

Employer Perspectives Survey 2014 Scotland Slide Pack

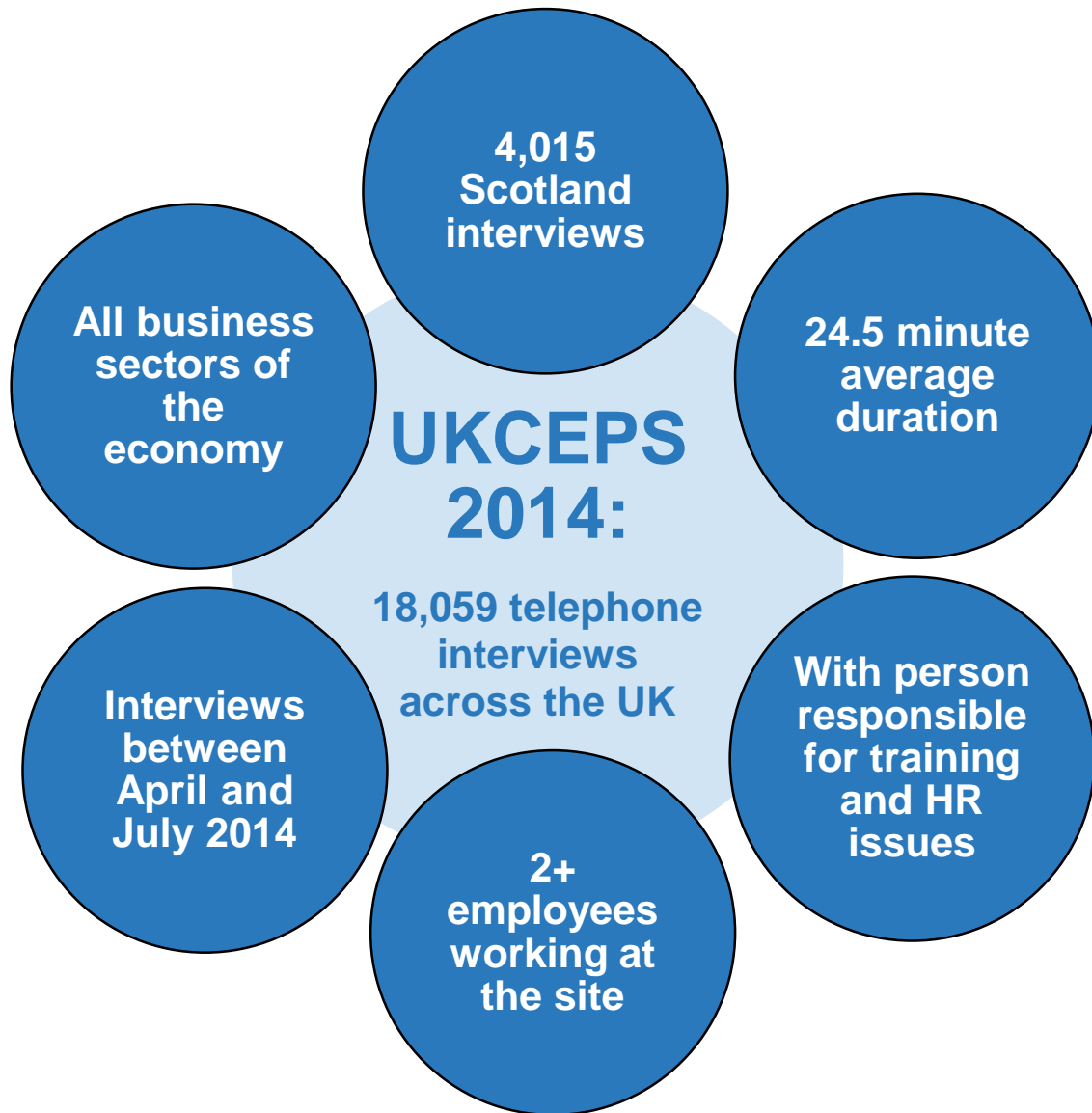


HM Government



Chapter 1: Background and Introduction

Overview of EPS 2014



Questionnaire coverage

- This is the third survey in this biennial series
- The study focussed on the following areas:
 - Recruitment, particularly young people and education leavers
 - Work experience and internships
 - Engagement with education providers
 - Staff development, including sources of information and advice
 - Training activity
 - Vocational qualifications
 - Apprenticeships
 - National Occupational Standards
 - Investors in People
 - Collaborating with other employers

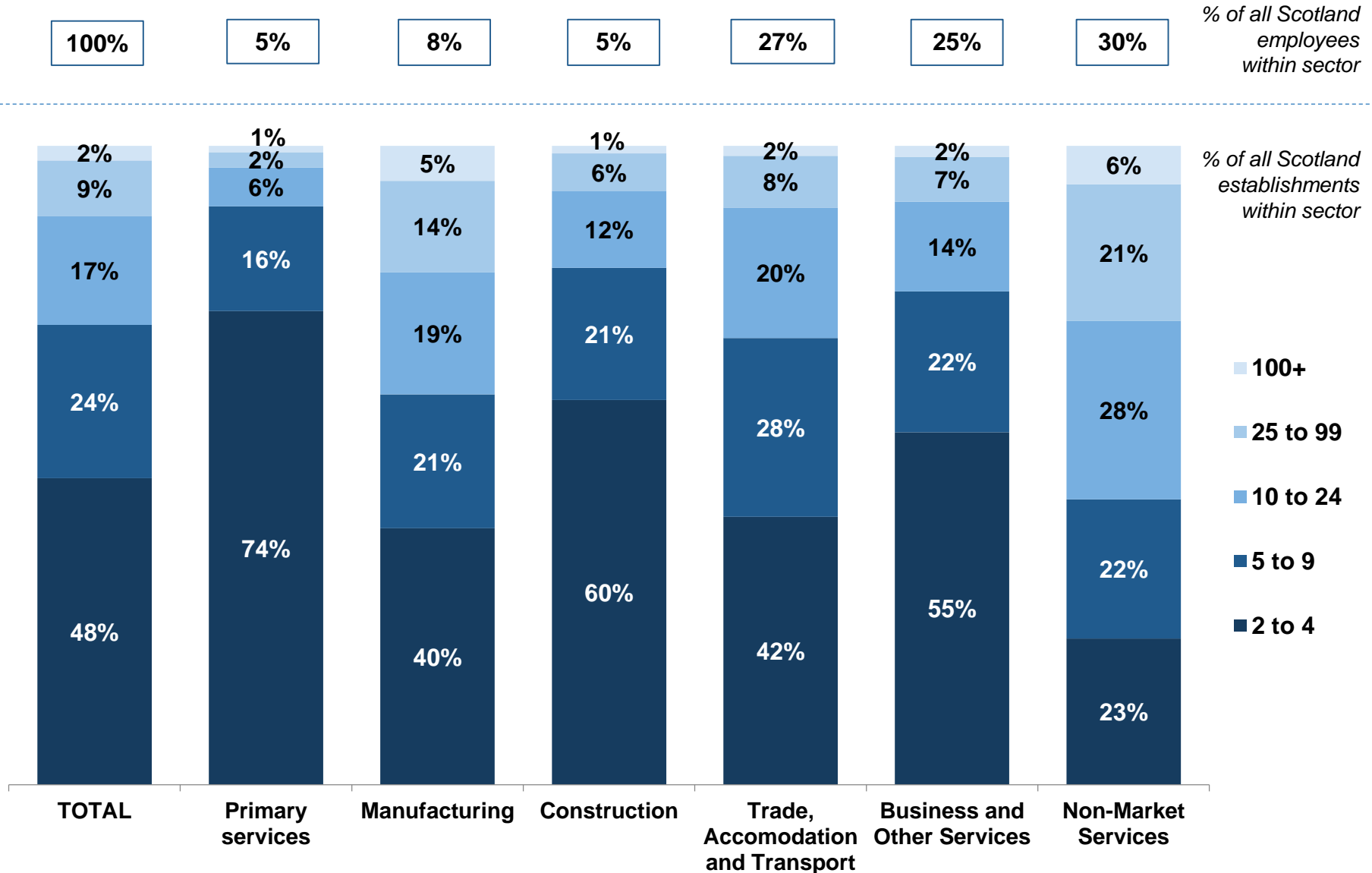
Achieved interviews / confidence intervals

‘for a question asked of all respondents where the survey result is 50%, we are 95% confident that the true figure lies within the range 48.5% to 51.5%’

	Population	Number of interviews	Confidence Interval
Scotland	142,947	4,015	±1.5
By size of establishment			
2-4	68,741	879	±3.3
5-9	34,114	984	±3.1
10-24	24,328	930	±3.2
25-99	12,482	894	±3.2
100+	3,282	328	±5.1

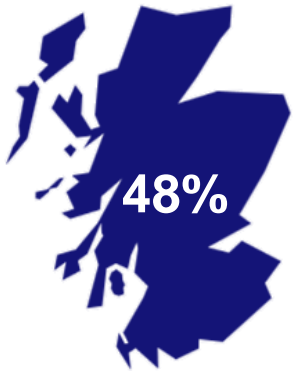
By broad sector	Population	Number of interviews	Confidence Interval
Primary sector and utilities	13,297	293	±5.7
Manufacturing	6,660	202	±6.8
Construction	12,142	263	±6.0
Trade, accommodation and transport	51,980	1,332	±2.7
Business and other services	48,900	1,072	±3.0
Non-Market services	18,403	853	±3.3

Profile of survey population in Scotland



Chapter 2: Recruitment

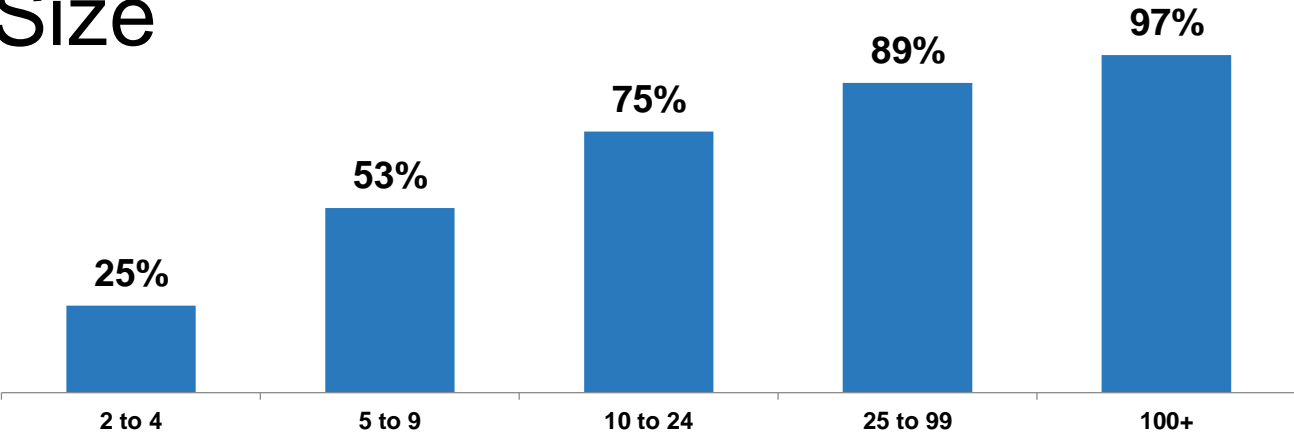
Employers reporting one or more vacancies in the last 12 months



OF ALL ESTABLISHMENTS HAD VACANCIES

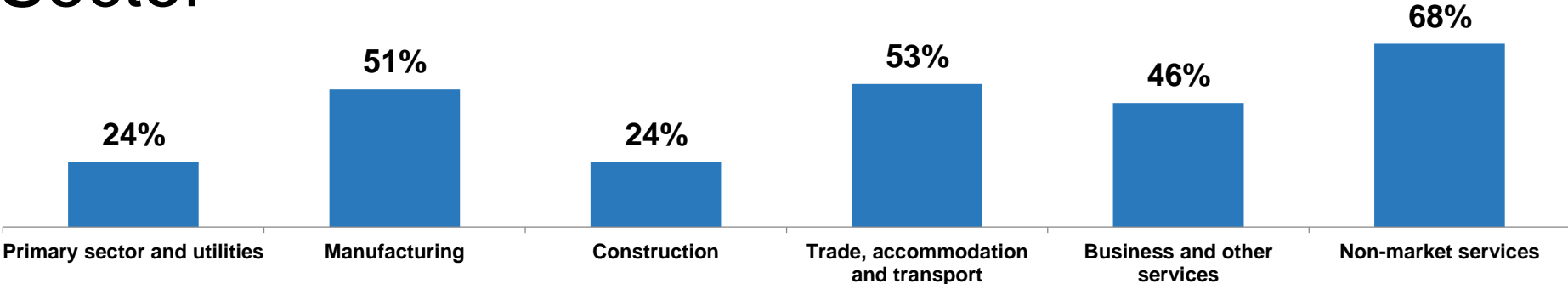
Base: All Scotland establishments (4,015)

Size



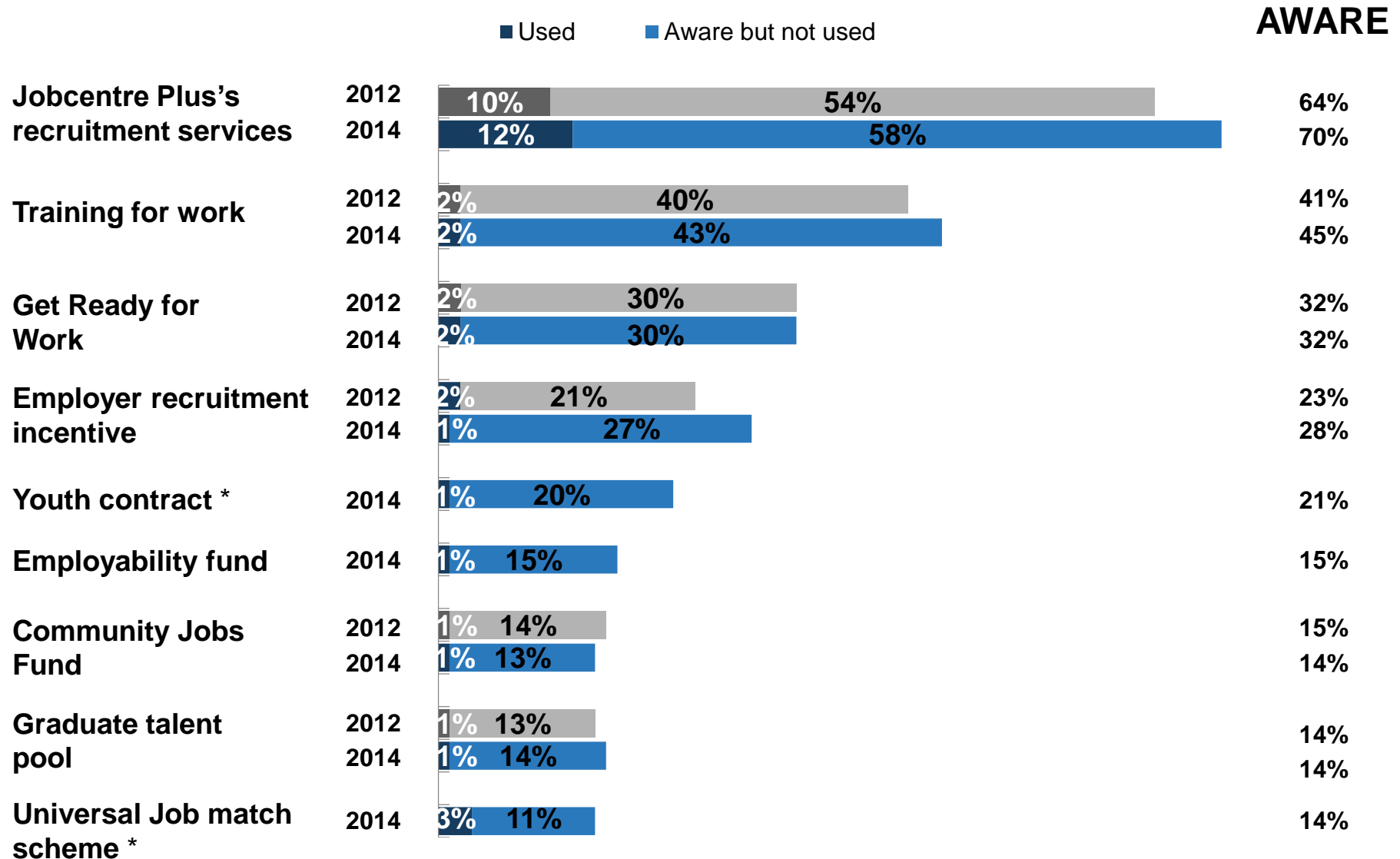
Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

Employer awareness and use of recruitment initiatives



*Youth Contract and Universal Job match scheme were new initiatives tested in 2014

All percentages have been rounded to zero decimal places. This means the overall AWARE figures will not necessarily be a sum of the two percentages presented for the 'Used' and 'Aware but not used'.

Base (2012/2014): All Scotland establishments (2,000/4,015)

Most common recruitment channels used in Scotland

PRIVATE FREE

2012

2014

63%

73%

PRIVATE PAID FOR

2012

2014

40%

44%

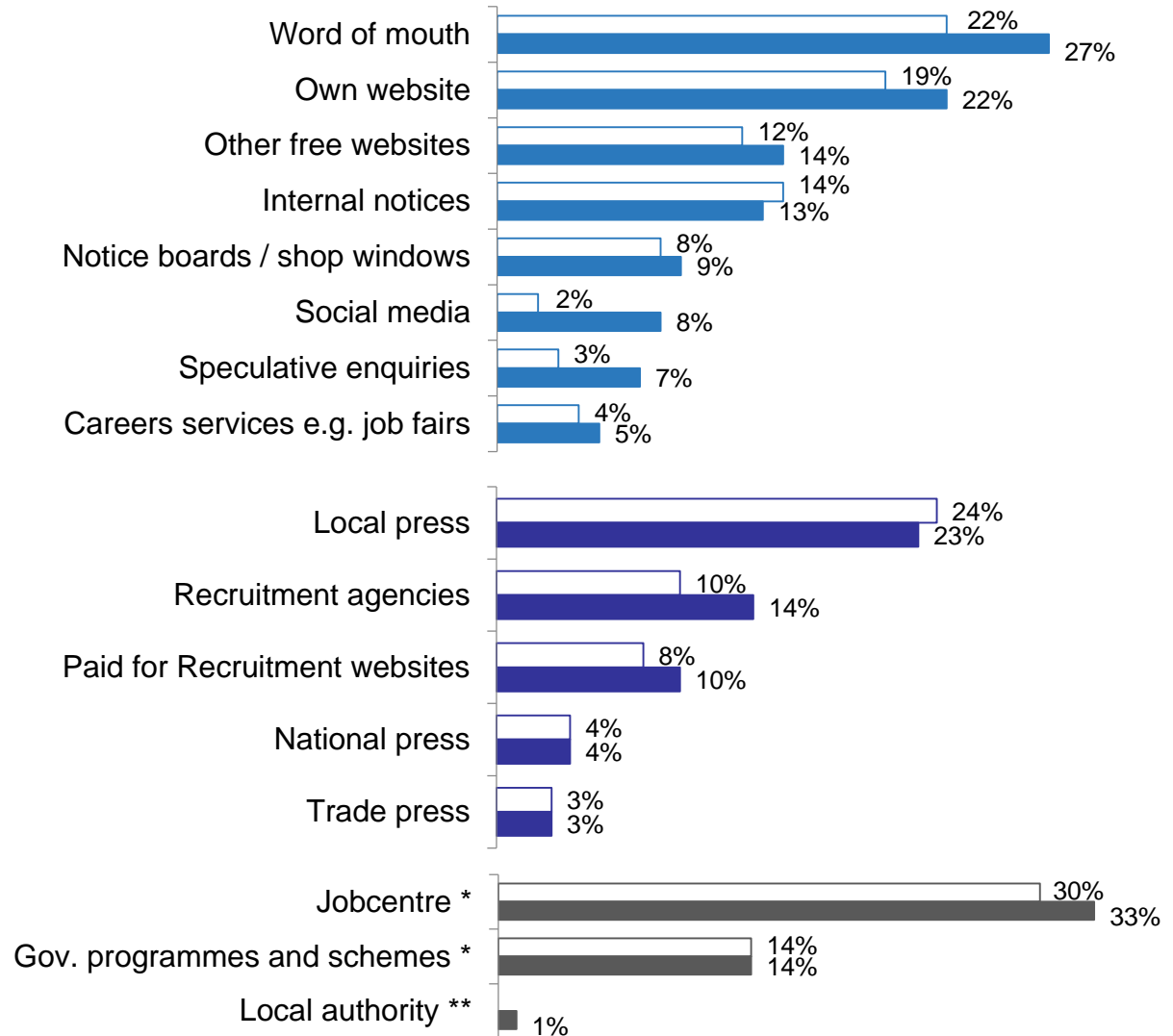
PUBLIC FREE

2012

2014

41%*

39%

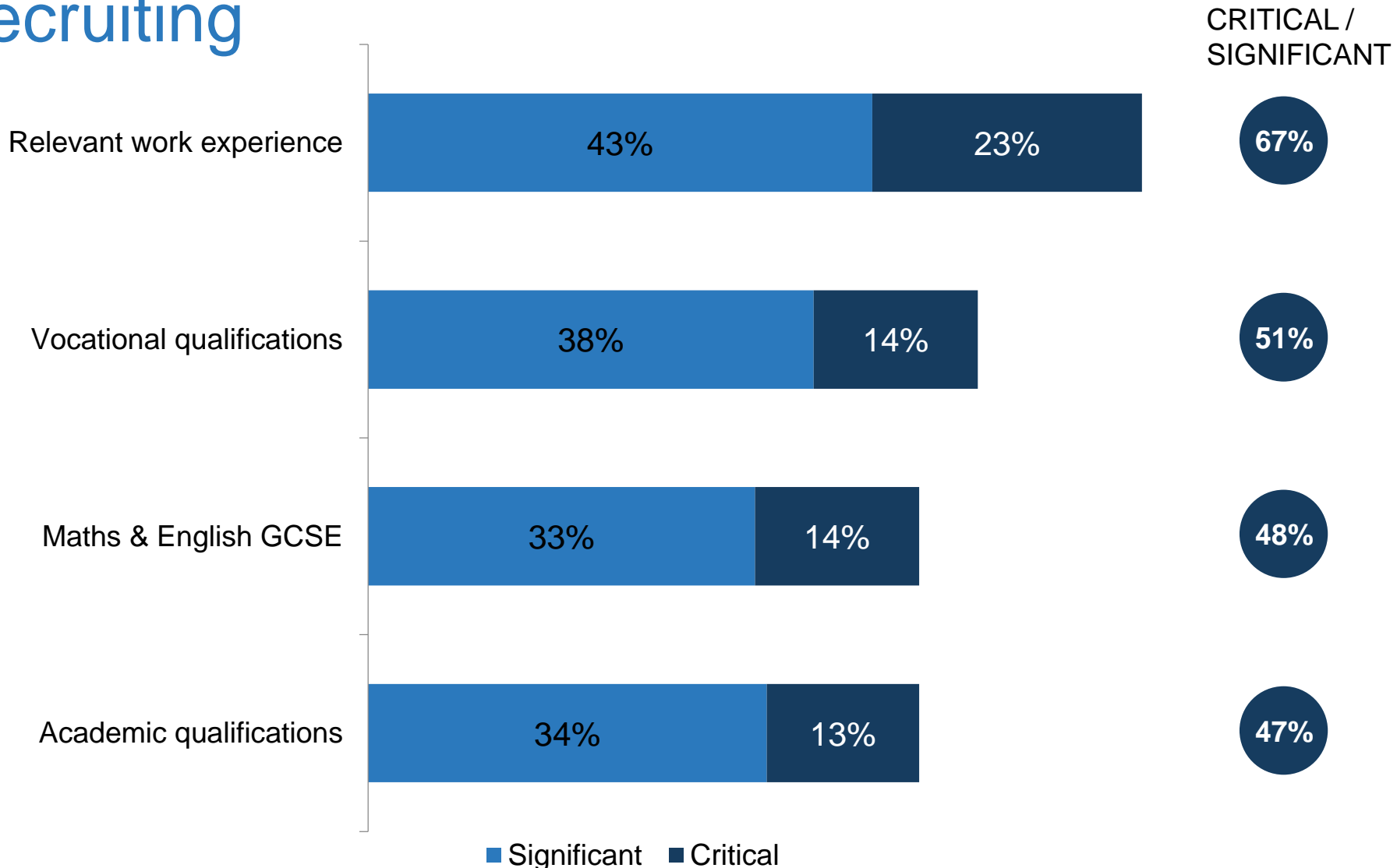


* 2012 figures differ from those presented in the 2012 report as "prompted" and "unprompted" mentions were separated out in the 2012 analysis.

** Note that this code was not used in 2012

Base (2012/2014): All Scotland establishments with vacancies (1,312/2,567)

What employers in Scotland look for when recruiting

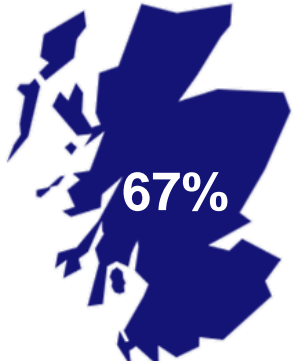


Note that 'Small amount of value', 'No value' and 'Don't know' responses are not shown

Base: All Scotland establishments (4,015)

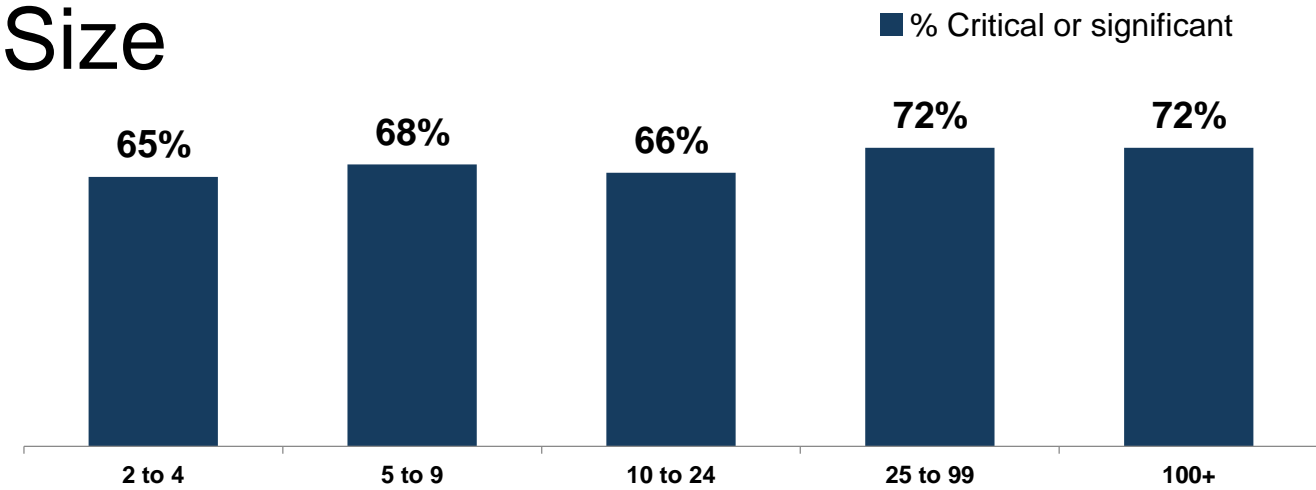
All percentages have been rounded to zero decimal places. This means the overall figures will not necessarily be a sum of the two percentages presented for the 'Critical' and 'Significant' ratings.

What employers look for when recruiting: Relevant work experience



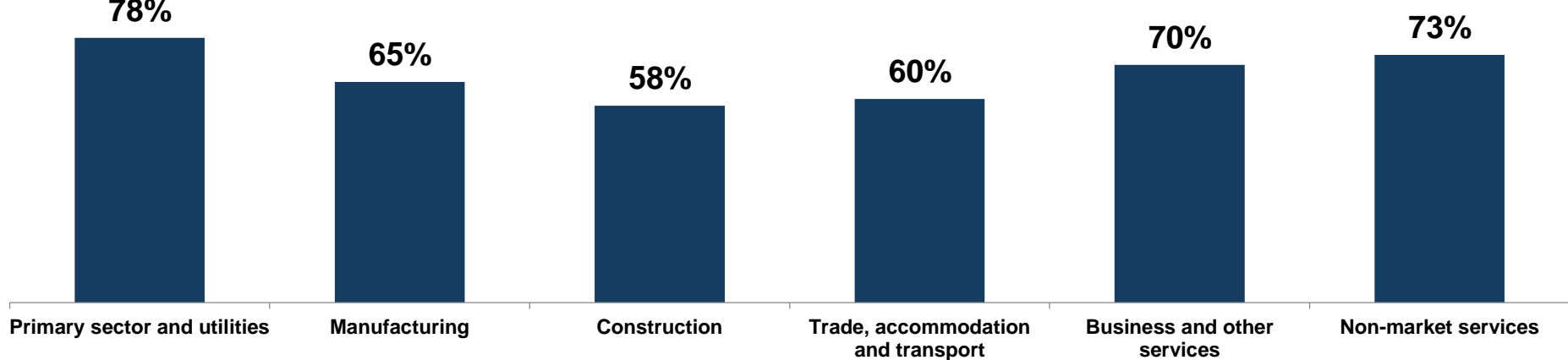
**OF ALL ESTABLISHMENTS
DEEMED RELEVANT
WORK EXPERIENCE
CRITICAL / SIGNIFICANT**

Base: All Scotland establishments (4,015)



Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



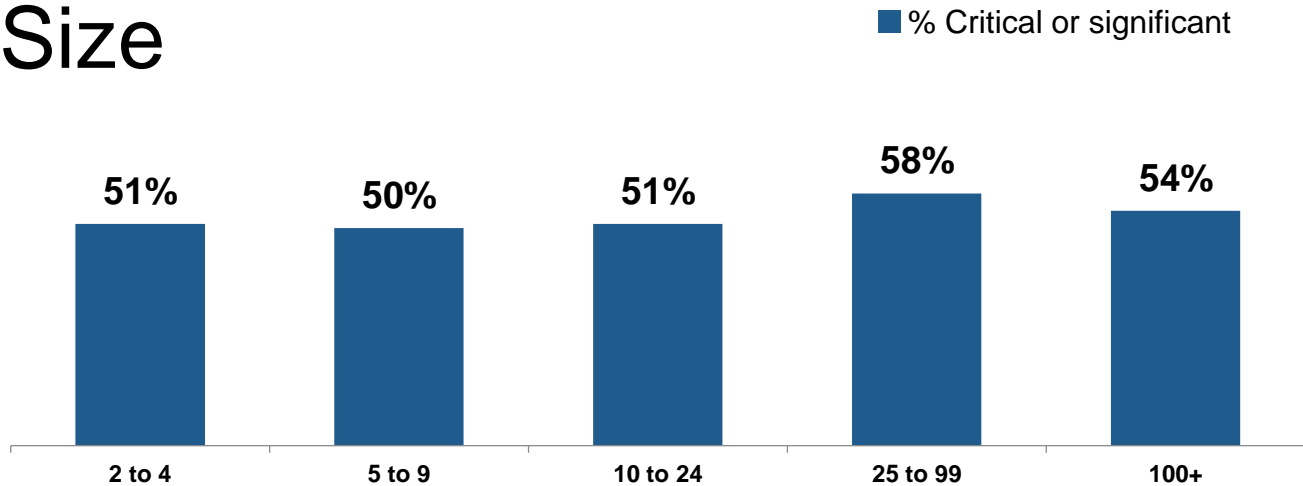
Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

What employers look for when recruiting: Vocational qualifications



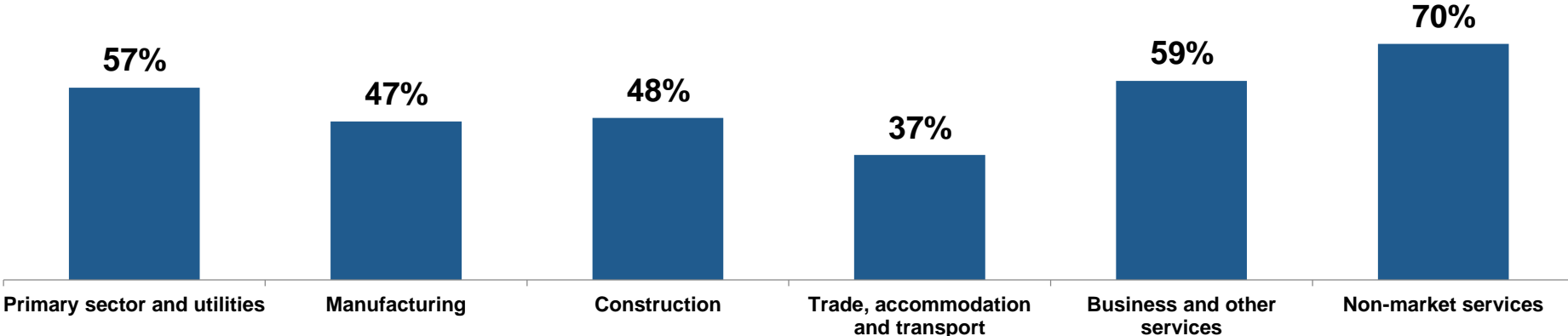
**OF ALL ESTABLISHMENTS
DEEMED VOCATIONAL
QUALIFICATIONS
CRITICAL/SIGNIFICANT**

Base: All Scotland establishments (4,015)



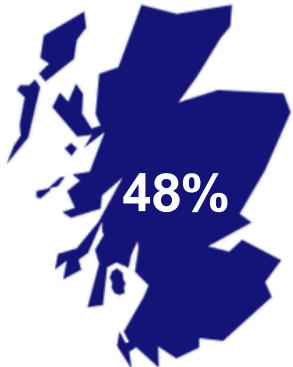
Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

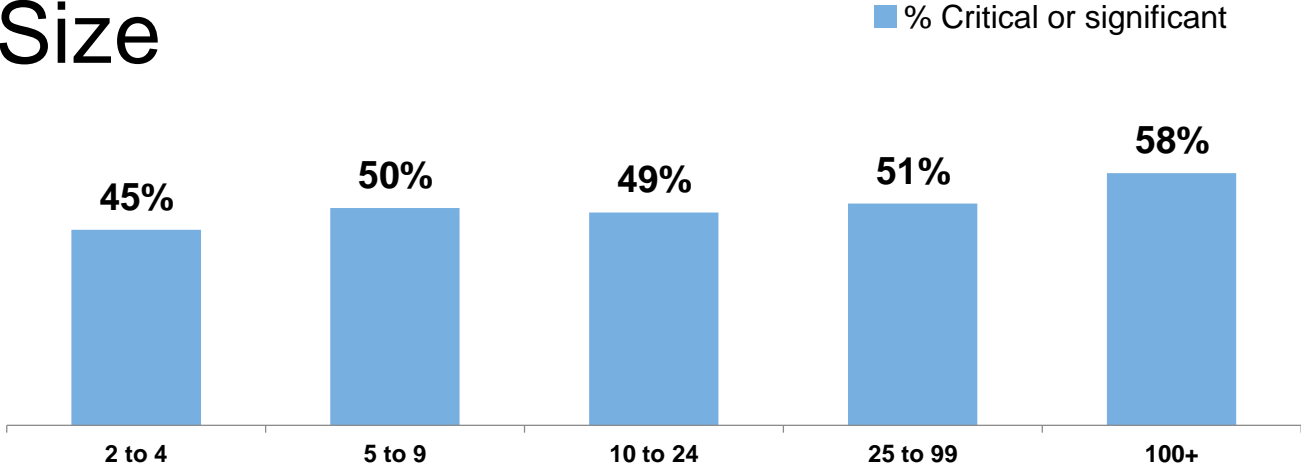
What employers look for when recruiting: Maths & English GCSE



**OF ALL ESTABLISHMENTS
DEEMED MATHS &
ENGLISH GCSE
CRITICAL/SIGNIFICANT**

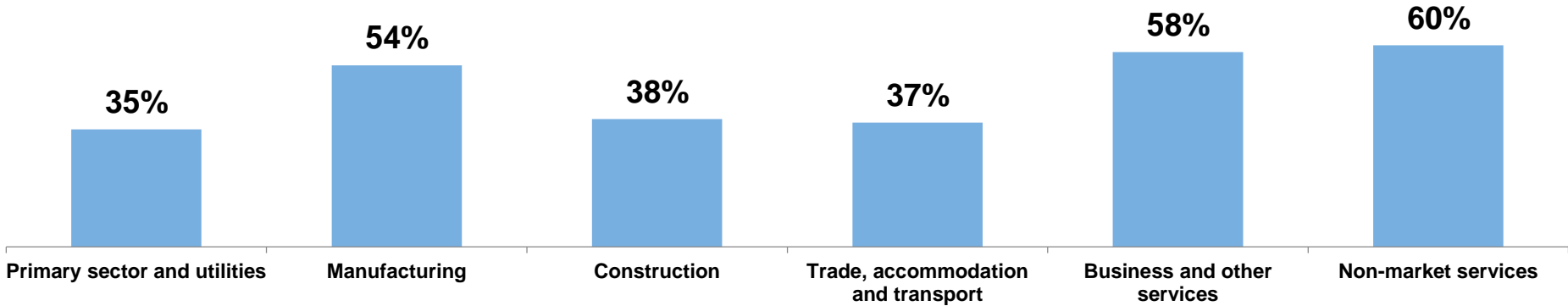
Base: All Scotland establishments (4,015)

Size



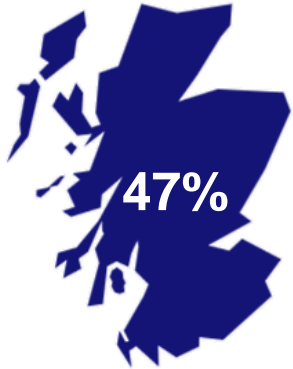
Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

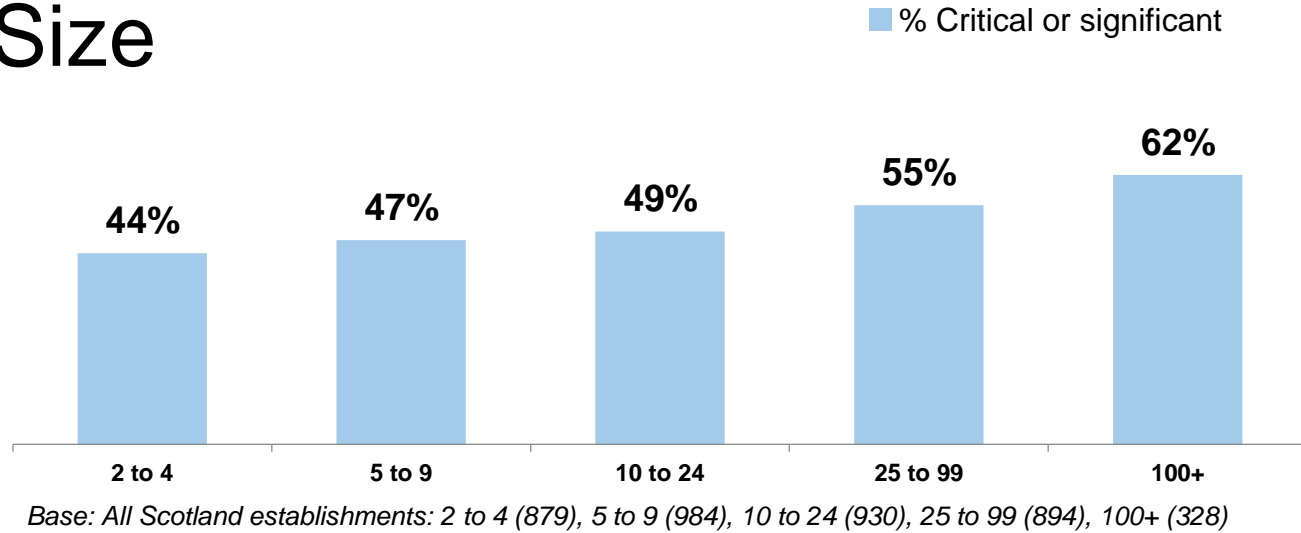
What employers look for when recruiting: Academic qualifications



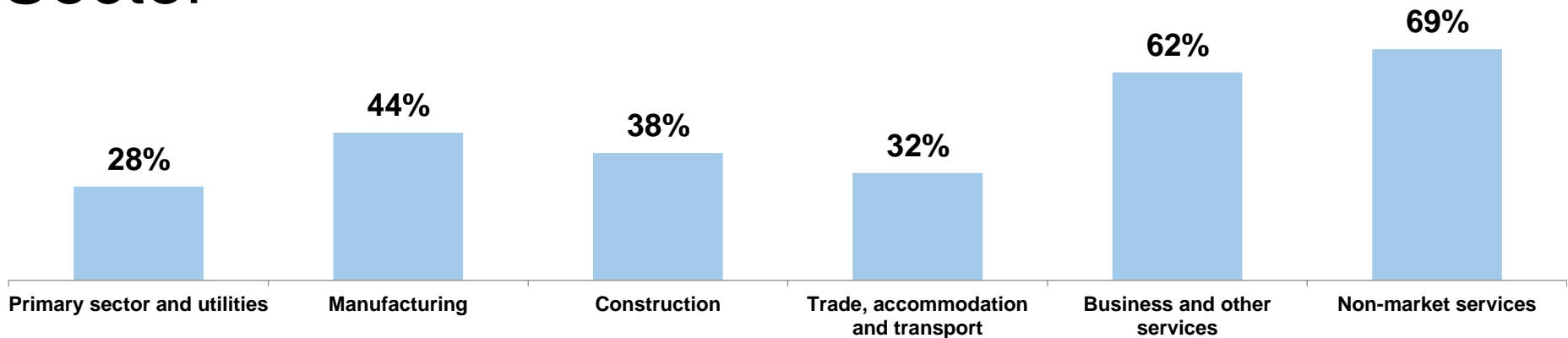
**OF ALL ESTABLISHMENTS
DEEMED ACADEMIC
QUALIFICATIONS
CRITICAL/SIGNIFICANT**

Base: All Scotland establishments (4,015)

Size



Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

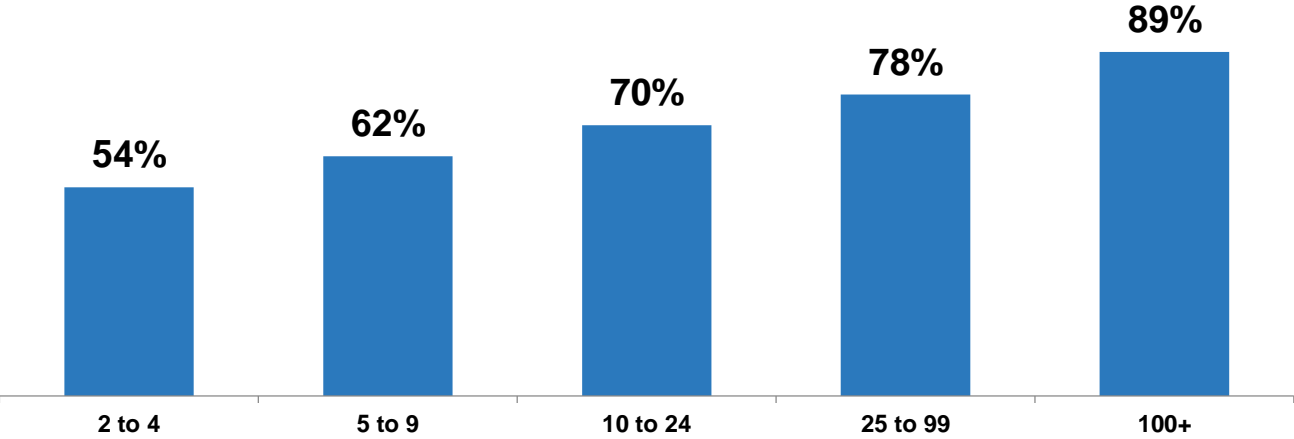
Recruitment of young people (aged 16 – 24) in the last 12 months



66% OF RECRUITING ESTABLISHMENTS RECRUITED YOUNG PEOPLE

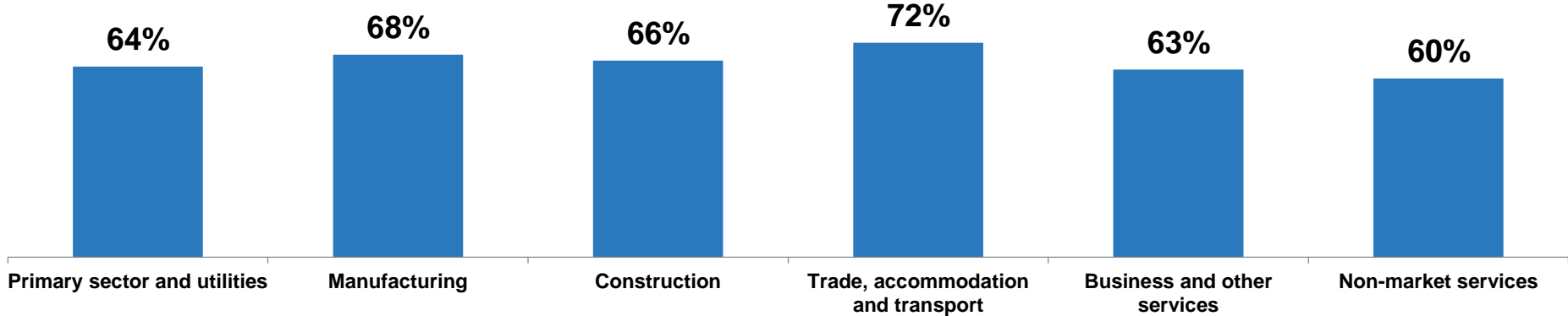
Base: All Scotland employers who had recruited (2,440)

Size



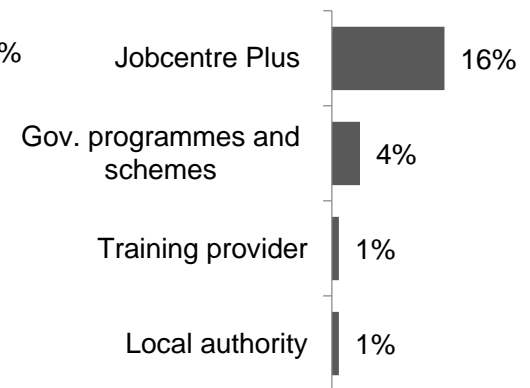
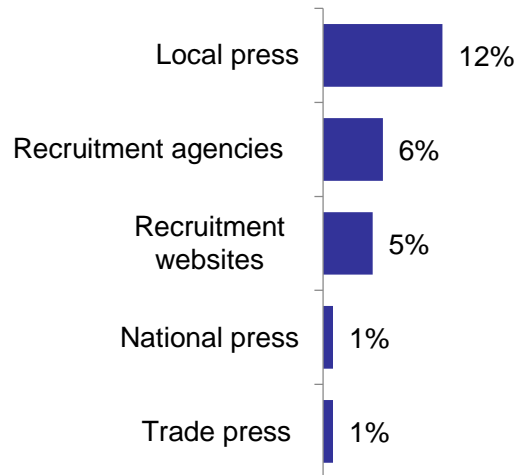
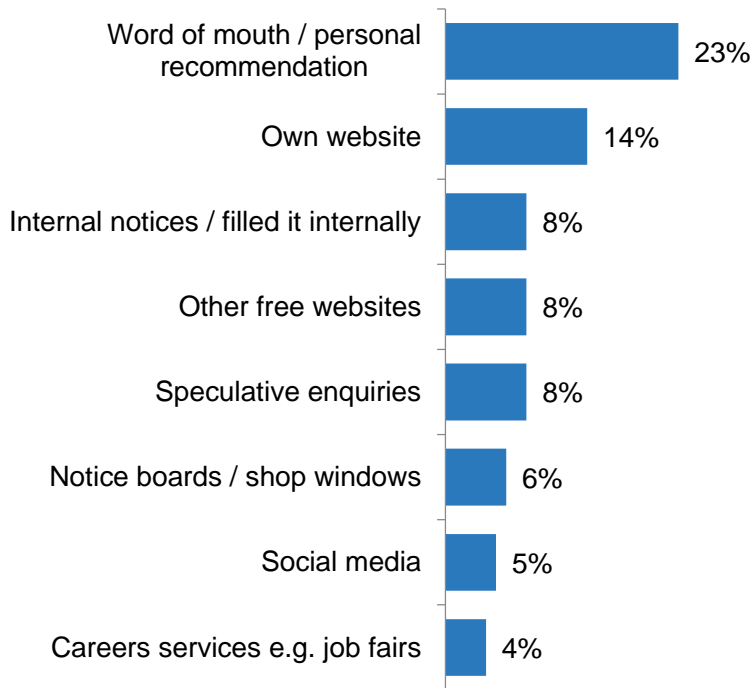
Base: All Scotland employers who had recruited: 2 to 4 (201), 5 to 9 (480), 10 to 24 (661), 25 to 99 (780), 100+ (318)

Sector

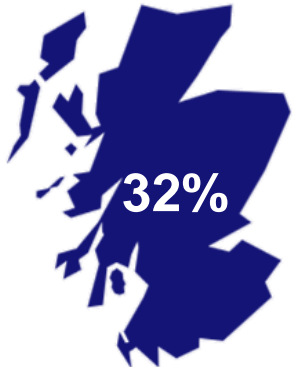


Base: All Scotland employers who had recruited: Primary (94), Manufacturing (125), Construction (112), Trade, Accom. & Transport (848), Business (631), Non-market services (630)

Recruitment channels used to recruit young people in Scotland



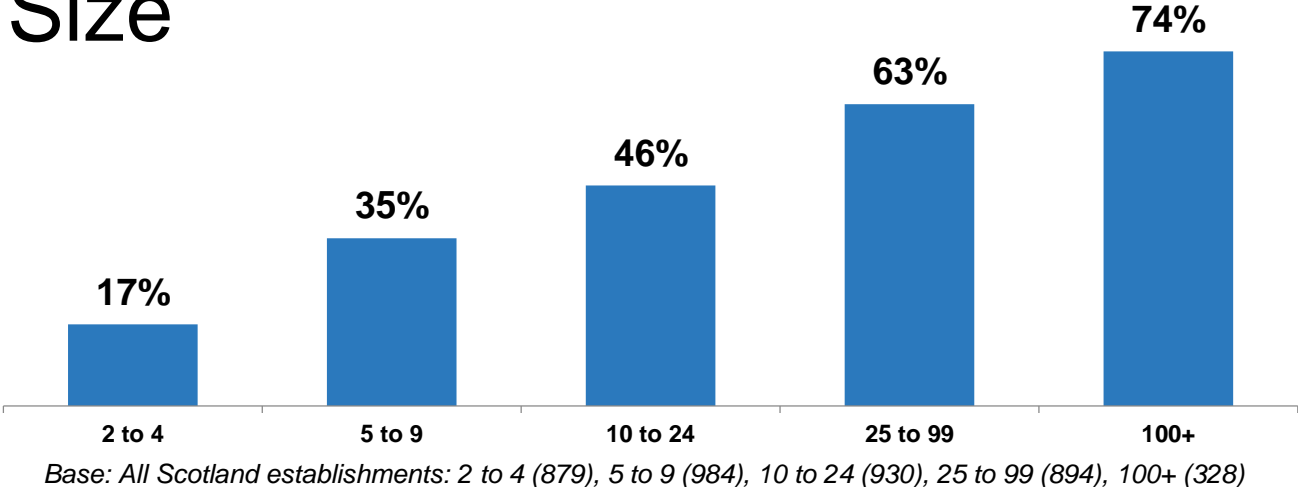
Recruitment of education leavers in Scotland over the last 2 to 3 years



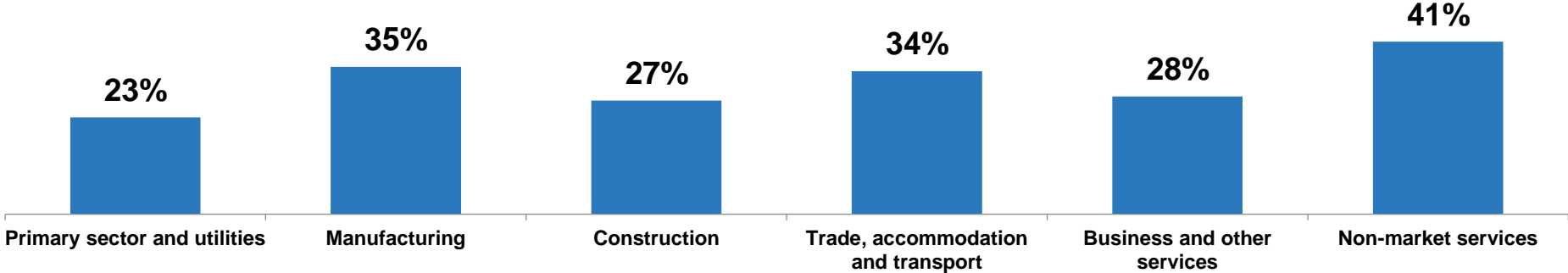
OF ALL ESTABLISHMENTS RECRUITED EDUCATION LEAVERS

Base: All Scotland establishments (4,015)

Size

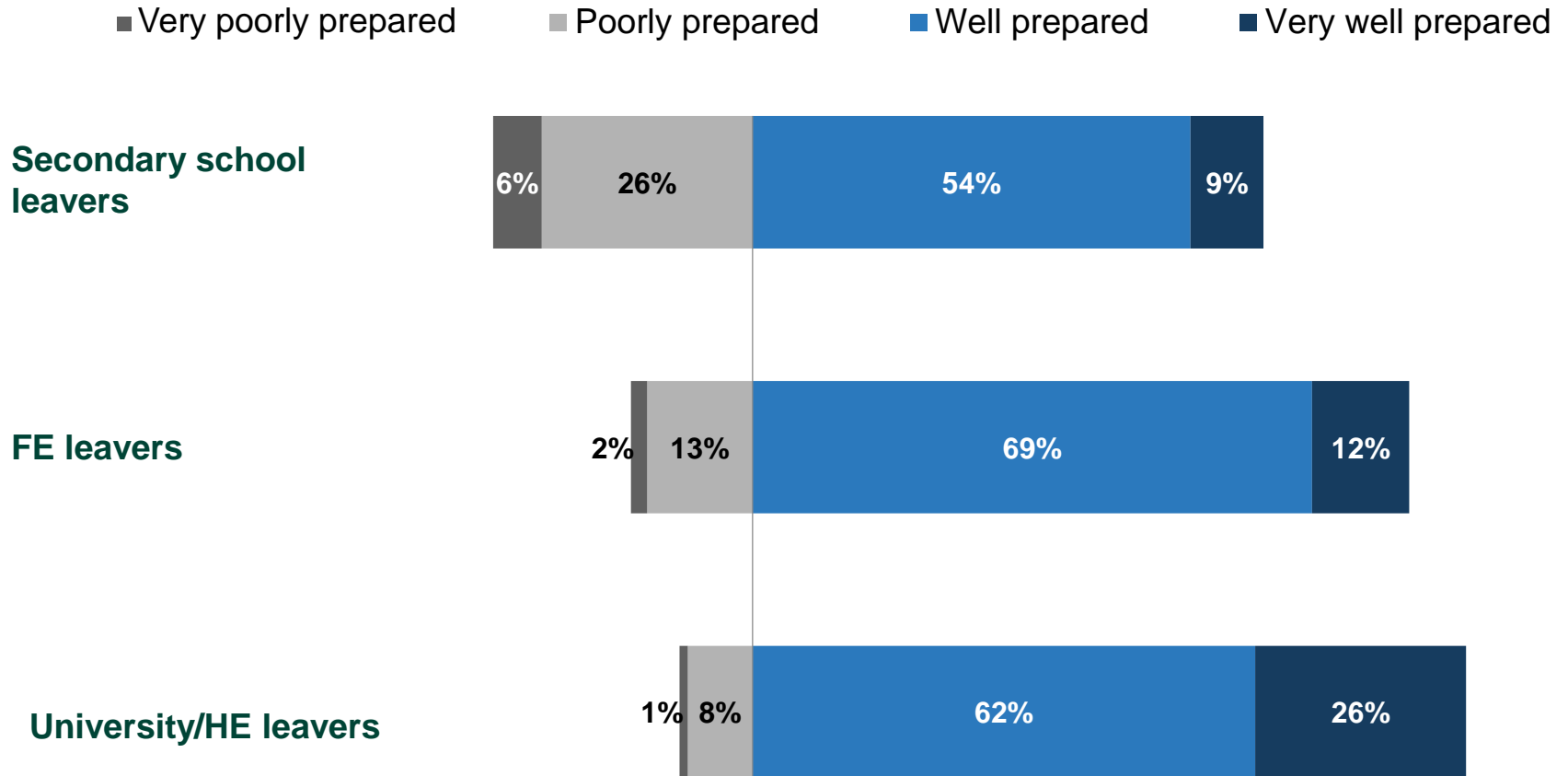


Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

Preparedness of education leavers for work in Scotland over the last 2 to 3 years



Note that 'Don't know' and 'Varies too much to say' responses are not shown

Base: All Scotland establishments that have recruited each type of education leaver in the previous 2-3 years; Secondary school leavers (1,101), FE college leavers (754), University/HE leavers (840)

Chapter 3: Work Experience

Work experience offering in Scotland

45%

of all establishments in Scotland had either had **work placements** or conducted **work inspiration activities** in the last 12 months

Work placement 37%

Education placements 28%

School 20%
FE College 11%
University 11%

Broad adult placements 16%

Unemployed 9%
Work Trials 8%
Voluntary * 1%
Special needs programme * 1%

Internships 6%

Internships 5%
Grad Programme * <1%

Work inspiration 21%

Career talks 10%
Held site visits 9%
Mentoring 8%
Design coursework 4%
Mock interviews 4%
Enterprise competitions 4%

Placements marked with an asterisk (*) were spontaneously mentioned by establishments

Base: All Scotland establishments (4,015)

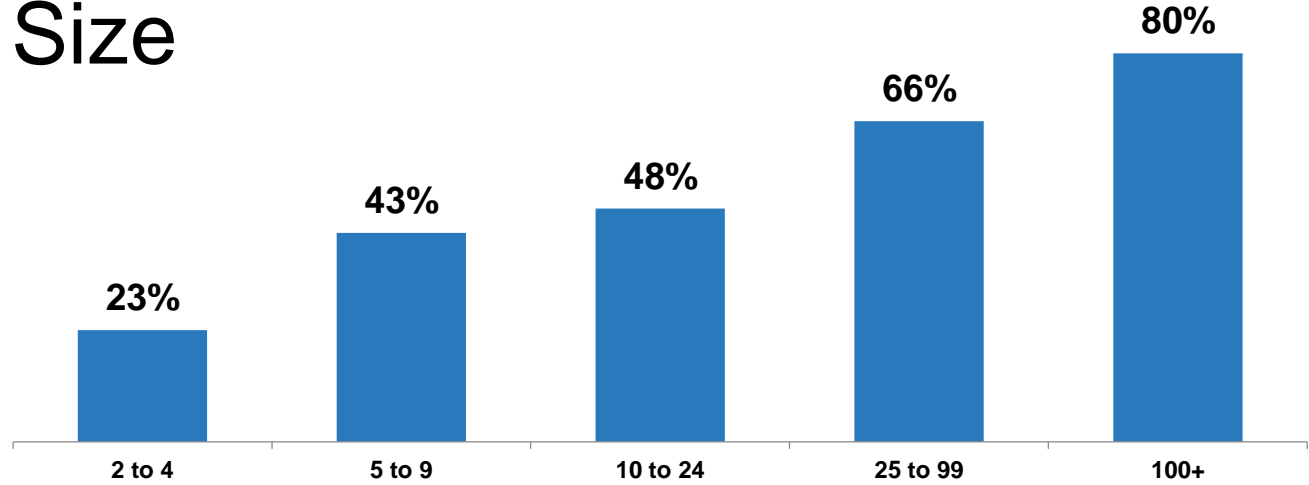
Work placement offering in Scotland



**OF ALL ESTABLISHMENTS
HAD ANY WORK
PLACEMENTS**

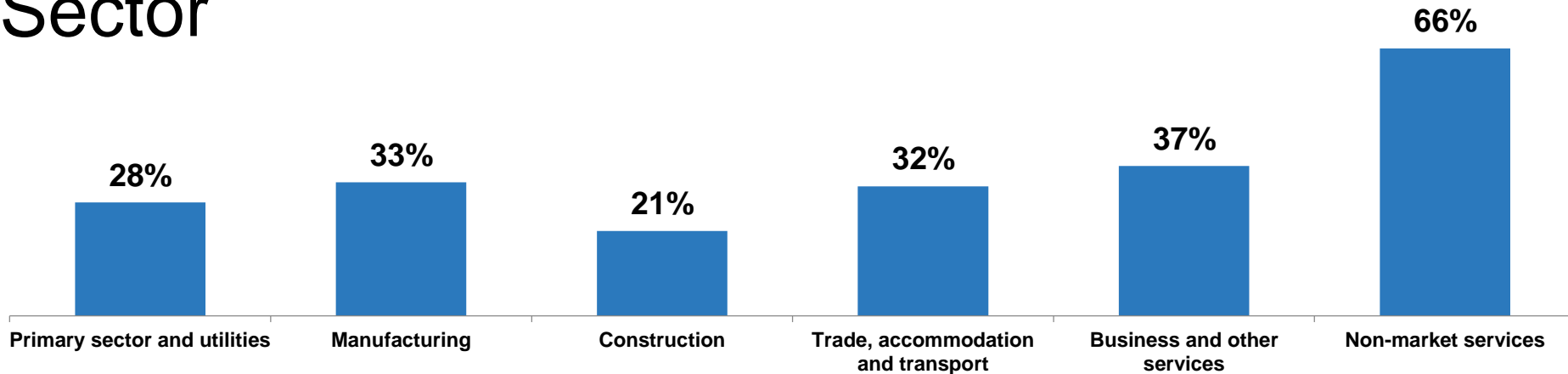
Base: All Scotland establishments (4,015)

Size



Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

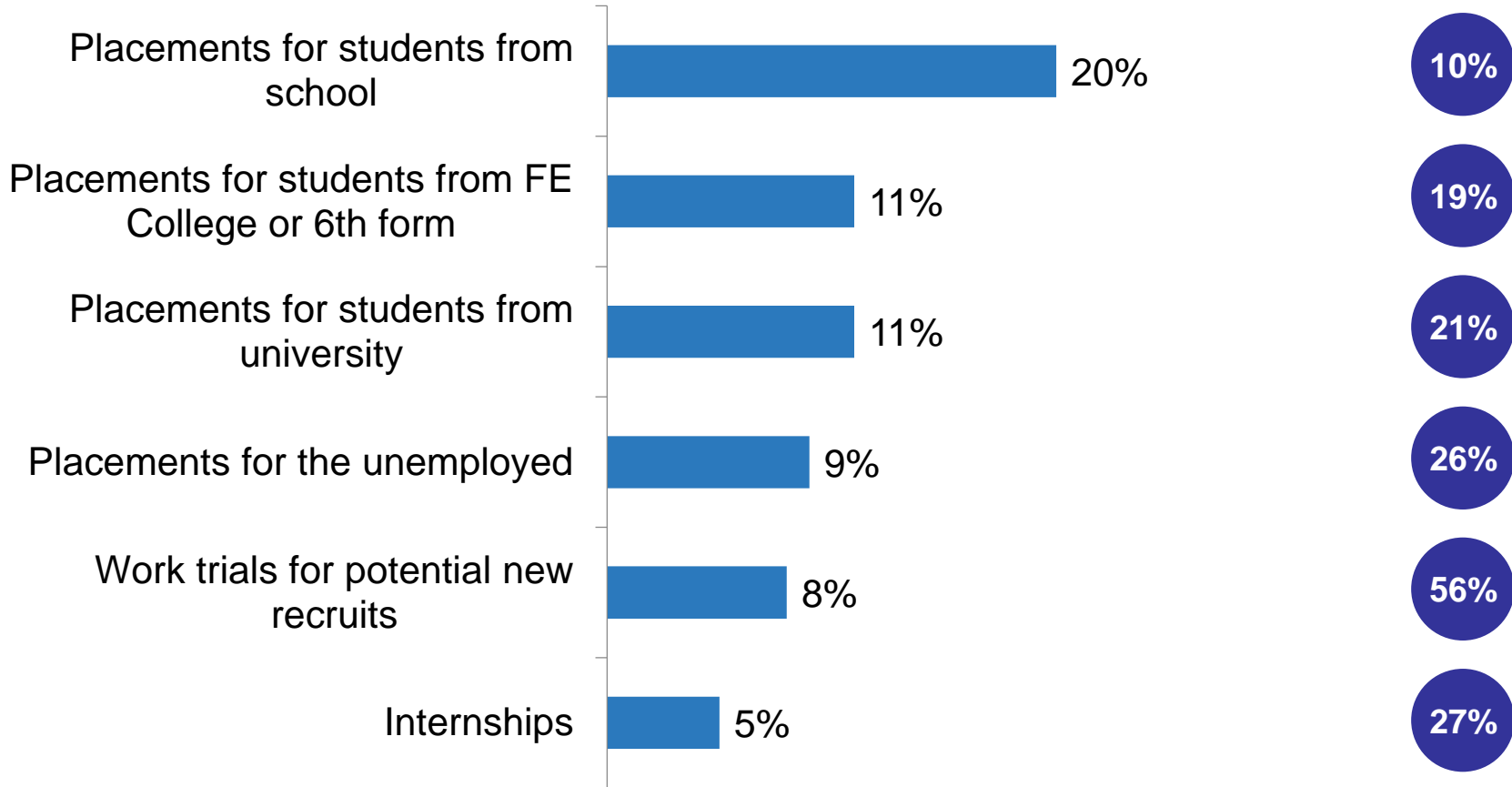
Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

Most common work placements offered by employers in Scotland

% taking on an individual into a job from a work placement

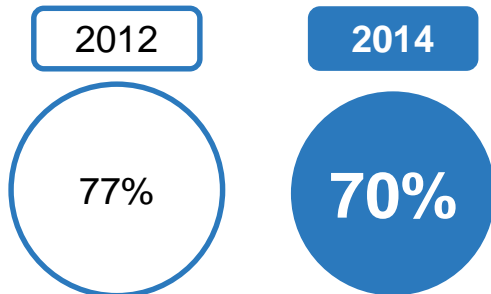


Base: All Scotland establishments (4,015)

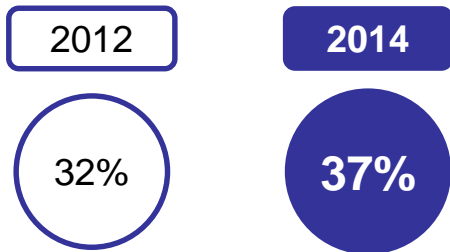
All Scotland establishments who have had particular placements in the last twelve months: School (1,093), College (662), University (688), Unemployed (501), Work trials (463), Internships (321)

Reasons for offering work placements in Scotland

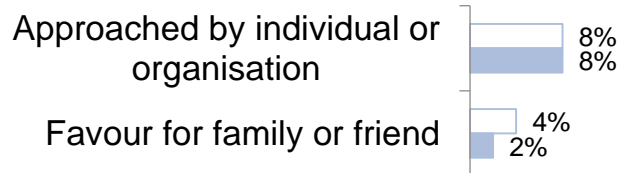
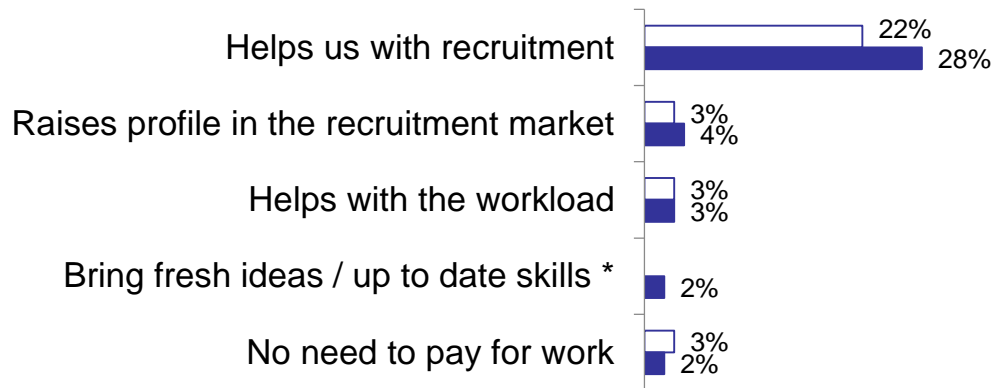
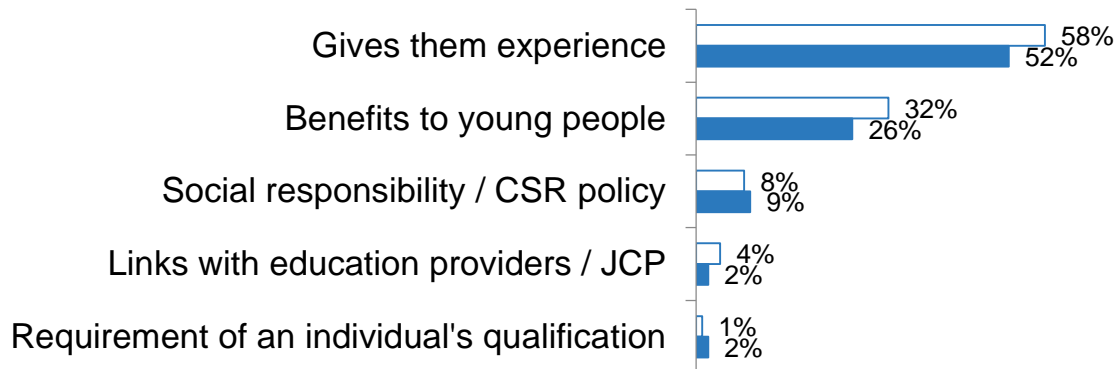
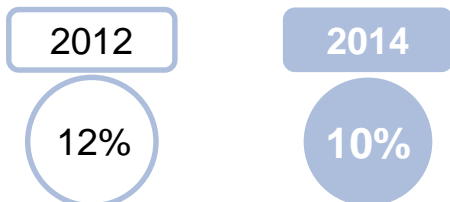
ALTRUISM



CORPORATE BENEFIT



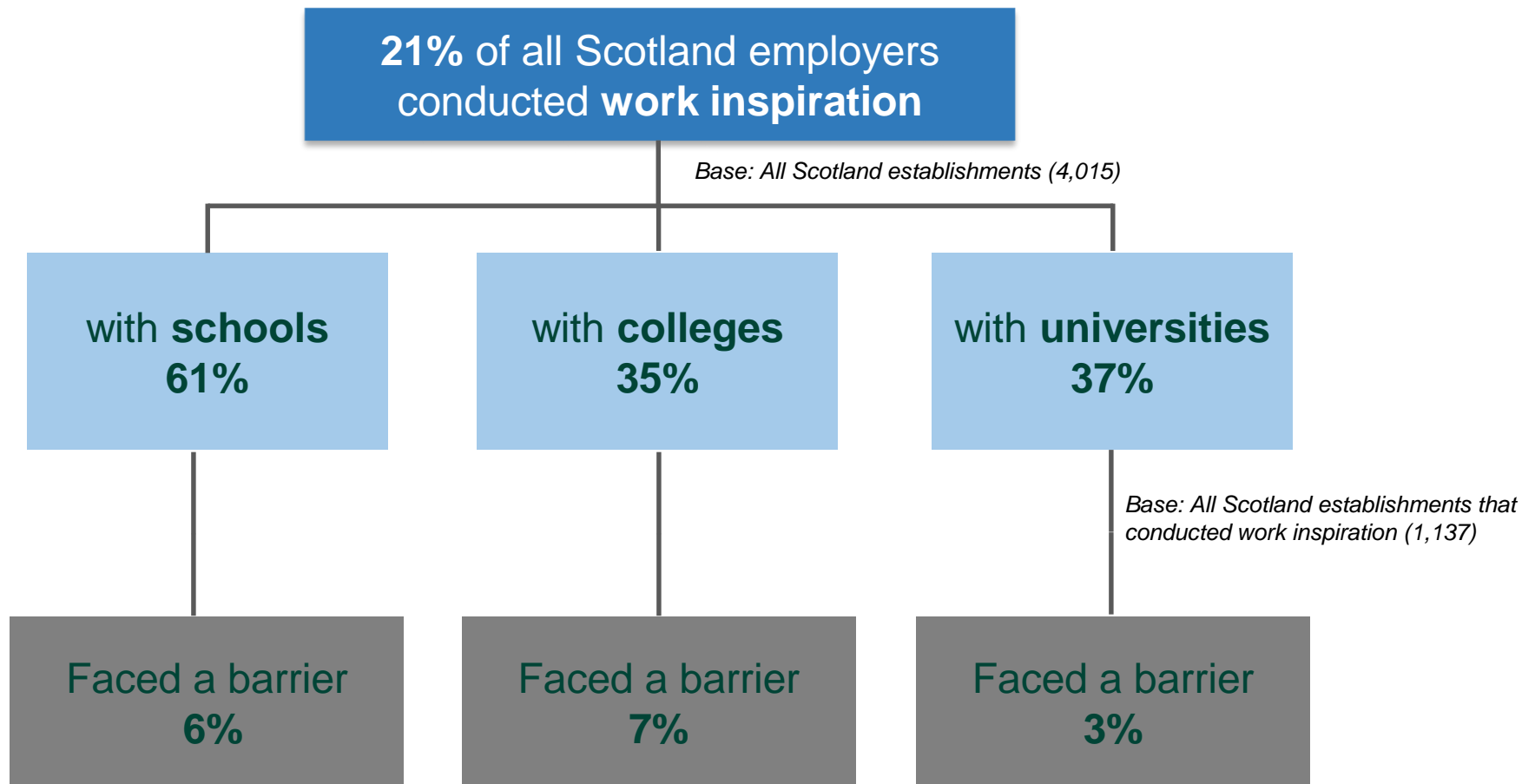
CIRCUMSTANTIAL



*Note that this code was not used in 2012

Base (2012/2014): All Scotland establishments who have offered placements in the last twelve months (692/1,932)

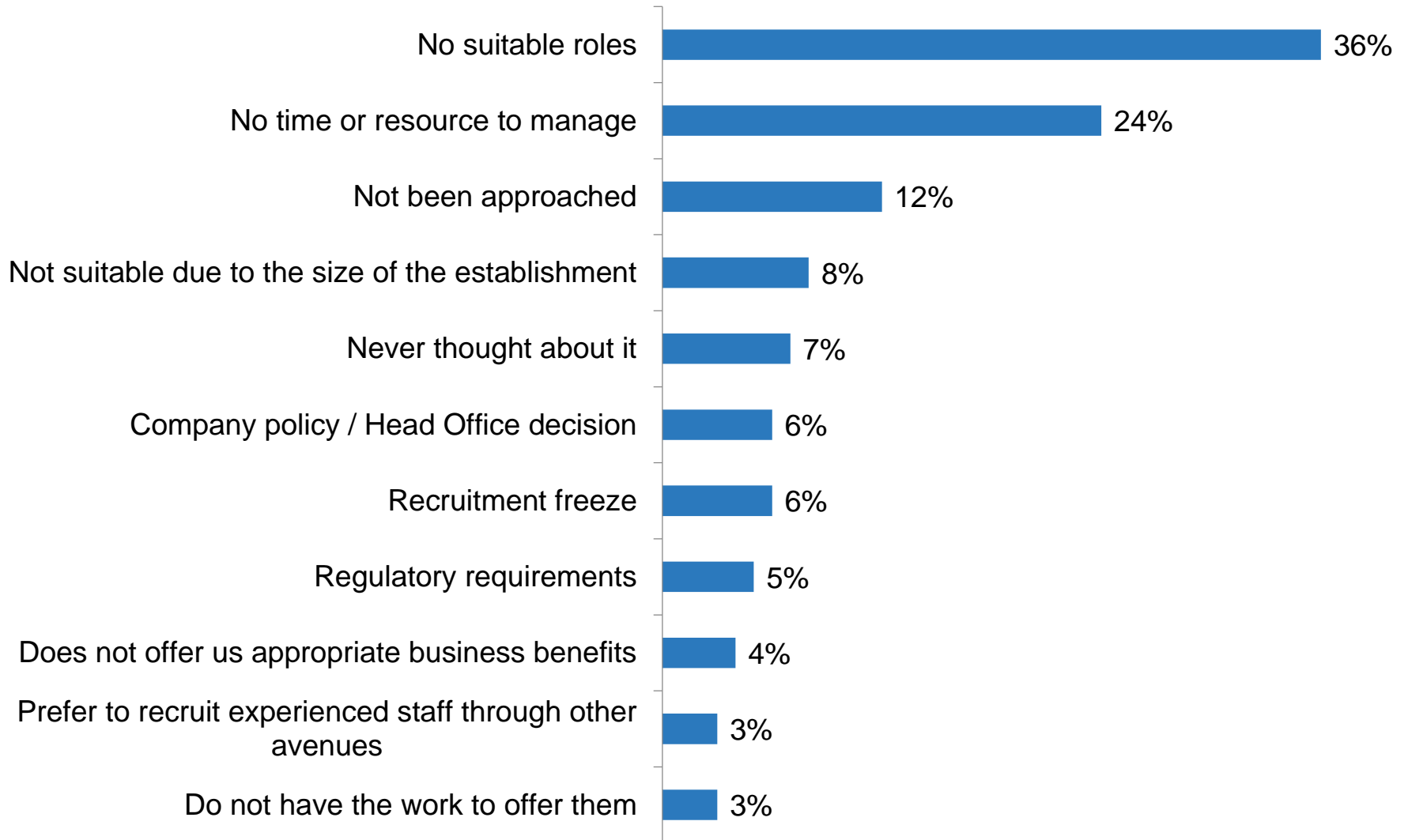
Employers in Scotland offering work inspiration activities* to students in education



Base: All Scotland establishments that worked with schools/colleges/universities to provide work inspiration activities (720/455/462)

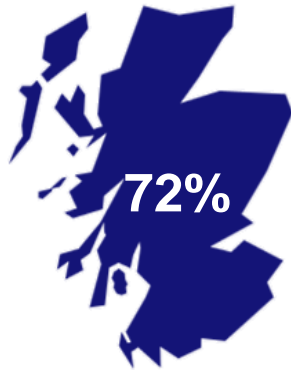
*'Work inspiration activity' is the term given to a range of activities designed to bring young people in education closer to the workplace, ranging from mentoring support to employers speaking at schools, colleges and universities. It does not include work placements.

Reasons for not offering any form of work experience



Chapter 4: People Development

Approach to training in Scotland



2012:
75%

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

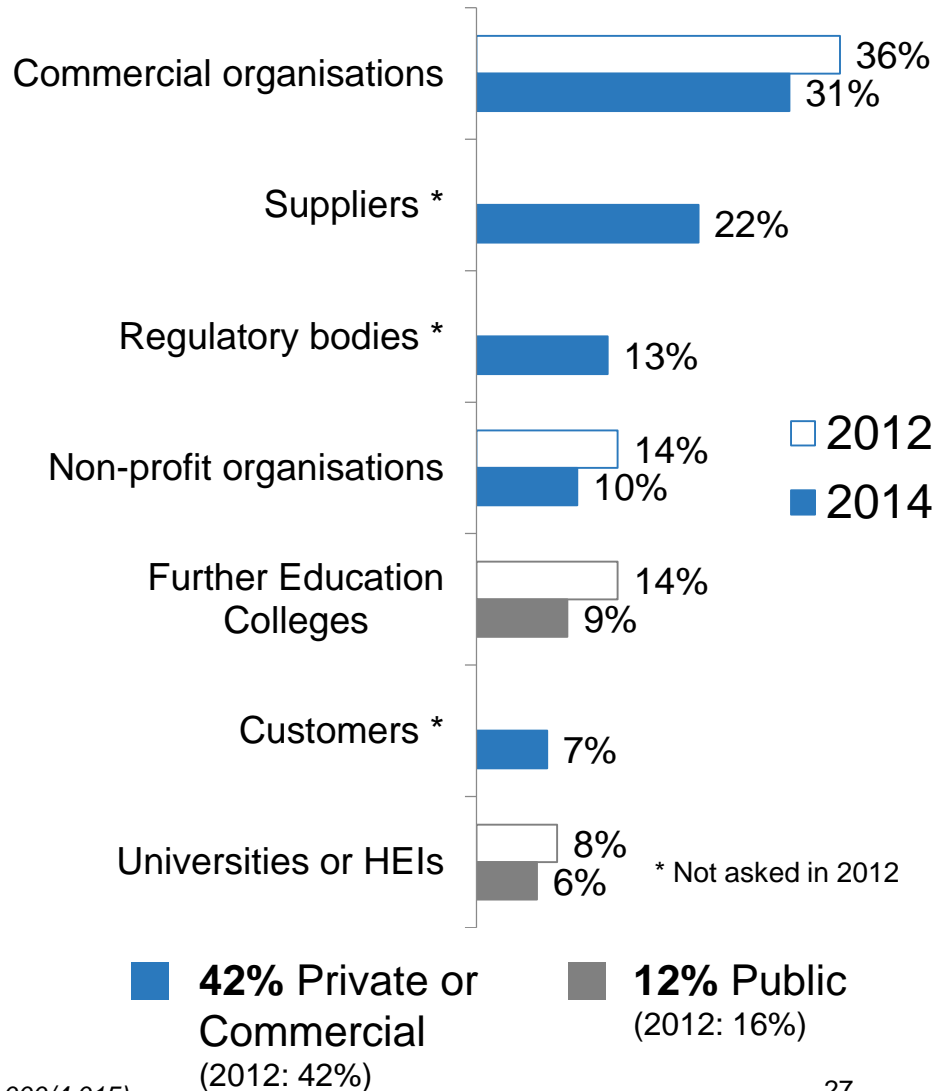
63% of all
provide **internal**
training
(2012: 66%)

46% of all
provide **external**
training
(2012: 48%)

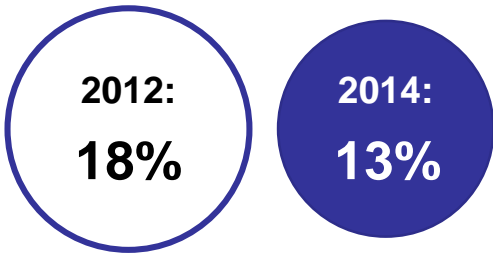
36% provide both
internal and external
training (2012: 36%)

Base (2012/2014): All Scotland establishments (2,000/4,015)

External providers used, across all establishments



FE Colleges as a source of training

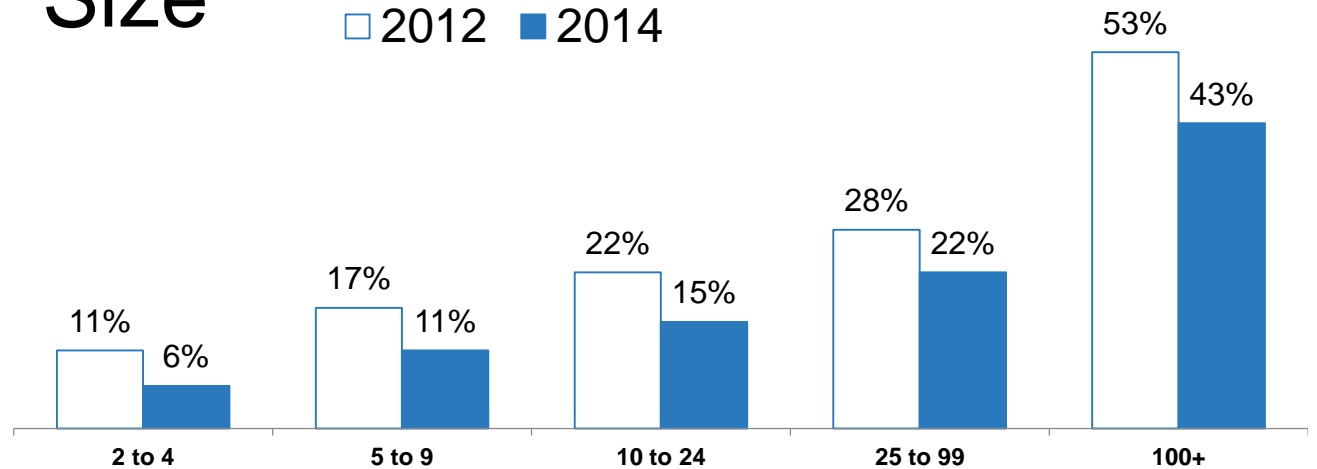


OF ESTABLISHMENTS WHO TRAIN USE FE COLLEGES

Base: All Scotland establishments who train (2012/2014): (1,699/3,325)

Size

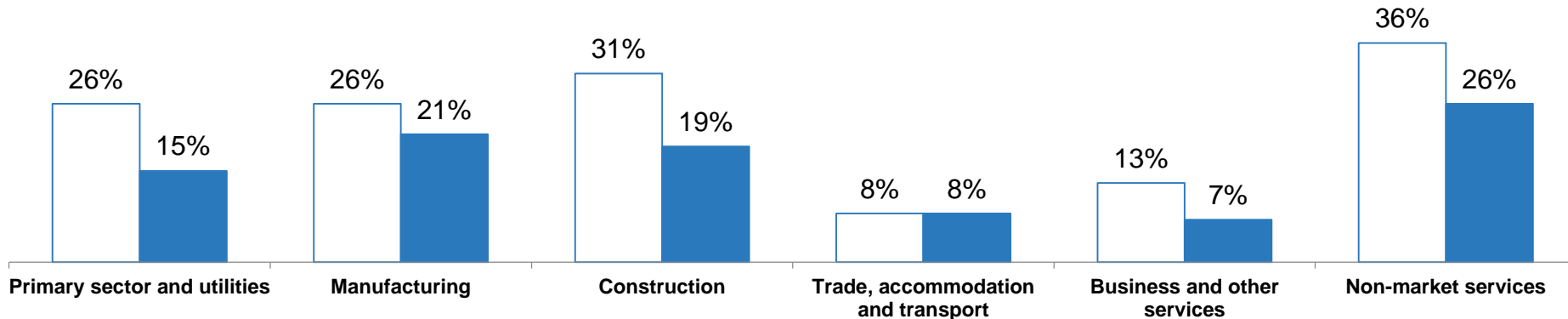
□ 2012 ■ 2014



Base: All Scotland establishments who train (2012/2014): 2 to 4 (273/506), 5 to 9 (394/791), 10 to 24(395/852), 25 to 99 (389/858), 100+ (248/318)

Sector

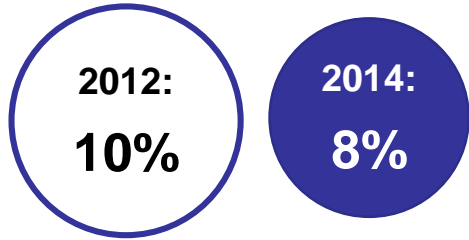
□ 2012 ■ 2014



Base: All Scotland establishments who train (2012/2014): Primary (93/191), Manufacturing (119/164), Construction (100/193), Trade, Accom. & Transport (533/1,083), Business (447/894), Non-market services (407/800)

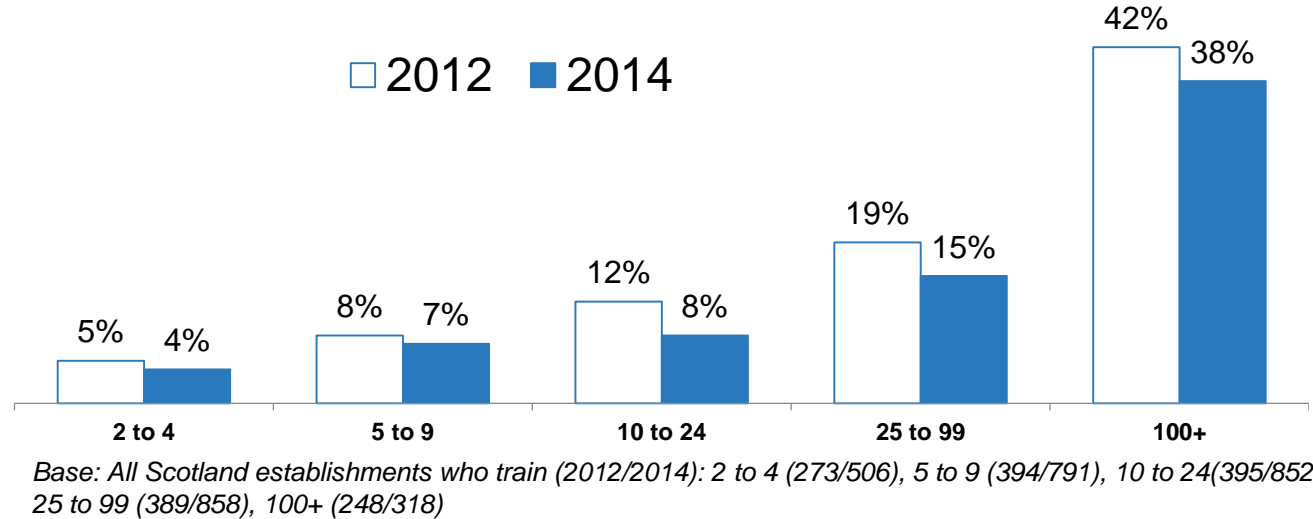
Higher Education institutions as a source of training

Size

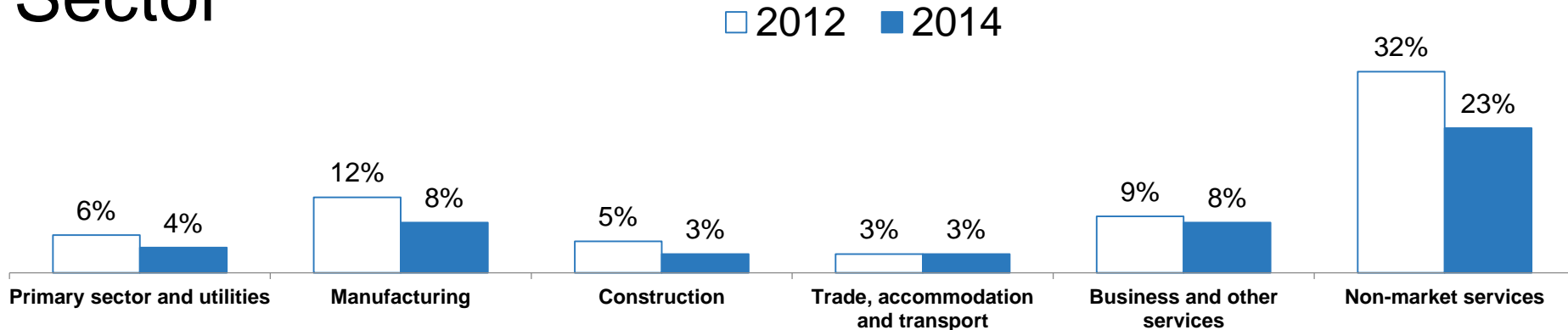


OF ESTABLISHMENTS WHO TRAIN USE HE INSTITUTIONS

Base: All Scotland establishments who train (2012/2014): (1,699/3,325)

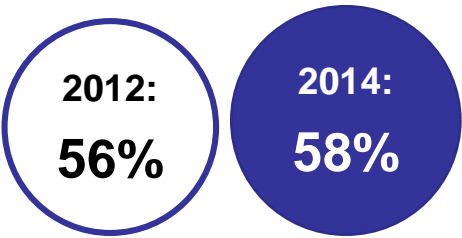


Sector



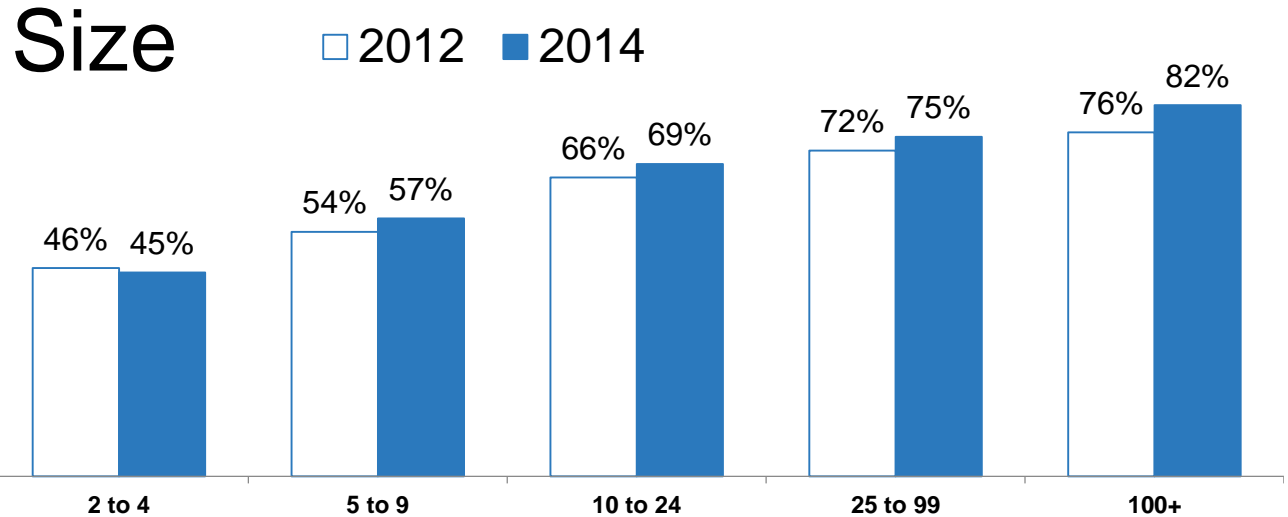
Base: All Scotland establishments who train (2012/2014): Primary (93/191), Manufacturing (119/164), Construction (100/193), Trade, Accom. & Transport (533/1,083), Business (447/894), Non-market services (407/800)

Commercial organisations* as a source of training



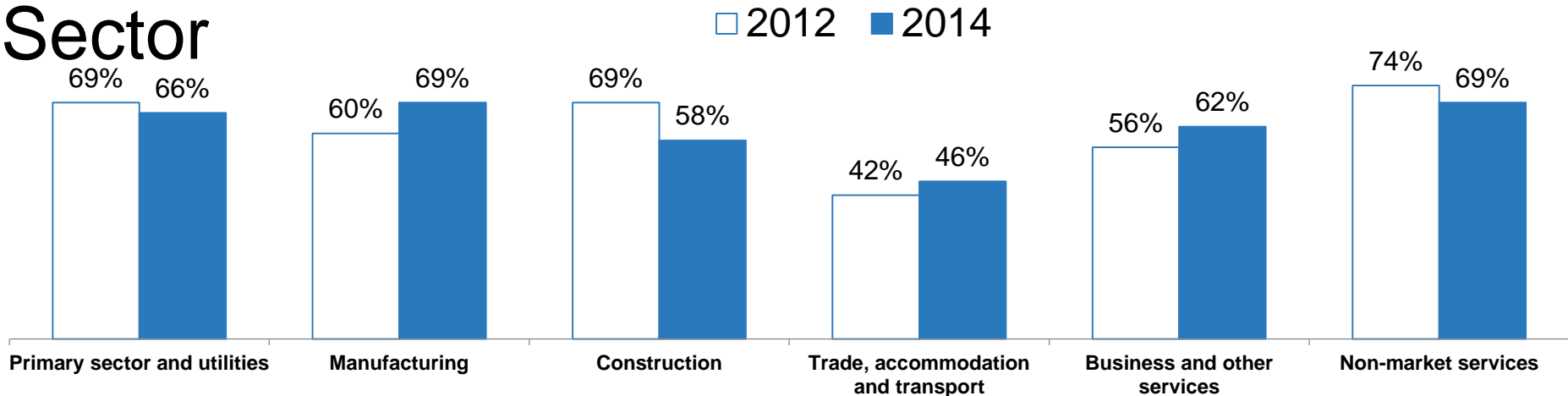
OF ESTABLISHMENTS WHO TRAIN USE COMMERCIAL ORGANISATIONS

Base: All Scotland establishments who train (2012/2014): (1,699/3,325)



Base: All Scotland establishments who train (2012/2014): 2 to 4 (273/506), 5 to 9 (394/791), 10 to 24(395/852), 25 to 99 (389/858), 100+ (248/318)

Sector

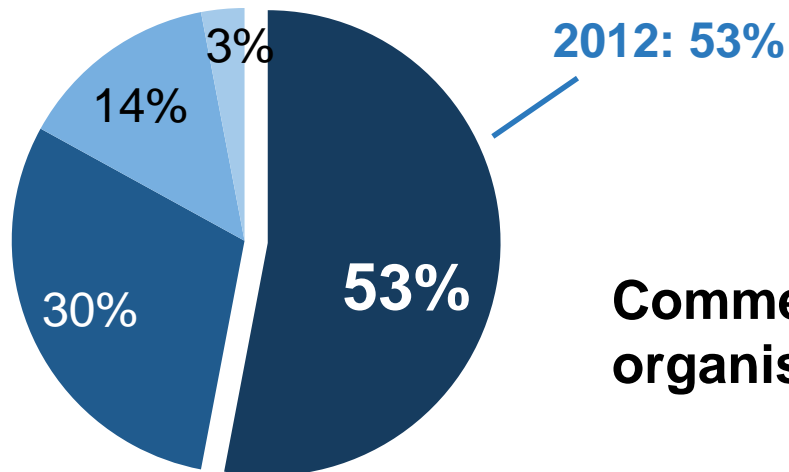


* Commercial organisations are defined as: Suppliers / Customers / Regulatory bodies / Other commercial or non-profit organisations

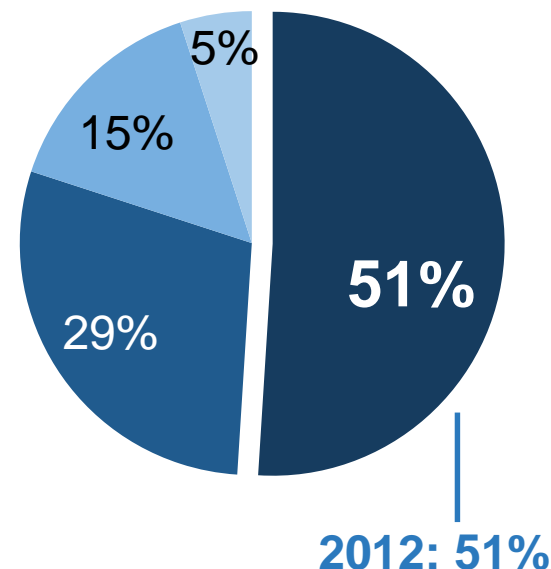
Base: All Scotland establishments who train (2012/2014): Primary (93/191), Manufacturing (119/164), Construction (100/193), Trade, Accom. & Transport (533/1,083), Business (447/894), Non-market services (407/800)

Employer funding of external training in Scotland

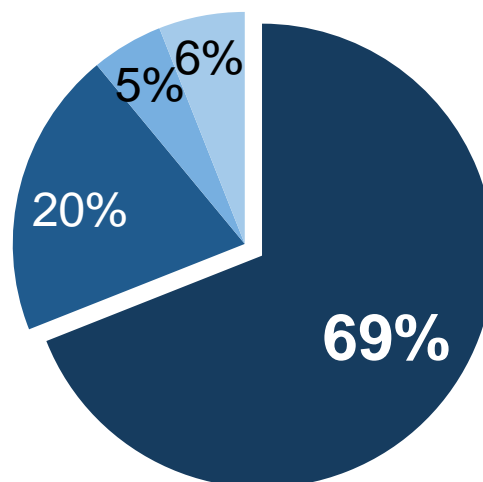
FE College



University / HEI



Commercial organisation



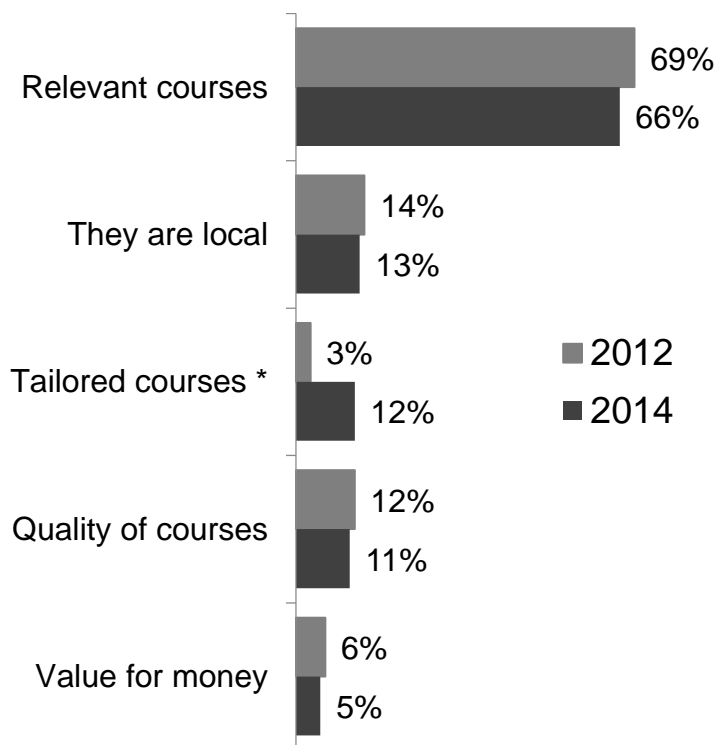
- Wholly funded by establishment
- Partly funded by establishment
- Not funded at all by establishment
- Don't know

Note that employers were not asked about their funding of commercial organisations for training purposes in 2012

Base: All Scotland establishments who use FE Colleges, Universities or commercial organisations as external sources of training (607/412/1,709)

Reasons for choosing public training providers

Reasons for using public institutions



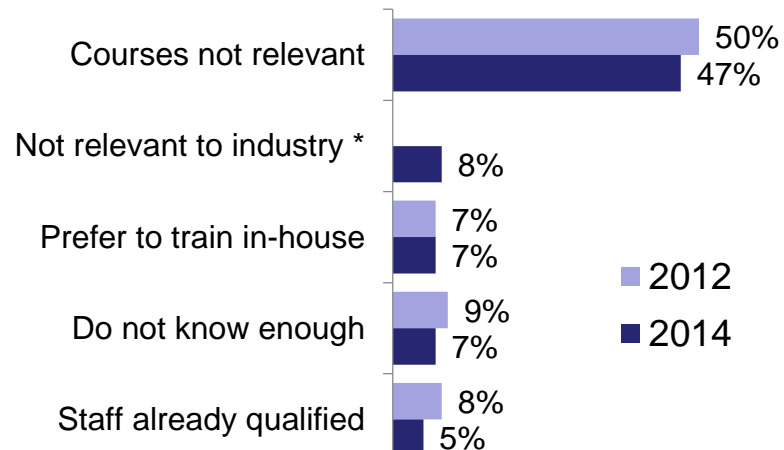
* This was added as a pre-code answer in 2014

Base (2012/2014): All in Scotland who use FE Colleges or HEIs to deliver training (506/796)

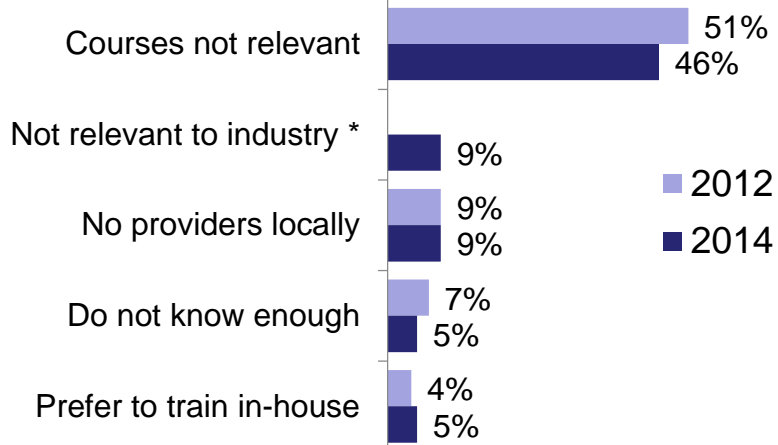
FE Colleges

HEIs

Barriers to using



Base (2012/2014): All in Scotland who have not used FE colleges for external training and were followed up as to why (421/944)



Base (2012/2014): All in Scotland who have not used HEIs for external training and were followed up as to why (578/1,215)

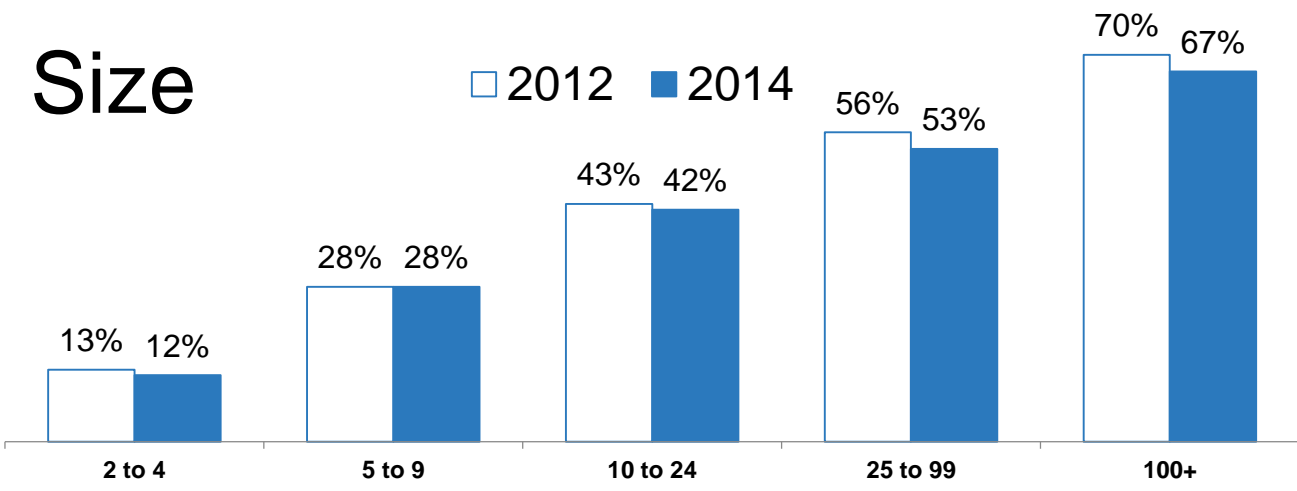
Take up of vocational qualifications in Scotland

2012: **26%** 2014: **26%**

**OF ALL ESTABLISHMENTS
ARRANGED OR FUNDED
VOCATIONAL
QUALIFICATIONS**

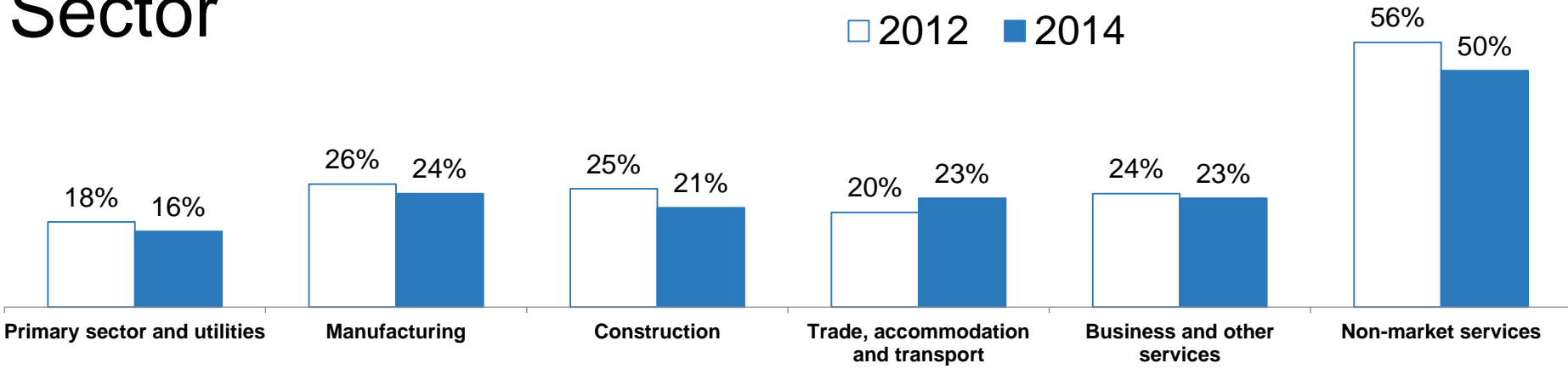
Base: All Scotland establishments (2012/2014): (2,000/4,015)

Size



Base: All Scotland establishments (2012/2014): 2 to 4 (448/879), 5 to 9 (460/984), 10 to 24(430/930), 25 to 99 (408/894), 100+ (254/328)

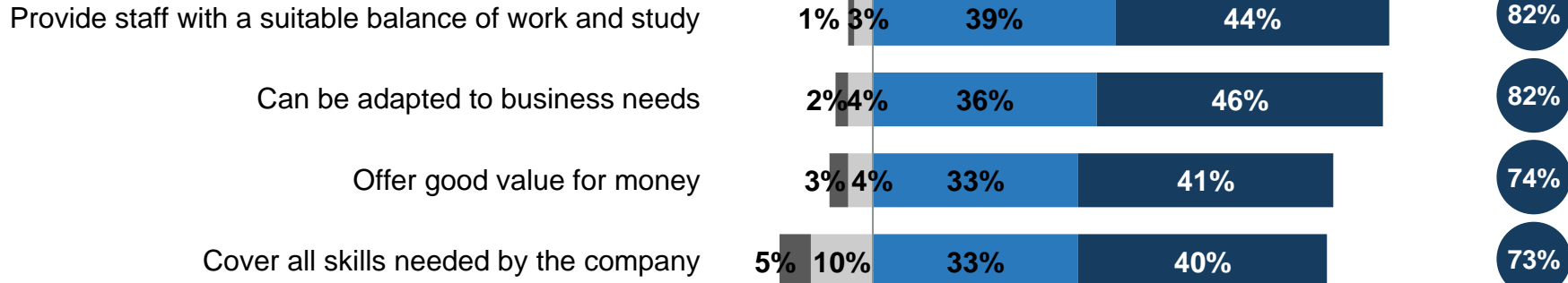
Sector



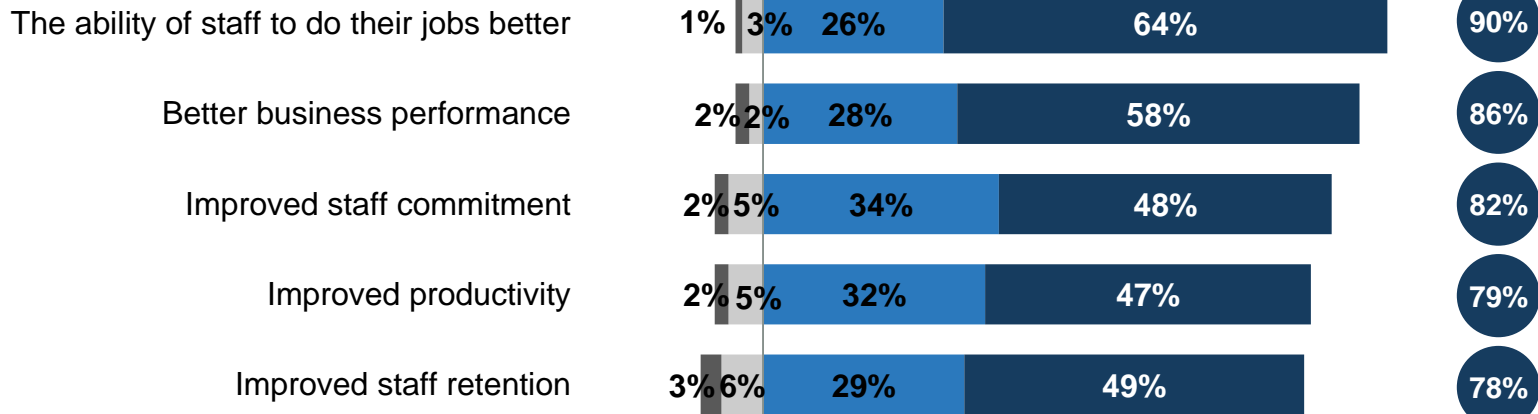
Base: All Scotland establishments: Primary (134/293), Manufacturing (147/202), Construction (133/263), Trade, Accom. & Transport (647/1,332), Business (515/1,072), Non-market services (424/853)

Business benefits and impacts of using vocational qualifications

Business Benefits



Impact

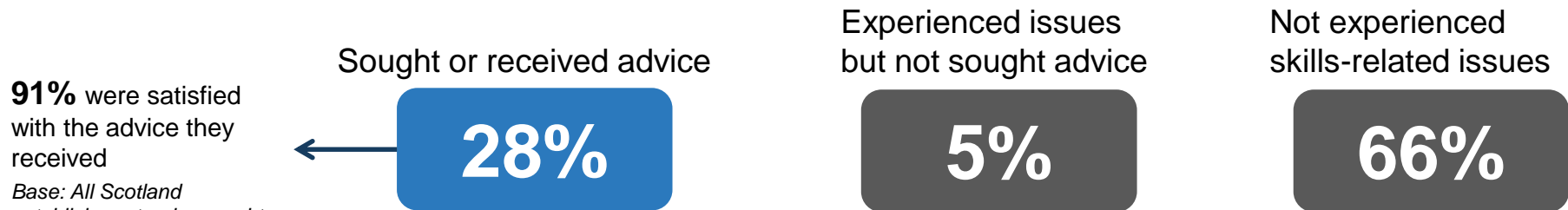


■ Disagree strongly ■ Disagree slightly ■ Agree slightly ■ Agree strongly

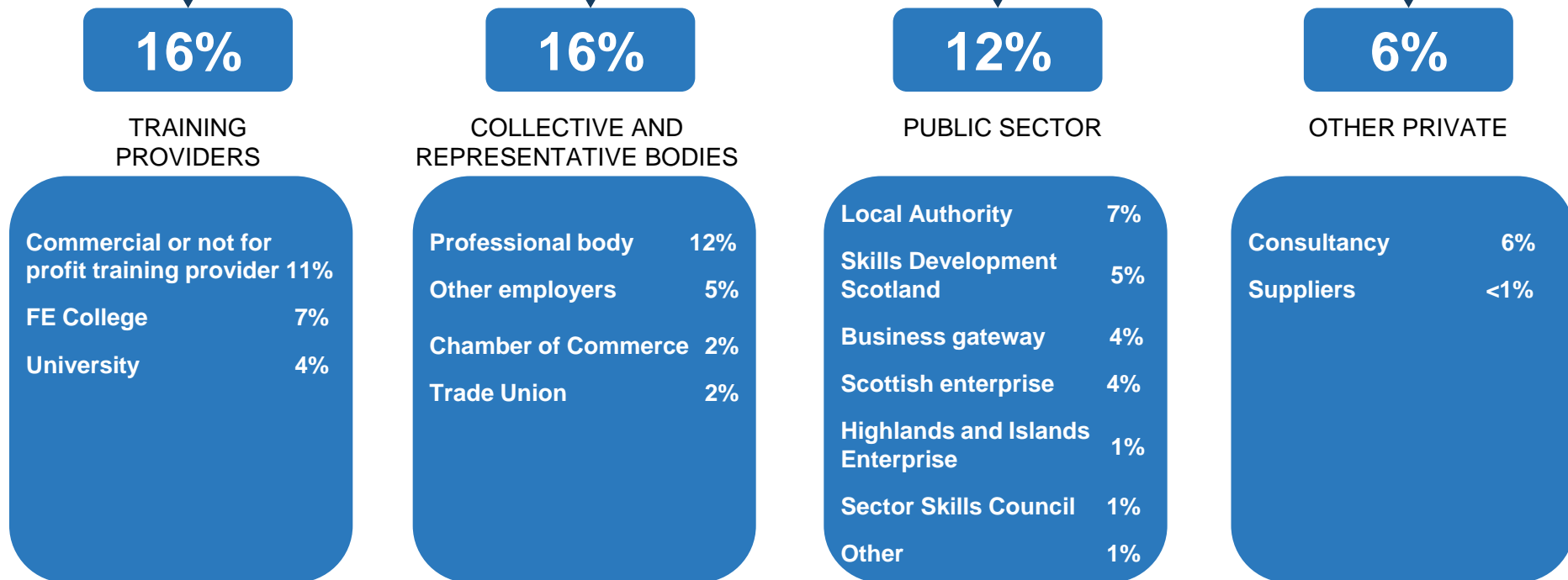
Figures will not add up to 100% as "Neither agree nor disagree" and "Don't know" answers are not displayed

Base: All Scotland establishments who had arranged/funded training towards vocational qualifications in the previous 12 months (1,526)

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

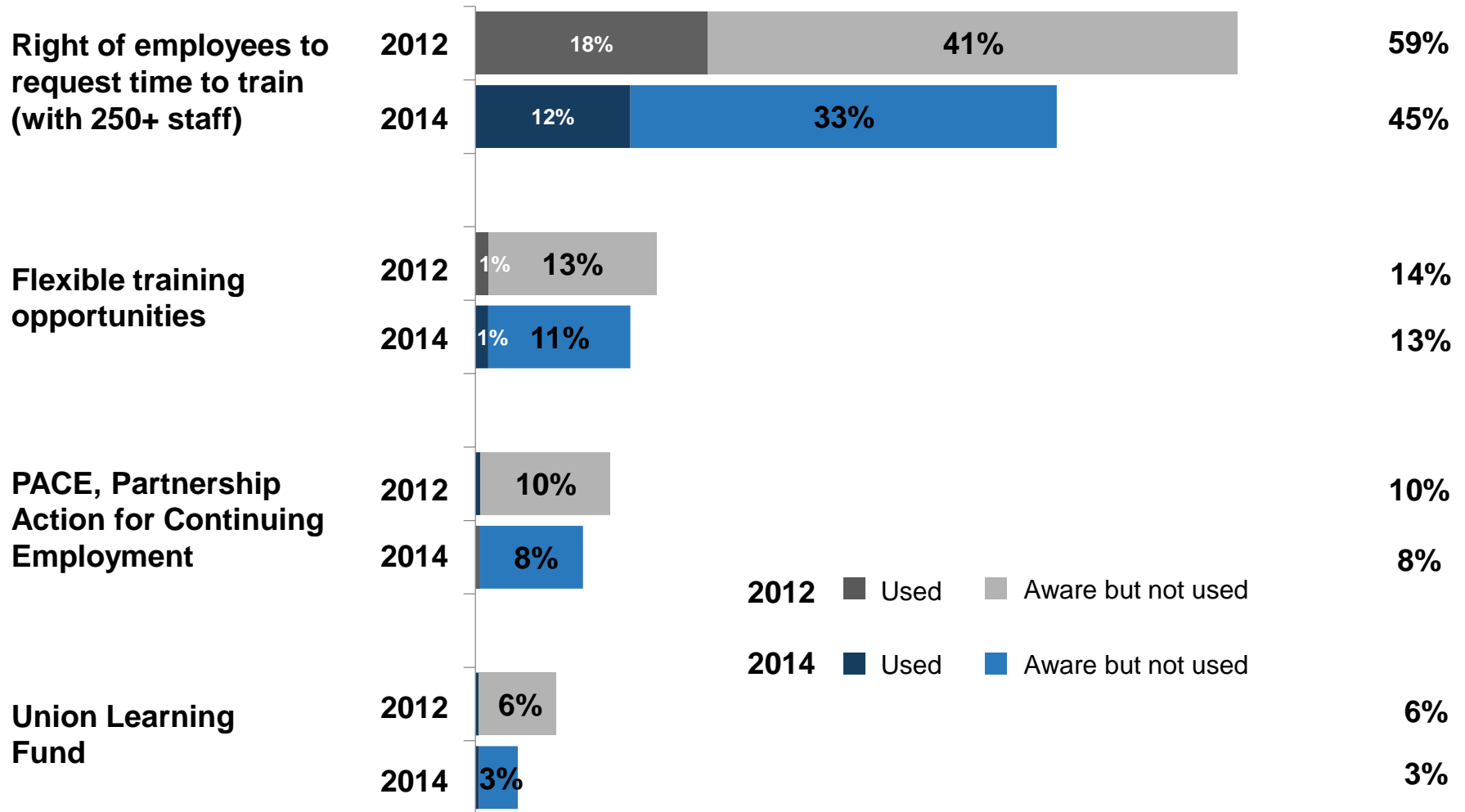


Sources of advice



Awareness and use of People Development initiatives

AWARE



All percentages have been rounded to zero decimal places. This means the overall AWARE figures will not necessarily be a sum of the two percentages presented for the 'Used' and 'Aware but not used'.

Base (2012/2014): All Scotland establishments (2,000/4,015); 250+ staff (106/107)

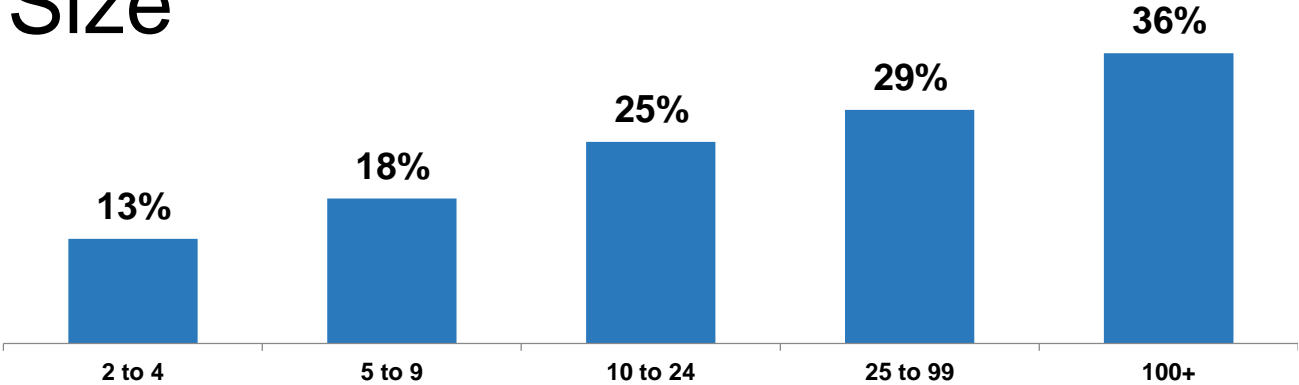
Employer collaboration on skills and training practices in Scotland



OF ALL ESTABLISHMENTS COLLABORATE ON SKILLS AND TRAINING PRACTICES

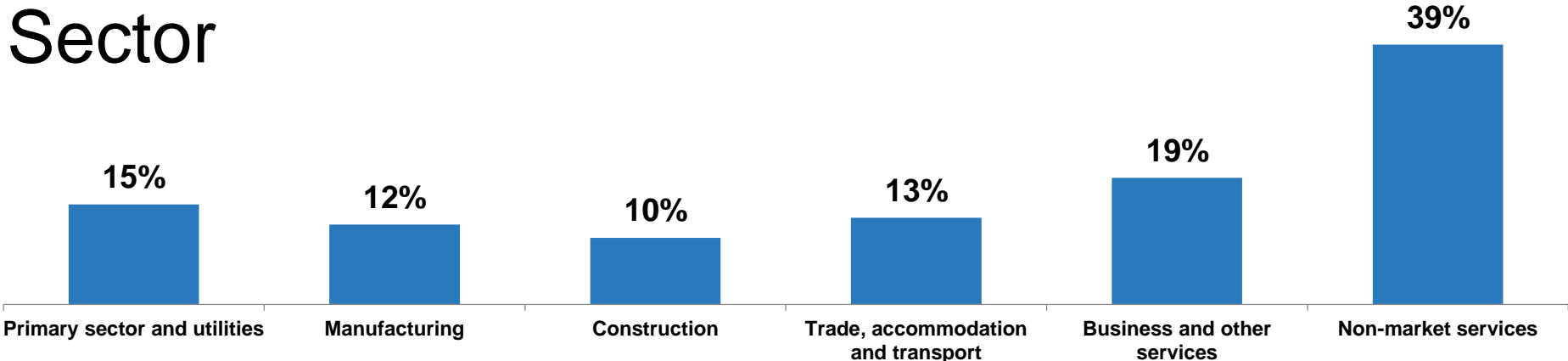
Base: All Scotland establishments (4,015)

Size



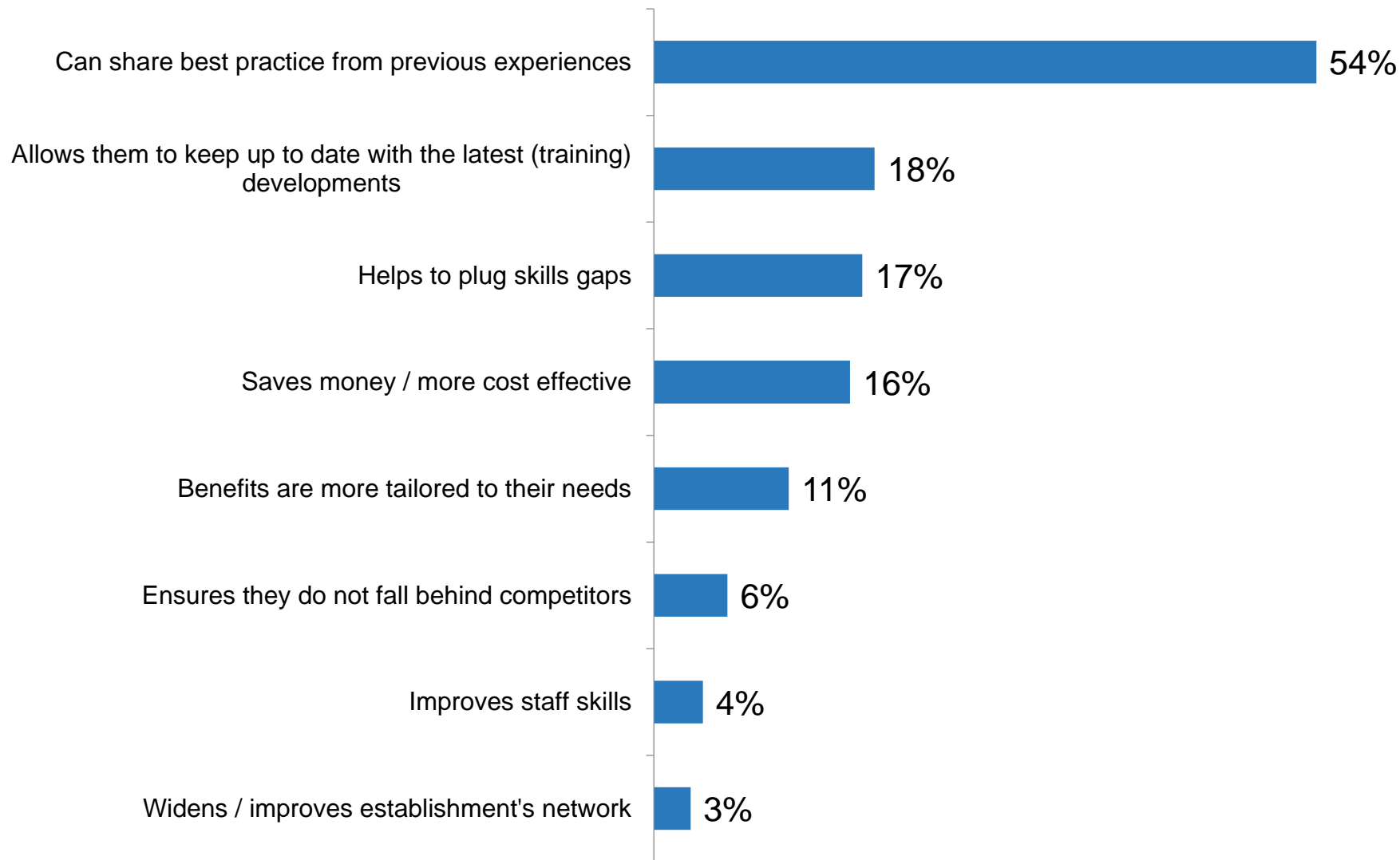
Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

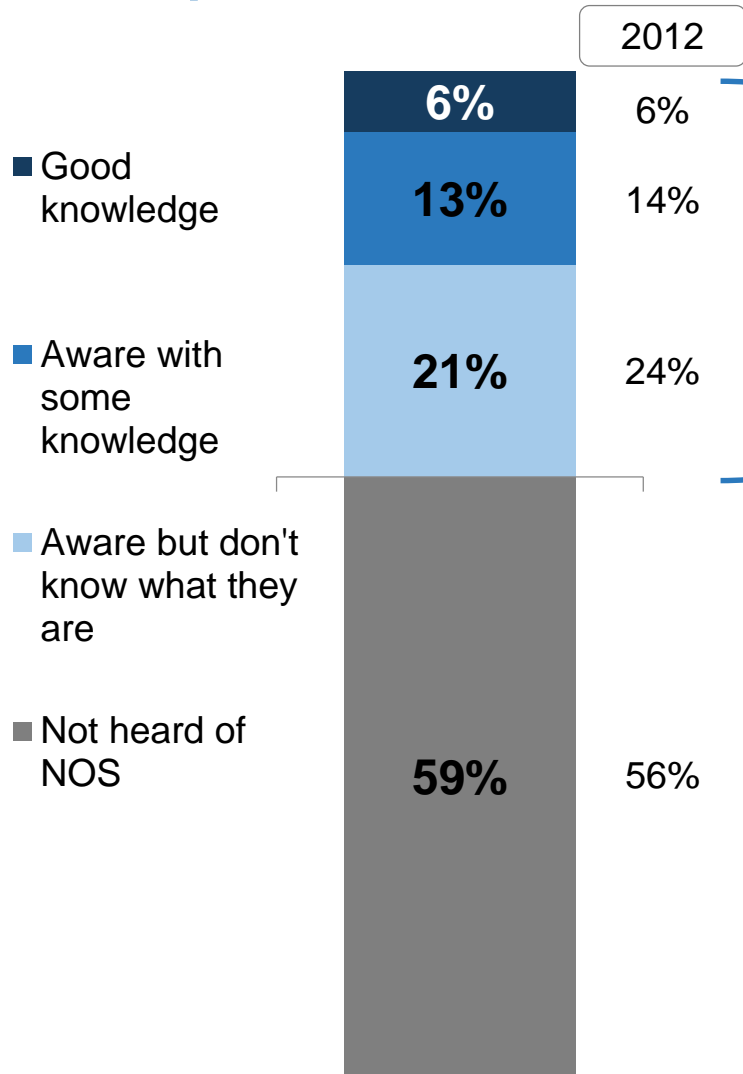
Benefits of collaborating with other employers



Multiple responses allowed

Base: All Scotland establishments that have worked with another employer regarding training and skills development practices (936)

Awareness and use of the National Occupational Standards in Scotland



40% any awareness of NOS
(2012: 43%)

10% of all Scotland employers used NOS...
(2012: 11%)

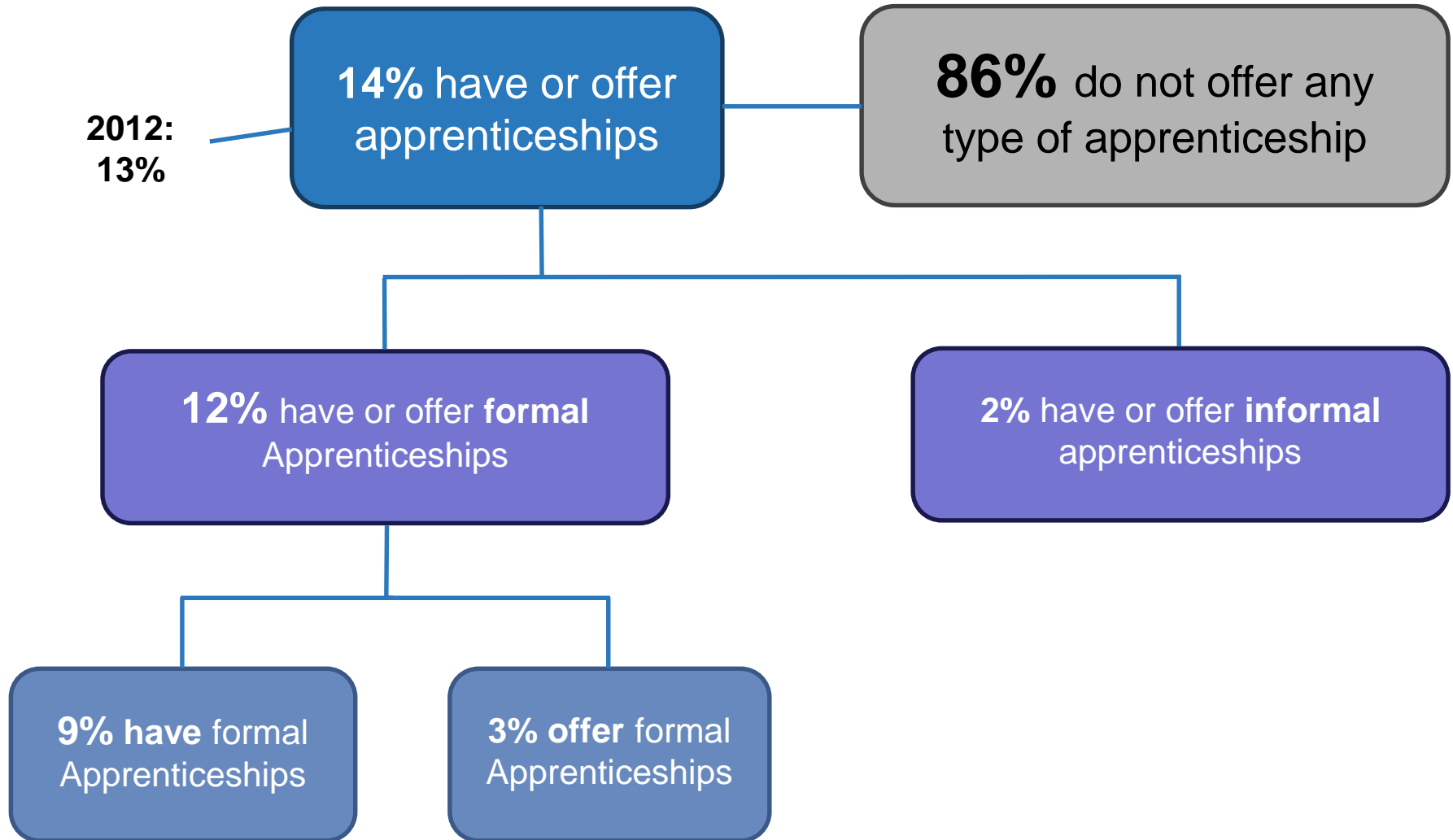
- To develop training plans to meet the establishment's training needs: **7%** (2012: 8%)
- For staff appraisals or performance management: **6%** (2012: 7%)
- To develop job descriptions or guide recruitment criteria: **6%** (2012: 7%)
- For succession planning or competency frameworks: **6%** (2012: 6%)

Note that 'Don't know' responses are not shown
Base (2012/2014): All Scotland establishments (2,000/4,015)

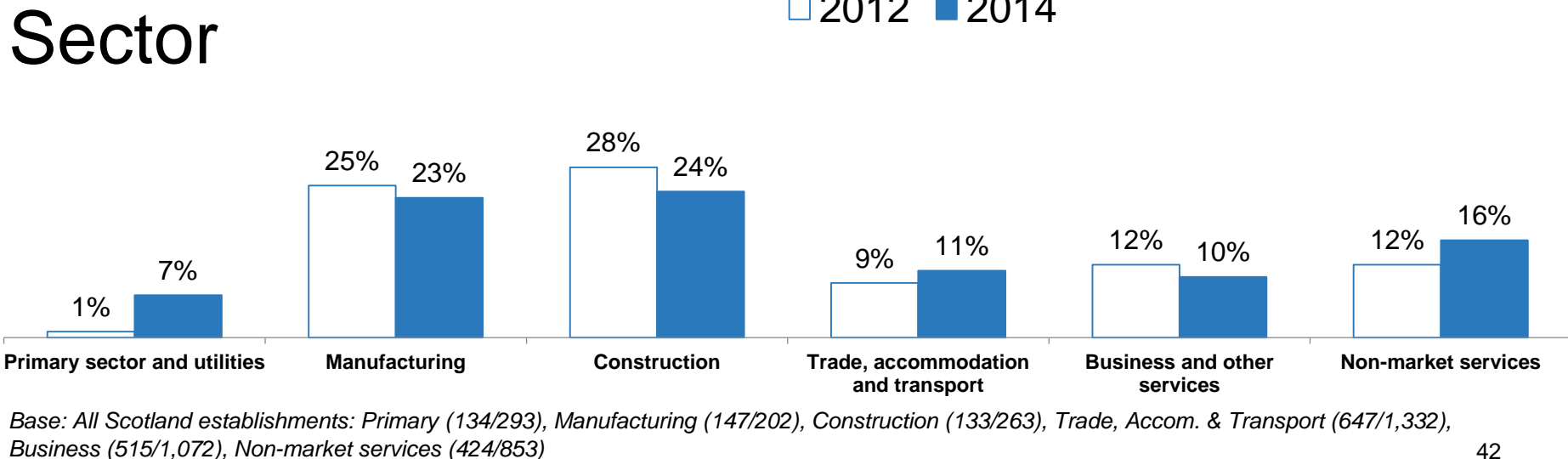
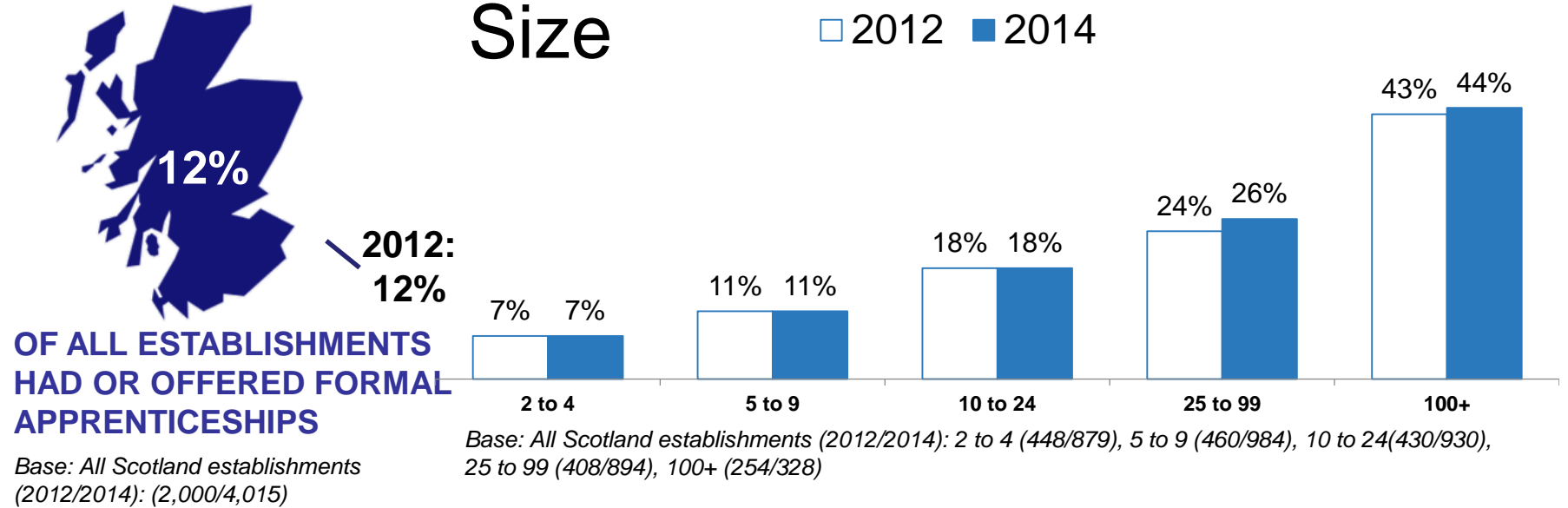
Chapter 5: Apprenticeships

An overview of apprenticeships in Scotland

Of all Scotland employers...



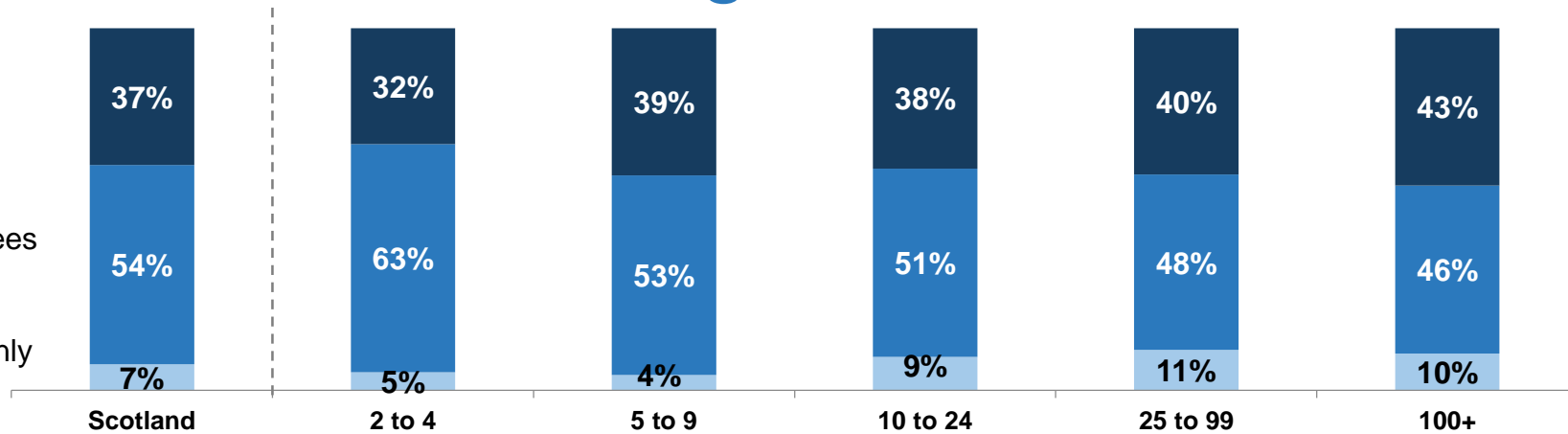
Formal Apprenticeship offering, by size and sector



Profile of Apprentices in Scotland: Whether new or existing recruits

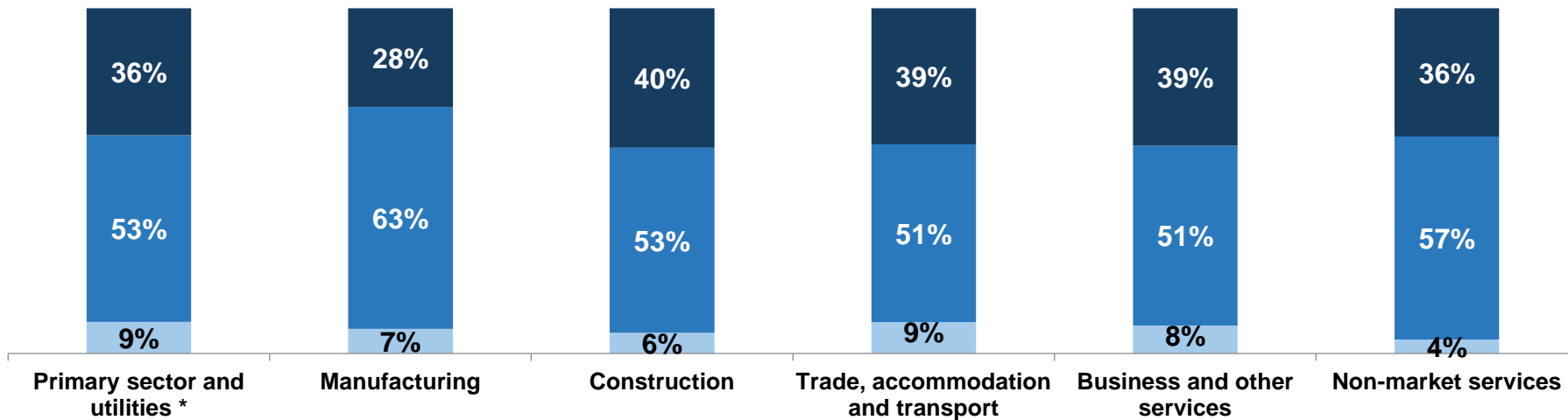
Size

- Both
- New employees only
- Existing employees only



Base: All Scotland establishments who currently have or offer formal Apprenticeships: Scotland (715), 2 to 4 (58), 5 to 9 (119), 10 to 24 (174), 25 to 99 (217), 100+ (147)

Sector

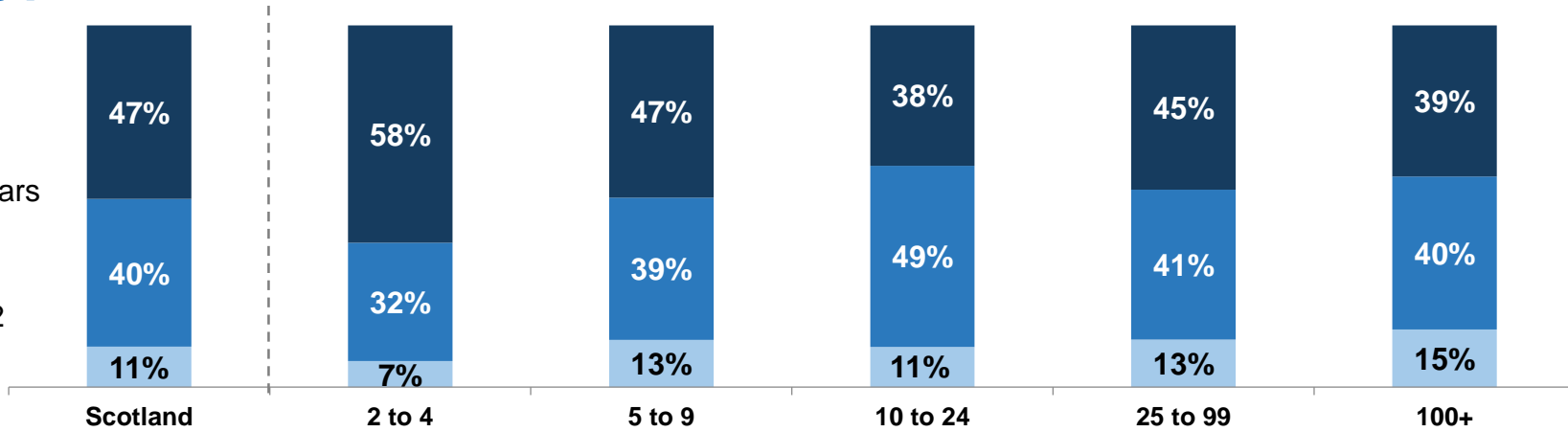


Base: All Scotland establishments who currently have or offer formal Apprenticeships: Primary (32*), Manufacturing (68), Construction (101), Trade, Accom. & Transport (199), Business (163), Non-market services (152); * Low base size, treat with caution

Length of typical Apprenticeships, by size and sector

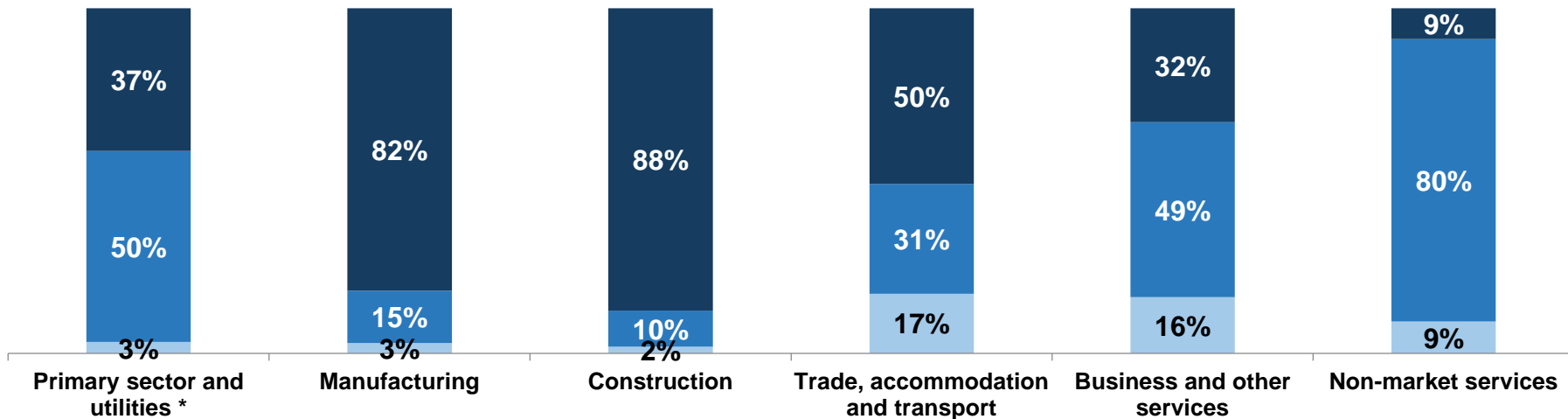
Size

- At least 3 years
- 1 to 3 years
- Less than 12 months



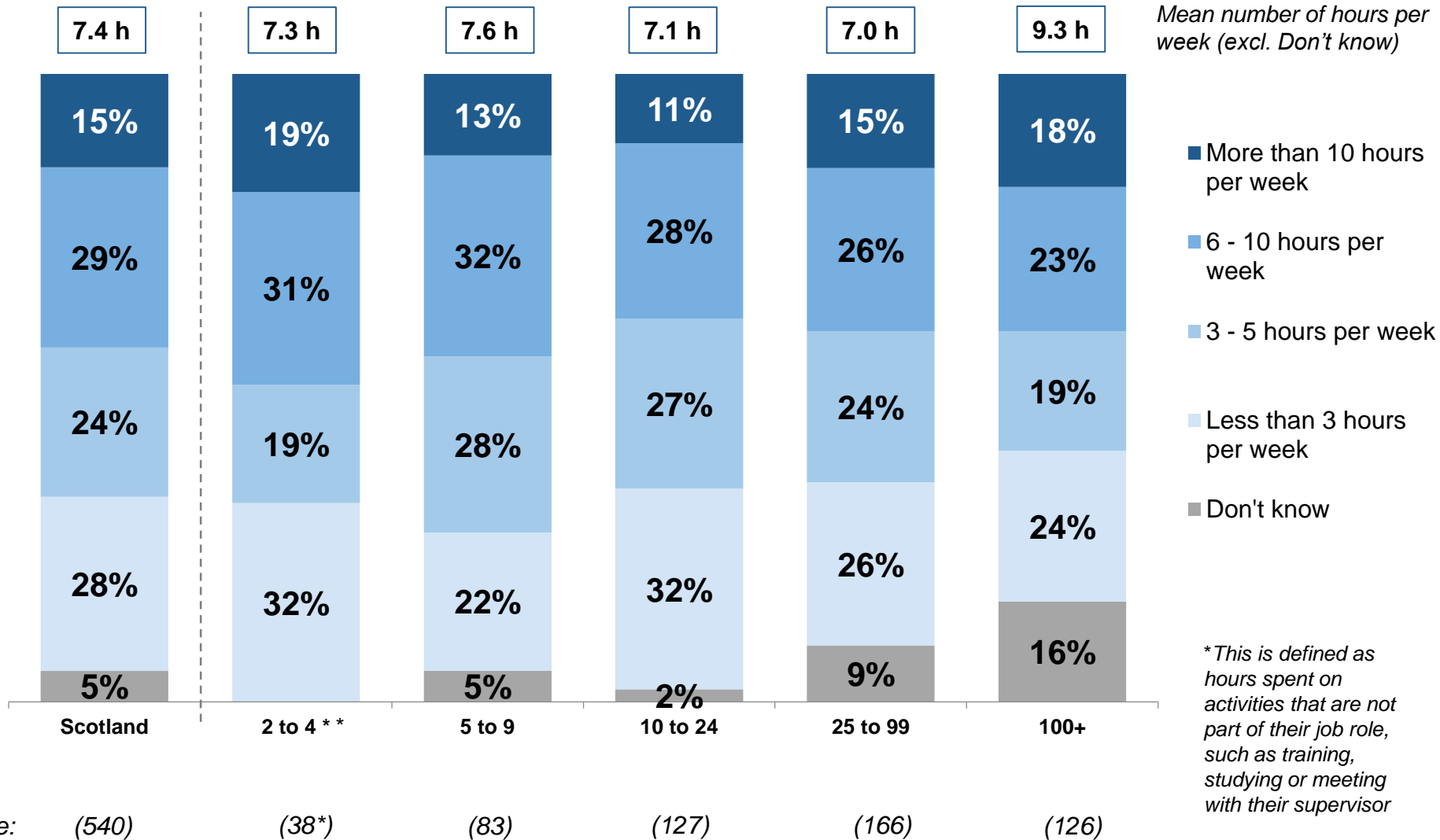
Base: All Scotland establishments who currently have or offer formal Apprenticeships: Scotland (715), 2 to 4 (58), 5 to 9 (119), 10 to 24 (174), 25 to 99 (217), 100+ (147)

Sector

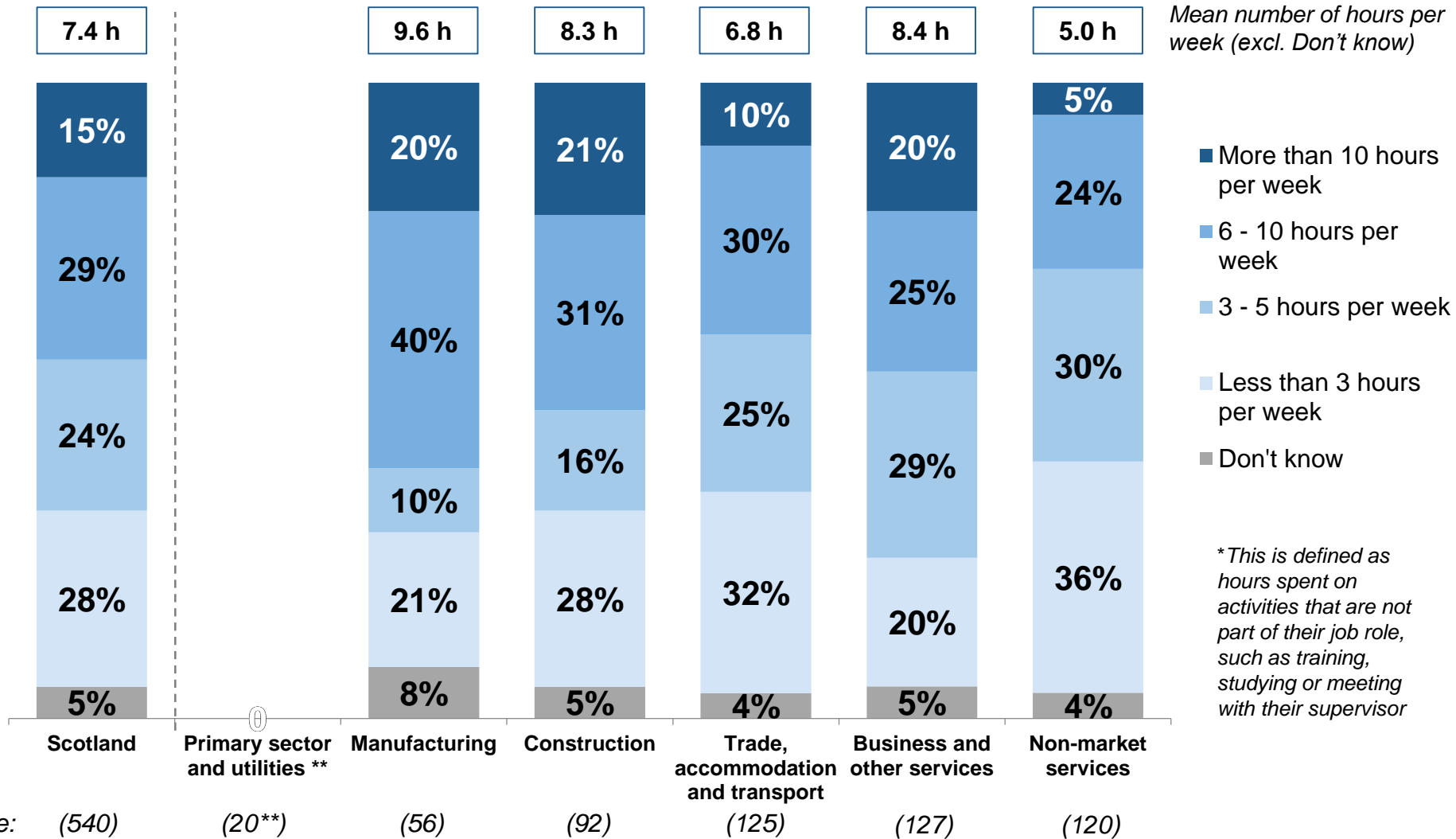


Base: All Scotland establishments who currently have or offer formal Apprenticeships: Primary (32*), Manufacturing (68), Construction (101), Trade, Accom. & Transport (199), Business (163), Non-market services (152); * Low base size, treat with caution

Hours spent by Apprentices on activities not part of their job role*, by size

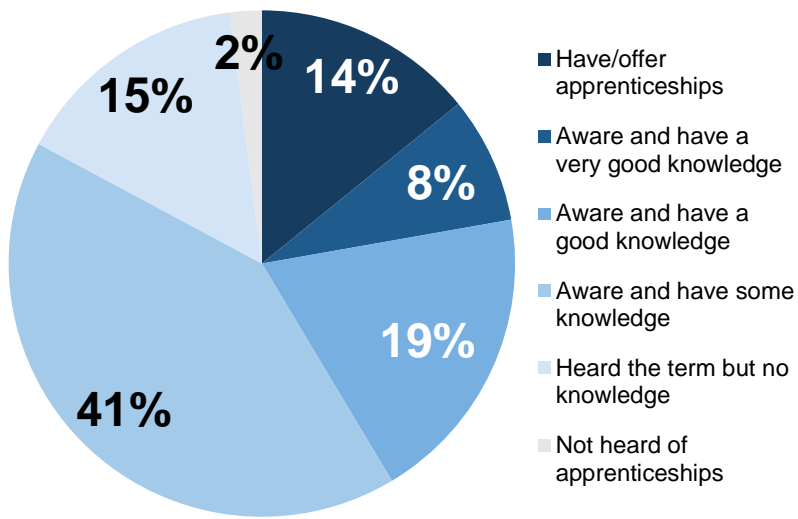


Hours spent by Apprentices on activities not part of their job role*, by sector



Awareness and knowledge of apprenticeships

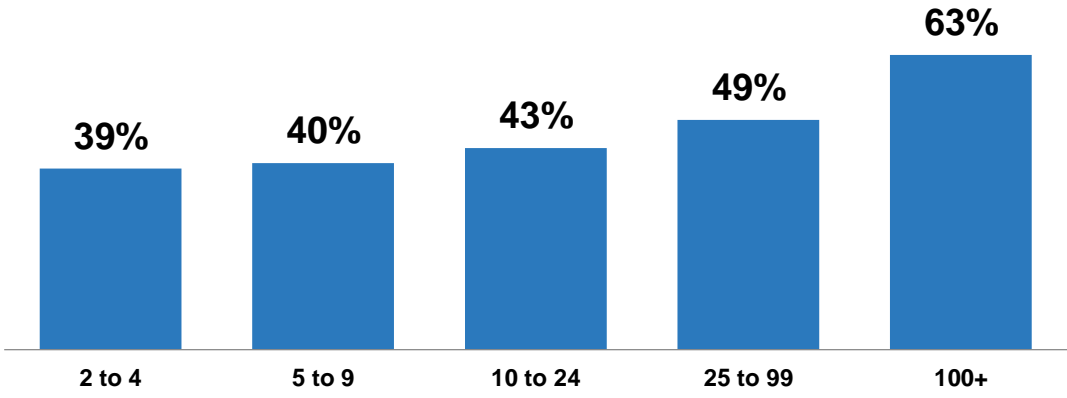
Scotland



Base: All Scotland establishments: (4,015)

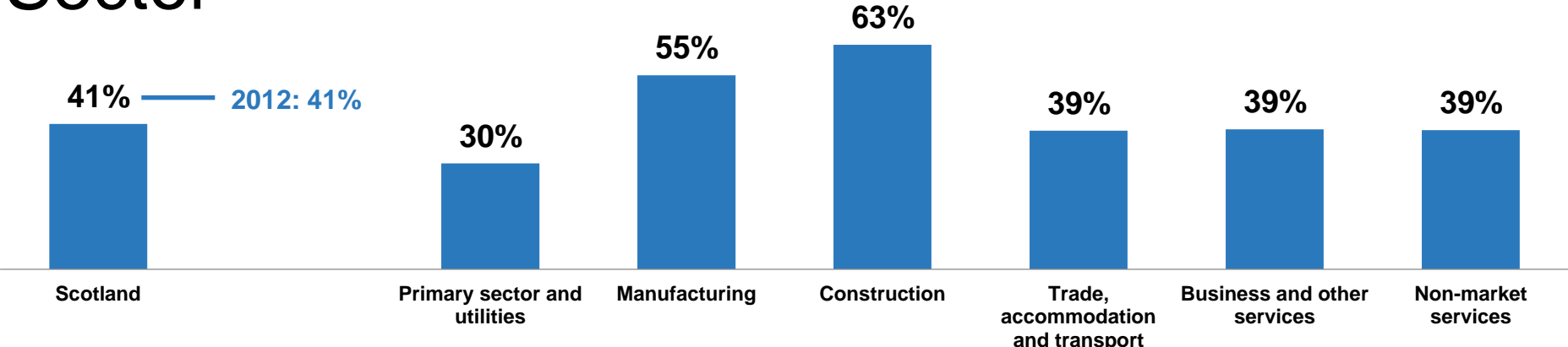
Size

Note: Size and Sector percentages represent those with at least a **good** knowledge of apprenticeships



Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

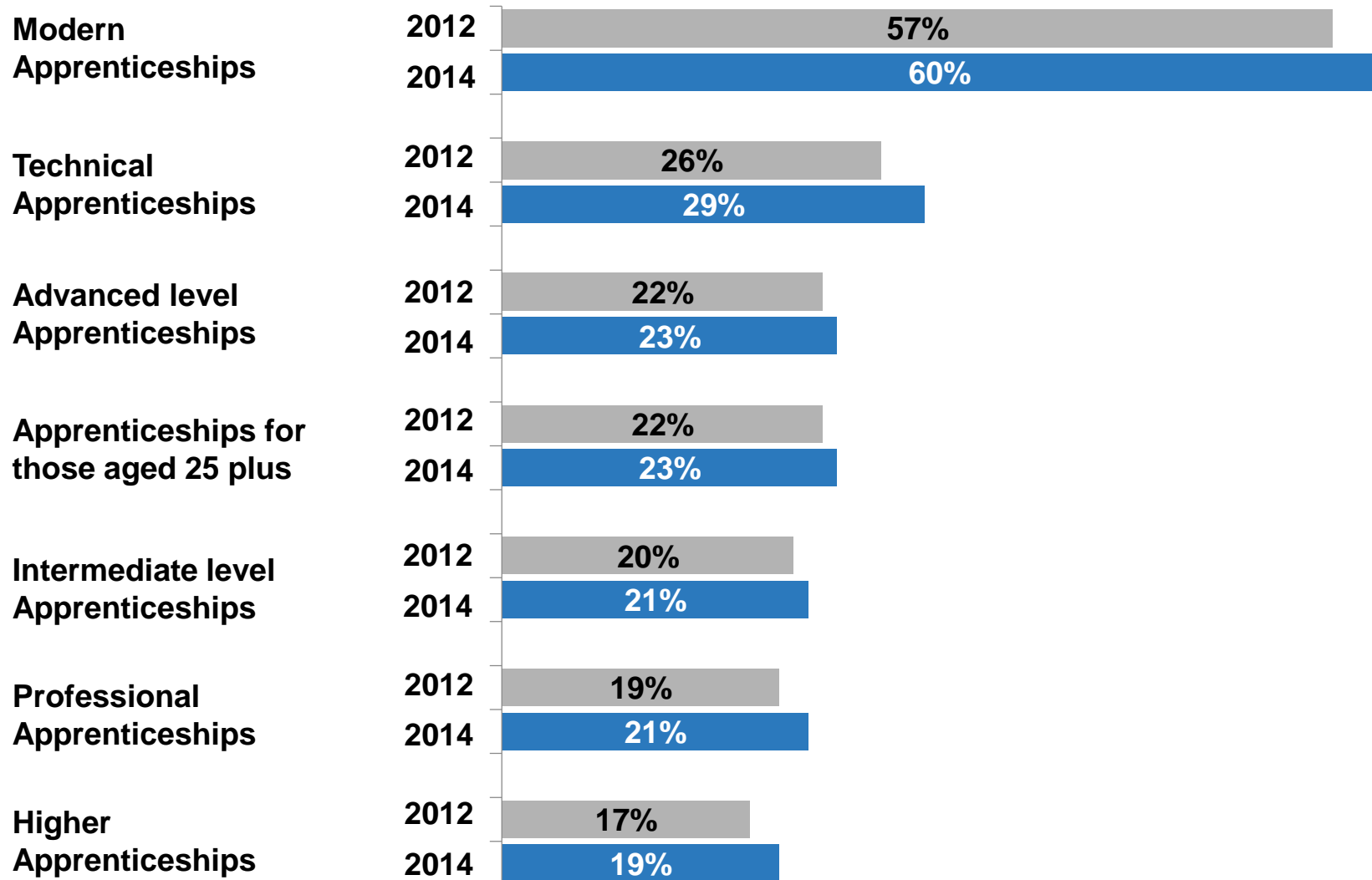
Sector



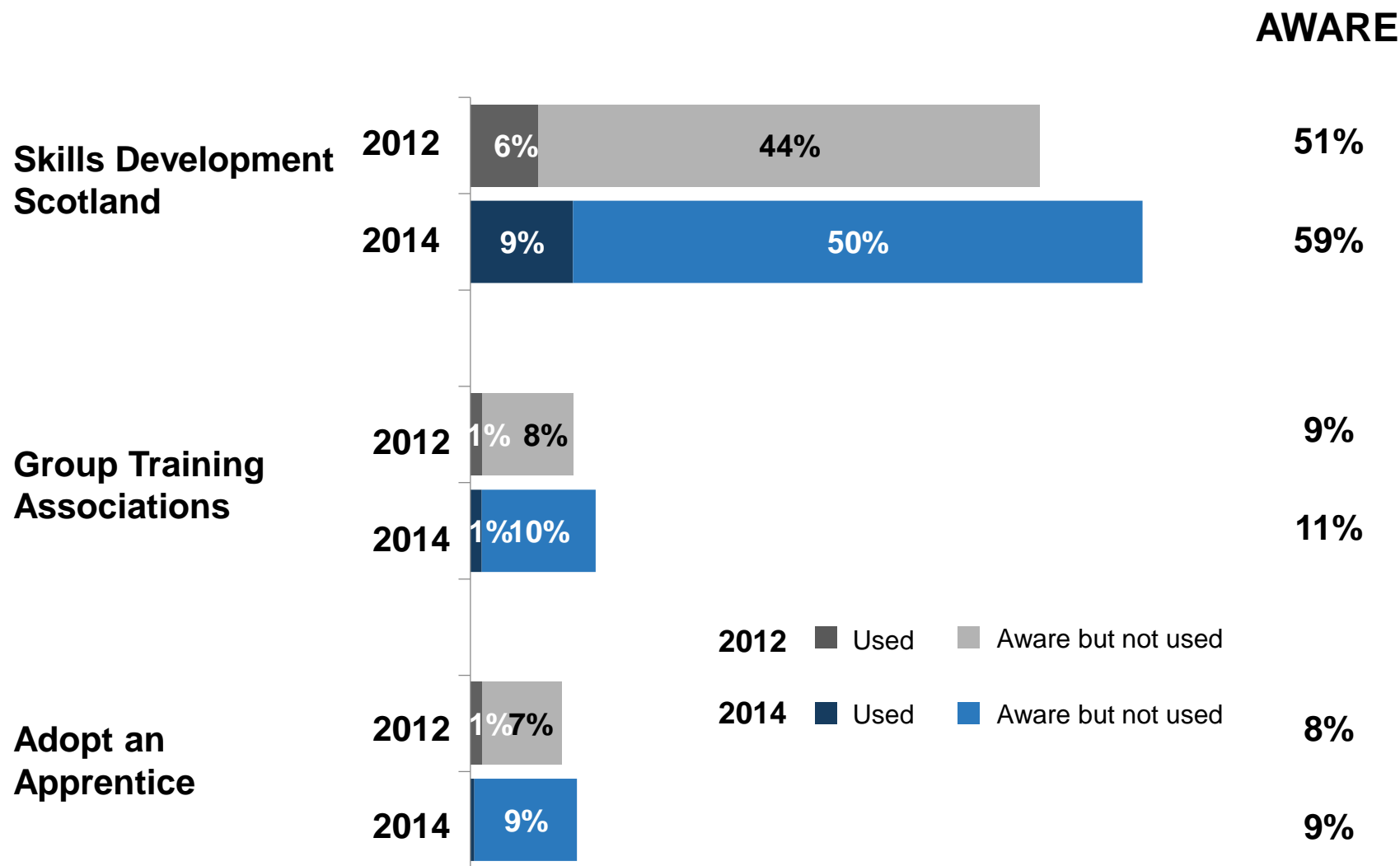
Base: All Scotland establishments: Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

Figures refer to awareness and knowledge of both formal and informal apprenticeships

Awareness of specific government-recognised Apprenticeship schemes



Awareness and use of Apprenticeship services



All percentages have been rounded to zero decimal places. This means the overall AWARE figures will not necessarily be a sum of the two percentages presented for the 'Used' and 'Aware but not used'.

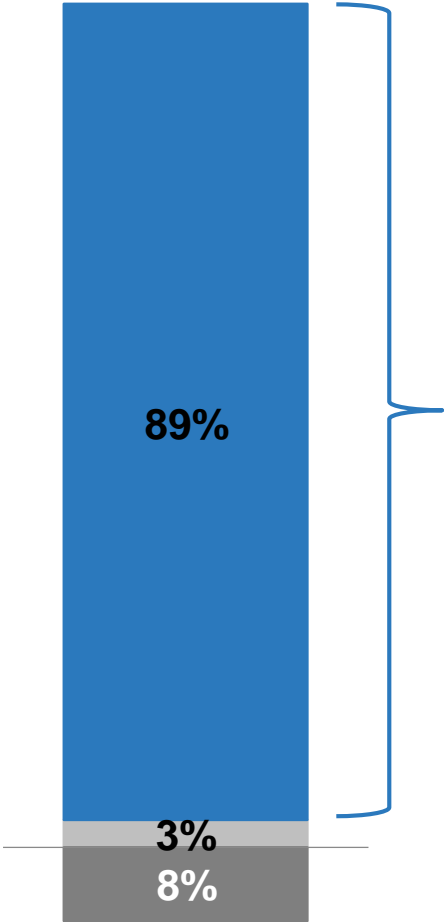
Base (2012/2014): All Scotland establishments (2,000/4,015)

Scotland employers planning to offer Apprenticeships in the future

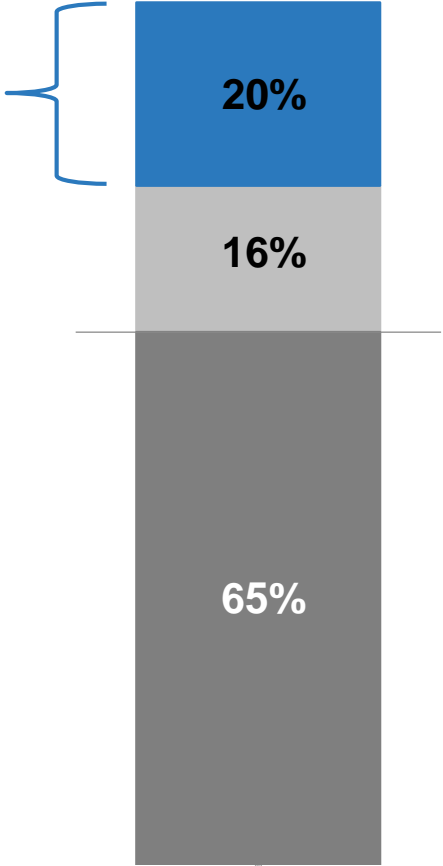
■ Plan to offer Apprenticeships in the future

■ Do not know whether plan to offer formal Apprenticeships in the future

■ Do not plan to offer formal Apprenticeships in the future



28%
of all Scotland employers plan to offer formal Apprenticeships in the future



In 2012, **27%** of all Scotland employers planned to offer formal Apprenticeships: 89% of those already offering, and 18% of those not offering.

All Scotland establishments offering formal Apprenticeships

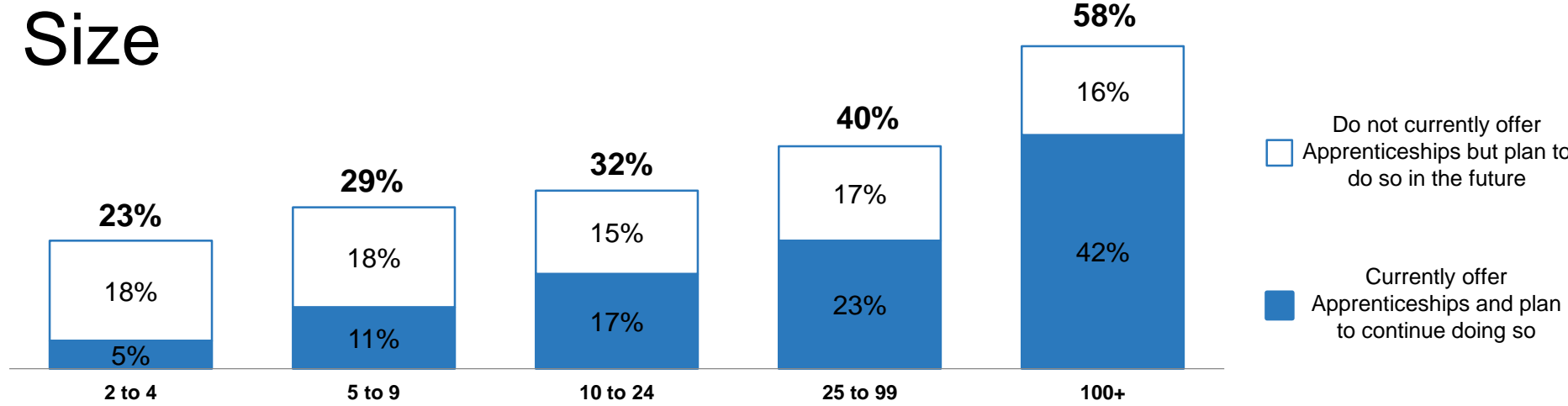
Base: (715)

All Scotland establishments not offering formal Apprenticeships

Base: (3,300)

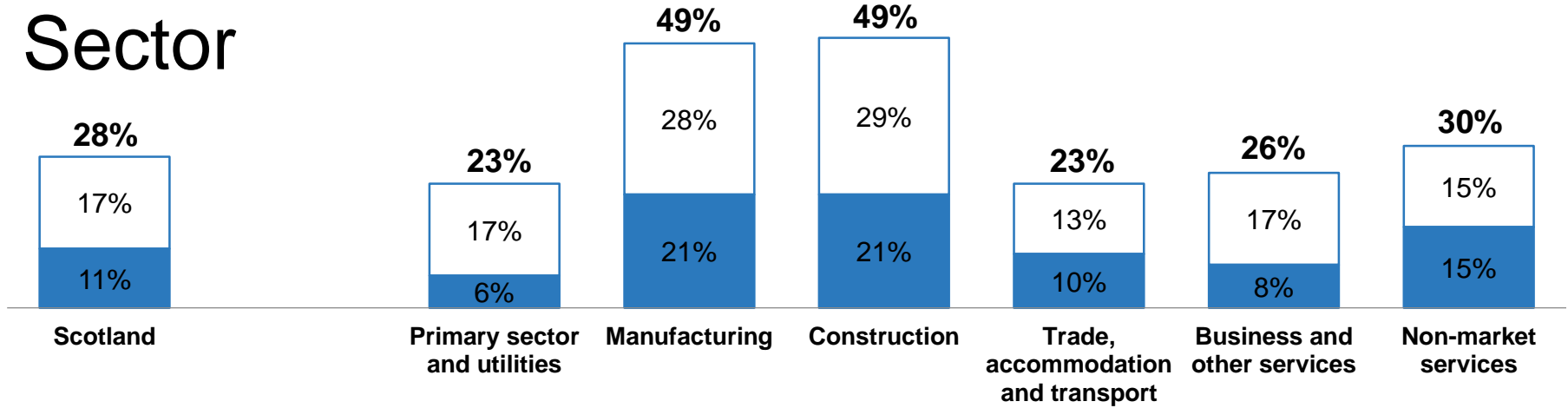
Market potential for Apprenticeships, by Size and sector

Size



Base: All Scotland establishments: 2 to 4 (879), 5 to 9 (984), 10 to 24 (930), 25 to 99 (894), 100+ (328)

Sector



Base: All Scotland establishments: Scotland (4,015); Primary (293), Manufacturing (202), Construction (263), Trade, Accom. & Transport (1,332), Business (1,072), Non-market services (853)

Reasons for not offering apprenticeships

57%

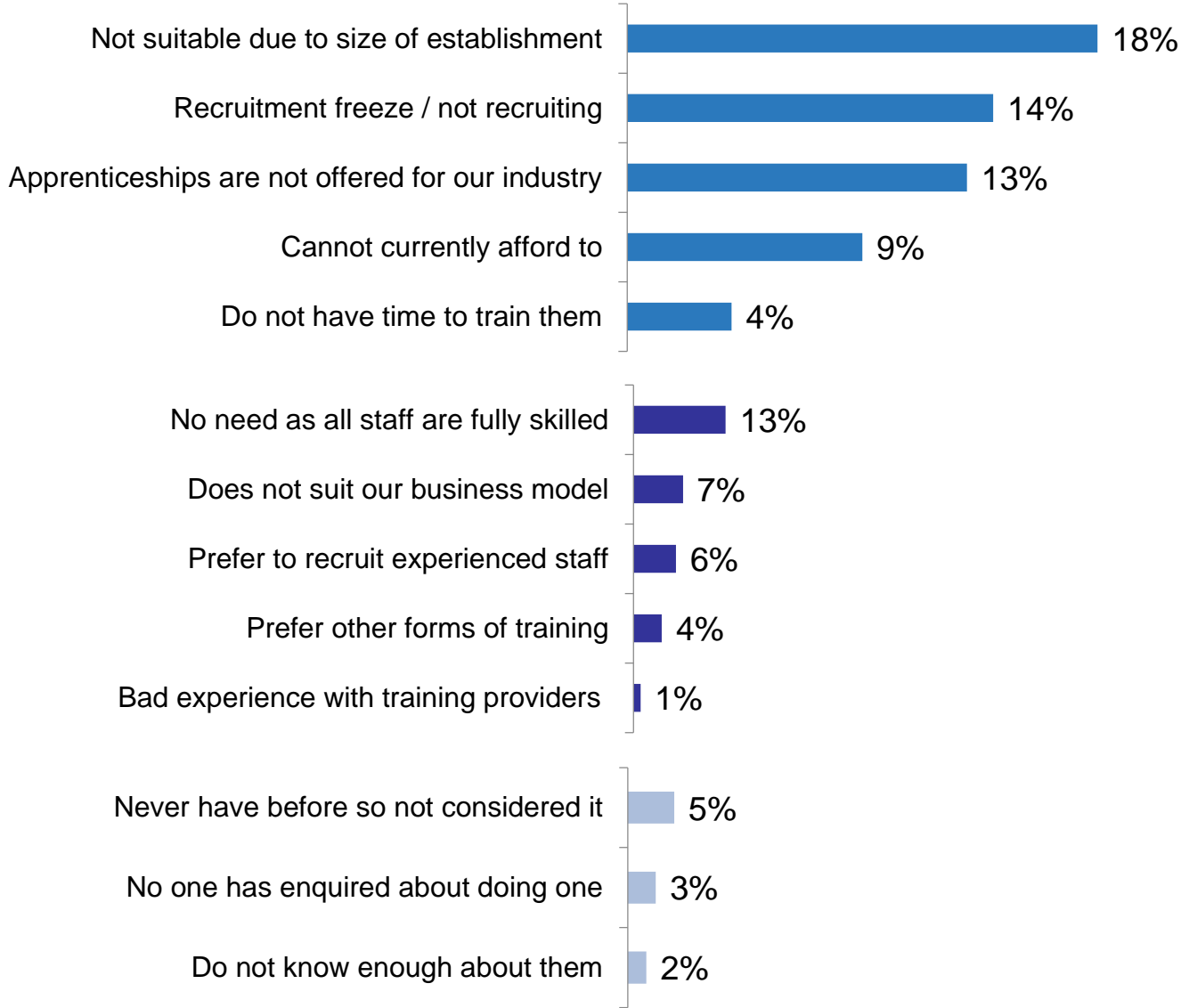
**PERCEIVED
STRUCTURAL
BARRIERS**

31%

**ACTIVELY
CHOOSING NOT TO**

11%

**LACK OF
AWARENESS**



*Note: Multiple responses allowed; 'Don't know' and 'No particular reason' responses not shown
Base: All Scotland establishments not offering any type of apprenticeship (3,204)*

Chapter 6: Summary and Conclusions

Conclusions: Recruitment of young people and work experience

- Almost half (48 per cent) of employers in Scotland had at least one vacancy in 2014, consistent with that reported in 2012 (48 per cent). Word of mouth continues to be the most popular method for recruiting young people, although there has been an increase in use of social media since 2012. The dominance of word of mouth recruitment is a concern as it is a relatively 'closed' channel that potentially disadvantages those without social networks and links into the workplace.
- The finding that two-thirds of Scotland employers rate work experience as a critical or significant factor looked for in candidates demonstrates the need for those working with young people to ensure they are properly equipped to gain employment on leaving education.
- Given the value employers place on candidates having work experience, it is illuminating to find that less than two-fifths (37 per cent) had actually provided individuals with work placements in the last 12 months. A fifth (21 per cent) had offered work inspiration activities such as conducting mock interviews with students. Perhaps greater promotion of the benefits of offering work experience would help.
- An eighth (12 per cent) of all Scotland employers offered formal Apprenticeships, the same as 2012. There remains significant desire among Scotland employers not currently engaged in Apprenticeships to offer them in the future (20 per cent). Using duration of Apprenticeship as an indicator of quality, the Apprenticeships offered appear to be of variable quality: 11 per cent of employers offered short duration Apprenticeships lasting less than 12 months. But nearly half of the Apprenticeships offered lasted over three years (47 per cent).

Conclusions: Training and People Development

- The majority of Scotland employers train their staff (72 per cent). Among those that train, internal training provision is more common (63 per cent), but a considerable proportion of employers use external providers to deliver their training (46 per cent).
- There is an imbalance in the use of private and public providers for external training, with private providers much more likely to be used (42 per cent compared with 12 per cent who use public providers), and the gap has widened over the last two years.
- The findings show that Scotland employers tend to make their choices based on the *relevance* of provision. It appears that employers are able to find the external training they want, whether through public or private provision, there is some move towards private training due to a perceived lack of suitable options among public providers.

Conclusions: Training and People Development

- Around one-sixth of employers (18 per cent) had worked with other employers to access, develop or share expertise on skills and training.
- Findings show that the most common benefit that employers reported from collaboration was the ability to share best practice from previous experiences. Furthermore, around one in six employers who had collaborated with others reported financial benefits as a result.
- A quarter of Scotland establishments (26 per cent) offer training that is designed to lead to a vocational qualification.
- The barriers that prevent more employers providing training designed to lead to vocational qualifications most commonly relate to issues of supply. Better communication by providers on the benefits of VQs is important and may help to engage greater numbers of employers

Conclusions: Sector differences

- Establishments within the Non-market services generally appeared more engaged with the training and skill system than others: 66 per cent engaged in work placement opportunities and Non-market services employers were more likely to be involved in training using FE, HE institutions and/or commercial organisations than any other sector.
- Non-market services who train were the most likely to use public institutions in 2014. There was nevertheless a significant drop in usage of FE colleges and HE institutions by Non-market services employers from 2012 (from 36 per cent to 26 per cent and from 32 per cent to 23 per cent).
- Work experience was valued across all sectors. However vocational qualifications, Maths and English GCSE and academic qualifications held far greater value for employers in the Non-market sector and Business and other services sector.
- Construction and Manufacturing establishments were more likely to offer formal apprenticeships (24 per cent and 23 per cent respectively) and were significantly more likely to offer apprenticeships that lasted over three years (88 per cent and 82 per cent respectively). Employers in these sectors also had the greatest interest in offering apprenticeships in the future.
- Establishments in the Non-market sector were most likely to collaborate with other employers on their skills and training practices (39 per cent), while this was least common among those in Construction sector (10 per cent).

For more information contact UKCES Employer Surveys



employersurveys@ukces.org.uk



@ukces

Data tables for Scotland available at:
<https://www.gov.uk/government/publications/Employer-Perspectives-Survey-2014-Scotland-data>