



Skills Funding
Agency

Employer Satisfaction Survey 2012 to 2013 National Results February 2015

Contents

01 Introduction.....	2
02 Employer profile.....	4
03 Overall rating.....	12
04 Detailed analysis.....	18

Introduction

01

Introduction

- A total of 278,910 employers received training funded by the Skills Funding Agency between August 2012 – February 2013. The training was delivered by 732 providers which included General Further Education (FE) Colleges, private sector providers, other public-funded organisations and Special Colleges.
- Over 57,000 employers (representing 21% of employers receiving funding) took part in the Employer Satisfaction Survey 2012 to 2013 and gave their views on the training their employees received. Employer respondents are representative of the 278,910 employers who received training in terms of workplace size and industry sector, and provider type. The survey responses presented in this report are unweighted for this reason.
- The survey took place between April and August 2013. Three in five (59%) employers completed survey online, 27% used paper questionnaires and 14% by telephone. This report summarises key findings from the survey.

Employer profile

02

Employer profile

- The large majority of employers taking part in the survey worked in small workplaces: 78% in workplaces with 1-49 employees; 15% in workplaces with 50-249 employees; and six per cent in the largest workplaces (250+ employees).
- Employer respondents are representative of the 278,910 employers who received training in terms of workplace size and industry sector (slide 6).

	All workplaces receiving funding		Survey respondents	
Size of workplace	Number of workplaces	% of total	Number of responses	% of total
1	22,993	8.2%	2,835	5.0%
2-9	87,901	31.5%	19,865	34.7%
10-49	106,062	38.0%	21,990	38.4%
50-249	39,556	14.2%	8,811	15.4%
250+	15,925	5.7%	3,612	6.3%
Don't know	6,473	2.3%	125	.2%
Total	278,910	100%	57,238	100%

Employer profile

- The largest group of respondents were in the “health and social work” sector and “other community, social and personal services activities”.

Industry Sector of the workplace	All workplaces receiving funding		Survey respondents	
	Number of workplaces	% of total	Responses	% of total
Agriculture, hunting, forestry and fishing	2,660	1.0%	744	1.3%
Mining, quarrying, manufacturing, electricity, gas and water supply	18,382	6.6%	5,033	8.8%
Construction	31,981	11.5%	5,495	9.6%
Wholesale and retail trade: repair of motor vehicles/personal and household goods	37,089	13.3%	7,263	12.7%
Hotels and restaurants	19,605	7.0%	2,678	4.7%
Transport, storage and communications	8,578	3.1%	1,827	3.2%
Financial intermediation	2421	0.9%	541	0.9%
Real estate, renting and business activities	26,493	9.5%	5,936	10.0%
Public administration and defence; compulsory social security	4,934	1.8%	964	1.7%
Education	21,168	7.6%	4,068	7.1%
Health and social work	56,376	20.2%	11,541	20.1%
Other community, social and personal services	49,223	17.6%	11,300	19.7%
Total	278,910	100%	57,390	100%

Employer profile

- Three in four employers (74%) had between 1-4 learners which is in-line with high volume of small workplaces (78% of respondents were in workplaces with 1-49 employees).
- One in ten (11%) had 5-9 learners and one in seven (15%) had 10+ learners.

Number of employees receiving training	Number of employer responses	% of total
1	23,608	41%
2-4	19,001	33%
5-9	6,474	11%
10-19	3,423	6%
20-29	1,128	2%
30 or more	2,045	4%
Don't know	1,494	3%
Total	57,173	100%

Employer profile

- A quarter of employers (25%) had made a financial contribution to the cost of the training. Medium (50-249 employees) and large (250+ employees) workplaces are more likely than small workplaces to have contributed to the cost of the training: 31% and 42% respectively, compared with 21% of workplaces with 1-49 employees.

Whether paid for training	Number	% of total
Yes, in all cases	6,099	11%
Yes, in some cases	7,702	14%
No	39,944	70%
Don't know	3,327	6%
Total	57,072	100%

Employer profile

- The large majority of employers (86%) were working with providers to deliver Apprenticeship training compared with 18% who were delivering workplace learning. Overall, 6% of employers were delivering both.
- Among those delivering apprenticeships *only*, more Apprenticeships were delivered to adults (50%) than to 16-18 year olds (33%). In addition, one in six (17%) was delivering both to young people and adults.
- Level 2 qualifications were most commonly offered for both apprenticeships and workplace learning: 45% of employers delivering *only* apprenticeships and 63% of employers delivering *only* workplace learning were delivering Level 2. The equivalent figures for Level 3 are 33% and 22% respectively.

Employer profile

- Employers were involved in delivering training in a diverse range of Sector Subject Areas (SSAs).
- The most common SSAs among employers delivering apprenticeships were Business, Administration and Law (29% had employees undertaking these), followed by Retail and Commercial Enterprise (17%), and Health, Public Services and Care (17%).
- Employers delivering workplace learning were most commonly doing Engineering and Manufacturing Technologies, Construction, Planning and the Built Environment, Retail and Commercial Enterprise, and Business, Administration and Law (each of these SSAs had 3% of employers).

Employer profile

Sector Subject Area	Apprenticeship		Workplace Learning	
	Number of employers	% employers	Number of employers	% employers
1 Health, Public Services and Care	9,627	17.0	184	0.3
2 Science and Mathematics	60	0.1	0	0
3 Agriculture, Horticulture and Animal Care	2,147	4.0	184	0.3
4 Engineering and Manufacturing Technologies	8,227	14.0	1,457	3.0
5 Construction, Planning and the Built Environment	5,011	9.0	1,546	3.0
6 Information and Communication Technology	1,657	3.0	243	0.4
7 Retail and Commercial Enterprise	9,767	17.0	1,484	3.0
8 Leisure, Travel and Tourism	806	1.0	97	0.2
9 Arts, Media and Publishing	226	0.4	8	0
13 Education and Training	633	1.0	311	1.0
14 Preparation for Life and Work	0	0	1,084	2.0
15 Business, Administration and Law	16,342	29.0	1,632	3.0

Note: employers can be delivering multiple subjects. This applies to all slides.

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; these two provider groups have a higher than average proportion of small employers (2-9 employees) who are generally less satisfied on a number of measures (slides 22, 26 and 30).

Overall rating

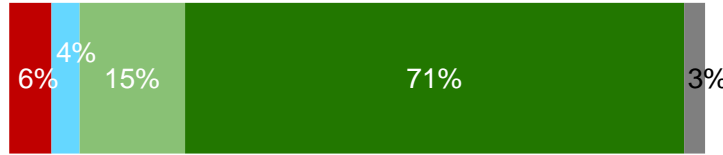
- Overall, seven in ten employers (71%) were positive about the **benefits of the training/ assessment to their organisation** – giving a rating of 8-10 out of 10 (Q4).
- Similarly, 73% were satisfied with the overall quality of the training /assessment (Q5).
- The majority would be advocates of the training provider – 76% gave a score of 8-10 for **likelihood to recommend** their training provider (Q6).
- A minority of employers (around one in ten) gave an overall rating of 0-5 with limited differences across the three measures (Q4-6).

Overall rating

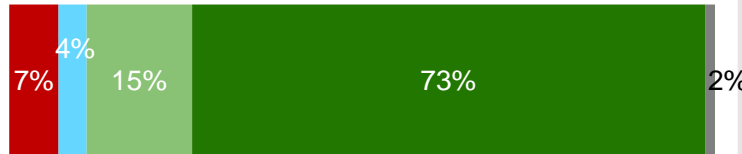
Please rate each of the following... (0=low score, 10=high score)

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

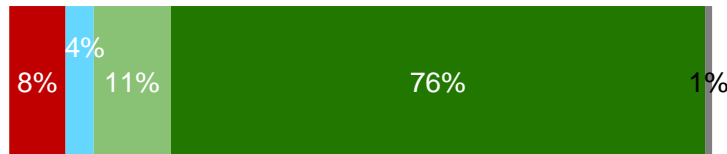
Q4 How would you rate the benefits of the training/assessment to your organisation



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 (% score 8-10)

MEAN	General FE	Other Public	Private Sector	Special Colleges
8.15	69	73	73	61
8.11	70	72	75	65
8.27	74	74	78	70

FE Choices Employer Satisfaction Survey 2012 to 2013. Total base size: 57,390 (see slide 22 onwards for base size for individual questions)

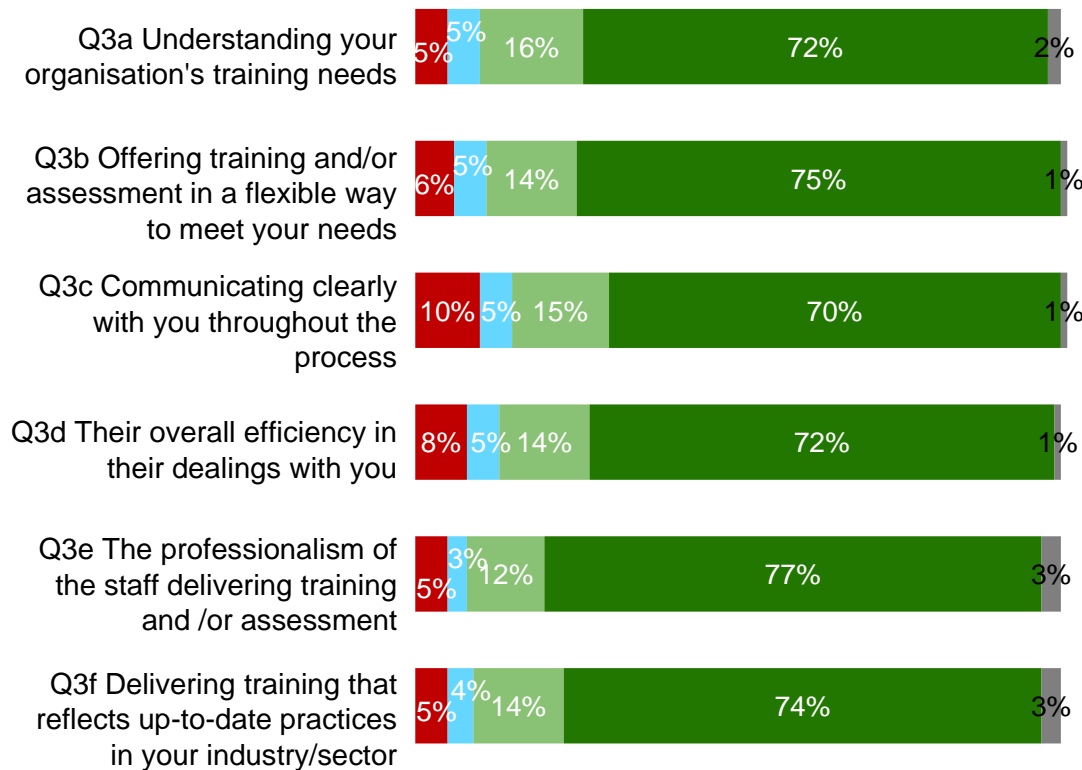
Key aspects

- Employers were equally positive in their ratings on key aspects the training, with the majority (seven in ten or more) giving a rating of 8-10 across **all** key aspects that were measured.
- Employers were especially positive about the **professionalism of the staff delivering the training** (77% gave a rating of 8-10), the **flexibility of the training** (75% gave a rating of 8-10), and the use of **up-to-date industry practices** (74% gave a rating of 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 (10% and 8% respectively, gave a rating of 0-4 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
8.14	69	68	74	63
8.24	72	70	77	68
7.93	67	69	73	62
8.05	70	71	75	65
8.43	75	77	80	73
8.26	71	73	76	69

Detailed analysis

04

Detailed analysis

- Although the majority of employers were positive, there was some variation in views by size of workplace and industry sector (slides 22, 24 and 26).
- Workplaces with **2-9 employees** were consistently less positive than average.
- In terms of industry sectors, three broad sector groupings stand out as having lower than average rating across all three overall measures of satisfaction:
 - **Agriculture, Hunting, Forestry & Fishing**
 - **Mining/quarrying, Manufacturing and Utilities**
 - **Real Estate, Renting and Business Activities.**

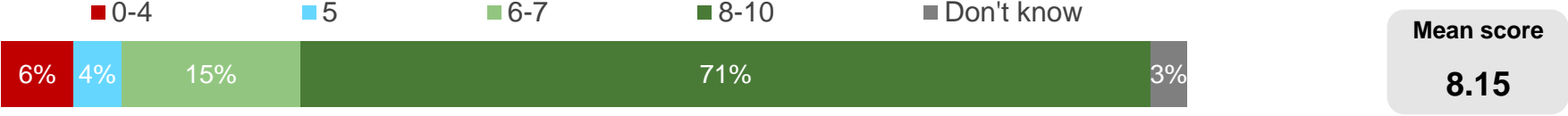
Detailed analysis

- Overall employers using providers to deliver **workplace learning** (especially in **Engineering, Manufacturing Technologies sector subjects**) were consistently more positive than those delivering Apprenticeships (slides 23, 27 and 31).
- Among those delivering Apprenticeships, the sector subject area with the most positive employers (across all three overall satisfaction measures) was **Leisure, Travel and Tourism**.
- 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.

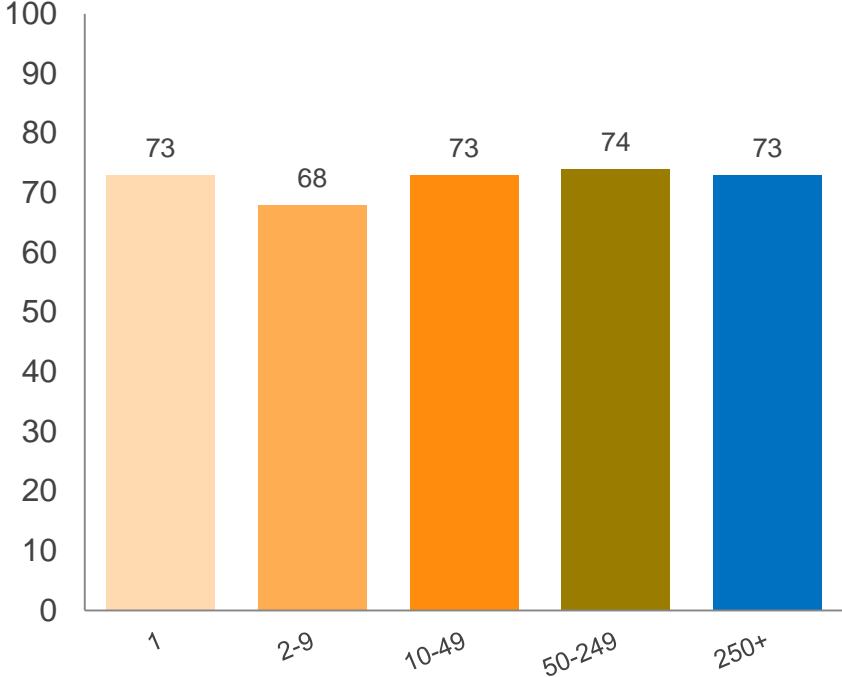
Detailed analysis

- Employers offering Apprenticeships were less positive than those delivering workplace learning across all qualification levels, though slightly more so at Level 2 which is consistent with the lower ratings given by employers with young apprentices.
- Among those offering workplace learning, ratings were slightly lower for Level 1 and Level 4 qualifications.
- These differences are slight and should not detract from the findings that the majority are positive about their experience and willing to act as advocates for their provider.
- There is some variation in employer views according the LEP area in which they are based. However, the findings do not show any clear patterns (slides 24-25, 28-29 and 32-33).

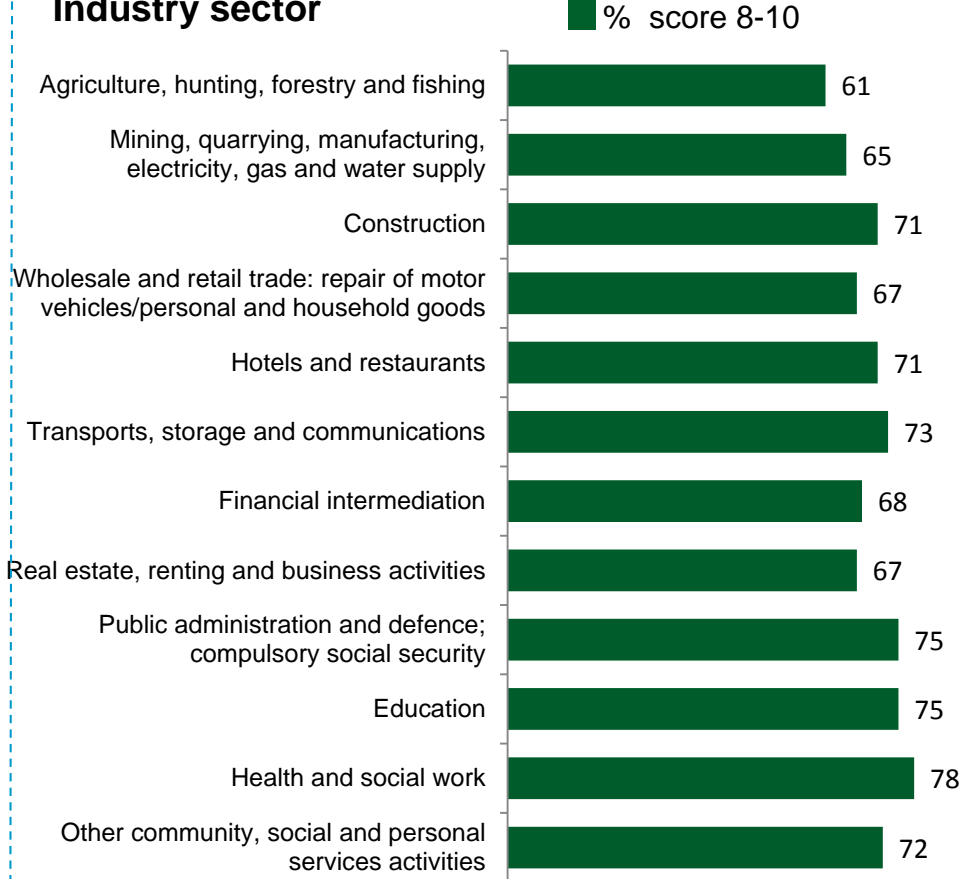
Q4 How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits



Size of workplace (% score 8-10)



Industry sector

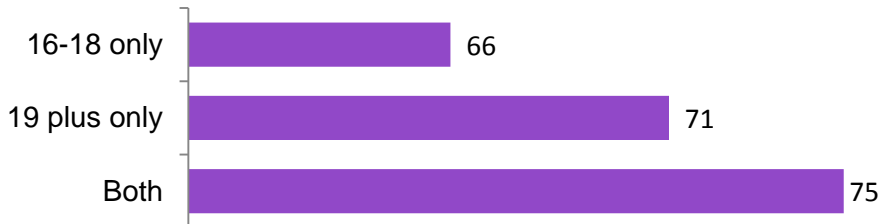


Q4 How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits

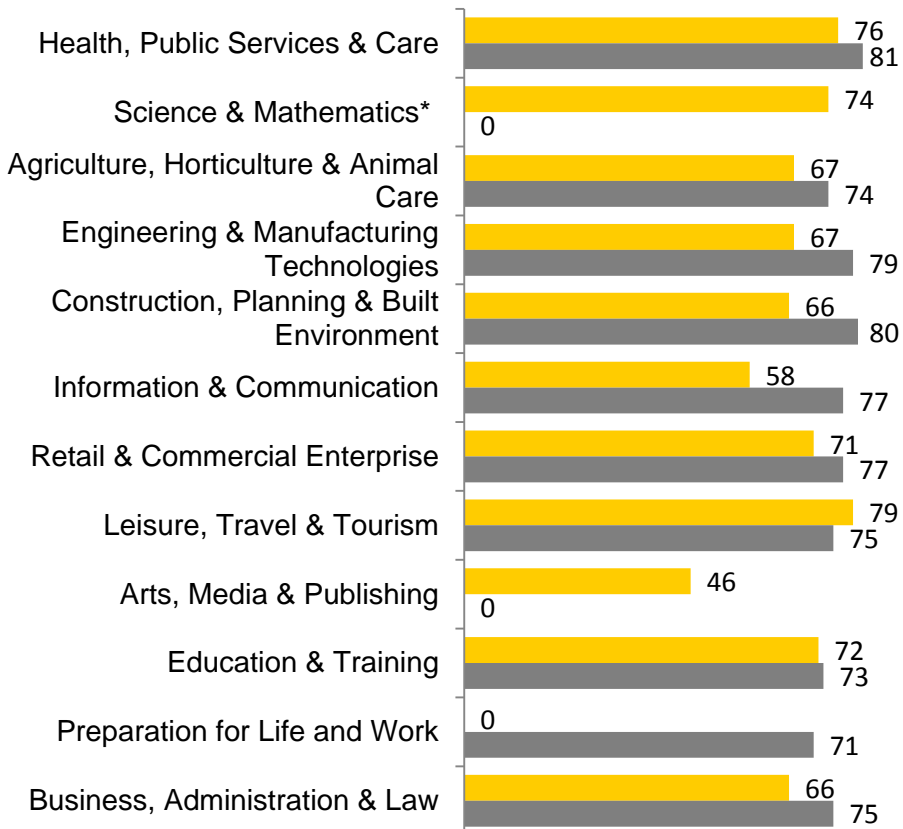


Mean score
8.15

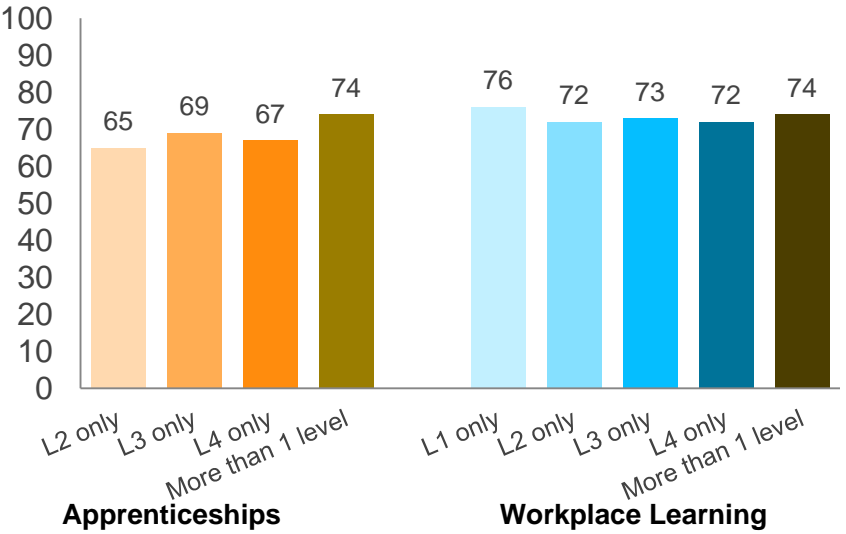
Apprenticeship funding stream (% score 8-10)

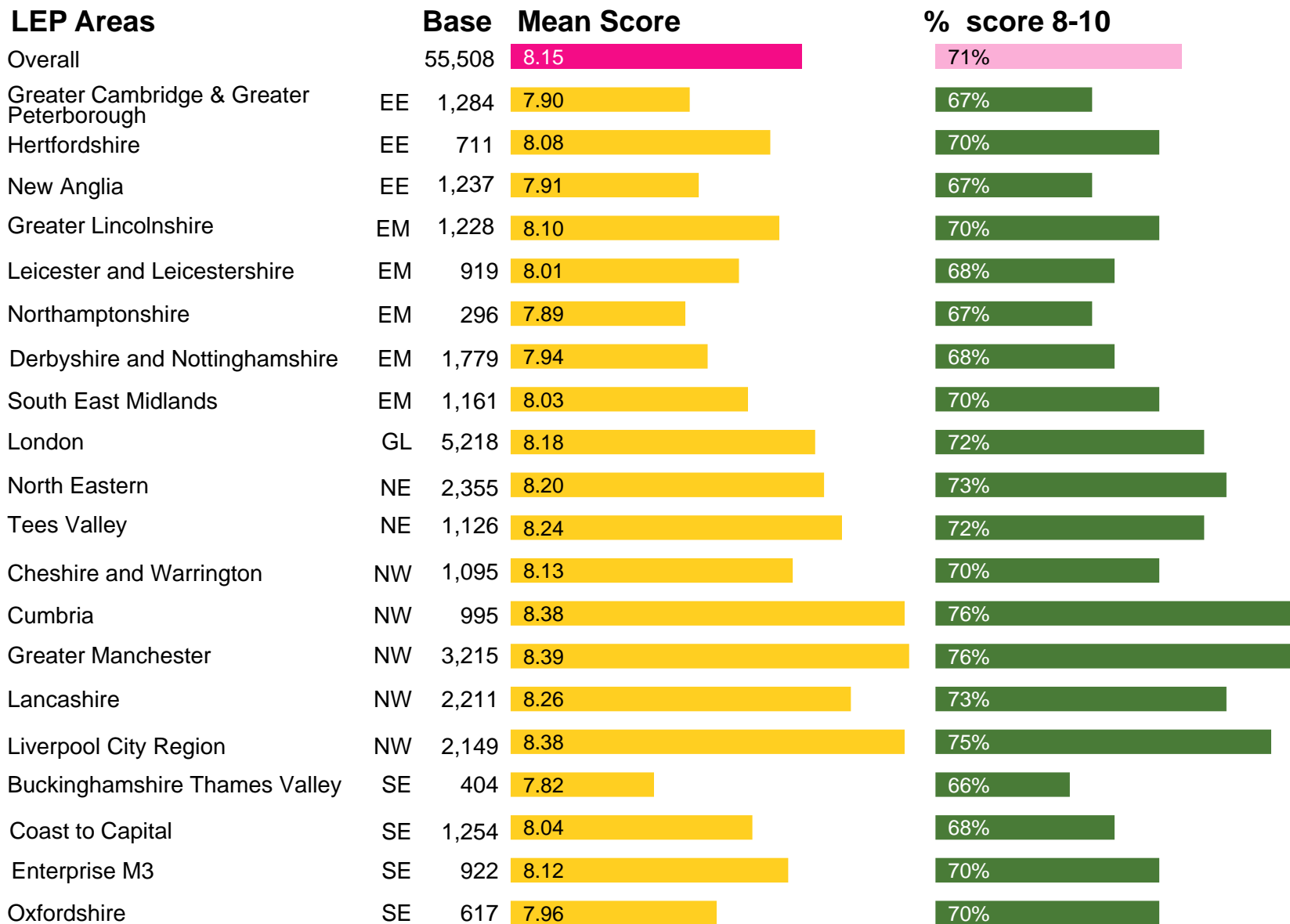


Sector subject (% score 8-10)



Qualification level (% score 8-10)





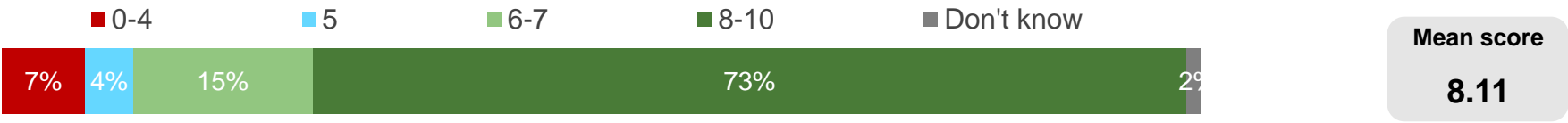
LEP Areas

Base Mean Score

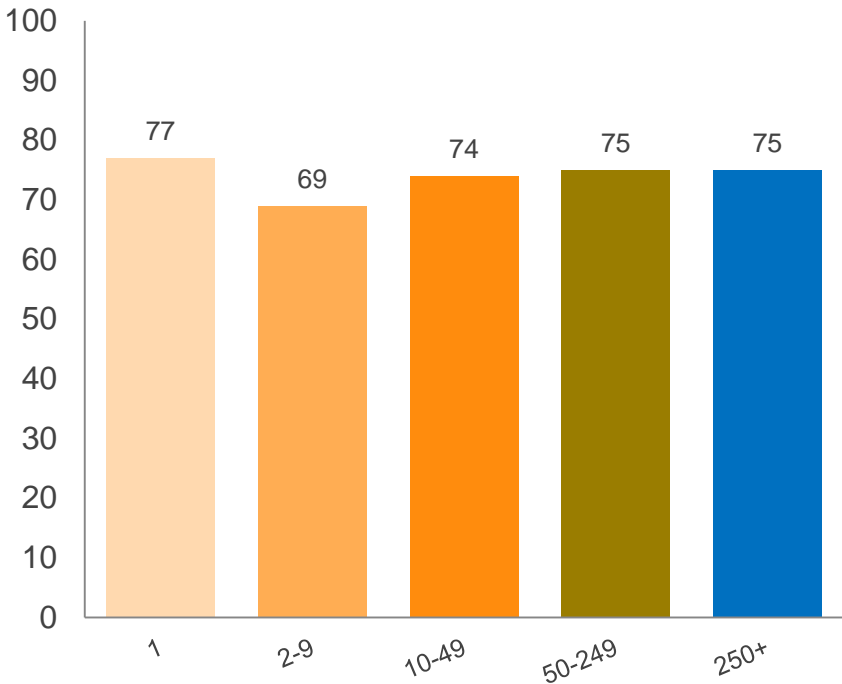
% score 8-10

LEP Area	Base	Mean Score	% score 8-10
Overall	55,508	8.15	71%
Solent	SE 1,487	8.14	71%
South East	SE 3,398	7.97	68%
Thames Valley Berkshire	SE 734	8.00	68%
Cornwall and the Isles of Scilly	SW 655	8.05	68%
Dorset	SW 729	7.81	64%
Gloucestershire	SW 735	8.05	70%
Heart of the South West	SW 2,552	8.17	72%
Swindon and Wiltshire	SW 660	8.21	72%
West of England	SW 1,123	8.44	76%
Worcestershire	SW 303	7.83	63%
Black Country	MW 1,353	8.38	74%
Coventry and Warwickshire	MW 1,036	8.40	77%
Greater Birmingham and Solihull	MW 1,991	8.28	73%
Stoke-on-Trent and Staffordshire	MW 886	8.30	76%
The Marches	MW 912	8.04	70%
Humber	YH 422	8.18	71%
Leeds City Region	YH 3,197	8.13	71%
Sheffield City Region	YH 1,997	8.09	69%
York and North Yorkshire	YH 902	7.95	68%

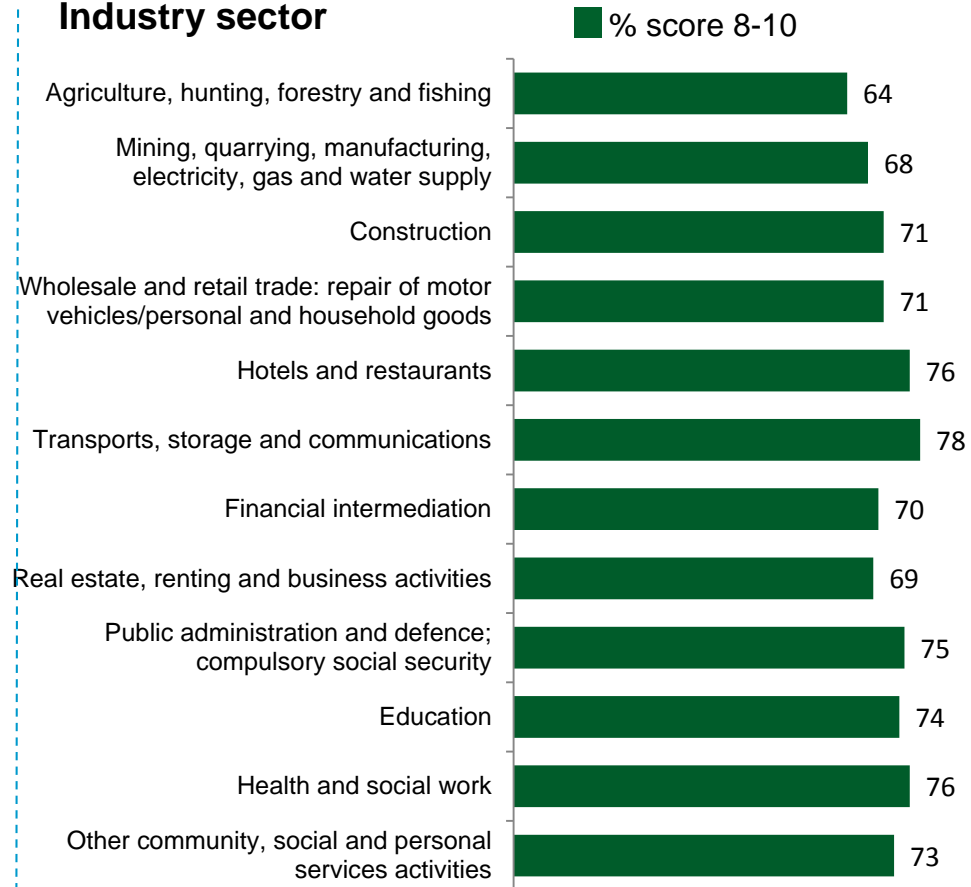
Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied



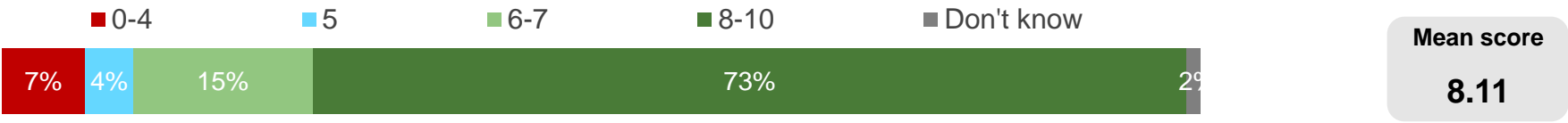
Size of workplace (% score 8-10)



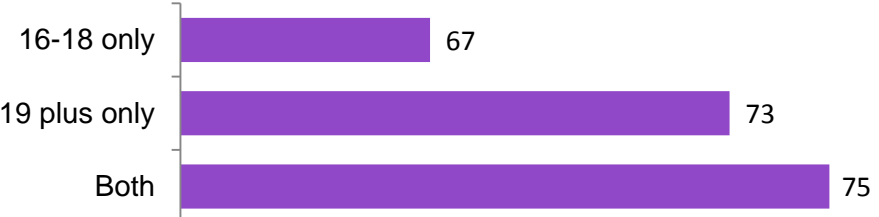
Industry sector



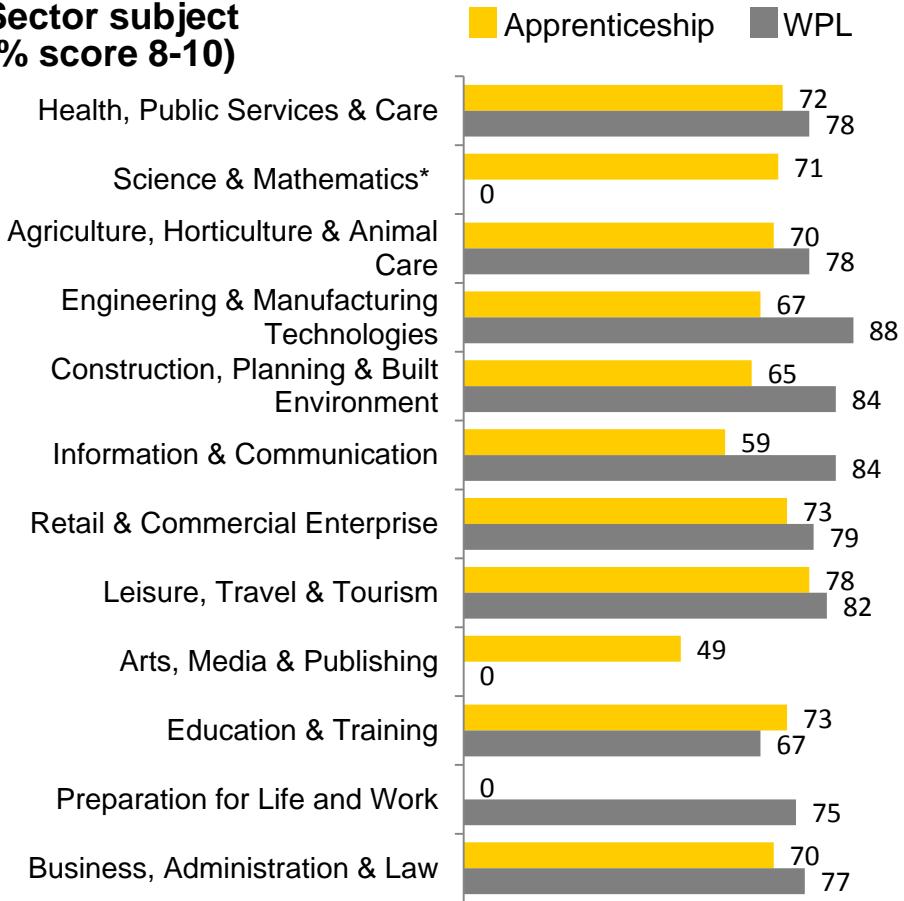
Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied



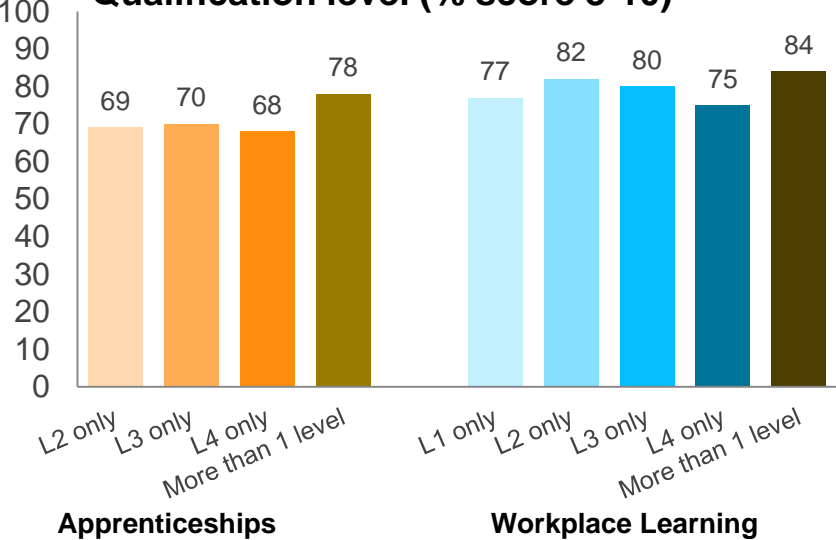
Apprenticeship funding stream (% score 8-10)

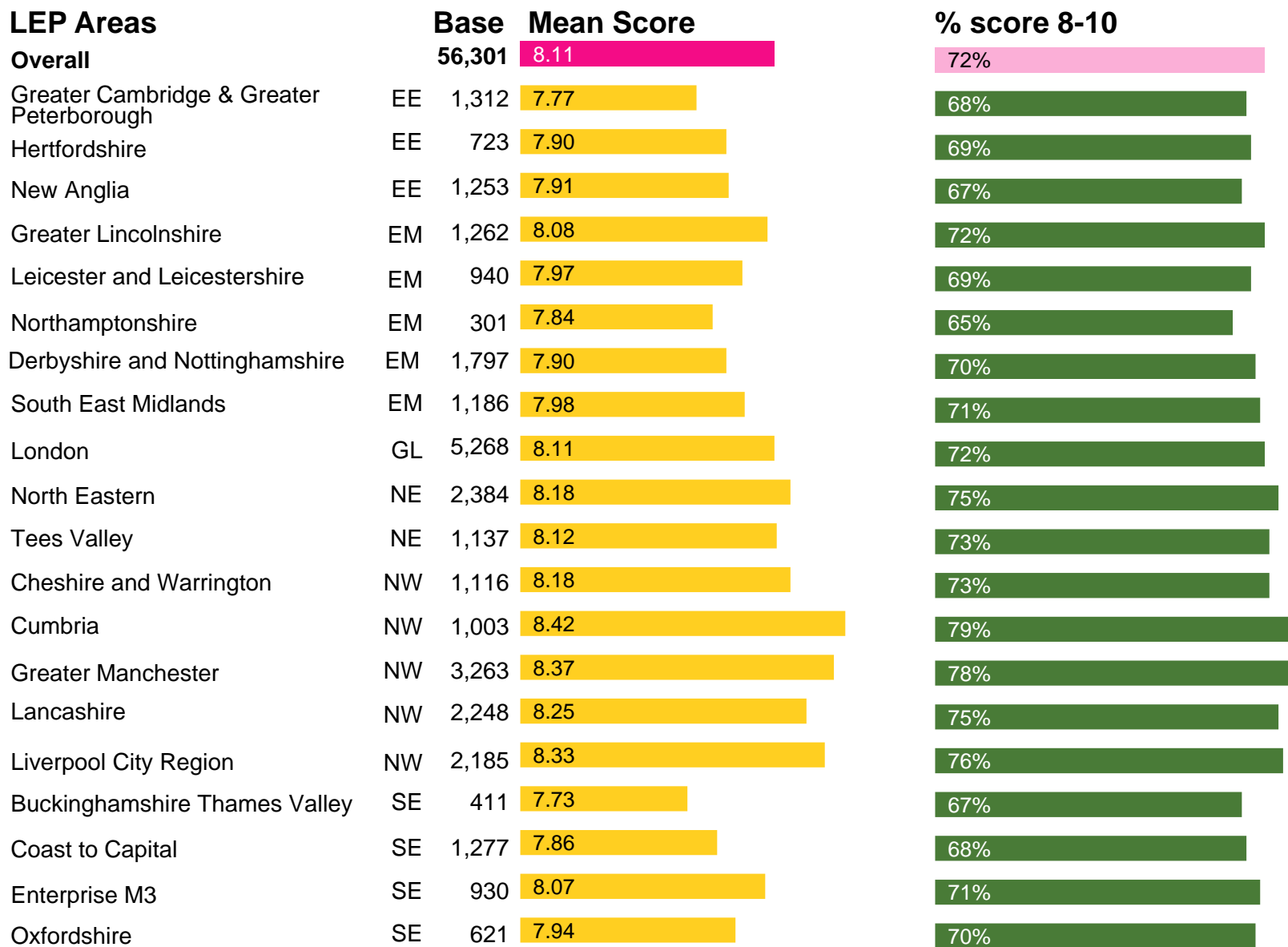


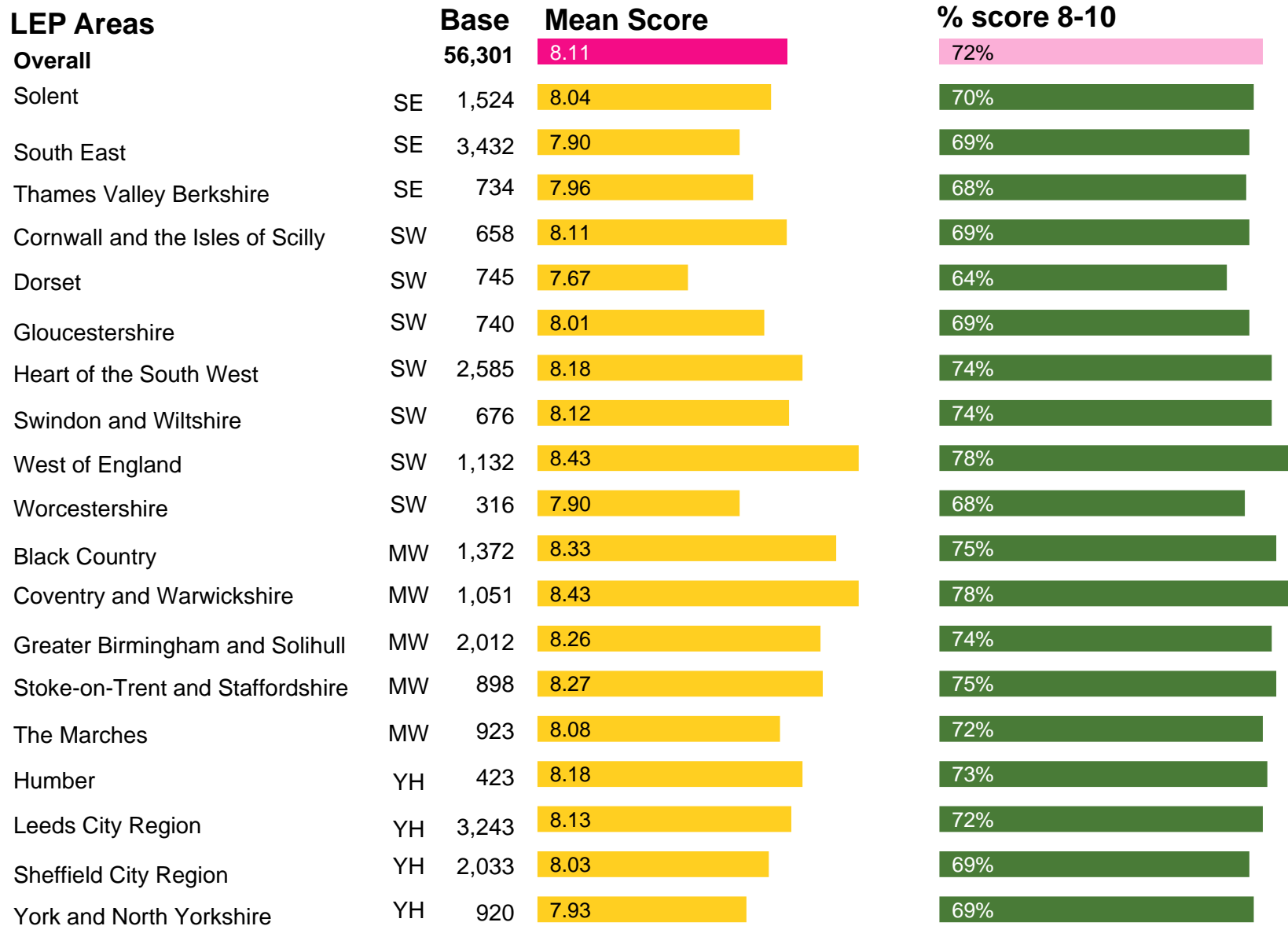
Sector subject (% score 8-10)



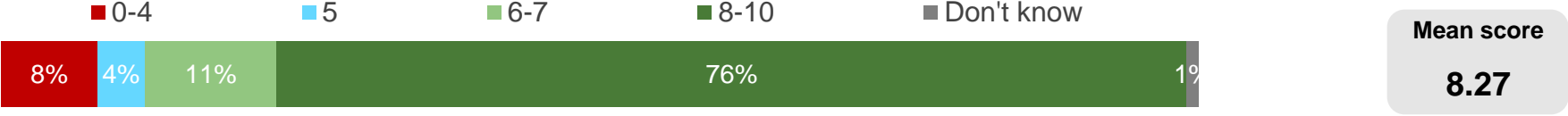
Qualification level (% score 8-10)



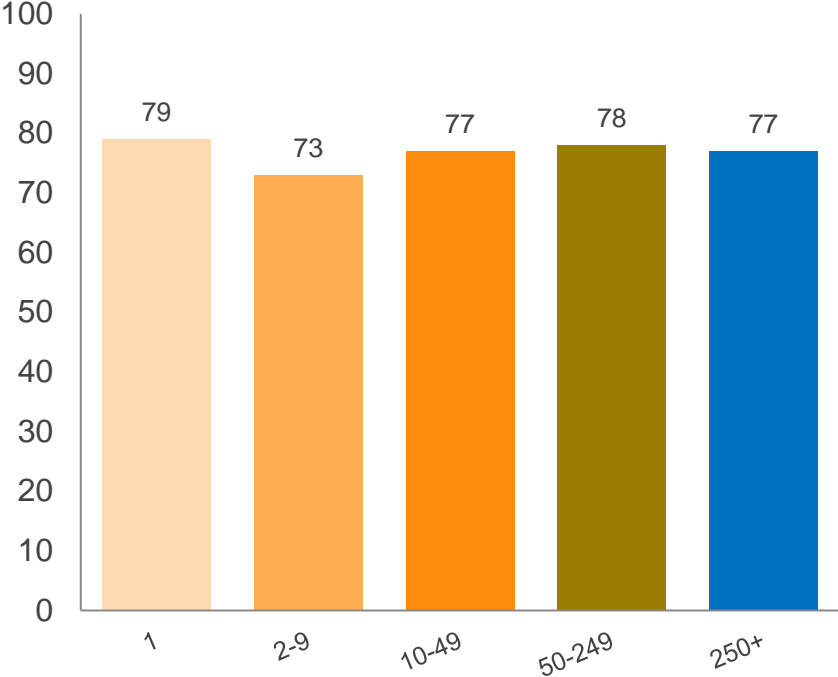




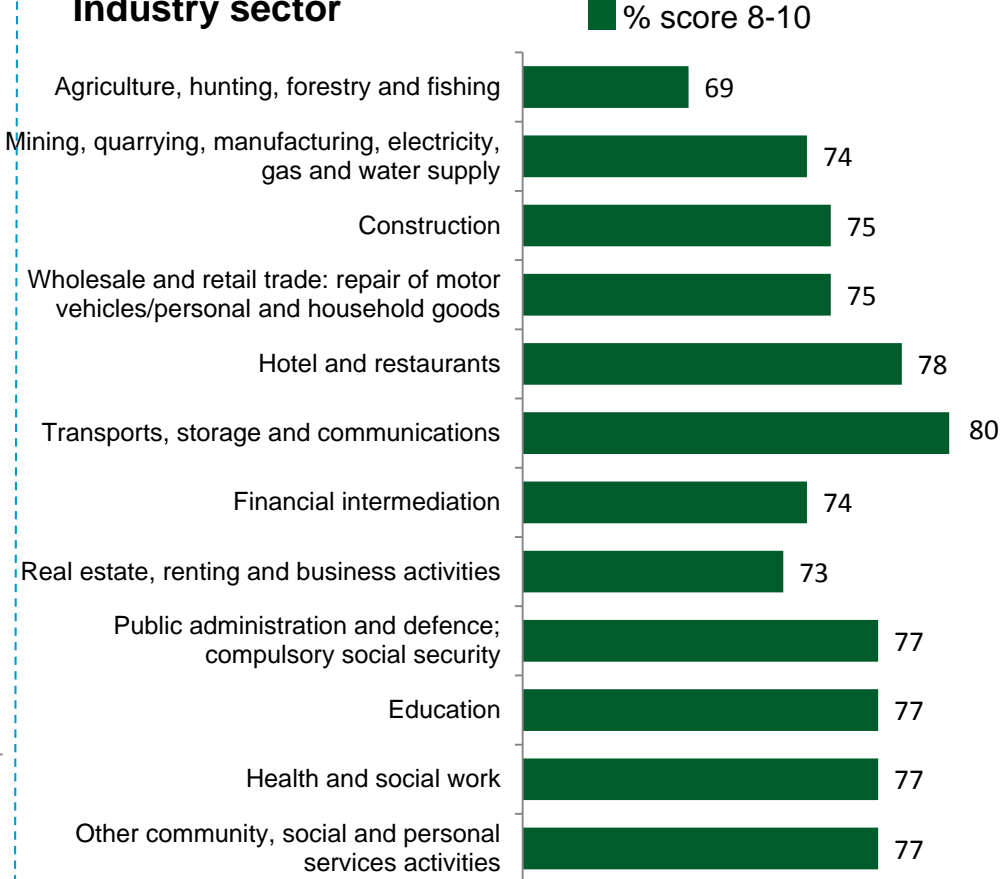
Q6 How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely



Size of workplace (% score 8-10)



Industry sector

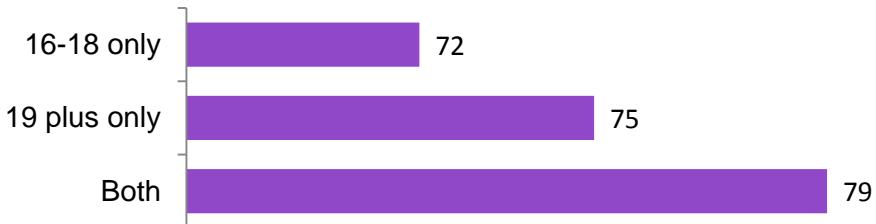


Q6 How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely

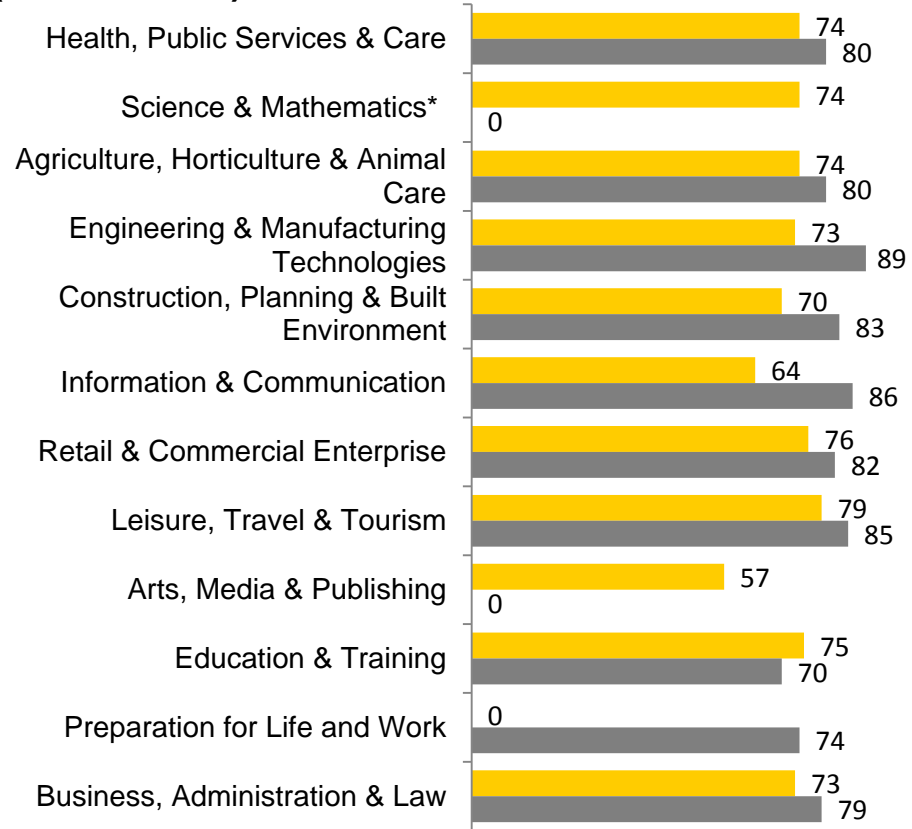


Mean score
8.27

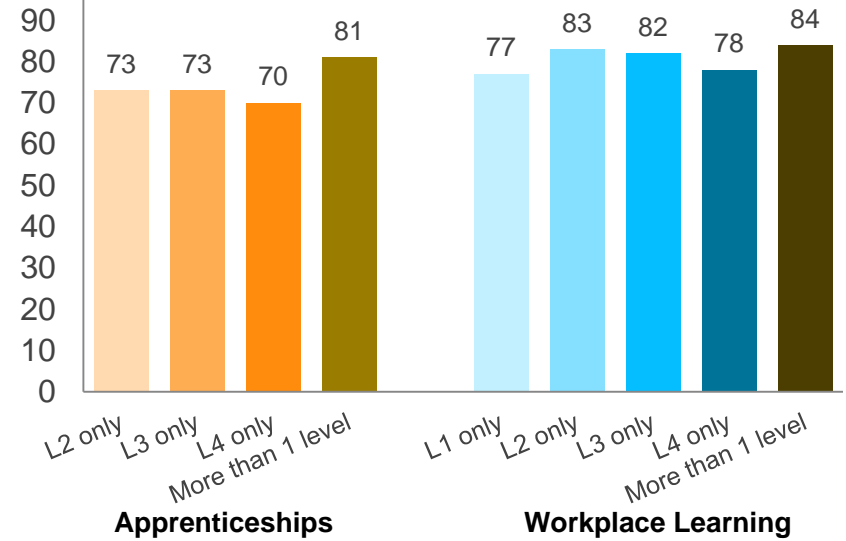
Apprenticeship funding stream (% score 8-10)

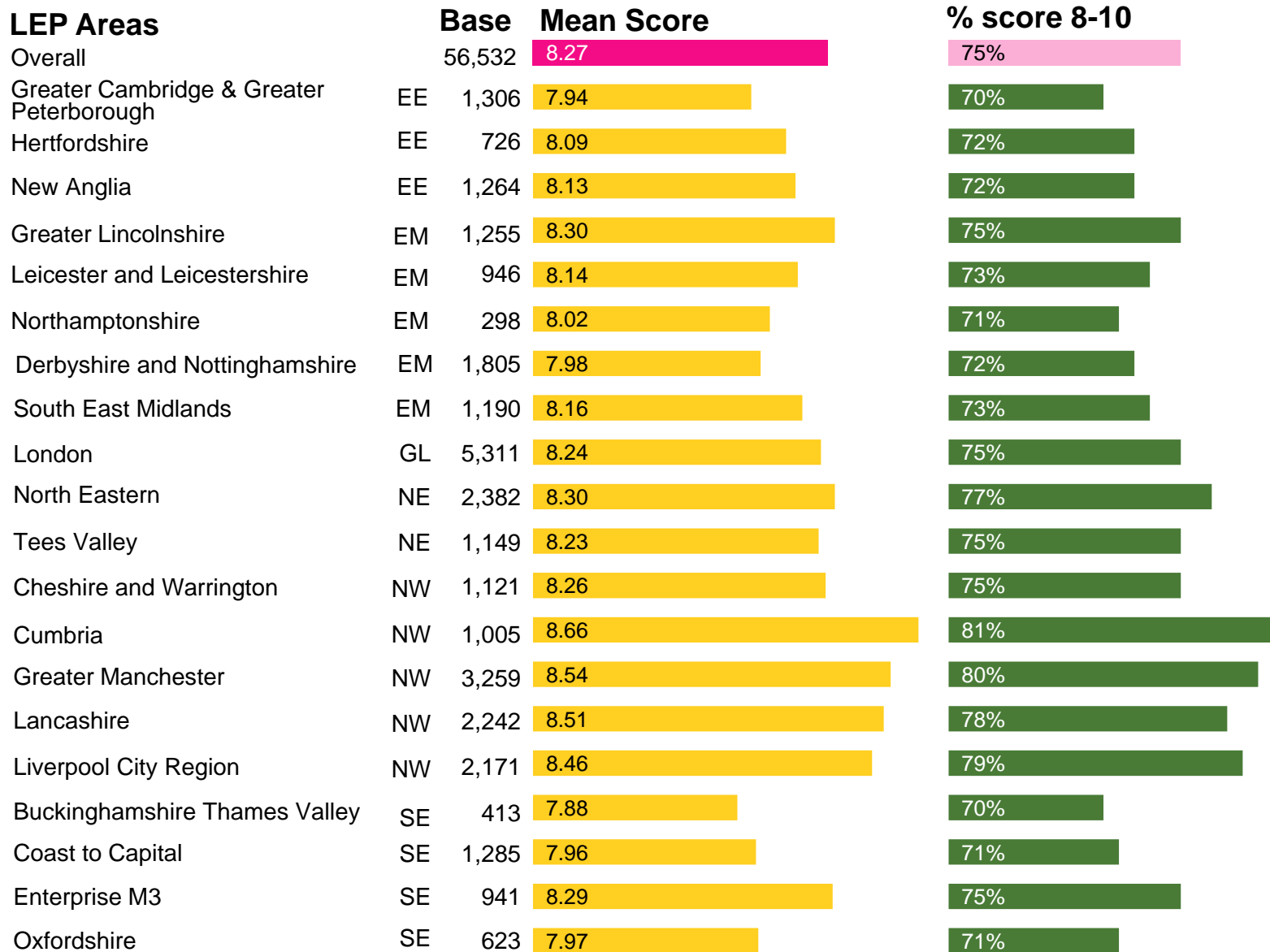


Sector subject (% score 8-10)

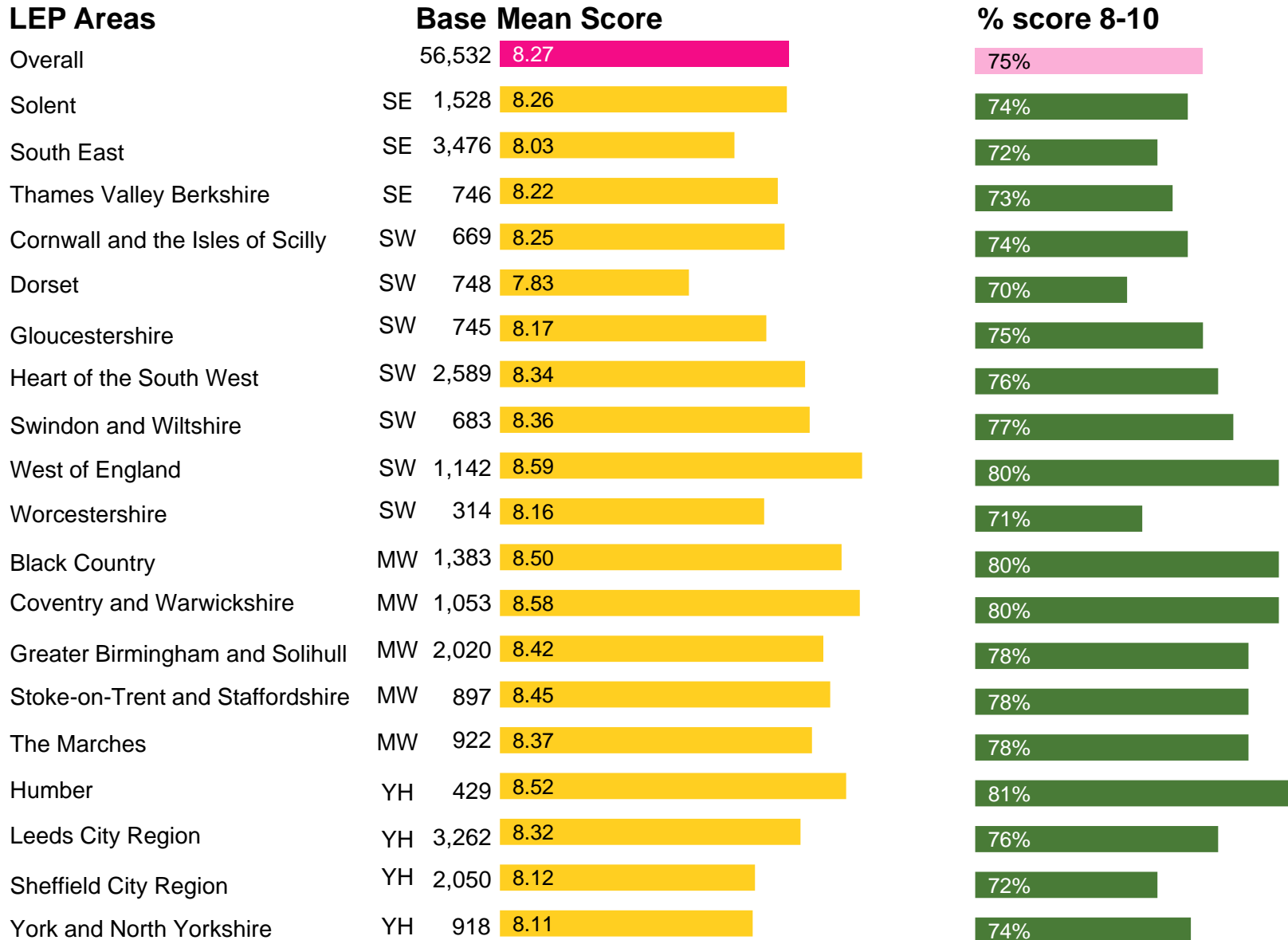


Qualification level (% score 8-10)





LEP Areas

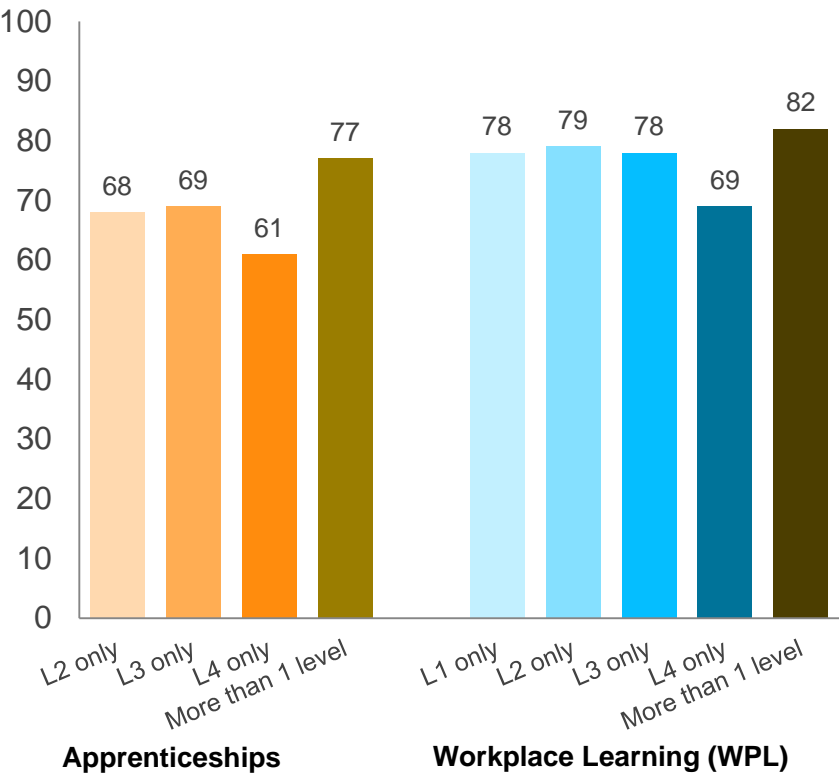


Q3a Understanding your organisation's training needs (0=very poor, 10=excellent)

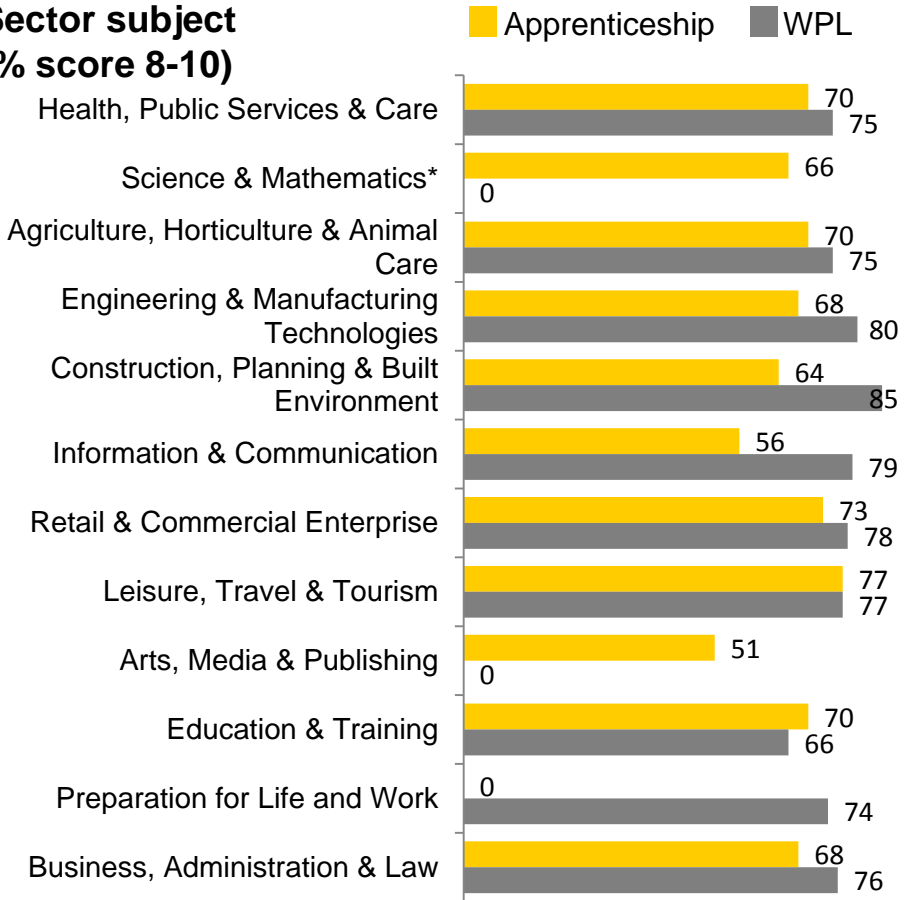


Mean score
8.14

Qualification level (% score 8-10)



Sector subject (% score 8-10)

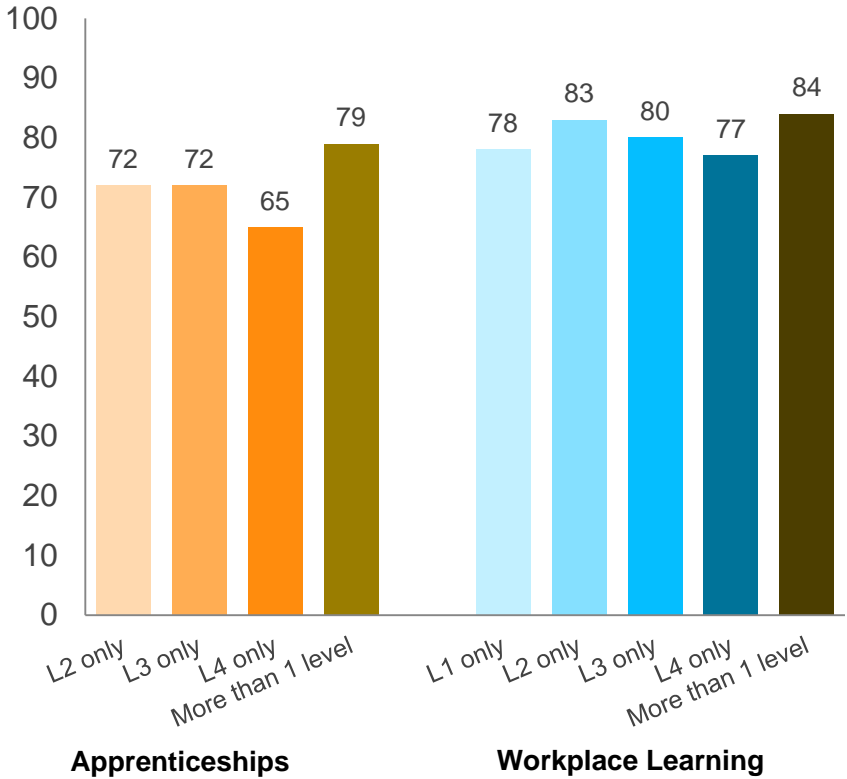


Q3b Offering training and/or assessment in a flexible way to meet your needs (0=very poor, 10=excellent)

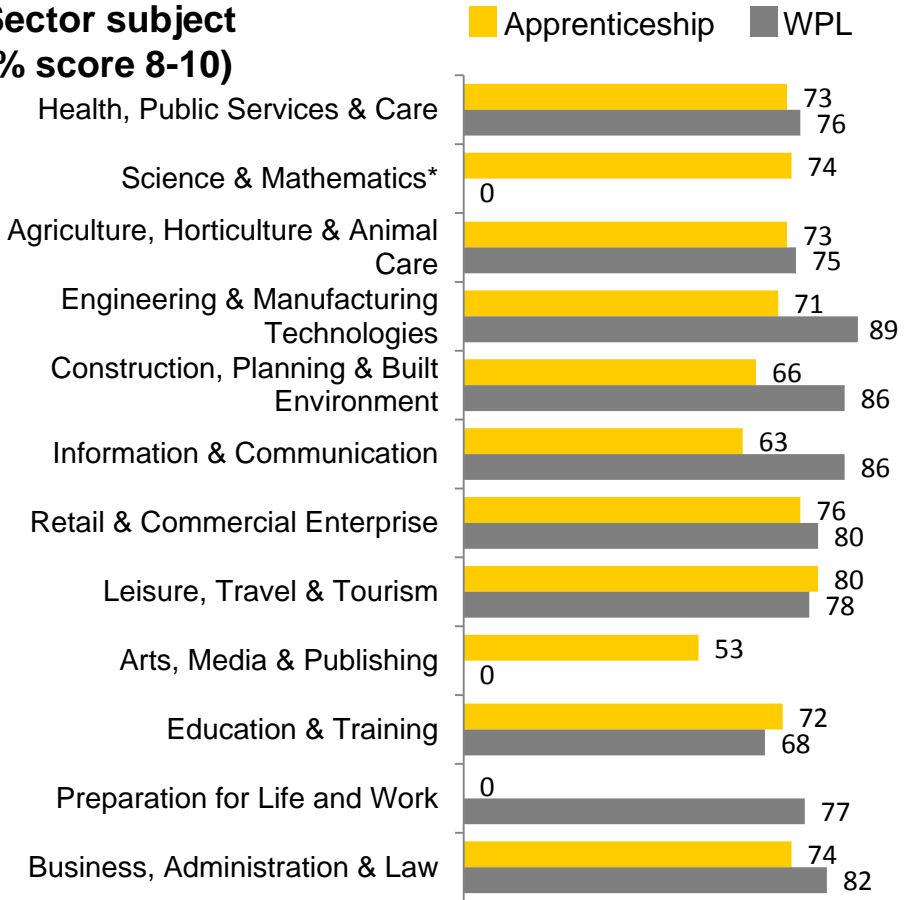


Mean score
8.24

Qualification level (% score 8-10)



Sector subject (% score 8-10)

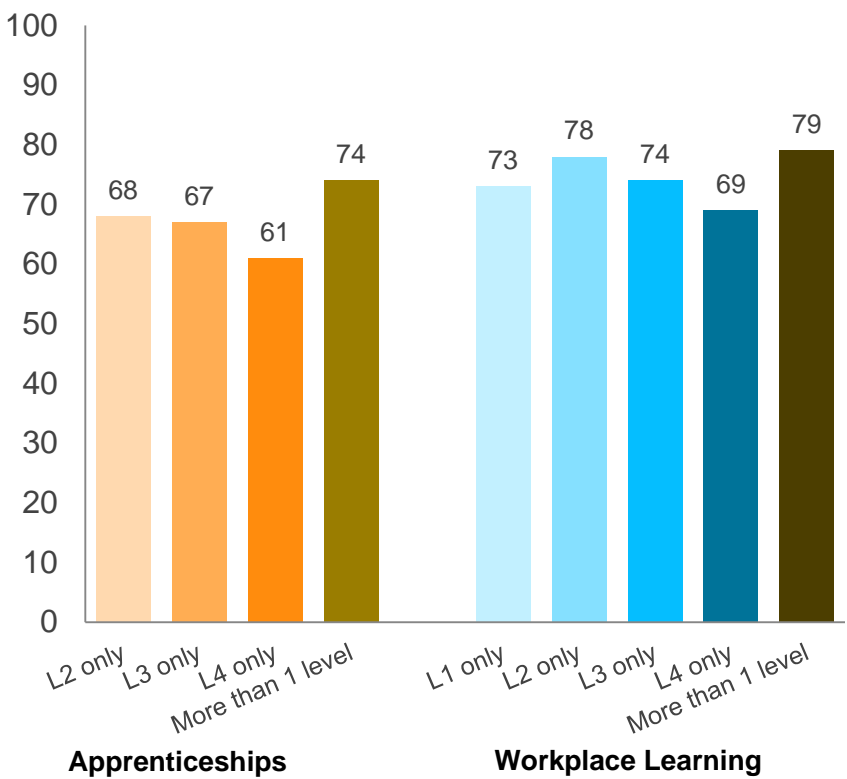


Q3c Communicating clearly with you throughout the process (0=very poor, 10=excellent)

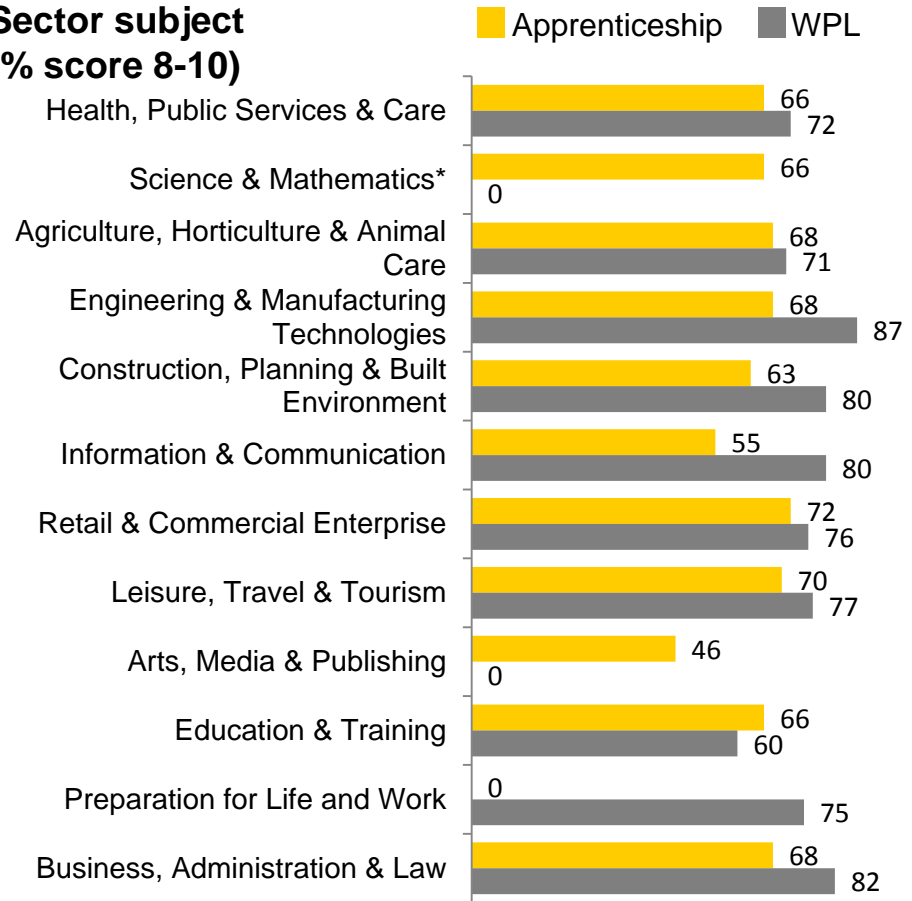


Mean score
7.93

Qualification level (% score 8-10)



Sector subject (% score 8-10)

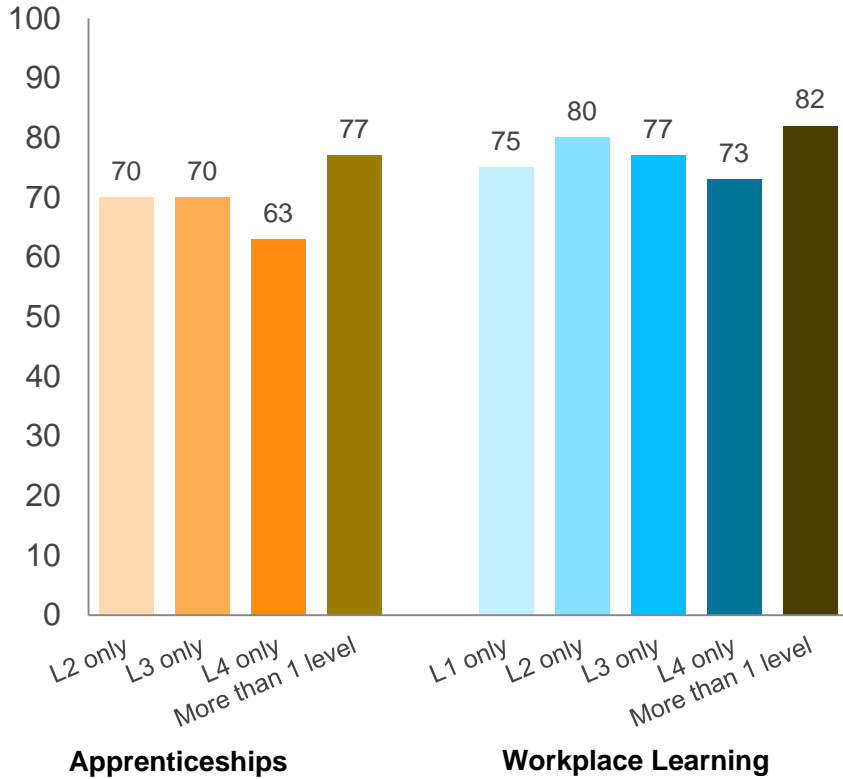


Q3d Their overall efficiency in their dealings with you (0=very poor, 10=excellent)

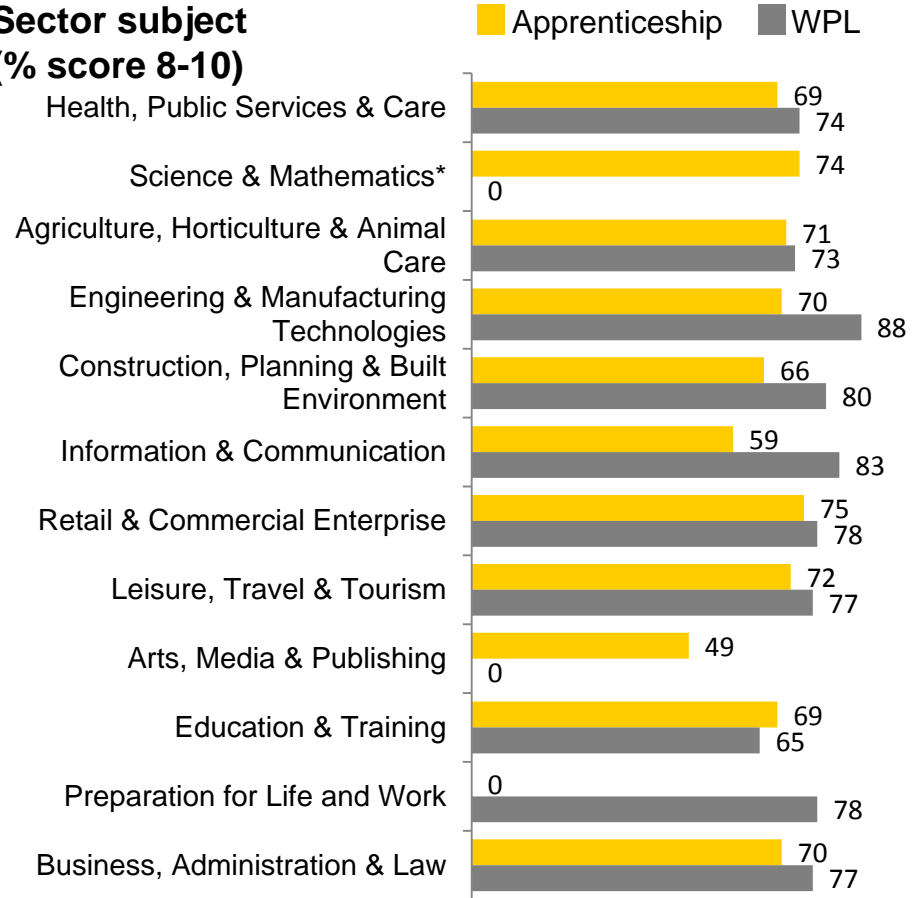


Mean score
8.05

Qualification level (% score 8-10)



Sector subject (% score 8-10)

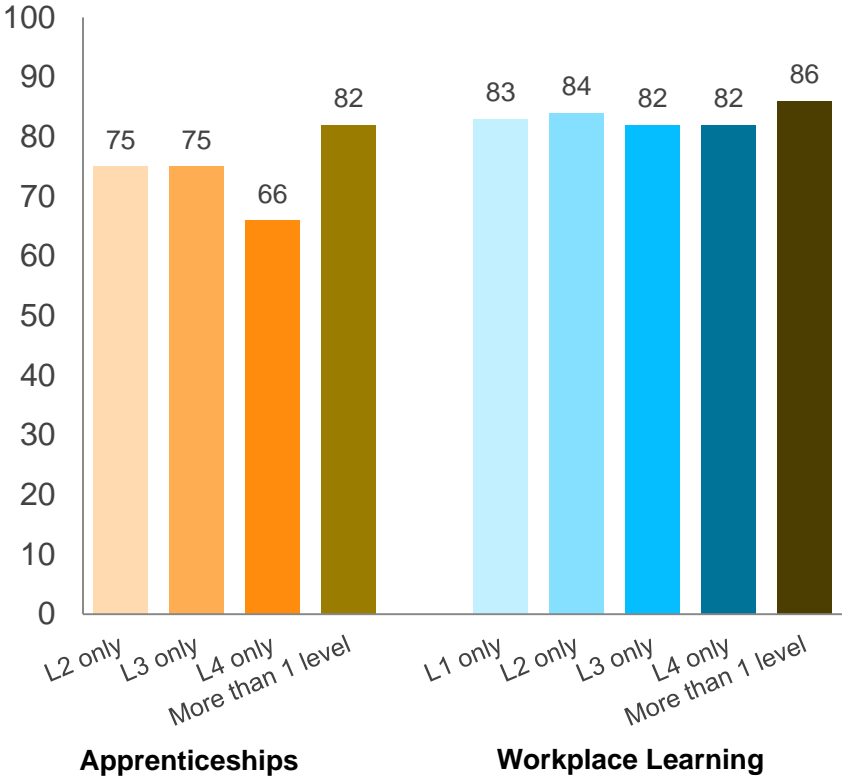


Q3e The professionalism of the staff delivering training and/or assessment (0=very poor, 10=excellent)

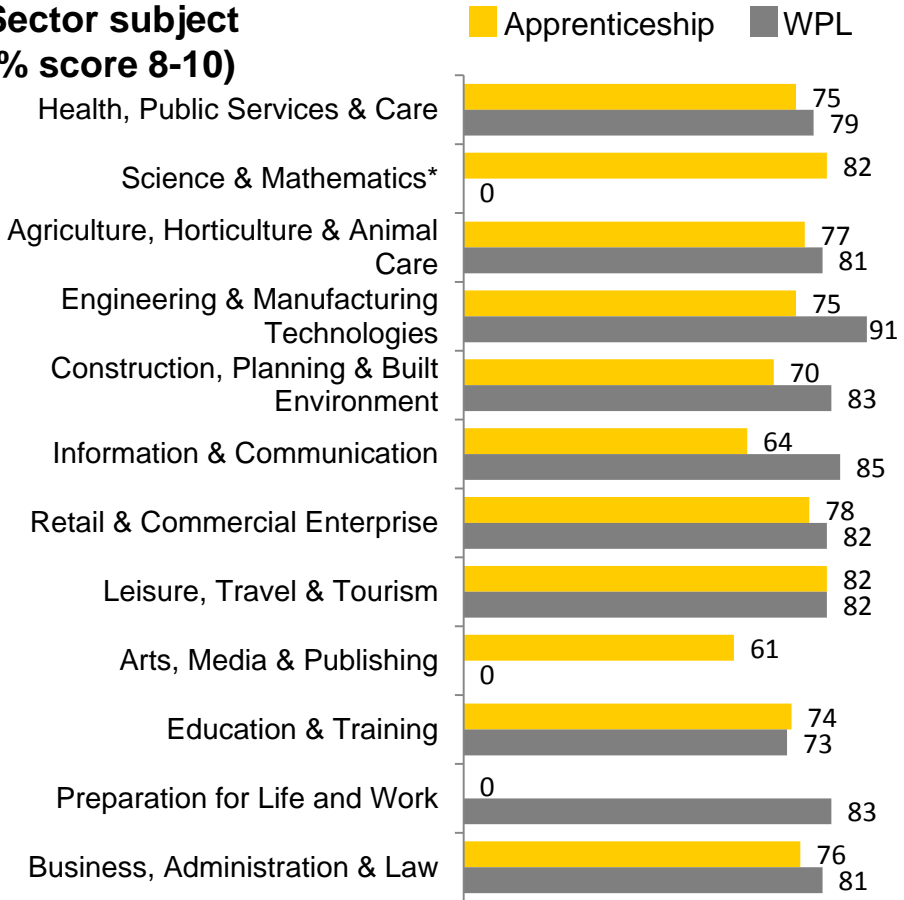


Mean score
8.43

Qualification level (% score 8-10)



Sector subject (% score 8-10)

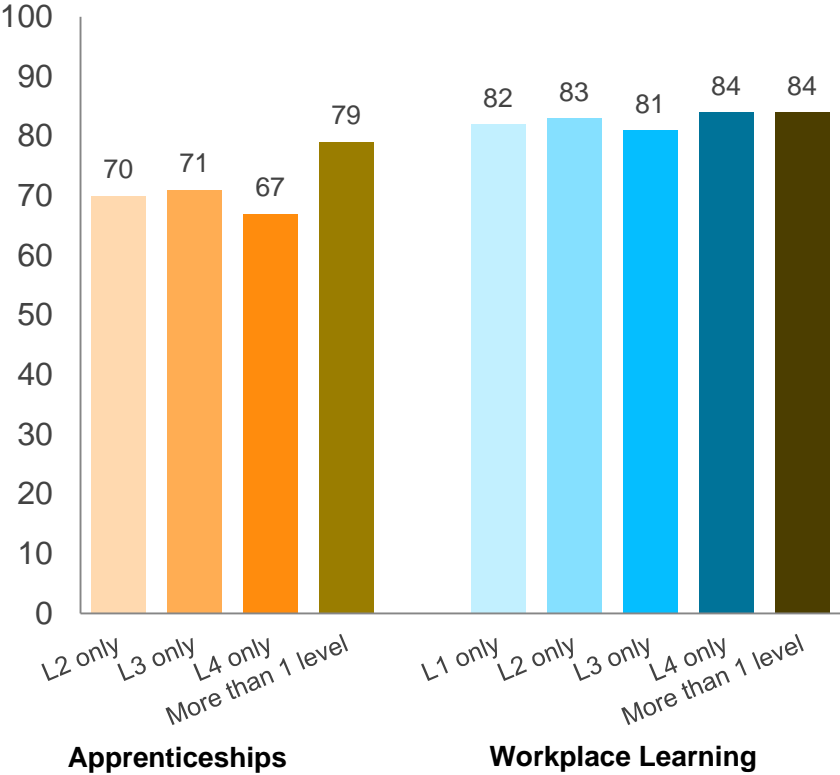


Q3f Delivering training that reflects up-to-date practices in your industry/sector (0=very poor, 10=excellent)



Mean score
8.26

Qualification level (% score 8-10)



Sector subject (% score 8-10)

