



Help Us Get It Right - Employers Survey

Summary 2006 – 2007

dbc

DEVON & CORNWALL BUSINESS COUNCIL

The Business Voice For a Better Future

connexions

CORNWALL AND DEVON

Overall analysis

This is the first year Connexions Cornwall and Devon have carried out a structured survey of the service provided by Connexions to local employers. A range of questions enabling Connexions to gather feedback on relevant issues were agreed with the Devon and Cornwall Business Council. A telephone survey was carried out in September/ October 2006 and reported on in November 2006. This report is the analysis of a questionnaire given out by staff to employers they were working with between September 2006 and March 2007. A total of 390 responses were received and analysed.

Respondents' business sector:

Agriculture and horticulture: 1%	Art, design and media: 1%
Construction: 7%	Engineering: 3%
Finance: 2%	Food and drink: 18%
Hairdressing and beauty: 7%	Health and social care: 4%
ICT: 0%	Manufacturing: 3%
Motor vehicle: 2%	Retail and wholesale: 31%
Tourism: 2%	Transport: 0%
Other: 17%	

Size of business:

How many employees do you have overall at this site?

1 to 5: 24% 6 to 15: 43% 16 to 30: 15% 31 to 50: 7% 51 to 100: 4%
101 to 500: 6% 501 +: 2%

How many of these employees are currently under 19?

1 to 5: 72% 6 to 15: 15% 16 to 30: 5% 31 to 50: 1% 51 to 100: 7%

Have you taken on young people aged under 19 in the last 5 years?

Yes: 86% No: 14%



What is Connexions doing?

2.1 Have you heard of the Connexions Service?

Yes: 47% No: 53%

2.2 Has Connexions helped you:

Fill vacancies for young people?

Yes: 37% No: 63%

Advised you on the availability of young people?

Yes: 54% No: 46%

Advised you on the types of qualification young people hold?

Yes: 51% No: 49%

Advised you on wage levels for young people?

Yes: 37% No: 63%

Advised young on the training available for young people:

Yes: 65% No: 35%

How would you rate the service given by Connexions? (1 = poor, 4 = excellent):

1: 5% 2: 10% 3: 35% 4: 50%

2.3 Connexions offers the following services to employers. Which of these would you find useful?

Filling vacancies for young people:

Yes: 73% No: 27%

Advising on the availability of young people:

Yes: 75% No: 25%

Advising on the types of qualification young people hold:

Yes: 59% No: 41%

Advising on wage levels for young people:

Yes: 51% No: 49%

Advising on the training available to young people:

Yes: 75% No: 25%



Does Connexions give you what you want?

3.1 How do you think Connexions can best help employers develop their business?

The most common responses were around screening candidates for vacancies, sending the “right” applicants, sending applicants who meet the employer’s criteria, sending suitable young people. This was followed by responses on preparing young people for the world of work generally – making sure young people know what to expect, understand (and demonstrate) the attitudes they will need at work, preparing young people for job interviews etc. Employers were also interested in accessing training available to develop young employees, and a very small number of employers wanted more information on any funding available to support them in taking on and/ or training young people.

3.2 Are you aware of the employer section on our web-site?

Yes: 17% No: 83%

3.3 Have you had any leaflets or information from Connexions?

Yes: 64% No: 36%

How could the leaflets/information from Connexions be improved?

Those employers who commented were actually quite satisfied with the standard of information and/or leaflets given, finding them clear and informative

How well does Connexions do things?

4.1 Have you recently placed a vacancy with Connexions? If yes, did Connexions fill the vacancy?

Yes: 48% No: 52%

If yes, how long did this take?

Less than 1 week: 28% 1 to 2 weeks: 36% 2 to 4 weeks: 25% 4+ weeks: 11%

If no, how was the vacancy filled?

Most common responses were: local newspapers, word of mouth, Jobcentre

Did Connexions keep you in touch with the progress of your vacancy?

Yes: 84% No: 16%

Did you receive a follow up call?

Yes: 95% No: 5%

Is the young person still working for your company?

Yes: 83% No: 17%



If not, do you know why?

Most common here were “temp work”, “on a gap year” – very infrequently that the young person was not suitable.

4.2 How could Connexions improve its vacancy service to employers?

Again, most employers who commented were complimentary about the service received rather than suggesting improvements. One employer wanted to enter the vacancy details on our web-site him/herself, and one suggested we find out more about employers’ needs, but mostly employers appeared satisfied. One commented favourably on the matching system we use.

4.3 Would you use the Connexions service again?

Yes: 97% No: 3%

What is Connexions doing for you?

5.1 Are the young people who apply to you for vacancies prepared for the world of work?

Yes: 48% No: 52%

5.2 What could be done to make them better prepared?

The most common theme here was extended work experience, both enabling the young person to try out a specific job to make sure it was right for them, and in a more general sense to make sure young people were aware of what was required of them. Employers felt young people were not aware of the attitudes they need to demonstrate, that they need to appear motivated and keen, and well presented. Some employers felt that young people were not always aware of the range of opportunities available to them, and a number found communication difficult, young people apparently unaware or unsure of how to communicate appropriately with adults in a work situation.

Some employers did make positive comments, particularly that they had received a “good standard” of job applicant, and/or that young people were well prepared for job applications and interviews.

5.3 Do you have links with your local schools and colleges?

Yes: 40% No: 60%

5.4 How could links be improved?

Again, employers suggested more and more varied work experience, and making young people aware of the opportunities available to them in the workplace. Some employers offered to visit schools to raise awareness, and one employer asked plaintively “are there no careers teachers now?”, as contact with local schools had diminished in the last few years.



5.5 Is there anything else you would like to tell us about how Connexions could improve its service to employers?

Those employers who suggested improvements tended to focus on marketing/ awareness of what Connexions could do for employers. Some also suggested ongoing contact after placing a young person, until the young person was fully settled into their new role. A number of employers highlighted the need to have a single, named contact rather than “service” contact details.





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