



CITB NI
Stakeholder Satisfaction Survey
2018

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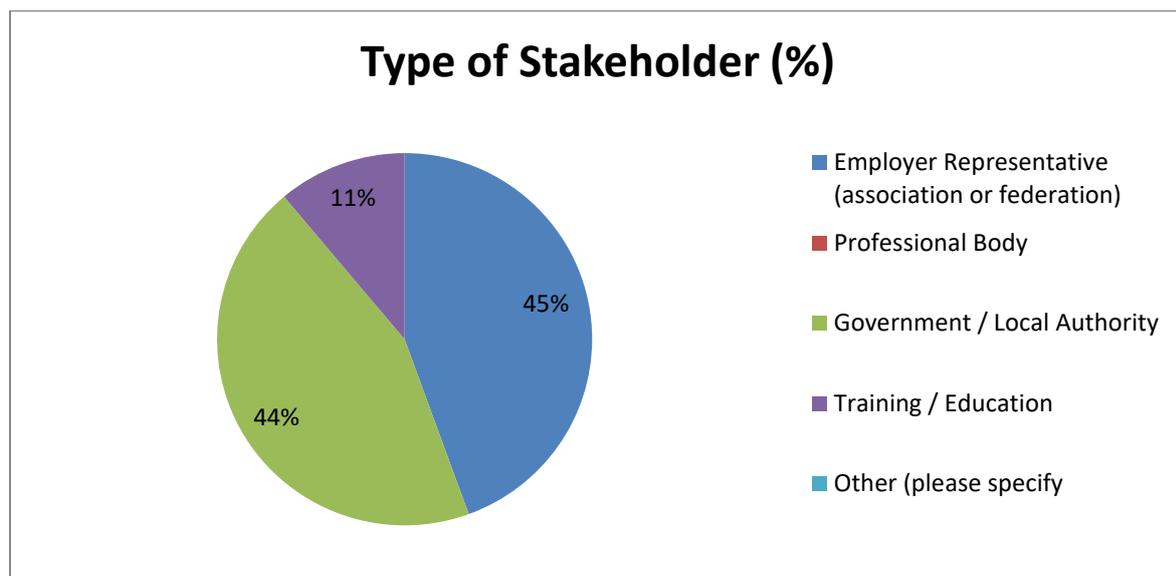
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Introduction

1. The CITB NI stakeholder satisfaction survey aims to determine how well CITB NI is achieving its aims and objectives in the opinion of a range of stakeholders including employer representatives, Government / local authorities, professional bodies and training / education providers. The stakeholder satisfaction survey was last carried out in 2016.
2. Due to the low response rate, the findings of this survey should be treated with much caution.

Methodology and Sample

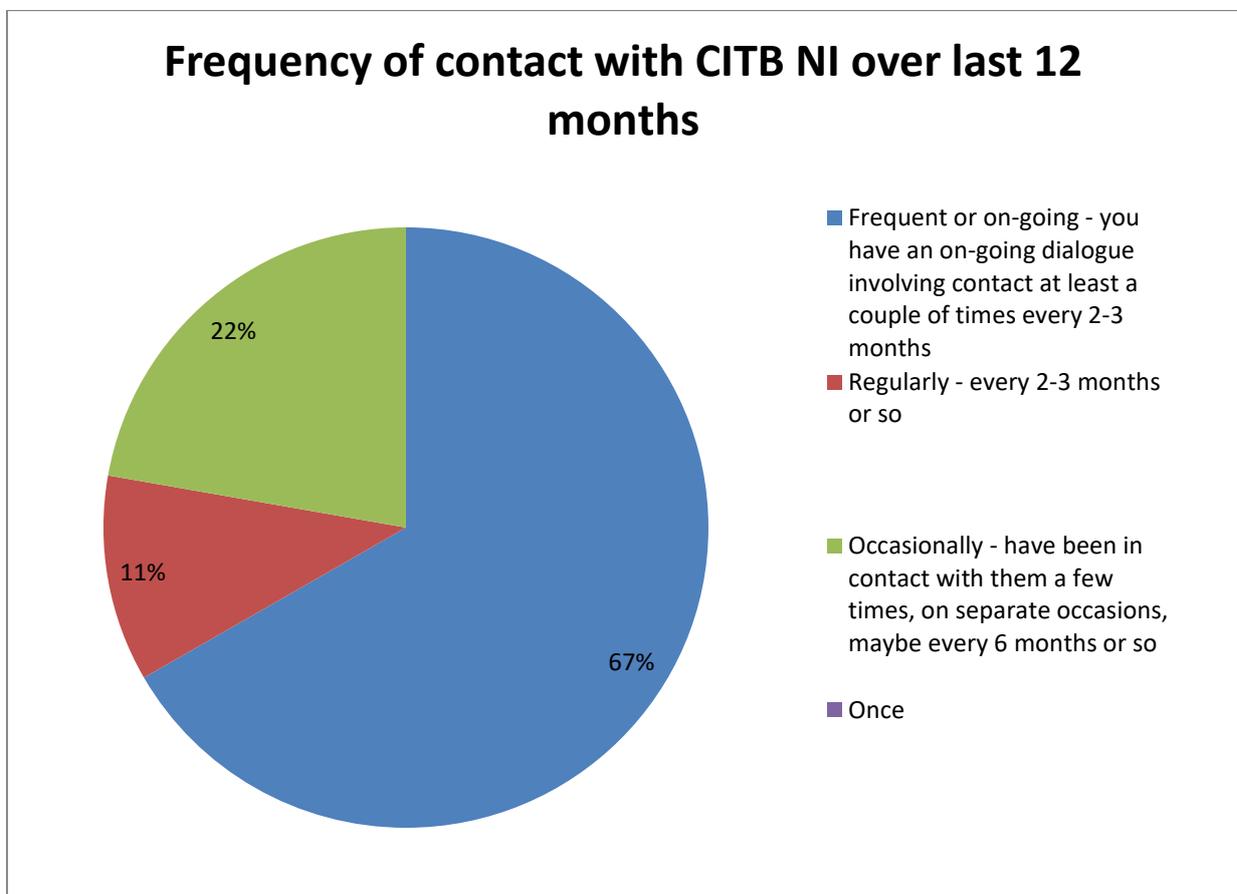
3. The 2018 stakeholder satisfaction survey was undertaken using an online survey tool in contrast to previous surveys which were undertaken by telephone (and via CITB GB's contracted research provider). This was thought to be more convenient for stakeholders as it reduced the length of time required to complete the survey from 20-25 minutes to 10-15 minutes. However it also resulted in a much lower response rate (24 respondents in 2016, 9 in 2018).
4. A total of 51 stakeholders were invited to complete the survey. Of these only nine did so, and two did not complete the survey in full. *This means that the results of the survey should not be relied upon to make any key strategic decisions;* however it does provide a flavour of stakeholders' views.
5. The breakdown of stakeholders who responded is as follows:



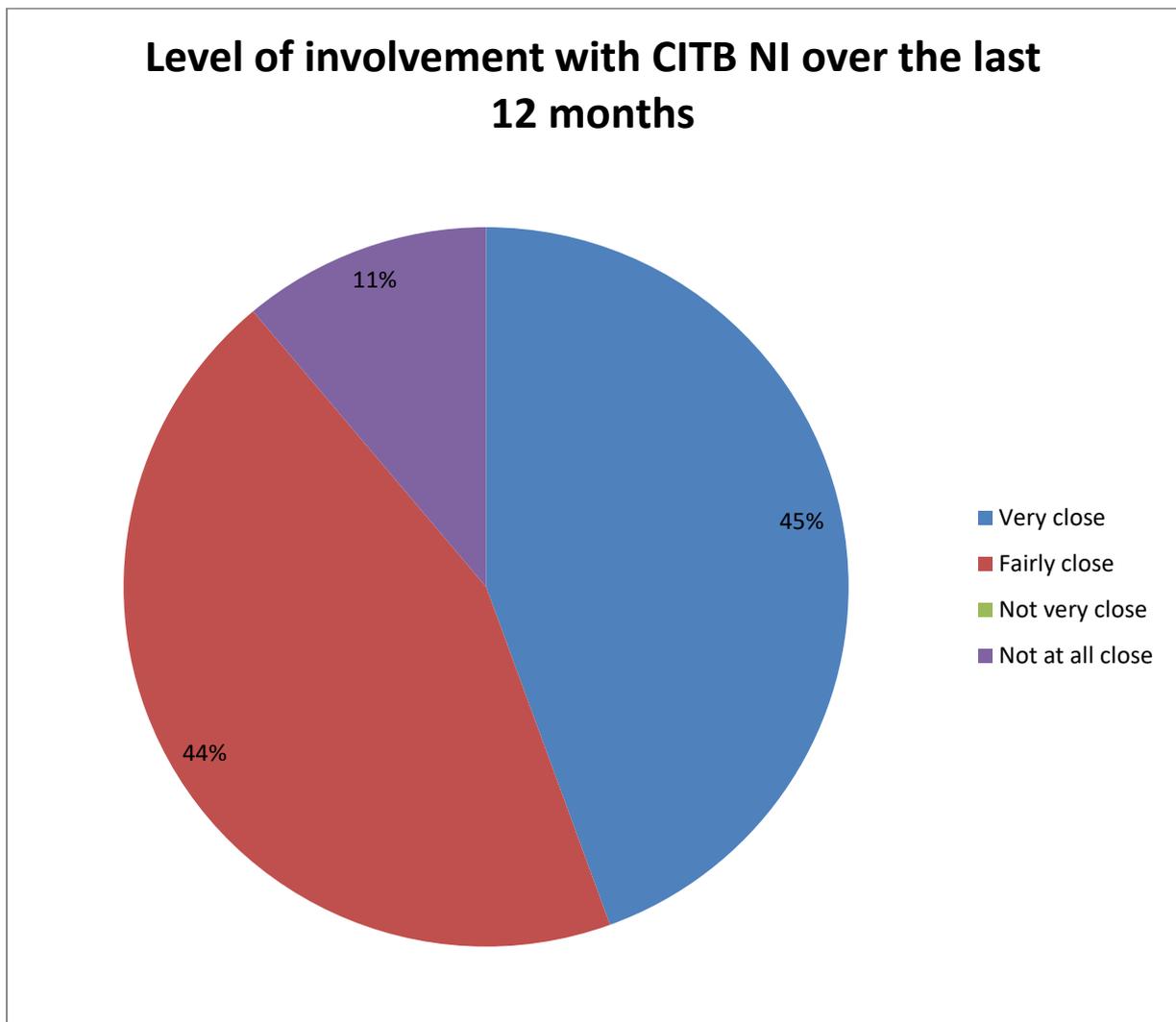
Findings

Awareness and Understanding

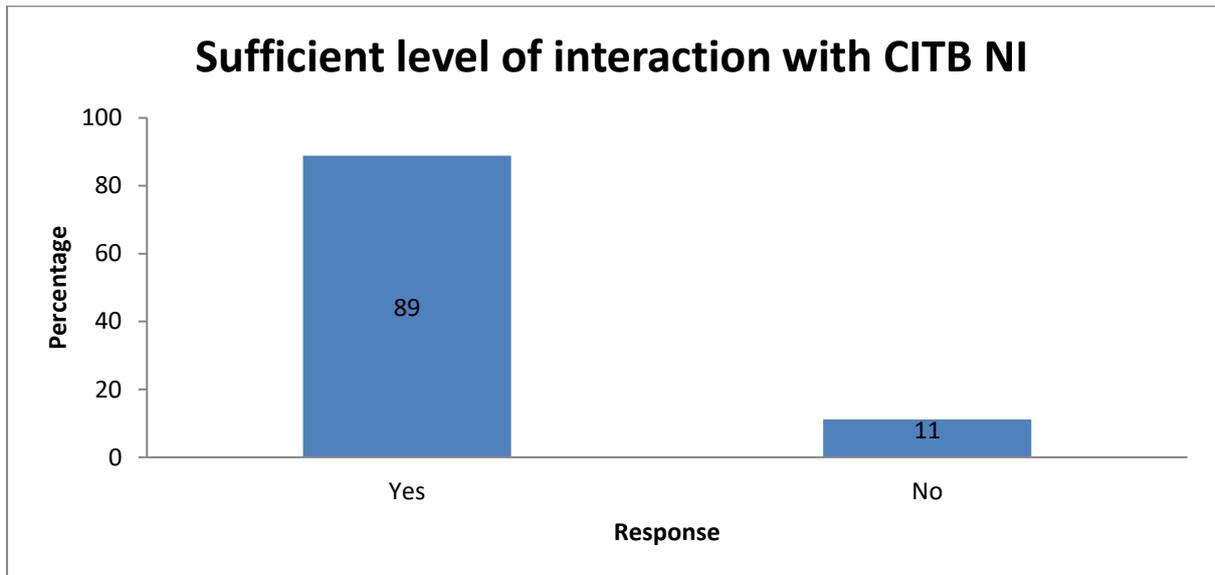
6. All respondents had been in contact with CITB NI in the last 12 months.
7. The stakeholders who responded had differing levels of contact with CITB NI as outlined in the chart below. Just over two thirds have had frequent or on-going dialogue (at least a couple of times every 2-3 months) and these are a mix of employer representatives and Government / local authority.



8. Survey respondents were also asked what their level of involvement with CITB NI has been over the last 12 months. All but 11% have had close or very close involvement over the last 12 months. In comparison, in 2016, only 59% said they had a close or very close involvement, suggesting that CITB NI is doing better at engaging with stakeholders. However, given the small response rate in 2018, this could just mean that only those stakeholders with close involvement responded to the survey and those who did not have close involvement were therefore less interested in responding or felt that they had less to contribute.



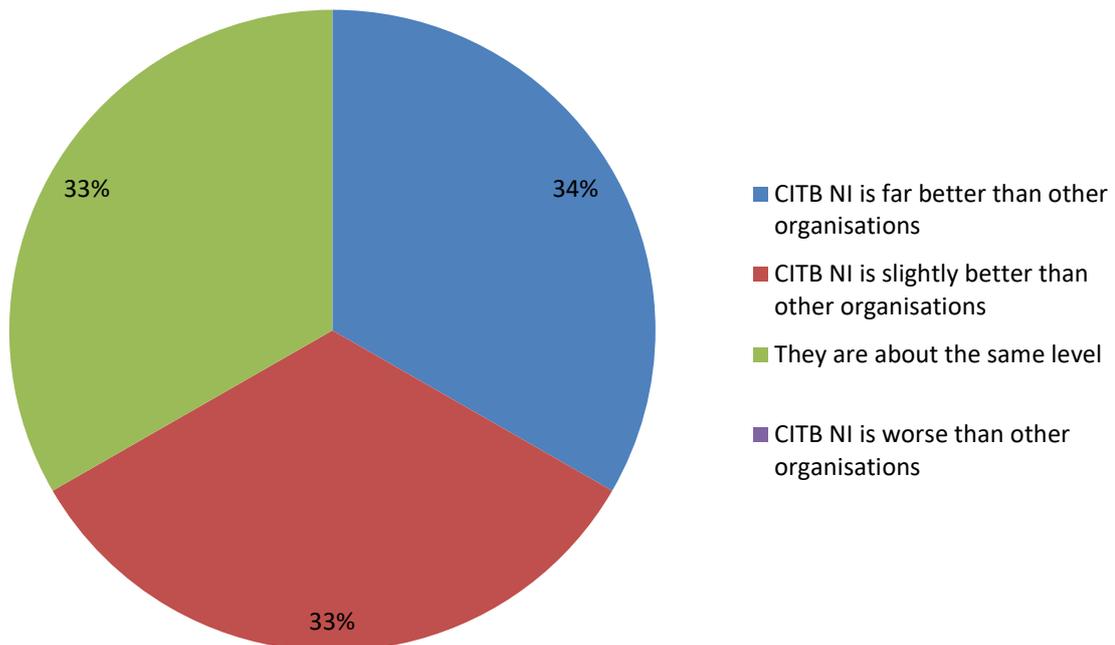
9. All but one stakeholder felt that the level of interaction they had was sufficient for their needs. This stakeholder, who categorised themselves as Government / local authority, was someone who had occasional contact with CITB NI but at a fairly close level.



10. All the stakeholders who responded to the survey have contacted CITB NI for information, help or advice on construction industry skills or training related issues in the last 12 months bar one (an employer representative). However only 67% would contact CITB NI if they needed information, help or advice on construction industry skills or training related issues, which suggests that a percentage did not receive the help or guidance they required when they contacted CITB NI previously.

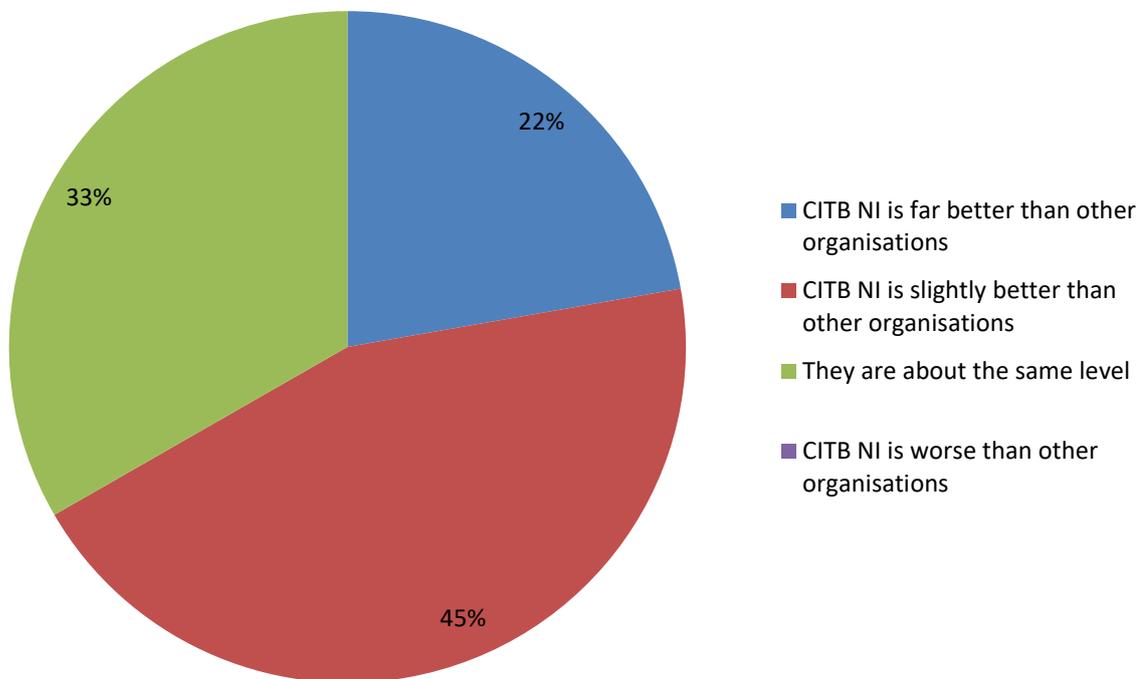
11. There was a fairly even breakdown in the number of stakeholders stating that CITB NI was far better than, slightly better than or about the same as other organisations that provide sector specific help and advice on skills or training-related issues. Whilst the size of the sample varies quite a bit from last year so conclusions should be treated with caution, stakeholders in 2018 were much more positive about the quality of advice from CITB NI than those in 2016, where only 22% felt that CITB NI was slightly better or far better than other organisations who provide sector specific help or advice, 67% felt that they were about the same as others and 11% felt that they were worse.

How would rate the quality of the help or advice from CITB NI compared to other organisations that provide sector specific help or advice on skills or training-related issues

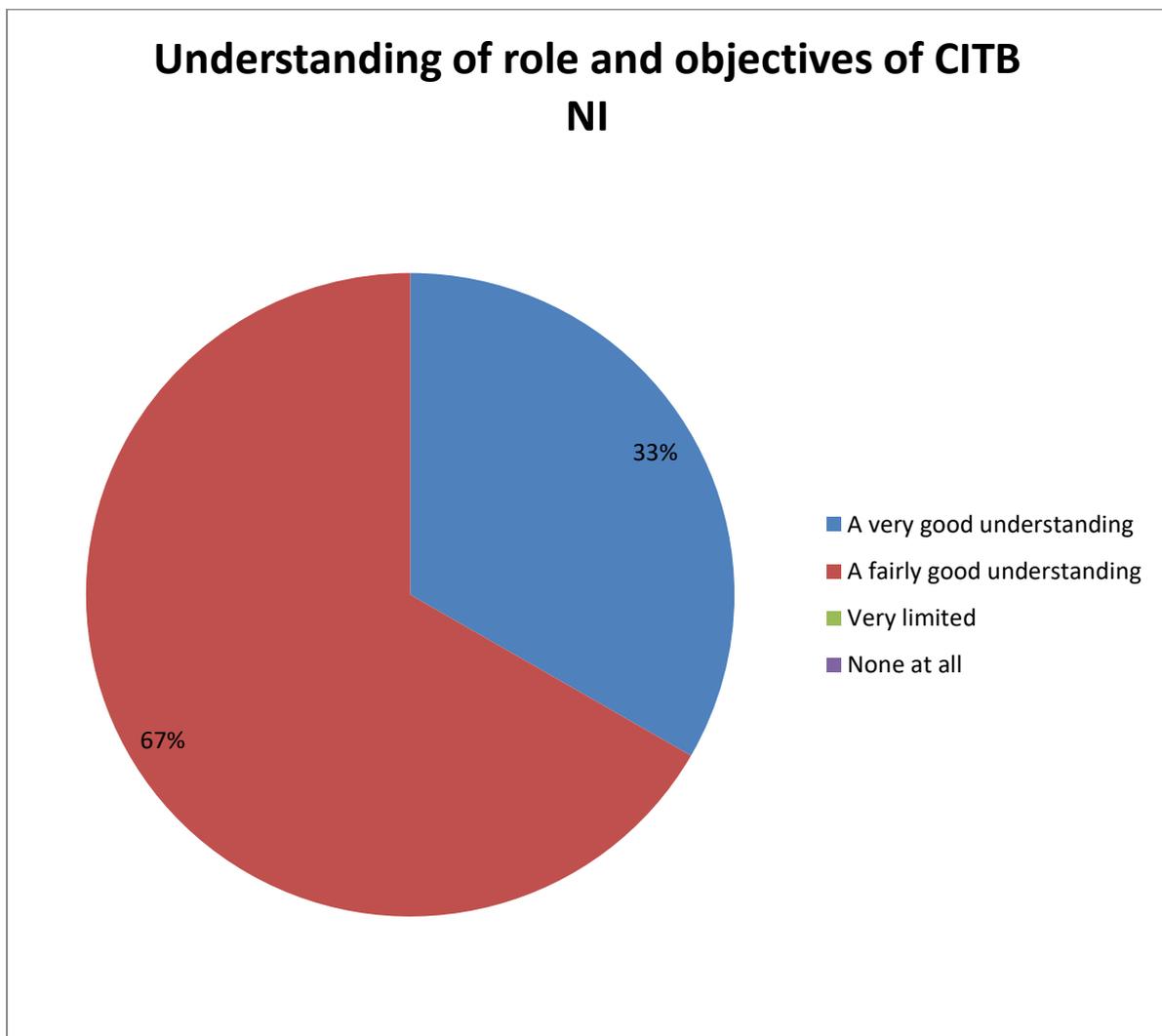


12. Stakeholders who responded to the survey were also asked to rate CITB NI against other organisations for the skills solutions on offer. The results here were slightly poorer, with only 22% stating that CITB NI is far better and 45% stating that CITB NI is only slightly better. However, the same percentage of respondents as in the previous question (33%) felt that CITB NI was about the same level as other organisations.

How would rate CITB NI compared to other organisations for the skills solutions on offer?



13. When asked what level of understanding they had about CITB NI's role and objectives, the majority of respondents (67%) felt that they had a fairly good understanding. The remaining third (33%) felt that they had a very good understanding. In 2016, 13% of respondents indicated that they had a very limited understanding, suggesting that CITB NI is doing a better job of raising awareness of its role and objectives. However, given the small response rate in 2018, this could just mean that only those stakeholders with a good understanding responded to the survey and those who did not have a good understanding were therefore less interested in responding or felt that they had less to contribute.

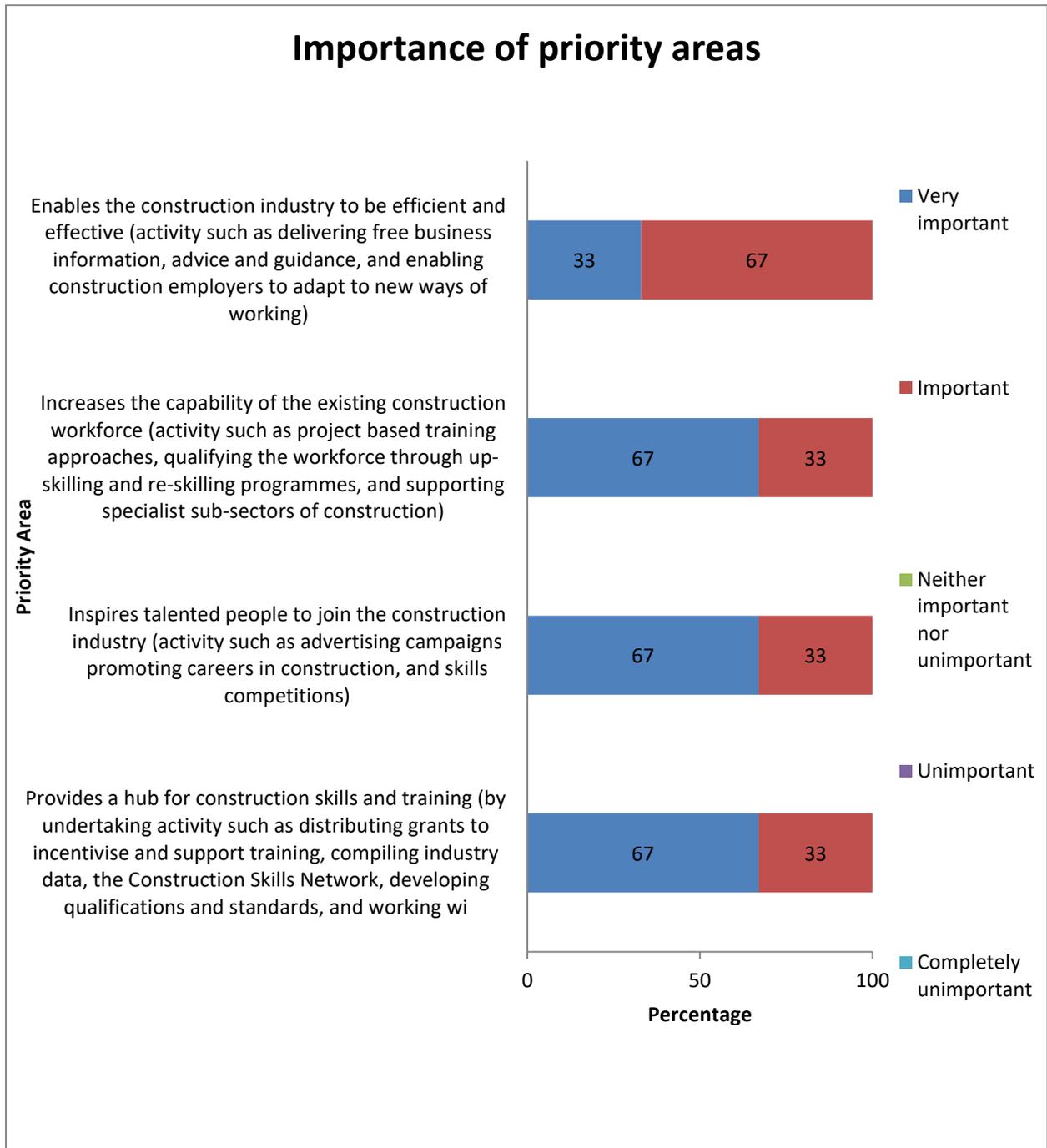


14. Respondents were then asked what CITB NI's main roles and objectives were and results from the previous survey are shown alongside for comparison. There seems to be a greater awareness amongst stakeholders of many of CITB NI's objectives, in particular: to influence industry and Government (+43%), to improve the image of the industry and raise awareness of construction careers (+29%), to support the industry to adapt to new ways of working (+25%), and to encourage greater ownership of skills (+25). There has been a drop in awareness of objectives such as: to support up-skilling, re-skilling and conversion (-29%), and to promote the benefits of training (-25%).

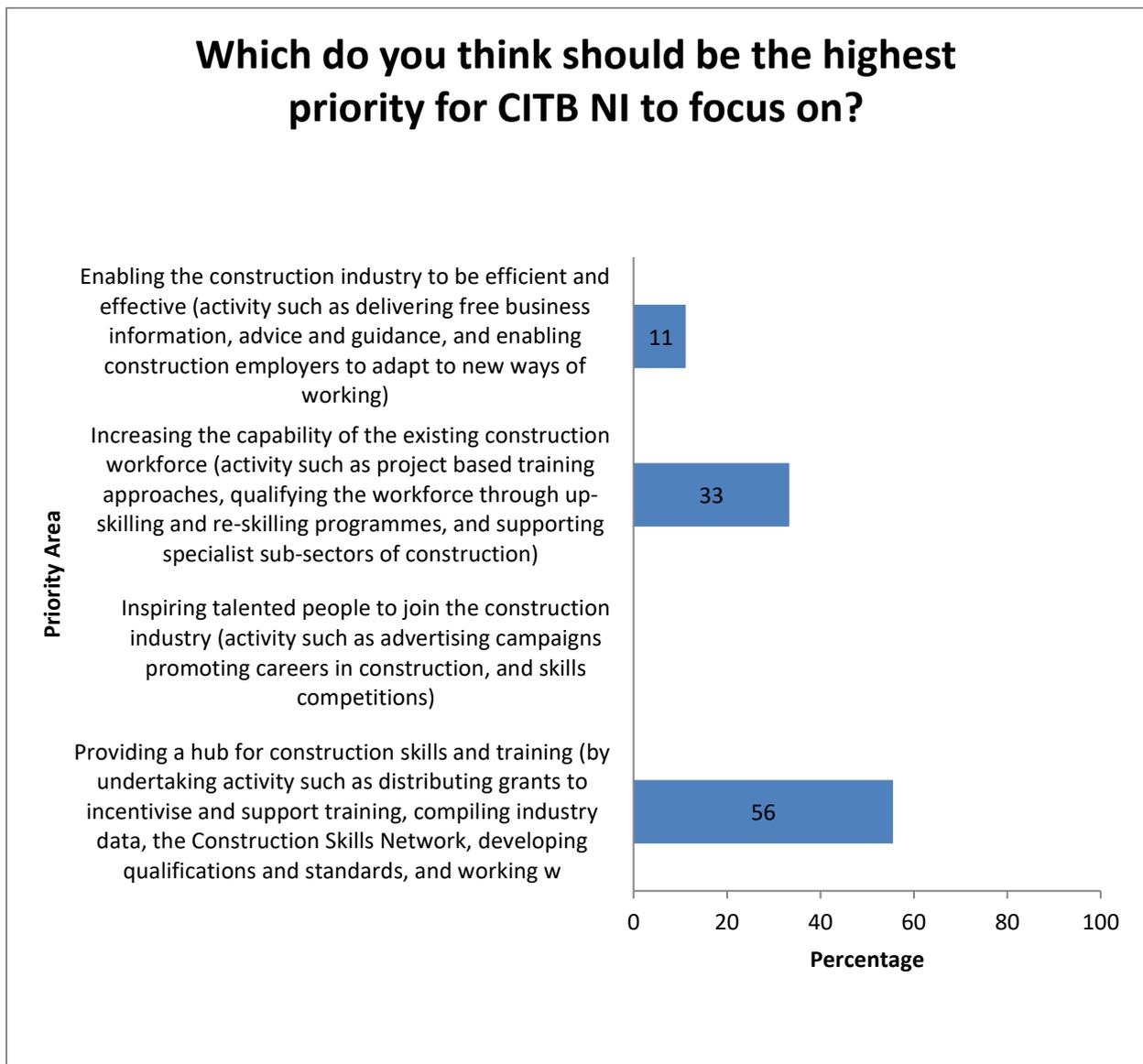
	2018 (%)	2016 (%)	Difference (%)
To identify current and emerging skills needs	100	88	+12
To improve the image of the industry and raise awareness of construction careers	100	71	+29
To influence industry and Government policy	89	46	+43
To influence the education and training system	89	88	+1
To develop a competent and safe workforce	78	63	+15
To improve the understanding of the different routes into the industry and the benefits of a career in construction	67	58	+9
To support up-skilling, re-skilling and conversion	67	96	-29
To support the industry to adapt to new ways of working	67	42	+25
To promote the benefits of investing in training	67	92	-25
To encourage greater employer ownership of skills	67	42	+25
To promote talent management and career development	56	33	+23
To support industry sectors with bespoke solutions	56	38	+18
To help businesses to grow	44	38	+6
To support clients and develop a strong supply chain	44	21	+23

Priority Areas

15. Stakeholders were asked how important they felt it was for CITB NI to provide a hub for construction skills and training (by undertaking activities such as distributing grants to incentivise and support training, compiling industry data, the Construction Skills Network, developing qualifications and standards, and working with industry bodies). The findings are not dissimilar to 2016.



16. Those stakeholders who responded to the survey believe that ‘providing a hub for construction skills and training (by undertaking activity such as distributing grants to incentivise and support training, compiling industry data, the Construction Skills Network, developing qualifications and standards, and working with industry bodies)’ is the most important priority (56% of respondents), with ‘increasing the capability of the existing construction workforce (activity such as project based training approaches, qualifying the workforce through up-skilling and re-skilling programmes, and supporting specialist sub-sectors of construction)’ being considered as the second most important (33% of respondents). None of the respondents identified ‘inspiring talented people to join the construction industry (activity such as advertising campaigns promoting careers in construction, and skills competitions)’ as being the highest priority.

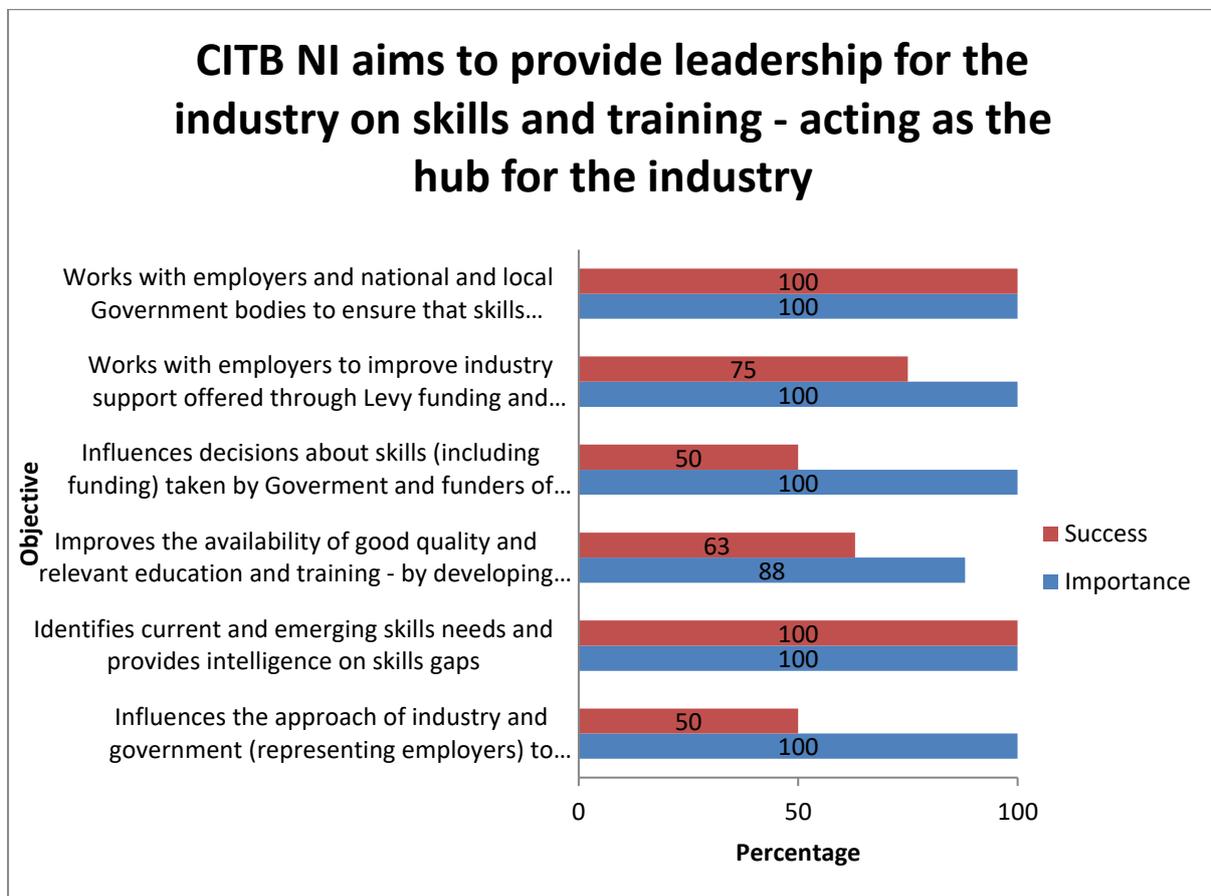


Acting as a Hub for Skills and Training

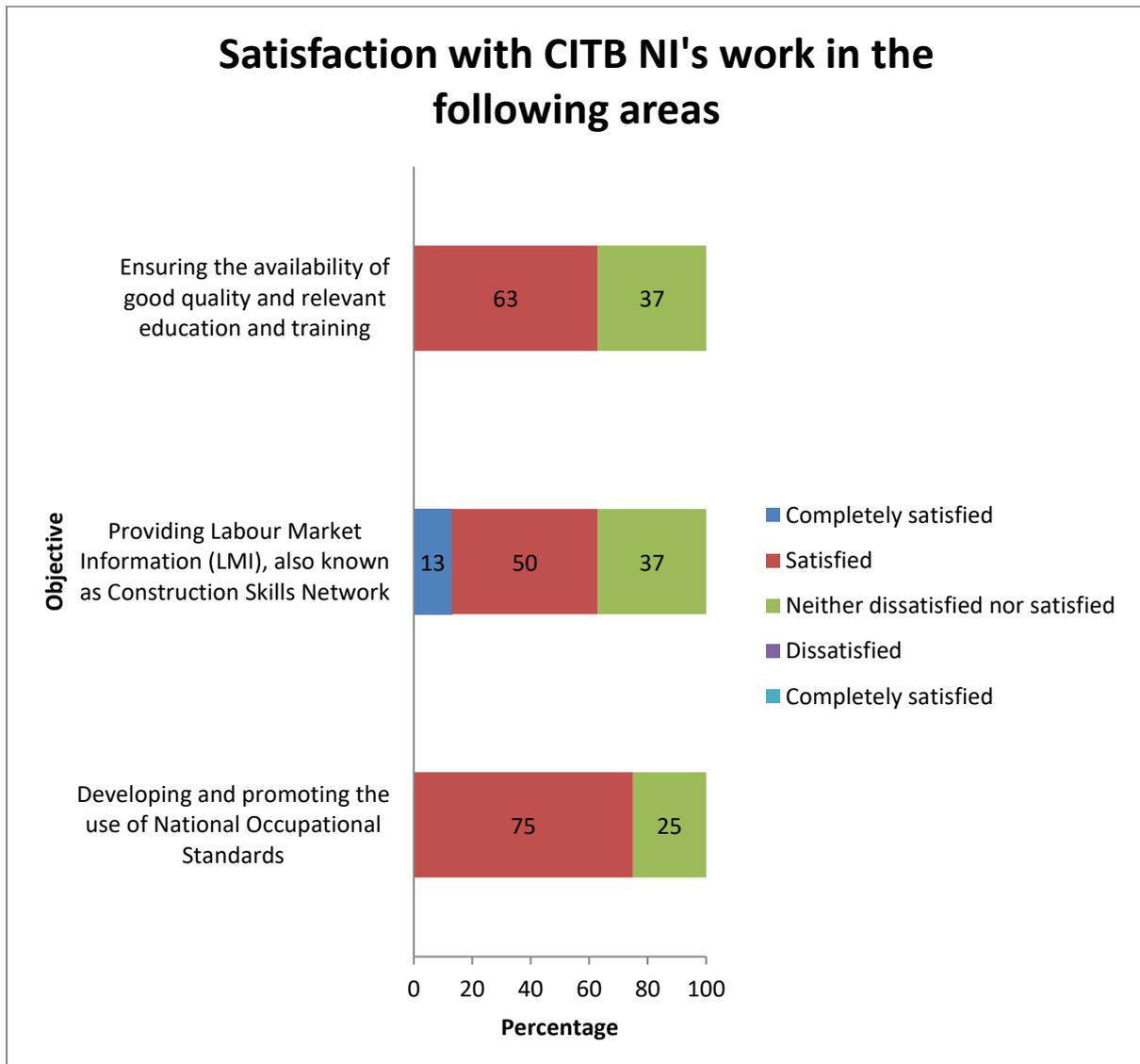
17. Moving on to look at each of the four main priority areas in more detail, stakeholders were asked to rate how important they felt various objectives within these were and how successful CITB NI has been in delivering them as shown in the chart below.

18. Most of the objectives were thought to be important or very important by 100% of respondents, with only ‘improving the availability of good quality and relevant education and training – by developing standards, qualifications and curriculum’ scoring 88%. Influencing decisions about skills (including funding) taken by Government and funders of education and training was felt to be most important with 75% of stakeholders scoring it as very important.

19. When asked to rate how successful CITB NI has been in delivering these objectives, very few stakeholders overall thought that CITB NI had been highly successful. The majority of stakeholders rated CITB NI as successful in meeting the objectives, however a few were non-committal (saying neither unsuccessful nor successful). Thirteen percent of employers rated CITB NI as having been unsuccessful in three of the objectives (not shown on the chart above) – influencing decisions about skills, improving the availability of education and training, and influencing the approach of industry and Government.



20. Related to this priority area, stakeholders were also asked if they were satisfied with CITB NI's work in three areas. Aside from 'providing Labour Market Intelligence', where 13% of respondents were completely satisfied, none of the other areas achieved a completely satisfied rating. Seventy five percent were satisfied with 'developing and promoting National Occupational Standards', 63% with 'ensuring the availability of good quality education and training', and 50% with 'providing LMI', making the overall combined satisfaction rating for LMI 63%.



21. Stakeholders felt that the overall impact CITB NI has had on providing a hub for construction skills and training was significant (75%) or very significant (12%). Only 13% felt that the impact had been negligible.

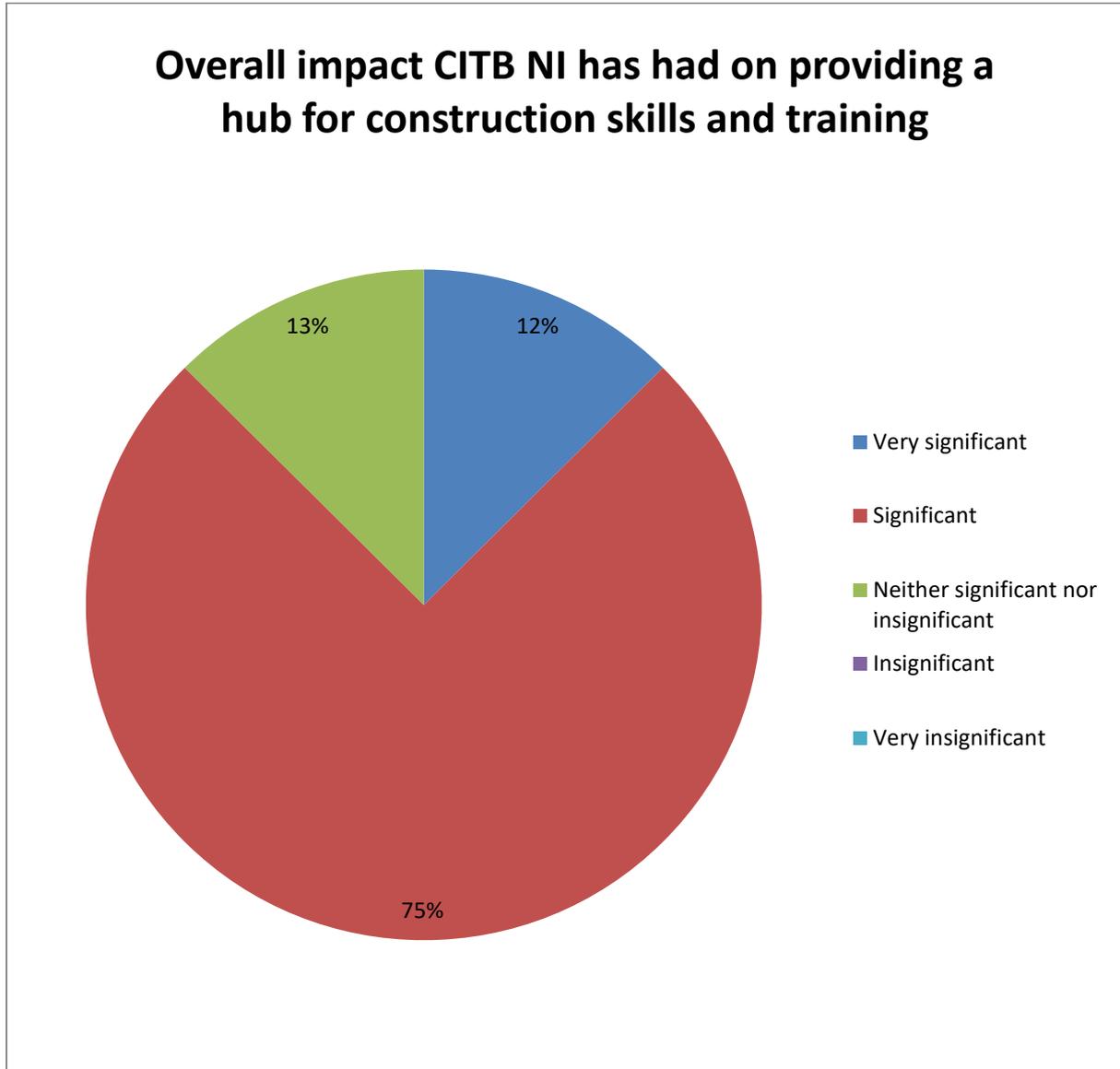
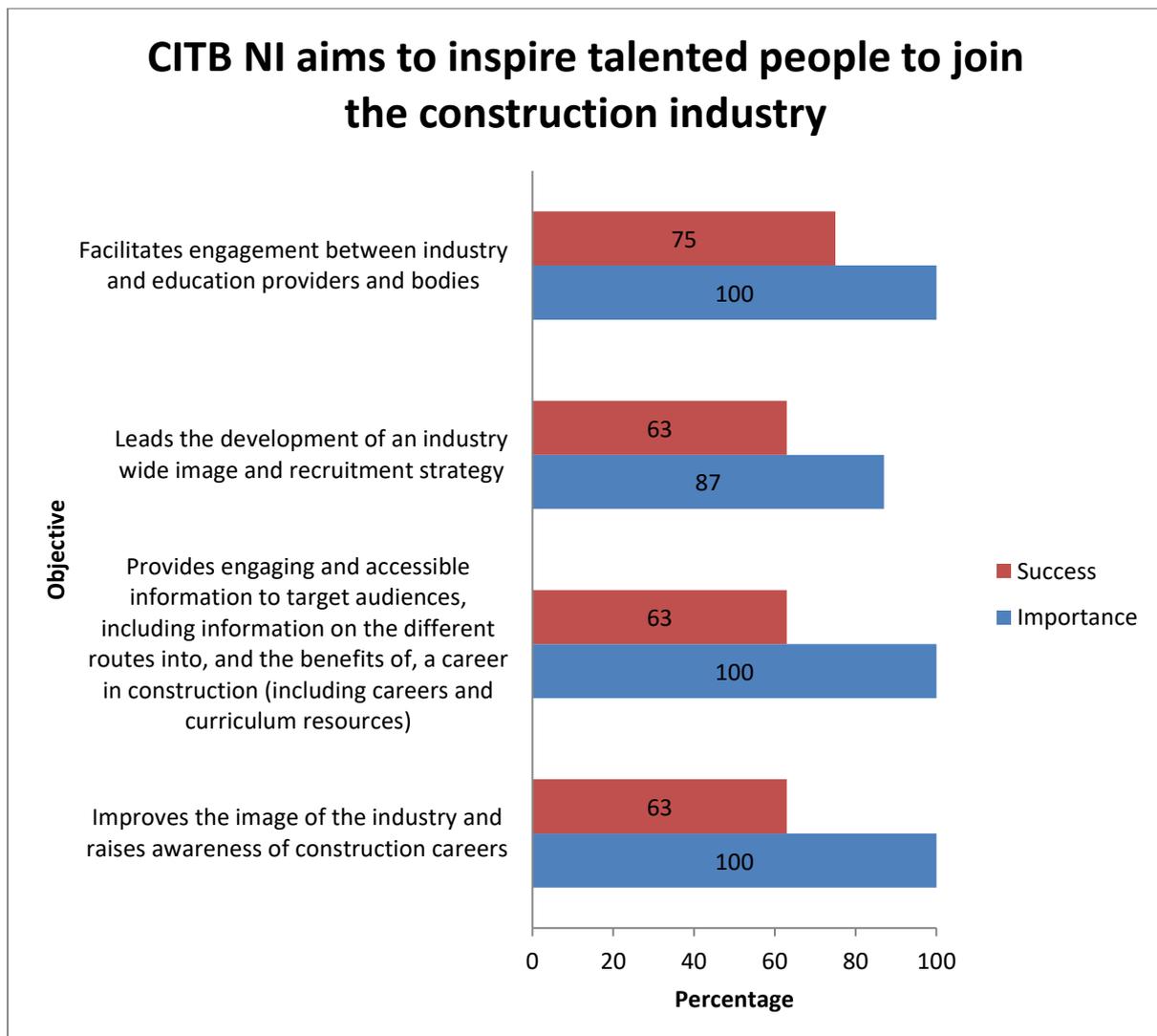


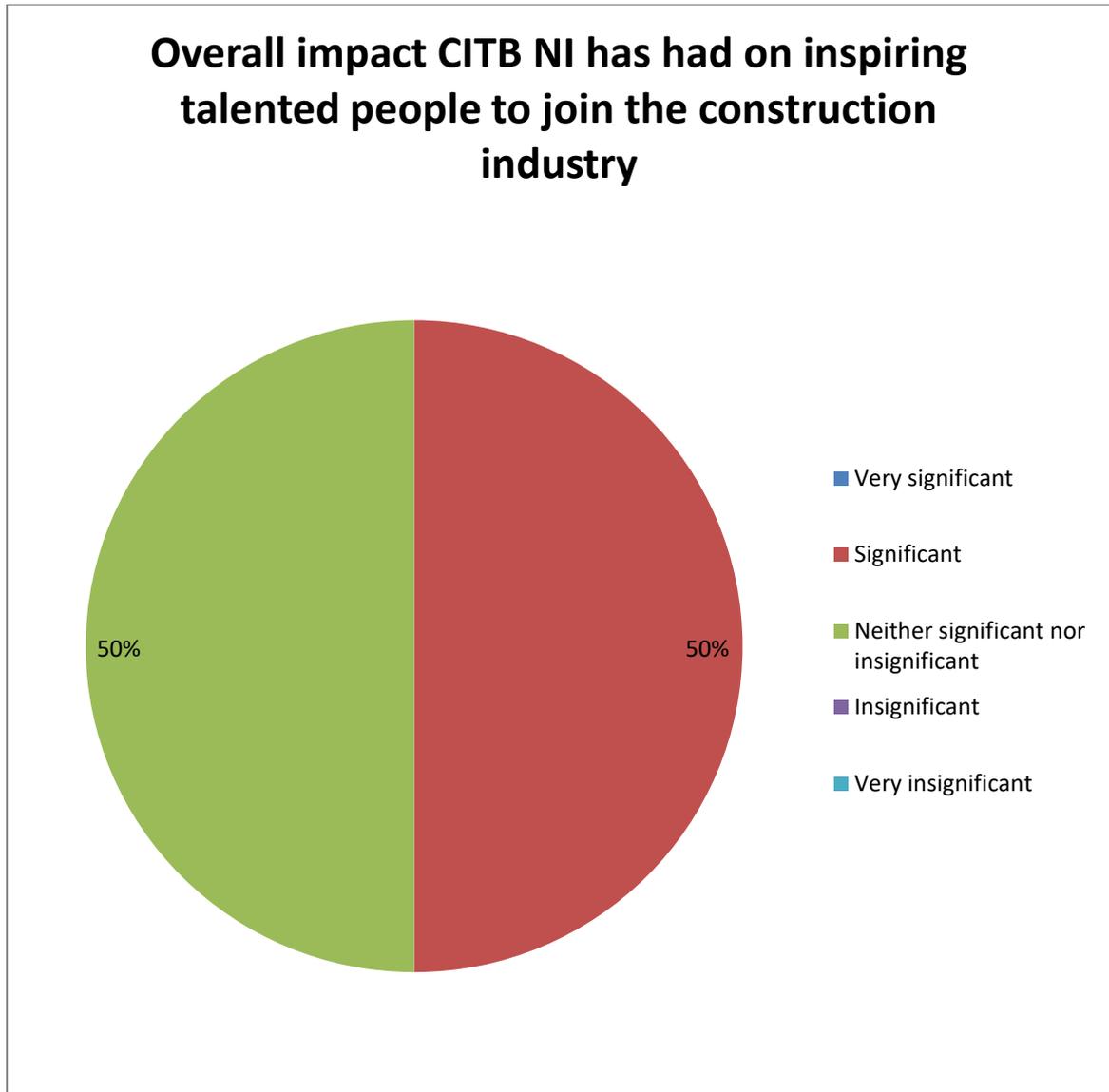
Image and Recruitment

22. Looking at the second priority area and the objectives within it, 100% of stakeholders think three of the objectives are either important or very important, with facilitating engagement between industry and education providers and bodies scoring the highest very important score (50%). Fewer think that the objective of an industry wide image and recruitment strategy is important or very important at 87%.

23. According to the stakeholders surveyed, CITB NI has been relatively successful at meeting its objectives in the priority area of inspiring talented people to join the construction industry, however still around a third (25-37%) of respondents were ambivalent (not shown). Facilitating engagement between industry and education providers and bodies was considered the most successfully met objective, which is positive given that it was considered the most important overall (based on the split between very important and important).



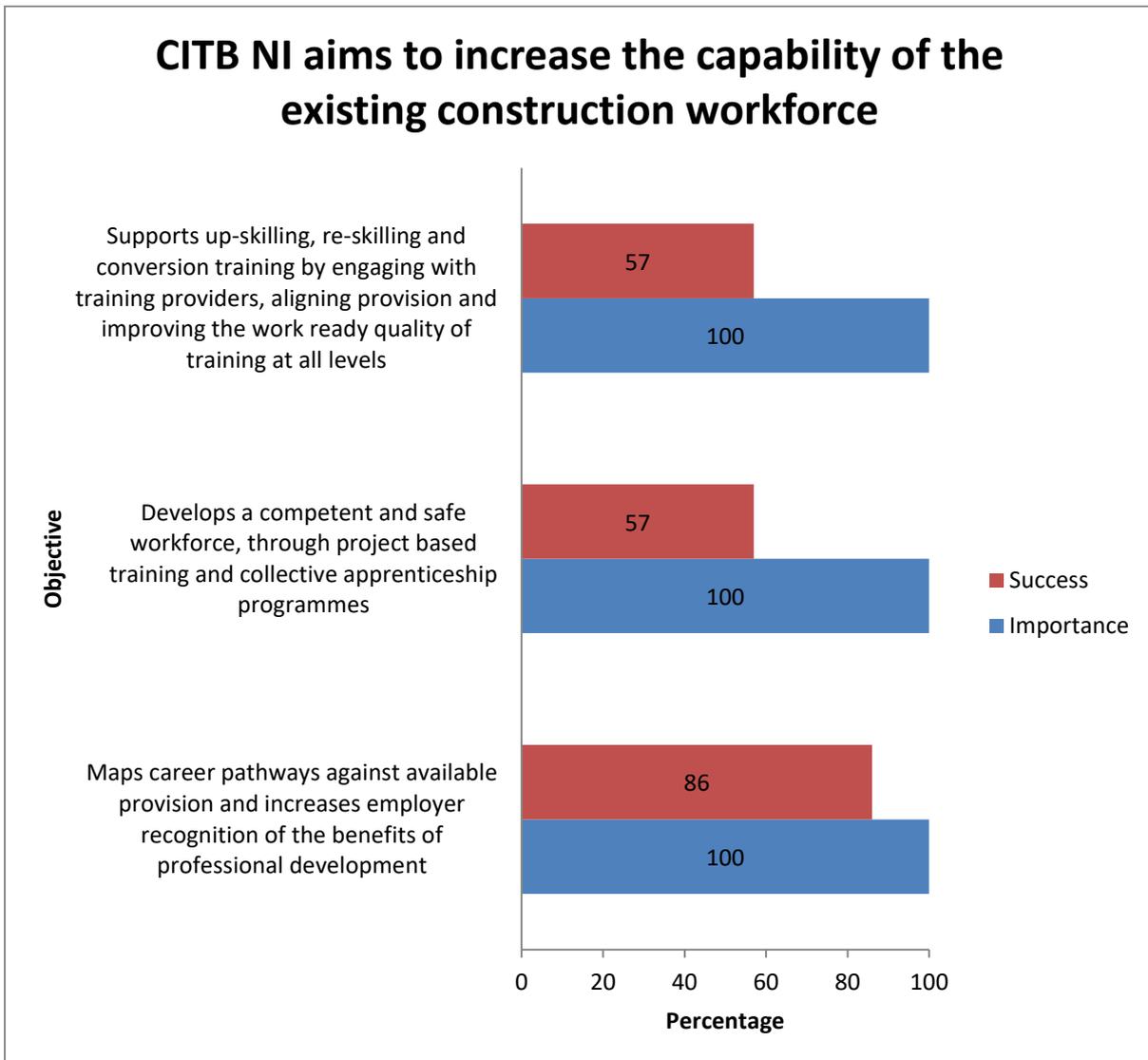
24. When asked what stakeholders felt CITB NI's impact on this priority area has been, stakeholders were divided between significant (50%) and neither significant nor insignificant (50%). Therefore, it seems that CITB NI could do more to improve its impact and / or its promotion of what it currently does in this area, although it was also considered the least important priority area (see paragraph 16).



Training and Development

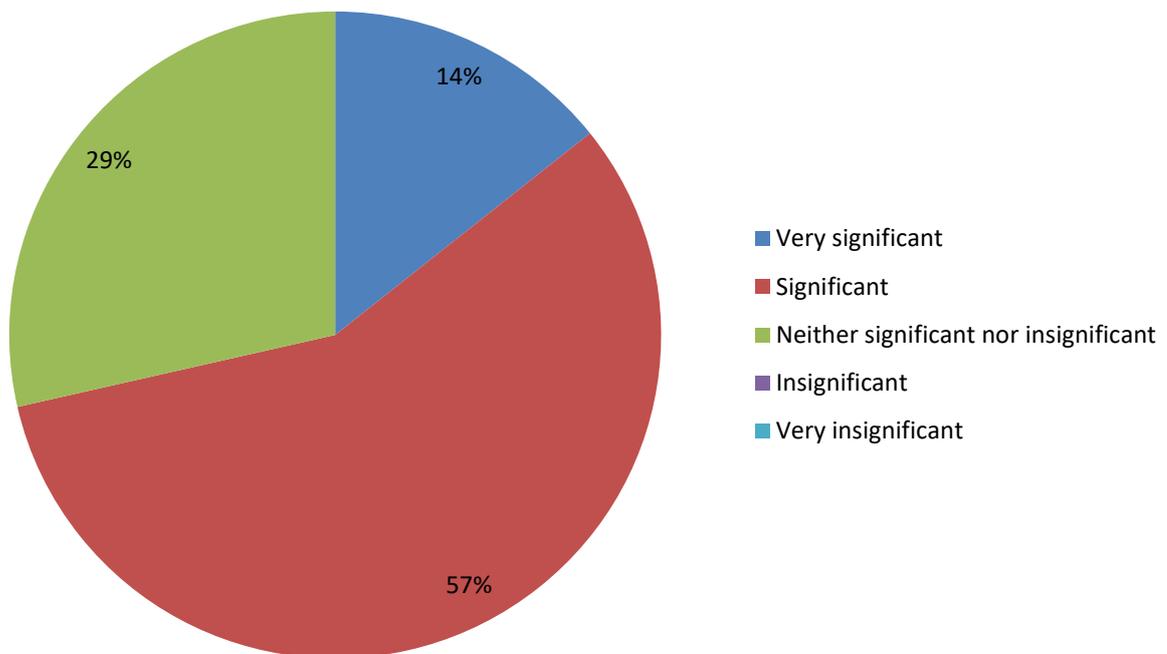
25. For each objective under the priority area of increasing the capability of the existing construction workforce, 43% of stakeholders rated these objectives as very important and 57% rated them as important, giving an overall rating of 100%.

26. In terms of success, CITB NI has been most successful at the mapping of career pathways against available provision and increasing recognition by employers of the benefits of professional development, with 86% of stakeholders rating it as successful. For the other three objectives a relatively high percentage (43%) of stakeholders (not shown) are ambivalent about CITB NI’s success in delivering them, however the majority felt that CITB NI had been successful.



27. Almost three quarters (71%) of stakeholders felt that CITB NI has had a significant (57%) or very significant (14%) impact on increasing the capability of the existing construction workforce. The remaining 29% felt that the impact was neither significant nor insignificant.

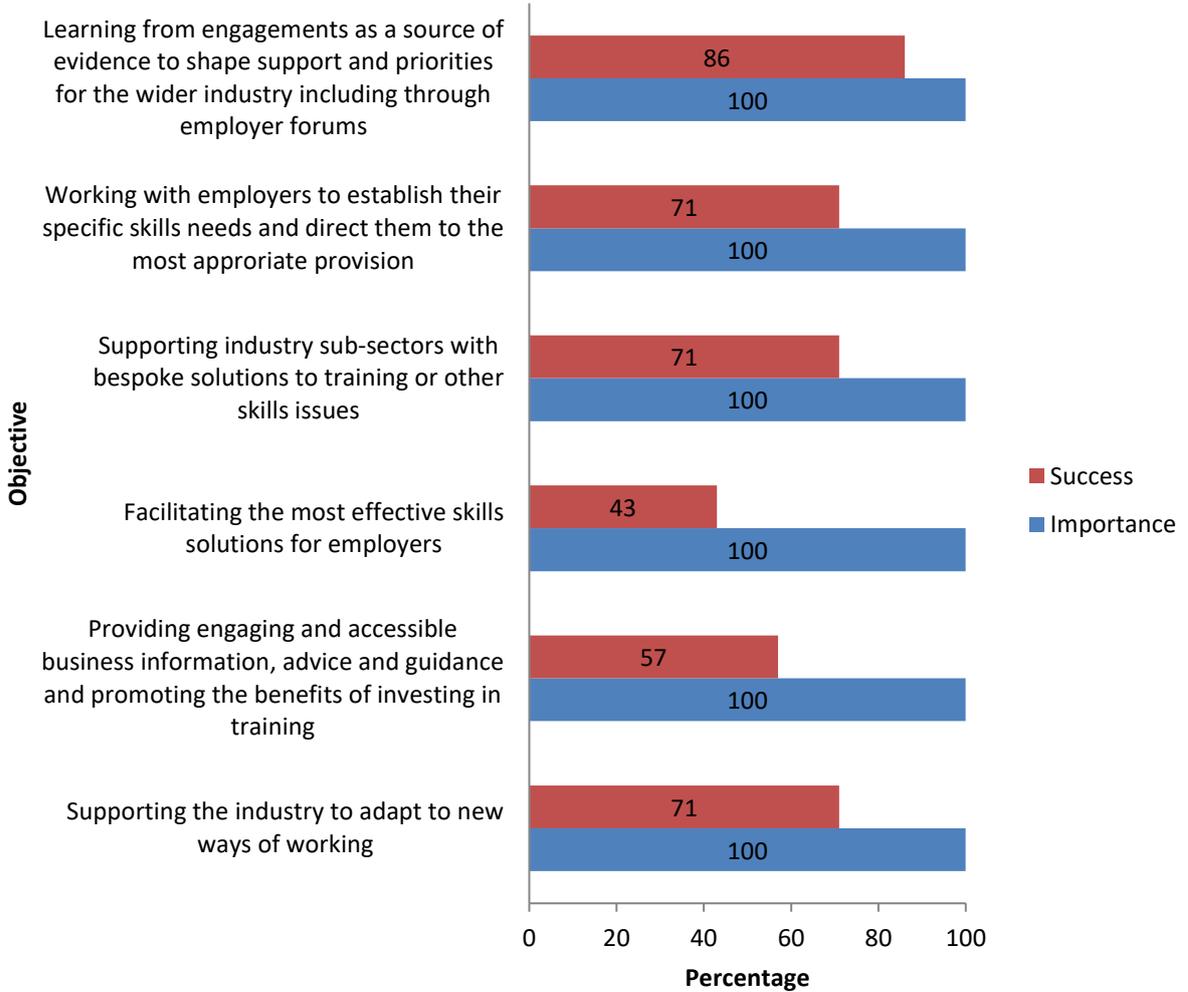
Overall impact CITB NI has had on increasing the capability of the existing construction workforce



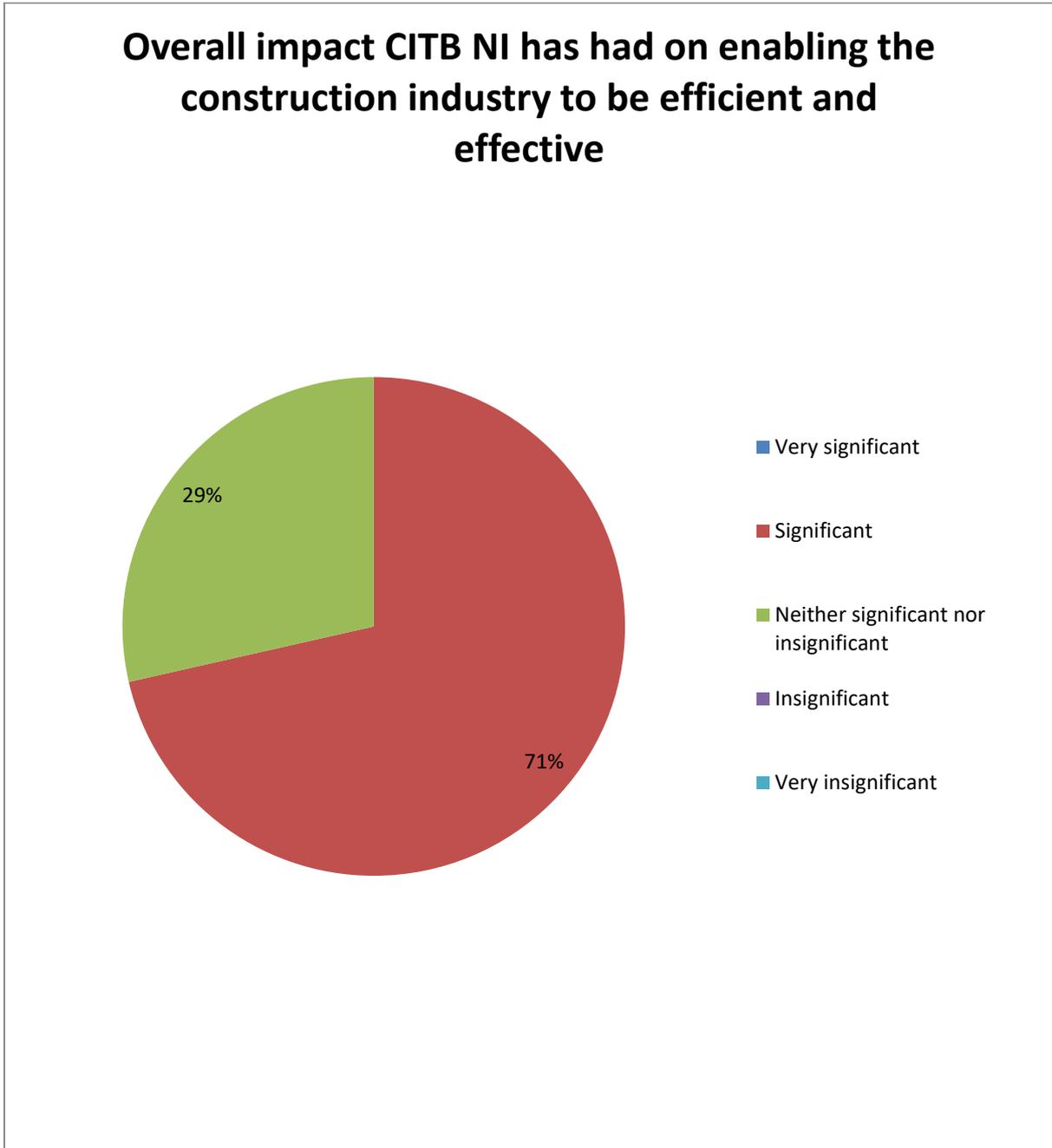
Industry Engagement

28. In terms of the importance of the various objectives within the final priority area, all were considered to be important or very important by stakeholders. Facilitating the most effective skills solutions for employers was considered the most important, with 71% of stakeholders rating it as very important versus 43-57% of stakeholders rating the other objectives as very important.
29. Learning from engagements as a source of evidence to shape support and priorities for the wider industry including through employer forums has been the objective most successfully delivered by CITB NI in this category with 86% of stakeholders rating it as successful. However, this was the least important objective in this category (scoring the lowest in the very important category at 43%). The most important objective 'facilitating the most effective skills solutions for employers' (scoring highest in the very important category at 71%) was the least successfully delivered with only 43% of stakeholders feeling that it had been delivered successfully and the remaining 57% feeling that CITB NI had been neither successful nor unsuccessful.

CITB NI aims to support the construction industry to be efficient and effective

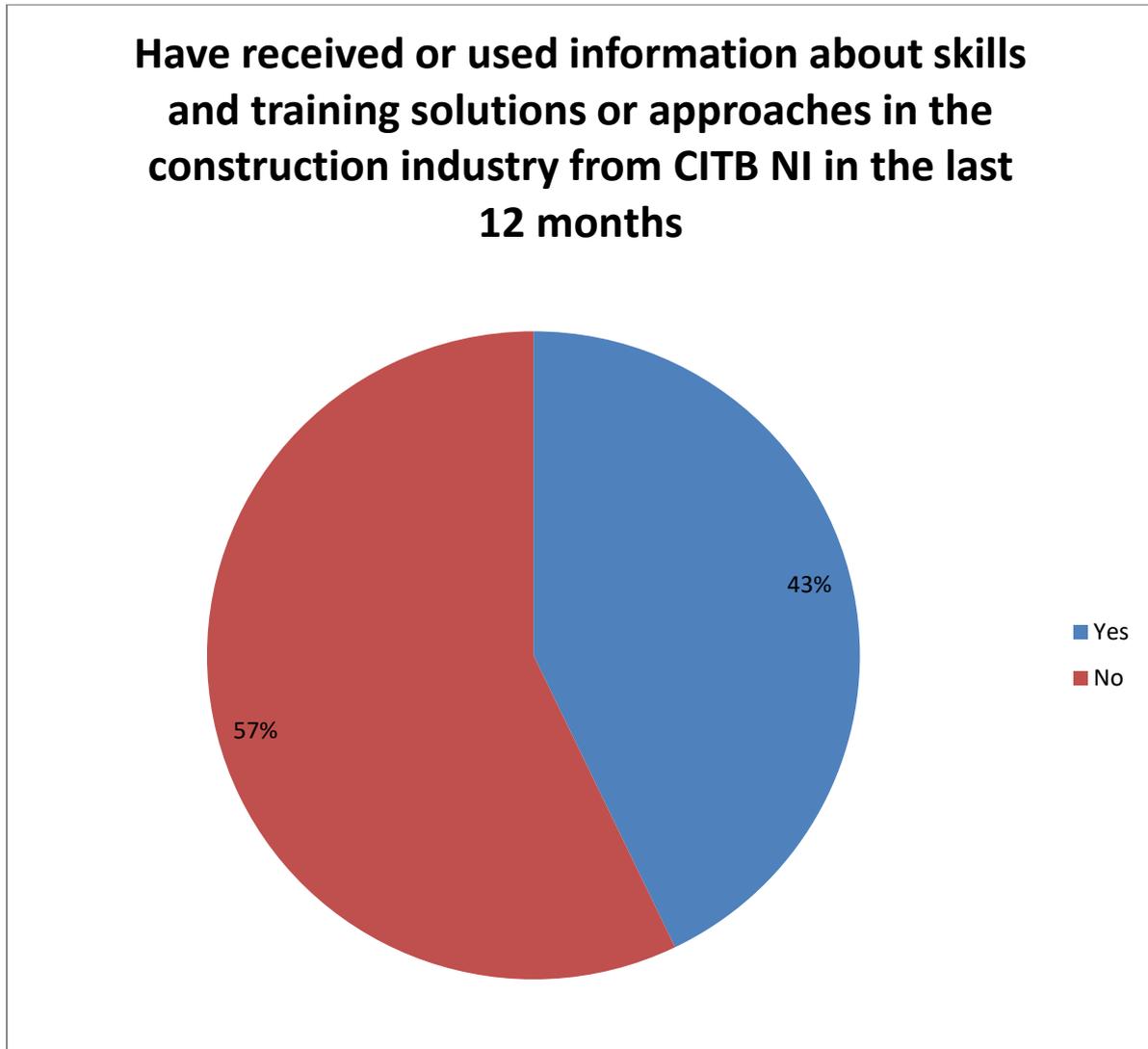


30. Seventy one percent of stakeholders feel that CITB NI has had a significant impact on enabling the construction industry to be efficient and effective. The remainder feel that the impact has been negligible.



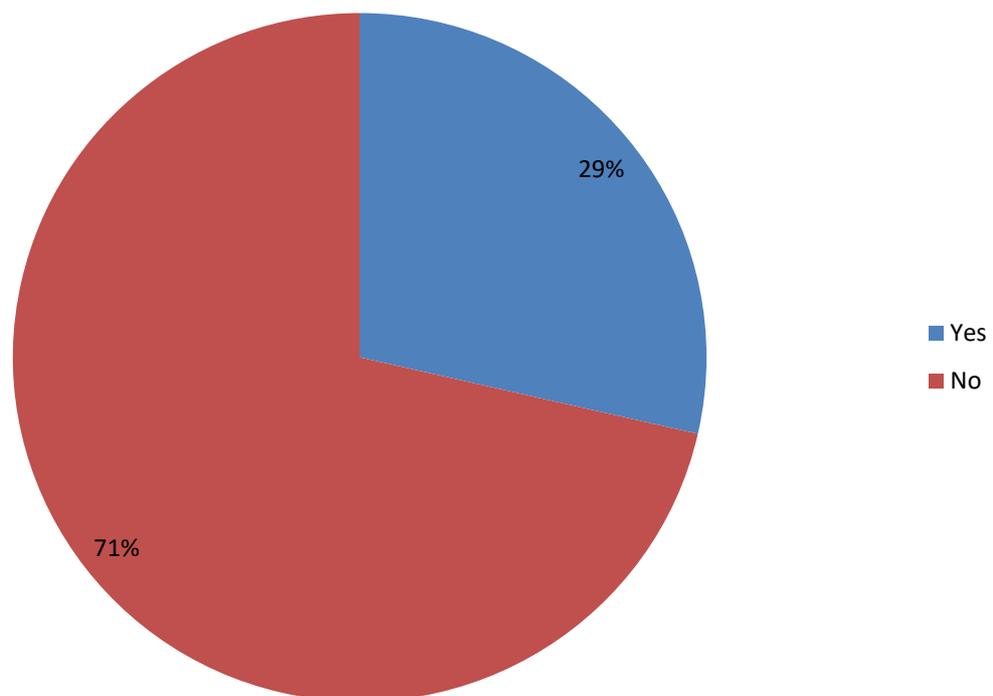
How CITB NI Works

31. Stakeholders were asked if they had received any information about skills and training solutions or approaches in the construction industry in the last 12 months. Fifty seven percent had not and only 43% said they had.

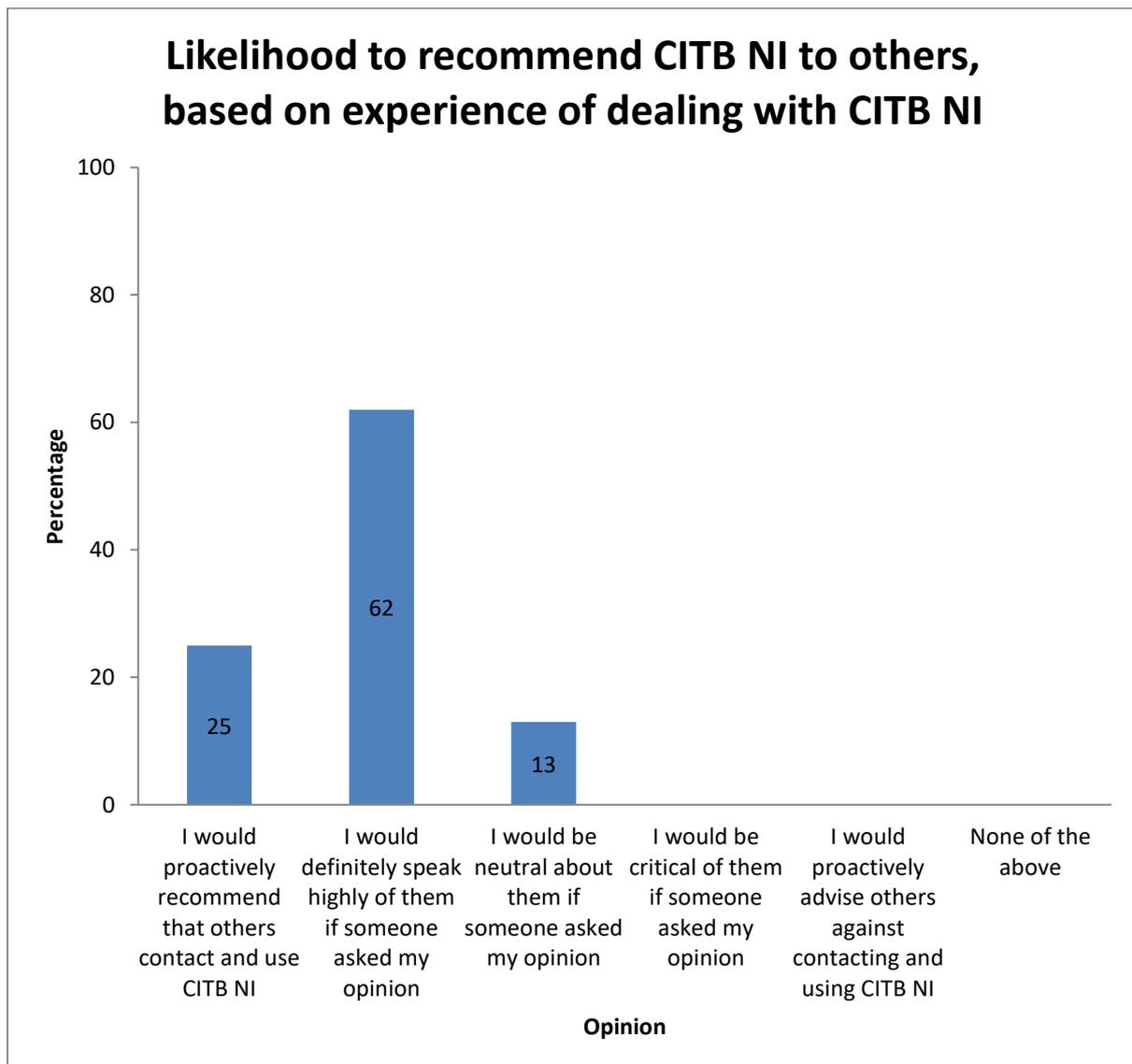


32. Almost three quarters (71%) of stakeholders were not prompted to make further contact with CITB NI upon receiving communications which may be explained by the fact that as stakeholders the call to action on the communications is not directed to them, but rather to employers. Equally it could suggest that there was sufficient information on the communications so further contact was not necessary.

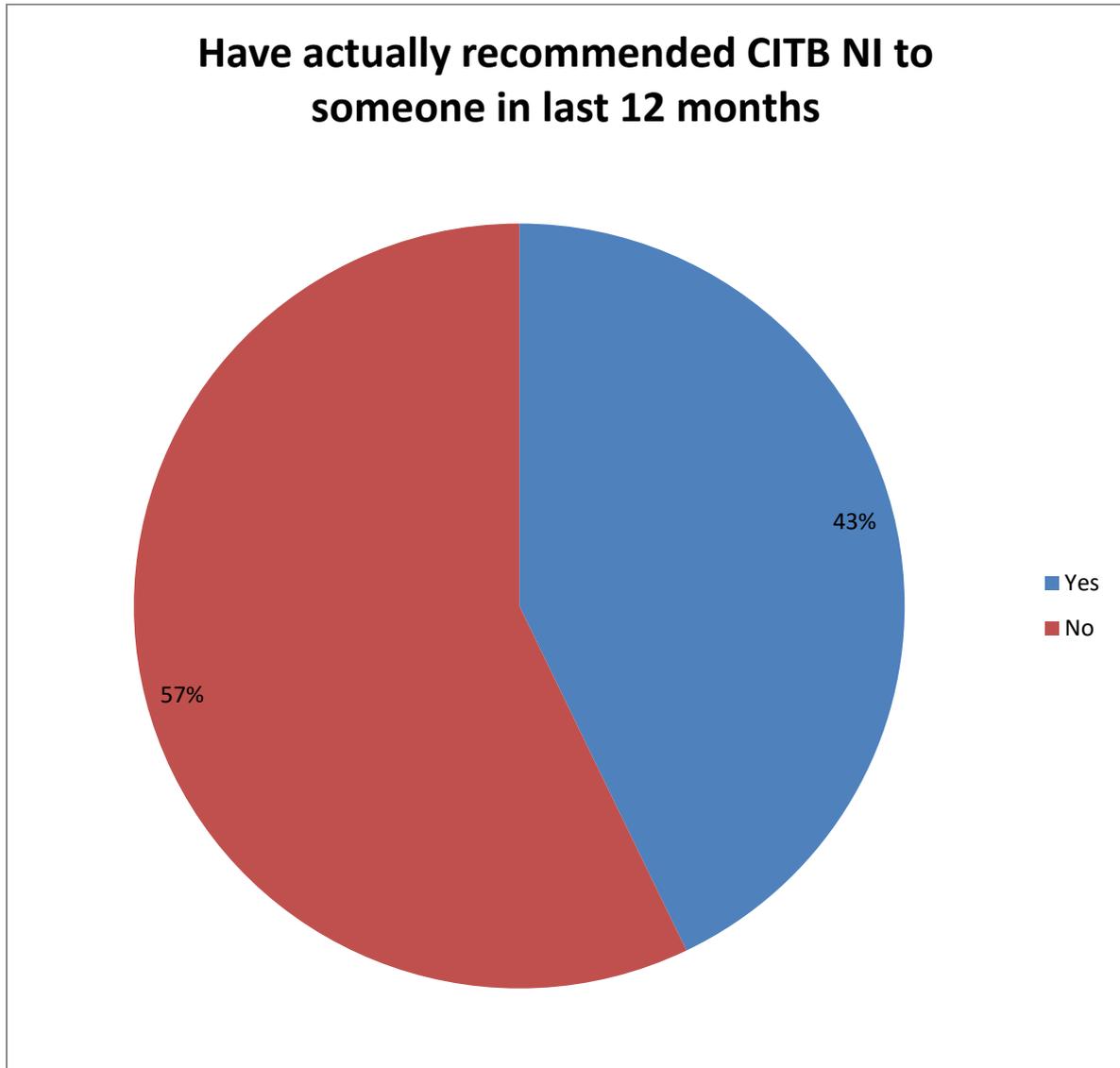
Communication received or used about CITB NI's products and services in the last 12 months prompted contact with CITB NI for more information



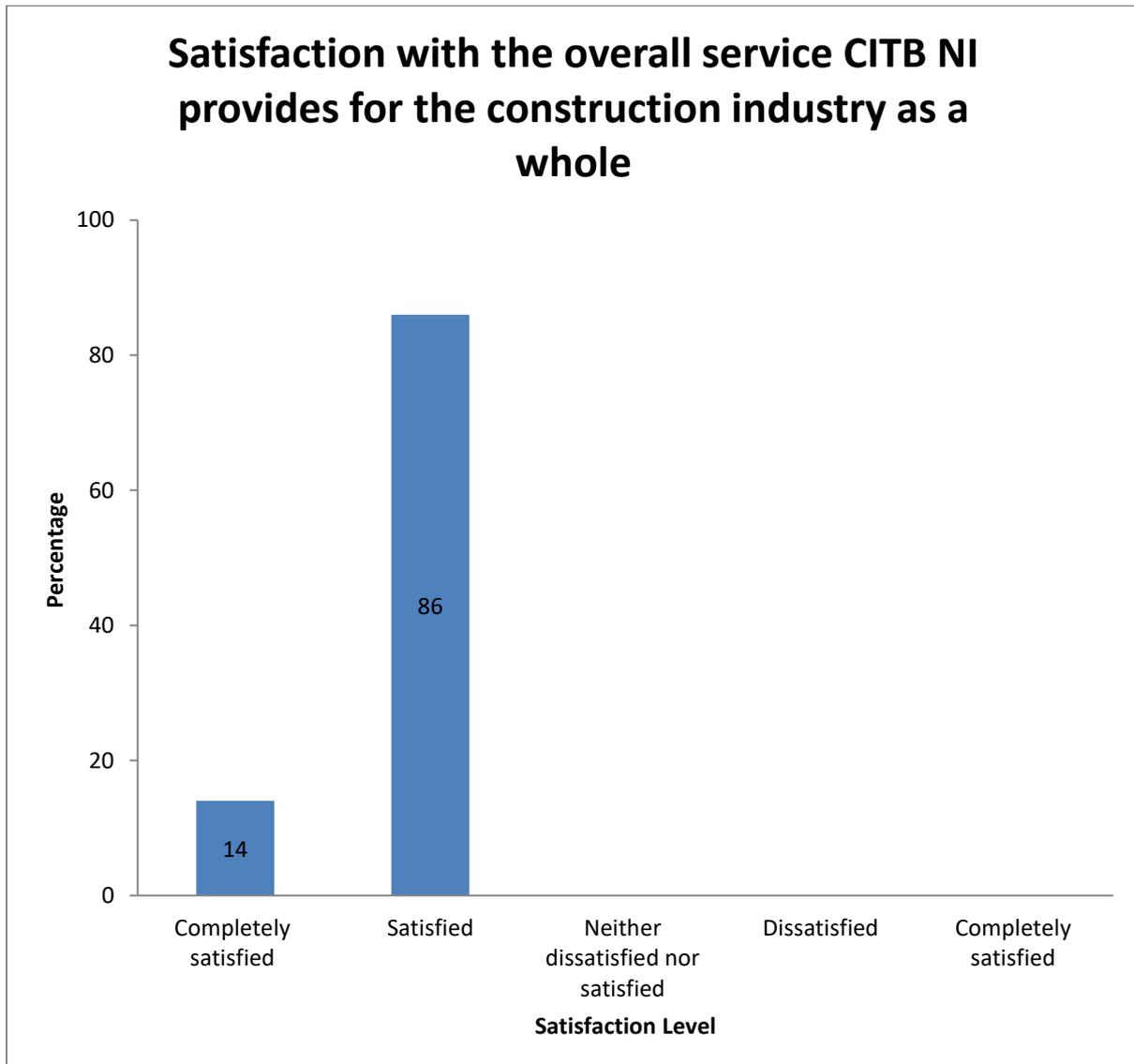
33. Sixty two percent of stakeholders would definitely speak highly of CITB NI if someone asked their opinion and 25% would proactively recommend that others contact and use CITB NI. The remaining 13% would be neutral about them if some asked their opinion. This compares favourably with 2016, when 50% would speak highly and only 8% very highly of CITB NI. In 2016, 8% of stakeholders also said they would proactively advise against others contacting CITB NI whereas in 2018 none of the stakeholders indicated that they would be critical of CITB NI. Again, caution should be exercised when making comparisons due to the differences in sample size.



34. Forty three percent of stakeholders had recommended CITB NI to someone in the last 12 months, down by 18% from 61% in 2016.

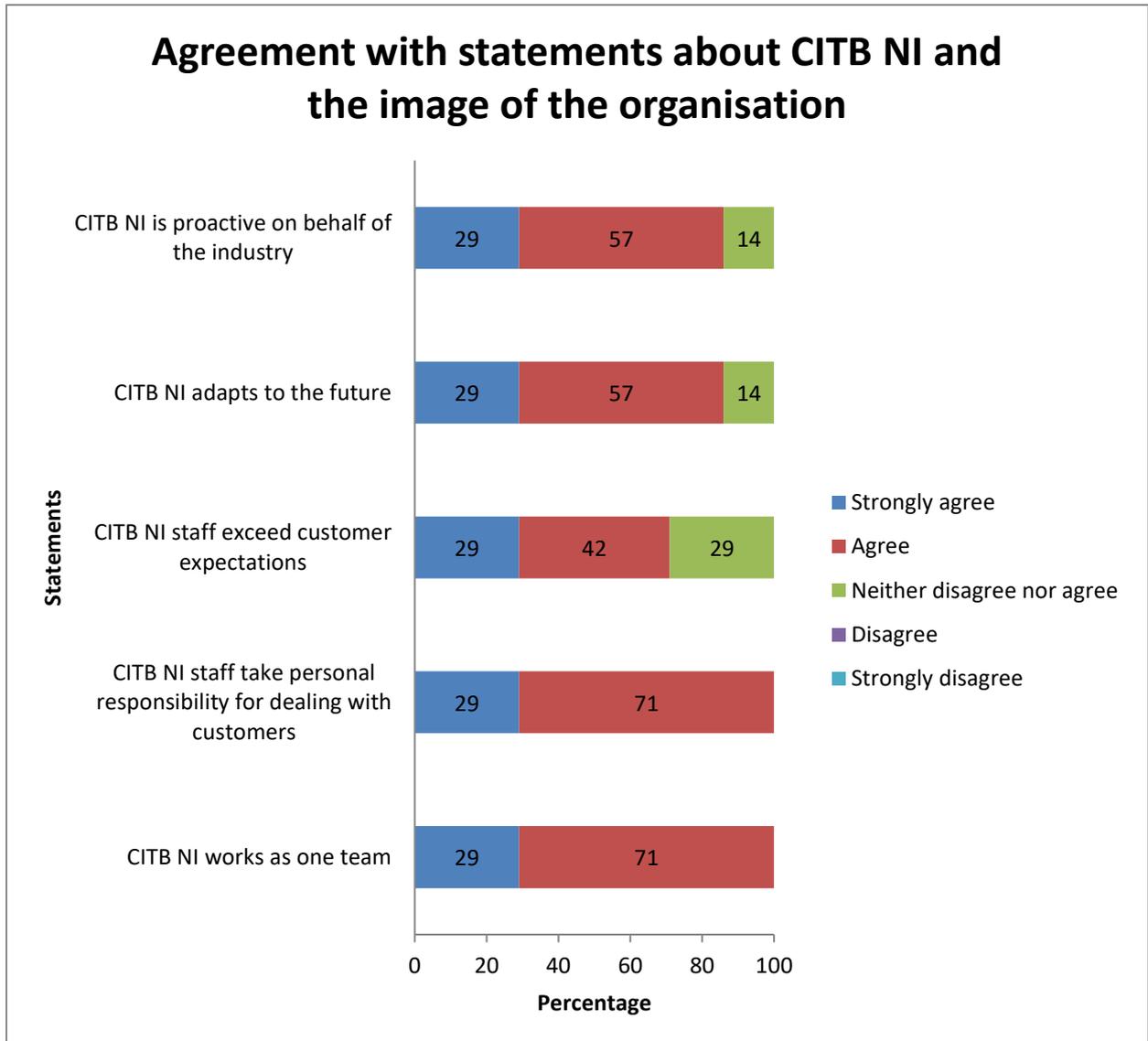


35. Eighty six percent of stakeholders were satisfied with the overall service CITB NI provides for the construction industry as a whole, whilst 14% were completely satisfied. In 2016, more stakeholders were very satisfied (23%) but fewer were satisfied (50%) and unlike 2018 some were either ambivalent (23%) or dissatisfied (5%).



CITB NI Image

36. Overall 100% of stakeholders agreed or strongly agreed that CITB NI staff take personal responsibility for dealing with customers and that CITB NI works as one team. Eighty six percent of stakeholders feel that CITB NI is proactive on behalf of the industry and adapts to the future. About three quarters of stakeholders felt that staff exceed customer expectations.



Conclusion

37. Whilst caution should be exercised in interpreting the results of this report, it seems that CITB NI is performing better in the opinion of stakeholders in 2018, than it did in 2016. However, there are still areas for improvement.