

**CITB NI**

**Stakeholder Satisfaction Survey 2022**

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**Introduction**

1. The CITB NI stakeholder satisfaction survey aims to determine how well CITB NI is achieving 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 2020.
2. Due to the low response rate in 2020 (14%), the findings were treated with caution. The response rate for this latest survey (Aug 2022) was much better (36%) with a greater number of respondents and thus this piece of research is much more reliable.

**Methodology and Sample**

1. The 2022 stakeholder satisfaction survey was undertaken using an online survey tool.
2. A total of 125 stakeholders were invited to complete the survey. These consisted of training and education (36%), government and local authorities (27%), employer representatives (16%), project partners (6%), professional bodies (6%) and other (9%). However, there is a certain amount of overlap in that a training provider may also be involved in a project so how CITB NI categories the stakeholders may differ from how they categorise themselves in terms of their response. 45 responses were received - a 36% response rate. *This means that the results of the survey could be useful to refer to when making key strategic decisions.*
3. The breakdown of stakeholders who responded is shown below, with the greatest number of responses from Training / Education stakeholders (36%), followed by Government and local authorities (27%), reflecting the largest groups included in the survey making up over half of all responses. The joint lowest responses were professional bodies and project partners (6%) both with 3 responses. The 4 stakeholders who categorised themselves as ‘Other’ (9%) was a Careers service, 2 government arm’s length bodies and the national trust charity.

**Findings**

*‘I have found CITB NI to be my ‘go to’ organisation in relation to all thing’s construction. The whole team are hands on and are always on hand with information as requested.’*

*‘I thoroughly enjoy working with CITB NI.’*

***Awareness and Understanding of CITB NI’s role***

1. 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.
2. The stakeholders who responded had differing levels of contact with CITB NI as outlined in the chart below. Just under half (47%) have had frequent or on-going dialogue (at least a couple of times every 2-3 months), with around a quarter (26%) having had regular contact (once every 2-3 months) a fifth (21%) having occasionally had contact (once every 6 months). One stakeholder had been in contact once and two had chosen other, these were specified as ‘A few times in the last 2 months’ and ‘partnership working’.
3. 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 77% have had very or fairly close involvement, 23% said they had not very close contact. There were 0 responses for not at all close.
4. Almost all stakeholders (95%) felt that the level of interaction they had was sufficient for their needs. Two responded no which can be seen in the graph below.
5. Around two thirds (68%) 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 2020, 67% of respondents had contacted CITB NI within the last 12 months. This shows a consistent level of engagement between CITB NI and the associated stakeholders.
6. Over four fifths (85%) 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. Of the remaining 15%, five would be fairly likely to do so (12%) and only one would not be very likely (3%).
7. All respondents felt that CITB NI is the same or better than other organisations for help or advice on sector specific skills or training-related issues. These results show a strong improvement on the 2020 results which can be seen below.
8. Stakeholders who responded to the survey were also asked to rate CITB NI against other organisations for the skills solutions on offer. The results in this question were also very good, bettering 2020 which can be seen in the table below.
9. When asked what level of understanding stakeholders had about CITB NI’s role and objectives, 26% felt that they had a very good understanding, up from only 17% in 2020. Over half of all respondents (56%, down from 75% in 2020) felt that they had a fairly good understanding. 15% indicated that they had a fairly limited understanding with only one respondent believing they have a very limited understanding. With 82% of the responses indicating they have a fairly good understanding or better, CITB NI are currently doing a great job in raising awareness of its role and objectives.
10. Respondents were then asked to choose what they thought CITB NI’s main roles and objectives are from the list that can be seen in the graph below. 92% 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 2020. Supporting up-skilling and improving the image of the industry/ careers were second and third respectively (89% & 87%). CITB NI, it seems is least well known for its roles in supporting clients and developing a strong supply chain (46%), and helping businesses grow (56%) as these were the least picked responses.

***Objectives***

1. 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 comparisons can now be made between the current 2022 report and the previous 2020 responses. The questions relate to the five action themes within the CITB NI 2020 – 2025 Strategic Plan.
2. As can be seen from the chart below most 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 promoting and delivering services to high standards (80% of stakeholders felt that CITB NI is performing very or extremely well) and in terms of developing constructive strategic partnerships (77% 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 simply may 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***

1. 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.
2. As can be seen from the chart below the majority of the stakeholders who responded feel that CITB NI is performing particularly well in a number of areas. Looking at the very well and extremely well responses CITB NI have scored above 70% in all areas except promoting digital construction such as BIM, (which was 66%). There was a small number who felt CITB NI were not performing very well across all the focus areas, with none choosing not at all well. It is important that CITB NI continues to raise awareness of all its activities with all stakeholders as some may only be involved in certain projects and unaware of other activities.

***How CITB NI Works***

1. 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. 78% percent had received information – this compares to 64% who had received any information in the last 24 months in 2020.
2. 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 2020, only 45% of stakeholders would have proactively recommended that others contact CITB NI, 36% would have spoken highly of them and 18% would have been neutral. For both 2022 and 2020 there were no negative recommendation responses.
3. 72% of stakeholders have recommended CITB NI to someone in the last 24 months. This is down 10% from the 82% of stakeholders who recommended CITB NI to someone in the same time period in 2020.
4. A significant proportion of respondents (89%) were completely satisfied or satisfied with the overall service CITB NI provides for the construction industry whilst 8% were neutral and one stakeholder being dissatisfied. In 2020, no stakeholders had an ambivalent response, whilst 72% were completely satisfied / satisfied, which can all be seen in the graph below.

***CITB NI Image***

1. 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 taking personal responsibility for dealing with customers (89% of stakeholders agreed or strongly agreed). Most stakeholders (80%) also felt CITB NI are exceeding customers expectations.

***Any other comments***

38. These are some of the additional comments that were received from stakeholders:

*- “CITB NI have worked well with training and skills through competitions, without CITB NI input we would not have achieved the success we have had.”*

*- “A good organisation to deal with, provide an important service to industry, particularly in the heritage sector.”*

*- “What CITB does, it does very well, but the limitations placed on CITB NI are problematic in terms of addressing certain trade skills, training and functions which have been taken away.”*

*- “CITB NI need to the link between industry and training provision. There are certainly some good initiatives, but I think CITB need more construction industry specialists to work collectively with the industry.”*

*- “I have found the CITB NI staff approachable and helpful when dealing with them.”*

*- “Incredibly easy to work with. The CITB NI staff we have interacted with are all passionate about their roles and the overall mission of CITB NI.”*

***Conclusion***

1. The number and rate of responses received for this survey has greatly surpassed previous years. The results have also been more favourable towards CITB NI, showing a real improvement, especially when comparing these results against previous years.
2. However, there is still room for improvement in a few areas highlighted within this report which should be addressed for the next survey.