



Skills Funding
Agency

Employer Satisfaction Survey 2013 to 2014 National Results February 2015

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Introduction

01

Introduction

- A total of 265,005 employers received training funded by the Skills Funding Agency between August 2013 – February 2014. The training was delivered by 737 providers including General Further Education (FE) Colleges, independent learning providers, other public-funded organisations and Special Colleges.
- Over 52,000 employers, representing 20% of employers receiving funding, took part in the Employer Satisfaction Survey 2013 to 2014 and gave their views on the training their employees received. Employer respondents are representative of the 265,005 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 September 2014. Three in five (61%) employers completed survey online, 27% used paper questionnaires and 11% by telephone. This report summarises key findings from the survey.

Employer profile

02

Employer profile

- A significant majority of employers taking part in the survey worked in small workplaces: 78% in workplaces with 1-49 employees; 16% in workplaces with 50-249 employees; and 6% in the largest workplaces (250+ employees).
- Employer respondents are representative of the 265,005 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	17,546	6.62	1,746	3.3%
2-9	104,623	39.48	18,804	35.8%
10-49	87,011	32.83	20,327	38.7%
50-249	13,806	5.21	8,256	15.7%
250+	37,288	14.07	3,195	6.1%
Don't know	4,731	1.79	143	.3%
Total	265,005	100%	52,471	100%

Employer profile

- The largest group of employer respondents were in the “human health and social work” sector, followed by “wholesale and retail trade”.

Industry Sector of the workplace	All workplaces receiving funding		Survey respondents	
	Number of workplaces	% of total	Responses	% of total
Agriculture, hunting, and fishing	2,324	0.88	598	1.1%
Mining, quarrying, manufacturing, electricity, gas and water supply	18069	6.8	4,578	8.7%
Construction	23,463	8.85	4,214	8.0%
Wholesale and retail trade: repair of motor vehicles and motorcycles	34,004	12.83	6,620	12.6%
Accommodation and food service activities	17,457	6.59	2,006	3.8%
Transport, storage, information and communications	7,959	3.0	1,704	3.2%
Financial and insurance activities	3,291	1.24	613	1.2%
Real estate, professional/scientific/technical, administrative/support service activities	19,273	7.3	4,141	7.9%
Public administration and defence; compulsory social security	4,356	1.64	773	1.5%
Education	18,559	7.00	3,781	7.2%
Human health and social work	44,925	16.95	8,979	17.1%
Arts/entertainment/recreation and other service activities	24,855	9.4	5,344	10.2%
Other	46,470	17.5	9,236	17.6%
Total	265,005	100%	52,587	100%

Employer profile

- Over three quarters of employers (77%) had between 1-4 learners, which is in line with the high number of small workplaces (78% of respondents were in workplaces with 1-49 employees).
- One in ten (10%) had 5-9 learners and a similar proportion had 10+ learners.

Number of employees receiving training	Number of employer responses	% of total
1	22,575	43%
2-4	17,782	34%
5-9	5,422	10%
10-19	2,778	5%
20-29	952	2%
30 or more	1,472	3%
Don't know	1,433	3%
Total	52,414	100%

FE Choices Employer Satisfaction Survey 2013 to 2014. Total base size: 52,414. Base size varies for individual questions due to non-response.

Employer profile

- Almost a quarter of employers (23%) had made a financial contribution to the cost of the training. Medium (50-249 employees) and large (250+ employees) workplaces were more likely than small workplaces to have contributed to the cost of the training: 31% and 45% respectively, compared with 20% of workplaces with 1-49 employees.

Whether paid for training	Number	% of total
Yes, in all cases	5,117	10%
Yes, in some cases	6,862	13%
No	37,341	71%
Don't know	2,974	6%
Total	52,294	100%

Employer profile

- The vast majority of employers (92%) were using providers to deliver apprenticeship training, compared with 4% who were delivering workplace learning. Overall, 4% of employers were delivering both. Significantly fewer employers were using providers to deliver workplace learning compared with the previous survey (4% compared with 24% in the 2012 to 2013 survey)
- Among those delivering apprenticeships, adult apprenticeships were more common than apprenticeships for 16-18 year olds (47% compared with 36%). In addition, 17% were delivering both to young people and adults.
- Level 2 qualifications were most commonly offered for both apprenticeships and workplace learning: 47% of employers delivering only apprenticeships and 73% of employers delivering only workplace learning were delivering Level 2. The equivalent figures for Level 3 were 32% and 16% respectively.

Employer profile

- Employers were involved in delivering training across a diverse range of Sector Subject Areas (SSAs).
- By far the most common SSAs among employers delivering apprenticeships were Business, Administration and Law (32% had employees undertaking these), followed by Health, Public Services and Care (20%), Engineering and Manufacturing Technologies (19%) and Retail and Commercial Enterprise (17%).
- Among the small minority of employers delivering workplace learning, the most common SSA was Health, Public Services and Care (3% of employers were delivering this).

Employer profile

Sector Subject Area	Apprenticeship		Work Place Learning	
	Number of employers	% employers	Number of employers	% employers
1 Health, Public Services and Care	10,474	20.0	1,442	3.0
2 Science and Mathematics	81	0.2	3	*
3 Agriculture, Horticulture and Animal Care	1,967	4.0	97	0.2
4 Engineering and Manufacturing Technologies	9,944	19.0	582	1.0
5 Construction, Planning and the Built Environment	4,027	8.0	655	1.0
6 Information and Communication Technology	1,771	3.0	62	0.1
7 Retail and Commercial Enterprise	9,016	17.0	521	1.0
8 Leisure, Travel and Tourism	811	2.0	93	0.2
9 Arts, Media and Publishing	293	0.6	2	0
13 Education and Training	813	2.0	124	0.2
14 Preparation for Life and Work	0	0	520	1.0
15 Business, Administration and Law	16,692	32.0	615	1.0

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

Overall rating

03

Overall rating

- As in the 2012-13 survey, employers were generally very positive about the training received by their employees.
- Private sector providers consistently received the most positive ratings and this pattern was also observed in the 2012 to 2013 survey. Ratings for providers in other sectors (General FE, Other Public Sector providers and Special Colleges) were slightly lower though, on the whole, the majority of employers in these sectors remained positive.

Overall rating

- Overall, almost three quarters of employers (73%) were positive about the **benefits of the training and assessment to their organisation** – giving a rating of 8-10 out of 10 (Q4). Rating for this aspect had increased by two percentage points since 2012 to 2013.
- Similarly, 73% were satisfied with the **overall quality of the training and assessment** (Q5). This rating is unchanged from 2012 to 2013.
- The majority would be advocates of the training provider: 77% gave a score of 8-10 for **likelihood to recommend** their training provider (Q6), representing a one percentage point increase since 2012 to 2013.
- A minority of employers (around one in ten) gave an overall rating of 0-5, with only very slight 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



Provider type (% score 8-10)

MEAN	General FE	Other Public	Private Sector	Special Colleges
8.23	70	71	76	62
8.16	70	70	76	62
8.32	74	74	79	69

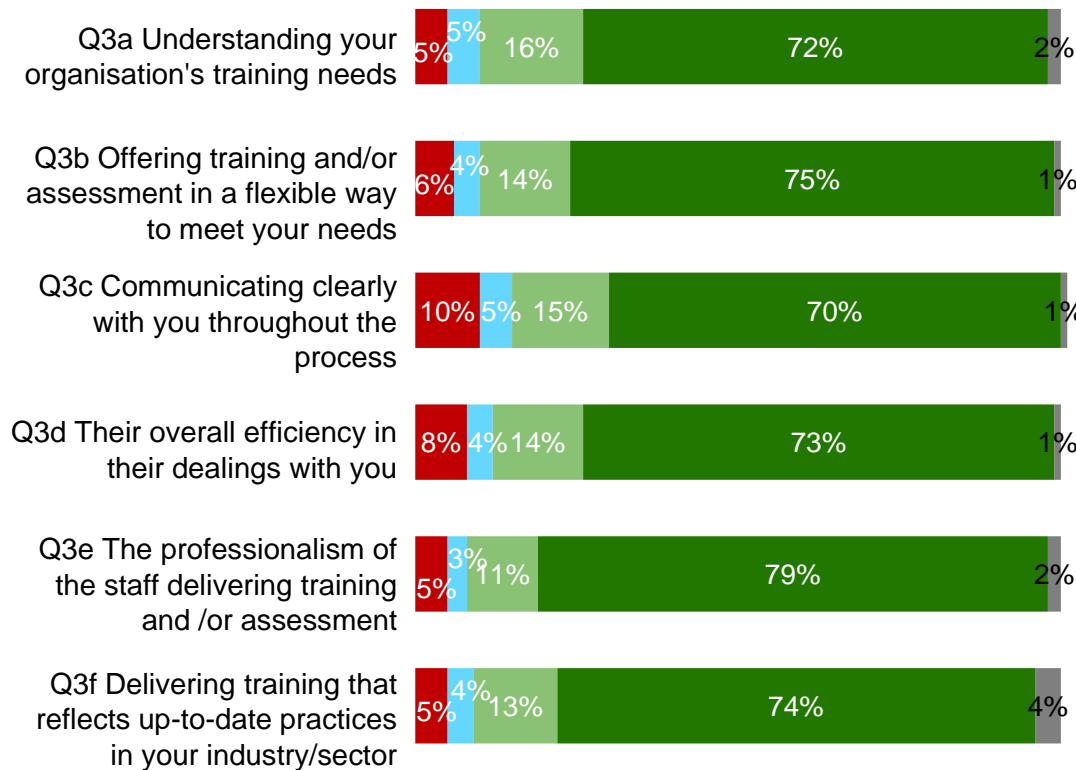
Key aspects

- Employers were equally positive in their ratings on key aspects of the training, with the majority (seven in ten or more) giving a rating of 8-10 across **all** key aspects that were measured.
- As in the 2012 to 2013 survey, employers were especially positive about the **professionalism of the staff delivering the training** (79% 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).
- Rating (of 8-10 out of 10) on staff professionalism had increased by two percentage points since 2012 to 2013, whilst ratings for flexibility and use of up-to-date industry practices were unchanged.

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
8.18	69	67	75	60
8.28	72	68	78	66
7.96	68	66	73	58
8.09	71	69	76	63
8.48	76	77	81	70
8.30	71	72	77	66

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, 26 and 30).
- Workplaces with **2-9 employees** were consistently less positive than average. This pattern was also observed in the 2012 to 2013 survey.
- Looking at industry sectors, two broad sector groupings consistently had lower than average rating across all three overall measures of satisfaction:
 - **Transport, storage, information and communications**
 - **Agriculture, hunting & fishing**
- In contrast, employers in **Human Health and Social Work** and **Public Administration** were especially positive across all three overall measures of satisfaction.

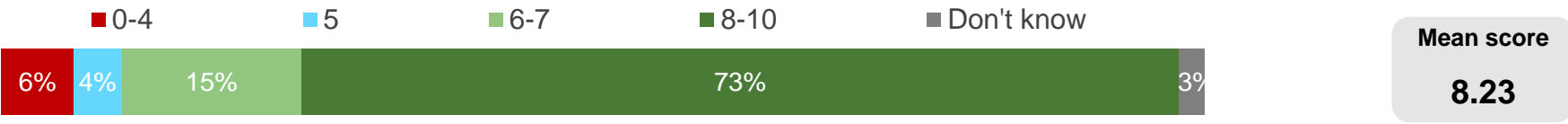
Detailed analysis

- Overall, employers using providers to deliver **workplace learning** were consistently more positive than those delivering apprenticeships (slides 23, 27 and 31). However, it should be noted that the differences are slight and employers delivering workplace learning account for a small percentage of the overall (4% compared with 92% of employers delivering apprenticeships).
- Focusing specifically on apprenticeships in the four sector subject areas with the highest employer volumes, ratings were generally (slightly) higher for **Retail & Commercial Enterprise** and **Health, Public Services & Care**, compared with **Engineering & Manufacturing Technologies** and **Business, Administration & Law**.
- 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.

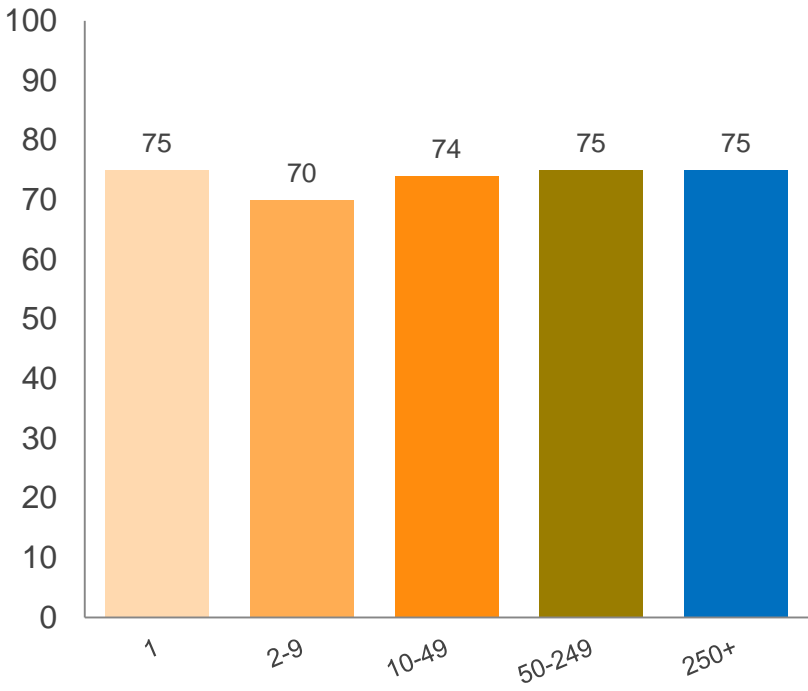
Detailed analysis

- Employers delivering Level 3 qualifications *only* were slightly less positive than those delivering other qualification levels. This was evident for both apprenticeships and workplace learning.
- In contrast, employers delivering multiple qualification levels consistently gave the highest ratings and this applies to both those offering apprenticeships and those offering workplace learning.
- There was some variation in employer views according to the LEP area in which they were based. The overall mean scores were generally highest in Cumbria, Lancashire and Liverpool City Region, and lowest in Dorset, South East Midlands, Oxfordshire and Northamptonshire.
- However, the differences highlighted throughout this report are slight and should not detract from the findings that the majority were positive about their experience and willing to act as advocates for their provider.

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

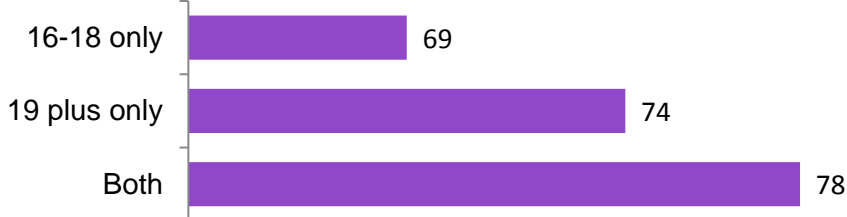


Q4 How would you rate the benefits of the training/assessment to your organisation? 0=no benefits,10=very significant benefits

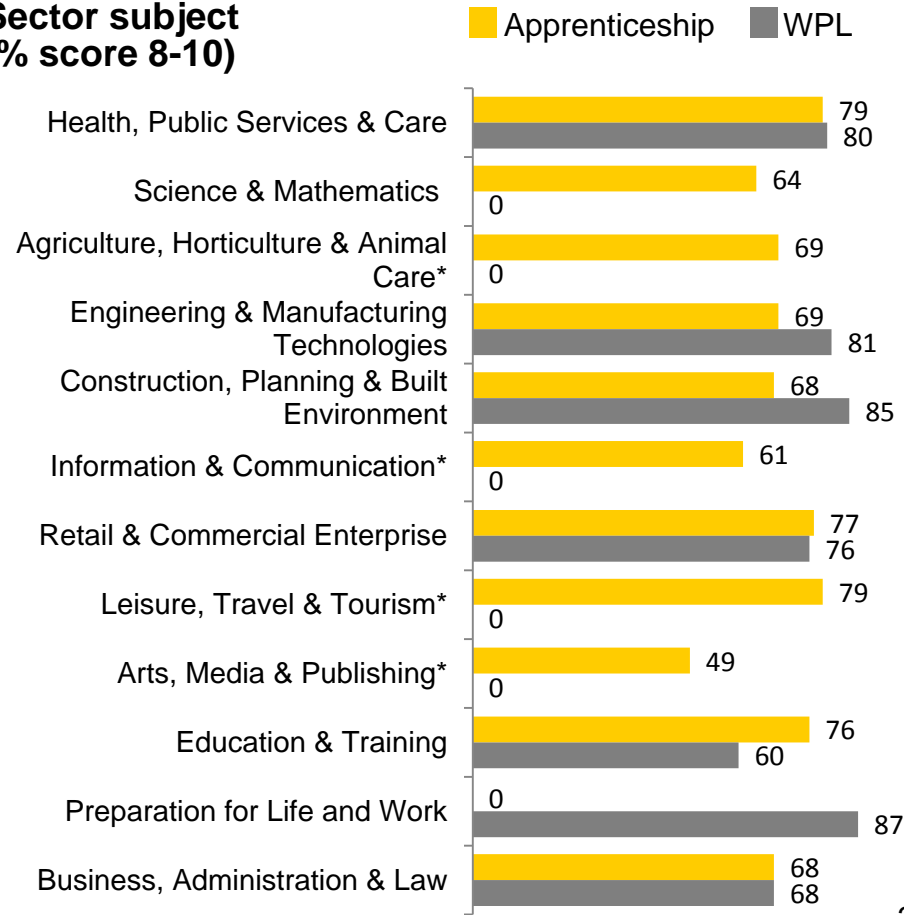


Mean score
8.23

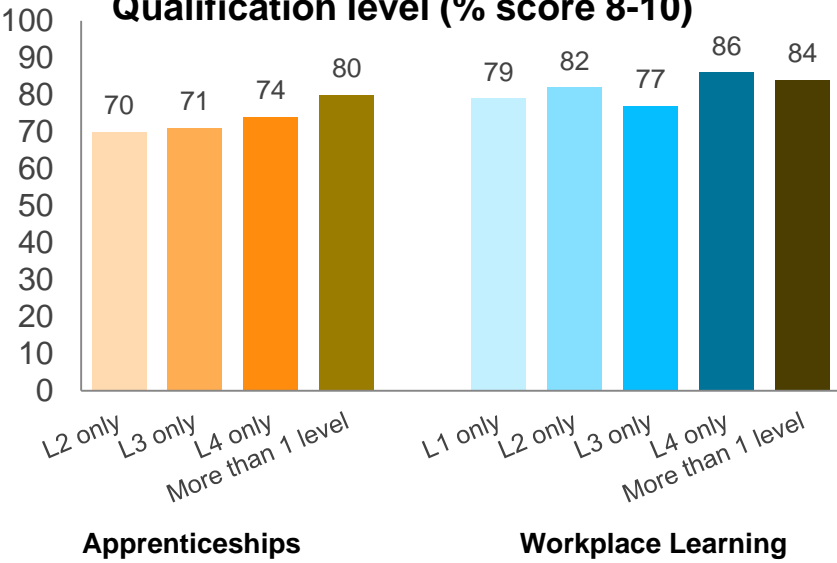
Apprenticeship funding stream (% score 8-10)

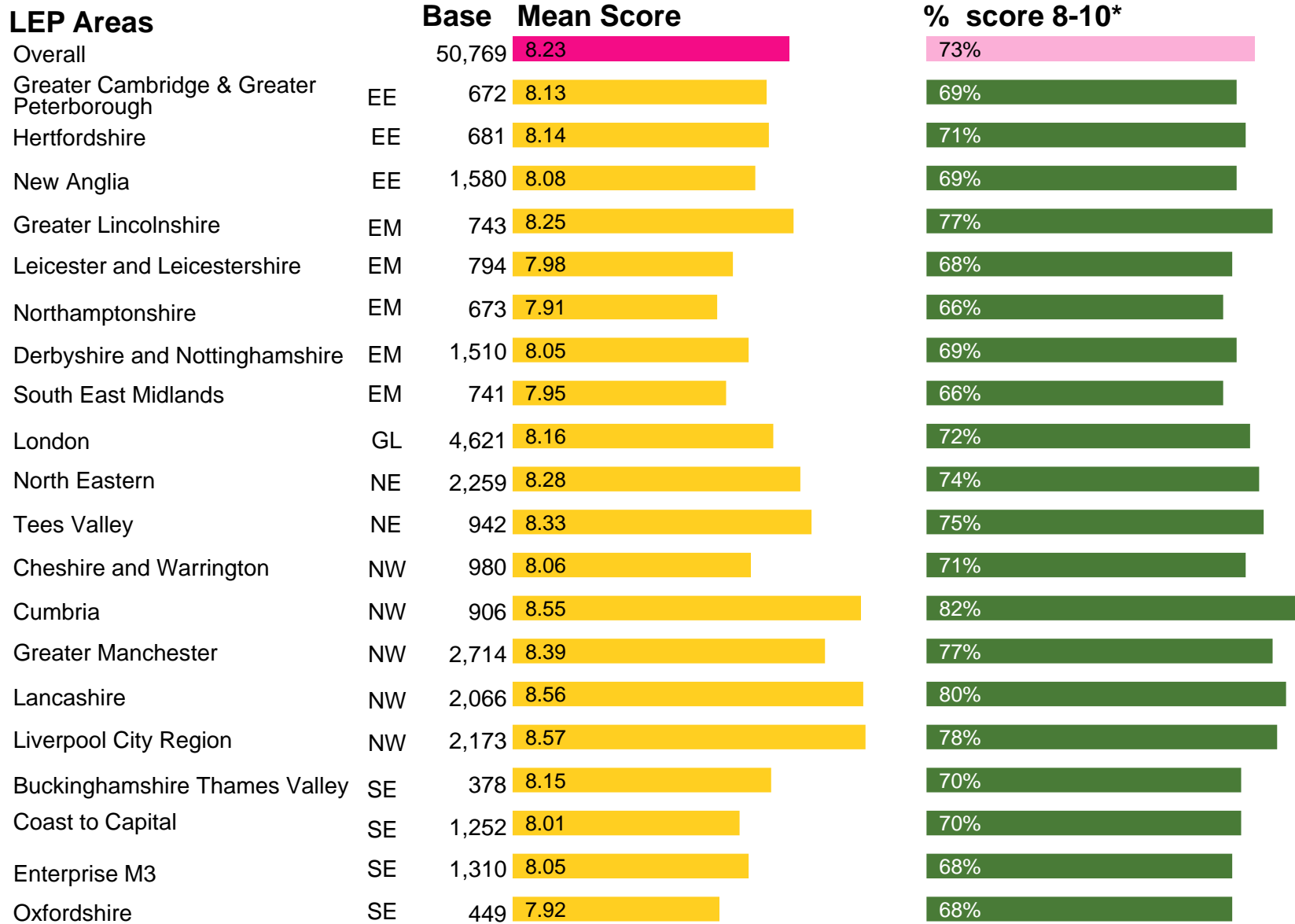


Sector subject (% score 8-10)

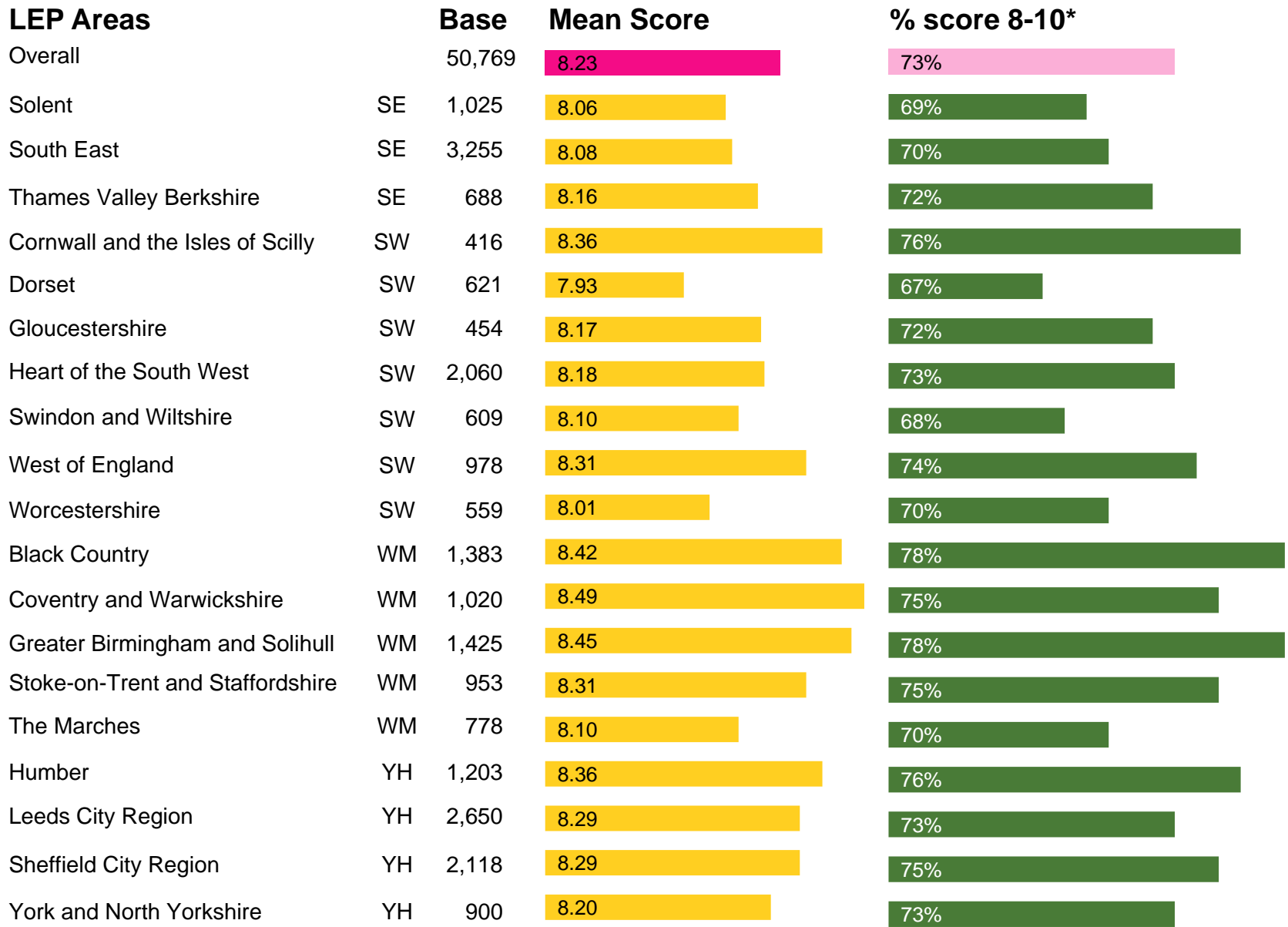


Qualification level (% score 8-10)

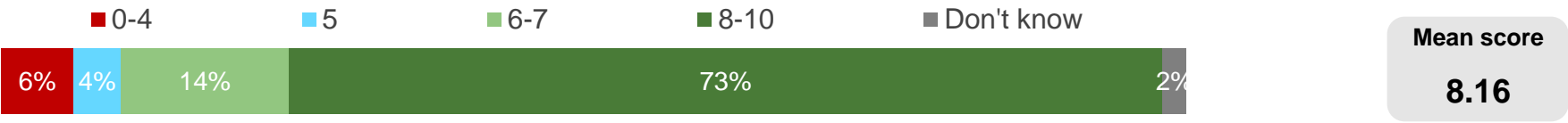




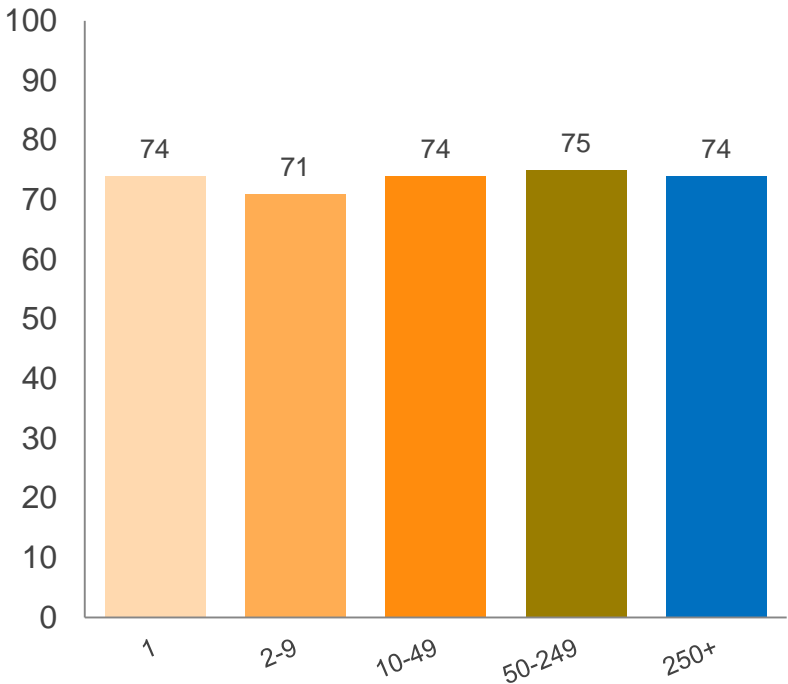
LEP Areas



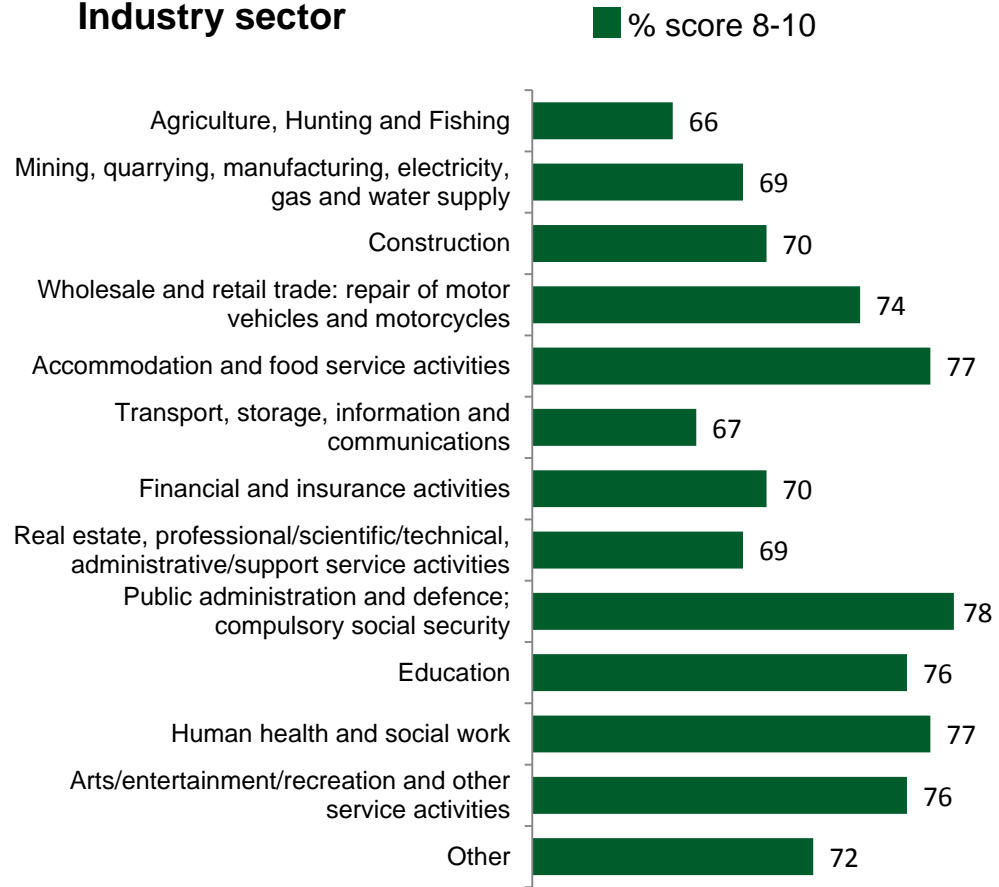
Q5 How satisfied or dissatisfied were you with the overall quality of the training/assessment? 0=extremely dissatisfied, 10=extremely satisfied



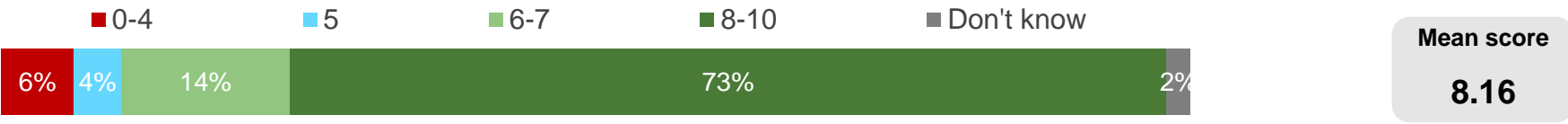
Size of workplace (% score 8-10)



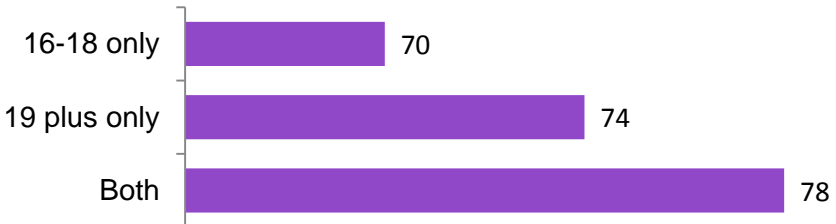
Industry sector



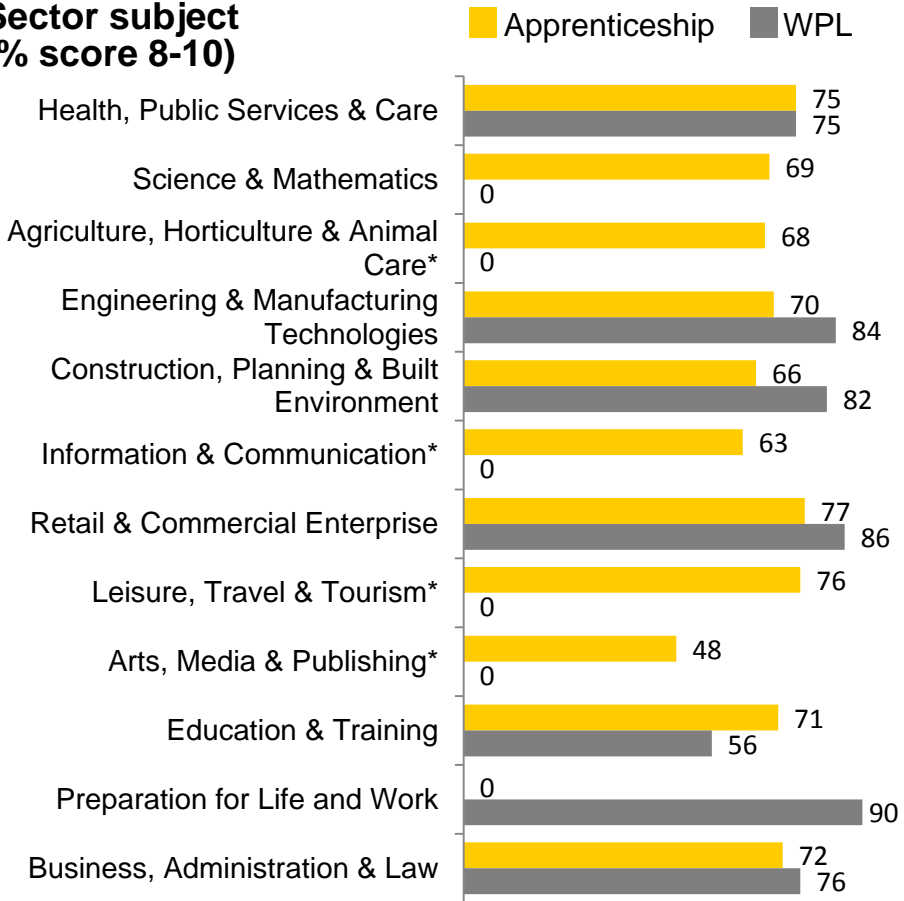
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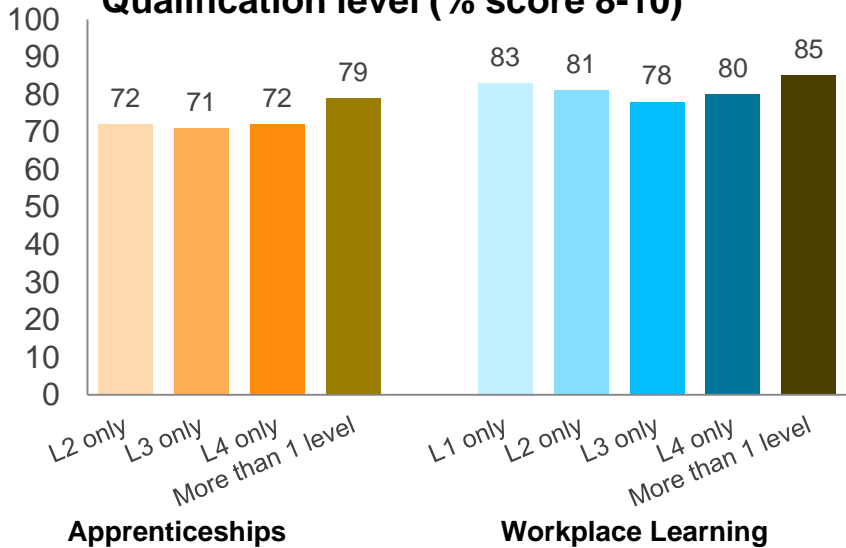
Apprenticeship funding stream (% score 8-10)

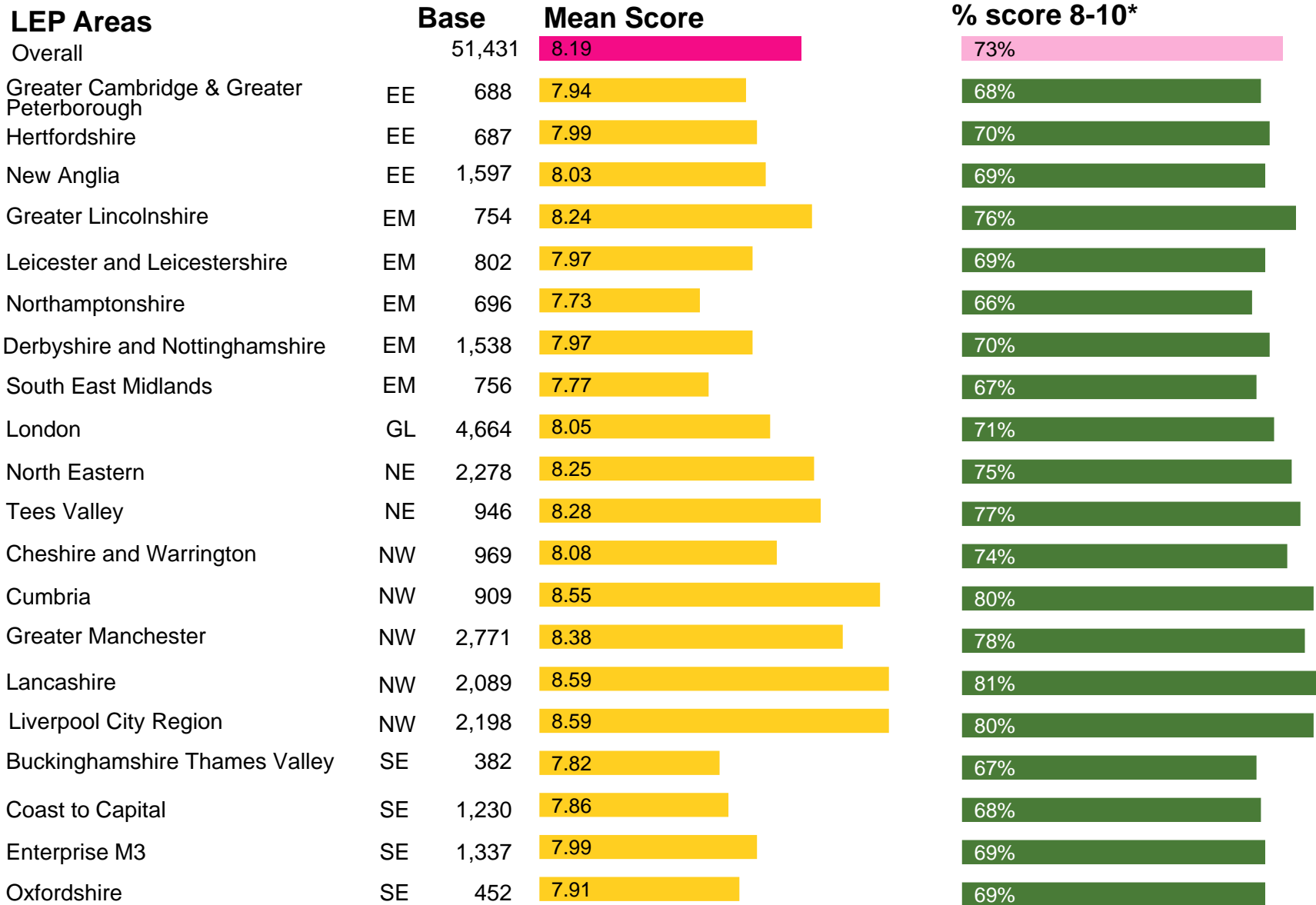


Sector subject (% score 8-10)

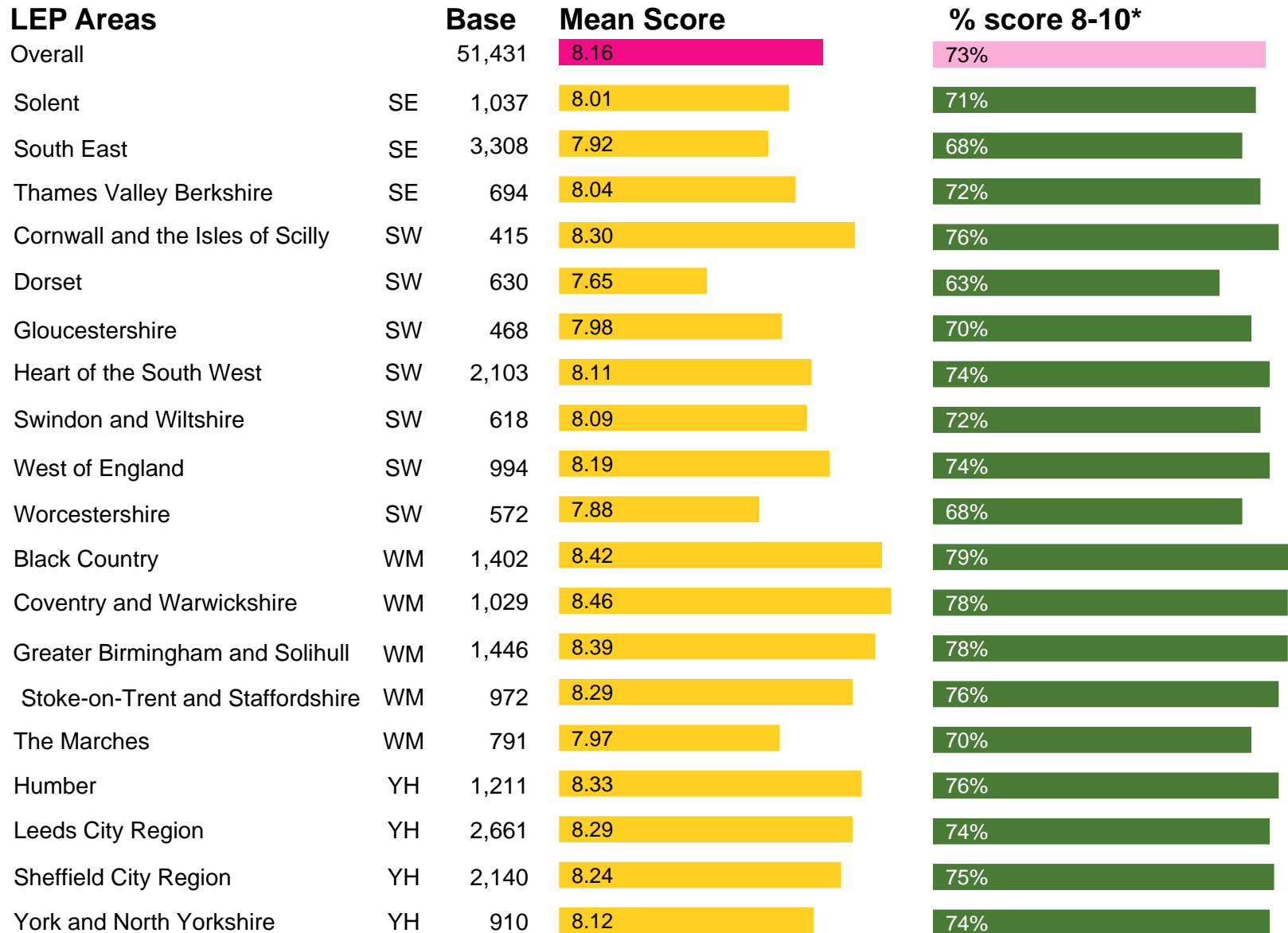


Qualification level (% score 8-10)

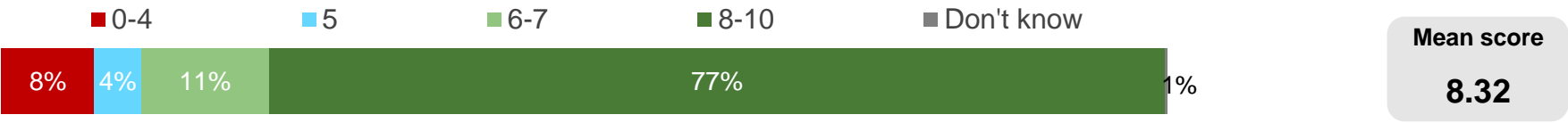




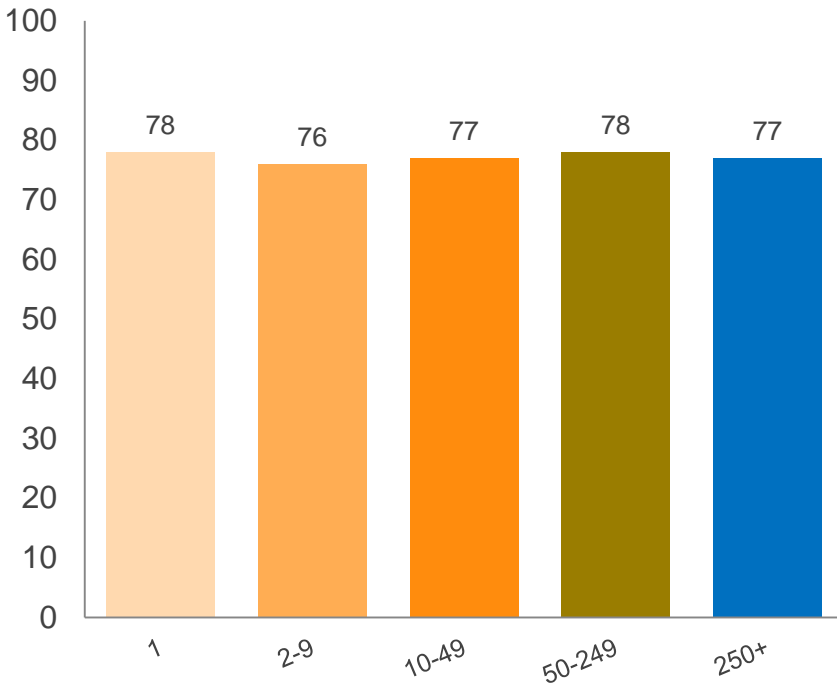
LEP Areas



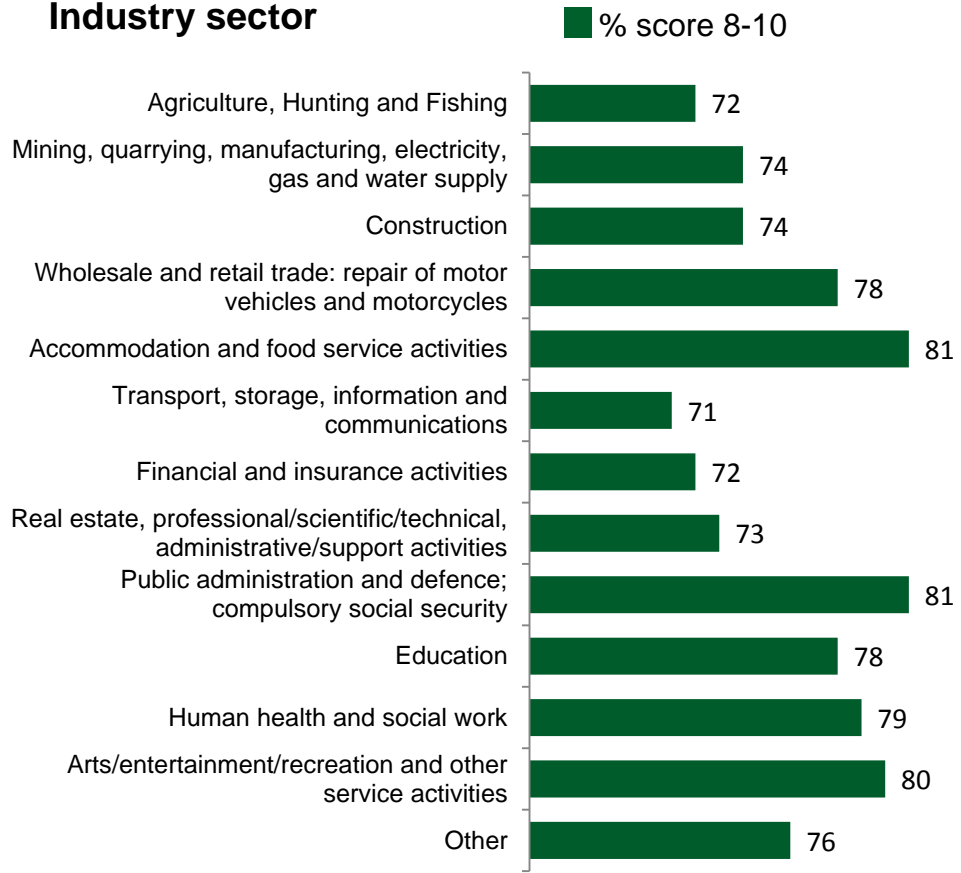
Q6 How likely would you be to recommend this training provider to another employer seeking similar training? 0=highly unlikely, 10=highly likely



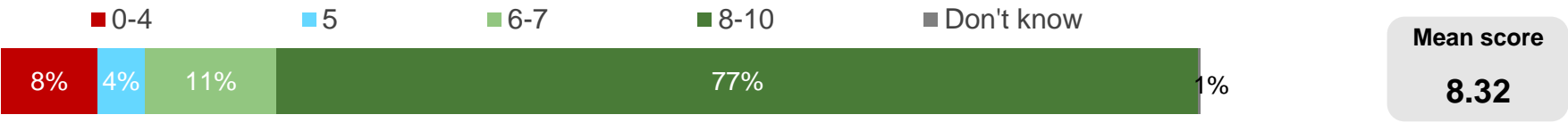
Size of workplace (% score 8-10)



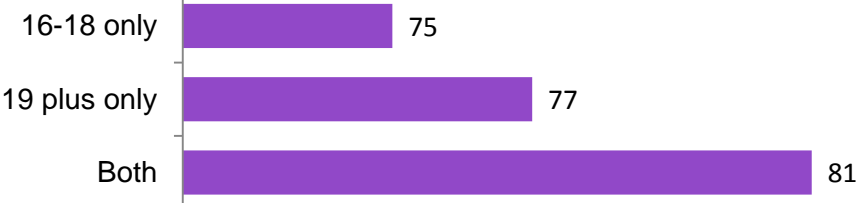
Industry sector



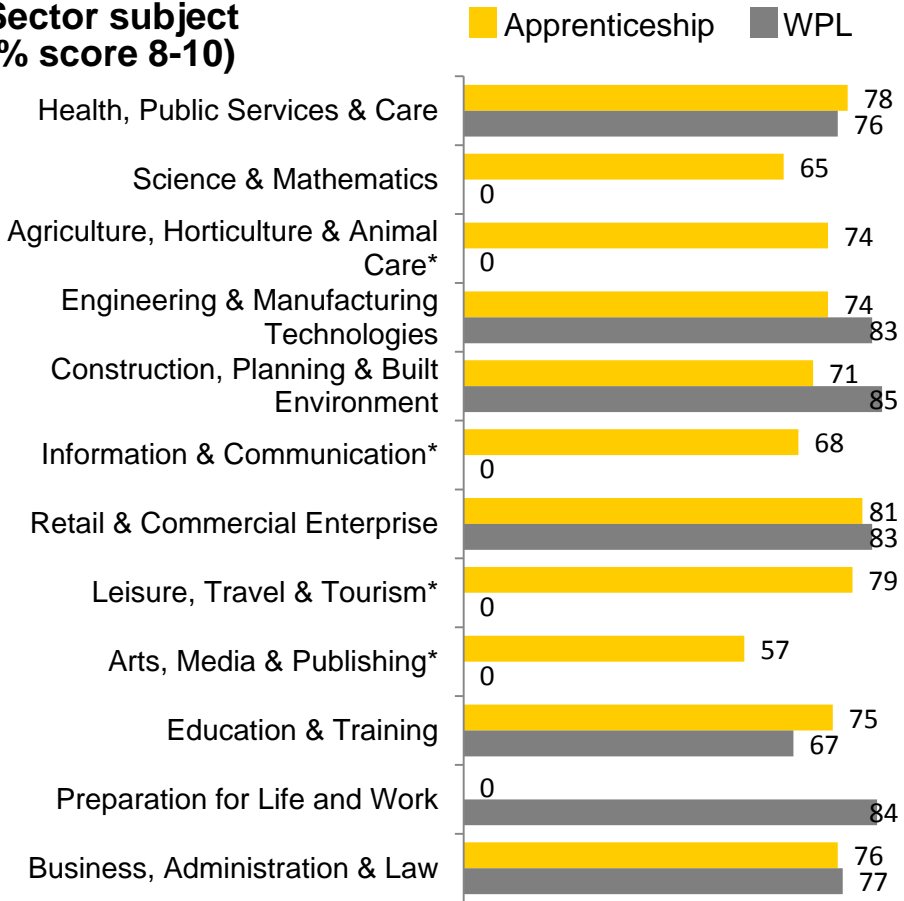
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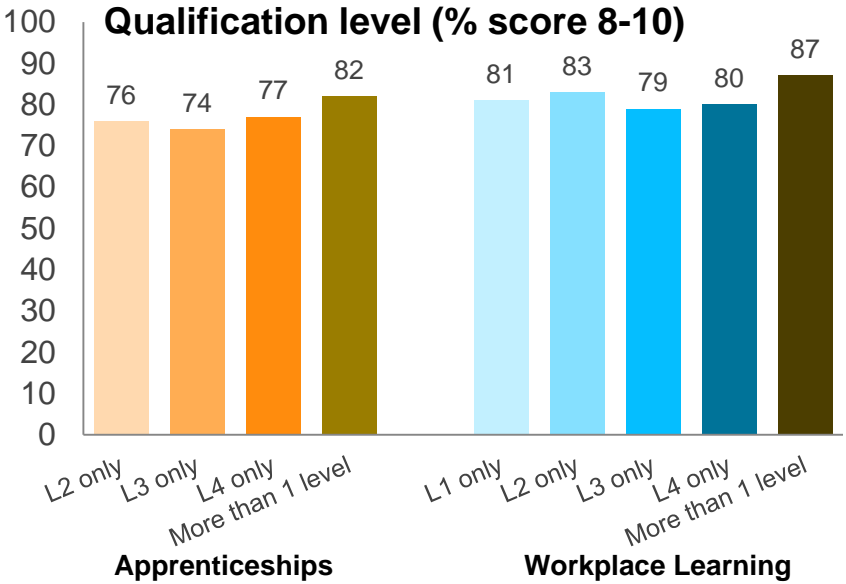
Apprenticeship funding stream (% score 8-10)

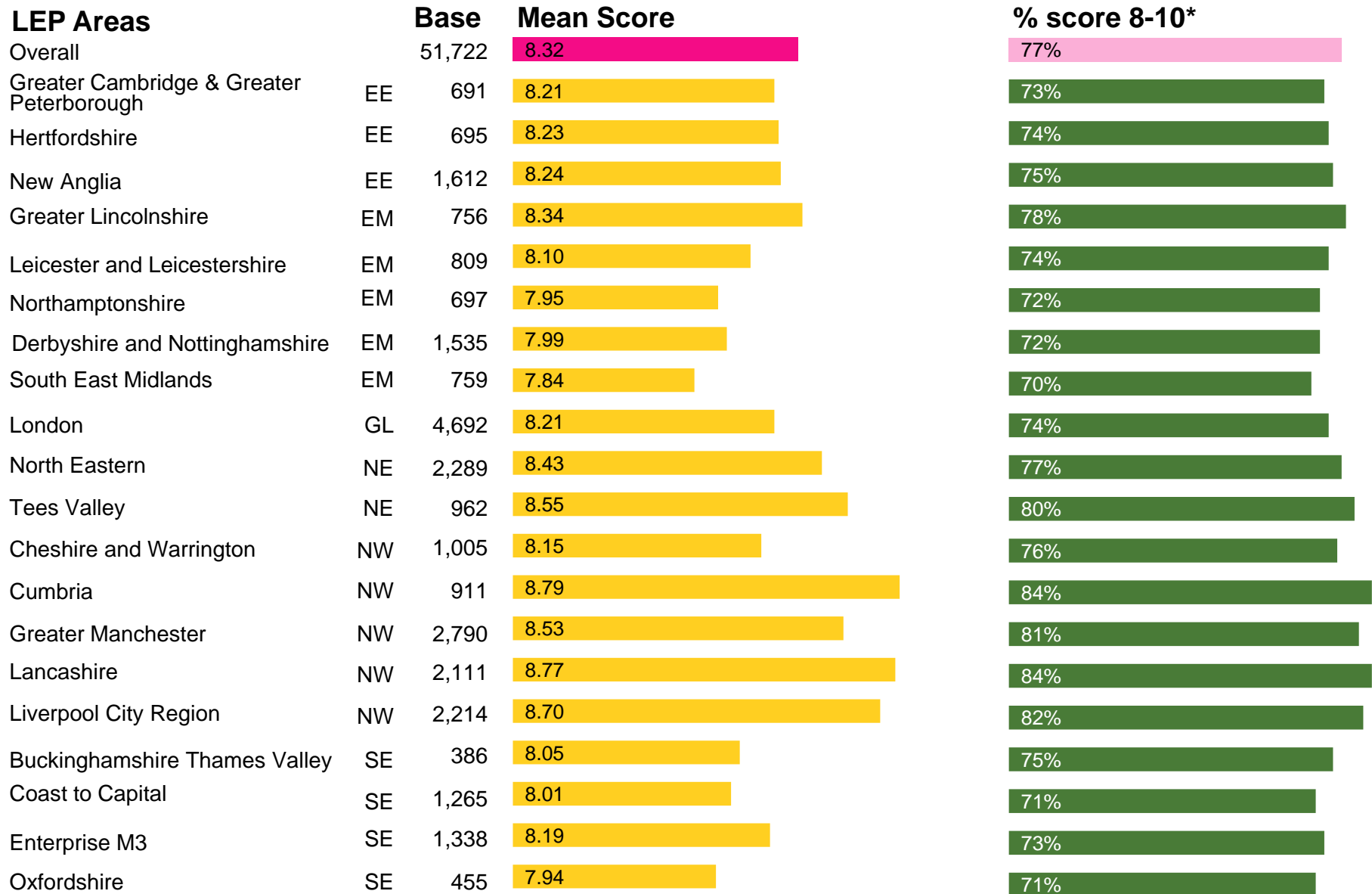


Sector subject (% score 8-10)



Qualification level (% score 8-10)





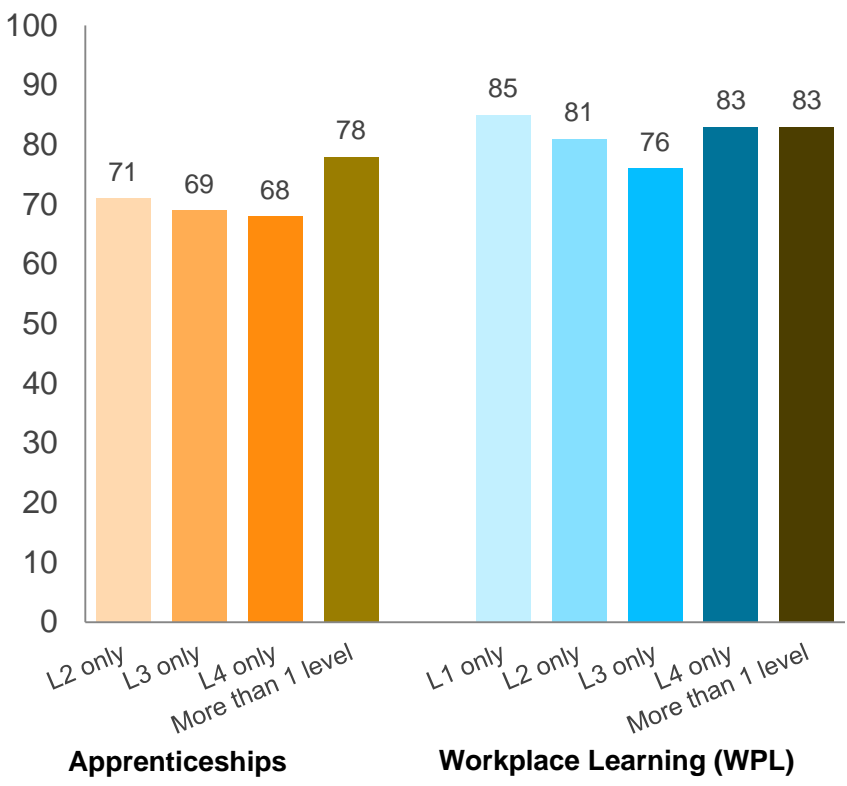
LEP Areas		Base	Mean Score	% score 8-10*
Overall		51,722	8.32	77%
Solent	SE	1,039	8.15	73%
South East	SE	3,319	8.06	72%
Thames Valley Berkshire	SE	696	8.27	76%
Cornwall and the Isles of Scilly	SW	419	8.59	81%
Dorset	SW	625	7.75	67%
Gloucestershire	SW	468	8.18	77%
Heart of the South West	SW	2,114	8.03	78%
Swindon and Wiltshire	SW	629	8.35	77%
West of England	SW	999	8.32	76%
Worcestershire	SW	573	8.01	73%
Black Country	WM	1,398	8.62	82%
Coventry and Warwickshire	WM	1,045	8.69	81%
Greater Birmingham and Solihull	WM	1,450	8.53	81%
Stoke-on-Trent and Staffordshire	WM	972	8.38	79%
The Marches	WM	808	8.19	76%
Humber	YH	1,218	8.46	79%
Leeds City Region	YH	2,691	8.46	79%
Sheffield City Region	YH	2,136	8.41	77%
York and North Yorkshire	YH	912	8.28	77%

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

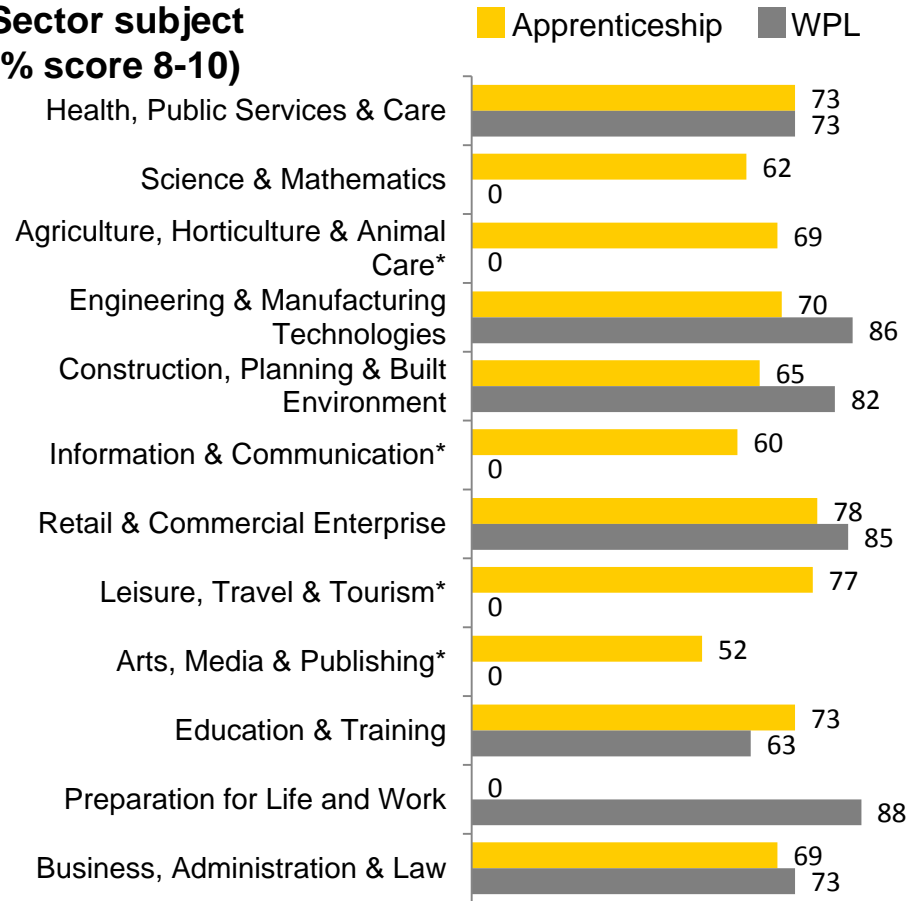


Mean score
8.18

Qualification level (% score 8-10)



Sector subject (% score 8-10)

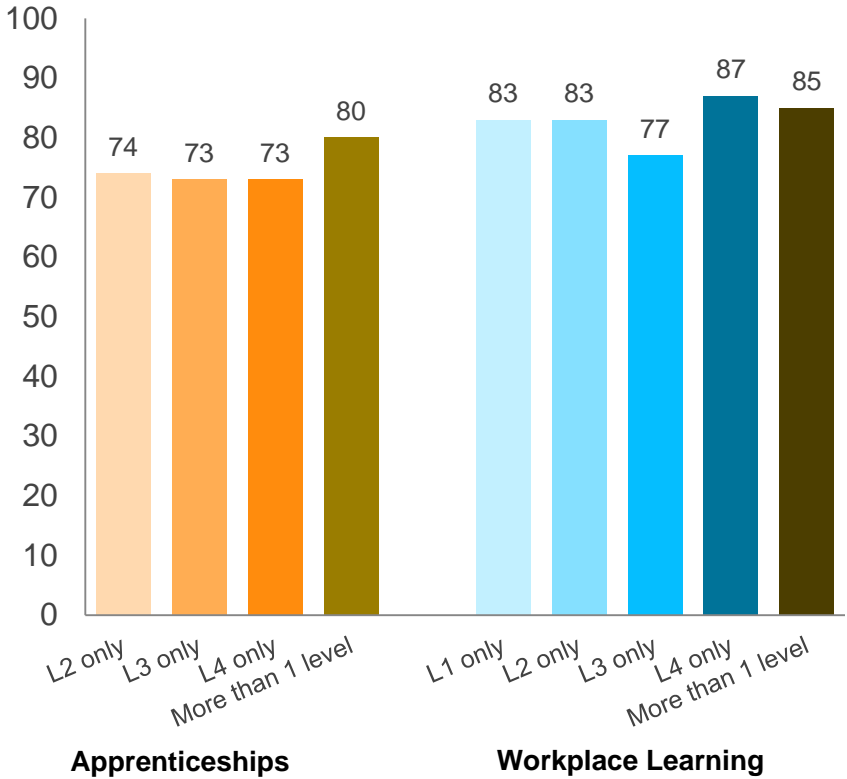


Q3b Offering training and/or assessment in a flexible way to meet your needs (0=very poor, 10=excellent)

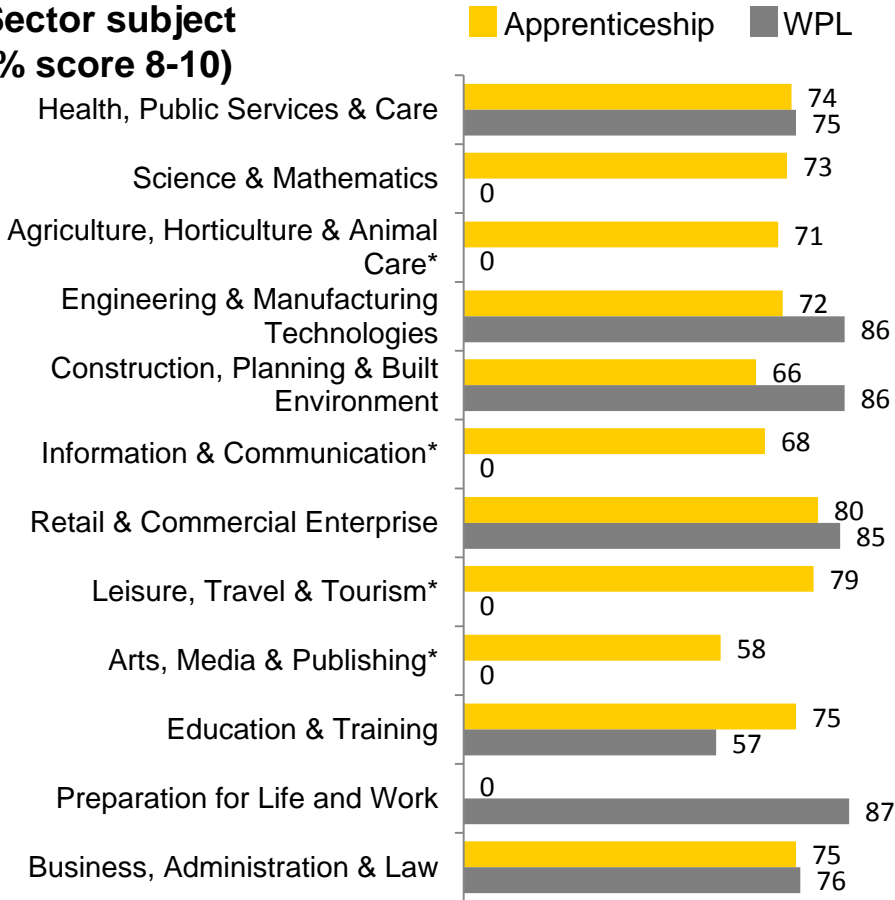


Mean score
8.28

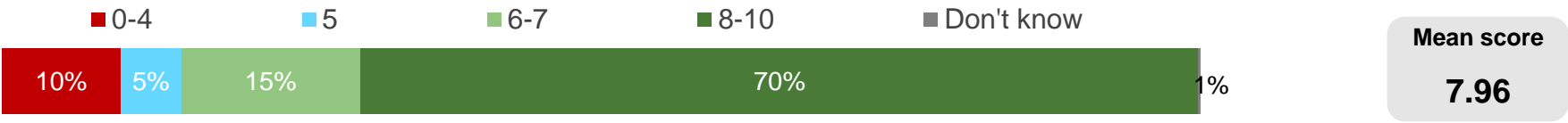
Qualification level (% score 8-10)



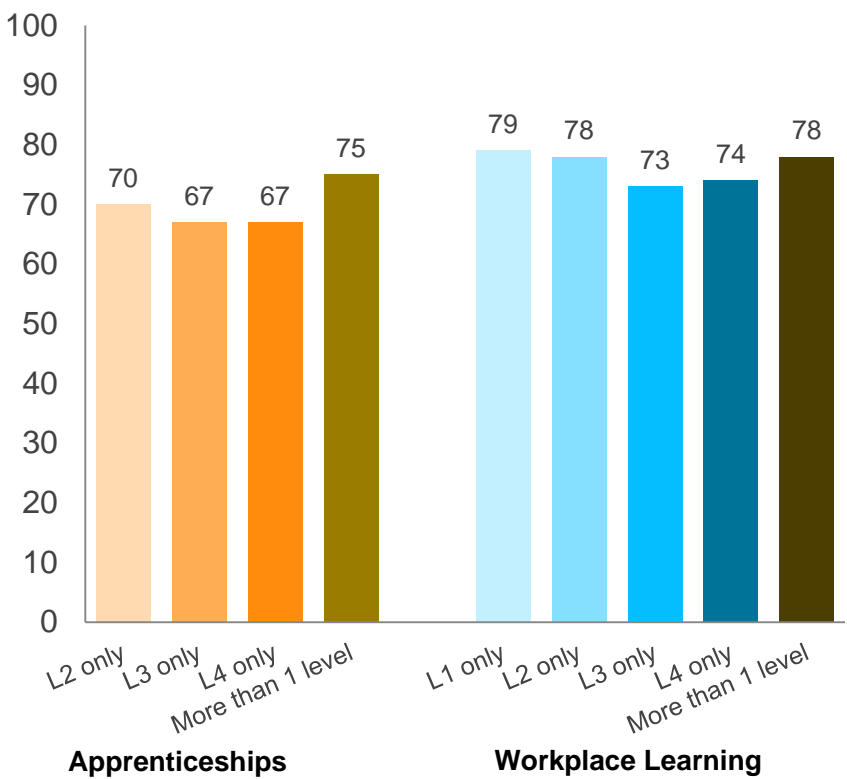
Sector subject (% score 8-10)



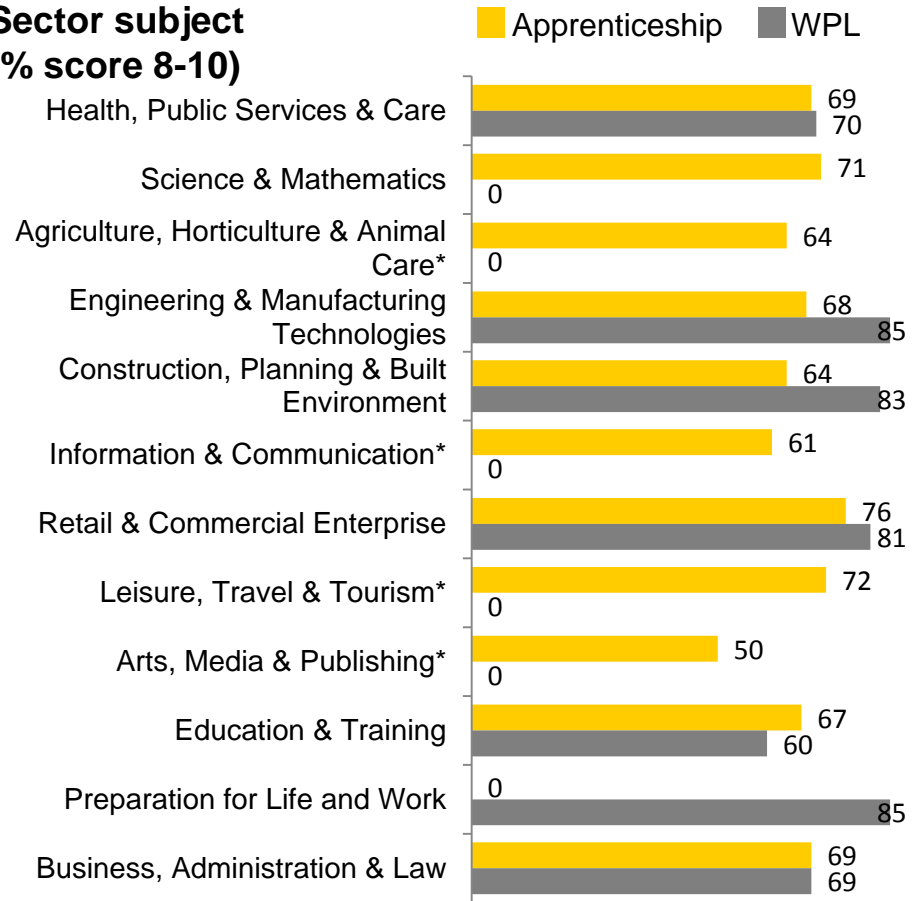
Q3c Communicating clearly with you throughout the process (0=very poor, 10=excellent)



Qualification level (% score 8-10)



Sector subject (% score 8-10)

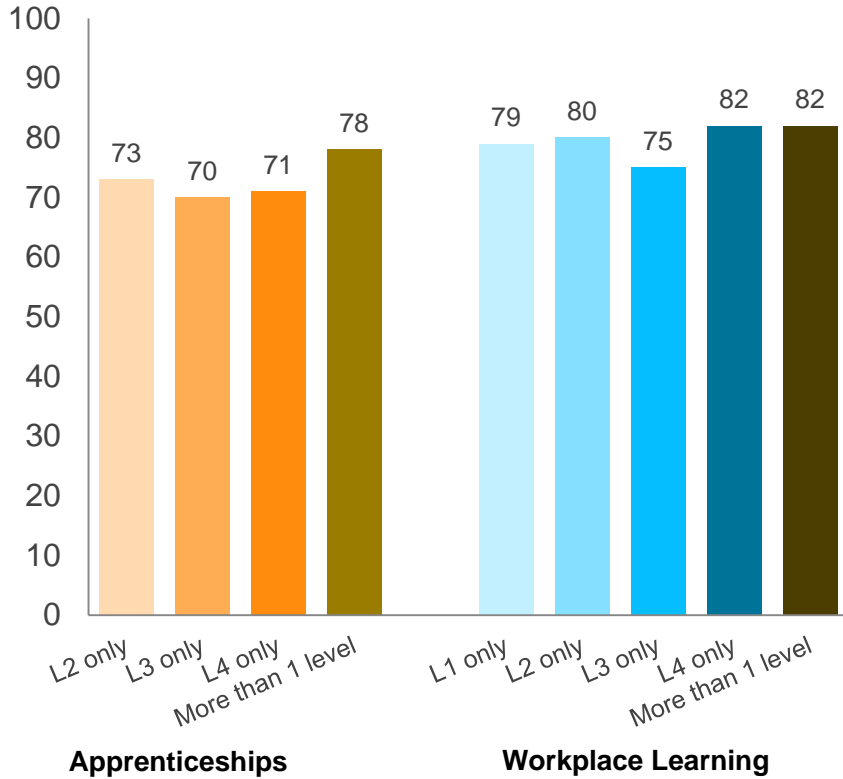


Q3d Their overall efficiency in their dealings with you (0=very poor, 10=excellent)

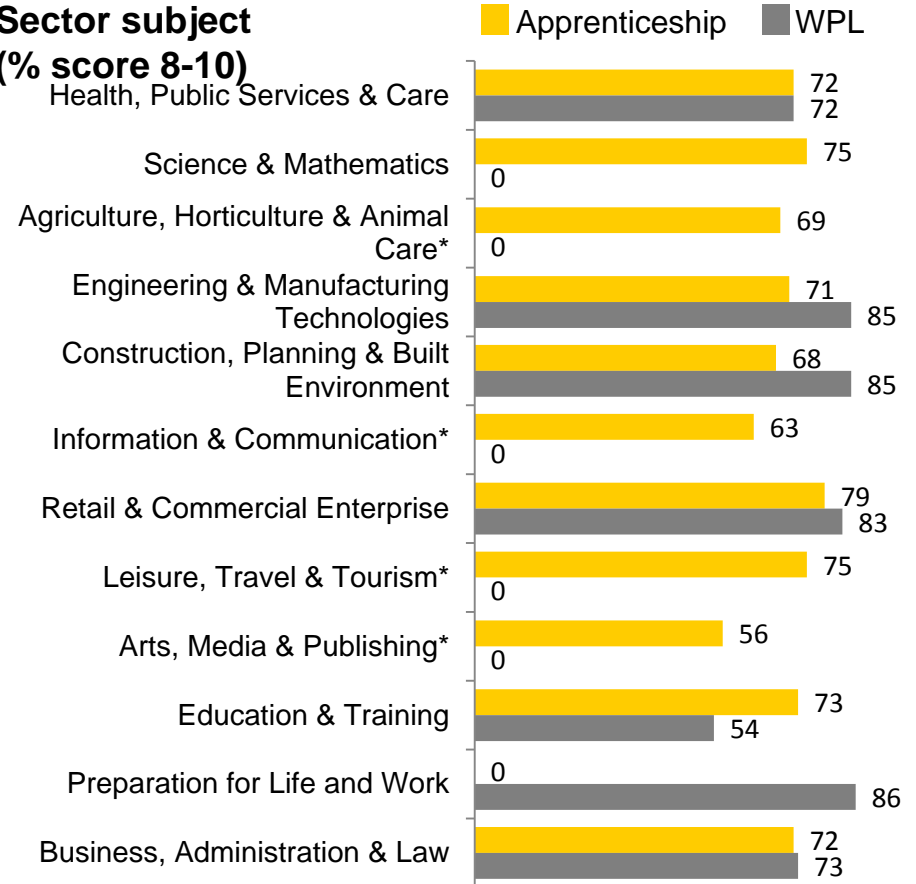


Mean score
8.09

Qualification level (% score 8-10)



Sector subject (% score 8-10)

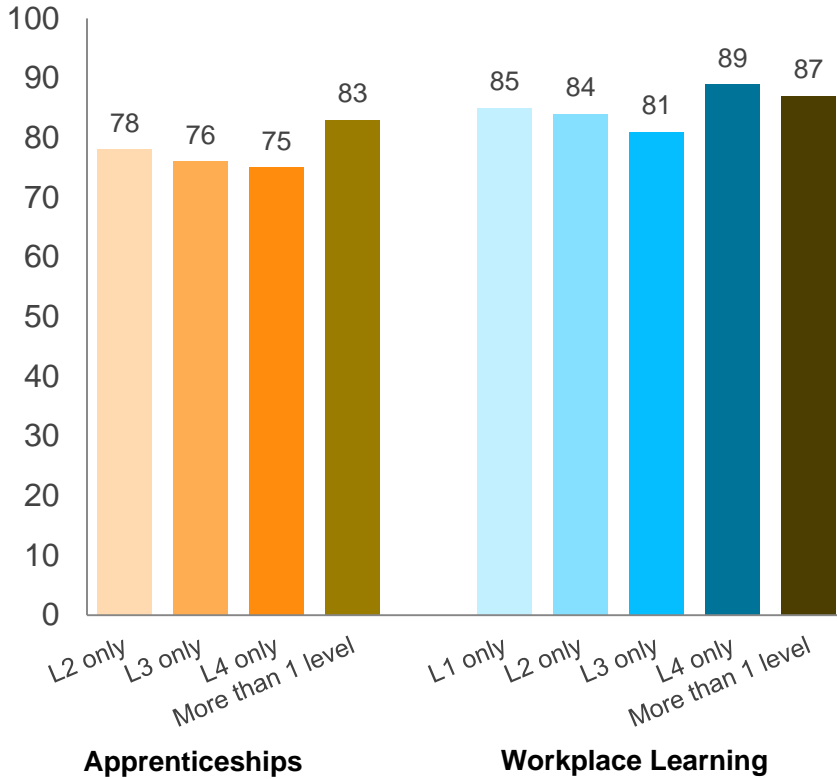


Q3e The professionalism of the staff delivering training and/or assessment (0=very poor, 10=excellent)

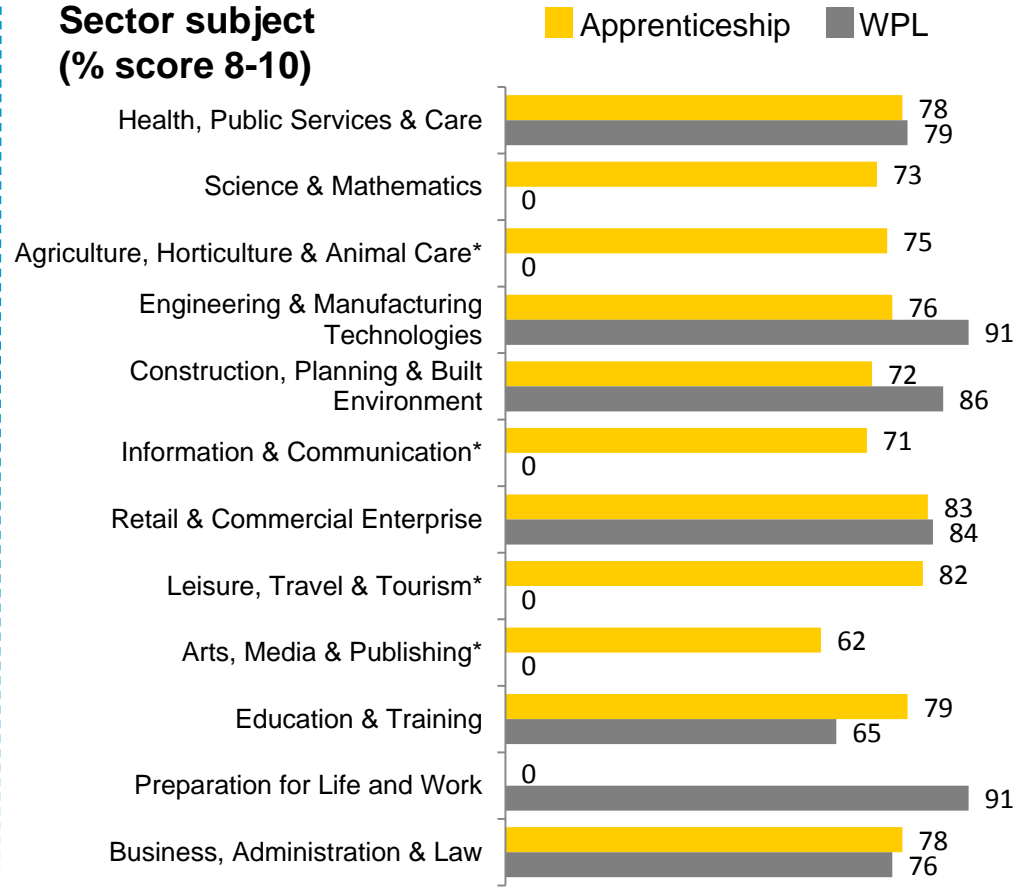


Mean score
8.48

Qualification level (% score 8-10)



Sector subject (% score 8-10)

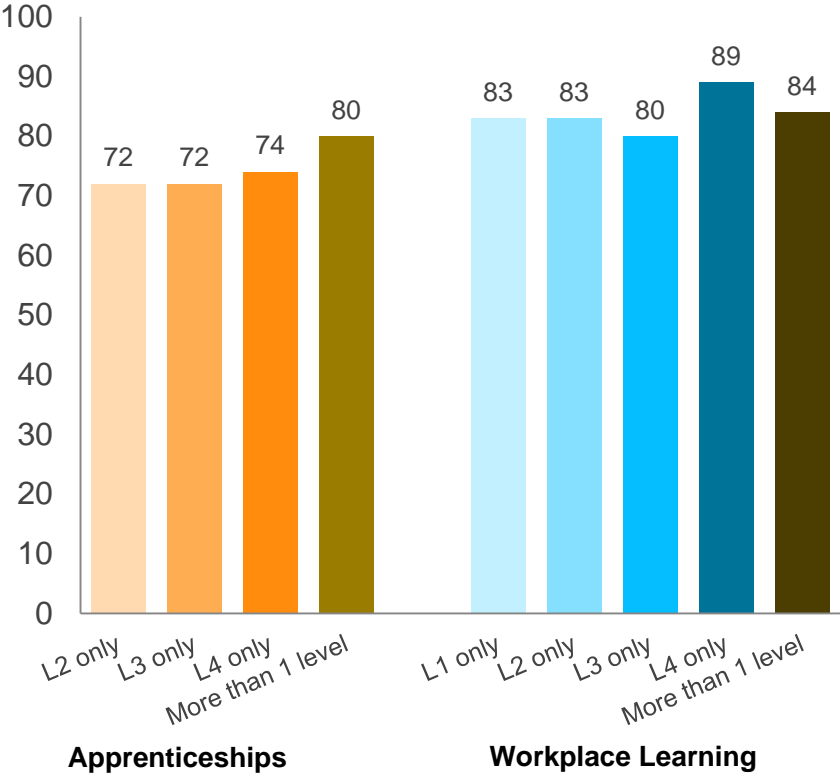


Q3f Delivering training that reflects up-to-date practices in your industry/sector (0=very poor, 10=excellent)



Mean score
8.30

Qualification level (% score 8-10)



Sector subject (% score 8-10)

