



CITB NI
Stakeholder Satisfaction Survey
2020



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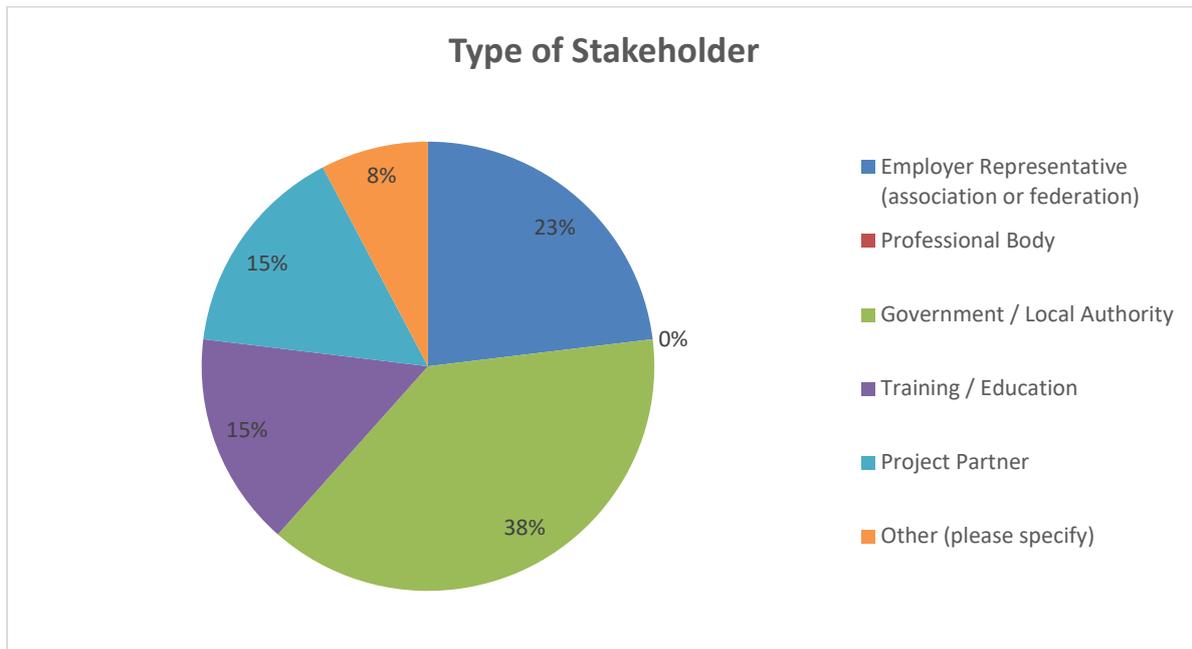
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Introduction

1. The CITB NI stakeholder satisfaction survey aims to determine how well CITB NI is achieving its aims and objectives in the opinion of a range of stakeholders including employer representatives, Government / local authorities, professional bodies, and training / education providers. The stakeholder satisfaction survey was last carried out in 2018.
2. Due to the low response rate, the findings of this survey should be treated with much caution.

Methodology and Sample

3. The 2020 stakeholder satisfaction survey was undertaken using an online survey tool.
4. A total of 92 stakeholders were invited to complete the survey. These consisted of government and local authorities (29%), employer representatives (19.5%), project partners (19.5%), training and education (15%), professional bodies (5%) and other (11%). However, there is a certain amount of overlap in that a training provider may also be involved in a project so how CITB NI categorise the stakeholders may differ from how they categorise themselves in terms of their response. Thirteen responses were received - a 14% response rate. *This means that the results of the survey should not be relied upon to make any key strategic decisions;* however, it does provide a flavour of stakeholders' views which may initiate some helpful conversations around improving work on priority areas and communication of this work to stakeholders and others.
5. The breakdown of stakeholders who responded is shown below, with the greatest number of responses from government / local authority stakeholders (38%), followed by employer representatives (23%), roughly reflecting the largest groups included in the survey. A new category was added this year (project partners) and 15% of responses came from this group. No responses were received from professional bodies. The stakeholder who categorised themselves as 'Other' was a funder.



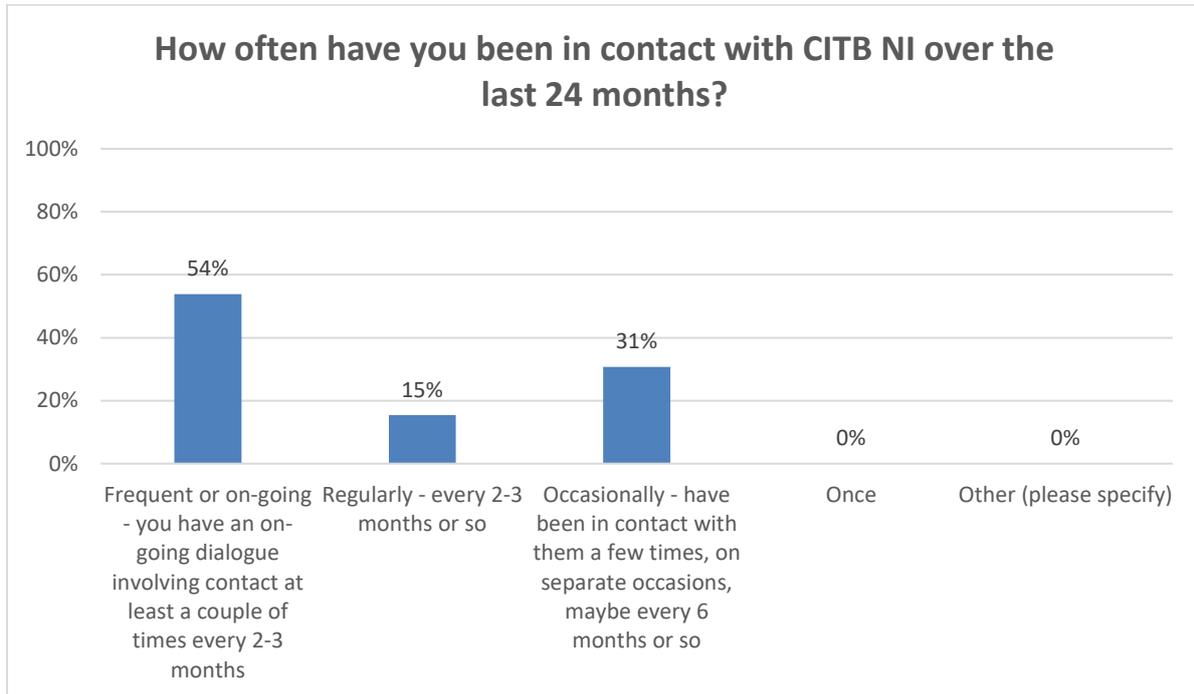
Findings

'Following emerging technology trends and considering industry needs, CITB NI is a benchmark for other professional organisations within the construction sector.'

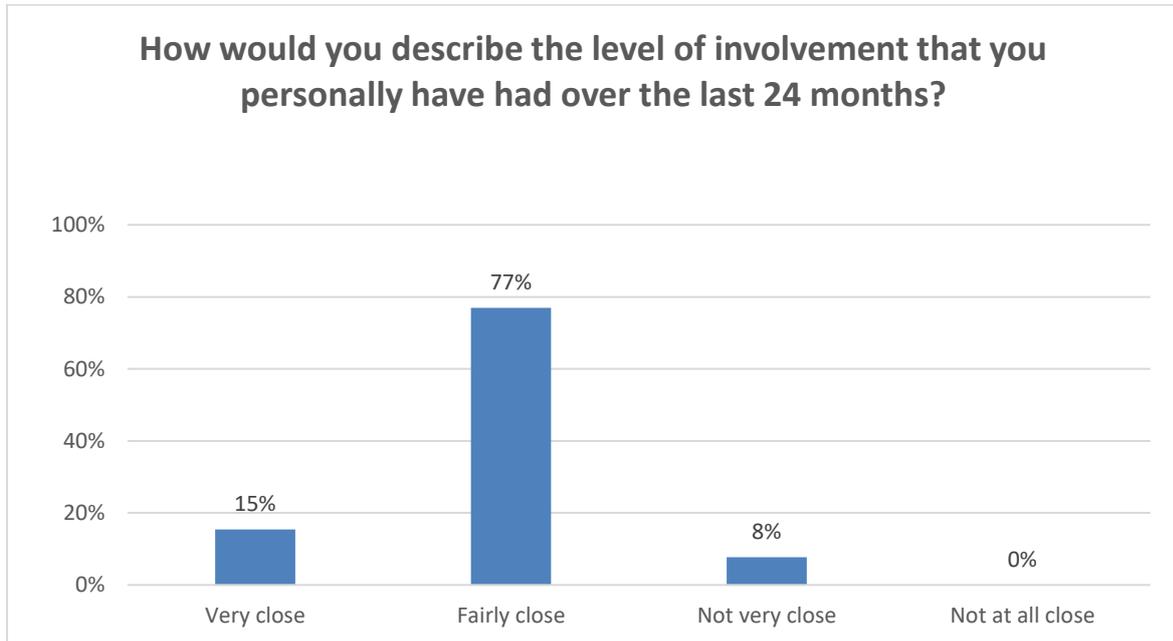
'It is a well-run, professional organisation.'

Awareness and Understanding of CITB NI's role

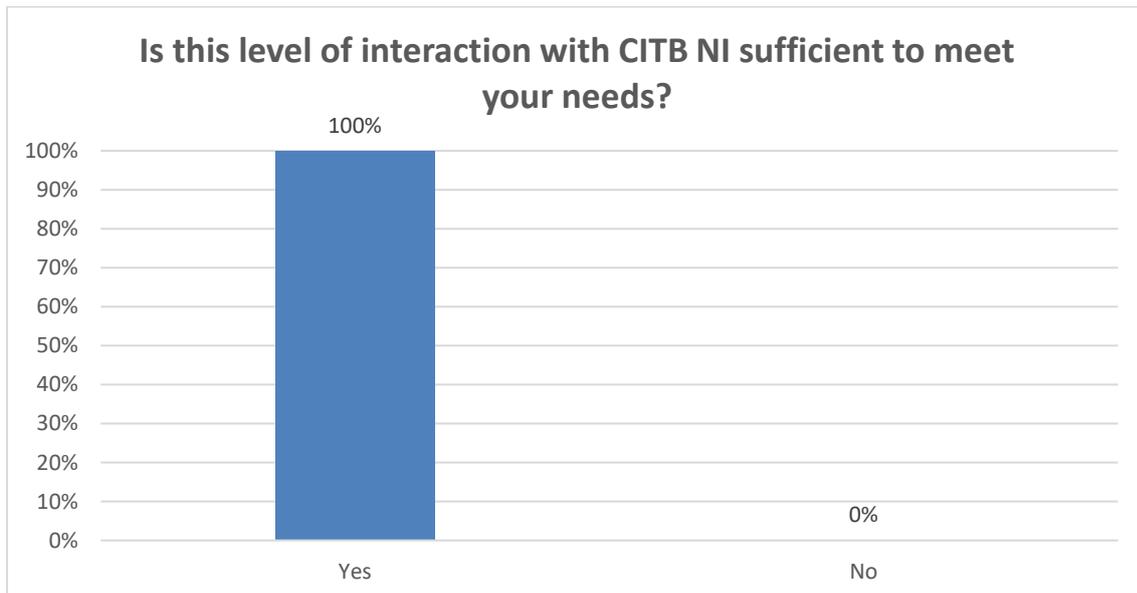
6. All respondents had heard of CITB NI before receiving the survey and all had had some contact with CITB NI over the last 24 months since the previous survey.
7. The stakeholders who responded had differing levels of contact with CITB NI as outlined in the chart below. Just over half (54%) have had frequent or on-going dialogue (at least a couple of times every 2-3 months), with around a third (31%) having occasionally had contact (a few times), and 15% having had regular contact (every 2-3 months).



8. Survey respondents were also asked what their level of involvement with CITB NI has been over the last 24 months. As can be seen from the chart below 92% have had very or fairly close involvement, fairly similar to the 89% who said they had very or fairly close involvement in the last 12 months in 2018 (note the difference in timeframe – the questionnaire was changed to reflect the time gap period between surveys). Only one respondent (training and education) said they had not very close contact.



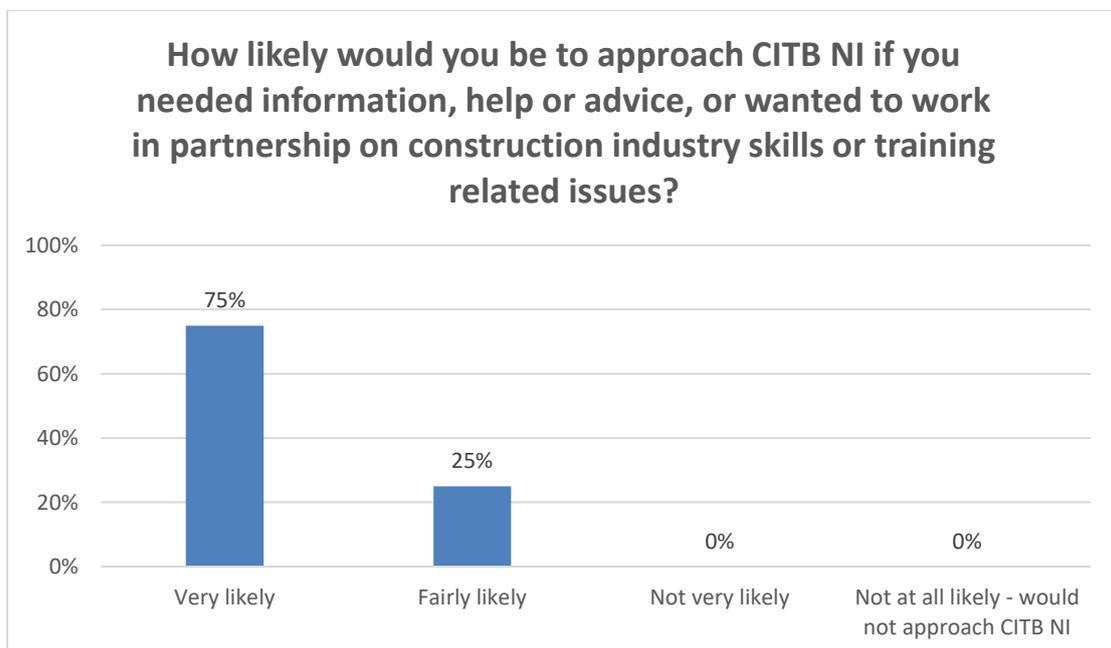
9. All stakeholders felt that the level of interaction they had was sufficient for their needs.



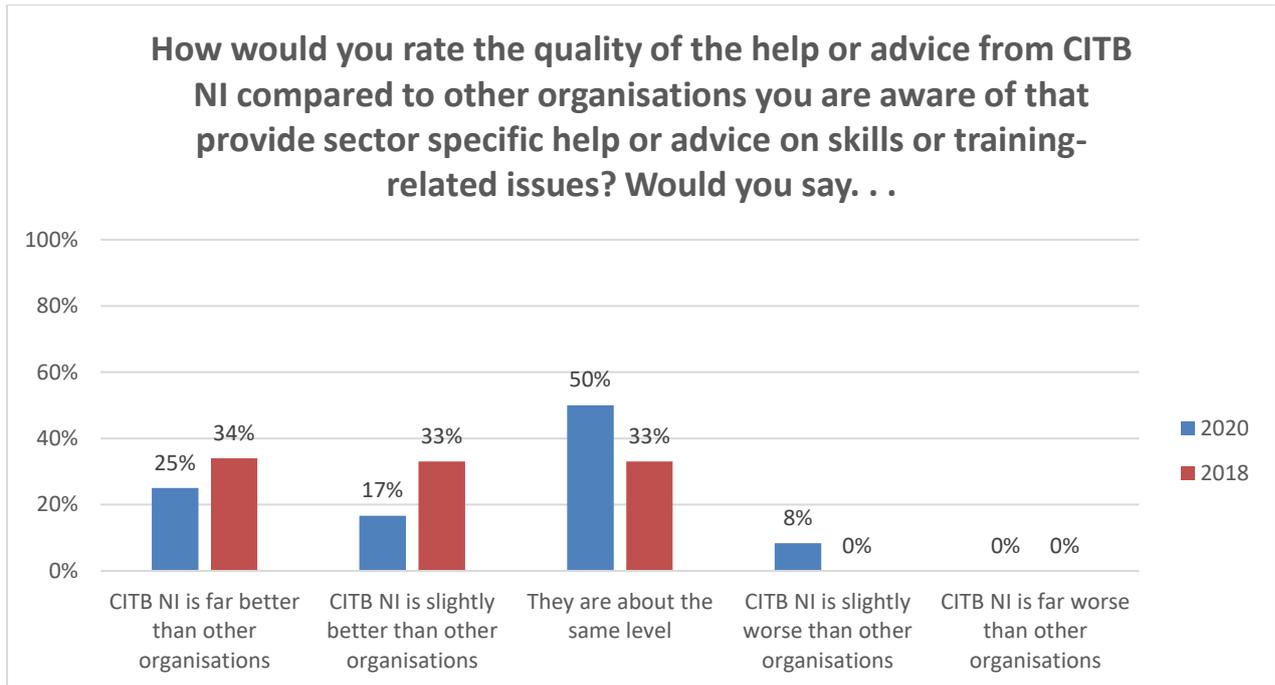
10. Around two thirds (67%) of stakeholders who responded to the survey have contacted CITB NI for information, help or advice on construction industry skills or training related issues in the last 24 months. In 2018, 89% of respondents had contacted CITB NI within the last 12 months (note the difference in time scale).



11. Three quarters of stakeholders would be very likely to approach CITB NI for information, help or advice, or if they wanted to work in partnership on construction industry skills or training related issues. The remaining 25% would be fairly likely to do so.

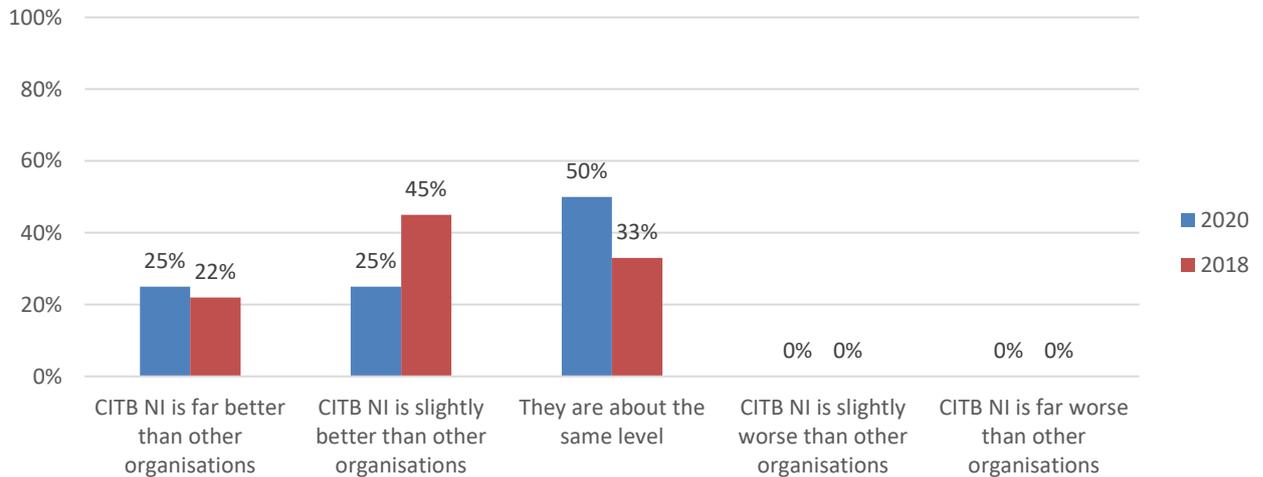


12. Overall, 92% of respondents felt that that CITB NI is the same or better than other organisations for help or advice on sector specific skills or training-related issues. Eight percent felt that CITB NI is slightly worse. These results are poorer than those from 2018, when two thirds (67%) of respondents stated that CITB NI was far or slightly better than other organisations, and a third stated CITB NI was about the same level. No respondents felt that CITB NI was worse than other organisations in 2018.



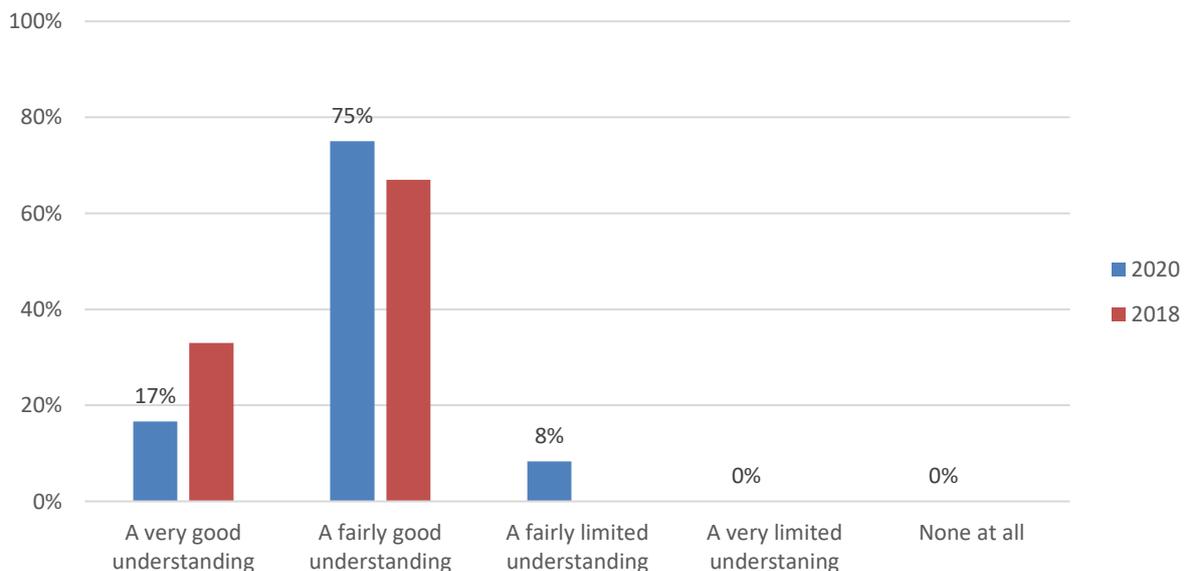
13. Stakeholders who responded to the survey were also asked to rate CITB NI against other organisations for the skills solutions on offer. The results here were slightly better, with 50% stating that CITB NI is far better or slightly better. However, the same percentage of respondents as in the previous question (50%) felt that CITB NI was about the same level as other organisations. This time no respondents indicated that they felt that CITB NI was worse than other organisations. In comparison to 2018, slightly more respondents thought that CITB NI was far better (25% in 2020 vs 22% in 2018) but fewer felt that CITB NI was slightly better (25% vs 45%).

**And how would you rate CITB NI compared to other organisations you are aware of for the skills solutions on offer?
Would you say. . .**

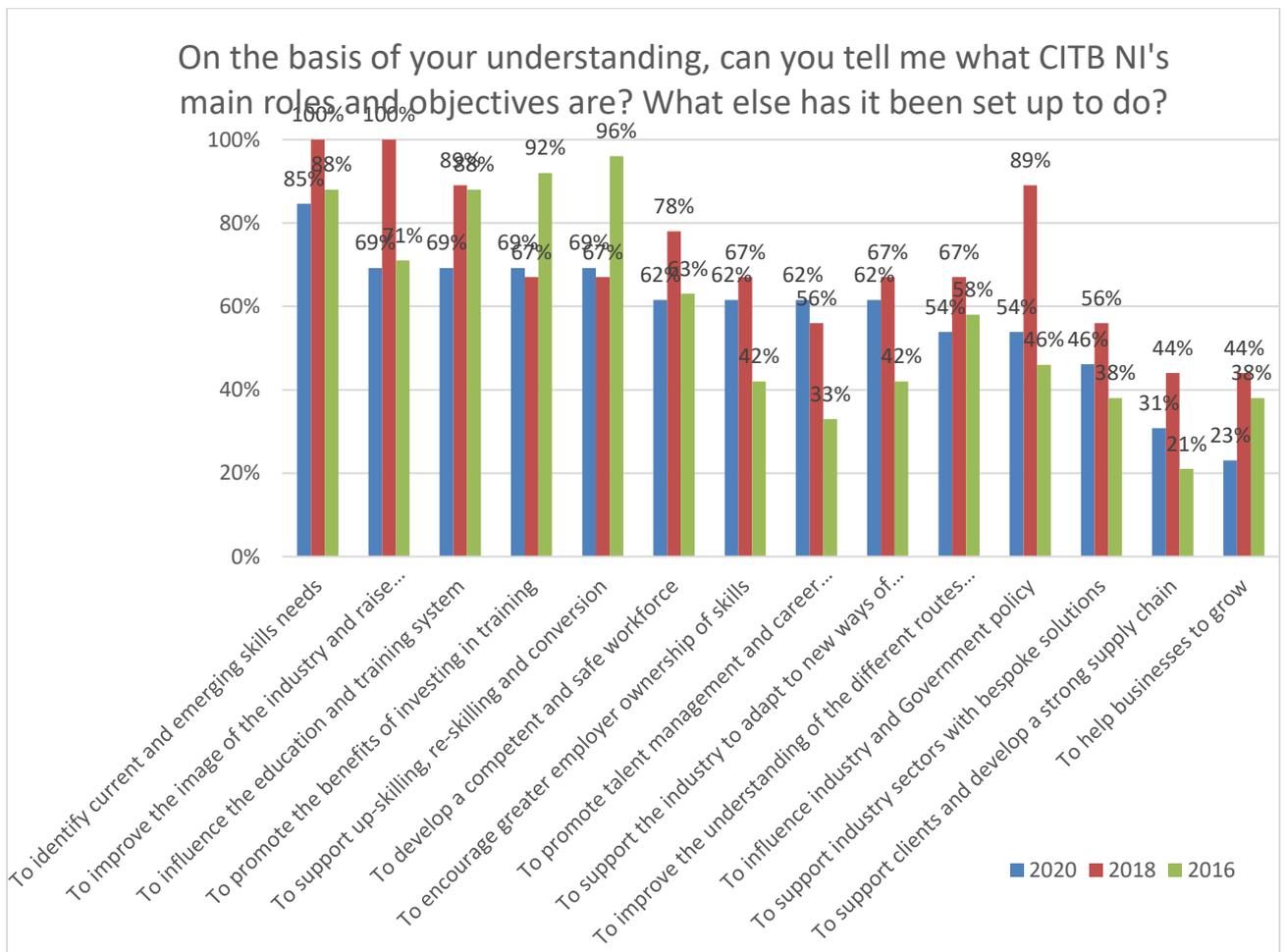


14. When asked what level of understanding they had about CITB NI's role and objectives, only 17% felt that they had a very good understanding, down from 33% in 2018. The majority of respondents (75%, up from 67% in 2018) felt that they had a fairly good understanding. However, one respondent indicated that they had a very limited understanding, suggesting that in some cases CITB NI could do a better job of raising awareness of its role and objectives.

How good an understanding would you say you have of the role and objectives of CITB NI?



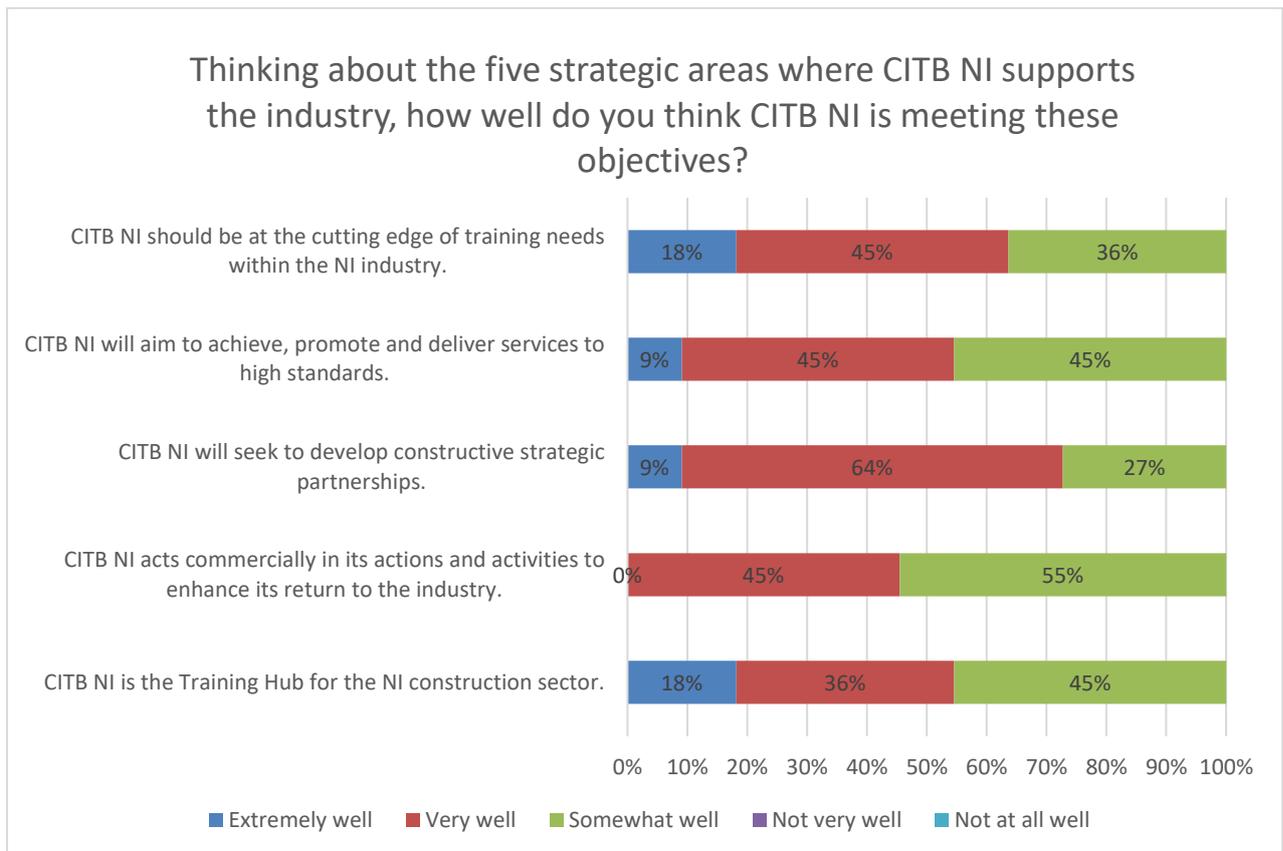
15. Respondents were then asked what they thought CITB NI's main roles and objectives actually are. Eighty-five percent of respondents were aware of CITB NI's role to identify current and emerging skills needs and this was also the joint top response in 2018 along with improving the image of the industry / careers – 100% each). Supporting up-skilling, promoting the benefits of training, influencing the education and training system, and improving the image of the industry / careers were all also well recognised at 69% each. CITB NI is less well known for its roles in supporting industry sectors with bespoke solutions (46%), supporting clients and developing a strong supply chain (31%), and helping businesses grow (23%).



Objectives

16. Stakeholders were asked how well they thought CITB NI is meeting its objectives to support the industry. The questions in this section were changed from 2018 due to a change in priorities and therefore no comparisons are available. The questions relate to the five action themes within the CITB NI 2020 – 2025 Strategic Plan.

17. As can be seen from the chart below all of the stakeholders who responded feel that CITB NI is at least doing somewhat well. CITB NI is considered to be performing particularly well in terms of developing constructive strategic partnerships (73% of stakeholders felt that CITB NI is performing very or extremely well) and in terms of being at the cutting edge of training needs (63% felt that CITB NI is performing very or extremely well). CITB NI should consider if stakeholders are fully aware of CITB NI’s work in all areas as respondents may simply not be fully aware of some of its activities and will obviously be most able to say how CITB NI is performing in terms of strategic partnerships.

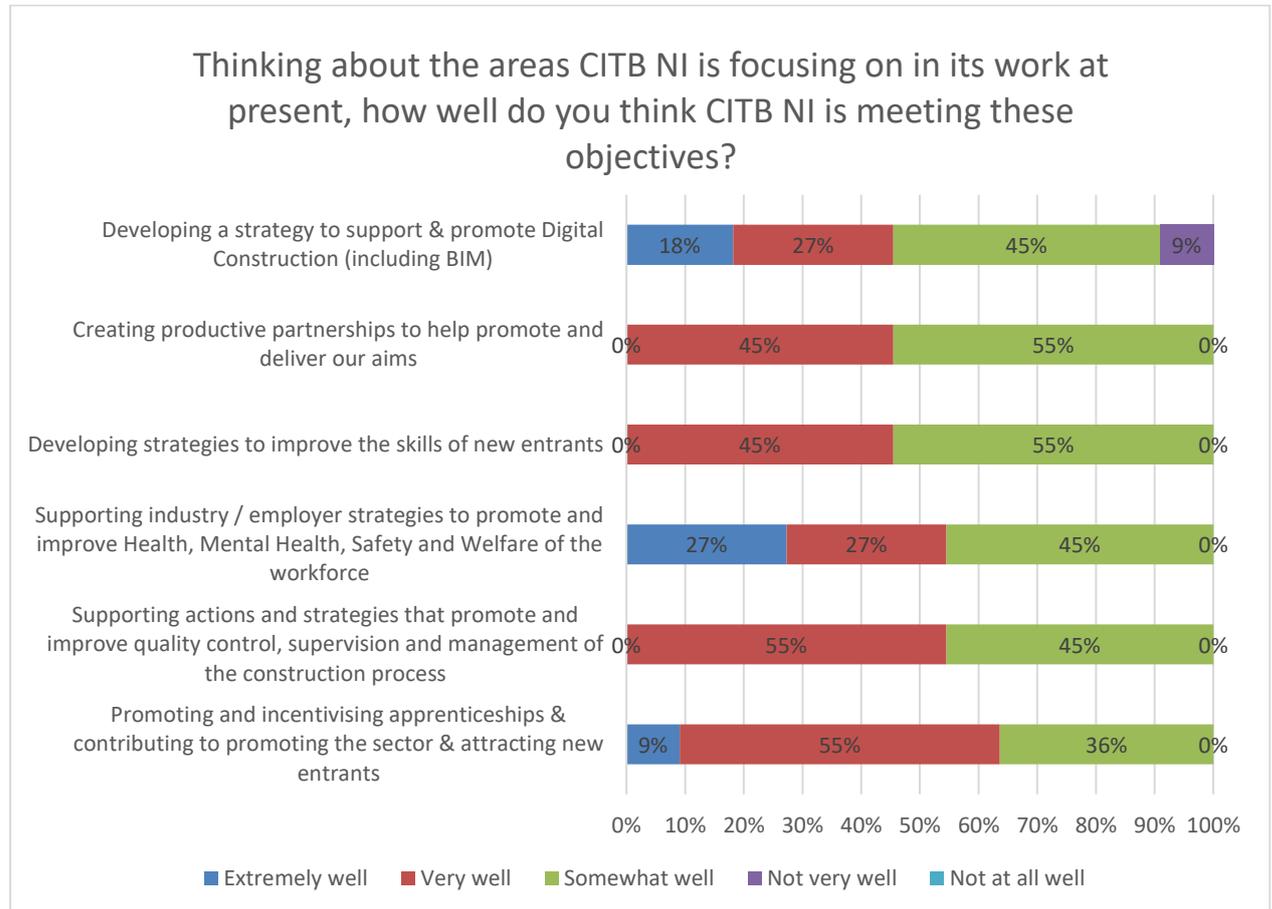


Areas of Focus

18. Stakeholders were asked about the areas CITB NI is focusing on externally in its work at present (for more detail see the 2020 – 2025 Strategic Plan), and how well they thought CITB NI is meeting these. Again, these questions have changed since 2018 and no comparison data is available.

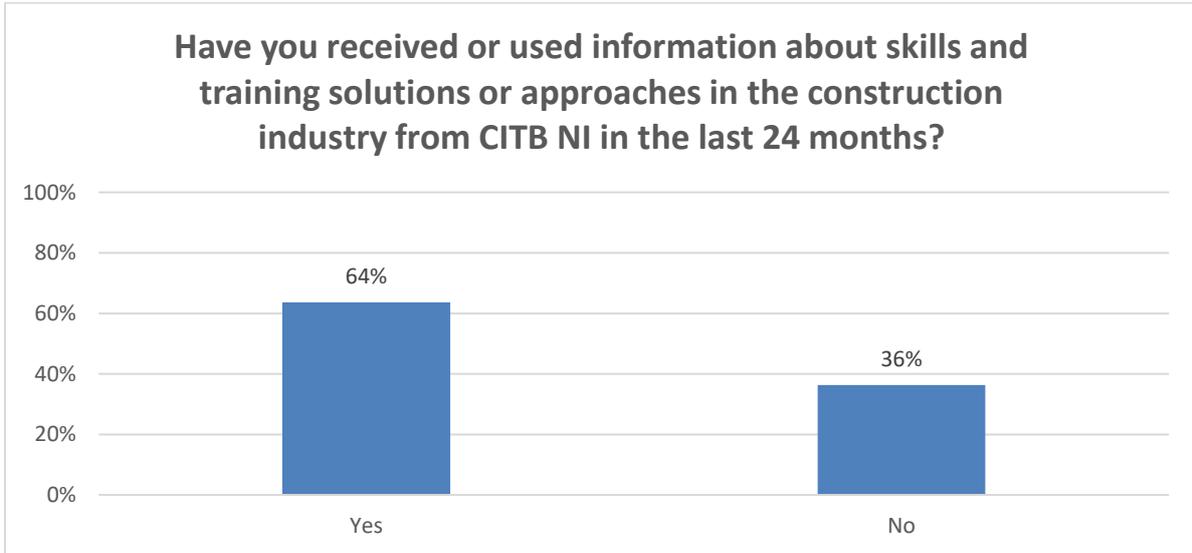
19. As can be seen from the chart below the majority of the stakeholders who responded feel that CITB NI is at least doing somewhat well. CITB NI is considered to be performing particularly well in promoting and incentivising apprenticeships and promoting careers in construction with 64% of stakeholders feeling that CITB NI is performing very or extremely well). Supporting actions to improve quality control, management and supervision of the construction process and supporting strategies to improve mental health and health and

safety also scored well at 55% and 54% respectively. Only one respondent felt that CITB NI was not doing very well at an activity (BIM). Again, it is important that CITB NI raises awareness of all its activities with all its stakeholders as some may only be involved in certain projects and unaware of other activities.

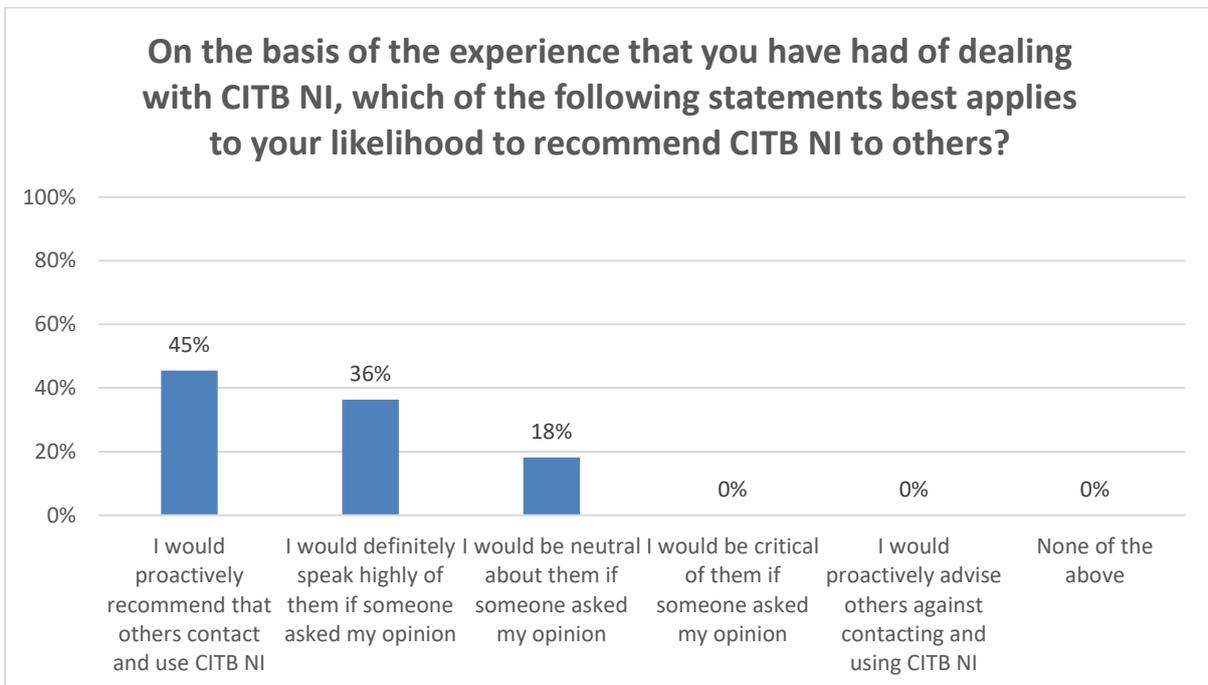


How CITB NI Works

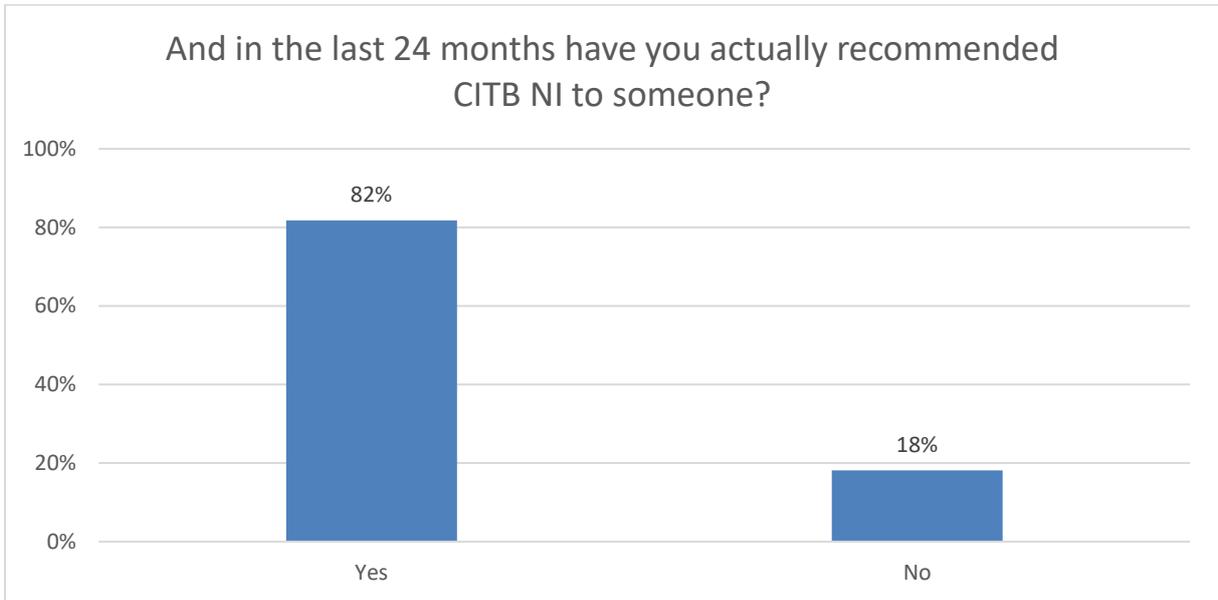
20. Stakeholders were asked if they had received any information about skills and training solutions or approaches in the construction industry in the last 24 months. It appears that communication with stakeholders has improved since the last survey. Sixty four percent had received information – this compares to 43% who had received any information in the last 12 months in 2018 (note the different time scales) and 57% percent who had not.



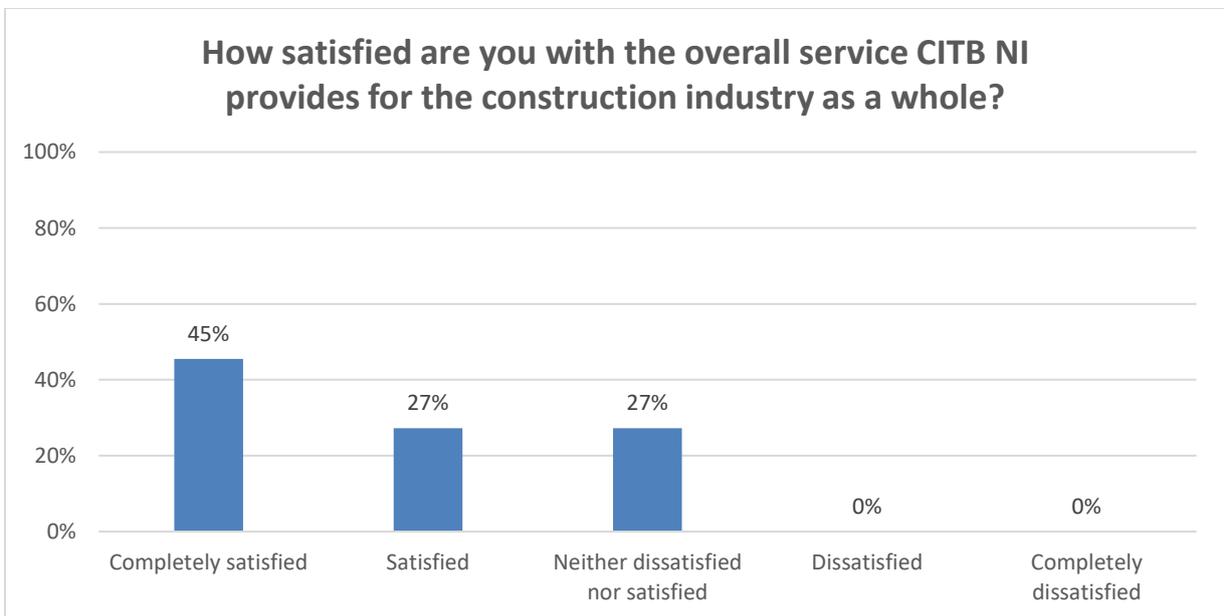
21. Stakeholders were asked if they would recommend CITB NI to others. Thirty six percent of stakeholders would definitely speak highly of CITB NI if someone asked their opinion and 45% would proactively recommend that others contact and use CITB NI. The remaining 18% would be neutral about them if some asked their opinion. In 2018, only 25% of stakeholders would have proactively recommended that others contact CITB NI, however 62% would have spoken highly of them and 18% would have been neutral.



22. Eighty-two percent of stakeholders had actually recommended CITB NI to someone in the last 24 months, compared to 2018 when 43% of stakeholders had recommended CITB NI to someone in the last 12 months (note the different time scale).



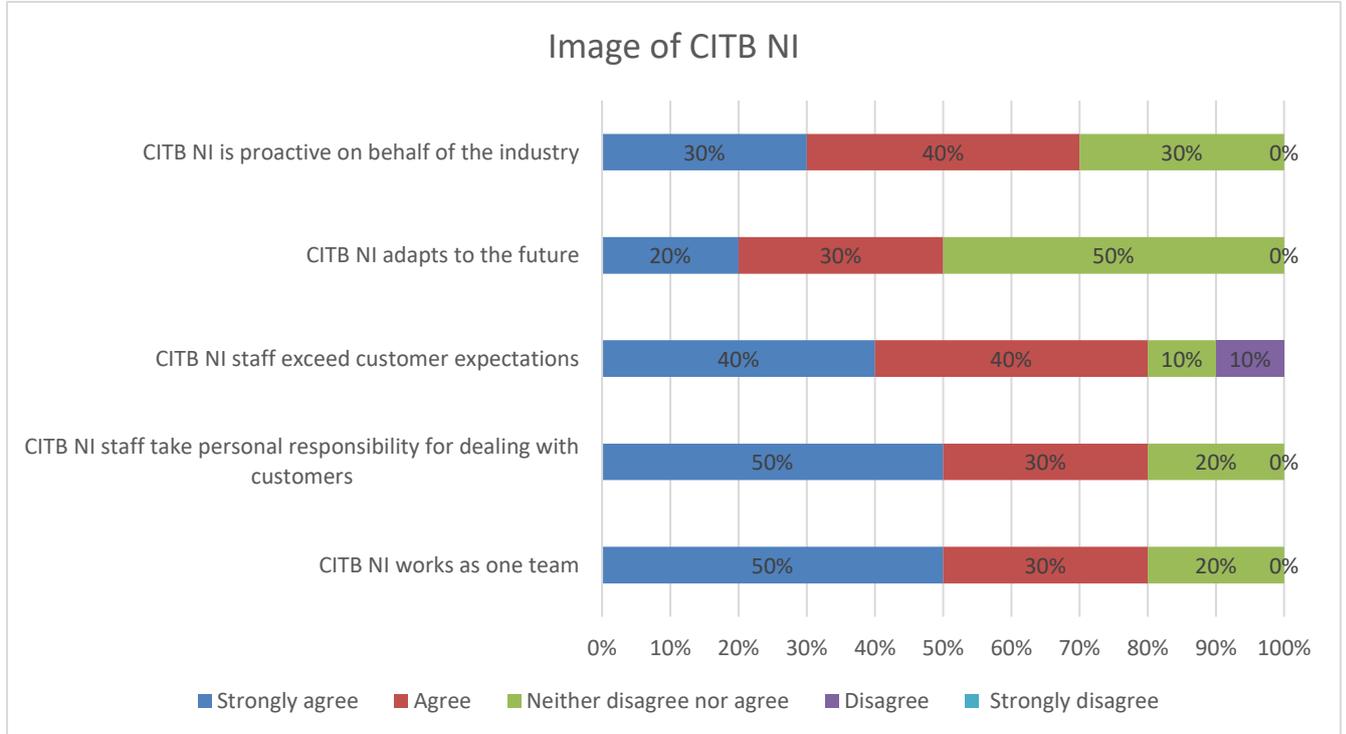
23. A significant proportion of respondents (72%) were completely satisfied or satisfied with the overall service CITB NI provides for the construction industry as a whole whilst 27% were neutral. In 2018, no stakeholders fell into the ambivalent category, whilst 86% were satisfied.



CITB NI Image

24. Stakeholders were asked to rate how well they agreed with a range of statements. As can be seen from the chart below, CITB NI are performing very well in terms of staff working as one team and staff taking personal responsibility for dealing with customers (90% of

stakeholders agreed or strongly agreed). Eighty percent of stakeholders also agreed or strongly agreed that CITB NI staff exceed customer expectations.



Any other comments

38. Two additional comments were received from stakeholders:

- It is a well-run, professional organisation
- Following emerging technology trends and considering industry needs, CITB NI is a benchmark for other professional organisations within the construction sector.

Conclusion

25. Whilst caution should be exercised in interpreting the results of this report due to the small numbers of respondents, it appears that CITB NI’s performance is relatively good however there is some room for improvement in terms of activities and communication with stakeholders about those activities.