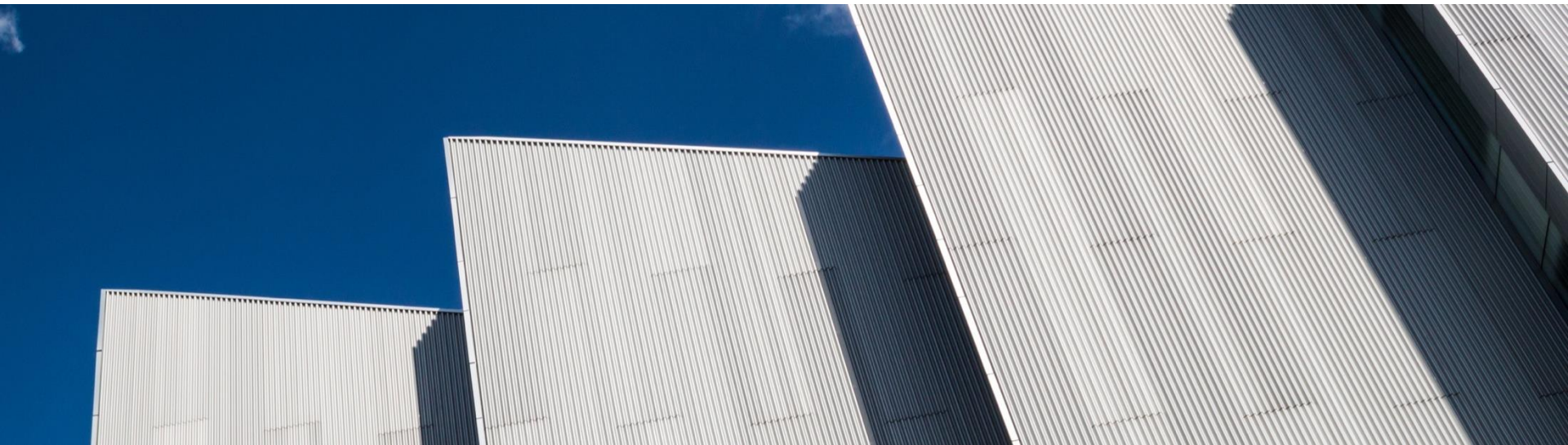


Employer Network Evaluation

26 June 2024



“In the past we’ve done mandatory training and paid for this because we didn’t want to get involved in the bureaucracy that comes with claiming from CITB” – participating employer



The Evaluation Approach



Designed to provide flexibility to the operational teams

- Feedback sessions including reports delivered monthly throughout 2023 and early 2024.

Based on monthly MI data, qualitative interviews and survey data.

- 107 stakeholder interviews.
- 320 survey responses from participating employers.

Provision of indication of success against identified evaluation questions and pilot outcomes

- 4 core evaluation questions each with sub-questions
- 3 secondary questions without sub-questions
- Outcomes include those that reflect the journey of the Employer Networks

“It’s shown a different side of CITB, more accessible and helpful” – participating employer



Key Findings



Improved access to training by simplifying the process.

- Excluding the first quarter of operation, every month exceeded the target of 25% of employers being previously disengaged.
- 86% of employers declared the process of accessing training was simpler than previous experiences of accessing training.
- 78% of employers who accessed the employer networks were small and micro employers.

Perception of value is more important to employers than money back.

- Despite not receiving any 'money' from the CITB no employers referred to this when interviewed.
- Majority of employers referenced benefits such as the saving in time.
- 80% of employers surveyed said Employer Networks have indicated they are more likely to do more training in the future.
- 71% of employers surveyed said this improved their perception of the CITB.
- Smaller employers value being able to speak to someone / having a trusted contact.

So far training priorities remain focused on core training, as expected.

- Many employers articulate their training need through historic training matrices.
- The most popular courses accessed were linked to Health and Safety.
- The most articulated benefit from training attendance identified by employers relates to safety.

“I can’t think of anything that could help it to be any better, it exceeded my expectations to start with so now it’s been great.” – participating employer



Recommendations



- 1 Consistency in the offering and the communication of what is funded.
- 2 Develop consistent relationships with local training providers.
- 3 Development of a technical solution to aid data capture and monitoring.
- 4 Integrate linkages to careers-based support for Employers
- 5 Invest in time to work with Employers to really understand their training needs.

“Employers are benefitting in that they have an easier process for accessing training, funding is simpler, more types of training can be accessed, and they are signposted to appropriate training providers.” – participating training provider



Key Statistics



Over 15,000 learners supported

Over 300 previously disengaged employers supported

97% Employers have stated they had at least a positive experience of the Employer Networks²

86% Employers stated the process of accessing training was simpler than previous experiences of accessing training⁴

Over 1,000 distinct employers supported (c. 77% of which are Small or Micro employers)

71% Employers have stated their view on the CITB has improved¹

80% of Employers stated that yes, they are likely to do more training in the future³

Statistics taken from the duration of the pilot period July 2022 to April 2024

¹ Question asked: 'Having utilised the Employer Network, has your impression on the CITB changed?'

² Question asked: 'How would you rate your overall experience of the Employer Network?'

³ Question asked: 'Having utilised the Employer Network, has this changed your perception of training?'

⁴ Question asked: 'Was the process of accessing the training simpler than previous experiences of accessing training?'

“Just having the network I found so much simpler as you just email them to what you need and they fit it for you. They [CITB] look more organised now – it’s simpler. So, in fact before it used to cost you in terms of time and bureaucracy whereas now it’s actually saving some time. Why wasn’t this thought of earlier” – participating employer



