Employer Perspectives Survey 2016

England Slide Pack
Introduction

This is the fourth survey in this biennial series. A number of changes were made to the questionnaire to reflect changing policy requirements. The study focused on the following areas:

- How to support the pipeline of talent into business
- Employers’ approaches to recruitment
- What employers look for in applicants and recruitment of education leavers
- Employer engagement with work experience
- Staff development and employers’ decisions on this
- Skills initiatives and vocational qualifications
- Employer engagement with and attitudes towards apprenticeships

Employer Perspectives Survey 2016

England: 10,015 interviews

22 minute telephone interviews

With person responsible for training and HR issues

Sites with 2+ employees were eligible

Fieldwork carried out between May and August 2016

Covers all business sectors of the economy

Questionnaire Coverage

- This is the fourth survey in this biennial series
- A number of changes were made to the questionnaire to reflect changing policy requirements.
- The study focused on the following areas:
  - How to support the pipeline of talent into business
  - Employers’ approaches to recruitment
  - What employers look for in applicants and recruitment of education leavers
  - Employer engagement with work experience
  - Staff development and employers’ decisions on this
  - Skills initiatives and vocational qualifications
  - Employer engagement with and attitudes towards apprenticeships

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# Achieved interviews and confidence intervals

<table>
<thead>
<tr>
<th>By region</th>
<th>Population</th>
<th>Number of interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>1,591,571</td>
<td>10,015</td>
</tr>
<tr>
<td><strong>By sector</strong></td>
<td><strong>Population</strong></td>
<td><strong>Number of interviews</strong></td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>79,113</td>
<td>375</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>86,363</td>
<td>612</td>
</tr>
<tr>
<td>Construction</td>
<td>144,135</td>
<td>656</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>321,146</td>
<td>2,072</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>145,927</td>
<td>991</td>
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<tr>
<td>Transport &amp; Comms</td>
<td>120,553</td>
<td>712</td>
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<tr>
<td>Financial Services</td>
<td>33,725</td>
<td>220</td>
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<tr>
<td>Business Services</td>
<td>363,719</td>
<td>1,934</td>
</tr>
<tr>
<td>Public Admin.</td>
<td>14,474</td>
<td>209</td>
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<tr>
<td>Education</td>
<td>48,384</td>
<td>572</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>112,710</td>
<td>1,066</td>
</tr>
<tr>
<td>Arts &amp; Other</td>
<td>121,322</td>
<td>596</td>
</tr>
</tbody>
</table>

All the figures presented in this slide pack are subject to a margin of error; 1 percentage point at the overall level and typically between 2 and 4 percentage points across the region and sector sub-groups.
Survey population: size

% of all establishments

- 2 to 4 employees: 53%
- 5 to 9 employees: 22%
- 10 to 24 employees: 15%
- 25 to 49 employees: 3%
- 50 to 99 employees: 5%
- 100+ employees: 2%

% of all employment

- 2 to 4 employees: 9%
- 5 to 9 employees: 15%
- 10 to 24 employees: 15%
- 25 to 49 employees: 12%
- 50 to 99 employees: 12%
- 100+ employees: 42%

Source: ONS Inter-Departmental Business Register (IDBR), March 2015
Survey population: sector

Source: ONS Inter-Departmental Business Register (IDBR), March 2015
Survey population: region

Source: ONS Inter-Departmental Business Register (IDBR), March 2015
Employer attitudes

Staff happiness is as important as organisational performance
- Disagree strongly: 10%
- Disagree slightly: 27%
- Neither agree nor disagree: 59%
- Agree strongly: 86%

Staff ability to do job is more important than formal qualifications
- Disagree strongly: 11%
- Disagree slightly: 25%
- Neither agree nor disagree: 58%
- Agree strongly: 83%

Happy to pay towards training and development
- Disagree strongly: 7%
- Disagree slightly: 6%
- Neither agree nor disagree: 21%
- Agree slightly: 22%
- Agree strongly: 41%
- Agree extremely: 63%

Always looking for new opportunities
- Disagree strongly: 9%
- Disagree slightly: 9%
- Neither agree nor disagree: 24%
- Agree slightly: 23%
- Agree strongly: 33%
- Agree extremely: 56%

Investing in management skills is a top priority
- Disagree strongly: 10%
- Disagree slightly: 11%
- Neither agree nor disagree: 26%
- Agree slightly: 24%
- Agree strongly: 28%
- Agree extremely: 52%

Base: All establishments (10,015)
Entry to work
## Employers with vacancies in the past 12 months

### England: 53% of employers had vacancies in the last 12 months

Base: All England establishments (10,015)

<table>
<thead>
<tr>
<th>Region</th>
<th>Vacancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>58%</td>
</tr>
<tr>
<td>North East</td>
<td>56%</td>
</tr>
<tr>
<td>South East</td>
<td>55%</td>
</tr>
<tr>
<td>North West</td>
<td>54%</td>
</tr>
<tr>
<td>South West</td>
<td>53%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>52%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>50%</td>
</tr>
<tr>
<td>East of England</td>
<td>50%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Regional Vacancy Rates

Base: All England establishments: London (1,540), North East (395), South East (1,807), North West (1,122), South West (1,254), East Midlands (947), West Midlands (985), East of England (1,043), Yorkshire and The Humber (922)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Vacancy Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>75%</td>
</tr>
<tr>
<td>Public Admin.</td>
<td>74%</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>69%</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>66%</td>
</tr>
<tr>
<td>Arts &amp; Other</td>
<td>56%</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>54%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>50%</td>
</tr>
<tr>
<td>Business Services</td>
<td>50%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>49%</td>
</tr>
<tr>
<td>Transport &amp; Comms</td>
<td>46%</td>
</tr>
<tr>
<td>Construction</td>
<td>39%</td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>36%</td>
</tr>
</tbody>
</table>

Base: All England establishments: Education (572), Public Admin. (209), Health & Social Work (1,066), Hotels & Restaurants (991), Arts & Other (596), Wholesale & Retail (2,072), Manufacturing (612), Business Services (1,934), Financial Services (220), Transport & Comms (712), Construction (656), Primary Sector & Utilities (375)

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Department for Education

Produced by IFF Research
### Recruitment channels used

- **Word of mouth or personal recommendations**: 80%
- **Placed adverts on your own website using internal resources**: 54%
- **Placed adverts on social media using internal resources**: 46%
- **Another form of paid-for recruitment service, including the press**: 44%
- **Government recruitment service or scheme**: 37%
- **School, college or university job fairs or careers services**: 19%
- **Paid someone to place adverts on your website or social media**: 10%

**Internal resources**
- **ANY**: 91%
- **SOLE**: 28%

**External resources**
- **ANY**: 69%
- **SOLE**: 6%

Base: All England recruiting employers (7,022)

Note: multiple responses were allowed.

"Any recruitment channel" refers to employers who used an internal or external recruitment channel, in conjunction with others. "Sole recruitment channel" refers to those employers who used either internal or external resources as their only method of recruitment.
What employers look for when recruiting

<table>
<thead>
<tr>
<th></th>
<th>No value</th>
<th>Small amount of value</th>
<th>Significant</th>
<th>Critical</th>
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<tr>
<td>Relevant work experience</td>
<td>10%</td>
<td>24%</td>
<td>40%</td>
<td>24%</td>
</tr>
<tr>
<td>Maths &amp; English GCSE</td>
<td>15%</td>
<td>26%</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>Vocational qualifications</td>
<td>18%</td>
<td>30%</td>
<td>33%</td>
<td>16%</td>
</tr>
<tr>
<td>Academic qualifications</td>
<td>20%</td>
<td>32%</td>
<td>29%</td>
<td>17%</td>
</tr>
</tbody>
</table>

What employers look for: relevant work experience

England: 64% of employers look for relevant work experience

Base: All England establishments (10,015)

London 72%  South East 65%  Yorkshire and The Humber 64%  East of England 64%  East Midlands 63%  West Midlands 63%  North West 62%  North East 61%  South West 61%

Base: All England establishments (10,015)  London (1,540), South East (1,807), Yorkshire and The Humber (1,043), East of England (1,034), East Midlands (947), West Midlands (985), North West (1,122), North East (395), South West (1,254)

Education 79%  Primary Sector & Utilities 73%  Financial Services 71%  Construction 70%  Business Services 67%  Transport & Comms 67%  Public Admin. 65%  Health & Social Work 63%  Arts & Other 63%  Wholesale & Retail 60%  Manufacturing 59%  Hotels & Restaurants 52%

Base: All England establishments: Education (572), Primary Sector & Utilities (375), Financial Services (220), Construction (656), Business Services (1,934), Transport & Comms (712), Public Admin. (209), Health & Social Work (1,066), Arts & Other (596), Wholesale & Retail (2,072), Manufacturing (612), Hotels & Restaurants (991)
What employers look for: maths and English

England: 56% of employers look for maths and English

Base: All England establishments (10,015)

Base: All England establishments: London (1,540), East Midlands (947), North West (1,122), West Midlands (985), East of England (1,043), South East (1,807), Yorkshire and The Humber (922), North East (395), South West (1,254)

What employers look for: vocational qualifications

England: 49% of employers look for vocational qualifications

Base: All England establishments (10,015)

- London: 54%
- East Midlands: 51%
- East of England: 51%
- West Midlands: 50%
- Yorkshire and The Humber: 48%
- North West: 47%
- North East: 47%
- South East: 46%
- South West: 45%

Base: All England establishments: London (1,540), East Midlands (947), East of England (1,043), West Midlands (985), Yorkshire and The Humber (922), North West (1,122), North East (395), South East (1,807), South West (1,254)

- Education: 77%
- Primary Sector & Utilities: 59%
- Health & Social Work: 56%
- Construction: 56%
- Arts & Other: 56%
- Transport & Comms: 52%
- Business Services: 50%
- Financial Services: 49%
- Public Admin. & Manufacturing: 49%
- Wholesale & Retail: 44%
- Hotels & Restaurants: 31%

Base: All England establishments: Education (572), Primary Sector & Utilities (375), Health & Social Work (1,066), Construction (656), Arts & Other (596), Transport & Comms (712), Business Services (1,934), Financial Services (220), Public Admin. (209), Manufacturing (612), Wholesale & Retail (2,072), Hotels & Restaurants (991)
What employers look for: academic qualifications

England: 46% of employers look for academic qualifications

Base: All England establishments (10,015)

- London: 57%
- West Midlands: 47%
- North West: 46%
- East Midlands: 44%
- South East: 44%
- East of England: 42%
- North East: 42%
- Yorkshire and The Humber: 41%
- South West: 41%

Base: All England establishments: London (1,540), West Midlands (985), North West (1,122), East Midlands (947), South East (1,807), East of England (1,043), North East (395), Yorkshire and The Humber (922), South West (1,254)

Department for Education

Base: All England establishments: Education (572), Financial Services (220), Public Admin. (209), Business Services (1,934), Transport & Comms (712), Health & Social Work (1,066), Arts & Other (596), Construction (656), Manufacturing (612), Wholesale & Retail (2,072), Primary Sector & Utilities (375), Hotels & Restaurants (991)

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Recruitment

England: 66% of recruiting employers had taken on a young person in the last 12 months

Base: All England employers who had recruited (6,664)

- West Midlands: 71%
- Yorkshire and The Humber: 69%
- East Midlands: 68%
- North West: 66%
- South East: 66%
- South West: 66%
- East of England: 65%
- London: 62%
- North East: 57%

Base: All England establishments who had recruited: West Midlands (622), Yorkshire and The Humber (580), East Midlands (616), North West (770), South East (1,234), South West (827), East of England (661), London (1,082), North East (272)

- Hotels & Restaurants: 86%
- Wholesale & Retail: 71%
- Education: 70%
- Manufacturing: 63%
- Financial Services: 62%
- Business Services: 62%
- Health & Social Work: 60%
- Arts & Other: 60%
- Transport & Comms: 58%
- Construction: 56%
- Public Admin.: 55%
- Primary Sector & Utilities: 54%

Base: All England establishments who had recruited: Hotels & Restaurants (814), Wholesale & Retail (1,321), Education (466), Manufacturing (384), Financial Services (134), Business Services (1,203), Health & Social Work (829), Arts & Other (368), Transport & Comms (444), Construction (335), Public Admin. (160), Primary Sector & Utilities (206)
Channels used to recruit young people

**Internal resources**
- ANY: 78%
- SOLE: 50%

Word of mouth or personal recommendations: 61%
Placed adverts on your own website using internal resources: 39%
Placed adverts on social media using internal resources: 28%
Another form of paid-for recruitment service, including the press: 21%

**External resources**
- ANY: 42%
- SOLE: 15%

School, college or university job fairs or careers services: 13%
Government recruitment service or scheme: 10%
Paid someone to place adverts on your website or social media: 9%

Base: All England establishments that have taken on a young person in the last year (4,869)
Note: multiple responses were allowed.
Recruitment

England: 31% had recruited an education leaver in the last 12 months

Base: All England employers (10,015)

Base: All England establishments: London (1,540), North East (395), Yorkshire and The Humber (922), East Midlands (947), North West (1,122), South East (1,807), West Midlands (985), South West (1,254), East of England (1,043)

Department for Education
Preparedness of education leavers for work

**Base:** All England establishments that have recruited each type of education leaver in the previous 2-3 years: 16 year-old school leavers (1,315), 17-18 year old school leavers (1,923), 17-18 year old FE leavers (1,904), University/HE leavers (2,242)

### Preparing for work in 2016 and 2014

<table>
<thead>
<tr>
<th>Education Leaver Type</th>
<th>Very Poorly Prepared</th>
<th>Poorly Prepared</th>
<th>Well Prepared</th>
<th>Very Well Prepared</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 year-old school leavers</td>
<td>12%</td>
<td>32%</td>
<td>44%</td>
<td>8%</td>
</tr>
<tr>
<td>17-18 year-old school leavers</td>
<td>8%</td>
<td>29%</td>
<td>51%</td>
<td>7%</td>
</tr>
<tr>
<td>17-18 year-old FE leavers</td>
<td>5%</td>
<td>23%</td>
<td>58%</td>
<td>10%</td>
</tr>
<tr>
<td>University/HE leavers</td>
<td>2%</td>
<td>13%</td>
<td>60%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Prepared:**
- **2016:** 52%, 60%, 68%, 80%
- **2014:** 52%, 60%, 72%, 81%
Work experience offered in last 12 months

38% of employers in England offered work placements

- **Education placements**: 29%
  - Students at school: 20%
  - Students at FE or 6th Form College: 13%
  - Students at University: 11%

- **Broad Adult Placements**: 15%
  - Work trials: 11%
  - Placements for unemployed: 5%
  - Voluntary work (unprompted*): 1%
  - Special needs/Disability programme: <1%

- **Internships**: 7%
  - Internships, either paid or unpaid: 6%
  - Graduate programme (unprompted*): <1%

- **Work Inspiration**
  10% of employers engaged with schools, colleges or universities to offer ‘work inspiration’ activities, such as mentoring, holding site visits and visiting educational institutions to talk with students about careers.

*Where respondents had offered other types of work experience which did not fit within the pre-coded answer options, they were able to provide detail for an “other” type of experience.*

Base: All England establishments (10,015)
Work placement offering, by sector

ANY PLACEMENT

38% 78% 60% 49% 43% 38% 35% 36% 35% 34% 31% 32% 22%

ANY EDUCATION PLACEMENT

74%

ANY BROAD ADULT PLACEMENT

ANY INTERNSHIP

Base: All establishments: Education (572), Health & Social Work (1,066), Arts & Other (596), Public Admin. (209), Hotels & Restaurants (991), Business Services (1,934), Financial Services (220), Wholesale & Retail (2,072), Primary Sector & Utilities. (375), Manufacturing (612), Transport & Comms (712), Construction (656)
Work placement offering, by region

ANY PLACEMENT

38% 40% 45% 40% 39% 37% 37% 35% 34% 34%

ANY EDUCATION PLACEMENT

ANY BROAD ADULT PLACEMENT

ANY INTERNSHIP

Base: All England establishments: North East (395), London (1,540), West Midlands (985), North West (1,122), South East (1,807), Yorkshire and The Humber (922), East Midlands (947), East of England (1,043), South West (1,254)
Types of work placement offered

- Placements for students from school: 20% (11% taken on individually into a job)
- Placements for students from FE College or 6th form: 13% (17%)
- Placements for students from university: 11% (22%)
- Work trials for potential new recruits: 11% (60%)
- Placements targeted at the unemployed: 5% (30%)
- Voluntary work (unprompted): 1% (16%)
- Internships, either paid or unpaid: 6% (26%)

Base: All England employers (10,015)

Base: Establishments who had each type of placement in the last 12 months: school (2,653), FE College (1,777), university (1,703), work trials (1,384), unemployed (688), voluntary (93), internships (977)

Produced by IFF Research
Mean number of work placements offered in the last 12 months, by region

Base: All England establishments who have had placements in the last 12 months: London (839), North East (195), West Midlands (483), North West (534), South East (877), South West (378), Yorkshire and The Humber (439), East Midlands (433), East of England (469)
Mean number of work placements offered in the last 12 months, by sector

Base: All England establishments who have had placements in the last 12 months: Public Admin. (111), Education (487), Health & Social Work (672), Hotels & Restaurants (494), Arts & Other (322), Wholesale & Retail (840), Business Services (879), Financial Services (105), Transport & Comms (314), Manufacturing (264), Primary Sector & Utilities (160), Construction (199)
Employers offering work inspiration activities to students

England: 10% of employers offered work inspiration activities to students

Base: All England establishments (10,015)

Work Inspiration activities include mentoring, holding site visits and visiting educational institutions to talk with students about careers

Base: All England establishments: London (1,540), North East (395), North West (1,122), East Midlands (947), South West (1,254), South East (1,807), East of England (1,043), Yorkshire and The Humber (922), West Midlands (985)

Base: All establishments: Public Admin. (209), Education (572), Health & Social Work (1,066), Arts & Other (596), Financial Services (220), Business Services (1,934), Primary Sector & Utilities (375), Transport & Comms (712), Manufacturing (612), Wholesale & Retail (2,072), Hotels & Restaurants (991), Construction (656)

Produced by IFF Research
Reasons for offering work experience opportunities

**PLACEMENTS**

- **Altruistic**
  - Gives them experience: 51%
  - Doing our 'bit' / uphold relations with the local community: 45%
  - Part of formal corporate social responsibility policy: 13%
  - Existing links with educational institutions: 3%

- **Direct benefit**
  - Helps with recruitment / as a trial: 29%
  - Helps with the workload: 6%
  - Raises our profile in the recruitment market: 25%
  - Beneficial to the company (e.g. fresh ideas / up to date skills etc.): 3%

- **Circumstantial**
  - Approached by student or educational institution: 7%
  - Favour for family member or friend: 5%

**INSPIRATION**

- Base: All England establishments who have had work placements / offered work inspiration in the last 12 months (4,847 / 1,489)

Note: multiple responses were allowed.
Reason for not offering work experience

- No suitable roles: 36%
- Do not have the time / resource to manage: 22%
- No one has approached us: 12%
- Not suitable due to the size of the establishment: 12%
- Recruitment freeze: 9%
- Does not offer us any business benefits: 6%
- Regulatory requirements: 5%
- Never thought about it: 5%
- Recruit experienced staff through other avenues: 4%
- No need (unspec.): 4%
- Company policy / Head Office decision: 4%
- Don't have the work to offer them: 3%
- Age restrictions: 3%

Base: All England establishments offering no work experience opportunities in the last 12 months (4,825)
Note: multiple responses were allowed.
Summary of approach to training

- 73% had provided training for staff
  - 62% provide internal training
  - 36% provide both internal and external training
  - 47% provide external training
    - 44% provide external training through private providers
    - 9% provide external training through both private and public providers
    - 11% provide external training through public providers

- 27% don’t provide or fund any training

Base: All England employers (10,015)
England: 12%
Of employers used FE colleges as a source of training

Base: All England establishments who train (8,362)

FE Colleges as a source of training

Base: All England establishments who train: East Midlands (803), North East (331), North West (937), Yorkshire and The Humber (772), West Midlands (807), South West (1,016), South East (1,543), East of England (868), London (1,285)

Base: All England establishments who train: East Midlands (550), Public Admin (196), Health & Social Work (1,001) Arts & Other (484), Manufacturing (491), Construction (520), Primary Sector & Utilities (300), Business Services (1,616), Wholesale & Retail (1,628), Financial Services (186), Hotels & Restaurants (827), Transport & Comms (563)
Higher Education Institutions as a source of training

England: 6%
Of employers used Higher Education Institutions as a source of training

Base: All England establishments who train (8,362)

Department for Education

Produced by IFF Research
Commercial organisations as a source of training

England: 50%
Of employers used commercial organisations as a source of training

Base: All England establishments who train (8,362)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>East of England</td>
<td>54%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>54%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>51%</td>
</tr>
<tr>
<td>South East</td>
<td>50%</td>
</tr>
<tr>
<td>North West</td>
<td>50%</td>
</tr>
<tr>
<td>South West</td>
<td>49%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>49%</td>
</tr>
<tr>
<td>North East</td>
<td>48%</td>
</tr>
<tr>
<td>London</td>
<td>46%</td>
</tr>
</tbody>
</table>

Base: All England establishments who train: East of England (868), East Midlands (803), West Midlands (807), North West (937), South East (1,543), Yorkshire and The Humber (772), South West (1,016), North East (331), London (1,285)
Reasons for choosing to invest resource in public training providers

Reasons for using

- Relevant courses: 59% (2016) vs. 64% (2014)
- Offer a regulated qualification*: 16%
- Quality of courses: 12% (2016) vs. 11% (2014)
- They are local: 11% (2016) vs. 9% (2014)
- Courses tailored to needs: 9% (2016) vs. 9% (2014)

Barriers to using

FE Colleges
- Courses not relevant: 41% (2016) vs. 50% (2014)
- Subject matter not relevant: 12% (2016) vs. 9% (2014)
- Do not know enough: 7% (2016) vs. 7% (2014)
- Prefer to train in-house: 6% (2016) vs. 7% (2014)
- Quality/standard unsatisfactory: 6% (2016) vs. 4% (2014)

HEIs
- Courses not relevant: 39% (2016) vs. 49% (2014)
- Subject matter not relevant: 13% (2016) vs. 9% (2014)
- Do not know enough: 9% (2016) vs. 8% (2014)
- Training more advanced than needed: 6% (2016) vs. 4% (2014)
- Lack of information available: 5% (2016) vs. 5% (2014)

* This added as a pre-code answer in 2016

Base (2016/2014): All England employers who use FE Colleges or HEIs to deliver training (1,736/1,737)

Base (2016/2014): All England employers who have not used FE colleges for external training and were asked why (2,483/2,536)

Base (2016/2014): All England employers who have not used HEIs for external training and were asked why (3,019/2,895)

Note: multiple responses were allowed.
Take-up of vocational qualifications

England: 26%
Of employers had arranged or funded training designed to lead to a recognised vocational qualification in the last 12 months

Base: All England employers (10,015)

West Midlands: 29%
East Midlands: 28%
East of England: 28%
Yorkshire and The Humber: 27%
North West: 27%
South East: 27%
North East: 25%
London: 23%
South West: 23%

Base: All England employers: West Midlands (985), East Midlands (947), East of England (1,043), Yorkshire and The Humber (922), North West (1,122), South East (1,807), North East (395), London (1,540), South West (1,254),

Base: All England employers: Education (572), Health & Social Work (1,066), Public Admin. (209), Financial Services (220), Construction (656), Arts & Other (596), Primary Sector & Utilities (375), Hotels & Restaurants (991), Business Services (1,934), Wholesale & Retail (2,072), Manufacturing (612), Transport & Comms (712),
Business benefits and impacts of vocational qualifications

**Business benefits of vocational qualifications**

- Can be adapted to business needs
  - Agree strongly: 85% (2016), 82% (2014)
  - Agree slightly: 71% (2016), 72% (2014)
  - Neither agree nor disagree: 35% (2016), 36% (2014)
  - Disagree slightly: 10% (2016), 12% (2014)
  - Disagree strongly: 8% (2016), 14% (2014)

- Offers good value for money
  - Agree strongly: 74% (2016), 74% (2014)
  - Agree slightly: 39% (2016), 35% (2014)
  - Neither agree nor disagree: 35% (2016), 14% (2014)
  - Disagree slightly: 14% (2016), 4% (2014)
  - Disagree strongly: 4% (2016), 12% (2014)

**Impact of vocational qualifications**

- Better business performance
  - Agree strongly: 87% (2016), 86% (2014)
  - Agree slightly: 60% (2016), 50% (2014)
  - Neither agree nor disagree: 27% (2016), 28% (2014)
  - Disagree slightly: 9% (2016), 12% (2014)
  - Disagree strongly: 5% (2016), 12% (2014)

- Improved staff retention
  - Agree strongly: 78% (2016), 78% (2014)
  - Agree slightly: 50% (2016), 50% (2014)
  - Neither agree nor disagree: 28% (2016), 28% (2014)
  - Disagree slightly: 12% (2016), 12% (2014)
  - Disagree strongly: 5% (2016), 5% (2014)

Base: All England employers who had arranged/funded training towards vocational qualifications in the previous 12 months (2014/2016): 3,868/3,824

Figures will not add up to 100% as “don’t know” answers are not displayed

Produced by IFF Research
Barriers of training staff to vocational qualifications

- VQs are too complicated for our needs: 21%
- VQs are too much bureaucracy: 20%
- VQs take too long to deliver: 19%
- Relevant VQs are not available to us: 15%
- VQs are not as rigorous as other qualifications: 13%
- Staff don’t want VQs: 33%
- The training we already provide is sufficient: 25%
- The government does not provide grants/funding to cover the costs: 21%
- VQs are too expensive to deliver: 17%
- Cutbacks in our training budget: 34%
- Lack of information/knowledge about VQs: 34%

Base: All England employers who have not arranged training in the last 12 months that has led to a Vocational Qualification (2014/2016): 4,190/4,538

Note: multiple responses were allowed.
External help sought on skills and training

- **19%** sought or received advice
  - Commercial or not for profit training provider 15%
  - College 8%
  - University 3%

- **17%** experienced issues but did not seek advice
  - Professional body 12%
  - Other employers 6%
  - Chamber of Commerce 2%
  - Trade Union 1%

- **64%** did not experience skills-related issues
  - Local Authority 5%
  - Sector Skills Council 6%
  - Gov.uk 5%
  - LEP 3%
  - Consultancy 5%
  - Suppliers <1%

Base: All England employers (10,015)
Employer collaboration on skills and training practices

England: 14%
Of employers have worked with others to develop skills or expertise in the workforce

Base: All England establishments (10,015)

Base: All England establishments: North West (1,122), North East (395), East Midlands (947), East of England (1,043), Yorkshire and The Humber (922), South East (1,807), London (1,540), West Midlands (985), South West (1,254),

46% Education
35% Public Admin.
27% Health & Social Work
14% Arts & Other
13% Business Services
11% Financial Services
11% Primary Sector & Utilities
11% Wholesale & Retail
10% Construction
10% Hotels & Restaurants
10% Manufacturing
10% Transport & Comms

Base: All England establishments: Education (572), Public Admin. (209), Health & Social Work (1,066), Arts & Other (596), Business Services (1,934), Financial Services (220), Primary Sector & Utilities (375), Wholesale & Retail (2,072), Construction (656), Hotels & Restaurants (991), Manufacturing (612), Transport & Comms (712)

Produced by IFF Research
**Employer involvement in designing content of vocational qualifications**

**England: 47%**

Of employers who have arranged or funded external training in the past 12 months that was designed to lead to a Vocational Qualification have had some involvement in the design of its content.

Base: All England employers who have trained staff using vocational qualifications in last 12 months (3,824)

<table>
<thead>
<tr>
<th>Region</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East</td>
<td>53%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>50%</td>
</tr>
<tr>
<td>North West</td>
<td>49%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>49%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>49%</td>
</tr>
<tr>
<td>East of England</td>
<td>47%</td>
</tr>
<tr>
<td>South East</td>
<td>46%</td>
</tr>
<tr>
<td>London</td>
<td>46%</td>
</tr>
<tr>
<td>South West</td>
<td>42%</td>
</tr>
</tbody>
</table>

Base: All England employers who have trained staff using vocational qualifications in last 12 months: North East (156), East Midlands (381), North West (462), Yorkshire and The Humber (360), West Midlands (371), East of England (412), South East (706), London (512), South West (464).

### Sectoral breakdown:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Other</td>
<td>58%</td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>54%</td>
</tr>
<tr>
<td>Public Admin.</td>
<td>53%</td>
</tr>
<tr>
<td>Business Services</td>
<td>52%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>50%</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>49%</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>48%</td>
</tr>
<tr>
<td>Education</td>
<td>44%</td>
</tr>
<tr>
<td>Construction</td>
<td>43%</td>
</tr>
<tr>
<td>Transport &amp; Comms</td>
<td>42%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>37%</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>37%</td>
</tr>
</tbody>
</table>

Base: All England employers who have trained staff using vocational qualifications in last 12 months: Arts & Other (213), Primary Sector & Utilities (142), Public Admin. (121), Business Services (625), Manufacturing (198), Health & Social Work (715), Hotels & Restaurants (324), Education (352), Construction (275), Transport & Comms (216), Financial Services (94), Wholesale & Retail (549).
Employer involvement in designing content of external training

England: 41%
Of employers who have arranged external training in the past 12 months have had some involvement in the design of its content.

Base: All England establishments that provide external training (5,972)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>46%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>44%</td>
</tr>
<tr>
<td>North West</td>
<td>43%</td>
</tr>
<tr>
<td>North East</td>
<td>42%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>42%</td>
</tr>
<tr>
<td>South East</td>
<td>42%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>40%</td>
</tr>
<tr>
<td>East of England</td>
<td>38%</td>
</tr>
<tr>
<td>South West</td>
<td>36%</td>
</tr>
</tbody>
</table>

Base: All England establishments that provide external training: London (866), East Midlands (612), North West (673), North East (238), Yorkshire and The Humber (543), South East (1,108), West Midlands (574), East of England (639), South West (719).

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Admin.</td>
<td>52%</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>50%</td>
</tr>
<tr>
<td>Arts &amp; Other</td>
<td>49%</td>
</tr>
<tr>
<td>Business Services</td>
<td>44%</td>
</tr>
<tr>
<td>Education</td>
<td>43%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>41%</td>
</tr>
<tr>
<td>Transport &amp; Comms</td>
<td>40%</td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>40%</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>38%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>37%</td>
</tr>
<tr>
<td>Construction</td>
<td>34%</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>34%</td>
</tr>
</tbody>
</table>

Base: All England establishments that provide external training: Public admin (165), Health & Social Work (851), Arts & Other (348), Business Services (1,151), Education (515), Manufacturing (394), Transport & Comms (389), Primary Sector & Utilities (244), Hotels & Restaurants (455), Financial Services (125), Construction (421), Wholesale & Retail (914).
Awareness and use of the National Occupational Standards in England

- **Good knowledge**: 4%
- **Aware with some knowledge**: 13%
- **Aware but don't know what they are**: 18%
- **Not heard of NOS**: 65%

England: 35% any awareness of NOS (2014: 39%)

9% of all England employers used NOS… (2014: 9%)

- To develop training plans to meet the establishment’s training needs: 6% (2014: 6%)
- For staff appraisals or performance management: 6% (2014: 6%)
- To develop job descriptions or guide recruitment criteria: 6% (2014: 6%)
- For succession planning or competency frameworks: 5% (2014: 5%)

Base (2016/2014): All England establishments: (10,015/10,032)
Apprenticeships
An overview

**England: 19% of establishments offered apprenticeships**

Base: All England establishments (10,015)

<table>
<thead>
<tr>
<th>Region</th>
<th>Apprenticeships offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East</td>
<td>24%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>24%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>20%</td>
</tr>
<tr>
<td>North West</td>
<td>20%</td>
</tr>
<tr>
<td>East of England</td>
<td>20%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>19%</td>
</tr>
<tr>
<td>South West</td>
<td>19%</td>
</tr>
<tr>
<td>South East</td>
<td>16%</td>
</tr>
<tr>
<td>London</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Base: All England establishments: North East (395), East Midlands (947), West Midlands (985), North West (1,122), East of England (1,043), Yorkshire and The Humber (922), South West (1,254), South East (1,807), London (1,540)**

Base: All England establishments: Education (572), Public Admin. (209), Health & Social Work (1,066), Arts & Other (596), Construction (656), Manufacturing (612), Wholesale & Retail (2,072), Hotels & Restaurants (991), Business Services (1,934), Financial Services (220), Primary Sector & Utilities (375), Transport & Comms (712)
Apprenticeships by region

% of establishments that have/offer apprenticeships

Base for 2016: All England establishments: Total (10,015), East Midlands (947), North East (395), East of England (1,043), North West (1,122), West Midlands (985), South West (1,254), Yorkshire and The Humber (922), South East (1,807), London (1,540)
Apprenticeships by sector

Base for 2016: All England establishments: Total (10,015), Education (572), Public Admin. (209), Health & Social Work (1,066), Arts & Other (596), Construction (656), Manufacturing (612), Wholesale & Retail (2,072), Hotels & Restaurants (991), Business Services (1,934), Financial Services (220), Primary Sector & Utilities (375), Transport & Comms (712)
Base: All England establishments with current apprentices: Public Admin. (71), Health & Social & Work (211), Financial Services (33), Manufacturing (153), Transport & Comms (95), Education (189), Hotels & Restaurants (105), Construction (172), Business Services (302), Arts & Other (118), Wholesale & Retail (261), Primary Sector & Utilities (56).

"*" denotes a base size of <50 employers and should be treated with caution.
Average number of apprentices, by region

Number of establishments with current apprentices

Mean number of apprentices

Base: All England establishments with current apprentices: North West (232), London (170), South East (282), East of England (191), North East (97), West Midlands (183), Yorkshire and The Humber (183), East Midlands (218), South West (210)
Change in apprentice numbers

Base: All England establishments with current apprentices (1,766)

Increase: 7%  7%  7%  7%  5%  7%  9%  6%  9%
Remained about the same: 61%  63%  64%  68%  72%  71%  69%  77%  72%
Decrease: 31%  29%  26%  23%  20%  20%  20%  17%  16%
Don't know: 7%  7%  7%  7%  7%  7%  7%  7%  7%

Base: All England establishments with current apprentices: North West (232), Yorkshire and The Humber (183), South East (282), West Midlands (183), East Midlands (218), East of England (191), North East (97), South West (210), London (170)

Public Admin: 7%  5%  5%  5%  65%  67%  67%  71%  78%
Transport & Comms: 49%  67%  61%  67%  68%  71%  71%  71%  74%
Financial Services: 29%  29%  29%  28%  27%  25%  21%  20%  20%
Manufacturing: 24%  29%  28%  27%  23%  21%  20%  19%  18%
Health & Social Work: 5%  8%  6%  8%  7%  6%  5%  5%  5%
Business Services: 74%  57%  57%  57%  57%  57%  57%  57%  57%
Education: 74%  74%  74%  74%  74%  74%  74%  74%  74%
Primary Sector & Utilities: 74%  74%  74%  74%  74%  74%  74%  74%  74%
Construction: 74%  74%  74%  74%  74%  74%  74%  74%  74%
Hotels & Restaurants: 74%  74%  74%  74%  74%  74%  74%  74%  74%
Arts & Other: 74%  74%  74%  74%  74%  74%  74%  74%  74%
Wholesale & Retail: 74%  74%  74%  74%  74%  74%  74%  74%  74%

"*" denotes a base size of <50 employers and should be treated with caution

Produced by IFF Research
Whether approached by external agencies about offering apprenticeships

- Initiated by the establishment: 53%
- Approached by another individual or organisation: 29%
- A bit of both: 9%
- Don't know: 8%

Base for pie chart: All England establishments that started offering apprenticeships in the last 3 years (993)

- Commercial provider: 29%
- School / Further Education College: 27%
- The apprentice(s): 17%
- Professional body: 7%
- Local authority / government organisation: 3%
- Another employer: 3%
- Recruitment agency: 3%
- Non-profit organisation: 2%

Base for bars: All establishments that were approached by an individual / organisation (468)
### Reasons for offering apprenticeships, amongst employers who have recently started to offer them

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good way to get skilled staff</td>
<td>39%</td>
</tr>
<tr>
<td>Ensure young people continue to enter the company / industry</td>
<td>14%</td>
</tr>
<tr>
<td>Want to upskill current staff</td>
<td>8%</td>
</tr>
<tr>
<td>We could shape our own apprenticeship framework</td>
<td>7%</td>
</tr>
<tr>
<td>To train people from scratch / to our needs</td>
<td>5%</td>
</tr>
<tr>
<td>Demand among existing staff</td>
<td>4%</td>
</tr>
<tr>
<td>To improve general skills/knowledge of new and existing staff</td>
<td>3%</td>
</tr>
<tr>
<td>Improve staff morale / retention</td>
<td>1%</td>
</tr>
<tr>
<td>Good way to give young people a chance</td>
<td>20%</td>
</tr>
<tr>
<td>To help people into work</td>
<td>2%</td>
</tr>
<tr>
<td>To help the community / corporate social responsibility</td>
<td>2%</td>
</tr>
<tr>
<td>Good value for money / cost effective</td>
<td>9%</td>
</tr>
<tr>
<td>Availability of grants</td>
<td>4%</td>
</tr>
<tr>
<td>Anticipating the apprenticeship levy</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

**Acquiring talent** 48%

**Nurturing talent** 25%

**Altruistic** 22%

**Financial** 12%

*Base: All England establishments that started offering apprenticeships in the last three years (993).
Note: multiple responses were allowed.*
## Reasons for not offering apprenticeships

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apprenticeships are not suitable for our size</td>
<td>20%</td>
</tr>
<tr>
<td>Not looking to recruit new staff</td>
<td>19%</td>
</tr>
<tr>
<td>Apprenticeships are not offered for our industry</td>
<td>8%</td>
</tr>
<tr>
<td>Cannot afford to</td>
<td>6%</td>
</tr>
<tr>
<td>Do not have the time to train them</td>
<td>5%</td>
</tr>
<tr>
<td>No need as all staff are fully skilled</td>
<td>13%</td>
</tr>
<tr>
<td>Does not suit our business model</td>
<td>9%</td>
</tr>
<tr>
<td>Prefer to recruit experienced staff</td>
<td>7%</td>
</tr>
<tr>
<td>Prefer other forms of training</td>
<td>3%</td>
</tr>
<tr>
<td>Past apprentices were of a poor standard</td>
<td>3%</td>
</tr>
<tr>
<td>Never have before so not considered it</td>
<td>4%</td>
</tr>
<tr>
<td>No one has enquired about doing one</td>
<td>2%</td>
</tr>
<tr>
<td>Do not know enough about them</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Base:** All England establishments not offering apprenticeships (7,331)

Note: multiple responses allowed.
82% of establishments offering apprenticeships had used an external provider to deliver at least some of the training for their apprentices.

Base: All England establishments who have or offer formal apprenticeships (2,683)

Base: All establishments whose apprentices receive external training (2,252)
## Employer involvement in designing external training

**England: 55%**

Employers whose apprentices receive external training have had involvement in the design of the content.

*Base: All England establishments whose apprentices receive external training (2,252)*

<table>
<thead>
<tr>
<th>Region</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East</td>
<td>69%</td>
</tr>
<tr>
<td>London</td>
<td>61%</td>
</tr>
<tr>
<td>North West</td>
<td>57%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>57%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>57%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>56%</td>
</tr>
<tr>
<td>East of England</td>
<td>53%</td>
</tr>
<tr>
<td>South West</td>
<td>52%</td>
</tr>
<tr>
<td>South East</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Sectoral Involvement

<table>
<thead>
<tr>
<th>Sector</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Other</td>
<td>72%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>70%</td>
</tr>
<tr>
<td>Public Admin.</td>
<td>66%</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>61%</td>
</tr>
<tr>
<td>Transport &amp; Comms</td>
<td>57%</td>
</tr>
<tr>
<td>Business Services</td>
<td>57%</td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>55%</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>51%</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>49%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>46%</td>
</tr>
<tr>
<td>Education</td>
<td>44%</td>
</tr>
<tr>
<td>Construction</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Base: All England establishments whose apprentices receive external training: Arts & Other (136), Manufacturing (166), Public Admin. (67), Health & Social Work (309), Transport & Comms (141), Business Services (346), Primary Sector & Utilities (61), Wholesale & Retail (377), Hotels & Restaurants (215), Financial Services (39), Education (217), Construction (178)*

*"*denotes a base size of <50 employers and should be treated with caution.
Awareness and knowledge of apprenticeships

England: 34% employers not currently offering apprenticeships were aware of apprenticeships and had at least a (self described) good knowledge of what they involve.

Base: All England establishments not offering apprenticeships (7,332)

Base: All England establishments not offering apprenticeships: Construction (432), Education (310), Transport & Comms (556), Business Services (1,517), Manufacturing (410), Arts & Other (436), Hotels & Restaurants (725), Financial Services (177), Health & Social Work (723), Wholesale & Retail (1,614), Public Admin. (126), Primary Sector & Utilities (306)

Base: All England establishments not offering apprenticeships: East Midlands (639), South West (917), West Midlands (710), North West (788), Yorkshire and The Humber (659), East of England (762), South East (1,354), London (1,249), North East (254)

Department for Education

produced by IFF Research
Awareness of specific government-recognised apprenticeship schemes

**Base (2012/2014/2016): All England establishments (10,003 / 10,032 / 10,015)**

- **Apprenticeships for those aged 25 plus**
  - 2016: 26%
  - 2014: 24%
  - 2012: 23%

- **Advanced level Apprenticeships**
  - 2016: 26%
  - 2014: 25%
  - 2012: 23%

- **Intermediate level Apprenticeships**
  - 2016: 22%
  - 2014: 23%
  - 2012: 20%

- **Higher Apprenticeships**
  - 2016: 22%
  - 2014: 21%
  - 2012: 19%

- **Degree Apprenticeships**
  - 2016: 17%
  - 2014: n/a
  - 2012: n/a

*Degree Apprenticeships are listed as ‘n/a’ for 2012 and 2014 as they are a type of apprenticeship introduced in 2015*
Awareness and use of Apprenticeship services

Find an Apprenticeship (previously ‘apprenticeship vacancies online’)

- 2012: 2% aware, 14% used
- 2014: 2% aware, 18% used
- 2016: 6% aware, 47% used

National Apprenticeship Services (NAS)

- 2012: 4% aware, 21% used
- 2014: 4% aware, 26% used
- 2016: 5% aware, 35% used

Apprenticeship Grant for Employers (age 16-24)

- 2012: 2% aware, 25% used
- 2014: 6% aware, 34% used
- 2016: 5% aware, 33% used

Apprenticeship Training Agencies

- 2012: 5% aware, 16% used
- 2014: 6% aware, 20% used
- 2016: 5% aware, 19% used

Group Training Associations

- 2012: 1% aware, 7% used
- 2014: 1% aware, 7% used
- 2016: 1% aware, 6% used

Base (2012/2014/2016): All England establishments (10,003 / 10,032 / 10,015)

Produced by IFF Research
Future demand for apprenticeships

All England establishments  
Base: 10,015

Offers apprenticeships  
19%

Whether plan to offer in future?  
Yes, plan to offer in future  
87%

No  
5%

Don’t know  
8%

Base: 2,683

Does not offer apprenticeships  
81%

Whether plan to offer in future?  
19%

18%

63%

Base: 7,332

31% of all England establishments plan to offer apprenticeships in future
## Future demand for apprenticeships, by region and sector

### By Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Currently Offer</th>
<th>Do not Currently Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>East Midlands</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>North West</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>South East</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>East of England</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>South West</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Yorkshire and The Humber</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>London</td>
<td>15%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### By Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Currently Offer</th>
<th>Do not Currently Offer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>38%</td>
<td>16%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Public Admin.</td>
<td>13%</td>
<td>25%</td>
</tr>
<tr>
<td>Construction</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Health &amp; Social Work</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Arts &amp; Other</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Business Services</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Transport &amp; Comms</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Wholesale &amp; Retail</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Primary Sector &amp; Utilities</td>
<td>15%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: All England establishments: North East (395), East Midlands (947), North West (1,122), West Midlands (985), South East (1,807), East of England (1,043), South West (1,254), Yorkshire and The Humber (922), London (1,540)
Timescales in which employers plan to start offering apprenticeships

- Plan to start offering in some other (or unknown) timescale
- Plan to start offering in next 2-3 years
- Plan to start offering in next 12 months
- Currently offer apprenticeships and plan to continue doing so

*Timescales for offering among Financial Services employers is not shown due to a low base size of fewer than 25 employers who were not currently offering apprenticeships but had plans to do so in future. The timescales shown for Public Admin should be treated with caution due to a base size between 25 and 50 employers (29)*
### Reasons for planning to start offering apprenticeships

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good way to get skilled staff</td>
<td>34%</td>
</tr>
<tr>
<td>To expand the business</td>
<td>21%</td>
</tr>
<tr>
<td>Ensure young people continue to enter the company / industry</td>
<td>19%</td>
</tr>
<tr>
<td>Good way to give young people a chance</td>
<td>19%</td>
</tr>
<tr>
<td>To help people into work</td>
<td>5%</td>
</tr>
<tr>
<td>Want to upskill current staff</td>
<td>5%</td>
</tr>
<tr>
<td>To train people from scratch / to our needs</td>
<td>5%</td>
</tr>
<tr>
<td>We can shape our own apprenticeship framework</td>
<td>3%</td>
</tr>
<tr>
<td>Improve skills/knowledge of new and existing staff</td>
<td>3%</td>
</tr>
<tr>
<td>Demand among existing staff</td>
<td>2%</td>
</tr>
<tr>
<td>Good value for money / cost effective</td>
<td>4%</td>
</tr>
<tr>
<td>Availability of grants</td>
<td>2%</td>
</tr>
<tr>
<td>Anticipating the apprenticeship levy</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Base:** All England establishments that plan to start offering apprenticeships in future (1,528).

*Note: multiple responses were allowed.*
## Expected change in apprentice numbers in next 2 years

### England

- **Increase**: 63%
- **Remained about the same**: 30%
- **Decrease**: 7%
- **Don’t know**: 0%

### Base:
All England establishments with current apprentices with plans to continue offering apprenticeships in future (1,560)

**Note:** Percentages of 5% or less are not shown.

### Yorkshire and The Humber
- **Increase**: 57%
- **Remained about the same**: 37%
- **Decrease**: 34%
- **Don’t know**: 25%

### London
- **Increase**: 58%
- **Remained about the same**: 34%
- **Decrease**: 32%
- **Don’t know**: 24%

### North West
- **Increase**: 59%
- **Remained about the same**: 34%
- **Decrease**: 31%
- **Don’t know**: 19%

### West Midlands
- **Increase**: 62%
- **Remained about the same**: 34%
- **Decrease**: 32%
- **Don’t know**: 24%

### East of England
- **Increase**: 62%
- **Remained about the same**: 34%
- **Decrease**: 31%
- **Don’t know**: 19%

### East Midlands
- **Increase**: 68%
- **Remained about the same**: 31%
- ** Decrease**: 25%
- **Don’t know**: 19%

### South East
- **Increase**: 71%
- **Remained about the same**: 24%
- **Decrease**: 25%
- **Don’t know**: 19%

### North East
- **Increase**: 73%
- **Remained about the same**: 24%
- **Decrease**: 25%
- **Don’t know**: 19%

### South West
- **Increase**: 73%
- **Remained about the same**: 24%
- **Decrease**: 25%
- **Don’t know**: 19%

### England Industries

- **Public Admin. & Health**: 49%
  - **Increase**: 46%
  - **Remained about the same**: 42%
  - **Decrease**: 33%
  - **Don’t know**: 33%

- **Hotels & Restaurants**: 55%
  - **Increase**: 54%*
  - **Remained about the same**: 41%*
  - **Decrease**: 33%
  - **Don’t know**: 33%

- **Financial Services**: 54%
  - **Increase**: 60%
  - **Remained about the same**: 60%
  - **Decrease**: 30%
  - **Don’t know**: 30%

- **Manufacturing**: 60%
  - **Increase**: 65%
  - **Remained about the same**: 64%
  - **Decrease**: 30%
  - **Don’t know**: 30%

- **Arts & Other Professions**: 60%
  - **Increase**: 65%
  - **Remained about the same**: 64%
  - **Decrease**: 30%
  - **Don’t know**: 30%

- **Wholesale & Retail**: 60%
  - **Increase**: 66%
  - **Remained about the same**: 66%
  - **Decrease**: 29%
  - **Don’t know**: 27%

- **Transport & Comms**: 60%
  - **Increase**: 66%
  - **Remained about the same**: 66%
  - **Decrease**: 27%
  - **Don’t know**: 25%

- **Business Services**: 60%
  - **Increase**: 63%
  - **Remained about the same**: 63%
  - **Decrease**: 25%
  - **Don’t know**: 25%

- **Health & Social Work**: 60%
  - **Increase**: 83%*
  - **Remained about the same**: 83%*
  - **Decrease**: 14%*
  - **Don’t know**: 14%*

- **Construction**: 60%
  - **Increase**: 83%*
  - **Remained about the same**: 83%*
  - **Decrease**: 14%*
  - **Don’t know**: 14%*

- **Business Services**: 60%
  - **Increase**: 83%*
  - **Remained about the same**: 83%*
  - **Decrease**: 14%*
  - **Don’t know**: 14%*

- **Education**: 60%
  - **Increase**: 83%*
  - **Remained about the same**: 83%*
  - **Decrease**: 14%*
  - **Don’t know**: 14%*

- **Primary Sector & Utilities**: 60%
  - **Increase**: 83%*
  - **Remained about the same**: 83%*
  - **Decrease**: 14%*
  - **Don’t know**: 14%*

---

*Note: Percentages of 5% or less are not shown.*

**Base:** All England establishments with current apprentices with plans to continue offering apprenticeships in future (1,560)

**Note:** Percentages of 5% or less are not shown.
Conclusions
How establishments support the pipeline of talent into businesses and entry routes into employment

- Despite deep and persistent issues relating to hard-to-fill and skill-shortage vacancies (as reported in ESS 2015), employers use a fairly limited number and range of recruitment channels to bring talent into their business.
  - The majority of employers who recruited someone (80%) used word of mouth / personal recommendations to access the potential labour market.
  - As well as limiting the range of potential applicants that employers have access to, this has the impact of restricting jobseekers’ routes to employment.
- Employers value work experience above qualifications (whether academic or vocational) as a means of gauging the quality and potential of new recruits.
- Developing forms of work experience and work inspiration that genuinely respond to employers’ needs to develop and access experienced new recruits offers potential to improve individuals’ entry to the labour market.
How to increase the provision of apprenticeships

- In light of recent policy initiatives to increase the uptake of apprenticeships (including a target to support 3 million apprenticeship starts by 2020), EPS 2016 presents a positive picture in terms of increases in the proportion of establishments offering apprenticeships and the number of apprentices taken on.

- Among employers that had started offering apprenticeships in the last three years, the most common reasons for having done so related to them being viewed as a means to acquire new talent. Among employers not offering apprenticeships, perceived structural barriers were common (e.g. perceiving apprenticeships to be unsuitable for their size or sector).

  The findings on reasons why employers engage or not engage with apprenticeships may serve as useful tools to inform communications with employers to support increased engagement with apprenticeships.

- Nearly a third (31%) of England establishments were planning to offer apprenticeships in future with most of those with plans to start offering apprenticeships intending to do so in the next three years (i.e. before 2020).

- Potential to increase apprenticeship numbers also exists among establishments already offering them. Almost a third (30%) of these employers expected to increase the number of apprenticeships they offer over the next two years.
How to stimulate employer input into the design, delivery and content of skills initiatives

- New for EPS 2016, the survey provides a measure of the extent of collaboration and employer input into the skills system.

- Just over half (55%) of employers using an external training provider to deliver some of their apprenticeship training reported that they had some involvement in designing or tailoring the training content. This compares with 47% that had arranged training for their staff leading to a vocational qualification (VQ) being involved in designing the training content and 41% of employers that had arranged external training in general for their staff that were involved in designing the training content.

- The higher level of involvement of employers in designing the training content delivered to their apprentices suggests that employers offering apprenticeships were more engaged, or there is greater receptiveness among training providers to receive input from apprenticeship employers, suggesting there may be lessons to be learned from the apprenticeship model.
Regional differences

- Employers in London commonly showed different approaches to recruitment, training development and apprenticeships than other England employers.

- A greater proportion of London employers look for academic qualifications when recruiting compared with other regions. However, employers in London were also more likely to look for relevant work experience among candidates and were more likely to have offered internships over the past year.

- The proportion of employers offering apprenticeships was lowest in London (14%) and highest in the North East and East Midlands (both 24%). The region with the largest increase in the proportion of employers offering apprenticeships was the East Midlands (increasing from 16% in 2014 to 24% in 2016).

- London employers who train were again less likely than average to use further education colleges as a source of training, as they were in 2012 and 2014.

- Employers in the North East were more likely than average to have had at least some involvement with training providers in designing or tailoring the content of vocational qualifications and apprenticeships.
Sector differences

- Work experience appears to be of most importance to employers in the Education sector: 79% look for relevant work experience when recruiting and 78% had offered work placements in the past 12 months.

- Offering apprenticeships was also most common in the Education sector (42% were offering apprenticeships at the time of the survey). The offering of apprenticeships was lowest among employers in Transport and Communications and Primary Sector and Utilities (both 13%).

- Employer involvement in the design of training content for their apprenticeship programmes was highest in the Arts and Other Services sector (72%) followed by Manufacturing (70%), but was lowest among apprenticeship employers in Education and Construction (44% and 42% respectively).

- Employers in ‘non-market services’ sectors (Education, Public Administration, and Health and Social Work) were more likely than other sectors to have used further education colleges as a source of training for their employees. Employers in these sectors were also more likely than other to have used higher education institutions as a source of training.

- ‘Non-market services’ employers were also far more likely to have collaborated with other employers on skills and training practices, compared with all other sectors.