



Employer Tracking Survey 2014 Summary of Results

CITB NI's mission is to develop and embed a training culture which will improve the skills and productivity of the Northern Ireland construction industry.

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

It does this through an annual survey consisting of approximately 100 telephone interviews with construction sector employers in Northern Ireland. Fieldwork took place in August/September 2014.

Skills and Training

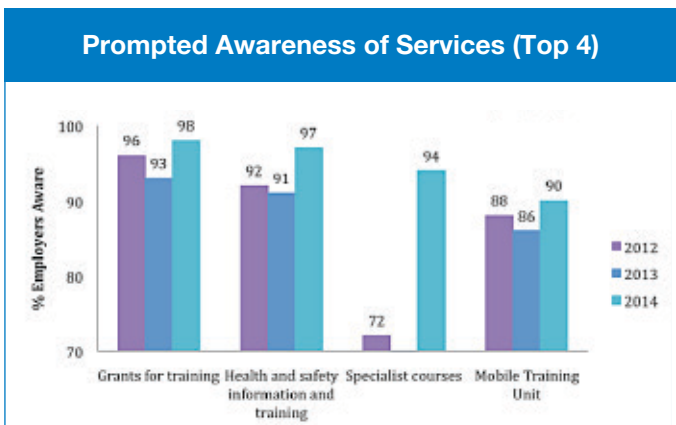
45% of employers identified a shortage of skilled labour as the most important skills issue facing the industry while 16% identified health and safety related issues and 14% identified training related issues as the most important issue.

5% percent of employers reported having some of their workforce that lack the necessary skills to do their job, down from 11% in 2014. However, 18% of employers are experiencing recruitment difficulties, up 8% from 2013.

Awareness, Use and Satisfaction with Services

Employers were asked which services they were aware of that CITB NI provides.

Prompted Awareness of Services (Top 4)



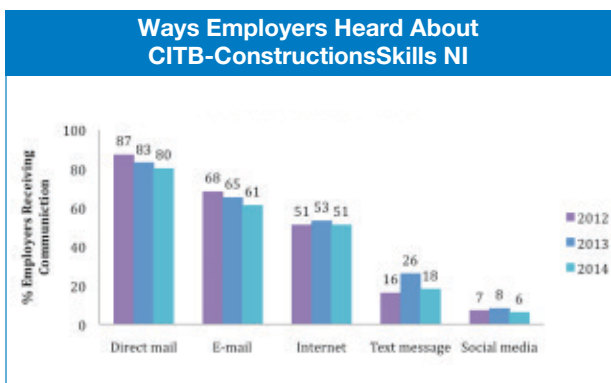
65% of employers had used at least one CITB NI service in the last 12 months. 52% of employers had received grants in the last 12 months. Both figures are almost the same as in 2013 (67% and 51%).

Satisfaction levels with services aimed at employers are generally high, with mean scores of 3.8 to 5.0 (out of 5.0). Satisfaction with skills competitions, standards and qualifications and the Mobile Training Unit were 100%.



Communications

Nearly all employers had heard or seen information about CITB NI in the last 12 months (96%, exactly the same as 2013).



The 2014 survey continues the trend first seen in 2012 where the proportion wanting information via e-mail (61%) is higher than those wanting information in the post (38%). For the first time, more small employers (54%) said they would prefer e-mail (47% in 2013) over hard copy (44% vs. 61% in 2013).

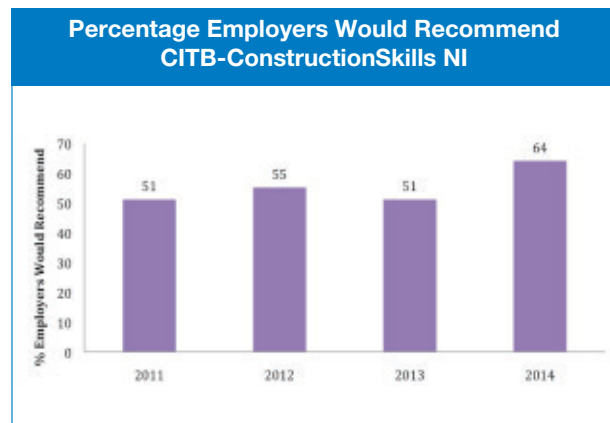


66% of employers were aware that CITB NI has been running a series of employer events. 25% of employers had attended one of these events. 86% were satisfied with these events.

Overall opinions of CITB NI

69% of employers were satisfied with the overall service CITB NI provides to the industry, whilst 12% were dissatisfied and 19% were neutral or didn't know. Customers were most positive about CITB NI being easy to deal with (80%, up 10% from 2013) and responding quickly to the changing needs of the industry (64%).

Employers were very positive about their interactions with CITB NI staff for being helpful and polite (90% satisfied), being knowledgeable (79%), and fair and accessible (81%, up 13% from 2013).



Support for the Levy and Grant System

74% of employers think the Levy-Grant system is important for maintaining the level and quality of training within the industry as a whole. Fewer (61%) think it plays an important role in maintaining the level and quality of training within their own firm.

80% of employers believe the Levy-Grant system should continue, the highest level of support since 2006. In GB the level of support is lower at 63%.

For a copy of the full report go to the R&D section of our website www.citbni.org.uk

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