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Employer Perspectives Survey 2014: Technical report

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Employer Perspectives Survey 2014: Technical Report

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1 Introduction

1.1 The UK Commission's Employer Perspectives Survey 2014

This report provides detail on the key aspects of the survey methodology used for the UK Commission's Employer Perspectives Survey 2014 (EPS) (Shury *et al.*, 2014), available on gov.uk. This is a large scale survey involving over 18,000 UK employers and is part of a series of studies commissioned by the UK Commission for Employment and Skills to provide robust and reliable labour market information.

EPS 2014 gives an insight into the thoughts and behaviour of employers across the UK as they make decisions about how to engage with training providers, schools, colleges and individuals in the wider skills system, to get the skills they need. EPS sits alongside the UK Commission's Employer Skills Survey, which focuses on employer skills demand, skills shortages and training within organisations. The two surveys run in alternate years.

This is the third iteration of EPS, which was also carried out in 2010 and 2012. EPS is the successor to the Sector Skills Development Agency (SSDA)'s Employer Survey, carried out in 2002, 2005 and 2008. For more information on the scope of, background to or findings from EPS 2014 or some of its predecessor surveys, see the main report (p. 1-2).

The design and execution of the research was overseen by a project Steering Group convened by the UK Commission, including officials representing the Department for Business, Innovation and Skills (BIS) in England, the Welsh Government, the Scottish Government, and the Department for Employment and Learning in Northern Ireland (DELNI).

1.2 Purpose and structure of this report

This technical report provides background information on the methodology and techniques used in carrying out EPS 2014. It is divided into six chapters, each considering a different area of survey design and methodology in detail:

- **Sample Design;** exploring the method by which specific employers were selected to take part in the research, and the reasoning behind the number and distribution of employers interviewed;
- **Questionnaire Design;** exploring the considerations taken into account in survey design, comparability with previous surveys, and the methods by which the survey was tested and refined to ensure high quality and relevant data was gathered;

- **Fieldwork**; giving a detailed overview of how the interviews were carried out, quality control procedures, and the level of response achieved;
- **Coding**; showing how text responses to survey questions were classified for analysis;
- **Weighting**; exploring how the survey responses were processed to ensure that the resulting dataset was representative of all types of employer, avoiding under-representation of those groups less likely to respond to the survey; and
- **Sampling Error and Statistical Significance**; considering the reliability and error margins of figures produced from the dataset in statistical terms.

1.3 Accessing the data

Much of the data discussed in this report can be downloaded from www.gov.uk/government/employer-perspectives-survey in table format. If you cannot find the data you need or have further questions relating to any of the UK Commission's survey products, please contact employer.surveys@ukces.org.uk.

2 Sample Design

2.1 Sampling population and survey sampling unit

The EPS 2014 sampling population encompasses establishments across the full geographical spread of the UK, in all sectors of the economy (across the commercial, public and charitable spheres). The 2014 Inter-Departmental Business Register (IDBR) was used as the main sampling frame for the survey. All UK establishments with two or more people working at them were eligible for the survey as they were deemed to have employees at their site.

Establishments were used as the sampling unit for the survey, as opposed to an organisation-based approach. “Establishments” denote specific **individual sites or premises**; thus if an organisation has several sites it is possible that more than one of these sites will have appeared in the sample. This approach has been chosen because it is at the establishment level where respondents are most likely to be able to provide a detailed and accurate picture of how employers go about meeting their skills needs.

Interviews were sought with the most senior person at the site with responsibility for human resource and personnel issues. In smaller establishments this would typically be the owner or managing director; in larger establishments this was often the Human Resources Manager or Personnel Manager.

2.2 Sampling approach and setting quotas

Using business population figures from the IDBR, the sample was stratified by nation, establishment size and industrial sector in order to ensure robust coverage of the full range of business types in all parts of the UK.

The sampling approach broadly mirrored the sampling strategy used in 2012 and calculated size and sector quotas on an interlocking basis, separately within each country. However, there were two key departures from the approach taken in 2012 in terms of setting quotas by nation and sector, namely:

- Boosting the number of interviews in the devolved administrations from the outset;
- Returning to 14 Standard Industrial Classification (SIC) sector categories.

The following sections identify how quotas were set by country, size and sector and how these approaches differed to 2012.

2.2.1 Quotas by geography

A sample size of 18,000 interviews was set which consisted of a minimum of: 10,000 interviews to be achieved in England; 4,000 in Scotland; 2,000 in Wales; and 2,000 in Northern Ireland. This marked an increase of 3,000 interviews from the 2012 study, in order to enhance survey analysis by nation. Table 2.1 presents the target number of interviews by country in 2012 and 2014.

Table 2.1 Quota targets by country compared with 2012

	2012		2014	
	Target interviews	Confidence Interval	Target interviews	Confidence Interval
United Kingdom	15,000	+/- 0.80	18,000	+/- 0.73
England	10,000	+/- 0.98	10,000	+/- 0.98
NI	1,000	+/- 3.07	2,000	+/- 2.15
Scotland	2,000	+/- 2.18	4,000	+/- 1.53
Wales	2,000	+/- 2.16	2,000	+/- 2.16

Interview numbers were boosted to ensure that the Northern Ireland sample delivered findings with a similar statistical confidence / accuracy as achieved in Wales in 2012 and to increase the ability of the Scottish sample to deliver disaggregated findings.

The approaches taken to sampling within nation – as outlined in the following sections – meant that these boosts to the national quotas had negligible impact on the accuracy of the overall UK findings.

2.2.2 Quotas by size band

A target number of interviews was set for each size band within country. To allocate these in proportion to the true population of establishments would have produced a sample dominated by small companies, with only a very small proportion of large companies. The targets for each size band were therefore set purposively to balance the drive to maximise yield of interviews among larger establishments while minimising any skew within the sample. This is an approach consistently taken in the EPS series and ensures the findings are representative of the relative importance of large establishments which employ a substantial proportion of the UK workforce.

The size bands at which employers were sampled retained consistency with the 2012 approach, with the following bandings used:

- 2 to 4;
- 5 to 9;
- 10 to 24;
- 25 to 99; and
- 100+.

2.2.3 Quotas by sector

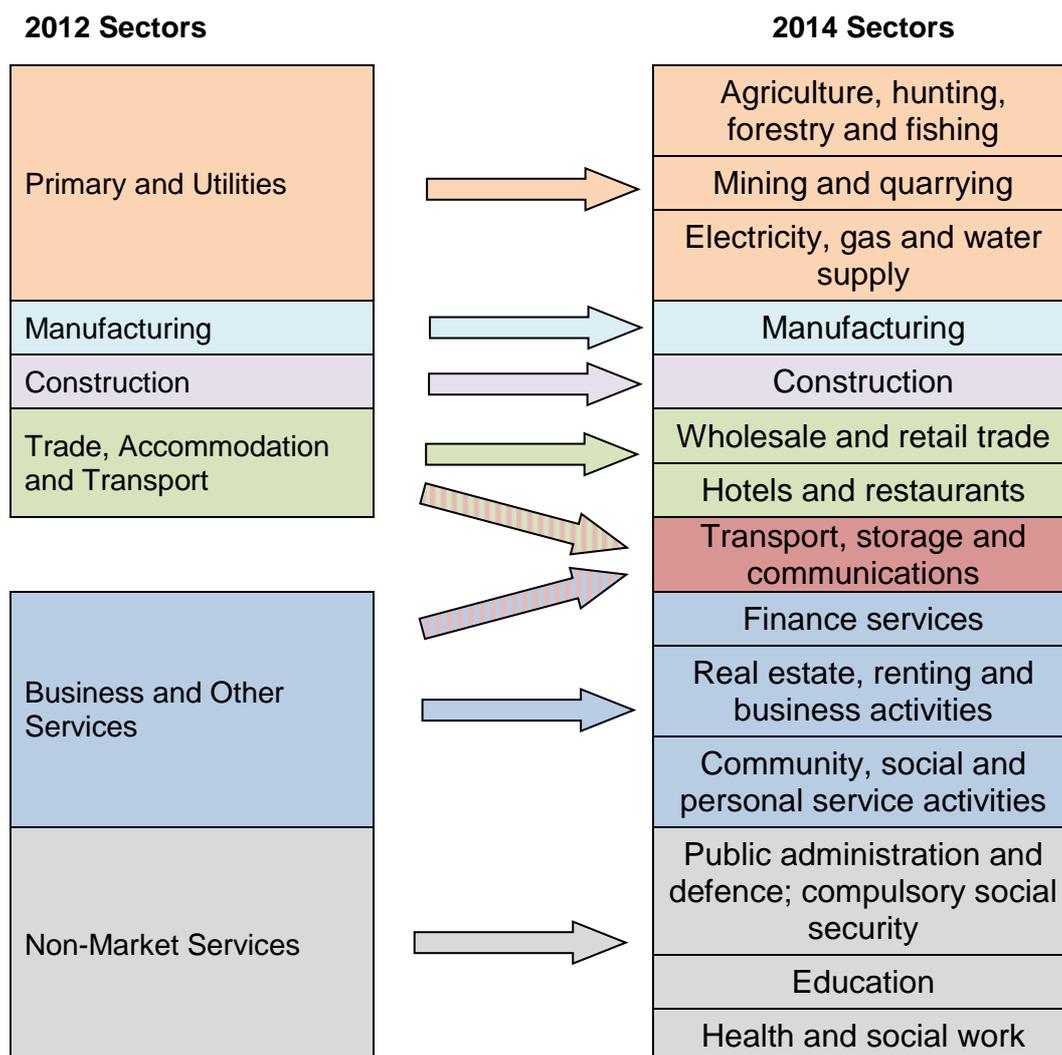
Within each size band, interviews were allocated to sectors in direct proportion to the population of establishments in each sector for that size band.

For the 2012 survey a six SIC sector classification of employers by industry was used, replacing the 14 sector classification used in the previous survey. However, this resulted in some difficulties in the dissemination of the findings as some recipients were not familiar with the six sector classification.

For 2014 there has been a return to a 14 SIC sector classification for sampling purposes (see Table 2.2), as this still ensures flexibility to move between any one of a six, 12 or 14 sector classification in reporting (satisfying both the need for time series and the drive for more detail / more familiar sector classifications)¹. For more information on Standard Industrial Classification codes and sector definitions used for this survey, please see Tables C.2 and C.3 in Appendix C.

¹ Although due to the low number of interviews targeted and achieved in 'Mining & Quarrying' and 'Electricity, Gas and Water Supply' the ability to report against these two specific sectors is limited. Where more detailed sector analysis is provided in the report this is therefore presented at a 12 sector level (using the "Primary and Utilities sector" classification from the 6-sectors alongside the other sectors from the 14-sectors).

Table 2.2: Comparing sector sample distributions



2.3 Sample Sources

Sample was primarily drawn from the Experian database which is regarded as the most comprehensive and up-to-date source of establishment-based data with telephone contact details that is commercially available.

In some sectors, supplementary sample was ordered direct from IDBR and telephone numbers sourced via UKChanges, a secure telematching service. This was used in sectors where the coverage of the Experian database was not as complete as for others, and for those which have few establishments in them overall, to maximise coverage in these areas. The broad sector areas affected by this were the Non-Market Services, the Utilities and the Agriculture sectors.

Additionally, for certain banks, head offices were contacted prior to the survey commencing in order to obtain telephone numbers at branch level for establishments included in the sample drawn from the Experian database. This approach was taken as the original telephone numbers supplied in the Experian sample directed interviewers to call centres from where, from past experience, it has proved challenging to reach individual branches. A copy of this letter can be seen in Appendix E.

Sample was ordered on an average ratio of 8:1 against interviews required in each interlocking cell. Due to the availability of sample this varied between quota cells from 5:1 (Public Administration in Northern Ireland) to 12:1 (Electricity in England). The ratio was chosen to maximise response in the length of fieldwork period allocated to the survey; any smaller ratio would have required a longer fieldwork period to achieve the necessary response. Table D.1 in Appendix D presents the ratio of sample drawn for each key quota group, by size and sector within country.

3 Questionnaire Design

3.1 Introduction

The questionnaire was designed by IFF Research in conjunction with UKCES and the project Steering Group. The 2014 survey covered the following broad areas:

- Recruitment, focusing particularly on young people and education leavers;
- Work experience and internships;
- Staff development, including sources of information and advice;
- Training activity and sources of training;
- Vocational Qualifications;
- Apprenticeships;
- National Occupational Standards;
- Investors in People; and
- Collaborating with other employers.

3.2 Changes from the 2012 survey

Although the 2014 questionnaire was designed to ensure comparability and build a time series with previous EPS surveys (and to complement the 2013 ESS questionnaire), a number of changes were made to reflect the changing skills and employment policy context.

Consultation was undertaken both within the UK Commission and with the project Steering Group to inform the questionnaire redesign. All of the questions from the previous survey were reviewed and deleted/modified as appropriate, and some new questions were added.

Significant additions were made to the questionnaire, across a number of areas, including:

- A new section on the recruitment of Education Leavers (taken from the equivalent section in ESS 2013);
- Additional detail on specific work placements and internships;
- A small section on awareness and use of Traineeships in England;
- A new section on employers' interactions with educational institutions to provide wider work-related experiences to their students;
- Additional detail on obtaining information and advice on skills and training related issues externally; and
- A new section on working with other employers on their training and skills development practices.

Details on these, as well as further deletions, modifications and additions from the 2012 survey are documented in Table B.1, Appendix B.

3.3 Interview length

The average overall interview length was 24.5 minutes. Interviews with employers varied in length from 15 minutes to just over 40 minutes, depending on their engagement with initiatives, services and activities.

As might be expected, interviews with larger establishments took longer on average given that they are more likely to have engaged with the skills system and to have used more services / initiatives.

3.4 Piloting and cognitive testing

Prior to the mainstage fieldwork a pilot exercise was undertaken in order to test and refine the structure, to ensure any new questions used were well understood by respondents, and to ensure that the survey was of a suitable length. Alongside this pilot phase, cognitive interviews were also conducted to further inform the development of the questionnaire.

The questionnaire was piloted between 17th March and 19th March 2014, comprising 50 interviews with establishments from across the UK, covering a range of size bands and industrial sectors.

Cognitive interviews were also conducted with 10 employers, focussing on parts of the questionnaire identified as potentially difficult for respondents to understand, and where the process of revising the questionnaire would be helped by additional information which could not be gathered during the pilot interviews. An example of this included employers' understanding of new terms such as, 'employer networks'.

The key areas considered for pilot and cognitive testing were:

- The placement of the recruitment of Education Leavers section within the survey;
- Work experience placements, internships and Traineeships (C17-C19C);
- Engagement with educational institutions to provide wider work-related experiences to their students (C23);
- External training and financing (D9A-D10);
- National Occupational Standards (D20-D21);
- Different levels of Apprenticeships (D29); and
- Working with other employers (D36-D39).

The results of both the pilot and cognitive interviews were used to inform further development of the questionnaire, in consultation between IFF Research and the UK Commission. Developments included:

- The removal of C15 ('umbrella' work placement question), D10F (the responsibility of funding for training) and E6 and E7 (awareness of UKCES);
- Amends to C17 (types of work placements) and D36-D39 (working with other employers); and
- Re-ordering of various sections, for example the re-positioning of the Recruitment of Education Leaver questions in Section C.

A secondary cognitive phase followed with five employers interviewed in the pilot, testing questions that were developed following the pilot stage of fieldwork. These concentrated on additional questions in the wider work experience section (C24-C26), employers' approach to training plans (this area of questioning was subsequently removed from the questionnaire) and the hours individuals spend away from their job role while on an apprenticeship (D27).

Revisions to the questionnaire were aimed at ensuring that questions posed were effective and that the questionnaire would be of an appropriate length, reduced from 25.5 minutes to 24.5 minutes. The final questionnaire is presented in Appendix A.

4 Fieldwork

4.1 Methodology

Following the pilot exercise and finalisation of the questionnaire, a total of 18,059 interviews were conducted by telephone using computer aided telephone interviewing (CATI) technology. Fieldwork took place between April and July 2014. Table 4.1 shows the number of interviews achieved by country.

Table 4.1 Interviews achieved by country

	Number of interviews achieved
Overall	
UK	18,059
By country	
England	10,032
Northern Ireland	2,005
Scotland	4,015
Wales	2,007

Introductory letters were sent in advance to the head offices of a select number of employers in the financial services, to maximise response rates among these sites. This letter contained information about the survey and the reasons behind contacting head offices. An example of this letter is shown in Appendix E.

All interviewers were provided with a detailed briefing on the questionnaire design, the aims of the research, and background of the project and the organisations involved. These briefings paid particular attention to the screener section of the questionnaire to ensure the correct respondent was reached. They also focussed on suitable prompts to use for the industry SIC questions (A7 and A8) and explored the necessary level of detail required. UKCES staff attended two briefings at the start of fieldwork.

The survey process was monitored throughout to ensure a high quality of interviewing, whereby all interviewers were monitored by IFF's Quality Control team at least once, and at least five per cent of interviews were monitored.

Interviews were conducted with the most senior person at the site with responsibility for human resource and personnel issues. Respondents were reassured of the confidentiality of their data when they agreed to take part in the interview. If after the first contact more information about the survey was required, a reassurance email was sent; this can be seen in Appendix F.

Regular adjustments were made to the balance of establishments contacted to ensure an even distribution of interviews with employers from different nations, sectors and size bands throughout the fieldwork period. Sample was released for fieldwork in proportion to quota targets so that quota progression was as even as possible, and to ensure employers were called and re-called at suitable points without being over-contacted.

As is usual with surveys of this kind, there were certain types of employers with whom it proved more difficult to achieve interviews. Various methods were employed to help improve response rates among these employers. For example, calls were often made to Construction and Agriculture establishments outside of normal business hours (before 9am and after 5pm) as their work is typically site/outdoor based rather than carried out near a telephone.

As the survey neared the end of the fieldwork period it became clear that it would not be possible to fill some of the quotas with the remaining available sample. This was particularly evident among large establishments (with 100 or more staff) where the available sample was fairly limited relative to establishments of smaller size bands. Appendix D shows the drawn sample ratios; where these are lower than 8:1 this is because the required volume of sample was simply not available from the sources used. It was generally in these areas where it was harder to reach the original quota targets.

During fieldwork, when it became evident that a target quota within a particular cell was unachievable, targets were increased in neighbouring cells to compensate. As an initial step, this entailed increasing the target within the same SIC sector (and country) in an adjacent size band. If this then became unachievable, any remaining achievable size bands within the SIC sector were used to try to reach the overall sector target in that country. Towards the end of fieldwork, quota targets were also opened up within the largest size band (100 plus employees) irrespective of sector or country in order to maximise interviews in this group.

For respondents in Wales, the survey was made available in both English and Welsh. In total 36 interviews were completed in Welsh.

4.2 Response rates

The survey achieved an overall response rate of 41 per cent, retaining broad consistency with the 42 per cent achieved in 2012. Table 4.2 breaks down the sample outcomes and response rate for 2014. The response rate was calculated using the number of achieved interviews as a proportion of 'total complete contacts', where a final outcome was reached with the establishment (this includes those respondents who completed the interview, refused to take part or quit during the interview).

Table 4.2 Sample outcomes and response rate

	Number of contacts	% of all sample	% of complete contacts
Total issued sample	134,099	100	
Ineligible establishments (e.g. sole traders)	4,741	4	
Unavailable during fieldwork / out of quota / ongoing or live sample	68,770	51	
Unobtainable / invalid numbers	16,438	12	
Total complete contacts	44,150	33	100
Achieved interviews	18,059	13	41
Respondent refusal	17,880	13	40
Quits during interview	3,632	3	8
Company policy refusal	4,579	3	10

5 Coding

5.1 Methodology

Open ended responses to the survey were coded by IFF Research's internal coding team. To ensure consistency, a formal code frame was developed and regularly reviewed during development by the research team. In addition, the application of the code frame in practice was monitored through quality control checks to ensure a high level of accuracy of codes assigned to verbatim responses. Table C.1 in Appendix C details the questions which required coding.

5.2 Sector Classifications

Each establishment was allocated to one of 12 sectors, based on their Standard Industrial Classification (SIC). SIC 2007 was used to classify respondents. A description of business activity was read out to each respondent. If they agreed that this description matched the main activity, then the SIC on Experian's database was assumed to be correct. If, however respondents did not agree with the classification of their establishment, a verbatim response was collected at A7 and A8. This data was then coded to 4-digit Standard Industrial Classification (SIC) 2007, and subsequently grouped into the sector categories used for analysis and reporting. In total, nearly a quarter of respondents (24 per cent) disagreed with the initial classification of their establishment.

A detailed outline of the sector classifications used is provided in Tables C.2 and C.3 in Appendix C.

6 Weighting

6.1 Data Source and Methodology

The survey data was weighted and grossed up to population figures of 1.77 million establishments (with two or more employees). All population estimates used were derived from the latest available (March 2014) Inter-Departmental Business Register (IDBR).

The first stage of weighting was based upon nation, size and sector. The size bands used in the weighting process were slightly more granular than those used in sampling. Additional sub-groups were added to the 25-99 band (25-49 and 50-99) and the 100+ band was also collapsed between 100-249 and 250+. Meanwhile employers in Agriculture, Mining and Electricity were combined into one sector grouping (Primary Sector and Utilities) due to the relatively low number of completed interviews among Mining and Electricity employers. Within each country, weights were applied on a separate, interlocking seven size band and 12 SIC sector grid based on IDBR population counts.

The second stage involved rim weights being applied to the data to ensure that it represented the employer population by region (GOR in England, WDF in Northern Ireland; Scottish Enterprise / Highlands and Islands in Scotland; Broad region in Wales). Rim weights were used to ensure the survey population of each region matched the true population, though without further correction for size and sector at this level.

7 Sampling Error and Statistical Significance

7.1 Statistical accuracy of survey results

Sampling error for the survey results overall and for key sub-groups by which analysis is presented in the report is shown in Table 7.1 and Table 7.2. Table 7.3 also shows sampling error by region. Confidence intervals have been calculated based on a survey result of 50 per cent, at the 95 per cent confidence level. Where the table indicates that a survey result based on all respondents has a sampling error of +/- 0.8 per cent, this should be interpreted as follows: 'for a question asked of all respondents in this group where the survey result is 50 per cent, we are 95 per cent confident that the true figure lies within the range 49.2 per cent to 50.8 per cent'.

As a note, the calculation of sampling error has taken into account the finite population correction factor to account for cases where we are measuring a significant portion of the population universe (i.e. even if two sample sizes are the same, the sampling error will be lower if in one case a far higher proportion of the population was covered).

Table 7.1 Sampling error (at a 95 per cent confidence level) associated with findings of 50 per cent, by country and size band

	Number of interviews achieved	Population	Confidence Interval
Overall			
UK	18,059	1,766,837	±0.7
By country			
England	10,032	1,488,170	±1.0
Northern Ireland	2,005	54,518	±2.2
Scotland	4,015	142,947	±1.5
Wales	2,007	81,202	±2.2
By number of employees			
2 to 4	4,223	907,993	±1.5
5 to 9	4,284	393,556	±1.5
10 to 24	4,068	275,062	±1.5
25 to 99	3,834	151,514	±1.6
100 or more	1,650	38,712	±2.4

Table 7.2 Sampling error (at a 95 per cent confidence level) associated with findings of 50 per cent, by sector

	Number of interviews achieved	Population	Confidence Interval
By broad sector			
Primary sector and utilities	962	109,145	±3.2
Manufacturing	1,213	98,627	±2.8
Construction	1,465	158,790	±2.6
Trade, accommodation and transport	5,753	582,843	±1.3
Business and other services	4,968	606,989	±1.4
Non-market services	3,698	210,443	±1.6
By detailed sector			
Primary sector and utilities	962	109,145	±3.2
Manufacturing	1,213	98,627	±2.8
Construction	1,465	158,790	±2.6
Wholesale and retail trade	3,580	371,231	±1.6
Hotels and restaurants	1,649	159,893	±2.4
Transport, storage and communications	1,165	128,789	±2.9
Financial services	486	38,259	±4.4
Real estate, renting and business activities	2,613	363,789	±1.9
Public admin. and defence; compulsory social security	466	19,814	±4.5
Education	1,122	58,124	±2.9
Health and social work	2,110	132,505	±2.1
Community, social and personal service activities	1,228	127,871	±2.8

Table 7.3 Sampling error (at a 95 per cent confidence level) associated with findings of 50 per cent, by region

	Number of interviews achieved	Population	Confidence Interval
England			
North East	545	55,916	±4.2
North West	1,069	178,229	±3.0
Yorkshire and The Humber	700	133,625	±3.7
East Midlands	1,033	120,461	±3.0
West Midlands	818	144,557	±3.4
East of England	1,584	169,817	±2.5
London	1,619	260,283	±2.4
South East	1,593	257,798	±2.5
South West	1,071	167,484	±3.0
Northern Ireland			
Belfast WDF	479	10,607	±4.4
Northern WDF	442	12,531	±4.6
North West WDF	197	4,813	±6.8
Southern WDF	289	9,458	±5.7
South West WDF	262	8,237	±6.0
South East WDF	336	8,872	±5.2
Scotland			
Scottish Enterprise	3,264	124,495	±1.7
Highlands and Islands	751	18,452	±3.5
Wales			
North (incl Gwynedd)	510	20,331	±4.3
Mid	212	9,714	±6.7
South West	804	18,593	±3.4
South East	481	32,564	±4.4

Appendix A Final Survey Questionnaire

Screenener

ASK TELEPHONIST

S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research. Can I just check, is this [COMPANY NAME FROM SAMPLE]?**

Yes – correct	1	CONTINUE
No – company name wrong	2	TAKE CORRECT COMPANY NAME AND CONTINUE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Residential Number	8	
Company closed	9	

ASK ALL

S2 IF SAMPLE NOT NAMED: **Please can I speak to the person at this site who has most responsibility for staff issues such as training, recruitment or resourcing?**

IF SAMPLE NAMED: **Please may I speak to [NAME FROM SAMPLE]?**

ALL:

IF NECESSARY: **We need to speak to someone at this site rather than someone at another branch or office of your organisation. Could I speak to the person at this site who would have the best overview of human resource and personnel issues?**

Yes – speaking	1	CONTINUE
Yes – transferred	2	CONTINUE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Requested reassurance email (insert email address) DP: SEND AUTOMATIC EMAIL	13	
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available during fieldwork period	8	
Nobody at site able to answer the questions	9	
Sole trader / alone at site	10	
Residential number	11	
Company closed	12	

ASK ALL
 S3 IF TRANSFERRED (S2=2): **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company.**

ALL: We're conducting a survey on behalf of the UK Commission for Employment and Skills and its partners such as [ENGLAND: the Department for Business, Innovation and Skills (BIS) WALES: the Welsh Government SCOTLAND: the Scottish Government NI: the Department for Employment and Learning in Northern Ireland (DELNI)].

The survey aims to help Government and other organisations to help employers like you, by better understanding your needs in terms of skills, training and employment. Your co-operation will ensure that the views expressed are representative of all employers in your industry.

[IF EIF/GIF SAMPLE:

ADD IF NECESSARY: You may have recently been contacted regarding a different government-sponsored survey on workforce development. The Employer Perspectives Survey is a UK-wide study of recruitment and people development activity that helps inform government policy on a range of initiatives such as Apprenticeships. Other employers have found the results useful as a tool to benchmark their recruitment and people development practices with similar employers in their area or industry. Your support with this survey would be very much appreciated.

More details can be found on their website: [https://www.gov.uk/government/news/employer-perspectives-survey-2014-now-underway.](https://www.gov.uk/government/news/employer-perspectives-survey-2014-now-underway)]

ALL: Can I just check, are you the best person at this site to answer questions on this subject? Are you available to take part now?

WL: INTERVIEWER NOTE: IF RESPONDENT REQUESTS AN INTERVIEW IN WELSH, SELECT CONTINUE AND CHOOSE S4=1.

Continue	1	CONTINUE
Referred to someone else at establishment NAME_____	2	TRANSFER AND RE-INTRODUCE
JOB TITLE_____		
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Requested reassurance email (insert email address) DP: SEND AUTOMATIC EMAIL	9	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	

ASK IF WELSH LANGUAGE CALLBACK

S3WELSH **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company.**

One of our interviewers called you recently about the Employer Perspectives Survey run on behalf of the UK Commission for Employment and Skills. You said you would like to be called back in Welsh.

Would now be a good time to do the interview? When would be a suitable time to conduct the interview with you?

Continue	1	CONTINUE TO A1
Referred to someone else at establishment NAME_____	2	TRANSFER AND RE-INTRODUCE
JOB TITLE_____		
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Requested reassurance email (insert email address) DP: SEND AUTOMATIC EMAIL IN APPENDIX A	9	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	

REASSURANCES TO USE IF NECESSARY

The interview will take around 20-25 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you or your organisation to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

MRS: Market Research Society on 0500 396 999

IFF: Mark Tweddle or Andrew Skone James: 0207 250 3035

UKCES: Rebecca Jones: 0207 227 7839

ASK IF HARD OR SOFT APPOINTMENT SELECTED AND WELSH SAMPLE (S3=3/4 AND COUNTRY=4)

S3A **Would you prefer us to call you back in Welsh or English?**

Welsh	1	“One of our Welsh speaking interviewers will call back in the next one or two working days to make an appointment with you.” THANK AND CLOSE
English	2	CONTINUE TO APPOINTMENT SCREEN

ALL: **Please note, this call may be recorded for quality or training purposes.**

ASK ALL WELSH (COUNTRY=4)

S4 **Would you prefer the interview to be carried out in Welsh or English?**

Welsh	1	“One of our Welsh speaking interviewers will call back in the next one or two working days to make an appointment with you.” THANK AND CLOSE
English	2	CONTINUE

Section A – Firmographics

ASK ALL

I would like to start by asking you some questions about your organisation and, specifically, the site at which you work.

- A1 **How many people work at this particular establishment? Please include both full-time and part-time employees on your payroll at the site and any working proprietors or owners, but exclude the self-employed and outside contractors or agency staff.**

INTERVIEWER NOTE: NON-EMPLOYEE TRAINERS AND EMPLOYEES UNDER 16 SHOULD BE EXCLUDED.

PROBE FOR BEST ESTIMATE AND RECORD NUMBER

CLOSE IF DK/REF

CATI TO CODE RANGE AUTOMATICALLY AND CHECK QUOTA

1	1	THANK AND CLOSE
2-4	2	
5-9	3	
10-24	4	
25-49	5	
50-99	6	
100-249	7	
250 or more	8	

ASK ALL

- A2 **Is this establishment...?**
READ OUT. SINGLE CODE.

The only establishment in the organisation, or	1
One of a number of establishments within a larger organisation	2

- A3 THERE IS NO A3

IF A1<250 AND A2=2

- A4 **And how many people does your organisation employ, including those at this site and those based elsewhere? Is it 250 or more, or less than 250?**

250 or more	1
Less than 250	2
Don't know	3

ASK ALL

A5 **Would you classify your organisation as one ...?**

READ OUT. CODE ONE ONLY

MAINLY seeking to make a profit (i.e. private sector)	1
A charity or voluntary sector organisation or a social enterprise	2
A local-government financed body ADD IF NECESSARY: such as a school or a body delivering leisure, transport, social care, waste or environmental health services	3
A central government financed body ADD IF NECESSARY: such as the Civil Service, any part of the NHS, a college or university, the Armed Services, an Executive Agency or other non-departmental public bodies	4
DO NOT READ OUT: None of the above, other (specify)	5

ASK ALL

A6 **How long has your organisation been operating?**

PROBE FOR BEST ESTIMATE

Under 1 year	1
1-3 years	2
Over 3 years up to and including 5 years	3
Over 5 years up to and including 10 years	4
Over 10 years	5
DO NOT READ OUT: Don't know	X

ASK ALL PRIVATE SECTOR (A5=1)

A6A **Which of the following statements best applies to your outlook for the business over the next 12 months: You expect the business to...**

READ OUT; CODE ONE ONLY

Grow significantly	1
Grow slightly	2
Remain about the same	3
Contract slightly	4
Contract significantly or close down	5
DO NOT READ OUT: Don't know	X

ASK ALL

IF MULTI-SITE ORGANISATION, SAY: **From now on, when I use the word “establishment”, I mean the site at which you work.**

A7 **I have [SIC DESCRIPTION ON SAMPLE] as a general classification for your establishment. Does this sound about right?**

Yes	1
No	2

IF NO (A7=2):

A8 **How would you describe the main business activity of this establishment?**

PROBE FULLY:

What would you type into a search engine to find an establishment like yours online?

What exactly is made or done at this establishment?

WRITE IN. MUST CODE TO 4-DIGIT SIC07.

IF IN OPERATION FOR OVER A YEAR (A6#1)

A9 **Over the past 12 months, has the number of people employed at this establishment...?**

READ OUT AND CODE ONE ONLY.

Broadly remained the same,	1
Increased	2
Decreased	3
DO NOT READ OUT: Was not in business 12 months ago	4
DO NOT READ OUT: Don't know	X

Section B – There is no Section B

Section C – Recruitment

ASK ALL

- C1 **Have you had any vacancies for either full-time or part-time staff in the past 12 months, regardless of whether you managed to fill them or not?**

Yes	1
No	2
Don't know	X

ASK ALL

- C2 **Have you heard of any of the following services or initiatives?**

READ OUT. CODE ALL THAT APPLY

IF YES TO ANY ABOVE AND HAVE HAD VACANCIES IN LAST YEAR (C1=1 AND C2≠22)

ASK C3 FOR EACH HEARD OF

- C3 **And have you made use of [IF MORE THAN ONE CODE SELECTED AT C2: any of] the following to recruit staff over the past 12 months?**

DISPLAY THOSE MENTIONED AT C2 (EXCEPT SOCIAL MOBILITY BUSINESS COMPACT). READ OUT. CODE ALL THAT APPLY.

	C2	C3
Graduate Talent Pool	1	1
EN/WL/SC: Universal Jobmatch service	2	2
EN/WL/SC: Jobcentre Plus's recruitment services	3	3
EN/WL/SC: Youth Contract	4	4
EN: Social Mobility Business Compact	5	-
NI Jobcentre's recruitment services	6	6
NI: Employers Online	7	7
NI: Steps to Work	8	8
NI: Bridge to Employment	9	9
NI: Youth Employment Scheme	10	10
NI: Training for Success	11	11
SC: Training for Work	12	12
SC: Get Ready for Work	13	13
SC: Community Jobs Fund	14	14
SC: Employer Recruitment Incentive	15	15
SC: Employability Fund	16	16
WL: Go Wales	17	17
WL: Jobs Growth Wales	18	18
WL: ReAct, Redundancy Action Scheme	19	19
WL: Young Recruits Programme	20	20
WL: Traineeships	21	21
DO NOT READ OUT: None of the above	22	22

IF HAVE HAD VACANCIES (C1=1)

C4 What channels have you used in the last 12 months to try to fill vacancies?

DO NOT READ OUT; PROMPT AS NECESSARY; CODE ALL THAT APPLY

<i>PUBLIC FREE</i>	
EN/SC/WL: Jobcentre Plus services including Universal Jobmatch NI: Jobcentre/Jobs and Benefits Office (including Employers Online)	1
Government programmes and schemes	2
EN: National Apprenticeship Service (NAS) Apprenticeship Vacancies system	3
EN: National Careers Service	4
WL: Apprenticeship Matching Service	5
<i>PRIVATE PAID FOR</i>	
National press	6
Local press	7
Trade press / professional publications	8
Recruitment agencies	9
Paid for Recruitment websites (e.g. Monster, Jobsite or Total Jobs)	10
<i>PRIVATE FREE</i>	
School / college / university job fairs or career services	11
Word of mouth / personal recommendation	12
Internal notices (notice boards / intranet) / filled it internally	13
Own website	14
Social media	15
Other free websites (e.g. Gumtree)	16
Notice boards / shop windows	17
Speculative enquiries	18
Other (SPECIFY)	19
DO NOT READ OUT: Don't know	X

ASK ALL

- C5 I'd now like you to think about the factors you look for in candidates when you are looking to recruit new employees. For each factor that I read out, please say if it is critical, if it is a significant factor, if you place a small amount of value on it, or if it has no value for you?

READ OUT AND PROMPT AS NECESSARY

	Critical	Significant	Small amount of value	No value	Don't know
Having a particular level of achievement of academic qualifications (e.g. GCSEs, A levels or a degree)	1	2	3	4	X
Maths and English GCSE to at least level 2 or GCSE A*-C	1	2	3	4	X
Having a relevant vocational qualification	1	2	3	4	X
Having relevant work experience	1	2	3	4	X

IF HAVE HAD VACANCIES IN LAST 12 MONTHS (C1=1)

- C6A You said you have had vacancies in the last 12 months – can I just check, have you actually recruited anyone in the past year? IF NECESSARY: whether or not they are still working for you

IF RECRUITED IN LAST 12 MONTHS (C6A=1)

- C6B And has anyone you've recruited in the last 12 months been between the ages of 16 and 18?

IF RECRUITED IN LAST 12 MONTHS (C6A=1)

- C6C Has anyone you've recruited been between the ages of 19 and 24?

IF UNSURE WHETHER ANY RECRUITED EITHER 16-18 OR 19-24 YEAR OLDS (C6B=X AND C6C=X)

- C6D Can I just check if you have recruited anyone under 25 years of age in the last 12 months?

IF RECRUITED IN LAST 12 MONTHS (C6A=1)

- C6E And has anyone you've recruited in the last 12 months been aged over 50?

DP: Show C6A-C6E on separate screens	C6A (Any)	C6B (16-18)	C6C (19-24)	C6D (Under 25)	C6E (Over 50)
Yes	1	1	1	1	1
No	2	2	2	2	2
Don't know	X	X	X	X	X

- C7 THERE IS NO C7

IF HAVE RECRUITED YOUNG PERSON/PEOPLE (C6B=1 OR C6C=1 OR C6D=1)
The next few questions relate to the *last* young person you recruited, that is someone under the age of 25.

- C8 **Firstly, what position or role were they recruited to?**
 PROMPT FOR FULL DETAILS (E.G. IF MANAGER, WHAT TYPE OF MANAGER?)

WRITE IN
ALLOW DK

- C9 THERE IS NO C9

IF HAVE RECRUITED YOUNG PERSON/PEOPLE (C6B=1 OR C6C=1 OR C6D=1)

- C10 **What channels did you use to fill this role?**
 DO NOT READ OUT; CODE ALL THAT APPLY
 DP: SHOW ALL PRE-CODES HERE

<i>PUBLIC FREE</i>	
EN/SC/WL: Jobcentre Plus services including Universal Jobmatch NI: Jobcentre/Jobs and Benefits Office (including Employers Online)	1
Government programmes and schemes	2
EN: National Apprenticeship Service (NAS) Apprenticeship Vacancies system	3
EN: National Careers Service	4
WL: Apprenticeship Matching Service	5
<i>PRIVATE PAID FOR</i>	
National press	6
Local press	7
Trade press / professional publications	8
Recruitment agencies	9
Paid for Recruitment websites (e.g. Monster, Jobsite or Total Jobs)	10
<i>PRIVATE FREE</i>	
School / college / university job fairs or career services	11
Word of mouth / personal recommendation	12
Internal notices (notice boards / intranet) / filled it internally	13
Own website	14
Social media	15
Other free websites (e.g. Gumtree)	16
Notice boards / shop windows	17
Speculative enquiries	18
[INSERT RESPONSE TO 'Other (SPECIFY)' AT C4]	19
Other (Please specify)	20
DO NOT READ OUT: Don't know	X

Recruitment of Education Leavers

ASK ALL

C10A **Thinking about your establishment's more historic recruitment processes, in the last 2-3 years has this site taken on anyone to their first job on leaving school, college or university?**

Yes	1
No	2
Don't know	X

IF RECRUITED EDUCATION-LEAVERS AND ENGLAND, NI OR WALES (C10A=1 AND COUNTRY=1, 2 OR 4)

C10B **Have any of these been...**

READ OUT

	Yes	No	Don't know
i) 16 year olds recruited to their first job on leaving school [IF NECESSARY ADD: Who have undertaken compulsory education but no more]	1	2	3
ii) 17 or 18 year olds recruited to their first job from school	1	2	3
iii) 17 or 18 year olds recruited to their first job from FE College	1	2	3
iv) Recruited to their first job from University or another Higher Education institution, regardless of their age	1	2	3

IF RECRUITED DIRECTLY FROM EDUCATION ESTABLISHMENTS LISTED AT C10B (C10B(ANY)=1)

C10C **Thinking of those recruited in the last 2-3 years, how well prepared for work have the...**

- (C10B=1) **16 year old school leavers been?**
- (C10B=1) **17-18 year olds you recruited to their first job from school been?**
- (C10B=1) **17-18 year olds you recruited to their first job from FE Colleges been?**
- (C10B=1) **university or higher education leavers been?**

READ OUT FOR EACH	
Very well prepared	1
Well prepared	2
Poorly prepared	3
Or very poorly prepared	4
DO NOT READ OUT: Don't know	X
DO NOT READ OUT: Varies too much to say	X

ASK IF POORLY OR VERY POORLY PREPARED FOR EACH ITERATION OF C10C
(C10C=3-4).

C10D In what ways have they been poorly prepared?

DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY.

Lack required skills or competencies (e.g. technical or job specific skills, IT skills, problem solving skills, team working skills)	1
Literacy/numeracy skills	2
Poor education	3
Lack of common sense	4
Poor attitude / personality or lack of motivation (e.g. poor work ethic, punctuality, appearance, manners)	5
Lack of working world / life experience or maturity (including general knowledge)	6
Other (WRITE IN)	7
Don't know (ALLOW SINGLE CODE ONLY)	X

IF RECRUITED EDUCATION-LEAVERS AND SCOTLAND (F1=1 AND COUNTRY=3)
ASK C10E TO C10G IN A LOOP

C10E Have any of these been recruited to their first job from...

READ OUT

	Yes	No	Don't know
i) A Scottish secondary school	1	2	3
ii) A Scottish FE College	1	2	3
iii) A Scottish University	1	2	3

IF RECRUITED DIRECTLY FROM EDUCATION ESTABLISHMENTS LISTED AT C10E
(C10E(ANY)=1)

C10F Thinking of those recruited in the last 2-3 years to their first job on leaving

- (C10Ei=1) **a Scottish secondary school,**
- (C10Eii=1) **a Scottish FE college,**
- (C10Eiii=1) **a Scottish University,**

...in relation to their preparedness for work would you say that they were...?

READ OUT FOR EACH	
Very well prepared	1
Well prepared	2
Poorly prepared	3
Or very poorly prepared	4
DO NOT READ OUT: Don't know	X
DO NOT READ OUT: Varies too much to say	5

ASK IF POORLY OR VERY POORLY PREPARED FOR EACH ITERATION OF C10F
(C10F=3-4).

C10G **In what ways have they been poorly prepared?**

DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY.

Lack required skills or competencies (e.g. technical or job specific skills, IT skills, problem solving skills, team working skills)	1
Literacy/numeracy skills	2
Poor education	3
Lack of common sense	4
Poor attitude / personality or lack of motivation (e.g. poor work ethic, punctuality, appearance, manners)	5
Lack of working world / life experience or maturity (including general knowledge)	6
Other (WRITE IN)	7
Don't know (ALLOW SINGLE CODE ONLY)	X

C11-16 THERE IS NO C11 - C16

Work experience and traineeships

ASK ALL

C17 **I'd now like to return to your establishment's activities in the past year. Thinking about people of all ages, in the last 12 months have you had anyone in on:** [C17 ITERATION TEXT]?

READ OUT

	Yes	No	Don't know
a. Placements for people at school	1	2	3
b. Placements for people at Further Education or sixth form college	1	2	3
c. Placements for people at university	1	2	3
d. Internships, either paid or unpaid	1	2	3
EN only: e. Traineeships, under a government scheme introduced in 2013 to give work experience to people not in work who need additional skills to get a job or an apprenticeship	1	2	3
f. [EN: Other placements ; NI/SC/WL: Placements] specifically targeted at giving work experience to the unemployed (such as through Jobcentre Plus' Work Programme scheme or Work Experience schemes [EN/SC: and Sector-Based Work Academies]) [NI: and the Steps to Work or Youth Employment Scheme])	1	2	3
g. Work trials for potential new recruits	1	2	3
h. Any other type of placement? (SPECIFY) <i>INTERVIEWER NOTE: If apprenticeships mentioned under 'other' please inform respondent that this will be covered explicitly later in the survey. Do <u>not</u> code them as 'yes' here.</i>	1	2	3

C18-C19C: ASK IN A LOOP	C17a. Placements for people at school	b. Placements for people at Further Education or sixth form college	c. Placements for people at university	d. Internships	e. Traineeships	f. Placements] specifically targeted at giving work experience to the unemployed	g. Work trials for potential new recruits	h. [insert C17h answer]
FOR EACH "YES" AT C17								
C18 You said you had had people on [C17 ITERATION]. In the last 12 months, how many people have you had on [C17 ITERATION]? DP: MINIMUM OF '1' ALLOWED								
ENTER NUMBER (or DK)								
FOR EACH "YES" AT C17 ON ITERATIONS 2 – 4 and 6 - 8								
C19 And how old have the people on these placements in the last 12 months been? IF NEEDED: [INSERT ITERATION TEXT] READ OUT; CODE ALL THAT APPLY								
Under 25		1	1	1		1	1	1
25 or over		2	2	2		2	2	2
Don't know		3	3	3		3	3	3
FOR EACH "YES" AT C17:								
C19A Typically, how long did these placements last? <i>ADD IF NECESSARY: Please consider the length of time of your most recent or common placements.</i> PROMPT IF NECESSARY; CODE ONE ONLY								
A week or less	1	1	1	1	1	1	1	1
Two to three weeks	2	2	2	2	2	2	2	2
Around a month	3	3	3	3	3	3	3	3
Two to three months	4	4	4	4	4	4	4	4
Four to six months	5	5	5	5	5	5	5	5
Seven to 12 months	6	6	6	6	6	6	6	6
Over a year	7	7	7	7	7	7	7	7
Don't know	8	8	8	8	8	8	8	8
FOR EACH "YES" AT C17:								
C19C In the last 12 months has your establishment taken on anyone who has been on this kind of placement with you into a permanent or long-term paid role? IF NEEDED: [INSERT ITERATION TEXT] READ OUT; CODE ALL THAT APPLY								
Yes – at the end of their placement	1	1	1	1	1	1	1	1
Yes – after they finished their education / course / degree	2	2	2	2	2	2	2	2
No (ALLOW SINGLE CODE ONLY)	3	3	3	3	3	3	3	3
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	4	4	4	4	4	4	4	4

IF HAVE OFFERED PLACEMENTS (ANY C17=1)

C20 **What are the main reasons you offer work experience placements or internships?**
DO NOT READ OUT; CODE ALL THAT APPLY

Part of formal Social responsibility / CSR policy	1
Moral reasons / benefits to young people / doing our "bit"	2
Do not need to pay them	3
Gives them experience	4
Raises our profile in the recruitment market	5
Helps us with recruitment / use it as a trial period	6
Other (SPECIFY)	7
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	8

C21 THERE IS NO C21

ASK IF ENGLAND EMPLOYER AND NOT OFFERED TRAINEESHIPS (COUNTRY=1 AND C17e=2/3)

C22 **I'd now like to ask you about your awareness of Traineeships, a Government programme introduced in August 2013.**

These offer 16 to 23 year olds who are not in work and looking to get a paid job the opportunity to undertake substantial work placements alongside support with basic skills such as Maths and English to help them progress onto an apprenticeship or secure other employment.

ADD IF NECESSARY: from August 2014 Traineeships will be available for those aged 16 to 24 who are not in work and looking to get a paid job.

Which of these best describes your awareness of Traineeships? Would you say...
READ OUT. CODE ONE ONLY

You have not heard of Traineeships	1
You are aware of them but do not know what they are	2
You are aware of them and have some knowledge of what they involve	3
You have a good knowledge of them and what they involve	4
DO NOT READ OUT: Don't know	5

ASK ALL ENGLAND EMPLOYERS WHO HAVE HAD, OR ARE AWARE OF, TRAINEESHIPS (COUNTRY=1 AND (C17e=1 OR C22=3/4)

C22A **Does your establishment plan to offer Traineeships in the future?**

Yes	1
No	2
Don't know	X

ASK ALL

C23 I'd now like to move on to your establishment's involvement with educational institutions such as schools, colleges and universities, where you might have provided other forms of work-related experience to their students, outside of what we have just been discussing.

So, during the past 12 months has your establishment...?

IF EDUCATION SECTOR (SECTOR15=13): ADD IF RESPONDENT BELONGS TO EDUCATIONAL INSTITUTION OR TRAINING PROVIDER: Please focus on your establishment's engagement with students external to your organisation.

INTERVIEWER NOTE: PLEASE ENSURE YOU ONLY CAPTURE ACTIVITY ADDITIONAL TO THAT DISCUSSED AT C17.

READ OUT; CODE ALL THAT APPLY.

	Yes	No	Don't know
i. Sponsored, supported or participated in any enterprise competitions	1	2	X
ii. Provided one to one mentoring support, either face to face or online to students	1	2	X
iii. Conducted mock interviews with students	1	2	X
iv. Held site visits at your establishment for students	1	2	X
v. Been into schools, colleges or universities to talk to students about careers in your organisation or sector	1	2	X
vi. Helped design and/or set coursework for students	1	2	X

ASK IF HAD ANY ENGAGEMENT IN THIS WAY (ANY C23=1)

C24 And thinking about these particular areas we have just discussed, with which of the following educational institutions did you have this involvement in the last 12 months?

READ OUT.

	YES	NO	DK
_1 Schools	1	2	3
_2 Further Education or sixth form colleges	1	2	3
_3 Universities	1	2	3

DP: ASK C25-C25A SEQUENTIALLY FOR EACH ITERATION WHERE C24=1

ASK FOR EACH INSTITUTION WHERE HAD ENGAGEMENT IN THIS WAY (ANY C24=1)

C25 When providing these work-related experiences to students, has your establishment encountered any difficulties when engaging with: C24 ITERATION

Yes	1
No	2
Don't know	X

ASK IF ENCOUNTERED ANY DIFFICULTIES ENGAGING WITH EACH INSTITUTION
(C25=1)

C25a **And what difficulties has your establishment encountered when engaging with:** C24
ITERATION

<i>WRITE IN</i>	
Don't know	1

ASK FOR EACH INSTITUTION WHERE NOT HAD ANY ENGAGEMENT IN THIS WAY
(ANY C24=2)

C26 **What would you say were the main reasons for not engaging with [c24=2 iteration] to provide work-related experiences to their students?**

ADD IF NECESSARY: **Is there anything in particular about these institutions or their students which has discouraged you from engaging with them?**

DO NOT READ OUT. CODE ALL THAT APPLY

Very few institutions in the local area	1	
Not been approached by these institutions	2	
Difficulties communicating with these institutions	3	
These institutions are not interested in engaging with our organisation / industry	4	
Their students are <u>too advanced</u> for the type of work we do	5	
Their students are <u>not advanced enough</u> for the type of work we do	6	
Don't have the time or resource to engage with these institutions	7	
Legal requirements (e.g. age requirements / need for qualifications)	8	
Too much bureaucracy / red tape	9	
IF MULTISITE (A2=2): Head Office decision	10	
Other (SPECIFY)	11	
SINGLE CODE: No particular reason	12	
SINGLE CODE: Don't know	13	

ASK IF NOT HAD ANYONE IN ON WORK PLACEMENTS OR CONDUCTED WORK
INSPIRATION (ALL C17=2/3 AND ALL C23=2/3)

C27 You mentioned that you have not had any work placements or internships in the last 12 months, or engaged with educational institutions to provide other forms of work-related experience to their students. What would you say are the main reasons for not doing so?

DO NOT READ OUT; CODE ALL THAT APPLY

We have no suitable roles	1
Do not have the time / resource to manage it	2
Does not offer us any business benefits / Benefits not worth cost	3
Would like to but don't know how to organise	4
Never thought about it	5
No one has approached us	6
Recruitment freeze	7
Schools are difficult to engage with	8
Further Education / 6 th form colleges are difficult to engage with	9
Universities are difficult to engage with	10
Company policy / Head Office decision	11
Other (SPECIFY)	12
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

ASK IF NOT HAD ANYONE IN ON WORK PLACEMENTS OR CONDUCTED WORK
INSPIRATION (ALL C17=2/3 AND ALL C23=2/3)

C28 What, if anything, could be done to encourage employers such as you to offer work experience placements, or engage with educational institutions in future?

DO NOT READ OUT; CODE ALL THAT APPLY

Less bureaucracy (for example around employment law, health and safety, child protection etc.)	1
Better quality of placement candidates	2
Financial incentives to compensate for the resource used	3
Practical assistance managing the placements	4
Pro-active approaches from schools/colleges/universities	5
Help or advice on finding candidates	6
Other (WRITE IN)	7
Nothing	8
Don't know	X

Section D – People Development

Sources of information and advice

ASK ALL

- D1 **I would now like to talk about the support that is available to businesses and organisations like yours to develop the skills of your employees.**

In the past 12 months, as far as you know, has anyone at this establishment sought or received information, advice or more practical help on skills or training-related issues from people external to your organisation?

Yes	1
No	2
Don't know	3

ASK IF HAVE NOT SOUGHT OR RECEIVED INFO ON SKILLS OR UNSURE (D1=2/3)

- D1A **And has your establishment experienced any skills or training-related issues in the last 12 months where you might have needed information, help or advice?**

Yes	1
No	2
Don't know	3

ASK IF HAD SKILLS ISSUES IN LAST 12 MONTHS AND NOT SOUGHT HELP (D1A=1 AND D1=2)

- D1B **Which of the following were reasons for not seeking help on skills or training-related issues from an external organisation?**

READ OUT; CODE ALL THAT APPLY.

You were able to deal with these issues in-house	1
There were no external organisations you felt you could trust with these issues	2
You did not know where you could go to find help	3
The issue was too specific for an external organisation to help	4
IF MULTISITE (A2=2) Another part of the organisation deals with these issues	5
Any other reason (Please specify)	6
DO NOT READ OUT: No particular reason	7
DO NOT READ OUT: Don't know	8

ASK IF HAVE RECEIVED ADVICE (D1=1)

D1C **What prompted your establishment to decide to seek advice or help on skills and training related issues?**

ADD IF NECESSARY: **Was there perhaps anything you saw or attended which triggered this decision, or any skills needs your establishment had which might have led you to seeking advice?**

DO NOT READ OUT. CODE ALL THAT APPLY

The need to up-skill staff (e.g. staff needed a particular level of qualification to work)	1	
On-going staff development (e.g. staff need to keep up-to-date with new developments)	2	
The availability of funding	3	
Company policy to seek external advice	4	
Recognition that external expertise was needed	5	
Staff requested training which we do not provide internally	6	
To keep up with new services / the introduction of new technologies or working practices	7	
Approached by an external organisation	8	
Other (SPECIFY)	9	
Don't know	10	

ASK IF HAVE RECEIVED ADVICE (D1=1)

D1D **Overall, how satisfied or dissatisfied were you with the advice regarding skills and training related issues that you received?**

READ OUT; CODE ONE ONLY.

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
Don't know	X

IF DISSATISFIED WITH ADVICE RECEIVED (D1D=4-5)

D1E **And why were you dissatisfied with this advice?**

<i>WRITE IN.</i>
<i>ALLOW DK</i>

ASK IF HAVE RECEIVED ADVICE (D1=1)
 D2 **Has anyone at this establishment received advice or help on skills and training related issues in the last 12 months from any of the following?**
 READ OUT. MULTICODE
 DP PLEASE ROTATE ANSWER CODES

A Sector Skills Council (SSC) [SPECIFY WHICH]	1
A Trade union	2
A Professional body	3
An FE college	4
A university	5
A commercial or not-for-profit training Provider	6
A consultancy	7
Other employers in your industry or your locality	8
ENGLAND AND WALES: Gov.uk	9
NORTHERN IRELAND ONLY: NI Business Information	10
SCOTLAND ONLY: Business Gateway	11
SCOTLAND ONLY: Scottish Enterprise	12
SCOTLAND ONLY: Highlands and Islands Enterprise	13
SCOTLAND ONLY: Skills Development Scotland	14
NORTHERN IRELAND ONLY: Invest Northern Ireland	15
NORTHERN IRELAND ONLY: Skills Solutions DEL	16
WALES ONLY: Welsh Government	17
WALES ONLY: Local Enterprise Agency	18
WALES ONLY: Careers Wales	19
Local Authority	20
Chamber of Commerce	21
ENGLAND ONLY: A Local Enterprise Partnership (or LEP)	22
Any others? [SPECIFY]	23
None	24
Don't know	X

D3 THERE IS NO D3

ASK ALL

D4 **Which of the following schemes and initiatives have you heard of...?**

READ OUT. CODE ALL THAT APPLY.

Union Learning Fund	1
EN: National Skills Academy	2
EN: Growth Accelerator	3
WL: Business Wales	4
WL: Skills Growth Wales	5
WL: Basic Skills Employer Pledge	6
WL: Leadership and Management Wales	7
WL: Workforce Development Programme	8
WL: Welsh Government Training Grants	9
SC: Flexible Training Opportunities	10
SC: PACE, Partnership Action for Continuing Employment	11
NI: 'Made Not Born', Leadership and Management Development	12
NI: Customised Training from DELNI (Department of Employment and Learning)	13
NI: Essential Skills	14
EN/SC/WL AND A1=250+: Right of employees to request time to train	15
DO NOT READ OUT None of these	16
DO NOT READ OUT Don't know	X

ASK D5 FOR EACH SCHEME OR INITIATIVE HEARD OF

D5 **Have you used or been involved with [INITIATIVE] in the past 12 months?**

Yes	1
No	2
Don't know	3

Training activity

D6 THERE IS NO D6

ASK ALL

D6A **Has your establishment [IF MULTISITE or organisation] provided any INTERNAL training for employees [IF MULTISITE at this establishment] in the past 12 months? By internal training we mean training that was run by other employees of your organisation rather than external training providers or other organisations.**

Please include both on-the-job training that might occur at the individual's workstation and any courses or dedicated training sessions that have been run internally.

Yes	1
No	2
Don't know	X

ASK ALL

D6B **And has your establishment [IF MULTISITE or organisation] provided any EXTERNAL training for employees in the past 12 months? By external training we mean any training that has been delivered by people who are not immediate employees of your organisation.**

Yes	1
No	2
Don't know	X

ASK IF BOTH INTERNAL AND EXTERNAL TRAINING (D6A=1 AND D6B=1)

D7 **You mentioned you provide both internal and external training for your staff.**

Could you please give me an estimate of what percentage of your training over the last 12 months has been external?

ENTER PERCENTAGE (ALLOW 1-99%)
ALLOW DON'T KNOW

ASK ALL WHO DO EXTERNAL TRAINING (D6B=1)

D8 **Which of the following external sources of training have you used in the past 12 months...?**

READ OUT – CODE ALL THAT APPLY

FE (Further Education) Colleges	1
Universities or other Higher Education institutions	2
Suppliers	3
Customers of your products or services	4
Other commercial organisations, for example consultants or private training providers	5
Regulatory bodies	6
Other non-profit making organisations, for example employer associations, voluntary organisations	7
DO NOT READ OUT: Other [SPECIFY]	8
DO NOT READ OUT: No external providers used - INTERVIEWER CHECK D6B	9
DO NOT READ OUT: Don't know	X

ASK IF USE PRIVATE PROVISION (D8=3-7)

D9A **Why do you choose to use [INSERT ANSWERS 3-7 FROM D8] to deliver [IF D8=1 or 2: some of] your training?**

DO NOT READ OUT; CODE ALL THAT APPLY

ASK IF USE PUBLIC PROVISION (D8=1 OR 2)

D9B [IF D8=3-7 **And**] **Why do you choose to use [INSERT ANSWERS 1 AND/OR 2 FROM D8] to deliver [IF D8=3-7: some of] your training?**

DO NOT READ OUT; CODE ALL THAT APPLY

They provide relevant courses	1
The quality or standard of the courses or training provided is high	2
It is easy to find information about the courses	3
They approached us with a good offer	4
The start dates or times of the courses are convenient	5
Good value for money	6
The training is (part or wholly) funded / We do not need to pay for courses	16
Past use has been satisfactory	7
They are local to us	8
We have always used them	9
Recommended to us	10
They tailor courses to meet our specific needs	11
They have a good reputation	12
IF A2=2: Head Office makes these decisions	13
They supply equipment or services for which we require training	17
Other (WRITE IN)	14
No particular reason	15
Don't know	X

ASK IF DO NOT DO EXTERNAL TRAINING OR UNSURE, AND HAVE NOT ALREADY SAID THEY HAVE BEEN IN CONTACT WITH TRAINING PROVIDERS (D6B=2/3 AND ((D2≠4, 5 OR 6) OR (D1=2/3))

D9C **In the last 12 months has your establishment had any contact or communication with a training provider, Further Education College or Higher Education institution [IF C24_2/3=1: regarding the training and skills development of your staff]?**

Yes	1
No	2
Don't know	X

ASK IF PROVIDED EXTERNAL TRAINING (D6B=1) OR HAD CONTACT WITH A TRAINING PROVIDER IN THE LAST 12 MONTHS (D9C=1 OR D2=4, 5 OR 6)

D9D **I'd now like to know what type of contact your establishment has had with external training providers in the last 12 months. So, have you...?**

READ OUT; CODE ALL THAT APPLY.

Pro-actively contacted an external training provider to obtain information on qualifications, training courses and opportunities	1
CODE REMOVED	
(IF D6B=1) Discussed the progress of staff receiving training with an external training provider on a regular or ongoing basis	2
Discussed or been involved in the design of new qualifications and training opportunities	3
Had any other type of contact [IF C24_2/3=1: regarding the training and skills development of your staff]? (Please specify)	4
DO NOT READ OUT: None of the above (SINGLE CODE)	5
DO NOT READ OUT: Don't know	X

IF USE FE COLLEGES (D8=1)

D10 **How is the training you do through Further Education Colleges funded?**

READ OUT; CODE ONE ONLY

Funded entirely by your establishment or organisation	1
Funded partly by your establishment or organisation	2
Or does your organisation not contribute to the funding at all?	3
DO NOT READ OUT: Don't know	X

D10A THERE IS NO D10A

IF USE UNIVERSITIES OR OTHER HE (D8=2)

D10B **How is the training you do through Universities or other Higher Education Institutions funded?**

READ OUT; CODE ONE ONLY

Funded entirely by your establishment or organisation	1
Funded partly by your establishment or organisation	2
Or does your organisation not contribute to the funding at all?	3
DO NOT READ OUT: Don't know	X

D10C THERE IS NO D10C

IF USE PRIVATE TRAINING PROVIDER (D8=5)
 D10D **How is the training you do through commercial organisations such as private training providers funded?**
 READ OUT; CODE ONE ONLY

Funded entirely by your establishment or organisation	1
Funded partly by your establishment or organisation	2
Or does your organisation not contribute to the funding at all?	3
DO NOT READ OUT: Don't know	X

ASK IF OFFERED EXTERNAL TRAINING BUT NOT USED PRIVATE PROVISION (D6B=1 AND D8≠3-7)

D11A **And why do you not use commercial organisations or non-profit making organisations to deliver your training?**
 DO NOT READ OUT; CODE ALL THAT APPLY
 INTERVIEWER NOTE: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" PROBE AS TO WHY

ASK ABOUT FE COLLEGES IF (D8≠1 AND D8=2)
 ASK ABOUT UNIVERSITIES IF (D8=1 AND D8≠2)
 ASK ABOUT EITHER COLLEGES OR UNIVERSITIES AT RANDOM IF NOT USED PUBLIC PROVISION (D6B=1 AND D8≠1 AND D8≠2)

D11B **And why do you not use [Further Education Colleges] [Universities and Higher Education institutions] to deliver your training?**
 DO NOT READ OUT; CODE ALL THAT APPLY
 INTERVIEWER NOTE: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" PROBE AS TO WHY

The courses they provide are not relevant (unspec.)	1
Our staff already have the qualifications they need	2
The subject matter of courses is not relevant to our work	3
Their training is more advanced than what we require	4
The quality or standard of the courses or training provided is not satisfactory	5
I don't know enough about the courses that they provide	6
There is a lack of information available about the courses they provide	7
The start dates or times of the courses are inconvenient	8
It is too expensive	9
Past use has not delivered the benefits you expected	10
Prefer to train in-house	11
No providers locally	12
Other (WRITE IN)	13
No particular reason	14
Don't know	X

- ASK IF DO NOT DO EXTERNAL TRAINING (D6B=2)
- D12 [D6A=1 AND D6B=2: **Why hasn't your establishment used the teaching or training services of external training providers in the last 12 months?**] [D6A=2 AND D6B=2: **Why has your establishment not decided to deliver any training using the teaching or training services of external training providers in the last 12 months?**]
 DO NOT READ OUT; CODE ALL THAT APPLY
 INTERVIEWER: IF RESP SAYS "PREFER TO TRAIN IN-HOUSE" OR "NO NEED / NOT RELEVANT" PROBE WHY THEY PREFERRED THIS METHOD OR WHY THERE WAS NO NEED OR NOT RELEVANT.

The courses they provide are not relevant	1
Our staff already have the training or qualifications they need	2
The quality or standard of the courses or training provided is not satisfactory	3
I don't know enough about the courses that they provide	4
There is a lack of information available about the courses they provide	5
The start dates or times of the courses are inconvenient	6
It is too expensive	7
Past use has not delivered the benefits you expected	8
No providers locally	9
Don't provide any training for staff	10
Staff are not interested in receiving external training	11
Other (WRITE IN)	12
No particular reason	13
Don't know	X

Training to VQs

- IF TRAIN (D6A=1 OR D6B=1)
- D13 **Moving back to thinking about all the training you arrange or fund for staff, has your establishment arranged or funded training designed to lead to a recognised VOCATIONAL qualification, to aid the development of your employees in the last 12 months?**

Yes	1
No	2
Don't know	X

D14 IF DO NOT ARRANGE TRAINING FOR VOCATIONAL QUALS (D13=2 OR 3)
For which of the following reasons has your company NOT arranged training for your employees that was designed to lead towards the achievement of a vocational qualification?

READ OUT.

INTERVIEWER: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" CODE AS OTHER AND PROBE AS TO WHY

ROTATE CODES EXCEPT "VOCATIONAL QUALIFICATIONS DON'T FIT OUR BUSINESS NEEDS", WHICH SHOULD ALWAYS BE ASKED LAST

Don't know enough about what vocational qualifications are available	1
Don't think vocational qualifications are as rigorous as other qualifications	2
Staff don't want vocational qualifications	3
Vocational qualifications are too expensive to deliver	4
Vocational qualifications take too long to deliver	5
Vocational qualifications are too complicated for our needs	6
Vocational qualifications are too much bureaucracy	7
The Government does not provide funding or grants to cover the costs	8
Cutbacks in our training budget	9
And is there any other reason why vocational qualifications do not fit your business needs (SPECIFY)	10
DO NOT READ OUT: Don't know	X

D15 IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
And which of the following qualification levels have you arranged or funded training for your staff?

READ OUT; CODE ALL THAT APPLY

EN/NI/WL: LEVEL 5 to 8 – Degrees or above including HNDs, Postgraduate certificates and Professional Diplomas, Certificates and Awards SC: LEVEL 8+ - Degree or above, SVQ4 or SVQ5	1
EN/NI/WL: LEVEL 4 – Certificates of Higher Education (CertHE); NVQs at Level 4; SC: Level 7 - Advanced Higher Scottish Baccalaureate, Higher National Certificate, Certificate of Higher Education	2
EN/NI/WL: LEVEL 3 – [WL: Advanced Level Welsh Baccalaureate;] A levels; Access to Higher Education courses; International Baccalaureate; NVQs at Level 3; BTEC Diplomas, Certificates and Awards; BTEC Nationals; Cambridge or OCR Nationals at Level 3 SC: Level 6 – Highers, SVQ3	3
EN/NI/WL: LEVEL 2 – [WL: Intermediate Level Welsh Baccalaureate;] GCSEs; NVQ at Level 2, BTEC First Diplomas and Certificates; Cambridge or OCR Nationals at Level 2 SC: Level 4 or 5 - Intermediate 1 General Standard Grade, Intermediate 2 Credit Standard Grade, SVQ1 or SVQ2	4
EN/NI/WL: LEVEL 1 – [WL: Foundation Level Welsh Baccalaureate;] NVQs at Level 1, BTEC Introductory Diplomas or Certificates; Cambridge or OCR Nationals at Level 1; Skills for Life at Level 1 SC: Access 3 – Foundation Standard Grade	5
EN/NI/WL: ENTRY LEVEL– Entry level certificates, e.g. City & Guilds certificates; Skills for Life at Entry level; English for Speakers of Other Languages (ESOL) SC: Access 1 or 2	6
(IF NOT ANY LEVEL AS ABOVE) Other professional, technical or management qualification: PLEASE SPECIFY	7
(IF NOT ANY LEVEL AS ABOVE) Other: PLEASE SPECIFY	8
DO NOT READ OUT: Don't know	X

- ASK IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
 D16 **To what extent would you agree or disagree that employees achieving vocational qualifications leads to...?**
 READ OUT. SINGLE CODE.

	Agree Strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree Strongly	DK
Better business performance	1	2	3	4	5	X
Improved staff retention	1	2	3	4	5	X
The ability of staff to do their jobs better	1	2	3	4	5	X
Improved productivity	1	2	3	4	5	X
Improved staff commitment	1	2	3	4	5	X

- ASK IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
 D17 **And to what extent would you agree or disagree that vocational qualifications...?**
 READ OUT. SINGLE CODE.

	Agree Strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree Strongly	DK
Can be adapted to business needs	1	2	3	4	5	X
Provide staff with a suitable balance of work and study	1	2	3	4	5	X
Cover all skills needed by the company	1	2	3	4	5	X
Offer good value for money	1	2	3	4	5	X

- ASK IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
 D18 **Does the achievement of a vocational qualification by one of your staff..... ?**
 READ OUT. SINGLE CODE

Always	1
Generally	2
Sometimes	3
Rarely / Never lead to a pay increase	4
DO NOT READ OUT: Don't know	X

- ASK IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
 D19 **And does the achievement of a vocational qualification by one of your staff..... ?**
 READ OUT. SINGLE CODE

Always	1
Generally	2
Sometimes	3
Rarely / Never lead to a promotion or improved job status	4
DO NOT READ OUT: Don't know	X

National Occupational Standards

ASK ALL

- D20 **A National Occupational Standard is a statement that describes what an individual needs to do, know and understand to be competent in an occupation. These have been developed by Sector Bodies or Sector Skills Councils working with their employers.**

Which of these best describes your awareness of the National Occupational Standards for your industry or sector? Would you say...

READ OUT; CODE ONE ONLY

You have not heard of National Occupational Standards	1
You are aware of them but do not know what they are	2
You are aware of them and have some knowledge of what they include	3
You have a good knowledge of them and what they include	4
DO NOT READ OUT: Don't know	X

IF AWARE WITH SOME KNOWLEDGE (D20=3-4):

- D21 **Does your establishment use the National Occupational Standards covering your sector in any of the following ways?**

READ OUT; CODE ALL THAT APPLY

DP: RANDOMISE RESPONSES

To develop job descriptions or guide recruitment criteria	1
To develop training plans to meet your establishment's skills needs	2
For succession planning or competency frameworks	3
For staff appraisals or performance management	4
Are they used in any other ways? (SPECIFY)	5
DO NOT READ OUT: National Occupational Standards are not used by this establishment (ALLOW SINGLE CODE ONLY)	6
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

Apprenticeships

ASK ALL

I'd like to move on now to ask some questions about Apprenticeships.

D22 Do you currently have any staff undertaking Apprenticeships at this site?

Yes	1
No	2
Don't know	x

IF NO (D22=2 OR D22=3)

D23 Do you currently offer Apprenticeships at this site?

Yes	1
No	2
Don't know	x

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D23A Do you currently offer Apprenticeships at this site to...?

	Yes	No	Don't know
16 - 18 year olds	1	2	X
19 – 24 year olds	1	2	X
Those aged 25 or over	1	2	X

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D23B Do you currently offer Apprenticeships at this site to existing employees, do you recruit people specifically as Apprentices, or do you do both...?

Existing employees	1
New employees recruited specifically as Apprentices	2
Both	3
Don't Know	X

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D24A Do the Apprenticeships you offer follow a formal Apprenticeship framework and lead to a nationally recognised qualification...?

Yes	1
No	2
Don't know	X

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D25i **Do any of your apprentices receive training delivered by a training provider either on their or your premises?**

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D25ii **And do you as the employer provide formal training sessions as part of the Apprenticeship?**

	D25i	D25ii
Yes	1	1
No	2	2
Don't know	X	X

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D26 **Typically how long are the Apprenticeships you offer intended to last for from start to finish?**

PROMPT IF NECESSARY; CODE ONE ONLY

INTERVIEW NOTE: IF OFFER MORE THAN ONE APPRENTICESHIP FRAMEWORK / TYPE AND LENGTH VARIES ASK ABOUT THE MAIN ONE (IE THE ONE THAT THEY OFFER MOST OF / HAVE THE LARGEST NUMBER OF EMPLOYEES DOING)

Less than 6 months	1
At least 6 months but less than 12	2
At least 12 months but less than 18	3
At least 18 months but less than 24	4
At least 2 years but less than 3	5
At least 3 years but less than 5	6
At least 5 years	7
Don't know	X

IF HAVE APPRENTICESHIPS (D22=1)

D27 **For a typical apprentice over the lifetime of their Apprenticeship, how many hours per week on average do they spend during work hours on activities that are not part of their job role for your organisation, such as training, studying or meeting with their supervisor?**

ADD IF NECESSARY: **If you have more than one apprentice or types of Apprenticeship, please focus on the most common Apprenticeship that you offer.**

WRITE IN NUMERIC (0-99)		
Don't know	1	

IF DON'T KNOW EXACT NUMBER – PROMPT WITH RANGES

Less than an hour	1
Around 1 - 2 hours	2
Around 3 - 5 hours	3
6 – 10 hours (CODE HERE IF 'ONE DAY A WEEK')	4
11 – 15 hours	5
16 or more hours	6
Don't know	7

IF DON'T HAVE OR DON'T OFFER APPRENTICESHIPS (D23=2 OR 3)

D28 **Which of the following would you say best describes your knowledge of Apprenticeships?**

READ OUT; CODE ONE ONLY

I have not heard of Apprenticeships	1
I have heard the term but do not know what is involved	2
I am aware of them and have some knowledge of what is involved	3
I am aware of them and have a good knowledge of what is involved	4
I am aware of them and have a very good knowledge of what is involved.	5
DO NOT READ OUT: Don't know	X

ASK ALL EXCEPT THOSE WHO DON'T HAVE/OFFER AND ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)

D29 **In terms of specific government-recognised schemes have you heard of...?**
READ OUT

	Yes	No	Don't know
EN/NI/SC: Intermediate level Apprenticeships	1	2	3
EN/NI/SC: Advanced level Apprenticeships	1	2	3
Higher Apprenticeships	1	2	3
Apprenticeships for those aged 25 plus	1	2	3
SC: Modern Apprenticeships	1	2	3
SC: Technical Apprenticeships	1	2	3
SC: Professional Apprenticeships	1	2	3
WL: Foundation Apprenticeships	1	2	3
WL: Pathways to Apprenticeship	1	2	3
WL: Apprenticeships	1	2	3

D30 THERE IS NO D30

ASK ALL EXCEPT THOSE WHO DON'T HAVE/OFFER AND ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)

ASK D31 AND D32 AS PAIRS

D31 **Have you heard of any of the following relating to Apprenticeships?**
[ITERATION TEXT]

IF D31 ITERATION=1

D32 **And have you used** [ITERATIONS 1, 2, 3, 8 (Skills Development Scotland), 10 (ApprenticeshipsNI) **or had contact with**] [ITERATION TEXT] **in the last 12 months?**

	D31	D32
EN: National Apprenticeship Services (NAS)	1	1
Group Training Associations	2	2
EN: Apprenticeship Training Agencies	3	3
EN: Apprenticeship vacancies online	5	5
EN: Apprenticeship Grant for Employers (AGE 16-24)	4	4
WL: Online Apprenticeship Matching Service	6	6
WL: Young Recruits Programme	7	7
SC: Skills Development Scotland	8	8
SC: Adopt an Apprentice	9	9
NI: ApprenticeshipsNI	10	10

IF DON'T HAVE/DON'T OFFER AND ARE AWARE OF APPRENTICESHIPS (D28 = 2-5)

D33 **Why does your organisation not currently offer Apprenticeships?**

DO NOT READ OUT, CODE ALL THAT APPLY

INTERVIEWER: IF RESP SAYS "NOT RELEVANT FOR OUR INDUSTRY" PROBE AS TO WHY.

Bad experience with training providers in the past	1
Never have before so haven't considered it	2
Past apprentices have not been of a good standard	3
We cannot currently afford to	4
Prefer other forms of training	5
Prefer to recruit experienced staff	6
All our staff fully skilled, no need	7
No one has enquired about doing one lately	8
Apprenticeships are only for manual staff / not for professionals	9
Apprenticeships are not offered for our industry	10
We are not looking to recruit new staff	11
They are not suitable due to the size of establishment	12
Other (SPECIFY) <i>INTERVIEWER NOTE: If 'not relevant', ask 'Why?' or 'What is it about your establishment that makes Apprenticeships not relevant for you?'</i>	13
Don't know	X

ASK ALL

D34 **Does your organisation plan to offer Apprenticeships in the future?**

Yes	1
No	2
Don't know	X

IF HAVE OR OFFER APPRENTICESHIPS AND DO NOT PLAN TO OFFER APPRENTICESHIPS IN THE FUTURE ((D22=1 OR D23=1) AND D34=2)

D34A **Is there any particular reason you do not plan to offer Apprenticeships in the future?**
DO NOT READ OUT; CODE ALL THAT APPLY

Bad experience with training providers in the past	1
Past apprentices have not been of a good standard	2
Apprentices tend to leave soon after their training	3
We cannot currently afford to	4
Prefer other forms of training	5
Prefer to recruit experienced staff	6
All our staff fully skilled, no need	7
Apprenticeships are only for manual staff / not for professionals	8
Apprenticeships are not offered for our industry	9
We are not looking to recruit new staff	10
They are not suitable due to the size of establishment	11
Other (SPECIFY)	12
No particular reason	13
Don't know	X

Working with other employers

ASK ALL

We are now keen to understand the extent to which your establishment has worked with other employers.

D36 **So, in the past 12 months has your establishment...?**
READ OUT

	Yes	No	Don't Know
i. Worked with another employer to access, share or provide training	1	2	X
ii. Worked with another employer to develop skills or expertise in other ways	1	2	X

ASK IF WORKED WITH ANOTHER EMPLOYER WITH REGARDS TO ITS TRAINING AND SKILLS DEVELOPMENT PRACTICES (D36i-ii=1)

D37 **Which of the following best describes the nature of these working relationships?**
READ OUT. CODE ALL THAT APPLY

An organised group or formal network of employers	1
An informal or adhoc arrangement	2
Or based on any other arrangement? (SPECIFY)	3
DO NOT READ OUT: Don't know	X

ASK IF WORKED WITH ANOTHER EMPLOYER WITH REGARDS TO ITS TRAINING AND SKILLS DEVELOPMENT PRACTICES (D36i-ii=1)

D39 **And what have you found to be the benefits from working with employers on training and skills development practices?**

DO NOT READ OUT. CODE ALL THAT APPLY

It saves money / more cost effective	1
Enables us to share best practice from previous experiences	2
Helps to plug skills gaps	3
The benefits are more tailored to the needs of the organisations / specific job roles	4
Ensures we don't fall behind with competitors	5
We can keep up to date with latest (training) developments	6
Other (Please specify)	7
SINGLE CODE: Don't know	X

ASK IF WORKED WITH ANOTHER EMPLOYER WITH REGARDS TO ITS TRAINING AND SKILLS DEVELOPMENT PRACTICES (D36i-ii=1)

D38 **And what was it about this employer or employers that made you decide to work with or approach them in the first place?**

ADD IF NECESSARY: **Was there anything in particular about the nature of these employers that made you want to work with them?'**

DO NOT READ OUT. CODE ALL THAT APPLY.

INTERVIEWER NOTE: IF RESPONDENT REPORTS THAT THEY ARE USED TO WORKING WITH PARTICULAR EMPLOYERS OR WERE RECOMMENDED TO THEM, CLARIFY IF THERE IS ANYTHING ELSE ABOUT THE EMPLOYER THAT APPEALS.

Part of the supply chain	1
Similar organisational size	2
Shared common objectives	3
Faced similar issues	4
Shared a similar parent company	5
Based in a similar location	6
Belong to the same industry	7
They had a good reputation	8
We were approached by them	9
We were used to working with them before	10
Other (Please specify)	11
SINGLE CODE: No particular reason	12
SINGLE CODE: Don't know	X

Section E – Awareness and Perceptions of IIP

ASK ALL

Now thinking about the quality standards available to organisations:

E1 **Is your organisation currently accredited with Investors in People?**

Yes	1
No	2
DO NOT READ OUT - Don't know	X

IF NOT ACCREDITED WITH IIP (E1=2)

E2 **Do any of the following apply to you:**

READ OUT. CODE ALL THAT APPLY

We have been recognised as an Investor in People in the past	1
We are currently working with IIP or towards IIP accreditation	2
DO NOT ALLOW MULTICODE WITH CODE 2 We are considering working towards IIP accreditation	3
SINGLE CODE: None of the above	4
DO NOT READ OUT: Don't know	X

IF NOT ACCREDITED AND NEVER HAVE BEEN OR DK (E1= 3 OR E2=4 OR 5)

E3 **Have you heard of Investors in People before?**

Yes	1
No	2
DO NOT READ OUT - Don't know	X

ASK ALL AWARE OF IIP (E1=1 OR E2=1-3 OR E3=1)

E4 **How much do you feel you know about the Investors in People Standard? Would you say you know...**

READ OUT; CODE ONE ONLY

A lot about it	1
A fair amount	2
Just a little	3
Or would you say you have heard of it but know nothing about it	4
DO NOT READ OUT - Don't know	X

Section F - Closing Questions

- ASK ALL
- F1 **Thank you very much for taking the time to speak to us today. Occasionally it is necessary to call people back to clarify information; may we please call you back if required?**

REASSURE IF NECESSARY: **Your details will only be used by IFF to call you back regarding this particular study.**

Yes	1
No	2

- ASK ALL
- F2 **If the government and its agencies wish to undertake further work on related issues in the future would it be ok for them or their appointed contractors to contact you on these issues?**

Yes	1
No	2

- ASK ALL
- F3 **Finally, it is sometimes possible to link the data we have collected with other government surveys or datasets to enable further statistical analysis. Would you be happy for this to be done?**

ADD IF NECESSARY: **Your confidentiality will be maintained, and linked data will be anonymised and only used for statistical purposes.**

Yes	1
No	2

Collect respondent name (RNAME) and job title (RJOB).

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.		
Interviewer signature:	Date:	
Finish time:	Interview Length	mins

Appendix B Questionnaire changes for 2014

Table B.1 Questionnaire changes 2014

Question number	Question area	Change made	Reason for change
S3WELS H/S3A/S4	Whether would like interview in Welsh	New questions introduced for those requesting a call in Welsh	To improve the process of conducting interviews in Welsh
A1	Number of people working at establishment	Clarification added to question wording to focus respondents on the site at which they worked	Concern that some respondents might answer on the basis of their whole organisation, rather than the site at which they worked
A3	Whether head office	Removed for EPS14	To save time
A4	Whether organisation employs more or less than 250 staff	Question wording slightly altered (and codes accordingly)	To provide more clarity for the respondent.
A7	Sector classification	Definition of establishment changed from 'this site' to 'the site at which you work'	Added clarity over the meaning of 'establishment' as opposed to 'organisation'
Section B	HR Strategy	This section was removed for 2014	Removed due to overlap with ESS13 and the need to save time.
C2/C3	Awareness/use of initiatives to recruit staff	A number of initiatives and schemes added and updated here	To reflect the change in recruitment initiatives across each nation since 2012
C4	Channels used to fill vacancies	New channels added and a couple amended	To reflect the change in channels available to use for recruitment since 2012
C5	Factors looked for in candidates when recruiting	Iterations changed and added to – only first code (particular level of achievement) retained in same form	To provide a greater level of detail as to what employers look for in candidates when recruiting
C6B-E	Age of those recently recruited	These questions now include a '50 plus' category and as such the question required restricting (although it still affords comparability with 2012)	A desire to understand the extent to which employers have recruited older staff as well as those aged under 25.
C7/C7B	Reasons for not recruiting young people	These questions removed	This area is explored in UKCES Youth policy work
C10	Channels used to recruit young person	Channels changed to match C4.	To reflect the change in channels available to use for recruitment since 2012

Question number	Question area	Change made	Reason for change
C10A-G	Recruitment of education leavers in the last 2-3 years	This section taken from UKCESS13. NB in contrast to rest of the questionnaire, this focuses on the previous 2-3 years rather than the last 12 months	To assess whether these questions were more suited to EPS rather than ESS
C13	Benefits to recruiting young people	This question removed	This area is explored in UKCES Youth policy work
C15	Whether had any work experience placements or internships in last 12 months	This question removed (but C17 made 'Ask all')	'Traineeships' were introduced as a code to C17. However, cognitive testing suggested that employers did not recognise this as a form of 'work experience' or as an internship. Due to other potential misinterpretations, this 'umbrella' question was removed in favour of asking about specific types of placements at C17 to all.
C16	Reasons for not having people on work experience	Moved to C27 and new codes introduced	To include in the filtering for this question those who had also not provided work-related experiences to students (captured at C23).
C17	Types of placements	Filtered on 'All'. Traineeships also included in this list for employers in England, while certain codes were re-phrased.	Filtering on All explained in C15 above. The inclusion of Traineeships reflected recent changes to government-sponsored training opportunities. Some codes were re-phrased to provide more clarity.
C19A	Typical length of placement	This question added	To gain more detail on the quality of placements offered by employers
C19C	Whether taken people on into paid role	Adapted from C22 to make specific for each placement mentioned at C17 and to focus on the last 12 months instead of 2-3 years	To provide granularity in response across the different types of placements.
C22/ C22A	Awareness and future use of Traineeships	This question added	Traineeships were introduced in August 2013 (subsequent to the previous survey) so these questions were asked of employers in England to assess awareness and plans for future use.

Question number	Question area	Change made	Reason for change
C23-C26	Engagement with educational institutions to provide work-related experiences to their students	These questions added	To explore more broadly employers' interaction with students, specifically: what work-related experiences employers had offered students, what types of institutions they had engaged with as a result, and any barriers to engagement they had faced.
C27	Reasons for not having people on work experience placements or engaging with educational institutions	Moved from C16, rephrased and new codes introduced	To include in the filtering for this question those who had also not provided work-related experiences to students (captured at C23), avoiding duplication and saving time.
C28	Possible motivations for offering placements or engaging with educational institutions	This question added	To understand better what might encourage employers to offer work experience placements in future
D1A/D1B	Whether had skills issues and not sought help (and reasons for this)	This question added	To understand why employers who had skills or training-related issues had not sought any external help to resolve these
D1C	What prompted establishments to seek external help on skills issues	This question added	To explore reasons for seeking help on skills or training-related issues and whether anything in particular prompted establishments to do so
D1D/E	Satisfaction with the external help received on skills issues	This question added	To establish the level of satisfaction with the help received on skills issues, and any reasons for dissatisfaction
D2	Organisations establishments contacted for help with skills issues	List of organisations slightly amended	To reflect the changes in organisations offering help on skills and training-related issues since 2012
D3-D3B	Exploring the type of network of employers establishments used to obtain help with skills issues	These questions removed	These were replaced by D36-39 which focus on broader interaction with other employers
D4/D5	Awareness and use of initiatives	List of initiatives slightly amended	To reflect the changes in schemes available since 2012

Question number	Question area	Change made	Reason for change
	designed to inform and assist training and skills		
D8	External sources of training used	Additional sources added to the pre-code list read out to respondents	The three new codes included allow more granularity of information than previously afforded
D9A/D9B	Reasons for choosing certain organisations to deliver training	New codes added	To reduce the amount of time spent coding verbatim responses
D9C/D9D	Type of contact with an external training provider	These questions added	To explore the nature of collaboration between training providers and employers
D10A/D10C	Where funding for training comes from	These questions removed	To save time
D10D	How training for commercial organisations is funded	This question added	To complement previous questions about funding for public sector organisations
D11A/D11B	Reasons for not choosing certain organisations to deliver training	New codes added	To reduce the amount of time spent coding verbatim responses
D12	Reason for not using external organisations to deliver training	New code added	To capture additional responses
D15	Qualification levels of training arranged for staff	Question re-written to focus on qualification level rather than type of vocational qualification	To provide a more comparable and comprehensive pre-code list as previously it contained a mixture of awarding bodies and qualifications
D16	Extent to which VQs improve staff performance	Three iterations amended	To focus on performance that was more relevant and important to the job role/establishment
D17	Extent to which VQs benefit the establishment	One iteration removed, another re-phrased	To save time and gain a better measure of work/study balance
D20	Awareness of National Occupational Standards (NOS)	The question wording was expanded to include a brief explanation of NOS	To ensure that respondents understand what is meant by NOS, thereby improving the quality of the data

Question number	Question area	Change made	Reason for change
D25i/ii	Nature of apprenticeship training	These questions slightly rephrased and restructured	To improve the flow of questions for the respondent's benefit.
D26	Typical length of an apprenticeship	Timeframe of codes slightly amended	Primarily these were changed to reflect the statutory requirement that formal Apprenticeships last a minimum of 12 months. As such, the code 'Over 6, up to and including 12 months' was changed 'At least 6 months but less than 12', while other codes changed in a similar way
D27 (OLD)	Whether agree that apprenticeships are cost effective	This question removed	This is captured in the Apprenticeship evaluation surveys conducted by BIS
D27 (NEW)	Time spent by an apprentice on activities not part of their job role	This question added	To help explore the quality of Apprenticeship placements that employers offer
D29	Awareness of specific government-recognised Apprenticeships	List of schemes slightly amended	Employers in Wales were asked about an 'Apprenticeships' scheme rather than 'Intermediate' and 'Advanced' level Apprenticeships as Apprenticeships aren't split out in this way in Wales. ApprenticeshipsNI moved to D31/D32 as it not a type of Apprenticeship
D30	Awareness of government subsidies for Apprenticeships	This question removed	To save time
D31/D32	Awareness and use of Apprenticeship-related schemes and organisations	New code added	ApprenticeshipsNI moved from D29 to gauge extent of use among NI employers
D33	Reasons for not offering Apprenticeships	New codes and interviewer prompts added	To achieve more granularity in response particularly where employer has simply answered 'Not relevant'
D34A	Reasons for not planning to offer Apprenticeships in future	New codes added	To reduce the amount of time spent coding verbatim responses

Question number	Question area	Change made	Reason for change
D36-D39	Working with other employers	New questions added on whether employers had worked with other employers on their training and skills development practices, the nature of these working relationships, the motivations for working in this way, and benefits gained as a result.	An expansion of D3-D3B from 2012, this section was added to look more broadly at employers' engagement with other employers on training and skills development practice s.
E2	Engagement with IIP	Code 3 ('considering working towards IIP') not allowed to be selected if Code 2 ('currently working towards IIP') already selected	Employers cannot be both 'considering working with IIP' and 'currently working towards IIP' at the same time
E5	Benefit of IIP to organisation	This question removed	Benefits are covered in more depth in IIP-specific evaluation surveys and with the need to reduce the length of the survey this question was removed
E6-E7	Awareness of UKCES	These questions removed	To save time
F3	Data linking	Question wording amended	Reviewed in line with MRS code
F4	VAT registration number	This question removed	No longer required for data linking purposes

Appendix C Coding

A number of questions in EPS 2014 captured verbatim responses, either where an interviewer felt the response could not be allocated to a pre-code, or where there were no pre-codes available (open ended). After the interview these responses were then assigned codes or left in 'Other' where it was not possible to do so. Table C.1 identifies the questions that required coding. Table C.2 shows the six sectors and their corresponding SIC 2007 definitions, while Table C.3 shows the 12 sectors and their definitions.

Table C.1 Questions requiring coding

Question number	Question wording	Coded variable
Section A		
A5	Would you classify your organisation as one ...?	None of the above, other (specify)
A8	How would you describe the main business activity of this establishment?	<i>OPEN ENDED</i>
Section C		
C4	What channels have you used in the last 12 months to try to fill vacancies?	Other (SPECIFY)
C8	Firstly, what position or role were they recruited to?	<i>OPEN ENDED</i>
C10	What channels did you use to fill this role?	Other (SPECIFY)
C10D	In what ways have they been poorly prepared?	Other (WRITE IN)
C10G	In what ways have they been poorly prepared?	Other (WRITE IN)
C17	Thinking about people of all ages, in the last 12 months have you had anyone in on:	Any other type of placement? (SPECIFY)
C20	What are the main reasons you offer work experience placements or internships?	Other (SPECIFY)
C25A	And what difficulties has your establishment encountered when engaging with:	<i>OPEN ENDED</i>
C26	What would you say were the main reasons for not engaging with [c24=2 iteration] to provide work-related experiences to their students?	Other (SPECIFY)
C27	You mentioned that you have not had any work placements or internships in the last 12 months, or engaged with educational institutions to provide other forms of work-related experience to their students. What would you say are the main reasons for not doing so?	Other (SPECIFY)

Question number	Question wording	Coded variable
C28	What, if anything, could be done to encourage employers such as you to offer work experience placements, or engage with educational institutions in future?	Other (WRITE IN)
Section D		
D1B	Which of the following were reasons for not seeking help on skills or training-related issues from an external organisation?	Any other reason (Please specify)
D1C	What prompted your establishment to decide to seek advice or help on skills and training related issues?	Other (SPECIFY)
D1E	And why were you dissatisfied with this advice?	OPEN ENDED
D2	Has anyone at this establishment received advice or help on skills and training related issues in the last 12 months from any of the following?	A Sector Skills Council (SSC) [SPECIFY WHICH] Any others? [SPECIFY]
D8	Which of the following external sources of training have you used in the past 12 months...?	Other [SPECIFY]
D9A	Why do you choose to use [INSERT ANSWERS 3-7 FROM D8] to deliver [IF D8=1 or 2: some of] your training?	Other (WRITE IN)
D9B	Why do you choose to use [INSERT ANSWERS 1 AND/OR 2 FROM D8] to deliver [IF D8=3-7: some of] your training?	Other (WRITE IN)
D9D	I'd now like to know what type of contact your establishment has had with external training providers in the last 12 months. So, have you...?	Had any other type of contact [IF C24_2/3=1: regarding the training and skills development of your staff]? (Please specify)
D11A	And why do you not use commercial organisations or non-profit making organisations to deliver your training?	Other (WRITE IN)
D11B	And why do you not use [Further Education Colleges] [Universities and Higher Education institutions] to deliver your training?	Other (WRITE IN)
D12	[D6A=1 AND D6B=2: Why hasn't your establishment used the teaching or training services of external training providers in the last 12 months?] [D6A=2 AND D6B=2: Why has your establishment not decided to deliver any training using the teaching or training services of external training providers in the last 12 months?]	Other (WRITE IN)
D14	For which of the following reasons has your company NOT arranged training for your employees that was designed to lead towards the achievement of a vocational qualification?	And is there any other reason why vocational qualifications do not fit your business needs

Question number	Question wording	Coded variable
		(SPECIFY)
D15	And which of the following qualification levels have you arranged or funded training for your staff?	Other professional, technical or management qualification: PLEASE SPECIFY
		Other: PLEASE SPECIFY
D21	Does your establishment use the National Occupational Standards covering your sector in any of the following ways?	Are they used in any other ways? (SPECIFY)
D33	Why does your organisation not currently offer Apprenticeships?	Other (SPECIFY)
D34A	Is there any particular reason you do not plan to offer Apprenticeships in the future?	Other (SPECIFY)
D37	Which of the following best describes the nature of these working relationships?	Or based on any other arrangement? (SPECIFY)
D39	And what have you found to be the benefits from working with employers on training and skills development practices?	Other (Please specify)
D38	And what was it about this employer or employers that made you decide to work with or approach them in the first place?	Other (Please specify)

Table C.2 Industry coding (broad sector)

The table below shows the six sectors and their corresponding SIC 2007 definitions.

Broad sector	SIC 2007
1. Primary Sector and Utilities	A - Agriculture, forestry and fishing (01-03) Including farming, hunting and other related service activities, forestry and logging, fishing and aquaculture
	B - Mining and quarrying (05-09) Including mining of coal, metals, sand/stone/clay, and extraction of crude petroleum and natural gas
	D - Electricity, gas, steam and air conditioning supply (35)
	E - Water supply, sewerage, waste management and remediation activities (36-39) Including electric power generation, transmission and distribution, manufacture of gas and distribution of gaseous fuels, steam and air conditioning supply, water collection, treatment and supply, sewerage and waste collection, treatment and disposal activities and materials recovery
2. Manufacturing	C - Manufacturing (10-33) Including manufacture of food and beverage, textiles, chemicals and chemical products, basic pharmaceutical products, other mineral products, manufacture of metals and metal products, machinery, computer and electronic products and equipment, motor vehicles and other transport equipment, furniture, and repair and installation of machinery and equipment
3. Construction	F - Construction (41-43) Including the construction of buildings, civil engineering (constructing roads, railways and other utility projects), demolition, and specialised activities such as electrical installation, roofing and scaffold erection
4. Trade, Accommodation and Transport	G - Wholesale and retail trade; repair of motor vehicles and motor cycles (45-47) Including sale, maintenance and repair of motor vehicles, parts and accessories, non-vehicle wholesale (for example agriculture, food, household goods), and the retail trade of all products whether in stores, stalls, markets, mail order or online
	I - Accommodation and food service activities (55-56) Including hotels, campsites, youth hostels, holiday centres, villages and other short stay accommodation, restaurants and takeaways, event catering and licensed clubs, pubs and bars
	H - Transport and storage (49-53)

Broad sector	SIC 2007
5. Business and Other Services	<p>J - Information and communication (58-63)</p> <p>Including land, water and air transport (passenger and freight), warehousing and support activities for transportation, postal and courier activities, publishing (books, journals, newspapers etc. and software/computer games), television, film and music production, broadcasting, telecommunications, computer programming and consultancy, information service activities (e.g. data processing and hosting)</p> <p>K - Financial and insurance activities (64-66)</p> <p>Including banks and building societies, activities of holding companies, trusts, funds and similar financial entities, credit granting, pensions, insurance and reinsurance</p> <p>L - Real estate activities (68)</p> <p>M - Professional, scientific & technical activities (69-75)</p> <p>N - Administrative and support service activities (77-82)</p> <p>Including the buying, selling and renting of real estate, legal activities, accounting, bookkeeping and auditing, management consultancy, architectural and engineering activities, scientific research and development, advertising and market research, specialist design, photographic activities, translation and interpretation, veterinary activities, renting and leasing of tangible goods (motors, household, machinery), employment agencies, travel agencies and tour operations, security and investigation activities, office administration and business support</p> <p>R - Arts, entertainment and recreation (90-93)</p> <p>S - Other service activities (94-96)</p> <p>Including performing arts, libraries and museums, gambling and betting, sports facilities, amusement and recreation activities, activities of membership organisations (religious, political, trade union, professional), personal services (hairdressing, beauty, textile cleaning, well-being activities, funeral activities)</p>
6. Non-Market Services	<p>O - Public administration and defence; compulsory social security (84)</p> <p>Including administration of the State and economic and social policy of the community, provision of services to the community as a whole such as defence activities, foreign affairs, justice and judicial activities, fire service and compulsory social security activities</p> <p>P - Education (85)</p> <p>Including pre-primary, primary, secondary and higher education, other education (such as sports, driving schools, cultural education), educational support activities</p> <p>Q - Human health and social work activities (86-88)</p> <p>Including Hospitals, medical and dental practices, residential care, social work activities</p>

Broad sector	SIC 2007
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T - Activities of households as employers; undifferentiated goods and services producing activities of households for own use (97-98)

*NOT COVERED
IN SURVEY*

U - Activities of extraterritorial organisations and bodies (99)

Including households as employers of domestic personnel, private households producing goods for own use

Table C.3 Industry coding (detailed sector)

The table below shows the 12 sectors and their corresponding SIC 2007 definitions.

Detailed sector	SIC 2007
1. Primary Sector and Utilities	A - Agriculture, forestry and fishing (01-03) Including farming, hunting and other related service activities, forestry and logging, fishing and aquaculture
	B - Mining and quarrying (05-09) Including mining of coal, metals, sand/stone/clay, and extraction of crude petroleum and natural gas
	D - Electricity, gas, steam and air conditioning supply (35) E - Water supply, sewerage, waste management and remediation activities (36-39)
	Including electric power generation, transmission and distribution, manufacture of gas and distribution of gaseous fuels, steam and air conditioning supply, water collection, treatment and supply, sewerage and waste collection, treatment and disposal activities and materials recovery
2. Manufacturing	C - Manufacturing (10-33) Including manufacture of food and beverage, textiles, chemicals and chemical products, basic pharmaceutical products, other mineral products, manufacture of metals and metal products, machinery, computer and electronic products and equipment, motor vehicles and other transport equipment, furniture, and repair and installation of machinery and equipment
3. Construction	F - Construction (41-43) Including the construction of buildings, civil engineering (constructing roads, railways and other utility projects), demolition, and specialised activities such as electrical installation, roofing and scaffold erection
4. Wholesale and Retail	G - Wholesale and retail trade; repair of motor vehicles and motor cycles (45-47) Including sale, maintenance and repair of motor vehicles, parts and accessories, non-vehicle wholesale (for example agriculture, food, household goods), and the retail trade of all products whether in stores, stalls, markets, mail order or online
5. Hotels and Restaurants	I - Accommodation and food service activities (55-56) Including hotels, campsites, youth hostels, holiday centres, villages and other short stay accommodation, restaurants and takeaways, event catering and licensed clubs, pubs and bars
6. Transport and Communications	H - Transport and storage (49-53) J - Information and communication (58-63)
	Including land, water and air transport (passenger and freight), warehousing and support activities for transportation, postal and courier activities, publishing (books, journals, newspapers etc. and software/computer games), television, film and music production, broadcasting, telecommunications, computer programming and

Detailed sector	SIC 2007
	consultancy, information service activities (e.g. data processing and hosting)
7. Financial Services	<p>K - Financial and insurance activities (64-66)</p> <p>Including banks and building societies, activities of holding companies, trusts, funds and similar financial entities, credit granting, pensions, insurance and reinsurance</p>
8. Business services	<p>L - Real estate activities (68)</p> <p>M - Professional, scientific and technical activities (69-75)</p> <p>N - Administrative and support service activities (77-82)</p> <p>Including the buying, selling and renting of real estate, legal activities, accounting, bookkeeping and auditing, management consultancy, architectural and engineering activities, scientific research and development, advertising and market research, specialist design, photographic activities, translation and interpretation, veterinary activities, renting and leasing of tangible goods (motors, household, machinery), employment agencies, travel agencies and tour operations, security and investigation activities, office administration and business support</p>
9. Public Administration	<p>O - Public administration and defence; compulsory social security (84)</p> <p>Including administration of the State and economic and social policy of the community, provision of services to the community as a whole such as defence activities, foreign affairs, justice and judicial activities, fire service and compulsory social security activities</p>
10. Education	<p>P - Education (85)</p> <p>Including pre-primary, primary, secondary and higher education, other education (such as sports, driving schools, cultural education), educational support activities</p>
11. Health and Social work	<p>Q - Human health and social work activities (86-88)</p> <p>Including Hospitals, medical and dental practices, residential care, social work activities</p>
12. Other Community, Social and Personal Services	<p>R - Arts, entertainment and recreation (90-93)</p> <p>S - Other service activities (94-96)</p> <p>Including performing arts, libraries and museums, gambling and betting, sports facilities, amusement and recreation activities, activities of membership organisations (religious, political, trade union, professional), personal services (hairdressing, beauty, textile cleaning, well-being activities, funeral activities)</p>
<i>NOT COVERED IN SURVEY</i>	T - Activities of households as employers; undifferentiated goods and services producing activities of households for own use (97-98)

Appendix D Quota targets, Drawn Sample and Achieved Interviews

The table below shows for each country the ratio of sample drawn for each key quota group, and the achievement of interviews against the original target. Note that “sample drawn” figures are based on the sample information about size and sector, whereas the “interviews achieved” figures are based on the size and sector information confirmed by the respondent.

Table D.1 Final quotas and achieved interviews by size and sector within country

	Overall Target	Sample drawn	Ratio of sample drawn to target	Interviews achieved	% of Overall Target
United Kingdom	18,000	146,438	8:1	18,059	100%
2-4	4,500	38,722	9:1	4,223	94%
5-9	3,960	32,552	8:1	4,284	108%
10-24	3,780	31,435	8:1	4,068	108%
25-99	3,600	29,739	8:1	3,834	107%
100+	2,160	13,990	6:1	1,650	76%
Agriculture	749	7,938	11:1	771	103%
Mining and quarrying	35	322	9:1	43	123%
Manufacturing	1,230	9,610	8:1	1,213	99%
Electricity, gas and water	139	1,523	11:1	148	106%
Construction	1,305	11,183	9:1	1,465	112%
Wholesale and retail	3,702	29,217	8:1	3,580	97%
Hotels and restaurants	1,653	13,207	8:1	1,649	100%
Transport, storage and communication	1,161	9,479	8:1	1,165	100%
Financial services	445	3,782	8:1	486	109%
Business activities	2,933	22,953	8:1	2,613	89%
Public administration	497	4,166	8:1	466	94%
Education	1,152	9,064	8:1	1,122	97%
Health and social work	1,836	14,258	8:1	2,110	115%
Other community, social and personal service activities	1,163	9,736	8:1	1,228	106%

	Overall Target	Sample drawn	Ratio of sample drawn to target	Interviews achieved	% of Overall Target
England	10,000	82,438	8:1	10,032	100%
2-4	2,500	21,445	9:1	2,317	93%
5-9	2,200	18,221	8:1	2,332	106%
10-24	2,100	17,037	8:1	2,248	107%
25-99	2,000	16,305	8:1	2,076	104%
100+	1,200	9,430	8:1	1,059	88%
Agriculture	276	3,355	12:1	339	123%
Mining and quarrying	9	84	9:1	14	155%
Manufacturing	702	5,528	8:1	738	105%
Electricity, gas and water	68	837	12:1	87	127%
Construction	696	6,182	9:1	902	130%
Wholesale and retail	2,058	16,260	8:1	1,875	91%
Hotels and restaurants	900	7,155	8:1	854	95%
Transport, storage and communication	720	5,906	8:1	711	99%
Financial services	270	2,317	9:1	313	116%
Business activities	1,847	14,471	8:1	1,568	85%
Public administration	223	2,416	11:1	214	96%
Education	616	4,893	8:1	667	108%
Health and social work	971	7,644	8:1	1,070	110%
Other community, social and personal service activities	644	5,390	8:1	680	106%
Northern Ireland	2,000	15,659	8:1	2,005	100%
2-4	500	4,355	9:1	524	105%
5-9	440	3,554	8:1	488	111%
10-24	420	3,930	9:1	452	108%
25-99	400	3,070	8:1	415	104%
100+	240	750	3:1	126	53%
Agriculture	134	1,208	9:1	76	57%
Mining and quarrying	5	54	10:1	7	135%
Manufacturing	142	1,097	8:1	139	98%
Electricity, gas and water	17	147	9:1	13	77%
Construction	167	1,352	8:1	148	88%
Wholesale and retail	437	3,342	8:1	449	102%
Hotels and restaurants	157	1,281	8:1	173	110%
Transport, storage and communication	104	850	8:1	116	111%
Financial services	45	372	8:1	56	125%
Business activities	208	1,597	8:1	202	97%
Public administration	75	377	5:1	68	91%
Education	167	1,303	8:1	153	92%
Health and social work	218	1,584	7:1	258	118%
Other community, social and personal service activities	124	1,095	9:1	147	118%

	Overall Target	Sample drawn	Ratio of sample drawn to target	Interviews achieved	% of Overall Target
Scotland	4,000	31,968	8:1	4,015	100%
2-4	1,000	8,497	8:1	879	88%
5-9	880	7,063	8:1	984	112%
10-24	840	6,928	8:1	930	111%
25-99	800	6,892	9:1	894	112%
100+	480	2,588	5:1	328	68%
Agriculture	217	2,068	10:1	248	114%
Mining and quarrying	18	147	8:1	17	93%
Manufacturing	238	1,826	8:1	202	85%
Electricity, gas and water	34	332	10:1	28	83%
Construction	300	2,433	8:1	263	88%
Wholesale and retail	797	6,305	8:1	825	104%
Hotels and restaurants	399	3,150	8:1	415	104%
Transport, storage and communication	233	1,862	8:1	217	93%
Financial services	92	760	8:1	67	73%
Business activities	624	4,883	8:1	613	98%
Public administration	134	979	7:1	124	92%
Education	224	1,741	8:1	186	83%
Health and social work	416	3,250	8:1	543	130%
Other community, social and personal service activities	274	2,232	8:1	267	97%
Wales	2,000	16,373	8:1	2,007	100%
2-4	500	4,425	9:1	503	101%
5-9	440	3,714	8:1	480	109%
10-24	420	3,540	8:1	438	104%
25-99	400	3,472	9:1	449	112%
100+	240	1,222	5:1	137	57%
Agriculture	123	1,307	11:1	108	88%
Mining and quarrying	4	37	11:1	5	142%
Manufacturing	147	1,159	8:1	134	91%
Electricity, gas and water	21	207	10:1	20	95%
Construction	144	1,216	8:1	152	106%
Wholesale and retail	409	3,310	8:1	431	105%
Hotels and restaurants	196	1,621	8:1	207	106%
Transport, storage and communication	104	861	8:1	121	116%
Financial services	40	333	8:1	50	125%
Business activities	253	2,002	8:1	230	91%
Public administration	64	394	6:1	60	93%
Education	144	1,127	8:1	116	81%
Health and social work	231	1,780	8:1	239	104%
Other community, social and personal service activities	120	1,019	8:1	134	112%

Appendix E Advance letter

Employer Perspectives Survey 2014: Capturing your views on recruitment and workforce development

Dear [NAME],

I'm writing to let you know about the UK Commission's Employer Perspectives Survey, which will start fieldwork interviews early in summer 2014. The UKCES is a publicly funded, industry led organisation providing strategic leadership on skills and employment issues across the UK. Our employer surveys are long standing research tools which support the development of government policy and help inform strategic economic plans at a local level. It is crucial to the success of the Employer Perspectives Survey that organisations like [COMPANY NAME] take part, so that the findings accurately reflect the views of businesses both large and small.

The telephone survey is 20 minutes long and is conducted at branch level where respondents have day-to-day knowledge of recruitment, human resources and workforce development. While we understand that there may not be a Human Resources function at this level, our survey is aimed at the person on site who is best placed to answer these questions. All the data collected on skills, training and recruitment issues at site level are treated in the strictest confidence and no information can be linked to individual businesses or respondents. Both the UK Commission and its fieldwork partner, IFF Research, adhere to a strict research code of conduct.

The findings from the project should also be of use to you in benchmarking how your organisation compares to industry averages and the wider economy. To give you some examples of data from our previous survey:

- Financial services employers are more likely to use recruitment agencies to hire staff (38%) compared to all other sectors (17%)
- Fewer Financial services employers **offer work experience placements** (20%) compared to the UK average (27%)
- 53% carry out **externally-provided training** for their staff (compared with 47% across all industries)

We can let you know which branches we need to call, and if helpful set up appointments to call them so we can minimise the burden placed on your business. If there are specific times of the week that are best to avoid calling branches we can also ensure this information is acted on. If you are able to provide direct telephone numbers and the name of the branch manager for these sites it would be very helpful. These details would only be used to call them for this project. We would also be grateful if we could use your name when contacting the branches to reassure them about the legitimacy of the project.

Your support with this survey would be appreciated. Please don't hesitate to contact my colleague Rebecca Jones on Rebecca.Jones@ukces.org.uk or 0207 227 7839 for more information,

Yours sincerely,

Michael Davis
Chief Executive

Appendix F Reassurance email to respondents

REF: [KEY NUMBER]

Employer Perspectives Survey 2014

Thank you for considering participating in this important research.

The Employer Perspectives Survey 2014 is being conducted on behalf of the UK Commission for Employment and Skills and its partners, the Department for Business, Innovation and Skills, the Welsh Government, the Scottish Government and the Department for Employment and Learning in Northern Ireland (DELNI). The project is being conducted by IFF Research, an independent market research organisation.

The survey aims to help Government and other organisations to help employers like you, by better understanding your needs in terms of skills, training and employment. Your co-operation will ensure that the views expressed are representative of all employers in your sector.

Your organisation has been selected at random from Experian's National Business Database and we hope very much that you are able to take part. Participation will involve a telephone interview with an IFF interviewer lasting around 20-25 minutes at a time that is convenient for you.

For further information regarding the survey, including frequently asked questions and results from the previous survey please see the UK Commission website: www.ukces.org.uk/employersurveys.

If you have any queries concerning the format or content of the interview, please contact Andrew Skone James or Mark Tweddle at IFF Research, tel: 020 7250 3035 or e-mail: andrew.skonejames@iffresearch.com or mark.tweddle@iffresearch.com. If you would like to speak to somebody at the UK Commission for more information on the aims and objectives of the survey, you can contact Rebecca Jones on 0207 227 7839 or on rebecca.jones@ukces.org.uk.

Your replies will be treated in the strictest confidence under the Code of Conduct of the Market Research Society. Responses will not be linked to individual companies or respondents without their prior consent.

Thank you for your assistance.

Yours sincerely,

Mark Tweddle
Research Executive
IFF Research

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