



Skills Funding  
Agency

# Employer Satisfaction Survey 2011/12 National Results

March 2014

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# Introduction

01

# Introduction

- Over 265,000 employers received training funded by the Skills Funding Agency in 2010/11. The training was delivered by 743 providers which included General Further Education (FE) Colleges, private sector providers, other public-funded organisations and Special Colleges.
- Over 59,000 (22%) of employers took part in the Employer Satisfaction Survey 2011/12 and gave their views on the training their employees received. These employers are representative of the 265,000 employers who received training in terms of workplace size and industry sector. Therefore, the data presented in this report is unweighted.
- The survey took place between March and June 2012: 57% of employers completed the online survey, 29% used paper questionnaires and 14% by telephone. This report summarises key findings from the survey and, where relevant, comments on subgroup differences that are statistically significant.

# Employer profile

02

# Employer profile

- The large majority of employers taking part in the survey (75%) worked at workplaces\* with between 1-49 employees. One in six (17%) were working at workplaces with 50-249 employees and the remaining eight percent were in the largest workplaces (250+ employees).

| Size of workplace | Number of responses | % of total  |
|-------------------|---------------------|-------------|
| 1                 | 3,751               | 6%          |
| 2-9               | 18,524              | 31%         |
| 10-49             | 22,362              | 38%         |
| 50-249            | 9,742               | 17%         |
| 250+              | 4,427               | 8%          |
| Don't know        | 199                 | 0%          |
| <b>Total</b>      | <b>59,005</b>       | <b>100%</b> |

# Employer profile

- Over a fifth (22%) of employer respondents were in the “health and social work” sector, making this the largest group.

| Industry Sector   | Number of responses | % of total  |
|---|---------------------|-------------|
| Health and social work  | 13,153              | 22.1%       |
| Wholesale and retail trade: repair of motor vehicles/personal and household goods | 7,545               | 12.7%       |
| Construction  | 7,214               | 12.1%       |
| Other community, social and personal services activities                          | 7,022               | 11.8%       |
| Education   | 5,600               | 9.4%        |
| Real estate, renting and business activities                                      | 5,359               | 9.0%        |
| Mining, quarrying, manufacturing, electricity, gas and water supply               | 5,086               | 8.6%        |
| Transport, storage and communications   | 2,970               | 5.0%        |
| Hotels and restaurants  | 2,238               | 3.8%        |
| Public administration and defence; compulsory social security                     | 1,238               | 2.1%        |
| Other   | 952                 | 1.6%        |
| Agriculture, hunting, forestry and fishing  | 579                 | 1.0%        |
| Financial intermediation  | 453                 | 0.8%        |
| <b>Total</b>  | <b>59,409</b>       | <b>100%</b> |

# Employer profile

- Approaching seven in ten employers (68%) had between 1-4 learners which is in-line with the high number of small workplaces. One in six (13%) had 5-9 learners.
- One in seven (15%) had 10+ learners. The figure is much higher among larger workplaces: 35% of workplaces with 50-249 employees and 58% of workplaces with 250+ employees had 10+ learners.

| Number of employees receiving training | Number of employer responses | % of total  |
|--|------------------------------|-------------|
| 1                                      | 19,973                       | 34%         |
| 2-4                                    | 19,987                       | 34%         |
| 5-9                                    | 7,658                        | 13%         |
| 10-19                                  | 4,346                        | 7%          |
| 20-29                                  | 1,626                        | 3%          |
| 30 or more                             | 2,987                        | 5%          |
| Don't know                             | 2,321                        | 4%          |
| <b>Total</b>                           | <b>58,898</b>                | <b>100%</b> |



# Employer profile

- Over a quarter (28%) of employers had made a financial contribution to the cost of the training. This was more common among larger employers (47% of workplaces with 250+ employees), reflecting the higher learner volume among these employers.

| Whether paid for training | Number        | % of total  |
|---------------------------|---------------|-------------|
| Yes, in all cases         | 6,625         | 11%         |
| Yes, in some cases        | 9,827         | 17%         |
| No                        | 38,846        | 66%         |
| Don't know                | 3,548         | 6%          |
| <b>Total</b>              | <b>58,846</b> | <b>100%</b> |

# Employer profile

- Two in three employers (66%) were using providers to deliver Apprenticeship training compared with 43% who were delivering workplace learning. Overall, 10% of employers were delivering both.
- Among those delivering Apprenticeships *only*, adult Apprenticeship were slightly more common than Apprenticeships for 16-18 year olds (43% compared with 38%). In addition, one in five (19%) were delivering both.
- Level 2 qualifications were most commonly offered for both Apprenticeships and workplace learning: 45% of employers delivering Apprenticeships *only* and 56% of employers delivering workplace learning *only* were delivering Level 2 *only*. The equivalent figures for Level 3 are 32% and 23% respectively.

# Employer profile

- Employers were involved in delivering training in a diverse range of Sector Subject Areas (SSAs) and Apprenticeship frameworks.
- Of those employers responding, the most common Apprenticeship frameworks were Business, Administration and Law (19% had employees undertaking these), followed by Engineering, Manufacturing Technologies (14%), Health, Public Services and Care (12%), and Retail and Commercial Enterprise (12%).
- Among employers delivering workplace learning, the two most common SSAs by far were Health, Public Services and Care (15%) and Business, Administration and Law (10%).

# Employer profile

| Sector Subject Area   | Apprenticeship      |             | Work Place Learning |             |
|---|---------------------|-------------|---------------------|-------------|
|   | Number of employers | % employers | Number of employers | % employers |
| 1 Health, Public Services and Care  | 7,173               | 12          | 8,571               | 15          |
| 2 Science and Mathematics   | 1                   | 0           | 4                   | 0           |
| 3 Agriculture, Horticulture and Animal Care   | 2,208               | 4           | 390                 | 1           |
| 4 Engineering and Manufacturing Technologies  | 8,346               | 14          | 3,696               | 6           |
| 5 Construction, Planning and the Built Environment  | 3,576               | 6           | 3,024               | 5           |
| 6 Information and Communication Technology  | 1,080               | 2           | 1,027               | 2           |
| 7 Retail and Commercial Enterprise  | 7,240               | 12          | 3,429               | 6           |
| 8 Leisure, Travel and Tourism   | 873                 | 2           | 252                 | *           |
| 9 Arts, Media and Publishing  | 73                  | *           | 45                  | *           |
| 10 History, Philosophy and Theology   | 415                 | 1           | 1,337               | 2           |
| 14 Preparation for Life and Work  | 0                   | 0           | 2,405               | 4           |
| 15 Business, Administration and Law   | 11,399              | 19          | 5,603               | 10          |
| Note: employers can be delivering multiple subjects<br>* Denotes less than one per cent but greater than 0. |                     |             |                     |             |

# Overall rating

03

# Overall rating

- Employers were generally very positive about the training received by their employees. Private sector providers consistently received the most positive ratings. Ratings were generally lower for FE and Special Colleges.
- Partly linked to this, providers with high employer volume (which tended to be FE Colleges) received lower ratings than those with fewer employer customers. The exception is Special Colleges which typically had fewer employer customers yet still received relatively lower ratings. The explanation lies in the types of employers that use Special Colleges which is explored in slide 19.

# Overall rating

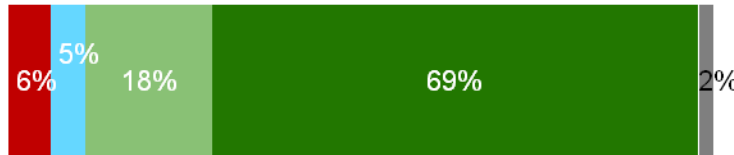
- Seven in ten employers gave a rating of between 8-10 (out of 10) for the **quality of training/assessment** and **benefits of the training** to their organisation (Q4 and Q5, slide 15)
- The majority would be advocates of the training provider – 74% gave a score of between 8-10 for **likelihood to recommend** their training provider (Q6).
- Around one in ten gave overall ratings of between 0-5 across all three measures.

# Overall rating

Please rate each of the following... (0=low score, 10=high score)

■ 0-4   
 ■ 5   
 ■ 6-7   
 ■ 8-10   
 ■ Don't know/too early to tell

Q4 How would you rate the benefits of the training/assessment to your organisation



Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment



Q6 How likely would you be to recommend this training provider to another employer seeking similar training



## Provider type (% scoring 8-10)

| MEAN        | General FE | Other Public | Private Sector | Special Colleges |
|-------------|------------|--------------|----------------|------------------|
| <b>8.05</b> | 67         | 69           | 71             | 57               |
| <b>8.05</b> | 68         | 70           | 72             | 58               |
| <b>8.22</b> | 71         | 73           | 75             | 64               |

FE Choices Employer Satisfaction Survey 2011/12. Total base size: 58,624 (see slide 22 onwards for base size for individual questions).  
 Base: General FE (24,874); Other Public-Funded Organisations (3,256); Private Sector Organisations (29,107); and Special Colleges (1,387).



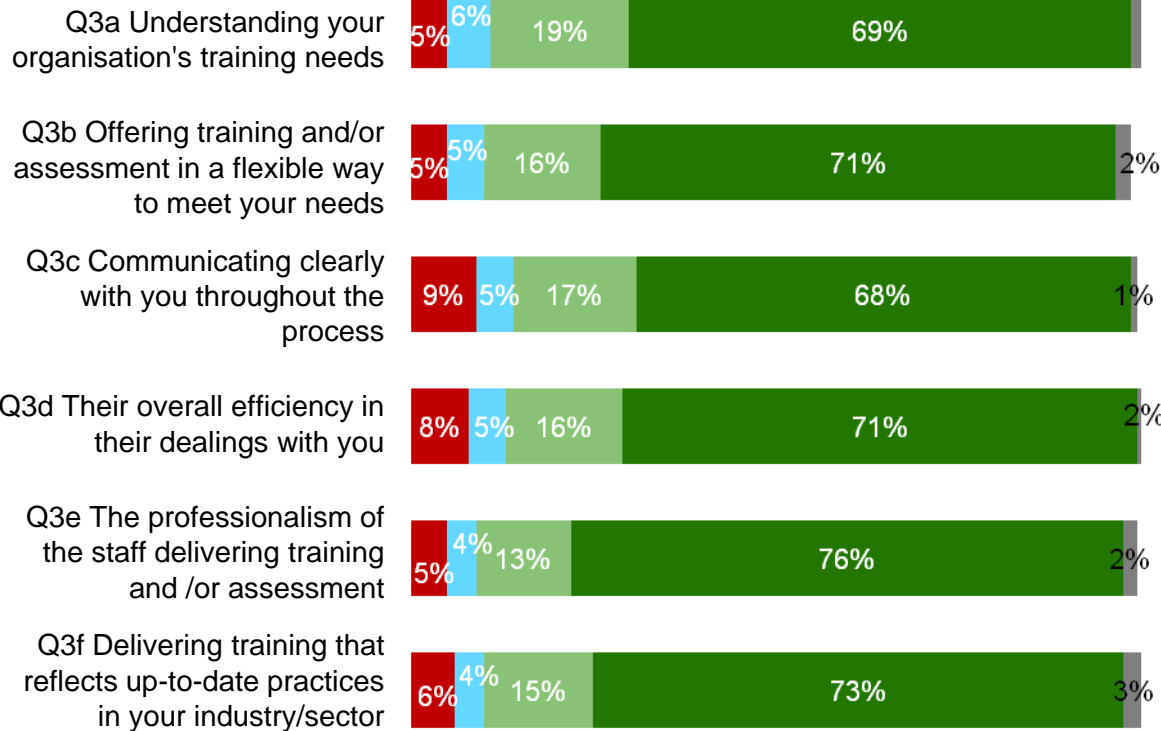
# Key aspects

- Employers were equally positive in their ratings on key aspects the training – around seven in ten gave a rating of between 8-10 for each key aspect. Employers were especially positive about the professionalism of staff delivering the training (76% gave a rating of between 8-10).
- Only a small minority gave a rating of 0-4 on the different key aspects. The two areas that stood out were communications and overall efficiency in the way providers deal with employers (9% and 8% respectively gave a rating of between 0-4 for these two aspects compared with 5-6% for all other key aspects).

# Key aspects

Please rate each of the following... (0=low score, 10=high score)

■ 0-4    ■ 5    ■ 6-7    ■ 8-10    ■ Don't know



## Provider type (% score 8-10)

| MEAN        | General FE | Other Public | Private Sector | Special Colleges |
|-------------|------------|--------------|----------------|------------------|
| <b>8.06</b> | 66         | 66           | 72             | 58               |
| <b>8.17</b> | 68         | 65           | 74             | 59               |
| <b>7.87</b> | 65         | 67           | 70             | 55               |
| <b>8.00</b> | 68         | 70           | 73             | 58               |
| <b>8.35</b> | 73         | 77           | 78             | 67               |
| <b>8.20</b> | 69         | 73           | 74             | 62               |

FE Choices Employer Satisfaction Survey 2012. Total base size: 58,624 (see slides 22 onwards for base size for individual questions).  
 Base: General FE (24,874); Other Public-Funded Organisations (3,256); Private Sector Organisations (29,107); and Special Colleges (1,387).

# Detailed analysis

04

# Detailed analysis

- Although the majority of employers were positive, there was some variation of views by employee size and industry sector. For example, workplaces with **2-9 employees** were generally less positive than average, as were those in the Agriculture, Hunting, Forestry & Fishing, and Education sector (slides 23, 27 and 31).
- Linked to this, employers offering subjects relating to Agriculture, Horticulture & Animal Care, and Education & Training were consistently least positive in their assessment of the training (slides 24, 28,32, 35-40).
- These findings explain the lower ratings for Special Colleges which have a relatively high volume of employers in the Agriculture, Hunting, Forestry & Fishing sector. General FE and Special Colleges also have slightly higher than average volume of employers with 2-9 employees.

# Detailed analysis

- Overall employers using providers to deliver **workplace learning** were consistently more positive than those delivering Apprenticeships (slides 24, 28, 32, 35-40).
- Employers delivering Apprenticeships to 16-18 year olds **only** were least positive about the training. By contrast, those with both young and adult apprentices were significantly more positive, possibly reflecting their greater experience in delivering the Programme\*.
- The most positive views were expressed by those with learners doing **workplace training** in Engineering & Manufacturing Technologies; Construction, Planning & Built Environment; Retail & Commercial Enterprise; and Leisure, Travel & Tourism.

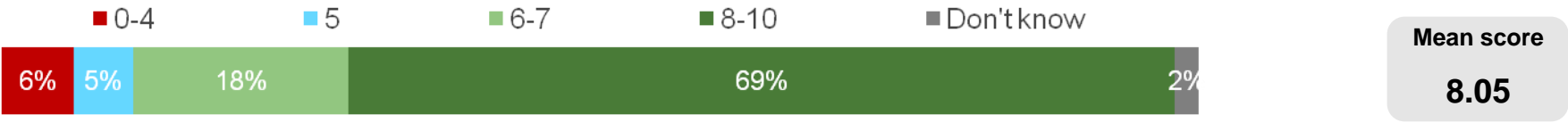
# Detailed analysis

- Employers offering Apprenticeships were less positive across all qualification levels though response is slightly more marked at Level 2 which is consistent with the lower ratings given by employers with young apprentices. The trend for Level 4 is based on very small base sizes and is not statistically significant (slides 24, 28, 32, 35-40).
- Among those offering workplace learning, ratings were slightly lower for Level 3 qualifications compared with Levels 1,2 or 4.
- These differences are slight and should not detract from the findings that the majority of employers are positive about their experience and willing to act as advocates for their provider.
- There is some variation in employer views according to the LEP area in which they are based. However, the findings do not show any clear pattern (slides 25-26, 29-30, 33-34).

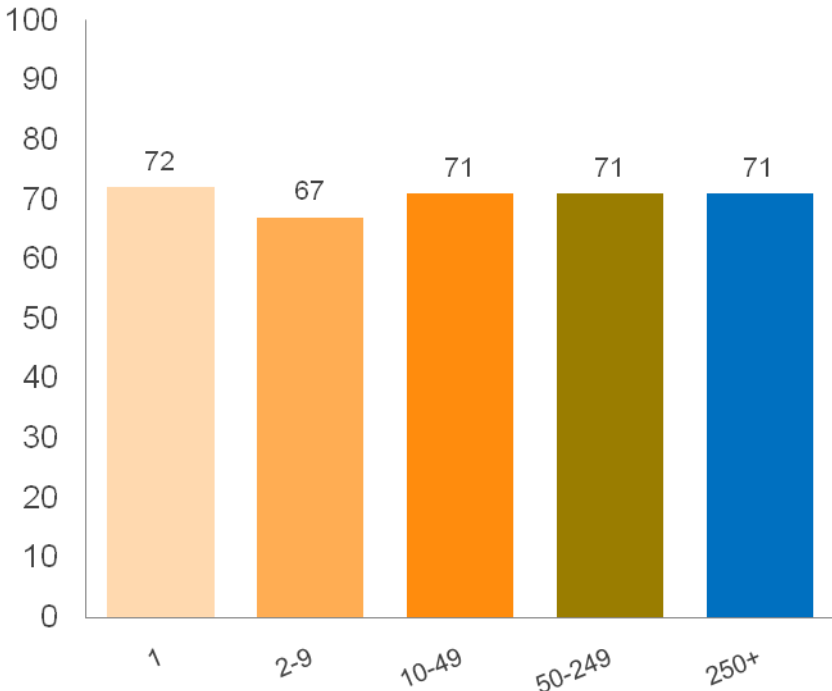
# Detailed analysis continued- results by question

# 04

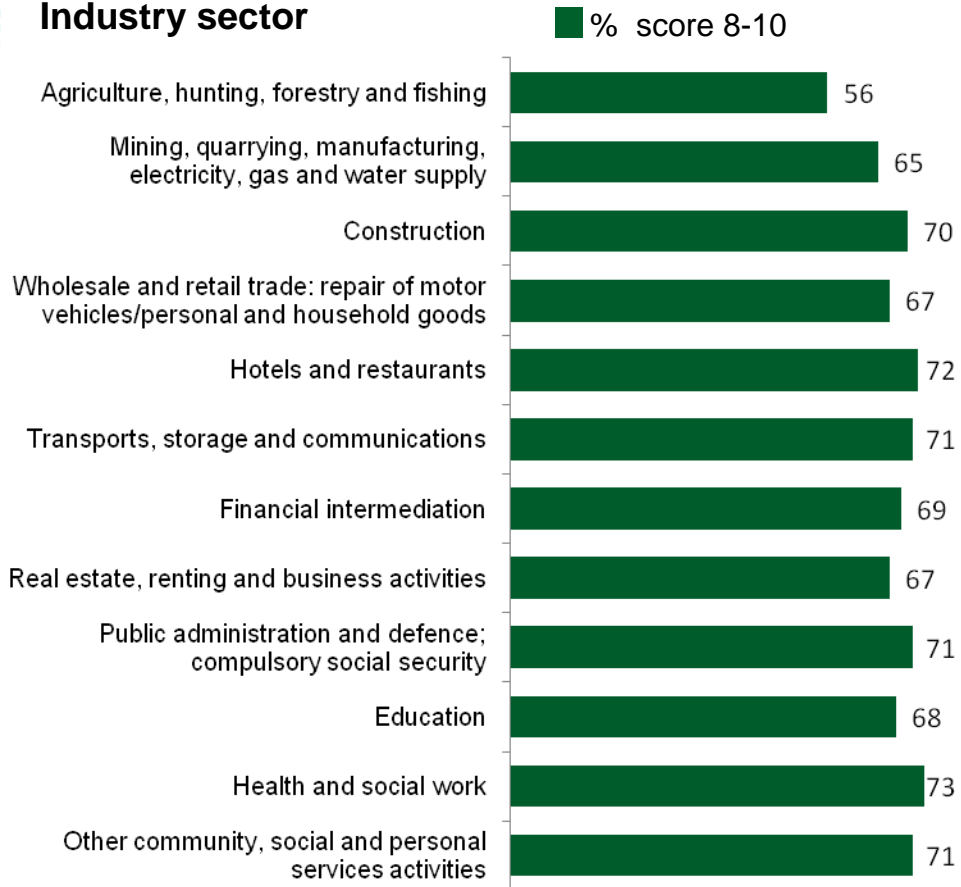
**Q How would you rate the benefits of the training/assessment to your organisation?  
0=no benefits,10=very significant benefits**



**Size of workplace (% score 8-10)**



**Industry sector**



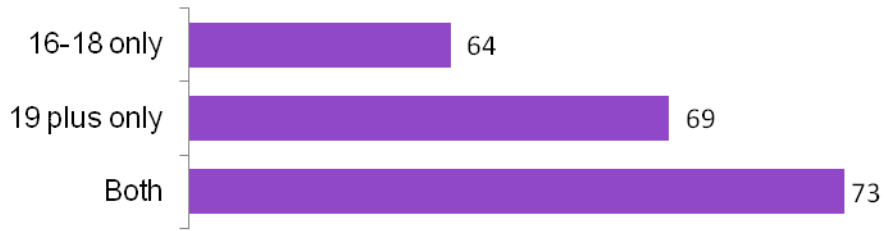


**Q How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits**

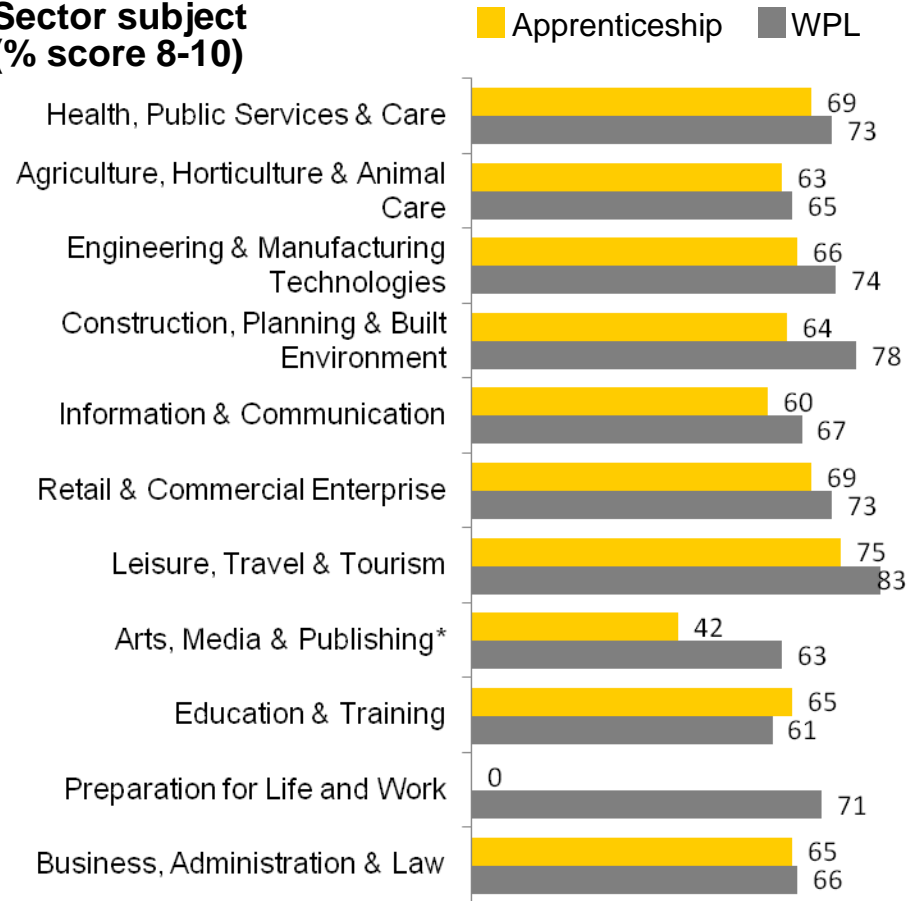


**Mean score**  
**8.05**

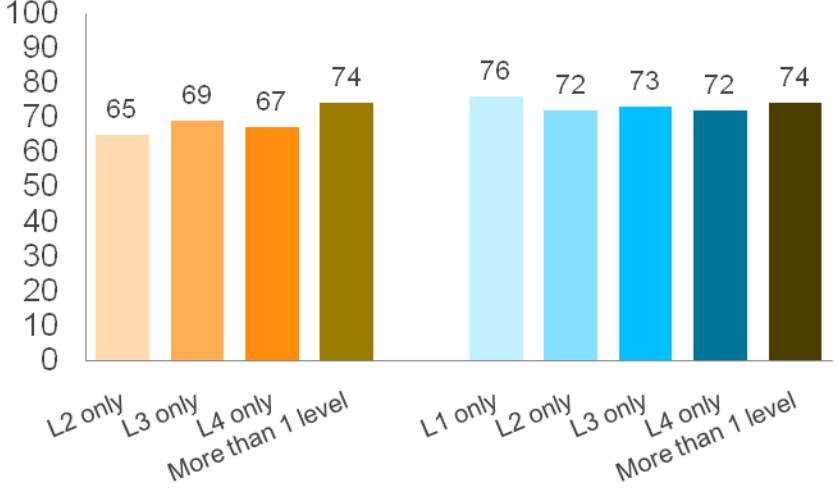
**Apprenticeship funding stream (% score 8-10)**



**Sector subject (% score 8-10)**



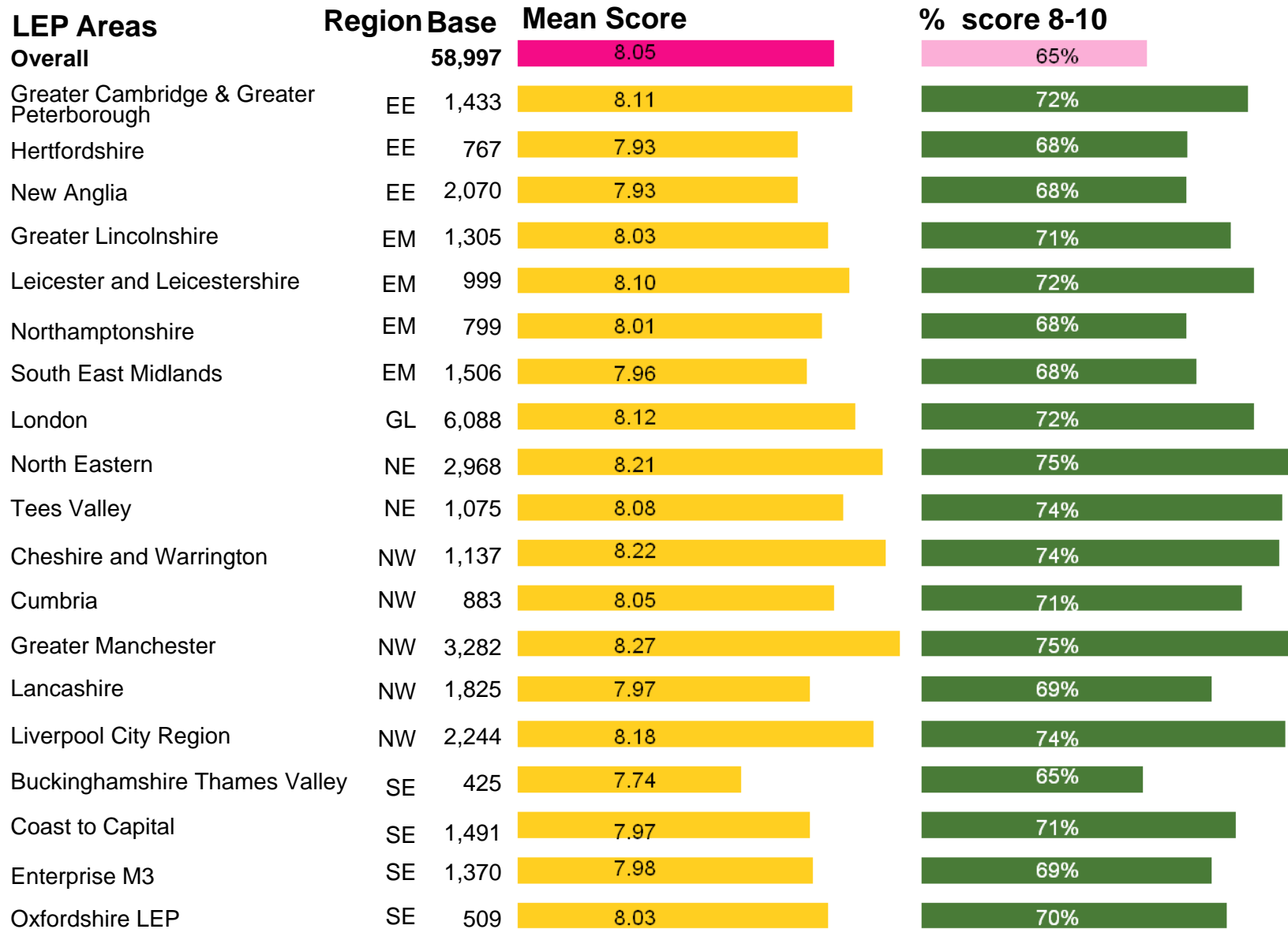
**Qualification level (% score 8-10)**



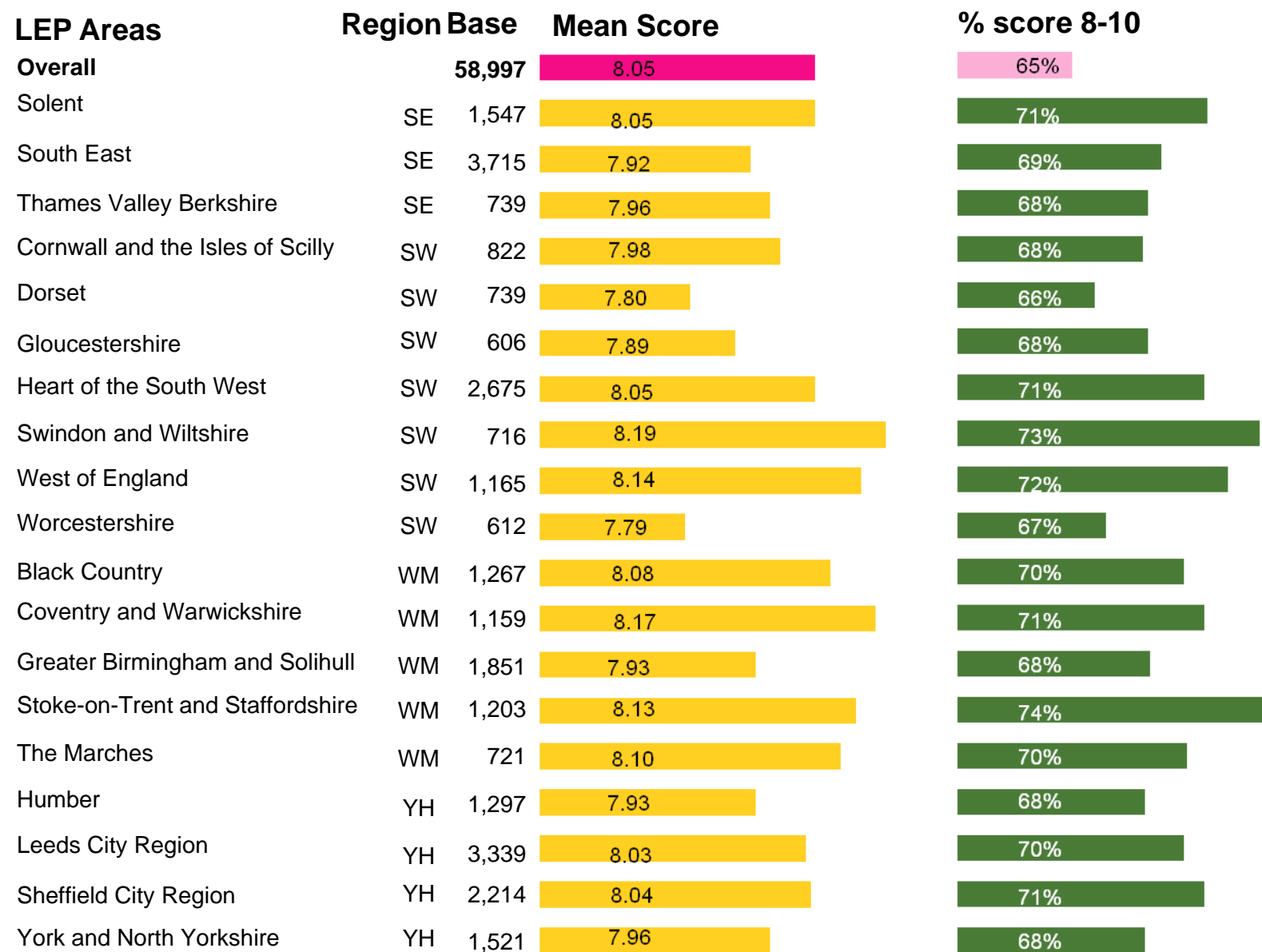
**Apprenticeships**

**Workplace Learning**

**Q How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits**



**Q4 How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits**

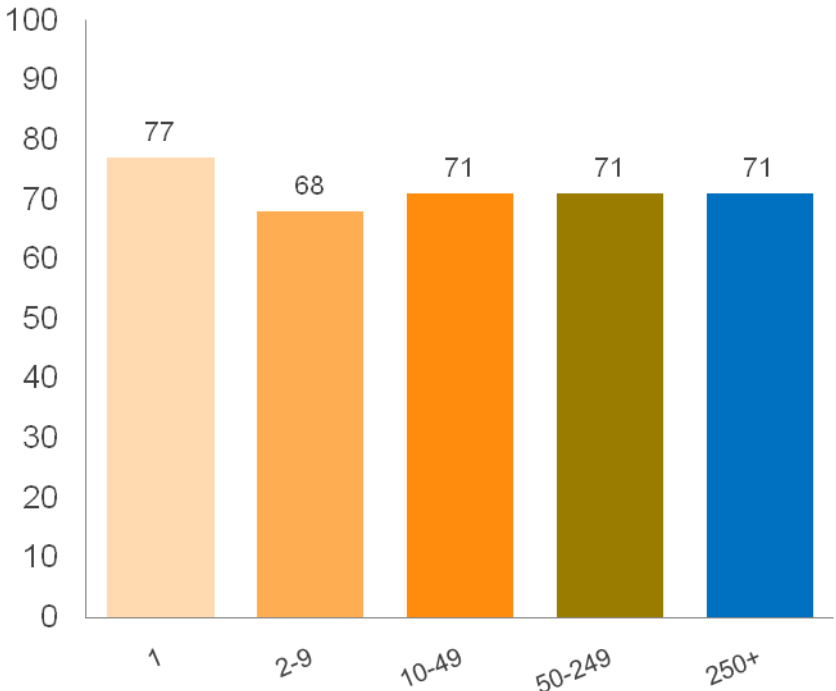


**Q How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied**

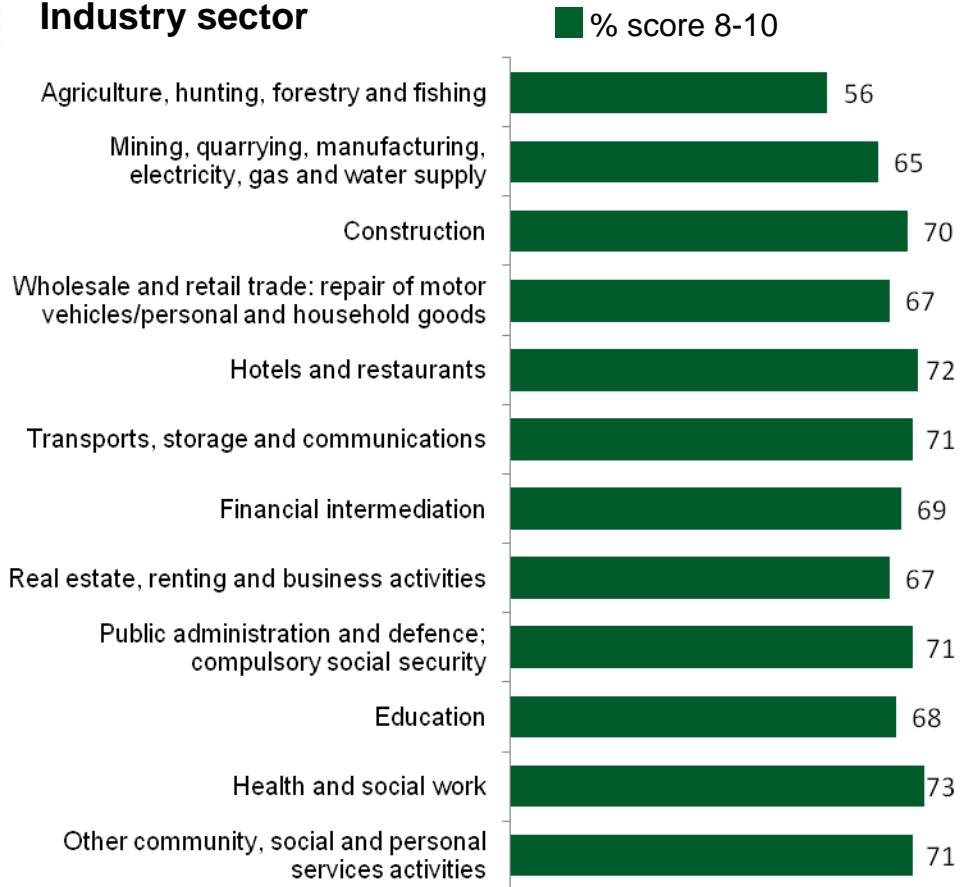


**Mean score**  
**8.05**

**Size of workplace (% score 8-10)**



**Industry sector**

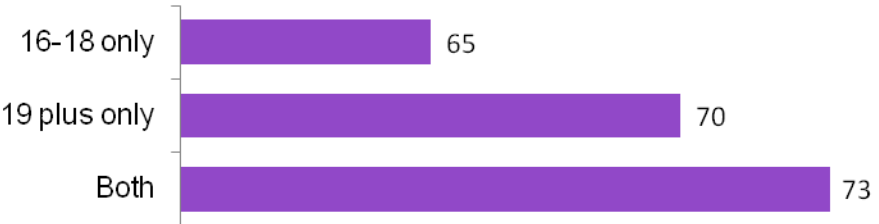


**Q How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied**

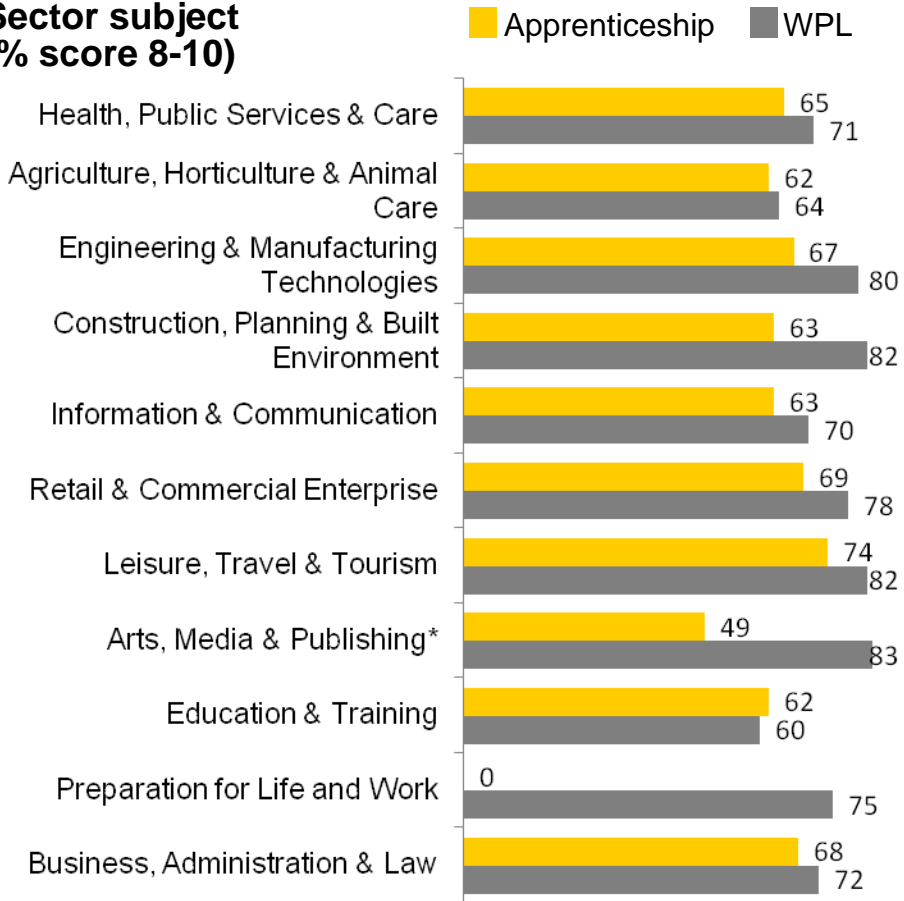


**Mean score**  
**8.05**

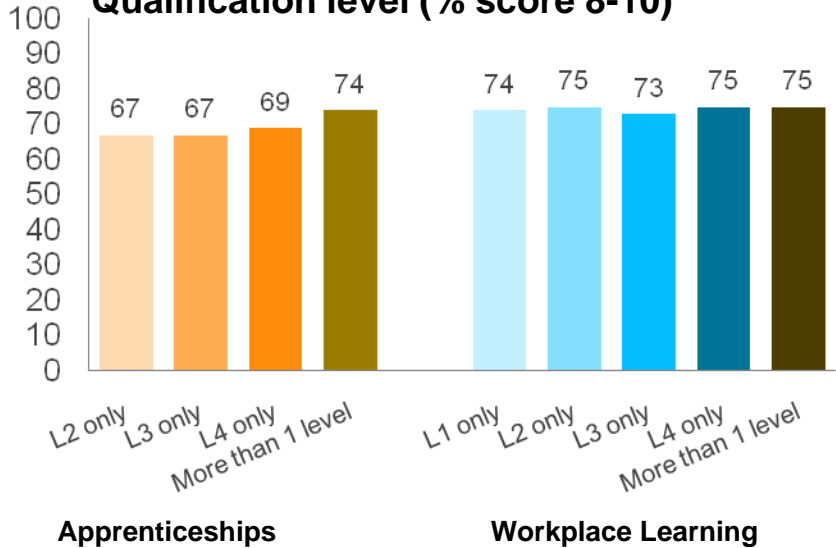
**Apprenticeship funding stream (% score 8-10)**



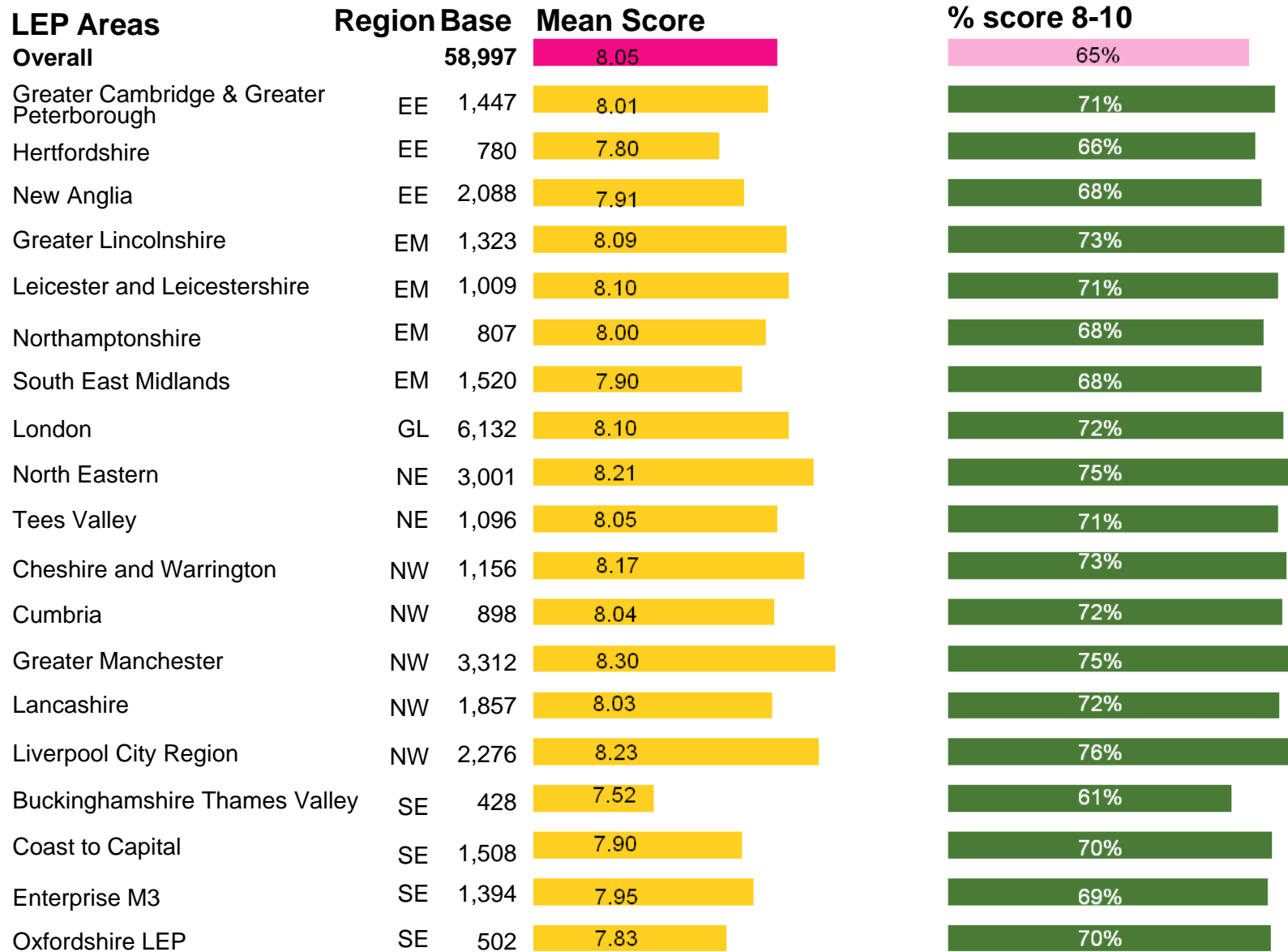
**Sector subject (% score 8-10)**



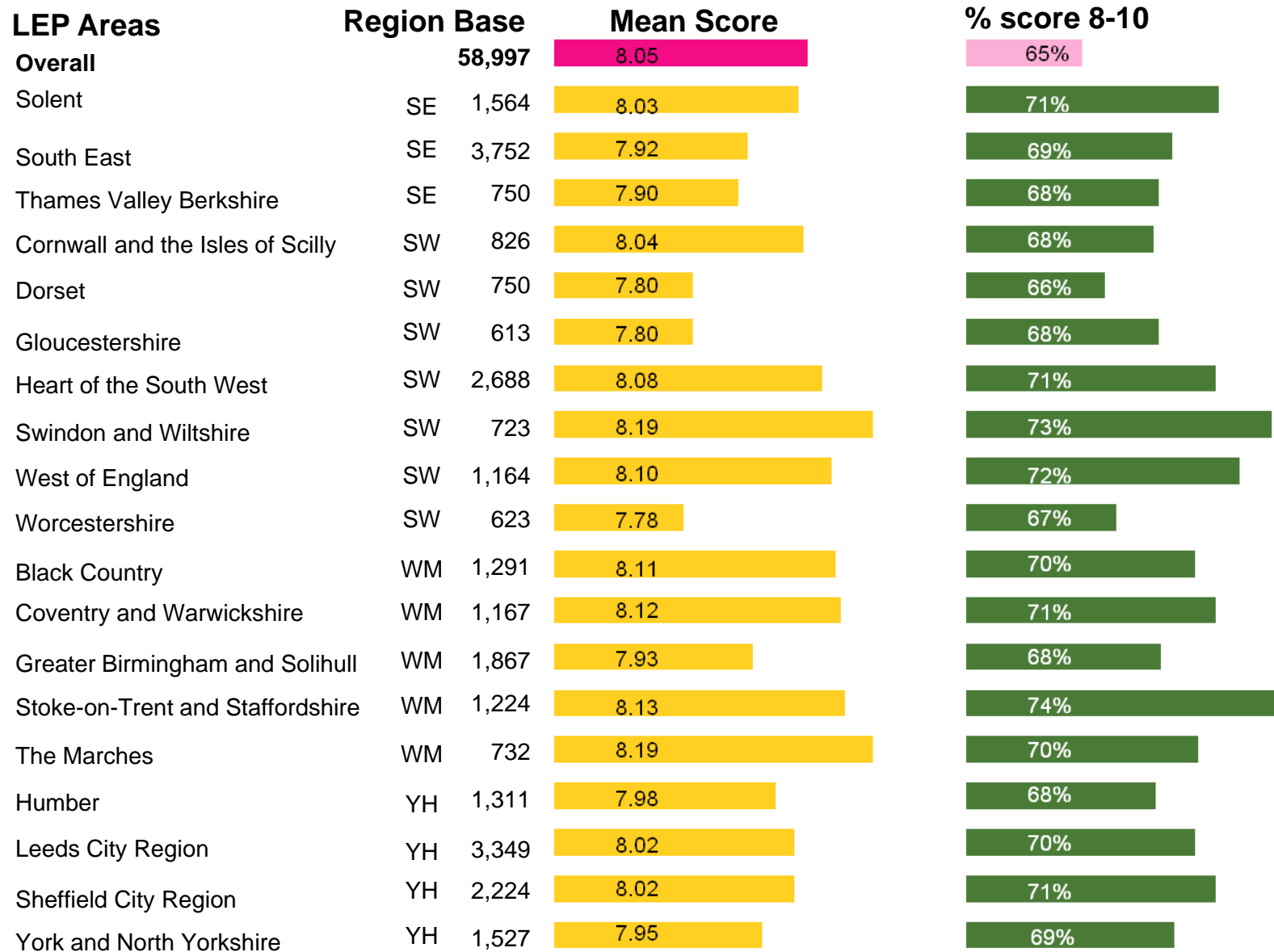
**Qualification level (% score 8-10)**



**Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied**



**Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied**

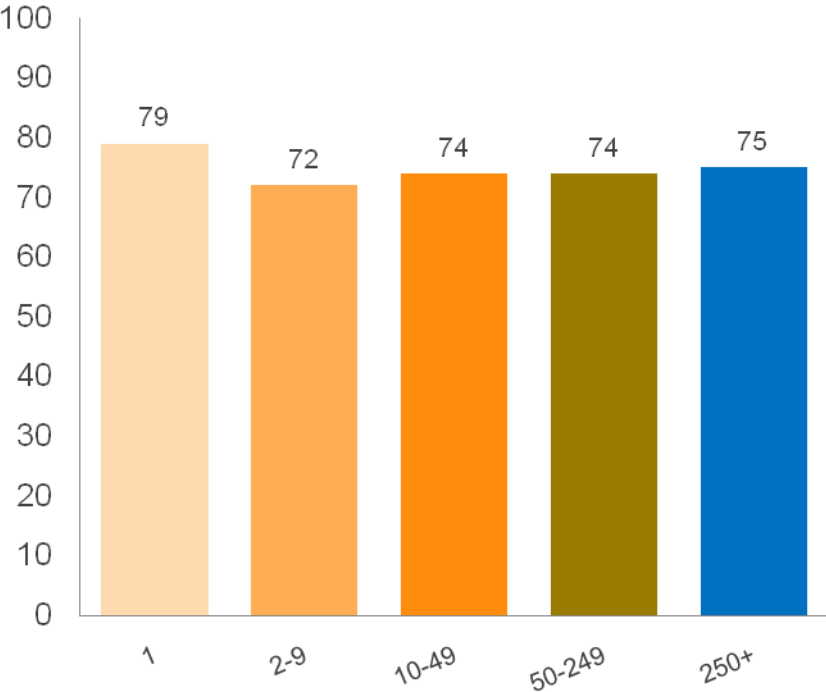


**Q How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely**

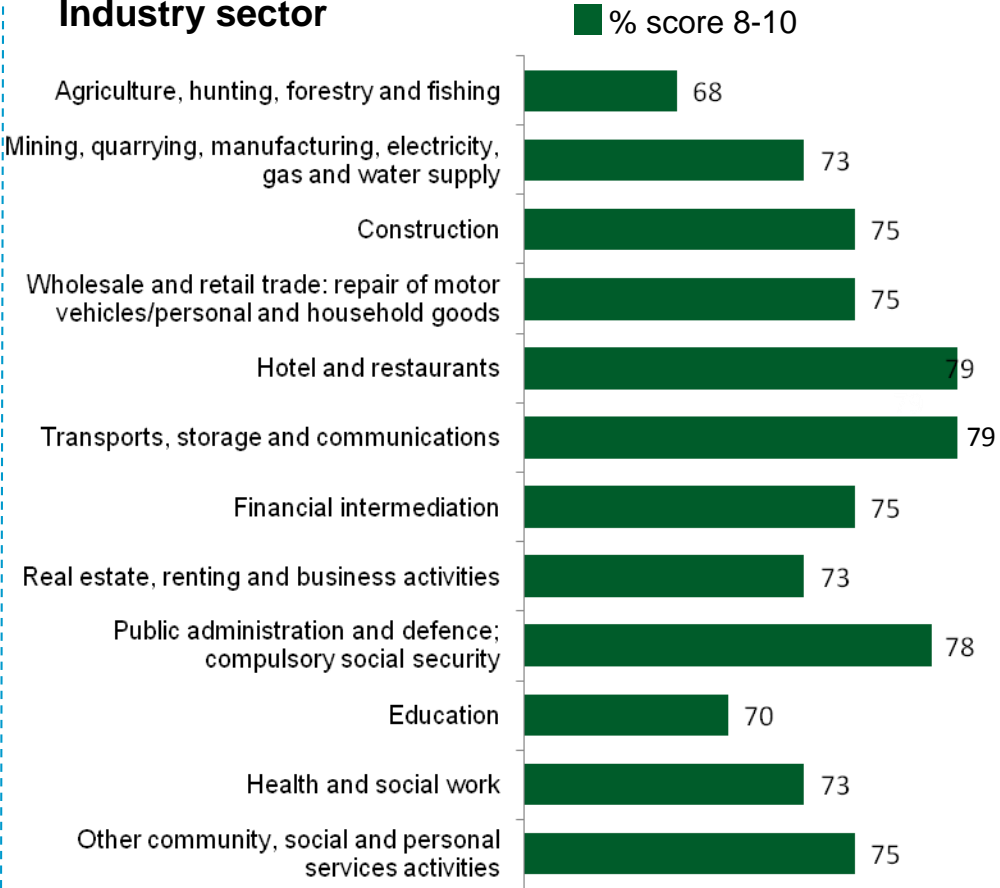


**Mean score**  
**8.22**

**Size of workplace (% score 8-10)**



**Industry sector**



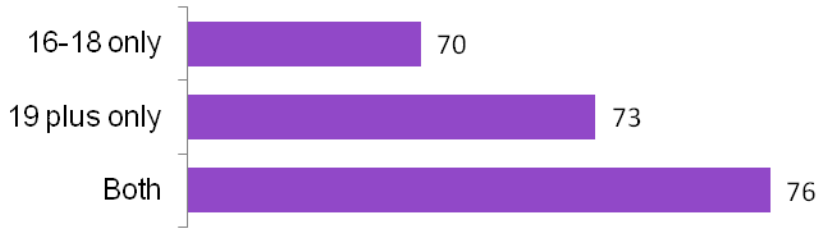


**Q How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely**

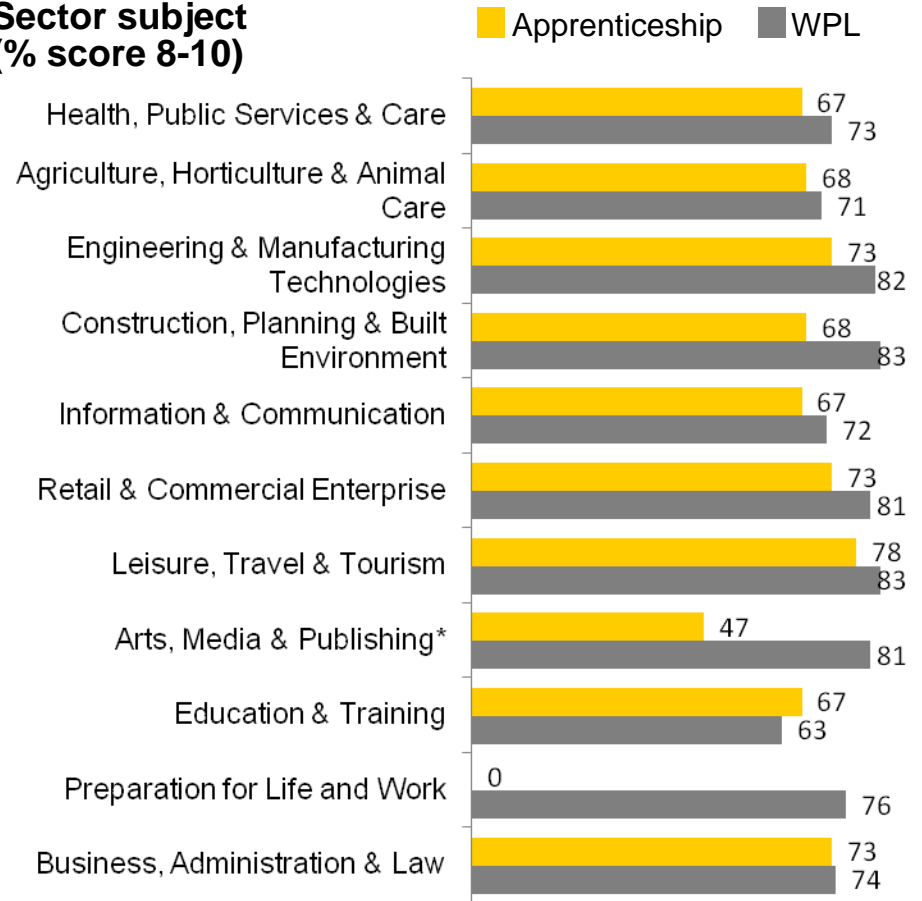


**Mean score**  
**8.22**

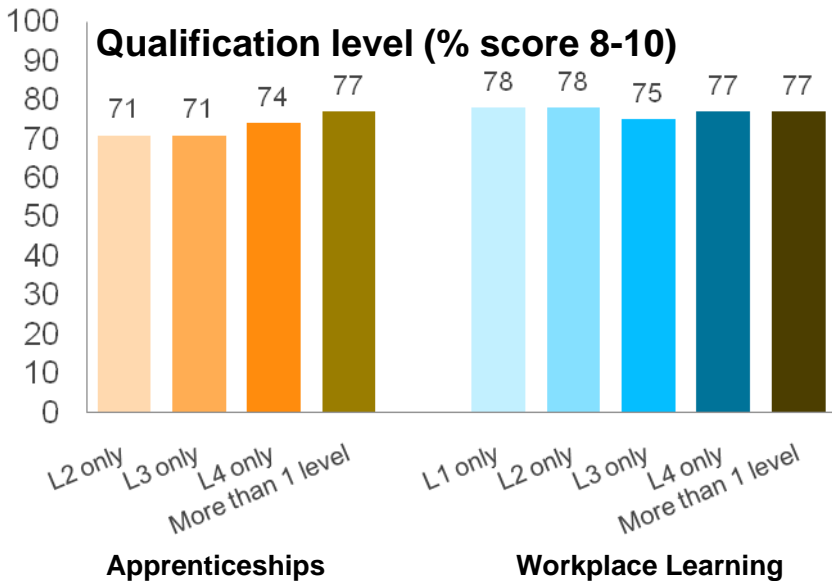
**Apprenticeship funding stream (% score 8-10)**



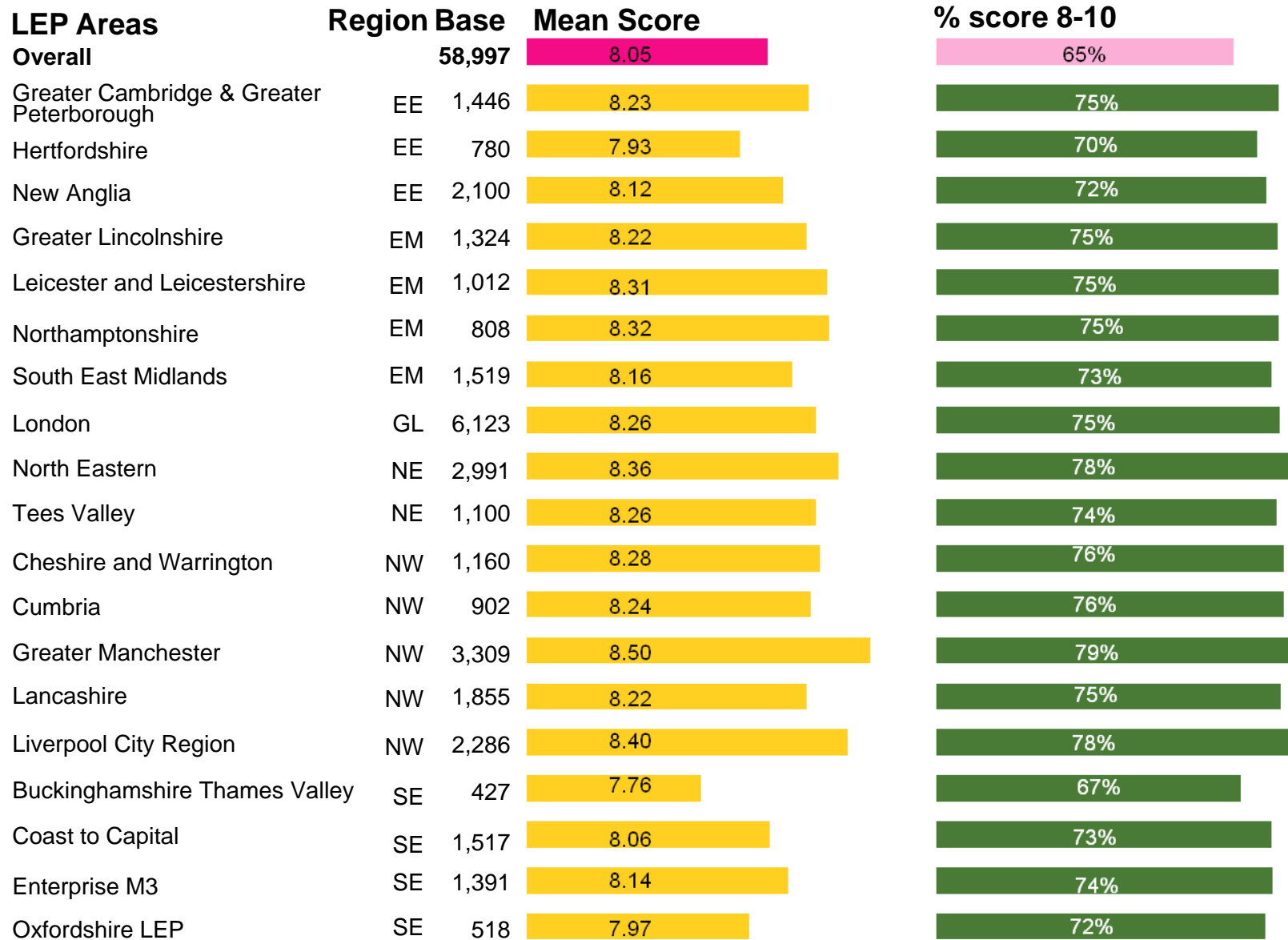
**Sector subject (% score 8-10)**



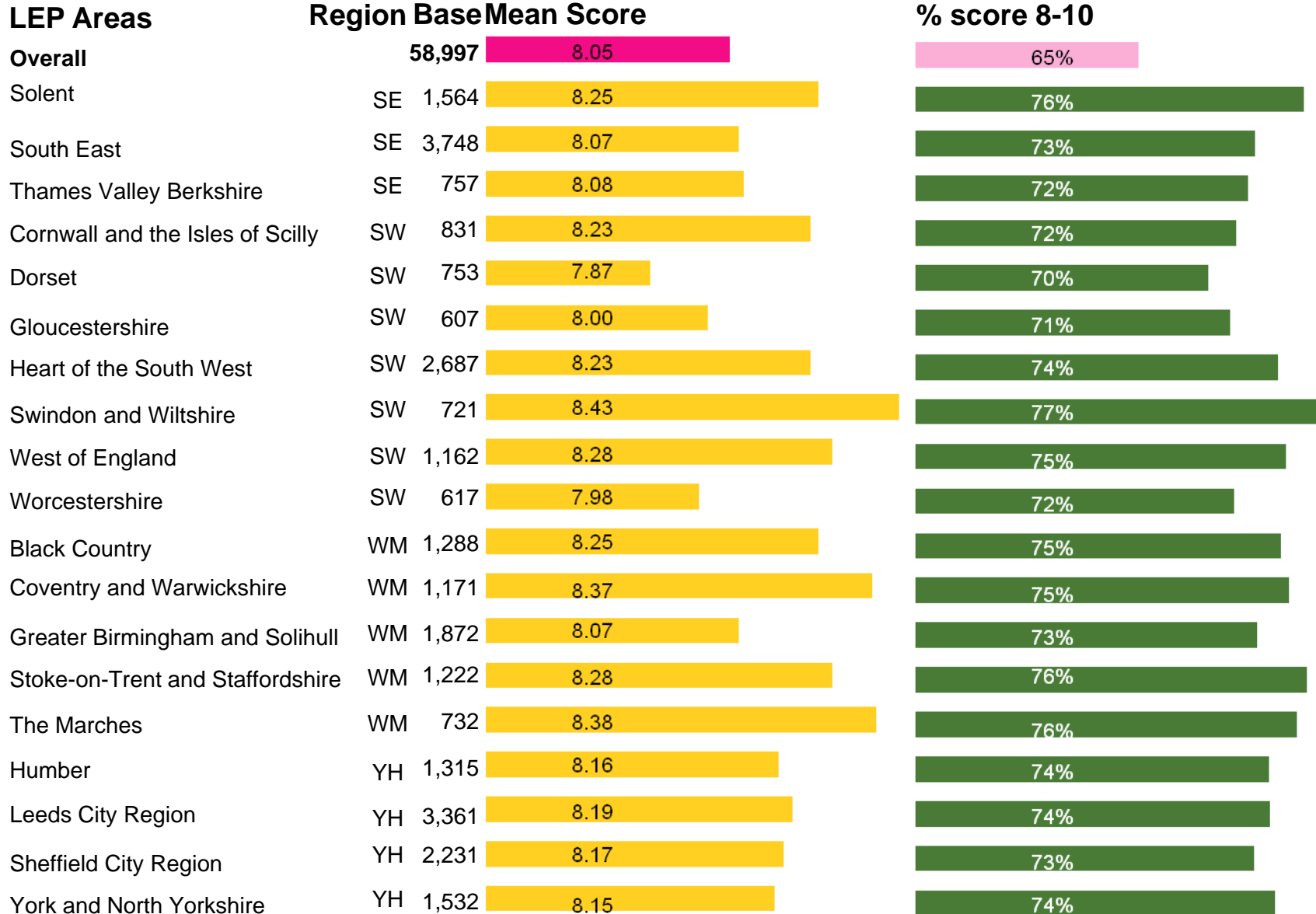
**Qualification level (% score 8-10)**



**Q How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely**



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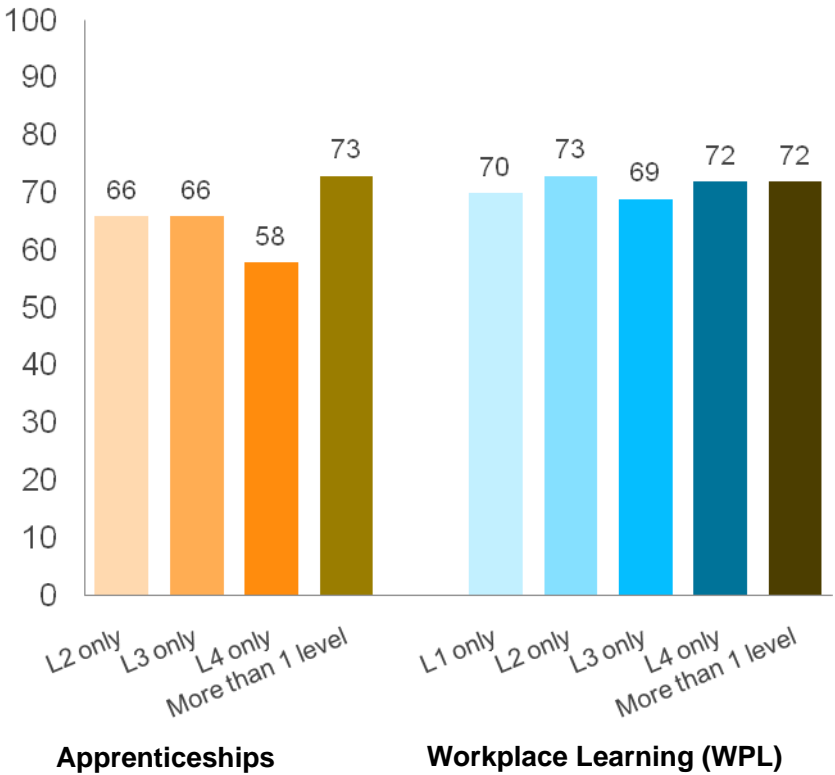


**Q Understanding your organisation's training needs (0=very poor, 10=excellent)**

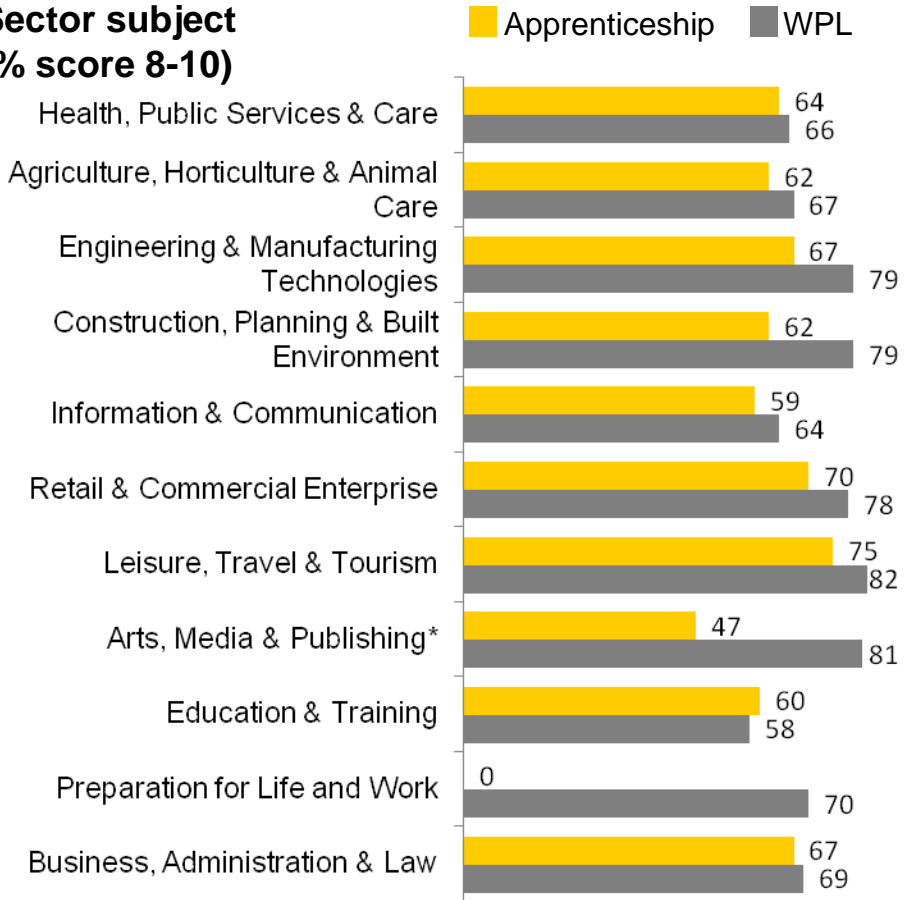


**Mean score**  
**8.06**

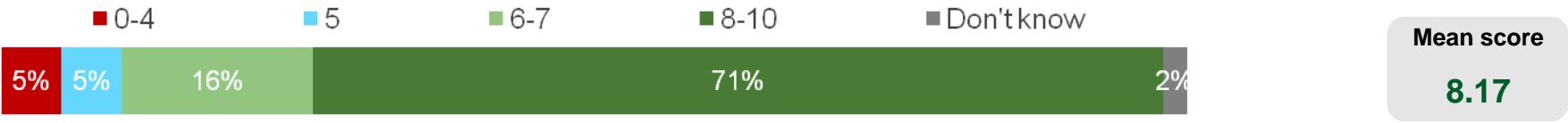
**Qualification level (% score 8-10)**



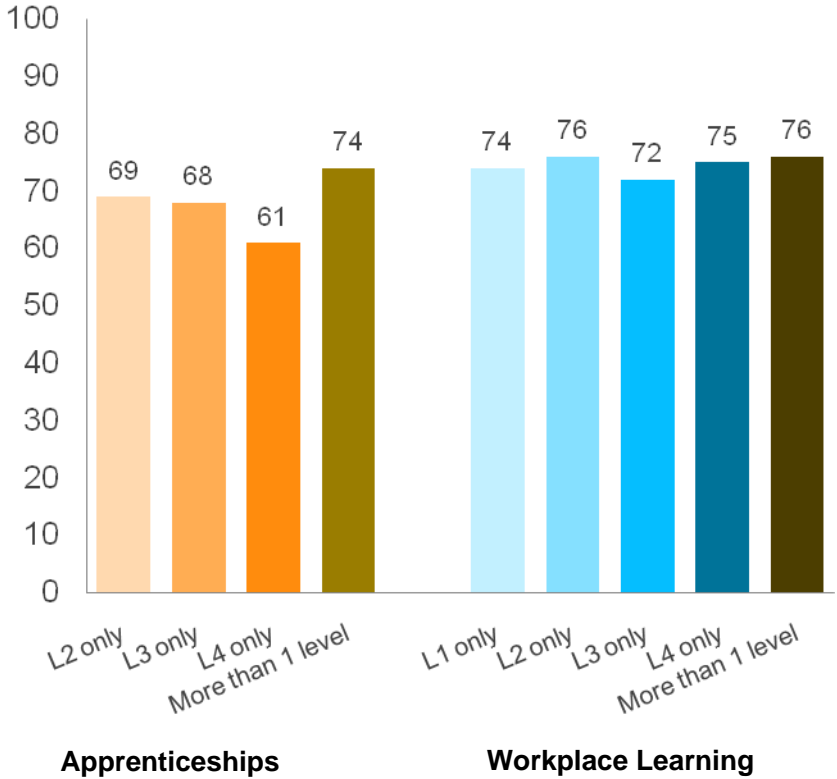
**Sector subject (% score 8-10)**



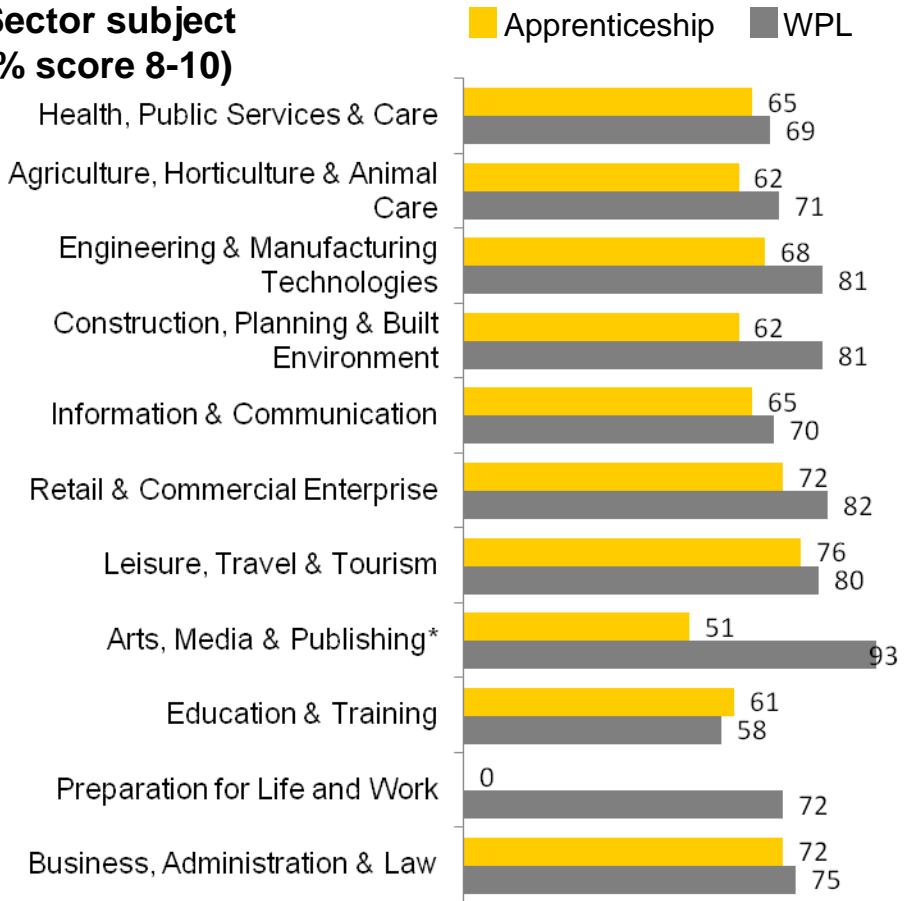
**Q Offering training and/or assessment in a flexible way to meet your needs (0=very poor, 10=excellent)**



**Qualification level (% score 8-10)**



**Sector subject (% score 8-10)**

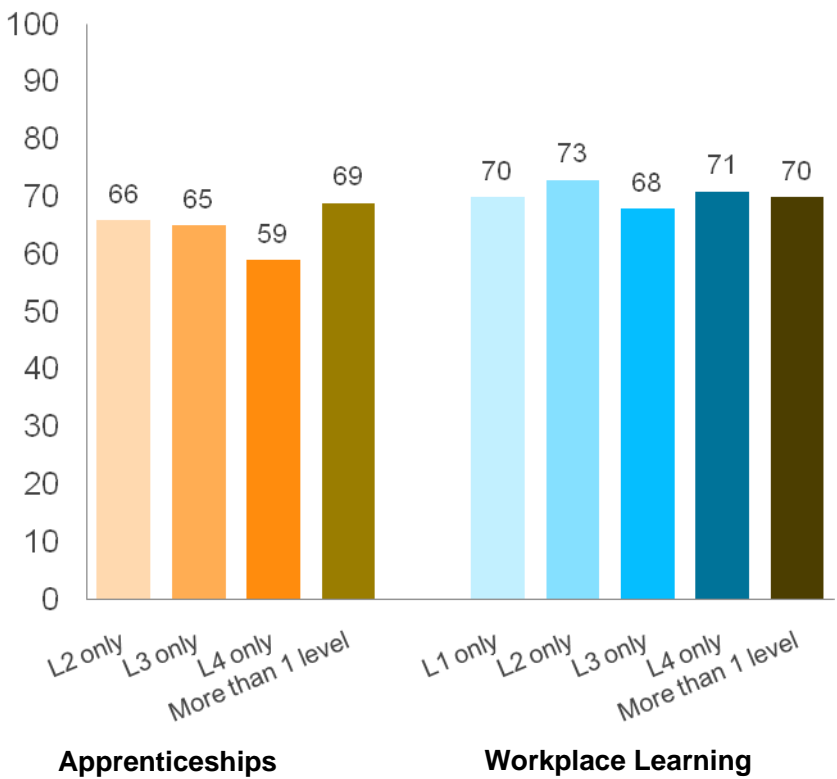


**Q Communicating clearly with you throughout the process (0=very poor, 10=excellent)**

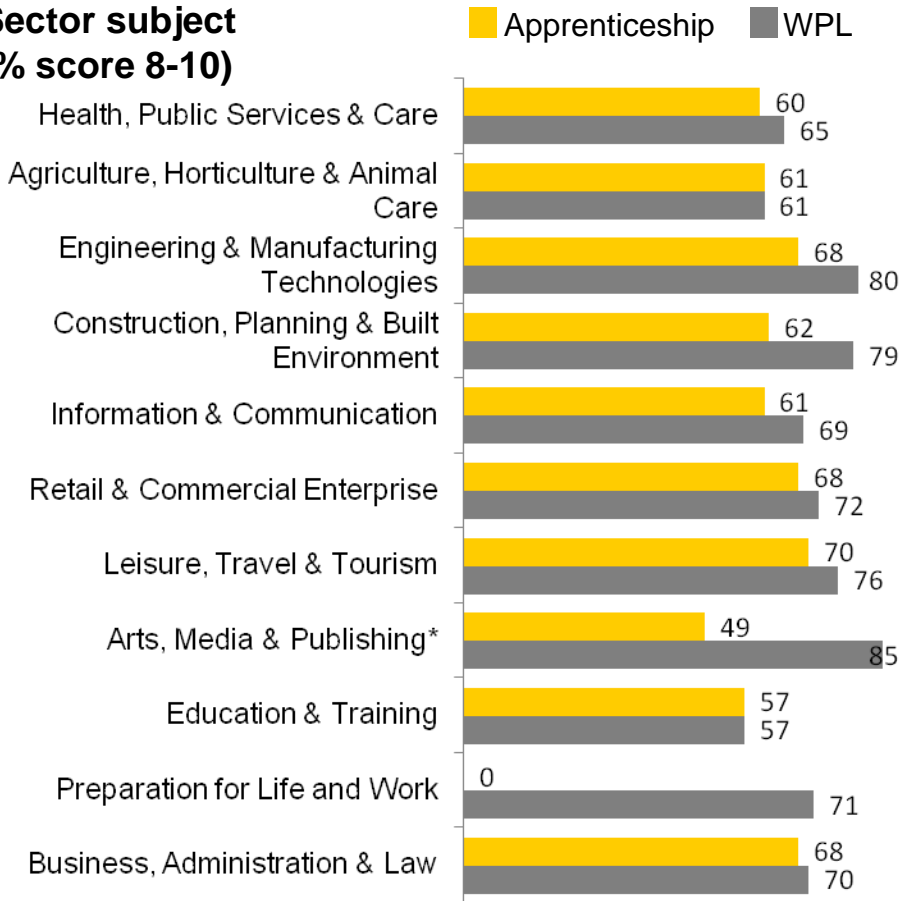


**Mean score**  
**7.87**

**Qualification level (% score 8-10)**



**Sector subject (% score 8-10)**

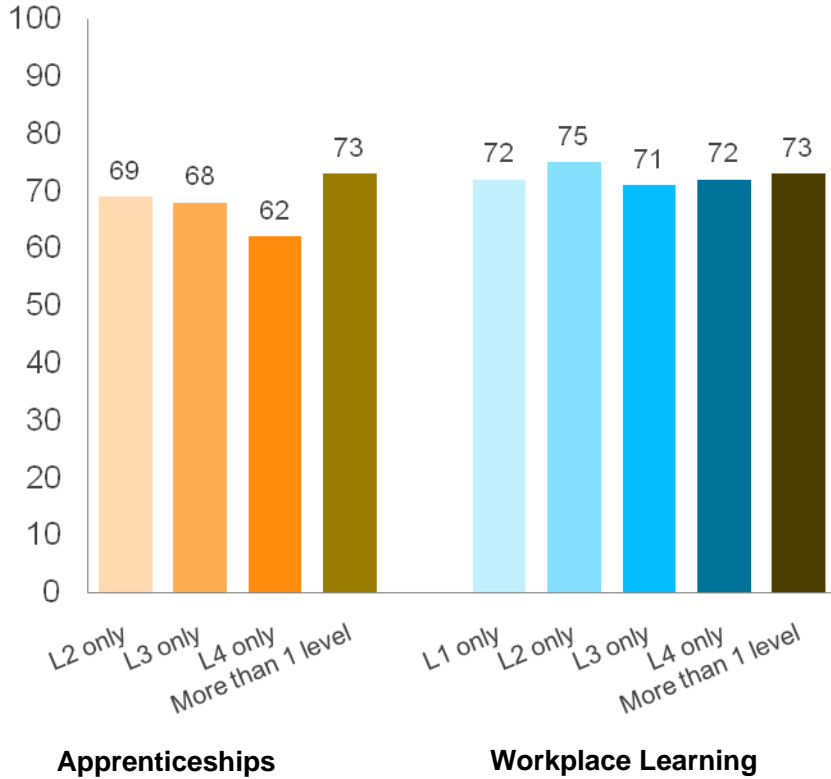


**Q** *Their overall efficiency in their dealings with you (0=very poor, 10=excellent)*

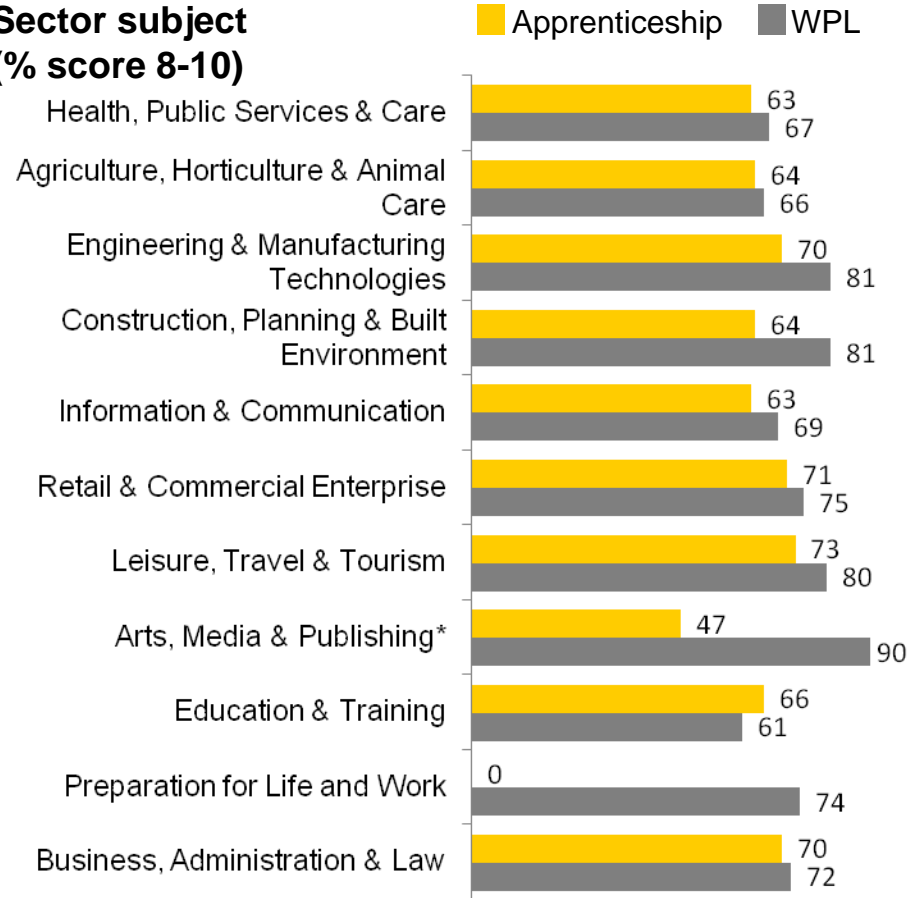


**Mean score**  
**8.0**

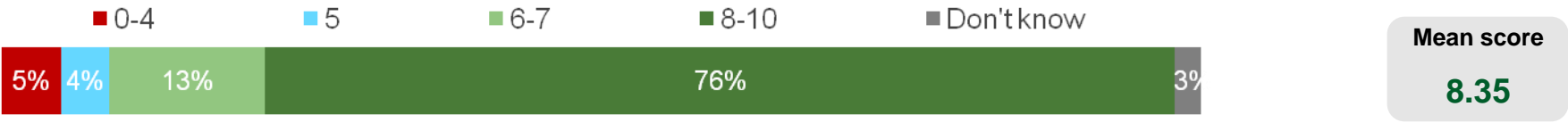
**Qualification level (% score 8-10)**



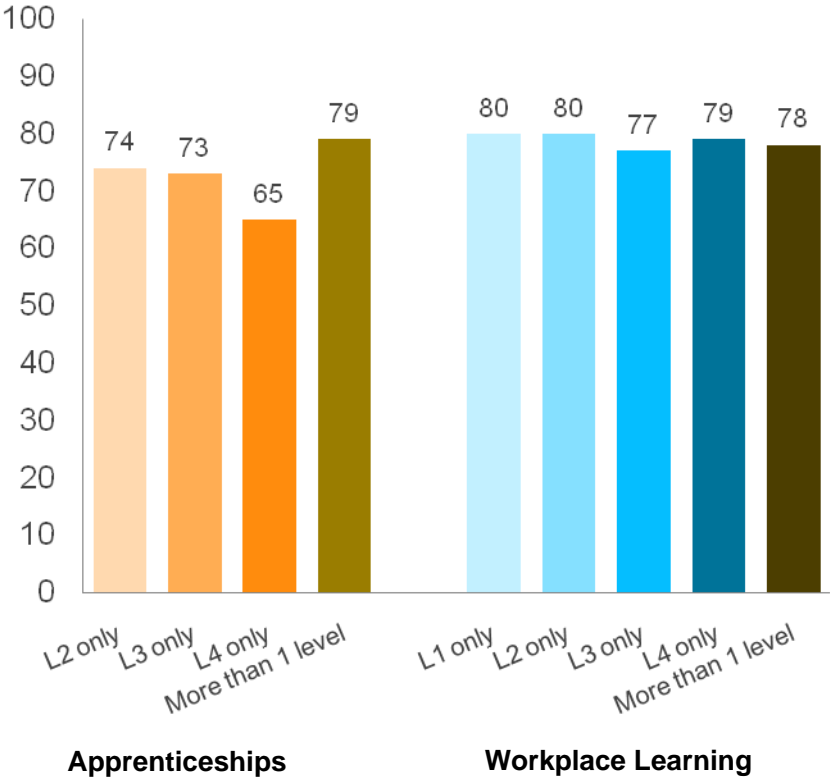
**Sector subject (% score 8-10)**



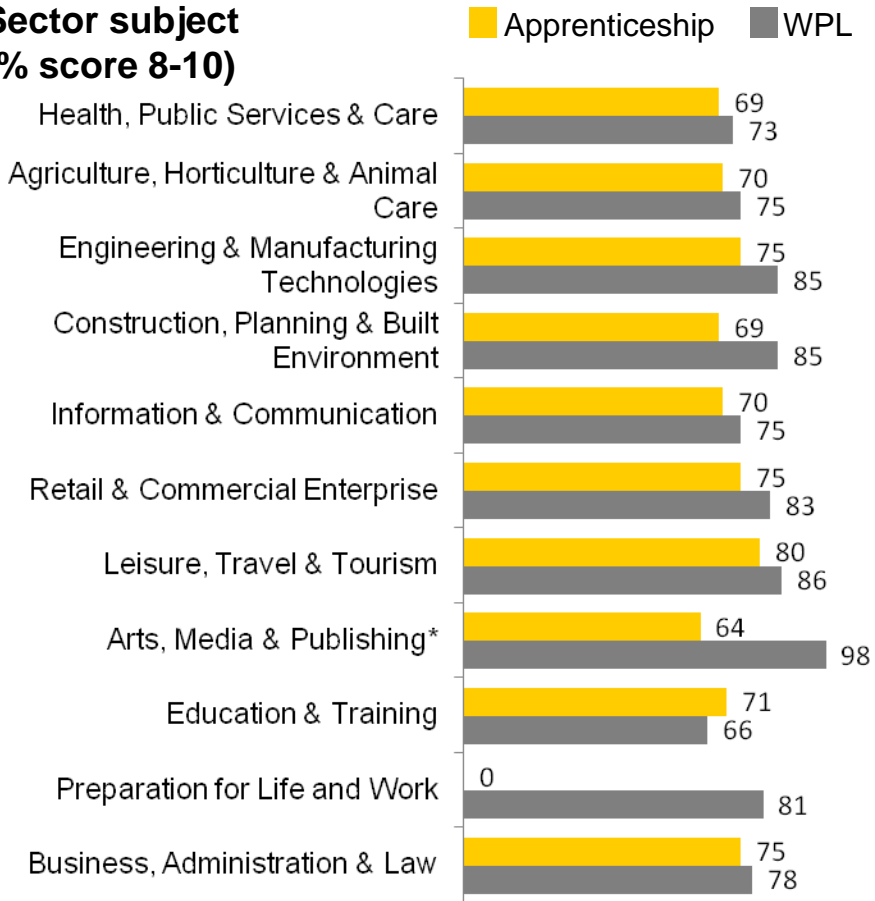
**Q The professionalism of the staff delivering training and/or assessment (0=very poor, 10=excellent)**



**Qualification level (% score 8-10)**



**Sector subject (% score 8-10)**



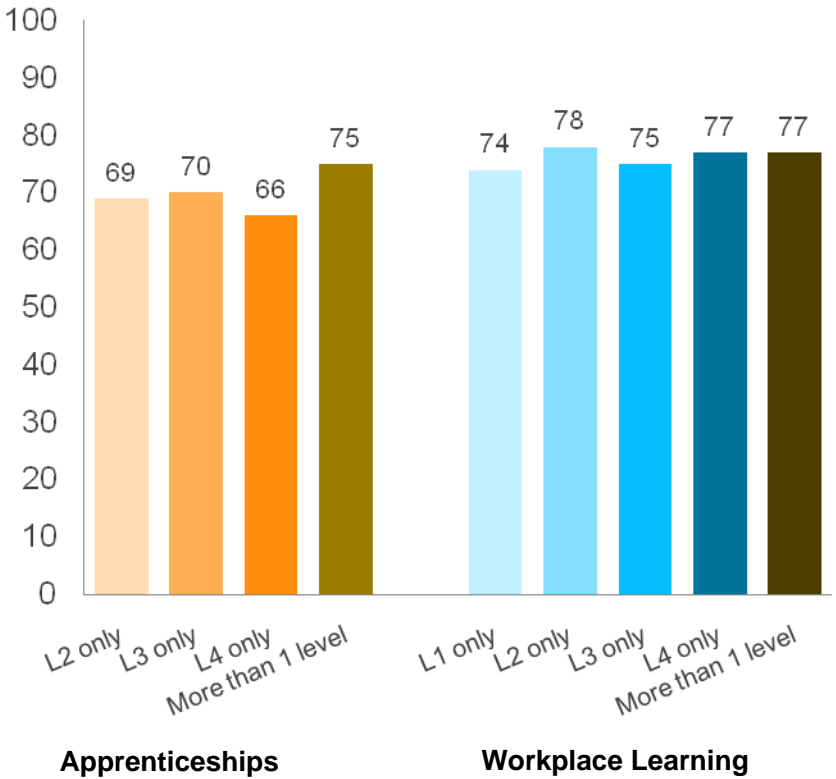


**Q Delivering training that reflects up-to-date practices in your industry/sector (0=very poor, 10=excellent)**



**Mean score**  
**8.20**

**Qualification level (% score 8-10)**



**Sector subject (% score 8-10)**

