

J5572

## Employer Perspectives 2016

## QUESTIONNAIRE

Telephone

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 **Screener**

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 NOT NAMED AND MICRO OR SMALL COMPANY (size=1-3): **This might be the Owner or Director of the organisation.**

IF SAMPLE NOT NAMED AND MEDIUM OR LARGE COMPANY (size=4-7): **This might be the HR Manager or Director at your site.**

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

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) DS: SEND AUTOMATIC EMAIL IN APPENDIX A	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 [ENGLAND: the Department for Business, Innovation and Skills (BIS) WALES: the Welsh Government SCOTLAND: the Scottish Government NI: the Department for the Economy in Northern Ireland (DfE)].**

ADD IF NECESSARY: You may be aware that the Department for Business, Innovation and Skills was recently changed to become the Department for Business, Energy and Industrial Strategy.

**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.**

SAMPLEINTRO=1 (READ OUT FOR 50% OF SAMPLE): **If you would like, as a thank you for taking part, we will send you a summary report of the findings of the research once the research has been completed.**

ADD IF NECESSARY: **More details can be found on their website:**

<http://www.gov.uk/government/news/ukces-employer-perspectives-survey-2016-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 _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
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	

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 _____  JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
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 minutes to complete.

[IF ESS15COMP=1: Your organisation kindly took part in the UK Commission's Employer Skills Survey in Spring/Summer 2015 and, at the end of that interview, gave permission to be re-contacted about future relevant research.]

[IF EPS14COMP=1 AND ESSCOMP=2: Your organisation kindly took part in the 2014 Employer Perspectives Survey in Summer 2014 and, at the end of that interview, gave permission to be re-contacted about future relevant research]

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: Helen Wrathall or Mark Tweddle: 0207 250 3035**

**UKCES: Zoey Breuer: 01709 774 873**

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?**

<b>Welsh</b>	1	<b>“One of our Welsh speaking interviewers will call back in the next one or two working days to make an appointment with you.”</b> THANK AND CLOSE
<b>English</b>	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?**

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

## Section A – Firmographics (i)

ASK ALL

- A2 **First, can I just check, is this establishment...**  
READ OUT. SINGLE CODE.

IF NECESSARY: **By 'establishment', I mean the site at which you work.**

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

ASK IF MULTI-SITE ORGANISATION (A2=2)

- A3 **Is this site the Head Office of the organisation?**

Yes – Head Office	1
No	2
Don't know	3

IF MULTISITE (A2=2)

- A4 **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

- A1 **How many people work at this specific site? 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

DS: INTEGER SHOULD NOT EXCEED 249 IF A4=2

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

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

READ OUT. SINGLE CODE.

<b>MAINLY seeking to make a profit (i.e. private sector)</b>	1
<b>A charity or voluntary sector organisation or a social enterprise</b>	2
<b>A local-government financed body</b> ADD IF NECESSARY: such as a school or a body delivering leisure, transport, social care, waste or environmental health services	3
<b>A central government financed body</b> 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

A6 MOVED TO SECTION F.

A6A MOVED TO SECTION F.

ASK ALL

IF MULTI-SITE ORGANISATION (A2=2): **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.*

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A9 MOVED TO SECTION F.



## Section B – There is no Section B

## Section C – Recruitment

ASK ALL

- C1 **Has your establishment 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. MULTICODE.

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 has your establishment 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. MULTICODE.

	C2	C3
<b>Graduate Talent Pool</b>	1	1
EN/WL/SC: <b>Universal Jobmatch service</b>	2	2
EN/WL/SC: <b>Jobcentre Plus's recruitment services</b>	3	3
EN/WL/SC: <b>Youth Contract (work experience or sector-based work academies)</b>	4	4
EN: <b>Social Mobility Business Compact</b>	5	5
NI <b>Jobcentre's recruitment services</b>	6	6
NI: <b>Employers Online</b>	7	7
NI: <b>Steps to Success</b>	8	8
NI: <b>Bridge to Employment</b>	9	9
NI: <b>Youth Employment Scheme</b>	10	10
NI: <b>Training for Success</b>	11	11
SC: <b>Training for Work</b>	12	12
SC: <b>Get Ready for Work</b>	13	13
SC: <b>Community Jobs Fund</b>	14	14
SC: <b>Employer Recruitment Incentive</b>	15	15
SC: <b>Employability Fund</b>	16	16
WL: <b>Jobs Growth Wales</b>	18	18
WL: <b>ReAct, Redundancy Action Scheme</b>	19	19
WL: <b>Young Recruits Programme</b>	20	20
EN: <b>Find an Apprenticeship (previously known as the Apprenticeship Vacancies System)</b>	22	22
EN: <b>National Careers Service</b>	23	23

WL: <b>Apprenticeship Matching Service</b>	24	24
DO NOT READ OUT: None of the above	25	25

C4 **DELETED.**

IF HAVE HAD VACANCIES (C1=1)

C4a **Over the last 12 months has your establishment done any of the following to fill vacancies...?**  
READ OUT. MULTI CODE.

<b>Placed adverts on your own website using internal resources</b>	1
<b>Placed adverts on social media using internal resources</b>	2
<b>Paid someone to place adverts on your website or social media on your behalf</b>	3
<b>Used some other form of paid-for recruitment service, including the press</b>	4
[ONLY SHOW IF C2=25 OR C3=25 ("None of the above")]: <b>Used a government recruitment service or scheme</b>	5
<b>Used school, college or university job fairs or careers services</b>	6
<b>Relied on word of mouth or personal recommendations</b>	7
DO NOT READ OUT: Other (specify)	8
DO NOT READ OUT: Don't know	9

IF USED OTHER PAID-FOR RECRUITMENT SERVICE (C4A=4)

C4b **What types of paid-for recruitment services has your establishment used to fill vacancies over the past 12 months?**  
DO NOT READ OUT. MULTICODE.

National press	1
Local press	2
Trade press / professional publications	3
Recruitment agencies	4
Paid for Recruitment websites (e.g. Monster, Jobsite, Total Jobs or Linked-In Premium)	5
Other (specify)	6
Don't know	7

ASK ALL

- C5 I'd now like you to think about the factors your establishment looks for in candidates when 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 your establishment?

READ OUT. SINGLE CODE.

	Critical	Significant	Small amount of value	No value	Don't know
<b>Having particular academic qualifications such as EN/NI/WL: GCSEs, A levels or a degree SC: standard grades, nationals, Highers or a degree</b>	1	2	3	4	X
<b>EN/NI/WL: Having Maths and English GCSE to at least level 2 or GCSE A*-C SC: Having Maths and English to at least National 5 or 6 – equivalent to general or credit standard grade</b>	1	2	3	4	X
<b>Having a relevant vocational qualification</b>	1	2	3	4	X
<b>Having relevant work experience</b>	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 last 12 months?

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 QUESTION DELETED

C7B QUESTION DELETED

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. By this I mean the last person you recruited who was 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

C8A DELETED.

C9 DELETED

C10 DELETED.

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

C10nw **And still thinking about the role this young person was recruited to, did your establishment use any of the following to fill this role...?**

READ OUT. MULTICODE.

<b>Adverts placed on your own website through internal resources</b>	1
<b>Adverts placed on social media through internal resources</b>	2
<b>A paid-for recruitment service to place adverts on your website or social media on your behalf</b>	3
<b>Used some other form of paid-for recruitment service, including the press</b>	4
<b>[ONLY SHOW IF C3≠25 (i.e. C3 IS NOT "None of the above")]: Used a government recruitment service or scheme</b>	5
<b>School, college or university job fairs or careers services</b>	6
<b>Word of mouth or personal recommendations</b>	7
DO NOT READ OUT: Other (specify)	8
DO NOT READ OUT: Don't know	9

IF USED OTHER PAID-FOR RECRUITMENT SERVICE (C10NW=4)

C10nwi **What types of paid-for recruitment services did your establishment use to fill this role?**

DO NOT READ OUT. MULTICODE.

National press	1
Local press	2
Trade press / professional publications	3
Recruitment agencies	4
Paid for Recruitment websites (e.g. Monster, Jobsite or Total Jobs or Linked-In Premium)	5
Other (specify)	6
Don't know	7

IF USED PUBLIC SERVICE (C10NW=5)

C10nwii **Which government schemes or services did you use to fill this role?**

READ OUT. MULTICODE.

DS: ONLY SHOW CODES SELECTED AT C3. IF C2 OR C3 = 'NONE OF THE ABOVE' THEN AUTO CODE C10NWII TO 'NONE OF THE ABOVE'.

<b>Graduate Talent Pool</b>	1
EN/WL/SC: <b>Universal Jobmatch service</b>	2
EN/WL/SC: <b>Jobcentre Plus's recruitment services</b>	3
EN/WL/SC: <b>Youth Contract (work experience or sector-based work academies)</b>	4
EN: <b>Social Mobility Business Compact</b>	5
NI <b>Jobcentre's recruitment services</b>	6
NI: <b>Employers Online</b>	7
NI: <b>Steps to Success</b>	8
NI: <b>Bridge to Employment</b>	9
NI: <b>Youth Employment Scheme</b>	10
NI: <b>Training for Success</b>	11
SC: <b>Training for Work</b>	12
SC: <b>Get Ready for Work</b>	13
SC: <b>Community Jobs Fund</b>	14
SC: <b>Employer Recruitment Incentive</b>	15
SC: <b>Employability Fund</b>	16
WL: <b>Jobs Growth Wales</b>	18
WL: <b>ReAct, Redundancy Action Scheme</b>	19
WL: <b>Young Recruits Programme</b>	20
EN: <b>Find an Apprenticeship (previously known as the Apprenticeship Vacancies System)</b>	22
EN: <b>National Careers Service</b>	23
WL: <b>Apprenticeship Matching Service</b>	24
DO NOT READ OUT: None of the above	25

## 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
<b>i) 16 year olds recruited to their first job on leaving school [IF NECESSARY ADD: Who have undertaken compulsory education but no more]</b>	1	2	3
<b>ii) 17 or 18 year olds recruited to their first job from school</b>	1	2	3
<b>iii) 17 or 18 year olds recruited to their first job from a Further Education College</b>	1	2	3
<b>iv) Recruited to their first job from University or another Higher Education institution, regardless of their age</b>	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 Further Education Colleges been?**
- (C10B=1) **university or higher education leavers been?**

READ OUT FOR EACH	
<b>Very well prepared</b>	1
<b>Well prepared</b>	2
<b>Poorly prepared</b>	3
<b>Or very poorly prepared</b>	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. MULTICODE.

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 (C10A=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) <b>A Scottish secondary school</b>	1	2	3
ii) <b>A Scottish Further Education College</b>	1	2	3
iii) <b>A Scottish University</b>	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 Further Education college,**
- (C10Eiii=1) **a Scottish University,**

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

READ OUT FOR EACH	
<b>Very well prepared</b>	1
<b>Well prepared</b>	2
<b>Poorly prepared</b>	3
<b>Or very poorly prepared</b>	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. MULTICODE.

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

C11-14 THERE IS NO C11-C14



## Work experience

C15 THERE IS NO C15 – C16 - CC

ASK ALL

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

READ OUT.

	Yes	No	Don't know
a. <b>A placement for people at school</b>	1	2	3
b. <b>A placement for people at Further Education or sixth form college</b>	1	2	3
c. <b>A placement for people at university</b>	1	2	3
d. <b>An internship, either paid or unpaid</b>	1	2	3
e. DELETED.			
f. <b>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]</b>	1	2	3
g. <b>A work trial for potential new recruits</b>	1	2	3
h. <b>Any other type of placement? (SPECIFY)</b> <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

DS: TEXT SUBSTITUTIONS TO USE FOR THE C18-C19D LOOP:

C17_a	placements for people at school
C17_b	placements for people at Further Education or sixth form college
C17_c	placements for people at university
C17_d	internships, either paid or unpaid
C17_f	placements specifically targeted at giving work experience to the unemployed
C17_g	work trials for potential new recruits
C17_h	INSERT VERBATIM TEXT COLLECTED AT C17_h

C18-C19D: 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. DELETED	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								
<b>C18 How many people have you had on [INSERT ITERATION TEXT] in the last 12 months?</b>								
DP: MINIMUM OF '1' ALLOWED								
ENTER NUMBER (or DK)								
<b>C19 DELETED.</b>								
<b>C19A DELETED.</b>								
FOR EACH "YES" AT C17:								
<b>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?</b>								
IF NEEDED: [INSERT ITERATION TEXT]								
READ OUT. MULTICODE.								
<b>Yes – at the end of their placement</b>	1	1	1	1		1	1	1
<b>Yes – after they finished their education / course / degree</b>	2	2	2	2		2	2	2
<b>No (ALLOW SINGLE CODE ONLY)</b>	3	3	3	3		3	3	3
<b>DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)</b>	4	4	4	4		4	4	4
<b>C19D DELETED.</b>								

IF HAVE OFFERED PLACEMENTS (ANY C17=1)

**C20 What are the main reasons you offer work experience placements or internships at this site?**  
DO NOT READ OUT. MULTICODE.

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-C21A**

C22 MOVED TO APPRENTICESHIPS SECTION.

C22A MOVED TO APPRENTICESHIPS SECTION.

ASK ALL

C23 I'd now like to ask about other ways that employers might engage with schools, colleges or universities. This may involve things such as hosting site visits for students, talking to students about careers, or conducting activities such as mock interviews to improve the employability of students.

**During the past 12 months has your establishment engaged with schools, colleges or universities to provide such activities to students?**

IF EDUCATION SECTOR (SECTOR12=10): ADD IF RESPONDENT BELONGS TO EDUCATIONAL INSTITUTION OR TRAINING PROVIDER: **Please focus on your establishment's engagement with students external to your organisation.**

Yes	1
No	2
Don't know	X

ASK IF ENGAGED IN WORK INSPIRATION (C23=1)

C23a **What are the main reasons why your establishment has engaged in these types of activities?**

DO NOT READ OUT. MULTICODE.

Part of formal Social responsibility / CSR policy	1
Moral reasons / benefits to young people / doing our "bit"	2
Gives them experience	3
Raises our profile in the recruitment market	4
To help keep good relations with local community	5
Other (SPECIFY)	6
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	7

C24 **DELETED.**

C25 **DELETED.**

C25a **DELETED.**

C26 **DELETED.**

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 your site has 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. MULTICODE.*

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
Never thought about it	5
No one has approached us	6
Recruitment freeze	7
Company policy / Head Office decision	11
Other (SPECIFY)	12
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

- C28 **DELETED.**

## Section D – People Development

### Sources of training 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

D1B DELETED.

D1C DELETED.

D1D DELETED.

D1E DELETED.

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: ROTATE ANSWER CODES.

<b>A Sector Skills Council (SSC) or other sector-specific body or organisation</b>	1
<b>A Trade union</b>	2
<b>A Professional body</b>	3
<b>A Further Education college</b>	4
<b>A university</b>	5
<b>A commercial training Provider</b>	6
<b>A non-profit making organisation, for example employer associations or voluntary organisations</b>	26
<b>A consultancy</b>	7
<b>Other employers in your industry or your locality</b>	8
ENGLAND AND WALES: <b>Gov.uk</b>	9
NORTHERN IRELAND ONLY: <b>NI Business Information</b>	10
SCOTLAND ONLY: <b>Business Gateway</b>	11
SCOTLAND ONLY: <b>Scottish Enterprise</b>	12
SCOTLAND ONLY: <b>Highlands and Islands Enterprise</b>	13
SCOTLAND ONLY: <b>Skills Development Scotland</b>	14
NORTHERN IRELAND ONLY: <b>Invest Northern Ireland</b>	15
WALES ONLY: <b>Welsh Government</b>	17
WALES ONLY: <b>Local Enterprise Agency</b>	18
WALES ONLY: <b>Careers Wales</b>	19
WALES ONLY: <b>Skills Gateway</b>	25
<b>Local Authority</b>	20
<b>Chamber of Commerce</b>	21
ENGLAND ONLY: <b>A Local Enterprise Partnership (or LEP)</b>	22
<b>Any others? [SPECIFY]</b>	23
None	24
Don't know	X

D3 QUESTION DELETED

D3A QUESTION DELETED

ASK ALL

- D4 **Which of the following schemes and initiatives have you heard of...?**  
 READ OUT. MULTICODE.

<b>Union Learning Fund</b>	1
EN: <b>National Skills Academy</b>	2
EN: <b>Growth Accelerator</b>	3
WL: <b>Business Wales</b>	4
WL: <b>Welsh Government Training Grants</b>	9
SC: <b>Flexible Training Opportunities</b>	10
SC: <b>PACE, Partnership Action for Continuing Employment</b>	11
NI: <b>Essential Skills</b>	14
North Wales (REGION=24): <b>Skills Priorities Programme, which is also known as 'Skills for Employers and Employees' in your region</b> South West and Mid Wales (REGION=25 OR 27): <b>Skills Priorities Programme, which is also known as 'Skills for Industry 2' in your region</b> South East Wales (REGION=26): <b>Skills Priorities Programme, which is also known as 'Upskilling at Work' in your region</b>	17
EN/SC/WL AND A1=250+: <b>Right of employees to request time to train</b>	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 **Has your establishment 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 site] 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

D7 DELETED.



ASK ALL WHO DO EXTERNAL TRAINING (D6B=1)

- D8 **Which of the following external sources of training has your site used in the past 12 months...?**  
READ OUT. MULTICODE.

<b>Further Education Colleges</b>	1
<b>Universities or other Higher Education institutions</b>	2
<b>Other commercial organisations, for example consultants or private training providers</b>	5
<b>Regulatory bodies</b>	6
<b>Customers of your products or services</b>	4
<b>One or more of the suppliers you use</b>	3
<b>Other non-profit making organisations, for example employer associations, voluntary organisations</b>	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. MULTICODE.

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. MULTICODE.

They provide relevant courses	1
The quality or standard of the courses or training provided is high	2
[ONLY SHOW FOR D9B]: They offer a regulated qualification	4
Good value for money	5
They are local to us	6
We have always used them	7
They tailor courses to meet our specific needs	8
IF A3=2/3: Head Office makes these decisions	9
They supply equipment or services for which we require training	10
Other (WRITE IN)	11
No particular reason	12
Don't know	X

- D9C DELETED.

D9D DELETED.

D9E DELETED.

D10 DELETED.

D10A DELETED.

D10B DELETED.

D10C DELETED.

D10D DELETED.

D10E DELETED.

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. MULTICODE.

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. MULTICODE.

INTERVIEWER NOTE: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" PROBE AS TO WHY.

The courses they provide are not relevant (unspec.)	1
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
It is too expensive	9
Prefer to train in-house	11
Other (WRITE IN)	13
No particular reason	14
Don't know	X

D11C DELETED.

D11D DELETED.

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. MULTICODE.

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
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
It is too expensive	7
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

### Working with other employers

ASK ALL

- D36 **In the past 12 months has your establishment worked with another employer to develop skills or expertise in your workforce by, for example, accessing, sharing or providing training?**

Yes	1
No	2
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

IF DO NOT ARRANGE TRAINING FOR VOCATIONAL QUALS (D13=2 OR 3)

- D14 **For which of the following reasons has your establishment NOT arranged training for your employees that was designed to lead towards the achievement of a vocational qualification? READ OUT. MULTICODE.**

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

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

- IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
- D15 **Now thinking about the level of qualifications that your establishment has arranged for staff to undertake over the past 12 months, have you arranged or funded training leading to qualifications at...?**  
 READ OUT. MULTICODE.

EN/NI/WL: <b>LEVELS 5 to 8 – Degrees or above including HNDs, Postgraduate certificates and Professional Diplomas, Certificates and Awards</b> SC: <b>LEVEL 8+ - Degree or above, Higher National Diploma, SVQ4 or SVQ5</b>	1
EN/NI/WL: <b>LEVEL 4 – Certificates of Higher Education (CertHE); NVQs at Level 4;</b> SC: <b>Level 7 - Advanced Higher Scottish Baccalaureate, Higher National Certificate, Certificate of Higher Education</b>	2
EN/NI/WL: <b>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</b> SC: <b>Level 6 – Highers, SVQ3</b>	3
EN/NI/WL: <b>LEVEL 2 – [WL: Intermediate Level Welsh Baccalaureate;] GCSEs; NVQ at Level 2, BTEC First Diplomas and Certificates; Cambridge or OCR Nationals at Level 2</b> SC: <b>National 4 or 5 - General or Credit Standard Grade, Intermediate 1 or 2, SVQ1 or SVQ2, national certificate or national progression award</b>	4
EN/NI/WL: <b>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</b> SC: <b>National 3 – equivalent to Foundation Standard Grade or Access 3</b>	5
EN/NI/WL: <b>ENTRY LEVEL– Entry level certificates, e.g. City &amp; Guilds certificates; Skills for Life at Entry level; English for Speakers of Other Languages (ESOL)</b> SC: <b>National 1 or National 2 - equivalent to Access 1 or 2</b>	6
(IF NOT ANY LEVEL AS ABOVE) <b>Other professional, technical or management qualification: PLEASE SPECIFY</b>	7
(IF NOT ANY LEVEL AS ABOVE) <b>Other: PLEASE SPECIFY</b>	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
<b>Better business performance</b>	1	2	3	4	5	X
<b>Improved staff retention</b>	1	2	3	4	5	X
ITERATION DELETED.						
ITERATION DELETED.						
ITERATION DELETED.						

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
<b>Can be adapted to business needs</b>	1	2	3	4	5	X
ITERATION DELETED.						
<b>Cover all skills needed by the company</b>	1	2	3	4	5	X
<b>Offer good value for money</b>	1	2	3	4	5	X

D18 DELETED.

D19 DELETED.

## Apprenticeships

ASK ALL

D22 **I'd now like to ask some questions about Apprenticeships. By Apprenticeships I mean those which follow a formal framework and lead to a nationally recognised qualification.**

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

Yes	1
No	2
Don't know	x

IF HAVE CURRENT APPRENTICESHIPS (D22=1)

D22A **How many current Apprentices do you have at this site?**

WRITE IN (ALLOW 1-999)	1
Don't know	X

IF DK NUMBER OF APPRENTICES (D22A=X)

D22B **Is it approximately...?**

READ OUT. SINGLE CODE.

1	1
2-4	2
5-9	3
10-24	4
25-49	5
50-99	6
100+	7
DO NOT READ OUT: Don't know	X

IF NO CURRENT APPRENTICES (D22=2/3)

D23 **Do you currently offer Apprenticeships at this site?**

ADD IF NECESSARY: **By Apprenticeships I mean those which follow a formal framework and lead to a nationally recognised qualification.**

DO NOT READ OUT. SINGLE CODE.

Yes	1
No	2
Don't know	x

IF NO CURRENT APPRENTICES OR OFFERED (D23=2/3)

D23i **Has your site previously offered Apprenticeships in the last 3 years?**

Yes	1
No	2
Don't know	x

*Perspectives of Employers That Do Offer Apprenticeships*

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

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

READ OUT. SINGLE CODE PER ROW.

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

D24A DELETED.



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 APPRENTICES RECEIVE EXTERNAL TRAINING (D25i=1)

D25iii **What type of training provider delivers the training for your apprentices. Is it...?**

READ OUT. MULTICODE.

<b>A Further Education or 6<sup>th</sup> form college</b>	1
<b>A university or higher education institution</b>	2
<b>A commercial training provider</b>	3
<b>A professional body</b>	4
<b>A non-profit making organisation, for example employer associations or voluntary organisations</b>	5
<b>Or is it another type of provider (specify)</b>	6
DO NOT READ OUT: Don't know	7

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?**  
DO NOT READ OUT. PROMPT IF NECESSARY. SINGLECODE.

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

D27 DELETED.

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

D27i **How long has your site been offering formal Apprenticeships?**

ADD IF NECESSARY: **By formal Apprenticeships I mean those which follow a formal framework and lead to a nationally recognised qualification.**

DO NOT READ OUT. PROMPT IF NECESSARY. SINGLE CODE.

For a year or less	1
For more than a year, up to 3 years	2
More than 3 years, up to 5 years	3
More than 5 years up to 10 years	4
More than 10 years	5
Don't know	6

ASK IF STARTED OFFERING APPRENTICESHIPS IN LAST 3 YEARS (D27i=1/2)

**D27A When your site first decided to offer Apprenticeships, were you approached by an external organisation or individual, or was this something you actively decided to do?**

DO NOT READ OUT. SINGLE CODE.

Approached by another individual or organisation	1
Initiated by you	2
A bit of both	3
DO NOT READ OUT: Don't know	4

ASK IF APPROACHED BY INDIVIDUAL OR OTHER ORGANISATION ABOUT APPRENTICESHIPS (D27A=2/3)

**D27B Who or what type of organisation approached you regarding your establishment offering Apprenticeships?**

DO NOT READ OUT. MULTICODE.

The apprentice(s) themselves	1
A school / Further Education / 6 <sup>th</sup> form college	3
A university / higher education institution	4
Another employer	5
A commercial provider	6
A professional body	7
A non-profit making organisation	8
Other (specify)	9
DO NOT READ OUT: Don't know	10

ASK IF STARTED OFFERING APPRENTICESHIPS IN LAST 3 YEARS (D27i=1/2)

**D27C And why did you start offering Apprenticeships?**

DO NOT READ OUT. MULTICODE.

Good way to get skilled staff	1
To ensure young people continue to enter the industry / company	11
Demand among existing staff	2
We wanted to upskill current staff	3
Good way to give young people a chance in employment	4
We could shape our own Apprenticeship framework or standard	5
We were encouraged to do so by training providers	6
Availability of grants to support it	7
Anticipating the Apprenticeship Levy being introduced in 2017	8
Other (specify)	9
Don't know	10

IF HAVE CURRENT APPRENTICES (D22=1)

**D27D Since your site first started offering formal Apprenticeships, has the number of apprentices that you have at this site increased, decreased or remained about the same?**

DO NOT READ OUT. SINGLE CODE.

Increase	1
About the same	2
Decrease	3
Don't know	4

D27Di DELETED.

D27Dii DELETED.

Perspectives of Employers That Do Not Offer Apprenticeships

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. SINGLECODE.

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

IF DON'T HAVE/OFFER BUT ARE AWARE OF APPRENTICESHIPS OR USED TO OFFER THEM  
(D28 = 2-5 OR D23i=1)

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

DO NOT READ OUT. MULTICODE.

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

D23i=2/3: Never have before so haven't considered it	2
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 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
D23i=1: Past apprentices have not been of a good standard	14
D23=1: We have struggled to find a suitable applicant	15
D23=1 An apprentice is due to start soon	16
D23=1: We have only recently opened the application process	17
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

Employer Awareness of Apprenticeship Schemes

ASK ALL (EXCEPT THOSE WHO ARE NOT AWARE OF APPRENTICESHIPS [I.E. ALL EXCEPT D28=1])

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

	Yes	No	Don't know
<b>EN/SC: Intermediate level Apprenticeships</b>	1	2	3
<b>EN/SC: Advanced level Apprenticeships</b>	1	2	3
<b>Higher Apprenticeships</b>	1	2	3
<b>Apprenticeships for those aged 25 plus</b>	1	2	3
<b>EN: Degree Apprenticeships</b>	1	2	3
<b>SC: Modern Apprenticeships</b>	1	2	3
<b>SC: Technical Apprenticeships</b>	1	2	3
<b>SC: Professional Apprenticeships</b>	1	2	3
<b>WL: Foundation Apprenticeships</b>	1	2	3
<b>DELETED</b>	1	2	3
<b>DELETED</b>	1	2	3

D30 THERE IS NO D30

ASK ALL EXCEPT THOSE WHO ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)  
DS: ASK D31 AND D32 AS PAIRS

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

	D31
EN: <b>National Apprenticeship Service (NAS)</b>	1
<b>Group Training Associations</b>	2
EN: <b>Apprenticeship Training Agencies</b>	3
EN: [ONLY SHOW IF C2≠22, I.E. THIS CODE NOT SELECTED AT C2]: <b>Find an Apprenticeship (previously known as the Apprenticeship Vacancies System)</b>	5
EN: <b>Apprenticeship Grant for Employers (AGE 16-24)</b>	4
WL: [ONLY SHOW IF C2≠24, I.E. THIS CODE NOT SELECTED AT C2]: <b>Apprenticeship Matching Service</b>	6
WL: <b>Young Recruits Programme</b>	7
SC: <b>Skills Development Scotland</b>	8
SC: <b>Adopt an Apprentice</b>	9
NI: <b>Apprenticeships NI</b>	10

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] **at this site in the last 12 months?**

	D32
EN: <b>National Apprenticeship Service (NAS)</b>	1
<b>Group Training Associations</b>	2
EN: <b>Apprenticeship Training Agencies</b>	3
EN: <b>Find an Apprenticeship</b>	5
EN: <b>Apprenticeship Grant for Employers (AGE 16-24)</b>	4
WL: <b>Apprenticeship Matching Service</b>	6
WL: <b>Young Recruits Programme</b>	7
SC: <b>Skills Development Scotland</b>	8
SC: <b>Adopt an Apprentice</b>	9
NI: <b>Apprenticeships NI</b>	10

Future Intentions for Offering Apprenticeships

ASK ALL

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

Yes	1
No	2
Don't know	X

IF HAVE CURRENT APPRENTICES AND PLAN TO CONTINUE OFFERING (D22=1 AND D34=1)

D27E **And over the next 2 years, do you expect the number of apprentices you have at this site to increase, stay about the same, or decrease?**

DO NOT READ OUT. SINGLE CODE.

Increase	1
Stay about the same	2
Decrease	3
Don't know	4



IF EXPECT NUMBER OF APPRENTICES TO INCREASE (D27E=1)

**D27F Why do you expect the number of apprentices at this site to increase over the next 2 years?**  
DO NOT READ OUT. MULTICODE.

IF EXPECT NUMBER OF APPRENTICES TO STAY THE SAME (D27E=2)

**D27G Why do you not expect the number of apprentices at this site to increase over the next 2 years?**  
DO NOT READ OUT. MULTICODE.

IF EXPECT NUMBER OF APPRENTICES TO DECREASE (D27E=3)

**D27H Why do you expect the number of apprentices at this site to decrease over the next 2 years?**  
DO NOT READ OUT. MULTICODE.

D27F (Increase)		D27G (Stay the same)		D27H (Decrease)	
Good experiences of Apprenticeships in the past	1	Content with current number / no business need to increase	1	Bad experience with training providers	1
Business growth	2	Lack of business growth	2	Apprentices have not been of a good enough standard	2
Increased demand for Apprenticeship positions	3	Lack of demand for Apprenticeship positions	3	Lack of demand for Apprenticeship positions	3
Apprenticeships are becoming easier to recruit	4	We cannot currently afford to offer more	4	We cannot currently afford to offer more	4
Introduction of the Apprenticeship Levy in 2017	5	Introduction of the Apprenticeship Levy in 2017	5	Introduction of the Apprenticeship Levy in 2017	5
Increased range of Apprenticeship options (incl. Degree Apprenticeships)	6	Prefer other forms of training	6	Prefer other forms of training	6
We have been encouraged to do so by other organisations	7	Prefer to recruit experienced staff	7	Prefer to recruit experienced staff	7
		All our staff are fully skilled, no need	8	All our staff are fully skilled, no need	8
		We are not looking to recruit new staff	9	We are not looking to recruit new staff	9
Other (specify)	8	Other (specify)	10	Other (specify)	10
Don't know	X	Don't know	X	Don't know	X

ASK ALL WHO PLAN TO OFFER IN FUTURE BUT DO NOT CURRENTLY HAVE/OFFER THEM  
(D34=1 AND D23=2/3)

D34i **In what timescale is your organisation planning to offer Apprenticeships, is it...**  
READ OUT. SINGLECODE.

<b>In the next 6 months</b>	1
<b>In the next 12 months</b>	2
<b>In the next 2 years</b>	3
<b>In the next 3 years</b>	4
<b>Or is it some other timescale (specify)</b>	5
DO NOT READ OUT: Don't know	X

ASK ALL WHO PLAN TO OFFER IN FUTURE BUT DO NOT CURRENTLY HAVE/OFFER THEM  
(D34=1 AND D23=2/3)

D34ii **What are the main reasons why your organisation is intending to start offering Apprenticeships in the future?**  
DO NOT READ OUT. MULTICODE.

Good way to get skilled staff	1
To ensure young people continue to enter the industry / company	11
We are looking to expand the business	12
Demand among existing staff	2
We want to upskill current staff	3
Good way to give young people a chance in employment	4
We can shape our own Apprenticeship framework or standard	5
We were encouraged to do so by training providers	6
Availability of grants to support it	7
Anticipating the Apprenticeship Levy being introduced in 2017	8
Other (specify)	9
Don't know	10

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. MULTICODE.

Past apprentices have not been of a good standard	2
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
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

D35 THERE IS NO D35

Traineeships and Perspectives on Routes to Apprenticeships

ASK ALL ENGLAND AND WALES EMPLOYERS (COUNTRY=1/4)

D35a IF ENGLAND: I'd now like to ask you about Traineeships, a Government programme introduced in August 2013. These offer 16 to 24 year olds the opportunity to undertake substantial work experience placements alongside support with basic skills such as Maths and English to help them progress onto an Apprenticeship, or secure sustainable employment.

IF WALES: I'd now like to ask you about Traineeships, a Government programme introduced in August 2011. These offer 16 to 18 year olds the opportunity to undertake training and work experience placements alongside support with basic skills such as Maths and English to help them progress onto an Apprenticeship, further learning or their first job.

Which of the following best describes your awareness of Traineeships? Would you say...

READ OUT. SINGLE CODE.

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 AWARE OF TRAINEESHIPS (D35A=2/3/4)

D35B In the last 12 months have you had anyone undertake a Traineeship at this site?

Yes	1
No	2
Don't know	3

[FOR PILOT / START OF MAINSTAGE ONLY]: ASK ALL THAT OFFER TRAINEESHIPS AND WORK PLACEMENTS (D35B=1 AND ANY C17=1)

D35Bi **Did you include these Traineeships when I earlier asked about the types of work experience placements you have at this site?**

*ADD IF NECESSARY:* This included [DS: ONLY SHOW CODES SELECTED AT C17].

IF C17_a=1: <b>Placements for people at school</b>
IF C17_b=1: <b>Placements for people at Further Education or sixth form college</b>
IF C17_c=1: <b>A placement for people at university</b>
IF C17_d=1: <b>An internship, either paid or unpaid</b>
IF C17_f=1: <b>Placements specifically targeted at giving work experience to the unemployed</b>
IF C17_g=1: <b>A work trial for potential new recruits</b>
IF C17_h=1: <b>Other types of work placements</b>
SHOW FOR ALL: <b>Other (specify)</b>

Yes	1
No	2
Don't know	3

[FOR PILOT / START OF MAINSTAGE ONLY]: ASK ALL THAT INCLUDED TRAINEESHIPS WHEN ANSWERING ABOUT WORK PLACEMENTS (D35Bi=1)

**D35Bii In which type of work placement did you include these Traineeships? Did you include them when answering about your...**

READ OUT. MULTICODE.

DS: ONLY SHOW CODES SELECTED AT C17.

IF C17_a=1: <b>Placements for people at school</b>	1
IF C17_b=1: <b>Placements for people at Further Education or sixth form college</b>	2
IF C17_c=1: <b>A placement for people at university</b>	3
IF C17_d=1: <b>An internship, either paid or unpaid</b>	4
IF C17_f=1: <b>Placements specifically targeted at giving work experience to the unemployed</b>	5
IF C17_g=1: <b>A work trial for potential new recruits</b>	6
IF C17_h=1: <b>Other types of work placements</b>	7
SHOW FOR ALL: <b>Other (specify)</b>	8
SHOW FOR ALL: <b>Don't know</b>	9

IF RECRUITED INDIVIDUALS TO AN APPRENTICESHIP (D23B=2/3)

**D35C When recruiting someone to an Apprenticeship, has your establishment used work experience placements to determine whether the individual is suitable for an Apprenticeship prior to actually recruiting them as an apprentice?**

Yes	1
No	2
Don't know	3

IF RECRUITED INDIVIDUALS TO AN APPRENTICESHIP AND AWARE OF TRAINEESHIPS (D23B=2/3 AND D35A=2/3/4)

**D35D When recruiting someone to Apprenticeship, has your establishment used Traineeships to determine whether the individual is suitable for an Apprenticeship prior to actually recruiting them as an apprentice?**

Yes	1
No	2
Don't know	3

D35E DELETED.

D36 QUESTION MOVED TO COME AFTER THE "TRAINING ACTIVITY" SECTION

D37 DELETED.

D39 DELETED.

D38 DELETED.

## Employer involvement in content and design

D39 TO D41 TO BE ASKED IN A LOOP FOR EACH ITERATION

IF HAVE OFFERED EXTERNAL TRAINING OR VQS OR APPRENTICESHIPS (ANY D6B=1 OR D13=1 OR [D22=1 OR D23=1])

D39 [ONLY SHOW ON FIRST LOOP: **We would like to understand your level of involvement in designing the content of training.**]

**Considering the [INSERT ITERATION TEXT: Apprenticeships / External Training / Vocational Qualifications] your establishment has offered over the past 12 months, would you say that your establishment has...**

READ OUT. MULTICODE.

	IF D22=1 OR D23=1: <b>Apprenticeships</b>	IF D13=1: <b>Vocational Qualifications</b>	IF D6B=1: <b>External Training</b>
<b>Devised the training content from scratch</b>	1	1	1
<b>Tailored or developed the content of existing external training to make it suitable to your needs</b>	2	2	2
[SINGLE CODE ONLY]: <b>Or have you had no involvement in designing the training content</b>	3	3	3
DO NOT READ OUT: Don't know	4	4	4

IF HAD NO INVOLVEMENT IN DESIGN (D39=3)

D40 **Would you have liked to have been involved in designing the content of the [ITERATION TEXT: Apprenticeships / Vocational Qualifications / External Training]?**

Yes	1
No	2
Don't know	X

IF WANTED TO BE INVOLVED IN DESIGN (D40=1)

D41 **What prevented you from being involved in designing the content of the [ITERATION TEXT: Apprenticeships / Vocational Qualifications / External Training]?**

DO NOT READ OUT. MULTICODE.

It required too much time / effort	1
The provider was uncooperative / unable to alter their content	2
Too much bureaucracy / "red tape"	3
Did not know how to / who to approach	4
Financial costs	5
Other (specify)	6
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. SINGLECODE.

<b>You have not heard of National Occupational Standards</b>	1
<b>You are aware of them but do not know what they are</b>	2
<b>You are aware of them and have some knowledge of what they include</b>	3
<b>You have a good knowledge of them and what they include</b>	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. MULTICODE.

DP: RANDOMISE RESPONSES

<b>To develop job descriptions or guide recruitment criteria</b>	1
<b>To develop training plans to meet your establishment's skills needs</b>	2
<b>For succession planning or competency frameworks</b>	3
<b>For staff appraisals or performance management</b>	4
<b>Are they used in any other ways? (SPECIFY)</b>	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

## Section E –IIP Accreditation

ASK ALL

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

<b>Yes</b>	1
<b>No</b>	2
DO NOT READ OUT - Don't know	X

E2 DELETED.

E3 DELETED.

E4 DELETED.

E5 QUESTION DELETED

E6 QUESTION DELETED

E7 QUESTION DELETED

## Section F – Employer Attitudes and Firmographics (ii)

ASK ALL

F4 I'd now like to ask you a set of questions relating your establishment's views and attitudes.

I'll read out a number of statements and would like you to tell me to what extent you agree or disagree on a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree.

READ OUT. SINGLE CODE PER ROW.

DS: ROTATE LIST.

		Strongly disagree				Strongly agree	Don't know
1	The ability of our staff to do their job effectively is more important than them having formal qualifications	1	2	3	4	5	X
2	We are happy to pay towards staff training and development	1	2	3	4	5	X
3	Keeping our staff happy is equally as important as organisation performance	1	2	3	4	5	X
6	Investing in management and leadership skills is a top priority for the business	1	2	3	4	5	X
7	We are always looking for new ventures, developments or opportunities	1	2	3	4	5	X

INTERNAL NOTE FOR DS: THESE QUESTIONS (F1-F3) WERE A6, A6A AND A9 IN EPS 2014.

ASK ALL

A6 I now just have a few final questions about your establishment. Firstly, how long has your establishment been operating?

PROBE FOR BEST ESTIMATE. SINGLECODE.

<b>Under 1 year</b>	1
<b>1-3 years</b>	2
<b>Over 3 years up to and including 5 years</b>	3
<b>Over 5 years up to and including 10 years</b>	4
<b>Over 10 years</b>	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. SINGLE CODE.

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

IF IN OPERATION FOR OVER A YEAR (F1≠1)

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

READ OUT. SINGLE CODE.

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

## Section G - Closing Questions

ASK ALL

- G1 **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

- G2 **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

- G3 **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

ASK ALL

- G3A **Finally, would you like us to email you a summary report of the findings of this research, once the results are published in December?**

Yes	1
No	2

- G4 QUESTION DELETED

Collect respondent name (RNAME), job title (RJOB) and Email (REMAIL).

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 A – Reassurance Email

REF: [KEY NUMBER]

### Employer Perspectives Survey 2016

Thank you for considering participating in this important research.

The Employer Perspectives Survey 2016 is being conducted on behalf of the UK Commission for Employment and Skills and the Department for Business, Innovation and Skills (now known as the Department for Business, Energy and Industrial Strategy), the Welsh Government, the Scottish Government and the Department for the Economy in Northern Ireland (DfE). 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.

Participation in the survey will involve a telephone interview with an IFF interviewer lasting around 20 minutes at a time that is convenient for you and we hope very much that you are able to take part.

For further information regarding the survey, please see the UK Commission's website: [www.gov.uk/government/news/ukces-employer-perspectives-survey-2016-now-underway](http://www.gov.uk/government/news/ukces-employer-perspectives-survey-2016-now-underway)

If you have any queries concerning the format or content of the interview, please contact Helen Wrathall or Mark Tweddle at IFF Research, tel: 020 7250 3035 or e-mail: [EmployerPerspectivesSurvey2016@IFFResearch.com](mailto:EmployerPerspectivesSurvey2016@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 Zoey Breuer on [EPS16@ukces.org.uk](mailto:EPS16@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,

Helen Wrathall  
Research Executive  
IFF Research