

# **Evaluation report of the consultation approach and process for the development of the Skills Priority Statement for the East of England.**

The aim of evaluation is threefold:

- 1) To assess performance against the original aims and objectives to carry out a consultation for the development of the East of England Skills Priority Statement. This was originally designed for the development of a Regional Skills Strategy;
- 2) To assess the impact resulting from the delivery of the project aims and objectives;
- 3) To learn which activities worked well and why, so as to inform any future planning and for sharing best practice?

## **Summary**

Overview of the consultation evaluation process:

In summary:

- What was evaluated – The consultative approach undertaken by the East of England Regional Development Agency was to facilitate the production of a collaborative view of the future skills priorities for the region
- The purposes of the evaluation – to ensure we have fully engaged with and had commitment from partners to articulate skills needs in the region, across all sectors, all ages and all levels
- The audience with an interest in the evaluation results – BIS/ EEDA /SFA/SSCs/FE/private training providers/representative bodies
- To identify any limitations and or restraints on the evaluation
- To report the major findings and any recommendations

## **Background**

- To develop and implement an agreed internal and external communication stakeholder and engagement strategy.
- To work with stakeholders and partners to influence and champion the skills agenda.
- To capture and articulate the skills demand for the region and ensure the availability of a range of opportunities for partner engagement with the development and implementation of the Regional Skills Strategy.
- Work with EEDA Area Teams to support the production of sub-regional skills statements for:

Central Bedfordshire, Bedfordshire Borough and Luton  
Hertfordshire  
Greater Cambridgeshire  
Greater Peterborough  
Suffolk  
Norfolk  
Essex, Thurrock, Southend

### **Unintended barriers that may have had an impact the consultation:**

- A change of government within a short period of time from the start of the project. This meant a brief delay until information from BIS was available to enable the project to continue with a change of focus from a regional skills strategy to a one-off non-strategic Skills Priority Statement.
- The original intention was to produce a Regional Skills Strategy (RSS) for the East of England that would form part of the Integrated Regional Strategy. The RSS would have been updated annually. The consultation activity would have been over a much longer period with a more extensive ongoing consultative process.
- The government has initiated two separate Consultation Papers 'A Strategy for Sustainable Growth' and 'A Simplified Further Education and Skills Funding System and Methodology' which were published in July 2010 with a consultation end date of 14<sup>th</sup> October. Both consultations will inform the development of a national skills strategy due to be published in November 2010.
- A lack of front page profile on the EEDA website may have had some impact on the number of consultation responses received.

### **Description of Consultation Methods**

- Developed and implemented a communication and stakeholder engagement strategy and plan (See Annex 1).
- Used an existing contact database from EESCP as the basis for developing a partner and stakeholder contact list.
- Used existing networks and mechanisms whenever possible for engaging with stakeholders and partners through meetings/events/focus groups and presentations.
- Designed a straightforward easy to use online questionnaire for collecting views and comments to inform the development of the skills priority statement (See Annex 2).
- Developed consistent key messages to underpin the RDA skills communication and stakeholder engagement plan.
- Conducted analysis of consultation questionnaires to ensure that comments received from partner and stakeholders were fully captured and reflected in the development of the SPS.
- To ensure we gained the widest coverage, email alerts sent out to partners and stakeholders to ensure they were fully informed on how to access the online questionnaire and with links to quickly access revisions and supporting information available relating to the development of the skills priority statement

### **Methods used for collecting evidence**

- Consultation process questionnaire developed
- Activity log developed to document all responses from online questionnaire. All responses logged and tracked.

- Questionnaires (see Annex 2) based on each of the versions of the SPS publicly released and were compiled and placed on the SPS webpage of EEDA's website. Email alerts were sent to all stakeholders on a regular basis.
- Interviews/events (All responses recorded, with full discussion and debate. All responses have been collated and grouped under headings. A pie chart was developed to represent grouped responses) (See Annex 3)
- All consultation responses were saved, hyperlinked and recorded in a log. Respondee were categorised and a chart compiled.
- A questionnaire for employers was compiled and BusinessLink sent this out in a mailshot to their 15,000 members and also distributed at employer events.
- Regular reporting on the development of the SPS as it progressed through the consultation process. This was achieved through regular e-mail to stakeholders and partners on the database and via the area teams.
- Regular reporting to RDA staff through the internal communication process to ensure they had full information on the skills agenda and related themes.
- Briefings both written and verbal to EEDA staff and Senior Management Team
- Ongoing feedback from stakeholders recorded electronically for gathering evidence.
- Final evaluation and report of stakeholder engagement

### **Number of online questionnaires completed and submitted via online website**

- 169 stakeholders have been sent a direct email alert at least six times over the period June to the end of September 2010
- Evidence base consultation – Three responses were received specifically regarding the original evidence base consultation (mini SPS produced in February 2010) but we also received several documents containing sector-based reports that were offered for possible use as supporting evidence.
- 3 drafts of the SPS were placed on a web page of EEDA's website and e-mail alerts were sent out to stakeholders on the contact list.
- EEDA e-briefs (electronic newsletters) – have covered a wider EEDA stakeholder group of between 2500 and 3000 subscribers to highlight that the SPS draft was online and also gave a summary of events and news about the SPS and the consultation.
- Overall 40 completed questionnaires received and acknowledged with a personalised response.
- 63 organisations have actively discussed and responded to the development of the SPS.
- 16 employer questionnaires completed from Business Link events

### **Evaluation of the responses to the consultation questionnaire**

An e-mail alert to stakeholders was sent out on 20 September 2010 asking for the views of stakeholders and partners to their experience of the consultation process (see Annex 5) an online questionnaire was posted on the EEDA website. In addition to the online response facility, stakeholders and partners were personally contacted and questionnaires were

completed via a telephone discussion. The responses were collated and the results are as follows:

➤ *How did you find out about the development of the Skills Priorities Statement?*

35% of respondents knew about the SPS through the events held early on in the process whilst others found out through the EEDA website (7%), EEDA e-mail shots (22%), and a colleague (22%) or through membership of a group (14%). This shows that all mediums used for disseminating information about the SPS were successful.

➤ *Did you feel engaged with the Skills Priorities Statement consultation?*

86% of respondents said they felt fully engaged in the consultation with 14% feeling they had been partially engaged.

➤ *Do you feel that the consultation on the Skills Priorities Statement was visible enough to stakeholders and partners?*

71% stated that they considered the consultation to have been widely publicised and high profile enough.

➤ *Were the timescales given for responses adequate?*

86% of respondents felt the timescales given for responses to questionnaires sent out were adequate to ensure good quality considered responses from stakeholders and partners.

➤ *If you responded to the consultation did online access to supporting documents help frame your response?*

43% replied 'yes' and 57% said 'no'. Of this latter group the majority replied in the negative because they had been provided with the documents from other sources and so had not used the online access

➤ *Did the web-based design of the consultation make it easier for you to respond?*

Answers to this question were evenly split between 'yes' and 'no'.

➤ *If you responded to the consultation do you feel that your comments are reflected in the final Skills Priorities Statement?*

All respondents (100%) to this question stated that they considered that their comments throughout the development of the SPS had been reflected in the final version of the document.

➤ *Do you feel that the Skills Priorities Statement will influence future skills investment within your organisation?*

Out of all the replies to this question 79% felt that the SPS would influence future skills investment within their organisation.

*The Skills Priority Statement is an excellent piece of work. We hope that Essex County Council's (ECC) Skills Priority Statement will lay the framework for future skills investment in Essex, from a number of sources, not just ECC ([Essex County Council](#))*

➤ *How satisfied were you with the Skills Priorities Statement consultation process?*

When asked this question 57% of respondents replied that they were fully satisfied with the consultation and 43% partially satisfied. Nobody expressed dissatisfaction with the process.

*Well managed and coordinated with adequate opportunity to gain feedback on contribution and clarifications sought by EEDA team where necessary ([Association of Colleges in the Eastern Region](#))*

### **Advantages of the online approach to the consultation**

- The online questionnaire was quick to complete, with access to the webpage anytime.
- Data was analysed frequently and directly imported into statistical tools, increasing the speed and accuracy of analysis.
- The online questionnaire could be easily updated during each phase of the consultation process.
- Costs associated with the online questionnaires were staff administration costs only.

### **Discussion of Results**

#### **How the views of consultees affected decisions or actions?**

- All comments and views of respondees to the consultation were logged and decisions regarding their inclusion, or not, in the final version of the SPS have been recorded.

#### **Benefits associated with the consultation?**

- Greater sense of inclusion and ownership of stakeholders and partners
- are seen as listening and responding to the views and ideas of stakeholders and partners
- raise awareness and understanding of the skills agenda across the East of England
- Assisted with the decision making process to reflect the views of the diverse range of interests in the skills agenda.
- It provided greater openness, transparency and accountability

#### **Unexpected benefits**

- A very positive response to requests for case studies of good practice from employers to show how they are investing in the up-skilling their employees.

### **Key Messages regarding the Skills Priority Statement**

- Continue to use the Skills Priority Statement shared with relevant organisations to inform the delivery of skills over the next 12 months
- **BIS expect** colleges and training organisations to use the Statements to guide and inform their delivery in the short to medium term.
- SPS will be of particular value during the transition period when Local Enterprise Partnerships are being established and until they agree their own arrangements for communicating local skills priorities with colleges, training organisations and other partners.

### **Dissemination of the Skills Priority Statement**

A presentation is now available for use at suitable events. (**Link**) This can also be sent out on request to stakeholders and partners to use within their organisations.

Events booked as of 21 October:-

- 2<sup>nd</sup> December – for the regions principals/chief executives/ Association of Colleges (AoC) /Skills Funding Agency and YPLA (Alison Webster is presenting)
- 9<sup>th</sup> December – National Apprenticeship Service (NAS) for FE Colleges and private training providers across the East of England. (Alison Webster is presenting)

**References: Sources reviewed and consulted during this process**

1. Best Practice Guidelines for Evaluation  
Public Management Service May 1998  
<http://www.oecd.org/puma/mgmtres/pac/index.htm>
2. Digital Engagement Evaluation Toolkit – Digital Dialogues – Prepared for the Ministry of Justice by the Hansard Society – November 2009
3. Scottish Government: Consultation Good Practice Guidance – May 2008

# Annex 1

## Engagement Plan

## **Communications Plan – Skills Advocacy**

5<sup>th</sup> May 2010 update

*Skills are a key driver of productivity, economic participation and prosperity. The ability of firms to update working practices, products, processes and business models in the face of growing international competition depends on the quantity and quality of skilled labour available. With employment prospects for the least skilled declining, a good skills base also helps people to find employment, progress their careers and improve their pay prospects. Qualification attainment is a measure of the level of skills and expertise that are available within the region's economy.*

Responsibility for Skills Advocacy including championing and delivering initiatives to raise demand for skills is the responsibility of the whole team that are engaged in skills. Within skills advocacy we have an internal and an external message.

Internal Message – To ensure all RDA staff are engaged in the skills agenda and that skills is an influencer for the current and future projects of the RDA.

External Message – is for stakeholders to work collaboratively to engage with employers and to work with key employers to engage with the skills agenda to raise the demand for skills.

To continue with the development of a network of key stakeholders to support and develop the skills needs across the region.

### **Roles and responsibilities of the different players engaged in skills in the region**

#### RDAs need to:

- Act as the strategic co-ordinator of relationships between key stakeholders in the region.
- Be the champion and advocate for skills in the region
- Respect the contribution of different types of partners/stakeholders to the skills agenda, ensuring that important work is not overlooked in their considerations.

#### Colleges and providers need to:

- Work effectively with employers to influence the identification and articulation of skills priorities
- Demonstrate their responsiveness in meeting the demand that has been articulated.

#### Representative bodies need to:

- Work with their members to identify and implement appropriate consultation and feedback mechanisms for Colleges and providers to enhance engagement with the RDA.

The Regional Skills Strategy will articulate the skills that businesses and communities require to underpin sustainable economic growth in the region. It will support the RES (2008-2031) strategic priorities:

## Communications - Internal

Audience	Channel	Message	Timing
EEDA staff	Face to Face Lunch & Learn sessions	Why skills are important How they can support the message	Commitment 2 per year April 2010 September 2010
	e-briefing	Up date on Skills Strategy news	Bi-weekly?
	Meet with Area Teams	Develop Ways of Working and Up date on skills landscape/policy Briefing document for internal use  Note: FAQ for internal and external use being developed through NSG	22 <sup>nd</sup> February 15 <sup>th</sup> March 28 <sup>th</sup> April and further commitments when required.  Area Teams – setting up events in sub regional areas to develop Skills Priority Statement
	<p>Communications and Marketing team:</p> <p>The Relationship Management team will work closely with the Enterprise and Skills directorate in order to explore regional and sub-regional sponsorship opportunities, speaker platforms etc with the major business representative organisations in the region.</p> <p>The communications directorate is principally accountable for delivering the Partnership <b>Advocacy and Communications programme objectives contained in the Corporate Plan</b>. Our headline corporate objectives as identified in the Corporate Plan are:</p> <ul style="list-style-type: none"> <li>➤ to act as effective advocates for the region and Greater South East at national and international levels</li> <li>➤ to provide strategic advice on communications to senior decision-makers at EEDA</li> <li>➤ to increase the awareness of EEDA's impacts and successes, and our contribution to the region</li> <li>➤ to position EEDA as a expert on the economy</li> <li>➤ to influence others to act as champions and advocates for the region and for EEDA and help address the region's economic priorities.</li> </ul>	Regular meetings to discuss Skills Strategy support + Web developments	February and on going Attend Comms meetings on a regular basis? Amanda
	Forward planning Calendar	Use this as a tool for ways of working with other teams	Update this with Skills Strategy events and meetings
	Strategy Team	RES & IEP good practice to take forward	February meeting Arrange further

			meetings when required
		On line template for organisations to contribute to skills strategy evidence	On going for Autumn deadline
	EEDAnet	Summary of key skills policy documents to keep staff informed	On going
	Skills and Employability Service Delivery Plan	Input from Skills Strategy Team on delivery of objectives	Annual basis? Review through Score Card ?
	Business Link	Through Steven Thain + EEIDB direct – Area Managers/brokers	Set up regular meetings with establish protocols
	Update Employment and Skills Team	Input into Team meetings, reporting on progress on the Skills Strategy.	Regular Skills Strategy and ES team meetings
EEDA Board	Amanda to update EEDA Board	Skills Strategy update	June August November

## **Communications External**

Note: FAQ for internal and external use being developed through NSG

<b>Audience</b>	<b>Channel</b>	<b>Message</b>	<b>Timing</b>
Various	EEDA Forward planner	Tap into appropriate Area Team external meetings with local /sub regional partners - meetings/events/briefings	Monthly schedule
	EEDA Website	Key messages on Skills Strategy – now under Leadership and then skills link	Up dated as and when required – First message now on EEDA website
EEDA data base of external contacts	e-bulletins	Up date on the Skills Strategy – research findings- key messages on skills investments	Monthly – dates ?
Businesses	Develop Case studies	to demonstrate positive impact for investing in skills	On going
Business Link EEIDB	Through EEDA's Steven Thain	How we can work with them to engage with employers on the Skills Strategy. + Streamlining of brokerage and employer engagement. Allan Barrows Head of Business Advice Business Link 08456419827 M. 07887690213 Also note Christian Bone ( see below)	Meeting took place in March with ST to establish skills strategy activity – establish regular meetings to engage with EEIDB Area Managers → Tap into BL expertise with employers. Use events/briefings/meetings to

			exhibit/present etc.
Key Stakeholders		Identification of employment areas to help and support the shaping of skills provision	
Joint regional Economic Development Teams from Local Authorities	Amanda – part of this group		Monthly?
Local Authorities	Area teams AM / JK /AMa	Working closely with LAs. Help shape the development of RSS through Leaders' Board. + Identification of joint working across stakeholders on projects as an example of all stakeholders working together to add value. How we can work together to advocate skills and raise the demand for skills.	Regular meetings
Skills Funding Agency	AM /AW / JP approp members of skills strategy team - probably on rotation	Regional priorities reflected in SFA spend - Influenced by RPS- difference affected in 2010/11 2010/11 committed spend v influencing and refocused on priority skills identified.	Regular meetings - AM has proposed dates to LK awaiting confirmation
Young People's Learning Division	AM /AW / JP approp members of skills strategy team - probably on rotation	National Framework for Regional and Local Economic Development with clarification RSS and the whole of the education and skills continuum. Aligning provision – pre19 to university	
FE Colleges AoC/ACER		AoC/LSIS paper – 'Developing regional skills strategies: ensuring that colleges and providers are effectively engaged with RDAs in influencing the shape and content of regional skills strategies and in responding to regionally articulated demand. SIS emphasises responsibility of Colleges and providers to align their	RDA must consult and take account of how local networks are organised to ensure that consultation is as effective as possible and to ensure that Colleges and providers are kept informed of the priorities that are identified.

		activity to meet national and regional priorities. Important then that they are engaged in helping shape the priorities and demonstrate how they are responding.	
Private Training Providers ALP	Meeting including EESCP Terry Fennells Regions and Sectors Engagement Manager 07814227365 <a href="mailto:tfennell@learningproviders.org">tfennell@learningproviders.org</a> Paul Warner Director of Employment and Skills Association of Learning Providers M: 07904 913479 T: 0117 986 5389	How we work with them to deliver key messages to their members on Skills Strategy	meeting - May 28 <sup>th</sup> 9.30am
Sector Skills Council (SSC)Alliance(SSA)			
National Skills Academies (NSA)			
HE structures/ HEFCE,AUEE/HEIs		The Higher Education Framework(Vision to sustain the success of Universities – e.g. broadening the range of delivery models to draw more of the exiting workforce into HE) + RDAs being the key channel for aggregating and articulating demand from businesses through Science Industry Councils amongst others, and to help universities respond to key priority NINJ sectors.	
Business Networks		EEBG	AM first meeting/presentation with EEBG rep on 13 <sup>th</sup> May To set up regular meetings with network
Professional Bodies			
Businesses that can support skills messages			
Employment and Skills Board (ESB) and area based Boards / partnerships as a proxy	Area teams and nominated “area link” in the SS Team	Identification of joint working across stakeholders on projects as an example of all stakeholders working together to add value. How we can work together to advocate	Greater Cambridgeshire Partnership meeting 27 <sup>th</sup> April

		skills and raise the demand for skills.	
Chamber of Commerce			
CBI			
Christian Bone Businesslink – has extensive employer contact details	Would be very happy to help with employer events	Contacted ML during EESCP event in April	Planning for future consultation events JK to contact – discuss with ML/Amanda
Alison Bunney, Business Development & Marketing Director, Seetec, Hockley, Essex <a href="mailto:Alison.bunney@seectec.co.uk">Alison.bunney@seectec.co.uk</a> (07818 533033)	Alison works with Chambers of Commerce and is aware that the Chamber is in process of commissioning employer research	Contact from ML during EESCP event in April	ML to follow up
Carol Anson-Higgs Vice Principal Business Design, South Essex College	Carol has offered to set up a meeting with college staff who engage with employers to discuss employer engagement and barriers to engagement. <a href="mailto:Carol.anson-higgs@southessex.ac.uk">Carol.anson-higgs@southessex.ac.uk</a>	Contact from ML EESC event	
Maureen Wilcox, Manager Thurrock Strategic Lifelong Learning Partnership <a href="mailto:mwilcox@thurrock.gov.uk">mwilcox@thurrock.gov.uk</a> 01375 652918		Contact from ML EESCP event	
Louise Aitken, Skills Manager, Essex County Council 01245 435125 <a href="mailto:louise.aitken@essex.gov.uk">louise.aitken@essex.gov.uk</a>	Louise has local data to share	Contact from ML during EESCP event	ML to follow up
Debbie Dear, Deputy Chief Executive, ACER <a href="mailto:Debbie.dear@acer.ac.uk">Debbie.dear@acer.ac.uk</a>	Debbie offered to put ML in touch with colleges to discuss employer engagement	Contact from ML EESCP event	Discuss with Amanda + team to take this forward re – employer engagement

## Annex 2

### Questionnaires

# The East of England Regional Skills Strategy Consultation

Name

Organisation

**What areas do you operate across?** (You may check more than one option)

- |   |                          |               |                          |
|---|--------------------------|---------------|--------------------------|
| Cambridgeshire and Peterborough                 | <input type="checkbox"/> | Hertfordshire | <input type="checkbox"/> |
| Bedford Borough, Central Bedfordshire and Luton | <input type="checkbox"/> | Norfolk       | <input type="checkbox"/> |
| Essex, Southend-on-sea and Thurrock             | <input type="checkbox"/> | Suffolk       | <input type="checkbox"/> |
| Regional  | <input type="checkbox"/> |               |                          |

**Organisation type**

- |                       |                          |                                |                          |
|-----------------------|--------------------------|--------------------------------|--------------------------|
| Local Authority       | <input type="checkbox"/> | Private training provider      | <input type="checkbox"/> |
| HE body or FE College | <input type="checkbox"/> | Business                       | <input type="checkbox"/> |
| Sector Skills Council | <input type="checkbox"/> | Business Interest Group        | <input type="checkbox"/> |
| Public organisation   | <input type="checkbox"/> | Community and Voluntary Sector | <input type="checkbox"/> |
| Other                 | <input type="checkbox"/> |                                |                          |

**Size of Organisation**

- |                         |                          |                              |                          |
|-------------------------|--------------------------|------------------------------|--------------------------|
| 1-50 employees          | <input type="checkbox"/> | Between 50 and 250 employees | <input type="checkbox"/> |
| More than 250 employees | <input type="checkbox"/> |                              |                          |

The Strategic Skills team at EEDA may wish to contact you to discuss your comments further. Please provide your contact details if you are willing to do this.

Phone

E-mail

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You do not need to answer all of the questions below if they are not relevant to you. We do value any contribution that you can make to this consultation process.

- Do you agree with the future skills needs identified in the Regional Priority Statement?
 

Yes, I full agree	<input type="checkbox"/>
Yes, I partially agree	<input type="checkbox"/>

No, I don't agree

Please give details on the reason for your answer and provide any evidence as appropriate

2. How should we ensure that the planning for future skills needs is built into the strategic planning process?
3. What would you suggest are the future skills needs for your particular sector, specialism or location and what evidence can you provide to support this?
4. With regard to question 3, does training provision exist in the region or does it need to be developed? Can you provide evidence to support this?
5. How should we ensure connectivity of delivery across the age range – pre and post 19?
6. How can local partners ensure that they are involved in policy development; to advise and implement both up and down the skills system?
7. Does the Regional Priority Statement (RPS) capture the ambition for the region and the scale of the challenge? If not, what changes would you suggest and what evidence supports these changes?
8. How can EEDA better help businesses articulate skills needs?

Thank you for taking the time to complete this consultation form. **Please send this form and any supporting documents to [strategicskills@eeda.org.uk](mailto:strategicskills@eeda.org.uk) by 30 June 2010. Please title the email 'Skills strategy consultation'.**

If you would like to be involved in future consultation activity regarding the development of the regional skills strategy then please ensure you have included your contact details above.

# The Skills Priorities Statement Consultation

Name

Organisation

**What areas do you operate across?** (You may check more than one option)

- |   |                          |               |                          |
|---|--------------------------|---------------|--------------------------|
| Cambridgeshire and Peterborough                 | <input type="checkbox"/> | Hertfordshire | <input type="checkbox"/> |
| Bedford Borough, Central Bedfordshire and Luton | <input type="checkbox"/> | Norfolk       | <input type="checkbox"/> |
| Essex, Southend-on-sea and Thurrock             | <input type="checkbox"/> | Suffolk       | <input type="checkbox"/> |
| Regional  | <input type="checkbox"/> |               |                          |

**Organisation type**

- |                       |                          |                                |                          |
|-----------------------|--------------------------|--------------------------------|--------------------------|
| Local Authority       | <input type="checkbox"/> | Private training provider      | <input type="checkbox"/> |
| HE body or FE College | <input type="checkbox"/> | Business                       | <input type="checkbox"/> |
| Sector Skills Council | <input type="checkbox"/> | Business Interest Group        | <input type="checkbox"/> |
| Public organisation   | <input type="checkbox"/> | Community and Voluntary Sector | <input type="checkbox"/> |
| Other                 | <input type="checkbox"/> |                                |                          |

**Size of Organisation**

- |                         |                          |                              |                          |
|-------------------------|--------------------------|------------------------------|--------------------------|
| 1-50 employees          | <input type="checkbox"/> | Between 50 and 250 employees | <input type="checkbox"/> |
| More than 250 employees | <input type="checkbox"/> |                              |                          |

The Strategic Skills team at EEDA may wish to contact you to discuss your comments further. Please provide your contact details if you are willing to do this.

Phone

E-mail

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The following questions relate to the latest version of the Skills Priorities Statement that can be found at [www.eeda.org.uk/5172.asp](http://www.eeda.org.uk/5172.asp)

9. Do you agree with the skills challenges set out in the Skills Priorities Statement?
- |                        |                          |
|------------------------|--------------------------|
| Yes, I fully agree     | <input type="checkbox"/> |
| Yes, I partially agree | <input type="checkbox"/> |
| No, I don't agree      | <input type="checkbox"/> |

Please give details on the reason for your answer

10. Do you agree with the skills investment priorities set out in the Skills Priorities Statement?

Yes, I fully agree

Yes, I partially agree

No, I don't agree

Please give details on the reason for your answer

11. Do you agree with the implications and recommendations on making the market work?

Yes, I fully agree

Yes, I partially agree

No, I don't agree

Please give details on the reason for your answer

Thank you for taking the time to complete this consultation form. Please return this form to [strategicskills@eeda.org.uk](mailto:strategicskills@eeda.org.uk)

## Skills Consultation - Employers

**Name**

**Organisation**

**What areas do you operate across?** (You may check more than one option)

- |   |                          |               |                          |
|---|--------------------------|---------------|--------------------------|
| Cambridgeshire and Peterborough                 | <input type="checkbox"/> | Hertfordshire | <input type="checkbox"/> |
| Bedford Borough, Central Bedfordshire and Luton | <input type="checkbox"/> | Norfolk       | <input type="checkbox"/> |
| Essex, Southend-on-sea and Thurrock             | <input type="checkbox"/> | Suffolk       | <input type="checkbox"/> |
| Regional  | <input type="checkbox"/> |               |                          |

**Organisation type**

- |                           |                          |                              |                          |
|---------------------------|--------------------------|------------------------------|--------------------------|
| Local Authority           | <input type="checkbox"/> | Community & Voluntary Sector | <input type="checkbox"/> |
| Business                  | <input type="checkbox"/> | Sector Skills Council        | <input type="checkbox"/> |
| Business Interest Group   | <input type="checkbox"/> | Public organisation          | <input type="checkbox"/> |
| Private training provider | <input type="checkbox"/> | Other                        | <input type="checkbox"/> |

**Size of Organisation**

- |                         |                          |                              |                          |
|-------------------------|--------------------------|------------------------------|--------------------------|
| 1-50 employees          | <input type="checkbox"/> | Between 50 and 250 employees | <input type="checkbox"/> |
| More than 250 employees | <input type="checkbox"/> |                              |                          |

The Strategic Skills team at EEDA may wish to contact you to discuss your comments further. Please provide your contact details if you are willing to do this.

Phone

E-mail

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You do not need to answer all of the questions below if they are not relevant to you. We do value any contribution that you can make to this consultation process.

12. What are the current skills needs for your organisation?

13. Do you know what future skills needs your organisation will require?

Yes  No

If yes, please give brief details

14. In the last year have you had, or currently have, hard-to-fill vacancies in your organisation? Yes  No

If yes, please give brief details on why you think these vacancies were / are difficult to fill.

15. Describe the effect on your business of skills shortages in your sector of the industry.

16. Do you value transferable skills more than qualifications when interviewing applicants?

Yes  No  Equally valued

17. Do you employ, or are considering employing, apprentices?

Yes  No

18. Do you assess what gaps employees have in their skills?

Yes  No

If yes, how?

19. Does your organisation have a formal training budget?

Yes  No

20. If yes to Q7 in what area does the most training expenditure take place?

Short, non-qualification based courses

Below Level 2 qualifications   
i.e. numeracy, literacy or basic skills

Higher level qualifications   
i.e. level 2 or 3 diplomas, degrees etc

21. Do you have trouble finding appropriate training provision?

Yes  No

If yes, please give brief details

Thank you for taking the time to complete this consultation form. **Please send this form and any supporting documents to [strategicskills@eeda.org.uk](mailto:strategicskills@eeda.org.uk). Please title the email 'Skills consultation'.**

If you would like to be involved in future consultation activities regarding the development of the Skills Priorities Statement then please ensure you have included your contact details.

## Annex 3

# Stakeholder and Partner Consultation

**Organisations consulted with or responding to the consultation**

SEMTA
One Nucleus
Roff Marsh Partnership Ltd
Taylor Electrical
Arts Council
Screen East
Step Out Arts
Creative & Cultural Skills
Energy & Utility Skills
Wickham Engineering
Gasway
National Skills Academy Financial Services
Financial Services Authority
Skills for Care & Development
Primary Homecare
East of England Strategic Health Authority
DG Technical Services
Parkes Print & Design
Manufacturing Advisory Service East
Rural Action East
East of England Rural Forum
Q Lawns
East of England Sustainable Farming and Food Group
Norfolk Employment & Skills Board
Southend-on-Sea Borough Council
Skills Funding Agency
Norfolk County Council
Young People's Learning Agency
Bedford Borough Council
Luton Borough Council
Thurrock Council
Central Bedfordshire Council
Suffolk County Council
Essex County Council
Government Office East
Cambridgeshire Adult Skills and Learning Board
Opportunity Peterborough
Peterborough City Council

EELGA Employment & Skills Panel
Cambridgeshire County Council
Hertfordshire County Council
SkillsActive
Valerie's Veggies
Glade Pest Control Services Ltd
Federation of Small Business
Trade Union Congress
East of England Business Group
Association of Colleges in the Eastern Region
FE College Principals group
East of England Black and Minority Ethnic Network (MENTER)
BusinessLink
Community and Voluntary Forum: Eastern Region (COVER)
Association of Learning Providers (ALP)
FE Sector Business Development Managers Network
Association of Universities in the East of England (AUÉE)
Thames Gateway Higher Skills Alliance
Commercial Utility Brokers (UK) Ltd
CITB / ConstructionSkills
Ports Roundtable Group
e-skills UK
University of Bedfordshire
Norwich University College of the Arts
East of England Skills and Competitiveness Partnership (EESCP)

