



Peterborough
SKILLS VISION

Peterborough Skills Survey

A report by Opportunity Peterborough

November 2012

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Peterborough Skills Survey

Contents

1. Introduction
2. Methodology
3. Findings and conclusions
4. Detailed Survey Results

Appendices:

Appendix A – Hard to Fill Vacancies

Appendix B - 'Other' causes of hard to reach vacancies

Appendix C - 'Other' key areas of skills provision that needs to be improved for 14-19 year olds

Appendix D - 'Other' key areas of skills provision that needs to be improved for higher education

Appendix E - 'Other' key areas of skills provision that needs to be improved for workforce skills

Appendix F – Which specific skills do you feel are poor within your organisation?

Appendix G – What training is sourced from outside the city?

Appendix H – Comments on number of apprentices employed

Appendix I - 'Other' reasons that would encourage businesses to take on apprentices

Appendix J – Comments on the nature of your work with schools

Appendix K - 'Other' degrees most relevant to your organisation

Appendix L – Language training needs

Appendix M - 'Other' social media and/or digital technologies used

Appendix N – Copy of Skills Survey 2012 questions

1. Introduction

Improving skills levels continues to be a key priority for Peterborough. Our approach through the Peterborough Skills Vision and the incredible success of the Peterborough Skills Service since its launch 15 months ago has put Peterborough on the map nationally for skills. Many requests for information on our model have been received from other areas keen to follow our lead.

The City undertook its first 'Skills Survey' in May 2010. From responses received from around 100 companies it became very clear that the business community wanted a new local approach to skills. In 2011, 149 companies took part in the survey giving both some very positive feedback on increasing investment in skills training and taking on apprentices but at the same time expressing concerns about the work readiness of young people, the careers advice available to them and a number of vacancies that were proving hard to fill.

This year's survey saw another 50% increase in numbers of companies taking part and has again given us much to respond to. The information will be shared widely with our Partners in the City. The key aims of the survey are to:

- Inform mainstream providers of skills gaps and needs, which in turn ensures support reflects the local economy
- Shapes provision to ensure employment and skills activity meets local employer needs and provides relevant training to enable individuals to obtain work and improve their skills and help improve the economic performance of the city.
- Provides better intelligence to improve information advice and guidance and progression for young people
- Helps stakeholders address localised issues in a targeted manner such as the NEET community and long term unemployed, both of which are entrenched Peterborough issues.

The Skills Vision seeks to build a broader, deeper relationship with our business community to ensure that we understand their individual and collective needs. By achieving this level of communication we are able to engage our training providers and educational institutions (HE, FE and Schools) in a conversation that will shape provision and ensure that skills and qualifications delivered in future are relevant to, and necessary, for local businesses to thrive and support local communities in accessing employment opportunities.

2. Methodology

The invitation to take part in the online skills survey was sent out to Skills Vision members, Opportunity Peterborough Bondholders, Peterborough Chamber of Commerce members and Peterborough CIPD members. Press releases on the survey were also placed in the Peterborough Evening Telegraph. Telephone follow up calls were made to Skills Vision members prior to the closing date of 5 November 2012. The closing date was to allow for results to be announced at the Skills Summit on 6 December 2012. This year responses were received from 223 businesses, approximately a 50% increase in number on last year.

3. Findings and Conclusions

This year's survey has given us much interesting feedback to work on. There are some very positive outcomes as well as some which will require us to work hard to improve but there is no doubt that the information we have is invaluable for us to take forward the work under Peterborough Skills Vision as well as the now well established brokerage service, The Peterborough Skills Service (PSS). The PSS is

shown to be meeting a need and is providing a response to many of the concerns raised by business regarding the 'work readiness' of our City's young people.

The following gives a summary of the key findings from the 2012 survey.

Young People

Employers were asked about what things were most in need of improvement in the development of skills for 14-19 year olds. The options 'development of employability skills' and 'standards of literacy and numeracy' received as last year the highest percentages of responses but the percentages were both down on last year. This could reflect the work done by Peterborough Skills Service and that many of the employers responding to the survey will have taken part in activities with our young people.

A new option was included in this question this year around more young people needing experience of real work environments and over 50% of employers chose this option. A universal offer for young people to have the option of a work experience placement is therefore essential in meeting this need.

Over 50% of employers felt that young people do not receive impartial information and advice to make informed choices for their future. There is obviously still a lot of work to do in this area to make sure information gets to all young people and according to the survey employers remain willing to play a part in delivering this. One representative comment from an employer was 'We are interested in giving careers information to schools and developing an environment where students can work with us, with a view to entering our industry.' The Peterborough Skills Service will be able to provide the brokerage for this type of activity between employers and education partners. The Skills Service will need to continue to work with the City Council, Peterborough Youth Council and business to give our young people the information they need.

Investment in Training

Despite the continuing economic climate, less than 2% of businesses said they would be reducing their investment in training and 33% said there would be an increase in investment. Although this is less than last year's 45% of employers saying there would be an increase, this is still good news for skills development in the City.

The report of an intended increase in investment in training is good news also for our providers of training. Some businesses reported needing to go outside the City for training that met their requirements. Last year this represented 31% of employers, however this year that is down to 24%. This would suggest that the work done through the Skills Vision and Peterborough Skills Service is helping the City's providers meet our employers' needs.

The majority of the training that employers are going outside the City for is very specific to an individual business and provided by sector specialists or suppliers but some is also still fairly generic so we will be talking to our providers about these areas to see whether new provision can be made available to meet the needs. Some of the notable types of training included which are not company specific are in business development, social media training, law, IT, Health and Safety and construction management.

Of further interest is that when asked about what would prevent a company from providing training for their employees, in last year's survey 50% of employers said the availability of appropriate provision would be the cause. This has seen a large drop this year to 30% which reinforces the view that actions taken as a result of the previous survey are having an impact. The impact of the cost of training on decision making is the same as last year but concerns about flexibility of provision have increased from 20 to 31%. This will be a message we can share with our provider network.

Skills Gaps and Needs

A significant number of vacancies in the City are still proving hard to fill. A small number of these were reported in very specific roles such as 'Head of Heritage'. The greatest numbers of these hard to fill jobs though are in management and finance roles with sport and leisure roles and then engineering in the next

biggest categories. We will share this information with our schools, colleges, careers advisor network and training providers.

Comparisons with last years survey show the same number of hard to fill vacancies in business management and finance but as 50% more businesses responded to the survey, this means the number of vacancies in real terms has reduced. This year sees a big reduction of vacancies in marketing and sales positions from 26 last year to 7 this year. Last year there were no vacancies reported in sport and leisure and this year we have 18 hard to fill vacancies reported in this sector. However, at least 11 of these would be part time vacancies for activities instructors. In education there are five vacancies reported for teaching staff compared to one last year.

Apprenticeships

Apprenticeships provide an important alternative route to skills development. The survey shows that although 70 more employers answered this question than last year, there are the same number planning to either recruit additional apprentices or recruit for the first time. With the increase in University fees and Raising of the Participation Age, there are likely to be more Peterborough young people than ever looking for an apprenticeship opportunity.

The survey shows what would encourage a business to get more involved in apprenticeships, with 58% of employers saying government support and initiatives and 42% saying more suitable applicants applying for positions. This may suggest the economic climate is having an impact and despite the availability of Government grants either they are not enough or not enough is known about them by the business community. The message about the benefits of apprenticeships for a young person needs to be received by students of all abilities in order for business to have the right applicants when they do have a vacancy. Both schools and young people may have a need for more information as evidenced by the following quote from an employer 'We had a lot of difficulty recruiting an apprentice. There seems to be a lack of basic life skills for young people. For example, we had one candidate arrive for interview in leggings and Doc Martens, in a Barrister's Chambers!'

Higher Education

Questions regarding Higher Education provision in the City revealed that as last year, employability skills for Graduates were top of the list for improvement from the employers' perspective. The business relevance of programmes of higher education was also of high importance.

Respondents to the survey also gave information on the degrees which are of most relevance to their organisations. As last year, management and business, finance and marketing came out top of these. As these are programmes which are already on offer in the City, it is important that information on the offer is communicated effectively to the business community.

Employers also reported higher education for their employees is most effectively delivered through work based learning and accredited short courses.

Social and/or digital media technologies

Due to the emerging importance of these technologies to business an additional set of questions was asked in this year's survey. Businesses were asked which of the media they were currently using with over 90% having a company website, and just over 50% using Twitter and Facebook. Linked In was used by 63% of businesses.

Businesses were then asked how effectively they felt they were using these technologies. Approximately 45% of businesses felt they were using the technologies for their business in areas such as lead generation and customer service. Around a further 15% said they were not interested in using the technology. Others were either not using the technologies and wanted more information on how they could or were using them but would like help to make better use on them.

When asked about in-house skills in this area, 43% of businesses said they had significant skills gaps.

4. Detailed Survey Results

This part of the report gives the outcomes in detail to the different sections of the survey. Responses to the survey were gained from 223 Peterborough businesses. The breakdown in size and sector of the businesses represented is shown in Diagrams 1 and 2 below.

Diagram 1: How many employees are there at your workplace in the Greater Peterborough area?

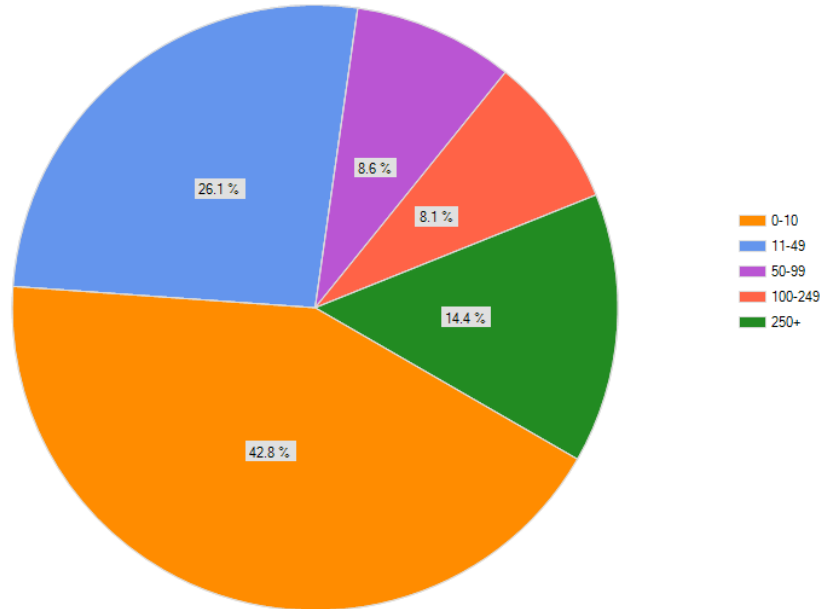
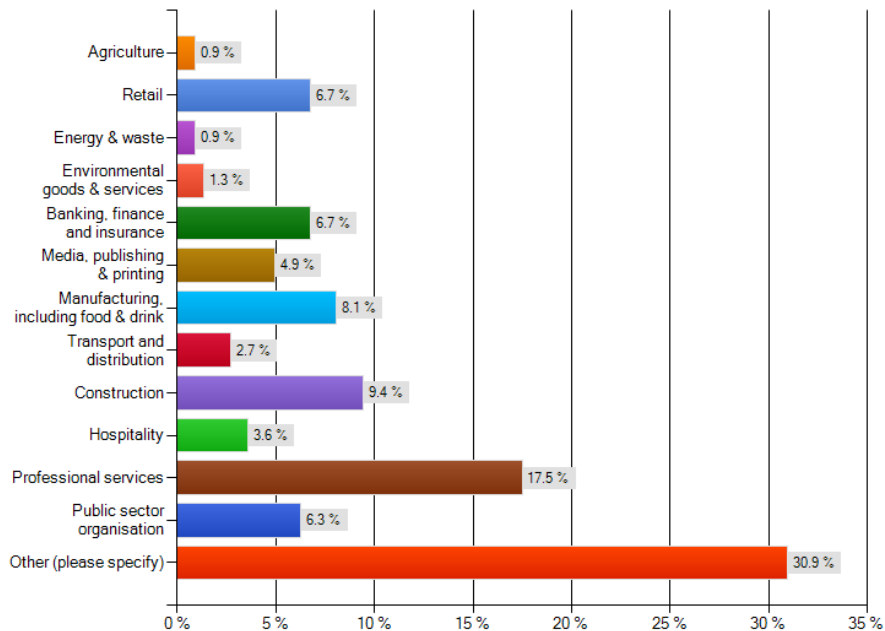


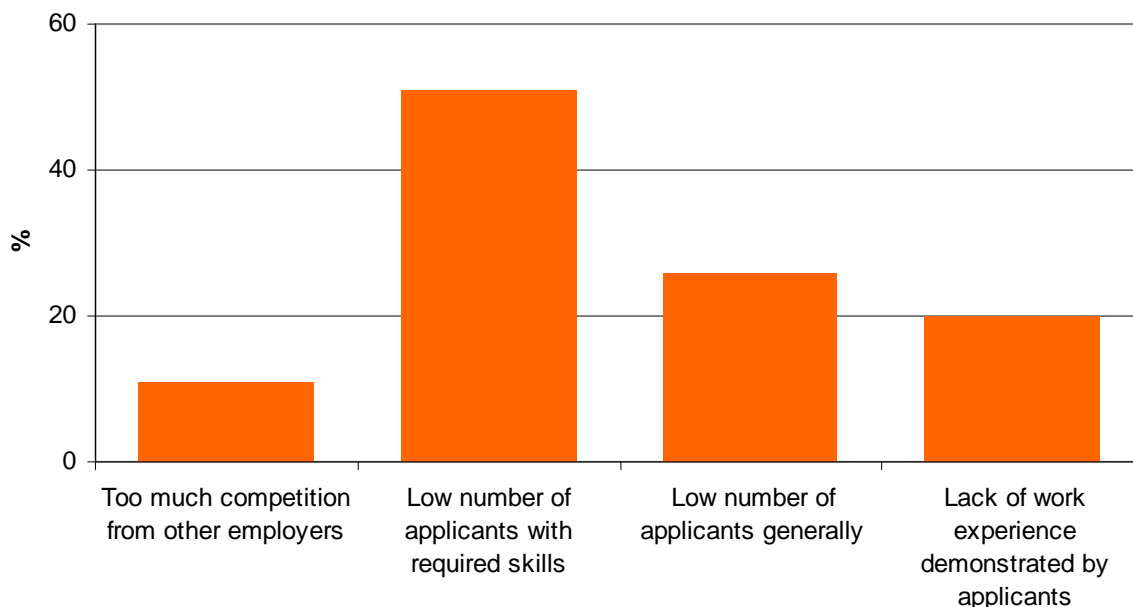
Diagram 2: In which sector does your organisation primarily operate?



The survey asked what proportion of a business's workforce is under 21. 90.5% of businesses have less than 25% of their workforce who are under 21.

Business was asked if any of their vacancies were proving hard to fill. 155 businesses responded to this question and from these businesses, there were over 92 vacancies proving difficult to fill. Diagram 3 below shows what the businesses see as causes of their hard to fill vacancies. Appendix A shows which type of vacancies were described as hard to fill.

Diagram 3: What are the main causes of these hard to reach vacancies?



Comparisons with last years survey show the same number of hard to fill vacancies in business management and finance but as 50% more businesses responded to the survey, this means the number of these vacancies in real terms has reduced.

This year sees a big reduction of vacancies in marketing and sales positions from 26 last year to seven this year.

Last year there were no vacancies reported in sport and leisure and this year we have 18 hard to fill vacancies reported in this sector. Eleven of these would be part time vacancies for activities instructors.

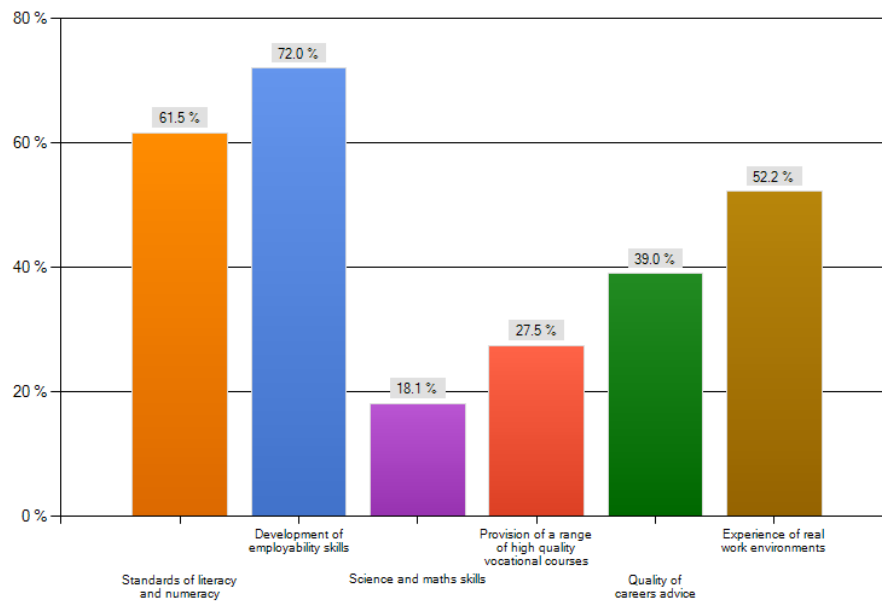
In education there are five vacancies reported for teaching staff compared to one last year.

Appendix B shows comments made about 'other' causes of hard to reach vacancies, besides the options in Diagram 3.

The next group of questions asked what skills were in most need of improvement in the City with employers being able to choose up to three options.

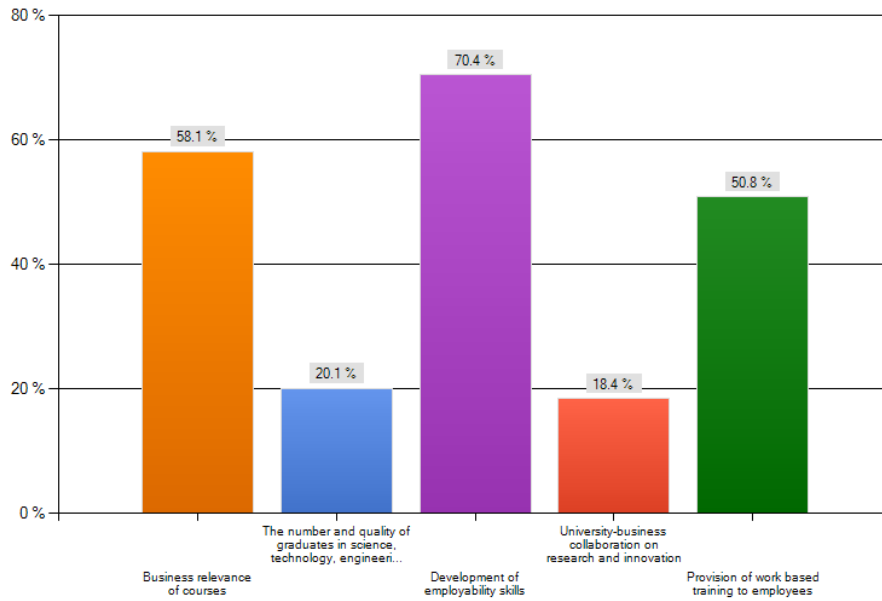
The first of these dealt with skills for 14-19 year olds. 72% of employers felt that development of employability skills is most important with standards of literacy and numeracy coming a close second with 61.5% saying this needed improvement. Diagram 4 shows the full results. Both of these percentages are down on the 80 and 68% responses from last year's survey. Employers were given an additional option to last year also with 'experience of real work environments' and this received the third highest response with 52% choosing this option. Appendix C shows 'other' key areas employers felt needed to be improved for 14-19 year olds, besides the options in Diagram 4.

Diagram 4: Which of the following key areas of Peterborough's skills provision for 14-19 YEAR OLDS, do you feel need to be improved the most?



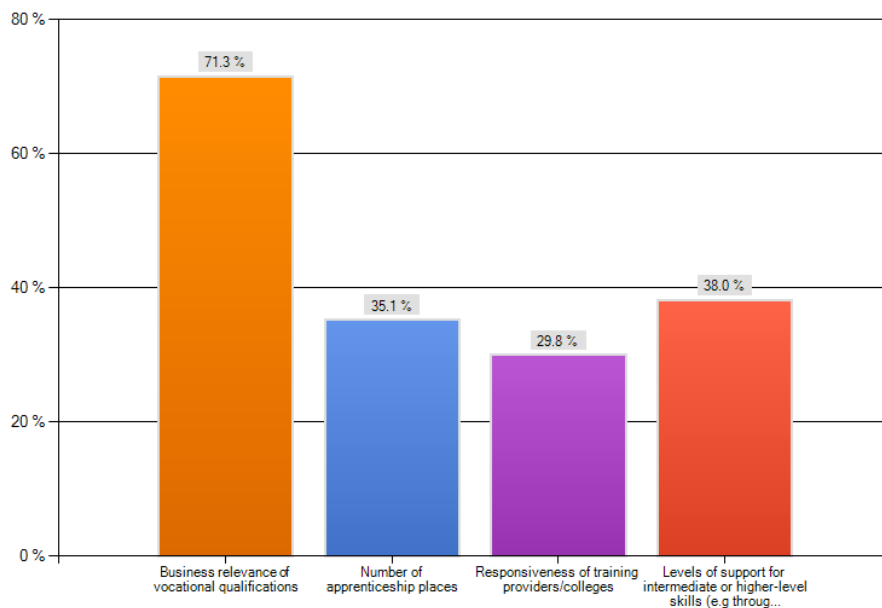
The same question was asked relating to Higher Education and what needed improving most. Again, top came employability skills for graduates with 70% of employers selecting this option. Diagram 5 shows the other results with business relevance of courses and provision of work based learning coming next in importance. Percentages choosing the options are similar to last year apart from a decrease in 'provision of work based training to employees' dropping from 59 to 51%. Appendix D shows 'other' key areas employers felt needed to be improved for Higher Education, besides the options in Diagram 5.

Diagram 5: Which of the following key areas of the city's skills provision for HIGHER EDUCATION, do you feel need to be improved the most?



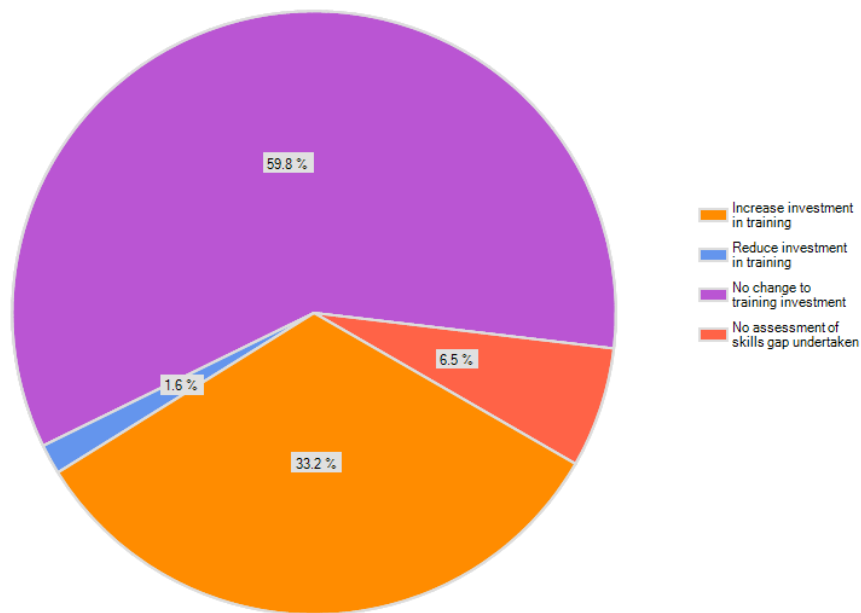
The final question in this section related to Workforce skills and here employers felt that the business relevance of vocational qualifications was most in need of improvement with 71% choosing this option. This is an increase of 10% on last year's result and will need to be looked at by providers of vocational training. Last year 46% of employers felt there needed to be improvement in the number of apprenticeship places on offer and this has fallen to 35% this year. Diagram 6 shows these results in full. Appendix E shows 'other' key areas employers felt needed to be improved for Workforce skills, besides the options in Diagram 6.

Diagram 6: Which of the following key areas of the city's skills provision in WORKFORCE SKILLS, do you feel need to be improved the most?



The next question related to a company's intentions for training and development for the next year. Less than 2% of companies said there would be a reduction with 33% saying there would be an increase. Diagram 7 demonstrates these results. Last year 45% of employers said there would be an increase in investment in training so this demonstrates a significant drop although a third of companies intending to spend more on training than they did last year is still a sizeable number.

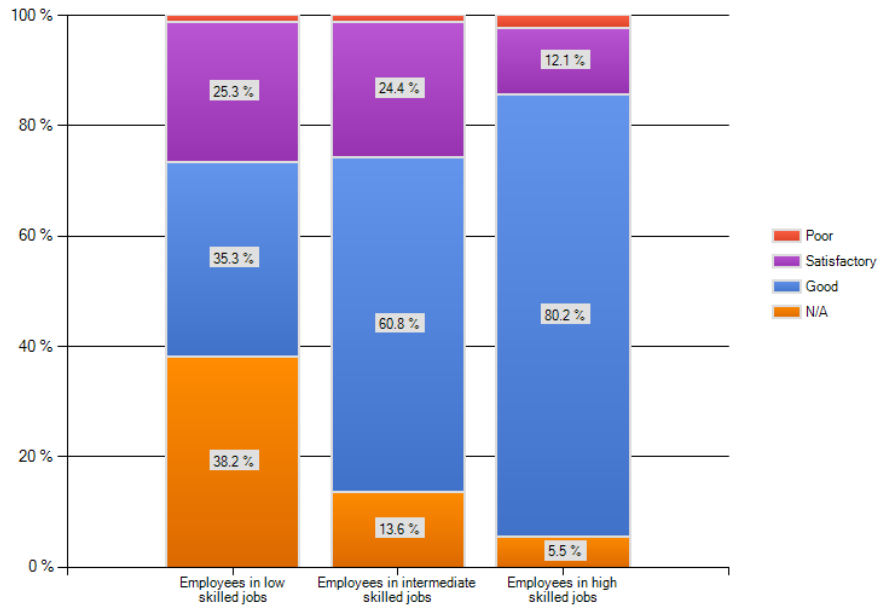
Diagram 7: What are your intentions for the training and development of your staff over the next year?



The survey asked employers to rate their employees' skill levels across low, intermediate and highly skilled jobs. Diagram 8 shows the results for this with less than 4.5% reporting poor skills in any type of job. Appendix F shows the list of specific skills reported by businesses as being poor within their organisations.

A number of these are in IT, management, marketing and sales skills and also basis literacy and numeracy.

Diagram 8: Please indicate how you rate your employees skill levels in your organisation (please select one for each row)



Asked about literacy, numeracy and IT skills in their business, the percentages as shown in the table (Diagram 9) below had not changed significantly from last year's survey. This year's Survey also asked if companies had any 'Social and/or digital media technologies' skills gaps. 42.9% (75 companies) reported significant skills gaps in these areas, and 7.4% (13 companies) reported skills gaps to some extent.

Diagram 9: Do you have basic literacy, numeracy or IT skills gaps in your current workforce?

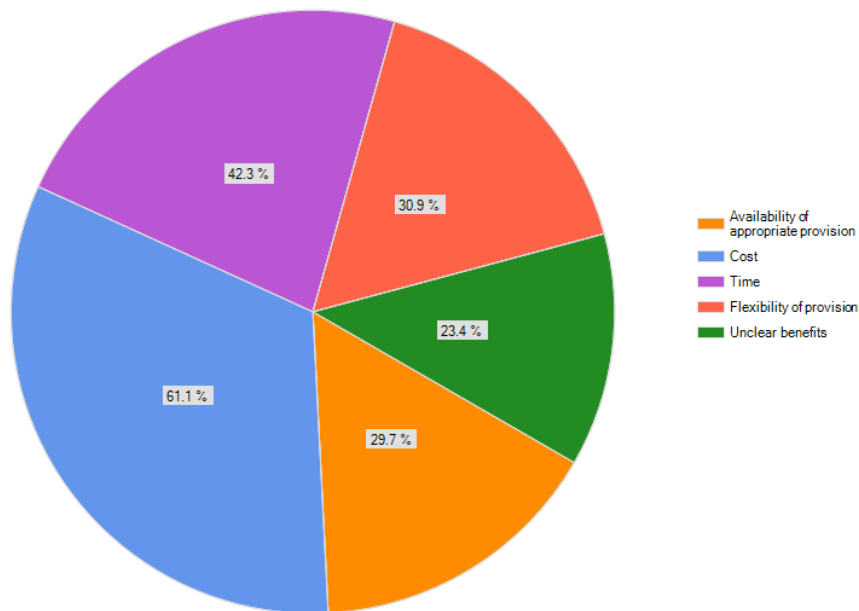
| 2012 Results | No | Yes, to some extent | Yes, to a significant extent | Response Count |
|---|--------------------|---------------------|------------------------------|----------------|
| Literacy | 70.7% (128) | 24.9% (45) | 4.4% (8) | 181 |
| Numeracy | 73.7% (132) | 23.5% (42) | 2.8% (5) | 179 |
| IT | 53.0% (97) | 41.5% (76) | 5.5% (10) | 183 |
| Social and/or digital media technologies | 50.3% (88) | 42.9% (75) | 7.4% (13) | 175 |
| Answered question | | | | 188 |

Businesses responded to a question on where they source their training provision with 71% saying that they provide in-house training and 24% saying that they go outside the city to source training. 27% use the local colleges and university and 60% using private providers. These results are very similar to last year. However, when looking at the list of training identified as having to be sourced outside the city it is in the main very niche or company specific.

See Appendix G for this list. Some of the notable types of training included which are not company specific are business development, social media training, IT, Health and Safety, law and construction management.

Businesses were asked this year about reasons that would prevent them from training employees. Diagram 10 shows these results.

Diagram 10: What would prevent you from providing training for your employees?

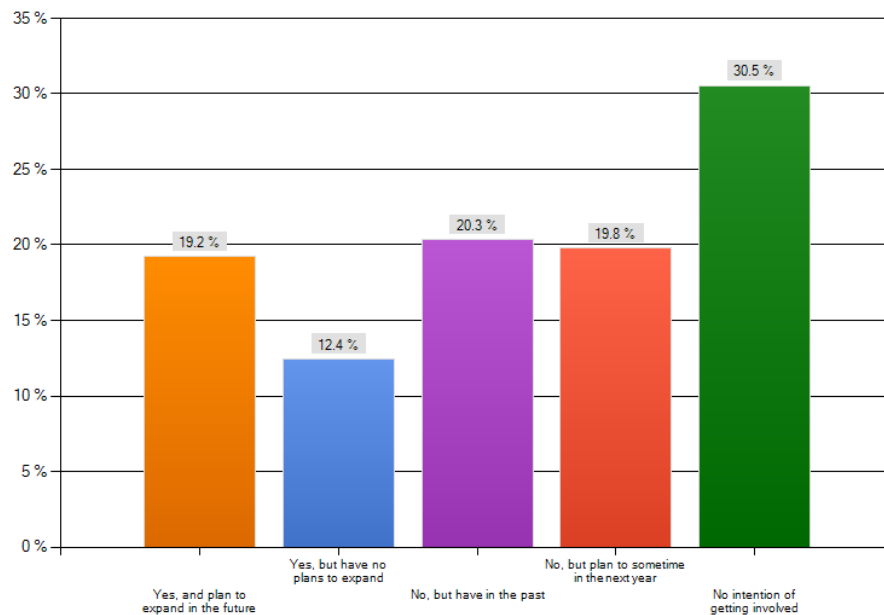


In last year's report, 50% of businesses said 'availability of appropriate provision' would prevent them from training employees. This year that was down to 30% which is good news for providers. However 30 rather than 20% last year have concerns about the flexibility of that provision.

Some questions were asked about apprenticeships. 177 employers responded to this question and of these 34 already have apprentices with 22 planning to recruit more. 35 more of these employers have not recruited an apprentice in the past but plan to in the next year. Employers completing the survey reported they currently have 135 apprentices between them. Despite 70 more employers answering this question than last year the number of new apprenticeship places reported remains the same.

Diagram 11 shows what would encourage a business to get more involved in apprenticeships, with 58% saying government support and initiatives and 42% saying more suitable applicants applying for positions. This may suggest the economic climate is having an impact and despite the availability of Government grants either they are not enough or are not known about by business. The message about the benefits of apprenticeships for a young person needs to be received by students of all abilities in order for business to have the right applicants when they do have a vacancy.

Diagram 11: Are you currently participating in apprenticeship training schemes? (If yes, please provide current number of apprentices)

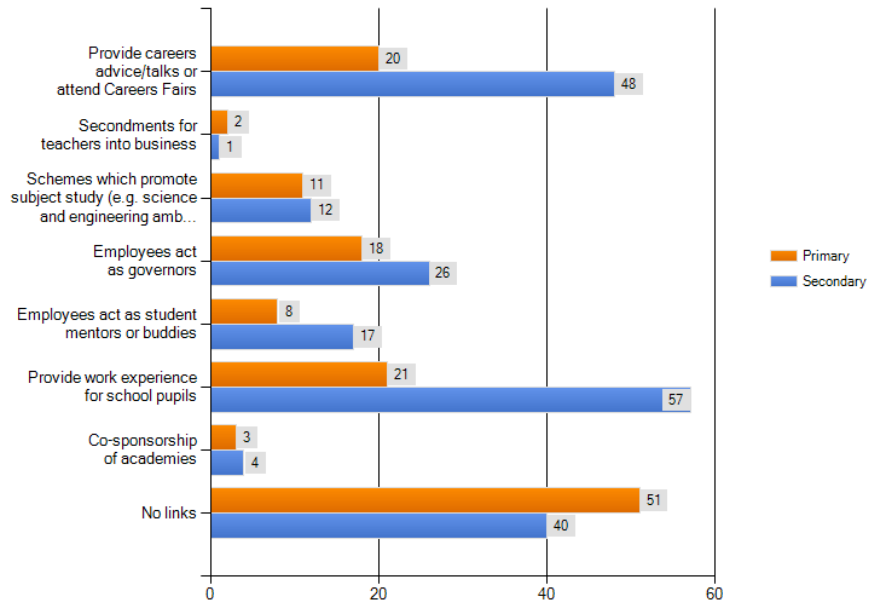


Appendix H shows comments on the number of apprentices employed, and Appendix I shows other reasons that would encourage employers to take on apprentices.

The next questions were around young people in school. Diagram 12 shows what activities businesses currently take part in with our schools, the largest percentage being in providing work experience.

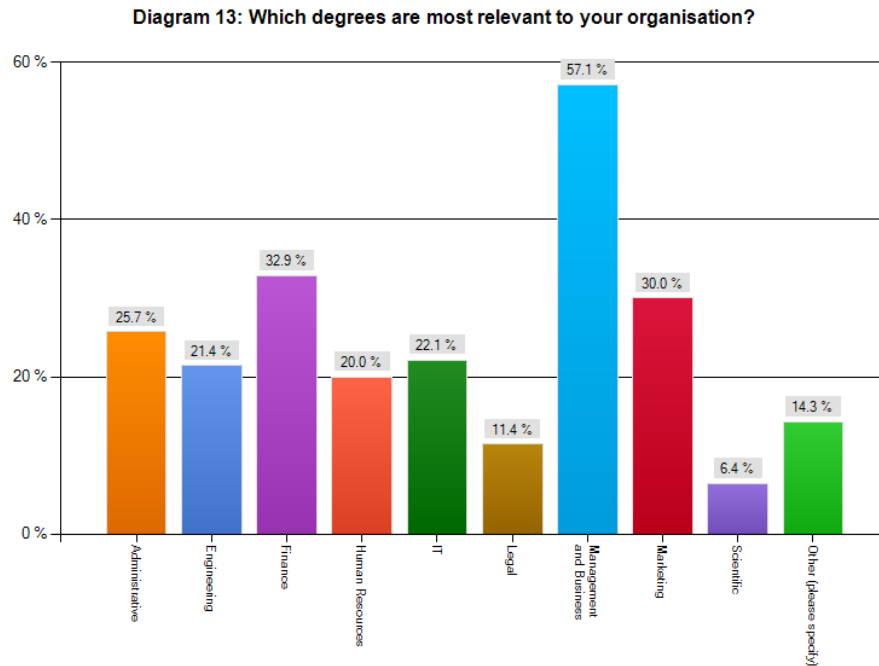
Appendix J shows other ways employers were working with schools.

Diagram 12: What is the nature of your work with schools (please tick all that apply)



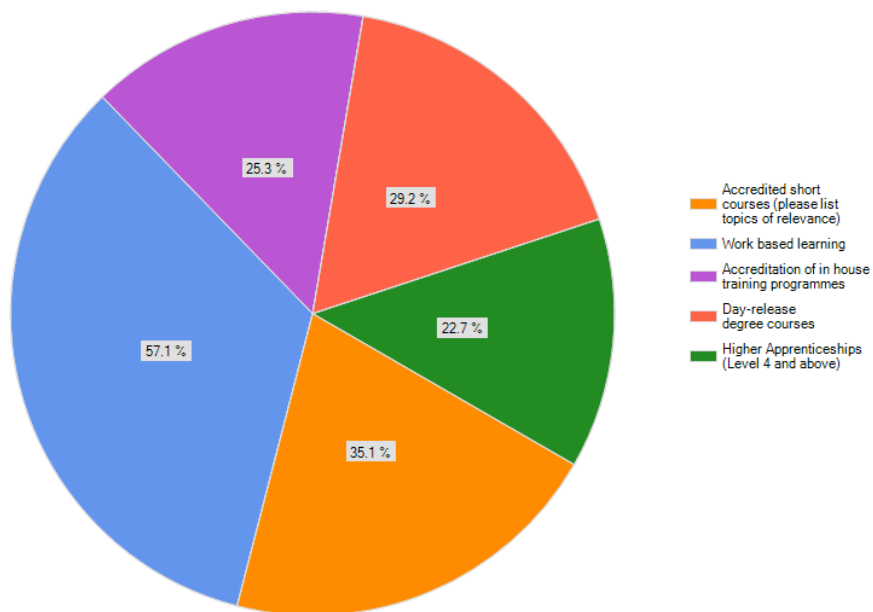
When asked about the quality of careers advice young people receive, only 7% of respondents thought young people receive good enough advice to help them make informed decisions about future career and learning options. 54% said they do not and the remaining respondents did not have experience of this. When asked if they would be willing to play a greater role in supporting schools, 69% of businesses gave a positive response. As these results have not improved on last year's survey, it demonstrates there is still a lot of work to do to ensure all young people receive impartial information and advice. The majority of employers remain willing to play a part in this.

The next section of the report related to Higher Education in the City. The first question was asking businesses what percentage of the jobs in their organisation required a degree. 159 businesses responded to this question and of these, 25% of jobs required a degree. Diagram 13 shows which degrees are most relevant to the City’s business with Management and Business, Finance, and Marketing coming out as the top three as in last year’s survey. Appendix K lists what the 14.3% ‘other’ responses were to this question.



When asked about the type of training delivered by Higher Education for businesses, work based learning and accredited short courses came top – again exactly the same results as last year. These results are shown in Diagram 14.

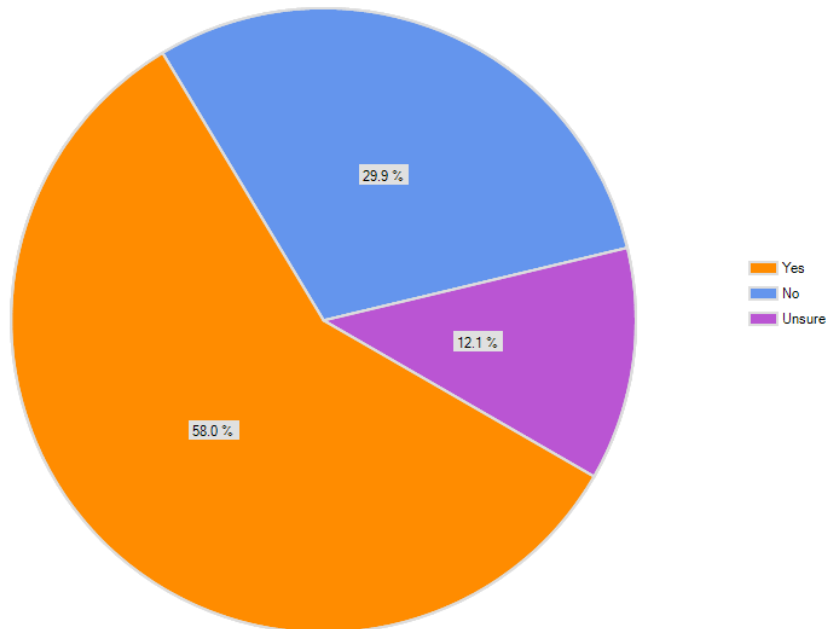
Diagram 14: Which of the following Higher Education training would be most useful to your organisation?



The next question asked businesses to list any language training their organisation needs. The results of this question are listed in Appendix L and are mainly around provision in English for Speakers of Other Languages.

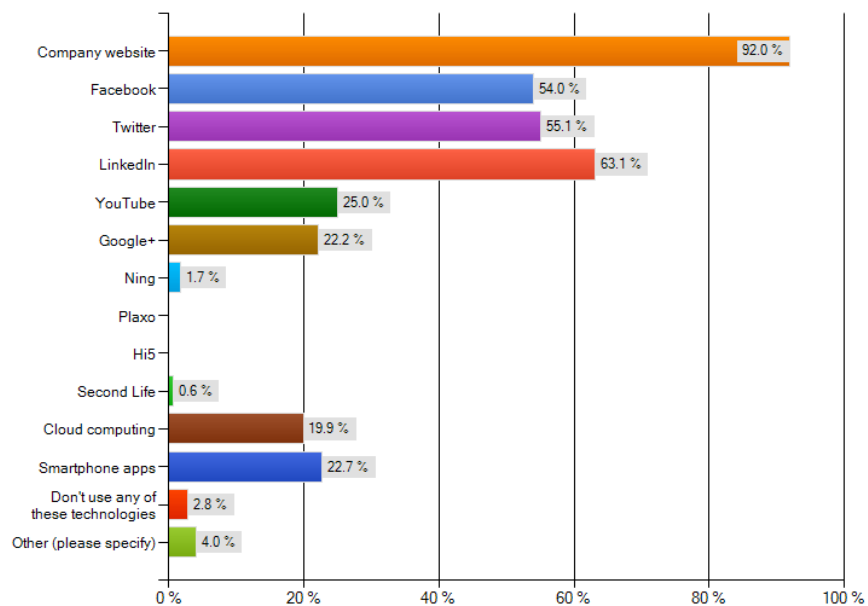
The next question asked if the companies have a communications strategy, where 58% reported that they did. Results are shown in Diagram 15 below.

Diagram 15: Do you have a communications strategy?



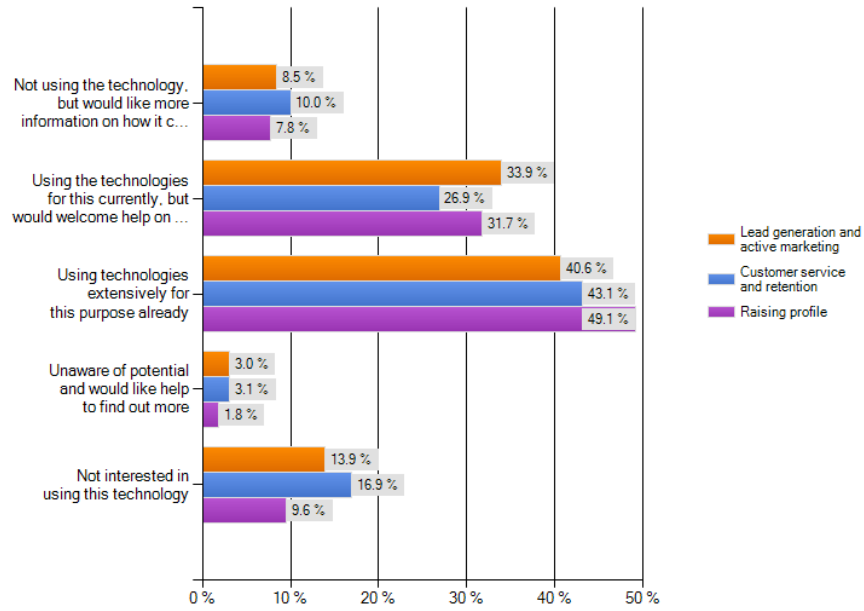
With an increased focus on social media and digital technologies, the next question asked which social and/or digital media technologies companies were using in their business. Less than 3% of companies reported not using any of these technologies, with over 54% and 55% using both Facebook and Twitter respectively. Results are shown in Diagram 16. The 4% 'other' technologies used are in Appendix M.

Diagram 16: Which of the following social and/or digital media technologies do you use in your business? Please tick all that apply.



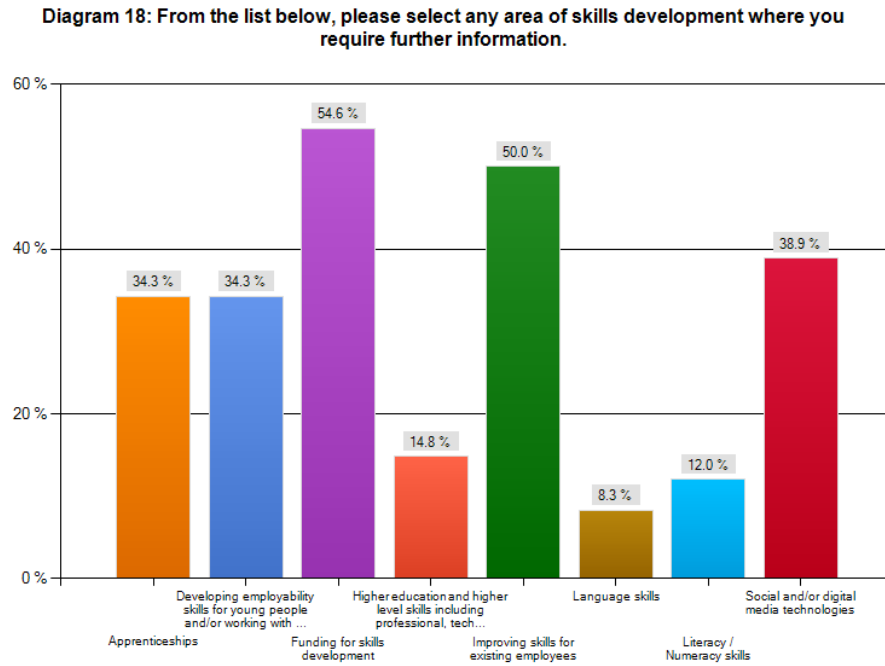
Companies were asked how effectively they felt they were using these technologies in areas of their business. Results are shown in Diagram 17 below.

Diagram 17: Currently, how effectively are you using social and/or digital media technologies for your business in the following areas?



56% of employers who completed the Skills Survey requested more information on the Peterborough Skills Vision.

Finally, employers were asked on which areas of skills development they would like more information. Details are shown in Diagram 18 below.



All the questions in the 2012 Skills Survey are shown in Appendix N.

Appendix A

Hard to Fill Vacancies

| Occupational Group | Hard to fill vacancies | Total |
|--|------------------------------------|-----------|
| Business, Management, Finance and Admin | Account Director | 1 |
| | Associate Directors | 5 |
| | Audio Typists | 3 |
| | Audit Senior | 1 |
| | Buyer | 1 |
| | Contract Managers | 1 |
| | Global Mobility Consultant | 2 |
| | Office Manager | 1 |
| | Pricing Analysts | 6 |
| | Secretary | 1 |
| | Senior Estimator | 1 |
| | Support | 1 |
| | Team Leader | 2 |
| | Trainee Manager | 1 |
| Business, Management, and Finance Total | | 27 |
| Sports and Leisure | Activities Instructors | 11 |
| | Head of Heritage | 1 |
| | Heritage Skills Placements | 5 |
| | Swimming Pool Supervisor | 1 |
| Sports and Leisure Total | | 18 |
| Engineering and Manufacturing | DC Electrician | 1 |
| | Electrical Engineer | 1 |
| | Electrician (Senior) | 1 |
| | Electricians | 3 |
| | Engineers | 3 |
| | MHE/Plant Equipment Instructor | 1 |
| Quality Control Technician | 2 | |
| Engineering and Manufacturing Total | | 12 |
| Hospitality | Chefs | 2 |
| | Commis Chef | 1 |
| | Counter Staff | 1 |
| | Head Chef | 1 |
| | Kitchen Staff | 2 |
| | Linen Porter | 1 |
| | Room Attendants | 1 |
| Hospitality Total | | 9 |
| Business Development | Business Development Manager | 1 |
| | Commercial Development | 3 |
| | Developers | 1 |
| | Estimating | 2 |
| | Operations and Development Manager | 1 |
| Business Development Total | | 8 |
| Construction | BREEAM Consultant | 1 |
| | General Fitter | 1 |
| | Senior Quantity Surveyor | 1 |
| | Site Manager | 5 |
| Construction Total | | 8 |

| Occupational Group | Hard to fill vacancies | Total |
|---|---|--------------|
| Marketing and Sales | Marketing Apprentice | 1 |
| | Online Marketing Specialist | 1 |
| | Sales Administration | 1 |
| | Sales Manager | 1 |
| | Specialist Sales Advisor (Sports Science/Therapy) | 1 |
| | Telesales | 2 |
| Marketing and Sales | | 7 |
| Care | Care Assistant | 1 |
| | Cleaner Late Shift | 1 |
| | Deputy Care Manager | 1 |
| | Lunchtime Workers | 1 |
| | Security Officers | 1 |
| | Senior Care Assistant | 1 |
| Care Total | | 6 |
| Various | Various | 6 |
| Various Total | | 6 |
| Education | ESOL Tutor | 1 |
| | Teacher English | 1 |
| | Teacher Maths | 1 |
| | Teacher Science (Physics or Biology) | 1 |
| | Teachers | 1 |
| Education Total | | 5 |
| Agriculture | Agricultural | 3 |
| Agriculture Total | | 3 |
| Information Technology | IT | 2 |
| | IT Apprentice | 1 |
| Information Technology Total | | 3 |
| Legal | Legal Secretary | 1 |
| | Solicitor | 1 |
| Legal Total | | 2 |
| Transport | Coach Driver | 1 |
| | Motor Vehicle Technician | 1 |
| Transport Total | | 2 |
| Apprentice (no sector mentioned) | Apprentice | 1 |
| Apprentice (no sector mentioned) Total | | 1 |
| Grand Total | | 117 |

Appendix B

'Other' causes of hard to reach vacancies

- Distance from the office
- Lack of applicants and of those applying and wanting the position advertised rather just a position
- Lack of commitment, reliability, loyalty, attitude, lack of empathy with older people, competition from other organisation which offers jobs that are less demanding emotionally and physically,
- Low numbers with the level of skill required
- Not willing to come to the area
- People on benefits who would lose out if they accepted the jobs
- Poor spelling, grammar, speed and accuracy
- We had a lot of difficulty recruiting an apprentice. There seems to be a lack of basic life skills for young people. For example, we had one candidate arrive for interview in leggings and Doc Martens, in a Barrister's Chambers!

Appendix C

'Other' key areas of skills provision that needs to be improved for 14-19 year olds

- Attitude
- Audio typing
- Communication skills
- Confidence and people skills
- No experience of this age group or seeking to recruit at this level
- I work with NEETS (those not in education, employment, or training) and the literacy levels are particularly poor. But outlook/attitude towards working environments equally so
- Interpersonal skills
- Interview technique
- Language skills
- People skills
- Personal and social skills
- Positive attitude to work
- Presentation skills, first impressions count
- Real training for work
- Self discipline, initiative, organisational skills
- Verbal communication skills
- Work ethic and commitment
- Work etiquette, more emphasize on committing to be productive and using initiative

Appendix D

'Other' key areas of skills provision that needs to be improved for higher education

- Interpersonal skills
- Standards of literacy and numeracy
- The city needs a University
- Verbal communication skills
- We more courses for plumbing, electrician and carpenters
- Work ethic and work place disciplines

Appendix E

'Other' key areas of skills provision that needs to be improved for workforce skills

- Business focused training not attached to qualifications e.g. reception and front of house training/customer service
- More funding for 19+ apprenticeships
- Motivational
- Quality higher education courses and research based opportunities in Peterborough
- Schools and colleges should work closer with business to understand needs
- Seeking a DTLLS course from one College only to be told someone will ring next term. I'm going to a different College
- Structured approach to basic work life and routine

Appendix F

Which specific skills do you feel are poor within your organisation?

- Administration
- Attention to detail, focus, pride in work
- Career development beyond shop floor
- Change management, performance management, commercial skills
- Computer skills, not just software usage
- Employability
- ESOL within Logistics
- Health & Safety / teaching skills
- Independent thinking Problem solving
- Internal communication at all levels
- IT fluency
- It has been noted that colleagues undergoing this years Trainee Management programme lack basic literacy skills and business aptitude
- IT skills
- Lack of business skills in people under the age of 24
- Language
- Man Management, Customer Relations
- Management / people development
- Marketing
- Mental arithmetic
- Not poor but would like to improve Customer service skills
- Organisational skills, management skills, marketing skills
- Planning
- Poor productivity by some of the staff, lack of commitment by some of the staff, lack of teamwork by some of the staff and poor attitude
- Production Planning
- Sales Management
- Sales skills
- Some low skilled jobs do not have or struggle with basic numeracy and literacy
- Standard of education in respect of written and verbal English language
- Strategic management skills
- Supervisor/first level management
- Time Management
- Youngsters need better communication skills

Appendix G

What training is sourced from outside the city?

- Always on the lookout for free or low cost high quality training especially in social media
- B Eng in Building Services
- Bespoke where necessary
- Business development for myself
- CII training
- CIPR training programmes/digital marketing training
- Degree courses for our Surveyors
- Derby College
- Disability specialist training, sales training
- DTLLS, NEBOSH
- Head office in Nottingham so sourced by this
- Health & Safety Training
- High level coaching skills and knowledge
- Internet technologies, SEO, blogging etc
- IT
- Legal training for lawyers / legal accounts training
- Local companies for fire and first aid
- London based training
- Media & PR
- Mixed both inside and outside city professional specific courses
- One-day courses specific to education
- Online
- Open university courses
- Professional bodies as part of CPD portfolio
- Professional CIPD and ACCA training
- Professional courses
- Professional Skills (e.g. HR)
- RIBA East CPD which is in Cambridge
- Sector specific training or a provider near to head office
- Specialist construction management courses
- Specialist skills that relate to our business
- Specialist training from suppliers
- Specific Technical or Health & Safety Training
- Technical training relevant to our industry.
- Through professional bodies
- Various-education specific
- We get most of our training from social services which are excellent. However we have regular supervision, unfortunately it is very difficult to change people's attitude towards their work or make staff to have commitment for their work
- We sponsor employees to undertake degrees and masters degrees which can be at any UK university
- We would always try to find a local provider at a reasonable price but if we could not find one we would look outside the Peterborough area

Appendix H

Comments on number of apprentices employed

- Currently have technical and business apprentices
- Currently trying to recruit the first
- Existing staff completing apprenticeship courses
- Just hired first apprentice on Monday. Need to see outcome before decide again.
- Looking to get one
- Looking to get one apprentice in 2013
- No immediate intention to take an apprentice but open minded
- They are currently being trialled elsewhere in the Partnership
- Too small a business, husband and wife team
- Trainee surveyors on part time degree courses
- We do not have an apprenticeship but we do provide day release training for our young engineers
- We do not use Apprentices but take A level students each year and put them through part time degrees

Appendix I

'Other' reasons that would encourage businesses to take on apprentices

- Apprenticeships are not applicable in my business of providing training and development
- Candidates willing to learn
- Clarity of training providers and courses in the area
- Company needs to expand first
- Decision is outside of our control and sits with our Talent Acquisition team
- Have not considered apprenticeships
- Have previously found apprentices hard to source
- Improvement in current economy
- Just do not have the time available to support incentive
- Legal Apprenticeship
- Less age related restrictions
- More info on what is involved and the costing would be useful.
- Nationwide review of architectural education
- No intention as does not fit to business operations
- Not sufficient work for a trainee
- Only three employees and too specialist for trainees
- Recognition for the qualification boards being sat by students rather than specific boards only
- Reduction in staffing levels resulting in lack of employment opportunities
- Regrettably the business in management consultancy does not lend itself to vacancies for apprentices
- Skills matching support, i.e. reduce the effort to find the correct person
- The whole apprentice training should be done by the apprentice provider and not the employer
- To be able to afford to employ someone who could supervise and operate the scheme
- We have high expectations of our apprentices and the qualifications are not always of a high enough level. Instead of recruiting business apprentices we have decided to recruit directly onto foundation degree because we are looking for highly capable individuals to join our organisation
- We wouldn't need to as training done in shop

Appendix J

Comments on the nature of your work with schools

- Apprenticeships in Warehouse and Storage for unemployed young persons
- Audit of academy schools
- Educational visits and work schemes
- Facilities Management only
- Glass safety assessments
- Have been to Meet the Professionals (employers) events, careers days and have offered to be involved as much as work allows
- Hold talks re finance
- Lecturer
- Link to schools to provide information and promote multi-agency working with relevant students
- Offering opportunities for teachers to visit modern manufacturing environment to find out more about careers that are available
- Provide Activity Days
- Provide ethical education days to Primary School children
- Remedial works
- Supply materials and business cases for teaching support
- Teach swimming to schools and have had adults for work experience in the past
- Undertake Guest lectures on subject specific presentations to Day release students
- We have clients in both areas
- We offer information and training to schools on Spina Bifida and Hydrocephalus so they can support their students who have these conditions. We also raise awareness of our charity in schools
- We run schemes in schools to encourage volunteering
- We work with schools and colleges on many varying levels and have an excellent relationship with the educational providers throughout the county
- We would be prepared to link with schools

Appendix K

'Other' degrees most relevant to your organisation

- Architecture
- Arts and Education
- Business
- Construction
- Construction Management, Quantity Surveying
- Construction related
- Dental
- Early Years Professional Status
- Environment, Planning, Transport, Social Work
- Events, Reception
- Food
- Graphic design
- Graphic/Printing
- Health
- Health and social care
- Honours Degrees in Community Justice
- Housing
- Journalism, English
- Many in the organisation have degrees but it is not a must have
- Media
- Media, design, communication
- No specific degree subjects at our level but at Head Office there will be a need for Legal, Marketing, IT etc
- Purchasing
- Sociology, Psychology, Criminal Justice, Criminology, Social Work, Dip Probation Studies
- Specialist training in chartered insurance institute qualifications
- Sports Science, Sports Therapy, IT
- Surveying
- Surveying and Project Management
- Teachers of all subjects
- Teaching
- Training
- Veterinary

Appendix L

Language training needs

- As we support Asia Pacific, Europe and North and South America we have a wide range of language requirements and tend to recruit for the positions that require specific languages based on existing skills
- English for Speakers of Other Languages x 9
- English French
- English x 6
- General improvement of communication skills.
- Italian
- Multiple major languages
- Need to improve the ability in English for non-English speakers
- Polish, Lithuanian
- Polish, Lithuanian, Portuguese, Slovakian, Urdu
- Portuguese
- Some ESOL for Warehouse Operatives
- Spanish

Appendix M

'Other' social media and/or digital technologies used

- Mobile tablet apps
- MySpace. Soundcloud
- Own video channel
- Pinterest
- Rightmove
- Skype
- Text messages to clients

Appendix N

Copy of Skills Survey 2012 questions

1. Please state your company name
2. How many employees are there at your workplace in the Greater Peterborough area? (Please include all workers paid directly from your organisation's payroll excluding proprietors, partners and directors if they do not receive a salary)
3. In which sector does your organisation primarily operate?
4. What proportion of your workforce is under 21?
5. Are any of your vacancies proving hard to fill? If so, which occupations are they in and how many vacancies do you have?
6. For the occupations named in question 5, what are the main causes of these hard to fill vacancies in your organisation?
7. Which of the following key areas of Peterborough's skills provision for 14-19 YEAR OLDS, do you feel need to be improved the most? (Please tick up to three)
8. Which of the following key areas of the city's skills provision for HIGHER EDUCATION, do you feel need to be improved the most? (Please tick up to three)
9. Which of the following key areas of the city's skills provision in WORKFORCE SKILLS, do you feel need to be improved the most? (Please tick up to three)
10. What are your intentions for the training and development of your staff over the next year?
11. Please indicate how you rate your employees skill levels in your organisation (please select one for each row)
12. Please detail any specific skills which you feel are poor within your organisation
13. Where do you source your training requirements?
14. Do you have basic literacy, numeracy or IT skills gaps in your current workforce?
15. What would prevent you from providing training for your employees?
16. Are you currently participating in apprenticeship training schemes? (If yes, please provide current number of apprentices)
17. Which of the following would encourage your organisation to get more involved in apprenticeships?
18. What is the nature of your work with schools (please tick all that apply)
19. Do you believe the quality of careers advice young people receive is good enough to help them make informed decisions about future career/learning options?
20. Would your organisation be willing to play a greater role in supporting schools?

21. In your organisation, approximately what percentage of jobs require a degree?
22. Which degrees are most relevant to your organisation?
23. Which of the following Higher Education training would be most useful to your organisation?
24. Please list here any language training that your organisation needs, including English for Speakers of Other Languages (ESOL)
25. Do you have a communications strategy?
26. Which of the following social and/or digital media technologies do you use in your business? Please tick all that apply.
27. Currently, how effectively are you using social and/or digital media technologies for your business in the following areas?
28. Peterborough has a Skills Vision to enhance our local workforce. If your business hasn't already signed up, would you like more information on this innovative, free programme?
29. From the list below, please select any area of skills development where you require further information.
30. Please provide your contact details (name, email and telephone) for a chance to win a Kindle. Terms and Conditions can be found on www.opportunitypeterborough.co.uk. Also, we'll get in touch if you've indicated anywhere in this survey that you'd like more information or would like to be contacted about skills development in Peterborough.
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If you would like any more information or have any questions about the Skills Survey, Skills Vision, or this report, please contact:

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