



IFF Research

Employer Tracking Survey 2014

Prepared for CITB NI

By IFF Research

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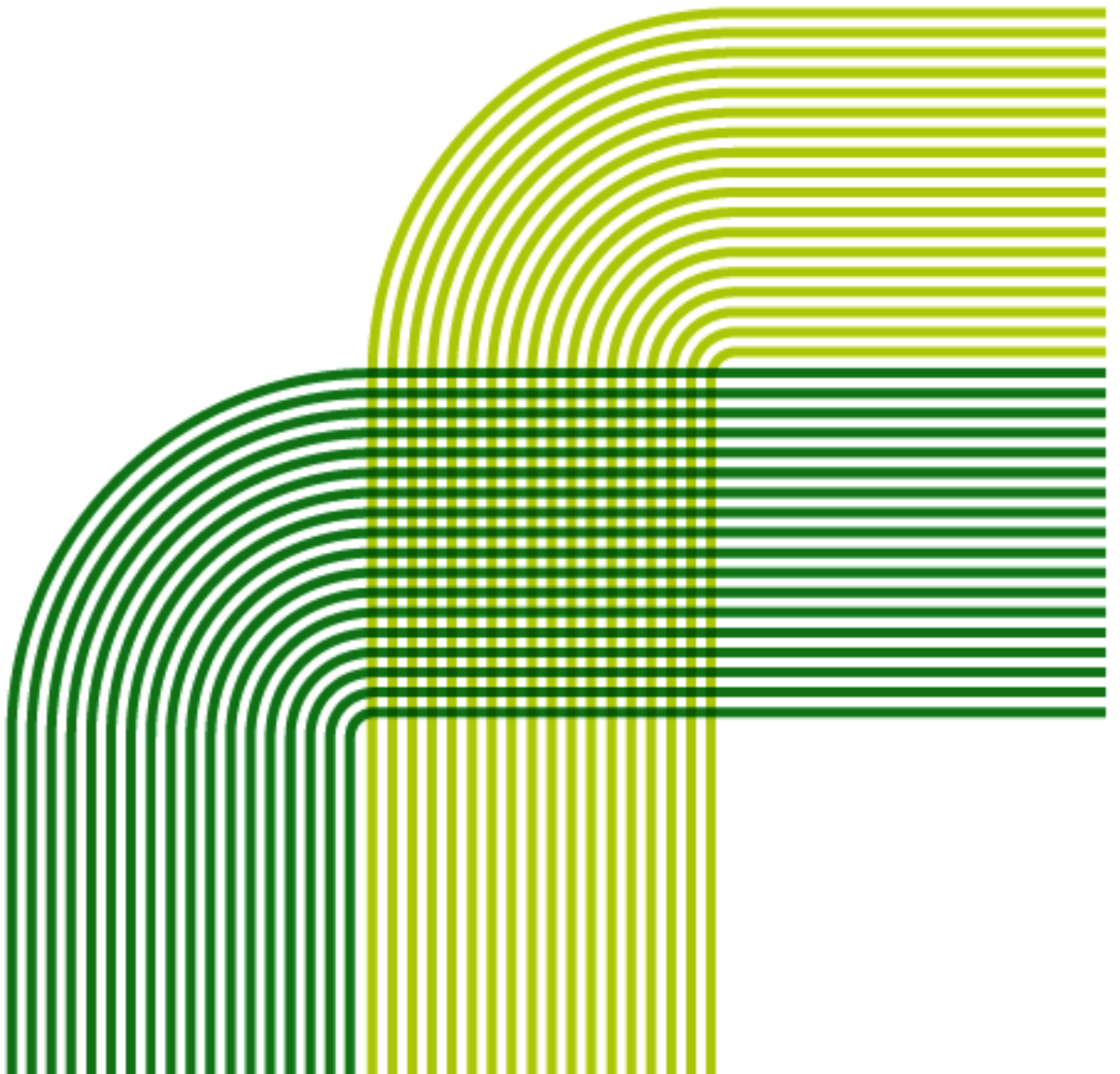




IFF Research

Contact details

Ben Davies and Anna Ponomarenko
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 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 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 2014 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 NI
 - Assess views of communication received from CITB NI
 - Assess the level of support for the continuation of the Levy-Grant system
 - Gauge perceptions of the value that CITB NI adds to the industry's training culture
 - Understand more about training behaviour and attitudes to training.



2 Methodology

- 2.1 To ensure comparability, the methodology for the 2014 survey replicated that used for the 2006 to 2013 Employer Tracking Surveys. A total of 100 telephone interviews were conducted with construction sector employers in Northern Ireland.
- 2.2 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. The profile of achieved interviews was as follows:

Number of employees	Interviews achieved
0-9	60
10-49	30
50+	10
Total	100

Grant status	Interviews achieved
Grant	55
Non Grant	45
Total	100

- 2.3 Fieldwork took place from 26th August to 29th September 2014. All interviewing was conducted from IFF's telephone centre in London. The questionnaire used for the study is appended.
- 2.4 No weighting has been applied to the survey data.
- 2.5 Note that for a survey sample of 100 interviews, the standard error is approximately +/- 9.6% at the 95% confidence level; hence some caution is needed when interpreting the results. To be statistically significant (in the worst case scenario) a survey result of 50% in 2013, would need to be +/- 14% in 2014 (at the 95% confidence level).
- 2.6 Throughout the report comparisons are made with the Northern Ireland Employer Tracking studies conducted in 2012 (100 interviews) and 2013 (104 interviews), both of which employed similar methodologies.



3 Management Summary

Skills issues facing the Construction Industry

- 3.1 The most important skills issues facing the construction industry in the coming year or so were felt to be a shortage of skilled labour (spontaneously expressed by 45% of employers), health & safety issues (16%) and training-related issues (14%). In 2013 35% referenced skilled labour issues, 13% health and safety and 22% mentioned training issues.

Skills gaps in their own firm

- 3.2 Only 5% of employers reported that a proportion of their workforce lack the necessary skills to do their jobs (11% in 2013; 9% in 2012).
- 3.3 18% of employers stated that they were experiencing recruitment difficulties, in comparison with 10% in 2013.

Awareness, use and satisfaction with CITB NI and its services

- 3.4 Overall, 65% of employers had used at least one product or service, similar to levels in 2013 (67%) and 2012 (68%).
- 3.5 On prompting, nearly all employers were aware that CITB NI provides grants for training (98%), health and safety information and training (97%), specialist training courses (94%) and the mobile training unit (90%).
- 3.6 Of all the services available, most commonly employers had received grants from CITB NI in the last 12 months; over half had done so (52%).
- 3.7 Just over four in ten (42%) had used information or training about health & safety provided by CITB NI, albeit employer use has declined since 2013 (56%).
- 3.8 There was relatively low awareness of CITB NI's involvement with schools. It was the only service, when prompted, where fewer than half of employers were aware of it (44%).
- 3.9 Satisfaction levels with products and services were generally high, with mean scores for each typically ranging between 4 – 5 (on a 1-5 scale). Satisfaction was particularly high with regard to skills competitions (5.0), the mobile training unit (4.6), and the organisation's role influencing standards and qualifications (4.4). Satisfaction was lowest in relation to CITB NI's work in providing Labour Market Intelligence (3.8).



Communication

- 3.10 Reflecting 2012 and 2013 trends, nearly all employers had heard or seen information about CITB NI in the last 12 months (96%). Broadly in line with last years' findings, eight in ten employers (80%) had received direct mail and six in ten (61%) had heard from CITB NI via email. In the last year half (51%) had heard of the organisation via the internet and approximately a fifth (18%) had received a text message (in comparison with 26% in 2013).
- 3.11 The majority (57%) of employers had visited the CITB NI website in the last 6 months, roughly in line with previous results (51% in 2013; 60% in 2012). The main reasons for visiting the site were to obtain information about grants schemes (30% of all employers), completing a Levy return (15% of all employers) or to look for training courses / training directory (14% of all employers).
- 3.12 Satisfaction with the website was high: 79% (of employers who had visited the site) rated it good / very good overall and just 4% poor / very poor. The website was rated particularly highly for having up to date content (84% of employers who had visited the site), having clear and easy to understand information (74%) and containing information that employers want (74%). In relative terms, it is rated less well for being easy to navigate (68% rated this as good and 14% poor) and for its appeal (60% rated this as good and 9% poor).
- 3.13 Overall, 85% of employers recalled receiving communications in the past 12 months informing them about CITB NI products / services (up slightly from 81% in 2013). Most recipients were satisfied about how clear it was to get in touch with CITB NI (91% of those who received communications), how easy the communications were to understand (82%) and the communications having an immediately recognisable style (81%). As in 2012 and 2013, employers were less positive that information was relevant and appropriate to their needs (48% rated this as good and 16% felt it was poor).
- 3.14 Three fifths (61%) of employers who had received communications stated their preferred method of doing so was via email (the same proportion stated this in 2013). This continues to out-weigh the 38% who prefer to receive information in the post (46% in 2013; 49% in 2012).
- 3.15 As in 2013, most employers (72%) felt they get about the right amount of information; 18% felt they received too little and 11% felt they received too much.



Overall views of CITB NI

- 3.16 Employers were generally satisfied with how CITB NI serves the industry and generally results were more positive than 2013. Eight in ten (80%) were satisfied that the organisation is easy to deal with (70% in 2013) and 64% were satisfied that CITB NI responds quickly to the changing needs of the industry (up from 48% in 2013). A similar proportion (63%) felt that CITB NI works efficiently for employers in the industry (56% in 2013). Only a slightly lower proportion (60%) felt that CITB NI works effectively in partnership with other organisations (54% in 2013).
- 3.17 Over half (53%) were satisfied that CITB NI aims to improve the service that it offers; slightly lower than in 2013 (58%).
- 3.18 As in 2013, employers were positive about their interactions with CITB NI staff; 90% thought they were helpful and polite. 68% of employers were satisfied that the organisation listens and responds to customers (63% in 2013) and 81% of employers were satisfied that the organisation was fair and accessible (67% in 2013).
- 3.19 Overall satisfaction with the service provided to their company is reasonably high: almost two-thirds of employers were satisfied (65%), while 9% were dissatisfied. The mean score was the same as 2013 (3.9).

Grants and support for the Levy-Grant system

- 3.20 Three-quarters of employers (74%) think the Levy-Grant system is important for maintaining the quality of training across the *industry as a whole* (up from 66% in 2013, but in line with 75% in 2012).
- 3.21 Six in ten employers (61%) think it plays an important role in maintaining the level and quality of training *within their own firm* (59% in 2013; 61% in 2012). Predictably, the perceived importance is higher among grant recipients (79% regard it as important for maintaining their training levels).
- 3.22 Encouragingly most employers think if there were no statutory body providing grants for training then training issues in the industry would worsen rather than improve. Three quarters (75%) thought that training within the industry would reduce and just less than seven in ten (68%) thought that progress toward a qualified workforce would suffer. Six in ten employers (59%) thought that the availability of skilled labour would reduce.
- 3.23 Overall, four-fifths (80%) believe that the Levy-Grant system should continue in comparison with 74% in and 68% in 2012. To be expected, grant recipients were more likely to support continuation (88%) than non-recipients (70%).
- 3.24 Overall, the level of support for the Levy-Grant system in Northern Ireland is higher than the level found across Great Britain in 2014 (63%).

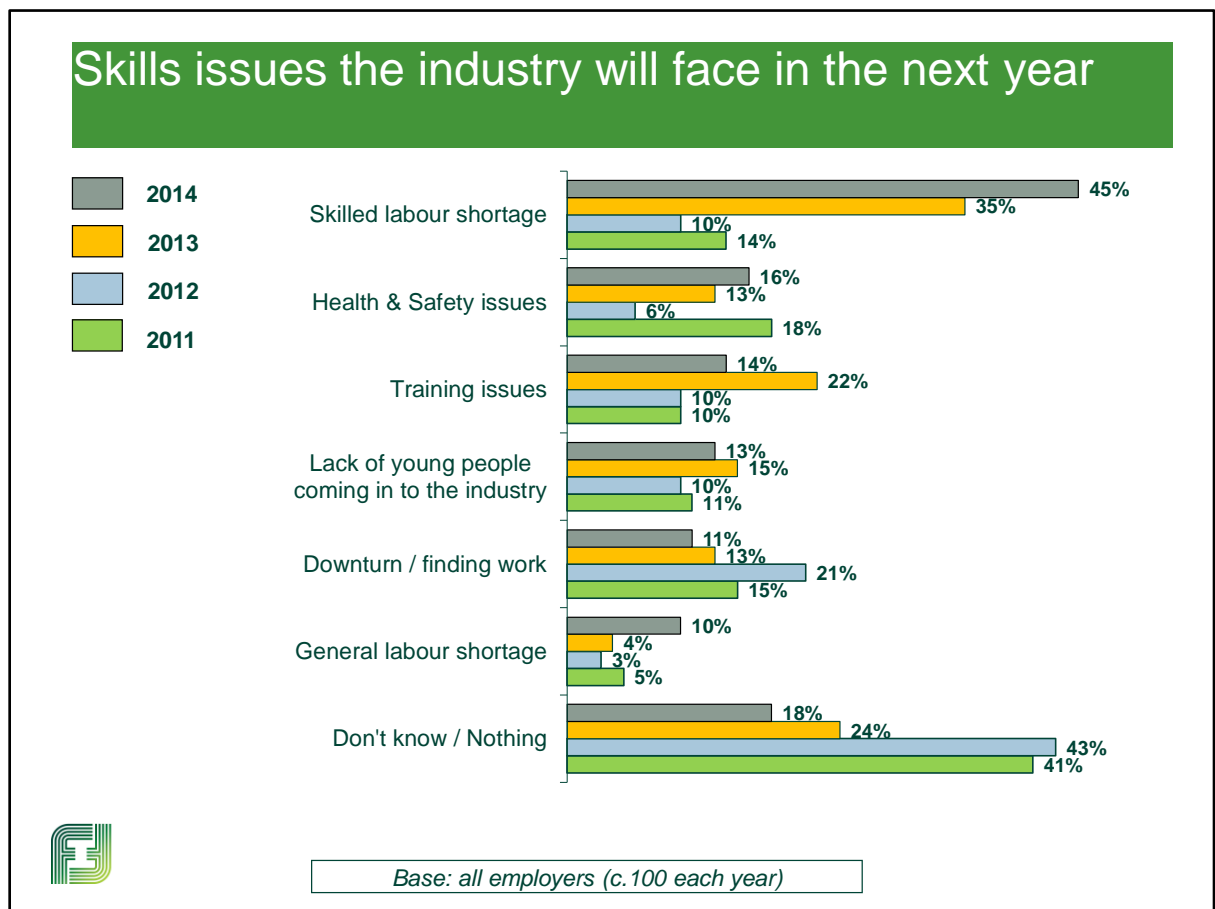


4 Skills and training issues

4.1 This chapter discusses the skills issues which employers believe the industry will face in the next few years. This provides some context within which to understand the market for CITB NI's products and services now and in the near future.

Skills issues facing the industry

4.2 Employers were asked to comment (spontaneously) what they considered to be the most important skills issues facing *the industry* in the next year or so. Results are shown on the following chart.



4.3 Less than a fifth (18%) of employers did not know of, or did not feel that there were, any skills issues facing the industry in the next year or so, lower than the proportion found in 2013 (24%) and notably less than in 2012 (43%). The most common skills issue for the coming year was felt to be a shortage of skilled labour (45%), an issue which has increased significantly since 2012 (10%).

4.4 Training related issues were perceived to pose a challenge by 14% of employers, a smaller proportion than 2013 (22%).



- 4.5 One in ten (10%) of employers mentioned a general labour shortage, in 2013 this was mentioned by just 4%. Proportions referencing health and safety were relatively consistent (16% 2014; 13% 2013).
- 4.6 Only 4% of employers mentioned new regulations / changes in law and employee rights as an important skill issue in the industry. No employers mentioned this in 2013, suggesting this may be an issue to monitor in the future.

Skills gaps in their own firm

- 4.7 Overall, only 5% stated that some of their workforce lacked the necessary skills to do their job. 18% of employers had experienced recruitment difficulties in comparison with 10% in 2014.

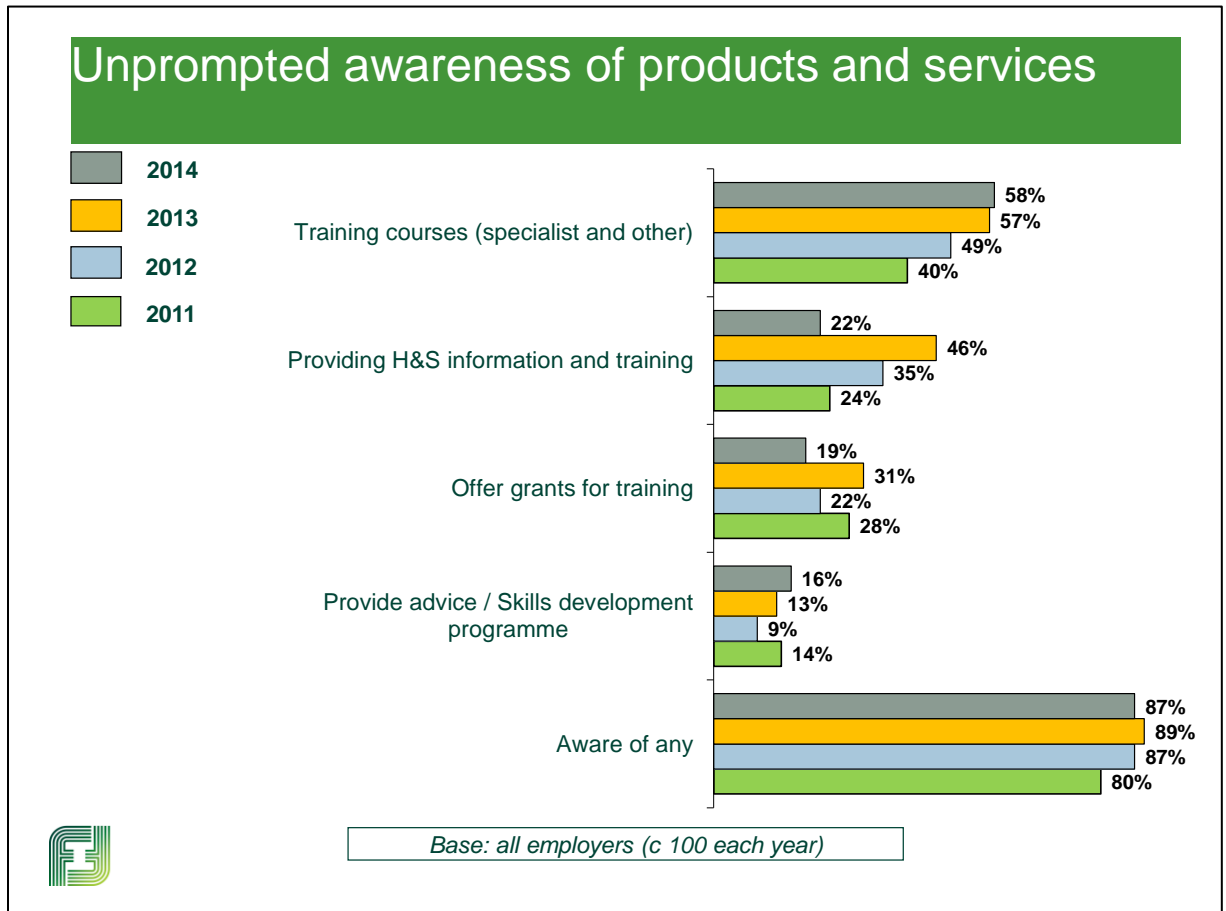


5 Awareness, use and satisfaction with services

5.1 This chapter explores use and satisfaction with CITB NI's services.

Awareness of CITB NI's services

5.2 Employers were asked (spontaneously) which services provided by CITB NI, they were aware of. Their responses are presented in the following chart, which lists the four most common services mentioned by employers in 2014, with comparative figures from 2011, 2012 and 2013.



5.3 Most commonly employers associate CITB NI with training courses. Just less than six in ten (58%) spontaneously referred to training, consistent with last years' result (57% in 2013). However, this year fewer employers cited the provision of Health and Safety information or the offer of grants.



5.4 Following this, employers were read a list of services. Once prompted, nearly all employers were aware that CITB NI provides grants for training (98%), health and safety information and training (97%), specialist training courses (94%) and the mobile training unit (90%). There was also a high level of awareness of its provision of training delivered in partnership with industry bodies (85%). 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 2013.

Prompted awareness of services	2014	2013	2012	2011
<i>Base: all employers (c. 100 each year)</i>	%	%	%	%
Grants for training	98	93	96	98
Health & Safety information and training	97	91	92	94
Training advice	62	87	85	90
Mobile training unit	90	86	88	87
Management training courses	74	79	80	81
Provision of publications	77	70	71	80
Training in partnership with industry bodies and federations	85	69	n/a	n/a
Specialist training courses	94	61	72	64
Other training courses	80	56	69	57
Skills competitions (e.g. SkillBuild)	71	56	63	n/a
Standards and qualifications development	61	55	61	64
Careers information and advice	59	52	60	51
Working with schools	44	41	37	38



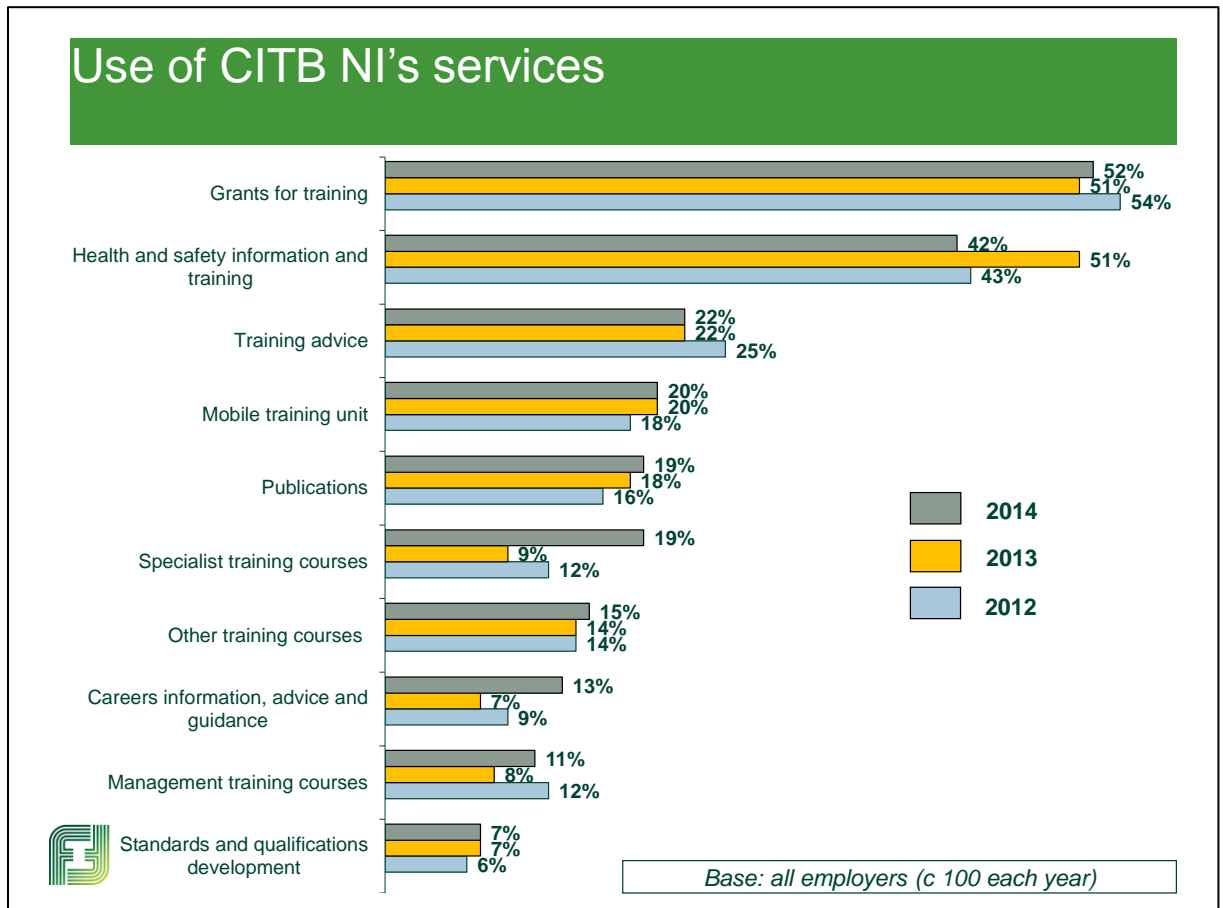
Conducting research and providing Labour Market Information (LMI)	50	39	43	39
Projects funded by external sources	50	36	n/a	n/a
Employer engagement events	77	n/a	n/a	n/a

- 5.5 Awareness that CITB NI works with schools to promote construction careers was the only service which, when prompted, fewer than half of all employers were aware it provides (44%).
- 5.6 Since 2013, awareness has increased for most services; the largest increase was in relation to employers' awareness of specialist training courses (rising 33 percentage points).
- 5.7 However, since 2013 fewer employers were aware of the offer of training advice which declined by 25 percentage points to 62%.
- 5.8 Awareness of employer engagement events was assessed for the first time in 2014; 77% of employers stated they had heard of this service.
- 5.9 The breakdown reinforces the notion that CITB NI is primarily associated with services relating to training i.e. providing grants for training, health and safety information and training and specialist training courses. Moreover the organisation is less associated with its work with schools, conducting research and providing Labour Market Intelligence and delivering projects where funding has been secured from external sources.



Use of CITB NI services

- 5.10 Employers were asked which of CITB NI's services they had used in the last 12 months. Overall two-thirds of employers (65%) had used at least one service, mirroring 2013 results (67%). Findings are presented in the following chart, which also shows 2013, 2012 and 2011 comparisons.

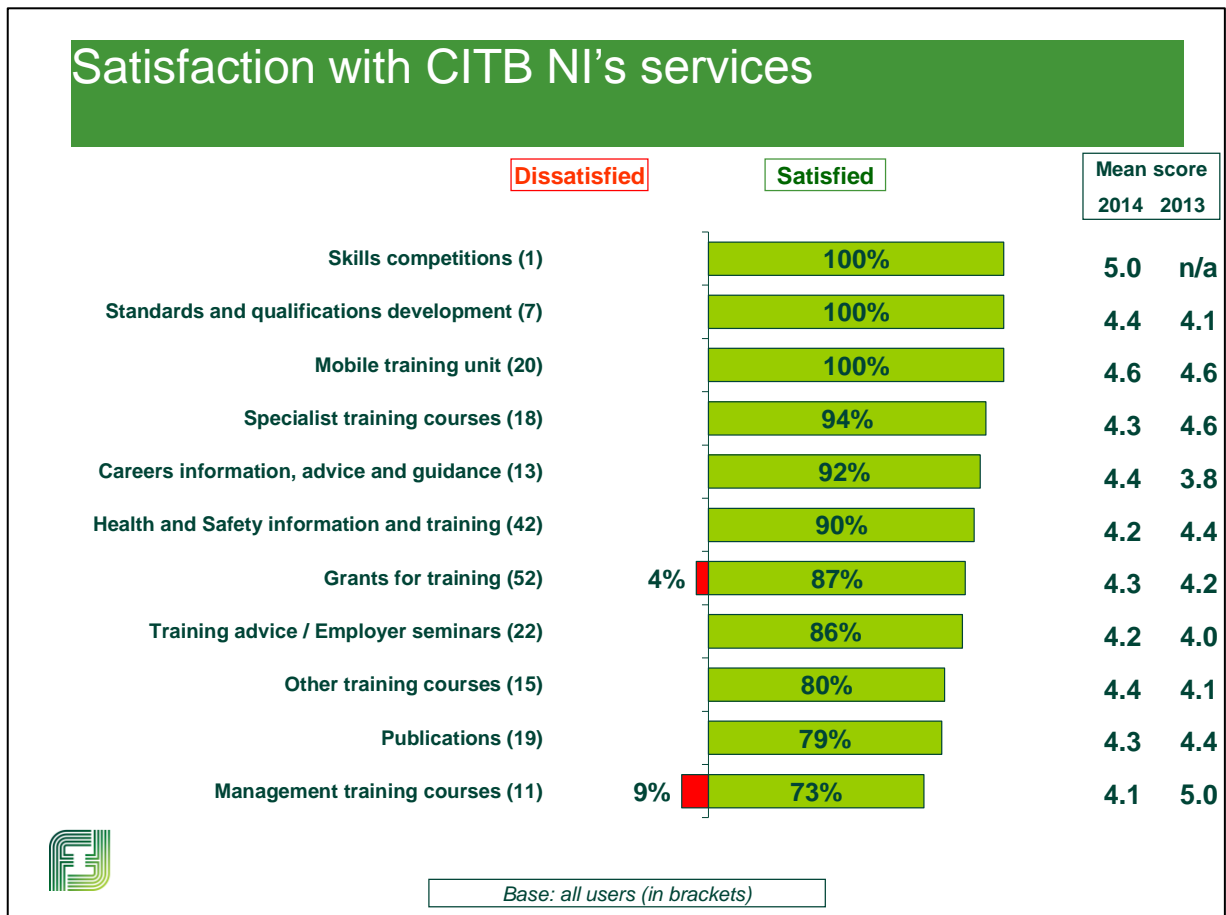


- 5.11 Over half (52%) of employers reported using grants for training in the last 12 months, mirroring 2013 figures (51%). Around two fifths (42%) of employers indicated that they had used health and safety information and training from CITB NI, lower than found in 2013 (51%) but in line with 2012 (43%) and 2011 (41%). Grants and health and safety information / training have been the two most common services used each year since 2005.

Satisfaction with CITB NI services

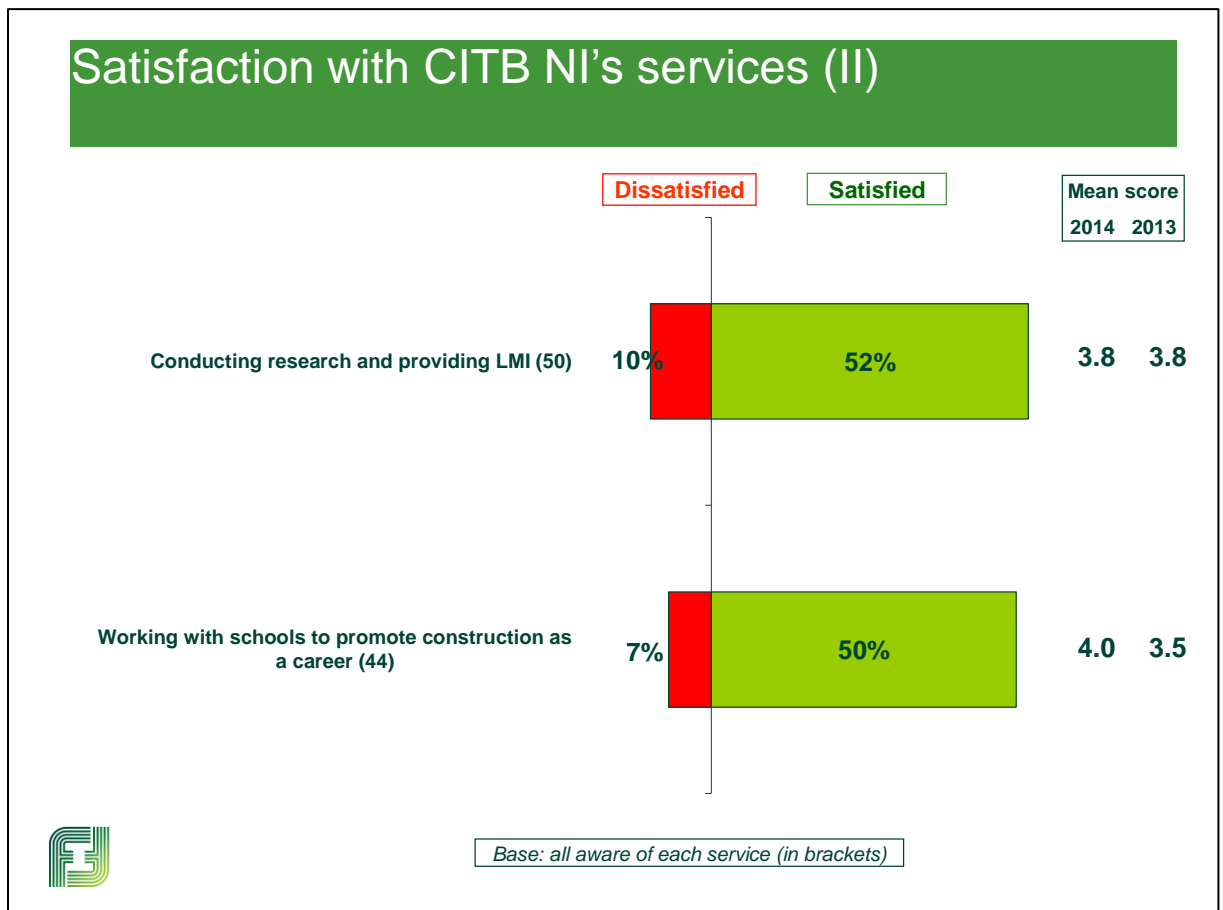
- 5.12 Service users were asked how satisfied they were with each service on a scale of 1 (very dissatisfied) to 5 (very satisfied). Results are shown on the following chart in descending mean score order, showing the proportion satisfied and dissatisfied (for simplicity those neither satisfied nor dissatisfied are not shown). Mean scores are also shown for 2013. Relatively low base sizes in some instances should be noted (base sizes are shown in brackets).





- 5.13 Satisfaction levels are generally high, with mean scores ranging from 4.1 to 5.0 (out of a possible 5). Satisfaction was particularly high for the mobile training unit, standards and qualifications development, skills competitions and specialist training courses (though base sizes are low for each).
- 5.14 Of the services listed above; two are intended for industry-wide use. Those who were aware of CITB NI's role in conducting LMI and working with schools were asked to state how satisfied they were with each. Results are summarised on the following chart.





- 5.15 On both accounts, far more employers were satisfied than dissatisfied and associated mean scores were high (4.0 and 3.8).
- 5.16 Employers were also asked to rate the importance of the various services. 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 be taken when comparing 2013 and 2014 results.



Perceived importance of CITB NI's products and services			
<i>Base: all employers using each service (all aware of each service where *)</i>	<i>Base sizes (2014, 2013)</i>	2014	2013
Grants for training	(52,53)	4.6	4.5
Standards and qualifications development	(7,7)	4.1	4.4
Management training courses	(11,8)	4.2	4.4
Specialist training courses	(18,9)	4.7	4.4
Health & Safety information and training	(42,53)	4.7	4.3
Mobile training unit	(20,21)	4.7	4.1
Provision of publications	(19,19)	4.1	3.7
Training advice / SDP	(22,23)	4.5	3.7
Other training courses	(15,15)	4.2	3.7
Careers information, advice and guidance	(13,15)	4.5	3.3
Conducting research and providing LMI (*)	(50,41)	3.9	3.1
Working with schools to promote construction as a career (*)	(44,43)	3.9	2.9
Skills competitions	(1,N/A)	5.0	n/a

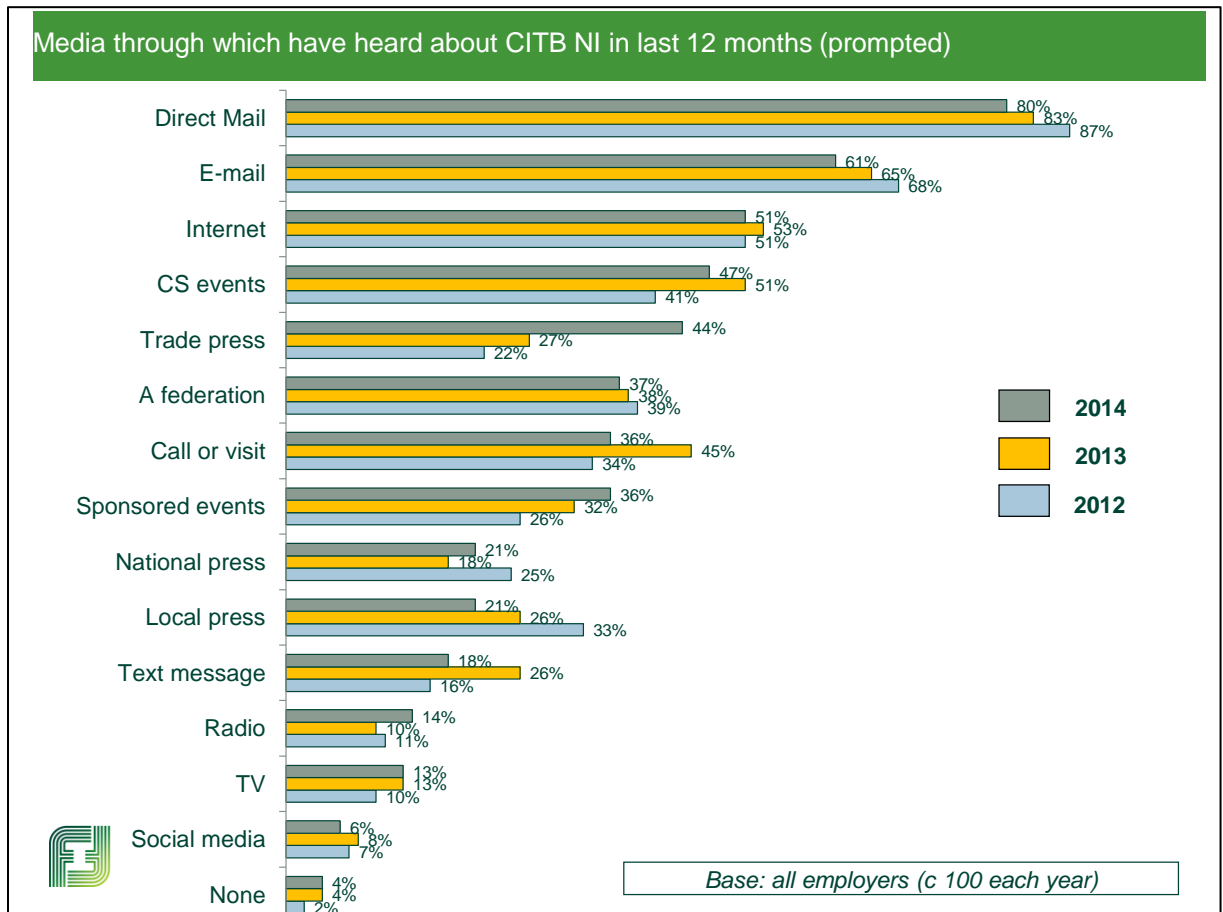
5.17 Results show:

- 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 4.6 and 4.7 respectively).
- Reflecting results from previous years, those services used by individual employers are rated more important than the more generic, industry-wide services.
- Results are generally higher than 2013, this being especially the case for health and safety information/ training, the mobile training unit, training advice, other training courses, careers information, advice and guidance, conducting research and providing LMI and working with schools to promote construction as a career.



6 Communications

- 6.1 Employers were asked whether or not they had heard of CITB NI via a range of different media over the last 12 months. The results of this prompted question are presented below, with comparisons to 2012 and 2013.



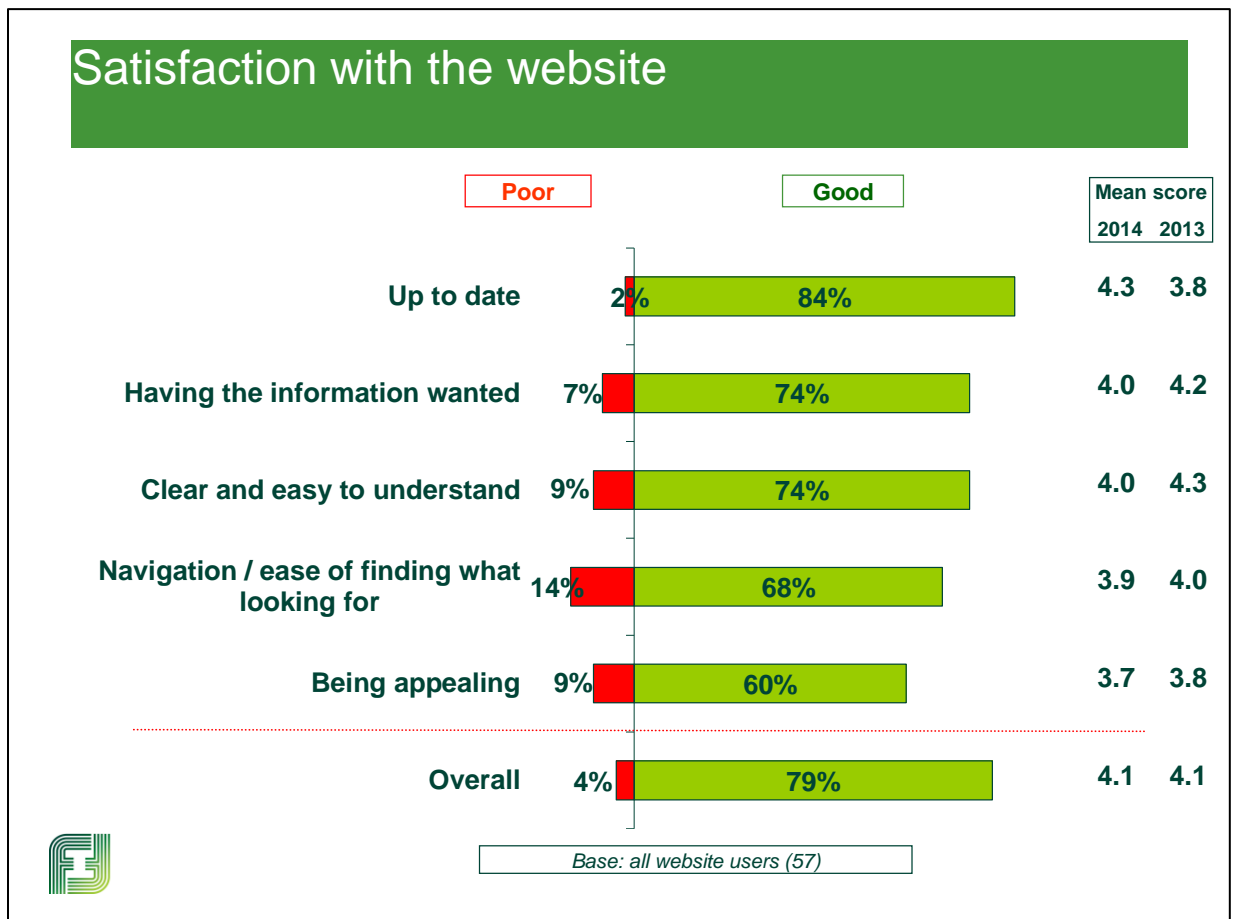
- 6.2 Nearly all respondents had heard about CITB NI through at least one of these mediums (96%).
- 6.3 Direct mail, mentioned by four fifths (80%) of employers, continues to be the main channel through which employers heard about CITB NI. Three fifths (61%) of employers heard about CITB NI through e-mail and half (51%) via the internet; all relatively consistent with 2013 levels.
- 6.4 The most notable change since 2013 is an increase in the proportion who had heard about CITB NI through trade press (44% in 2014 compared with 27% in 2013).
- 6.5 Over a third (36%) of employers had heard about CITB NI through sponsored events.



CITB NI website

- 6.6 A number of questions asked specifically about the use of CITB NI's website. Results show:
- Over half of employers (57%) had visited the CITB NI website in the last 6 months (from 51% in 2013; 60% in 2012). Half (51%) of those who had visited the website had done so in the seven days prior to their interview.
 - The main reason for visiting the site was to find grant scheme information (53% of those who had accessed the site, equivalent to 30% of all employers), other common reasons included completing the Levy Return (26% of those who accessed the site, equivalent to 15% of all employers) and to access information on courses and training (25% of those who accessed the site, equivalent to 14% of all employers).
 - The proportion of respondents who used the site to complete their Levy Return increased from 5% of all employers in 2013 to 15% in 2014.
- 6.7 Employer satisfaction with the website is shown in the following chart. At an overall level, satisfaction with the website has remained consistent with 2013 (a mean score of 4.1). Almost four fifths (79% of employers who had visited the website) rated it as being good overall; only 4% rated it poor.
- 6.8 Moreover, satisfaction with all aspects of the website remained high in 2014 with mean scores ranging between 3.7 and 4.3 (out of a maximum score of 5). The website was rated most highly for having up-to-date content (a mean average of 4.3) and least for being appealing (a mean average of 3.7).
- 6.9 Employers felt that the website was more up-to-date in 2014, but all other aspects were related less highly.

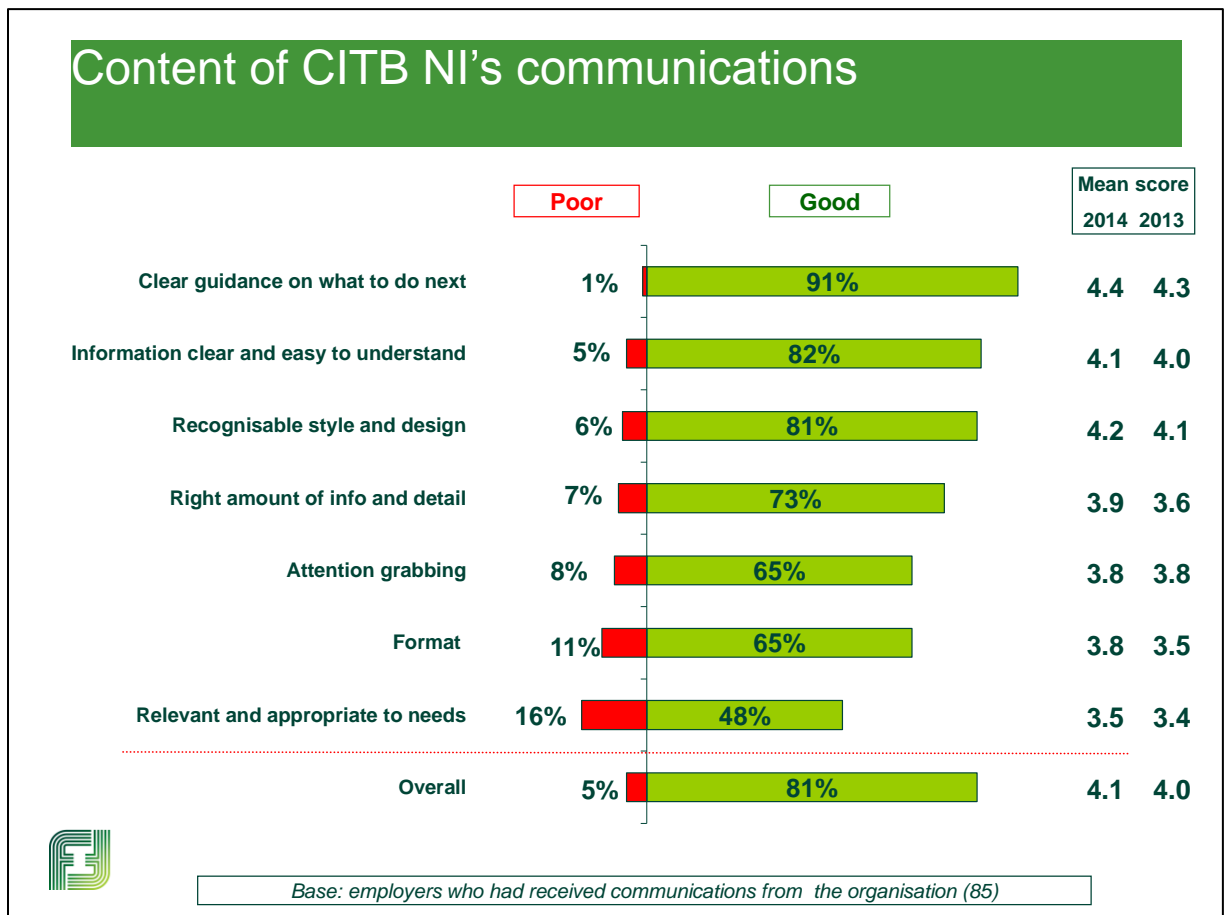




Communications on products and services

- 6.10 85% of employers recalled receiving communications from CITB NI in the past 12 months (in comparison with 81% in 2013).
- 6.11 Most recipients (91%), were satisfied that the information they received gave clear guidance on what to do next and that it was clear and easy to understand (82%). A similar proportion (81%) thought communications had a recognisable style and design, that it provided the right amount of information and detail (73%) and that it was attention-grabbing (65%). Employers were less positive about the information being relevant and appropriate to their needs (48% rated this good but 16% felt it poor). Generally though results were positive and 81% rated the communications they received as good overall, compared with 5% who thought it was poor (the mean average was 4.1, slightly higher than the mean average in 2012 and 2013 which was 4.0).
- 6.12 Results are summarised in the following chart, which shows the proportion rating each aspect as good (a 4 or 5 rating) and poor (a 1 or 2 rating) with the mean scores for 2014 and 2013.





- 6.13 When asked about their preferred method for receiving information and communications from CITB NI, the 2014 survey showed that the proportion of employers wanting information via emails was higher than those who preferred to receive information in the post. The proportion preferring emails (61%) mirrored the 2013 proportion (61%) but the proportion preferring information by mail has decreased (from 46% down to 38% in 2014).
- 6.14 These findings are summarised in the following table; the figures in brackets show the results from 2013.



Preferred method for receiving information or communications from CITB NI				
(2013 figures in brackets)	Overall	< 10 staff	10-49	50+
<i>Base: received communication in the last 12 months</i>	85 (84)	52 (57)	25 (21)	8 (6)
<i>Multiple answers allowed</i>	%	%	%	%
E-mail	61 (61)	54 (47)	72 (86)	75 (100)
Mail	38 (46)	44 (61)	28 (19)	25 (-)
Phone	4 (1)	4 (2)	4 (-)	- (-)
Text message	2 (5)	4 (7)	- (-)	- (-)

- 6.15 In 2013, small employers with fewer than 10 staff were more likely to prefer mail (61%) than email (47%). This trend reversed in 2014 as small employers with less than 10 staff were more likely to prefer email than mail (54% compared with 44% respectively).
- 6.16 Almost three quarters (72%) of employers that had received communications indicated that they received the right level of information from CITB NI; 18% thought they received too little information and 11% thought that they received too much.
- 6.17 The majority (86%) of employers who received communications from CITB NI thought that it arrived at about the right time, only 6% thought it arrived too late and 2% too early.
- 6.18 Almost half of employers (48%) had been prompted to get in touch with CITB NI as a result of the communications they received. This is slightly higher than in previous years (the proportion ranged between 36%-47% between 2007 and 2013). Of those employers had got in contact for more information, 90% found the information useful, higher than 2013 (81%) but similar to 2012 and 2011 (88% and 90% respectively).



Contact with CITB NI's Grants team

- 6.19 Approaching three fifths (57%) of all employers had contacted the Grants Team in the past 12 months, whereas under half (46%) had made contact in 2013. Grant recipients were considerably more likely to have made contact (82%) than non-grant recipients (25%). Contact was most often in direct relation to grants (42%), though this proportion has declined markedly since 2013 (75%). Around a third (32%) contacted the organisation to acquire training advice and around one in ten (11%) made contact regarding the Levy.
- 6.20 Contact was most often by telephone (77% of those making contact), one fifth (21%) of contact was made by email, falling from 31% in 2013. In a minority of cases, contact was made via text (2%).
- 6.21 Employers were positive about the response received from contacting the team: the vast majority (68% of those who contacted the support team) found them extremely helpful or helpful (19%). Only 6% of those who made contact found the response unhelpful. The overall mean average was 4.5 (on a scale of 1 to 5), comparable to 2013 (4.4).
- 6.22 72% of those making contact with the support team were unable to think of how the service could be improved (from 62% in 2013). A fifth (21%) suggested that the service provided could be improved by improving communication.

Grant Scheme Information from CITB NI

- 6.23 Eight in ten employers (81%) recalled receiving information about the CITB NI Grants Scheme in the last 12 months, higher than the proportion in 2013 (69%) but similar to that in 2012 (80%). Almost half (47%) of these employers had been encouraged to contact CITB NI for further details, higher than the proportion in 2013 (33%). Seven in ten (71% of those who contacted CITB NI about claiming grants) went on to claim a grant as a result of the contact. All of these employers were aware that they must submit a levy return form in order to claim the grant.
- 6.24 The vast majority (89%) of employers who had not received information on the grants scheme from CITB NI were aware that they could, as registered employers, claim money to support the cost of training through CITB NI's Grants Scheme (up from 84% in 2013). The most commonly cited reasons for not applying for a grant were that it wasn't appropriate or that no training had been undertaken.
- 6.25 Most commonly, employers were not prompted to make further contact after receiving information on grants because they had all the information required (47%). A fifth (21%) had no need to do so because no training was needed.



- 6.26 A fifth of employers (20%) who had not claimed a grant in the past 12 months would do so if they needed to train their staff (20%), or if there was an increase in workloads (14%). One in ten (11%) said that the availability of grants for a wider range of courses might prompt them to consider claiming (11%).

Awareness of different levy payment methods

- 6.27 Just over two thirds (67%) of employers were aware that the levy can be paid in two equal instalments in October and February at no extra cost.
- 6.28 A slightly lower proportion (65%) of employers was aware of paying by direct debit over 10 months between October and July at no extra cost. Unlike in 2013, awareness of this method of payment was not significantly higher among levy payers or grant recipients.
- 6.29 Less than half (46%) of all employers were aware that an additional 1.5% is added to any grant claim if they complete their levy return form online. A slightly lower proportion (41%) were aware that a further 1.5% is added to any grant claim if they pay their levy online.

Employer events

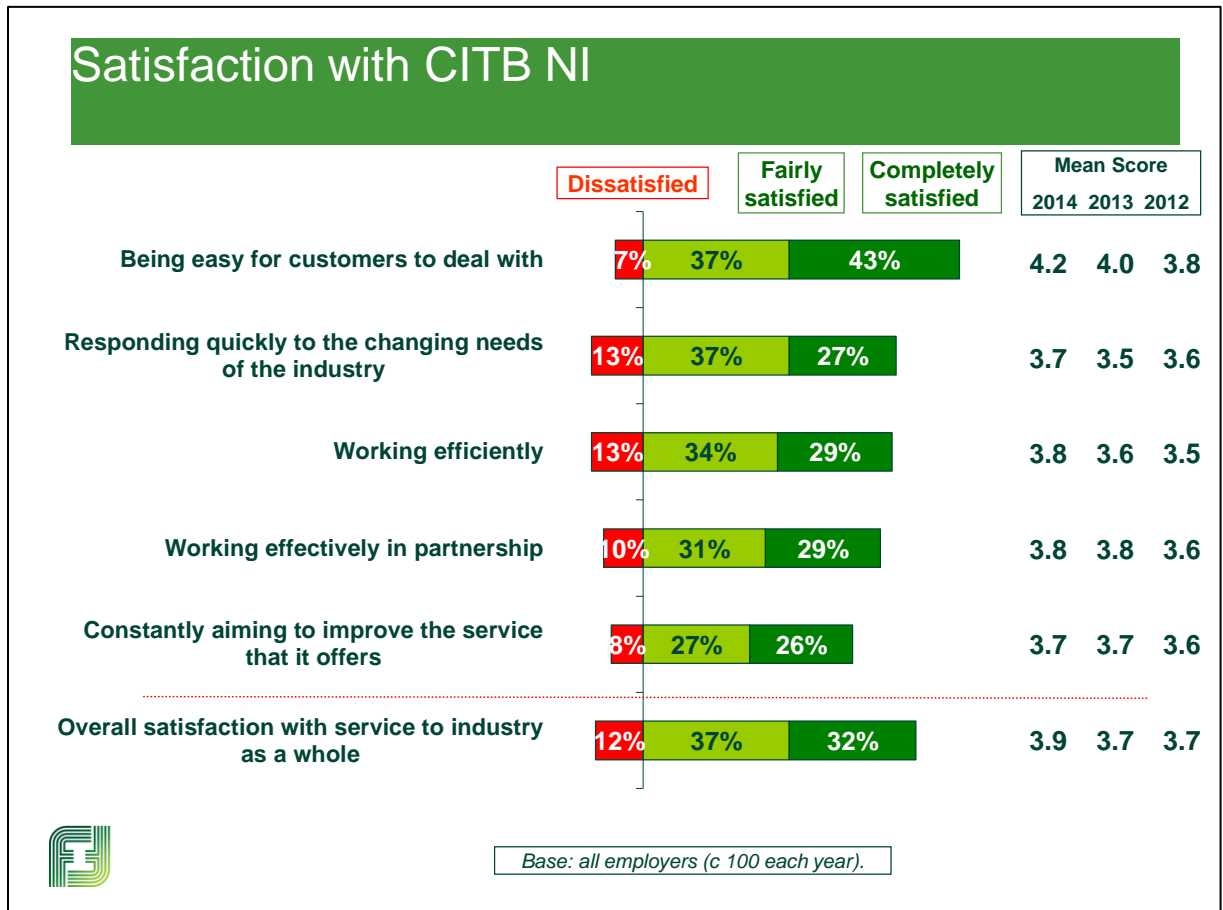
- 6.30 Two thirds (66%) of all employers were aware that CITB NI were running a series of employer events (in line with 65% in 2013 and 66% in 2012). Whereas awareness of these events was highest among companies with over 50 staff in 2013, in 2014 those with less than 10 staff were most likely to state that they were aware of CITB NI events. A quarter (25%) of all employers had attended one of these events, higher than the 2013 level (19%) but similar to the 2012 level (23%). Medium-sized companies were more likely to have attended (60%)¹.
- 6.31 A fifth of employers (20%) were unsure what sort of things they would like to see covered in such events (in comparison with 29% in 2013); 12% stated that they would not be interested in attending such events. A quarter (25%) wanted the events to cover various training issues, 12% wanted to see events on health and safety, and a similar proportion would like a focus on grants.
- 6.32 Almost two thirds (64%) of all employers who were interested in events indicated that they prefer these to take place in the morning. Afternoon or early evening sessions were less popular (preferred by 15% respectively).

¹ Beware of very low base sizes.



7 Overall opinions of CITB NI

7.1 This section looks at overall views of CITB 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.



7.2 For all measures assessed many more customers were satisfied than dissatisfied. As in previous years, employers felt most positively (80%) that CITB NI is easy to deal with (in comparison with 70% in 2013). Since 2012, the mean score has increased from 3.8 to 4.2.

7.3 Employers in 2014 also felt more positively that CITB NI responds quickly to changing needs of the industry (mean of 3.7 in 2014; 3.5 in 2013).

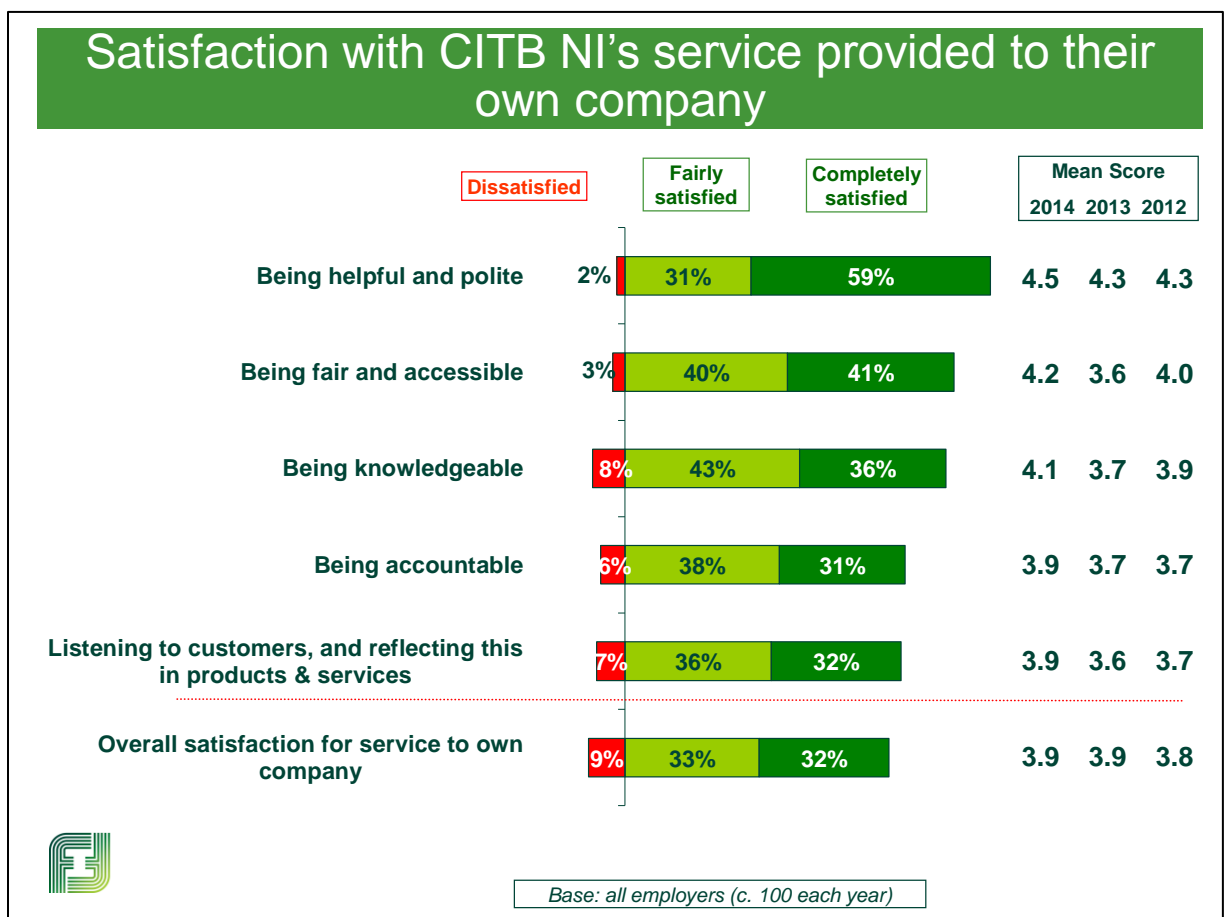
7.4 Satisfaction on all other measures was similar or slightly higher than the level found in 2013. However, overall satisfaction with the service provided by CITB NI was higher in 2014 than 2013 (the mean average increased from 3.7 to 3.9).



7.5 Reasons for dissatisfaction centred on it being too expensive (3 respondents), resentment on the levy (2 respondents) and it offering poor quality / irrelevant training (2 respondents). One respondent mentioned each of the following as reasons for their dissatisfaction:

- Poor communication
- They offer a service that is irrelevant to the industry
- They are biased towards big companies
- They are too bureaucratic

7.6 Employers were also asked to rate their satisfaction with their *own interactions* with CITB NI. The final row shows overall satisfaction with the service provided to their own company.



7.7 Overall satisfaction with the service provided to their company was reasonably high: 65% of employers were satisfied (including 32% completely satisfied), while 9% were dissatisfied. The mean rating remained the same as that in 2013 (3.9).



- 7.8 Most positively, nine in ten (90%) thought staff were helpful and polite. Eight in ten (81%) were satisfied that the organisation is fair and accessible; furthermore attitudes were much more positive in this respect than last year (mean score of 4.2 in comparison with 3.6 in 2013).
- 7.9 A similar proportion (79%) was satisfied that CITB NI provided expertise and information which could be relied upon. The majority of employers were also satisfied that CITB NI staff deliver what they say they will (69%) and that they listen to their customers (68%). Satisfaction increased since 2013 for every aspect, satisfaction with being fair and accessible seeing the biggest increase (from 3.6 in 2013 to 4.2 in 2014).
- 7.10 Of the nine respondents who were dissatisfied, the levy was a common cause (4 employers saw it as a tax that they did not get a fair return on). Other reasons cited were poor communication (3 employers), services / the organisation being not felt to be relevant (1 respondent) and being biased towards larger companies (1 respondent).



Recommending CITB NI

- 7.11 Employers were asked about whether they would recommend CITB 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 Promoter Score (the proportion that would recommend or speak highly of CITB NI minus those that would be critical or actively recommend against usage).

Whether would recommend CITB NI (prompted)						
	Total 2014	< 10	10-49	50+	Total 2013	Total 2012
<i>Base: all</i>	100	60	30	10	104	100
	%	%	%	%	%	%
Would proactively recommend others to use and contact CITB NI	36	35	40	30	40	35
Would speak highly of them if asked	28	23	33	40	23	30
Would be neutral	29	33	20	33	20	21
Would be critical if asked	3	3	3	-	8	5
Would proactively recommend others against use and contact	3	5	-	-	4	5
Net promotion	+58%	+50%	+70%	+70%	+51%	+55%

- 7.12 Many more employers would recommend or speak highly of CITB NI (64%) than would be critical or would recommend others not to use them (6%), producing a Net Promotion Score of +58 percentage points. In 2013, the Net Promoter Score was +51% percentage points; it was +55 percentage points in 2012.
- 7.13 Predictably grant recipients were more likely to speak highly of / recommend the organisation than non-recipients (77% vs. 48% respectively). Non grant recipients were, however, more likely than grant recipients to be neutral (41% vs. 20% respectively).

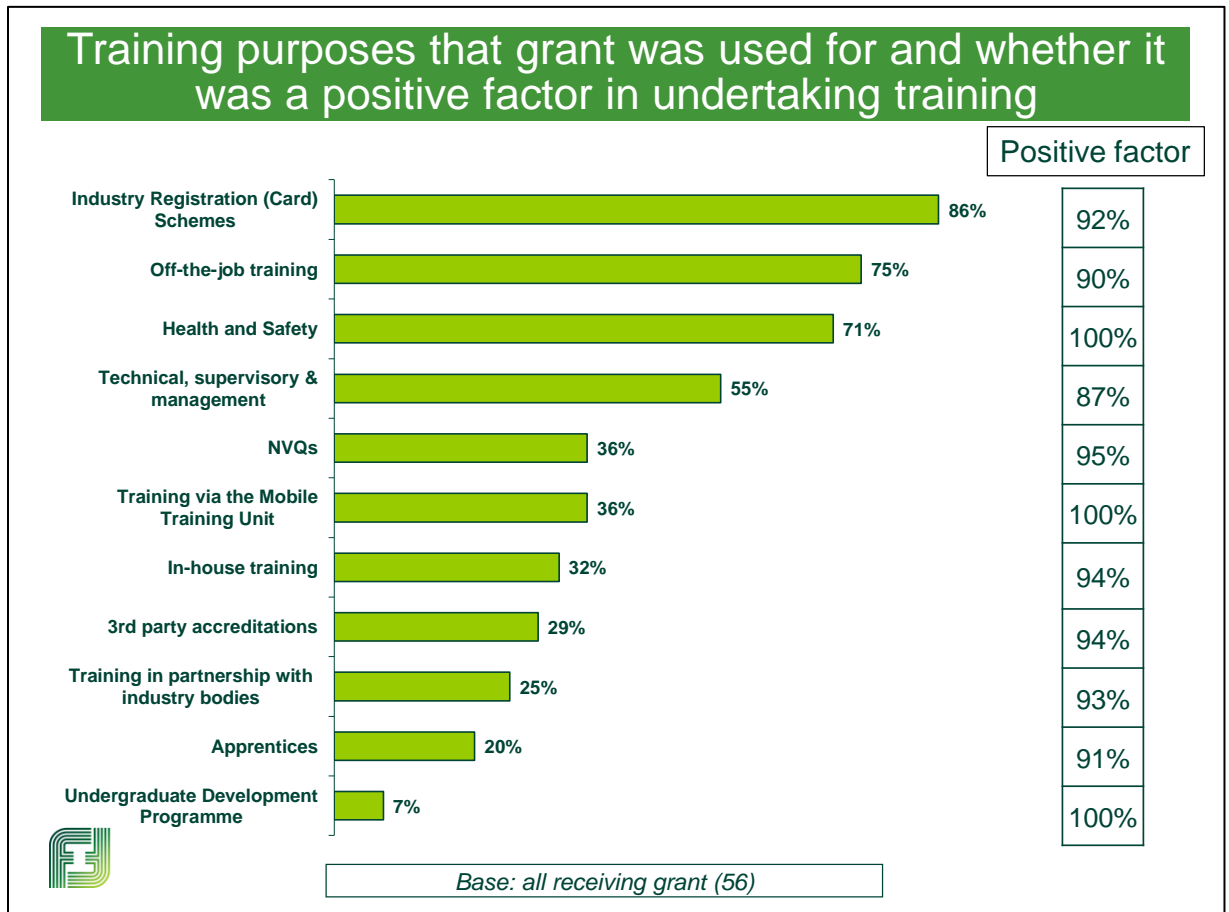


- 7.14 In total 23% of employers had actually recommended CITB NI to someone in the last 12 months. As with previous years, this was much higher among grant recipients compared with non-recipients (32% compared with 11%).



8 Support for the Levy and Grant System

- 8.1 Over half (56%) of employers had received grant from CITB 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. employers who did not feel that they would have undertaken the training anyway).

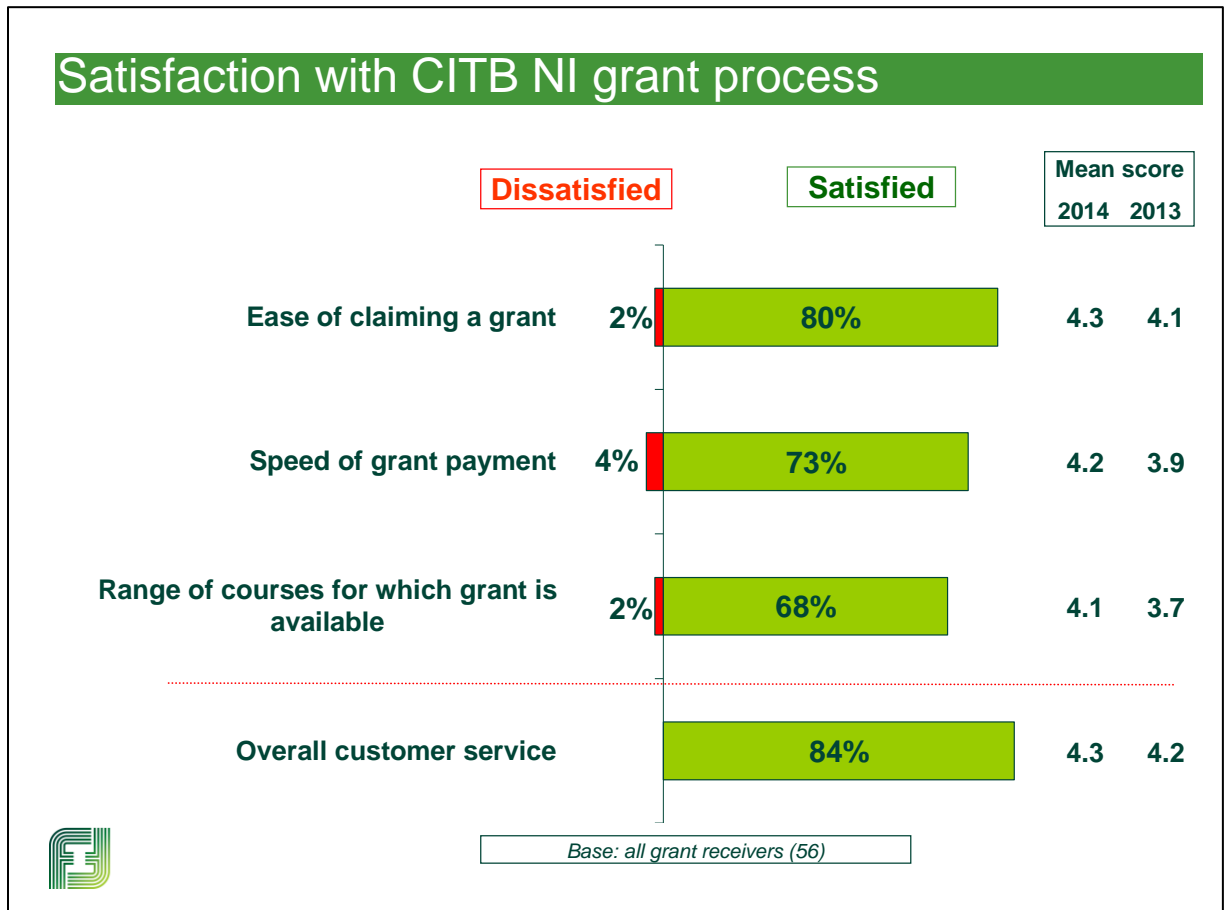


- 8.2 Grants were most often used for industry registration schemes (86%), off-the-job training (75%) and health and safety training (71%). Over half (55%) used grants for technical, supervisory & management training and around a third used grants for NVQs, the mobile training unit and in-house training (36%, 36% and 32% respectively).
- 8.3 The availability of grant was a positive factor in enabling the majority of employers to undertake each form of training. All employers using grants for undergraduate development programmes, training via the mobile training unit and health & safety training stated that the grant had been a positive factor in undertaking the training. Technical, supervisory and management training was least likely to be positively influenced by a grant, however, the vast majority (87%) still stated that the grant was a positive factor.



Satisfaction with the Grant process

- 8.4 Grant receivers were asked to rate their level of satisfaction with a number of aspects of the grant process, 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.



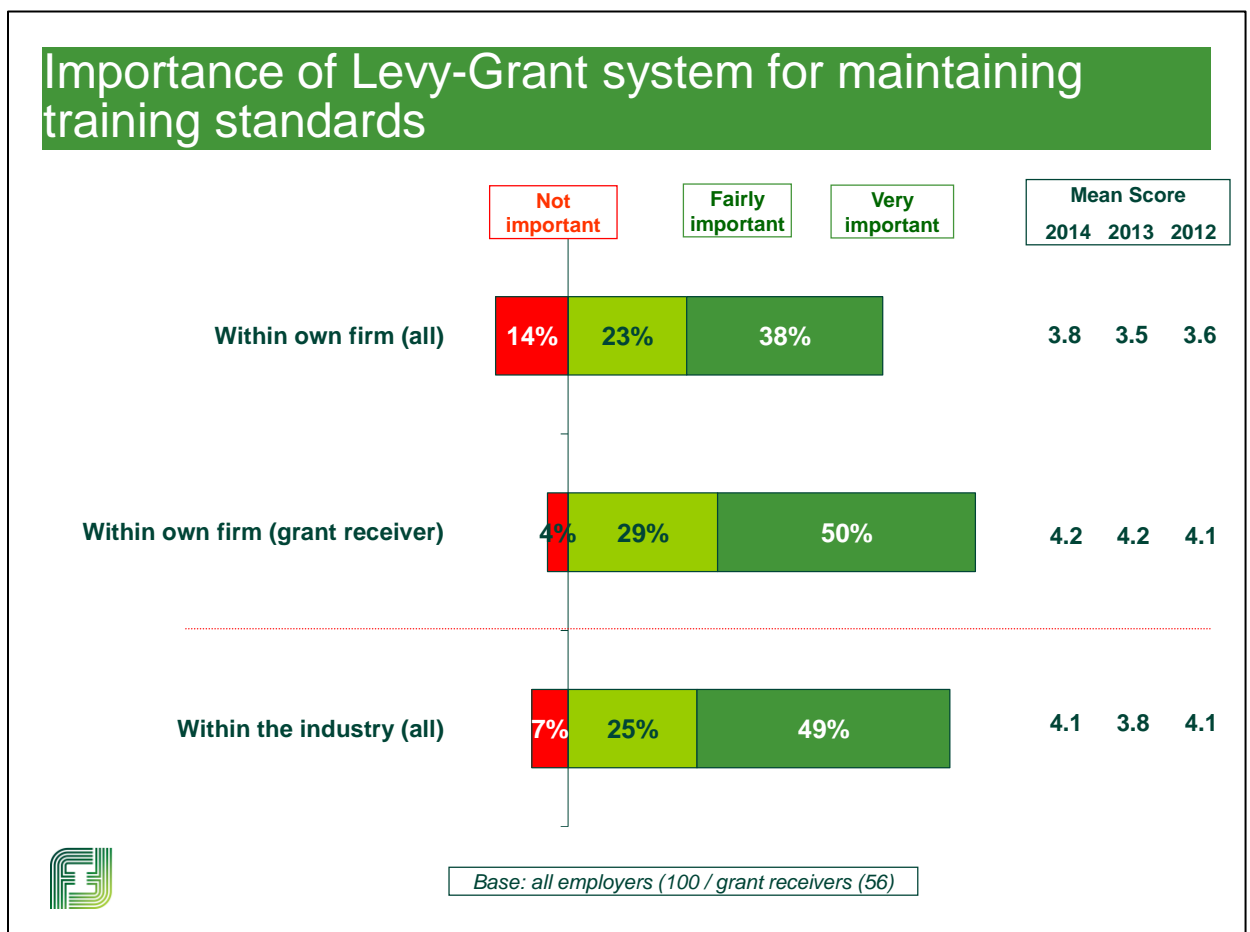
- 8.5 Generally the level of satisfaction with the grant process was high (mean scores ranged from 4.1 to 4.3 out of a possible 5 for each aspect). Overall customer service had the highest rating with 84% satisfied (no employers were dissatisfied). The range of courses for which grants are available derived the lowest mean score (4.1), however 68% were satisfied overall, only 2% were dissatisfied.
- 8.6 Eighty seven per cent of grant receivers (equivalent to 43% of all employers) had used online grant services. CITB NI's online grant services were most commonly used for online grant applications (79% of grant receivers, equivalent to 44% of all employers), accessing grant scheme information (68% of grant receivers, equivalent to 38% of all employers) and to make BACS payments (43% of grant receivers, equivalent to 24% of all employers).



- 8.7 Only one of the 12 employers who used the online grant applications service was aware that an additional 2.5% is automatically added to online grants claims.

Importance of the Levy-Grant System

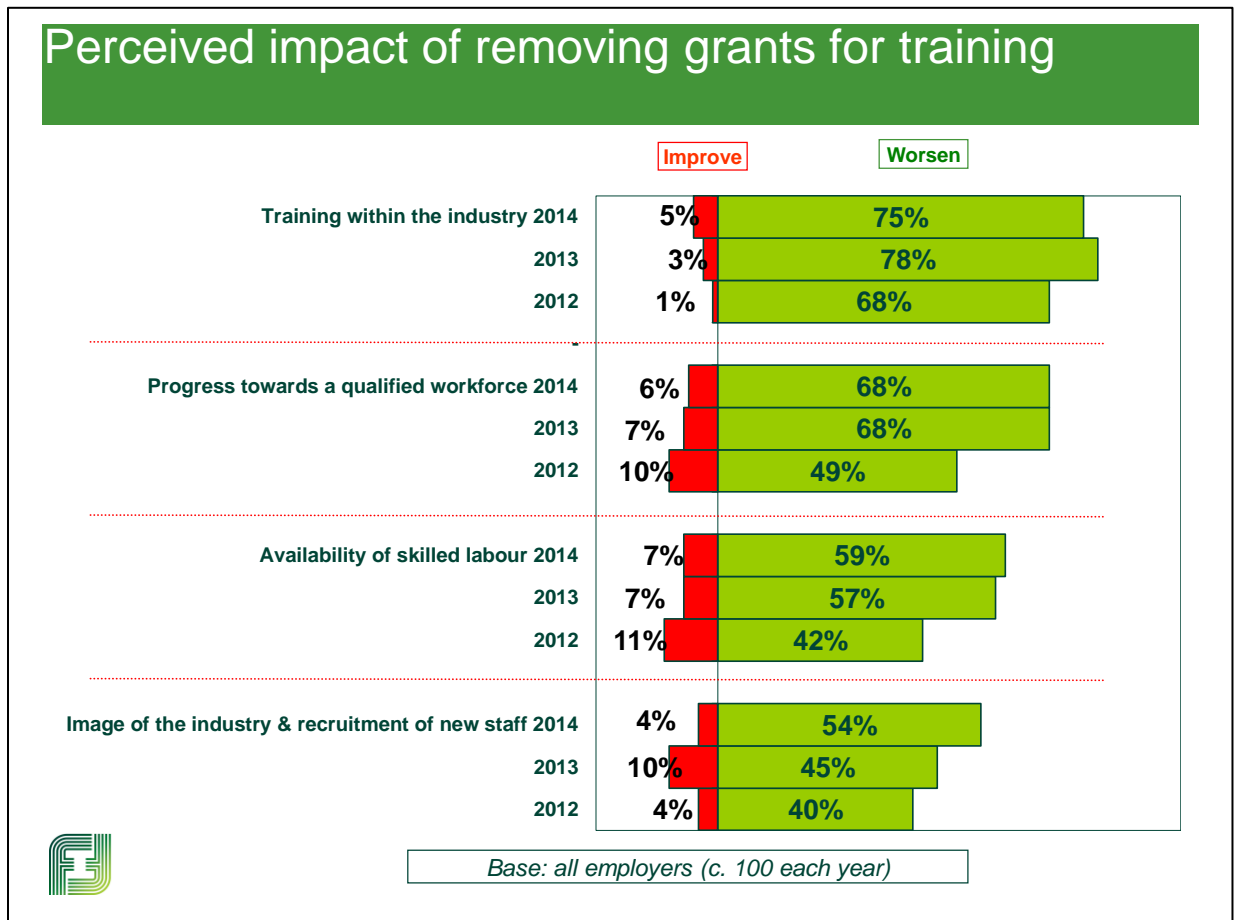
- 8.8 All employers were asked to rate the importance of the Levy-Grant system in maintaining the level and quality of training within their own firm and then within the sector as a whole. Respondents were asked to give their answer on a scale from 1 – 5 (where 1 was not at all important and 5 very important). 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 2012 and 2013 are also shown.



- 8.9 Three quarters (74%) of employers think the Levy-Grant system is important for maintaining the level and quality of training within the *industry as a whole*, higher than the proportion in 2013 (66%) but mirroring the level of support in 2012 (75%). Three-fifths (61%) think it plays an important role in maintaining the level and quality of training *within their own firm*; mirroring levels in 2013 (59%) and 2012 (61%).
- 8.10 Eight in ten grant recipients (79%) thought that the levy-grant system was very important for maintaining internal training standards; half of grant recipients (50%) thought it was *very important*.



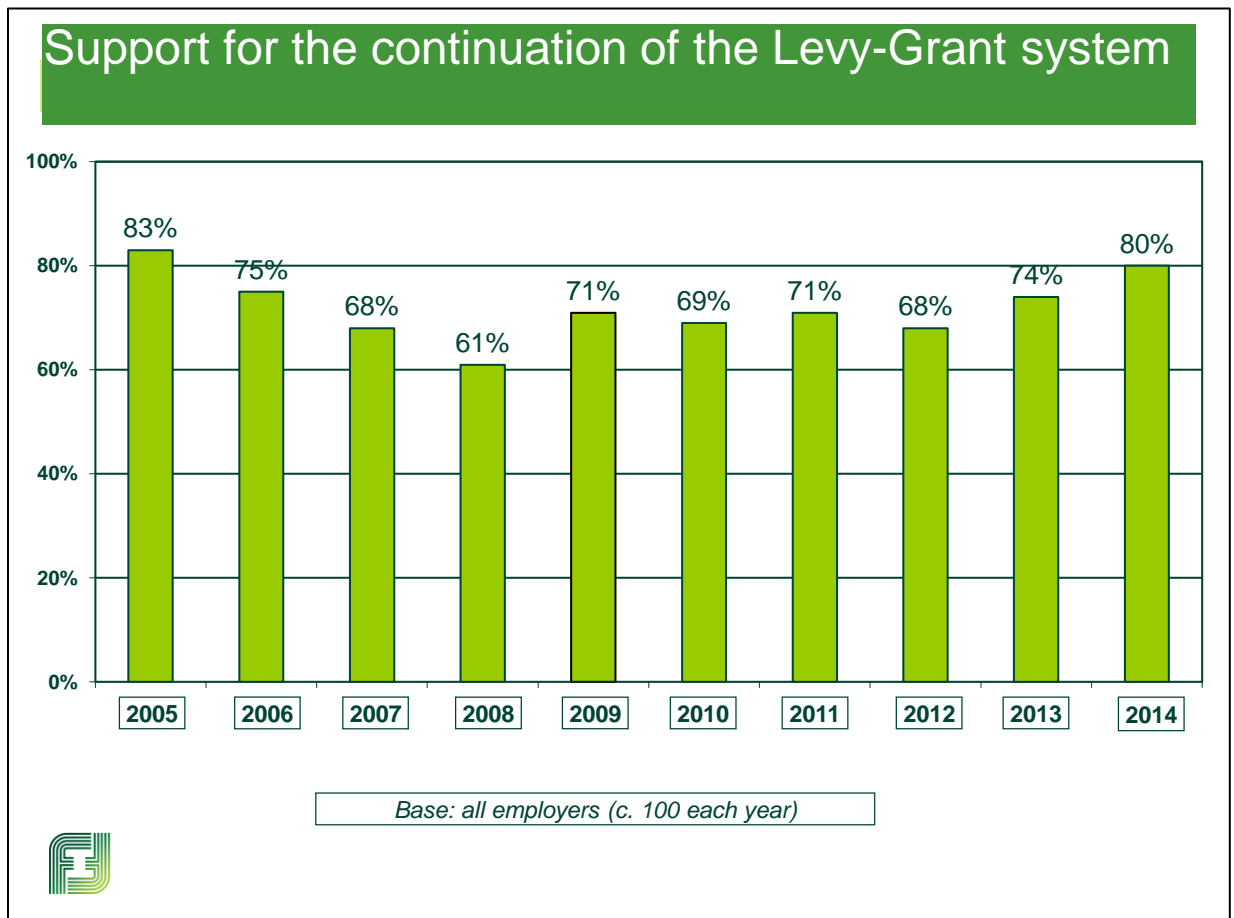
- 8.11 The following chart shows employers' perceived impact of having no statutory training body to provide grants for training. Respondents were questioned about four specific areas (shown within the chart) and asked if having no grant provision would worsen or improve the situation across the industry, or have no effect. For simplicity, just those saying they think it would worsen or improve are shown.



- 8.12 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 three-quarters (75%) of employers feeling the levels of training would reduce.
- 8.13 Reflecting 2013 results, nearly seven in ten felt progress towards a qualified workforce would worsen without grants for training (68% respectively). The proportion who felt the availability of skilled labour would worsen increased slightly, continuing a trend set in 2012 (from 42% in 2012 to 57% in 2013 to 59% in 2014). The proportion of employers who thought that the image of the industry and recruitment of new staff in the sector would suffer from no grant provision increased to 54% (from 45% in 2013).

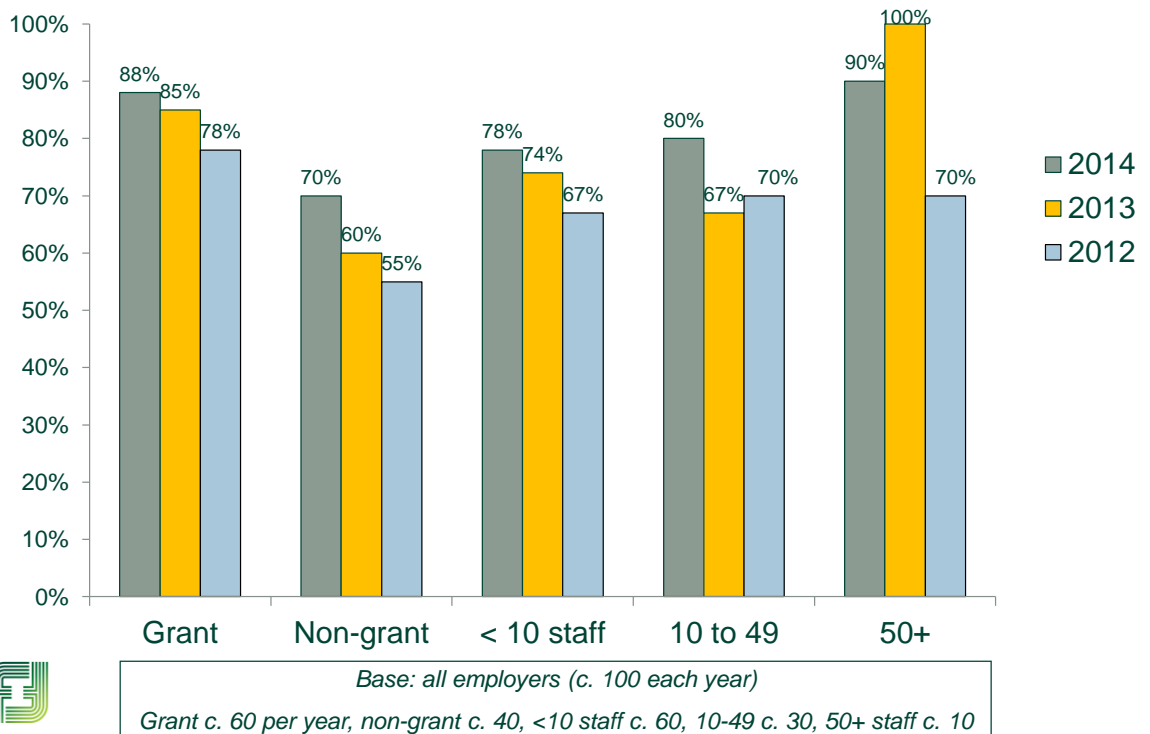
Views on whether the Levy-Grant system should continue

- 8.14 All respondents were asked whether they supported the continuation of the Levy-Grant system. Results are presented below for the period 2005 to 2014.



- 8.15 Four fifths (80%) of employers felt that the Levy-Grant system should continue, representing the highest level of support since 2006 (61%-75% in the 2006-2013 period). The level of support for the Levy-Grant system in 2013 is higher than the level found across Great Britain (63%).
- 8.16 As one would expect, and in line with previous years, those who had received a grant in the last 12 months were more supportive than those who had not (88% vs. 70%). Support was also considerably higher among employers with over 50 staff, where nine out of 10 employers interviewed supported the levy-grant system.

Support for the continuation of the Levy-Grant system



8.17 In total 15 (and 5 did not know) 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 (8 respondents - 53% 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 (3 respondents - 20%)
- The system is inconsistent (2 respondents - 13%)
- The fact that grants should come from the government, not CITB NI (2 respondents 13%)
- CITB NI being overly bureaucratic / out-dated (2 respondents – 13%)
- It favours larger companies (3 respondents – 20%)
- Better to train in-house or on-site (1 respondent)
- Not providing relevant training (1 respondent)
- It having no benefit to small companies (1 respondent)
- It being a 'tax' with an unfair return (1 respondent)



APPENDIX 1: Telephone Questionnaire

PRIVATE & CONFIDENTIAL

Employer Tracking Survey
Northern Ireland

J5357

Telephone

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 NI will be completely anonymised**
- **Contact at CITB NI: Karen Hunter on 028 9082 4233**
- **Contact at CITB: Ian Hill on 01485 577289**
- **Contact at IFF Research: Marc Cranney on 020 7250 3035**
- **Results will help CITB 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 appointment	4	SOFT CALL BACK
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 NI. CITB 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 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.

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 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 NI over the past 12 months?**

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

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

UNDERSTANDING OF THE ROLE OF CITB 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
- BIM 11
- OTHER (PLEASE SPECIFY) _____ 95
- DON'T KNOW 97

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...
Number1	_____number
Percentage2	_____%
Don't know.....X	

AWARENESS AND USE OF SERVICES



- ASK ALL
- qi2 **What types of services generally speaking do you think CITB 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 NI provides the following services? READ OUT LIST AT QI3 ON GRID [SET UP EACH AS A YES / NO / DON'T KNOW QUESTION]**

FOR EACH SERVICE CODE 1-9, 15, 17, 18 MENTIONED AT QI3, ASK QI4
IF AWARE OF ANY 10-14 OR 16 ASK QI5
(IF NEITHER SKIP TO q2)

- qi4 **And have you used CITB NI for <INSERT EACH YES AT Qi3> over the last 12 months?**

- ASK QI5 FOR EACH (CODE 1-9, 15, 17, 18 USED AT QI4) OR (CODES 10-14 OR 16 HEARD OF AT QI2 OR 3) [OTHERS GOTO q2]
- qi5 **How satisfied were you with CITB NI for <INSERT EACH USED AT Qi4>. 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 QI4**

- ASK QI6 FOR EACH CODE 1-9, 15, 17, 18 USED AT QI4 OR CODES 10-14 OR 16 HEARD OF AT QI2 or 3 (OTHERS GO TO q2)
- qi6 **I'd like to know how important you feel the CITB 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 QI7 IF AT QI6 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 Qi6][IF B) INSERT EACH RATED A 4 AT Qi6][C) EACH RATED a 3] do you feel is the most important service for your organisation?**



	qi2	qi3	qi4	qi5	Qi6
	AWARE SPONT.	AWARE PROMP.	USED	RATING SAT.	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		
MANAGEMENT TRAINING COURSES E.G. UDP, BUSINESS IMPROVEMENT SEMINARS	3	3	3		
SPECIALIST TRAINING COURSES E.E SCAFFOLDING	4	4	4		
MOBILE TRAINING UNIT	5	5	5		
OTHER TRAINING COURSES	6	6	6		
STANDARDS AND QUALIFICATIONS INFLUENCING AND DEVELOPMENT	7	7	7		
GRANTS TO EMPLOYERS FOR TRAINING	8	8	8		
TRAINING ADVICE E.G.PHONE, WEBSITE, EVENTS	9	9	9		
WORKING WITH SCHOOLS TO PROMOTE CONSTRUCTION CAREERS TO YOUNG PEOPLE AND THEIR INFLUENCERS **	10	10	10		
CONDUCTING RESEARCH AND PROVIDING LABOUR MARKET INTELLIGENCE**	13	13	13		
CAREERS INFORMATION, ADVICE AND GUIDANCE	15	15	15		
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 NI FUNDING THROUGH TIER 2 / TIER 3 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		
EMPLOYER ENGAGEMENT EVENTS COVERING CITB NI PRODUCTS AND SERVICES	21	21	21		



(DO NOT READ OUT) NONE	96	96	96		
(DO NOT READ OUT) DON'T KNOW	97	97	97		
(DO NOT READ OUT) REFUSED	98	98	98		



COMMUNICATIONS & MARKETING

ALL RESPONDENTS

Q2 Now turning to marketing and communications, have you heard about CITB 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 NI	10
EVENTS / SEMINARS DELIVERED BY CITB NI	11
EVENTS SPONSORED BY CITB NI	12
TEXT MESSAGE	13
SOCIAL MEDIA (FACEBOOK / TWITTER)	14
IN ANY OTHER WAY? IF YES SPECIFY _____	95
(DO NOT READ OUT) NONE	96
(DO NOT READ OUT) DON'T KNOW	97



WEBSITE

ASK ALL

W1 Have you gone on to CITB 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

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

About Us	1
Grants Scheme info	2
Completing Online Grant Claims	
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
Funded 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

IF APPEALING RATED 1-2 AT THE PREVIOUS QUESTION (W5_4=1 OR 2)

W6 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

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)

W7 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 NI

- ASK ALL
Q3 Have you received communications from CITB 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 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 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 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 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
Trade Shows	
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 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 NI's products and services prompt you to contact CITB NI for more information?

Yes	1	Go to Q9
No	2	<u>ASK Q12</u>
Can't remember	X	

IF YES

Q9 Having contacted CITB 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 NI'S STAFF

ASK ALL

- Q12 Excluding any face-to-face contact that you might have had, have you contacted CITB NI's Staff 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? DO NOT READ OUT**

Grants	1
Levy	2
Training Advice	3
Standards and Qualifications	4
Research	5
Specific Project e.g. QEW, HLF, Leonardo etc	6
Booking a course / event	7
Other (Please specify)	8

- 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
Employer Events	
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 your contact with CITB NI could be improved?



GETTING EMPLOYERS TO TRAIN

ASK ALL

Q15 Did you receive information about the CITB NI Grants Scheme from CITB 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 NI Grants Scheme and how you can claim a grant encourage you to contact CITB 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 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 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 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 NI Grants Scheme information not prompt you to contact CITB NI for more information on money available to support training activity?

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



ASK ALL

Q21 Thinking now of CITB 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 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 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	
	4	ASK Q24
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?

No/Nothing.....X



ASK ALL

Q24 Thinking now about your company's interactions with CITB 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 KNOWLEDGABLE, 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 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 NI, which of the following statements best applies to your likelihood to recommend CITB NI to others...?
 READ OUT AND CODE ONE ONLY

I would proactively advise others against contacting and using CITB 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 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 NI to someone?

Yes	1
No	2
Don't know	X

ASK ALL
Q29a How could CITB 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 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)

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

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

ASK ALL THOSE NOT AWARE OF EVENTS, OR DID NOT ATTEND EVENTS, (E1=2orDK OR E2b=2orDK)

- E4 What topics would encourage you to attend 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 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



LEVY & GRANT SUPPORT

SAY TO ALL: To share the costs of training sufficient people for the industry, CITB NI charges a statutory levy on all registered in-scope employers over the levy threshold of £80,000. This enables CITB NI to return grant to all registered in-scope employers who train and to provide a range of other services.

Every year, CITB 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 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

Are you aware that

a) An additional 1.5% is added to any grant claim if you complete your levy return form online?

Yes	1
No	2

b) A further 1.5% is added to any grant claim if you pay your levy online?

Yes	1
No	2



ASK ALL

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

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

Q31 FOR EACH TYPE OF TRAINING GRANT CODES 1-9 USED AT Q30 ASK:
 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 RD 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
HEALTH AND SAFETY				
OTHER 1 ST MENTION (PLEASE SPECIFY)	11	1	2	3
OTHER 2 ND MENTION (PLEASE SPECIFY)	12	1	2	3
OTHER 3 RD 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 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

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 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) Ease of claiming a grant	1	2	3	4	5	X
b) The speed of Grant payments	1	2	3	4	5	X
c) The range of courses for which Grants are available?	1	2	3	4	5	X
IF USED CITB NI ONLINE GRANT SERVICES (Q31a/1-3): d) The Online Grant Services ?	1	2	3	4	5	X
ASK ALL GRANT RECEIVERS (S3=1 OR Q17=1) e) Thinking of the overall customer service 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 SPECIFY) 95
- DON'T KNOW 97

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 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

RC1 Finally, CITB 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

