



Engineering Construction Industry Training Board

## **2008 Customer Survey Results Report**

March 2009

The results of the latest ECITB Customer Survey are now available. We would like to thank everyone that contributed. Your feedback is valuable in helping us to move forwards.

This report shows the key findings and how the ECITB have responded and continue to respond to the issues raised.

Satisfaction remained strong with our Apprenticeship programmes. Over the last few years, intake of Apprentices has increased by 500% which is substantially supported by the rise in pledges received from employers. This underlines our commitment to providing the industry with the skilled workforce necessary to compete globally, by developing the required workforce now.

## Survey Results

### Responsiveness

We were asked to improve our responsiveness to employer demands. This is an important issue and administratively we will be simplifying access to grants and making payment timelier.

Strategically, we are carrying out a major overhaul of qualifications and training structures that will give more “bite sized” training. This work is linked to government programmes across all sectors, including the Vocational Qualifications Reform Programme (VQRP) that will be delivered in 2010/11.

In 2009, an additional £2 million is being reinvested through the ECITB Regional Discretionary Grant. This will support more learners/employees and give more flexibility in meeting employer training needs across all regions.

### Regional and Customer Focus

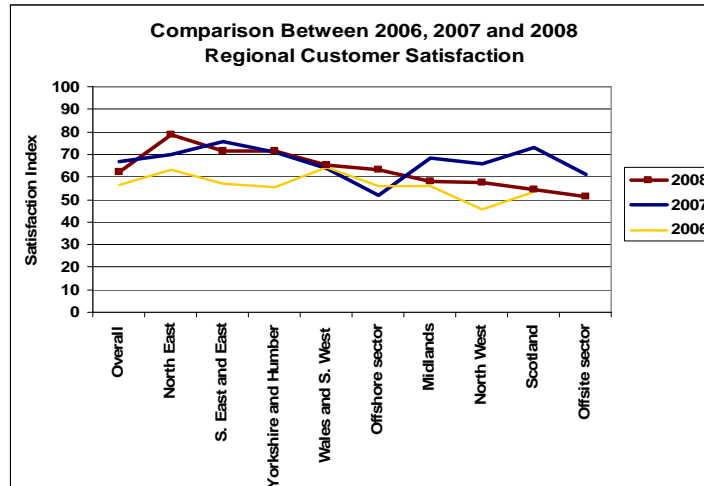
The biggest increase in satisfaction was reported in the North East region which increased by 12% in 2008 to 78.5%. Yorkshire and Humber, Wales and South West and Offshore regions also reported a rise in satisfaction from our employers.

We were disappointed with the outcome of the survey amongst Off-site employers, where the level of satisfaction decreased. This was very much below expectations, particularly as we exceeded the 2008 delivery targets by 69% and have initiated and developed new programmes specifically to meet the regional company needs. To address these findings we are continuously working one on one with employers, through our Regional Forums and working groups and have identified the need to improve communication within the Off-site community.

In larger companies we have seen an increase in satisfaction by 2-3%. This can be attributed, in part, to the ECITB Customer Account Management programme that was implemented in 2008. This is to be extended in 2009 to a wider range of companies regionally to increase satisfaction further. Overall, satisfaction scores in all On-site regions have been sustained.

The Regional Forums continue to facilitate industry discussions and provide essential feedback from our employers and stakeholders. This enables the ECITB to focus on key developments in all areas identified by the industry.

The chart below shows the comparison between results from 2006 through to 2008.



## Product Relevance

The most important factor that caused concern with employers was that they felt the ECITB needed to strengthen the relevance of programmes offered to support the training needs of their company.

This is a priority activity and already a number of new products and services have been launched and more are currently being developed including:

- Project management and project control courses
- CEng and Eng Tech achievement grants
- Work based learning MSc Professional Engineering funding
- MBA course funding
- A review of CAD and related courses

The development of an Estimator training course coupled with a review of the occupational standards is currently underway as well as a Plant Layout course.

## Communications

The results of the survey show that we still need to improve our communications and to make our products and services more accessible.

In order to help employers select the most relevant courses that meet their needs, we have clustered our products and services in the following:

- Management & Professional
- Skills & Technical
- Apprenticeships
- Awards & Qualifications

Active promotion of our Design & Draughting and Project Control Programmes for our Off-site companies is currently being implemented.

All ECITB Programmes are or have been developed through working and consultation groups with representatives from Engineering Construction companies. These have directly developed the introduction and content of the products and services that we offer to the industry.

A simple brief Summary of Services and the full Guide to Training Programmes, Grants and The Training Levy is available on our website [www.ecitb.org.uk](http://www.ecitb.org.uk).

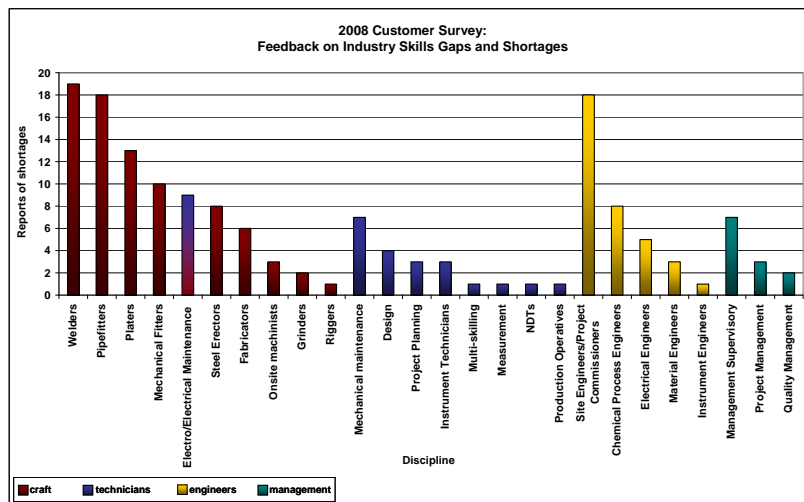
### Course or Programme Accessibility

Although ECITB offers confidence by accrediting a national network of over 200 training providers, the availability of courses, in terms of location and time, is not always possible. Occasionally, we are required to cancel events and we recognise that this may be both costly and inconvenient for the ECITB and our customers.

To address this we have introduced new licensing arrangements to encourage more training providers throughout the regions, and a new process to facilitate companies who wish to bring their accreditation in-house. We have also supported a new grant structure to help streamline the process of making a grant claim and receiving payments, the details of which can be found in the Guide to Training Programmes, Grants and The Training Levy. Both initiatives will take time to embed in 2009 and are expected to apply to all programmes in due course. Throughout 2009 we will work with the industry to create a larger network of training providers and improve the accessibility of all courses and training programmes.

### Industry Wider Concerns

The survey also highlighted where our employers felt the skills shortages were most acute. The chart below shows the results and that welders, pipe fitters, site engineers and commissioning engineers were identified as key priorities.



## Satisfaction Index

The chart below illustrates the scores from the survey; the shaded area indicating the range of scores within which ECITB should aim to progress, year on year. The line marked 'realistic' shows the course of improvement suggested as realistic for ECITB, based on the difficulty of improving each requirement.

The actual Satisfaction Index™ recorded in 2008 and the 2009 target is shown on the target chart below.



## Conclusion

Overall, whilst there have been some areas where satisfaction levels have decreased, in most areas satisfaction has remained constant or increased. The ECITB is continuing to work with the industry, Regional Forums, ECI employers, trade unions and stakeholders to improve satisfaction levels in all our products and services delivered nationally and on a local level.

If you are not already involved in the Regional Forums and wish to be, or if you require any further information, please contact your Regional Account Manager for details (all details can be found on the ECITB website: [www.ecitb.org.uk](http://www.ecitb.org.uk)).



Engineering Construction Industry Training Board

In the course of the next five years, the Engineering Construction Industry Training Board (ECITB) will invest around £100 million in support of training. In 2009 alone, around £20 million will be invested to support more than 9,000 new and 5,000 programme learners.

The ECITB is an expert leadership body, 100% employer led and funded, and focused entirely on improving the project management, engineering, technical, craft and supervisory skills in the Engineering Construction Industry. From apprenticeships for new recruits to courses for unemployed people and management training, we organise and oversee training at every level of career in the industry.

The ECITB sets industry training standards, manages a network of over 220 training providers nationwide and gives grant assistance of up to £10,000 to the employer.

Its four key areas are:

**Management & Professional**

A suite of programmes designed to support key skills development and professional development in supervisory project management towards chartered status for engineers.

**Skills & Technical**

This contains a suite of programmes for existing and new entrant personnel that aims to increase their knowledge and skills in the craft, engineering and project skills areas. Most programmes are modular and lead to a nationally recognised qualification.

**Apprenticeships**

Our training combines college learning with site experience to ensure learners have the right balance of technical skills and practical experience resulting in an appropriately qualified and competent contributing employee.

**Awards & Qualifications**

A suite of employer designed and recognised National and Scottish Vocational Qualifications in engineering construction that are portable across the industry and gives the assurance of competence.

For further information about these programmes or any other information regarding the ECITB, please contact your Regional Account Manager. Details can be found on the ECITB website: [www.ecitb.org.uk](http://www.ecitb.org.uk)