



CITB NI
Stakeholder Satisfaction Survey
2024

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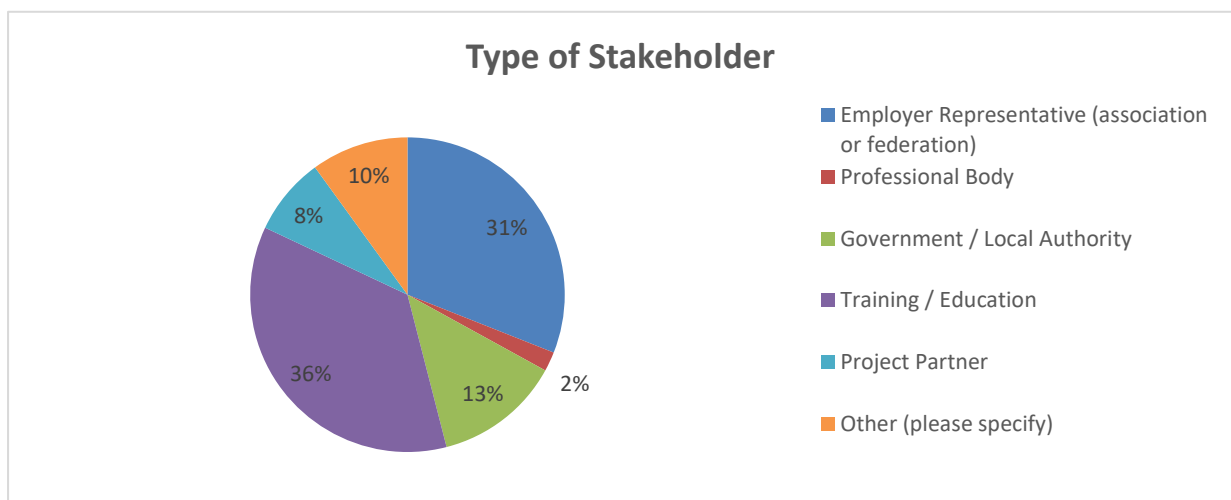
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Introduction

1. The CITB NI stakeholder satisfaction survey aims to determine how well CITB NI is achieving its aims and objectives in the opinion of a range of stakeholders including employer representatives, Government / local authorities, professional bodies, and training / education providers. The stakeholder satisfaction survey was previously completed in 2022 and 2020.
2. Due to the low response rate in 2020 (14%), the findings were treated with caution. The response rate for the last survey (August 2022) was much better (36%) with a greater number of respondents and thus this piece of research was much more reliable.
3. Looking at the August 2024 survey, CITB NI received 64 responses from 118 invited to respond, which is an excellent completion rate (54%).

Methodology and Sample

4. The 2024 stakeholder satisfaction survey was undertaken using an online survey tool.
5. A total of 118 stakeholders were invited to complete the survey. These consisted of training and education (36%), employer representatives (31%), government and local authorities (13%), other (10%), project partners (8%) and professional bodies (2%). It is worth mentioning there is a certain amount of overlap in that a training provider may also be involved in a project so how CITB NI categorises the stakeholders may differ from how they categorise themselves in terms of their response. 64 responses were received - a 54% response rate. ***The results of the 2024 survey could then be considered helpful to refer to when making key strategic decisions.***
6. The breakdown of stakeholders who responded is shown in the graph below;



Findings

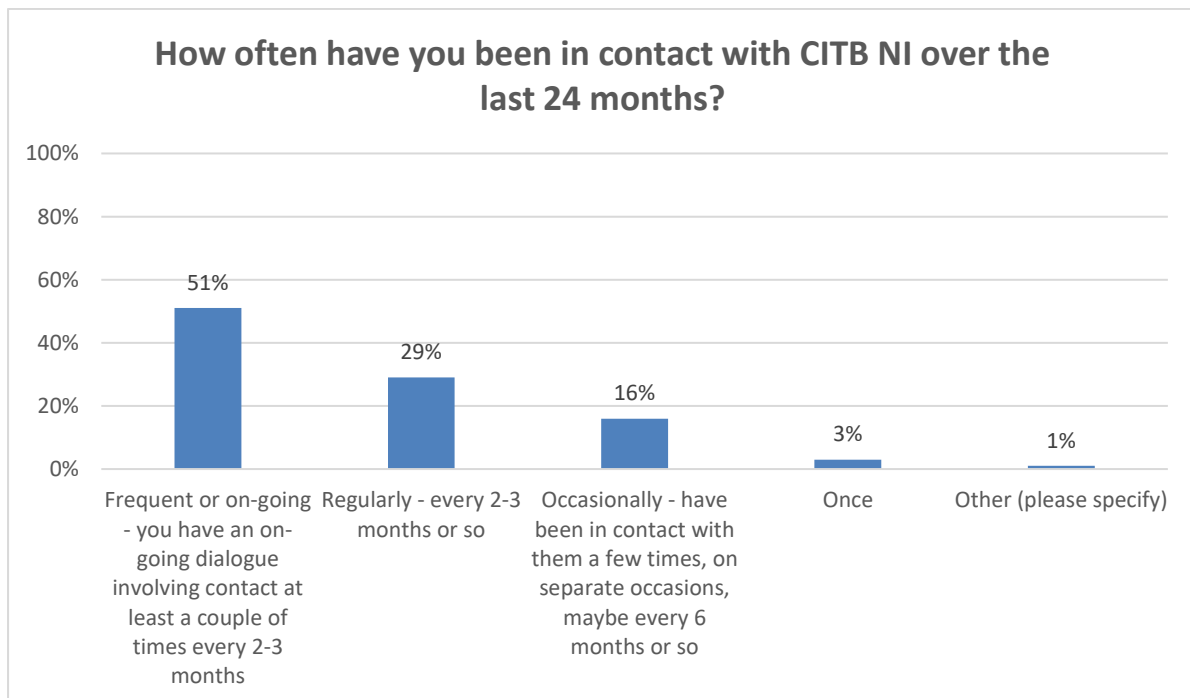
‘I have always found CITB NI to be professional and proactive and would highly recommend them. Excellent working relationship.’

‘It’s nice to work with an organisation that drives forward the ambitions of the industry whilst we continue with our day and daily business.’

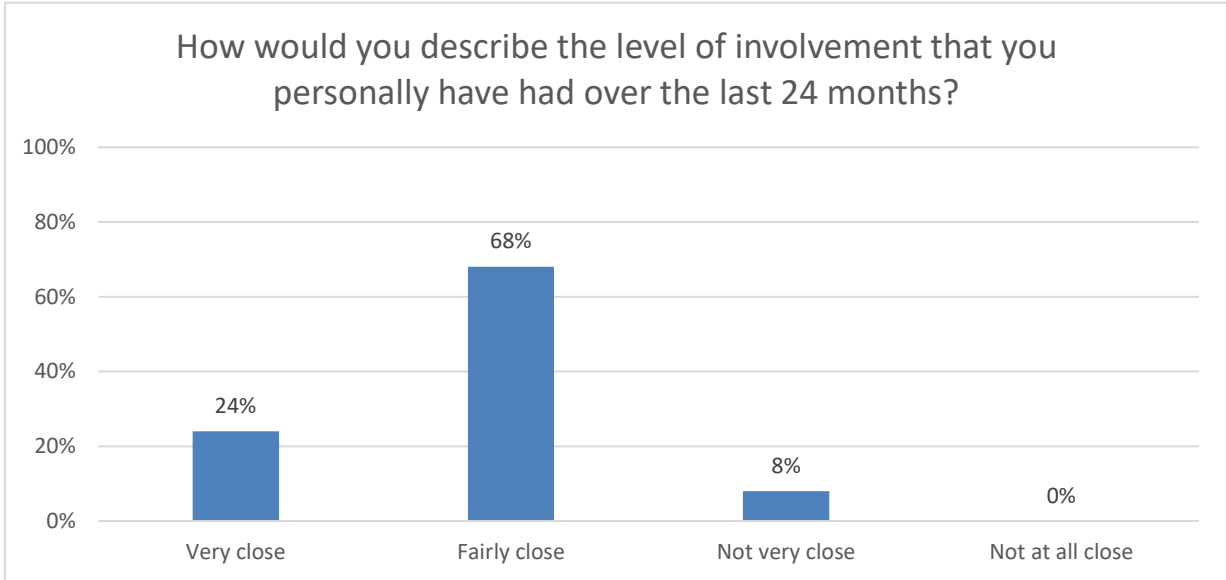
Awareness and Understanding of CITB NI’s role

7. All respondents had heard of CITB NI before receiving the survey and all had had some form of contact with CITB NI over the last 24 months since the previous survey.
8. The 64 stakeholders all responded and had differing levels of contact with CITB NI as outlined in the chart below. Just over half (51%) have had frequent or on-going dialogue (at least a couple of times every 2-3 months), with over a quarter (29%) having had regular contact (once every 2-3 months). Less than a fifth (16%) having occasionally had contact (once every 6 months). Two stakeholders had been in contact once and one had chosen other, this was specified as ‘Every Quarter’ which would match up with the frequent response that was available.

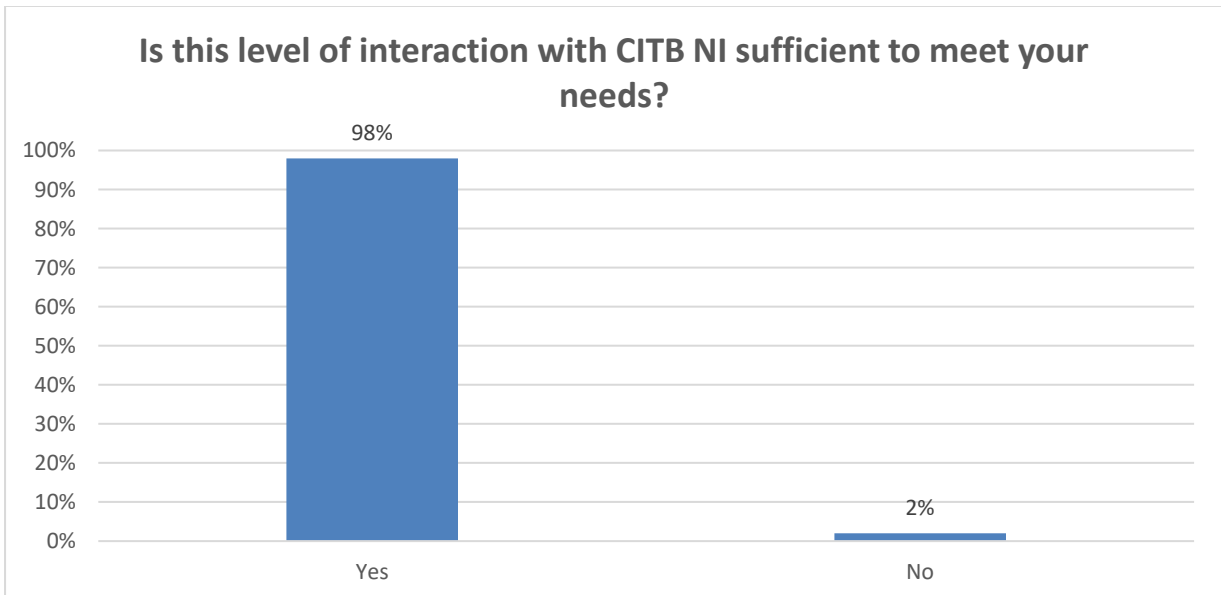
“80% of stakeholders have been in regular contact with CITB NI over the last 24 months.”



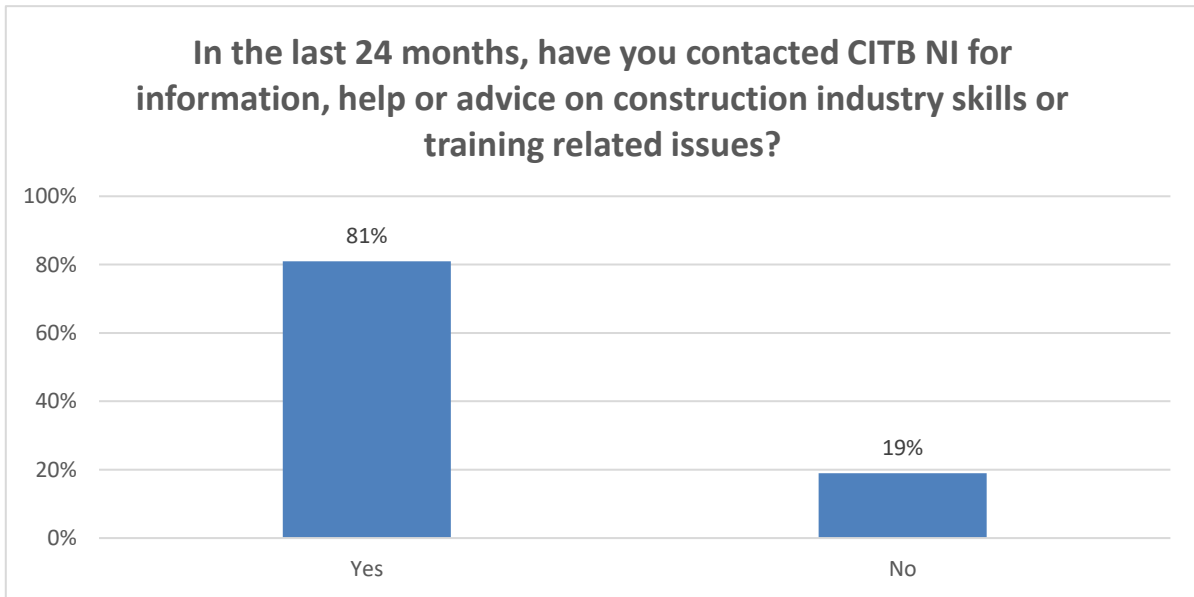
9. Survey respondents were asked what their level of involvement with CITB NI has been over the last 24 months. **As can be seen from the chart below 92% have had very or fairly close involvement**, with only 8% stating they had not had very close contact. There were 0 responses for not at all close and all respondents answered this question.



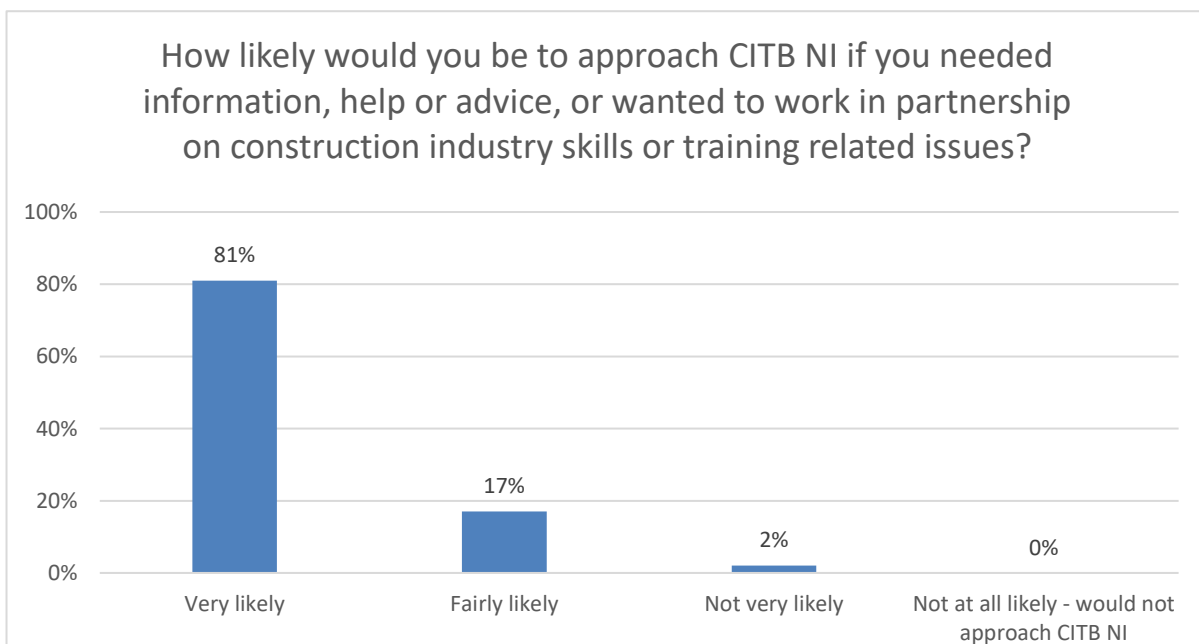
10. **Almost all stakeholders, 63 (98%) felt that the level of interaction they had was sufficient for their needs.** One responded no which can be seen in the graph below.



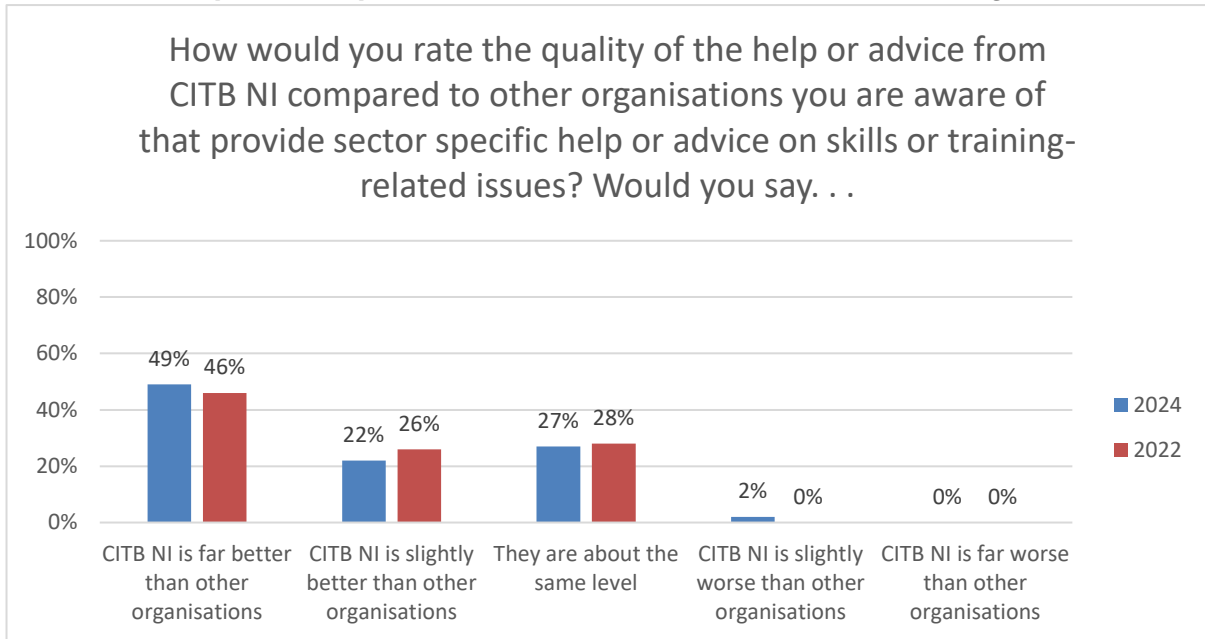
11. **Just over four fifths, (81%) of stakeholders who responded to the survey have contacted CITB NI for information, help or advice on construction industry skills or training related issues in the last 24 months.** In 2022, only 67% of respondents had contacted CITB NI within the 24 months of the previous. **This shows a strong improvement (+14%) in the level of engagement between CITB NI and the associated stakeholders.** Again all 64 stakeholders responded to this question.



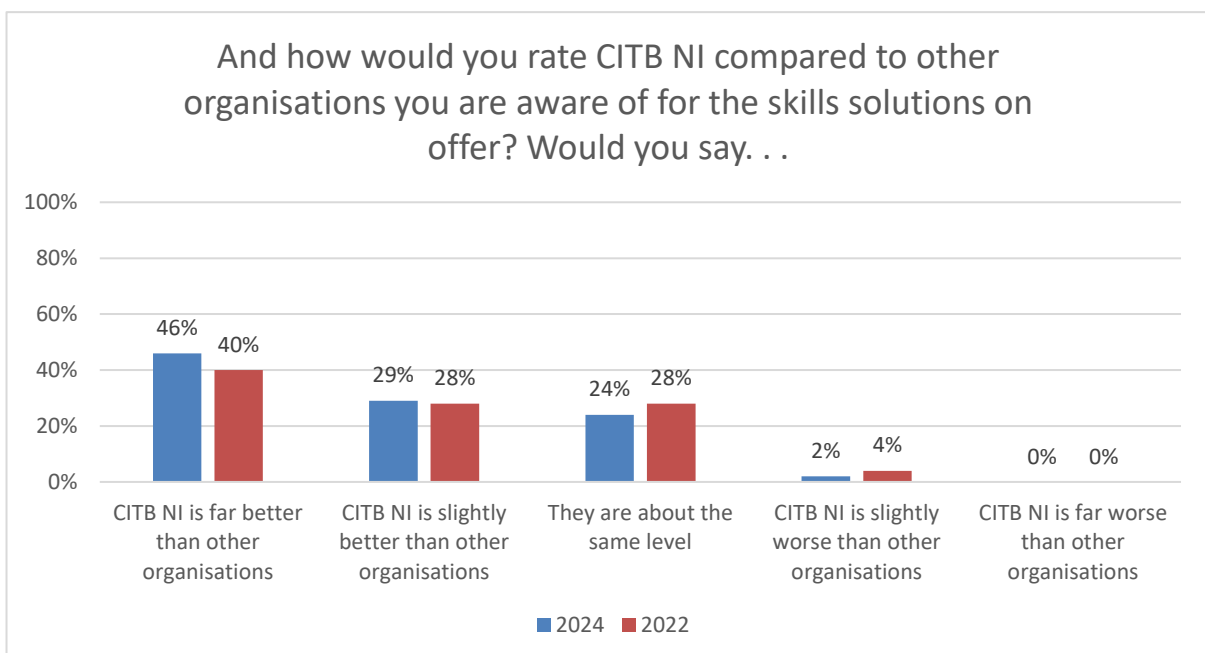
12. **Around four fifths again (81%) of all responding stakeholders would be very likely to approach CITB NI for information, help or advice, or if they wanted to work in partnership on construction industry skills or training related issues.** Of the remaining 19%, eleven would be fairly likely to do so (17%) and only one would not be very likely (2%). None chose not at all likely. **98% of stakeholders would be likely to approach CITB NI for construction industry related help, advice or support.**



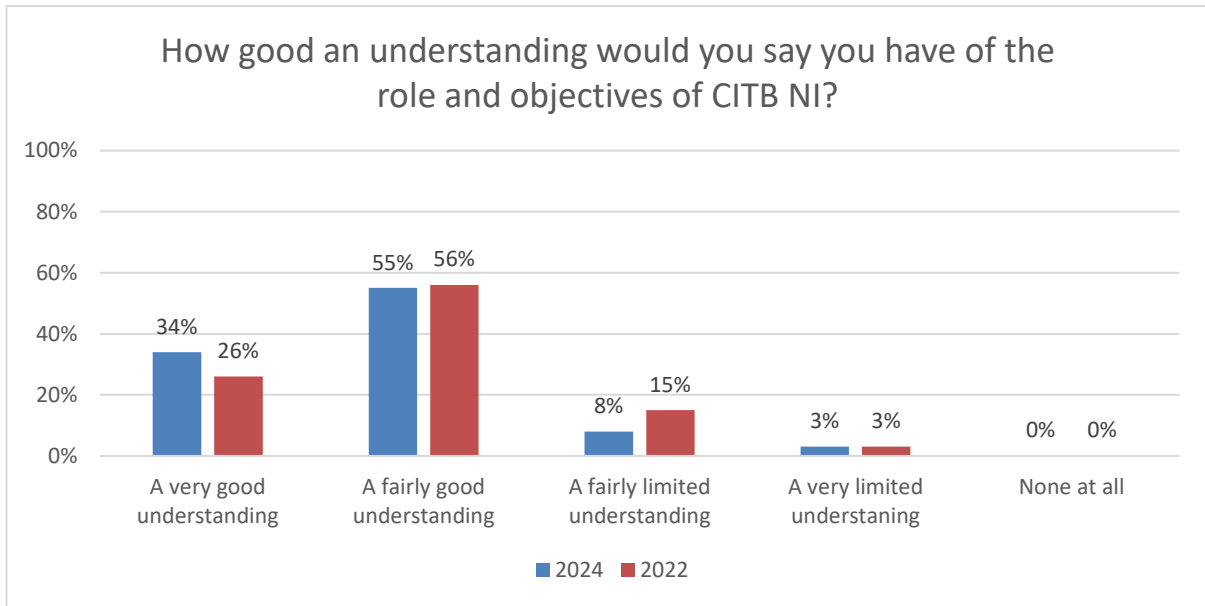
13. **All except one respondent (63/64) felt that CITB NI is the same or better than other organisations for help or advice on sector specific skills or training-related issues.** The results in the graph below show a steady correlation with the 2022 results. **Over two thirds, 71% of Stakeholders believe CITB NI is better than all other organisations for sector specific help and advice on Construction skills or training.**



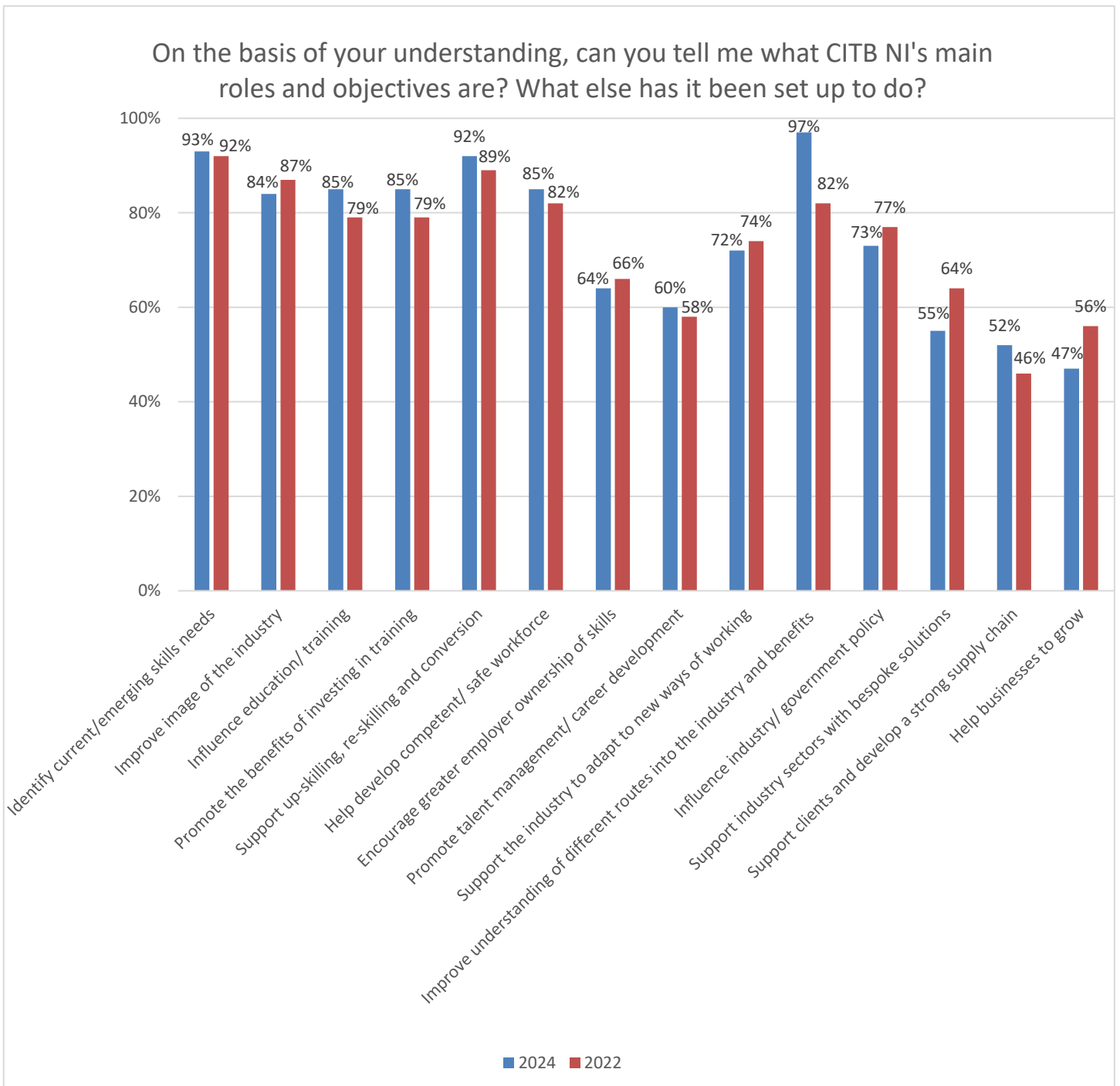
14. All stakeholders responded to the following survey question rating CITB NI against other organisations for the skills solutions on offer. The results in this question were also very good, similarly to 2022 which can be seen in the table below. **Three quarters, 75% of stakeholders believe that CITB NI are better than all other organisations they are aware off for the skills solutions they offer.**



15. 60 submitted a response when asked what level of understanding stakeholders had about CITB NI's role and objectives, 34% felt that they had a very good understanding, up from 26% in 2022. Over half of all respondents (55%, down from 56% in 2022) felt that they had a fairly good understanding. 8% indicated that they had a fairly limited understanding with only two respondents believing they have a very limited understanding. ***In 2024, 89% of the responses believe they have a fairly good understanding or better, indicating CITB NI are currently doing a great job in raising awareness of its role and objectives.***



16. Respondents were then asked to choose what they thought CITB NI's main roles and objectives are from the list that can be seen in the graph below. There were 60 Respondents who were most aware of CITB NI's role to **improve the understanding of different routes into the industry and the benefits (97%)**. This has changed somewhat from 2022 when the most known role was identifying current/ future skills needs (92%). CITB NI, it seems is least well known for its roles **in Helping businesses to grow (47%)** and **supporting clients and developing a strong supply chain (52%)** as these were the least picked responses.

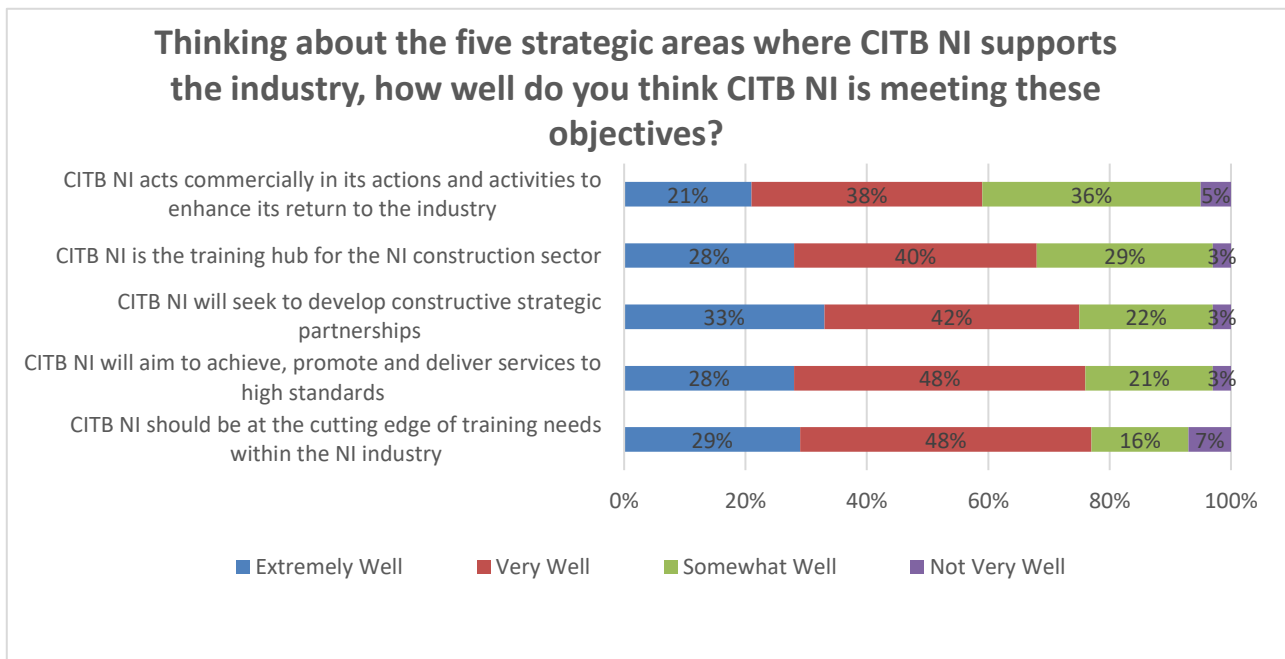


Objectives

17. Stakeholders were asked how well they thought CITB NI is meeting its objectives to support the industry. The questions in this section were changed from the 2018/20 report due to a change in priorities, therefore comparisons can now be made between the current 2024 survey and the previous 2022 responses. The questions below all relate to the five action themes within the CITB NI 2020 – 2025 Strategic Plan.

18. As can be seen from the chart below most of the stakeholders who responded feel that CITB NI is at least doing somewhat well. **CITB NI is considered to be performing particularly well in terms of being at the cutting edge of training needs (77% of stakeholders felt that CITB NI is performing very or extremely well) and in terms of promoting and delivering services to high standards (76% felt that CITB NI is performing very or extremely well).**

CITB NI should consider if stakeholders are fully aware of CITB NI’s work in all areas as respondents simply may not be fully aware of some of its activities. Stakeholders should be able to best comment how CITB NI is performing in terms of their strategic partnerships with them.

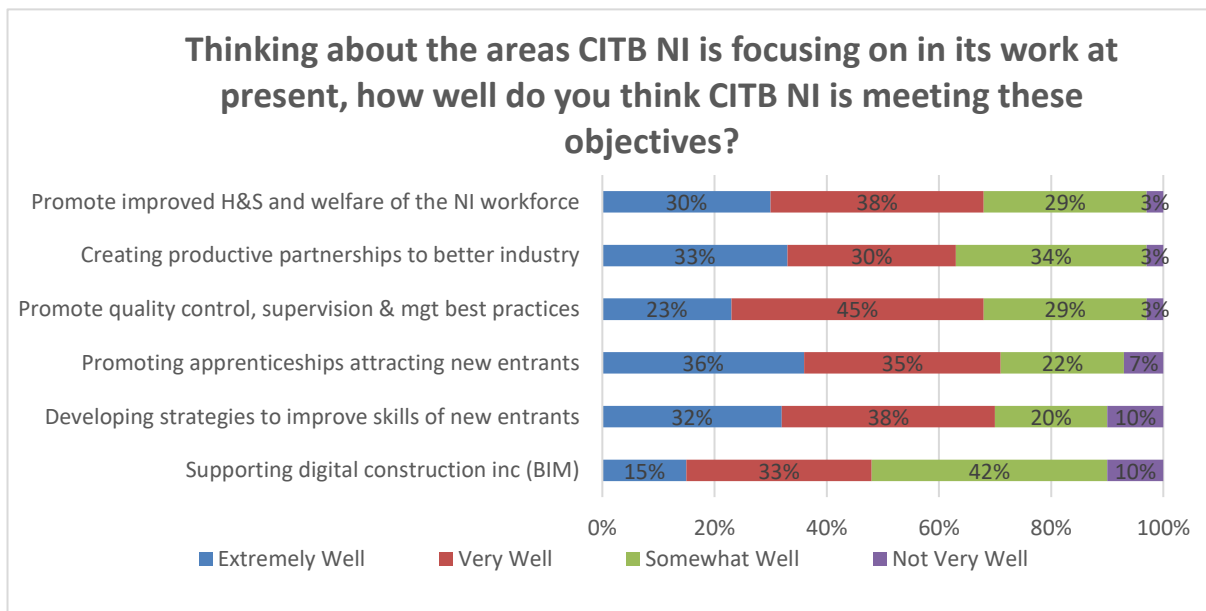


Areas of Focus

19. Stakeholders were asked about the areas CITB NI is focusing on externally in its work at present (for more detail see the 2020 – 2025 Strategic Plan), and how well they thought CITB NI is meeting these.

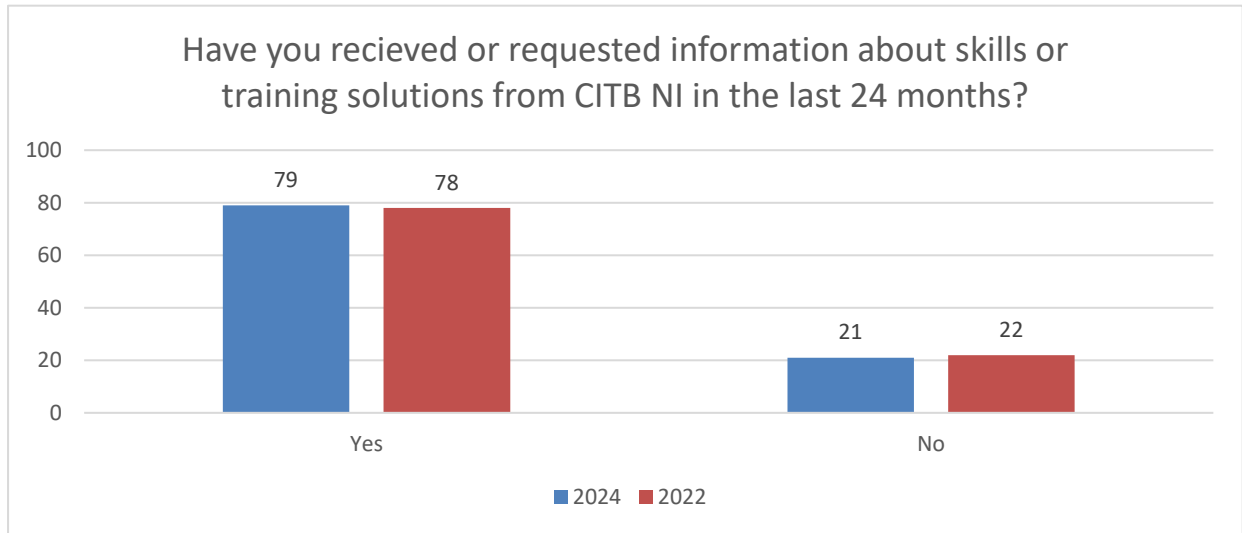
20. As can be seen from the chart below the majority of the stakeholders who responded feel that CITB NI is performing particularly well in a number of areas. Looking at the very well and extremely well responses **CITB NI have scored above 60% in all areas except promoting digital construction such as BIM, (which was 48%)**. There was a small number (10%) who felt CITB NI were not performing very well across two of the focus areas, with none choosing not at all well.

It is important that CITB NI continues to raise awareness of all its activities with all stakeholders as some may only be involved in certain projects and unaware of other activities. **71% of stakeholders identified CITB NI are doing very / extremely well in promoting apprenticeships and attracting new entrants into the industry.**

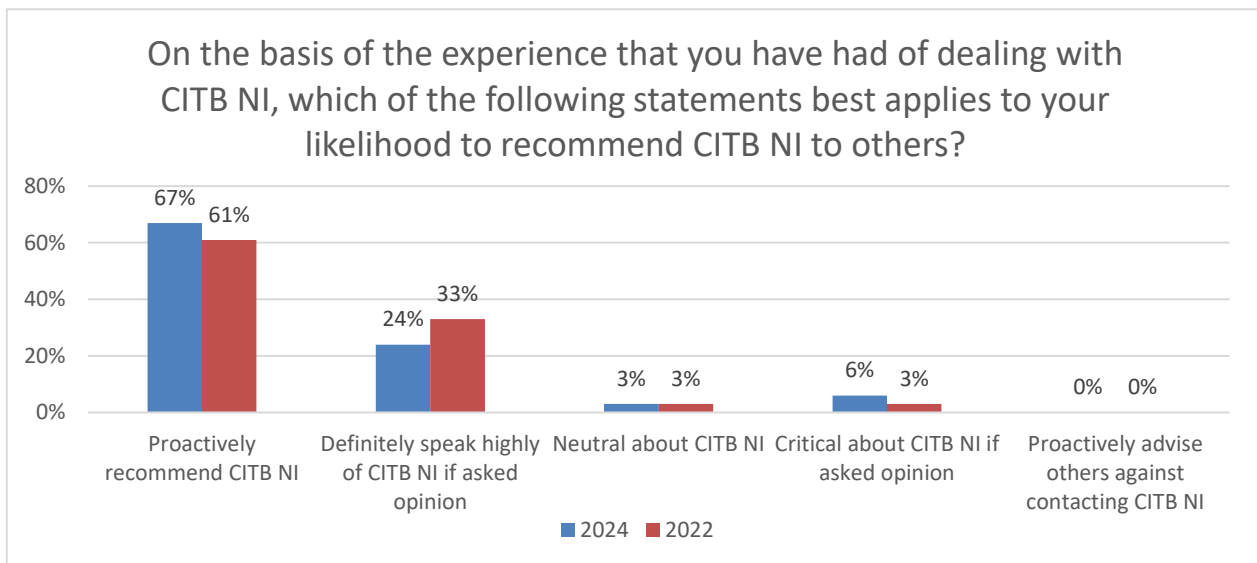


How CITB NI Works

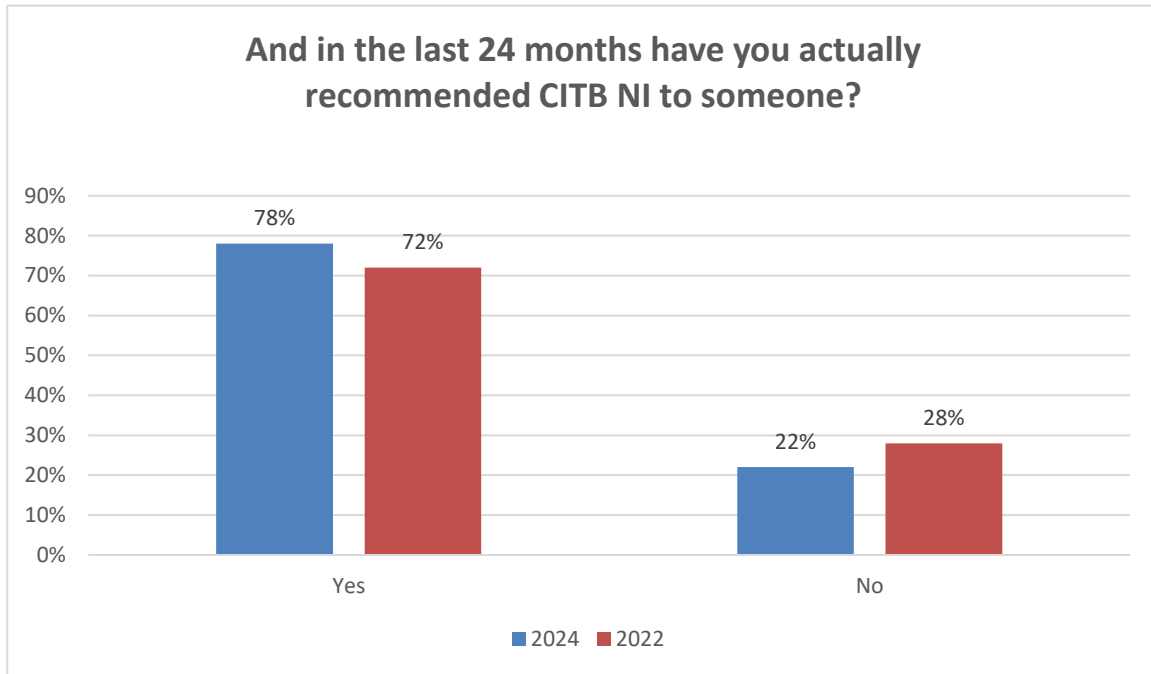
21. Stakeholders were asked if they had received or requested any information about skills and training solutions from CITB NI in the last 24 months. Communication with stakeholders has improved slightly since the last survey, **79% percent had received information compared with 78% in 2022.**



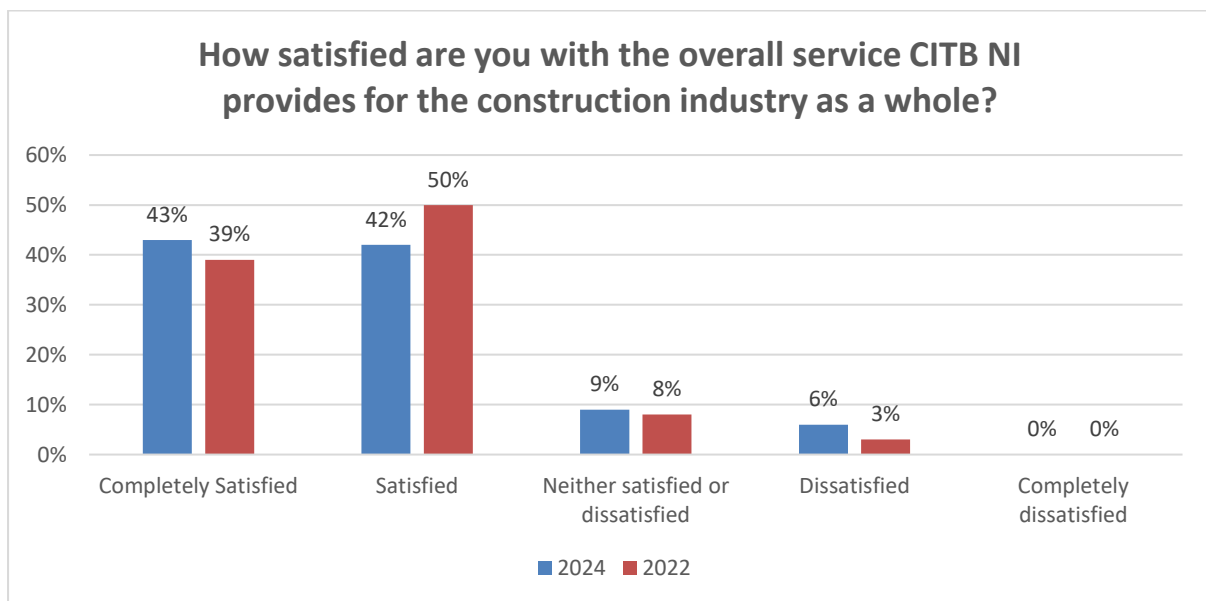
22. Stakeholders were asked if they would recommend CITB NI to others. 24% of stakeholders would definitely speak highly of CITB NI if someone asked their opinion and **67% would proactively recommend that others contact and use CITB NI.** The remaining 9% would be neutral or critical about CITB NI if someone asked their opinion. **91% of Stakeholders would recommend or speak highly of CITB NI.**



23. **78% of stakeholders have actually recommended CITB NI to someone in the last 24 months.** This is up 6% from the 72% of stakeholders who recommended CITB NI to someone over the same time period in 2022.



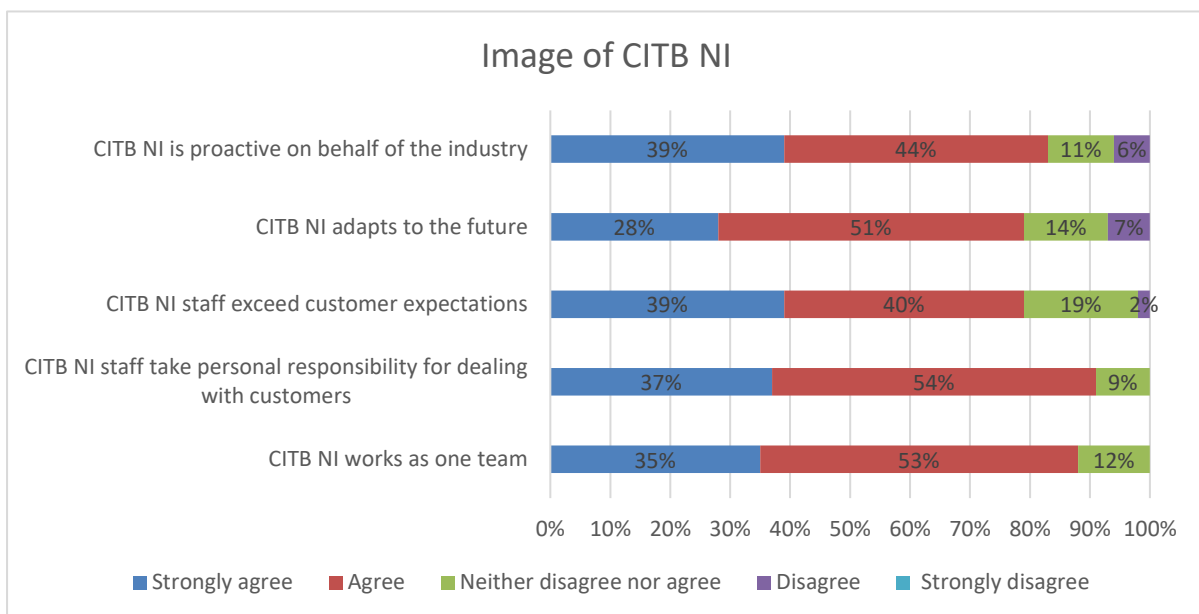
24. **A significant proportion of respondents (85%) were completely satisfied or satisfied with the overall service CITB NI provides for the construction industry** whilst 9% were neutral, two stakeholders (6%) being dissatisfied, and none completely dissatisfied. However there has been a 4% decrease compared to 2022 when 89% were completely satisfied / satisfied, which can all be seen in the graph below.



CITB NI Image

25. Stakeholders were finally asked to rate how well they agreed with a range of statements. As can be seen from the chart below, CITB NI are performing very well. 91% of respondents believe all CITB NI staff they engage with, make it their personal responsibility when dealing with customers queries or requests. 88% also agreed that CITB NI works effectively as one team for the betterment of the industry and 83% understand CITB NI to be proactive on behalf of the needs of the construction industry.

26. **Most CITB NI stakeholders (79%) felt CITB NI are exceeding customers expectations.**



Any other comments

27. This is the final section of the survey, allowing stakeholders the opportunity to provide CITB NI additional qualitative feedback. Respondents comments were very positive regarding work on skills competitions, engaging with schools and teachers of GCSE in Construction and delivering job sampling opportunities. All of which are activities aimed at encouraging new entrants into the industry. Comments also suggested our branding could be improved to provide those not currently in the construction industry with a better understanding of the purpose of the organisation.

Less positive comments were regarding the lack of construction industry specialists employed by CITB NI, engagement with employer bodies and the amount of money required to maintain the Nutts Corner office, delivering training that is more suited to private sector training providers. To read all comments please refer to appendix 1.

Conclusion

28. In conclusion, the number and rate of responses received for this survey has greatly surpassed previous years. The survey results highlight the positive impact of CITB NI's current efforts in supporting the construction industry. It is clear that maintaining the practices that are working well is essential to continuing this success. At the same time, CITB NI must remain committed to identifying opportunities for improvement, ensuring evolution and an enhancement of offerings to meet the changing needs of the industry. By balancing consistency with innovation, CITB NI can continue to provide valuable support to the Northern Ireland Construction sector and contribute to its ongoing development and success.

Areas for Improvement

29. There were a small number, 6 respondents or 10% who felt CITB NI were not performing very well across two of the focus areas; Promoting digital construction such as BIM and Developing strategies to improve the skills of new entrants.

- In terms of promoting digital construction CITB NI are hosting a business improvement seminar in person at the CITB NI training centre in Nutts Corner in March 2025. This will be covered through the typical communication and marketing channels. This should help increase awareness in CITB NI efforts to promote digital construction.

- In terms of developing strategies to improve the skills of new entrants CITB NI will focus on this in two ways. Firstly, when potential entrants into the construction industry are still at school (year 8-12) CITB NI will continue to support; the GCSE in construction, Job Sampling activities, adopt a school programme and ambassador programme. When individuals make the step and start in the industry either directly or through, HE/ FE CITB NI will continue to support these through student bursaries, grant aid and the ongoing BESP work, delivering framework qualifications support and training standards etc.

30. When asked about CITB NI's image 12 respondents (21%) either didn't agree or disagreed with the statement that CITB NI adapts well to the future.

- This will be addressed through the review and development of the upcoming strategic and business delivery plans. This will include supporting strands for the programme for government strategic framework (NI government action plan).

Appendix 1

- *“CITB NI have worked well with training and skills through competitions, without CITB NI input we would not have achieved the success we have had.”*
 - *“The team at CITB have went above and beyond the call of duty to assist and support the NI Construction teachers. They provide support, ideas, time, a great venue to meet, as well as proving vital links and invaluable industry experience. They are investing heavily in the future on the next generation of construction personnel and are making our teaching of Construction at GCSE and A level relevant and real especially through their adopt a school scheme, boot camps and careers events. We would be truly lacking without the combined efforts of the complete team at CITB Dundrod.”*
 - *“Long-term people in industry know what CITB NI does. I still think that branding could be improved to help those not in industry (especially young people and their families) to better understand the purpose of the organisation. The current radio adverts will go some way to explain and encourage apprenticeships at both craft and Management level into construction.*
- I also believe recent media around promoting all levels of apprenticeships instead of encouraging full time uni courses (and incurring large debt) can be beneficial to getting young people and their families to consider construction careers. The local construction industry is ageing and we need to get the next generation of the workforce encouraged to enter, in all areas of construction skills. CITB NI is great at working with industry in partnership and each can help to encourage development for the current workforce and encourage new entrants into the workplace to meet future needs.”*
- *“It has been a pleasure working with the CITB NI team in promoting the construction industry.”*
 - *“Barry, Alison, Siobhan, Ryan, William & Amanda (Mandy!), are a pleasure to work with. They are all extremely helpful & professional. Keep up the good work you guys!!”*
 - *“CITB NI need to be the link between industry and training provision. There are certainly some good initiatives, but I think CITB need more construction industry specialists to work collectively with the industry.”*
 - *“Extremely well-run organisation.”*
 - *“Thank you for working with the pupils in our school by providing job sampling opportunities, bringing the Mobile Training Unit to deliver a Careers Talk and linking us with our 'Adopt a School' business HJ Martin. A few of our pupils have decided to follow a career path in Construction as a result of these activities.”*
 - *“CITB Staff and Management always appear open, accessible and collaborative in my dealings with them.”*



- *“Thank you for supporting Longstone Special School with their Careers provision this year - you have convinced some of our school leavers that Construction would be an exciting and profitable career path for them following the sampling activity and visit of the CITB training unit.”*
- *“I use CITB as part of the Experiences of Work programme I organise in a secondary school. Amanda Stevenson is amazing and very helpful at organising the one-day event with the CITB bus. She has put me in contact with other businesses within the construction industry who now also help provide a vibrant and enriching programme to Year 12 students.”*
- *“Very helpful in providing real-life scenarios and literature for the education sector in an attempt to promote knowledge, awareness and practical experiences for young people considering a future within the Construction Industry.”*
- *“Huge amount of money wasted sitting on a large site and attempting to deliver training when the private sector is better served to do this.”*
- *“Disappointing lack of engagement with employer bodies to gauge needs and to scope strategy. CITB in GB engages proactively with such bodies and devices its strategy in response.”*