

Employer Perspectives Survey 2014 UK Slide Pack

UK Commission for Employment and Skills

Chapter 1



Background and Introduction

Overview of EPS 2014



All business sectors of the economy

EN:10,032 SC: 4,015 W: 2,007 NI: 2,005

Interviews between April and July 2014

EPS 2014:

18,059 telephone interviews 24.5 minute average duration

2+
employees
working at
the site

With person responsible for training and HR issues

Questionnaire coverage

- This is the third survey in this biennial series
- A number of changes were made to the questionnaire to reflect changing policy requirements and UKCES priorities.
- 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 in the UK, where the survey result is 50% we are 95% confident that the true figure lies within the range 49.3% to 50.7%

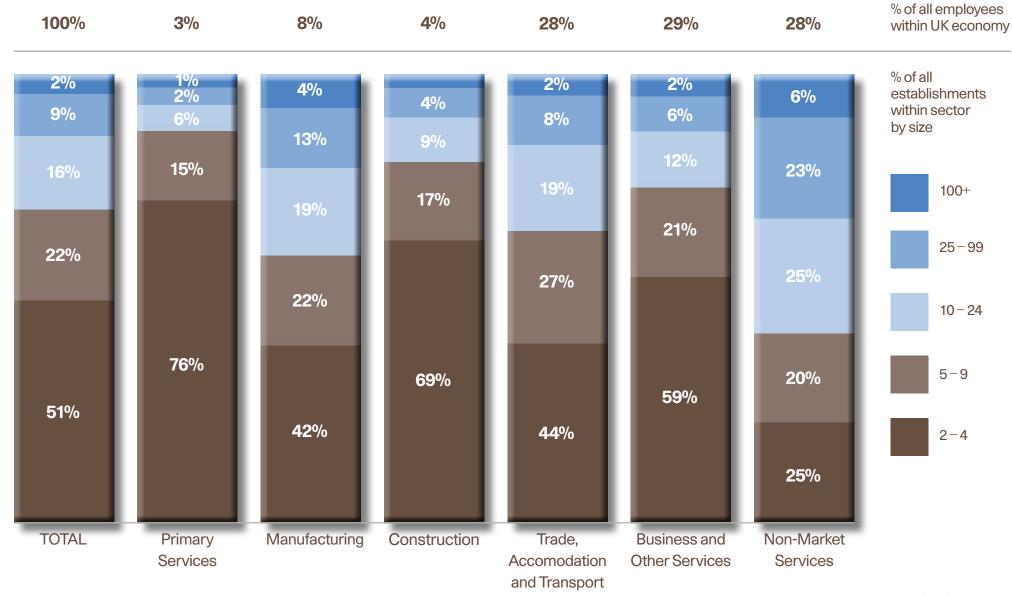
	Population	Number of interviews	(Maximum) Sampling Error
UK	1,766,837	18,059	±0.7
By country			
England	1,488,170	10,032	±1.0
Northern Ireland	54,518	2,005	±2.2
Scotland	142,947	4,015	±1.5
Wales	81,202	2,007	±2.2
By size of establis	shment		
2-4	907,993	4,223	±1.5
5-9	393,556	4,284	±1.5
10-24	275,062	4,068	±1.5
25-99	151,514	3,834	±1.6
100+	38,712	1,650	±2.4

By broad sector	Population	Number of interviews	(Maximum) Sampling Error
Primary sector and utilities	109,145	962	±3.2
Manufacturing	98,627	1,213	±2.8
Construction	158,790	1,465	±2.6
Trade, accommodation and transport	582,843	5,753	±1.3
Business and other services	606,989	4,968	±1.4
Non-Market services	210,443	3,698	±1.6

Profile of survey population:

UKCES> UKCOMMISSION FOR EMPLOYMENT AND SKILLS

Size within sector



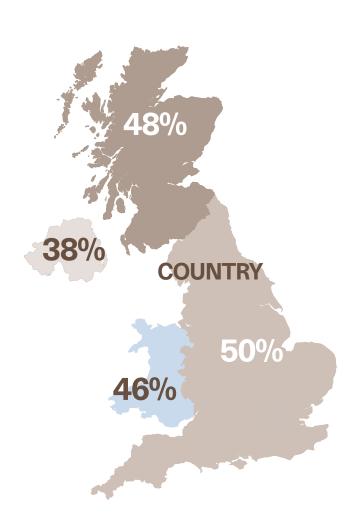
Chapter 2

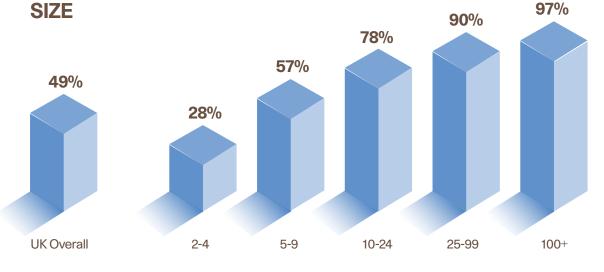


Recruitment

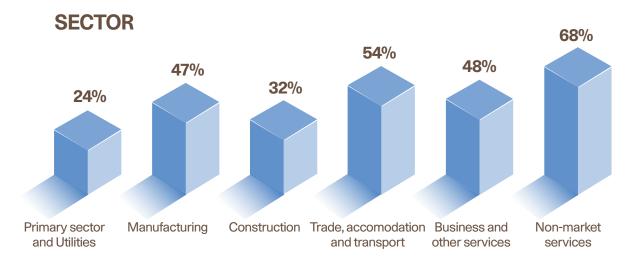
Employers with any vacancies in the last 12 months







Base: All establishments: Primary (962), Manufacturing (1,213), Construction (1,465), Trade, Accom.& Transport (5,753), Business (4,968), Non-market services (3,698)



Most common recruitment channels used



2012

2014

Private Free





Private Paid For

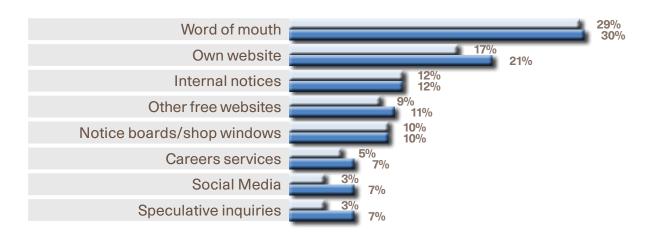


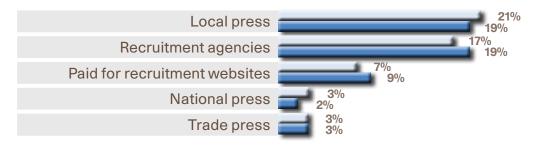


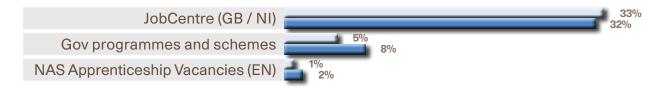
Public Free









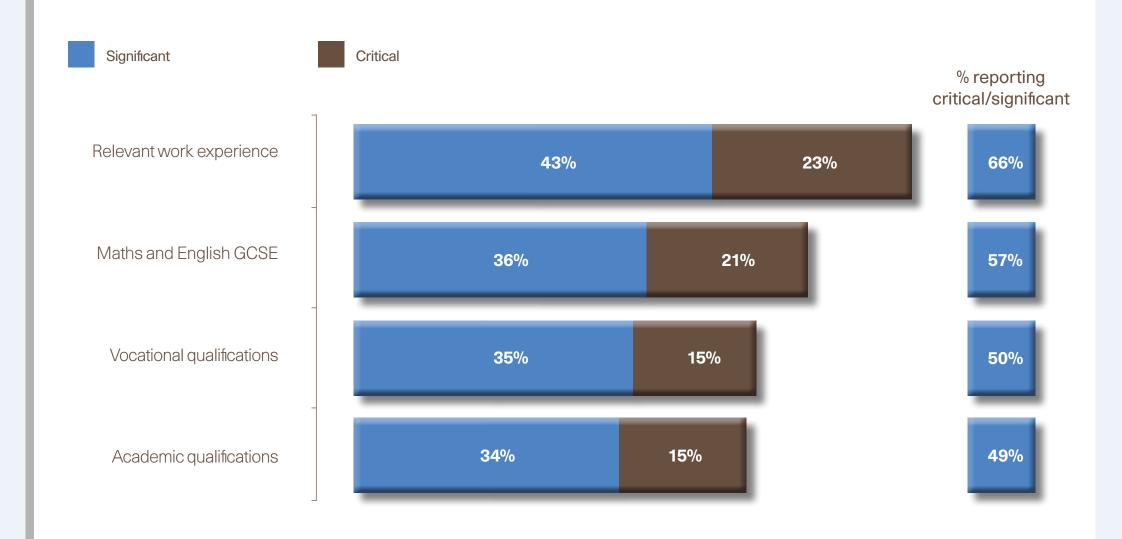


^{* 2012} figures differ from those presented in the 2012 report as "prompted" and "unprompted" mentions were separated out in the analysis that time.

Base (2012/2014): All establishments with vacancies (9,576/11,529)

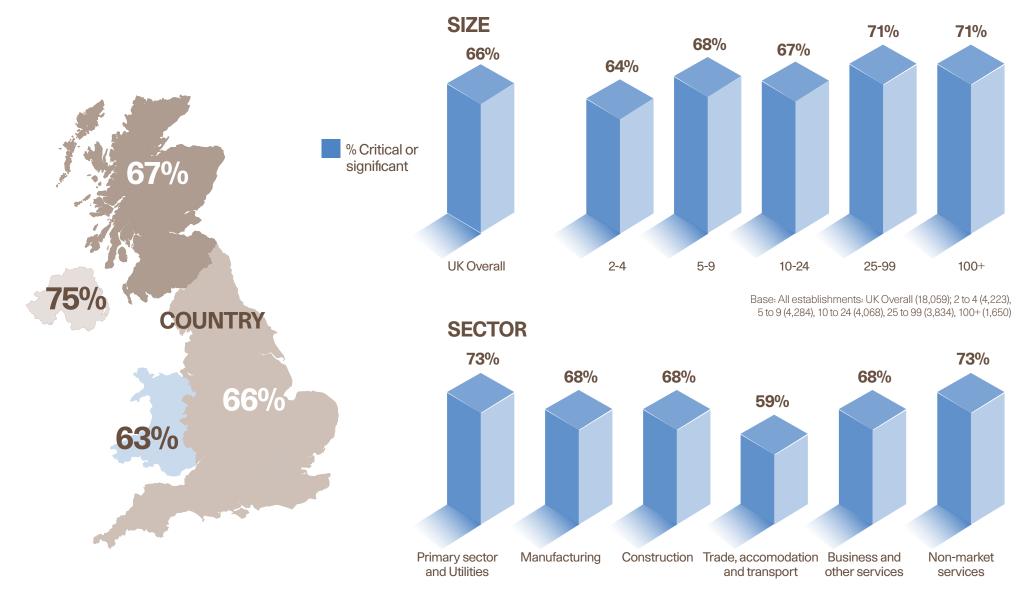
What employers look for when recruiting





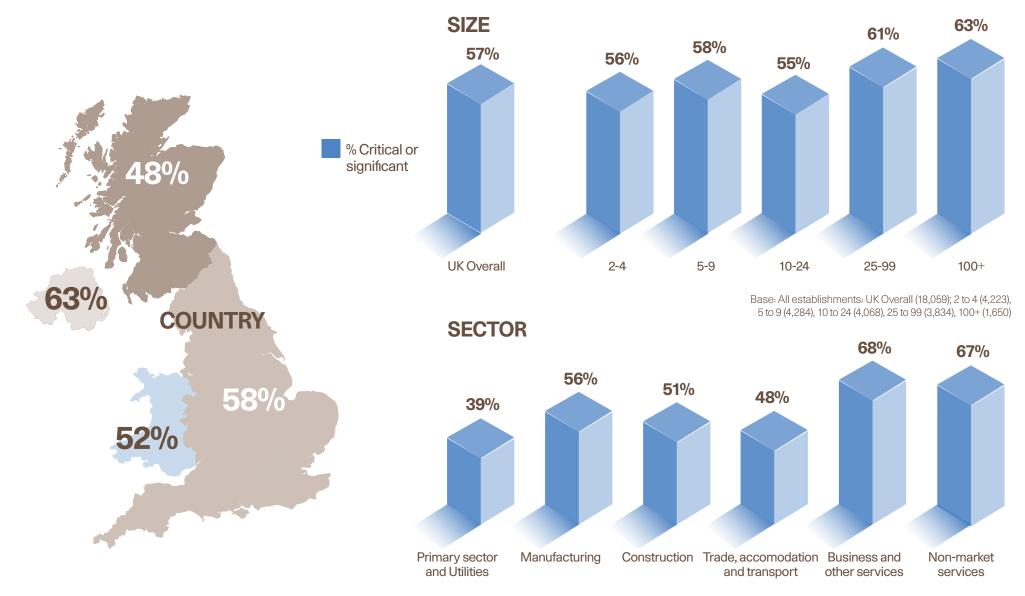
What employers look for when recruiting: Relevant work experience





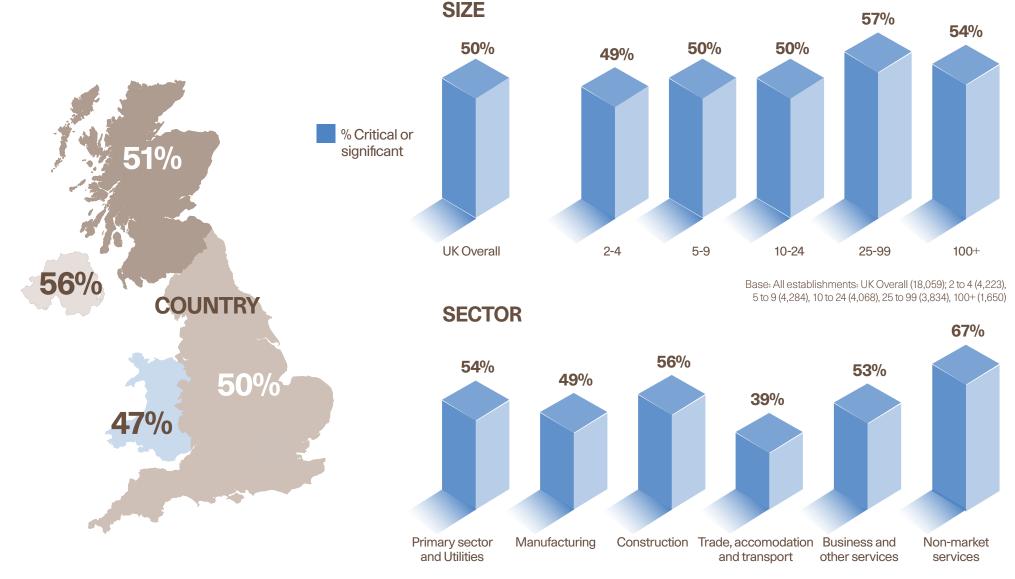
What employers look for when recruiting: Maths & English GCSE





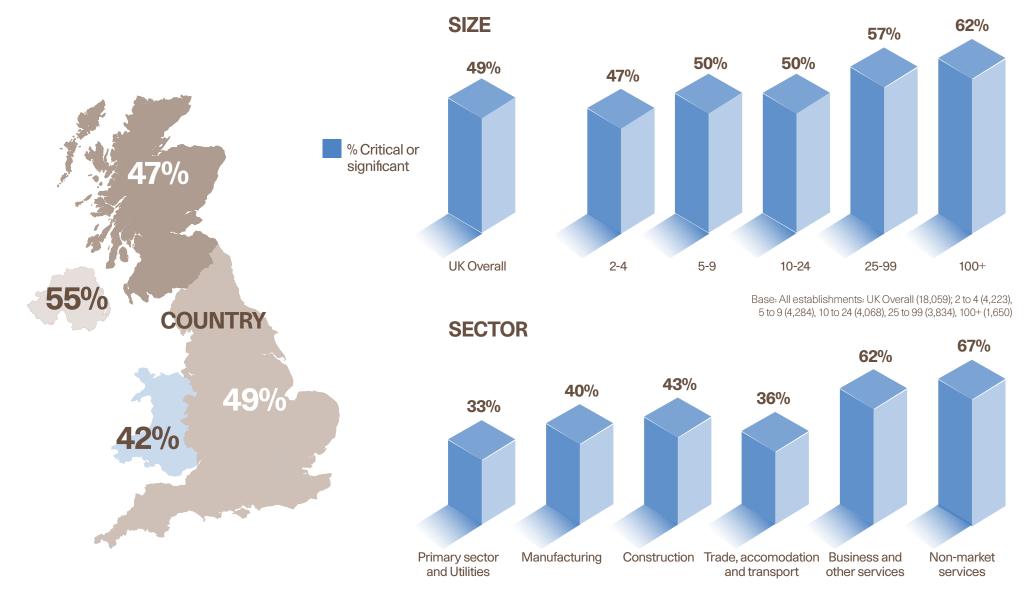
What employers look for when recruiting: Vocational qualifications





What employers look for when recruiting: Academic qualifications





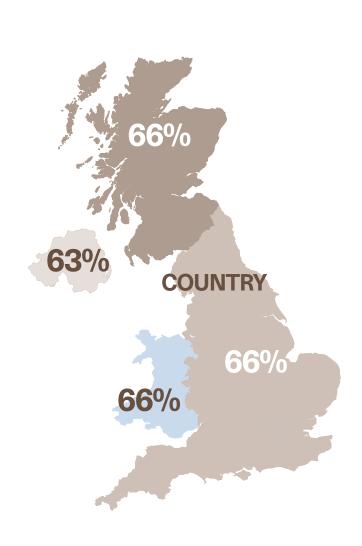
Base: All establishments: England (10,032), Northern Ireland (2,005), Scotland (4,015), Wales (2,007)

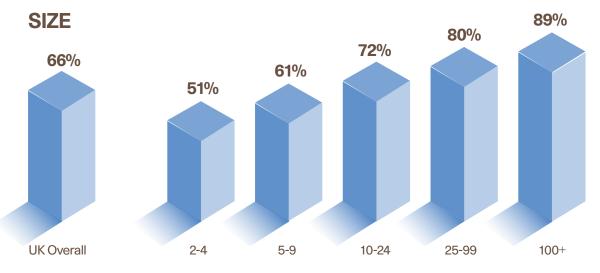
Base: All establishments: Primary (962), Manufacturing (1,213), Construction (1,465), Trade, Accom.& Transport (5,753), Business (4,968), Non-market services (3,698)

Recruitment of young people

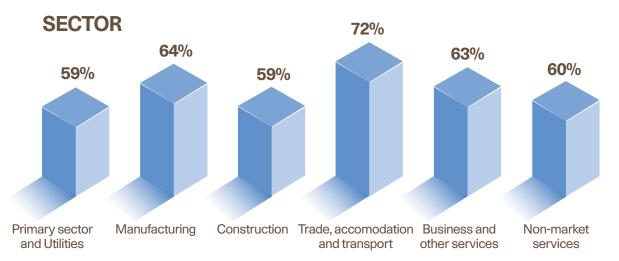


(aged 16-24 within the last 12 months)



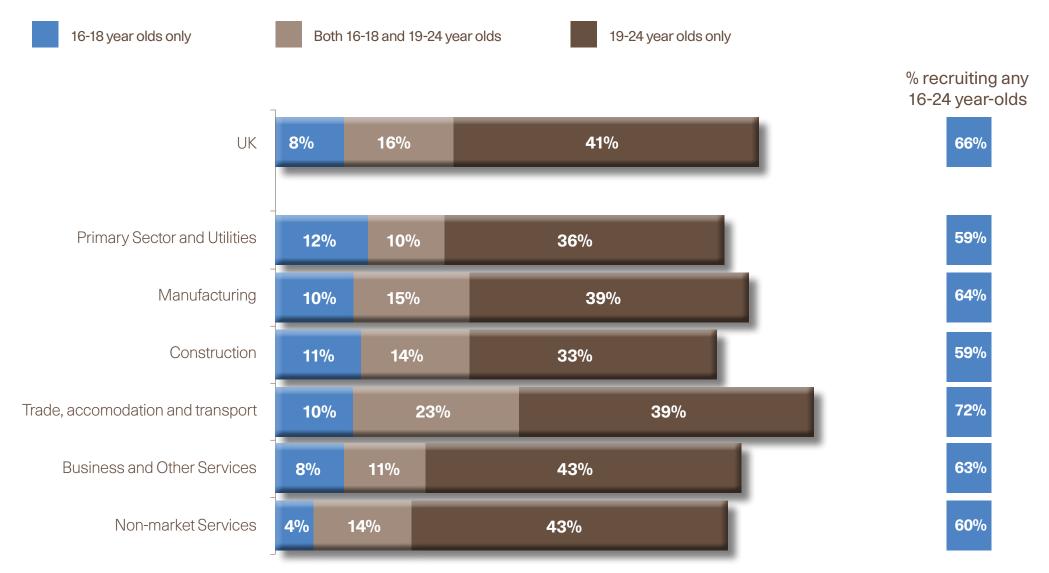


Base: All employers who had recruited: UK Overall (10,946), 2 to 4 (974), 5 to 9 (2,140), 10 to 24 (2,902), 25 to 99 (3,349), 100+ (1,581)



Recruitment of young people within age group, by sector





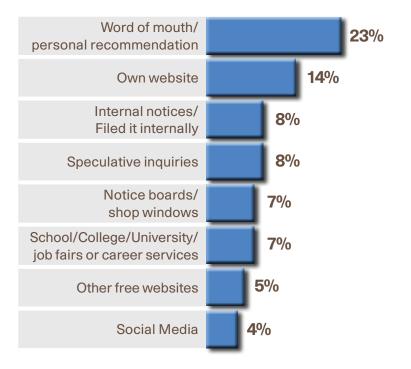
Recruitment channels used to recruit young people

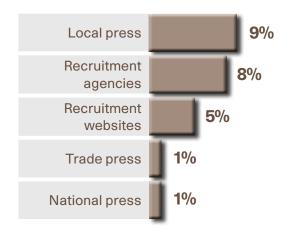


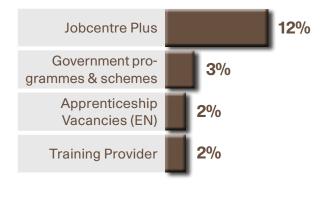






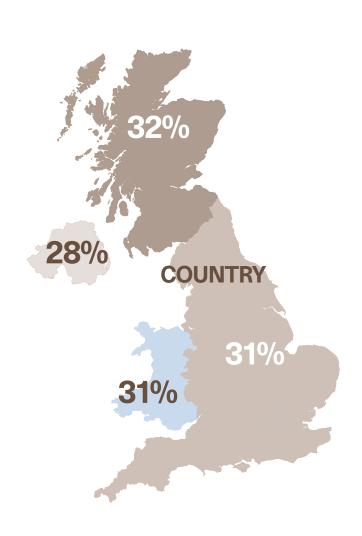


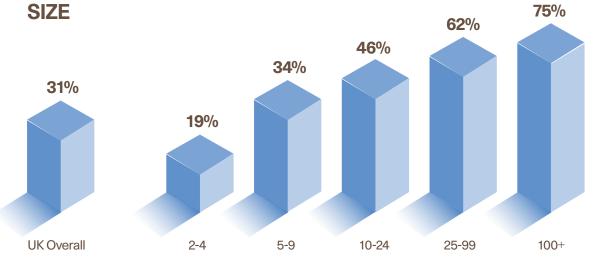




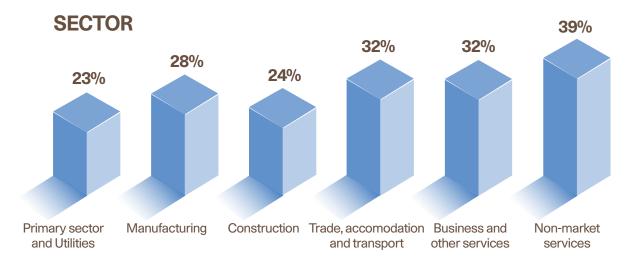
Recruitment of education leavers in the last 2-3 years







Base: All establishments: UK Overall (18,059); 2 to 4 (4,223), 5 to 9 (4,284), 10 to 24 (4,068), 25 to 99 (3,834), 100+ (1,650)



Preparedness of education leavers for work



16 year-old	England	(1,363)	8% 34%	42%	11%	
school	NI	(218)	11% 28%	50%	8%	
leavers	Wales	(249)	10% 28%	43%	16%	
Scotland all sch	nool leavers	(1,101)	6% 26%	43%	16%	Very poorly prepared
17-18	England	(1,789)	6% 30%	51%	9%	
year-old	NI	(310)	2% 26%	59%	9%	Poorly
school leavers	Wales	(346)	9% 28%	51%	8%	prepared
17-18	England	(1,799)	4% 21%	61%	10%	Well prepared
year-old	NI	(278)	3% 16%	72%	8%	ргерагса
FE leavers	Wales	(323)	7% 15%	60%	15%	
	Scotland	(754)	2% 13%	69%	12%	Very well prepared
		()				
University/	England	(2,305)	2% 13%	60%	21%	
HE leavers	NI	(453)	1% 13%	64%	19%	
	Wales	(419)	1% 14%	62%	20%	
	Scotland	(840)	0% 8%	62%	26%	

Chapter 3



Work Experience

Work experience offering







of establishments had either had work placements or conducted work inspiration activities within education institutions (schools, colleges or universities) in the last 12 months

Work placement 38%

Education placements	30%
School	20%
FE College	12%
University	12%

Broad adult placements	14%
Work Trials	9%
Unemployed	6%
Voluntary*	1%
Special needs programme*	<1%

Internships	7 %
Internships	6 %
Grad Programme*	1%

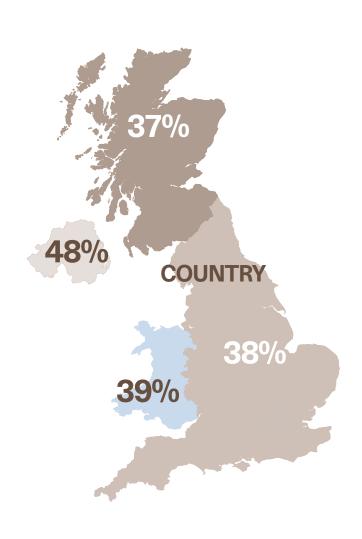
Work inspiration **18%**

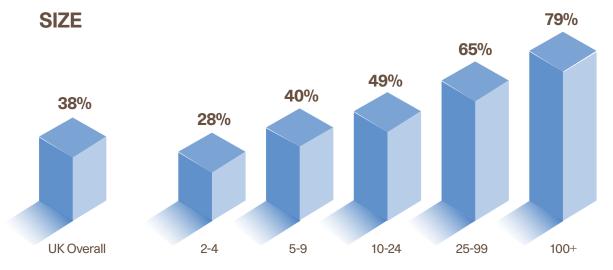
Held site visits	8%
Visited institutions	8%
Mentoring	7 %
Mock interviews	4%
Design coursework	4 %
Enterprise competitions	3%

Employers offering work placements

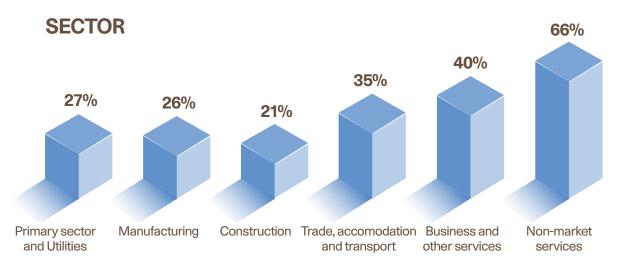


(at least one in the last 12 months)





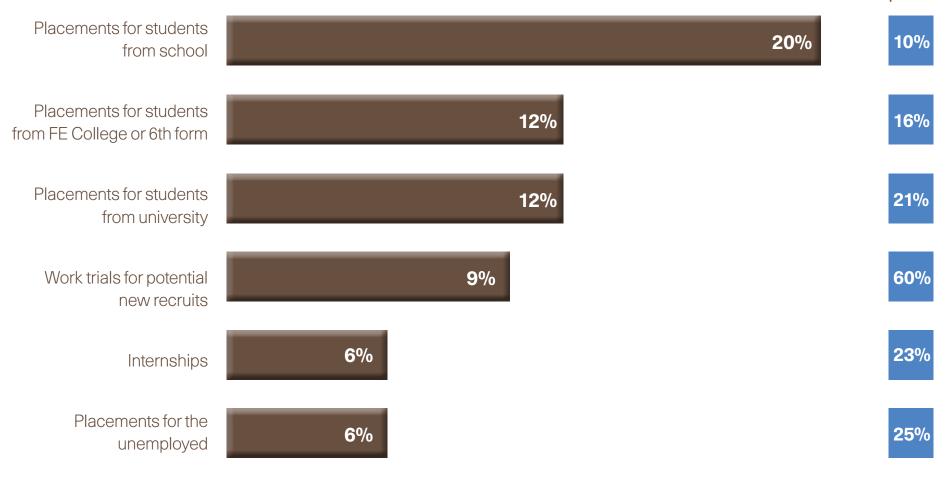
Base: All establishments: UK Overall (18,059); 2 to 4 (4,223), 5 to 9 (4,284), 10 to 24 (4,068), 25 to 99 (3,834), 100+ (1,650)



Most common work placements offered by employers



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



Reasons for offering work placements

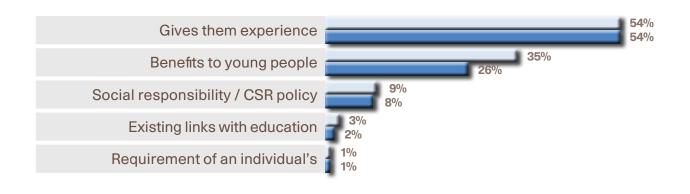




Altruism







Corporate Benefit



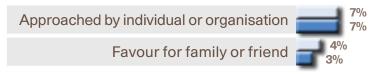




Circumstantial

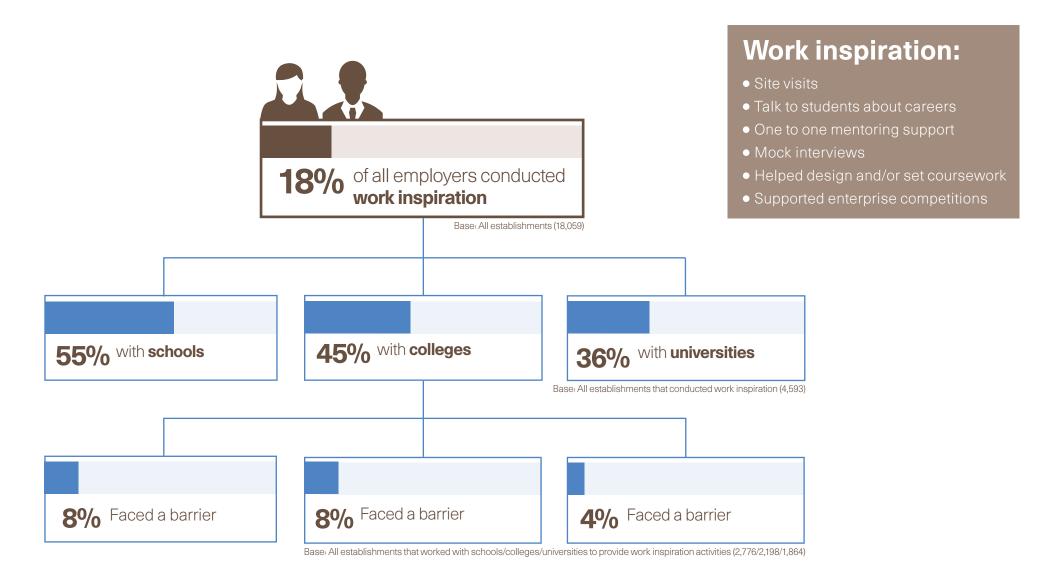






Employers offering work inspiration activities* to students in education

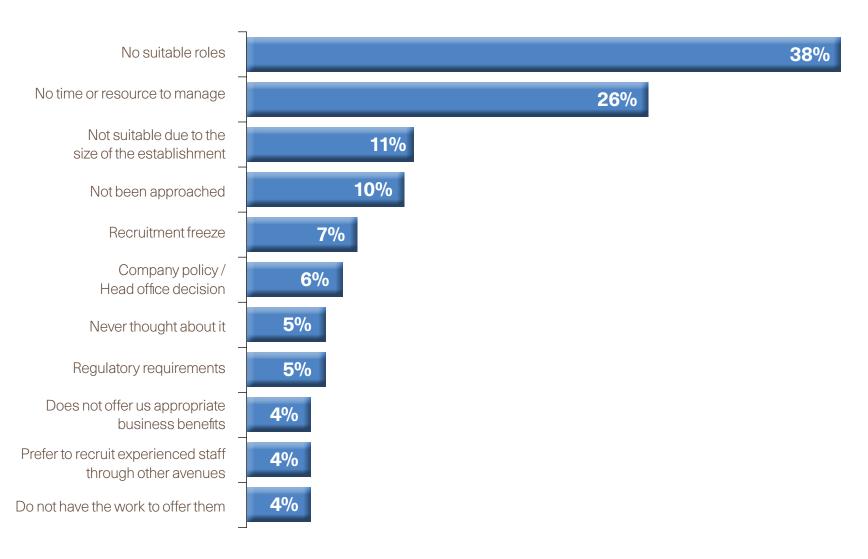




Base: All establishments that worked with schools/colleges/universities to provide work inspiration activities (2,776/2,198/1,864)
*'Work inspiration activity' is the term given to a range of activities designed to bring young people in education closer to the workplace, ranging from mentoring support 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

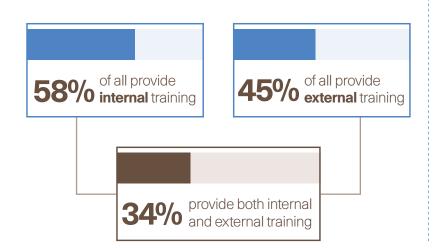


People Development

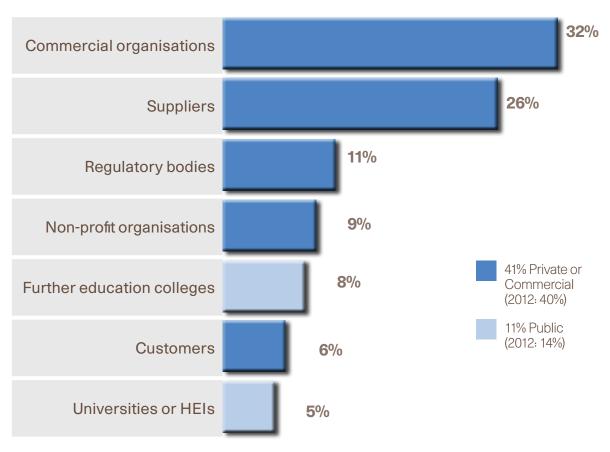
Approach to training





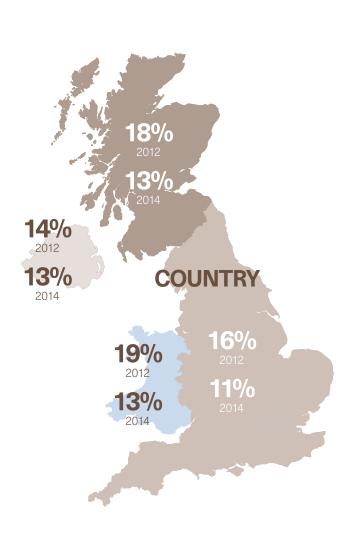


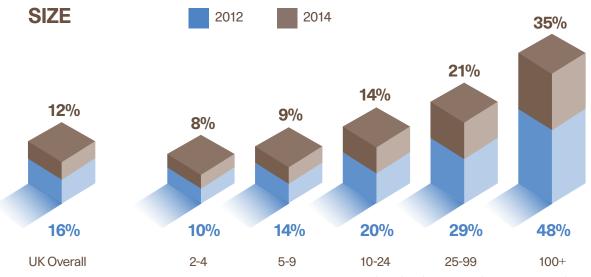
External providers used, across all establishments



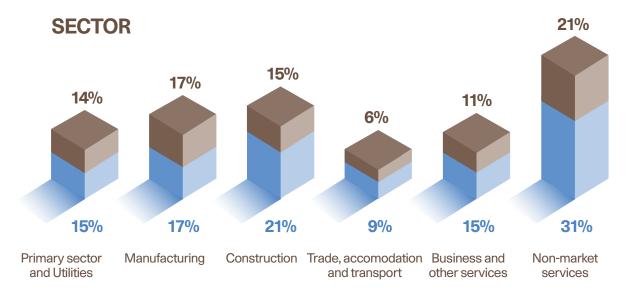
FE Colleges as a source of training







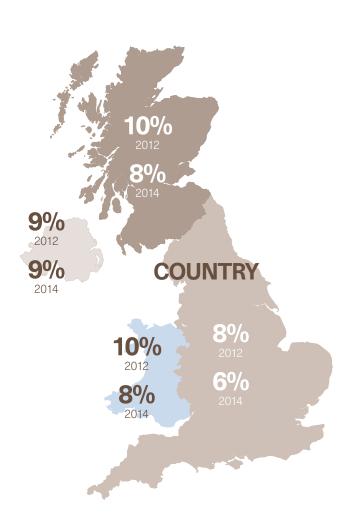
Base: All establishments who train (2012/2014): 2 to 4 2,031/2,294; 5 to 9 2,808/3,342; 10 to 24 3,047/3,600; 25 to 99 2,976/3,659; 100+ 1,780/1,606

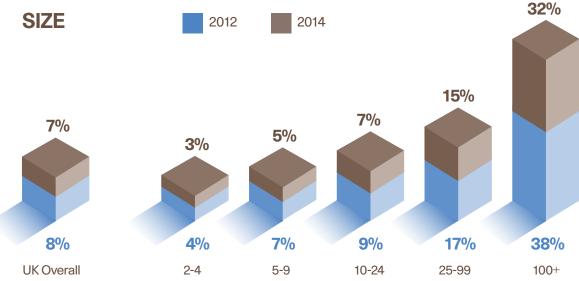


Base: All establishments who train (2012/2014): Primary 500/591; Manufacturing 981/975; Construction 770/1,053; Trade 4,008/4,407; Business 3,427/4,001; Non-market 2,956/3,474

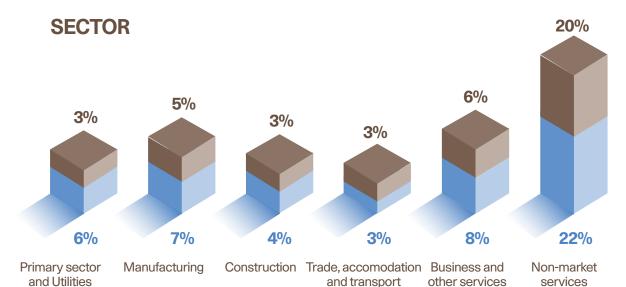
Higher Education institutions as a source of training





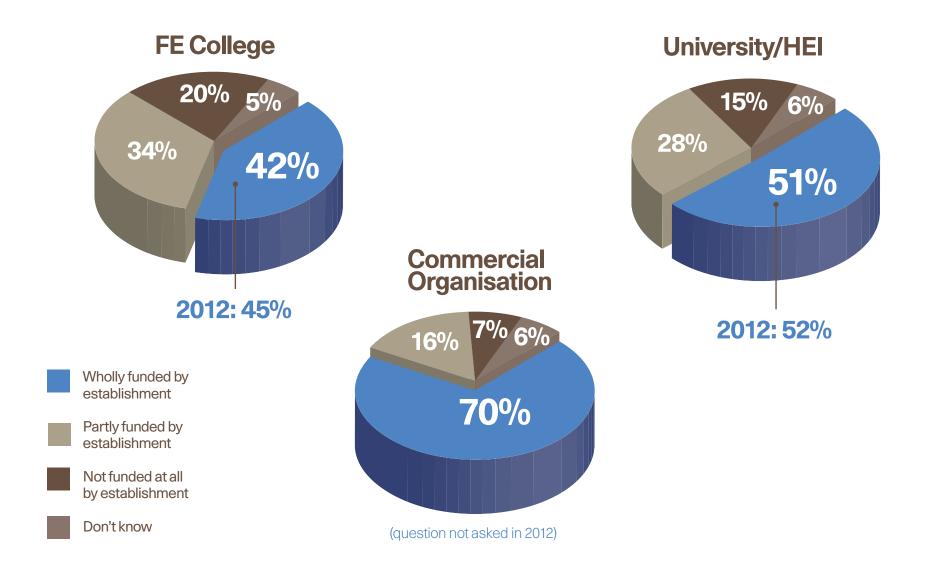


Base: All establishments who train (2012/2014): 2 to 4 2,031/2,294; 5 to 9 2,808/3,342; 10 to 24 3,047/3,600; 25 to 99 2,976/3,659; 100+ 1,780/1,606



Employer funding of external training

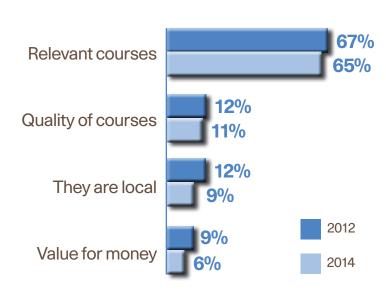




Reasons for choosing to invest resource in public training providers

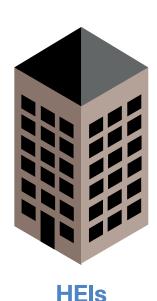


Reasons for using

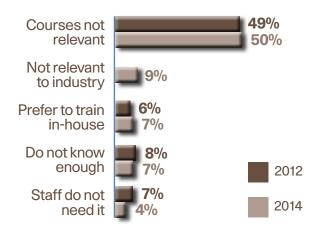


^{*} This added as a pre-code to answer in 2014
Base (2012/2014): Who all use FE Colleges or HEIs to deliver training (3,569/3,268)

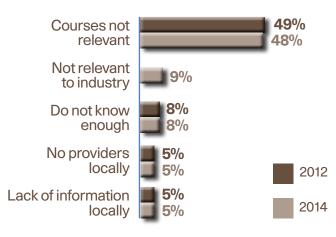




Barriers to using



Base (2012/2014): All who have not used FE colleges for external training and were followed up as to why (3,239/4,414)

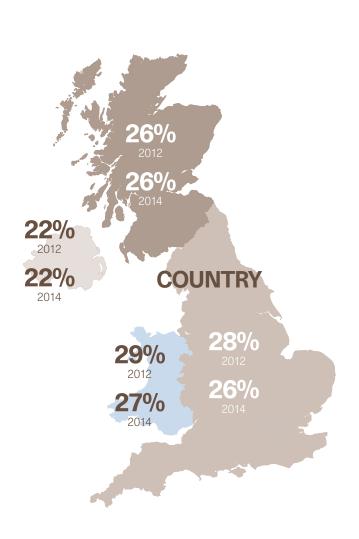


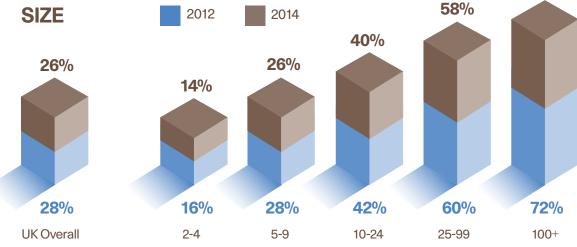
Base (2012/2014): All who have not used HEIs for external training and were followed up as to why (4,510/5,201)

Employer participation in Vocational Qualifications

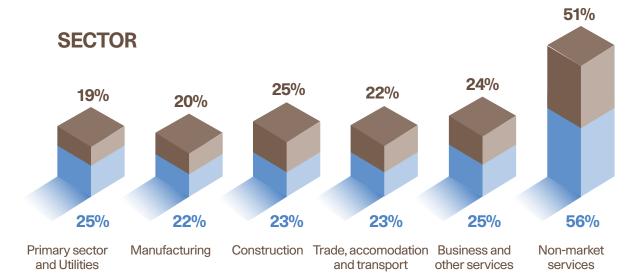


69%





Base: All establishments (2012/2014): 2 to 4 3,373/4,223; 5 to 9 3,415/4,284; 10 to 24 3,326/4.068; 25 to 99 3.082/3.834; 100+ 1.808/1.650



Business benefits and impacts of using vocational qualifications



Disagree strongly

Disagree slightly

Agree slightly

Agree strongly

slightly or strongly agree

82%

82%

74%

72%

Business Benefits

Can be adapted to business needs

Provide staff with a suitable balance of work and study

Offer good value for money

Cover all skills needed by the company



Impact

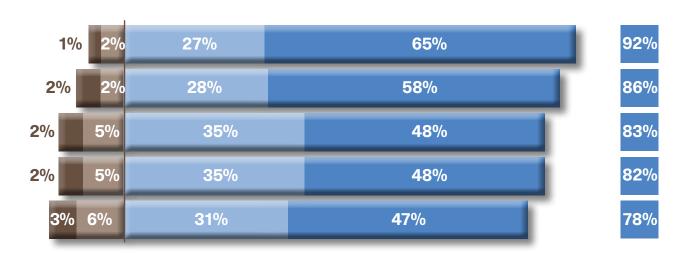
The ability of staff to do their jobs better

Better business performance

Improved productivity

Improved staff commitment

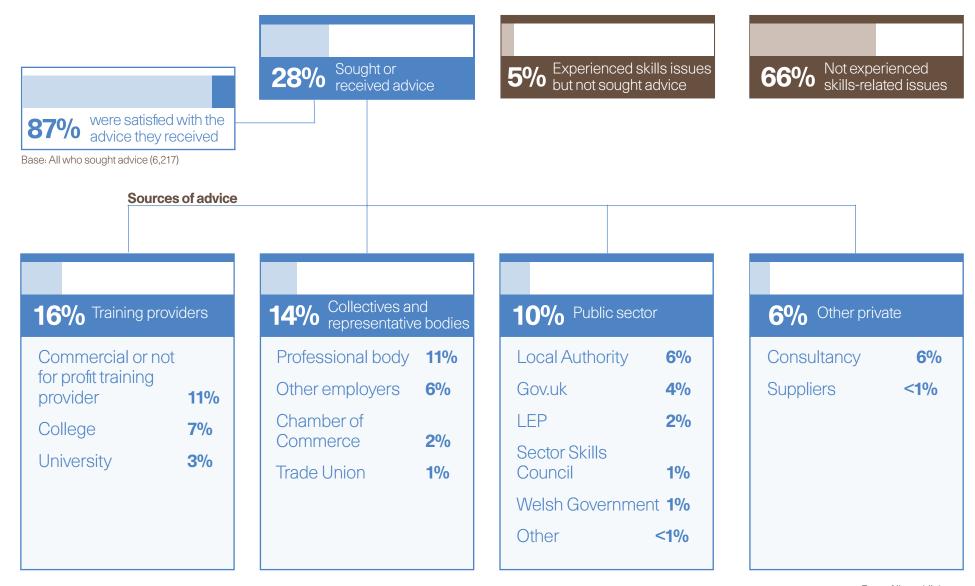
Improved staff retention



Figures will not add up to 100% as "Neither agree nor disagree" and "Don't know" answers are not displayed Base: All who had arranged/funded training towards vocational qualifications in the previous 12 months (6,812)

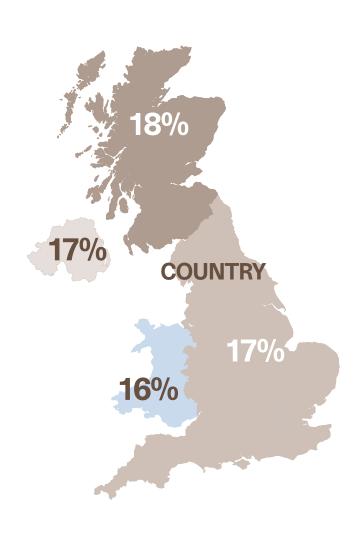
External help sought on skills and training-related issues

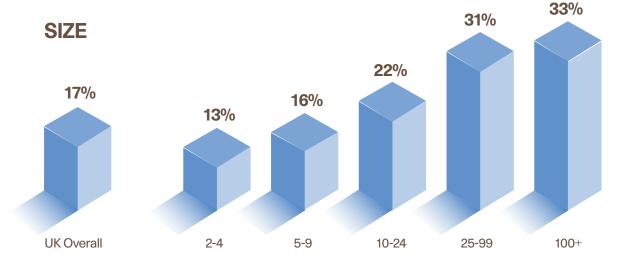




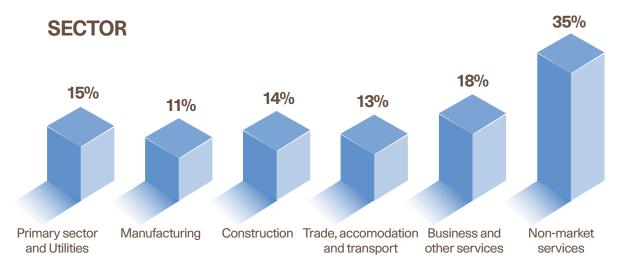
Employer collaboration on skills and training practices





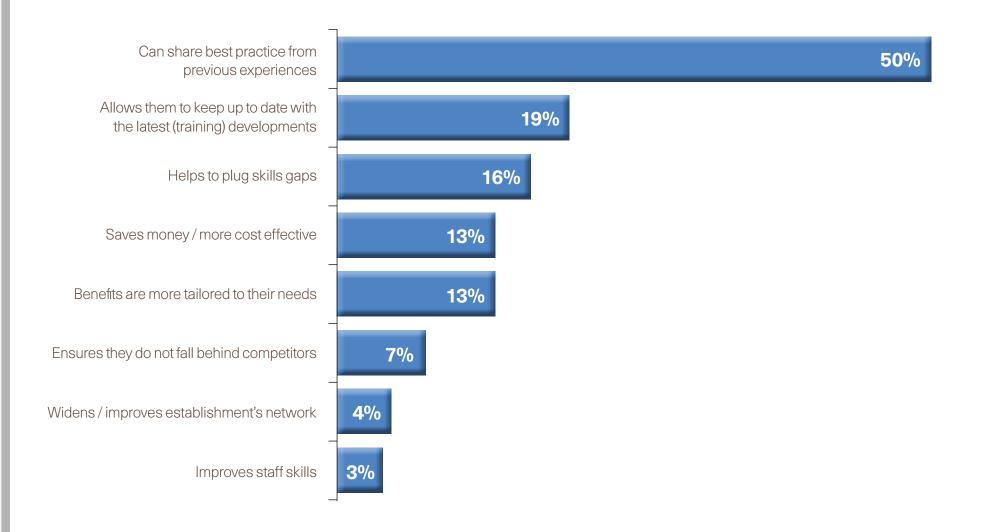


Base: All establishments: UK Overall (18,059), 2 to 4 (4,223), 5 to 9 (4,284), 10 to 24 (4,068), 25 to 99 (3,834), 100+ (1,650)



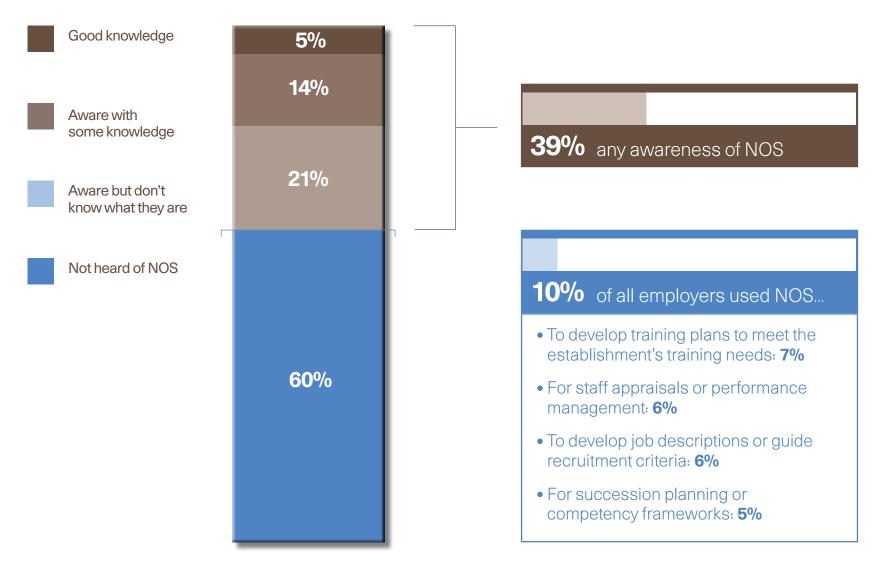
Benefits of collaborating with other employers





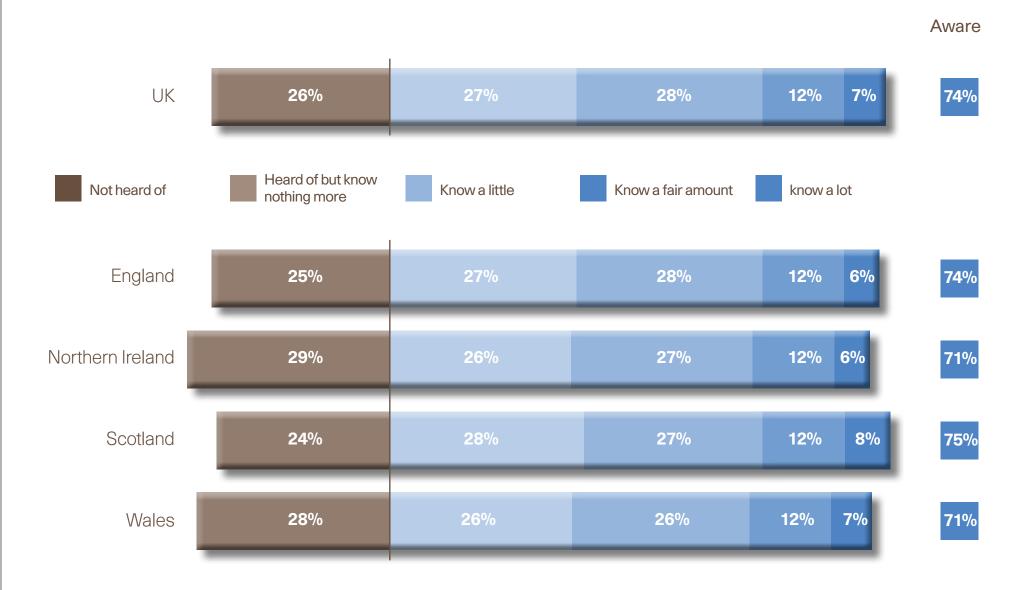
Awareness and use of the National Occupational Standards





Knowledge of Investors in People





Chapter 5

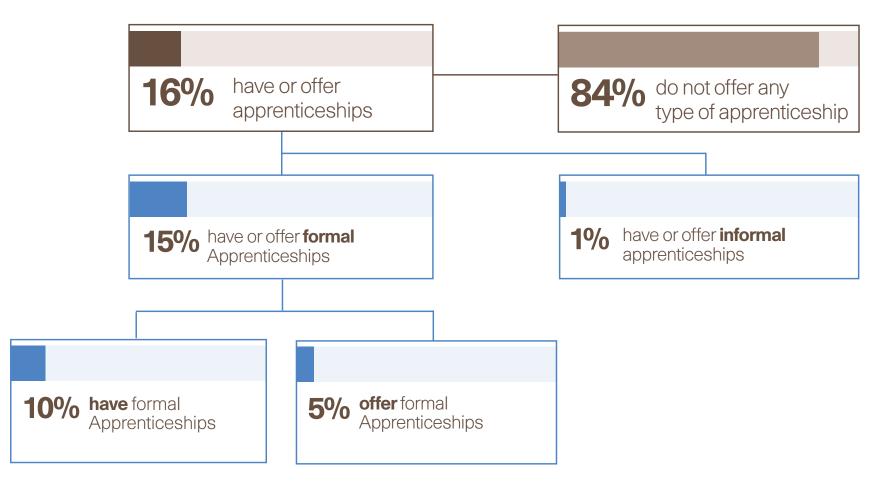


Apprenticeships

An overview of apprenticeships

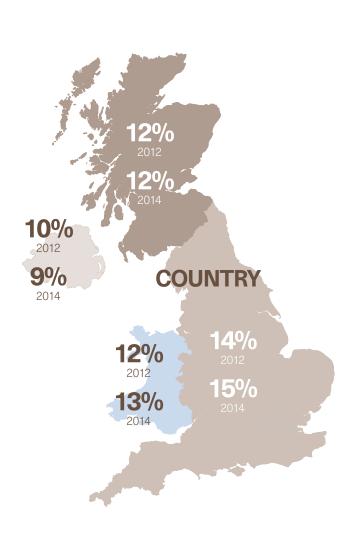


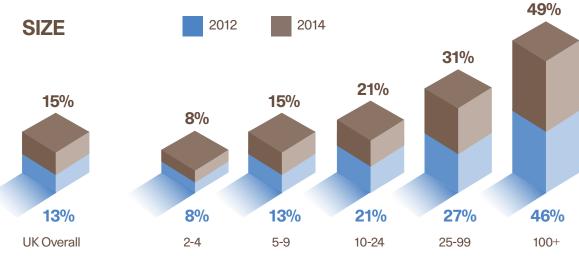




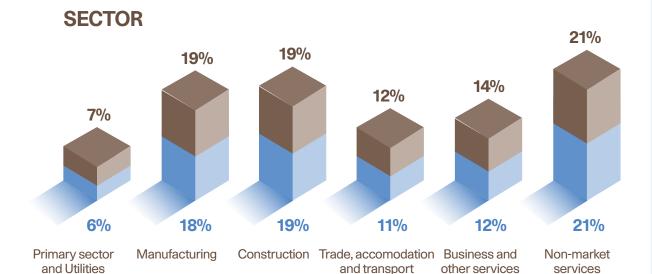
Formal Apprenticeship offering, by country, size and sector





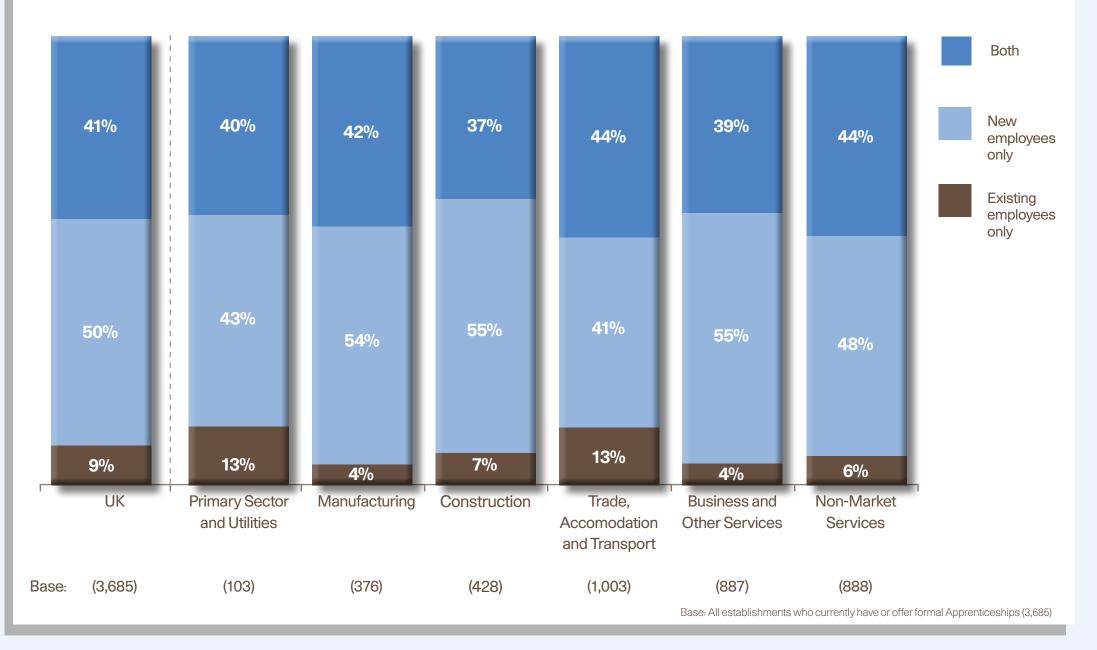


Base: All establishments (2012/2014): 2 to 4 3,373/4,223; 5 to 9 3,415/4,284; 10 to 24 3,326/4.068; 25 to 99 3.082/3.834; 100+ 1.808/1.650



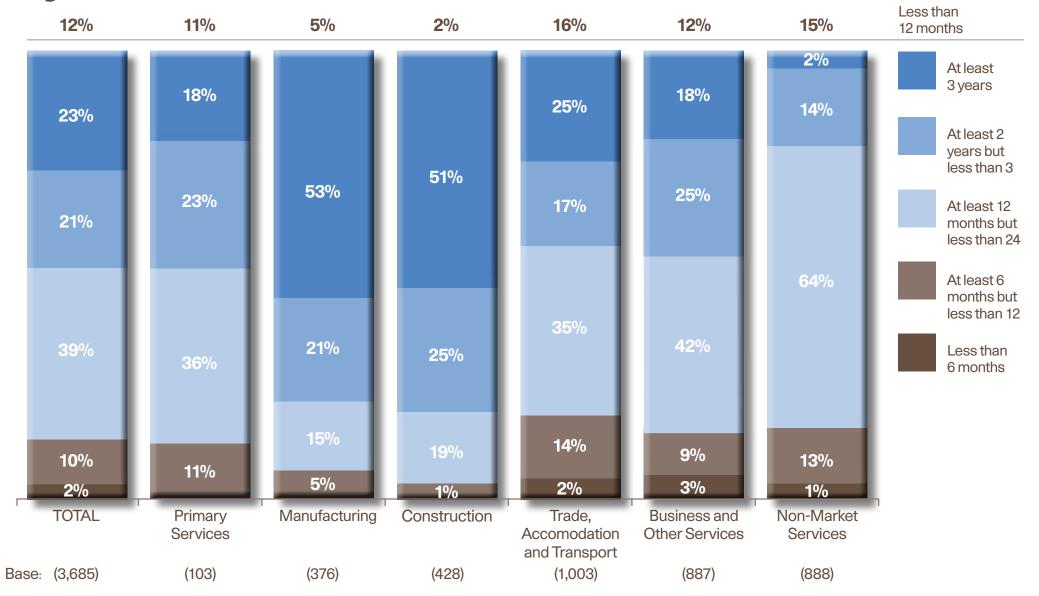
Profile of Apprentices: Whether new or existing recruits, by sector





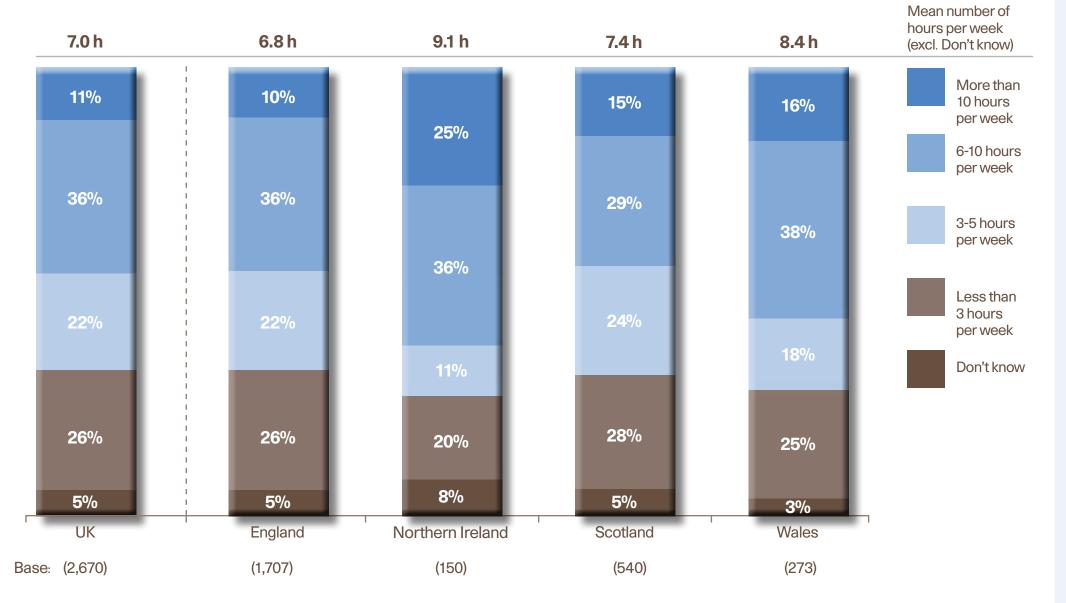
Length of typical Apprenticeships, by sector





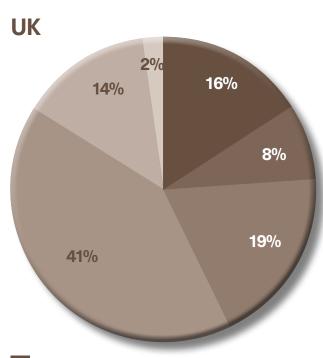
Hours spent by Apprentices on activities not part of their job role

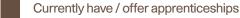




Employer awareness and knowledge of Apprenticeships*





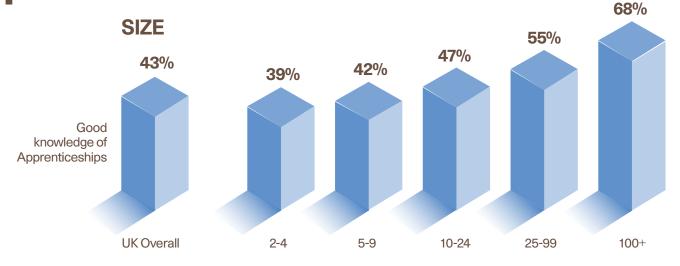


I am aware of them and have a very good knowledge of what is involved

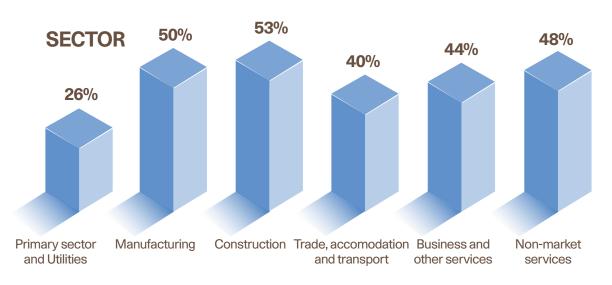
I am aware of them and have a good knowledge of what is involved

I am aware of them and have some knowledge of what is involved

I have heard of the term but do not know what is involved

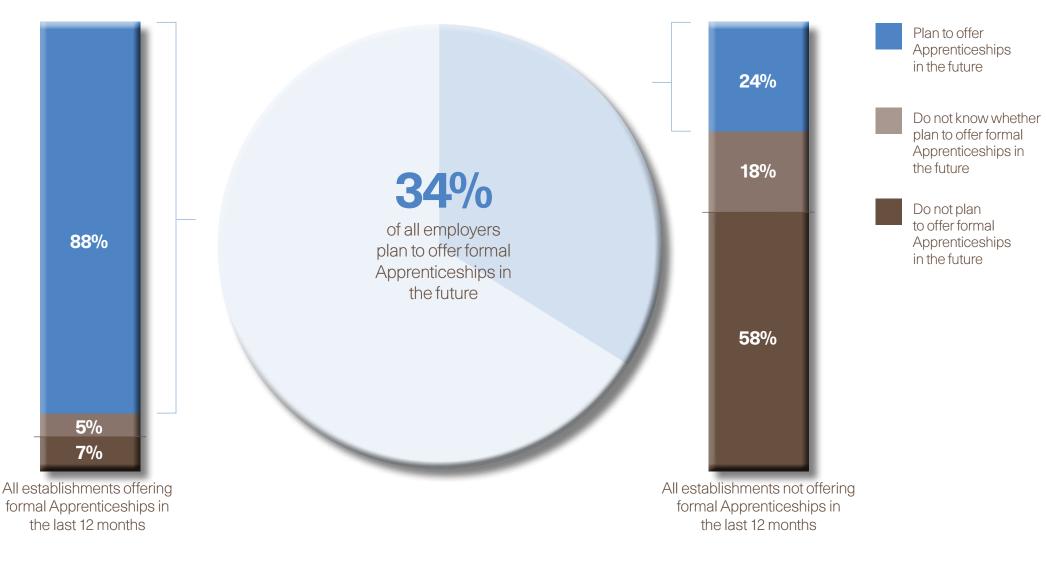


Base: All establishments: UK Overall (18,059); 2 to 4 (4,223), 5 to 9 (4,284), 10 to 24 (4,068), 25 to 99 (3,834), 100+ (1,650)



Employers planning to offer Apprenticeships in the future





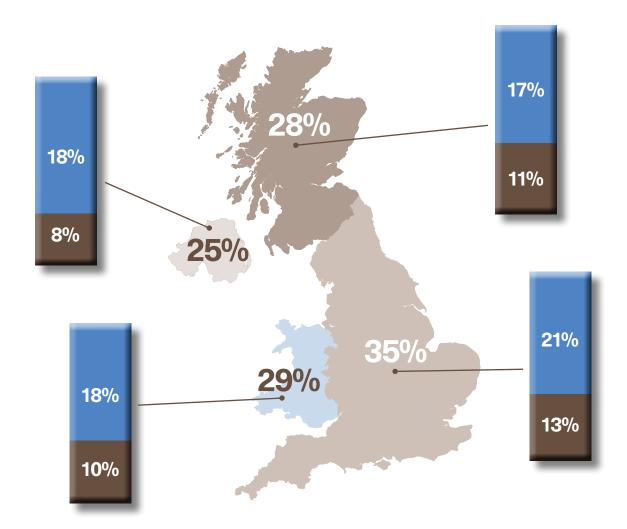
Base: (3,685) Base: (14,374)

Awareness and knowledge of Apprenticeships



34%

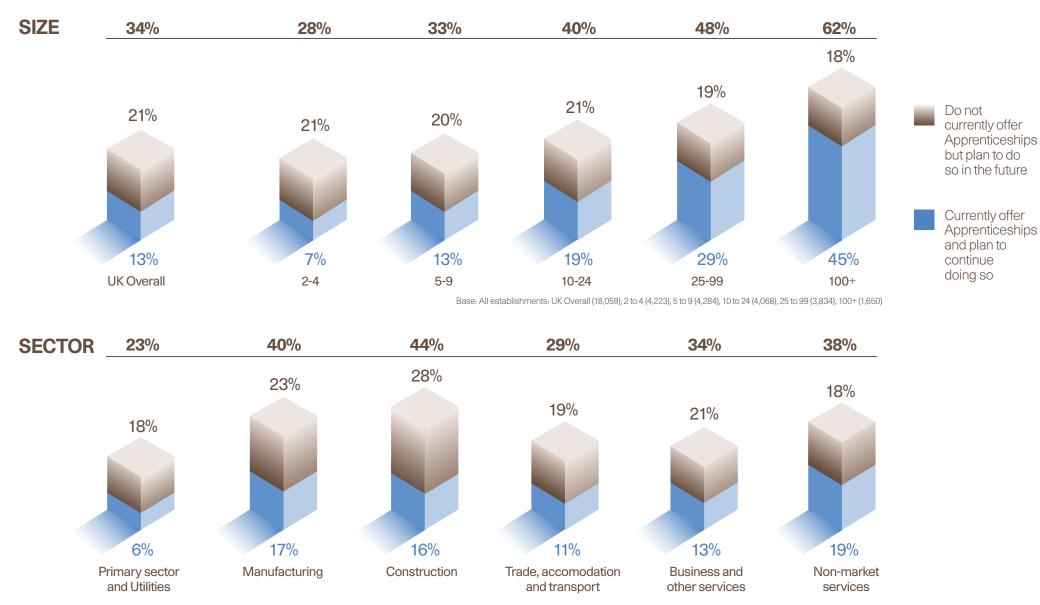
of all employers plan to offer Apprenticeships in future...



- Do not currently offer Apprenticeships but plan to do so in the future
- Currently offer
 Apprenticeships
 and plan to continue
 doing so

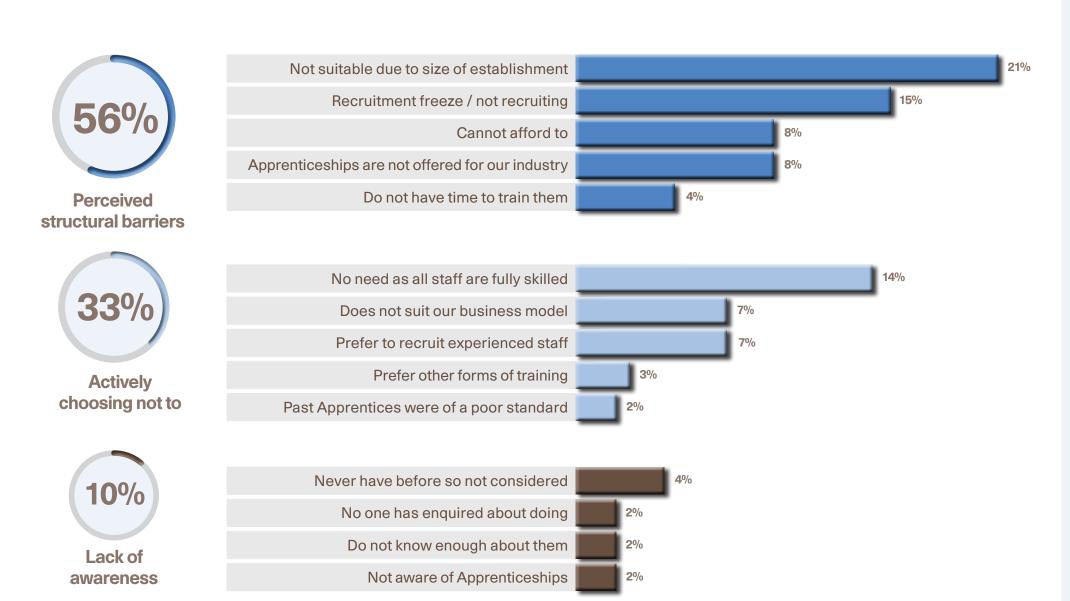
Market potential for Apprenticeships, by size and sector





Reasons for not offering apprenticeships





Chapter 6



Summary and Conclusions

Conclusions: Recruitment of young people and work experience



Word of mouth remains the most popular method for recruitment of young people. Work experience regarded by employers as a significant factor in recruitment but only two-fifths offer it.

- 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 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.
- Providing exposure to the workplace can come in other forms: one-fifth (18 per cent) had offered
 work inspiration activities such as conducting mock interviews to students. There is clearly room
 for improvement which should perhaps start with greater promotion of the benefits of offering
 work experience.

Conclusions: Training and People Development



Employers appear less likely to use public training providers than before. A healthy minority are collaborating with other employers to develop the skills levels of their staff.

- The majority of UK employers train their staff (almost seven in ten). 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 (60 per cent of those who train compared with 15 per cent who use public providers), and the gap is widening.
- The findings show that 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.
- 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.

Conclusions: Vocational Qualifications and Apprenticeships



There is potential for greater use of both VQs and Apprenticeships to develop staff. But the quality of the current Apprenticeship offering is variable.

- A quarter of 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.
- Fifteen per cent of all employers in the UK offered formal Apprenticeships, an increase of two percentage points from 2012. However, there is scope for growth in Apprenticeships, particularly among smaller employers.
- There remains significant desire among employers not currently engaged in Apprenticeships to offer them in the future (24 per cent).
- The Apprenticeships offered appear to be of variable quality: twelve per cent of employers offered short duration Apprenticeships lasting less than 12 months.
- Apprentices typically spent an average of seven hours per week on activities that are not part of their job role (such as training, studying, or meeting with their supervisor) but a quarter of employers (26 per cent) said that their apprentices spent less than 3 hours on these activities per week.

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