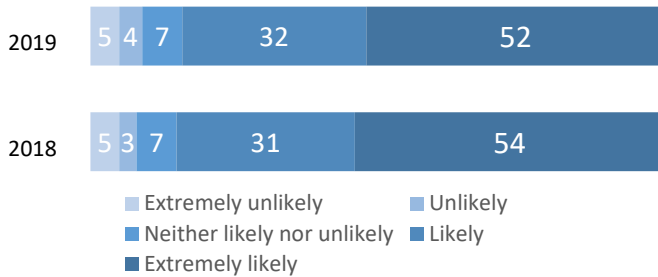




## Majority of employers were likely to recommend their training provider

% OF EMPLOYERS WHO WERE LIKELY OR UNLIKELY TO RECOMMEND THEIR TRAINING PROVIDER



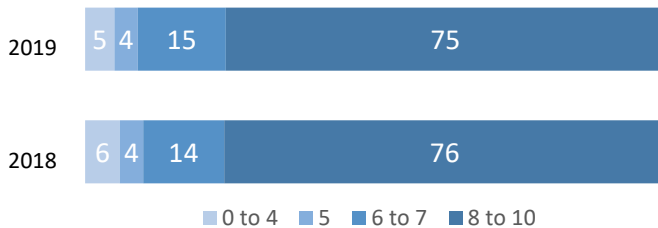
More than eight in ten (84%) employers were either 'likely' or 'extremely likely' to recommend their training provider to another employer seeking similar training.

The proportion of employers who were likely or 'extremely likely' to recommend their training provider have declined by one percentage point since the previous year's survey.

Number of respondents 2019 = 53,488  
Number of respondents 2018 = 54,648

## Nine in ten employers were satisfied with overall quality of training

% OF EMPLOYERS WHO WERE SATISFIED OR DISSATISFIED WITH THE QUALITY OF TRAINING AND PROVIDER



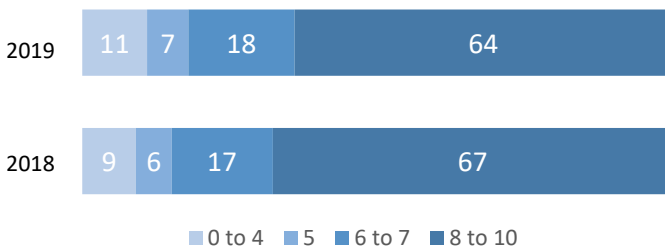
Employer satisfaction with the overall quality of training remained high, with nine in ten employers giving a score of at least 6 out of 10.

There is no change in the proportion of employers who were satisfied compared to last year.<sup>1</sup>

Number of respondents 2019 = 53,488  
Number of respondents 2018 = 54,648

## Eight in ten employers were satisfied with their ability to influence the training but fewer were highly satisfied compared to last year's survey

% OF EMPLOYERS WHO WERE SATISFIED OR DISSATISFIED WITH THEIR ABILITY TO INFLUENCE



The majority of employers were satisfied with their ability to influence the structure, content, delivery and duration of training, giving a score of at least 6 out of 10.

Ratings on this aspect of training remain lower than for others scores. The proportion of satisfied employers declined by two percentage points compared to last year.

Number of respondents 2019 = 53,488  
Number of respondents 2018 = 54,648

<sup>1</sup> The confidence intervals for both the 2018 and 2019 survey is ± 0.4 percentage point. A change of 0.6 percentage points or higher, between the 2018 and 2019 survey, is statistically significant.

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## About this release

This publication provides the main findings of the FE Choices Employer Satisfaction Survey 2019. This survey measures employers' satisfaction with training funded by the Department for Education (DfE). The survey applied to most general further education colleges, tertiary colleges, specialist colleges, local authorities and most independent learning providers that deliver publicly-funded training.

The survey used a multi-mode approach: postal, online and telephone. A total of 53,488 employer workplace locations took part in the survey, from an eligible population of 220,973 employers across 1,183 colleges and other training providers. Fieldwork took place during March to July 2019.

Only differences which are statistically significant are reported in this release. The sample size is large so many small differences are statistically significant.

The survey was funded by the Department for Education, and carried out by Ipsos MORI and RCU Limited. The main aim of the survey is to provide comparative satisfaction data that employers and learners would use to inform their choice of college or training provider.

## Feedback

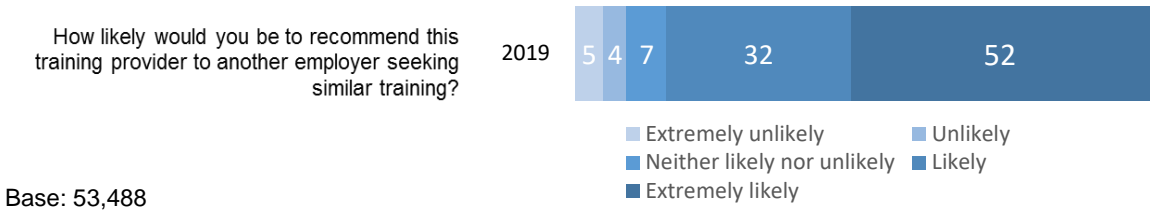
We are constantly monitoring and evaluating our release, and how our releases look. We would welcome feedback on any aspect of this document at [Andy.Cooke@education.gov.uk](mailto:Andy.Cooke@education.gov.uk).

# 1. Recommendation and overall satisfaction

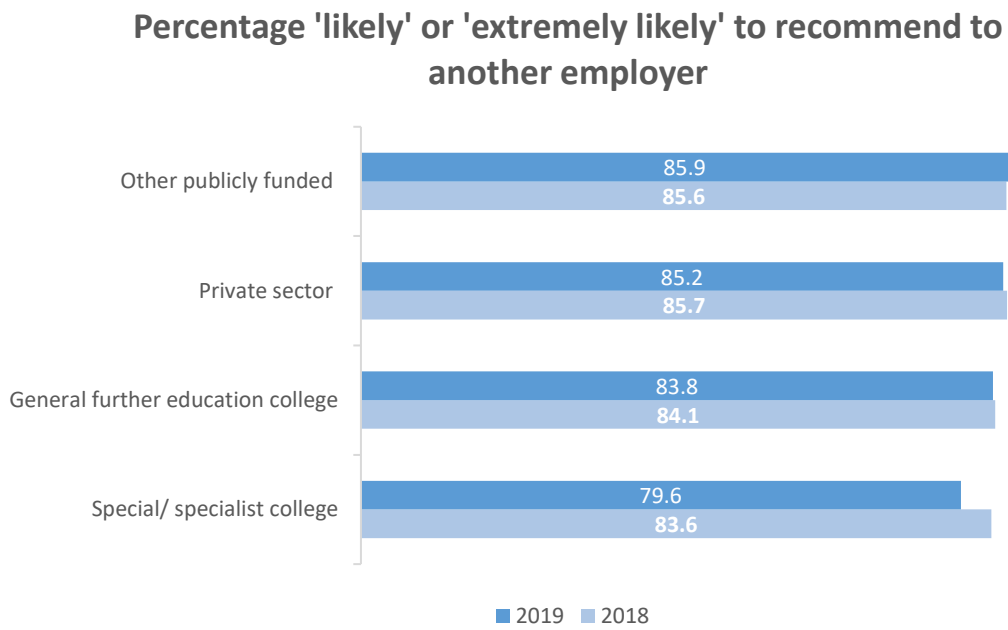
Levels of advocacy have remained high, with the large majority of employers likely to recommend their training provider to another employer. Correspondingly, ratings for overall quality of the training and training providers have also remained very high.

Over eight in ten (84%) employers were either 'likely' or 'extremely likely' to recommend their training provider to another employer seeking similar training. Employers who used specialist colleges continued to be slightly less satisfied than employers using other types of providers.

**Figure 1: Percentage for likelihood to recommend the training provider**



**Figure 2: Likelihood to recommend the training provider by type of provider used (figures to 1dp)**



Bases: 53,488 for 2019 and 54,648 for 2018. Responses for 2019 include: 3,193 other publicly funded providers, 27,083 private sector providers, 22,148 General Further Education colleges and 1,064 Specialist colleges.

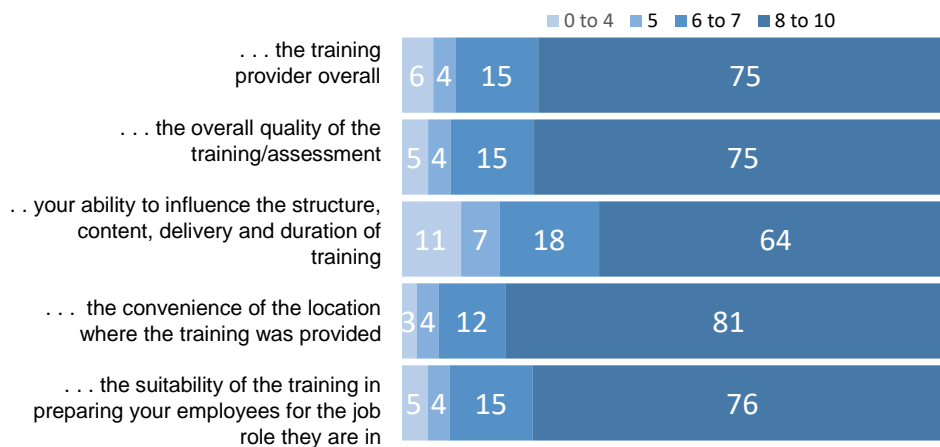
Employer satisfaction with the overall quality of the training and with their training provider remained high and similar to last year (nine in ten employers gave a rating between 6-10 for both measures). The proportion of employers awarding the top score of between 8-10 fell by one percentage point.

The majority of employers were satisfied with their ability to influence the training they receive, though ratings on this aspect remained lower than others measured in the survey. Ratings between 6-10 have decreased by two percentage points.

Again, this year's employers were the most positive about the convenience of the location of where the training was provided, with eight in ten (81%) giving a high rating of between 8-10. Three quarters (76%) were also highly satisfied with the relevance of the training in preparing employees for their job roles (awarding a score of between 8-10).

**Figure 3: Percentage of overall satisfaction across a range of aspects**

How satisfied or dissatisfied were you with . . .



Bases: 54,488 (Where figures do not sum to 100% this is due to rounding)

Employers who used private training providers were slightly more positive than those who had used other providers, and this was evident across all aspects of training. In contrast, employers who had used specialist colleges were generally least satisfied. However, these minor differences should not detract from the key finding which is that employers were generally satisfied with their training provider.

**Figure 4: Overall satisfaction by type of provider used (% of employers giving a score of 6-10)**

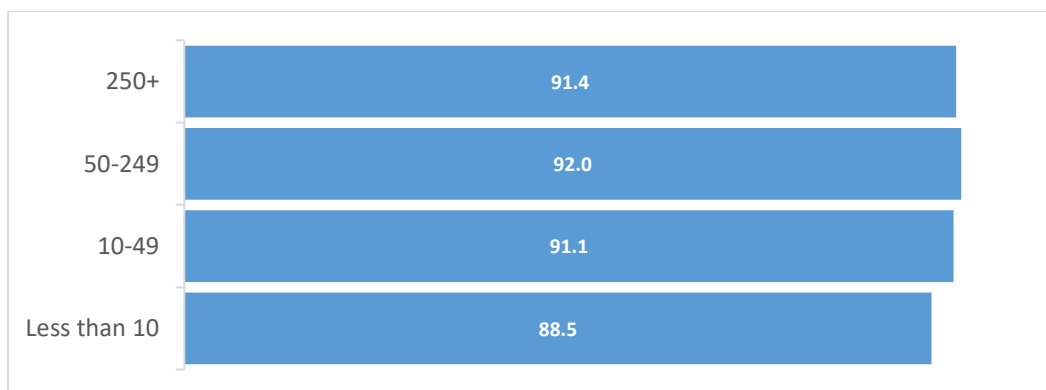
Type of training provider	General Further Education college		Other publicly funded		Private sector		Specialist college	
	2018	2019	2018	2019	2018	2019	2018	2019
<b>Percentage - satisfied with the training provider overall</b>	89.8	<b>88.3</b>	91.0	<b>89.2</b>	92.2	<b>90.9</b>	88.7	<b>84.0</b>
<b>Percentage - satisfied with the overall quality of the training/assessment</b>	81.2	<b>89.1</b>	91.1	<b>90.9</b>	93.0	<b>92.0</b>	88.9	<b>84.8</b>
<b>Percentage - satisfied with their ability to influence structure, content, delivery and duration of training</b>	93.2	<b>80.4</b>	80.4	<b>74.4</b>	87.5	<b>85.3</b>	80.0	<b>72.9</b>
<b>Percentage - satisfied with the convenience of location where the training was provided</b>	90.1	<b>93.2</b>	91.8	<b>89.5</b>	94.8	<b>93.6</b>	88.8	<b>86.2</b>
<b>Percentage of - satisfied with suitability of training in preparing employees for the job role they are in</b>	89.0	<b>89.6</b>	91.5	<b>90.7</b>	93.4	<b>92.8</b>	90.5	<b>85.1</b>

Bases: 54,648 for 2018 and 54,488 for 2019

### Differences by organisation size, age of apprentices and Sector Subject Area

There were some very minor differences in rating for quality of training by organisation size and apprenticeship Sector Subject Areas. Small organisations with less than 10 employees were less satisfied than larger ones. This pattern was also observed in previous years of the survey.

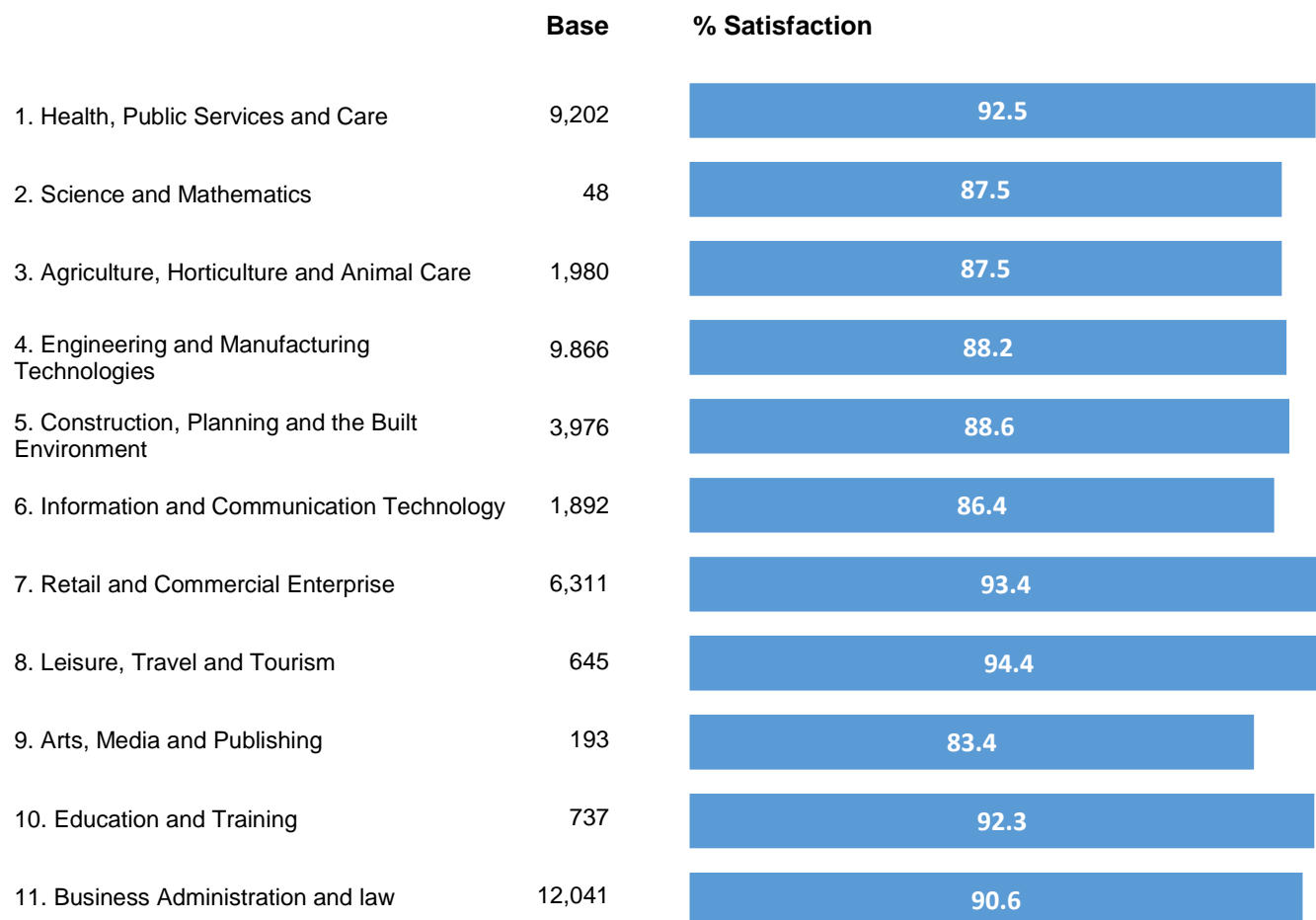
**Figure 5: Satisfaction with quality of training by size of organisation (% employers rating 6-10)**



Base: 53,488

Employers who delivered apprenticeships in Leisure, Travel and Tourism were most satisfied with the quality of the training, followed by those whose with apprentices in Retail and Commercial Enterprise and Health, Public Services and Care. Conversely employers with apprentices in Arts, Media and Publishing, and Information and Communication Technology were least satisfied with the quality of the training.

**Figure 6: Satisfaction with quality of training by apprenticeship Sector Subject Area (% employers rating 6-10)**

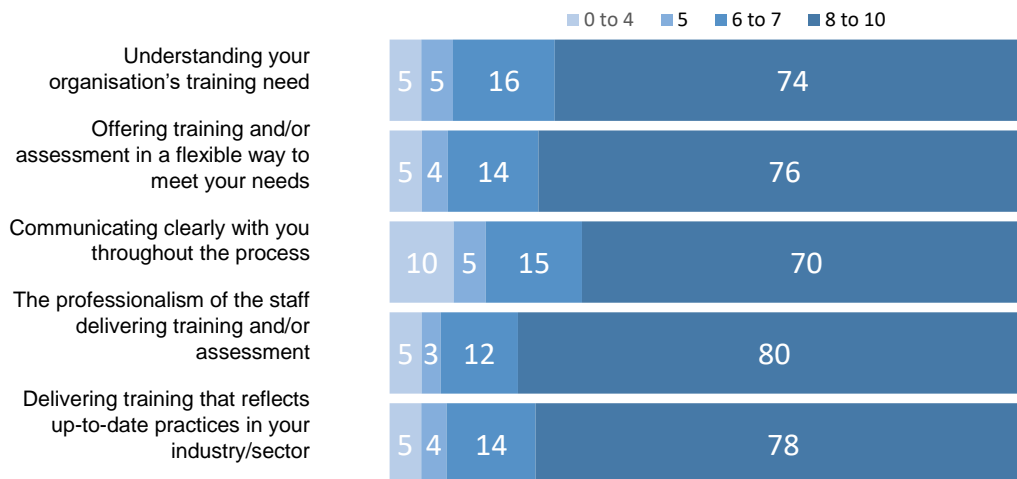


## 2. Detailed ratings

The majority of employers were satisfied with the various aspects of their training experience, giving a rating of at least 6 out of 10. The overall results were similar to last year's survey although there was a consistent decrease in satisfaction scores for all aspects monitored.

Employers were **most** satisfied with the professionalism of staff who delivered the training, with 80% giving the highest rating of between 8 and 10. They were **least** satisfied with the clarity of communication from the training provider throughout the training process with 70% giving a rating of 8-10; this rating has also declined by two percentage points compared to last year.

**Figure 7: Percentage of overall performance on other aspects of training**



Bases: 53,488 (Where figures do not sum to 100% this is due to rounding)

**Figure 8: Change in satisfaction levels compared to the 2018 survey**

6-10 score (in %) on several aspects of the training	2018 survey	2019 survey	% point change
<b>Understanding organisation's training needs</b>	91.5	90.6	-0.9
<b>Offering training and/or assessment in a flexible way</b>	91.3	90.2	-1.1
<b>Communicating clearly</b>	86.7	84.9	-1.8
<b>Professionalism of staff delivering training and/ or assessment</b>	92.4	91.7	-0.7
<b>Delivering training that reflects up-to-date practices</b>	92.1	91.3	-0.8

Bases: 54,648 for 2018 and 53,488 for 2019

## Training undertaken

Employers who were providing training to both young and adult apprentices were slightly more satisfied than those who were delivering training to 16-18 year old apprentices only. Large employers were more likely to train both young and adult apprentices, whilst training young apprentices only tended to be carried out by the smallest employers (with less than 10 employees).

**Figure 9: Satisfaction levels by age of apprentice**

6-10 score (in %) on several aspects of the training	Employers with apprentices aged . .		
	16-18 years	19+years	Both
Understanding organisation's training needs	89.5	90.6	92.6
Offering training and/or assessment in a flexible way	89.3	90.0	92.2
Communicating clearly	84.4	84.5	86.7
Professionalism of staff delivering training and/ or assessment	90.7	91.9	93.09
Delivering training that reflects up-to-date practices	89.6	92.1	92.5



### 3. Technical information

A quality and methodology information document accompanies this summary. This provides further information on the data sources, their coverage and quality. It also explains the methodology used in producing the data, including how it is validated and processed.

The Employer Satisfaction Survey 2019 measures employers' satisfaction with training funded by the Department for Education during August 2018 to January 2019. The survey applied to most general further education colleges, tertiary colleges, specialist colleges, local authorities and most independent learning providers that deliver provision to employers. The exceptions were sixth-form colleges; employers in receipt of an Apprenticeship Direct Grant; and colleges and other training providers funded to deliver training exclusively to their own employees. A total of 220,973 employers, across 1,183 colleges and training providers were in-scope for the survey. There are fewer eligible employers and providers compared to last year's survey partly due to providers merging.

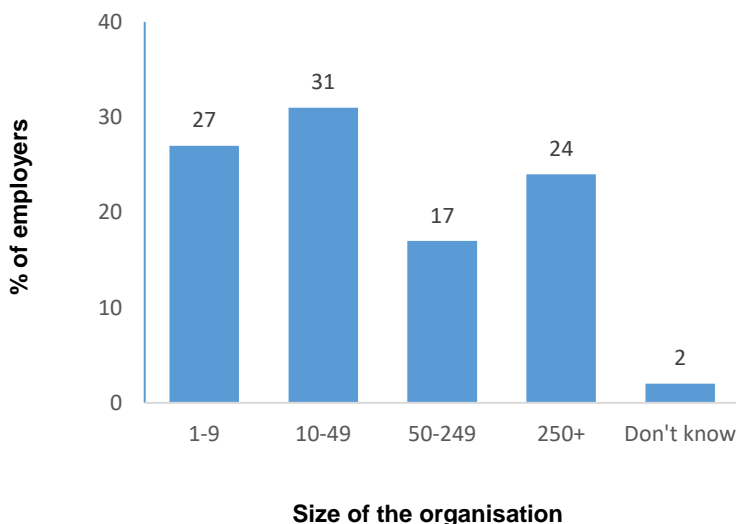
The survey was multi-mode comprising online, postal and telephone methodologies. A total of 53,488 employers took part in the survey. Employer respondents were broadly representative of the population by employee size and industry sector (as recorded in the sample). As a result, the survey data was not weighted.

#### Employer Profile

The majority of employers (57%) were small organisations with 1-49 employees; 17% were organisations with 50-249 employees; and 24% were the largest organisations (250+ employees). There were slightly more large employers compared to last year's survey (+2 percentage points).

More than half (53%) were single site organisations, 27% were branches of an organisation, and a further 18% were head offices.

**Figure 10: Percentage of respondents by size of the organisation**



Base: 53,488 (Figures do not sum to 100% due to rounding).

## Training undertaken

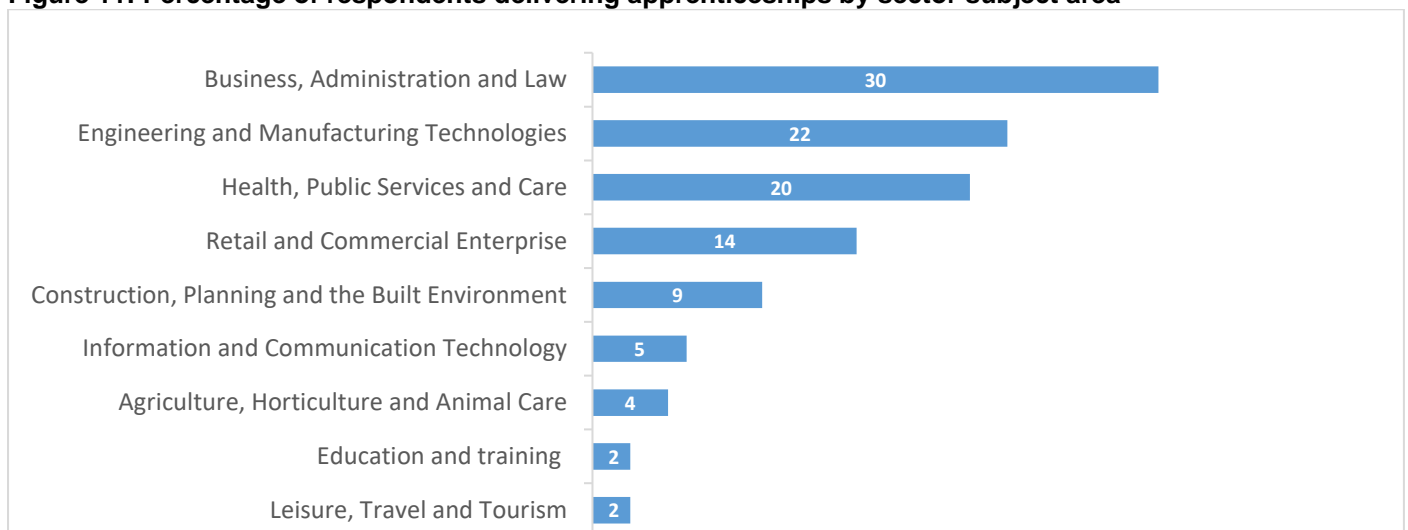
Three in four employers (76%) who took part in the survey reported that they had between 1-4 learners. Approximately one in ten (9%) had 5-9 learners and a similar proportion had more than 10 learners (10%). Five per cent of employers were unable to provide an estimate.

One in two employers (51%) used a private sector training provider and 41% used a General Further Education (FE) College. A very small minority of employers used other public-funded organisations such as local authorities (6%) and Specialist Colleges (2%).

Over a third of employers (35%) delivered apprenticeship for young people only (aged 16-18); nearly a half (47%) delivered training to adult apprentices only; and 17% of employers covered both age groups. The majority of employers delivered either Level 2 or 3 apprenticeships only (32% and 39% respectively). Approximately one in ten (9%) delivered Level 4 only, and approximately one in five employers (19%) delivered apprenticeships at different levels.

Employers offered apprenticeships in a diverse range of sector subject areas (SSAs). The most common SSAs for apprenticeships were Business, Administration and Law; Engineering and Manufacturing Technologies; and Health, Public Services and Care – a pattern that is similar to last year's survey.

**Figure 11: Percentage of respondents delivering apprenticeships by sector subject area**



Base: 53,488 (Figures sum to more than 100% because some employers deliver multiple sector subject areas)

## **4. Get in touch**

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# Department for Education

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download hyperlink to web address <https://www.gov.uk/government/collections/fe-choices>

Reference: FE Choices Employer Satisfaction Survey 201819



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