

Employer Perspectives Survey 2014 England 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
 - Traineeships
 - Staff development, including sources of information and advice
 - Training activity
 - Vocational qualifications
 - Apprenticeships
 - National Occupational Standards
 - Investors in People
 - Collaborating with other employers

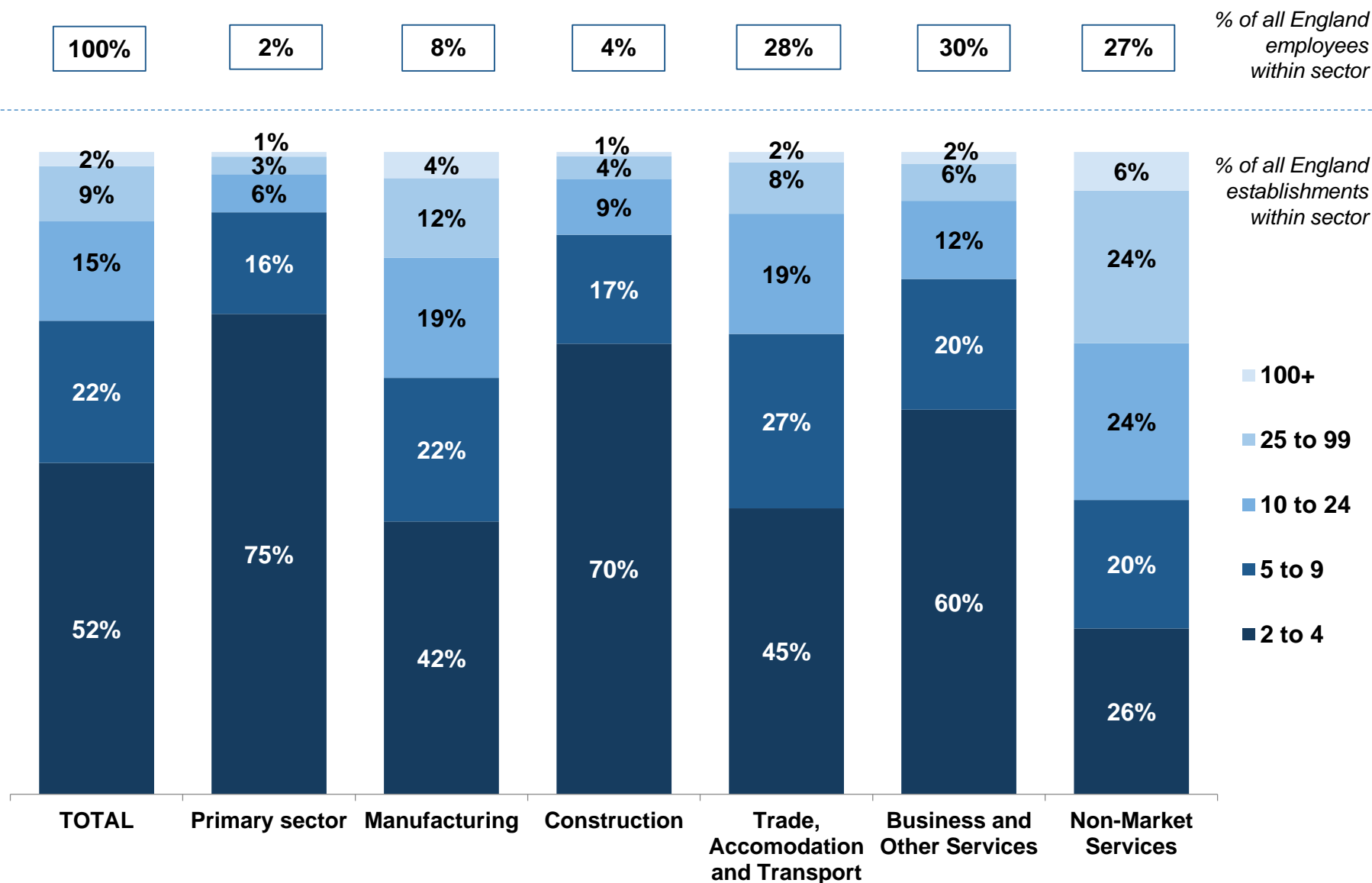
Achieved interviews / confidence intervals

‘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 49% to 51%’

	Population	Number of interviews	Confidence Interval
England	1,488,170	10,032	±1.0
By region			
East Midlands	120,461	1,033	±3.0
East of England	169,817	1,584	±2.5
London	260,283	1,619	±2.4
North East	55,916	545	±4.2
North West	178,229	1,069	±3.0
South East	257,798	1,593	±2.5
South West	167,484	1,071	±3.0
West Midlands	144,557	818	±3.4
Yorkshire and The Humber	133,625	700	±3.7

By size of establishment	Population	Number of interviews	Confidence Interval
2-4	767,587	2,317	±2.0
5-9	329,158	2,332	±2.0
10-24	230,275	2,248	±2.1
25-99	128,214	2,076	±2.1
100+	32,936	1,059	±3.0
By broad sector			
Primary sector and utilities	78,133	440	±4.7
Manufacturing	84,713	738	±3.6
Construction	133,703	902	±3.3
Trade, accommodation and transport	489,458	3,057	±1.8
Business and other services	529,513	2,944	±1.8
Non-Market services	172,650	1,951	±2.2

Profile of survey population in England



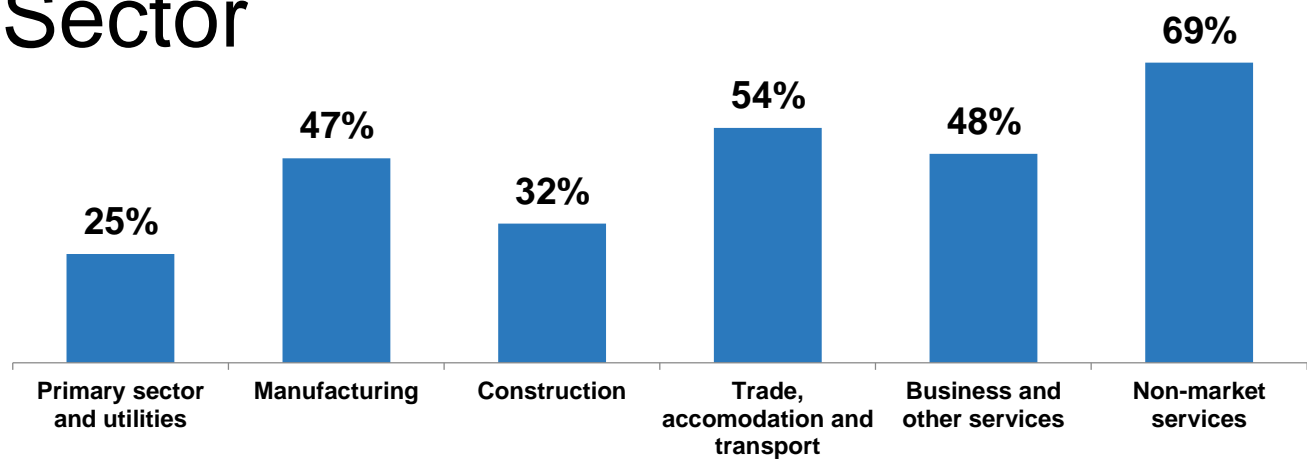
Chapter 2: Recruitment

Employers reporting one or more vacancies in the last 12 months



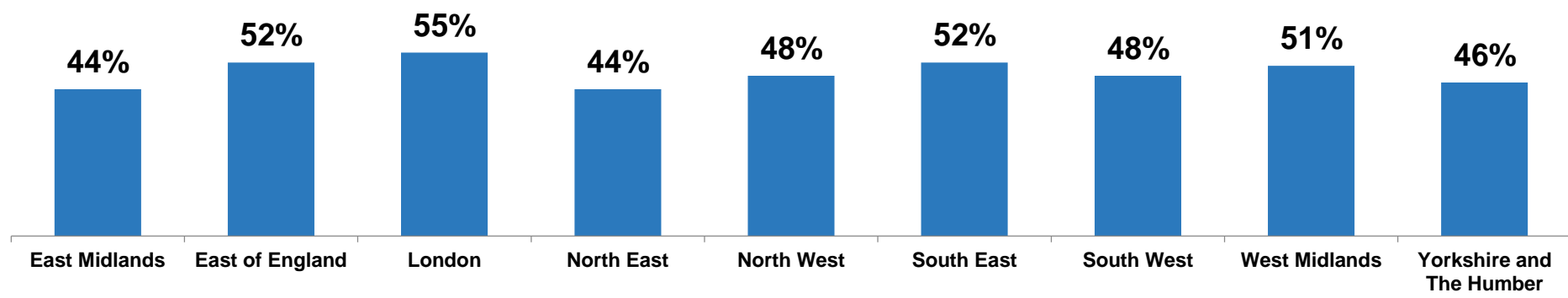
Base: All England establishments (10,032)

Sector



Base: All England establishments: Primary (440), Manufacturing (738), Construction (902), Trade, Accom.& Transport (3,057), Business (2,944), Non-market services (1,951)

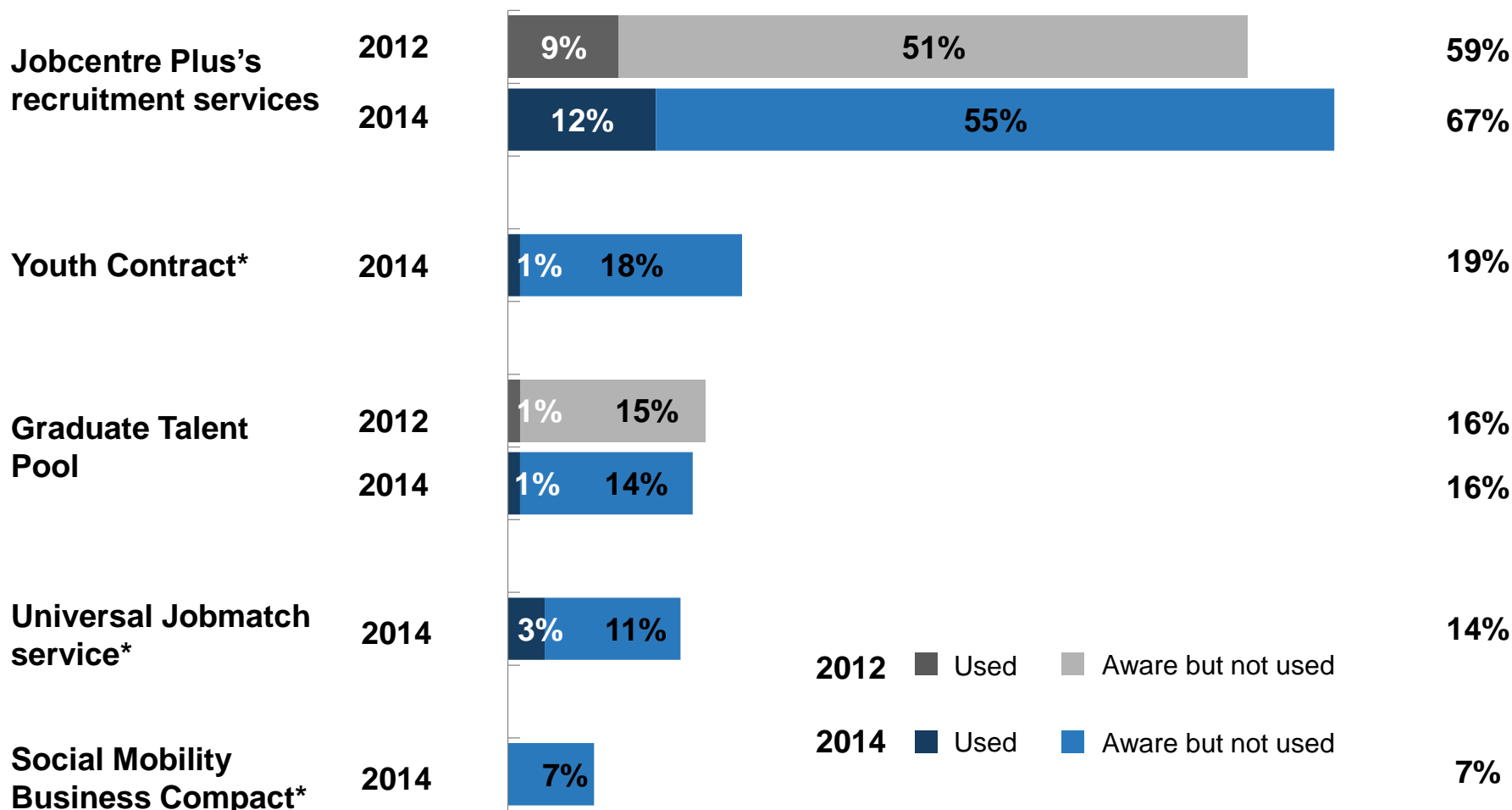
Region



Base: All England establishments: East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

Awareness and use of recruitment initiatives

AWARE



*Youth Contract, Universal Jobmatch service and Social Mobility Business Compact 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 England establishments (10,003/10,032)

Most common recruitment channels used in England

PRIVATE FREE

2012

2014

68%

75%

PRIVATE PAID FOR

2012

2014

42%

44%

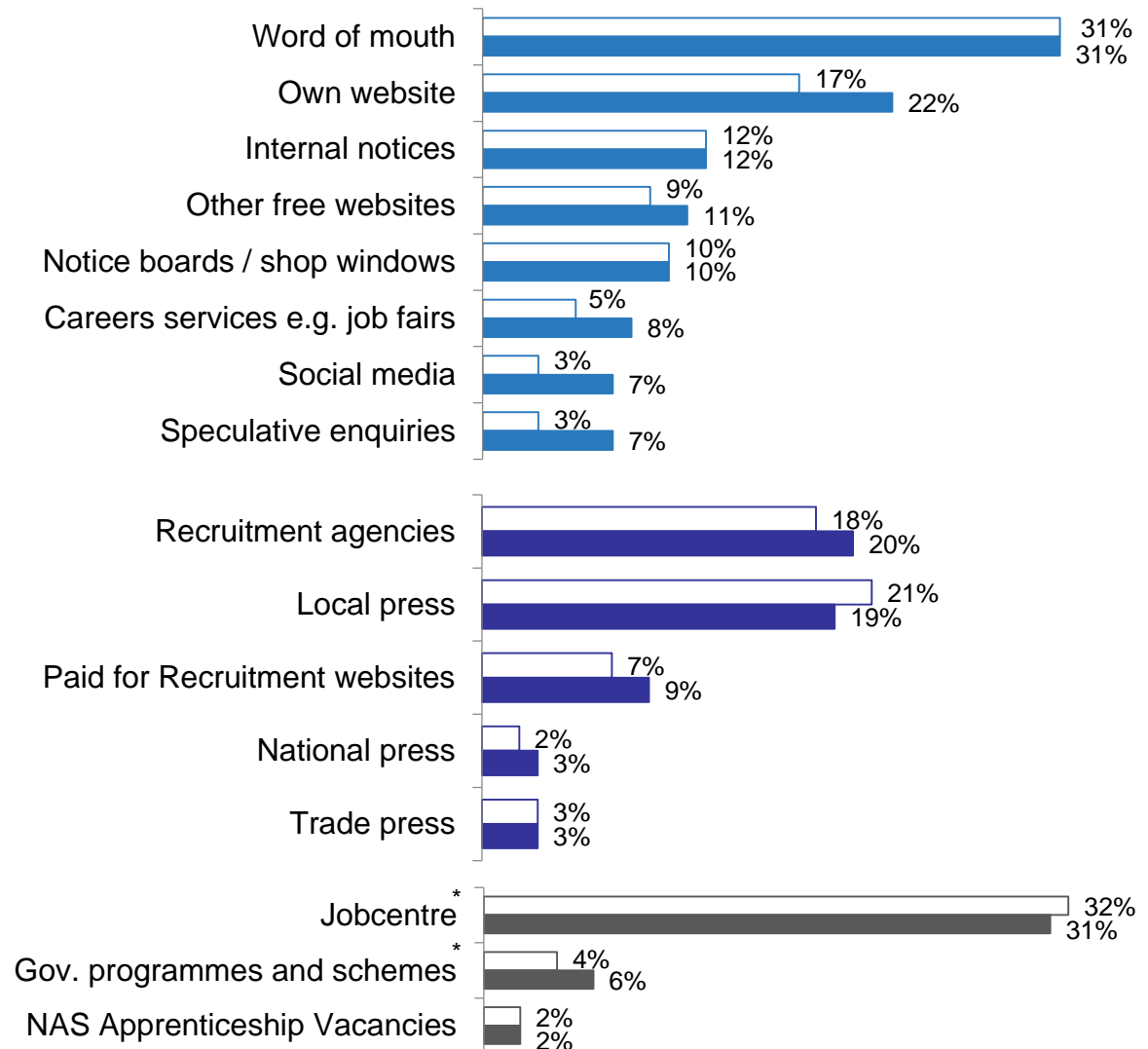
PUBLIC FREE

2012

2014

35%*

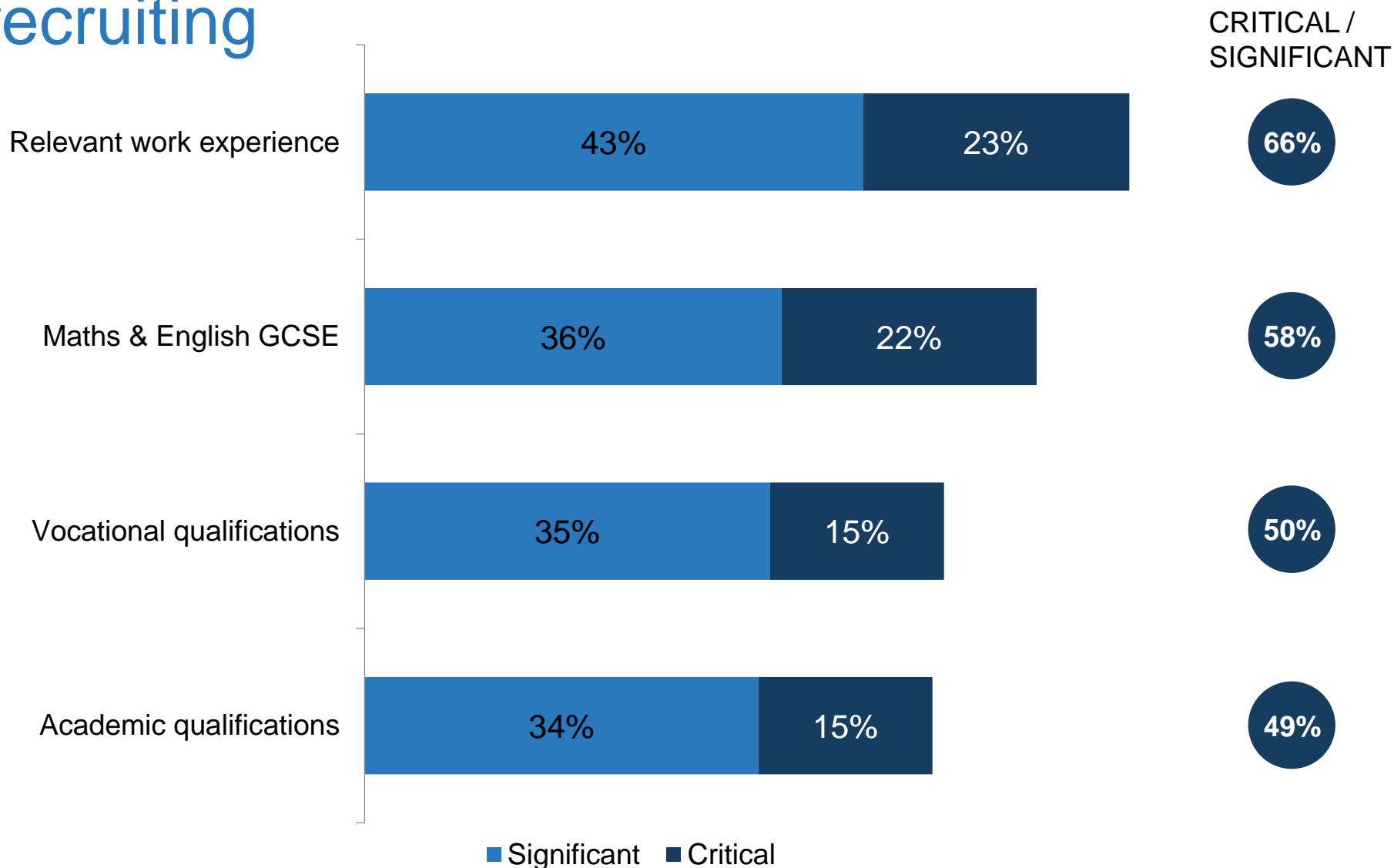
36%



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

Base (2012/2014): All England establishments with vacancies (6,486/6,642)

What employers in England look for when recruiting



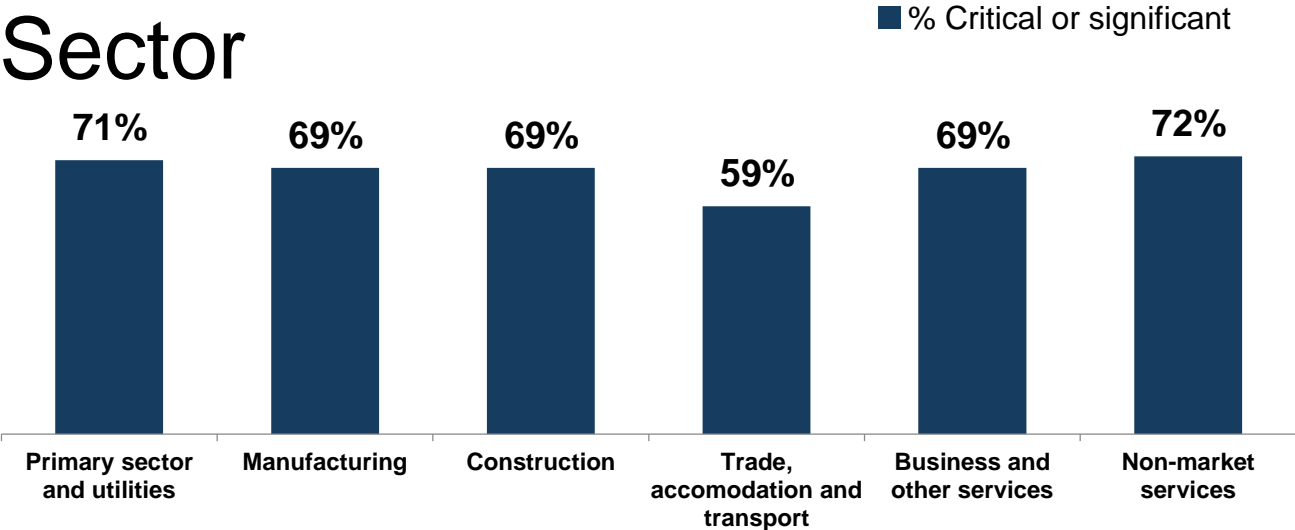
Note that 'Small amount of value', 'No value' and 'Don't know' responses are not shown
Base: All England establishments (10,032)

What employers look for when recruiting:

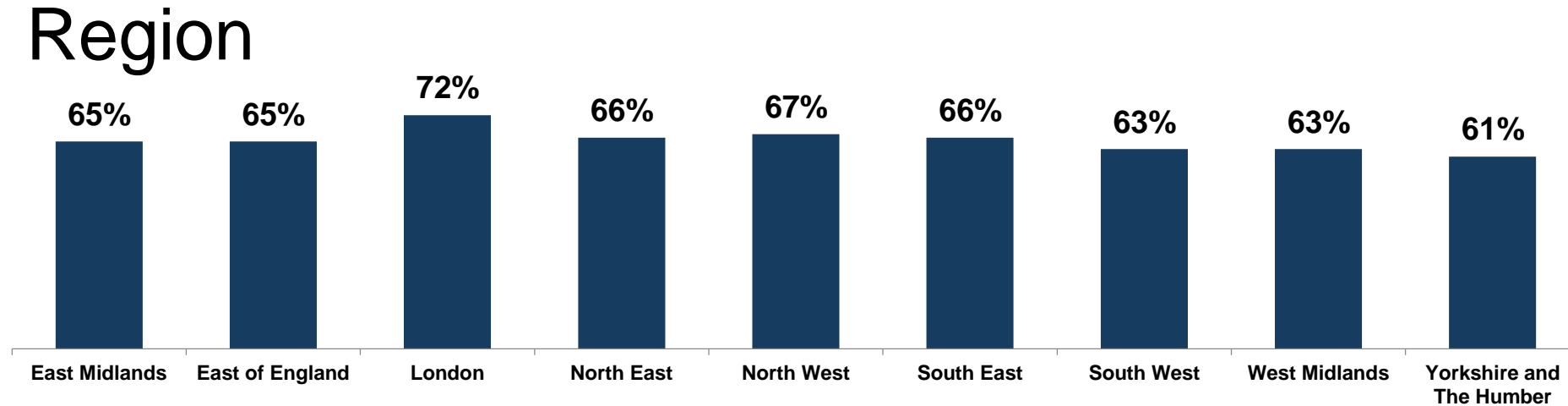
Relevant work experience



Base: All England establishments (10,032)

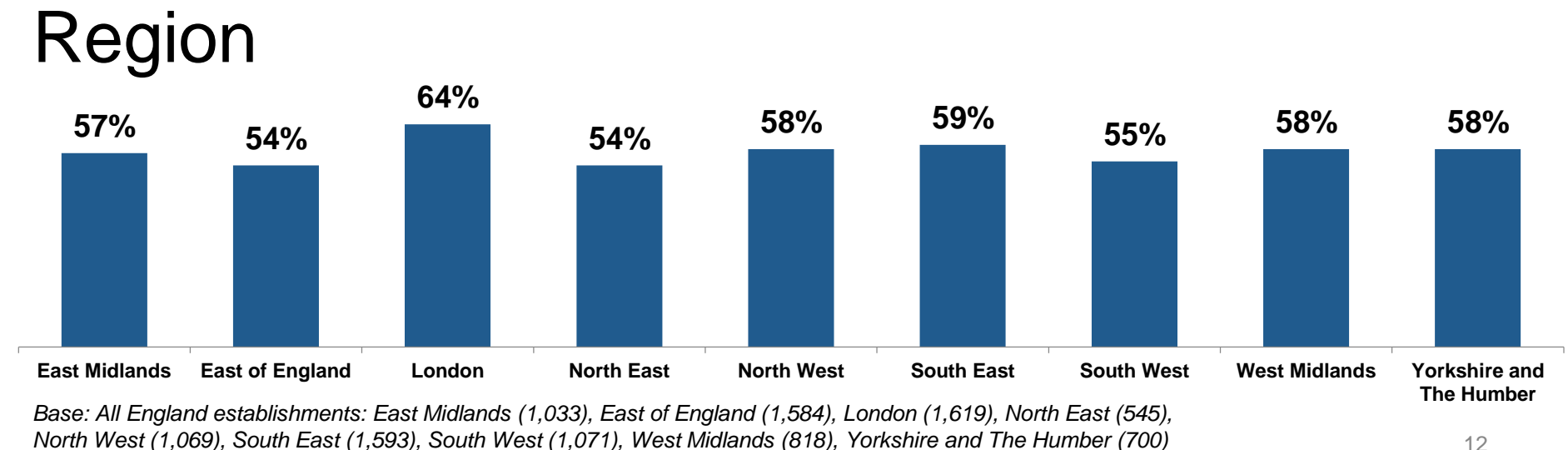
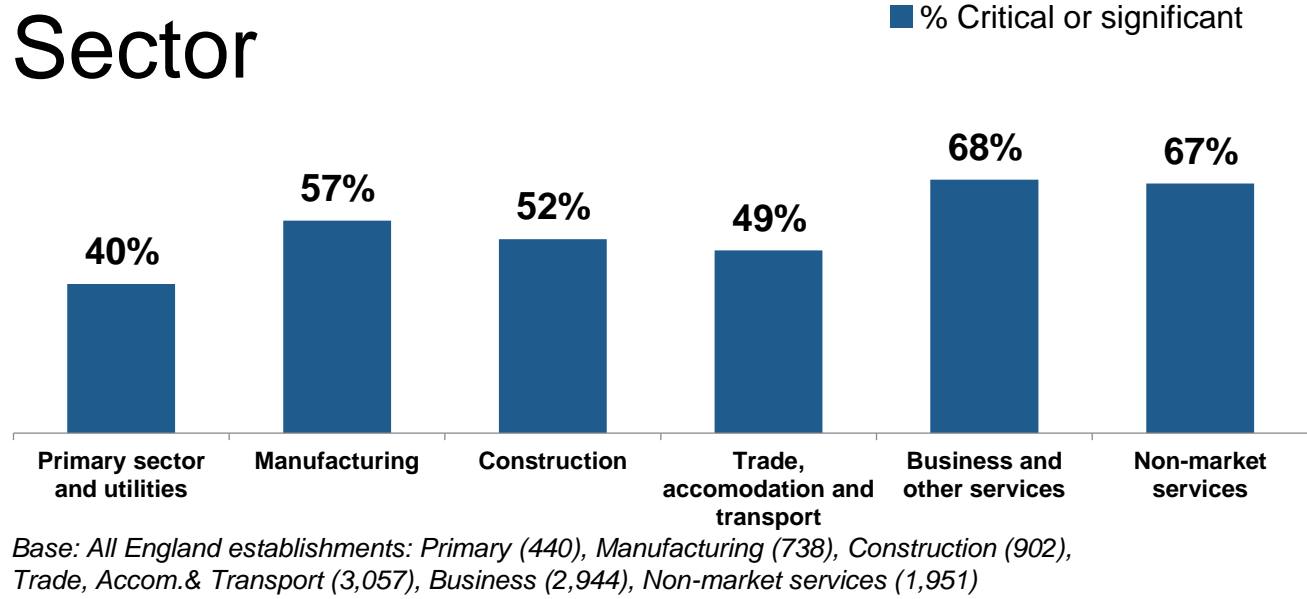
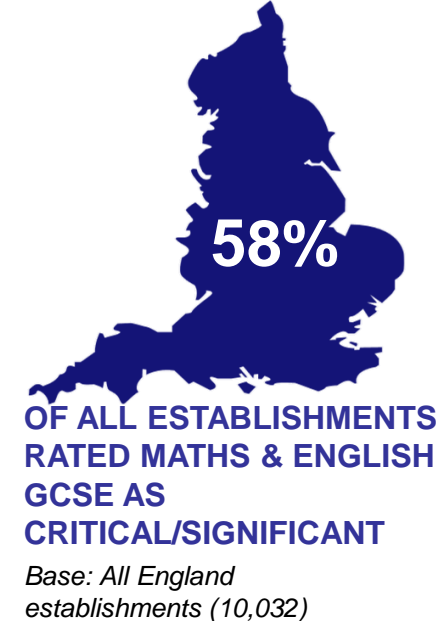


Base: All England establishments: Primary (440), Manufacturing (738), Construction (902), Trade, Accom.& Transport (3,057), Business (2,944), Non-market services (1,951)



Base: All England establishments: East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

What employers look for when recruiting: Maths & English GCSE



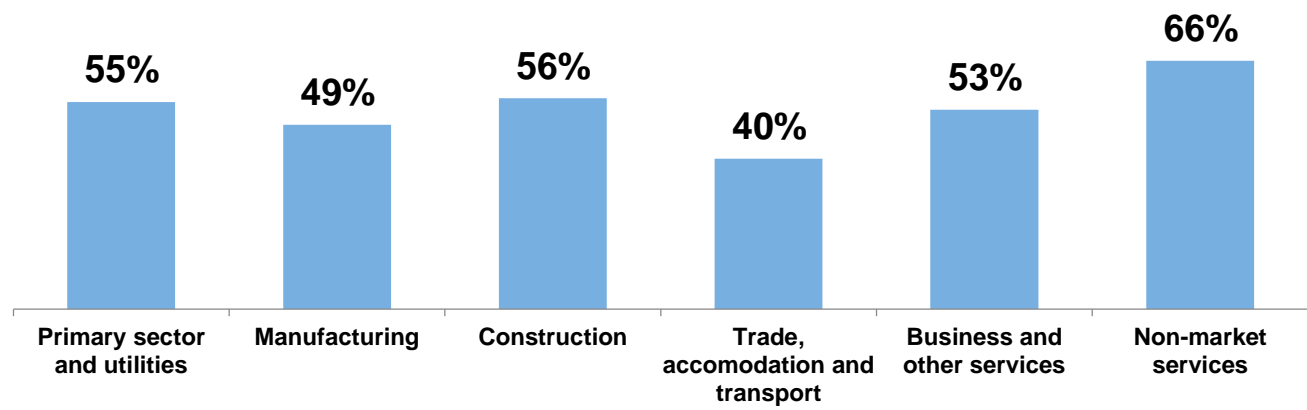
What employers look for when recruiting: Vocational qualifications



Base: All England establishments (10,032)

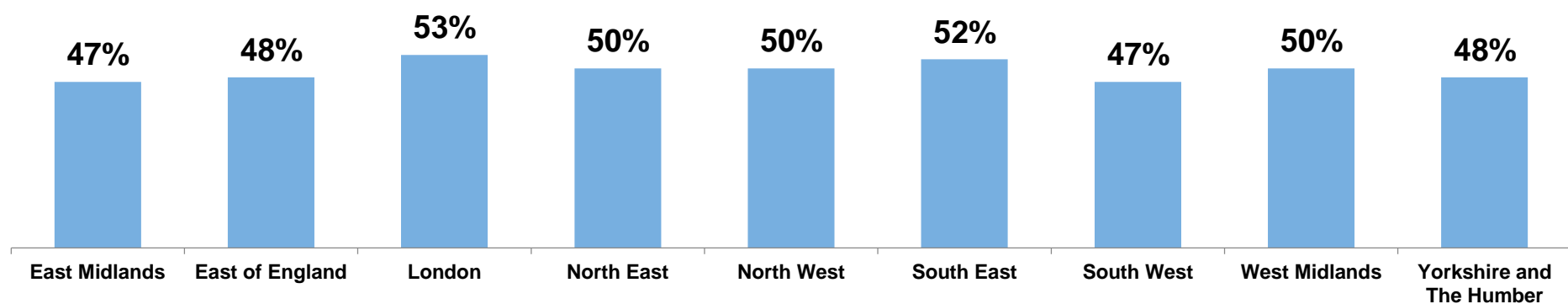
Sector

■ % Critical or significant



Base: All England establishments: Primary (440), Manufacturing (738), Construction (902), Trade, Accom.& Transport (3,057), Business (2,944), Non-market services (1,951)

Region

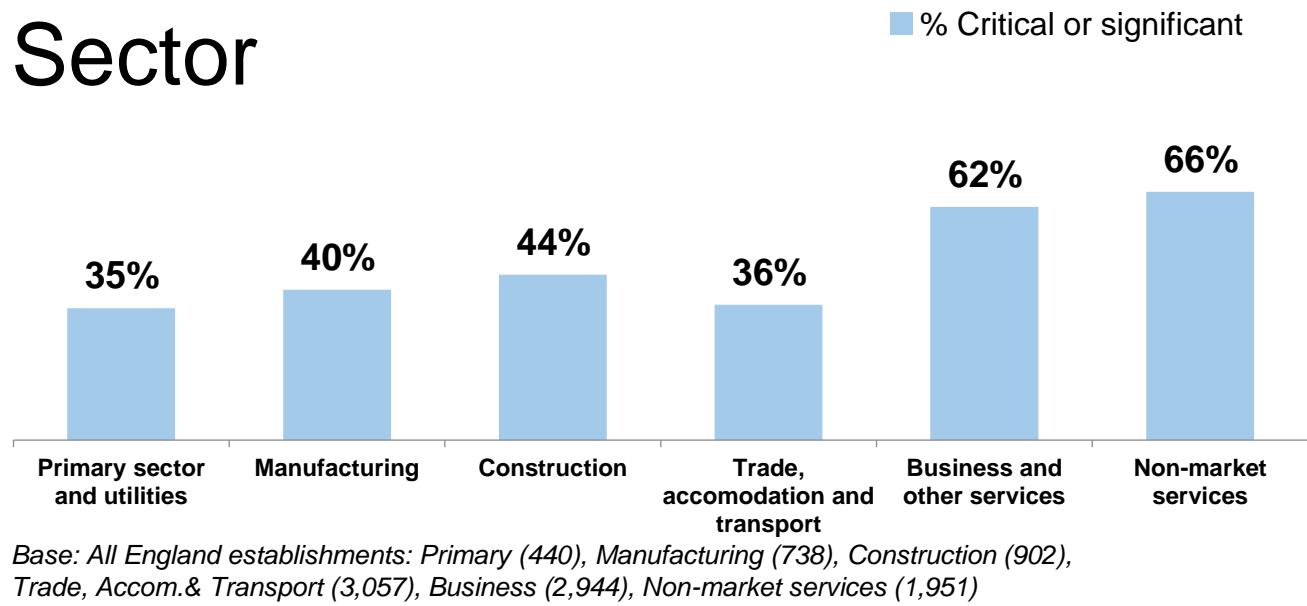


Base: All England establishments: East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

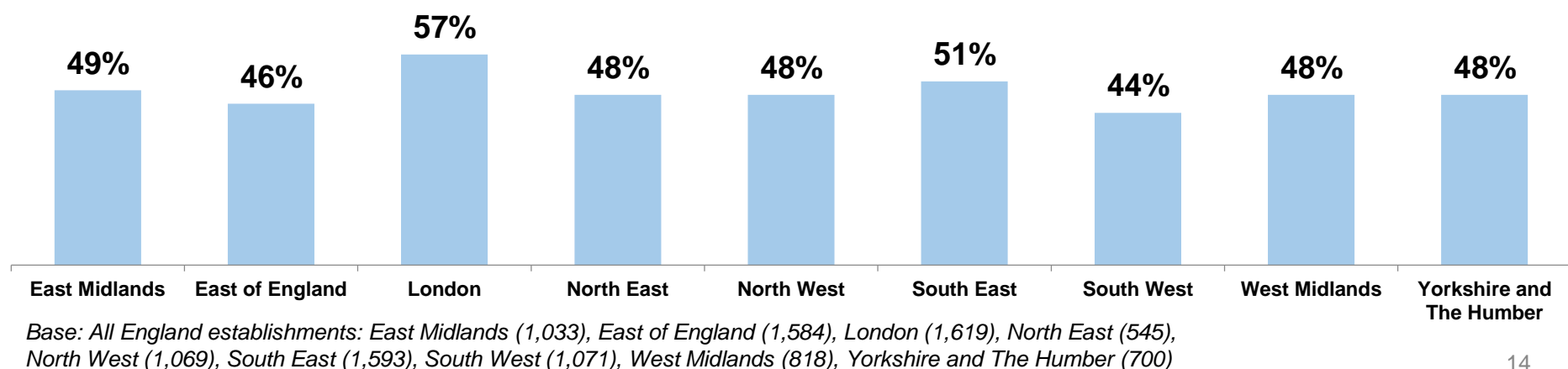
What employers look for when recruiting: Academic qualifications



Sector



Region

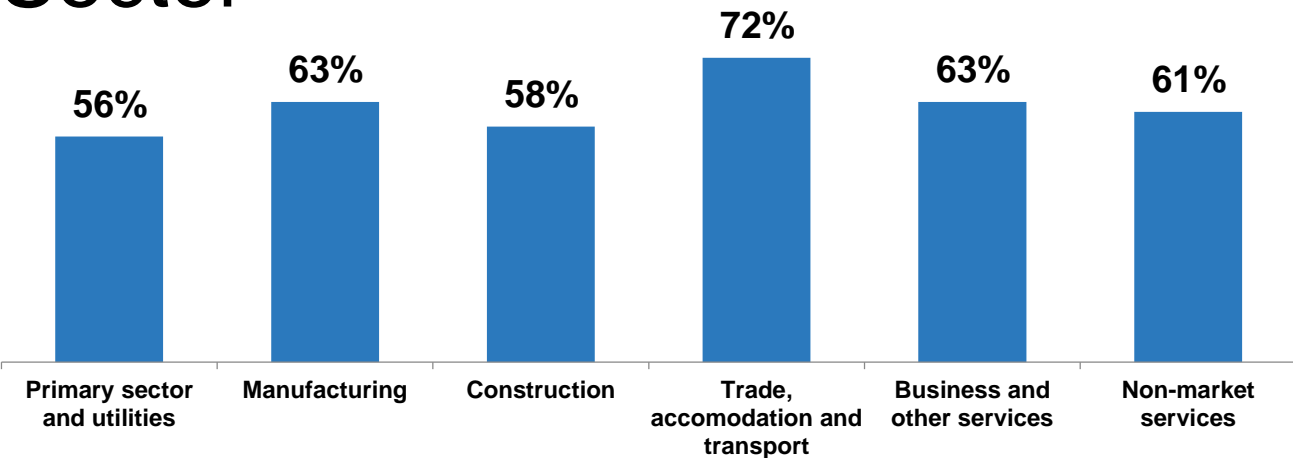


Recruitment of young people (aged 16-24)



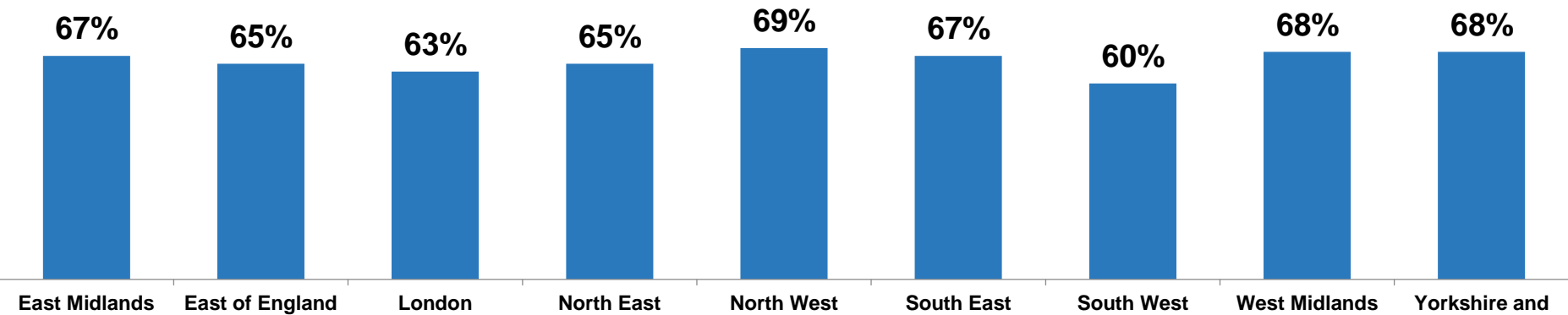
Base: All England employers who had recruited (6,328)

Sector



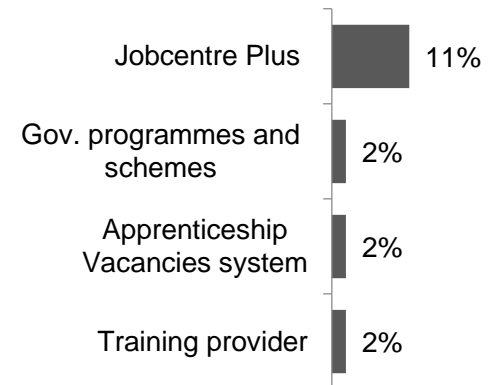
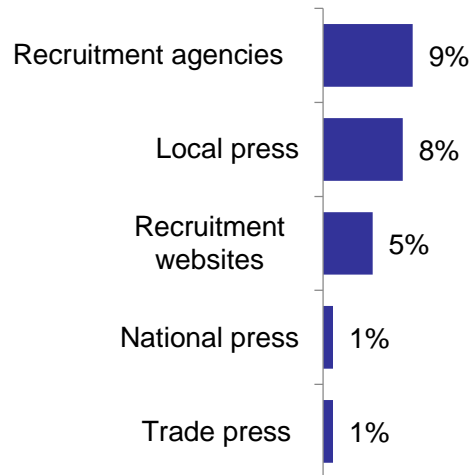
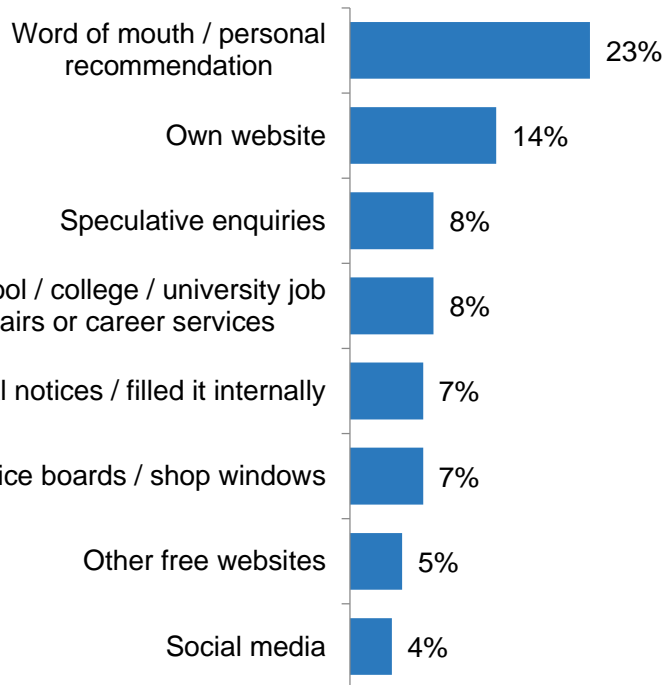
Base: All England employers who had recruited: Primary (156), Manufacturing (484), Construction (371), Trade, Accom.& Transport (2,014), Business (1,766), Non-market services (1,537)

Region



Base: All England employers who had recruited: East Midlands (631), East of England (1,010), London (1,065), North East (298), North West (672), South East (1,042), South West (666), West Midlands (516), Yorkshire and The Humber (428)

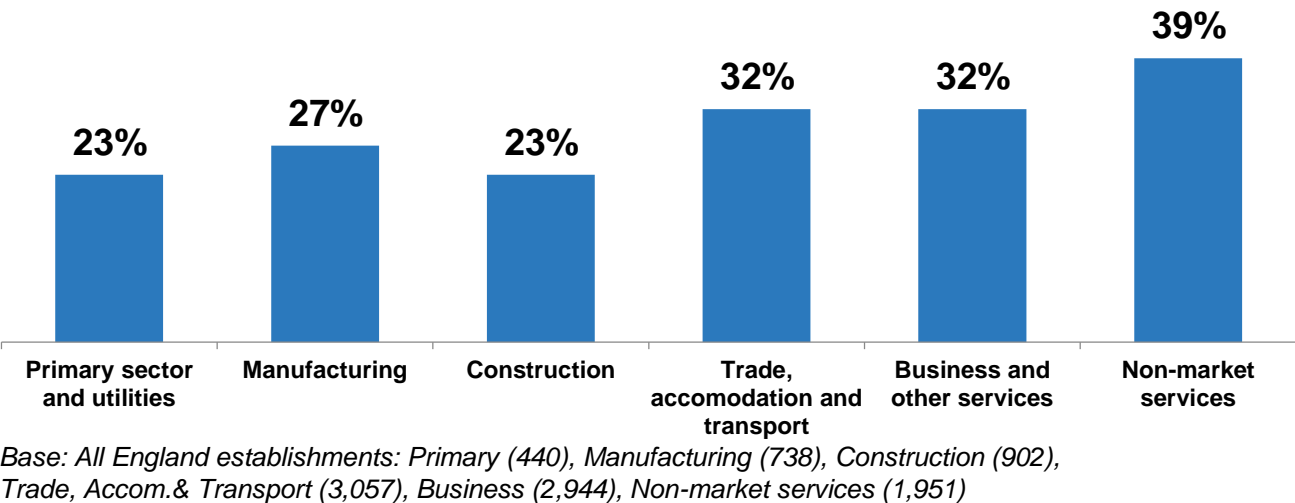
Recruitment channels used to recruit young people in England



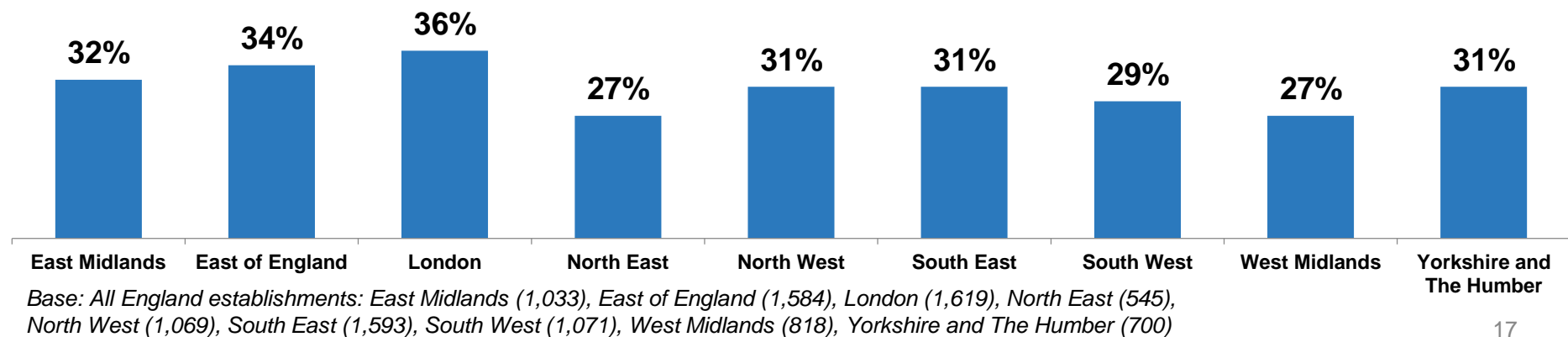
Recruitment of education leavers in England over the last 2 to 3 years



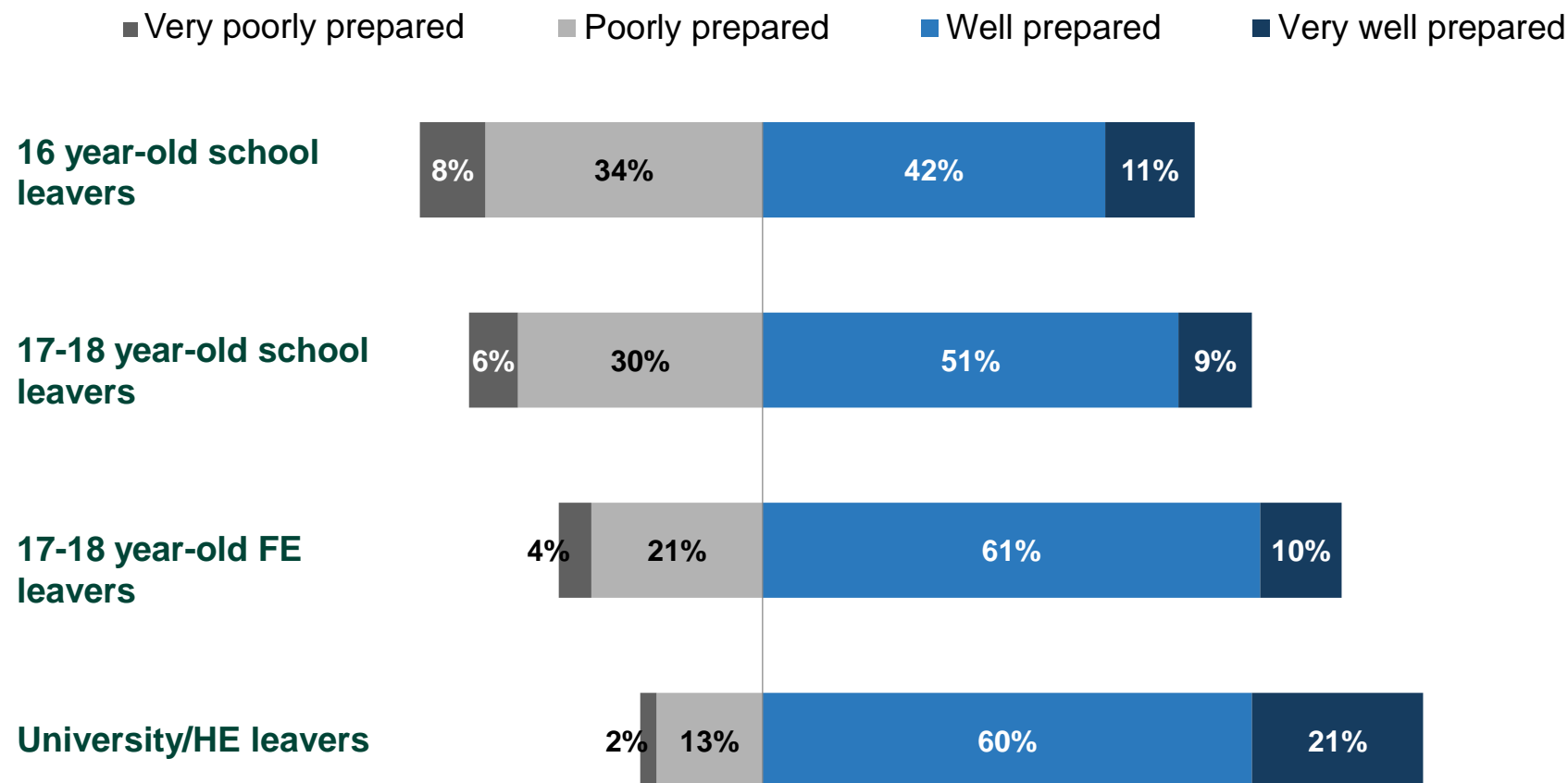
Sector



Region



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



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

Base: All England establishments that have recruited each type of education leaver in the previous 2-3 years; 16 year old school leavers (1,363), 17-18 year old school leavers (1,789), 17-18 year old FE leavers (1,799), University/HE leavers (2,305)

Chapter 3:

Work Experience

Work experience offering in England

44%

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

Work placement 38%

**Education placements
29%**

School	20%
FE College	12%
University	12%

**Broad adult placements
13%**

Work Trials	9%
Unemployed	5%
Voluntary*	1%
Special needs programme*	<1%

**Internships
7%**

Internships	6%
Grad Programme*	1%

**Work inspiration
17%**

Careers talks	7%
Held site visits	7%
Mentoring	7%
Mock interviews	4%
Design coursework	3%
Enterprise competitions	3%

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

Base: All England establishments (10,032)

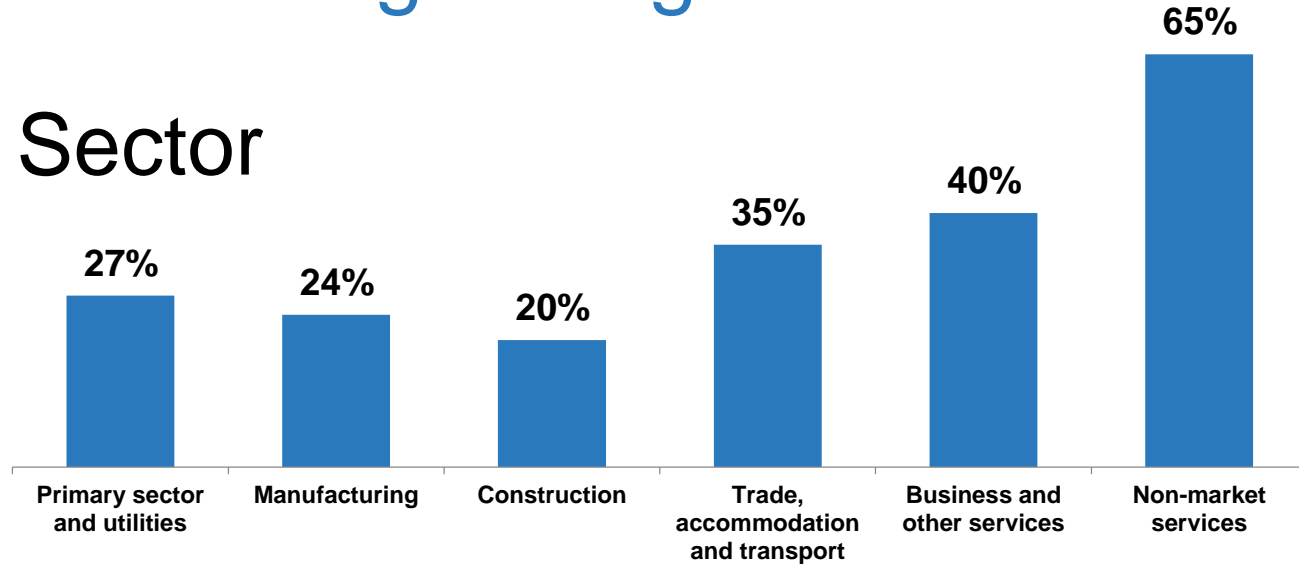
Work placement offering in England



**OF ALL ESTABLISHMENTS
HAD ANY WORK
PLACEMENTS**

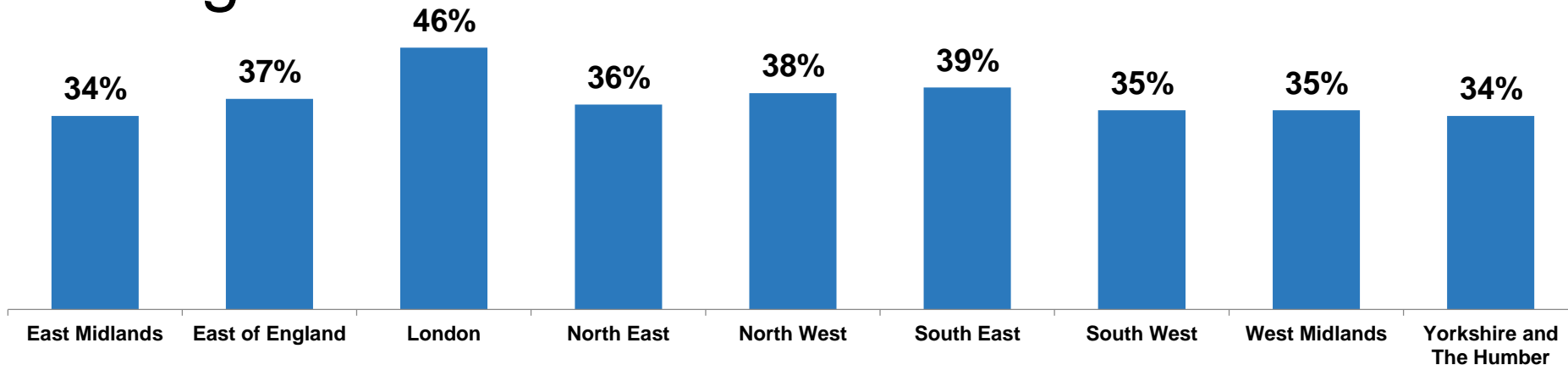
*Base: All England
establishments (10,032)*

Sector



Base: All England establishments: Primary (440), Manufacturing (738), Construction (902), Trade, Accom. & Transport (3,057), Business (2,944), Non-market services (1,951)

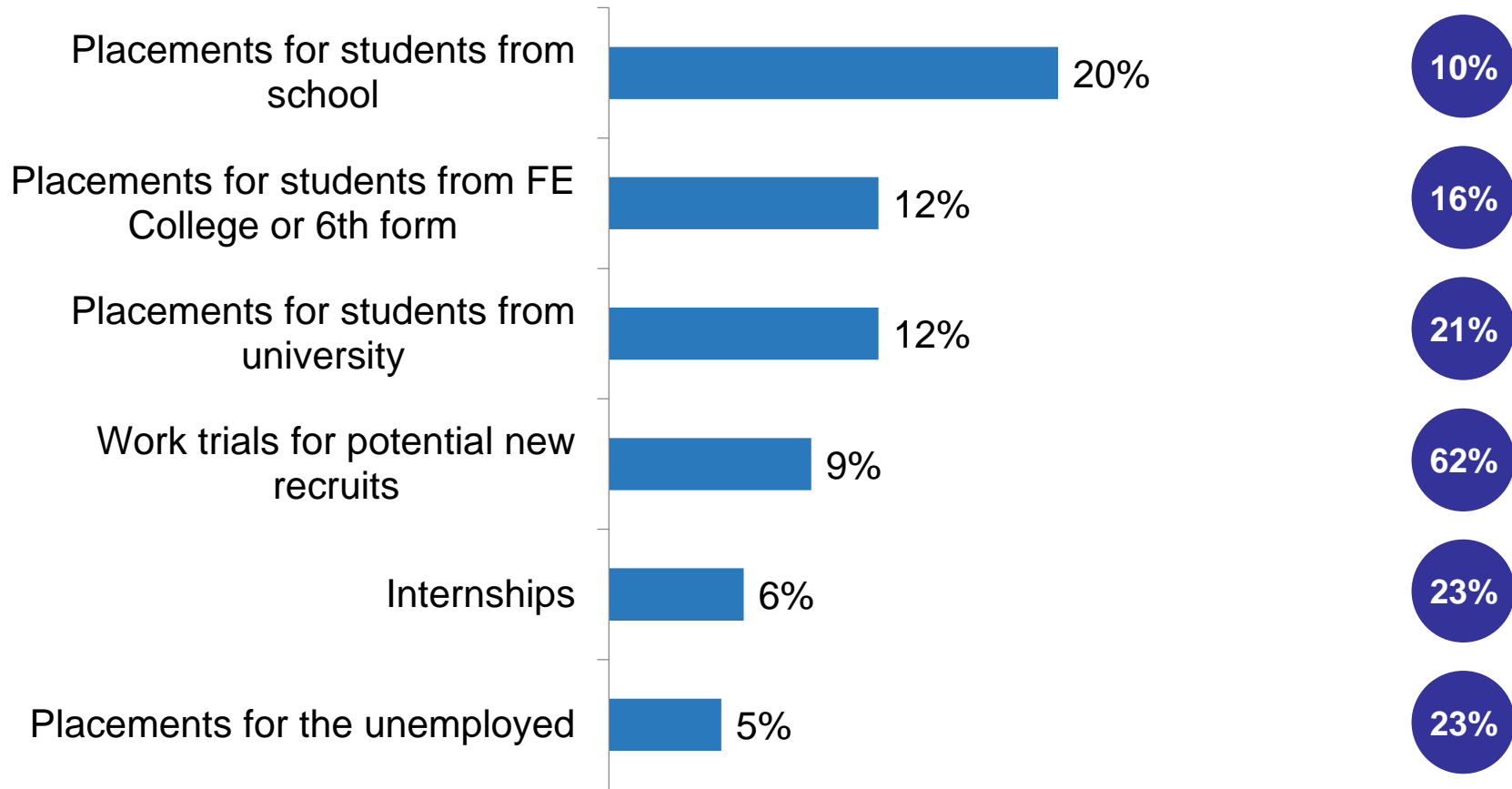
Region



Base: All England establishments: East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

Most common work placements offered by employers in England

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

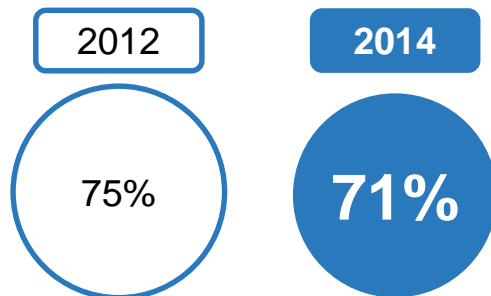


Base: All England establishments (10,032)

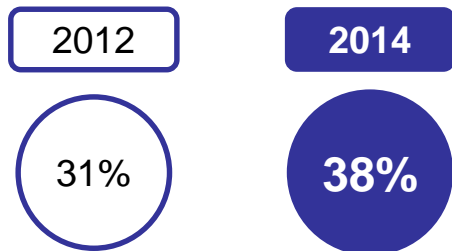
All England establishments who have had particular placements in the last twelve months: School (2,712), College (1,790), University (1,805), Work trials (1,202), Internships (927), Unemployed (621)

Reasons for offering work placements in England

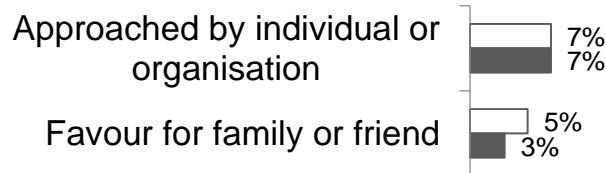
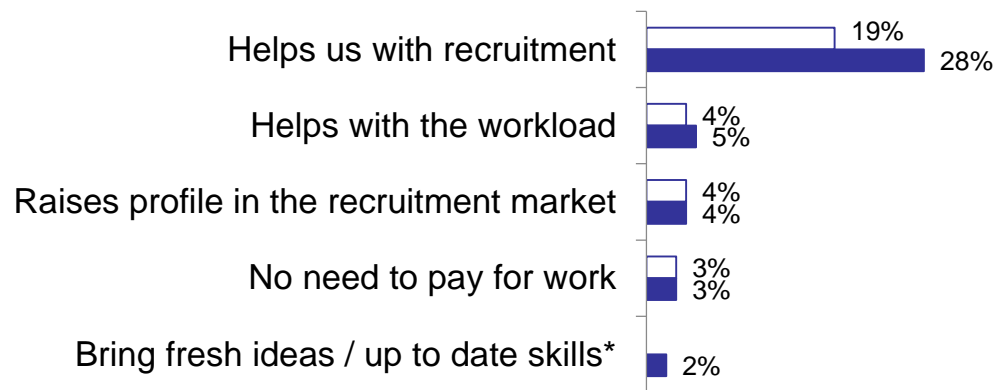
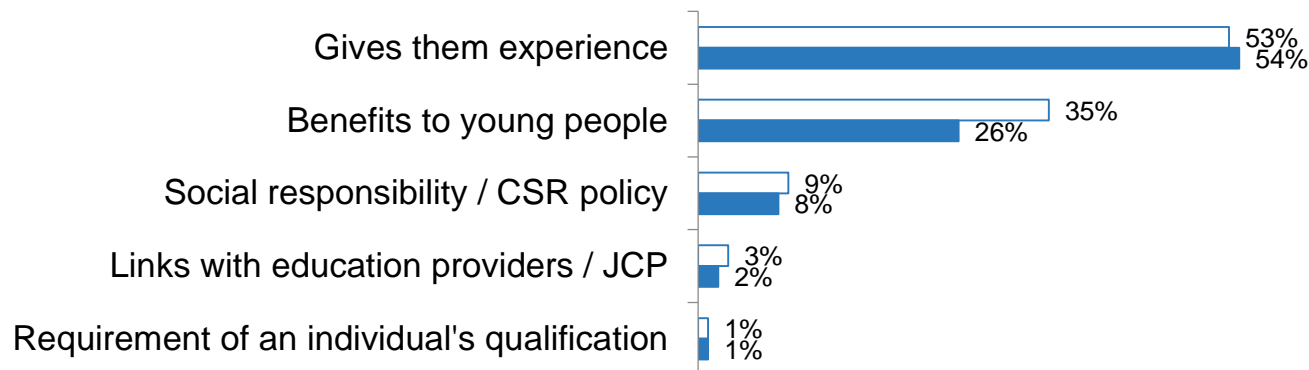
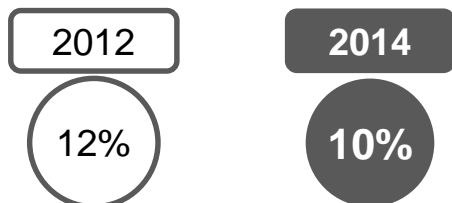
ALTRUISM



CORPORATE BENEFIT



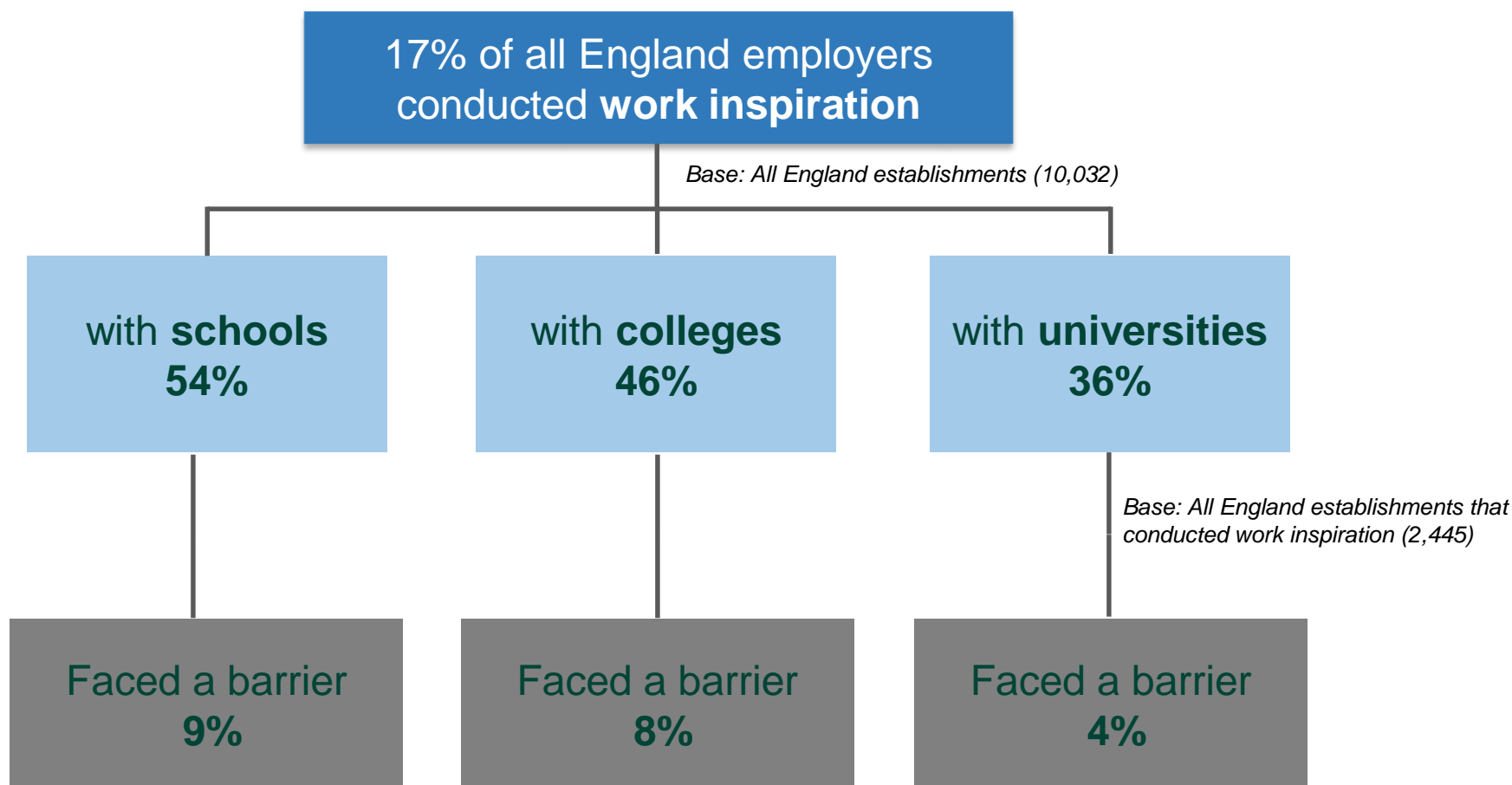
CIRCUMSTANTIAL



*Note that this code was not used in 2012

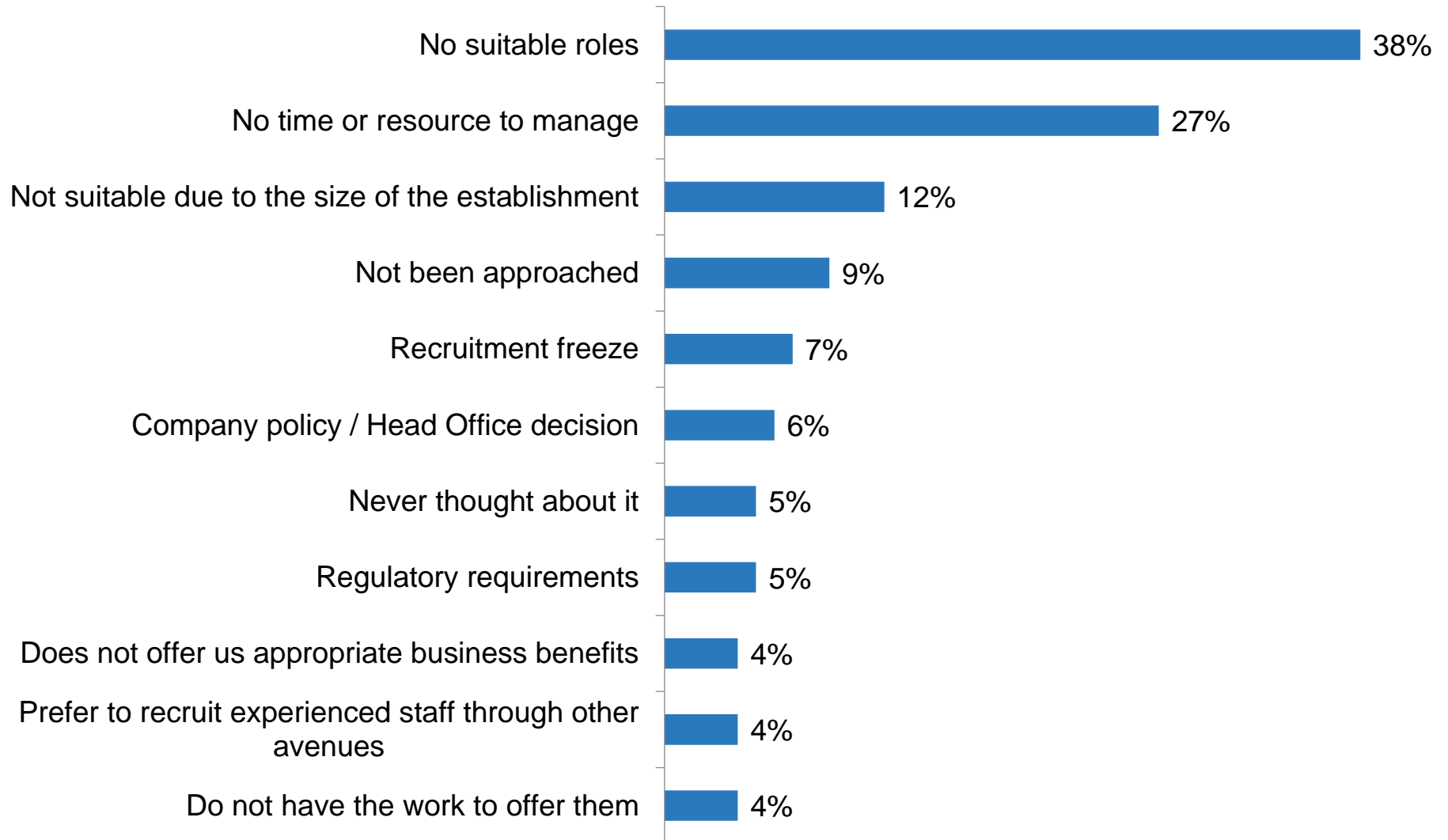
Base (2012/2014): All establishments who have offered placements in the last twelve months (3,606/4,821)

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



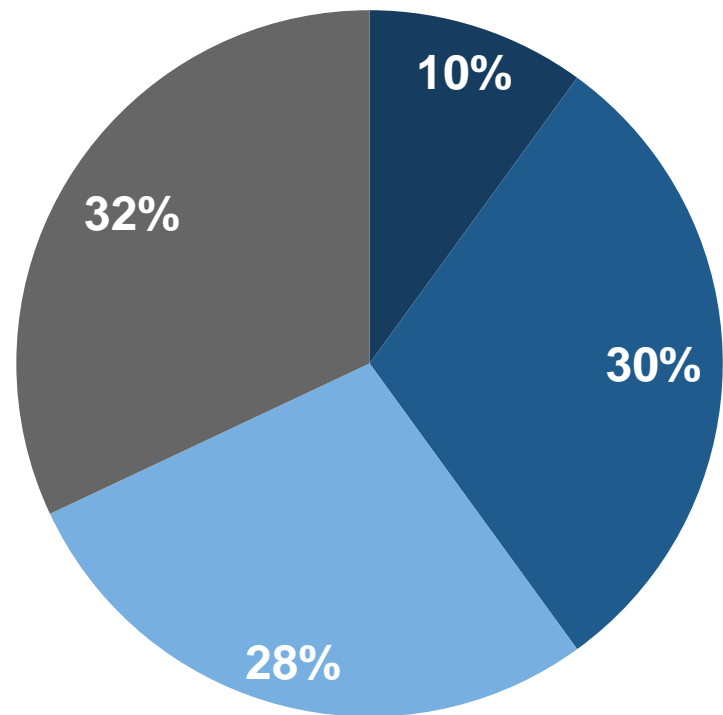
*'Work inspiration activity' is the term given to a range of activities designed to bring young people in education closer to the workplace, ranging from mentoring support to employers speaking at schools, colleges and universities. It does not include work placements.

Reasons for not offering any form of work experience



Awareness and knowledge of Traineeships

England overall

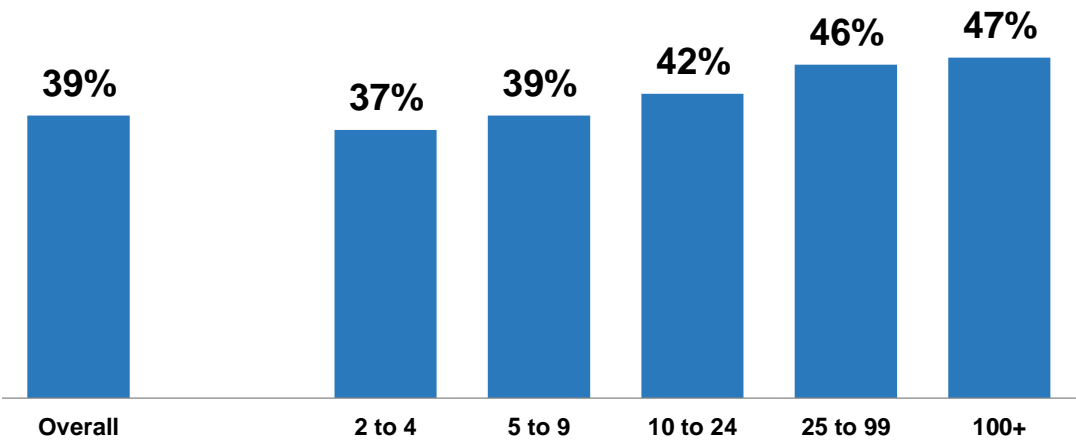


- Have a good knowledge of Traineeships and what they involve
- Aware of Traineeships and have some knowledge of what they involve
- Aware of Traineeships but do not know what they are
- Have not heard of Traineeships

Base: All England establishments: 10,032

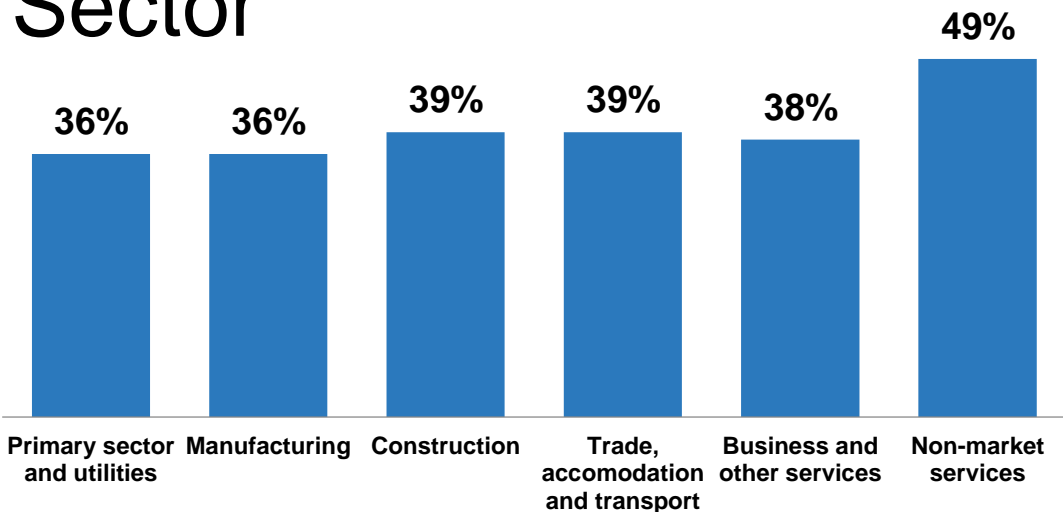
Size

Note: Size and Sector percentages represent those with at least some knowledge of Traineeships



Base: All England establishments: Overall (10,032); 2 to 4 (2,317), 5 to 9 (2,332), 10 to 24 (2,248), 25 to 99 (2,076), 100+ (1,059)

Sector

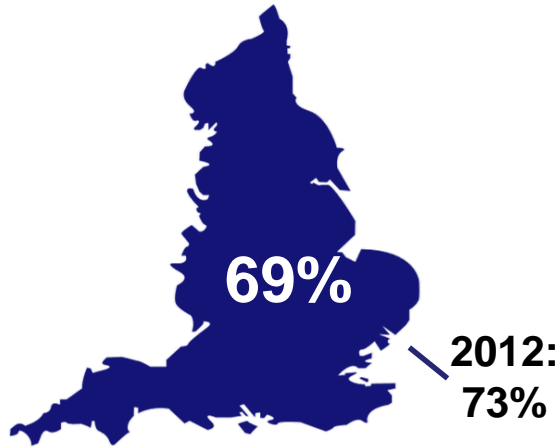


Base: All England establishments: Primary (440), Manufacturing (738), Construction (902), Trade, Accom. & Transport (3,057), Business (2,944), Non-market services (1,951)

Chapter 4:

People Development

Approach to training in England



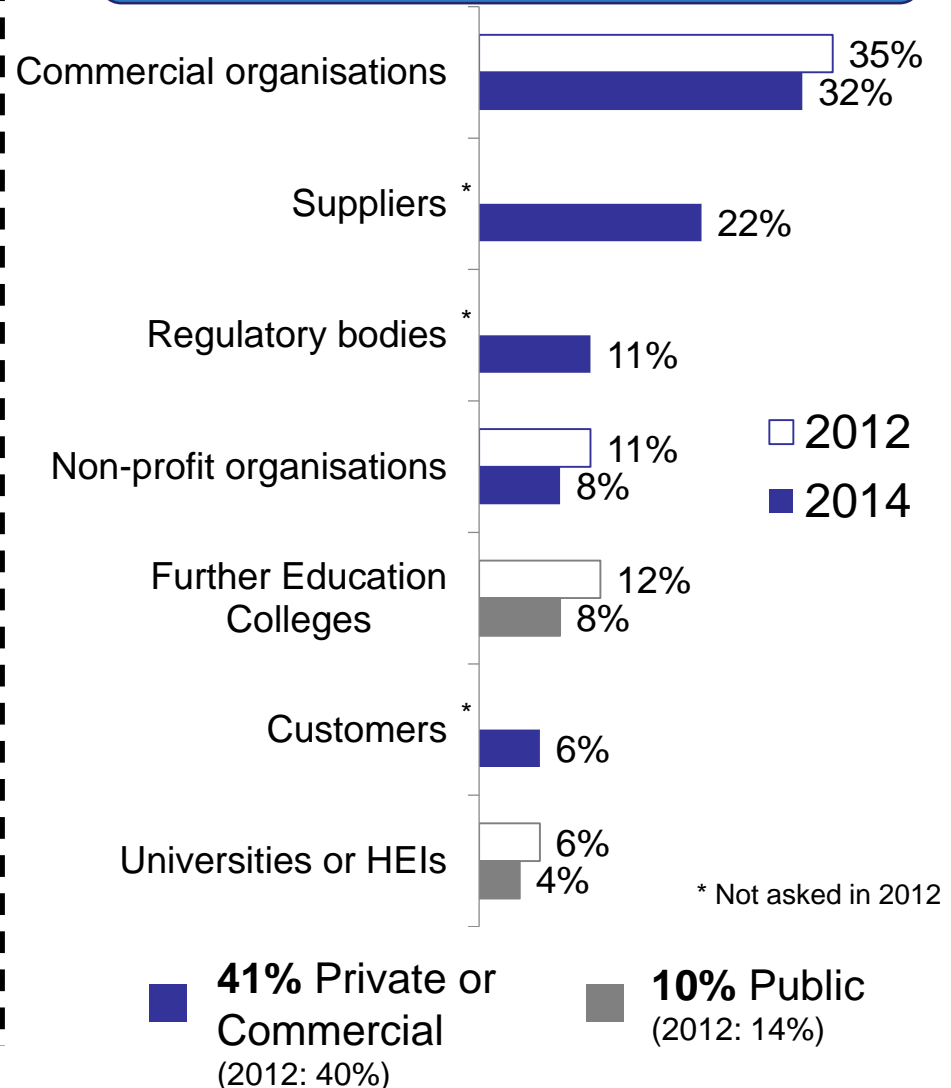
**OF ALL EMPLOYERS
PROVIDE TRAINING FOR
THEIR STAFF**

58% of all
provide
internal
training
(2012: 62%)

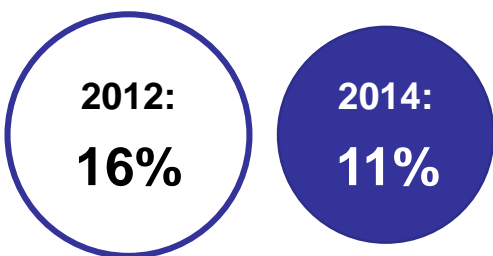
45% of all
provide
external
training
(2012: 47%)

34% provide both internal
and external training
(2012: 36%)

External providers used, across all establishments



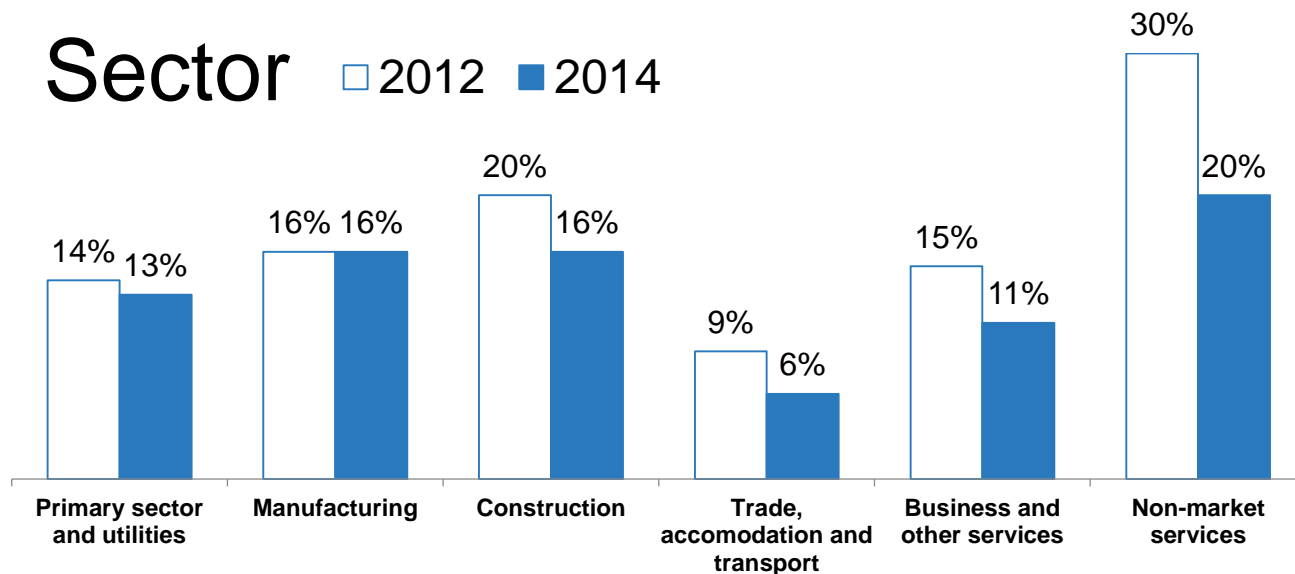
FE Colleges as a source of training



OF ENGLAND ESTABLISHMENTS WHO TRAIN USE FE COLLEGES

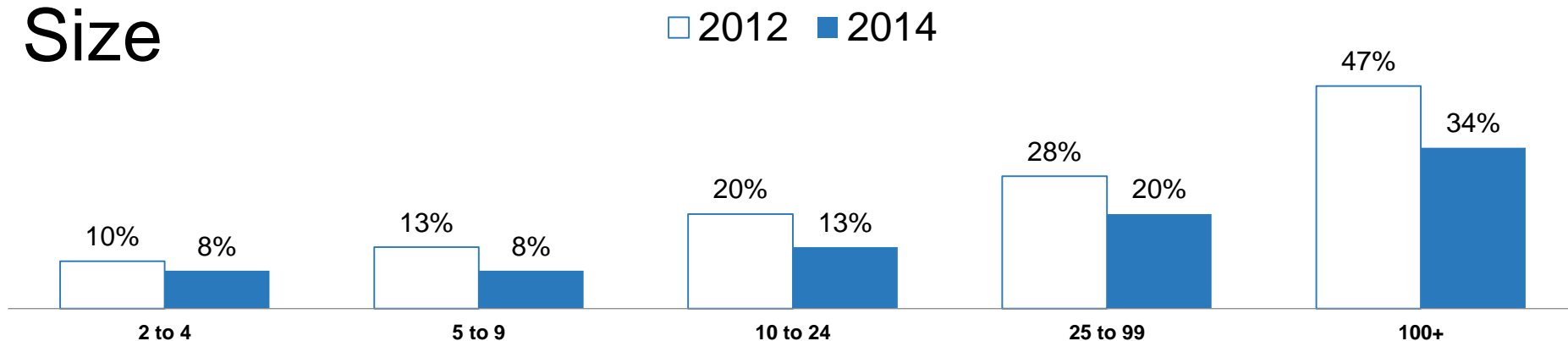
Base: All England establishments who train (2012/2014): (8,396/8,058)

Sector



Base: All England establishments who train (2012/2014): Primary (283/285), Manufacturing (666/593), Construction (498/645), Trade, Accom. & Transport (2,646/2,335), Business (2,430/2,357), Non-market services (1,873/1,843)

Size

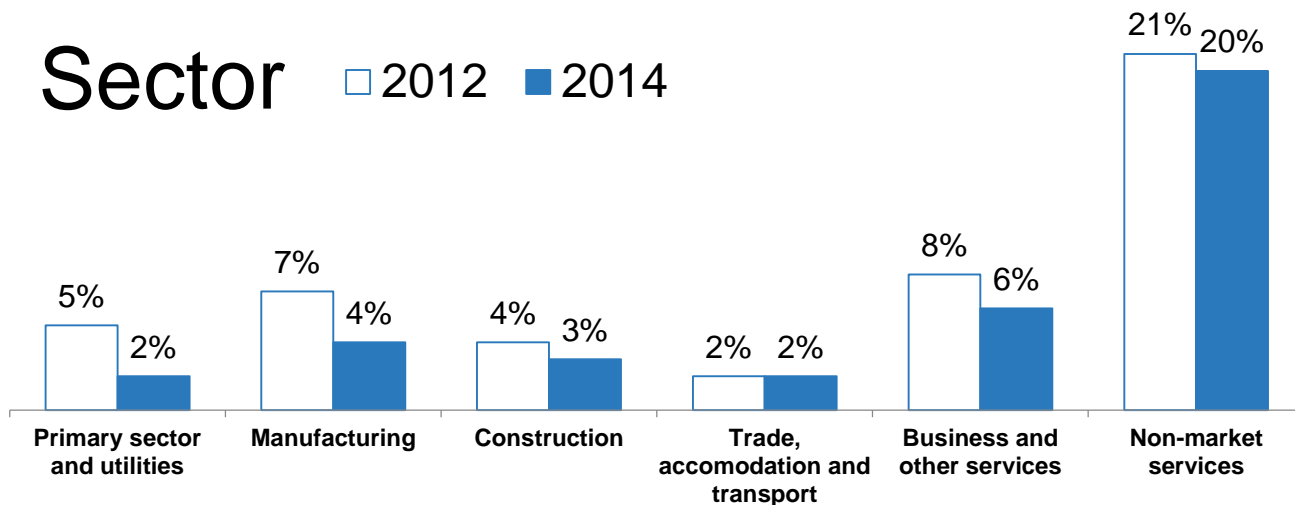


Base: All England establishments who train (2012/2014): 2 to 4 (1,349/1,242), 5 to 9 (1,831/1,822), 10 to 24 (2,020/1,972), 25 to 99 (1,952/1,989), 100+ (1,244/1,033)

Higher Education institutions as a source of training

Sector

□ 2012 ■ 2014



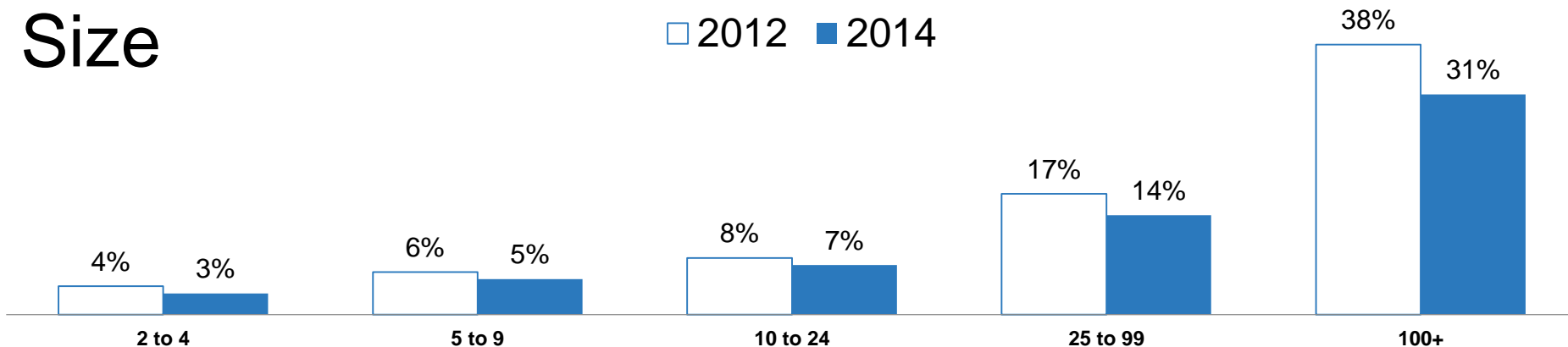
Base: All England establishments who train (2012/2014): Primary (283/285), Manufacturing (666/593), Construction (498/645), Trade, Accom. & Transport (2,646/2,335), Business (2,430/2,357), Non-market services (1,873/1,843)

OF ENGLAND ESTABLISHMENTS WHO TRAIN USE HE INSTITUTIONS

Base: All England establishments who train (2012/2014): (8,396/8,058)

Size

□ 2012 ■ 2014



Base: All England establishments who train (2012/2014): 2 to 4 (1,349/1,242), 5 to 9 (1,831/1,822), 10 to 24 (2,020/1,972), 25 to 99 (1,952/1,989), 100+ (1,244/1,033)

Commercial organisations as a source of training

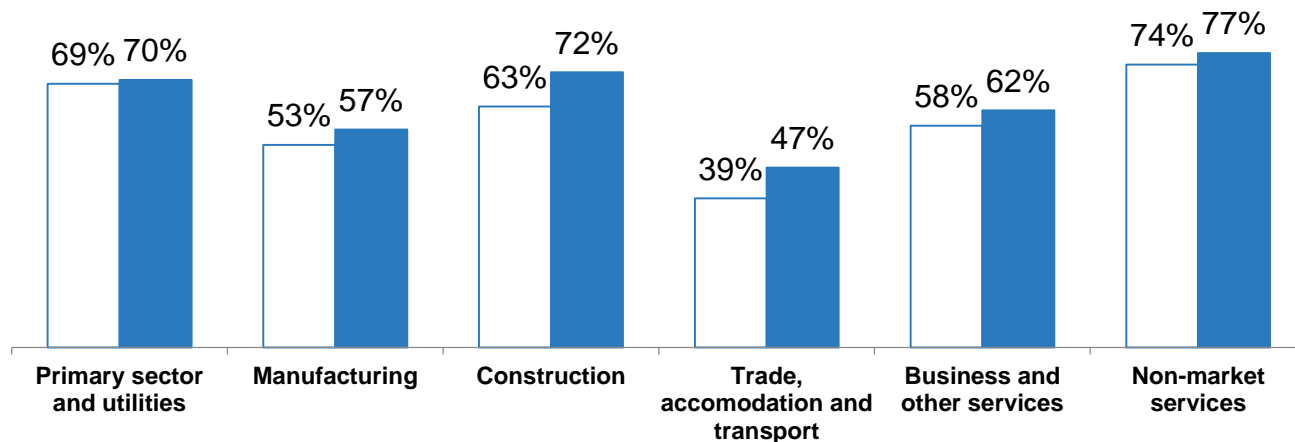
Sector □ 2012 ■ 2014

2012:
55%

2014:
60%

**OF ENGLAND
ESTABLISHMENTS WHO
TRAIN USE COMMERCIAL
ORGANISATIONS**

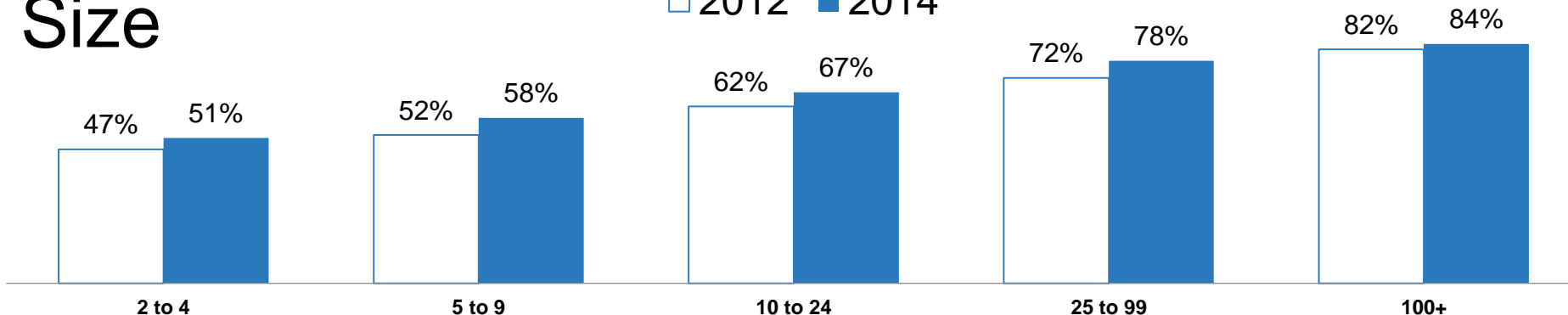
Base: All England establishments who train (2012/2014): (8,396/8,058)



Base: All England establishments who train (2012/2014): Primary (283/285), Manufacturing (666/593), Construction (498/645), Trade, Accom. & Transport (2,646/2,335), Business (2,430/2,357), Non-market services (1,873/1,843)

Size

□ 2012 ■ 2014

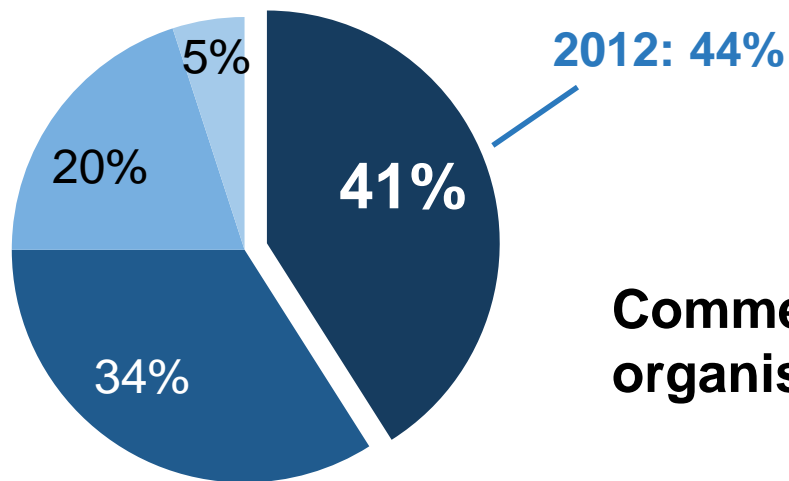


Base: All England establishments who train (2012/2014): 2 to 4 (1,349/1,242), 5 to 9 (1,831/1,822), 10 to 24 (2,020/1,972), 25 to 99 (1,952/1,989), 100+ (1,244/1,033)

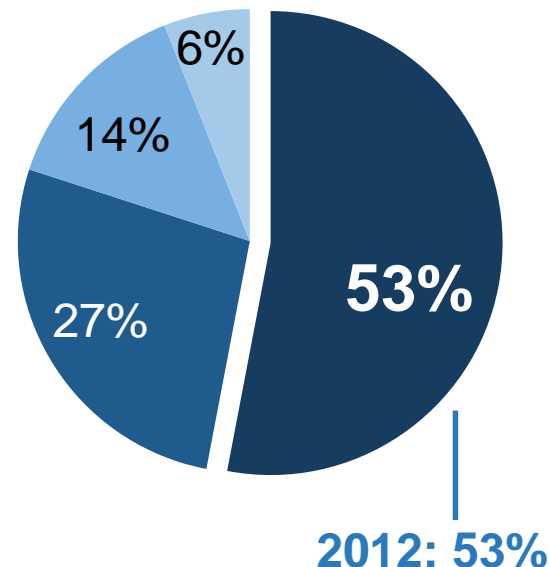
Commercial organisations are defined as: Suppliers / Customers / Regulatory bodies / Other commercial or non-profit organisations

Employer funding of external training in England

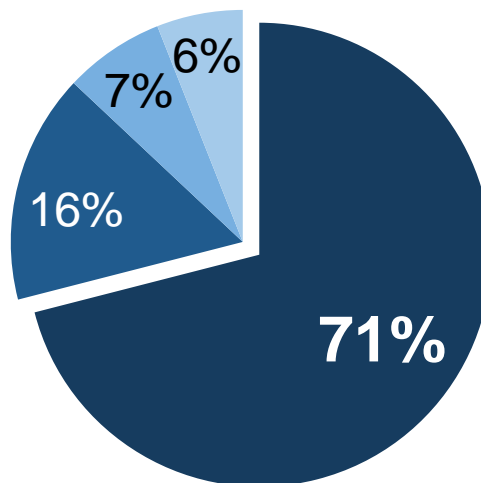
FE College



University / HEI



Commercial organisation



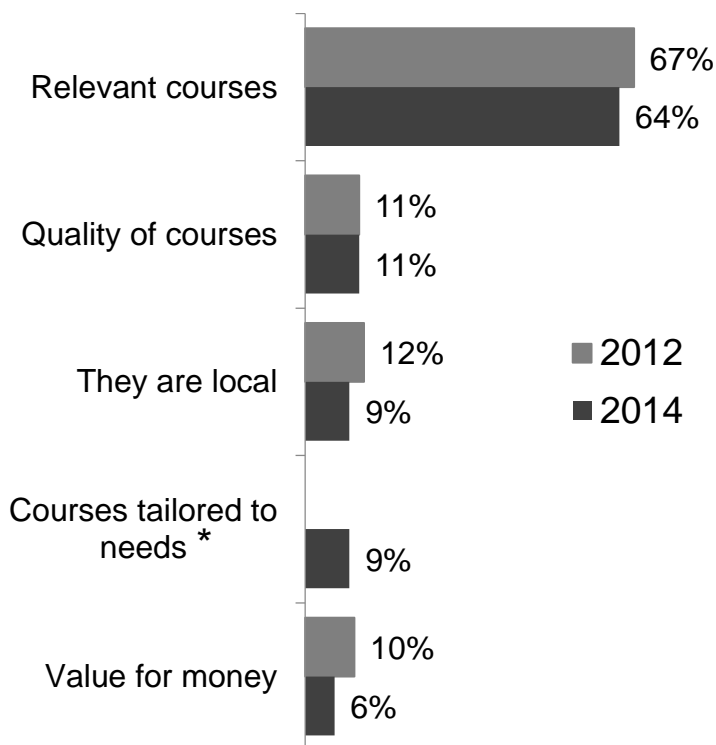
- Wholly funded by establishment
- Partly funded by establishment
- Not funded at all by establishment
- Don't know

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

Base: All England establishments who use FE Colleges, Universities or commercial organisations as external sources of training (1,313 / 893 / 4,401) 32

Reasons for choosing public training providers

Reasons for using public institutions



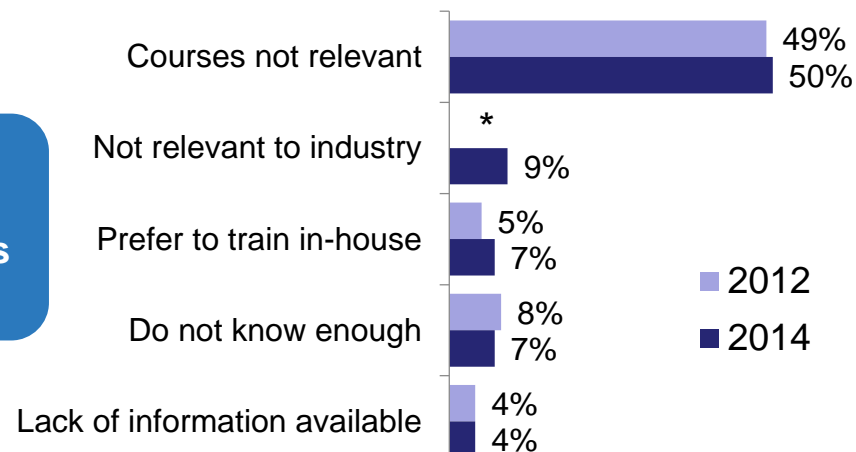
* This was added as a pre-code answer in 2014

Base (2012/2014): All in England who use FE Colleges or HEIs to deliver training (2,287/1,737)

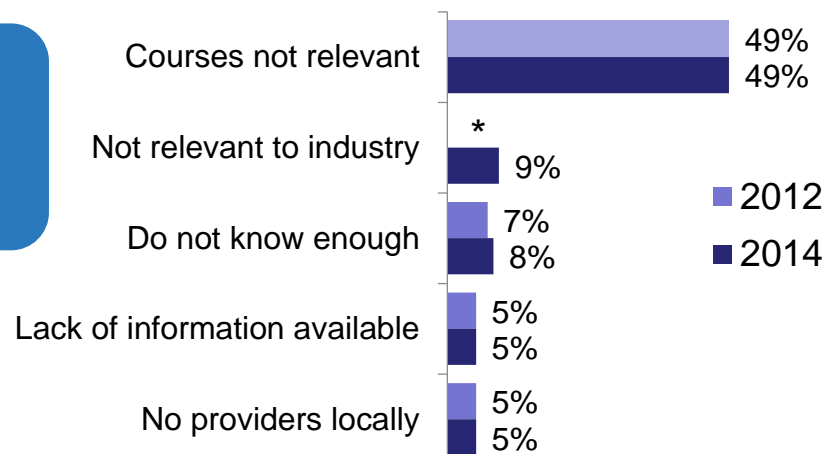
FE Colleges

HEIs

Barriers to using

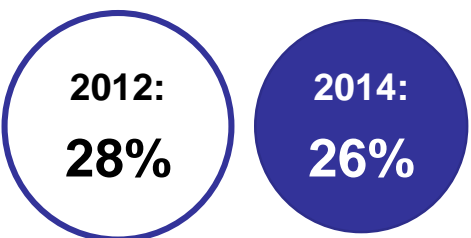


Base (2012/2014): All in England who have not used FE colleges for external training and were followed up as to why (2,195/2,536)



Base (2012/2014): All in England who have not used HEIs for external training and were followed up as to why (3,037/2,895)

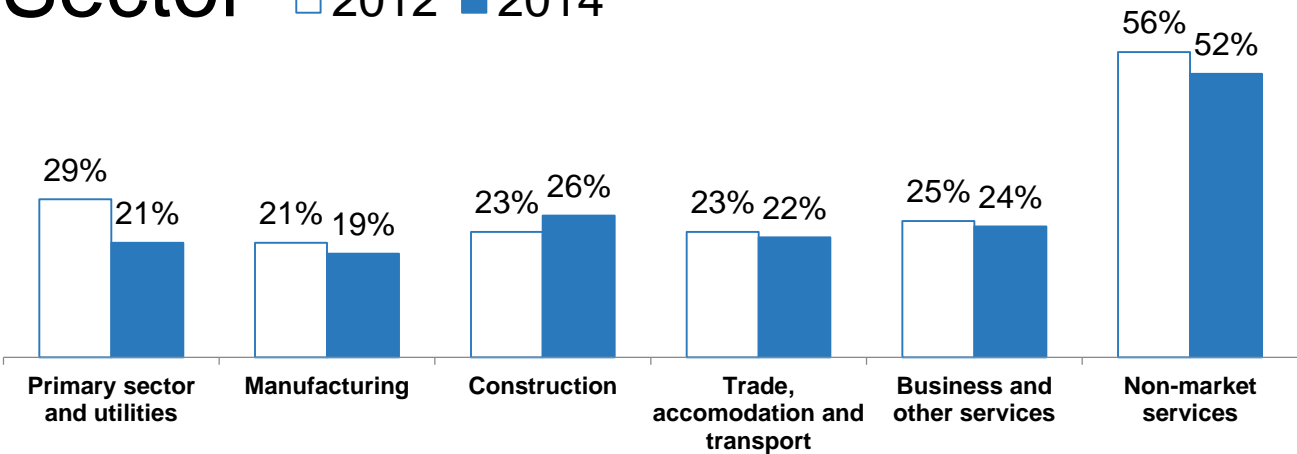
Take up of vocational qualifications in England



OF ALL ENGLAND ESTABLISHMENTS ARRANGED OR FUNDED VOCATIONAL QUALIFICATIONS

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

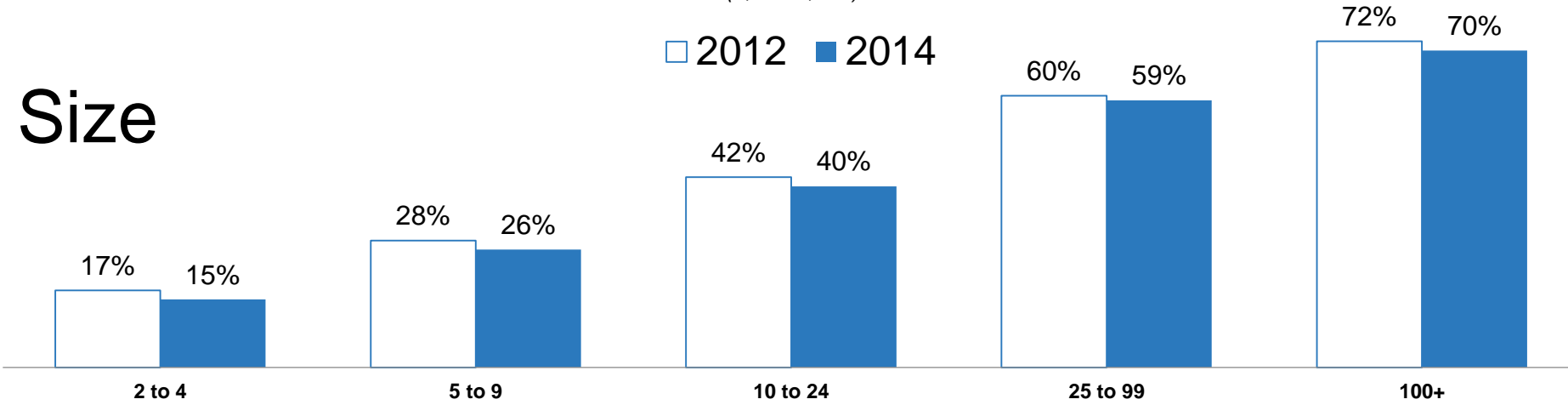
Sector 2012 2014



Base: All England establishments (2012/2014): Primary (367/440), Manufacturing (791/738), Construction (679/902), Trade, Accom.& Transport (3,315/3,057), Business (2,922/2,944), Non-market services (1,929/1,951)

Size

2012 2014



Base: All England establishments (2012/2014): 2 to 4 (2,253/2,317), 5 to 9 (2,264/2,332), 10 to 24 (2,209/2,248), 25 to 99 (2,016/2,076), 100+ (1,261/1,059)

Business benefits and impacts of using vocational qualifications

Business Benefits

AGREE
slightly/strongly

Can be adapted to business needs



82%

Provide staff with a suitable balance of work and study



82%

Offer good value for money



73%

Cover all skills needed by the company



72%

Impact

The ability of staff to do their jobs better



92%

Better business performance



86%

Improved productivity



83%

Improved staff commitment



82%

Improved staff retention



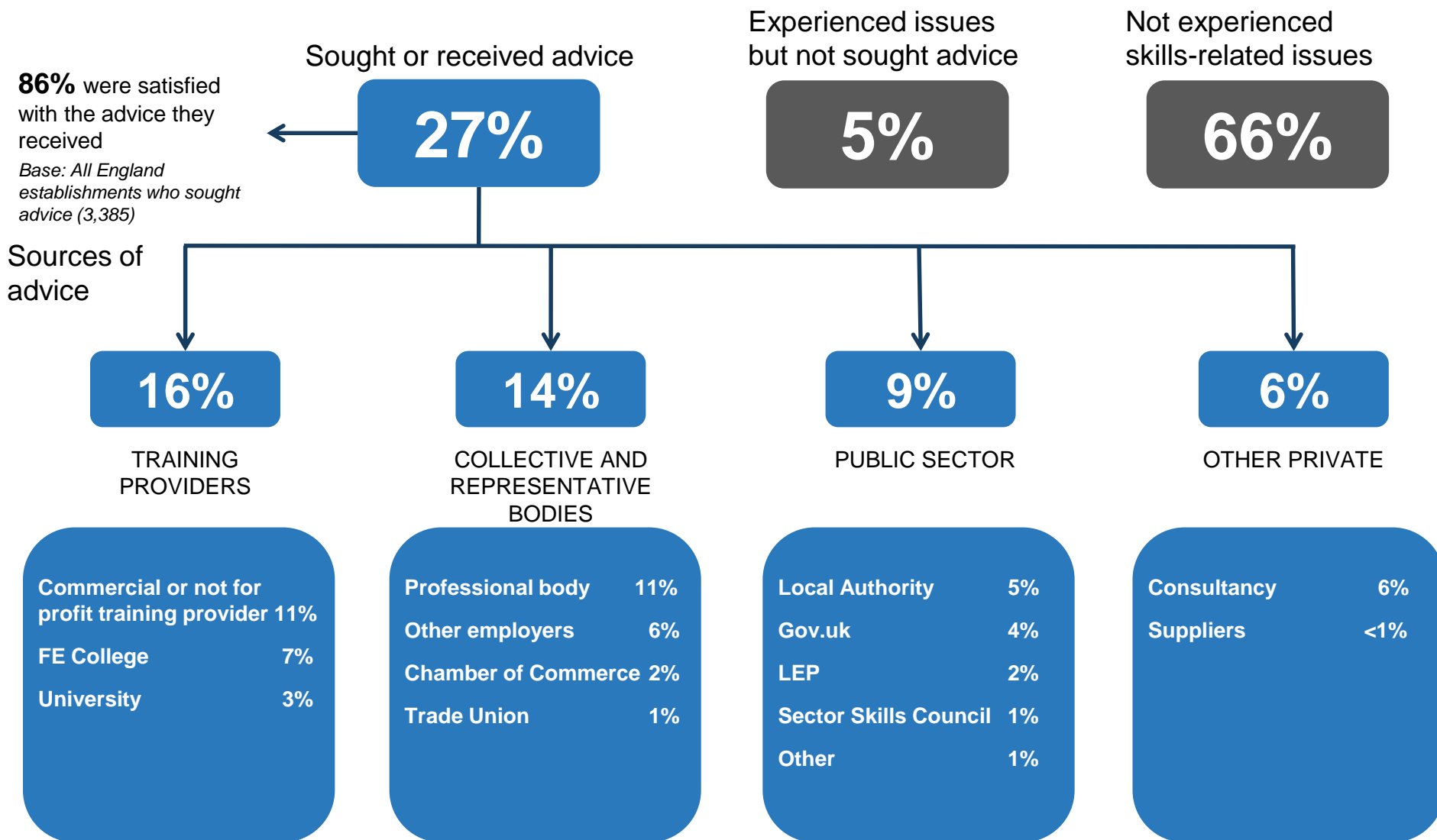
78%

■ 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

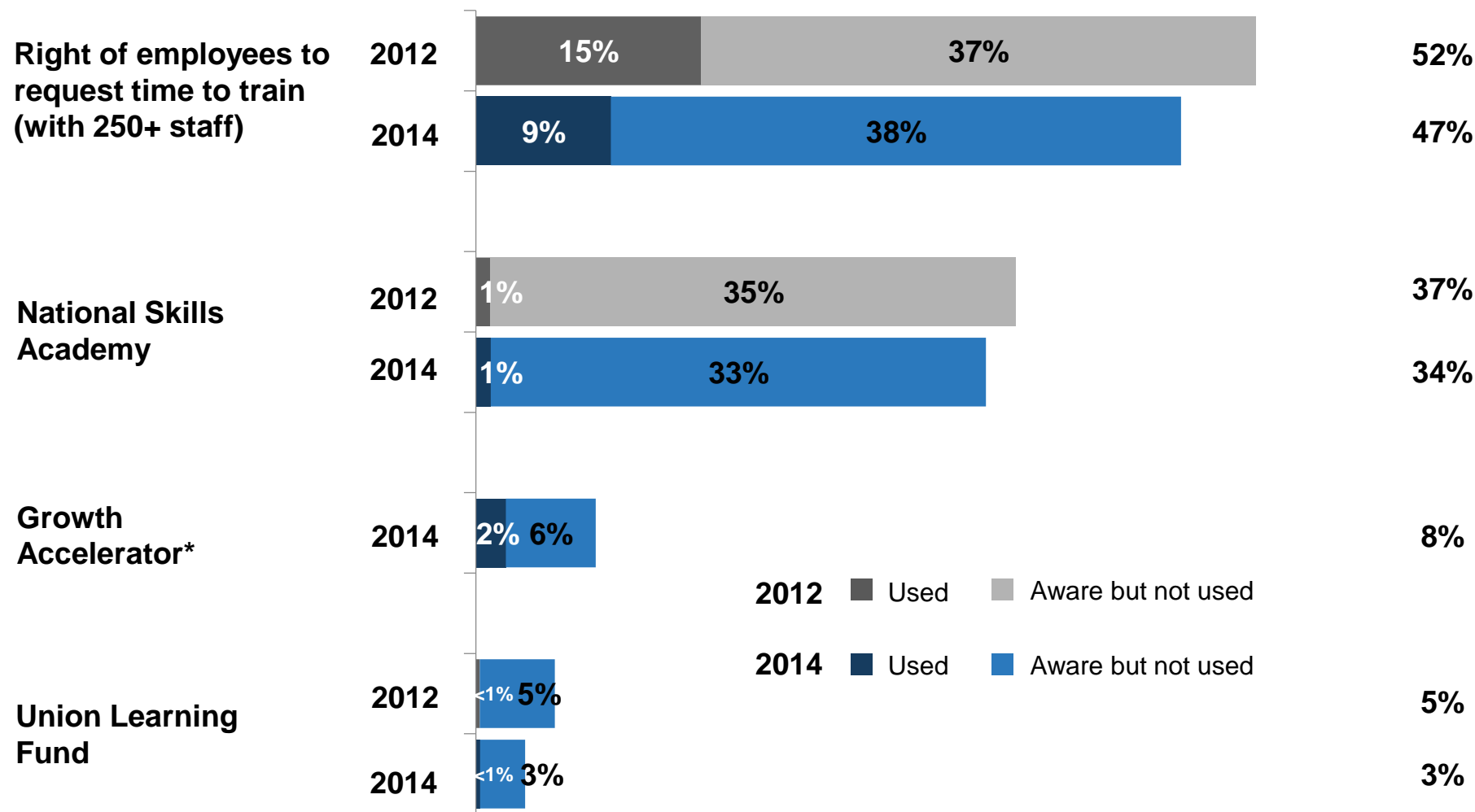
Base: All England establishments who had arranged/funded training towards vocational qualifications in the previous 12 months (3,868)

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



Awareness and use of People Development initiatives

AWARE



**Growth Accelerator was a new initiative tested in 2014.*

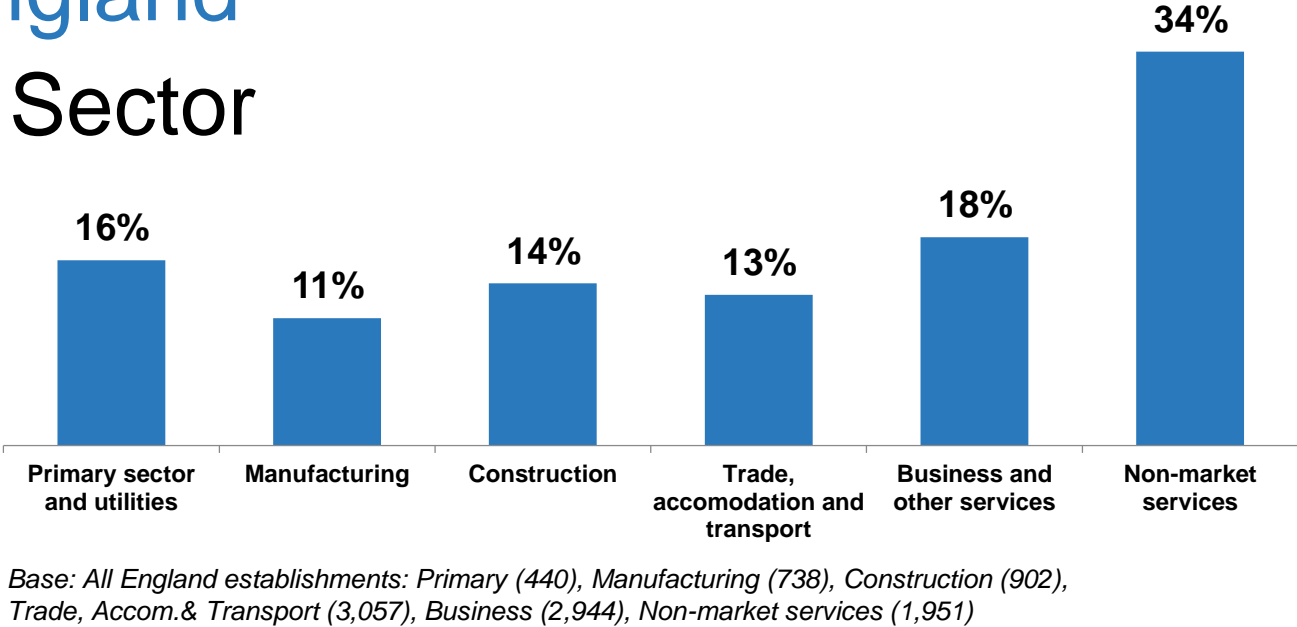
All percentages have been rounded to zero decimal places. This means the overall AWARE figures will not necessarily be a sum of the two percentages presented for the 'Used' and 'Aware but not used'.

Base (2012/2014): All England establishments (10,003/10,032); 250+ staff (463/352)

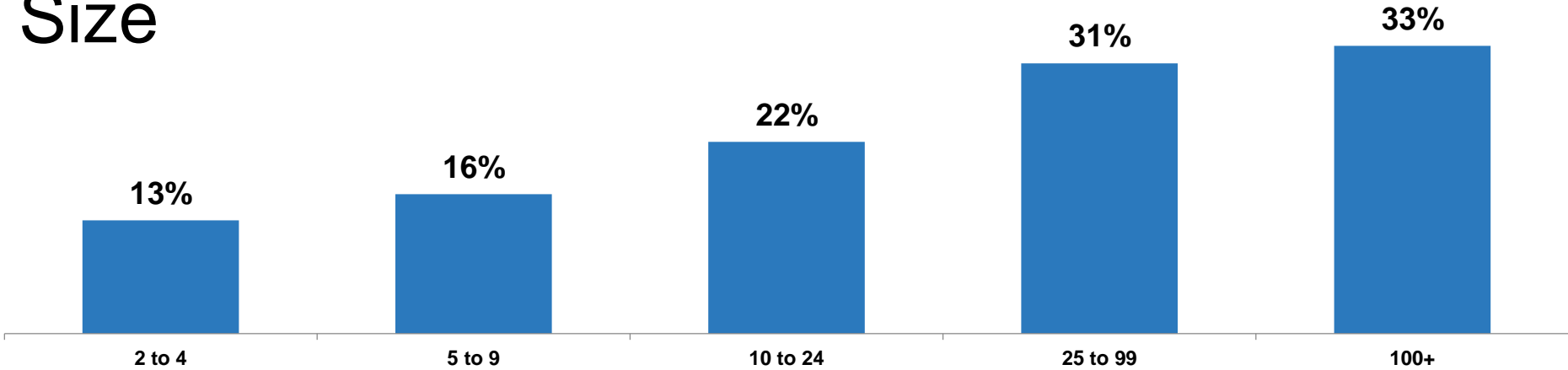
Employer collaboration on skills and training practices in England



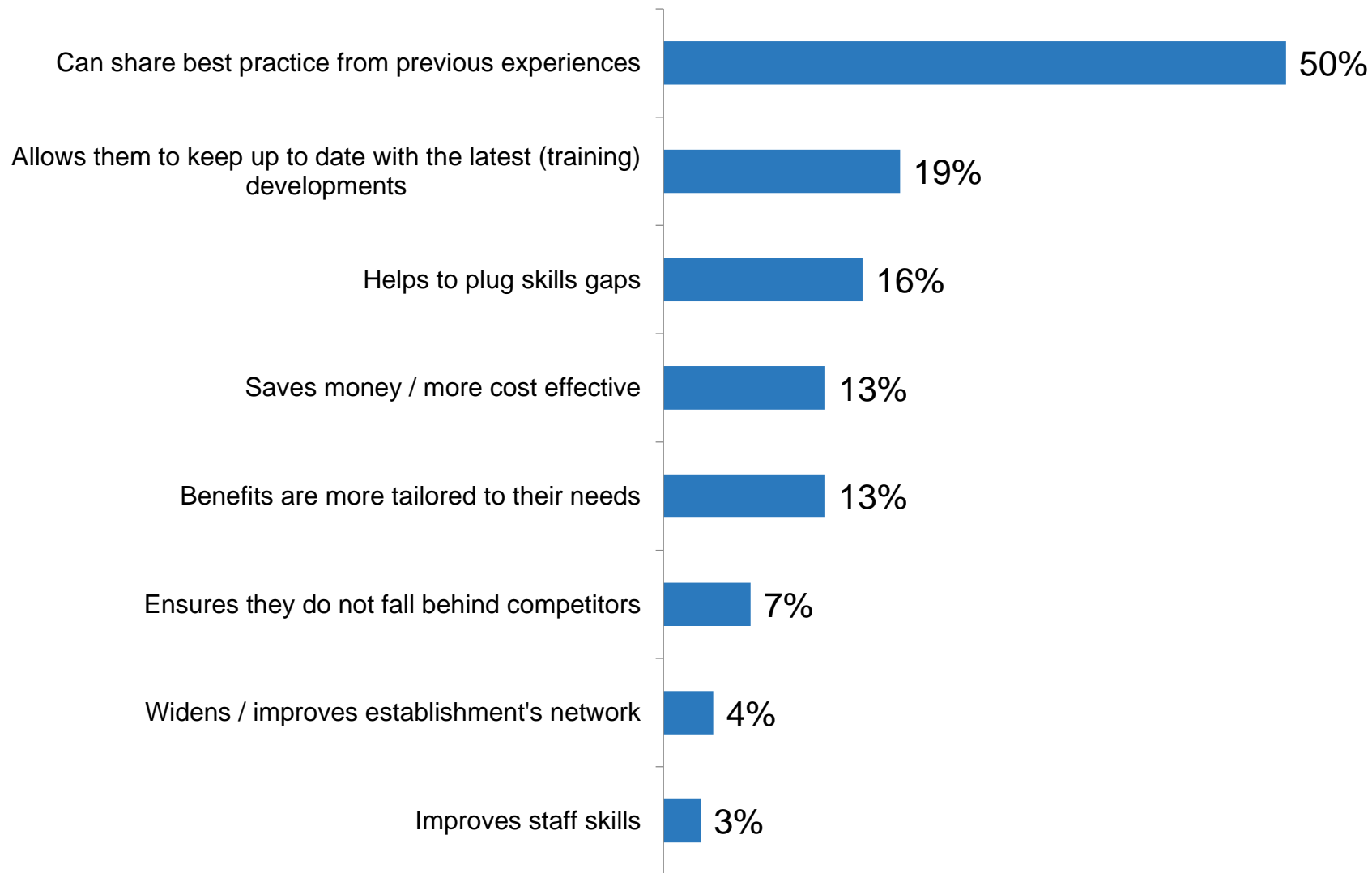
Sector



Size



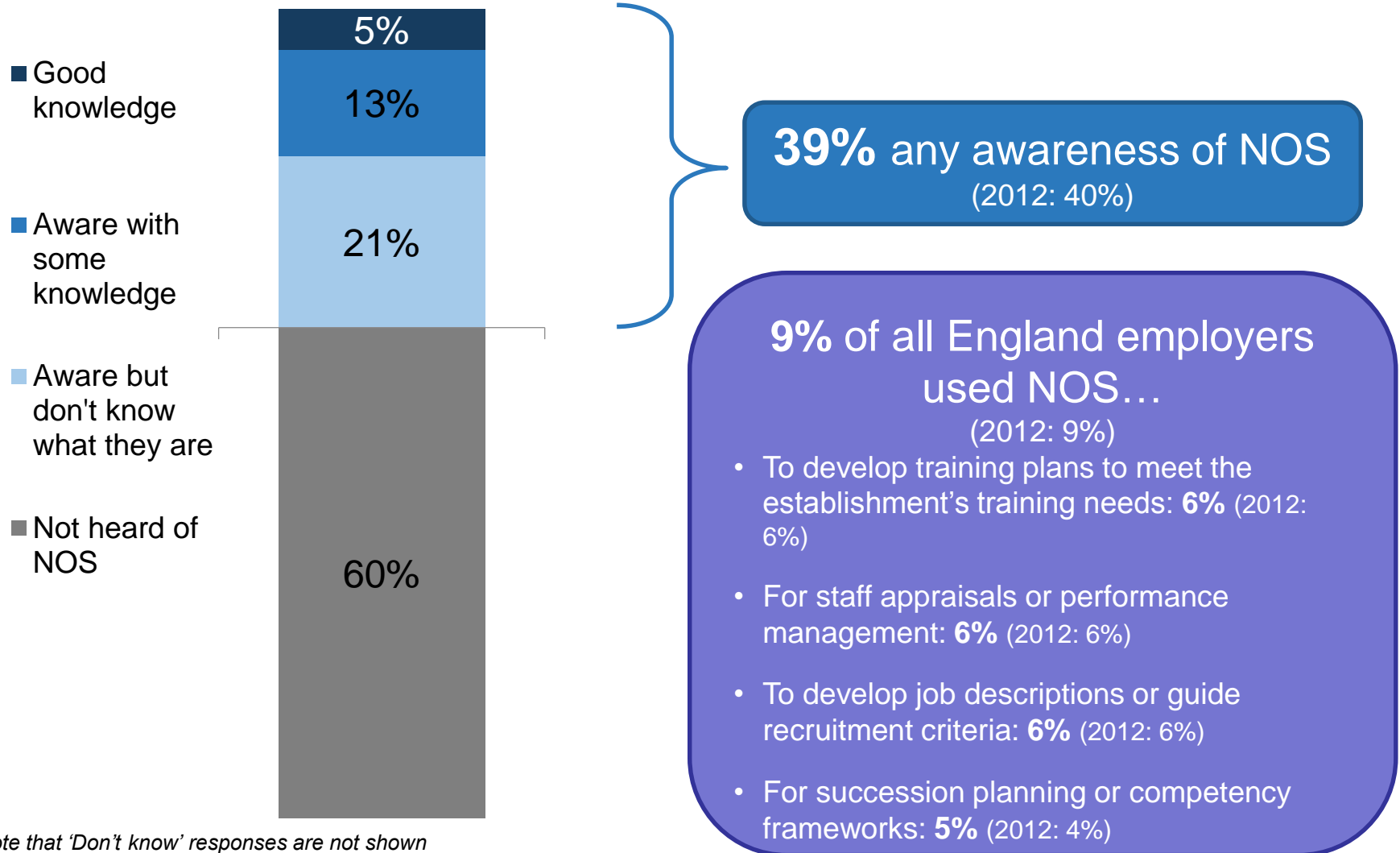
Benefits of collaborating with other employers



Multiple responses allowed

Base: All England establishments that have worked with another employer regarding training and skills development practices (2,207)

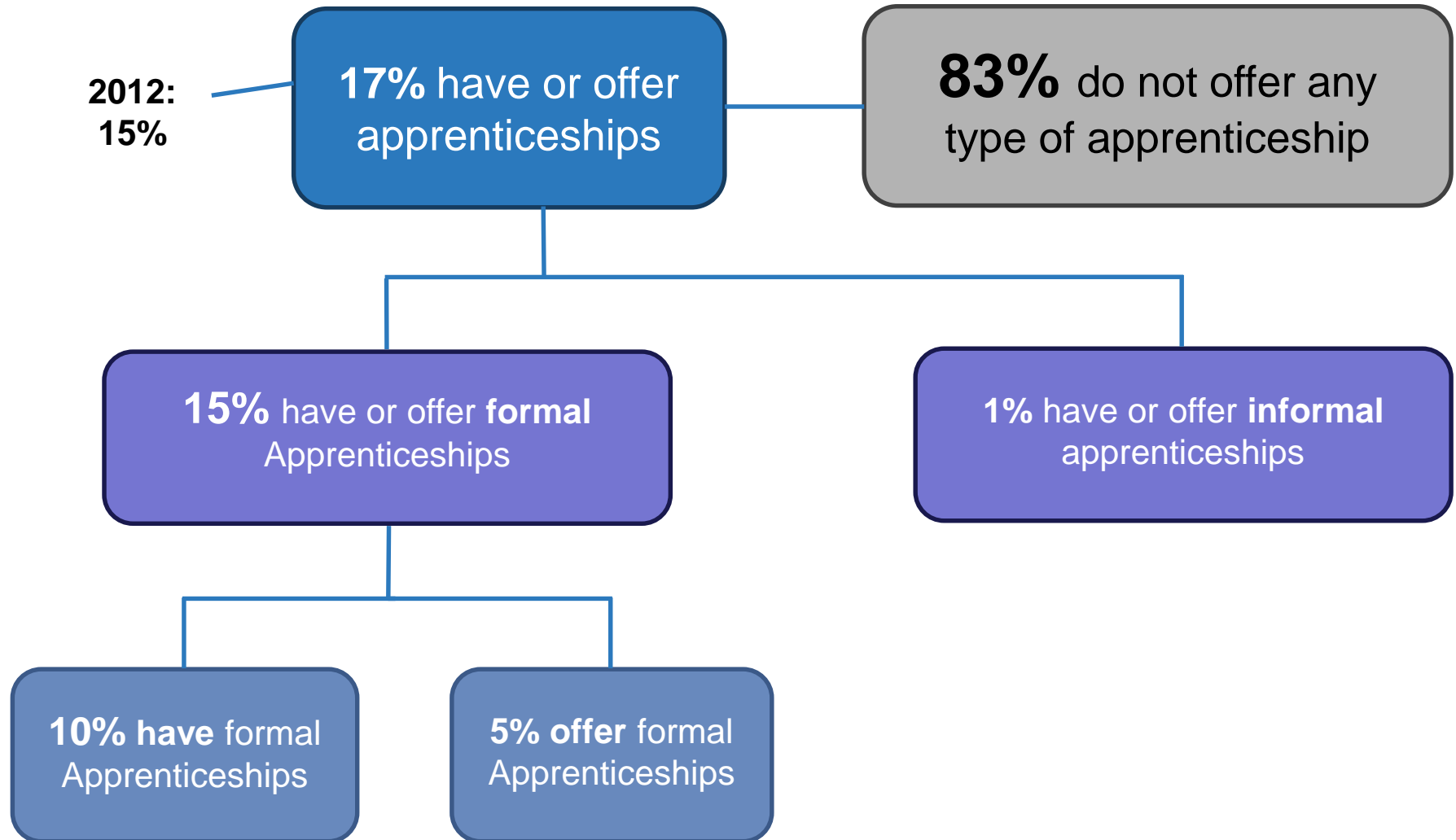
Awareness and use of the National Occupational Standards in England



Chapter 5: Apprenticeships

An overview of apprenticeships in England

Of all England employers...



All percentages have been rounded to zero decimal places. This means that percentages displayed in the middle row do not appear to sum to the overall proportion of employers who have or offer

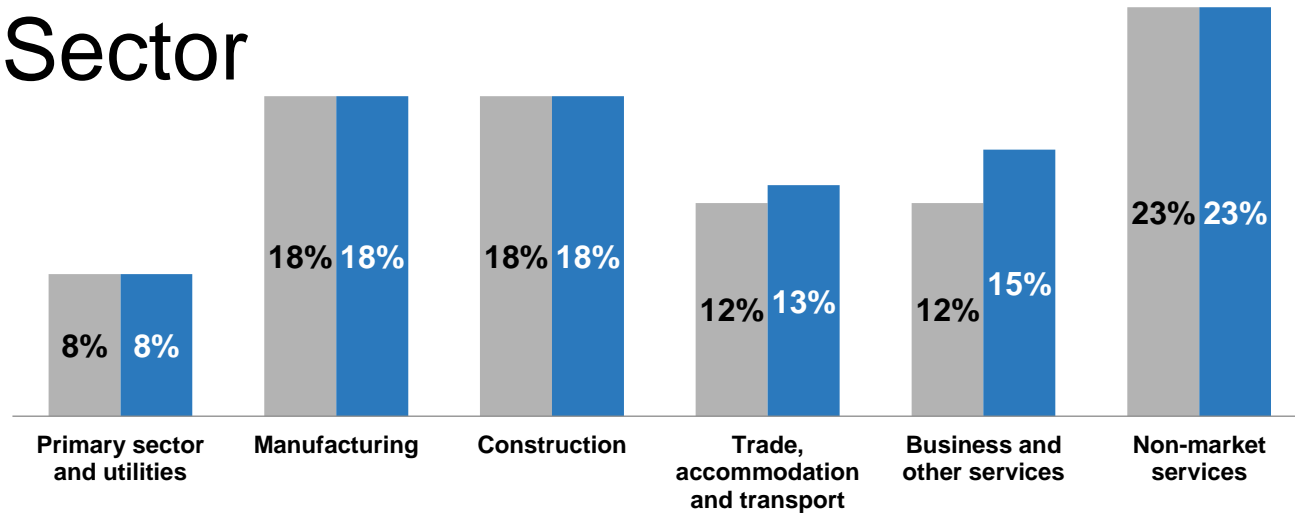
Base: All England establishments (10,032)

Formal Apprenticeship offering, by region and sector



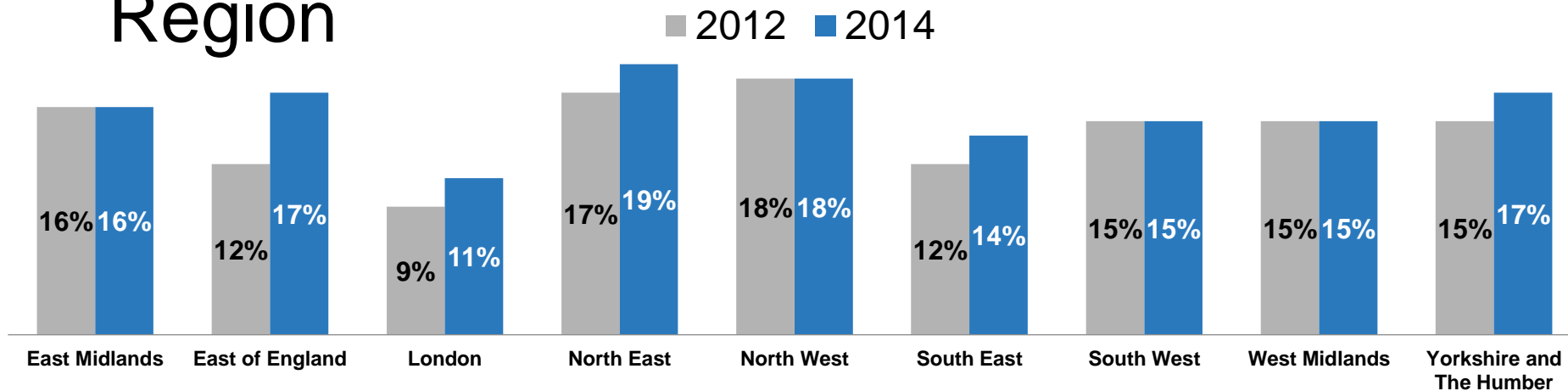
Base: All England establishments (2012/214): 10,003/10,032

Sector



Base: All England establishments (2012/2014): Primary (367/440), Manufacturing (791/738), Construction (679/902), Trade, Accom. & Transport (3,315/3,057), Business (2,922/2,944), Non-market services (1,929/1,951)

Region

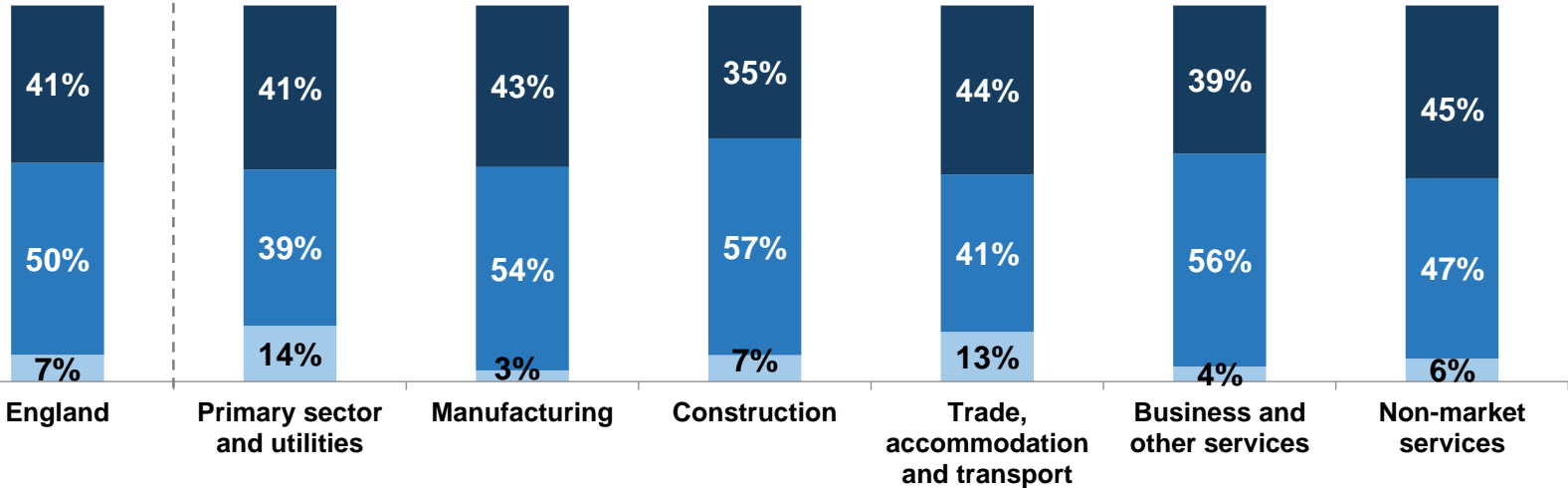


Base: All England establishments (2012/2014): East Midlands (925/1,033), East of England (1,253/1,584), London (1,345/1,619), North East (458/545), North West (1,163/1,069), South East (1,805/1,593), South West (1,177/1,071), West Midlands (910/818), Yorkshire and The Humber (967/700)

Profile of Apprentices in England: Whether new or existing recruits

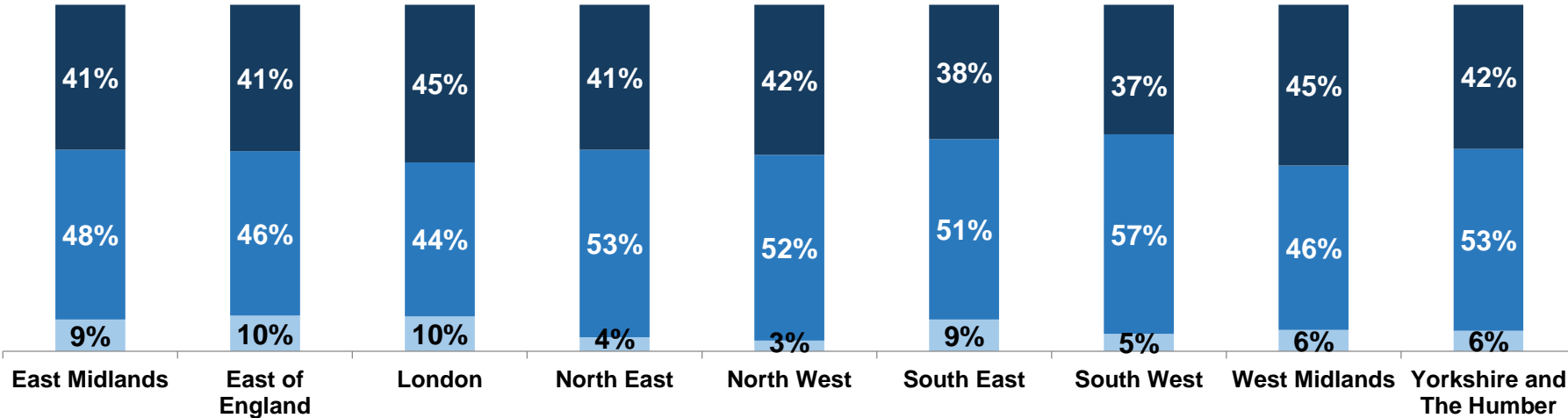
Sector

- Both
- New employees only
- Existing employees only



Base: All England establishments who currently have or offer formal Apprenticeships: England (2,352), Primary (50), Manufacturing (233), Construction (233), Trade, Accom.& Transport (631), Business (598), Non-market services (607)

Region

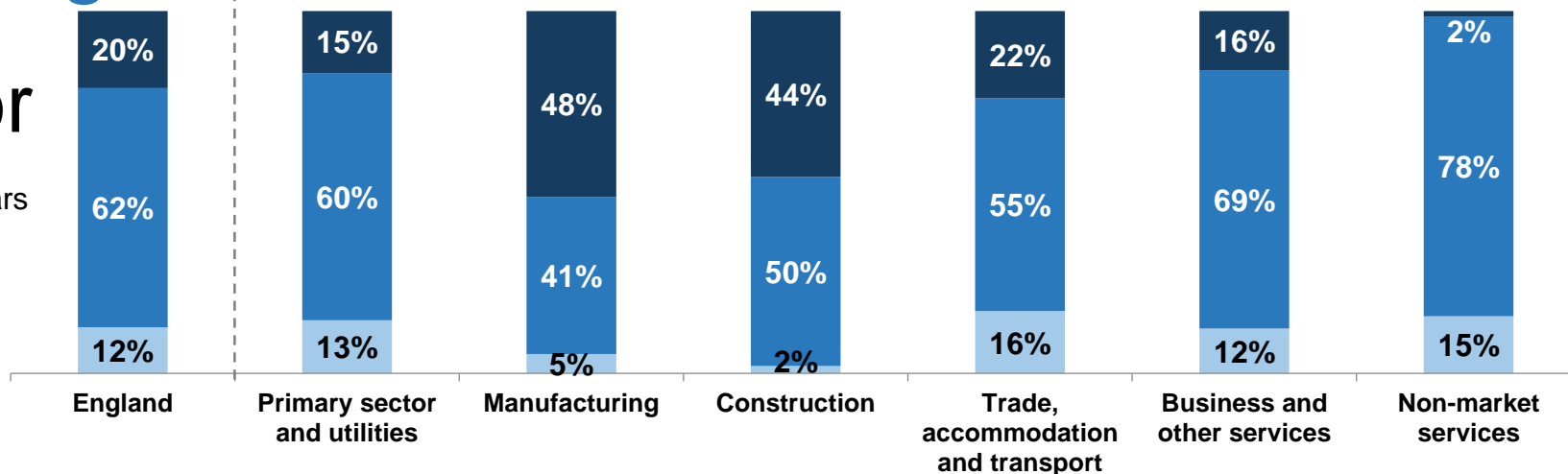


Base: All England establishments who currently have or offer formal Apprenticeships: East Midlands (266), East of England (371), London (254), North East (160), North West (304), South East (357), South West (255), West Midlands (208), Yorkshire and The Humber (177). 'Don't know' responses are not shown. 44

Length of typical Apprenticeships, by sector and region

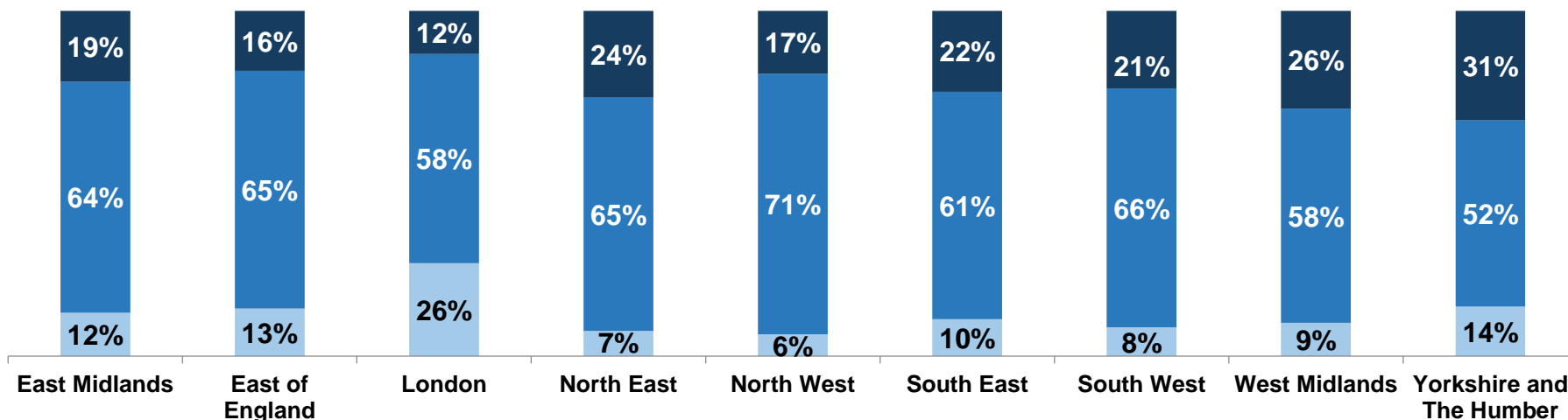
Sector

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



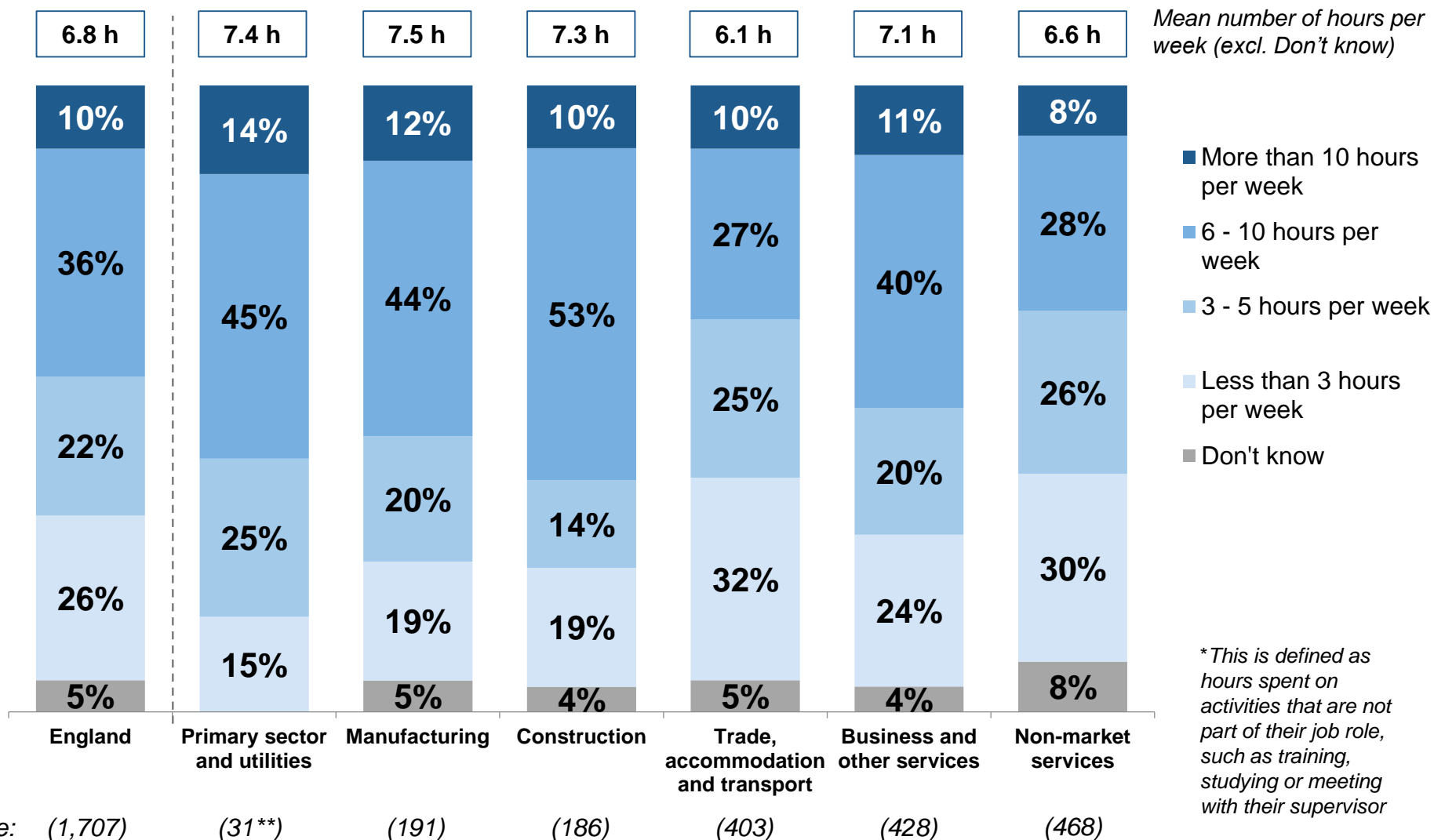
Region

Base: All England establishments who currently have or offer formal Apprenticeships: England (2,352), Primary (50), Manufacturing (233), Construction (233), Trade, Accom.& Transport (631), Business (598), Non-market services (607)

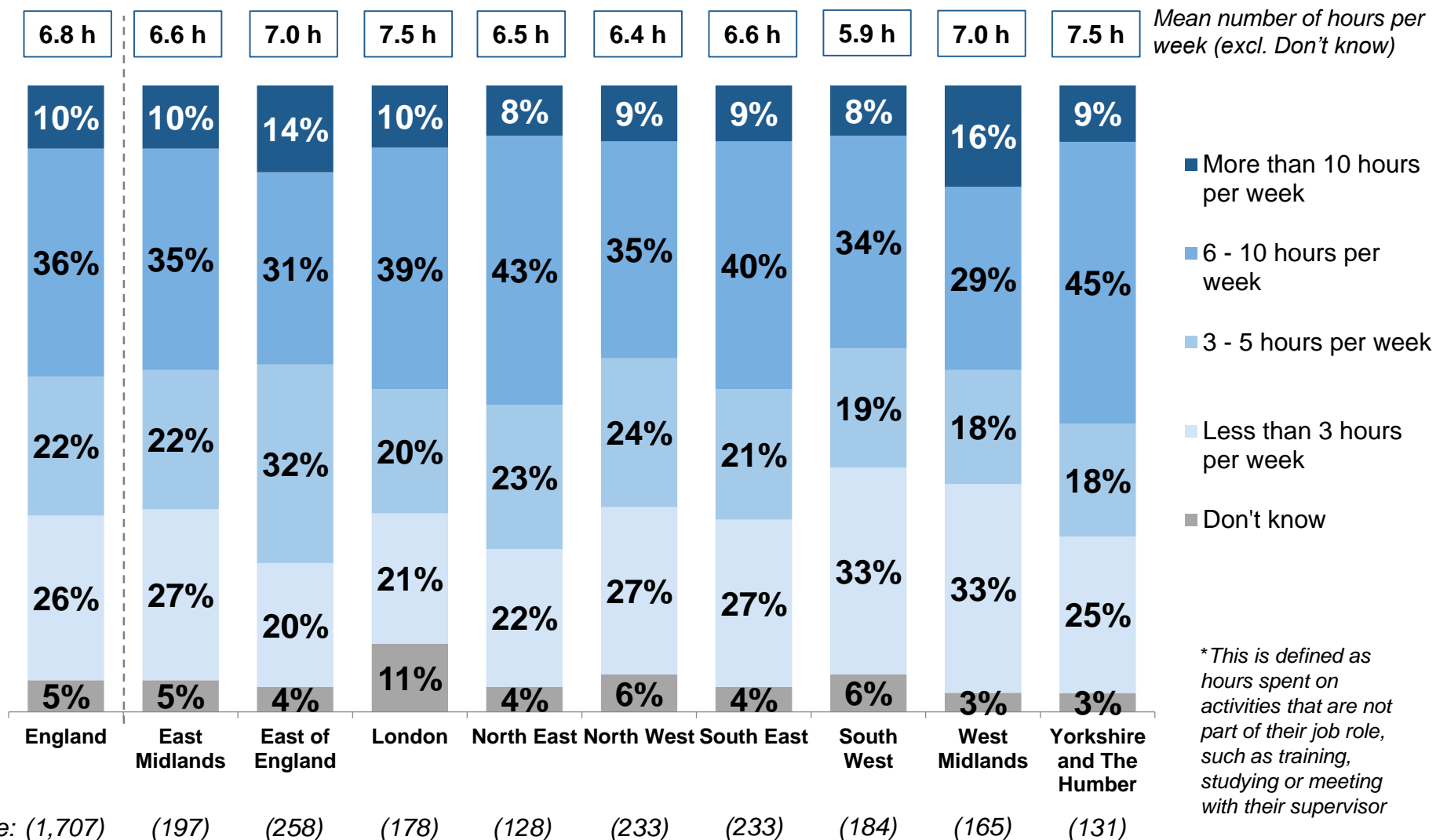


Base: All England establishments who currently have or offer formal Apprenticeships: East Midlands (266), East of England (371), London (254), North East (160), North West (304), South East (357), South West (255), West Midlands (208), Yorkshire and The Humber (177). 'Don't know' responses are not shown. 45

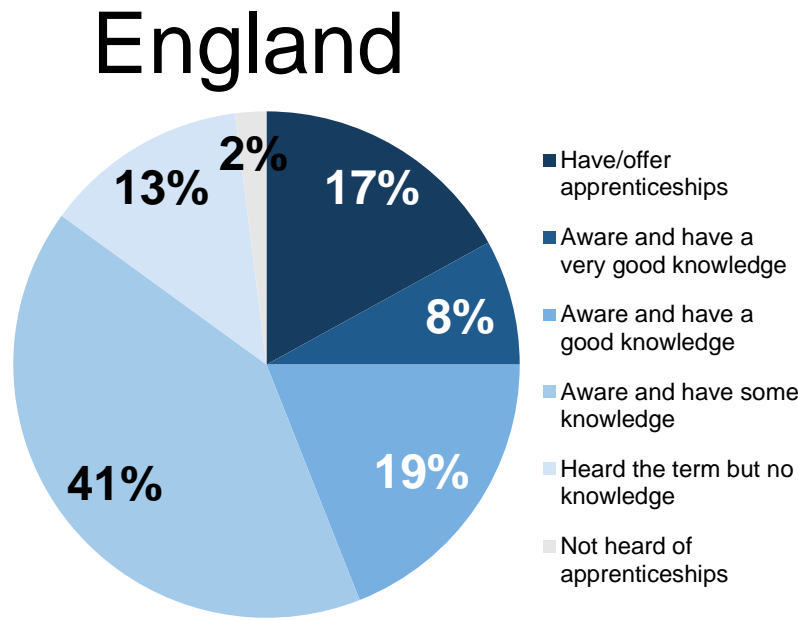
Hours spent by Apprentices on activities not part of their job role*, by sector



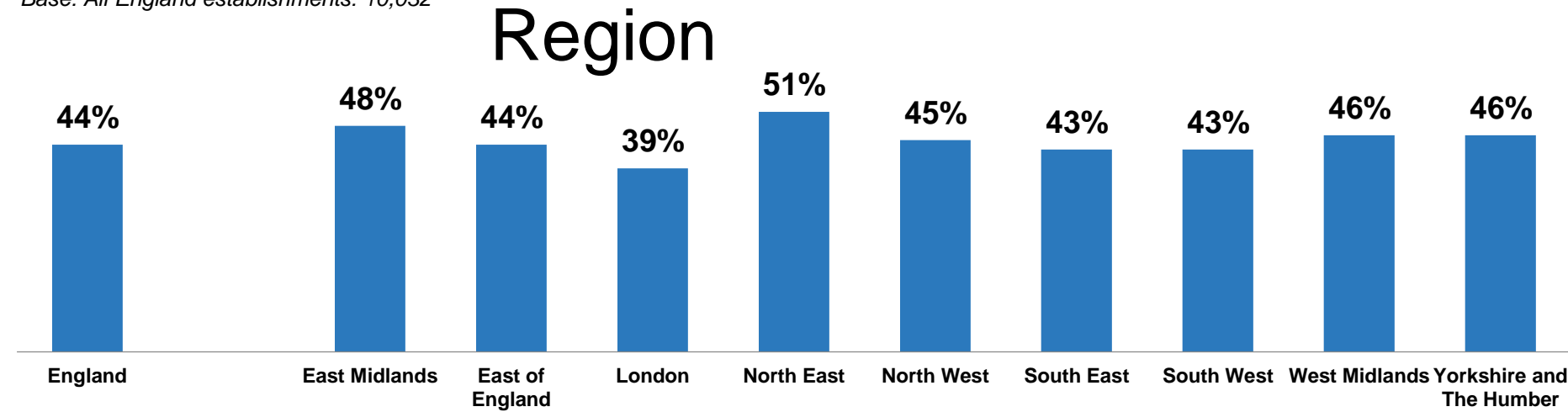
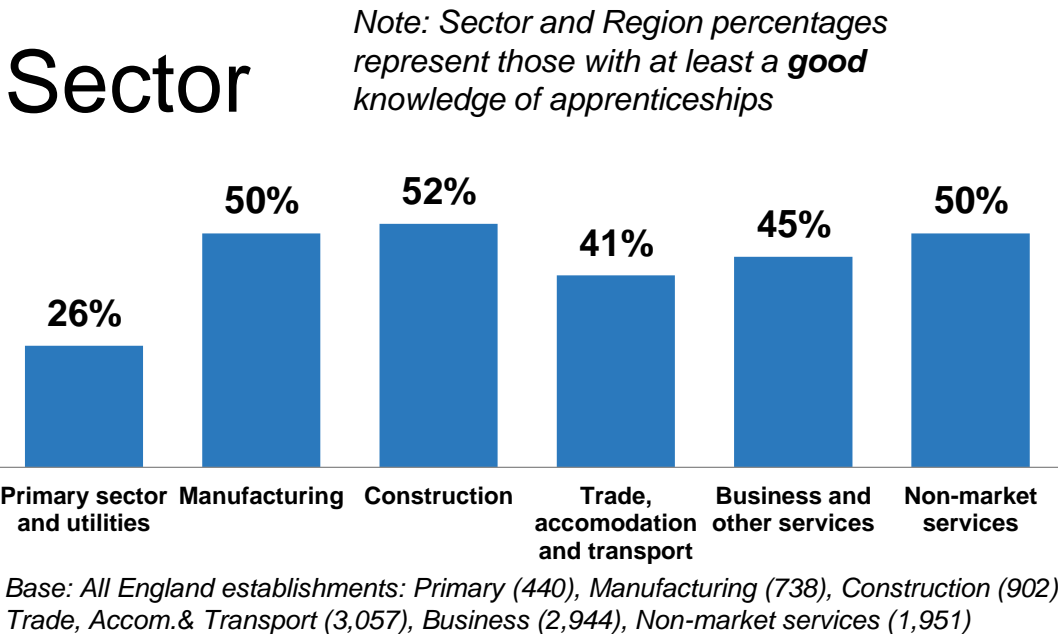
Hours spent by Apprentices on activities not part of their job role*, by region



Awareness and knowledge of Apprenticeships



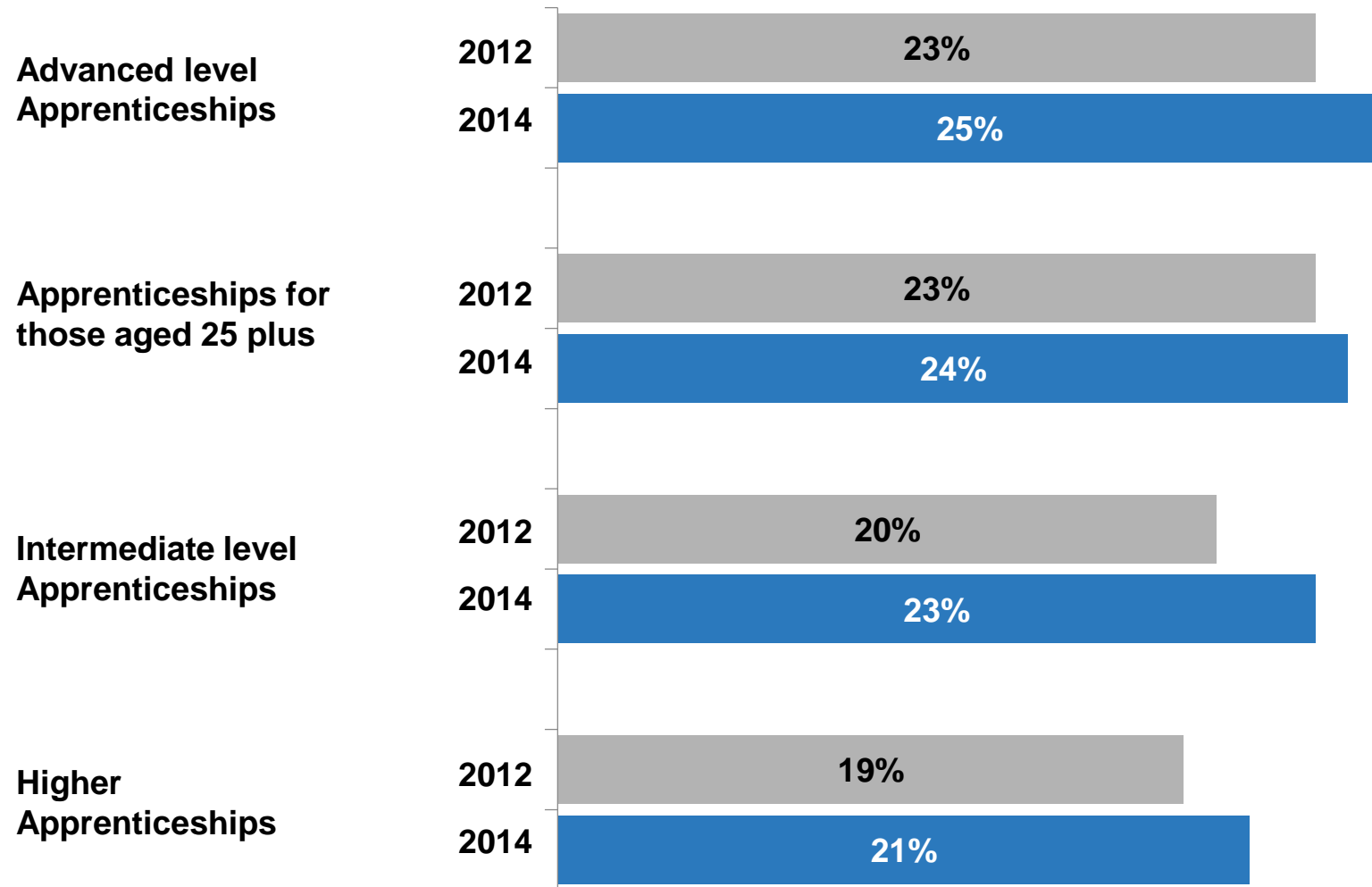
Base: All England establishments: 10,032



Base: All England establishments: East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

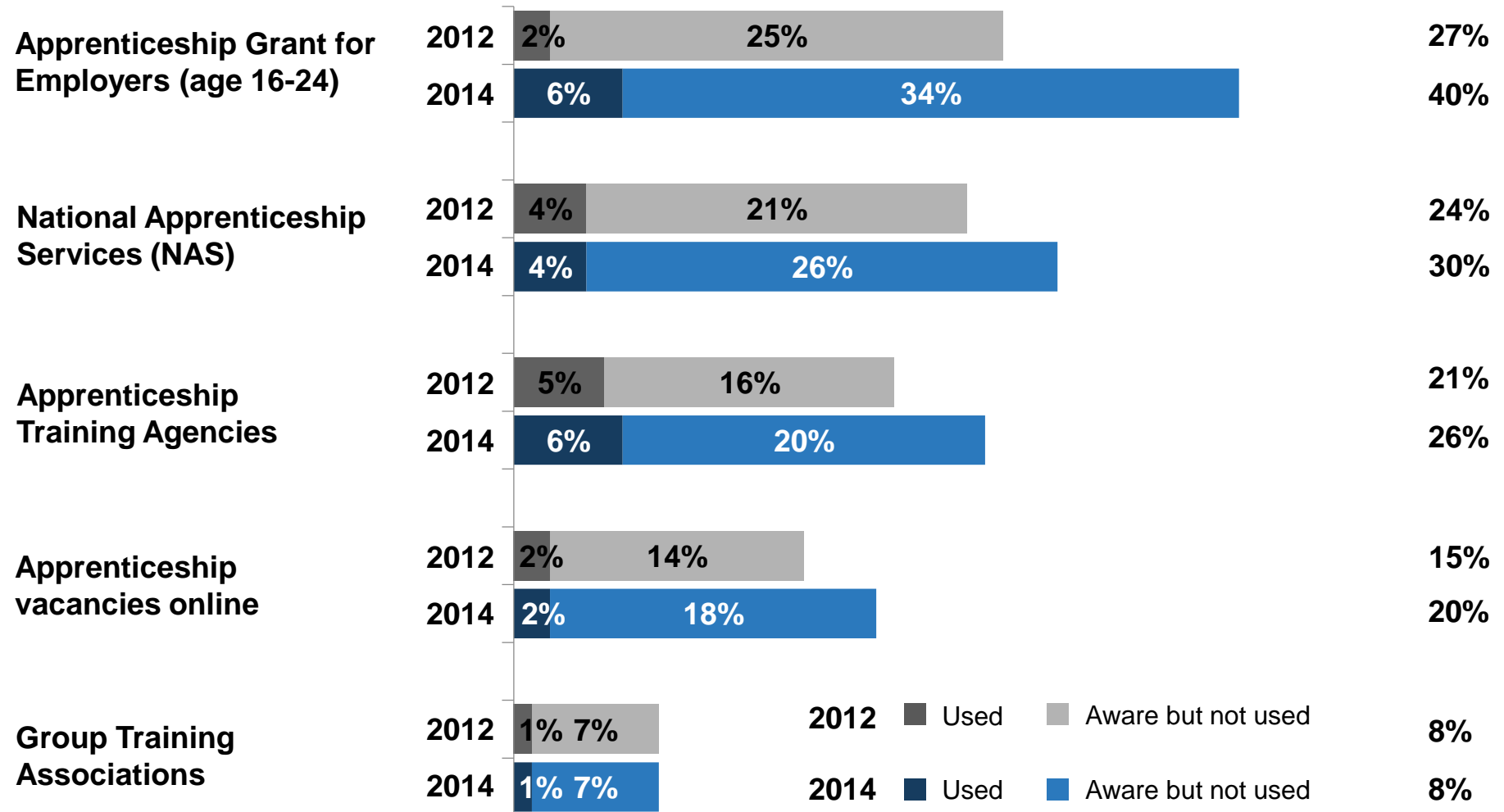
Figures refer to awareness and knowledge of both formal and informal apprenticeships

Awareness of specific government-recognised Apprenticeship schemes



Awareness and use of Apprenticeship services

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'.

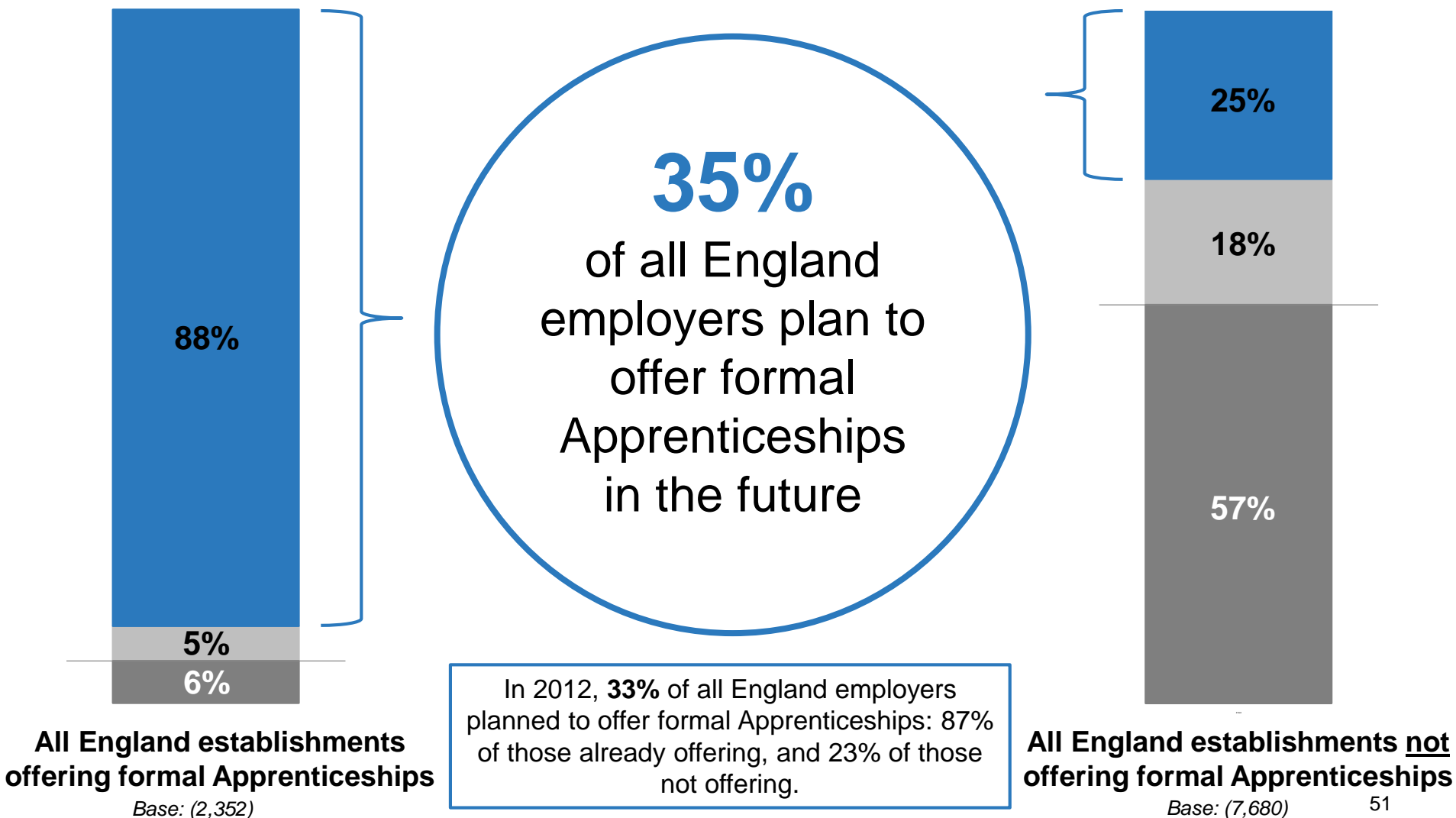
Base (2012/2014): All England establishments (10,003/10,032)

England employers planning to offer Apprenticeships in the future

■ Plan to offer Apprenticeships in the future

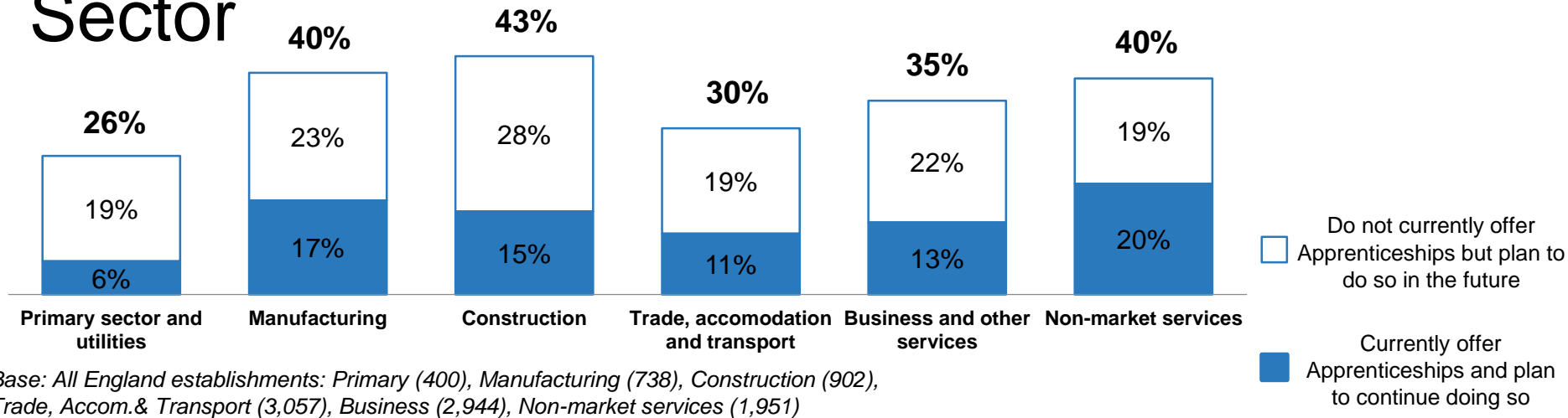
■ Do not know whether plan to offer formal Apprenticeships in the future

■ Do not plan to offer formal Apprenticeships in the future

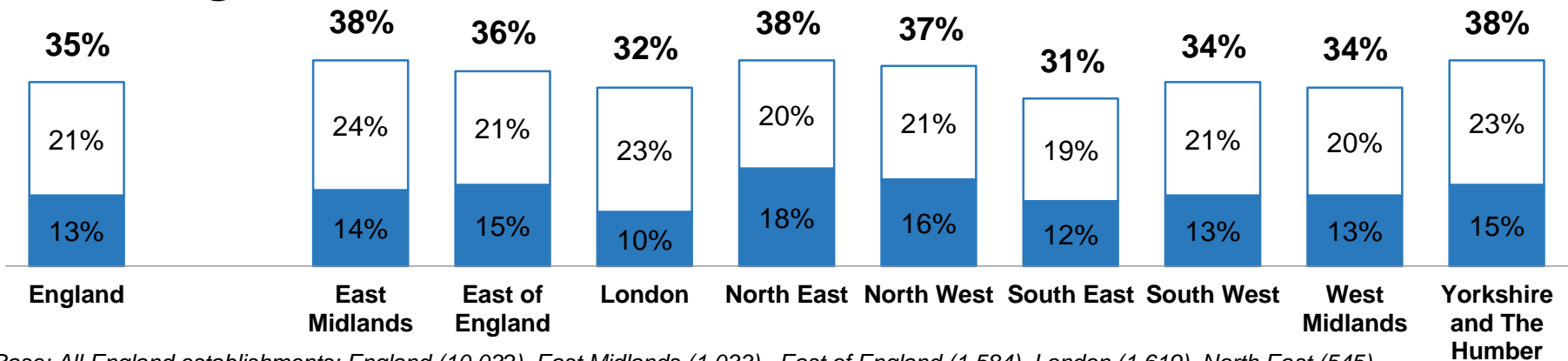


Market potential for Apprenticeships, by region and sector

Sector



Region



Base: All England establishments: England (10,032), East Midlands (1,033), East of England (1,584), London (1,619), North East (545), North West (1,069), South East (1,593), South West (1,071), West Midlands (818), Yorkshire and The Humber (700)

All percentages have been rounded to zero decimal places. This means that percentages in the bars do not always sum to the total percentage above each bar

Reasons for not offering apprenticeships

56%

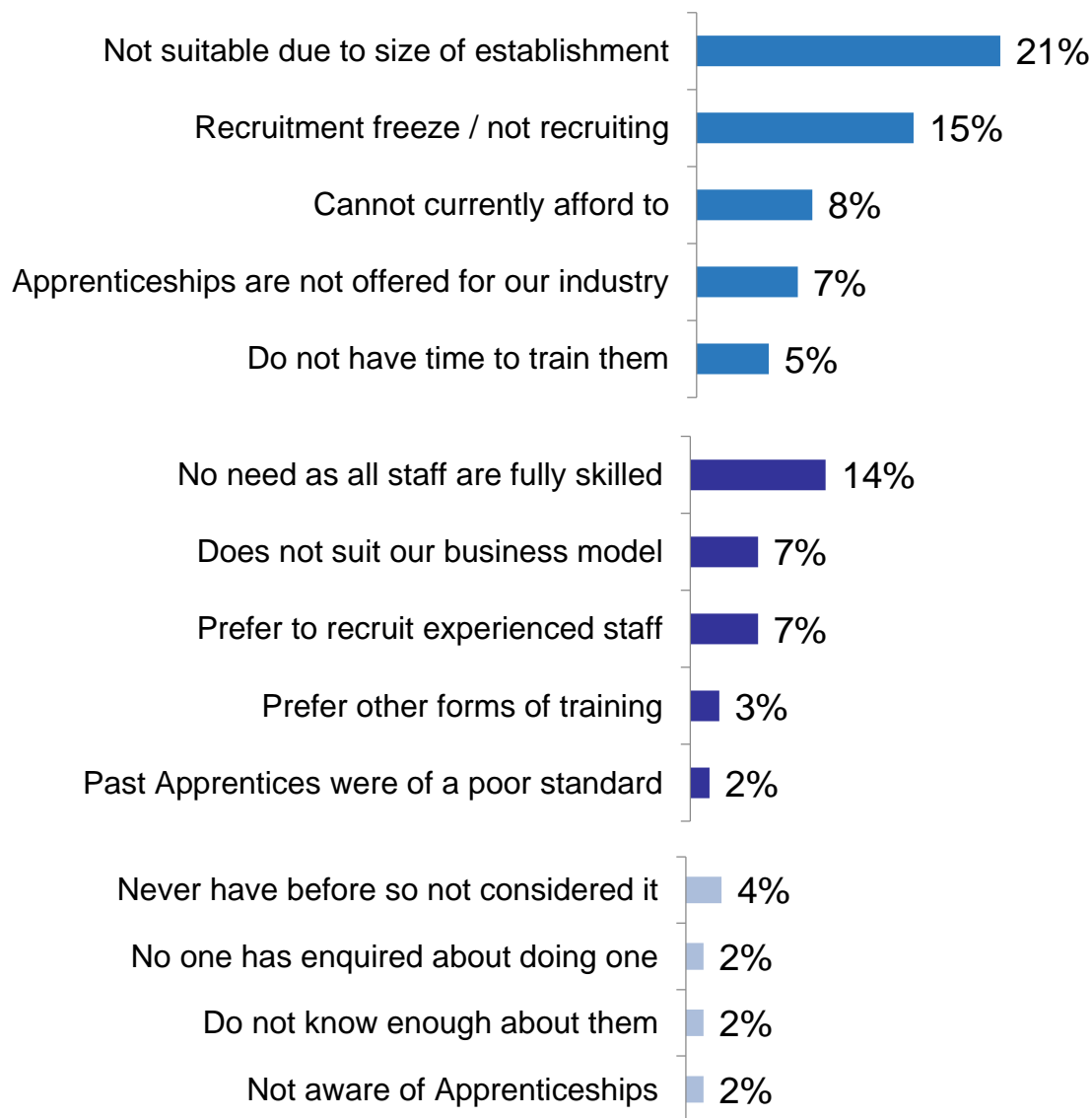
PERCEIVED
STRUCTURAL
BARRIERS

33%

ACTIVELY
CHOOSING NOT TO

10%

LACK OF
AWARENESS



Note: Multiple responses allowed; 'Don't know' and 'No particular reason' responses not shown

Base: All England establishments not offering any type of apprenticeship (7,410)

Chapter 6:

Summary and Conclusions

Conclusions: Recruitment of young people and work experience

- 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 England 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 only two-fifths (38 per cent) had actually provided individuals with work placements in the last 12 months. 17 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.
- Fifteen per cent of all England employers offered formal Apprenticeships, an increase of one percentage point from 2012. There remains significant desire among England employers not currently engaged in Apprenticeships to offer them in the future (25 per cent).
- Using duration of Apprenticeship as an indicator of quality, Apprenticeships offered appear to be of variable quality: 12 per cent of employers offered short duration Apprenticeships lasting less than 12 months.

Conclusions: Training and People Development

- The majority of England employers train their staff (69 per cent). Among those that train, internal training provision is more common (58 per cent), but a considerable proportion of employers use external providers to deliver their training (45 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 (41 per cent) compared with 10 per cent who use public providers), and the gap has widened since 2012.
- The findings show that England employers tend to make their choices based on the *relevance* of provision and although it appears that employers are able to find the external training they want, whether through public or private provision, some use private training due to a perceived lack of suitable options among public providers.

Conclusions: Collaboration and Vocational Qualifications

- Around one-sixth of employers (17 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 eight employers who had collaborated with others reported financial benefits as a result.
- A quarter of England 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: Regional differences

- Establishments based in London commonly showed different approaches to recruitment, training development and Apprenticeships than employers elsewhere in England.
- Work experience was of greater value to London employers when recruiting, and they were also more likely to have taken individuals on to a work placement (46 per cent). It appeared of less concern to those establishments in the East Midlands and Yorkshire and the Humber.
- Awareness of apprenticeships in London was low, as was their tendency to offer formal Apprenticeships (11 per cent). Employers in the North East were most likely to offer Apprenticeships (19 per cent).
- There was a large drop among North East and South West employers who train using FE colleges (from 20 per cent each to 11 and 12 per cent respectively). London employers who train still appeared the least likely to use FE colleges, as they were in 2012.
- Meanwhile, the increase in the proportion who train using private organisations, seen across all regions, was most noticeable in the North West (51 to 60 per cent) and the South East (57 to 66 per cent).
- Establishments in the East of England were most likely to collaborate with other employers on their skills and training practices (21 per cent), while this was least common among those in the East Midlands (14 per cent).

Conclusions: Sector differences

- Work experience appeared to be of most importance to employers in the Non-market services sector: 72 per cent said it was important in recruiting, while 65 per cent had offered placements in the last 12 months.
- Awareness of apprenticeships in the Primary sector and utilities was low, as was their tendency to offer formal Apprenticeships (eight per cent). Employers in the Construction sector were the most likely to offer Apprenticeships (52 per cent), and it was these and employers in the Manufacturing sector who tended to offer longer lasting Apprenticeships.
- Non-market services employers were the most likely to train staff (88 per cent), however there was large drop among these employers in usage of FE colleges from 2012 to 2014 (30 to 20 per cent).
- Trade, accommodation and transport employers who train remain the least likely to use FE colleges (nine per cent in 2014 to six per cent in 2012). Meanwhile, the increase in the proportion who train using private organisations was most noticeable within this sector (39 per cent to 47 per cent).
- Establishments in the Non-market sector were most likely to collaborate with other employers on their skills and training practices (34 per cent), while this was least common among those in the Manufacturing sector (10 per cent).

For more information contact UKCES Employer Surveys



employersurveys@ukces.org.uk



@ukces

LEP tables available at: <https://www.gov.uk/government/publications/Employer-Perspectives-Survey-2014-England-and-local-data>