



CITB NI
ETS – Employer Tracking Survey
Research Paper 2022

Contents

1. Introduction

2. Headline Results

- 2.1. *Profile of NI Employers***

- 2.2. *General Awareness and Understanding***
 - 2.2.1. *Provision of services***
 - 2.2.2. *Use of services***
 - 2.2.3. *Employer satisfaction***
 - 2.2.4. *Importance of services***
 - 2.2.5. *Prompted awareness***

- 2.3. *CITB NI Importance***
 - 2.3.1. *Action Themes of CITB NI***
 - 2.3.2. *Overall Satisfaction***
 - 2.3.3. *Interaction with CITB NI***

- 2.4. *Communications & Marketing***
 - 2.4.1. *Employers' communication with CITB NI***
 - 2.4.2. *CITB NI levy and grant services***
 - 2.4.3. *Contacting CITB NI staff***

- 2.5. *Support For Levy***

1. Introduction

This 2022 Employer Research was commissioned by CITB NI to examine skills issues in the construction industry within Northern Ireland and to understand how employers view the service provided by CITB NI. This report shows headline findings from 100 interviews with employers in Northern Ireland. Where possible, comparisons are made to previous annual results from the Employer Research and Employer Tracker Survey (2018 – 2020). Survey findings are unweighted. Certain percentages used in this report may not add up to precisely 100% due to the impact of rounding.

2. Headline Results:

2.1. Profile of employers interviewed

The tables below show the profile of the employers interviewed.

Size	Interviews achieved	% of all interviews
Micro (2-9)	79	79
Small (10-49)	20	20
Medium (50-249)	1	1
Large (250+)	0	0
No levy return	0	0
Total	100	100

Grant Status	Interviews achieved	% of all interviews
Grant	17	17
Non-grant	83	83
Total	100	100

Levy status	Interviews achieved	% of all interviews
Levy payers	45	45
Non-levy payers	55	55
Blank	0	0
Total	100	100

2.2. General awareness and understanding:

2.2.1. Provision of services

Employers were asked about the services they think CITB NI provides. Their responses are summarised in the table below. (CSF 4)

% of responses	2022	2020	2019	2018
Management training courses	30	4	11	12
Training in Partnership	21	6	8	1
Grants to employers for training	14	1	3	8
Health & safety information and training	13	18	32	36
Other training courses	10	55	16	52
None/ Don't Know	6	17	30	20
Apprenticeships	1	20	-	-
Conducting research into industry training needs	1	4	-	1
Generic training advice	1	2	4	8
Offering apprenticeships	1	2	12	10
Promotion of Construction in Careers	1	-	-	-
Other	1	11	7	7
Total	100	100	100	100

2.2.2. Use of services

Employers were then asked, of the services they highlighted in the question above, which services provided by CITB NI have they availed off in the last 24 months. This is summarised in the table below. Note this has changed from 12 months in the previous survey results due to the survey now being carried out every 2 years. (I.e. For management training courses 50% (23/46) of those who were aware of this service availed of it in 2022.)

% of all	2022	2020	2019	2018
Mental health training	100% (3)	-	-	-
Apprenticeships	100% (2)	6	-	-
Promotion of careers in construction	100% (1)	-	-	-
Generic training advice	100% (1)			
Health & safety information and training	65% (13)	1	5	13
Other training courses	56% (9)	12	4	6
Management training courses	50% (23)	-	-	-
Grants to employers for training	45% (10)	3	5	2
Training in partnership	39% (13)	-	-	-
None / Don't know / Refused	10	78	82	73
Total	100	100	102	103

2.2.3. Employer satisfaction

Those that have used each product or service were then asked how satisfied they were with it, rating on a scale of 1-5 where 1 is completely dissatisfied and 5 is very satisfied.

% of used	2022 % satisfied (score of 4, 5)	2020 % satisfied (score of 4, 5)	2019 % satisfied (score of 4, 5)	2018 % satisfied (score of 4, 5)
Grants to employers for training	100 (10)	100 (1)	60 (5)	100 (2)
General training advice	100 (1)	-	-	-
Management training courses	91 (23)	-	-	-
Other training courses	89 (9)	92 (12)	100 (4)	83 (6)
Health & safety information & training	85 (13)	100 (1)	80 (5)	85 (13)
Training in partnership	85 (13)	-	-	-
Mental health training	67 (3)	-	-	-
Apprenticeships	0 (2)	83 (6)	50 (2)	-

Mean scores (which exclude 'don't knows') are shown in the table below (CSF 5)

Mean score rating (5-point scale)	2022	2020	2019	2018
Grants to employers for training	5.0	5.0	4.0	4.6
General training advice	5.0	-	-	-
Health & safety information & training	4.5	4.0	4.0	4.2
Other training courses	4.4	4.6	4.8	4.6
Training in partnership	4.1	-	-	-
Management training courses	4.0	-	-	-
Mental health training	4.0	-	-	-
Apprenticeships	4.0	4.5	3.5	-

2.2.4. Importance of services

Employers were then asked how important each of these services are to their business/organisation, rating on a scale of 1-5 where 1 is completely unimportant and 5 is completely important. This is a new question so there are no previous comparable responses.

% of all	2022 % importance (score of 4,5)
Promotion of careers in construction	100 (1)
Generic training advice	100 (1)
Health and safety information and training	77 (13)
Other training courses	75 (8)
Management training courses	73 (22)
Mental health training	67 (3)
Training in partnership	62 (13)
Grants to employers for training	60 (10)
Apprenticeships	50 (2)

2.2.5. Prompted awareness

This is a new section to better understand employers' awareness of CITB NI's grants, training in partnerships grants and if employers have claimed a grant for training undertaken. Those that didn't acknowledge these areas were prompted for a response in the table below.

Are you aware of:	Total asked	Yes	No
Grants to employers for a various range of training	78	61	17
Training in partnership grant	67	26	41

Out of the 78 employers asked for their awareness of CITB NIs grant schemes only 34 (44%) have claimed a grant for training undertaken. 43 of the employers have not claimed a grant with one employer unsure if their organisation had.

Employers who had not claimed a grant were then asked for a specific reason as to why they had not claimed. This can be seen in the table below.

Reason for not claiming a CITB grant for training undertaken	Number of employers (46)
Not appropriate for them	17
Did not think they were eligible	8
Too time consuming	3
Did not undertake any training	3
Did not understand the process or information	2
Too confusing/ complicated	1
Trained through main contractor	1
Levy return form not submitted on time	1
Other / Don't know	10

Employers were asked how likely from 1-5, they were to use the following CITB NI products and services which can be seen in the table below. (1= very unlikely / 5= very likely)

CITB NI Product / Service	2022 % (All had 100 responses)
Health and Safety information and training	42
Grants to employers for training	36
Other training courses	32
Apprenticeships	30
Mental health training	23
Management training courses	22
Business improvement seminars	21
Training in partnership	20
Skills competitions (Skillbuild etc)	15
Generic training advice	14
Standards and qualifications	13
Promotion of careers in construction	13
Research into industry needs	11

Employers were then asked what they thought the biggest skills/ training/ general issues to both their business and the construction industry over the next 12-24 months. The top 5 can be seen in the table below.

Issue	% of responses
Lack of young people coming into the industry	54
Skills shortages	48
Lack of apprentices	23
Loss of experienced workers	21
Cost of materials	21

2.3. CITB NI importance:

2.3.1. Action themes of CITB NI

Employers were then asked if they agree or disagree with a series of statements relating to the 5 action themes of CITB NI. They were asked if they strongly agree, tend to agree, neither agree or disagree, tend to disagree or strongly disagree. Their responses are summarised in the table below.

Action themes	2022 % agree (score of 4,5)	2020 % agree (score of 4,5)	2019 % agree (score of 4,5)	2018 % agree (score of 4,5)
CITB NI is at the cutting edge of training needs within the industry in Northern Ireland	72	41	39	37
CITB NI delivers the highest quality in all its endeavours	52	50	41	38
CITB NI is seen as the hub for al training carried out by the construction sector	46	47	39	44
CITB NI builds strong strategic partnerships to develop and enhance its activities	41	43	35	35
CITB NI is more commercially minded and identifies ways to develop income streams other than levy	39	39	28	34
Total	100	102	103	100

The table below shows the mean scores relating to the employer satisfaction with CITB NI products and services used in the past two years and compared to the previous years results.

Mean score rating (5 point scale)	2022	2020	2019	2018
CITB NI is at the cutting edge of training needs within the industry in Northern Ireland	3.8	3.3	2.9	2.9
CITB NI delivers the highest quality in all its endeavours	3.4	3.5	3.1	3.0
CITB NI builds strong strategic partnerships to develop and enhance its activities	3.2	3.4	3.0	3.0
CITB NI is seen as the hub for all training carried out by the construction sector	3.1	3.4	2.9	3.1
CITB NI is more commercially minded and identifies ways to develop income streams other than levy	3.1	3.4	3.0	3.0

2.3.2. Overall satisfaction

The employers where then asked how satisfied they were with the overall service CITB NI provides for the industry as a whole. The results can be seen on the table below.

Satisfaction rating	2022 %	2020 %	2019 %	2018 %
Neither satisfied nor dissatisfied	28	19	24	18
Very Satisfied	27	30	24	22
Satisfied	16	25	17	19
Very dissatisfied	15	14	25	23
Dissatisfied	12	10	11	12
Don't know	2	2	1	6
Responses	100	100	102	103
Mean score	3.3	3.5	3.0	3.1

2.3.3. Employer views on interactions with CITB NI in the past 2 years

Employers were asked about their level of satisfaction with aspects of CITB NI's performance during their interactions with CITB NI in the last 2 years. (Previously employers were asked with the past 12 months)

% of all	2022 % satisfied (Score 4/5)	2020 % satisfied (Score 4/5)	2019 % satisfied (Score 4/5)	2018 % satisfied (Score 4/5)
Being knowledgeable, providing expertise & reliable information	52	52	44	39
Being fair & accessible in meeting the needs of a wide range of customers	46	51	37	39
Listening to customers & reflecting this in their products & services	36	50	38	34
Responses	100	102	103	103

Mean scores (which exclude don't knows) are shown in the table below

Mean score rating (5-point scale), all that provided a response:	2022	2020	2019	2018
Being knowledgeable, providing expertise & reliable information	3.4	3.6	3.2	3.2
Being fair & accessible in meeting the needs of a wide range of customers	3.5	3.6	3.1	3.2
Listening to customers & reflecting this in their products & services	3.3	3.5	3.1	3.1

2.4. Communications & Marketing:

2.4.1. Employers' communication with CITB NI

Employers were asked if they have seen or heard anything about CITB NI over the past two years. Responses can be seen in the table below in comparison with previous years.

% of all	Yes	No	Total responses
2022	58	42	100
2020	65	34	100
2019	63	37	102
2018	57	43	103

They were then asked where they had seen and heard something about CITB NI from.

% of those that have heard or seen anything	2022	2020	2019	2018
Via email	72	47	52	37
Via post	67	24	16	26
Internet/ CITB NI website	43	11	1	5
Via events/ seminars held by CITB NI	38	-	-	-
Via federation or association	33	6	6	3
Via text message from CITB NI	29	4	19	13
National/ local press	24	2	2	1
Via trade press	22	3	-	-
Social media: Facebook/ Twitter/ LinkedIn	19	3	-	-
Radio	10	-	-	-
Via telephone call from CITB NI	9	1	4	5

Those that received correspondence from CITB NI were asked to rate it on various aspects, on a scale from 1-5 where 1 is very poor and 5 is very good.

% Received	2022 (Score 4/5)	2020 (Score 4/5)	2019 (Score 4/5)	2018 (Score 4/5)
Being clear & easy to understand	78	76	63	65
Having a recognisable style and design	73	71	62	65
Having the right amount of information	73	67	59	66
Clear how to contact CITB NI	69	76	69	75
How would you rate CITB NI's Communication overall	62	66	63	58
Total responses	52	76	87	89

The mean scores of the same question are shown in the table below.

Mean score rating (5-point scale)	2022	2020	2019	2018
Being clear & easy to understand	4.1	4.2	3.8	3.9
Having the right amount of information	4.0	4.0	3.6	3.8
Having a recognisable style and design	3.9	4.0	3.8	4.0
Clear how to contact CITB NI	3.9	4.2	4.0	4.2
How would you rate CITB NI's Communication overall	3.8	4.0	3.7	3.6

We then asked employers if they visited the CITB NI website (www.citbni.org.uk) in the past 2 years.

% of all	Yes %	No %	Total Responses
2022	46	54	100
2020	55	45	100
2019	42	56	102
2018	36	61	103

Those that have visited CITB NI's website were asked to rate it on various aspects, on a scale of 1-5 where 1 is very poor and 5 is very good. Results can be seen in the table below.

% Received	2022 % Good (Score 4/5)	2020 % Good (Score 4/5)	2019 % Good (Score 4/5)	2018 % Good (Score 4/5)
Visual appeal	74	78	70	58
Overall score	64	75	67	63
Having the latest up-to-date content	63	75	72	63
Having the information you wanted	60	76	61	65
Ease of navigation (find what your looking for)	59	73	58	68
Total responses	46	55	42	36

2.4.2. CITB NI levy and grant services

Employers were asked which CITB NI services their organisation has used from the list in the table below.

% of all	2022 %	2020 %	2019 %	2018 %
Online levy return facility	87	57	40	44
Online levy guidance notes	70	39	34	36
Grant scheme information	63	34	28	29
Online grant applications	63	31	25	21
BACS payments	37	28	25	24
CITB NI website for careers information	33	-	-	-

Employers were then asked to rate their level of satisfaction with the levy and grant services used, from 1-5 where 1 was completely dissatisfied and 5 was completely satisfied.

% of all	2022 % Satisfied (Score of 4/5)	2020 % Satisfied (Score of 4/5)	2019 % Satisfied (Score of 4/5)	2018 % Satisfied (Score of 4/5)
Online levy guidance notes	88 (32)	90 (39)	66 (35)	84 (37)
BACS payments	82 (17)	82 (28)	72 (25)	84 (25)
CITB NI website for careers information	80 (15)	-	-	-
Grant scheme information	79 (29)	82 (34)	72 (29)	77 (30)
Online grant applications	79 (29)	87 (31)	72 (25)	82 (22)
Online levy return facility	78 (40)	81 (57)	76 (41)	84 (45)

2.4.3. Contacting CITB NI staff

Employers were asked if they have contacted CITB NI staff in the last 12 months.

% of all	Responses	Yes	No	Don't Know
2022	100	34	66	0
2020	100	36	63	1
2019	102	43	55	2
2018	103	39	61	0

They were then asked what they had contacted CITB NI about.

% of those contacted staff	2022	2020	2019	2018
Generic training advice	41	17	9	5
Grants	28	25	27	18
Levy	21	33	39	40
Booking a course/event	5	3	7	25
Other	5	31	18	15
Standards & qualifications	-	3	-	5
Research	-	3	-	-
Responses	39	36	44	40

And then how they had most recently contacted CITB NI.

% of those contacted staff	2022	2020	2019	2018
By phone	58	58	80	88
By email	37	42	14	12
By website query	3	0	0	0
Other	3	0	0	0
By post	0	0	5	0
Responses	38	36	44	40

Those that had contacted CITB NI were then asked how helpful they thought the staff had been in relation to their most recent query.

% of those contacted staff	Responses	Not at All helpful	Not very helpful	Neither	Fairly helpful	Very helpful	Don't know	Summary: helpful
2022	34	3	3	3	15	76	0	91
2020	36	6	3	8	8	69	6	78
2019	44	11	2	14	9	64	0	73
2018	40	13	3	15	15	53	3	68

2.5. Support for levy:

Employers were asked how important they feel the levy and range of services including the grant system is in maintaining the level and quality of training within their own firm and across the NI construction industry as a whole.

Importance rating	...within their firm				...across the industry			
	2022 %	2020 %	2019 %	2018 %	2022%	2020 %	2019 %	2018 %
Very important	20	22	28	24	33	33	28	30
Quite important	26	20	15	17	27	30	23	19
Neither important nor unimportant	14	24	12	15	13	17	18	19
Unimportant	9	10	11	8	9	3	7	4
Completely unimportant	30	23	34	33	14	13	21	17
Don't know	1	1	1	4	4	4	4	10

Employers were then asked about the impact they thought there would be on the industry as a whole if there were no statutory training body such as CITB NI to collect levies and pay grants for training.

% of all	Year	Improve	Worsen	Remain the same	Don't know
Training within the industry	2022	9	52	33	6
	2020	15	41	41	3
	2019	19	33	45	3
	2018	11	41	44	5
Image and recruitment of new staff	2022	10	40	42	8
	2020	16	17	63	4
	2019	19	23	55	4
	2018	5	28	57	10
Progress towards a qualified workforce	2022	15	43	39	3
	2020	21	31	45	3
	2019	19	28	51	2
	2018	6	35	53	6
Availability of skilled labour	2022	15	41	39	3
	2020	21	31	47	1
	2019	21	26	49	5
	2018	8	34	53	5

They were then asked if they thought statutory levy and CITB NI's provision of services and grants should continue.

% of all	Bases	Yes	No	Don't know
2022	100	71	25	4
2020	100	70	25	5
2019	102	55	42	3
2018	103	57	38	5

Those that do not think that the statutory levy and CITB NI's provision of services and grants should continue were asked to give their reasons why. The reasons are summarised in the table below.

% of those that think it should not continue	2022	2020	2019	2018
It's an unnecessary expense/additional tax	40	44	49	64
It has no real benefit for us	30	52	72	64
It favours larger companies	20	24	14	13
Other	10	20	7	18
They don't provide the training/ staff our industry needs	0	20	16	36
The system is inconsistent	0	8	16	5
Its better to train in house/ on site	0	4	12	8
Don't know	0	0	5	3
Responses	40	25	43	39