



External Stakeholder Satisfaction with Labour Market Intelligence 2010

Asset Skills Research

June 2010

Background:

- The Stakeholder Satisfaction with Asset Skills Labour Market Intelligence (LMI) Survey was made available to all Board Members and Asset Skills stakeholders in Quarter 2 of 2010.
- 89 responses were received (44% response rate).
- In all cases respondents were familiar with the LMI produced by Asset Skills and were therefore able to comment with authority on the quality, robustness, and usefulness of the LMI produced by Asset Skills.
- The Stakeholder Satisfaction with Asset Skills LMI Survey will be conducted annually.
- A similar survey has been undertaken with internal stakeholders, to ensure 360° feedback is received. This survey will also be conducted on an annual basis.
 - Results for the internal satisfaction survey are reported separately, and are available on request.

Objectives:

- To assess levels of stakeholder satisfaction with the LMI produced by Asset Skills both in terms of:
 - Overall quality; and
 - Frequency.
- To investigate the ways in which stakeholders use the LMI produced by Asset Skills.
- To assess the impact, where possible, of the LMI produced by Asset Skills on stakeholder organisations.
- To identify areas for improvements and enhancements to the LMI offer to Asset Skills stakeholders, both in terms of:
 - The ways in which Asset Skills LMI is presented, communicated and disseminated to external stakeholders; and
 - New areas for investigation.

Sample Composition:

- Stakeholders who participated in the satisfaction survey were representative of the core Asset Skills industries, the four home nations, and the nine English regions
- Furthermore, a wide range of different types of stakeholder organisation responded to the survey.

Organisation Type	Number of Respondents
Government Organisations	30
Employers	31
Professional Bodies	17
Training Providers	8
Academics	6
Recruitment Agencies	1
Total	93

*Notes: *There are more participating organisations than respondents, due to the fact that some respondents represent more than one organisation and have answered the survey on that basis.*

Asset Skills Sector	Number of Respondents
Cleaning	10
Facilities Management	16
Housing	20
Property	11
Parking	1
All Sectors*	31
Total	89

*Notes: *In some cases certain stakeholders were interested in all of the sectors within the Asset Skills footprint such respondents are incorporated in the 'All Sectors' category.*

Stakeholder Map: Employers

Facilities Management



Cleaning



Housing



Property

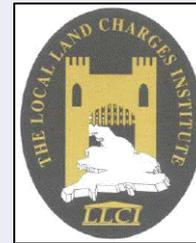


Stakeholder Map: Professional Bodies

Facilities Management



Property



Cleaning



Housing



Parking



Stakeholder Map (cont.)

Government Organisations



Academics



Training Providers



Participating Organisations*

- Acorn Group
- Advantage West Midlands
- Association of Residential Managing Agents
- Antrim Borough Council
- Argyle Cleaning Services
- Birmingham Metropolitan College
- Birmingham Metropolitan College – Training Head Office
- Brackenleigh Properties
- British Cleaning Council
- British Institute of Cleaning Science
- British Institute of Facilities Management
- British Parking Association
- Business Link East Midlands
- Business Link South East
- Business Link South West
- Business Link West Midlands
- Chartered Institute of Building
- Chartered Institute of Housing
- Cleaning and Support Services Association
- Creating Excellence
- Co-ownership Housing
- Coleg Menai
- Connswater Homes
- De Montfort University
- Direct Cleaning
- E-Surv
- East Thames Housing Association
- Environmental Property Service
- Halifax
- Healthcare Estates and Facilities Management Association
- Helm House
- HJ Martin
- HSBC
- HM Prison Service
- Homes and Communities Agency
- Initial Cleaning
- Jobcentre Plus North East
- Jobcentre Plus North West
- Jobcentre Plus Wales
- Kier
- Local Land Charges Institute
- London Apprenticeship Service
- London Brokerage Service
- Marchmont Observatory
- Melton Mowbray County Council
- Metropolitan Housing Trust
- Mitie
- Ministry of Justice, National Offender Management Service
- Morelee Facilities Management
- National Apprenticeship Service South East
- National Apprenticeship Service South West
- New Charter Housing Trust Group
- Newport Housing Trust
- North West Strategic Health Authority
- North West Universities Association
- North West Universities Association – Higher Level Skills Pathfinder
- Northern Ireland Housing Executive
- Oaklee Housing Association
- One North East
- Oxford University
- Places for People
- Premium Properties
- PML Group
- Principality Building Society
- Remploy
- Rentokil Initial
- Resource Group
- Robinson Cleaning
- Rowland Jones Chartered Surveyors
- Royal Grammar School, Newcastle
- Royal Institution of Chartered Surveyors
- Royal Town Planning Institute
- Sanctuary Housing Association
- Share
- Skills Funding Agency (East of England)
- Skills Funding Agency (London)
- Skills Funding Agency (North East)
- Skills Funding Agency (North West)
- Skills Funding Agency (South East)
- Skills Funding Agency (West Midlands)
- South West Observatory
- Sustainable Communities Excellence Network (Wales)
- Sustainable Communities Excellence Network (UK)
- Tees Valley Unlimited
- Training and Learning Company
- University College London
- University of Derby
- University of Exeter
- University of Glamorgan
- West Midlands Leaders Board – Regional Partnership Centre
- Yorkshire Forward RDA

*Notes: *There are more participating organisations than respondents, due to the fact that some respondents represent more than one organisation and have answered the survey on that basis.*

Headlines:

- UKCES performance monitoring targets for LMI satisfaction in 2010 have been exceeded:
 - A target of 88% satisfaction was set by UKCES; the 2010 stakeholder satisfaction survey reveals that 94% of respondents were satisfied with the LMI produced by Asset Skills.
- The users of Asset Skills LMI are:
 - Satisfied with the overall quality of the LMI produced by Asset Skills; and
 - Satisfied with the frequency of LMI produced.
- Stakeholders feel that the LMI produced by Asset Skills is:
 - Presented professionally and to a high standard;
 - Clearly presented in a variety of formats, appropriate to different audiences;
 - Useful to their organisation; and
 - Rigorous and robust.
- In terms of the ways in which the LMI produced by Asset Skills is used, the following is true. The LMI produced by Asset Skills:
 - Is referred to by stakeholders;
 - Is circulated within the stakeholders organisation;
 - Is cited in stakeholders own reports and / or presentations;
 - Informs stakeholders' decision making; and
 - Has had a positive impact on stakeholders' organisations.

Overall Satisfaction

- The majority of respondents are satisfied with the overall quality of the LMI produced by Asset Skills.
- 94% of respondents were satisfied with the LMI produced by Asset Skills, exceeding the UKCES performance monitoring target by 6%.
- 86% of respondents are satisfied with the frequency of LMI produced by Asset Skills.

	Quality of LMI produced*	Frequency of LMI produced**
UKCES Performance Monitoring Target	88%	n.a
% of those satisfied:	94%	86%
•Very satisfied	•55%	•44%
•Fairly satisfied	•40%	•42%
Drift	+6%	n.a

Base: Quality of LMI produced = 88 respondents

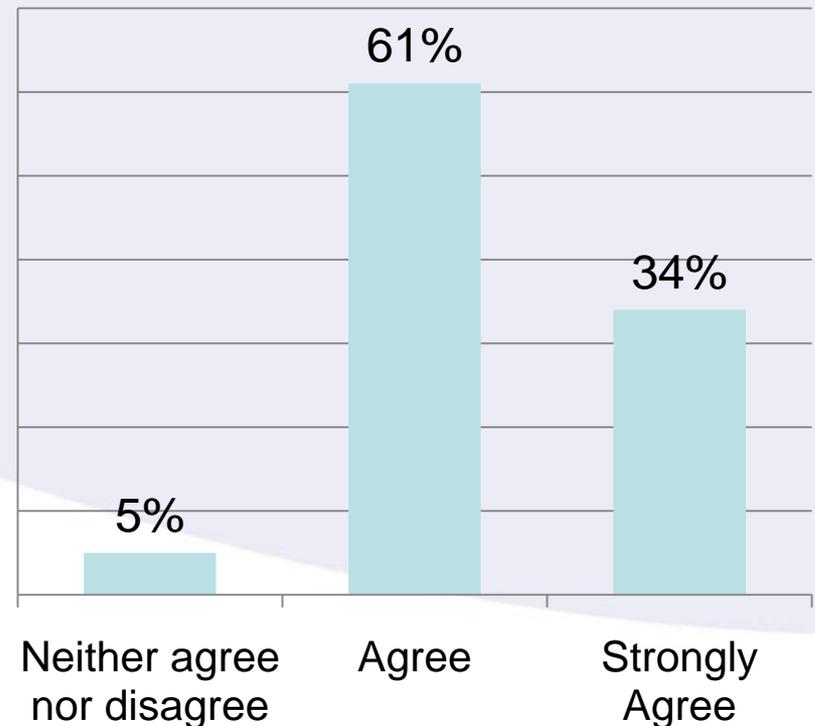
Base: Frequency of LMI produced = 85 respondents

*Notes: *Q. How satisfied are you with the overall quality of LMI produced by Asset Skills?*

***Q. How satisfied are you with the frequency of LMI produced by Asset Skills?*

The LMI produced by Asset Skills is presented professionally and to a high standard

- A total of 95% of respondents agreed or strongly agreed that the LMI produced by Asset Skills is presented professionally and to a high standard.
- The Asset Skills Research Team work within strict internal guidelines to ensure that all research outputs are delivered to the highest of standards.
- We will continue to seek out innovative ways to deliver sectoral LMI to our stakeholders, to continued high standards.

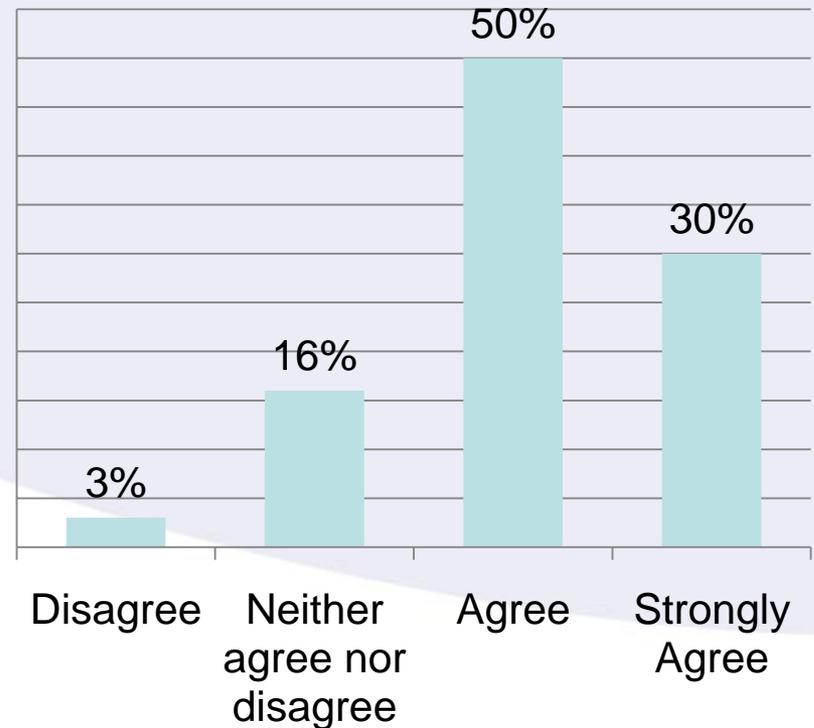


Base: 88 respondents

Notes: How strongly do you agree or disagree with the statement: The LMI produced by Asset Skills is presented professionally and to a high standard?

The LMI produced by Asset Skills is clearly presented in a variety of formats, appropriate to different audiences

- A total of 80% of respondents agreed or strongly agreed that the LMI produced by Asset Skills is clearly presented in a variety of formats, appropriate to different audiences.
- The Asset Skills Research Team delivers LMI in a wide variety of formats, allowing easy access to our research irrespective of audience type.
- From the most detailed LMI available in our Sector Skills Assessments to easily digestible regional, national and sectoral factsheets, all the LMI produced by Asset Skills has the needs of our stakeholders at the forefront.

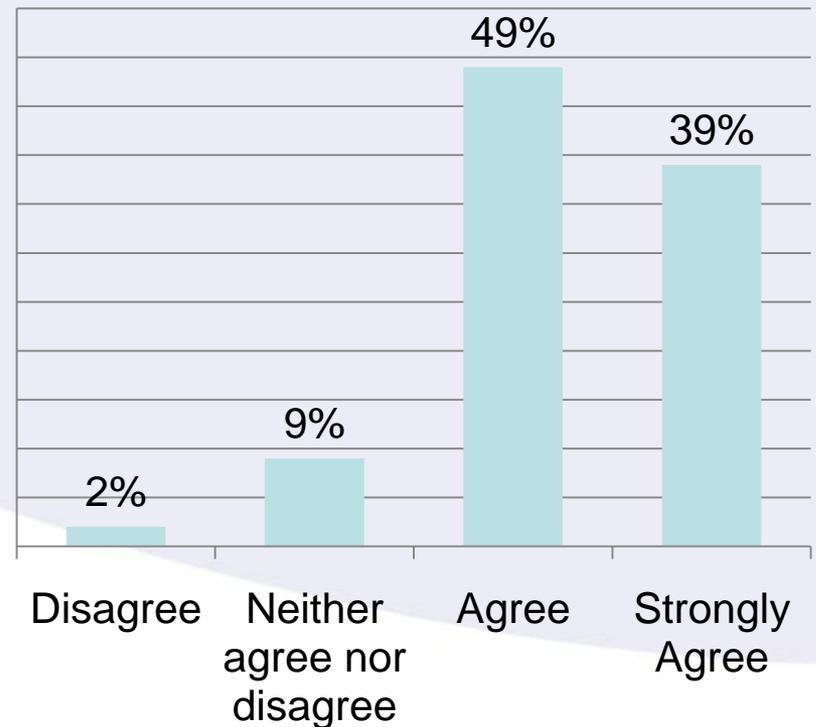


Base: 86 respondents

Notes: How strongly do you agree or disagree with the statement: The LMI produced by Asset Skills is clearly presented in a variety of formats, appropriate to different audiences?

The LMI produced by Asset Skills is useful to our stakeholders organisations

- A total of 89% of respondents agreed or strongly agreed that the LMI produced by Asset Skills is useful to their organisation.
- The LMI produced by Asset Skills only has utility if it is found to be useful to the stakeholders we engage with.
- The Asset Skills Research Team will continue to work with stakeholders to ensure that the LMI produced is accessible and relevant to their needs.

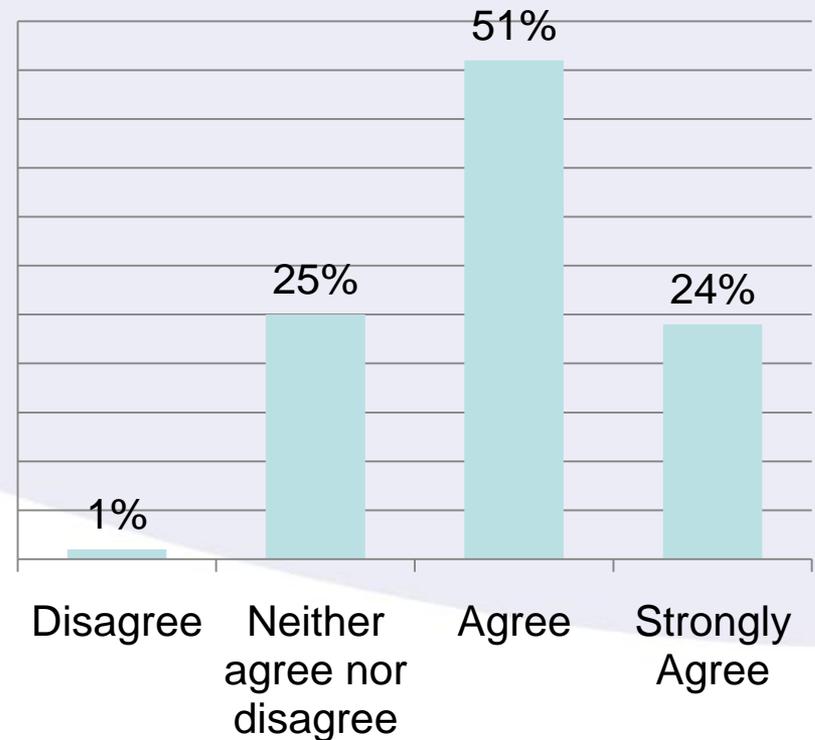


Base: 87 respondents

Notes: How strongly do you agree or disagree with the statement: The LMI produced by Asset Skills is useful to my organisation?

The LMI produced by Asset Skills is rigorous and robust

- A total of 74% of respondents agreed or strongly agreed that the LMI produced by Asset Skills is rigorous and robust.
- The Asset Skills Research Team work within strict internal guidelines to ensure that all research outputs are based on data that is rigorous and robust.
- The Asset Skills Research Team adheres to the Common LMI Framework for SSCs, produced by UKCES, to ensure that rigorous and robust research practices are consistently applied.

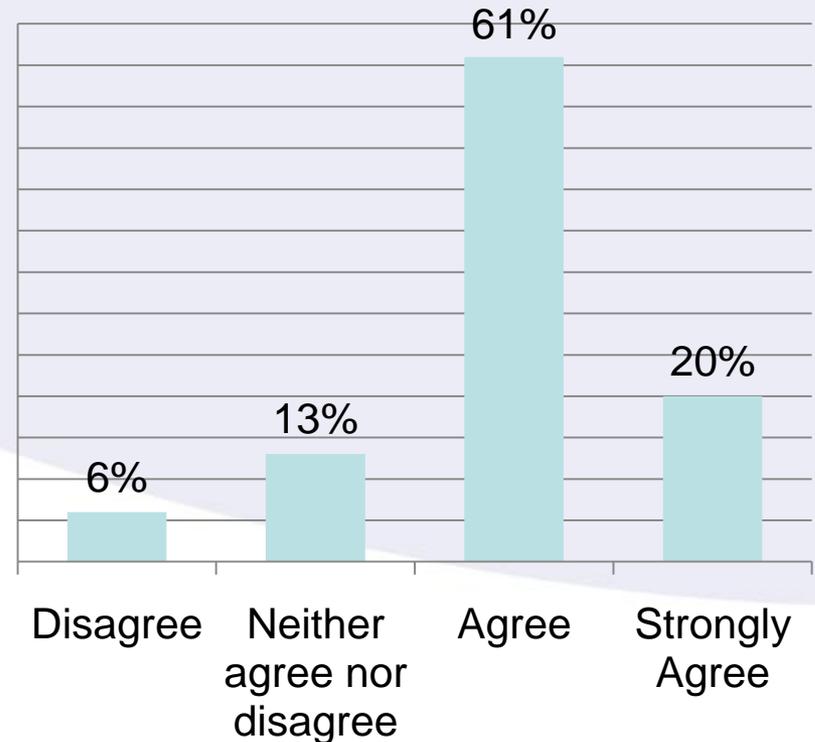


Base: 85 respondents

Notes: How strongly do you agree or disagree with the statement: The LMI produced by Asset Skills is rigorous and robust?

The LMI produced by Asset Skills is referred to by stakeholders

- A total of 82% of respondents agreed or strongly agreed that they referred to the LMI produced by Asset Skills.

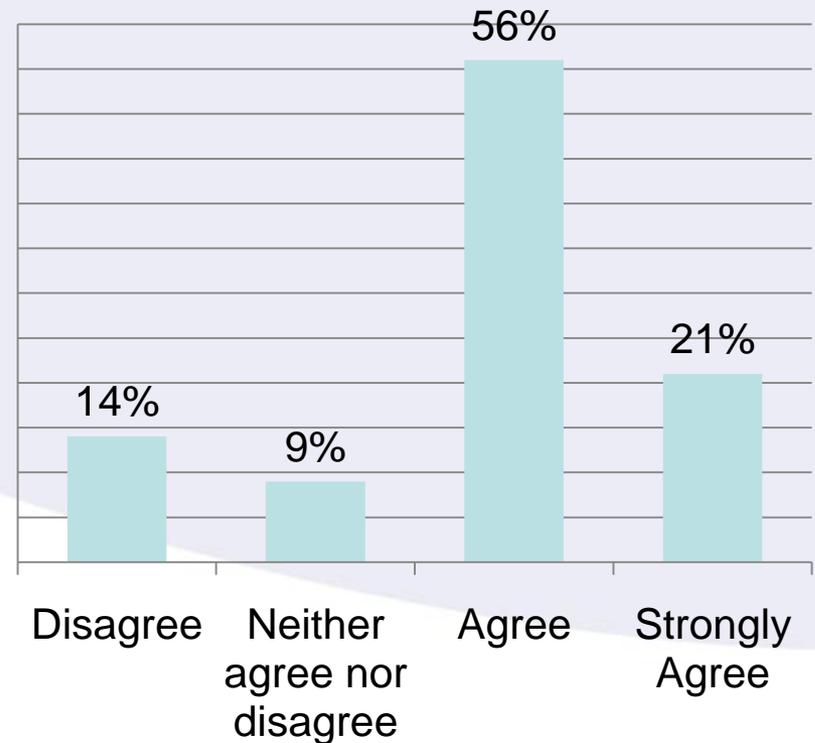


Base: 88 respondents

Notes: How strongly do you agree or disagree with the statement: I refer to the LMI produced by Asset Skills?

The LMI produced by Asset Skills is circulated to other internal colleagues

- A total of 77% of respondents agreed or strongly agreed that they circulated the LMI produced by Asset Skills to other internal colleagues within their organisation.

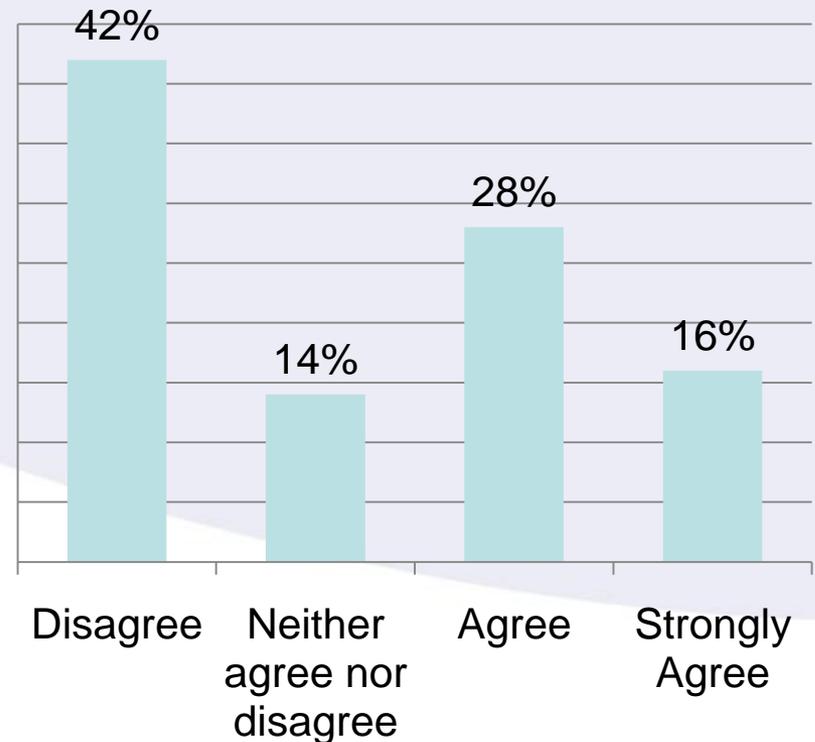


Base: 87 respondents

Notes: How strongly do you agree or disagree with the statement: I circulate the LMI produced by Asset Skills to other colleagues within my organisation?

The LMI produced by Asset Skills tends to be circulated externally if the stakeholder is a professional body

- A total of 44% of respondents agreed or strongly agreed that they circulated the LMI produced by Asset Skills externally.
- This clearly appears to be linked to the nature or type of organisation – those stakeholders from professional bodies are more likely to agree with this statement, whereas private enterprises are more likely to disagree.
- The Asset Skills Research Team actively looks to raise the awareness of our sectoral LMI by working with stakeholders to publicise and disseminate our research to wider audiences.

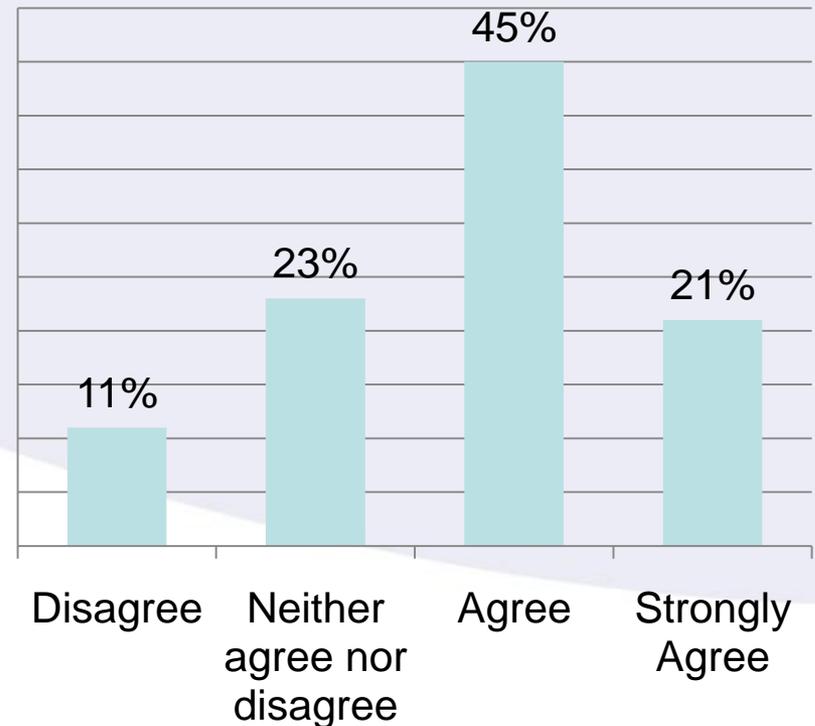


Base: 88 respondents

Notes: How strongly do you agree or disagree with the statement: I circulate the LMI produced by Asset Skills to other colleagues outside of my organisation?

The LMI produced by Asset Skills is cited by stakeholders in their own reports and presentations

- A total of 66% of respondents agreed or strongly agreed that they cited the LMI produced by Asset Skills in their own reports and presentations.

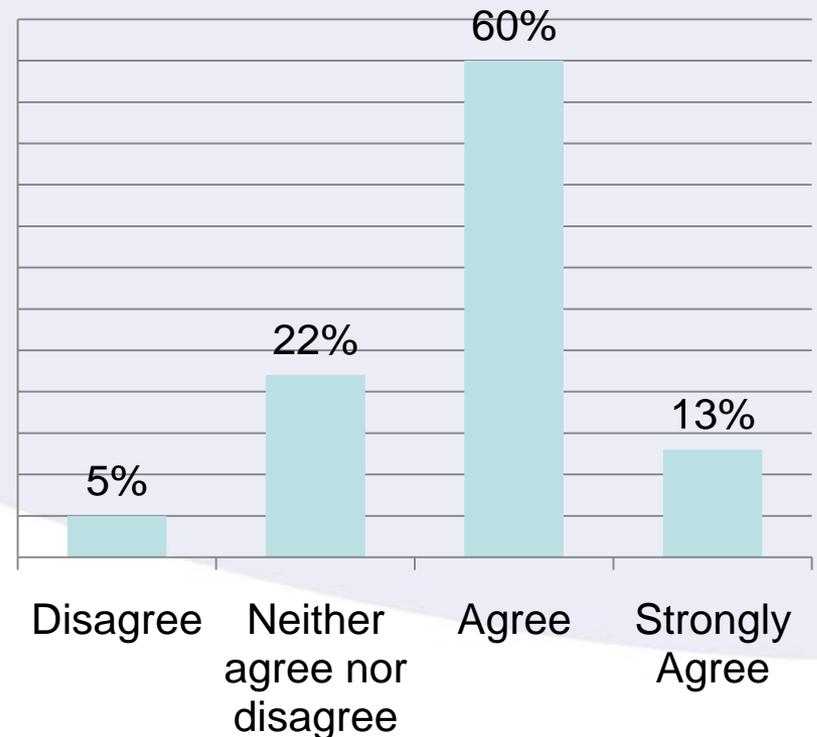


Base: 87 respondents

Notes: How strongly do you agree or disagree with the statement: I cite the LMI produced by Asset Skills in my own reports and / or presentations?

The LMI produced by Asset Skills is used to inform the decision making of stakeholders

- A total of 73% of respondents agreed or strongly agreed that the LMI produced by Asset Skills is used to inform their decision making.

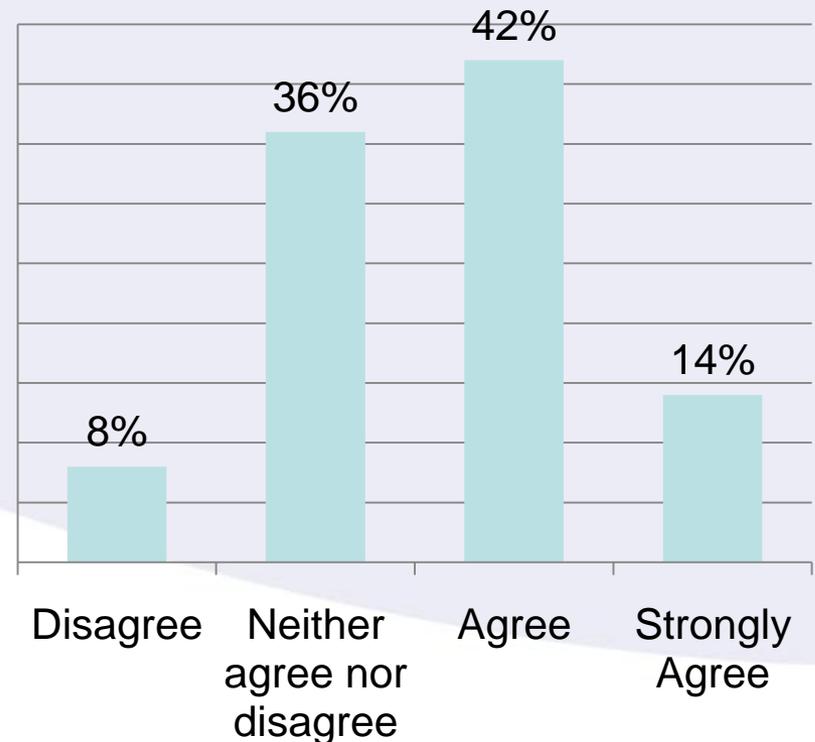


Base: 88 respondents

Notes: How strongly do you agree or disagree with the statement: I use the LMI produced by Asset Skills (either in isolation or with other sources) to inform my decision making?

The LMI produced by Asset Skills has had a positive impact on stakeholders organisations

- A total of 56% of respondents agreed or strongly agreed that the LMI produced by Asset Skills has had a positive impact on their organisation.
- The Asset Skills Research Team is in continual dialogue with stakeholders in an effort to increase the impact of our sectoral LMI.



Base: 86 respondents

Notes: How strongly do you agree or disagree with the statement: The LMI produced by Asset Skills has had a positive impact on my organisation?

What our stakeholders say – how Asset Skills LMI is used

“The information [facilities management sectoral LMI] has been excellent support to the facilities management Level 3 programmes I am currently running with large employers. It aids delegates to complete their facilities management assignments and acts as a relevant training source.”
(LMI Primary User, Training Provider, Wales)

“The [Property SSA & SSA Exec Summary 2009] is useful and clearly written. I have extracted data from several sections to use in market projections and to inform sector approaches.”
(LMI Primary User, Property Professional Organisation, UK)

“The quality of reports provided is excellent and extremely useful in quantifying the size and shape of the industry workforce.”
(LMI Primary User, Facilities Management Private Sector Employer, UK)

“We are particularly interested in property and housing information, which is useful information and we do use this to support our programmes.”
(LMI Primary User, Housing Professional Organisation, UK)

“The LMI is very useful when determining the regional policy statements.”
(LMI Primary User, Government Organisation, UK)

“Very satisfied. Great information that is relevant and useful in decision making.”
(LMI Primary User, Facilities Management Public Sector Employer, UK)

What our stakeholders say – how Asset Skills LMI is used (cont.)

“I think that the new PowerPoint slides are a brilliant idea – I can use them as part of my Learning and Development strategy.”

(LMI Primary User, Housing Government Organisation, Northern Ireland)

“I cannot see any ways to improve the current information; I find it very useful particularly on training sessions for practical exercises with my delegates working towards the Facilities Management Apprenticeship. Facilities management trends are discussed in depth and this document [Facilities Management SSA] is particularly useful.”

(LMI Primary User, Training Provider, Wales)

“I find this information [cleaning sectoral LMI] very useful in confirming [our organisation’s] continued work to gain employment opportunities in this sector.”

(LMI Primary User, Cleaning Employer, UK)

“I have found it [the housing sectoral LMI] extremely useful to inform some of the actions planned for the organisation as it develops.”

(LMI Primary User, Housing Professional Organisation, Wales)

What our stakeholders say – some general comments

“The research statistics that you and your team have gathered for Asset Skills and the facilities management industry in particular are really very impressive.”
(LMI Primary User, Facilities Management Academic, UK)

“Very satisfied. It is the strength of your information that has made our project at [organisation] successful. If we had this level of data from other SSCs then it would have made our job much easier.”
(LMI Primary User, Government Organisation, UK)

“Very satisfied with the LMI information...Asset Skills are outstanding in your field of LMI data.”
(LMI Primary User, Government Organisation, UK)

“The information provided is essential.”
(LMI Primary User, Government Organisation, UK)

“In contrast to some other SSCs, I have found it [the LMI] to be of a high standard and of easy reference for use.”
(LMI Primary User, Government Organisation, UK)

“Very useful information.”
(LMI Primary User, Government Organisation, UK)

What our stakeholders say – some general comments (cont.)

“The LMI is frequent and cut in lots of different ways, so I can pick out the higher level information, but also look at different areas.”

(LMI Primary User, Government Organisation, UK)

“I remain truly grateful for the information circulated...The summary information is most beneficial since it reduces the time I need to spend trawling for accurate data and answers.

Thank you, long may it continue.”
(LMI Primary User, Training Provider, UK)

“For factual content and knowledge of the housing sector, [the Housing SSA] is excellent.”

(LMI Primary User, Housing Professional Organisation, UK)

“Excellent material.”
(LMI Primary User, Property & Housing Professional Organisation, UK)

“[There is an] excellent team producing this information.”

(LMI Primary User, Facilities Management Academic, UK)

“A well researched and well presented document [Property SSA], with useful information over a wide breadth of areas.”

(LMI Primary User, Property Employer, UK)

Areas for Improvement:

- The following areas for improvement or additional focus were identified:
 - More specific housing data (rather than housing and property combined).
 - An emphasis on block management.
 - Inclusion of parking LMI.
 - More sector specific information for planning.
- The following suggestions were made to improve the way in which the LMI is communicated / presented to stakeholders:
 - *“Flag up to interested parties, any amendment or additions to the reports.”*
 - *“The LMI is quite understated, and could benefit from being more widely publicised.”*
 - *“Email reports directly to us, this would help me use the data more in reports.”*
- The Asset Skills Research Team will be looking at how these improvements can be implemented.

Further Information

- For further information, or if you would like to comment on this presentation please contact:

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- Copies of all Asset Skills research can be downloaded at the following address:

www.assetskills.org/Research/Research.aspx

**Thank you to everyone who
participated in this survey**