



# 2003 Generic Skills Survey

## Results for Anglesey

## Future Skills Wales 2003 Generic Skills Survey

### Results for Anglesey

The Future Skills Wales 2003 Generic Skills Survey looks at the skill needs of employers in Wales and the skills offered by the people living in Wales as well as the demands for learning and training amongst employers and people in Wales. It comprises of an Employer's Survey and a Household Survey. Both surveys focus on generic skills, which are skills that are transferable across occupational groups.

**The Employer Survey:** 6,020 establishments with a minimum of two employees were interviewed between February and April 2003. The sample was drawn from the Yellow Pages Business Database and stratified by the unitary authority (UA) and within each authority by employee size and industry. This data has been weighted by the UA level, the number of employees and SIC using 2001 Annual Business Inquiry data.

**The Household Survey:** 6,025 households were interviewed face-to-face, across Wales, between February and July 2003. The interviews were constructed in such a way as to be representative of the total Welsh population using ONS (Office for National Statistics) 1996 mid-year estimates for gender and age of the population at UA (Unitary Authority) level.

### Survey Totals for Anglesey

	Number of respondents (before weighting)
The Employer Survey	200
The Household Survey	209

## KEY FACTS

- Employers in Anglesey rated understanding customer needs and communication skills as the generic skills most in demand at a high or advanced level.
- 62% of employers who recruit school or college leavers reported a significant gap between the skills possessed by a leaver and those expected by the employer. Of these 49% found communication skills to be lacking.
- 32% of people who were not working would like to be in either full time or part time paid work.

## Demographics

### Employer Survey:

- The majority of employers interviewed (67%) were based entirely on a single site, compared with 62% throughout Wales. 30% were one of multiple sites and just 3% being the head office of a multi-site employer (compared with 5% nationally).
- 46% of employers in Anglesey had fewer than 5 employees, compared with 40% nationally.

### Household Survey:

- 26% reported having a health problem or long-term disability.
- 39% of respondents were educated to NVQ 3 equivalent or higher, compared with 42% nationally. 23% had no qualifications at all, compared with 21% nationally.
- The number of Welsh language speakers was high, with 41% stating that they spoke fluent Welsh, and 89% having at least some ability. 35% stated that Welsh was their first language at home.

# Anglesey

## *Employer Survey*

### **FUTURE SKILLS**

- Employers were asked about which generic skills were required at the time of the survey (on a scale of 1=not required to 5=advanced), and what they felt the requirement would be for the same skills in the future (3 years from the time of the survey).
- Employers believed that for each of the individual skills in the survey, there would be a higher level required in the future. The most significant increase was for Information Technology Skills, with 23% saying advanced IT skills will be required in the future, compared with just 8% at the time of the survey.
- The six skills with the greatest requirement at the time of the survey (in terms of percentage of employers requiring them at high or advanced level) were :
  - 1) Understanding customer needs (85%)
  - 2) Communication skills (80%)
  - 3) Showing initiative (72%)
  - 4) Adaptability/flexibility (70%)
  - 5) Team working skills (70%)
  - 6) Ability to follow instructions (68%).
- The skills employers expect to be needed most at high or advanced level in the future were identical:
  - 1) Understanding customer needs (88%)
  - 2) Communication skills (82%)
  - 3) Showing initiative (79%)
  - 4) Adaptability/flexibility (75%)
  - 5) Team working skills (73%)
  - 6) Ability to follow instructions (73%).

## **SKILL GAPS**

- 19% of employers surveyed reported that a significant skills gap existed amongst their employees, that is, between the type of skills possessed at the time of the survey and those required to meet their business objectives.

### **Employers' attitudes towards skills:**

- 57% of employers surveyed strongly agreed that their employees have sufficient skills to meet business needs, whilst 29% tended to agree
- 41% strongly agreed that investment in skills has brought business benefits with 30% tending to agree
- 82% of employers strongly agreed that having a skilled workforce is crucial to the success of their business, whilst 13% tended to agree with this statement.

### **Investment in skills- areas of benefit:**

Of those employers who believed that investment in skills had brought benefits to their business:

- 33% reported competing on customer service as a benefit
- 29% found that investment in skills had increased productivity
- 18% saw competing on quality as a benefit
- 12% reported increased profits as a result of the investment, and 10% felt it had accelerated business growth
- 10% reported that staff morale had improved as a result of the investment; and
- 9% reported introducing new products or processes.

## **SKILL SHORTAGES**

### **Hard-to-fill vacancies (HTFV):**

- 24% of employers surveyed reported having one or more vacancies
- Of these employers, 51% reported that some or all of these vacancies were hard-to-fill
- The net effect of this is that 12% of all employers surveyed reported currently having HTFV.

## **SCHOOL LEAVERS, COLLEGE LEAVERS AND GRADUATE RECRUITS**

### **Recruitment of school leavers, college leavers and graduates:**

- 38% of employers surveyed stated they recruited school leavers
- 33% recruited college leavers
- 26% recruited graduates
- 46% recruited none of the above.

### **Skills lacking in school and college leavers:**

- 62% of employers who recruit school or college leavers reported a significant gap between the skills the leavers have and those that are expected of them when first recruited.

Of those reporting a gap:

- 49% reported a lack of communication skills
- 23% reported a lack of literacy skills
- 21% reported a lack of ability to show initiative
- 18% reported a lack of numeracy skills and
- 17% reported a lack of skills in understanding customer needs.

### **Skills lacking in graduates:**

- 21% of employers who recruit graduates reported a significant gap between the skills the graduates have and those that are expected of them when first recruited.

## **TRAINING**

Employers were asked about off-the-job training, that is training that takes place away from the immediate work position:

- 49% of all employers had arranged off-the-job training for their employees over the previous 12 months when surveyed
- 81% of employers who had arranged training said that they had had no problems in finding an appropriate training provider.

Employers who had arranged training did so for the following type of occupations:

- 42% for managers and senior officials
- 33% for professional occupations
- 29% for skilled trade occupations
- 22% for administrative and secretarial occupations
- 13% for associate professionals and technical occupations.

**Barriers to training provision:**

- 24% of employers questioned stated that there were no barriers to the amount of training they provided.

Of those reporting barriers, three factors dominated as being the most important barriers to training provision:

- 26% of employers couldn't afford for staff to have time off for training
- 23% found the cost of training in local area to be prohibitive and
- 19% reported that training was not available locally.

## Household Survey

### EMPLOYMENT STATUS OF RESPONDENTS:

Employment/training: Status of respondent	Percent
Full-time work (31 hours or more a week)	43%
Part-time work (less than 31 hours a week)	21%
At home/not seeking work	11%
Long-term sick or disabled	10%
Registered unemployed/signing on for JSA	8%
Full-time education	6%
Retired	3%
Not registered unemployed but seeking work	2%

- 32% of people who were not working would like to be in full or part time paid work of some sort.
- 44% of respondents who were not in full time or part time paid work said it was because health or disability prevented them. 16% of those not in work said that they had responsibility for household members other than children and 10% said they didn't want a job.
- Of those not employed, 14% were in some form of work 1 year ago, and 19% 2 years ago:

Activity status of respondents compared over time	2 years ago	1 year ago
Long-term sick or disabled	25%	27%
At home/not seeking work	26%	26%
Full-time education	15%	13%
Registered unemployed/signing on for JSA	10%	12%
Full-time work (31 hours or more a week)	12%	9%
Retired	7%	7%
Part-time work (less than 31 hours a week)	7%	5%
Not registered unemployed but seeking work	1%	1%

- 26% of all respondents reported a health problem or disability that they expected to last for more than a year. Of these, 72% said it affected the kind of paid work they might be able to do, and 72% said it affected the amount of paid work they are able to do.
- 19% of respondents reported that they were involved with a local organisation on a voluntary basis.

### **Sources of careers advice:**

- 37% of individuals interviewed said they had sought careers advice in the 2 years leading up to the survey.

- 

Respondents who had sought careers advice had used a variety of sources:

- 18% used JobCentre/JobCentre Plus
- 12% relied on family, friends and colleagues for advice whilst 9% used web-sites to seek careers advice
- 7% had sought advice from school/college careers advice and/or teacher/lecturers
- 4% used Careers (Wales) advisers
- 4% stated that they had used New Deal advisers and
- 3% used their line managers and/or their personnel departments.

### **SUPPLY OF SKILLS**

- Respondents (both working and not working) were asked what level of generic skills they already had, and what level of skills they felt were required for their current job (those working), or for the job they want (those not working) on a scale of not required to advanced.
- Those in work reported that their skill levels were sufficient for, and in most cases well above, their employer's need for all skills at basic, intermediate and high level. There were some perceived gaps at advanced level, particularly in understanding customer needs (34% reported requiring this skill, 27% reported possessing this skill), and communication skills (33% reported required this skill, 29% reported possessing this skill).
- The six skills with the highest percentage of respondents in work rating themselves as possessing high or advanced levels were:
  - 1) Communication skills (81%)
  - 2) Understanding customer needs (78%)
  - 3) Adaptability and flexibility (77%)
  - 4) Team working skills (72%)
  - 5) Ability to follow instructions (71%)
  - 6) Showing initiative (69%).

### **Types of training individuals would like to be involved in:**

- 68% of all respondents would like to be involved in training.

Of all individuals interviewed:

- 36% of individuals would like to participate in taught courses that lead to qualifications
- 34% felt that they would like to be involved in taught courses designed to help them develop the skills that they might use in a job
- 24% would like to receive supervised training whilst doing their job
- 21% stated that they would like time to keep up to date with developments in the area that they work in
- 18% would like to be involved in achieving credits or a step towards qualifications
- 17% want to be involved in any other taught course, instruction or tuition
- 15% would participate in any other non-taught course or training
- 12% would like to study for qualifications without participating in a taught course
- 31% would not like to be involved in any of these options.

### **Types of training or learning actually carried out in the past 12 months:**

- 54% of all respondents had undertaken training in the 12 months leading up to the survey.

All individuals were asked about any training they had been involved in, in the 12 months leading up to the survey:

- 30% of respondents had been on taught courses designed to help you develop skills that you might use in a job
- 30% had been on taught courses that were meant to lead to qualifications
- 22% had spent time keeping up to date with developments in the type of work you do, e.g. reading books, manuals or attending seminars
- 18% had been on any other taught course, instruction or tuition and
- 18% had received supervised training while you were actually doing a job.

Of those who had done any of the above, the most common outcomes of the training or learning were:

- 52% reported an increase in confidence in their own abilities
- 51% said they were able to do their jobs better
- 39% learnt new skills for the job they were doing
- 23% got more satisfaction out of the job they were doing
- 13% developed personal interests unrelated to work

### **Barriers to learning or studying new things in the coming year:**

- 50% of all individuals interviewed stated that they experienced barriers to learning or studying new things.

Of all individuals interviewed:

- 16% specified that family and child care commitments were too great, whilst 14% of individuals felt that they will not have enough time to learn or study in the coming year
- 6% said that learning or studying was too expensive
- 4% said that work pressures and their hours of work prevented them from learning or studying
- 2% said it was too far for them to travel and 2% said that a lack of transport prohibited them in learning or studying.

### **Preferred learning styles:**

All respondents were asked to comment on their preferred learning styles:

- 39% preferred to learn by doing practical things
- 34% preferred to learn in a group being instructed by a teacher or tutor
- 31% preferred to learn alone or by self-study

### **Preferred learning methods:**

All respondents were asked to comment on their preferred methods of learning:

- 60% prefer to use books or written materials for learning something new
- 43% reported lectures as a preferred learning method
- 26% reported TV programmes as a preferred learning method
- 26% reported videos as a preferred learning method
- 26% reported the Internet as a preferred learning method

