



Department  
for Education

# Apprenticeships Evaluation 2018-19: Employers

Technical Report

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IFF Research



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## Introduction

This technical report details how the survey of employers was sampled, conducted, weighted and analysed, and how this compares to the previous surveys conducted in 2014, 2015 and 2017. Table A1.1 shows the timing of all previous surveys in the series.

**Table A1.1: Apprenticeship evaluation: employer surveys conducted**

<b>Year</b>	<b>Published</b>	<b>Fieldwork period</b>	<b>Sample window</b> (employer had apprentices completing their apprenticeship in the period...)	<b>Carried out by</b>
2011	<a href="#">May 2012</a>	Nov – Dec 2011	Aug 2010 – Mar 2011	IFF & IER
2012-13	<a href="#">Aug 2013</a>	Dec 2012 – Feb 2013	Aug 2011 – Mar 2012	Ipsos MORI
2013-14	<a href="#">Dec 2014</a>	Jan – Mar 2014	Aug 2012 – Mar 2013	Ipsos MORI
2015	<a href="#">Oct 2016</a>	Oct 2015 – Jan 2016	Mar 2014 – Oct 2014	IFF & IER
2017	<a href="#">Nov 2017</a>	Feb – Mar 2017	Jun 2015 – Jan 2016	IFF
2018-19	Mar 2020	Dec – Mar 2019	Jan 2017 – Sep 2017	IFF

## Target population

The 2018-19 survey comprised 4,000 telephone interviews conducted between December 2018 and March 2019, and was conducted with employers that had apprentices complete their training between January and September 2017. This timing gave a gap between apprentice completion and fieldwork of 15 to 27 months, allowing time to assess the subsequent impact of the apprentice on the employer.

The survey targeted people in charge of training and development for a specific establishment (i.e. workplace); this could be an employee at the site or off-site, as long as they had charge of training and development for the particular location selected in the sample<sup>1</sup>. In line with other employer surveys<sup>2</sup> related to skills and training, there are three key benefits to conducting the survey at a site specific level:

- respondents are likely to give a more accurate and granular account of a particular apprenticeship framework or standard and its impacts; generalising for a whole multi-site organisation is more difficult;

<sup>1</sup> The questions refer specifically to that particular site, not the organisation as a whole.

<sup>2</sup> Such as the [Employer Skills Survey](#).

- it allows for findings to be disaggregated at a geographical level (which would not be possible if head offices were asked to respond on behalf of a whole multi-region organisation);
- previous surveys have suggested that decisions regarding the recruitment of apprentices are likely to be taken at site level, rather than at head office.

In any case, as discussed in the sampling section below, the design of the key sample source for the research would make a survey at an enterprise level impractical.

The person spoken to was required to be an employee of the organisation. For employers with apprentices employed at multiple sites across the organisation between January and September 2017, more than one branch of the organisation could have been interviewed.

## Sampling

Employers with apprentices completing their training between January and September 2017 were identified as follows. First, apprentices completing between those dates were identified from an anonymised extract of the Individualised Learner Record (ILR), supplied by the Education and Skills Funding Agency (ESFA). The ILR records all apprenticeships which take place in England, including details of the site at which the learning takes place. It does not connect sites owned by the same enterprise or parent organisation, thus requiring the base of the survey to be employer sites.

Company names and contact details were then matched on from the Employer Data Service (EDS)<sup>3</sup> for a sample of employers - this dataset is based on details submitted by employers (via training providers) when enrolling apprentices. Based on previous experience of employer response rates for the apprenticeship survey, an initial sample of 27,714 eligible employers was drawn, and sent to ESFA for matching. A match rate of 83% on phone number was achieved, providing 23,139 records. Given the target of 4,000 interviews this represents a ratio of matched sample to target completed interviews of 6.3:1.

To ensure more statistically robust results could be reported at the analysis stage for each subject area of apprenticeship, the survey oversampled employers that provided less widely used subject areas (such as Arts and Media). Oversampling was also needed to ensure analysis was possible by apprenticeship level, and for employers with larger apprenticeship programmes. The sample was therefore stratified, using a grid of level within main subject area, as shown in Table A1.2. This was constructed via a multi-stage process set out below:

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<sup>3</sup> The Employer Data Service is a web service on which Skills Funding Agency providers can find employers and their Employer Reference Numbers (ERNs). These ERNs can be entered in the Employer Identifier field on the Individualised Learning Record (ILR)

- 1) Employers were categorised according to their main subject area and main level of apprenticeship, calculated on the basis of the cell on Table A1.2 with the largest number of apprentices completing in the survey window. In the event that an employer had an equal number of apprentices in two or more subject areas by level cells, the least common subject area or level in the population was selected.
- 2) In the case of employers with 10 or more apprentice completers in the sampling window, a census approach was taken i.e. all 1,750 employers listed on the ILR in this category were selected for telephone matching. Interviewing targets for this group were set in line with the available sample, at a ratio of approximately 7 pieces of sample to be sent for matching for each interview. This ratio was based on results of interviewing in previous years among this specific group; this resulted in a target of 252 interviews being set for this group.
- 3) To ensure sufficient interviews to provide separate results for all key sub-groups, a minimum target was then set for each cell in the level by subject area grid shown in Table A1.2. The approach was designed to achieve at least 100 interviews for each of Level 2 and Level 3 within each subject area, and 50 interviews for Level 4 within each subject area. Where insufficient sample was available to achieve this at a ratio of 7 pieces of sample per interview, an interviewing target was set for each cell in line with the sample available. In 14 priority cells with shortages of sample, targets were set at a ratio of one interview per 3.5 records sent for matching (or 3 per record with valid details supplied). This was deemed to be the limit of what could reasonably be achieved by exhausting the sample.
- 4) The remainder of the 4,000 interviews were distributed among cells throughout the sample distribution in line with the employer population distribution (shown in Table A1.5), subject to available sample. Sample was drawn to achieve these interviews at a ratio of 7 pieces of sample for each interview. Those employers with 6 to 9 apprentices were also oversampled relative to their proportion in the employer population by giving them an increased chance of selection in this process (1,624 were drawn of 2,494 employers in the ILR, or 65%), with an aim of achieving 300 interviews with this group for analysis purposes.
- 5) In total, 27,198 ILR records were selected to send to ESFA for matching of employer contact details from the Employer Data Service. There was also a separate survey of degree apprentice employers carried out in parallel with the main employer survey (see the report for this survey for full details). For this, 2,525 employers with degree apprentices were selected for matching, representing a census of all employers on the ILR with **current** degree apprentices. Due to the relative shortage of sample of this type, the degree employer survey was given priority in the use of this sample. However, in practice, not all of this sample was needed for the degree employer survey, and 516 surplus records were therefore made available for use in the main employer survey. Including these, the total employer survey sample sent to ESFA for matching for the purposes of the employer survey was 27,714.

- 6) ESFA matching achieved an 83% match rate with the Employer Data Service, in line with 84% for the 2017 survey, but below the 91% achieved at the 2015 survey. In total, 23,139 records were received.
- 7) The sample was then cleaned to remove records with invalid or duplicate phone numbers. This resulted in a further small reduction in the available sample, to 22,635 records, a ratio of 5.7 records for each interview.

Tables A1.2 and A1.3 show the resulting distribution of contactable sample:

**Table A1.2: Starting sample profile and interviewing targets, by level and subject area**

Subject area		Level classification				Targets Total
		Starting sample				
		Level 2	Level 3	Level 4+	Total	
Agriculture		737	592	8	1,337	219
Arts and Media		58	210	5	273	100
Business		2,342	1,802	475	4,619	771
Construction		1,937	611	42	1,690	301
Education		571	714	8	1,293	204
Engineering		1,547	1,518	84	3,149	535
Health		1,682	1,961	516	4,159	707
ICT		356	732	212	1,300	325
Leisure		636	656	2	1,294	219
Retail		2,104	1,263	80	3,447	590
Science		5	62	7	74	29
Total	Starting sample	11,075	10,121	1,439	22,635	
	Targets	1,921	1,748	331		4,000

**Table A1.3: Starting sample profile and interviewing targets, by size of apprenticeship scheme**

Size of apprenticeship scheme	Starting sample	Targets
1 apprentice	14,211	<b>2,468</b>
2 apprentices	3,548	<b>580</b>
3 to 5 apprentices	2,282	<b>400</b>
6 to 9 apprentices	1,279	<b>300</b>
10+ apprentices	1,315	<b>252</b>
<b>Total</b>	<b>22,635</b>	<b>4,000</b>

## Questionnaire

The 2018-19 questionnaire largely followed that used in 2017. However, there were some changes. These were mostly new questions, so comparability was maintained in as many parts of the survey as possible.

The survey covered the following subject areas, as in 2017:

- Establishment / Organisation Details
- Involvement with Apprenticeships
- Apprentice Retention
- Progression to Apprenticeships above Level 3
- Perceptions of, and Satisfaction with Apprenticeships
- Employer Benefits
- Apprenticeships vs. other Work Based Learning and Alternatives; Traineeships and Apprenticeship Standards
- Future Plans and Intentions, including the Impact of the Levy

The structure of the survey allowed for referral to another site operated by the employer, but provided regular prompts in these cases to focus the discussion on apprenticeships at the site listed on the sample.

However, there were some changes from 2017; notably:

- Questions regarding progression to Apprenticeships above Level 3 were amended to take account of Degree and Level 6+ Non-Degree Apprenticeships.

- The question regarding specific changes employers would like to see to apprenticeships (F4) was moved to a coded format based on 2017 responses, with an open 'other specify' option.
- The question regarding employers' reasoning for using apprenticeships rather than other forms of training (G1) was moved from a read-out question to a do not read out open question.
- Questions on the impact of apprenticeship funding reform (H18 to H24) were rewritten to address the situation after the introduction of the levy.

The questionnaire was tested through 15 pilot interviews, taking place from 5<sup>th</sup> to 7<sup>th</sup> December 2018. Some minor amends were made to the script as a consequence, mainly to question wording, and deletions for length. In particular, questions regarding fees paid for apprenticeships were removed from Section H due to a lack of employer knowledge regarding the detail of fee payments, in particular their relationship to subsidies and any other costs related to the apprenticeship.

In general, 2018-19 findings remain comparable with 2017 despite these survey changes, except where specified otherwise in the report. Clearly where new questions were introduced, or wording of questions was changed (as described above) like-for-like comparisons are not possible.

## Fieldwork

Fieldwork took place from 12<sup>th</sup> December 2018 to 12<sup>th</sup> March 2019, with a break in interviewing between Christmas and New Year, when many businesses are closed. Interviews lasted 25 minutes on average, of which an average of 2 minutes was accounted for by the screening process.

Response rate was calculated as the number of achieved interviews as a proportion of 'total complete contacts', where a final outcome was reached with the establishment (this means those respondents who completed the interview, refused to take part or quit during the interview). The survey achieved an overall response rate by this measure of 42%.

Table A1.4 breaks down the sample outcomes and response rate for the survey.



**Table A1.4: Sample outcomes and response rate**

Sample outcome	Quantity of sample			
	Number of contacts	% of sample used	% of sample with valid phone number	% of complete contacts
Records sent to ESFA for matching	27,714			
Total starting sample (records received with phone number)	23,139			
Phone number invalid or duplicate (prior to fieldwork)	504			
<b>Eligible for interview at start of fieldwork</b>	<b>22,635</b>	<b>100%</b>		
Unobtainable / invalid numbers, or company closed	3,197	14%		
<b>Sample with valid phone number</b>	<b>19,438</b>	<b>86%</b>	<b>100%</b>	
Withdrawn sample (maximum number of tries)	1,030	5%	5%	
Live sample at the end of the fieldwork period	8,221	36%	42%	
Out of quota	650	3%	3%	
<b>Total complete contacts</b>	<b>9,537</b>	<b>42%</b>	<b>49%</b>	<b>100%</b>
Achieved interviews	4,000	18%	21%	42%
Refused / Not available during fieldwork	3,142	14%	16%	33%
Dealt with at Head Office or another site, and unwilling to transfer	1,724	8%	9%	18%
Ineligible (no recollection of anyone completing training between January and September 2017)	418	2%	2%	4%
Quits during interview	253	1%	1%	3%

## Weighting

Because the fieldwork intentionally over and under sampled specific groups of employers, as outlined above, weighting was required to ensure the results correctly represented the population of employers with completers from June to September 2017. The dataset was therefore weighted to the profile of employers with apprentices shown on the ILR. As in 2017, this was done using an interlocking subject area by level basis, overlaid with a rim weight based on the number of apprentices completing in the survey window.

The data was also grossed up to allow the production of figures reflecting the total number of employers with apprentices in the survey window in England (92,002, determined from the ILR). This resulted in the final weighted profile shown in the right-hand column of Table A1.5.

**Table A1.5: Sample profile, interviews achieved, and population profile used for weighting**

Base	Usable sample drawn		Achieved interviews		Population profile for weighting	
	Number	%	Number	%	Number	%
<b>Main Subject Area</b>						
Agriculture	1,337	6%	231	6%	2,470	3%
Arts and Media	273	1%	75	2%	349	*%
Business	4,619	20%	776	19%	23,783	26%
Construction	1,690	7%	291	7%	5,400	6%
Education	1,293	6%	232	6%	2,039	2%
Engineering	3,149	14%	541	14%	14,514	16%
Health	4,159	18%	801	20%	21,145	23%
ICT	1,300	6%	260	7%	2,648	3%
Leisure	1,294	6%	212	5%	2,453	3%
Retail	3,447	15%	560	14%	17,099	19%
Science	74	*%	21	1%	99	*%
<b>Main Level</b>						
Level 2	11,075	49%	1,907	48%	48,170	52%
Level 3	10,121	45%	1,788	45%	39,514	43%
Level 4+	1,439	6%	305	8%	4,318	5%
<b>Number of apprentices in survey window</b>						
1 apprentice	14,211	63%	2,454	61%	62,791	68%
2 apprentices	3,548	16%	624	16%	14,813	16%
3 to 5 apprentices	2,282	10%	417	10%	10,154	11%
6 to 9 apprentices	1,279	6%	256	6%	2,494	3%
10 or more apprentices	1,315	6%	249	6%	1,750	2%
<b>Total</b>	<b>22,635</b>	<b>100%</b>	<b>4,000</b>	<b>100%</b>	<b>92,002</b>	<b>100%</b>

## Explaining variation between sub-groups in this report

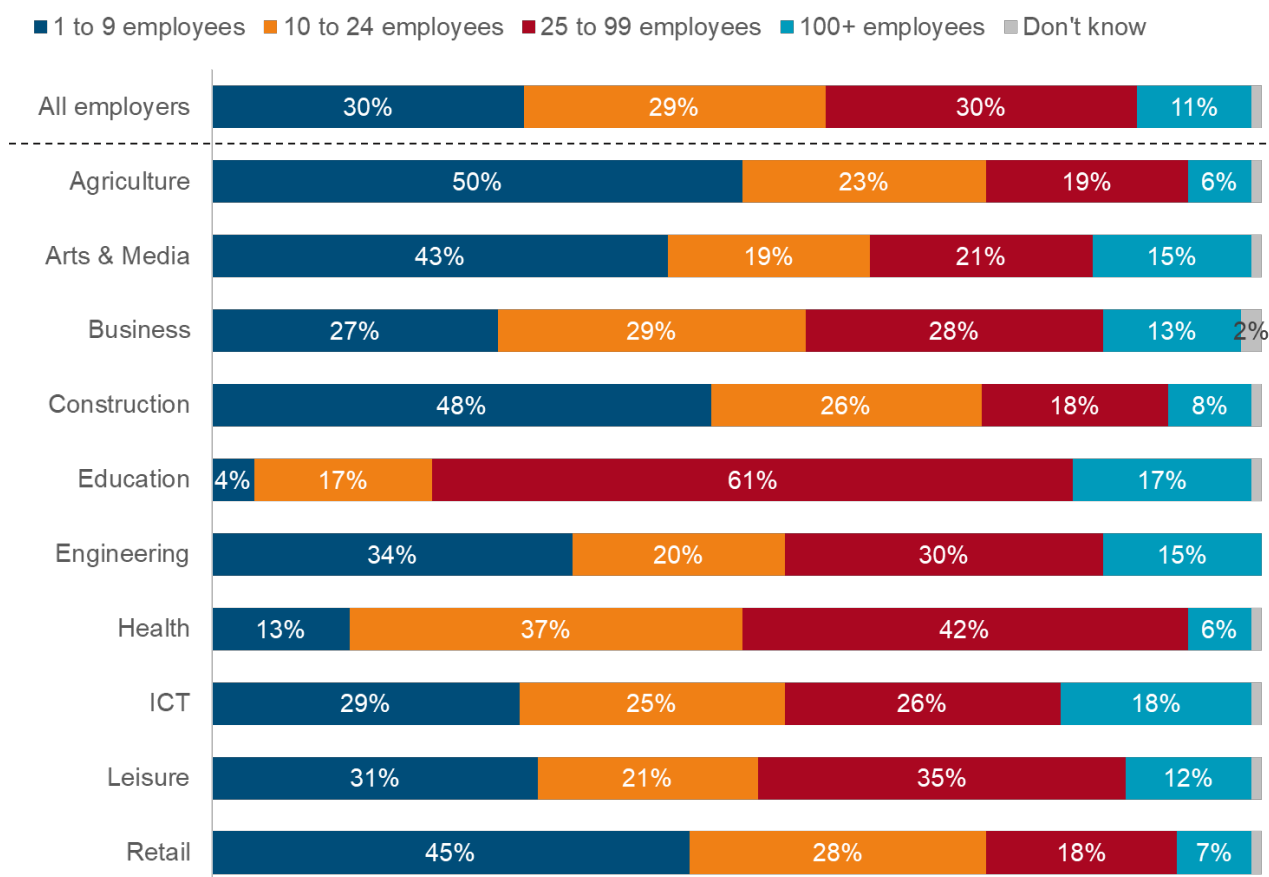
It is important to note that where differences are discussed between sub-groups in reporting for this project, it is always possible that these variations could be explained (in part or in full) by differences in the composition of those sub-groups. For example, if a result from the survey is different for those employers who said that their main subject area of apprenticeship was Education, it is important to bear in mind that Education employers also tend to have much larger numbers of employees than average, as shown in Figure A1.1. It could not therefore be excluded, without further analysis, that this issue might be specific to the number of staff at the site, rather than the subject area of the apprenticeships.

These should be taken into account when interpreting results.

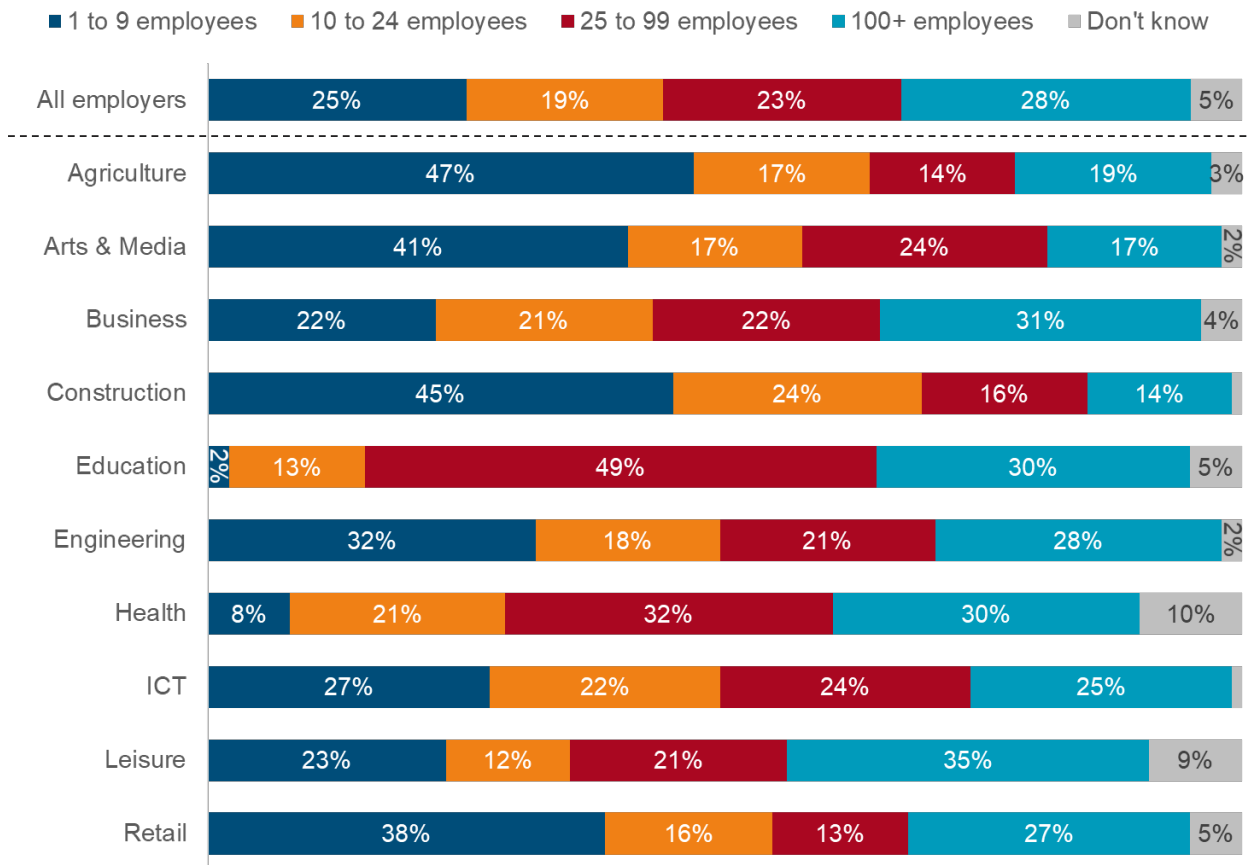
To take into account *all* relevant factors extending beyond company size to sector of operation and apprenticeship scheme size, would require more advanced statistical analysis.

To assist in interpretation, we present some key relationships between different variables used for analysis in this report in the charts below. Levels of apprenticeship provided by main subject area is shown in Figure 3.3 in the main report, and so is not replicated here.

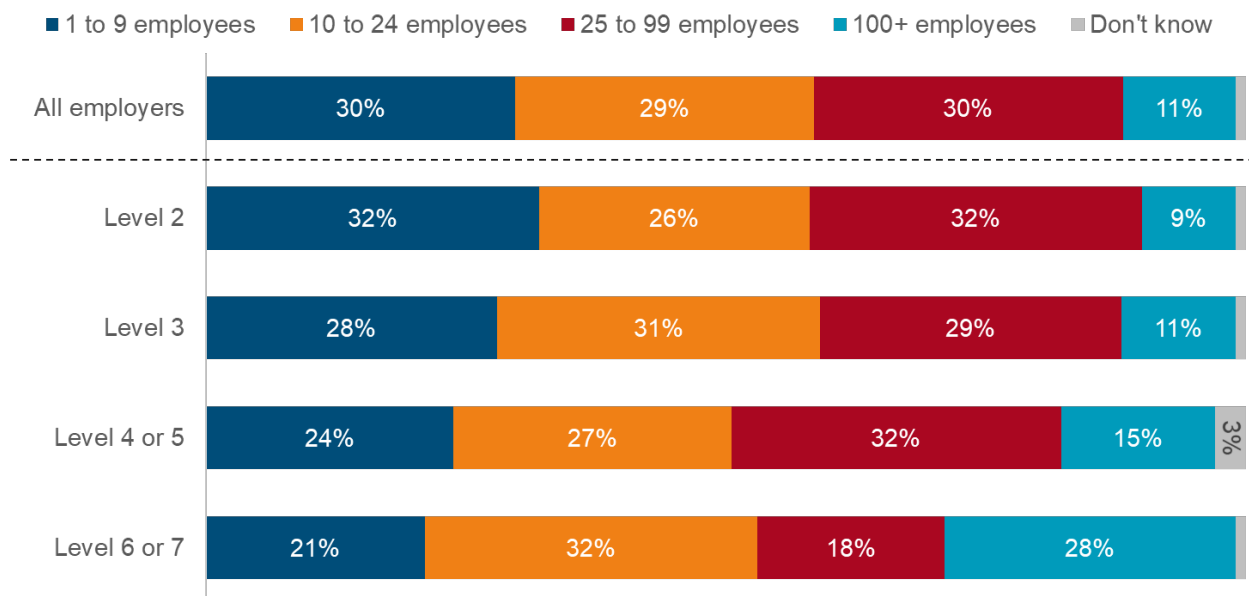
**Figure A1.1 Profile of employers: Site size by main subject area**



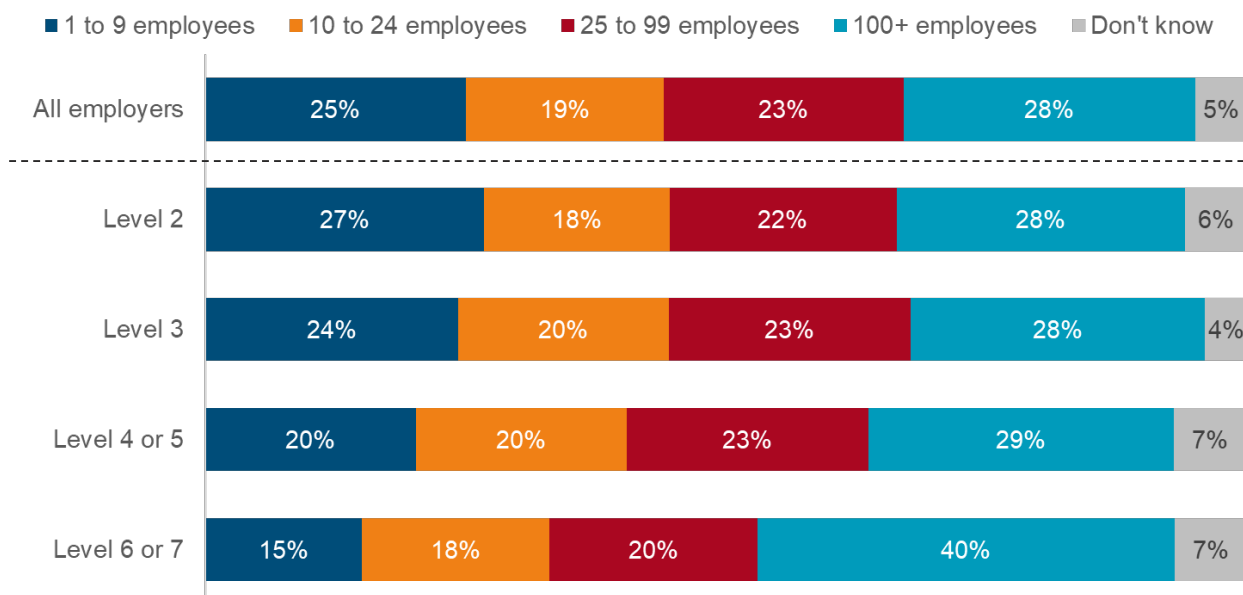
**Figure A1.2 Profile of employers: Organisation size by main subject area**



**Figure A1.3 Profile of employers: Site size by main level provided in survey window**



**Figure A1.4 Profile of employers: Main levels provided in survey window by organisation size**



## Significance Testing

Since the employer data used in this report is derived from a sample survey, it is therefore subject to sampling error. These error margins associated with figures in the report are shown in Table A1.6 for the overall sample (based on 4,000 interviews) and for two hypothetical sub-groups (based on sample sizes of 750 and 100). The applicable error margin varies for each figure given depending on the survey result and sample size, as shown.

To give a worked example, if the survey suggests that 50% of all employers hold a certain opinion, the 95% confidence interval is  $\pm 1.5\%$  per cent (so ranging from 48.5% to 51.5%). If we repeated the survey with fresh sample many times, and each time recalculated confidence intervals, 95% of the time those intervals would contain the actual proportion of employers that hold that opinion.

Throughout the report, differences between sub-groups and between 2017 and 2018-19 survey results have only been commented on in the text if the differences are statistically significant.

**Table A1.6: Significance testing: error margins**

Figure used in report	95% confidence interval		
	All employers (sample size: 4,000)	Large sub-group (sample size: 750)	Small sub-group (sample size: 100)
5%	± 0.7%	± 1.6%	± 4.3%
10%	± 0.9%	± 2.1%	± 5.9%
20%	± 1.2%	± 2.9%	± 7.8%
30%	± 1.4%	± 3.3%	± 9.0%
40%	± 1.5%	± 3.5%	± 9.6%
50%	± 1.5%	± 3.6%	± 9.8%
60%	± 1.5%	± 3.5%	± 9.6%
70%	± 1.4%	± 3.3%	± 9.0%
80%	± 1.2%	± 2.9%	± 7.8%
90%	± 0.9%	± 2.1%	± 5.9%
95%	± 0.7%	± 1.6%	± 4.3%

## Differences in methodology from previous surveys

### Changes from 2017 to 2018-19

The research method for the 2018-19 evaluation largely mirrored that used in 2017. However, one important change was that due to employers' increasing usage of Level 6 and Level 7 (both Degree, and Non-Degree) apprenticeships, the level classification has been revised to be based on the level most used by the employer in the sample window (Level 2, 3 or 4+), rather than the previous classification inherited from earlier surveys, which is shown in the table A1.7. This classification has been calculated for the 2018-19 dataset to assess the impact on comparability. It shows that despite moving to using a different level classification for sampling and weighting, there has been little change in the distribution of either sample or the design of the weighted dataset relative to the old level classification. This suggests that there will have been very little if any effect on comparability caused by this change.

**Table A1.7: 2017-style apprentice scheme level classification, comparability with 2018-19**

	2017 data		2018-19 data	
	Unweighted number	Weighted %	Unweighted number	Weighted %
Level 2 but not Level 3	2,011	52%	1,651	48%
Level 3 but not Level 2	1,313	34%	1,445	35%
Both Level 2 and Level 3	614	13%	718	14%
Neither Level 2 nor Level 3, but some Level 4+	66	1%	186	3%
Total	4,004	100%	4,000	100%

### Changes from 2015 to 2017

The method for the 2017 evaluation also slightly differed from that used in 2015, with no substantive effect on comparability:

- Due to the introduction of Science and Mathematics apprenticeships, this framework was included in classifications for the first time, and sampled and weighted separately. These were introduced in 2011, but are quite long apprenticeships and have taken time to build up numbers of apprenticeship completers.
- Apprenticeship Standards were introduced in August 2014; these did not affect the employer sampling process in 2017 since no apprentices on these standards had reached the point of completing their apprenticeship during the sample window (June 2015 to January 2016). However, questionnaire and report terminology was changed to accommodate these, moving from referring to 'broad frameworks' to 'subject areas'.
- Employers with Higher and Degree apprenticeships only (at Level 4 or higher) were included in the 2017 research, unlike in previous years. These employers comprised a small proportion of employers with apprentice completers (2% of achieved interviews and just 1% of the weighted dataset).
- The screening process was reviewed and slightly improved relative to 2015, with employers given more background information about the apprenticeship during the screening process, and additional attention being given to ensuring the contact details supplied to us were for the correct site within a large organisation.

### Changes from 2014 to 2015

The sampling process in 2015 onwards differed from the 2014 evaluation in a number of ways, none of which affected the comparability of data at an overall level:



- Due to the changes in the subject areas of apprenticeship on offer over time (in particular the increasing popularity of some new apprenticeship subject areas such as Arts and Media), in 2015 all subject areas were sampled and weighted separately for the first time.
- The sampling and weighting was based on most common subject area among completers of apprenticeships during the sample window, rather than (as in 2014) weighting those with a single subject area in the sample window separately, and then splitting the remainder (with multiple subject areas) into groups using common combinations of subject areas. This change should have improved the accuracy of results among larger employers.
- The final data was grossed up to the population of employers from the ILR.
- To improve the accuracy of the awareness data, mentioning apprenticeships was avoided where possible in the screening stage of the survey. This may have slightly changed the profile of employers choosing to take part relative to 2014, and reduced awareness recorded at B1.

# Appendix A: Questionnaire

## S Screener

ASK TELEPHONIST

S1 *IF NECESSARY: Good morning / afternoon. My name is <NAME> and I'm calling from IFF Research, on behalf of the Department for Education.*

[IF HASCON = 1: **Could I speak to <CONTACT>**[IF HASJOB = 1, <JOBTITLE>]? *IF NECESSARY: I'm told they are the person in charge of training at <COMPANY>'s site in or near <LOCATION>.*][IF HASCON = 2: **May I speak to the person in charge of training at <COMPANY>'s site in or near <LOCATION>?**]

*IF NECESSARY: They might deal with training in areas such as <COMBINEDTITLES>, or more broadly in <BROADFRAMES>. The call is regarding some research we're carrying out for the Department for Education, evaluating some training courses completed in 2017.*

[IF HASDETAIL = 1: *IF NECESSARY: One of the more recent learners completed a course in <COMBINEDTITLEDETAIL>, at level <COMBINEDLEVEL>, on <LEARNACTENDDATE>.*][IF HASMAINQUAL = 1:**The main qualification involved would have been a <LEARNAIMREFTYPE\_AIN> in <LEARNAIMREFTITLE\_MAIN>.**]. *It's possible they might have continued straight away to do a qualification at a higher level.*]

*INTERVIEWER: If a number of people deal with training for the named site, ask for the person who deals with the areas above, or failing that the most senior person in charge of training. Do not take referrals to consultants or training providers.*

Speaking 1 CONTINUE TO S2

Transferred 2

Take referral 23 TAKE REFERRAL (AT S3A)

Hard appointment 3 TAKE DETAILS

Soft appointment 4

No answer 19 CALL BACK LATER

Engaged / Answerphone 22

No-one available at <COMPANY> who can talk about this, here or at Head Office / HR Office THANK  
AND CLOSE

Refusal 10

Not available during fieldwork 13

Company closed 14

Residential number 15

Wrong company / organisation 16

Dead line / Fax 18 CLOSE

Need reassurances 20 SHOW REASSURANCES AND RETURN

Send reassurance email

INTERVIEWER: To send to a new respondent not on sample, make sure you take a referral afterwards  
21 SEND REASSURANCE EMAIL AND RETURN

IF S1 = 1 OR 2 (TRANSFERRED / SPEAKING TO PERSON IN CHARGE OF TRAINING)

S2 **IF NECESSARY: Good morning / afternoon, my name is <NAME>, calling from IFF Research, an independent research company. The Department for Education have asked us to find out what employers think about the quality of certain types of training in England.**

**We are contacting you because government records suggest that some of your employees at your site in <LOCATION> have been on training in the last two years, which may include apprenticeship training. Are you the best person to talk to about this? The interview would take about 20 to 25 minutes.**

**IF NECESSARY: Our records suggest the training was in areas such as <COMBINEDTITLES>, or more generally in <BROADFRAMES>.**

Yes 1 CONTINUE (TO S3)

Maybe / one of the best people to talk to / depends on the questions 2

No, not the right person 3 TAKE REFERRAL (AT S3A)

Hard appointment 4 MAKE APPOINTMENT

Soft appointment 5

Refusal 6 THANK AND CLOSE

Not available during fieldwork 7

Need reassurances 11 SHOW REASSURANCES AND RETURN

Send reassurance email

INTERVIEWER: To send to a new respondent, take a referral first 12 SEND REASSURANCE  
EMAIL AND RETURN

IF S2 = 1 OR 2 (SPEAKING TO PERSON IN CHARGE OF TRAINING)

S3 **Can I just check, are you an employee of <COMPANY>, based at their site in or near <LOCATION>?**

A1 Yes, employee based at <LOCATION> 1 SET HRSITE = 2

A2 CONTINUE

A3 Employee of <COMPANY> but not based at <LOCATION>2 SET HRSITE = 1

A4 CONTINUE

Not an employee of <COMPANY> 3 TAKE REFERRAL (GO TO S3A)

IF S1 = 23 OR S2 = 3 OR S3 = 3 (TAKING REFERRAL)

S3A **Could you give me contact details for the person in charge of training at <COMPANY>'s site in or near <LOCATION>?**

**IF NECESSARY: They might deal with training in areas such as <COMBINEDTITLES>, or more broadly in <BROADFRAMES>. The call is regarding some research we're carrying out for the Department for Education.**

*INTERVIEWER: If no referral is available, leave blank and click next, and code the outcome at S1.*

*To send an information email to the referral, enter all available details below, click next, and select reassurance email at S1.*

Name: WRITE IN DS: WRITE TO <NAME>

Job Title: WRITE IN DS: WRITE TO <JOBTITLE>

Phone: WRITE IN DS: WRITE TO <PHONENUMBER>

DS: IF NAME LEFT BLANK, SET HASCON = 2. IF NAME POPULATED, SET HASCON = 1.

RETURN ALL TO S1.

ASK ALL

S3B **Before we begin, I just need to read out a quick statement based on GDPR legislation. I want to reassure you that all information collected will be treated in the strictest confidence, and that you have the right to have a copy of your data, change your data or withdraw from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded automatically.**

**Is that OK?**

*ADD IF NECESSARY: Results will be reported in the form of statistics and your responses will not be linked back to you. All names and contact details are deleted at the earliest opportunity – and no more than 12 months after the end of the project.*

Yes 1 CONTINUE

No 2 THANK AND CLOSE

ASK ALL

S4 **According to our records,[IF TOTFIN = 1: at least one][IF TOTFIN >= 2: some] of your employees[IF HRSITE = 1 AND HASLOCATION = 1: at your <LOCATION> site][IF HRSITE = 2 OR HASLOCATION = 2: at this site] successfully completed training between February and September 2017. [IF TOTFIN = 1: This may have been an apprenticeship.][IF TOTFIN >= 2: These may have been apprenticeships.]**

**Is this correct?**

*IF NECESSARY: Our records suggest the training was in areas such as <COMBINEDTITLES>, or more generally in <BROADFRAMES>.*

*[IF HASDETAIL = 1: IF NECESSARY: One of the more recent learners completed a course in <COMBINEDTITLEDDETAIL>, at level <COMBINEDLEVEL>, on <LEARNACTENDDATE>.[IF HASMAINQUAL = 1:The main qualification involved would have been a <LEARNAIMREFTYPE\_MAIN> in <LEARNAIMREFTITLE\_MAIN>]. It's possible they might have continued straight away to do a qualification at a higher level.]*

*PROMPT AS NECESSARY. SINGLE CODE.*

Yes, correct 1 CONTINUE (TO S6)

No, training not in these subjects / areas 2 ASK S5 (AREAS OF TRAINING)

No recollection of any training 3 THANK AND CLOSE

Don't know 4

Need reassurances 5 SHOW REASSURANCES AND RETURN

ASK IF S4 = 2 (SUBJECT AREA OF TRAINING AT SITE NOT CORRECT)

S5 **Which of the following broad subject areas best fit the types of formal training carried out by employees** [IF HRSITE = 1 AND HASLOCATION = 1: **at your <LOCATION> site**][IF HRSITE = 2 OR HASLOCATION = 2: **at this site**] **between February and September 2017?**

*IF A <COMPANY> IS AN FE COLLEGE OR SIMILAR: We only want to include training provided to your own employees here.*

*READ OUT. MULTICODE.*

DS: CONCATENATE RESPONSES AND WRITE TO BROADFRAMES. SET HASDETAIL = 2.

- A5 *Agriculture, Horticulture and Animal Care* 1
- A6 *Arts, Media and Publishing* 2
- A7 *Business, Administration and Law* 3
- A8 *Construction, Planning and the Built Environment* 4
- A9 *Education and Training* 5
- A10 *Engineering and Manufacturing Technologies* 6
- A11 *Health, Public Services and Care* 7
- A12 *Information and Communication Technology* 8
- A13 *Leisure, Travel and Tourism* 9
- A14 *Retail and Commercial Enterprise* 10
- A15 *Science and Mathematics* 11
- A16 *DO NOT READ OUT: None of these* 12
- DO NOT READ OUT: Don't know* 13

DS: IF S5 = 12 OR 13, THANK AND CLOSE, USING SAME OUTCOME AS S4 = 3 OR 4.

S6 **This call may be recorded for quality and training purposes only.**

[IF HASLOCATION = 1: **Please remember that all the questions in this survey will be about trainees based at your <LOCATION> site, rather than training at your company as a whole.**]

DS: IF HASLOCATION = 2, SET HRSITE = 2 TO ENABLE CORRECT TEXT SUBS.

## REASSURANCES TO USE IF NECESSARY

The interview will take around 20 to 25 minutes to complete.

This survey is being carried out for DfE (the Department for Education), and is designed to measure employer opinion and current and expected usage of government-backed schemes for in-work training. It will help DfE to plan future provision, and to assess whether the existing provision is meeting the needs of employers across the economy.

DfE is interested in your opinion even if you have no employees in training now, and if you have no plans to train any in the immediate future.

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 to be identified, without your express permission.

We got your organisation's details from the ILR (Individualised Learner Record), which is the official national record of training courses for adult learners. It's likely that someone at your organisation, or a training provider, gave your contact details when asked to give details of the employer of a person doing work-based training which finished between February and September 2017.

[IF HASDETAIL = 1: IF NECESSARY: One of the more recent learners completed a course in <COMBINEDTITLEDETAIL>, on <LEARNACTENDDATE>. [IF HASMAINQUAL = 1: The core qualification involved would have been <COMBINEDTITLEDETAILMAIN>]. It's possible they might have continued straight away to do a qualification at a higher level.]

Your data will be held securely at IFF; we are ISO27001 accredited for information security, and comply fully with the Data Protection Act. We are members of the Market Research Society and regulated by their code of conduct. If you want to verify that IFF Research is a genuine market research company, you can call:

- **MRS:** Market Research Society on 0800 975 9596

If you'd like more information about this specific survey, or to get more information about its aims and objectives, you can call:

- **IFF:** [Matthew Foxwell or Sam](#) Morris (apprenticeemployersurvey@iffresearch.com) on 020 7250 3035.
- **DfE:** Earl Kehoe, at [earl.kehoe@education.gov.uk](mailto:earl.kehoe@education.gov.uk), or on 07384 237393

## B Establishment / Organisation details

IF HASSECTOR = 1 (HAS SECTOR INFO)

B1 **According to our information the main business activity [IF HRSITE = 1: at your <LOCATION> site][IF HRSITE = 2: at this site] is <SICTXT>. Does this sound about right?**

*INTERVIEWER NOTE: WE ARE NOT AFTER AN EXACT MATCH. WE WANT A BROAD CLASSIFICATION OF THE INDUSTRY SECTOR THEY OPERATE IN.*

Yes 1 ASK A3

No 2 ASK A2

Don't know 3 ASK A2

IF A1 = 2 OR 3, OR HASSECTOR = 2 (NO SECTOR INFO OR SECTOR INFO WRONG)

B2 **What is the main business activity[IF HRSITE = 1: at your <LOCATION> site][IF HRSITE = 2: at this site]?**

*PROMPT IF NECESSARY:*

- **What is the main product or service of this establishment?**
- **What exactly is made or done at this establishment?**

*WRITE IN*

ASK ALL

B3 **Would you classify your organisation as...**

*READ OUT. SINGLE CODE*

Mainly seeking to make a profit 1

A charity, voluntary or co-operative organisation 2

Or a public sector organisation 3

DO NOT READ OUT: None of the above 4



ASK ALL

B4 **Is** [IF HRSITE = 1:**your** <LOCATION> **site**][IF HRSITE = 2:**this site**]...

*READ OUT. SINGLE CODE*

The only site in the organisation 1

The Head Office of an organisation with a number of sites 2

Or a branch of an organisation with a number of sites 3

DO NOT READ OUT: Don't know 4

ASK ALL

B5 **Including you and any working proprietors, approximately how many people are on the payroll at** [IF HRSITE = 1: **your** <LOCATION> **site**][IF HRSITE = 2: **this site**]?

**Do not include outside contractors / agency staff nor the self-employed other than a self-employed owner, but do include both full-time and part-time staff, trainees and partners in a partnership.**

DS: ALLOW 0 TO 99999

ASK ALL

A5A [IF A5 NUMERIC: *INTERVIEWER CODE TO RANGE*]

[IF A5 = DK: **Is it approximately...**

*READ OUT. SINGLE CODE.]*

DS: CHECK RANGE CONSISTENT WITH A5.

ASK IF MULTI-SITE ORGANISATION (A4 = 2 OR 3)

B6 **And approximately how many people are on the payroll across the whole organisation in the UK?**

**Do not include outside contractors / agency staff nor the self-employed other than a self-employed owner, but do include both full-time and part-time staff, trainees and partners in a partnership.**

DS: ALLOW A5 TO 999999

ASK ALL

A6A [IF A6 NUMERIC: *INTERVIEWER CODE TO RANGE*]  
[IF A6 = DK: **Is it approximately...**

*READ OUT. SINGLE CODE.]*

DS: CHECK RANGE CONSISTENT WITH A6. SHOW RANGES FROM A5A UPWARDS ONLY.

A5 A6

TAKE NUMBER \_\_\_\_\_

DO NOT READ OUT: Don't know 1 1

A5A A6A

DO NOT READ OUT: 1 (sole trader) 1 1

2-4 2 2

5-9 3 3

10-24 4 4

25-49 5 5

50-99 6 6

100-199 7 7

200-249 8 8

250-499 9 9

500 or more 10 10

DO NOT READ OUT: Don't know / refused 11 11

ASK ALL PRIVATE SECTOR COMPANIES (A3=1)

B7 **Which of the following statements best applies to your outlook for the business over the next 12 months? We expect the business to...**

*READ OUT. SINGLE CODE.*

*Grow significantly* 1

*Grow slightly* 2

*Remain about the same* 3

*Contract slightly* 4

*Contract significantly* 5

*DO NOT READ OUT: Don't know* 6

*DO NOT READ OUT: Refused* 7

## C Involvement with Apprenticeships

ASK ALL

**I'd like you to answer the following questions about training taking place at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site].**

DS: START LOOP FOR EACH APPCOUNT\_## >= 1. "##" INDICATES THE ITERATION NUMBER.

ASK ALL

C1 **[IF APPCOUNT\_## = 1: Was the employee][IF APPCOUNT\_## > 1: Were your employees] who did training in [IF HASDETAIL = 1: <COMBINEDTITLES\_#>][IF HASDETAIL = 2: <LABEL FOR BROADFRAMES = ##>] on an Apprenticeship?**

[IF HASDETAIL = 1: *IF NECESSARY: More broadly in* <LABEL FOR BROADFRAMES = ##>]

*SINGLE CODE.*

*Yes* 1

*No* 2

*IF APPCOUNT\_## > 1: Some were* 3

*Don't know / not sure* 4

DS: END LOOP

C2 DELETED

SHOW IF ANY B1 ITERATION = 2, 3 OR 4:

B2A **The training undertaken by your employees in [IF HASDETAIL = 1:<COMBINEDTITLES>][IF HASDETAIL = 2:<BROADFRAMES>] is recognised by the government as an apprenticeship. For the rest of the interview, I will refer to the training undertaken by this or these employees as an apprenticeship. I would like you to answer with this in mind.**

ASK ALL

C3 **How long has[IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site] been offering formal Apprenticeships, by which I mean Apprenticeships which lead to a government recognised certificate or qualification?**

*READ OUT. SINGLE CODE.*

*Within the last 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*  
*DO NOT READ OUT: Don't know 6*

ASK THOSE NEW TO APPRENTICESHIPS (B3=2 OR 3)

B3A **Why did[IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site] decide to start offering Apprenticeships?**

*INTERVIEWER: If they say "Head office decision" please probe: Why do you think head office decided to do that?*

*INTERVIEWER: If they say "We needed to train someone / we needed to recruit someone / we needed them" please probe: Why did you choose Apprenticeships?*

*DO NOT READ OUT. MULTICODE. PROBE.*

Good way to recruit new staff 1  
Good way to up-skill existing staff 2  
A training provider approached us about it 3  
Existing staff asked about it / wanted it 4  
Availability of grants to support it 5  
Head office decision 6  
We could shape our own framework or standard 7  
We wanted to help young people 8  
To ensure young people continue to enter the company / industry / new blood / succession planning 9  
Because of the changes to improve the quality of Apprenticeships 10  
Apprenticeship funding reform (Levy) 11  
Job applicant asked us to provide it 14  
Company reputation 15  
Financial benefits to the organisation 16  
Other (PLEASE SPECIFY) 12  
Don't know 13

ASK ALL

C4 **Do or have you offered Apprenticeships to any of the following age groups?**

*READ OUT. MULTICODE.*

16-18 year olds 1

19-24 year olds 2

Those aged 25 or older 3

DO NOT READ OUT: Don't know 4

ASK IF DO NOT OFFER TO 16-18 YEAR OLDS (B4 ≠ 1)

C5 **What, if anything, would persuade you to offer Apprenticeships to young people aged 16-18?**

*DO NOT READ OUT. MULTICODE. INTERVIEWER – IF THEY SAY “NOTHING” PROMPT “WHY?”.*

*IF THEY SAY CAN'T HAVE 16-18 YEAR OLDS ON SITE / AT WORKPLACE PROMPT “WHY?” TO DISTINGUISH CODES 1 AND 2*

Health and Safety regulations prevent it 1

We cannot employ people aged 16-18 in our work (excluding for Health and Safety reasons) 2

If we had a need for new recruits / staff generally 12

If we had a vacancy appropriate for a 16-18 year old 4

If a suitable 16-18 year old applicant applied 3

If we did not have to prioritise training for existing staff 13

If we received funding / financial assistance to pay their wages 5

If the training was better / more relevant 6

If there were changes to regulations / the law 7

If it was company policy / the Board decided to do it 8

Other (PLEASE SPECIFY) 9

Nothing could persuade us DS: ALLOW SINGLE CODE ONLY 10

Don't know 11

ASK ALL

C10 **Do you feel there is sufficient information, support and guidance available to employers interested in offering Apprenticeships?**

Yes 1

No 2

Can't remember / someone else made the decision 3

ASK IF NO (B10 = 2)

C11 **What information, support and guidance do you think is missing?**

*DO NOT READ OUT. PROBE AS TO SPECIFIC TYPES OF INFORMATION / ADVICE.  
MULTICODE.*

What funding is available and how to get it 1

How to recruit apprentices 2

How to set up training for Apprentices 3

Understanding the requirements and benefits of an Apprenticeship 4

How to find suitable training providers 5

How to deliver the qualifications 6

Legal obligations / employment contracts 7

Who to approach / how to get information on Apprenticeships 8

A specific person they could contact regarding Apprenticeships 9

Information about the level of fees / payments for Apprenticeships 10

The Trailblazer process 11

End point assessment 14

What standards and frameworks are available 15

How to access Levy funds 16

Existing information needs to be clearer / better written 17

Existing information needs to be promoted more 18

Other (PLEASE SPECIFY) 12

Don't know 13

ASK ALL

B11A **Our records show that between February and September 2017 you had <TOTFIN> Apprentice(s) who completed training in [IF HASDETAIL = 1:<COMBINEDTITLES>][IF HASDETAIL = 2:<BROADFRAMES>] at[IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]. Is that correct?**

*IF <COMPANY> IS AN FE COLLEGE OR SIMILAR:* Again, we only want to include training provided to your own employees.

*IF NECESSARY:* This number would include employees who completed their Level 2 apprenticeship and moved straight on to Level 3 at that time.

*IF NECESSARY:* According to government records, at least some of the training completed by your employees in [IF HASDETAIL = 1:<COMBINEDTITLES>][IF HASDETAIL = 2:<BROADFRAMES>] between February and September 2017 was recognised by the government as an apprenticeship.

*ADD IF NECESSARY ONLY:* This figure has been calculated from information held on the Individualised Learner Record, or ILR. The ILR is a database of all government-backed Further Education courses, including apprenticeships that take place in England. Our client, DfE, has allowed us access to it for the purposes of this research only.

*PLEASE ENSURE RESPONDENT IS TALKING ABOUT THE NUMBER OF FINISHERS DURING THE PERIOD FEBRUARY TO SEPTEMBER 2017. SINGLE CODE.*

Yes 1

No (PLEASE SPECIFY NUMBER)

DS: ALLOW 1 TO 99999 2 WRITE TO <TOTFIN>

SET HASDETAIL = 2

Zero

*INTERVIEWER: IF THEY SAY THIS PLEASE USE PROBES ABOVE TO ENSURE THERE IS NO MISUNDERSTANDING.* 3 SET HASDETAIL = 2

THANK AND CLOSE

Don't know 4

ASK ALL

C12 **I would now like to ask you some questions about** [IF TOTFIN = 1: **the apprentice**][IF TOTFIN >= 2: **these** <TOTFIN> **Apprentices**] **who completed training at** [IF HRSITE = 1: **your** <LOCATION> **site**][IF HRSITE = 2: **this site**] **between February and September 2017.**[IF TOTFIN >= 2:**Were any...**][IF TOTFIN = 1:**Were they...**]

*READ OUT. MULTICODE.*

DS: IF TOTFIN = 1, SINGLE CODE ONLY.

Recruited specifically to start an Apprenticeship, with the training starting straight away 1

Recruited with the intention that they would start an Apprenticeship, but the training didn't start straight away 2

Or existing employees that were already working for you 3

DO NOT READ OUT: None of the above 4

DO NOT READ OUT: Don't know 5

ASK IF TRAINING DIDN'T START STRAIGHT AWAY (B12=2)

B12A **Why did their training not start straight away?**

*DO NOT READ OUT. MULTICODE.*

*Induction / Probation period 1*

*Delays in finding a suitable training provider 2*

*Had to wait for external funding 3*

*Had to wait until we had the money available 4*

*To ensure the employee is suitable / capable of progressing in our industry 5*

*To give employee time to become familiarised with the organisation / the role 6*

*Apprenticeship timings dictated by training provider / college 7*

*Ill health or personal circumstances 10*

*Other (PLEASE SPECIFY) 8*

*Don't know / Can't remember 9*



IF B12 MULTICODED AND TOTFIN >= 2 (RECRUITED IN MORE THAN ONE CATEGORY AND MORE THAN ONE APPRENTICE)

C13 **Of the <TOTFIN> apprentice(s) who completed training between February and September 2017, roughly how many were...**

*WRITE IN NUMBERS.*

DS: ALLOW 1 TO TOTFIN IN EACH. DISALLOW IF B13\_1 + B13\_2 > TOTFIN.

DS: SUM NOT TO EXCEED <TOTFIN> NumberDon't know

IF B12 = 1:

\_1 Recruited specifically to start an Apprenticeship, with the training starting straight away? \_\_\_\_\_ 1

IF (B12 = 2 AND B12 ≠ 1) OR (B12 = 1 AND 2 AND 3):

\_2 [IF B12 = 1: And roughly how many were r][IF B12 ≠ 1:R]recruited with the intention that they would start an Apprenticeship, but the training didn't start straight away? \_\_\_\_\_ 1

**B13A\_DUM DUMMY VARIABLE, DO NOT ASK**

Number recruited specifically to start an Apprenticeship, with the training starting straight away

IF B12 ≠ 1 = 0

IF B12 = 1 ONLY = TOTFIN

IF B12 = 1 MULTICODED IF B13\_1 NUMERIC, = B13\_1

IF B13\_1 = DK, = 0

**B13B\_DUM DUMMY VARIABLE, DO NOT ASK**

Number recruited with the intention that they would start an Apprenticeship, but the training didn't start straight away

IF B12 ≠ 2 = 0

IF B12 = 2 ONLY = TOTFIN

IF B12 = 1 AND 2 ONLY,

AND B13\_1 ≠ DK = TOTFIN – B13\_1

IF B12 = 1 AND 2 ONLY,

AND B13\_1 = DK = 0

IF B12 = 2 AND 3 IF B13\_2 NUMERIC, = B13\_2

IF B13\_2 = DK, = 0

**B13C\_DUM DUMMY VARIABLE, DO NOT ASK**

Number which were existing employees already working for the company

IF B12 ≠ 3 = 0

IF B12 = 3 ONLY = TOTFIN

IF B12 = 3 MULTICODED, AND B13\_1 ≠ DK AND B13\_2 ≠ DK = TOTFIN – (B13\_1 + B13\_2)

IF B12 = 3 MULTICODED, AND (B13\_1 = DK OR B13\_2 = DK) = 0

ASK IF 2+ RECRUITED SPECIFICALLY (B12 = 1 OR 2 AND (B13A\_DUM + B13B\_DUM > 1 OR B13A\_DUM + B13B\_DUM = 0))

C14 **Of [IF B13A\_DUM + B13B\_DUM > 1:the <B13A\_DUM + B13B\_DUM>][IF B13A\_DUM + B13B\_DUM = 0:those] recruited specifically to start an Apprenticeship, roughly how many, if any, were recruited on a fixed-term contract for the period of the Apprenticeship?**

**ADD IF NECESSARY: A 'fixed-term contract' is an employment contract that ends on a particular date, or after a set time period**

*PROBE FOR BEST ESTIMATE.*

DS: ALLOW 0 TO B13A\_DUM + B13B\_DUM. IF B13A\_DUM + B13B\_DUM = 0, ALLOW 0 TO TOTFIN.

WRITE IN NUMBER \_\_\_\_\_

Some but don't know the number 1

Don't know if any were recruited on fixed term contracts 2

ASK IF ONE RECRUITED SPECIFICALLY (B12 = 1 OR 2 AND (B13A\_DUM + B13B\_DUM) = 1)

**B14A Was the Apprentice recruited on a fixed-term contract for the period of the Apprenticeship?**

Yes 1

No 2

Don't know 3

ASK ALL WHO OFFERED TO EXISTING EMPLOYEES (B12 = 3)

**C15 And thinking about the staff who were already working for you when they started their Apprenticeship, were they doing the Apprenticeship to prepare for moving into a new job role, or to improve their skills in their existing job, or both?**

*SINGLE CODE.*

To prepare for a new job role 1

To improve skills in existing job 2

Both 3

DO NOT READ OUT: Accrediting existing skills 4

Don't know 5

## D Apprentice retention

D1 QUESTION DELETED

ASK ALL

D2 [IF TOTFIN = 1: **Is the Apprentice who completed training in [IF HASDETAIL = 1:<COMBINEDTITLES>][IF HASDETAIL = 2:<BROADFRAMES>] in the February to September 2017 period still working for your organisation?**  
[IF TOTFIN >= 2: **Are all, none, or some of the Apprentices who completed training in [IF HASDETAIL = 1:<COMBINEDTITLES>][IF HASDETAIL = 2:<BROADFRAMES>] in the February to September 2017 period still working for your organisation?**

[IF A4 = 2 OR 3: **This could be at another part of your organisation.**]

*SINGLE CODE.*

*Yes (all still with us) 1 Section D*

*No (none are still with us) 2 ASK C2A*

*IF TOTFIN >= 2: Some still with us 3*

*Don't know 4 Section D*

ASK IF SOME APPRENTICES NO LONGER WITH THEM (C2 = 2 OR 3)

C2A **When the apprentices left, was the situation that...**

*READ OUT. SINGLE CODE.*

Your organisation decided not to offer them an ongoing role 1

They decided to leave of their own accord 2

IF TOTFIN >= 2: Or both 3

DO NOT READ OUT: Don't know 4

IF ANY LEFT OF THEIR OWN ACCORD (C2A= 2 or 3)

C3A [IF C2A=3:Thinking of those who you did offer an ongoing role to, w][IF C2A = 2 :W]hy did they decide to leave?

IF THEY FOUND ANOTHER JOB, PROBE: Why do you think they chose the other job?

IF THEY DIDN'T LIKE THE ROLE OFFERED, PROBE: Why didn't they like it?

[IF C2A = 3:INTERVIEWER: We will ask at the next question about apprentices who left of their own accord.]

DO NOT READ OUT. MULTICODE.

Wanted higher pay 1  
Wanted to go into another sector 2  
Wanted promotion / career prospects 3  
Left to go to university 4  
Left to do training (other than university) 5  
Wanted to move away or change their location of work 6  
Didn't like working long hours / hard work 7  
Personal reasons, including family, health, maternity 8  
Other (PLEASE SPECIFY) 9  
Don't know 10  
Refused 11

IF ANY NOT OFFERED A JOB (C2A = 1 or 3)

C3B [IF C2A =3:Thinking of those who you couldn't or didn't offer an ongoing role to, w][IF C2A=1:W]hy was this?

IF THEIR CONTRACT ENDED, PROBE: Why did you decide not to renew the contract?

DO NOT READ OUT. MULTICODE.

There were better candidates 1  
Couldn't afford it 2  
Not enough work on 3  
Not performing to the standard we demand / dismissed / sacked 4  
Didn't complete their training / dropped out 5  
Other (PLEASE SPECIFY) 6  
Don't know 7  
Refused 8

## E Progression to Higher and Degree or Level 6+ Non-Degree Apprenticeships

ASK ALL

E1 How much, if at all, do you feel you know about Higher Apprenticeships – these are Apprenticeships at Levels 4 to 7, including Degree Apprenticeships?

READ OUT. SINGLE CODE.

DS: REVERSE THE CODES 50% OF THE TIME

A great deal 1  
A fair amount 2  
Just a little 3  
Heard of but know nothing about them 4  
Never heard of them 5  
DO NOT READ OUT: Don't know 6

ASK ALL

E2 Does your organisation currently provide, or plan to provide, any of the following qualifications for training staff or new recruits?

READ OUT. MULTICODE.

Level 2 Apprenticeships 10  
Level 3 Apprenticeships 11  
IF D1 ≠ 5: Higher Apprenticeship at Level 4 or 5 1  
IF D1 ≠ 5: Degree Apprenticeship at Level 6 or 7 2  
IF D1 ≠ 5: Any other Level 6+ Non-Degree Apprenticeship 9  
Higher National Certificate (HNC) 3  
Foundation Degree 4  
Degree other than a Degree Apprenticeship 5  
Another form of higher level training leading to a qualification 6

Or none of these 7

DO NOT READ OUT: Don't know 8

ASK IF DON'T OFFER APPS AT LEVEL 4/5; 6+, OR DA ((D2 ≠ 1, 2 OR 9) AND D1 ≠ 5)

E3 **Why do you not offer higher or degree level apprenticeships?**

*DO NOT READ OUT. MULTICODE. IF DUE TO SMALL COMPANY SIZE ASK "WHY DOES THE SMALL COMPANY SIZE PREVENT THIS?"*

- There is no demand from employees 1
- Lack of funding 2
- As an organisation we have not progressed this far with the Apprenticeship scheme 3
- We prefer to recruit graduates / use a Graduate Training Scheme 4
- Higher level qualifications are not required to do the job 5
- Was not aware of higher level qualifications 6
- There are no higher level qualifications in my sector / for this type of work 7
- We leave it up to employees to fund / arrange their own training at that level 8
- Lack of time to deliver employer element of training 15
- Lack of skills to deliver employer element of training 11
- Lack of vacancies / work requiring this level of qualification 12
- All relevant staff already qualified to this level 13
- Currently looking into it / planning it 14
- Other (SPECIFY) 9
- Don't know 10



IF D2 = 1 (IF DO OFFER APPS AT LEVEL 4 OR 5)

E4 **Why do you offer these higher level apprenticeships?**

*DO NOT READ OUT. MULTICODE.*

It is part of our staff retention strategy 1

Funding is available to pay towards it 2

We offer progression as part of our workforce development strategy 3

Higher level qualifications are required for promotion / moving into a management role 4

To help staff develop their skills 8

Skills are required by clients / customers 9

To develop the business in new directions 10

To attract better quality recruits 11

Regulatory or government requirements 12

Other [SPECIFY] 5

Don't know 6

E5 THERE IS NO D5

IF HAS HIGHER APPS (APPLEVELNOW\_4 >= 1 OR APPLEVELNOW\_5 >=1)

D5A **Department for Education data suggests that as of August 2018 you had some Higher Apprentices learning at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]. In the last four years, whether with you or another employer, had any of these apprentices previously completed an apprenticeship at...**

*MULTICODE. READ OUT.*

*Level 2 1*

*Level 3 2*

*IF APPLEVELNOW\_5 >= 1: Level 4 3*

*DO NOT READ OUT: No apprentices at that level in August 2018 4*

*DO NOT READ OUT: Don't know 5*

IF HAS DEGREE OR L6+ APPS (APPLEVELNOW\_6 >= 1 OR APPLEVELNOW\_7 >=1)

D5B **Department for Education data suggests that as of August 2018 you had some Degree or Level 6 Plus apprentices learning at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]. In the last four years, whether with you or another employer, had any of these apprentices previously completed an apprenticeship at...**

Level 2 1

Level 3 2

Level 4 3

Level 5 4

IF APPLEVELNOW\_7 >= 1: Level 6 5

DO NOT READ OUT: No apprentices at that level in August 2018 6

DO NOT READ OUT: Don't know 7

IF D2 ≠ 1 (DO NOT OFFER APPS AT LEVEL 4 OR 5) AND D5A ≠ 1, 2 OR 3

E6 **How relevant do you think Higher Apprenticeships at Level 4 or 5 might be for your organisation? Would you say they are...**

*READ OUT. SINGLE CODE.*

*Very relevant 1*

*Quite relevant 2*

*Not very relevant 3*

*or not at all relevant 4*

*DO NOT READ OUT: Don't know 5*

IF D2 ≠ 2 OR 9 (DO NOT OFFER APPS AT LEVEL 6 OR 7) AND D5B ≠ 1, 2 OR 3

E7 **How relevant do you think Apprenticeships at Level 6+ or Degree Apprenticeships at Levels 6 or 7 might be for your organisation? IF NECESSARY: Would you say they are...**

*READ OUT IF NECESSARY. SINGLE CODE.*

*Very relevant 1*

*Quite relevant 2*

*Not very relevant 3*

*or not at all relevant 4*

*DO NOT READ OUT: Don't know 5*

## F Perceptions of, and satisfaction with Apprenticeships

READ OUT TO ALL

**We'd now like to ask about one of your Apprenticeship programmes at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site] in more detail.**

*IF A <COMPANY> IS AN FE COLLEGE OR SIMILAR: Again, we only want to include training provided to your own employees.*

ASK IF FRAMECOUNT > 1 AND S4 ≠ 2

F1 **Which one of the following programmes do you consider to be most important to your business at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]?**

*READ OUT. SINGLE CODE.*

*INTERVIEWER NOTE: IF NONE ARE THE MOST IMPORTANT, ASK FOR THE ONE WITH THE MOST RECENT COMPLETER.*

DS: SHOW ALL <FRAMEWORK> CODES SELECTED FOR EMPLOYER

Don't know / Refused

DS: IF FRAMECOUNT = 1, SET E1 TO THE ONLY <FRAMEWORK> CODE SELECTED.

SPECIFICFRAME **DUMMY VARIABLE, DO NOT ASK**

**= LABEL OF RESPONSE TO E1**

BROADFRAME\_E **DUMMY VARIABLE, DO NOT ASK**

**= LOOKUP FROM RESPONSE TO E1 ON SEPARATE SPREADSHEET – N.B. CODES USED ARE THE SAME AS MAINBROADFRAME**

ASK IF S4 = 2

E1X **Which single apprenticeship programme do you consider to be most important to your business at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**]?

READ OUT. SINGLE CODE.

INTERVIEWER NOTE: IF NONE ARE THE MOST IMPORTANT, ASK FOR THE ONE WITH THE MOST RECENT COMPLETER.

WRITE IN

Don't know / Refused 1

DS: WRITE E1X TEXT TO <SPECIFICFRAME>. IF E1X = CODE 1, GO TO F1.

ASK ALL

E1A **Which level of apprenticeship would you say was most important to your business, within your <SPECIFICFRAME> apprenticeship? Would it be...**

INTERVIEWER: Higher Apprenticeships at Level 4 or 5 at a level between an A Level qualification and a degree. Higher Apprenticeships at Level 6 or 7 are equivalent to a degree – however, they are only called Degree Apprenticeships if they include a built-in degree qualification.

READ OUT. SINGLE CODE.

Level 2, or Intermediate 1

Level 3, or Advanced 2

Level 4 or 5, including most Higher Apprenticeships 3

Level 6 or above, including Degree Apprenticeships and Level 6+ non-degree Apprenticeships 4

DO NOT READ OUT: Don't know 5

LEVEL\_E DUMMY VARIABLE, DO NOT ASK

Level 2 E1A = 1 OR (E1A = 5 AND MAINLEVELS = 2) E1A = 1 OR (E1A = 5 AND APPELVES = 1)

Level 3 E1A = 2 OR (E1A = 5 AND MAINLEVELS = 3) E1A = 2 OR (E1A = 5 AND APPELVES = 2 OR 3)

Level 4 or 5 E1A = 3 OR (E1A = 5 AND MAINLEVELS = 4 AND (COMBINEDLEVEL\_4 + COMBINEDLEVEL\_5) >= (COMBINEDLEVEL\_6 + COMBINEDLEVEL\_7) E1A = 3 OR (E1A = 5 AND APPELVES = 4)

Level 6 or 7 E1A = 4 OR (E1A = 5 AND MAINLEVELS = 4 AND (COMBINEDLEVEL\_6 + COMBINEDLEVEL\_7) >= (COMBINEDLEVEL\_4 + COMBINEDLEVEL\_5) E1A = 4 OR (E1A = 5 AND APPELVES = 5 OR 6)

READ OUT TO ALL

**So, in the following section, we'd like to talk about your apprenticeships in <SPECIFICFRAME> at <LEVEL\_E> at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site].**

ASK ALL

F2 **So, thinking of those apprentices...**

*READ OUT. SINGLE CODE.*

DS: SHOW AS SIX INDIVIDUAL QUESTIONS

**Yes (1) No (2) Don't know (3)**

ASK ALL

**\_1 Did they receive training delivered by a training provider either on their or your premises? 1**  
2 3

ASK ALL

**\_2 Did you as the employer provide formal training sessions as part of the Apprenticeship? 1**  
2 3

ASK ALL

**\_3 Did a training provider assess the apprentices? 1 2 3**

IF E2\_3 = NO ASK:

**\_4 Was this assessment done by your own staff? 1 2 3**

ASK ALL

**\_5 Were you able to influence the structure, content, delivery or duration of the Apprenticeship training BEFORE the training started 1 2 3**

ASK ALL

**\_6 Were you able to influence the delivery and content of the training DURING the period of the Apprenticeship training? 1 2 3**

ASK IF E2\_5 = 2 OR E2\_6 = 2

F3 **And did you want to influence the content and delivery of the training at any stage?**

**Yes 1**

**No 2**

**Don't know 3**

ASK ALL

F4 **Overall, how satisfied or dissatisfied are you with the <LEVEL\_E> <SPECIFICFRAME> Apprenticeship programme? Please use a scale of 0 to 10 where 0 is very dissatisfied, 5 is neither satisfied nor dissatisfied, and 10 is very satisfied.**

DS: ALLOW 0 TO 10

WRITE IN NUMBER \_\_\_\_\_

DO NOT READ OUT: Don't know 1

ASK ALL

F5 **And how satisfied or dissatisfied are you with the following aspects of the <LEVEL\_E> <SPECIFICFRAME> Apprenticeship? Again, please rate on a scale of 0 to 10 where 0 is very dissatisfied, 5 is neither satisfied nor dissatisfied, and 10 is very satisfied.**

*INTERVIEWER NOTE: An Apprenticeship framework or standard sets out the requirements for an Apprenticeship programme such as the key skills targets and the qualifications that need to be completed by the apprentice. It also includes information on job roles, entry routes, length of the Apprenticeship, and career paths available upon completion.*

DS: ALLOW 0 TO 10.

**WRITE IN NUMBER Don't know**

**IF RECRUITED EXTERNALLY (B12 = 1 OR 2):**

**\_1 The quality of applicants for Apprenticeship positions 1**

**ASK ALL**

**\_2 Your ability to select an Apprenticeship framework or standard relevant to your needs 1**

**\_3 Your ability to influence the structure, content, delivery and duration of the Apprenticeship training 1**

**\_4 The amount and complexity of any paperwork and administration required of you as the employer 1**

**IF A PROVIDER TRAINS (E2\_1=1)**

**\_5 The quality of the training delivered by the provider 1**

**IF A PROVIDER TRAINS (E2\_1=1)**

**\_6 The support and communication from the provider 1**

**IF A PROVIDER TRAINS (E2\_1=1)**

**\_7 How the provider offered training and / or assessment in a flexible way to meet your needs 1**

**IF A PROVIDER DOES THE ASSESSMENT (E2\_3=1)**

**\_8 The quality of the assessment carried out by the provider 1**

## G Employer Benefits

ASK ALL

The following questions cover Apprenticeships at an overall level, rather than any specific frameworks, standards or levels.

G1 THERE IS NO F1

ASK ALL

G2 Which if any of the following benefits has your organisation experienced as a result of offering and training apprentices?

PLEASE NOTE WE ARE STILL ASKING ABOUT THEIR SPECIFIC SITE <LOCATION>.

READ OUT. SINGLE CODE PER ROW.. DS: ROTATE START.

Yes No DO NOT READ OUT: Don't know DO NOT READ OUT: Too early to say

IF A3 = 1 (SEEKING A PROFIT):

_1 It has helped us win business	1	2	3	4			
_2 Improved productivity	1	2	3	4			
_3 A lower overall wage bill	1	2	3	4			
_4 It has helped improve staff retention	1	2	3	4			
_5 It has improved our ability to attract good staff			1	2	3	4	
_6 Brought new ideas to the organisation			1	2	3	4	
_7 Improved staff morale	1	2	3	4			
_8 Improved our product or service quality			1	2	3	4	
_9 Improved our image in the sector	1	2	3	4			
_10 It has helped us develop skills that are relevant to the needs of our organisation					1	2	3
	4						

ASK ALL

G3 Was there anything you would have liked to change about the content, structure, delivery or duration of the Apprenticeship training?

Yes 1 ASK F4

No 2 ASK F5

Don't know 3

ASK IF WOULD HAVE LIKED TO HAVE CHANGED THE APPRENTICESHIP TRAINING (F3=1)

G4 **What would you have liked to change?**

*PROMPT IF NECESSARY. MULTICODE.*

*INTERVIEWER: Do not accept responses such as “length” because we don’t know if they’re saying it was too long or too short – similarly “amount of training” or “level of detail” – too much or too little?*

*IF NECESSARY: Was it too short or too long? / Was there too much or too little?*

*IF SAY “COURSE CONTENT” OR “NOT SUITED TO OUR NEEDS”: What would you have liked to change about the course content? Was the course content too wide-ranging or too narrow?*

TRAINING PROVIDER / ASSESSOR

Improved training provider communication	1
Improved training provider support / attitude	2
Improved training provider organisation	5
Improved quality of teaching / teacher / trainer knowledge	14
Improve end point assessment	15

APPRENTICESHIP CONTENT

More opportunities for employer input	3
Course more specific / relevant to our organisation’s needs	4
Less content relating to Maths and English	18
More challenging course content	11

APPRENTICESHIP STRUCTURE / FORMAT

Shorter apprenticeships	6
Longer apprenticeships	7
Apprenticeships of flexible length	8
More flexible structure / timing	9
More practical / hands-on training	12
More theoretical / classroom training	13
Other (PLEASE SPECIFY)	16
DO NOT READ OUT: Don’t know	17

G5 QUESTION DELETED



ASK ALL

F4A **Which of the following best describes how you would speak about Apprenticeships to other employers?**

*READ OUT. SINGLE CODE.*

I would recommend them without being asked 1

I would recommend them if asked 2

I would be neutral 3

I would recommend against them if asked 4

I would recommend against them without being asked 5

DO NOT READ OUT: Don't know 6

G6 QUESTION DELETED

G7 QUESTION DELETED

G8 QUESTION DELETED

ASK ALL

G9 **Of those undertaking Apprenticeships with you in the last 2 years, did all, some or none of them study Maths and English as part of their Apprenticeship?**

Yes, all of them did 1

Yes, some of them did 2

No, none of them did 3

DO NOT READ OUT: Don't know 4

ASK ALL

G10 **How important do you consider it is for your apprentices to have or to achieve Functional Skills Level 2 or a GCSE standard pass in Maths and English by the end of their apprenticeship? Is it...**

*READ OUT. SINGLE CODE*

*Very important 1*

*Quite important 2*

*Neither important nor unimportant 3*

*Not very important 4*

*Not at all important 5*

*DO NOT READ OUT: Don't know 6*

G11 QUESTION DELETED

IF APPRENTICES RECEIVED MATHS AND ENGLISH TRAINING (IF F9 = 1 OR 2)

G12 **Overall, how satisfied were you with the quality of the Maths and English teaching that your apprentices received? Please use a scale of 0 to 10 where 0 is very dissatisfied, 5 is neither satisfied nor dissatisfied, and 10 is very satisfied.**

DS: ALLOW 0 TO 10

WRITE IN NUMBER \_\_\_\_\_

DO NOT READ OUT: Don't know 1

## H Apprenticeships vs. other WBL and alternatives; Traineeships and Apprenticeship Standards

ASK IF AWARE THAT TRAINING IS AN APPRENTICESHIP (B1\_ANY=1 OR 3)

H1 **Thinking about the people who have received Apprenticeship training at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**], **why did you offer them Apprenticeships rather than, or in addition to, other forms of training or qualification?**

*DO NOT READ OUT. PROMPT AS NECESSARY. MULTICODE.*

- Apprenticeship Levy / Apprenticeship Account 2
- Cost / affordability / subsidy (if apprenticeship levy not mentioned) 3
- Industry standard / norm 1
- Allows us to influence training 4
- Content / design of training 5
- Inclusion of practical / vocational training 16
- Timing or format of training 6
- Retention of existing staff 7
- Recruitment of new staff / Provider helps to recruit 8
- Support / advice from training provider (other than with recruitment) 9
- High opinion of specific training provider 11
- Benefit to the apprentice / community 13
- Decided by Head Office 10
- No other options 12
- Another reason (PLEASE SPECIFY) 14
- Don't know 15

ASK ALL

H2 **Besides the training delivered through Apprenticeships, have you funded or arranged any training for employees at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**] **in the last 12 months which led to either a Level 2 or a Level 3 qualification?**

*SINGLE CODE.*

Level 2 only 1

Level 3 only 2

Both 3

No 4

DO NOT READ OUT: Don't know 5

ASK ALL

H3 **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.**

**Which of these best describes your awareness of Government Traineeships?**

*READ OUT. SINGLE CODE.*

*You have not heard of these Traineeships 1*

*You are aware of them but do not know what they are 2*

*You 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

IF HAVE SOME KNOWLEDGE (G3 = 3-4)

H4 **Does your business currently participate in the Government Traineeships Programme, either as a provider or by offering work experience placements as part of the programme?**

*INTERVIEWER NOTE: PLEASE NOTE THAT WE ARE ASKING ABOUT GOVERNMENT TRAINEESHIP WORK EXPERIENCE PLACEMENTS, NOT WORK EXPERIENCE IN GENERAL.*

Yes 1

No 2

Don't know 3

IF HAVE SOME KNOWLEDGE (G3 = 3-4)

G4A **Did** [IF TOTFIN = 1:**the Apprentice**][IF TOTFIN > 1:**any of the Apprentices**] **that completed between February and September 2017 at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE =

2: this site] undertake an official Government Traineeship with you before starting their Apprenticeship?

Yes 1

No 2

Don't know 3

IF SOME TOOK A TRAINEESHIP (G4A=1 AND TOTFIN >= 2)

G4B **And how many of them undertook an official Government Traineeship?**

DS: ALLOW 1 TO TOTFIN

WRITE IN

Don't know 1

ASK ALL WHO DON'T CURRENTLY OFFER (G4=2)

H5 **Does your business plan to offer official Government Traineeships in the future?**

Yes 1

No 2

Don't know 3

ASK ALL

H6 **I'd now like to ask you about your awareness of the new apprenticeship Standards, where groups of employers known as Trailblazers collaborate to design a new apprenticeship.**

**Which of these best describes your awareness of these new apprenticeship Standards? Have you...**

*READ OUT. SINGLE CODE.*

*Not previously heard of them 1*

*You're aware of them, though not much more than the name 2*

*You're aware of them and have some knowledge of what they are or 3*

*You have a good knowledge of what they are 4*

IF G6 = 3 OR 4 (HEARD OF APP STANDARDS)

H7 **How, if at all, has your company been involved with new apprenticeship standards?**

**ADD IF NECESSARY OR UNSURE: These are new employer designed occupational standards which have started to replace apprenticeship frameworks.**

**PROMPT IF NECESSARY: So you've not had any apprentices on the new standards, or been involved in any way in developing them?**

*PROMPT AS NECESSARY. MULTICODE.*

*Not involved 1*

*You've had some apprentices on these standards 2*

*You've been involved in developing standards 3*

*You've been consulted on the standards 4*

*In another way (SPECIFY) 6*

*DO NOT READ OUT: Don't know 7*

ASK THOSE WITH ANY KNOWLEDGE (G6 = 2 TO 4)

H8 **Do you consider these new apprenticeship standards and assessments to be an improvement over the previous frameworks?**

*INTERVIEWER NOTE: DfE is in the process of phasing out apprenticeship frameworks and they will be removed in 2020. Frameworks were developed by issuing authorities, whereas Standards are developed by Trailblazer groups of employers at the Institute for Apprenticeships.*

Yes 1

No 2

Don't know / too early to say 3

# I Future plans and intentions

- I1 QUESTION DELETED
- I2 QUESTION DELETED
- I3 QUESTION DELETED
- I4 QUESTION DELETED
- I5 QUESTION DELETED
- I6 QUESTION DELETED
- I7 QUESTION DELETED

ASK ALL

I8 **Do you plan to continue to offer Apprenticeships?**

Yes 1

No 2

Don't know / it depends / undecided / reviewing it 3

IF PLAN TO CONTINUE OR UNSURE (H8 = 1 OR 3)

I9 **Do you expect the number of apprentices at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**] **over the next 2 to 3 years to...**

*READ OUT. SINGLE CODE.*

Increase 1

Decrease 2

Stay at about the same level 3

DO NOT READ OUT: Don't know 4

- I10 QUESTION DELETED
- I11 QUESTION DELETED
- I12 QUESTION DELETED

IF EXPECT NUMBER OF APPRENTICES TO INCREASE (H9=1)

H12A **Why do you expect the number of apprentices at** [IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**] **to increase?**

*DO NOT READ OUT. MULTICODE.*

IF EXPECT NUMBER OF APPRENTICES TO STAY THE SAME (H9=3)

H12B **Why do you not expect the number of apprentices at** [IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site** ]  **to increase?**

*DO NOT READ OUT. MULTICODE.*

IF EXPECT NUMBER OF APPRENTICES TO DECREASE OR STOP OFFERING (H9=2 OR H8=2)

H12C [IF H9 = 2:**Why do you expect the number of apprentices at** [IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**] **to decrease?**]

[IF H8 = 2:Why do you expect to stop offering apprenticeships at [IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]?]

DO NOT READ OUT. MULTICODE.

H12A

- Business growth / we are expanding 1
- Good way to meet our skill needs 2
- Apprenticeships are becoming easier to recruit 3
- To claim back Apprenticeship Levy payments 4
- Changes to apprenticeships funding / funding reform 5
- Increased range of Apprenticeship options (incl. Degree Apprenticeships) 6
- We have been encouraged to do so by other organisations 7
- Introduction of Apprenticeship Standards 8
- Due to high staff turnover 9
- Ability to influence content of training 10
- Other (PLEASE SPECIFY) 14
- Don't know 15

H12B

- Content with current number / no business need to increase 1
- Business not growing (incl. we are contracting / poor sales) 2
- We cannot currently afford to offer more 3
- Training apprentices is expensive 4
- Changes to apprenticeships funding / funding reform 5
- Prefer other forms of training 6
- Prefer to recruit experienced staff 7
- All our staff are fully skilled 8
- We are not looking to recruit new staff 9
- Due to low staff turnover 10
- Lack of staff / time to mentor / train apprentices 11
- Lack of staff / time for paperwork 12



Lack of suitable / good candidates 13

Other (PLEASE SPECIFY) 14

Don't know 15

H12C

Business not growing (incl. we are contracting / poor sales) 1

Bad experience with training providers 2

Apprentices have not been of a good enough standard 3

Lack of (good) candidates 4

We cannot currently afford to offer more 5

Red tape / bureaucracy 6

We will have to start paying for apprenticeships 7

Changes to apprenticeships funding / funding reform 8

Prefer other forms of training 9

Prefer to recruit experienced staff 10

All our staff are fully skilled 11

We are not looking to recruit new staff 12

Due to low staff turnover 13

Other (PLEASE SPECIFY) 14

Don't know 15

I13 QUESTION MOVED TO H3A

ASK ALL

H14 **Are you aware that the way apprenticeships are funded in England changed in May 2017?**  
 INTERVIEWER NOTE: IF RESPONDENT ASKS IF THIS INCLUDES THE APPRENTICESHIP  
 LEVY – SAY YES (AND CODE YES). IF SAYS HAVE HEARD OF CHANGES BUT DOESN'T  
 KNOW OF THE DETAILS CODE AS A YES.

Yes 1

No / Don't know 2

IF H14 = 1 (AWARE OF CHANGES)

H15 **Are you aware of the following recent apprenticeship policy changes?**  
 READ OUT. MULTICODE.

The introduction of an apprenticeship levy for employers 1

READ OUT ONLY IF AWARE OF LEVY:

That the levy applies only to employers with a UK wage bill of more than £3m 2

READ OUT ONLY IF AWARE OF LEVY:

That the levy is 0.5% of the employer's wage bill 3

READ OUT ONLY IF AWARE OF LEVY:

That employers paying the levy can claim it back to fund apprenticeship training 4

READ OUT TO ALL: That employers not paying the levy now need to make a 10% contribution toward the cost of an apprenticeship 5

READ OUT TO ALL: That training providers receive a premium for recruiting apprentices from deprived areas 6

READ OUT TO ALL: That a minimum of 20% of the apprentice's paid hours throughout their apprenticeship must be off-the-job training 7

DO NOT READ OUT: None of the above 8

IF H14 = 2 (NOT HEARD OF CHANGES) OR H15 ≠ 1 (UNAWARE OF LEVY)

**For employers with a wage bill of over £3m, the government has introduced an apprenticeship levy of 0.5% of their wage bill, which they will be able to claim back to fund apprenticeship training.**

IF H14 = 2 (NOT HEARD OF CHANGES)

**For non-levy payers wanting to train apprentices, and for levy payers wanting to invest more in apprenticeship training than they hold in their apprenticeship account, employers will now need to make a 10% contribution toward the cost of an apprenticeship.**

IF H14 = 2 (NOT HEARD OF CHANGES)

H15A **Now we have mentioned some of the main apprenticeship funding changes, do you recall having heard of any of them?**

Yes 1  
No / Don't know 2

IF HAVE 10 OR MORE EMPLOYEES (A6A=4 TO 10 OR A5A = 4 TO 10)

H15B **Does your organisation have a payroll wage bill of over £3m, across the UK?**

*INTERVIEWER NOTE: This is for the whole organisation across the whole of the UK. This is asked because this is the threshold for paying the Apprenticeship Levy.*

Yes 1  
No 2  
Don't know 3  
Refused 4

ASK ALL

H16 **How well do you think your organisation understands these apprenticeship reforms? Would you say it understands them...**

*READ OUT. SINGLE CODE.*

Very well 1

Fairly well 2

Not particularly well 3

Or not at all well 4

DO NOT READ OUT: No need to understand 5

DO NOT READ OUT: Don't know 6

H17 QUESTION DELETED

ASK ALL

H17A **How well do you feel your organisation understands which activities count towards the 20% off-the-job training requirement? Would you say it was...**

*READ OUT. SINGLE CODE.*

Very well 1

Fairly well 2

Not particularly well 3

Or not at all well 4

DO NOT READ OUT: No need to understand 5

DO NOT READ OUT: Don't know 6

H18 THERE IS NO H18

ASK ALL AWARE OF REFORMS (H15A = 1 OR H14 = 1)

H19N **As a result of the recent reforms to apprenticeships that we just talked about, has there been a change to any of the following at***[IF HRSITE = 1: your <LOCATION> site][IF HRSITE = 2: this site]***?**

**If there HAS been a change, but it has NOT been because of the funding and quality reforms made in May 2017, please say 'No'. If the change is partly as a result of the reform and partly for other reasons, please say 'Yes'. The new apprenticeship standards were introduced previously and are not part of this set of reforms.**

*READ OUT. SINGLE CODE PER ROW.*

Yes (1) No (2) Don't know (3)

\_1 The overall number of apprentices 1 2 3

\_2 The proportion of all apprenticeship starts since May 2017 that have been undertaken by existing employees 1 2 3

\_3 The number of managers put on apprenticeships 1 2 3

\_4 The number of apprenticeship starts in subjects relating to activities outside your core business; this might be in areas such as customer service, accounting or IT 1 2 3

ASK IF MADE ANY CHANGES DUE TO REFORMS (ANY H19\_# = 1)

H20N **And as a result of those same apprenticeship reforms, have the following increased, decreased or stopped altogether at** [IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**]?

IF YES AT H19N\_3: INTERVIEWER: *If say increased number of managers put on apprenticeships, please probe as to whether this is something they have started as a result of the reforms or whether it is something they were doing before the reforms but have since increased as a result.*

IF YES AT H19N\_4: INTERVIEWER: *If say increased provision of apprenticeships in non-core areas, please probe as to whether this is something they have started as a result of the reforms or whether it is something they were doing before the reforms but have since increased as a result.*

READ OUT. SINGLE CODE PER ROW.

Started(1)	Increased(2)	Decreased(3)	Stopped altogether(4)	Don't know / No change(5)
IF H19N_1 = 1:				
_1 The overall number of apprentices	1	2	3	4 5
IF H19N_2 = 1:				
_2 The proportion of all apprenticeship starts since May 2017 that have been undertaken by existing employees	1	2	3	4 5
IF H19N_3 = 1:				
_3 The number of managers put on apprenticeships	1	2	3	4 5
IF H19N_4 = 1:				
_4 The number of apprenticeship starts since May 2017 in subjects relating to activities outside your core business; this might be in areas such as customer service, accounting or IT	1	2	3	4 5

ASK ALL AWARE OF REFORMS AND NOT STOPPING PROVISION ((H15A = 1 OR H14 = 1) AND H20N\_1 ≠ 4)

H21N **As a result of those same reforms, have you started providing any new apprenticeship standards or frameworks at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**], **for example in new subject areas or levels?**

INTERVIEWER: *If yes, ask which standards or frameworks (subject areas) these were.*

Yes (PLEASE SPECIFY)	1
No	2
Don't know	3

ASK ALL AWARE OF REFORMS AND NOT STOPPING PROVISION ((H15A = 1 OR H14 = 1) AND H20N\_1 ≠ 4)

H22N **And again, as a result of the recent reforms to apprenticeships that we just asked about, have you made any of the following changes to the levels of apprenticeship provided at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**]?

**IF NECESSARY: If there HAS been a change, but it has NOT been because of the reforms, please say 'No'. And if the change is partly as a result of the reform and partly for other reasons, please say 'Yes'.**

READ OUT. SINGLE CODE PER ROW.

Yes(1) No(2) Don't know(3)

_1 Started offering apprenticeships at levels you were not offering previously	1	2	3	
_2 Reduced or stopped offering apprenticeships at levels you were offering previously	1	2	3	3
_3 Increased apprenticeships in levels you were offering previously	1	2	3	

IF ANY CHANGES TO LEVELS (ANY H22N\_# = 1)

H23N **And at which levels have you...?**

READ OUT. MULTICODE PER ROW.

Level 2(1)	Level 3(2)	Level 4 or 5 (including most Higher Apps)(3)	Level 6 or above
(including Degree Apps and L6+ Apps)(4)	Don't know(5)		

IF H22\_1 = 1:

_1 Started offering apprenticeships that you were not offering previously	1	2	3	4	5
---	---	---	---	---	---

IF H22\_2 = 1:

_2 Reduced or stopped offering apprenticeships that you were offering previously	1	2	3	4
	5			

IF H22\_3 = 1:

_3 Increased apprenticeships that you were offering previously	1	2	3	4	5
--	---	---	---	---	---

IF OVERALL NUMBER OF APPRENTICES DECREASED / STOPPED AS A RESULT OF REFORMS (H20N\_1 = 3 OR 4)

H24N **You mentioned that the overall provision of apprenticeships at**[IF HRSITE = 1: **your <LOCATION> site**][IF HRSITE = 2: **this site**] **has** [IF H20N\_1 = 3: **decreased**][IF H20N\_1 = 4: **stopped altogether**] **as a result of these reforms. Has this been replaced by non-apprenticeship training...**

*READ OUT. SINGLE CODE.*

*...in full* 1

*In part* 2

*Or not at all?* 3

*DO NOT READ OUT: Don't know / Refused* 4

## J Closing Questions

ASK ALL

J1 **Thank you, we are now at the end of the survey. Would you be willing for us to call you back regarding this particular study, if we need to clarify any of the information? If you say 'yes', we may re-contact you at some point before the end of the project, which is expected to be in mid-2019?**

Yes 1

No 2

ASK ALL

J2 **The Department for Education (DfE) may wish to undertake follow-up research about apprenticeship policy. Would it be OK for them or their appointed sub-contractors to re-contact you to invite you to take part, within the next two years? This would involve transferring your name and contact details to DfE and their appointed sub-contractors. If the follow-up research has not yet started, you have the right to change your mind. For more information, visit our website at [iffresearch.com/gdpr](http://iffresearch.com/gdpr).**

Yes 1

No 2

IF I2 = 1

J3 **And for that same DfE follow-up research, would it be OK for us to share your responses to this survey with DfE or their appointed sub-contractors, linked to your company name?**

Yes 1

No 2

ASK ALL

J4 **Finally, it is sometimes possible to link the data we have collected with other government surveys or datasets to enable further statistical analysis. Your confidentiality will be maintained, and linked data will be anonymised and only used for statistical purposes. Would you be happy for this to be done?**

Yes 1

No 2

IF I1 = 1 OR I2 = 1 OR I4 = 1

I4A **Can I just confirm your details so that we can contact you as we just agreed?**

*INTERVIEWER: CORRECT OR BLANK ANY INCORRECT INFO.*

DS: PRE-POPULATE WITH SAMPLE VARIABLES. ALLOW BLANK RESPONSES.

Company Name: WRITE IN <COMPANY>

Name: WRITE IN <CONTACT>

Job title: WRITE IN <JOBTITLE>

IF I1 = 1 OR I2 = 1 OR I4 = 1: Email address: WRITE IN <EMAIL>

IF I1 = 1 OR I2 = 1 OR I4 = 1: Phone number: WRITE IN <PHONENUMBER>

SAY TO ALL

I7 **I hereby confirm that this interview has been carried out in accordance with the rules of the Market Research Society's Code of Conduct.**

Yes 1

THANK AND CLOSE INTERVIEW

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.





Department  
for Education

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