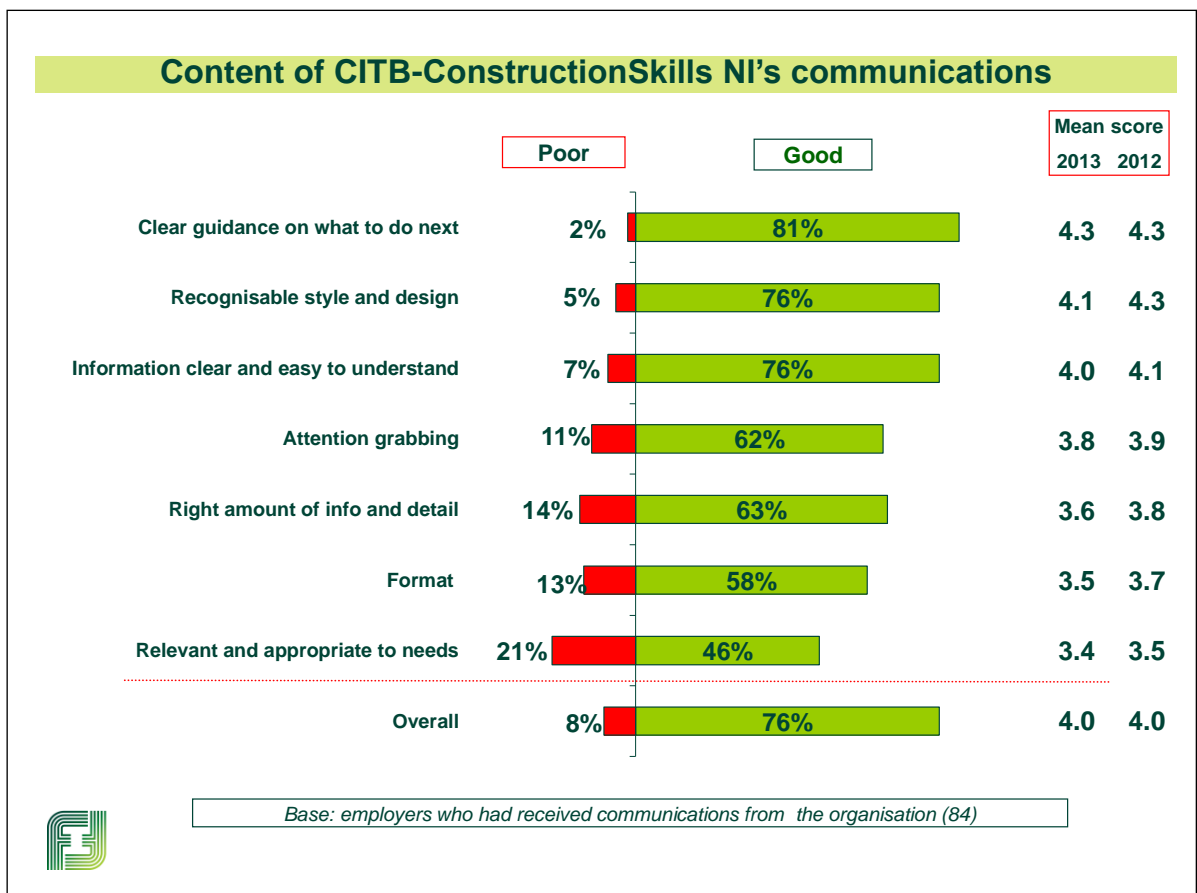
- Half of employers had visited the CITB-ConstructionSkills NI website in the last 6 months (51%), down from 2012 (60%), but in line with 2011 (49%).
- The most common way employers found the site was by using a search engine such as Google (55%, equivalent to 28% of all employers), though a third of employers who had visited the site have it marked as a favourite (34%, equivalent to 17% of all employers).
- The main reason for accessing the site was for grant scheme information (70%, equivalent to 36% of all employers), though another quite common reason was for information on courses and training (47%, or 24% of all employers). Some respondents (9%, equivalent to 5% of all employers) said they used the site to complete their Levy Return.

5.10 Satisfaction with specific aspects of the website, and overall, is shown in the following chart. Satisfaction for all aspects of the website remained high in 2013 with mean scores of between 3.8 and 4.3 (out of a maximum score of 5). The website was rated most highly for being clear and easy to understand (a mean of 4.3), and least for being appealing (average rating of 3.8). Ratings are lower than in 2012 for it being up to date, but higher on all other aspects. Overall satisfaction with the website is also higher than 2012 with a mean score of 4.1 compared with 3.9: 75% of users were satisfied compared with 2% dissatisfied.



**Communications on products and services**

- 5.11 Four-fifths of all employers (81%) recalled receiving communications from CITB-ConstructionSkills NI in the past 12 months informing them about their products and services (similar to the 2012 figure of 85%).
- 5.12 Most recipients were satisfied that the information about products and services has clear guidance on what to do next (81%), a recognisable style and design (76%), has easy to understand information (76%), is attention grabbing (62%), has the right amount of information (63%), and has a good format (58%). Employers were a little less positive about the information being relevant and appropriate to their needs (46% rated this good but 21% felt it poor). Generally though results are positive and overall 76% think communication on products and services good compared with 8% thinking this poor (the mean is 4.0, exactly the same as the mean for 2012).
- 5.13 Results are summarised on the following chart, which shows the proportion rating each aspect as good (a 4 or 5 rating) and poor (a 1 or 2) with the mean scores for 2013 and 2012. In nearly all cases the mean scores for 2013 are a little lower than in 2012.



- 5.14 When asked what their preferred method is for receiving information and communication from CITB-ConstructionSkills NI, the 2013 survey indicates that the trend from 2012 continues, in that the proportion wanting information via e-mail was higher than those preferring to receive information in the post. This trend appeared first in 2012 and the proportion preferring e-mail communication has increased slightly since then (61%, up from 58% in 2012). The proportion preferring information via mail has decreased since 2012 (from 49% down to 46% in 2013).
- 5.15 These findings are summarised in the following table; the figures in brackets show the results from 2012.

<b>Preferred method for receiving information or communications from CITB-ConstructionSkills NI</b>				
(2012 figures in brackets)	<b>Overall</b>	< 10 staff	10-49	50+
<i>Base: received communication in the last 12 months</i>	84 (85)	57 (49)	21 (28)	6 (8)
<i>Multiple answers allowed</i>	%	%	%	%
Mail	46 (49)	61 (55)	19 (46)	- (25)
E-mail	61 (58)	47 (53)	86 (54)	100 (100)
Face-to-face or phone	1 (1)	2 (-)	- (4)	- (-)
Text message	5 (2)	7 (4)	- (-)	- (-)

- 5.16 Small employers with fewer than 10 staff are more likely to prefer hard copy (61%) than e-mail (47%). The larger the company the more they are likely to prefer e-mail.
- 5.17 Most recipients of information from CITB-ConstructionSkills NI feel they get about the right amount of information (73%, slightly higher than the 69% in 2012); however, 13% felt they received too little information, and 12% too much.
- 5.18 Seven in ten employers felt that information arrives at about the right time of year for it to be useful (70%), lower than in 2012 (79%). A small number felt that some communications arrived too late (12%); those mentioned varied from Grant application material (mentioned by two respondents) to information on seminars (also mentioned by two respondents).
- 5.19 Clearly part of the aim of communication on products and services is to encourage employers to contact CITB-ConstructionSkills NI for more information. The proportion prompted to get in contact as a result of the communication on products and services (43%) was similar to previous years (36% - 47% 2007 - 2012). Where

employers had got in contact for more information, four-fifths (81%) found the information useful, slightly lower than in 2012 or 2011 (88% and 90% respectively).

### **Contact with CITB-ConstructionSkills NI's Grants team**

- 5.20 Approaching half of all employers (46%) had contacted the Grants Team in the past 12 months. As expected, grant receivers were considerably more likely to have made contact (73% compared with 11% among those marked on the sample as non-grant recipients). Contact was most often in direct regard to grants (75%), though training courses were mentioned by 21% of those contacting the Grants team.
- 5.21 Contact was most often by phone (58% of those making contact), though e-mail contact also proved popular and was used by 31% of those who had contacted the Grants team.
- 5.22 Employers were very positive about the response received from contacting the team: the vast majority found them extremely helpful (63%) or very helpful (25%). Only two employers interviewed who contacted the Grants team rated the contact as unhelpful. The overall mean score was 4.4 on a scale of one to five.
- 5.23 Reflecting the high satisfaction with the helpfulness of the Grants team, a clear majority (62%) were either unable to think of an improvement or felt that no improvements were needed. The only specific improvement mentioned were a more efficient online grant application system (mentioned by 4 employers), an increased time period for grant applications (two mentions), or improved communication (one mention).

### **Grant Scheme Information from CITB-ConstructionSkills NI**

- 5.24 Seven in ten employers (69%) recalled receiving information about the CITB-ConstructionSkills NI Grants Scheme in the last 12 months, lower than the proportion in 2012 (80%) and in 2011 (87%). A third of these employers (33%) had been encouraged to contact CITB-ConstructionSkills NI for further details. The most common reasons for not pursuing more information on grants were that they already knew how to claim grant (31%) or that they were not interested in undertaking any training (27%); both factors which relate to the employer's circumstances rather than the content of the grant information.

- 5.25 Of the employers who had not claimed grant in the last 12 months the main thing that would encourage them to make a claim was if they had a need to train (38%). Grants being available for a wider range of courses or if the claims process was easier were both mentioned by 11%.
- 5.26 Overall 23% of all employers had claimed a grant in the last 12 months as a result of following up Grant Scheme information that they received, similar to the proportion in 2011 (25%) and 2012 (20%).
- 5.27 The vast majority of those that had not received Grant Scheme information in the last 12 months were aware that as a registered employer they could claim money to support the cost of training through the CITB-ConstructionSkills NI Grants Scheme (84%).

#### **Awareness of different levy payment methods**

- 5.28 Just over three-fifths of employers were aware that the levy can be paid in two equal instalments in October and February at no extra cost (63%), a figure which did not vary significantly by size of employer.
- 5.29 Exactly the same proportion was aware of paying by direct debit over 10 months between October and July at no extra cost. On this method of payment awareness was significantly higher among levy payers (71%) and grant recipients (75%).

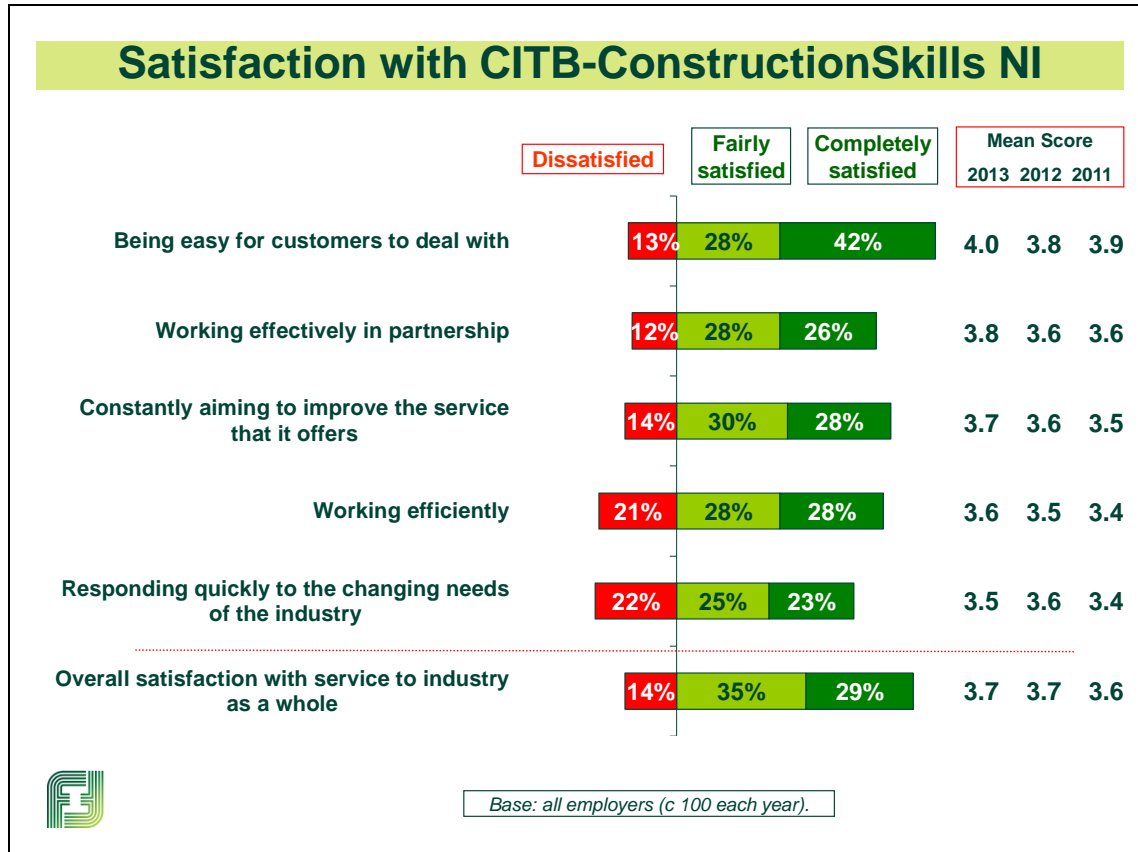
#### **Employer events**

- 5.30 Two-thirds of employers (65%) were aware that CITB-ConstructionSkills NI runs a series of employer events, almost identical to the 66% in 2012. Awareness was highest among companies with over 50 staff (78%). Overall, 19% of all employers had attended one of these events, slightly lower than the 2012 level (23%). Small employers (with 10 to 49 staff) were the most likely to have attended (27%).
- 5.31 Among those aware of employer events, most had first heard about them through the post (44%), or via e-mail (25%). The proportion having heard of the events via text message appears to have increased (from 5% in 2012 to 12% in 2013).
- 5.32 Nearly all attendees (95%) felt the events gave them the information they expected or needed.
- 5.33 When all employers were asked what sort of things they would like to be covered in such events many were unsure (29%) or said they would not attend such events (12%), but the main suggestions were for advice on various training issues (22%), information and advice about grants (18%), information about Health and Safety (13%), advice on legislation (9%), and information about training courses including the mobile training unit (9%).

- 5.34 Of those who did attend the events, the areas that had been found most useful were the information on grants (30%), information on health and safety (25%) and training advice (20%) and meeting the management team (15%).
- 5.35 Most employers that attended the events had not requested further contact from any organisations represented at the event (45%), though 30% (6 of the 20 attendees) had requested further contact from Health and Safety Works NI.
- 5.36 Just over three-fifths of all employers (62%) expected to attend future events. Approaching half of all employers mentioned morning sessions as the best time for when they would prefer to attend employer events (44%). Afternoon sessions or early evening sessions were far less popular slots, preferred by 12% and 14% respectively.

## 6 Overall opinions of CITB-ConstructionSkills NI

6.1 This section looks at overall views of CITB-ConstructionSkills NI's performance. The first chart looks at views of the service it provides to the industry as a whole. For simplicity those answering with a rating of 3 (neither satisfied nor dissatisfied) or don't know have not been shown on the chart. Factors are ranked in descending mean score order. The final row shows overall satisfaction with the service provided to the industry as a whole.

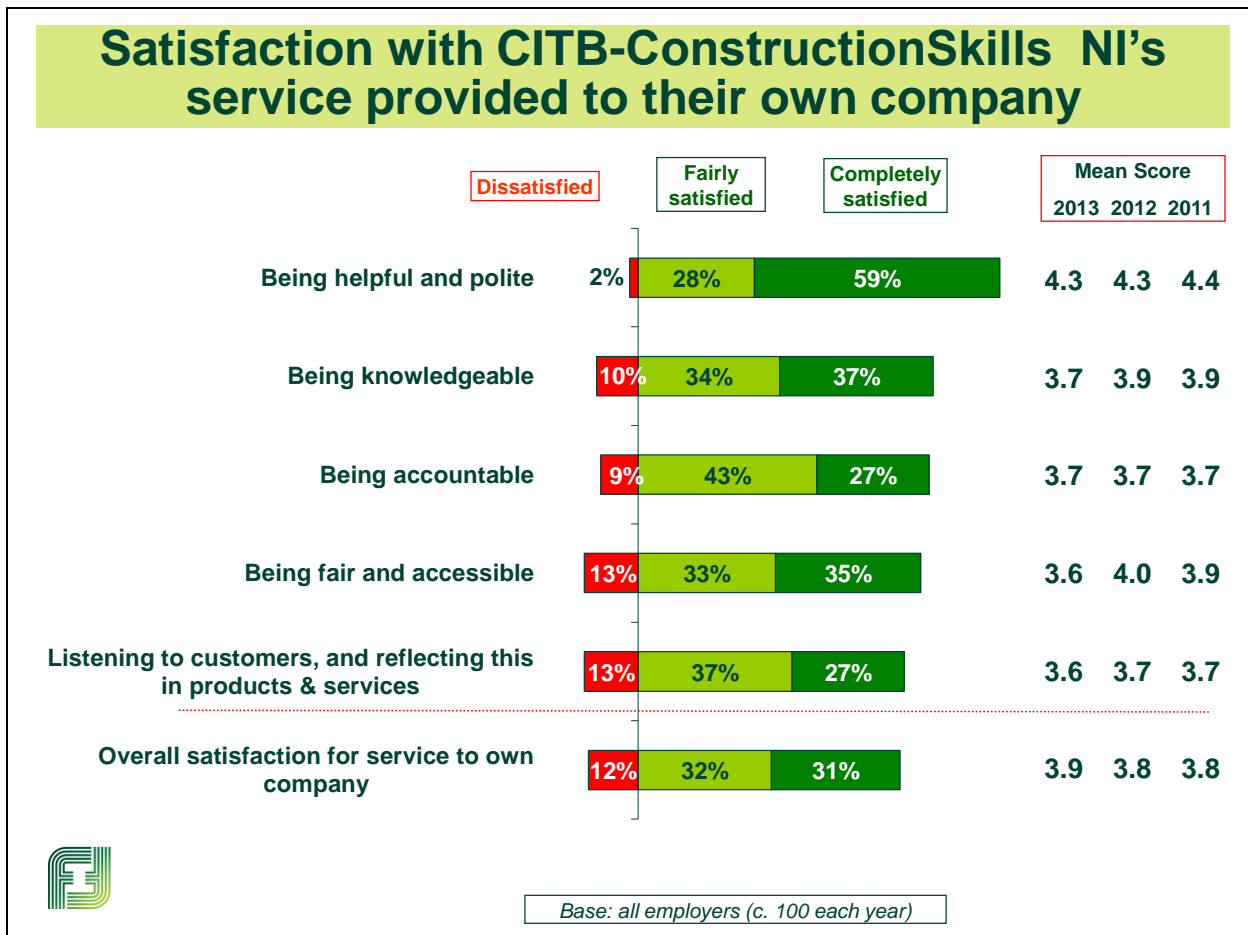


6.2 For all measures assessed many more customers were satisfied than dissatisfied. As in previous years, employers were most positive about CITB-ConstructionSkills NI being easy to deal with: seven in ten were satisfied (70%) on this measure and the mean score was 4.0 (up from 3.8 in 2012).

6.3 On all other measures satisfaction was similar or slightly higher to the level found in 2012 and the mean satisfaction with the overall service CITB-ConstructionSkills NI provides to the industry is unchanged (3.7 in both years).



- 6.4 Reasons for dissatisfaction centred on it being too expensive (5 respondents), resentment of the levy (4 respondents), the service offered not being seen as relevant to the industry (3 respondents), being biased to larger companies (3 respondents), the training being of poor quality or irrelevant (3 responses) and the grant is too small or difficult to get (2 respondents). CITB-ConstructionSkills NI having poor communication and the system being overly bureaucratic were both mentioned by one respondent.
- 6.5 Employers were next asked to rate their satisfaction with their own interactions with CITB-ConstructionSkills NI. The final row shows overall satisfaction with the service provided to their own company.



- 6.6 Employers were very positive about their interactions with CITB-ConstructionSkills NI for staff being helpful and polite with 87% satisfied and 2% dissatisfied. For all other measures, between two-thirds and three-quarters were satisfied.
- 6.7 Satisfaction has decreased significantly since 2012 for being fair and accessible (from a mean score of 4.0 to 3.6 in 2013), and dropped slightly for being knowledgeable (from 3.9 to 3.7). For all other measures satisfaction is broadly similar to 2012. Overall satisfaction with the service provided to their company is reasonably high: 63% of employers were satisfied (including three in ten very satisfied), while 12% were dissatisfied and the mean rating was 3.9 out of a possible 5; a slight increase on the 3.8 recorded in 2012. Of the 12 respondents

dissatisfied, the levy was a common cause, for example it being seen as a tax, or companies not getting a relevant service for their payment (7 respondents). Other reasons included services / the organisation not being felt to be relevant (5 respondents), being biased to larger companies (2 respondents), or poor communication (1 respondent).

### Recommending CITB-ConstructionSkills NI

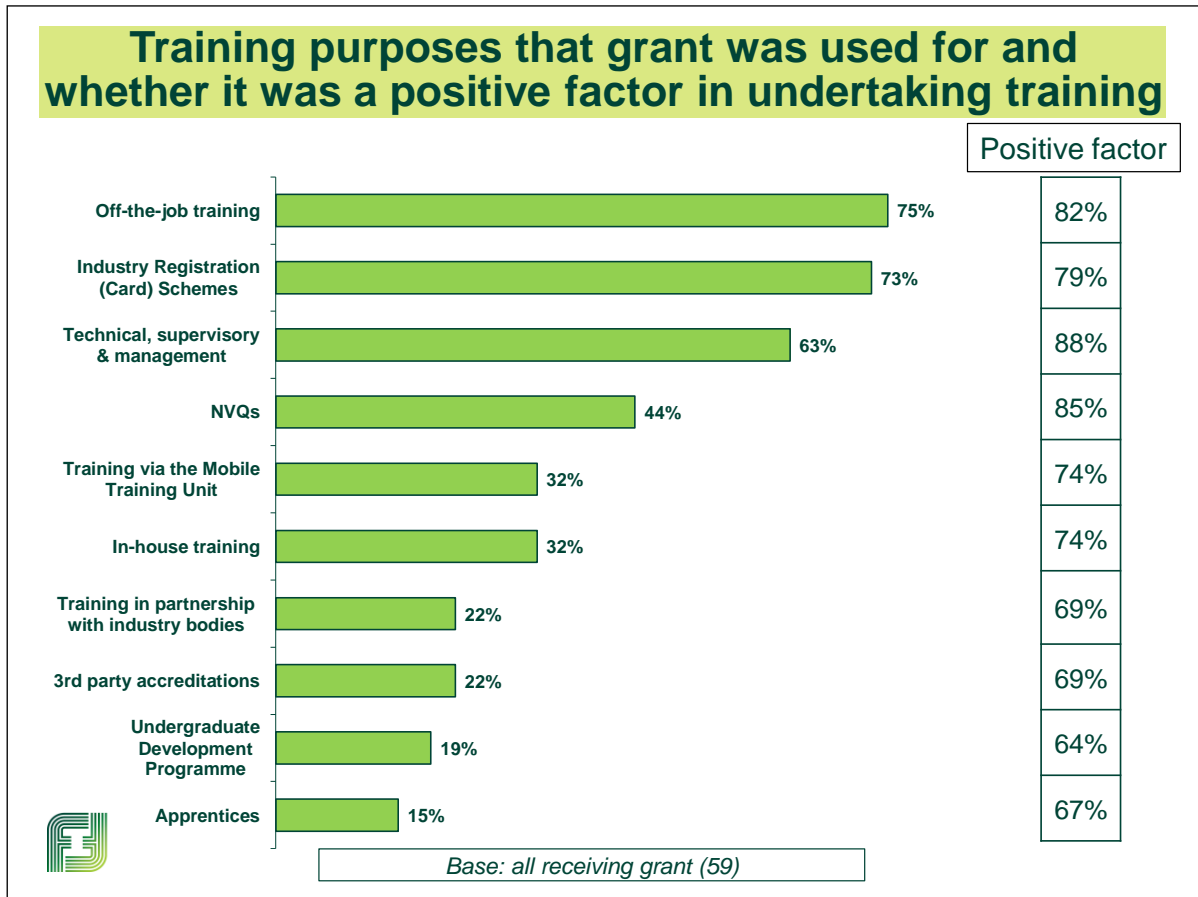
6.8 Employers were asked about whether they would recommend CITB-ConstructionSkills NI to others, and whether they had actually made such a recommendation in the past 12 months. Results on the first of these measures are shown on the following table. We also show the net promotion score (the proportion that would recommend or speak highly of CITB-ConstructionSkills NI minus those that would be critical or actively recommend against usage).

Whether would recommend CITB-ConstructionSkills NI (prompted)						
	Total 2013	< 10	10-49	50+	Total 2012	Total 2011
<i>Base: all</i>	104	62	33	9	100	100
	%	%	%	%	%	%
Would proactively recommend others use and contact CITB-ConstructionSkills NI	40	37	39	67	35	37
Would speak highly of them if asked	23	23	24	22	30	27
Would be neutral	20	23	18	11	21	23
Would be critical if asked	8	10	6	-	5	8
Would proactively recommend others against use and contact	4	2	9	-	5	5
<b>Net promotion</b>	<b>+51%</b>	<b>+48%</b>	<b>+48%</b>	<b>+89%</b>	<b>+55%</b>	<b>+51%</b>

- 6.9 Many more employers would recommend or speak highly of CITB-ConstructionSkills NI (63%) than would be critical or would recommend others not to use them (12%), producing a net promotion score of +51 percentage points. This is a slight decrease compared with 2012 (when it stood at +55 percentage points), but exactly the same score as in 2011.
- 6.10 Predictably grant recipients were more likely to recommend the organisation than non-recipients (75% vs. 49% respectively), as were large employers.
- 6.11 In total 22% of employers had actually recommended CITB-ConstructionSkills NI to someone in the last 12 months, the same level found in 2012. This was much higher among grant recipients compared with non-recipients (31% compared with 11%).

## 7 Support for the Levy and Grant System

7.1 Fifty nine respondents had received grant from CITB-ConstructionSkills NI in the last 12 months. The following chart shows what they had used or claimed grant for, with the figure in each box showing the proportion saying the grant had been a positive factor in undertaking the training (i.e. who did not feel that they would have done the training anyway).



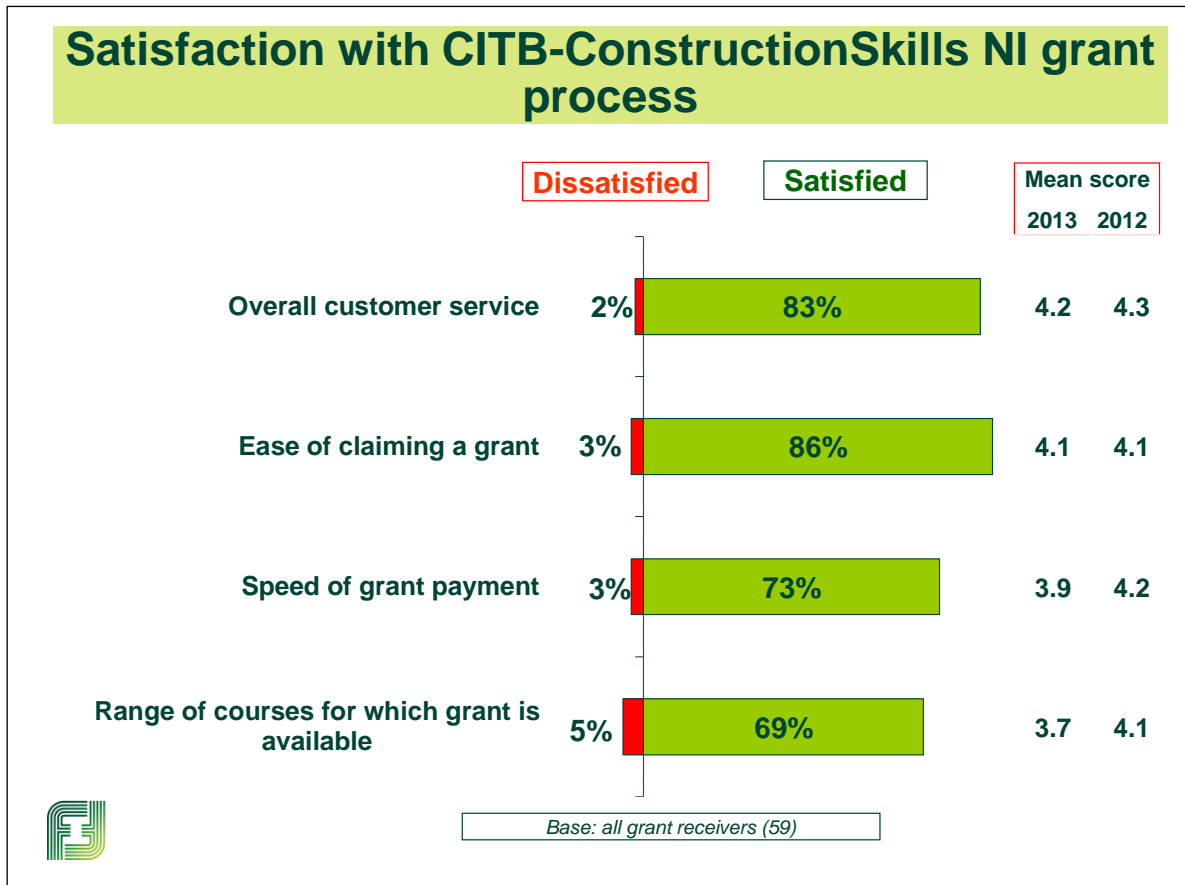
7.2 Grant was most often used for off-the-job training (75%) and for industry registration schemes (73%), followed by technical, supervisory and management training (63%). Over two-fifths had used grant for NVQs (44%), while a third had used grant for training via the mobile training unit (32%), or for in-house training (32%).

7.3 The availability of grant was a positive factor in enabling the majority of employers to undertake each form of training. Employers using grant for technical, supervisory and management training were the most positive with 88% believing the grant had been a positive factor in undertaking the training. Grant had been a positive factor for around four-fifths of employers providing off-the-job training (82%) or industry registration schemes (79%).

### Satisfaction with the Grant process

7.4 Grant receivers were asked to rate their level of satisfaction with a number of aspects of the grant process as shown in the following chart. Satisfaction was rated

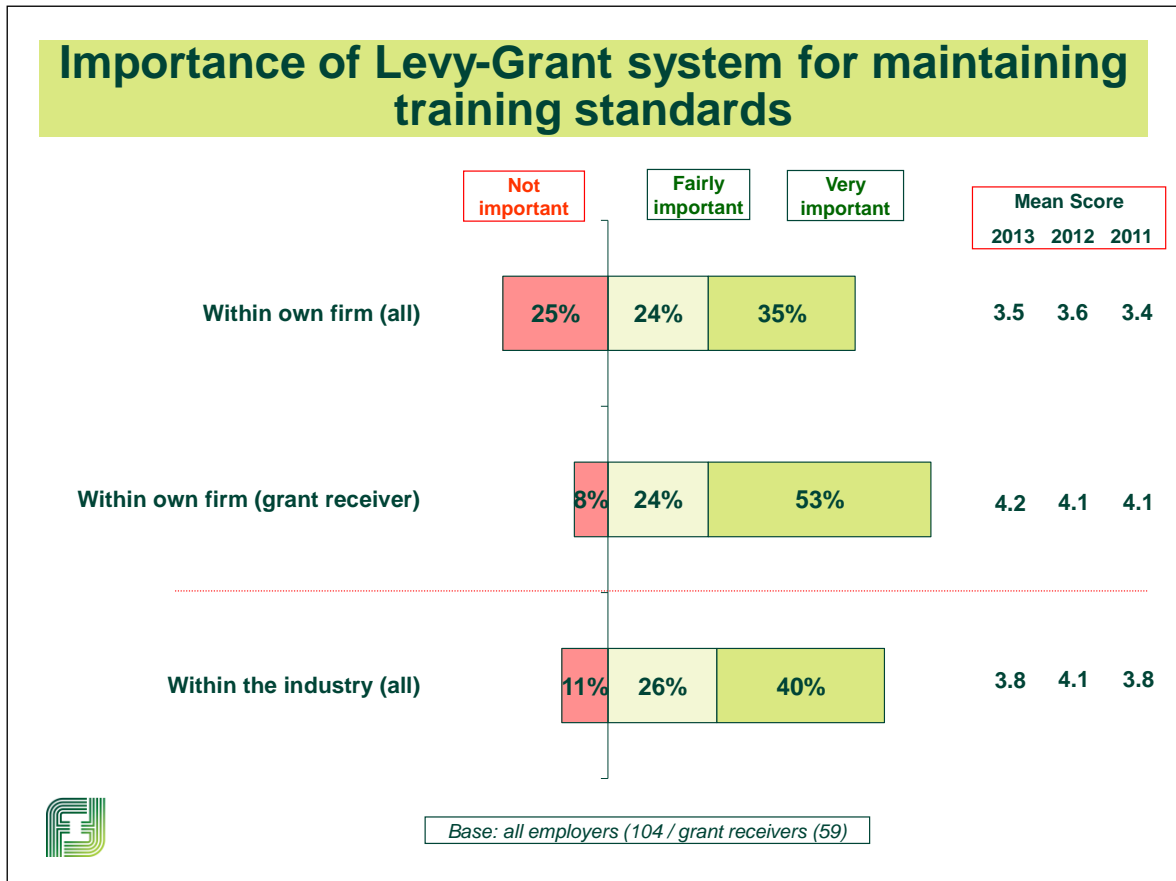
on a scale of 1 to 5 - for simplicity those answering with a rating of 3 (neither satisfied nor dissatisfied) or don't know have not been shown.



- 7.5 Generally the level of satisfaction with the grant process was high with mean scores on various aspects of the grant process ranging from 3.7 to 4.2 out of a possible 5. Overall customer service had the highest rating with 83% satisfied and only 2% dissatisfied. The speed of grant payment and the range of courses for which grant is available received the lowest mean scores (3.9 and 3.7 respectively), and both have decreased in satisfaction since 2012 (from 4.2 and 4.1 respectively). The large majority are still satisfied with both aspects (73% and 69% respectively).
- 7.6 Four-fifths of grant recipients (equivalent to 44% of all employers) had used online grant services – this was most usually for making online grant applications or to obtain grant scheme information. Most were satisfied with the online grant service (83% satisfied compared with only 2% dissatisfied, a mean score of 4.3). Of those using the online grant applications two of the fifteen respondents had claimed the additional 2.5%, and only one was aware there was a video on the CITB-ConstructionSkills NI website which shows how to claim a grant online.
- 7.7 All employers were asked to suggest possible improvements to the current grants scheme – this a spontaneous rather than a prompted question. Three-fifths (62%) were unable to think of any improvement or felt that it was fine as it was. The most common suggestions were for higher levels of grant aid (17%), for grants to cover more courses (10%), and for a simplified application procedure (5%).

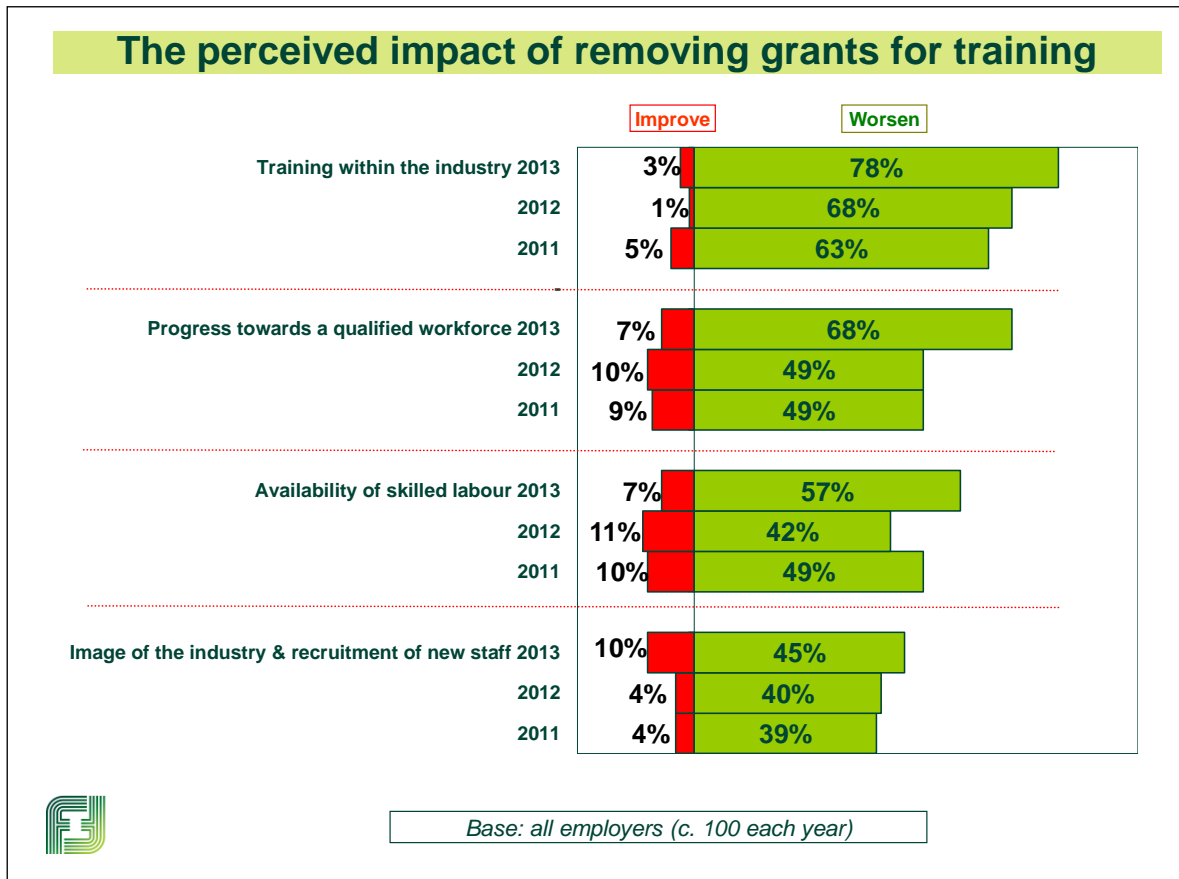
**Importance of the Levy-Grant System**

7.8 All employers were asked to rate the importance of the Levy-Grant system in maintaining the level and quality of training within their own firm and then within the sector as a whole. Respondents were asked to give their answer on a scale from 1 – 5 where 1 was not at all important and 5 very important. Results are summarised on the following chart, which for simplicity excludes those giving a neither important nor unimportant rating of 3. Mean score comparisons with 2011 and 2012 are also shown.



7.9 Two-thirds of employers think the Levy-Grant system is important for maintaining the level and quality of training within the *industry* as a whole (66%), considerably lower than the proportion in 2012 (75%) and closer to the level of support in 2011 (69%). Three-fifths (59%) think it plays an important role in maintaining the level and quality of training within their own firm; similar to the level in 2012 (61%). Predictably the perceived importance of the levy-grant system for their own firm is higher among recipients of grant in the last 12 months (76% regard it as important).

7.10 The following chart shows the perceived effect that employers believe having no statutory training body such as CITB-ConstructionSkills NI to provide grants for training would have on the industry. Respondents were read four areas (shown within the chart) and asked if having no grant provision would worsen or improve the situation across the industry, or have no effect. For simplicity, just those saying they think it would worsen or improve are shown. 2012 and 2011 comparisons are also shown.

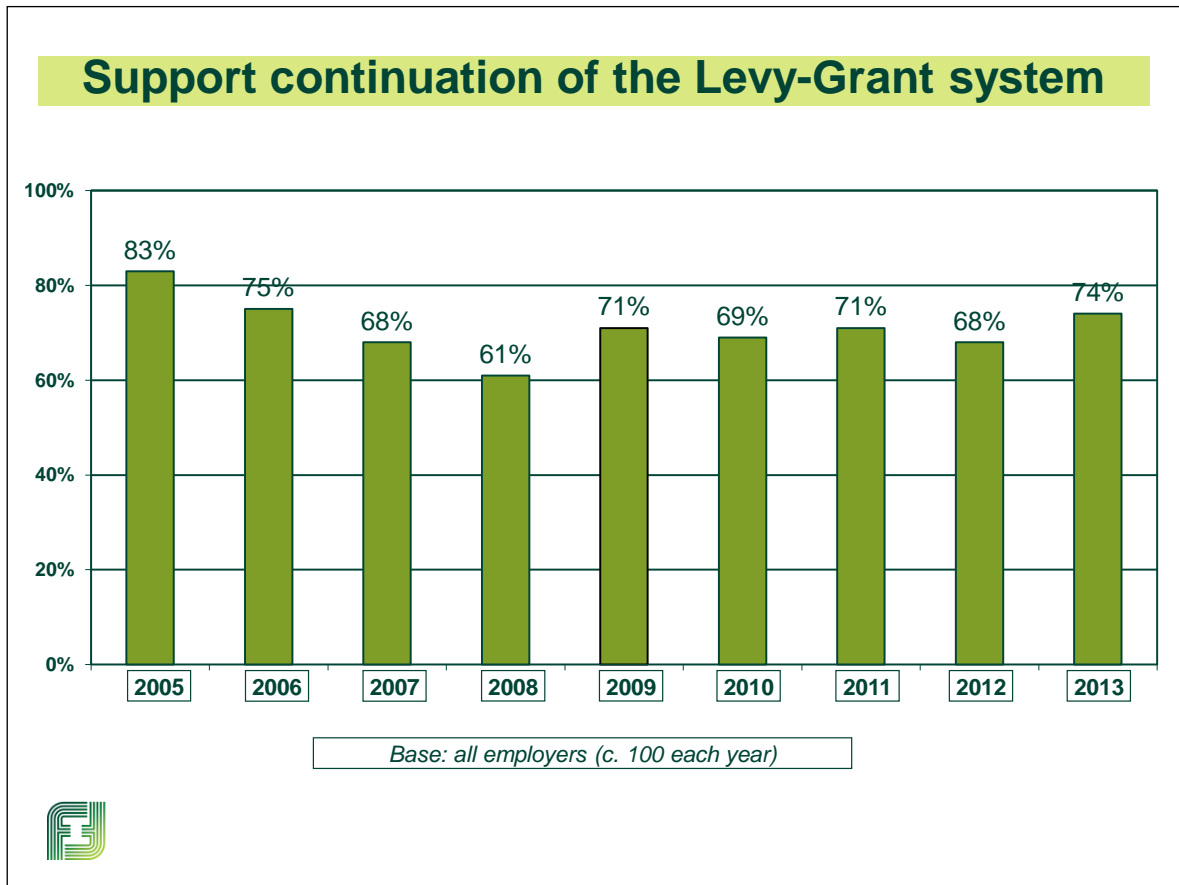


7.11 Encouragingly many more think if there was no statutory body providing grants for training then training levels, progress towards a qualified workforce, availability of skilled labour and recruitment difficulties would get worse rather than improve. Training within the industry was seen as the area that would suffer the most without grants, with almost four-fifths of employers feeling the levels of training would reduce (78%). The proportion that felt progress towards a qualified workforce would worsen without grants for training increased significantly since 2012 (from 49% to 68% in 2013), as did the proportion who felt the availability of skilled labour would worsen (from 42% in 2012 to 57% in 2013).

7.12 In relative terms the image of the industry and recruitment of new staff is the area where least think the sector would suffer from no grant provision, but still approaching half (45%) think there would be a negative effect, compared with 10% thinking image and recruitment would improve.

## Views on whether the Levy-Grant system should continue

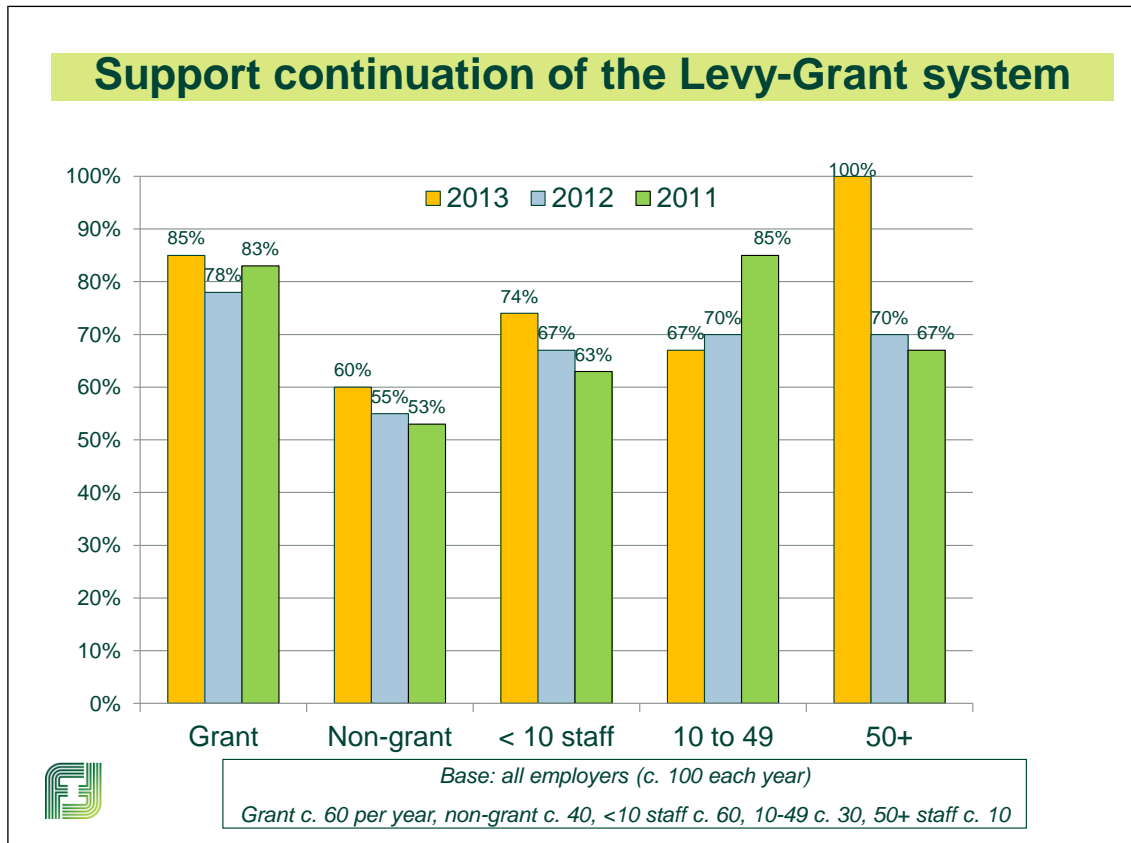
7.13 All respondents were asked whether they supported the continuation of the Levy-Grant system. Results are presented below for the period 2005 to 2013.



7.14 Almost three quarters (74%) felt that the Levy-Grant system should continue, an increase on 2012 (though not statistically significant) and the highest level of support since 2006 (61% - 71% in the 2007-2012 period). The level of support for the Levy-Grant system in 2013 is higher than the level found across Great Britain (69%).



7.15 As one would expect, and in line with previous years, those who had received a grant in the last 12 months were significantly more supportive than those who had not (85% vs. 60%). Support was also considerably higher among employers with over 50 staff, where all nine employers interviewed supported the levy-grant system.



7.16 In total 21 respondents said they did not support the continuation of the Levy-Grant system. The reasons tended to focus on:

- It bringing no real benefit to their company (13 respondents - 62% of those not in favour of continuation)
- It being seen as an unnecessary expense, a tax or they do not feel they get value for money (11 respondents - 52%)
- It not supporting the training that is needed (6 respondents - 29%)
- The system is inconsistent (3 respondents - 14%)
- It favours larger companies (3 respondents - 14%)
- Better to train in-house or on-site (1 respondent)

**APPENDIX:**

**THE QUESTIONNAIRE**

**Screening / quota information**

A) TAKE REGION FROM SAMPLE:

Northern Ireland	1
------------------	---

B) TAKE SIZE FROM SAMPLE:

		Quota	
0-9 (micro)	1	60	CHECK QUOTAS
10-49 (small)	2	30	
50+ (medium / large)	3	10	

REASSURANCES TO BE USED AS REQUIRED:

- **Please be reassured that everything will be strictly confidential. Everything reported back to CITB-ConstructionSkills NI will be completely anonymised**
- **Contact at CITB-ConstructionSkills NI: Karen Hunter on 028 9082 4233**
- **Contact at CITB: Ian Hill on 01485 577289**
- **Contact at IFF Research: Charlie Taylor on 020 7250 3035**
- **Results will help CITB-ConstructionSkills NI understand how well their services meet the needs of the industry.**

ASK ALL

S1. **May I speak to** [IF NO NAMED SAMPLE: the most senior person there who has responsibility for human resources and training issues] [IF NAMED SAMPLE: <CONTACT NAME>]

Yes – transferred	1	CHECK S2
Yes – correct respondent speaking	2	
Definite appointment	3	MAKE DEFINITE APPOINTMENT / SOFT CALL BACK
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Not available in deadline	7	
Company no longer exists / closed	9	
[IF NAMED CONTACT] No-one of that name works here / Person no longer works here	8	RE-ASK S1 about senior person there who has responsibility for human resources and training issues

WHEN TALKING TO APPROPRIATE PERSON

S2 **Good morning/afternoon. My name is ....., calling from IFF Research, an independent Market Research Company, on behalf of CITB-ConstructionSkills NI. CITB-ConstructionSkills NI was formerly known as CITB and is a partner in ConstructionSkills, the Sector Skills Council for the UK construction industry. We are conducting a short survey about skills issues in the construction industry and the standard of service provided by CITB-ConstructionSkills NI. This survey aims to help them meet the skill needs of businesses like yours, and your co-operation will ensure that the views expressed are representative of all employers in your industry.**

**The interview should take about 15 minutes to complete depending on your responses.**

- 1) **Can I just check are you the best person or one of the most appropriate people in the company to talk to about issues relating to any dealings you may have with CITB-ConstructionSkills NI, and about the services they provide.**

Yes	1	ASK S3
No	2	ASK FOR NAME AND CONTACT DETAILS OF THIS PERSON, THEN RE-INTRODUCE S1
Don't know / depends on the questions	3	ASK S3

- ASK ALL  
**S3 Can I just check, have you claimed a grant for training from CITB-ConstructionSkills NI over the past 12 months?**

Yes	1	QUOTA = 55	= GRANT RECEIVER
No	2	QUOTA = 45	= NON-GRANT RECEIVER
Don't know	3		

**UNDERSTANDING OF THE ROLE OF CITB-CONSTRUCTIONSKILLS NI**

ALL RESPONDENTS

- Q1 Thinking quite generally to start with, what do you think are the important skills issues the construction industry will face in the next year or so?**  
DO NOT PROMPT. CODE ALL THAT APPLY.

SKILLED LABOUR SHORTAGE / SKILLS SHORTAGE	1
GENERAL LABOUR SHORTAGE	2
POOR CALIBRE OF TRAINEES	3
TRAINING ISSUES	4
HEALTH & SAFETY ISSUES	5
IMPLEMENTING/UPDATING NEW TECHNOLOGY	6
LACK OF YOUNG PEOPLE COMING INTO INDUSTRY	7
NO PARTICULAR SKILLS ISSUES	8
RECESSION / DOWNTURN (E.G. THE INDUSTRY CUTTING BACK ON TRAINING BECAUSE OF THE RECESSION)	9
LOW CARBON / SUSTAINABILITY	10
OTHER (PLEASE SPECIFY) _____	0
DON'T KNOW	X

- Q1x Are you currently experiencing any recruitment issues?**

Yes.....1  
 No.....2  
 Don't know.....X

**Q1y How many of your workforce across the UK lack the skills necessary to do their job?**

Code if answering as....	Then enter...
Number .....1	_____number
Percentage .....2	_____%
Don't know.....X	

**AWARENESS AND USE OF SERVICES**

ASK ALL  
**qi2 What types of services generally speaking do you think CITB-ConstructionSkills NI provides? PROBE: What else do you think they provide? DO NOT PROMPT BUT IF MENTION TRAINING ASK WHICH SPECIFIC TYPE OF TRAINING OR COURSE DO THEY THINK THEY PROVIDE.**

RECORD VERBATIM


*NOTE: CODE RESPONSES TO LIST ON THE FOLLOWING PAGE*

ASK ALL  
**qi3 Are you aware that CITB-ConstructionSkills NI provides the following services? READ OUT LIST AT Q13 ON GRID [SET UP EACH AS A YES / NO / DON'T KNOW QUESTION]**

FOR EACH SERVICE CODE 1-9, 15, 17, 18 MENTIONED AT Q13, ASK Q14  
 IF AWARE OF ANY 10-14 OR 16 ASK Q15  
 (IF NEITHER SKIP TO q2)

**qi4 And have you used CITB-ConstructionSkills NI for <INSERT EACH YES AT Q13> over the last 12 months?**

ASK Q15 FOR EACH (CODE 1-9, 15, 17, 18 USED AT Q14) OR (CODES 10-14 OR 16 HEARD OF AT Q12 OR 3) [OTHERS GO TO q2]

**qi5 How satisfied were you with CITB-ConstructionSkills NI for <INSERT EACH USED AT Q14>. Please rate it on a scale of 1 to 5 where 1 is very poor and 5 is very good. REPEAT FOR EACH USED AT Q14**

ASK Q16 FOR EACH CODE 1-9, 15, 17, 18 USED AT Q14 OR CODES 10-14 OR 16 HEARD OF AT Q12 or 3 (OTHERS GO TO q2)

**qi6 I'd like to know how important you feel the CITB-ConstructionSkills NI services that you have used over the last 12 months are to your business. Please use a scale of 1 - 5 where 1 is completely unimportant and 5 is very important. So how important to your business is...<READ OUT EACH USED FROM SCREENER>?**

ASK Q17 IF AT Q16 EITHER  
 A) MORE THAN ONE = 5, OR  
 B) MORE THAN ONE = 4 AND NONE = 5, OR  
 C) MORE THAN ONE = 3 AND NONE = 4 OR 5

**qi7 Which of [IF A) INSERT EACH RATED A 5 AT Q16][IF B) INSERT EACH RATED A 4 AT Q16][C) EACH RATED a 3] do you feel is the most important service for your organisation?**

EMPLOYER TRACKING SURVEY 2013

	qi2 AWARE SPONT.	qi3 AWARE PROMP.	qi4 USED	qi5 RATING SAT.	Qi6 RATING Importance.
	CODE ALL	CODE ALL	CODE ALL	WRITE IN SCORE (1-5)	WRITE IN SCORE (1-5)
HEALTH & SAFETY INFORMATION AND TRAINING	1	1	1		
CRAFT TRAINING COURSES	2	2	2		
MANAGEMENT TRAINING COURSES	3	3	3		
SPECIALIST TRAINING COURSES	4	4	4		
MOBILE TRAINING UNIT	5	5	5		
OTHER TRAINING COURSES	6	6	6		
STANDARDS AND QUALIFICATIONS DEVELOPMENT	7	7	7		
GRANTS TO EMPLOYERS FOR TRAINING	8	8	8		
TRAINING ADVICE IN THE FORM OF EMPLOYER SEMINARS	9	9	9		
WORKING WITH SCHOOLS TO PROMOTE CONSTRUCTION CAREERS TO YOUNG PEOPLE AND THEIR INFLUENCERS **	10	10	10		
PROMOTING INDUSTRY REGISTRATION SCHEMES **	11	11	11		
PROMOTING AND SUPPORTING INVESTORS IN PEOPLE ACHIEVEMENTS **	12	12	12		
CONDUCTING RESEARCH AND PROVIDING LABOUR MARKET INTELLIGENCE**	13	13	13		
ENSURING ADEQUATE FURTHER AND HIGHER EDUCATION PROVISION FOR CONSTRUCTION **	14	14	14		
CAREERS INFORMATION, ADVICE AND GUIDANCE	15	15	15		
IMPROVING THE IMAGE OF CONSTRUCTION THROUGH HIGH PROFILE CAMPAIGN ACTIVITY **	16	16	16		
PROVISION OF PUBLICATIONS	17	17	17		
SKILLS COMPETITIONS (E.G. SKILLBUILD)	18	18	18		
TRAINING DELIVERED IN PARTNERSHIP WITH INDUSTRY BODIES / FEDERATIONS THAT IS SUPPORTED BY CITB-CONSTRUCTIONSKILLS NI FUNDING THROUGH TIER 2 OF GRANTS SCHEME	19	19	19		
DELIVERY OF PROJECTS WHERE FUNDING HAS BEEN SECURED FROM EXTERNAL SOURCES ADD IF NECESSARY- QUALIFYING THE EXISTING WORKFORCE, BUILDING SKILLS FOR SUSTAINABLE CONSTRUCTION (LEONARDO), OR HERITAGE LOTTERY FUND	20	20	20		
<b>(DO NOT READ OUT) NONE</b>	<b>96</b>	<b>96</b>	<b>96</b>		
<b>(DO NOT READ OUT) DON'T KNOW</b>	<b>97</b>	<b>97</b>	<b>97</b>		
<b>(DO NOT READ OUT) REFUSED</b>	<b>98</b>	<b>98</b>	<b>98</b>		

**COMMUNICATIONS & MARKETING**

ALL RESPONDENTS

**Q2** Now turning to marketing and communications, have you heard about CITB-ConstructionSkills NI through any of the following during the last 12 months? READ OUT. CODE ALL THAT APPLY

A FEDERATION / ASSOCIATION	1
TRADE PRESS (PLEASE SPECIFY WHICH ONE E.G. NORTHERN BUILDER, , KEYSTONE, CONSTRUCTION IRELAND)	2
NATIONAL PRESS	3
LOCAL PRESS	4
TV	5
RADIO	6
THE INTERNET	7
DIRECT MAIL (POST)	8
E-MAIL	9
TELEPHONE CALL FROM CITB-CONSTRUCTIONSKILLS NI	10
EVENTS / SEMINARS DELIVERED BY CITB-CONSTRUCTIONSKILLS NI	11
EVENTS SPONSORED BY CITB-CONSTRUCTIONSKILLS NI	12
TEXT MESSAGE	13
SOCIAL MEDIA (FACEBOOK)	14
IN ANY OTHER WAY? IF YES SPECIFY _____	0
(DO NOT READ OUT) NONE	V
(DO NOT READ OUT) DON'T KNOW	X

ALL RESPONDENTS

**Q4a** Which of the following information channels do you use to support your day-to-day business activities, by which I mean such things as marketing to clients, getting information about potential new contracts, looking for information, advice or guidance about business issues, and keeping up to date with developments in the industry? READ OUT AND CODE ALL THAT APPLY.

Post or direct mail	1
Trade press / magazines	2
Local or national press	3
Social media channels such as Facebook, Twitter, etc	4
Online forums	5
Email or e-newsletters	6
Other online or Internet channels	7
A Federation / Association	8
Local business groups	9
NIbusinessinfo.co.uk	10
Councils	11
Invest NI	12
Other channels (SPECIFY)	13
(DO NOT READ OUT) Don't know / not sure / None	X

ASK ALL

**Q4c How do you prefer to receive, or where would you look for information on issues such as recruitment, training, improving productivity or reducing carbon?**  
 CATI TO DISPLAY RESPONSES GIVEN AT Q4A, PLUS "OTHER", "NOT INTERESTED IN INFORMATION ON THESE ISSUES" AND "DON'T KNOW". PROMPT IF NECESSARY.  
 MULTI-CODE OK.

Post / direct mail	1
Trade press / magazines	2
Local / national press	3
Social media channels such as Facebook, Twitter, etc	4
Online forums	5
Email or e-newsletters	6
Other online / Internet channels	7
From a Federation	8
Via local business groups	9
From NIbusinessinfo.co.uk	10
Councils	11
Invest NI	12
FE Colleges / Training Providers	13
Other sources/channels (SPECIFY)	14
Not interested in receiving information on these issues	15
Don't know	X

**WEBSITE**

ASK ALL  
**W1 Have you gone on to CITB-ConstructionSkills NI's website citbcsni.org.uk in the last 6 months?**

Yes	1	Go to W2
No	2	Go to Q3
Not sure	3	

IF YES (W1=1)  
**W2 When did you last go on it? PROMPT IF NECESSARY**

In the last 7 days	1
In the last fortnight	2
In the last month	3
In the last 2-3 months	4
4-6 months ago	5
More than 6 months ago	6
DO NOT READ OUT Other (SPECIFY)	7
Can't remember	X

**W3 How do you locate the CITB-ConstructionSkills NI website? DO NOT READ OUT [MULTICODE OKAY].**

Search engine (Google etc)	1
Have it as a 'Favourite' on the computer	2
E-mail sign off / footer of e-mails	4
Address on advert	5
Address on Direct Mail	6
Address on Levy Grant communications	7
Address in press/news article	8
CITB-ConstructionSkills NI staff gave address e.g. at seminar	9
Link from another website	10
Guessed the address	11
College/Training Provider gave address	12
From a colleague	13
Other (SPECIFY)	0
Can't remember	X

**W4 What have you looked at on the website? DO NOT READ OUT [MULTICODE OKAY].**

About Us	1
Grants Scheme info	2
Completing Levy Return	3
Research and Development	4
Courses / Training Directory	5
Careers	6
Events	7
Publications	8
News / Headlines	9
Vacancies	10
Standards	11
Case Studies	12
Sustainable Construction	13
Qualifying the Existing Workforce / Free NVQs	14
Built Environment Professionals	15
Women in Construction	16
Training Plan Template	17
Projects page (Leonardo, HLF)	18
Skillbuild	19
Don't Know / Can't remember	X
Other (SPECIFY)	0

**W5 On a scale of 1-5 where 1 is very poor and 5 is very good, how would you rate the website in terms of...**

	1 Very poor	2	3	4	5 Very good	Don't know
IT HAVING THE INFORMATION YOU WANT IT TO HAVE	1	2	3	4	5	X
HOW CLEAR AND EASY TO UNDERSTAND IS THE INFORMATION ON THE WEBSITE	1	2	3	4	5	X
HOW EASY IT IS TO NAVIGATE AROUND THE WEBSITE AND FIND WHAT YOU ARE LOOKING FOR	1	2	3	4	5	X
HOW APPEALING THE WEBSITE IS	1	2	3	4	5	X
HOW UP TO DATE THE CONTENT IS	1	2	3	4	5	X
AND OVERALL HOW WOULD YOU RATE THE WEBSITE, WHERE 1 IS VERY POOR AND 5 IS VERY GOOD.	1	2	3	4	5	X



**W6** IF APPEALING RATED 1-2 AT THE PREVIOUS QUESTION (W5\_4=1 OR 2)  
**When you say the website is poor or very poor what exactly do you mean? DO NOT READ OUT. PROBE: What else? CODE ALL MENTIONED**

Difficult to navigate / poor layout	1
Unexciting / old fashioned	2
Overcomplicated / too much information	3
It's a work tool and just serves a function (i.e. don't look for pleasure)	4
Don't know	5
Other (PLEASE SPECIFY)	6

**W7** IF ANY RATED A 1-2 AT THE W5 GRID EXCEPT IF ONLY 1-2 ON 'APPEAL' (If ANY W5 = 1 OR 2, EXCEPT ONLY W5\_4= 1 OR 2)  
**What improvements, if any, would you like to see to the website? PROBE FULLY DO NOT READ OUT. CODE ALL MENTIONED**

Simplify / Clearer information, details	1
Easier navigation	2
More user friendly	3
Improved search function	4
Split information by trades / sectors	5
Nothing	6
Don't know	7
Other (PLEASE SPECIFY)	8

**COMMUNICATIONS RECEIVED FROM CITB-CONSTRUCTIONSKILLS NI**

**Q3** ASK ALL  
**Have you received communications from CITB-ConstructionSkills NI in the past 12 months telling you about their products and services?**

Yes	1	Go to Q4
No	2	ASK Q12
Not sure	X	

IF YES (Q3=1)

**Q4** I'd like to know what you think about the correspondence that you have received from CITB-ConstructionSkills NI in the last 12 months. For each factor, please rate it using a scale of 1 to 5, where 1 is very poor and 5 is very good.

	1 Very poor	2	3	4	5 Very good	Don't know
IT HAVING A STYLE AND DESIGN THAT YOU IMMEDIATELY RECOGNISE	1	2	3	4	5	X
IT GRABBING YOUR ATTENTION	1	2	3	4	5	X
THE INFORMATION WITHIN THE COMMUNICATIONS BEING CLEAR AND EASY TO UNDERSTAND	1	2	3	4	5	X
IT BEING RELEVANT AND APPROPRIATE TO YOUR COMPANY'S NEEDS	1	2	3	4	5	X
PROVIDING THE RIGHT AMOUNT OF INFORMATION AND DETAIL	1	2	3	4	5	X
THE FORMAT OF THE INFORMATION BEING RIGHT FOR YOU	1	2	3	4	5	X
HOW CLEAR THE GUIDANCE IS ON HOW TO GET IN CONTACT WITH CITB-CONSTRUCTIONSKILLS NI AND WHAT TO DO NEXT	1	2	3	4	5	X
AND OVERALL HOW WOULD YOU RATE CITB-CONSTRUCTIONSKILLS NI COMMUNICATIONS ON PRODUCTS AND SERVICES	1	2	3	4	5	X

**Q5** Do you feel that you get about the right amount of information on CITB-ConstructionSkills NI products and services, too much or too little?  
[THIS IS Q9 GB PLUS UNDERLININGS]

About right	1
Too much	2
Too little	3
Can't remember	X

**Q6** Generally, did the communications that you received arrive at the right time of the year for you, or did they arrive too early in the year for you to act on, or did they generally arrive too late in the year to be useful?  
[Was Q9 last year]

Too early	1
About right	2
Too late	3
Can't remember	X

IF COMMUNICATIONS ARRIVED TOO LATE (Q6=3)

**Q6b** Which specific communications were received too late to be useful?

Don't know.....X

**Q7 What is your preferred method of receiving Information or Communications from CITB-ConstructionSkills NI? DO NOT READ OUT. ALLOW MULTICODE**

Mail	1
Email	2
Website	3
Fax	4
Phone	5
Face-to-face (one-to-one, e.g. company visit)	6
Face-to-face (one-to-many, e.g. employer seminars / events)	7
Radio	8
Trade Press Ads	9
Local Press Ads	10
Text	11
Social media	12
E-zines (Newsletters in e-mail)	13
Other (please specify)	14
None – don't want promotional literature	15
No preference	16
Don't know	X

IF EMAIL IS PREFERRED METHOD (Q7=2)

**Q7a Would you be happy for us to pass on your email address to CITB-ConstructionSkills NI so that they can send you information or communications on their products and services?**

Yes	1	Enter email address, read back to confirm, then continue to Q8
No	2	Continue to Q8

**Q8 Did any of the communication you received about CITB-ConstructionSkills NI's products and services prompt you to contact CITB-ConstructionSkills NI for more information?**

Yes	1	Go to Q9
No	2	ASK Q12
Can't remember	X	

IF YES

**Q9 Having contacted CITB-ConstructionSkills NI for more information, how would you rate the information that you received? Please use a scale of 1 – 5 where 1 is not at all useful and 5 is extremely useful).**

Not at all useful	1
	2
	3
	4
Extremely useful	5
Don't know	X

**Q10 Question Deleted**

**Q11 Question Deleted**

**CONTACTING CITB-CONSTRUCTIONSKILLS NI'S GRANTS TEAM**

ASK ALL

**Q12 Excluding any face-to-face contact that you might have had, have you contacted CITB-ConstructionSkills NI's Grants Team in the past 12 months for any reason, for example for help or information about a product or service?**

Yes	1	Go to Q13
No	2	Go to Q15
Not sure	X	

IF YES

**Q13 Could you tell me what your most recent query/contact was about?**


**Q14 And was this most recent contact by... READ OUT? (SINGLE CODE)**

Phone	1
Post	2
Fax	3
Email	4
Text	5
Website (online levy or grants query)	6
Other method (PLEASE SPECIFY)	7
DO NOT READ OUT Can't remember	8

**Q14a How helpful was the response you got? Please use a scale of 1 to 5 where 1 is not at all helpful and 5 is extremely helpful.**

Not at all helpful	1	ASK Q14b
	2	
	3	
	4	ASK Q14c
Extremely helpful	5	
Don't know	X	

IF Q14a= 1 OR 2

**Q14b Why do you say that?**


If Q12=1 ASK:

**Q14c How do you think the service provided by CITB-ConstructionSkills NI's Grants Team could be improved?**


**EMPLOYER CAMPAIGNS – GETTING EMPLOYERS TO TRAIN**

ASK ALL

**Q15 Did you receive information about the CITB-ConstructionSkills NI Grants Scheme from CITB-ConstructionSkills NI in the last 12 months aimed at yourself as an employer?**

Yes	1	Go to Q16
No	2	Go to Q18
Can't remember	X	

IF YES

**Q16 Did the information about the CITB-ConstructionSkills NI Grants Scheme and how you can claim a grant encourage you to contact CITB-ConstructionSkills NI for more information?**

Yes	1	Go to Q17
No	2	ASK Q20
Can't remember	X	

IF YES AT Q16

**Q17 Did you claim a CITB-ConstructionSkills NI Grant for any training undertaken as a result?**

Yes	1	ASK Q20b
No	2	Go to Q19
Can't remember	X	

**Q17b** IF YES AT Q16

**Are you aware that in order to claim a grant you must submit a levy return form?**

Yes	1
No	2

ASK IF NO / CAN'T REMEMBER AT Q15

**Q18 Are you aware that as a registered in-scope employer you are able to claim money to support the cost of training through the CITB-ConstructionSkills NI Grants Scheme?**

Yes	1	CHECK Q20a
No	2	
Not sure	3	

IF NO / CAN'T REMEMBER AT Q17

**Q19** Are there any specific reasons why you did not subsequently claim a CITB-ConstructionSkills NI Grant for any training undertaken? DO NOT READ OUT

Didn't understand the information	1	CHECK Q20A
Didn't think we were eligible	2	
Not appropriate for me	4	
Too confusing/complicated	5	
Too time consuming	6	
Currently in the process	7	
Didn't undertake any training	8	
Trained through main contractor	9	
Started training but never finished it	10	
Other (please specify)_____	95	
None	96	
Don't know	97	

IF NO / DON'T KNOW AT Q16 ASK:

**Q20** Why did the CITB-ConstructionSkills NI Grants Scheme information not prompt you to contact CITB-ConstructionSkills NI for more information on money available to support training activity?

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ASK ALL EXCEPT Q17=1 OR S3=1

**Q20a** What would encourage you to make a claim? DO NOT READ OUT

If grants were available for a wider range of training activities (SPECIFY What training?)	1
If grants for training were higher	2
If it involved less paperwork	3
If making a grant claim was easier	4
If I could get help making a claim	5
Other (please specify)_____	0
Don't know	X

READ OUT TO ALL

**CITB-ConstructionSkills NI is undertaking an extensive review of the support provided by the Grant Scheme. The industry will be consulted on the proposed changes in due course, however if you would like to contribute now, email your comments to [grants@citbcsni.org.uk](mailto:grants@citbcsni.org.uk)**

ASK ALL

**Q21** Thinking now of CITB-ConstructionSkills NI and the overall service it provides for the industry as a whole, please indicate, using a scale of 1 to 5, where 1 is completely dissatisfied, and 5 is completely satisfied, how satisfied you are with its performance on the following criteria. How satisfied are you with CITB-ConstructionSkills NI for.....

	1 Completely dissatisfied	2	3	4	5 Completely satisfied	Don't know	Not applicable
Constantly aiming to improve the service that it offers	1	2	3	4	5	X	V
Responding quickly to the changing needs of the industry	1	2	3	4	5	X	V
Working effectively in partnership with other organisations such as federations, trade associations, funding bodies, education	1	2	3	4	5	X	V
Working efficiently for employers in the industry	1	2	3	4	5	X	V
Being easy for customers to deal with	1	2	3	4	5	X	V

**Q22** And using the same scale, how satisfied are you with CITB-ConstructionSkills NI and the overall service it provides for the INDUSTRY AS A WHOLE, please use a scale of 1 to 5, where 1 is completely dissatisfied, and 5 is completely satisfied? PROMPT IF NECESSARY

Completely dissatisfied	1	ASK Q23
	2	
	3	ASK Q24
	4	
Completely satisfied	5	
Not sure / don't know	X	

IF DISSATISFIED (Q22 = 1 OR 2)

**Q23** Why are you dissatisfied with the overall service it provides for the INDUSTRY AS A WHOLE?

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No/Nothing.....X

ASK ALL

**Q24** Thinking now about your company's interactions with CITB-ConstructionSkills NI, how satisfied are you with its performance on the following criteria, please use a scale of 1 to 5, where 1 is completely dissatisfied and 5 is completely satisfied...

	1 Completely dissatisfied	2	3	4	5 Completely satisfied	Don't know	Not applicable
BEING ACCOUNTABLE – DELIVERING ON WHAT THEY SAY	1	2	3	4	5	X	V
BEING KNOWLEDGEABLE, AND PROVIDING EXPERTISE AND INFORMATION ON WHICH YOU CAN RELY	1	2	3	4	5	X	V
BEING HELPFUL AND POLITE	1	2	3	4	5	X	V
BEING FAIR AND ACCESSIBLE IN MEETING THE NEEDS OF A WIDE RANGE OF CUSTOMERS	1	2	3	4	5	X	V
LISTENING TO CUSTOMERS AND REFLECTING THIS IN THEIR PRODUCTS AND SERVICES	1	2	3	4	5	X	V

**Q25** And using the same scale, how satisfied have you been overall with the service CITB-ConstructionSkills NI has provided your company in the last 12 months?

Completely dissatisfied	1	ASK NEXT QUESTION
	2	
	3	ASK Q27
	4	
Completely satisfied	5	
Not sure / don't know	X	
Not applicable – no services provided	V	

IF DISSATISFIED (Q25 = 1 OR 2)

**Q26** Why are you dissatisfied with the service it has provided for your company over the last 12 months?

DO NOT READ OUT. MULTICODE OKAY PROBE: Why else?

No/Nothing.....X

Poor communication / difficult to get hold of	1
They take a levy but don't provide relevant service	2
Grant is too small or too hard to get	3
Their service is irrelevant to our industry	4
Service is biased to big companies	5
Don't know	6
Other (PLEASE SPECIFY)	7



ASK ALL

**Q27** On the basis of the experience that you have had of dealing with CITB-ConstructionSkills NI, which of the following statements best applies to your likelihood to recommend CITB-ConstructionSkills NI to others...? READ OUT AND CODE ONE ONLY

I would proactively advise others against contacting and using CITB-ConstructionSkills NI	1
I would be critical of them if someone asked my opinion	2
I would be neutral about them if someone asked my opinion	3
I would definitely speak highly of them if someone asked my opinion	4
I would proactively recommend that others contact and use CITB-ConstructionSkills NI	5
(DO NOT READ OUT) None of the above	V
(DO NOT READ OUT) Don't know	X

IF Q27 = 1 - 3 ALL OTHER GO TO Q29

**Q28** Are there any specific reasons why you say that? DO NOT READ OUT. PROBE: Why else? MULTICODE OKAY.

Grant they provide is too small	1
Grant scheme is too time consuming to claim	2
Too much bureaucracy / paperwork	3
Pay levy but get nothing back	4
Poor communication / don't get back to me	5
Don't know	6
Other (PLEASE SPECIFY)	7

ASK ALL

**Q29** And, in the last 12 months have you actually recommended CITB-ConstructionSkills NI to someone?

Yes	1
No	2
Don't know	X

ASK ALL

**Q29a** How could CITB-ConstructionSkills NI improve their service and or their relationship with you?

They couldn't / fine as is.....V
Don't know.....X

**EMPLOYER ENGAGEMENT**

**E1 Are you aware that CITB-ConstructionSkills NI is running a series of employer events aimed at informing employers about its services including levy, grants, and training instead of providing one-to-one visits?**

Yes	1	Go to E2a
No	2	GO TO E4
Don't know	X	

ASK THOSE WHO ARE AWARE (E1=1)

**E2a Through which method of communication did you first hear about the event?**  
DO NOT READ OUT. PROMPT IF NECESSARY. ONLY ONE ANSWER ALLOWED

Post	1
Website	2
Telephone	3
E-mail	4
Advert	5
Text	6
Grants booklet	7
HSWNI (Health & Safety Works NI)	8
Federation / Association	9
Other (PLEASE SPECIFY)	10

ASK THOSE WHO ARE AWARE (E1=1)

**E2b Have you attended any of the events?**

Yes	1	Go to E3A
No	2	GO TO E4
Don't know	X	

ASK THOSE WHO HAVE ATTENDED EVENTS (E2b=1)

**E3a Did the events provide you with the information you expected or required?**

Yes	1	Go to E6
No	2	GO TO E4
Don't know	X	

ASK ALL THOSE NOT AWARE OF EVENTS, OR DID NOT ATTEND EVENTS, OR DID ATTEND AND DID NOT GET INFORMATION REQUIRED (E1=2orDK OR E2b=2orDK OR E3A=2orDK)

**E4 What topics would you like to see covered at these events?**

DO NOT READ OUT. MULTIPLE CODE OKAY

Levy	1
Grants	2
Online services	3
Training advice	4
Information about training courses including the Mobile Training Unit	5
Health and Safety	6
Meet Management Team	7
Other training initiatives including projects	8
Information from other relevant organisations	9
PQQ training	10
Short business support information training	11
Sources of funding	12
Other (Specify)	0
Not interested in these sorts of events	V
Don't Know	X

ASK THOSE WHO HAVE ATTENDED EVENTS EXCEPT THOSE NOT INTERESTED (E2b=1 & NOT E4=V )

**E6 What did you find useful about the event?**

DO NOT READ OUT. MULTIPLE CODE OKAY

Information on Grants	1
Information on Levy	2
Information on online services	3
Training advice	4
Information about training courses including MTU	5
Information on Health & safety	6
Information about Publications	7
Meeting the management team	8
Opportunity to meet HSWNI (Health & Safety Works NI)	9
Other training / funding initiative	10
Nothing found useful	11
Other (please specify)	12
Don't Know	13

ASK THOSE WHO HAVE ATTENDED EVENTS AND DID GET THE RIGHT AMOUNT OF INFORMATION (E2b=1 & E3A=1)

**E7 What other topics would you like to see covered?**

None- no other topics required
Don't know.....X

ASK THOSE WHO HAVE ATTENDED EVENTS (E2b=1)

**E8 Which organisations represented at the event did you request further contact from?**  
DO NOT READ OUT. PROMPT IF NECESSARY. MULTICODE ALLOWED

CITB-ConstructionSkills NI	1
Health & Safety Works NI (HSWNI)	2
Did not request further contact	3
Other (Please Specify)	X

ASK ALL EXCEPT CODE V AT E4

**E9 What time would best suit your company for these events?**  
PROMPT IF NECESSARY

Morning	1
Afternoon	2
Early Evening	3
Other (please specify)	4
Don't know	X

ASK ALL EXCEPT CODE V AT E4

**E10 Do you expect to attend a future event?**

Yes	1
No	2
Don't know	3

ASK ALL EXCEPT CODE V AT E4 OR E10=2

**E4a How often would you be likely to attend these events?**  
PROMPT IF NECESSARY, SINGLE CODE

(DO NOT PROMPT) Every quarter or more often	1
Every 6 months	2
Once a year	3
Less often than once a year	4
(DO NOT PROMPT) Can't say / depends on what they are on / where they are held etc	5
Every other year	6
Other (SPECIFY)	0
Don't Know	X

**LEVY & GRANT SUPPORT**

SAY TO ALL: To share the costs of training sufficient people for the industry, CITB-ConstructionSkills NI charges a statutory levy on all registered in-scope employers over the levy threshold of £80,000. This enables CITB-ConstructionSkills NI to return grant to all registered in-scope employers who train and to provide a range of other services. Every year, CITB-ConstructionSkills NI needs to show the government that the industry supports the levy grant system. The results of this survey may be used to inform the government of employer views on this matter, so please answer as accurately as possible.

ASK ALL

**Q29x** First, can I just check have you used CITB-ConstructionSkills NI's online levy return facility?

Yes	1	Go to Q29y
No	2	CHECK <u>Q29z</u>
Don't know	X	

IF YES

**E29y** On a scale of 1-5 where 1 is completely dissatisfied and 5 is completely satisfied, how satisfied have you been with this service?

1 – completely dissatisfied	1
	2
	3
	4
5 – completely satisfied	5
Don't know	X

ASK ALL

**Q29Z** Are you aware of the following levy payment methods? READ OUT.

	Yes	No	Don't know
PAYING IN TWO EQUAL INSTALMENTS IN OCTOBER AND FEBRUARY AT NO EXTRA COST	1	2	X
PAYING BY DIRECT DEBIT OVER 10 MONTHS (BETWEEN OCTOBER AND JULY) AT NO EXTRA COST	1	2	X

**Q30** GRANT RECEIVERS ONLY (S3=1 OR Q17 = 1) [OTHERS ASK Q32]  
**You said earlier that you had received grant for training from CITB-ConstructionSkills NI over the past 12 months. What types of training did you use the grant for? READ OUT AND CODE ALL THAT APPLY. [SET UP EACH AS YES / NO / DON'T KNOW]**

FOR EACH TYPE OF TRAINING GRANT CODES 1-9 USED AT Q30 ASK:  
**Q31 Was the availability of a grant for <ASK SEPARATELY FOR EACH YES AT Q30> a positive factor in enabling you to undertake this training? REPEAT FOR EACH YES AT Q30**

	Q30 TYPES OF TRAINING	Q31 GRANT POSITIVE FACTOR		
		YES	NO	DK
NVQS	1	1	2	3
APPRENTICES	2	1	2	3
OFF-THE-JOB TRAINING	3	1	2	3
IN-HOUSE TRAINING	4	1	2	3
UNDERGRADUATE DEVELOPMENT PROGRAMME	5	1	2	3
INDUSTRY REGISTRATION (CARD) SCHEMES	6	1	2	3
TECHNICAL, SUPERVISORY & MANAGEMENT	7	1	2	3
3 <sup>RD</sup> PARTY ACCREDITATIONS	8	1	2	3
TRAINING IN PARTNERSHIP WITH INDUSTRY BODIES E.G. FEDERATION OF MASTER BUILDERS / CONSTRUCTION EMPLOYERS FEDERATION	9	1	2	3
TRAINING VIA THE MOBILE TRAINING UNIT	10	1	2	3
OTHER 1 <sup>ST</sup> MENTION (PLEASE SPECIFY)	11	1	2	3
OTHER 2 <sup>ND</sup> MENTION (PLEASE SPECIFY)	12	1	2	3
OTHER 3 <sup>RD</sup> MENTION (PLEASE SPECIFY)	13	1	2	3
NONE	96			
DON'T KNOW	97			

GRANT RECEIVERS ONLY (S3=1 OR Q17 = 1)  
**Q31a Have you used CITB-ConstructionSkills NI's Online Grant Services for...? READ OUT AND CODE AL THAT APPLY**

Grant scheme information	1
Online Grant applications	2
BACS payments	3
DO NOT READ OUT: None of the above	V
DO NOT READ OUT: Don't know if used Online Grant Services	X

IF HAVE NOT USED ONLINE GRANT APPLICATIONS (31A= 1 OR 3 OR V OR X AND NOT 2)

**Q31aa Are you aware that an additional 2.5% is automatically added to online grants claims?**

Yes	1
No	2
Don't know	X

IF HAVE NOT USED ONLINE GRANT APPLICATIONS (31A= 1 OR 3 OR V OR X AND NOT 2)

**Q31aaa Are you aware that there is a video on the CITB-ConstructionSkills NI website which shows you how to claim a grant online?**

Yes	1
No	2
Don't know	X

GRANT RECEIVERS ONLY (S3=1 OR Q17 = 1)

**Q31b I'd now like to ask about your views of the grant process [ADD AS APPLICABLE FROM Q31a: and the Grant Departments / CITB-ConstructionSkills NI's Online Grant Services]. So, on a scale of 1 - 5 where 1 is completely dissatisfied and 5 is completely satisfied, how satisfied have you been with...?**

	1 Completely dissatisfied	2	3	4	5 Completel y satisfied	Don't know
a) <b>Ease of claiming</b> a grant	1	2	3	4	5	X
b) The <b>speed</b> of Grant payments	1	2	3	4	5	X
c) The <b>range of courses</b> for which Grants are available?	1	2	3	4	5	X
IF USED CITB-CONSTRUCTIONSKILLS NI ONLINE GRANT SERVICES (Q31a/1-3): d) The <b>Online Grant Services</b> ?	1	2	3	4	5	X
ASK ALL GRANT RECEIVERS (S3=1 OR Q17=1) e) Thinking of the <b>overall customer service</b> you have received in relation to the grant process, how satisfied have you been?	1	2	3	4	5	X

ASK ALL

**Q32 What improvement if any would you like to see made to the current grants scheme? DO NOT READ OUT. CODE ALL THAT APPLY**

SIMPLIFY APPLICATION PROCESS	1
ALTER PROOF OF ATTENDANCE PROCEDURE	2
STANDARDISE APPLICATION PROCESS	3
GRANTS TO COVER MORE COURSES	4
GRANTS TO COVER WAGES / TRAVEL EXPENSES	5
MORE GRANTS INFORMATION AND AWARENESS	6
HIGHER LEVEL OF GRANT AID	7
OTHER (PLEASE <b>SPECIFY</b> )	0
DON'T KNOW	X

ASK ALL

**Q32b** How important do you feel the levy and grant system is in maintaining the level and quality of training within your own firm? Please answer on a scale from 1 – 5 where 1 is not at all important and 5 is very important.

**Q32c** And how important do you feel the levy and grant system is in maintaining the level and quality of training across the construction industry as a whole?

	1 Not at all important	2	3	4	5 Very important	Don't know
Q32B) WITHIN YOUR OWN FIRM	1	2	3	4	5	X
Q32C) ACROSS THE CONSTRUCTION INDUSTRY AS A WHOLE	1	2	3	4	5	X

ASK ALL

**Q33** If there were no statutory training body such as CITB-ConstructionSkills NI, what impact would having no system for providing grants for training, have on the industry as a whole in terms of.....**READ OUT ASPECT ASKING : Would..... <ASPECT> .....improve, worsen or remain the same? REPEAT FOR EACH ASPECT**

	IMPROVE	WORSEN	SAME	D/K
TRAINING WITHIN THE INDUSTRY	1	2	3	4
IMAGE AND RECRUITMENT OF NEW STAFF	1	2	3	4
PROGRESS TOWARDS A QUALIFIED WORKFORCE	1	2	3	4
AVAILABILITY OF SKILLED LABOUR	1	2	3	4

ASK ALL

**Q34** Do you think that the statutory levy-grant system should continue? CODE ONE ONLY

Yes	1
No	2
Don't know	3

IF NO AT Q34 (Q34=2)

**Q34a** Why do you think that the statutory Levy Grant System should not continue? DO NOT READ OUT. MULTIPLE ANSWERS OK

It's an unnecessary expense/additional tax	1
It has no real benefit for us	2
It favours larger companies	3
It's better to train in-house/on-site	4
The system is inconsistent	5
They don't provide the training/staff that our industry needs	6
Don't know	7
Other (PLEASE SPECIFY)	8



**TRAINING**

ASK ALL

**S5a Can I just check, how many direct employees work for your company in the UK? PROBE FOR BEST ESTIMATE – Don't know not allowed**

1 (respondent only – i.e. just yourself)	1
Exact number (SPECIFY)	2

IF 1 AT S5A

**S5b And do you have anyone working for your company across the UK on a labour-only sub-contract basis, this might include those who are self-employed or who have been taken on via an agency?**

Yes	1
No	2
Don't know	3

ASK ALL

**S6 I am now going to ask you some questions about staff training and development. Over the past 12 months have you funded or arranged any off-the-job training or development for employees in your company. By off-the-job training we mean training away from the individual's immediate work position, whether on your premises or elsewhere?**

Yes	1
No	2
Don't know	3

**S7 And in the last 12 months have you funded or arranged any on-the-job or informal training and development, by which we mean activities that would be recognised as training by the staff, and not the sort of learning by experience which could take place all the time.**

Yes	1
No	2
Don't know	3

IF S6 OR S7 = 1 (TRAINED) - OTHERS ASK B15

**S8 In the past 12 months have you done any of the following... READ OUT**

Taken on an apprentice	1
Achieved Investors in People status	2
Created a Training Plan	3
Put any of your workforce through a training programme	4
Any other training which you think you should receive a grant for	5
None of the above	6

ASK ALL PROVIDING TRAINING (S6/1 or S7/1) – OTHERS ASK B15

**C3 You said earlier that you had funded or arranged training in the last 12 months. Has any of this training over the past 12 months been towards a nationally recognised qualification?**

Yes	1
No	2
Don't know	3

**C4** IF PROVIDE TRAINING LEADING TO NATIONALLY RECOGNISED QUALIFICATION (C3/1)  
**Approximately what proportion of the training you have funded or arranged has been towards a nationally recognised qualification ... PROMPT WITH BANDINGS IF NECESSARY AND CODE ONE ONLY**

Less than 10%	1
Between 10% and 25%	2
Between 25% and 50%	3
More than half but less than all of it	4
All training	5
DO NOT READ OUT: Don't know	6

**C5** ASK ALL WHO HAVE UNDERTAKEN TRAINING IN LAST YEAR (S6/1 or S7/1)  
**Thinking about the reasons for your business funding and arranging training, to what extent do you feel the following statements apply to your business? Please use a scale of 1 to 5 where 1 is not at all and 5 is applies a great deal. READ OUT EACH STATEMENT (ROTATE). CODE ONE FOR EACH ROW**

	Not at all				A great deal	Don't know
Training is important to maintain employee credentials/certifications [IF S5B/2, CODE SHOULD READ: Training is important to maintain company credentials/certifications]	1	2	3	4	5	6
Training helps employees to meet new responsibilities [IF S5B/2, CODE SHOULD READ: Training helps the company meet new responsibilities]	1	2	3	4	5	6
Training is necessary to meet health and safety requirements	1	2	3	4	5	6
Training reduces the need for supervision	1	2	3	4	5	6
Training increases productivity	1	2	3	4	5	6
Training increases employee job satisfaction and general morale and motivation amongst employees [IF S5B/2, CODE SHOULD READ: Training increases job satisfaction and general morale and motivation]	1	2	3	4	5	6
Training enables you to introduce new technologies in terms of both equipment and processes	1	2	3	4	5	6
Training enables your business to attract staff of a good calibre	1	2	3	4	5	6
Training is important in maintaining a competitive advantage	1	2	3	4	5	6
Training will enable your business to recover from the recession faster	1	2	3	4	5	6
Training enables your business to put something back into the industry	1	2	3	4	5	6

2)

**C6** ASK ALL THOSE WHO HAVE TRAINED IN THE PAST 12 MONTHS (S6/1 or S7/1)  
**If you could have done, would you have provided MORE training [UNLESS S5B/2: for your staff] than you were able to over the last 12 months?**

Yes	1
No	2
Don't know	3

**C6a** How likely are you to fund or arrange any training for staff over the coming 12 months, either on-the-job or off-the-job...READ OUT?

Definitely or very likely	1
Fairly likely	2
Not very likely	3
Not at all likely or definitely won't	4
(DO NOT READ OUT) Don't know	X

ASK ALL

**B15** I'm going to read out a number of potential barriers to investing in training. To what extent do you feel each is a barrier to your business investing (IF S6 OR S7=1 ADD 'further') in training. Please use a scale of 1 to 5 where 1 is not at all and 5 is a very significant barrier to investing in training. READ OUT EACH STATEMENT (ROTATE) CODE ONE FOR EACH ROW

	Not at all				A very significant barrier	Don't know
ASK ONLY IF DON'T TRAIN (neither S6 nor S7=1)	1	2	3	4	5	6
I. We prefer to recruit only experienced, skilled workers	1	2	3	4	5	6
ASK ALL	1	2	3	4	5	6
A. The financial cost of training	1	2	3	4	5	6
B. The disruption to your work patterns that is caused by people being away from work for training [IF S5B/2, CODE SHOULD READ: The disruption to your work patterns that is caused by being away from work for training]	1	2	3	4	5	6
C. Lack of knowledge about the range of provision that is available	1	2	3	4	5	6
D. Reluctance of staff to take up training opportunities [IF S5B/2, CODE SHOULD READ: Reluctance to take up training opportunities]	1	2	3	4	5	6
E. Lack of suitable training provision	1	2	3	4	5	6
F. The concern that if you invest in training for staff then they become more susceptible to 'poaching' from your competitors	1	2	3	4	5	6
G. The concern that the acquisition of new skills through training tends to make employees demand higher wages	1	2	3	4	5	6
H. The establishment has never really provided training for employees before [IF S5B/2, CODE SHOULD READ: The establishment has never really provided training before]	1	2	3	4	5	6

**RC1** Finally, CITB-ConstructionSkills NI and CITB are interested in building up a panel of employers that will enable them to build up a picture of the industry over time. On this basis will it be possible to call you again in the future to discuss topical construction issues?

Yes	1
No	2

**THANK AND CLOSE SCREEN**

**'Finally, can I finally just take your name and job title (IF RC1) and email address.**

**Name** \_\_\_\_\_

**Job title** \_\_\_\_\_

**Email address** \_\_\_\_\_

**That's all the questions. Thank you very much for your time today. Please be reassured that all your answers are completely confidential.**

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.
Interviewer signature: _____ Date: _____
Finish time: _____ Interview Length _____ mins