

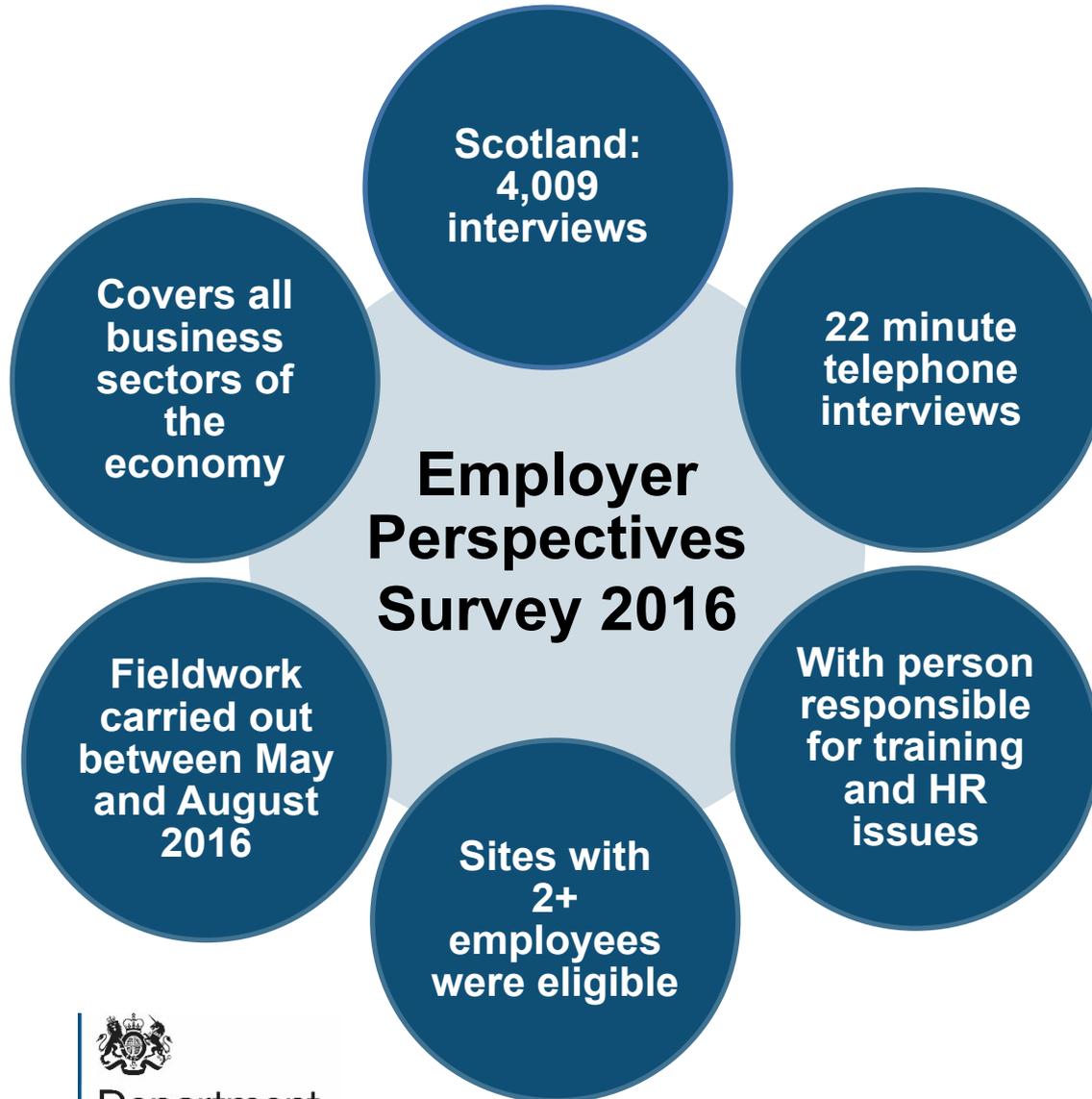
# Employer Perspectives Survey 2016

## Scotland ROA Slide Pack



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# Introduction



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## 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

# Achieved interviews and confidence intervals

	Population	Number of interviews
Scotland	150,876	4,009
<b>By Regional Outcome Area (ROA)</b>		
Aberdeen City and Shire	17,905	502
Ayrshire	9,325	234
Borders	4,426	102
Dumfries and Galloway	6,044	138
Edinburgh and Lothians	19,023	581
Fife	8,318	230
Forth Valley	7,472	183
Glasgow	20,685	527
Highlands and Islands	19,117	580
Lanarkshire	17,071	361
Tayside	12,286	348
West	9,072	205
West Lothian	4,042	100

All the figures presented in this slide pack are subject to a margin of error; 2 percentage points at the overall level and typically between 4 and 8 percentage points across the ROA regions.

Time series analysis to EPS 2014 is not possible due to a change in the regions used: Regional Skills Assessment (RSA) areas in 2014 and ROA in 2016. Whilst there is an element of continuity in these regions, the weighting approach for ROAs taken in 2016 was different to that taken in 2014; hence any attempts to infer changes over time should be treated with caution. Full details of the change in weighting approach is provided in the EPS 2016 technical report.



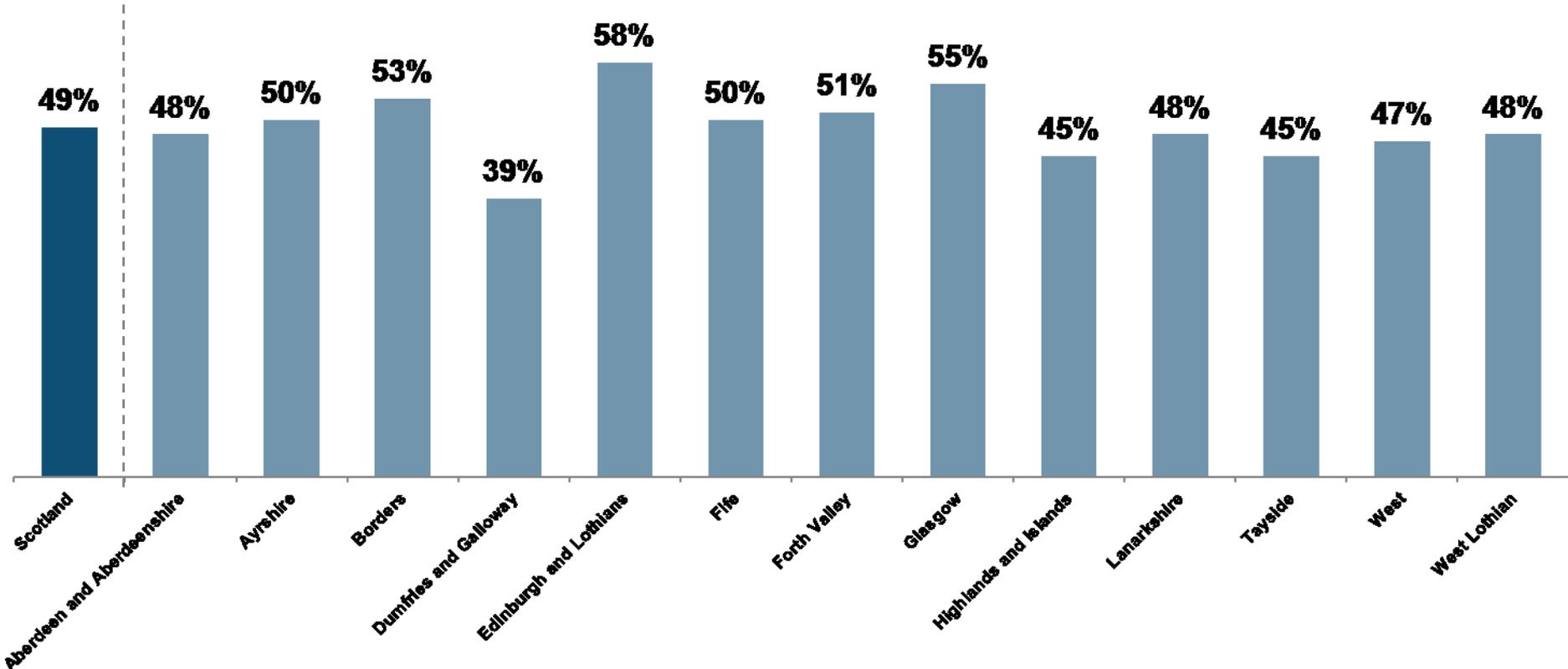
# Entry to work



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# Employers with vacancies in the past 12 months

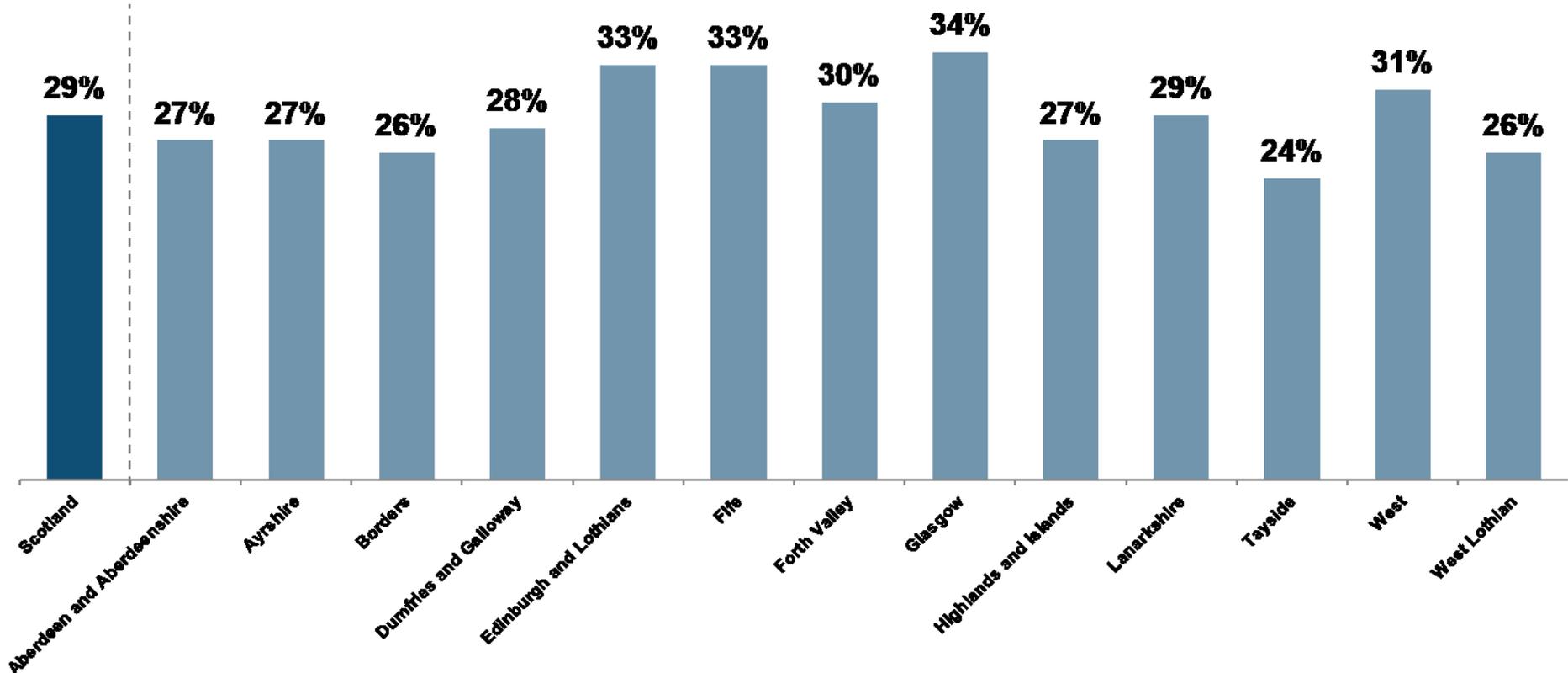
**Scotland: 49%**  
of employers had vacancies  
in the last 12 months



Base: All Scotland establishments: Scotland (4,009), Aberdeen and Aberdeenshire (502), Ayrshire (234), Borders (102), Dumfries and Galloway (138), Edinburgh and Lothians (581), Fife (230), Forth Valley (183), Glasgow (527), Highlands and Islands (580), Lanarkshire (361), Tayside (348), West (205), West Lothian (100)

# Recruitment of young people (aged under 25) over the last 12 months

**Scotland: 29%**  
of establishments recruited  
young people

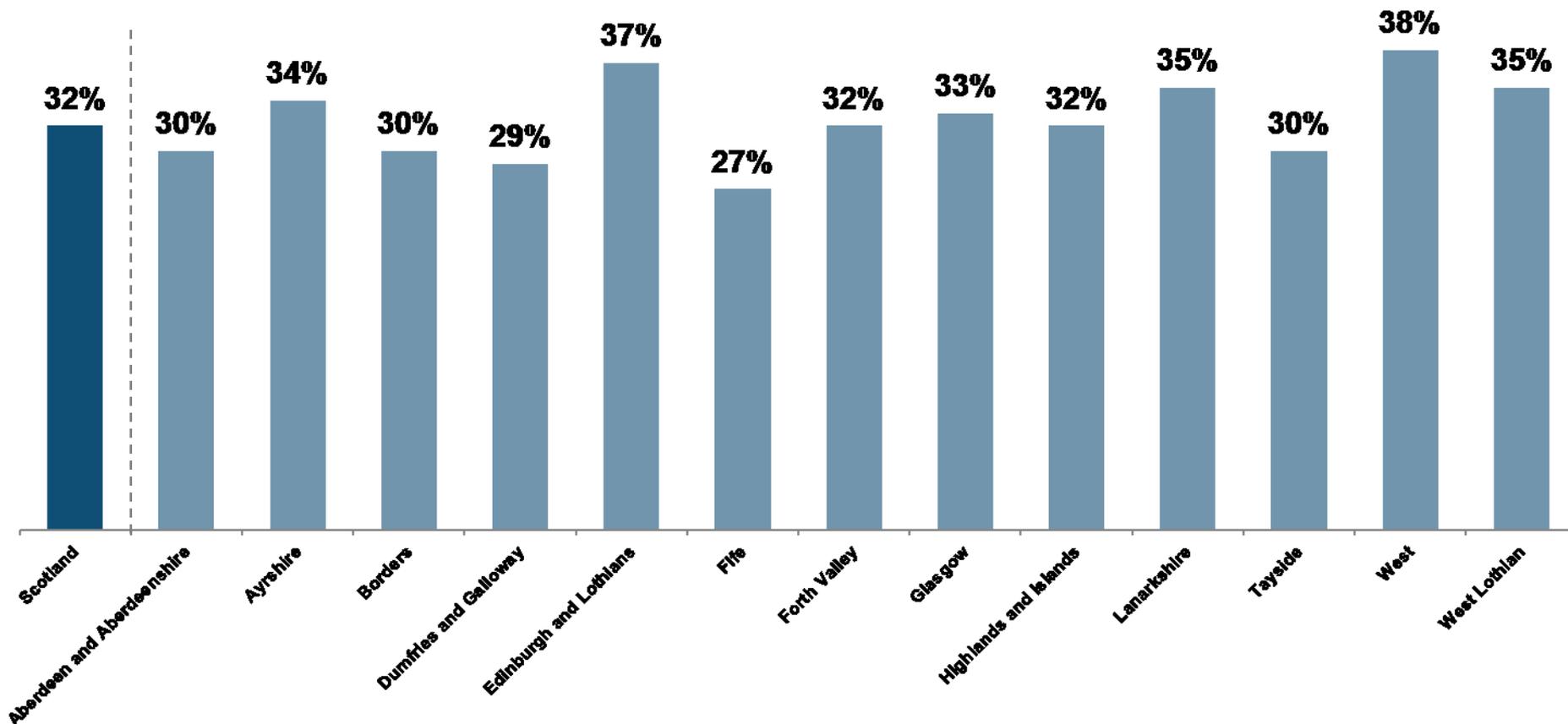


Base: All Scotland establishments: Scotland (4,009), Aberdeen and Aberdeenshire (502), Ayrshire (234), Borders (102), Dumfries and Galloway (138), Edinburgh and Lothians (581), Fife (230), Forth Valley (183), Glasgow (527), Highlands and Islands (580), Lanarkshire (361), Tayside (348), West (205), West Lothian (100)

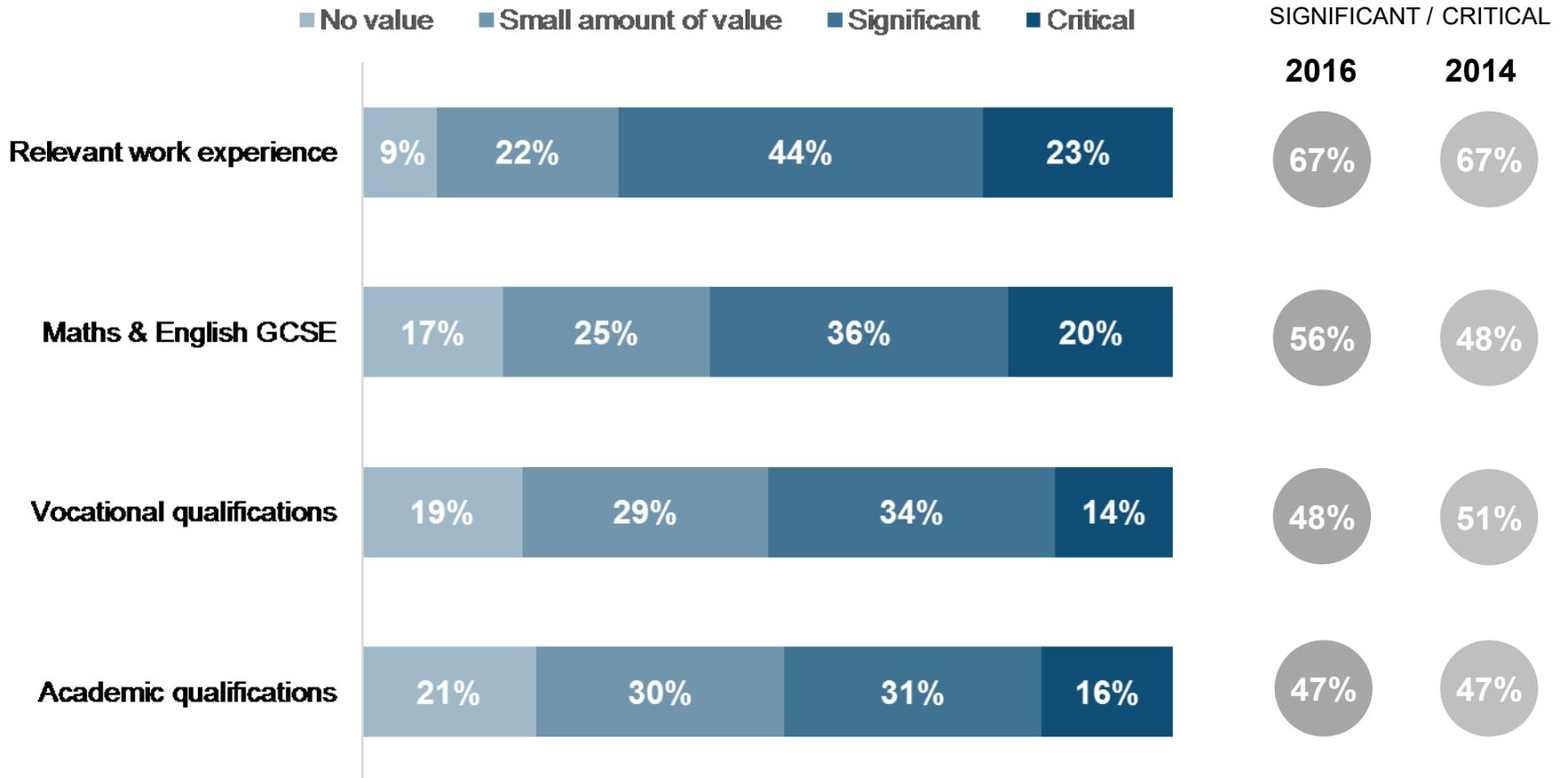
# Recruitment of education leavers over the last 2 to 3 years

**Scotland: 32%**

of establishments recruited education leavers over the last 2 to 3 years



# What employers look for when recruiting



Base: All Scotland employers (2016: 4,009, 2014: 4,015)

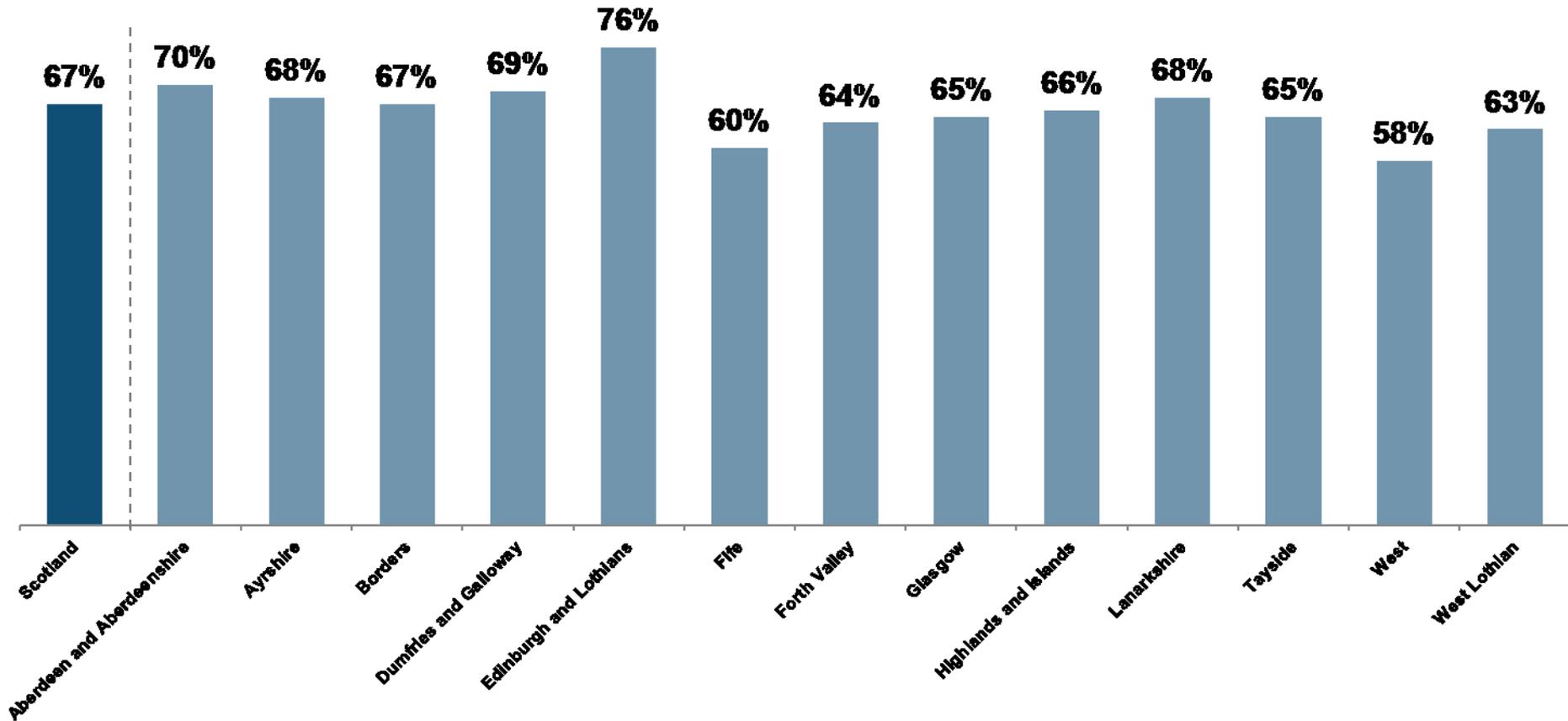


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# What employers look for when recruiting: Relevant work experience

67% of all Scotland establishments deemed relevant work experience to be critical/significant

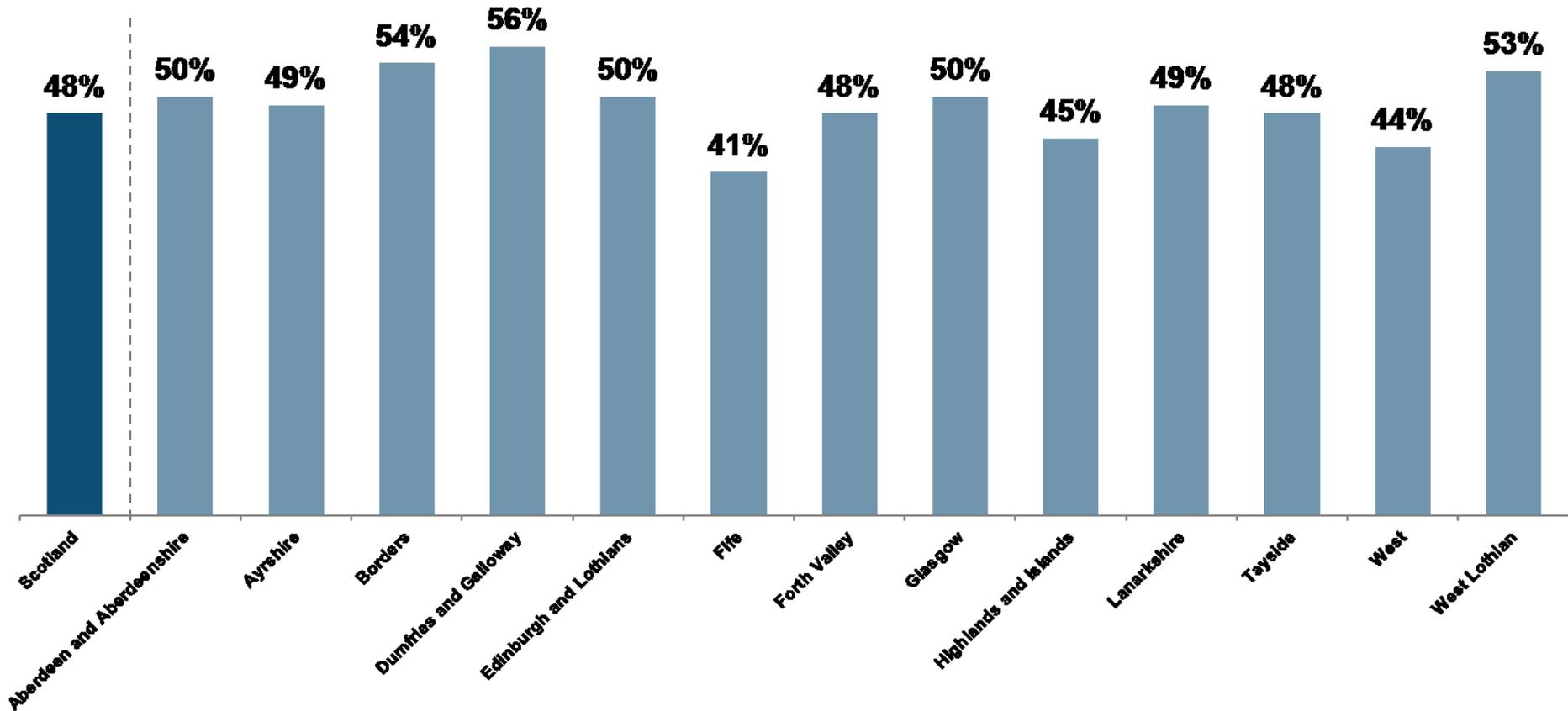
% Critical or significant



# What employers look for when recruiting: Vocational qualifications

48% of all Scotland establishments deemed vocational qualifications to be critical/significant

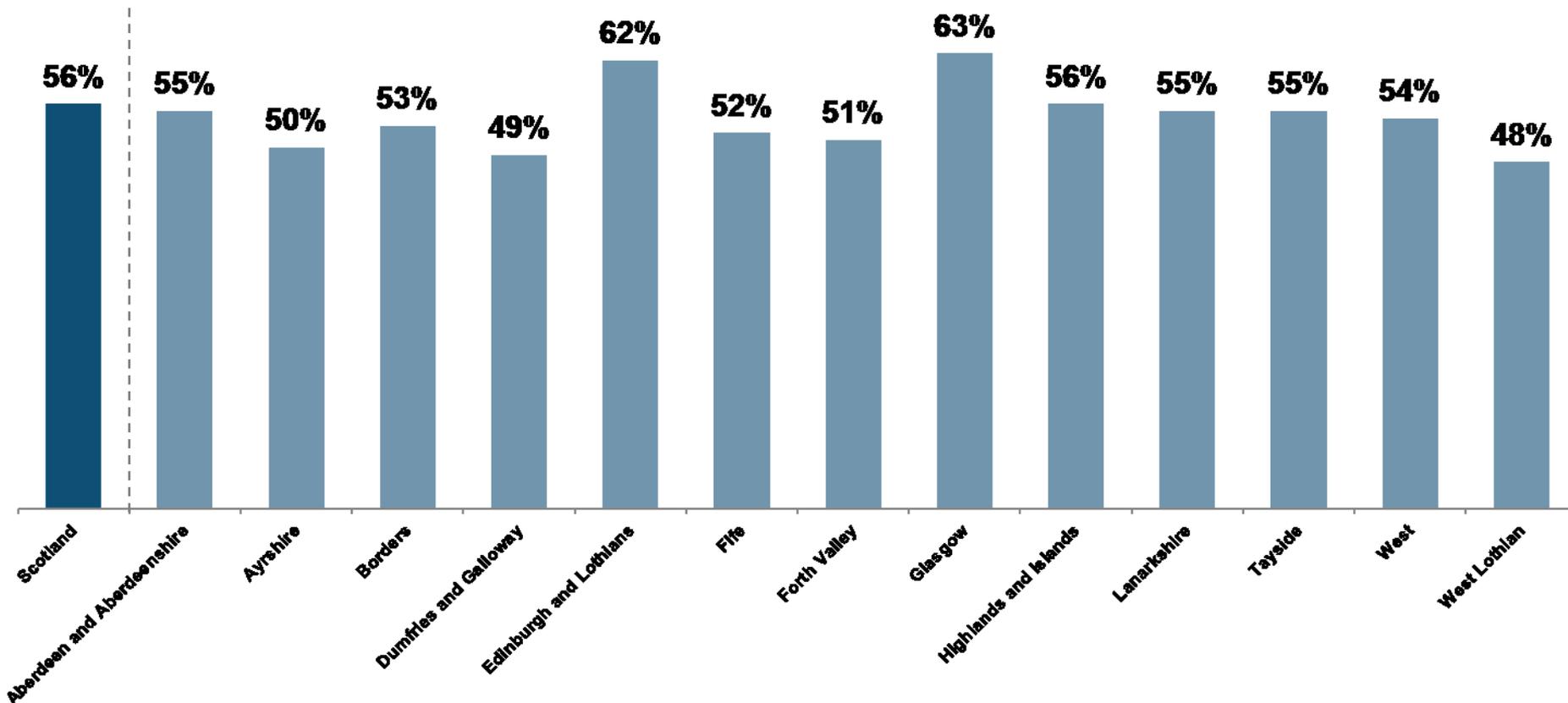
% Critical or significant



# What employers look for when recruiting: Maths & English GCSE

56% of all Scotland establishments deemed Maths & English GCSE to be critical/significant

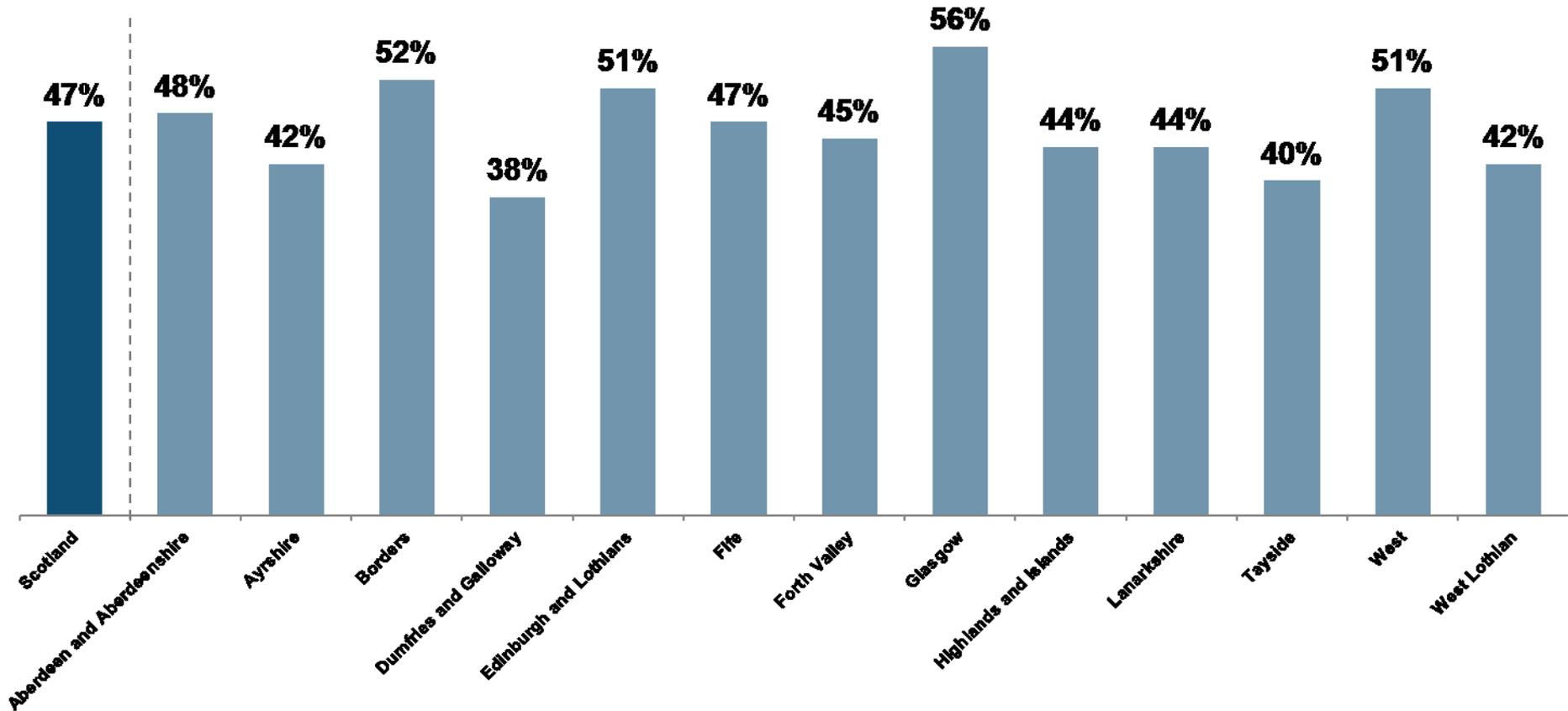
% Critical or significant



# What employers look for when recruiting: Academic qualifications

47% of all Scotland establishments deemed academic qualifications experience to be critical/significant

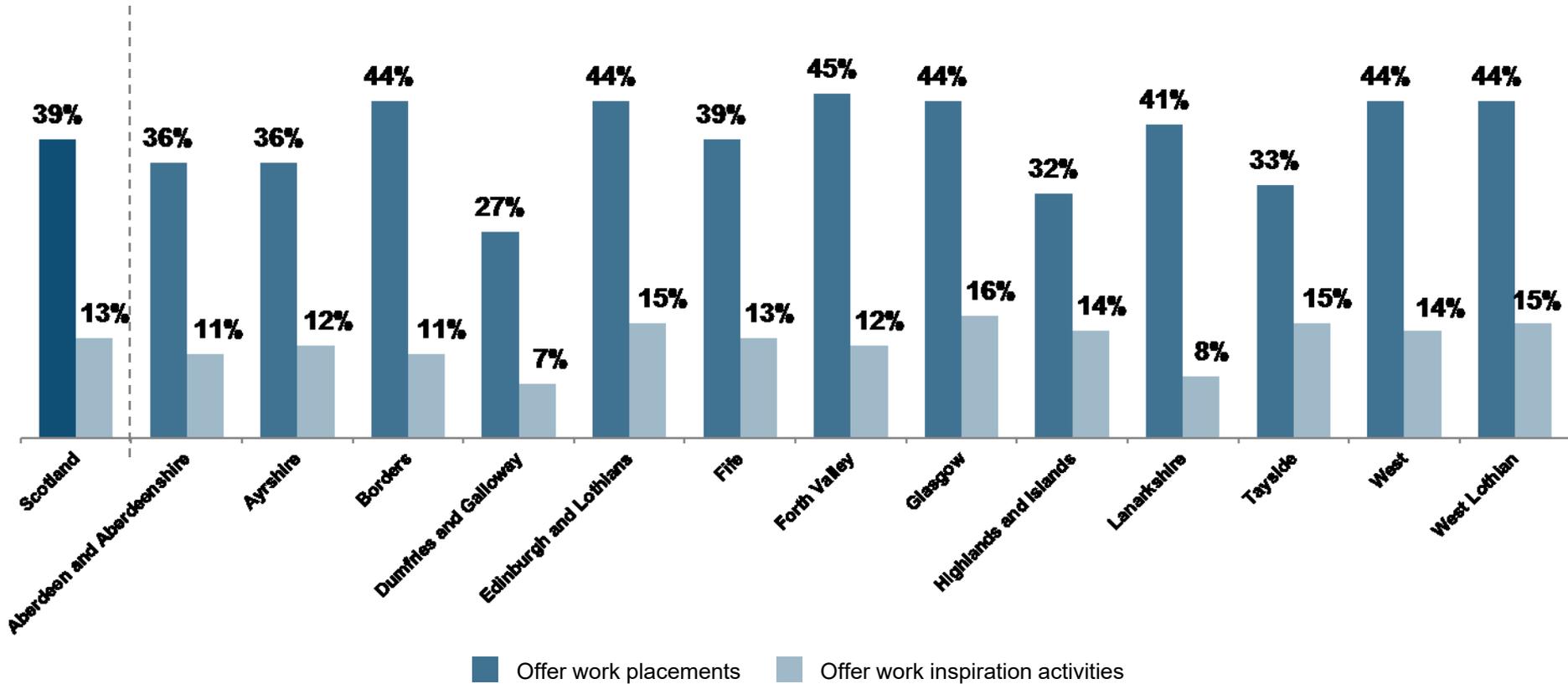
% Critical or significant



# Work placement and work inspiration offering

**Scotland: 39%**  
of establishments had work placements, and  
**13%** offered work inspiration activities

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



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Base: All Scotland establishments: Scotland (4,009), Aberdeen and Aberdeenshire (502), Ayrshire (234), Borders (102), Dumfries and Galloway (138), Edinburgh and Lothians (581), Fife (230), Forth Valley (183), Glasgow (527), Highlands and Islands (580), Lanarkshire (361), Tayside (348), West (205), West Lothian (100)

# Most common work placements offered

<i>Placements for people at...</i>								
<i>Row percentages</i>	<b>Base</b>		<b>School</b>	<b>College</b>	<b>University</b>	<b>Unemployed</b>	<b>Work trials</b>	<b>Internships</b>
Scotland	4,009	%	21	10	13	7	9	7
<b>By ROA</b>								
Aberdeen and Aberdeenshire	502	%	20	7	12	3	8	5
Ayrshire	234	%	16	8	9	10	10	5
Borders	102	%	26	16	7	4	9	4
Dumfries and Galloway	138	%	16	7	9	3	5	2
Edinburgh and Lothians	581	%	21	9	19	6	11	13
Fife	230	%	16	10	11	13	10	8
Forth Valley	183	%	19	10	11	9	19	7
Glasgow	527	%	22	13	19	8	11	11
Highlands and Islands	580	%	19	10	9	5	6	4
Lanarkshire	361	%	25	12	12	8	10	6
Tayside	348	%	18	10	9	6	8	4
West	205	%	28	12	15	13	14	7
West Lothian	100	%	24	14	11	11	3	8



# People development



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# Summary of approach to training in Scotland



**OF ALL EMPLOYERS  
PROVIDE TRAINING FOR  
THEIR STAFF**

**63%** of all  
provide **internal**  
training

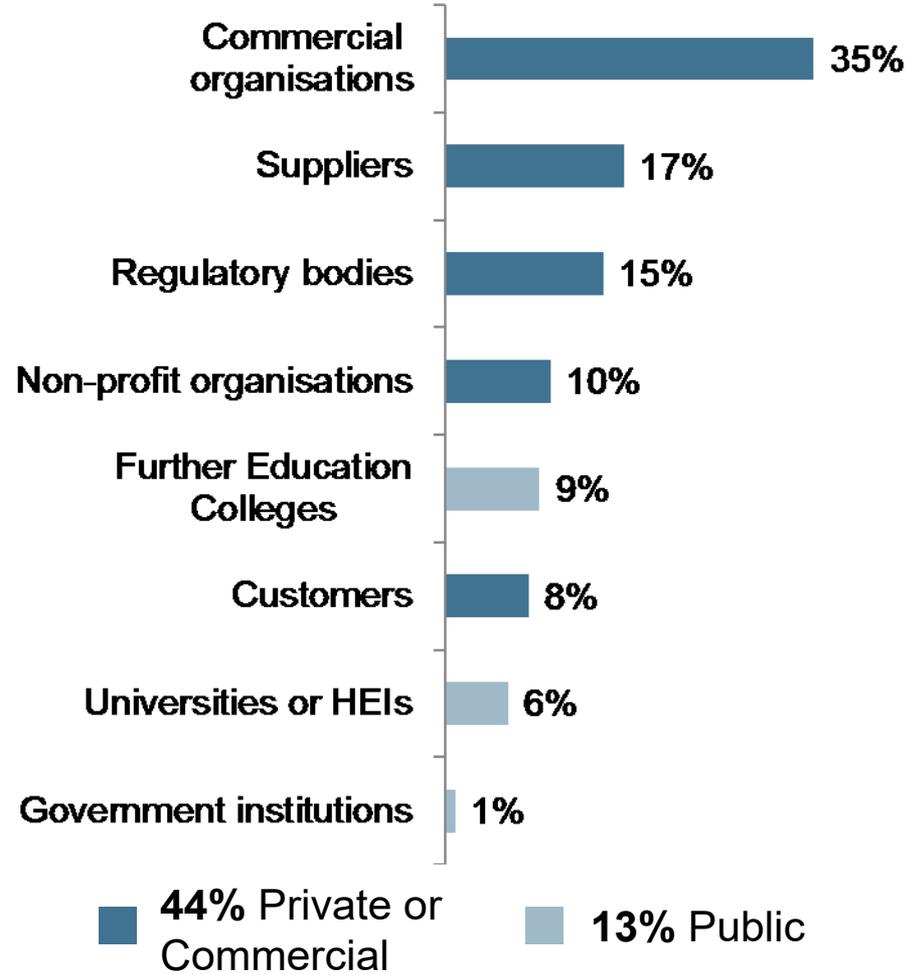
**48%** of all  
provide **external**  
training

**38%** provide both  
internal and external  
training



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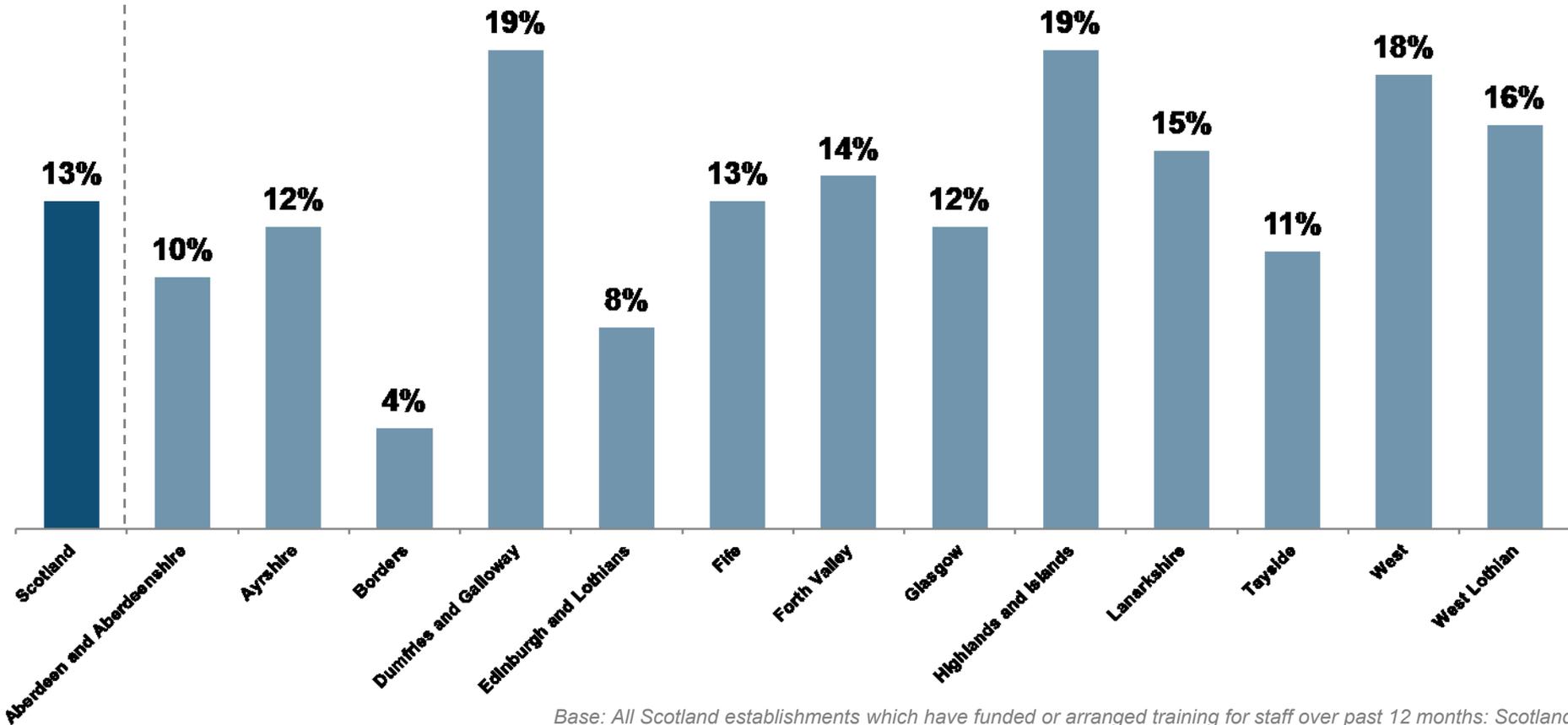
## External providers used, across all establishments



Base: All Scotland establishments (4,009)

# FE Colleges as a source of training

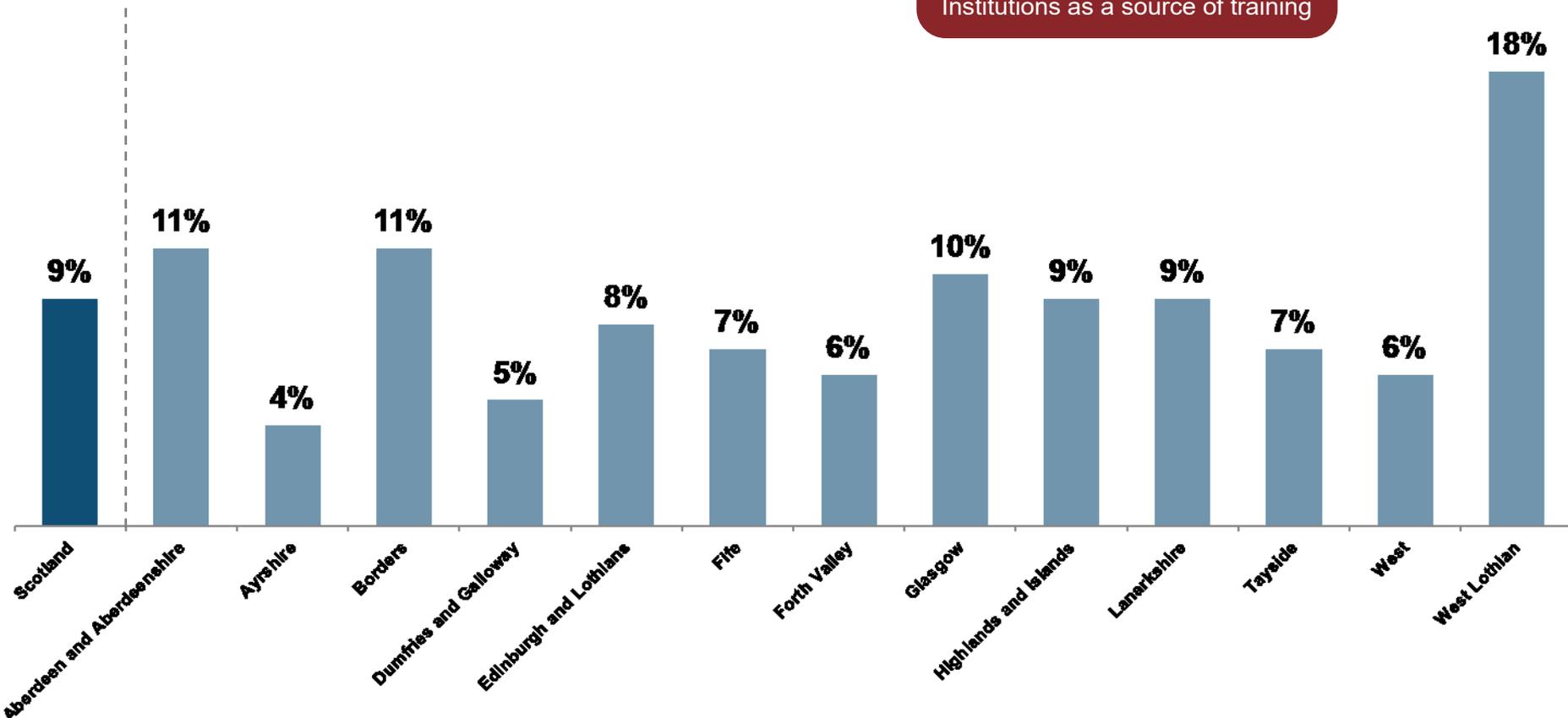
**Scotland: 13%**  
of all establishments which train used  
FE Colleges as a source of training



*Base: All Scotland establishments which have funded or arranged training for staff over past 12 months: Scotland (3,288), Aberdeen and Aberdeenshire (418), Ayrshire (191), Borders (83), Dumfries and Galloway (105), Edinburgh and Lothians (483), Fife (188), Forth Valley (151), Glasgow (456), Highlands and Islands (464), Lanarkshire (299), Tayside (276), West (166), West Lothian (79)*

# High Education Institutions as a source of training

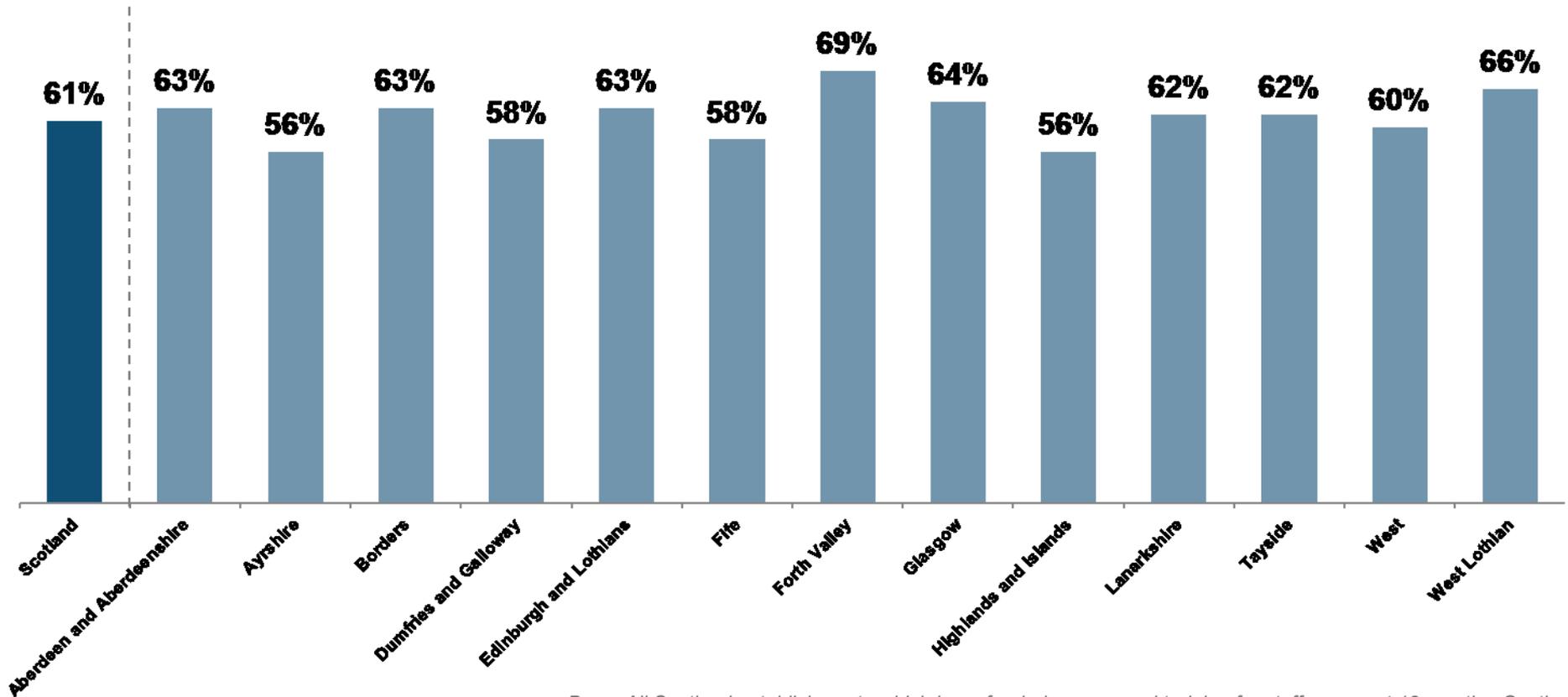
**Scotland: 9%**  
of all establishments which train  
used Higher Education  
Institutions as a source of training



*Base: All Scotland establishments which have funded or arranged training for staff over past 12 months: Scotland (3,288), Aberdeen and Aberdeenshire (418), Ayrshire (191), Borders (83), Dumfries and Galloway (105), Edinburgh and Lothians (483), Fife (188), Forth Valley (151), Glasgow (456), Highlands and Islands (464), Lanarkshire (299), Tayside (276), West (166), West Lothian (79)*

# Commercial organisations as a source of training

**Scotland: 61%**  
of all establishments which train  
used commercial organisations  
as a source of training

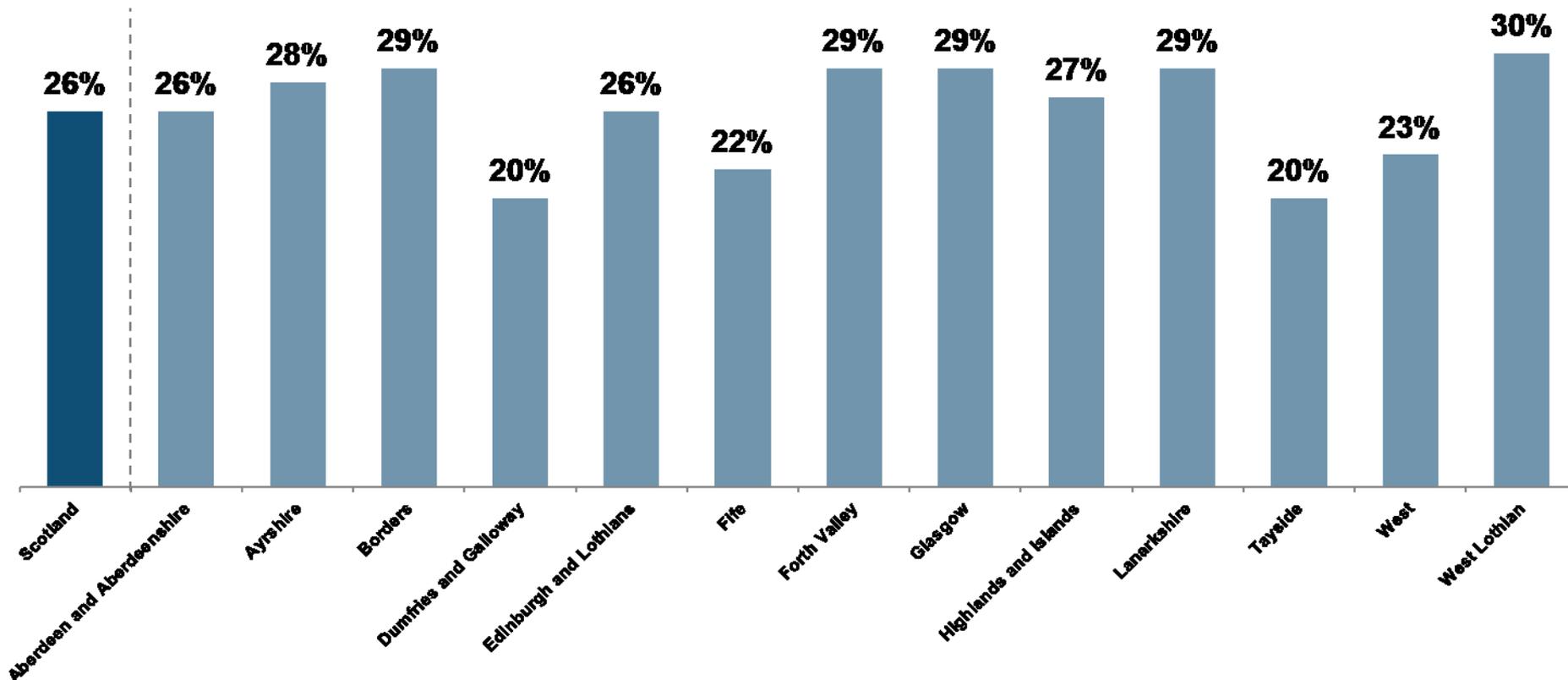


Base: All Scotland establishments which have funded or arranged training for staff over past 12 months: Scotland (3,288), Aberdeen and Aberdeenshire (418), Ayrshire (191), Borders (83), Dumfries and Galloway (105), Edinburgh and Lothians (483), Fife (188), Forth Valley (151), Glasgow (456), Highlands and Islands (464), Lanarkshire (299), Tayside (276), West (166), West Lothian (79)

# Take-up of vocational qualifications

**Scotland: 26%**

of all establishments arranged or funded vocational qualifications



# External help sought on skills and training-related issues in Scotland

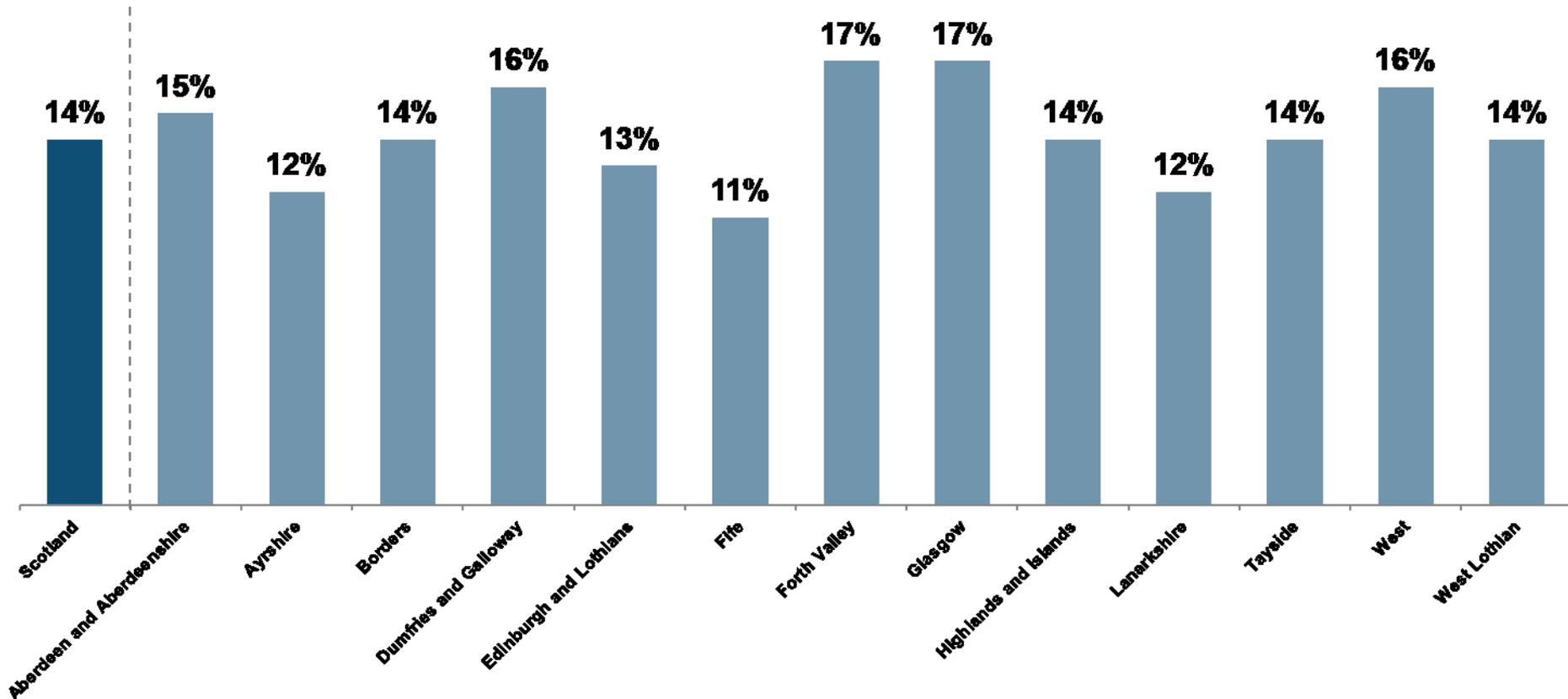
	Base	%	Training Providers	Collectives & Representatives	Public Sector	Other Private	ANY advice sought
Scotland	4,009	%	18	16	15	5	26
<b>By ROA</b>							
Aberdeen and Aberdeenshire	502	%	17	16	14	4	25
Ayrshire	234	%	16	15	14	5	21
Borders	102	%	15	12	8	3	23
Dumfries and Galloway	138	%	21	18	16	2	31
Edinburgh and Lothians	581	%	16	16	13	5	24
Fife	230	%	16	12	16	6	24
Forth Valley	183	%	22	17	12	6	26
Glasgow	527	%	17	14	14	6	24
Highlands and Islands	580	%	20	17	18	6	30
Lanarkshire	361	%	18	17	15	5	29
Tayside	348	%	19	16	16	6	28
West	205	%	12	13	12	3	21
West Lothian	100	%	26	19	15	3	32



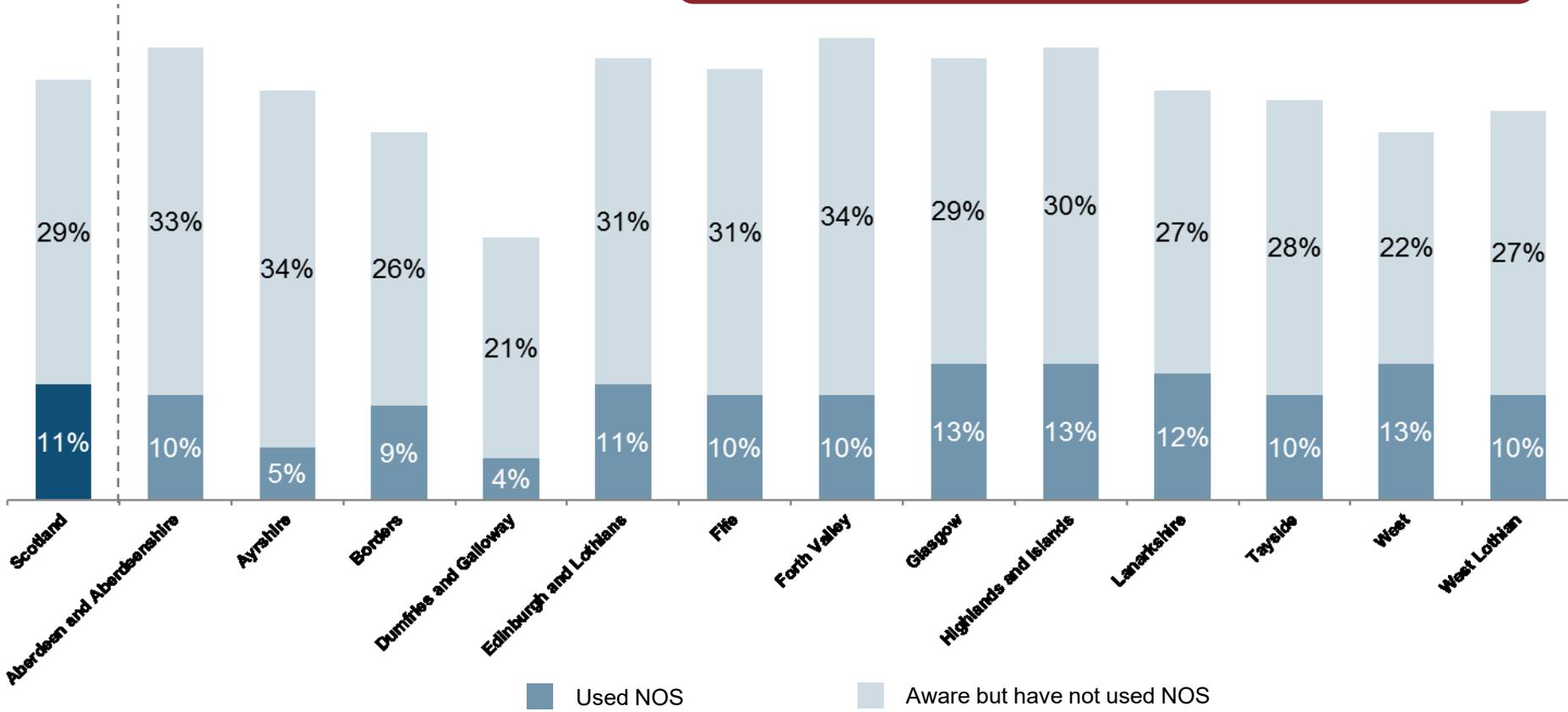
# Employer collaboration on skills and training practices in Scotland

**Scotland: 14%**

of all establishments have collaborated with other employers on



**Scotland: 40%**  
of all establishments were aware of NOS; 11% had used NOS.



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Based on Scotland establishments: Scotland (1,000), Aberdeen and Aberdeenshire (60), Ayrshire (50), Borders (102), Dumfries and Galloway (138), Edinburgh and Lothians (581), Fife (230), Forth Valley (183), Glasgow (527), Highlands and Islands (580), Lanarkshire (361), Tayside (348), West (205), West Lothian (100)

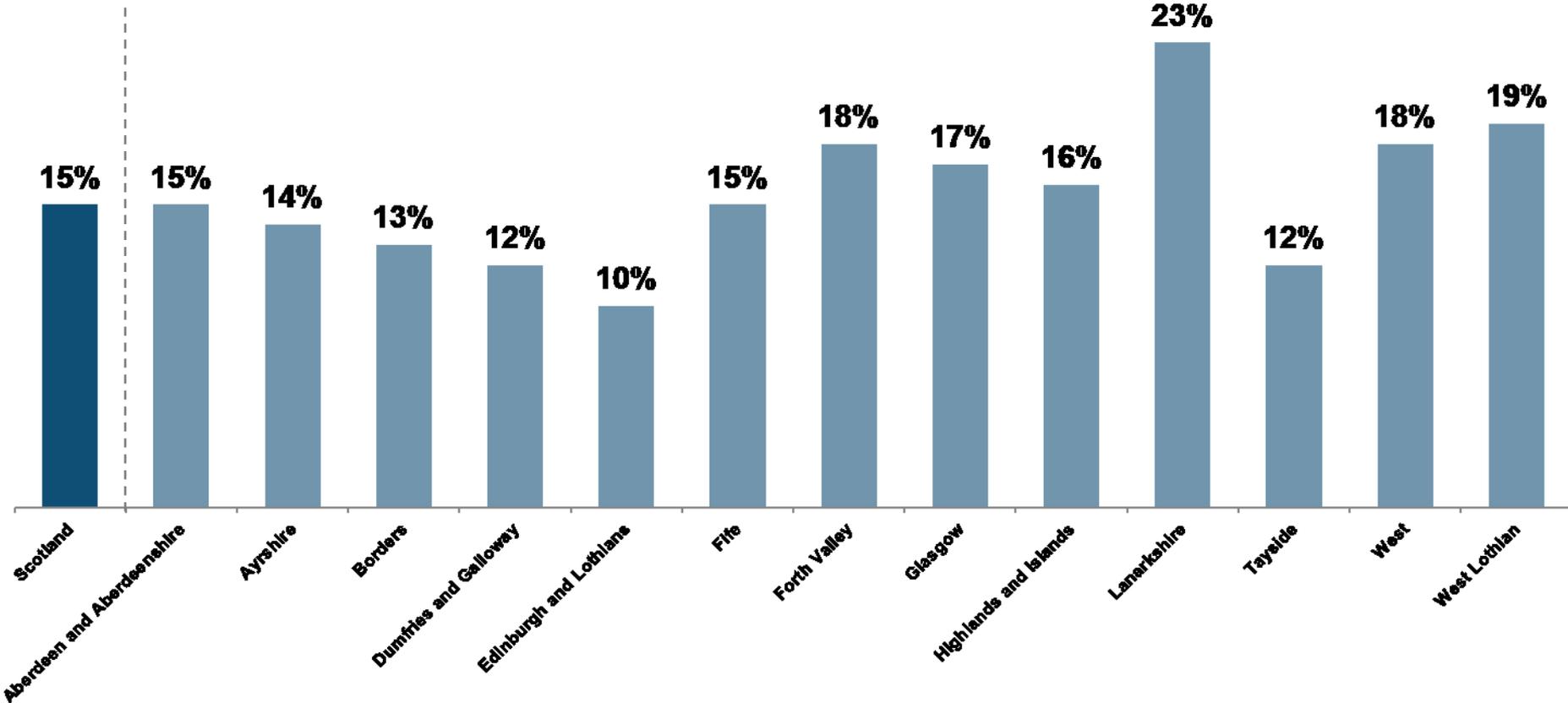
# Apprenticeships



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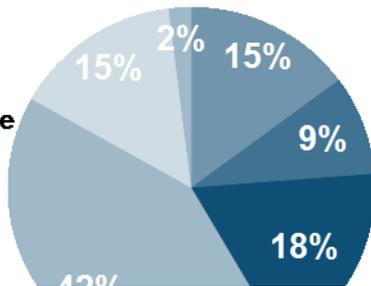
# Take-up of apprenticeships

**Scotland: 15%**  
of all establishments have or offered apprenticeships



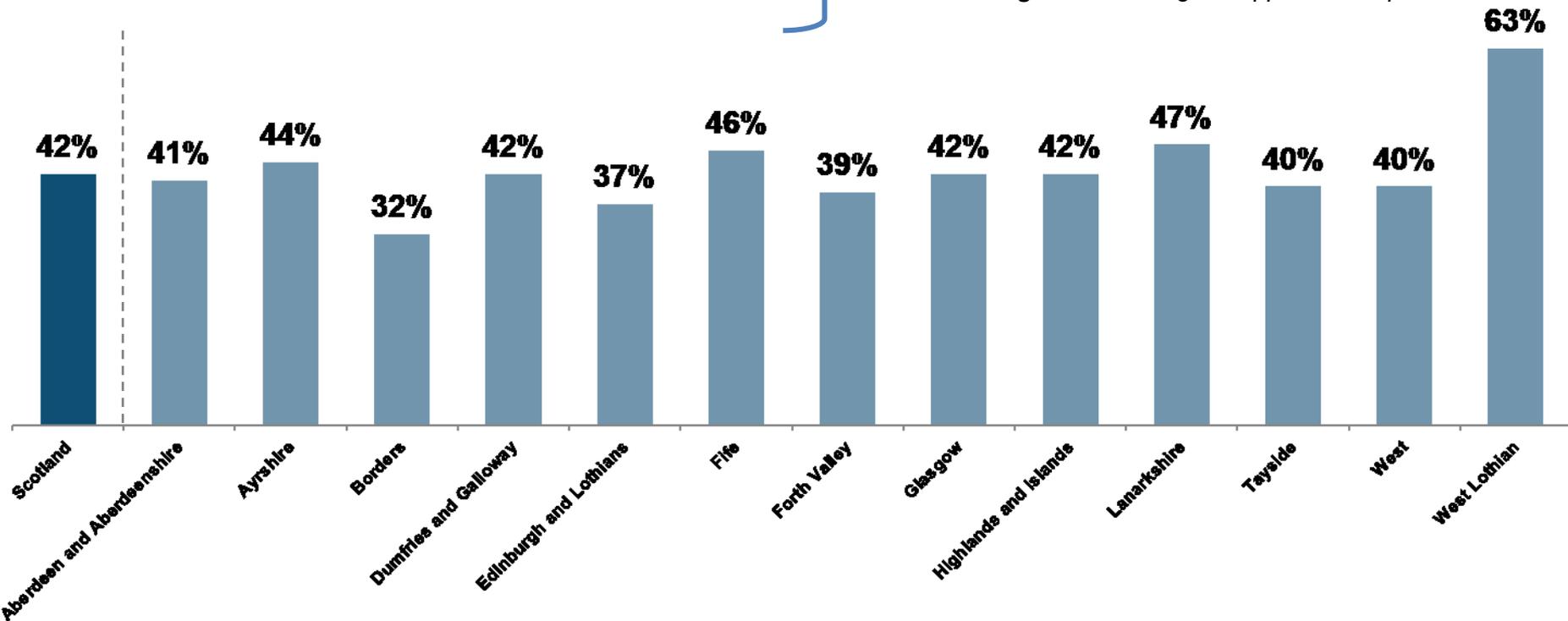
# Awareness and knowledge of apprenticeships

- Have/offer apprenticeships
- Aware and have a very good knowledge
- Aware and have a good knowledge
- Aware and have some knowledge
- Heard the term but no knowledge



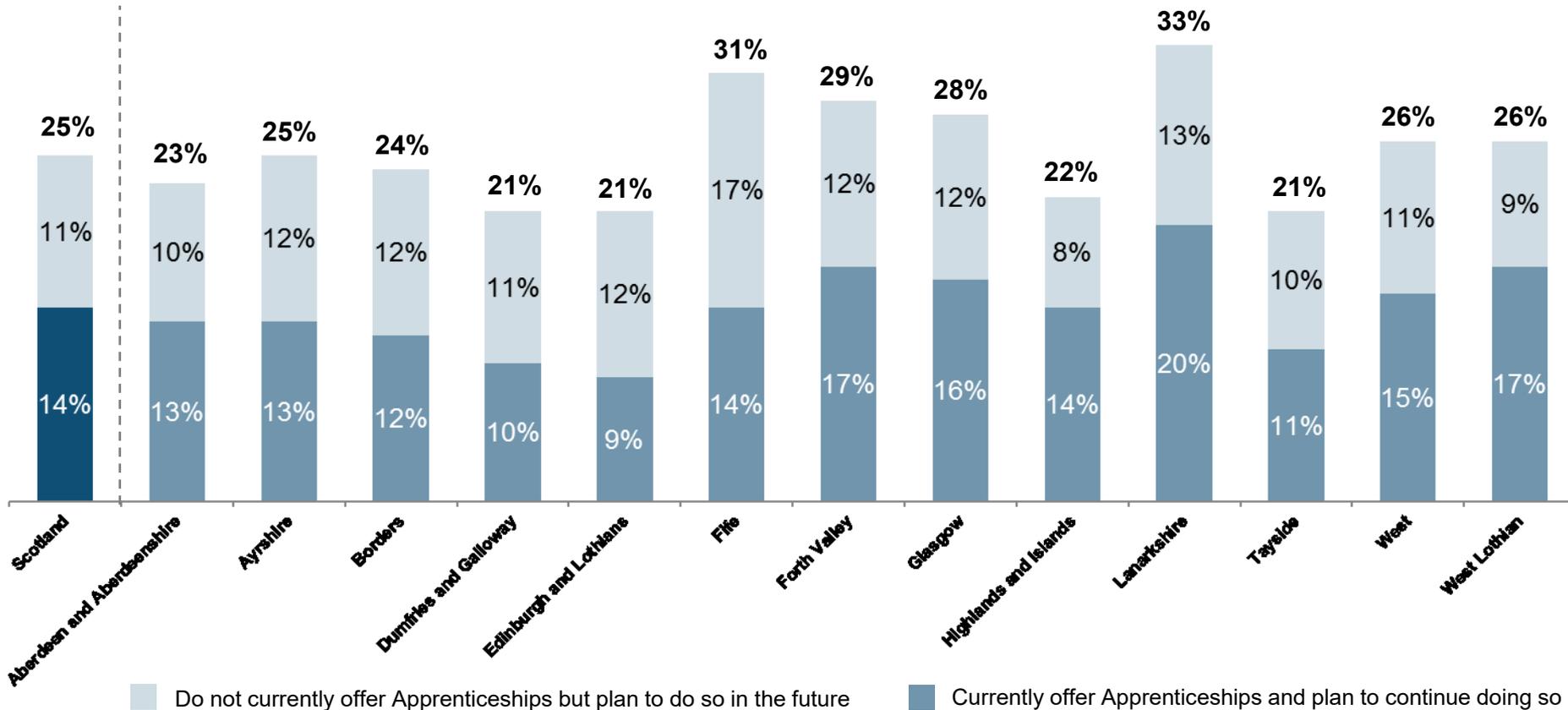
**Scotland: 27%**  
of all establishments have at least a good knowledge of apprenticeships

*Percentages below represent those with at least a good knowledge of apprenticeships*



# Employers planning to offer apprenticeships in the future

**Scotland: 25%**  
of all establishments plan to offer apprenticeships in the future



Base: All Scotland establishments: Scotland (4,009), Aberdeen and Aberdeenshire (502), Ayrshire (234), Borders (102), Dumfries and Galloway (138), Edinburgh and Lothians (581), Fife (230), Forth Valley (183), Glasgow (527), Highlands and Islands (580), Lanarkshire (361), Tayside (348), West (205), West Lothian (100)



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# Conclusions



# Conclusions: Recruitment of young people and work experience

- Just under half of all Scotland establishments (49%) had at least one vacancy in the last 12 months. Around a third of all Scotland establishments (29%) had recruited a young person aged 16-24 over the past 12 months, and a similar proportion had recruited an education leaver over the past 2-3 years (32%). Employers in the Glasgow Regional Outcome Area (ROA) were the most likely to have recruited a young person (34%), while those in the West ROA and those in Edinburgh and Lothian were most likely to have taken on an education leaver (38% and 37%, respectively).
- Employers in Scotland most value relevant work experience when recruiting: 67% reported this to be a critical or significant factor when assessing candidates, compared with 56% for having Maths and English GCSEs; 48% vocational qualifications and 47% academic qualifications.
- Employers in Edinburgh and Lothian most valued relevant work experience (76%), whereas only 58% of employers in the West ROA considered this to be critical/significant when recruiting.
- Whilst most employers in Scotland value relevant work experience when recruiting, there was a level of disconnect between this and their propensity to offer work experience. 67% of all Scotland employers deem relevant work experience to be a critical/significant consideration when recruiting, yet only 39% offered work placements in the past 12 months.
- This disconnect was most noticeable in Dumfries and Galloway where 69% of employers place a high level of emphasis on candidate having relevant work experience, yet only 27% offered work experience in the past 12 months.



# Conclusions: Training, people development and apprenticeships

- Among establishments that had provided training for their staff over the past 12 months, those based in Forth Valley were the most likely to have used commercial organisations as a source of external training (69% compared with 61% of all Scotland establishments). The use of FE colleges as a source of training was less common – 13% of Scotland employers that train had used FE colleges to provide some of their training – with variation by region. Employers in Highland and Islands were most likely than average to have used FE colleges to provide at least some of their training (19%), whereas employers in the Borders region were least likely to have used FE colleges (4%).
- Almost one-in-six establishments in Scotland (15%) were offering apprenticeships at the time of the survey. There was significant variation in the offering of apprenticeships by ROA with employers in Lanarkshire the most likely to offer apprenticeships (23%) compared with those in Edinburgh and Lothians (10%).
- There is scope for the level of engagement with apprenticeships to increase in future. Across all Scotland employers, 25% plan to offer apprenticeships in future. This potential to increase the number of employers engaged with apprenticeships is evident across the ROA regions. However, it is in Fife where the greatest proportion of employers not currently offering apprenticeships plan to start offering them in future, taking the current level of 15% of employers in Fife offering apprenticeships to a potential level of 31% offering them in future.

