

Research Report



CITBNI Employer Research 2020 – NI Employers

Prepared for: CITBNI

CITBNI Employer Research 2020 – NI Employers

Prepared for: Construction Industry Training Board Northern Ireland

Prepared by: Roger Sant, Chief Research Officer and Emma Osborne, Associate Director, BMG Research

Date: September 2020



Produced by BMG Research

© BMG Research Ltd, 2021

www.bmgresearch.co.uk

Project: 1735

Registered in England No. 2841970

Registered office:

BMG Research

Beech House

Greenfield Crescent

Edgbaston

Birmingham

B15 3BE

UK

Tel: +44 (0) 121 3336006

UK VAT Registration No. 580 6606 32

Birmingham Chamber of Commerce Member No. B4626

Market Research Society Company Partner

The provision of Market Research Services in accordance with ISO 20252:2012

The provision of Market Research Services in accordance with ISO 9001:2015

The International Standard for Information Security Management ISO 27001:2013

Interviewer Quality Control Scheme (IQCS) Member Company

Registered under the Data Protection Act - Registration No. Z5081943

A Fair Data organisation

Cyber Essentials certification

The BMG Research logo is a trade mark of BMG Research Ltd.

Table of Contents

1	Overview.....	1
2	NI Employers: Headline Results.....	2
2.1	Profile of NI employers interviewed.....	2
2.2	General awareness and understanding.....	3
2.3	Communications and marketing	6
2.4	CITB NI levy and grant services.....	10
2.5	Contacting CITB NI staff.....	11
2.6	Grants	12
2.7	Employer views on the service CITB NI provides the industry as a whole	14
2.8	Employer views on their interactions with CITB NI in the last 12 months.....	16
2.9	Support for the levy.....	18

Table of Tables

Table 2.1: Profile of employers interviewed in 2020 survey	2
Table 2.2: Services that employers think CITB NI provides (spontaneous).....	3
Table 2.3: CITB NI services that employers have used in the last 12 months (prompted)	4
Table 2.4: Employer satisfaction with CITB NI products and services used in the last 12 months.....	4
Table 2.5: Employer satisfaction with CITB NI products and services used in the last 12 months (mean score ratings)	5
Table 2.6: Perceived importance of CITB NI products and services used in the last 12 months	5
Table 2.7: Perceived importance of CITB NI products and services used in the last 12 months (mean score ratings).....	6
Table 2.8: Whether employers have heard or seen anything about CITB NI over the last 12 months.....	6
Table 2.9: Where heard or seen something about CITB NI (spontaneous).....	7
Table 2.10: Whether employers have received any written correspondence either by post or email from CITB NI in the last 12 months.....	7
Table 2.11: Employer ratings of correspondence received.....	8
Table 2.12: Employer ratings of correspondence received (mean score ratings).....	8
Table 2.13: Whether employers have visited CITB NI's website (citbni.org.uk) CITB NI in the last 12 months	9
Table 2.14: Employer ratings of CITB NI's website	9
Table 2.15: Employer ratings of CITB NI's website (mean score ratings).....	10
Table 2.16: Employer use of CITB NI levy and grant services.....	10
Table 2.17: Employer satisfaction with CITB NI levy and grant services used in the last 12 months.....	11
Table 2.18: Whether employers have contacted CITB NI staff in the last 12 months	11
Table 2.19: Subject of the most recent query/contact	11
Table 2.20: Mode of the most recent query/contact.....	12
Table 2.21: Helpfulness of response received to most recent query.....	12
Table 2.22: Awareness of training grants	12
Table 2.23: Whether employers have looked at the information available to employers on the CITB NI Tier 1 Grants Scheme which is available on the website	13
Table 2.24: Whether employers claimed a CITB NI Tier 1 Grant for training undertaken as a result of looking at information available on the website	13

Table 2.25: Reasons for not claiming a CITB NI Tier 1 Grant for any training	13
Table 2.26: Level of agreement with statements about CITB NI.....	14
Table 2.27: Employer satisfaction with CITB products and services used in the last 12 months (mean score ratings)	15
Table 2.28: Employer satisfaction with the service CITB NI provides for the industry as a whole.....	15
Table 2.29: Reasons for dissatisfaction with the overall service CITB NI provides for the industry as a whole.....	16
Table 2.30: Employer satisfaction with their interactions with CITB NI and CITB NI’s performance in the last 12 months.....	16
Table 2.31: Employer satisfaction with their interactions with CITB NI and CITB NI’s performance in the last 12 months (mean score ratings).....	17
Table 2.32: Employer satisfaction with the service CITB NI provides for their company	17
Table 2.33: Reasons for dissatisfaction with the overall service CITB NI provides for their company	18
Table 2.34: Importance of levy and grant system.....	18
Table 2.35: Perceived impact on specified issues if there were no statutory training body such as CITB NI to collect levy and pay grants for training	19
Table 2.36: Whether employers think that the statutory levy and CITB NI’s provision of services and grants should continue	19
Table 2.37: Reasons for not thinking that the statutory levy and CITB NI’s provision of services and grants should not continue.....	20

1 Overview

The 2020 Employer Research was commissioned by CITB NI to examine skills issues in the construction industry within Northern Ireland and to understand how employers view the service provided by CITB NI.

This report shows headline findings from 100 interviews with employers in Northern Ireland. Where possible, comparisons are made to previous annual results from the Employer Research and Employer Tracker Survey (2014 - 2019 and back to 2010 in one instance). Survey findings are unweighted.

Certain percentages used in this report may not add up to precisely 100% due to the impact of rounding.

2 NI Employers: Headline Results

2.1 Profile of NI employers interviewed

The tables below show the profile of the employers interviewed.

Table 2.1: Profile of employers interviewed in 2020 survey

Size	Interviews achieved	% of all interviews
Micro (2-9)	82	82
Small (10-49)	14	14
Medium (50-249)	3	3
Large (250+)	1	1
No levy return	0	0
Total	100	100

Grant Status	Interviews achieved	% of all interviews
Grant	17	17
Non-grant	83	83
Total	100	100

Levy status	Interviews achieved	% of all interviews
Levy payers	45	45
Non-levy payers	55	55
Blank	0	0
Total	100	100

2.2 General awareness and understanding

Employers were asked about the services they think CITB NI provides. Their responses are summarised in Table 2.2.

Table 2.2: Services that employers think CITB NI provides (spontaneous)

% of all	2020	2019	2018	2017
Other training courses	55	16	52	37
Apprenticeships e.g. promoting, grants, development of apprenticeship	20	-	-	-
Health & safety information and training	18	32	36	17
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	10	21	12	11
Training in Partnership	6	8	1	-
Skills competitions (e.g. Skillbuild)	6	1	1	-
Conducting research into industry training needs	4	-	1	-
Management training courses e.g. Leader in construction, site supervisor's course	4	11	12	4
Generic training advice e.g. Publications, phone, website, events	2	4	8	15
Offering apprenticeships	2	12	10	-
Generic grants	1	3	8	-
Annual return/levy	1	2	4	-
Other	11	7	7	-
None	17	30	20	-
Bases	100	102	103	100

Employers were then asked if they have used any services that CITB NI provides in the last 12 months. This is summarised in Table 2.3.

Table 2.3: CITB NI services that employers have used in the last 12 months (prompted)

% of all	2020	2019	2018	2017
Other training courses	12	4	6	4
Apprenticeships e.g. promoting, grants, development of apprenticeships	6	-	-	-
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	3	5	2	5
Health & safety information and training	1	5	13	4
None	58	50	47	-
Don't know/refused	20	32	26	-
Bases	100	102	103	100

Those that have used each product or service were asked how satisfied they were with it, rating it on a scale of 1 to 5, where 1 is completely dissatisfied and 5 is very satisfied.

Table 2.4: Employer satisfaction with CITB NI products and services used in the last 12 months

% of used	2020 % satisfied (score of 4, 5)	2019 % satisfied (score of 4, 5)	2018 % satisfied (score of 4, 5)	2017 % satisfied (score of 4, 5)
Health & safety information and training	100 (1)	80 (5)	85 (13)	75 (4)
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	100 (1)	60 (5)	100 (2)	80 (5)
Other training courses	92 (12)	100 (4)	83 (6)	100 (4)
Apprenticeships e.g. promoting, grants, development of apprenticeship frameworks	83 (6)	50 (2)	-	-

Bases in parentheses

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.5.

Table 2.5: Employer satisfaction with CITB NI products and services used in the last 12 months (mean score ratings)

Mean score rating (5-point scale), user of:	2020	2019	2018	2017
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	5.0	4.0	4.5	4.2
Other training courses	4.6	4.8	4.6	4.5
Apprenticeships e.g. promoting, grants, development of apprenticeship frameworks	4.5	3.5	-	-
Health & safety information and training	4.0	4.0	4.2	4.7

Those that have used each product or service were then asked how important the service that they have used was to their business. They were asked to rate it on a scale of 1 to 5, where 1 is completely unimportant and 5 is very important.

Table 2.6: Perceived importance of CITB NI products and services used in the last 12 months

% of used	2020	2019	2018	2017
	% important (score of 4, 5)			
Health & safety information and training	100 (1)	80 (5)	77 (13)	50 (4)
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	100 (3)	60 (5)	100 (2)	40 (5)
Other training courses	83 (12)	75 (4)	67 (6)	25 (4)
Apprenticeships e.g. promoting, grants, development of apprenticeship frameworks	67 (6)	50 (2)	-	-

Bases in parentheses

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.7.

Table 2.7: Perceived importance of CITB NI products and services used in the last 12 months (mean score ratings)

Mean score rating (5-point scale), user of:	2020	2019	2018	2017
Health & safety information and training	5.0	4.0	4.5	4.0
Tier 1 grants to employers for training (i.e. obtained grant via the grants form or online grants system)	5.0	3.8	4.5	3.2
Other training courses	4.3	4.3	4.2	3.0
Apprenticeships e.g. promoting, grants, development of apprenticeship frameworks	4.0	3.0	-	-

2.3 Communications and marketing

Employers were asked if they have heard or seen anything about CITB NI over the last 12 months.

Table 2.8: Whether employers have heard or seen anything about CITB NI over the last 12 months

% of all	Bases	Yes	No
2020	100	65	34
2019	102	63	37
2018	103	57	43
2017	100	58	42

They were asked where they had seen or heard something about CITB NI.

Table 2.9: Where heard or seen something about CITB NI (spontaneous)

% of those that have heard or seen anything	2020	2019	2018	2017
Email	47	52	37	38
Via post/flyers/letters	24	16	26	9
Via internet / a website	11	1	5	1
Via a text message from CITB NI	4	19	13	17
Via trade press	3	-	-	-
Social media (Facebook/Twitter/LinkedIn)	3	-	-	-
Via local press	2	2	1	-
Telephone call from CITB NI	1	4	5	4
Other	6	6	3	-
Not seen or heard anything	18	37	30	44
Bases	100	102	103	100

Employers were asked if they have received any written correspondence by post or email from CITB NI in the last 12 months.

Table 2.10: Whether employers have received any written correspondence either by post or email from CITB NI in the last 12 months

% of all	Bases	Yes	No	Don't know
2020	100	76	16	8
2019	102	85	15	0
2018	103	86	11	3
2017	100	83	17	-

Those that have received written correspondence from CITB NI were asked to rate it on various aspects, on a scale of 1 to 5, where 1 is very poor and 5 is very good.

Table 2.11: Employer ratings of correspondence received

% received	2020	2019	2018	2017
	% good (score of 4, 5)			
Having a recognisable style and design	71	62	65	59
Being clear and easy to understand	76	63	65	72
Providing the right amount of information and detail	67	59	66	63
It explaining clearly how to get in contact with CITB NI / what to do next	76	69	75	72
And overall how would you rate CITB NI communications on products and services	66	63	58	64
Bases	76	87	89	83

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.12.

Table 2.12: Employer ratings of correspondence received (mean score ratings)

Mean score rating (5-point scale), user of:	2020	2019	2018	2017
Having a recognisable style and design	4.0	3.8	4.0	3.7
Being clear and easy to understand	4.2	3.8	3.9	3.8
Providing the right amount of information and detail	4.0	3.6	3.8	3.7
It explaining clearly how to get in contact with CITB NI / what to do next	4.2	4.0	4.2	4.0
And overall how would you rate CITB NI communications on products and services	4.0	3.7	3.6	3.6

¹ rating of CITB NI's communications (rather than correspondence)

Employers were asked if they have visited CITB NI's website in the last 12 months.

Table 2.13: Whether employers have visited CITB NI's website (citbni.org.uk) CITB NI in the last 12 months

% of all	Bases	Yes	No
2020	100	55	45
2019	102	42	56
2018	103	39	61
2017	100	36	64

Those that have visited CITB NI's website were asked to rate it on various aspects, on a scale of 1 to 5, where 1 is very poor and 5 is very good.

Table 2.14: Employer ratings of CITB NI's website

% received	2020 % good (score of 4, 5)	2019 % good (score of 4, 5)	2018 % good (score of 4, 5)	2017 % good (score of 4, 5)
Having the information you wanted	76	61	65	53
Having information that was clear	76	63	63	72
Navigation / how easy it was to find what you were looking for	73	58	68	66
Visual appeal	78	70	58	64
Having up-to-date content	75	72	63	71
Overall	75	67	63	67
Bases	55	43	40	36

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.15.

Table 2.15: Employer ratings of CITB NI's website (mean score ratings)

Mean score rating (5-point scale), user of:	2020	2019	2018	2017
Having the information you wanted	4.2	3.6	3.7	3.5
Having information that was clear	4.2	3.7	3.6	3.7
Navigation / how easy it was to find what you were looking for	4.1	3.5	3.7	3.7
Visual appeal	4.2	3.9	3.8	3.8
Having up-to-date content	4.3	3.9	3.9	4.0
Overall	4.2	3.8	3.8	3.8

2.4 CITB NI levy and grant services

Employers were asked which of a list of CITB NI levy and grant services their organisation has used. These are summarised in the table below.

Table 2.16: Employer use of CITB NI levy and grant services

% of all	2020	2019	2018	2017
Online levy return facility	57	40	44	35
Online levy guidance notes	39	34	36	25
Grant scheme information	34	28	29	20
Online grant applications	31	25	21	15
BACS payments	28	25	24	9
Bases	100	102	103	100

Employers were asked about their level of satisfaction with each levy and grant service used.

Table 2.17: Employer satisfaction with CITB NI levy and grant services used in the last 12 months

% of used	2020 % satisfied (score of 4, 5)	2019 % satisfied (score of 4, 5)	2018 % satisfied (score of 4, 5)	2017 % satisfied (score of 4, 5)
Online levy return facility	81 (57)	76 (41)	84 (45)	74 (35)
Online levy guidance notes	90 (39)	66 (35)	84 (37)	88 (25)
Grant scheme information	82 (34)	72 (29)	77 (30)	75 (20)
Online grant applications	87 (31)	72 (25)	82 (22)	80 (15)
BACS payments	82 (28)	72 (25)	84 (25)	89 (9)

Bases in parentheses

2.5 Contacting CITB NI staff

Employers were asked if they have contacted CITB NI staff in the last 12 months.

Table 2.18: Whether employers have contacted CITB NI staff in the last 12 months

% of all	Bases	Yes	No	Don't know
2020	100	36	63	1
2019	102	43	55	2
2018	103	39	61	0
2017	100	29	67	4

They were then asked what they had contacted CITB NI about.

Table 2.19: Subject of the most recent query/contact

% of those contacted staff	2020	2019	2018
Levy	33	39	40
Grants	25	27	18
Generic Training Advice	17	9	5
Booking a course/event	3	7	25
Standards and qualifications	3	-	5
Research	3	-	-
Other	31	18	15
Bases	36	44	40

And then how they had most recently contacted CITB NI.

Table 2.20: Mode of the most recent query/contact

% of those contacted staff	2020	2019	2018
By phone	58	80	88
By email	42	14	13
By post	0	5	-
Bases	36	44	40

Those who had contacted CITB NI were asked how helpful they thought the staff had been in relation to their most recent query.

Table 2.21: Helpfulness of response received to most recent query

% of those contacted staff	Bases	Not at all helpful	Not very helpful	Neither/nor	Fairly helpful	Very helpful	Don't know	Summary: helpful
2020	36	6	3	8	8	69	6	78
2019	44	11	2	14	9	64	0	73
2018	40	13	3	15	15	53	3	68
2017	29	10	0	7	17	66	-	83

2.6 Grants

Employers were asked if they were aware of Tier 1 grants scheme and the Training in Partnership grant provided by CITB NI.

Table 2.22: Awareness of training grants

% of all	2020	2019	2018	2017
Tier 1 – grants to employers for a range of training at a fixed rate and claimed using a grants form or online form	57	56	46	46
Training in Partnership	46	-	-	-
Bases	100	102	103	100

Those aware of Tier 1 were asked if they had looked at information on it on the CITB NI website.

Table 2.23: Whether employers have looked at the information available to employers on the CITB NI Tier 1 Grants Scheme which is available on the website

% of all	Bases	2020	Bases	2019	Bases	2018	Bases	2017
Tier 1	57	39	57	30	47	34	46	24

Specifically, with regard to Tier 1, employers that had looked at information available on the website were asked if they had claimed a Tier 1 Grant as a result.

Table 2.24: Whether employers claimed a CITB NI Tier 1 Grant for training undertaken as a result of looking at information available on the website

% of those that have looked	Bases	Yes	No	Don't know
2020	57	25	72	4
2019	57	28	70	2
2018	47	30	68	2
2017	46	20	80	-

Those that had looked at information available on Tier 1 on the website but not claimed for the grant were asked why they had not done so.

Table 2.25: Reasons for not claiming a CITB NI Tier 1 Grant for any training

% of those not claiming	2020	2019	2018
Not appropriate for me	44	27	24
Did not undertake any training	21	37	18
Did not think we were eligible	9	12	3
Not eligible/annual levy return form not submitted on time	5	7	9
Did not understand the information	2	2	6
Trained through main contractor	2	-	-
Too time consuming	0	10	15
Too confusing/complicated	0	5	3
Currently in the process	0	2	6
Other	28	10	30
Don't know/none	2	5	6
Bases	43	41	33

2.7 Employer views on the service CITB NI provides the industry as a whole

Employers were asked if they agree or disagree with a series of statements about CITB NI. They were asked if they strongly agree, tend to agree, neither agree nor disagree, tend to disagree or strongly disagree. Their responses are summarised in Table 2.26.

Table 2.26: Level of agreement with statements about CITB NI

% of all	2020	2019	2018	2017
	% agree (score of 4, 5)			
CITB NI is seen as the hub for all training carried out by the construction sector	47	39	44	36
CITB NI is at the cutting edge of training needs within the industry in Northern Ireland	41	39	37	38
CITB NI delivers the highest quality in all its endeavours	50	41	38	51
CITB NI is more commercially minded and identifies ways to develop income streams other than levy	39	28	34	38
CITB NI builds strong strategic partnerships to develop and enhance its activities	43	35	35	39
Bases	100	102	103	100

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.27.

Table 2.27: Employer satisfaction with CITB products and services used in the last 12 months (mean score ratings)

Mean score rating (5-point scale), all that provided a response:	2020	2019	2018	2017
CITB NI is seen as the hub for all training carried out by the construction sector	3.4	2.9	3.1	3.1
CITB NI is at the cutting edge of training needs within the industry in Northern Ireland	3.3	2.9	2.9	3.0
CITB NI delivers the highest quality in all its endeavours	3.5	3.1	3.0	3.3
CITB NI is more commercially minded and identifies ways to develop income streams other than levy	3.4	3.0	3.0	3.1
CITB NI builds strong strategic partnerships to develop and enhance its activities	3.4	3.0	3.0	3.1

Bases in parentheses

Table 2.28 shows the employer satisfaction with the service CITB NI provides the industry as a whole. Again, employers were asked to rate on a scale of one to five (one being very dissatisfied and five being very satisfied).

Table 2.28: Employer satisfaction with the service CITB NI provides for the industry as a whole

Satisfaction rating	2020 %	2019 %	2018 %	2017 %
Very satisfied	30	24	22	20
Satisfied	25	17	19	20
Neither satisfied nor dissatisfied	19	24	18	29
Dissatisfied	10	11	12	13
Very dissatisfied	14	25	23	19
Don't know	2	1	6	-
Bases	100	102	103	100
Mean score	3.5	3.0	3.1	3.1

Employers who are dissatisfied with the service CITB NI provides for the industry as a whole were asked why they are dissatisfied

Table 2.29: Reasons for dissatisfaction with the overall service CITB NI provides for the industry as a whole

% of those not satisfied	2020	2019	2018
They offer no benefit/help/support	25	47	22
Lack of support for small businesses/too much emphasis on larger companies	21	17	25
Lack of relevance/shouldn't have to pay the levy	17	17	25
Haven't needed their services	13	19	14
Lack of communication	13	14	14
Not cost effective for the levy paid/too expensive	13	8	33
Only interested in levy collection	0	28	22
Other	25	11	6
Bases	24	36	36

2.8 Employer views on their interactions with CITB NI in the last 12 months

Employers were asked about their level of satisfaction with aspects of CITB NI's performance during their interactions with CITB NI in the last 12 months.

Table 2.30: Employer satisfaction with their interactions with CITB NI and CITB NI's performance in the last 12 months

% of all	2020	2019	2018	2017
	% satisfied (score of 4, 5)			
Being knowledgeable, and providing expertise and reliable information	52	44	39	44
Being fair and accessible in meeting the needs of a wide range of customers	51	37	39	45
Listening to customers and reflecting this in their products and services	50	38	34	39
Bases	100	102	103	100

Mean scores (which exclude 'don't knows' and should be used with caution) are shown in Table 2.31.

Table 2.31: Employer satisfaction with their interactions with CITB NI and CITB NI's performance in the last 12 months (mean score ratings)

Mean score rating (5-point scale), all that provided a response:	2020	2019	2018	2017
Being knowledgeable, and providing expertise and reliable information	3.6	3.2	3.2	3.1
Being fair and accessible in meeting the needs of a wide range of customers	3.6	3.1	3.2	3.1
Listening to customers and reflecting this in their products and services	3.5	3.1	3.1	3.1

Table 2.32 shows the employer satisfaction with the service CITB NI provides their company in the last 12 months. Again, employers were asked to rate on a scale of one to five (one being very dissatisfied and five being very satisfied).

Table 2.32: Employer satisfaction with the service CITB NI provides for their company

Satisfaction rating	2020 %	2019 %	2018 %	2017 %
Very satisfied	34	24	17	25
Satisfied	15	13	17	23
Neither satisfied nor dissatisfied	26	24	17	20
Dissatisfied	6	9	7	6
Very dissatisfied	15	27	28	25
Don't know	4	5	14	-
Bases	100	102	103	100
Mean score	3.5	3.0	2.9	3.2

Employers who are dissatisfied with the service CITB NI provides for their company were asked why they are dissatisfied and their reasons are summarised in Table 2.33.

Table 2.33: Reasons for dissatisfaction with the overall service CITB NI provides for their company

% of those not satisfied	2020	2019	2018
They offer no benefit/help/support	43	56	22
Lack of communication	19	14	22
Haven't needed their services	14	22	19
Lack of relevance/shouldn't have to pay the levy	14	8	28
Lack of support for small businesses/too much emphasis on larger companies	14	6	11
Not cost effective for the levy paid/too expensive	10	14	8
Only interested in levy collection	0	25	6
Other	10	11	17
Bases	21	36	36

2.9 Support for the levy

Employers were asked how important they feel the levy and range of services including the grant system is in maintaining the level and quality of training within their own firm and across the construction industry as a whole.

Table 2.34: Importance of levy and grant system...

Importance rating	...within their firm				...across the industry			
	2020 %	2019 %	2018 %	2017 %	2020 %	2019 %	2018 %	2017 %
Very important	22	28	24	15	33	28	30	33
Quite important	20	15	17	22	30	23	19	21
Neither important nor unimportant	24	12	15	15	17	18	19	26
Unimportant	10	11	8	14	3	7	4	8
Completely unimportant	23	34	33	35	13	21	17	13
Don't know	1	1	4	-	4	4	10	-

They were asked about the impact they thought there would be on the industry as a whole if there were no statutory training body such as the CITB NI to collect levies and pay grants for training.

Table 2.35: Perceived impact on specified issues if there were no statutory training body such as CITB NI to collect levy and pay grants for training

% of all		Improve	Worsen	Remain the same	Don't know
Training within the industry	2020	15	41	41	3
	2019	19	33	45	3
	2018	11	41	44	5
	2017	14	27		
Image and recruitment of new staff	2020	16	17	63	4
	2019	19	23	55	4
	2018	5	28	57	10
	2017	7	20		
Progress towards a qualified workforce	2020	21	31	45	3
	2019	19	28	51	2
	2018	6	35	53	6
	2017	19	23		
Availability of skilled labour	2020	21	31	47	1
	2019	21	26	49	5
	2018	8	34	53	5
	2017	14	24		

Employers were asked if they thought statutory levy and CITB NI's provision of services and grants should continue.

Table 2.36: Whether employers think that the statutory levy and CITB NI's provision of services and grants should continue

% of all	Bases	Yes	No	Don't know
2020	100	70	25	5
2019	102	55	42	3
2018	103	57	38	5
2017	100	51		

Those that do not think that the statutory levy and CITB NI's provision of services and grants should continue were asked to give their reasons why. The reasons are summarised in Table 2.37.

Table 2.37: Reasons for not thinking that the statutory levy and CITB NI's provision of services and grants should not continue

% of those that think it should not continue	2020	2019	2018
It has no real benefit for us	52	72	64
It's an unnecessary expense/additional tax	44	49	64
It favours larger companies	24	14	13
They don't provide the training/staff that our industry needs	20	16	36
The system is inconsistent	8	16	5
It's better to train in-house/on-site	4	12	8
Other	20	7	18
Don't know	0	5	3
Bases	25	43	39

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

