

## Appendix E: Findings from Survey of Employers

### Methodology

A survey of employers was developed to explore experiences of and attitudes towards higher level training and employee development. The survey was launched on the 30<sup>th</sup> of November 2017 and closed on 29th Jan 2018. The survey was administered on-line and circulated by the SWLEP and partner organisations, including the area's colleges. A total of 116 valid responses were received.

It should be noted that whilst the survey was initially launched at the end of November, after initial piloting, the decision was taken to remove some questions from the survey to make it shorter and easier for employers to complete. All responses received during this initial phase were re-entered into the revised survey to ensure their responses were not lost.

The following analysis shows the counts and percentages for each question. It should be noted that the survey contained routing to route respondents past questions that were not relevant to them. Therefore, the number of people answering each question varies. Where the sample size is sufficient the responses have been broken down by businesses from each Parliamentary Constituency, although not all respondents identified their location. These responses are included in the 'whole sample' figures.

### Representativeness and Statistical Significance

Respondents to the survey were self-selecting which introduces an element of bias. The sample size of 116 has a margin of error of 9.09% at a 95% confidence level. Therefore, findings should be interpreted with some caution, especially with regard to questions where the sample size is smaller or where findings have been disaggregated by Parliamentary Constituency, sector or SME status<sup>1</sup>. Questions have only been disaggregated by sectors when the count of responses for the given question is greater than or equal to 10 within each sector. Therefore, for several questions, it is only possible to report on findings by sector for three sectors.

When compared to statistics relating to the general business population (not shown), Figures E2 – E3 below show that the sample is over-represented with respect of businesses from the following groups:

- Large businesses
- Businesses from Swindon (South Swindon in particular) as well as Chippenham and Salisbury

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<sup>1</sup> SMEs have been defined as companies employing no more than 250 people in total.

**Figure E1: Does your business or organisation operate in the following sectors? (tick all that apply)**

Sector	%	Count
Advanced engineering and high value manufacturing	17.2%	20
Health and life sciences	9.5%	11
Financial and professional services (including business services)	23.3%	27
Digital and information and communications technology	19.0%	22
Land-based industries	4.3%	5
Visitor economy (including tourism)	10.3%	12
Adult health and social care	8.6%	10
Construction	10.3%	12
Other	35.3%	41
<b>Answered</b>		<b>160</b>

Source: SWLEP Employers Survey, January 2018. Base = 116. Note: Respondents could select more than one sector. In subsequent analysis by sector, the land-based industries are excluded due to the small sample size.

'Other' sectors included:

- Education/Childcare – 15
- Manufacturing/Distribution - 7
- Recruitment/Employment – 5
- Local Government/Public Sector/Social Housing – 5
- Responses were also received from those in: Civil engineering, Childcare, Consultancy, Services, Garden and Home Maintenance, Business Support, Car Accident Repair, Audio Marketing, and Charity (advice and guidance).

**Figure E2: The following map shows the parliamentary constituencies in the Swindon and Wiltshire LEP area. Please select in the table below, the location of your 'main site' in the area?**

<b>Parliamentary Constituency</b>	<b>%</b>	<b>Count</b>
<b>North Swindon</b>	11.1%	12
<b>South Swindon</b>	20.4%	22
<b>Total Swindon</b>	31.5%	34
<b>Chippenham</b>	14.8%	16
<b>Devizes</b>	9.3%	10
<b>North Wiltshire</b>	12.0%	13
<b>Salisbury</b>	16.7%	18
<b>South West Wiltshire</b>	11.1%	12
<b>Total Wiltshire</b>	63.9%	69
<b>Not applicable</b>	3.7%	4
<b>Don't know</b>	0.9%	1
<b>Total SWLEP</b>	100%	108

Source: SWLEP Employers Survey, January 2018. Note: 108 respondents answered this question and 5 indicated that the Parliamentary Constituencies were either 'not applicable' or 'Don't know'. Note: A map was included in the survey for reference. Therefore any subsequent analysis by Parliamentary Constituency will be based on the 103 positive responses to this question.

**Figure E3: Please tell us how many people you employ a) within Swindon and Wiltshire b) in total?**

Number of People Employed	In Swindon and Wiltshire		In total (within the UK)	
	%	Count	%	Count
<b>0 - 9</b>	27.6%	32	6.0%	32
<b>10 - 49</b>	28.4%	33	11.2%	38
<b>50 - 249</b>	25.0%	29	12.9%	38
<b>250 - 499</b>	2.6%	3	3.4%	6
<b>500 - 999</b>	8.6%	10	3.4%	14
<b>1000+</b>	3.4%	4	6.0%	11
<b>Don't know</b>	1.7%	2	3.4%	4
<b>Skipped</b>	2.6%	3	53.4%	62
<b>Total</b>	100%	116	100%	116

Source: SWLEP Employers Survey, January 2018. Base = 116

**Figure E4: Do you experience any recruitment challenges?**

Recruitment Challenge	%	Count
<b>Yes</b>	76.7%	89
<b>No</b>	19.8%	23
<b>Don't know</b>	3.4%	4
<b>Total</b>	100%	116

Source: SWLEP Employers Survey, January 2018. Base = 116

**Figure E5: Do you experience any recruitment challenges by SME status**

Recruitment Challenge	SME		Non-SME	
	%	Count	%	Count
<b>Yes</b>	74.2%	66	84.0%	21
<b>No</b>	22.5%	20	12.0%	3
<b>Don't know</b>	3.4%	3	4.0%	1
<b>Total</b>	100%	89		25

Source: SWLEP Employers Survey, January 2018. Base = 114

**Figure E6: Do you experience any recruitment challenges by parliamentary constituency**

	Yes	No	Don't Know	Base
<b>North Swindon</b>	75.0%	16.7%	8.3%	12
<b>South Swindon</b>	90.9%	4.5%	4.5%	22
<b>Total Swindon</b>	85.3%	8.8%	5.9%	34
<b>Chippenham</b>	68.8%	31.3%	0.0%	16
<b>Devizes</b>	90.0%	10.0%	0.0%	10
<b>North Wiltshire</b>	92.3%	15.4%	0.0%	13
<b>Salisbury</b>	61.1%	33.3%	5.6%	18
<b>South West Wiltshire</b>	66.7%	25.0%	8.3%	12
<b>Total Wiltshire</b>	73.9%	24.6%	2.9%	<b>103</b>

Source: SWLEP Employers Survey, January 2018. Base = 103

**Figure E7: Do you experience any recruitment challenges by sector?**

	Yes	No	Don't Know	Count
<b>Advanced engineering and high value manufacturing</b>	80.0%	15.0%	5.0%	20
<b>Health and life sciences</b>	72.7%	27.3%	0.0%	11
<b>Financial and professional services (including business services)</b>	88.9%	11.1%	0.0%	27
<b>Digital and information and communications technology</b>	77.3%	9.1%	13.6%	22
<b>Visitor economy (including tourism)</b>	83.3%	16.7%	0.0%	12
<b>Adult health and social care</b>	90.0%	10.0%	0.0%	10
<b>Construction</b>	91.7%	8.3%	0.0%	12

Source: SWLEP Employers Survey, January 2018. Base = 76. Note: Only sectors with a count >10 have been included in this analysis

**Figure E8: Does your business/organisation... (tick all that apply)**

Answer Choices	%	Count
Have a training plan	69.2%	74
Have a budget for training expenditure	70.1%	75
Provide employees with additional time to train	80.4%	86
Have formal performance management processes	86.0%	92
Have a manager responsible for skills and training	60.8%	65
Support staff to undertake professional qualifications	87.9%	94

Source: SWLEP Employers Survey, January 2018. Base = 107

**Figure E9: Does your business/organisation... by SME Status**

Answer Choices	SME	Non-SME
Have a training plan	56.2%	92.0%
Have a budget for training expenditure	58.4%	92.0%
Provide employees with additional time to train	71.9%	84.0%
Have formal performance management processes	74.2%	100.0%
Have a manager responsible for skills and training	48.3%	84.0%
Support staff to undertake professional qualifications	77.5%	96.0%
Answered	81	25

Source: SWLEP Employers Survey, January 2018. Base = 106

**Figure E10: Does your business/organisation... by parliamentary constituency**

	Have a training plan	Have a budget for training expenditure	Provide employees with additional time to train	Have formal performance management processes	Have a manager responsible for skills and training	Support staff to undertake professional qualifications	Count
<b>North Swindon</b>	70.0%	60.0%	100.0%	90.0%	70.0%	80.0%	10
<b>South Swindon</b>	85.7%	76.2%	81.0%	90.5%	66.7%	81.0%	21
<b>Total Swindon</b>	80.6%	71.0%	87.1%	90.3%	67.7%	80.6%	31
<b>Chippenham</b>	68.8%	68.8%	75.0%	81.3%	62.5%	87.5%	16
<b>Devizes</b>	20.0%	60.0%	100.0%	90.0%	30.0%	100.0%	10
<b>North Wiltshire</b>	84.6%	61.5%	76.9%	84.6%	76.9%	92.3%	13
<b>Salisbury</b>	62.5%	68.8%	56.3%	75.0%	37.5%	93.8%	16
<b>South West Wiltshire</b>	44.4%	88.9%	77.8%	88.9%	44.4%	100.0%	9
<b>Total Wiltshire</b>	59.4%	68.8%	75.0%	82.8%	51.6%	93.8%	64

Source: SWLEP Employers Survey, January 2018. Base = 95

**Figure E11: Does your business/organisation... by sector**

	Have a training plan	Have a budget for training expenditure	Provide employees with additional time to train	Have formal performance management processes	Have a manager responsible for skills and training	Support staff to undertake professional qualifications	Count
<b>Advanced engineering and high value manufacturing</b>	83.3%	72.2%	83.3%	94.4%	77.8%	100.0%	18
<b>Health and life sciences</b>	81.8%	63.6%	90.9%	100.0%	81.8%	100.0%	11
<b>Financial and professional services (including business services)</b>	80.8%	76.9%	80.8%	96.2%	76.9%	80.8%	26
<b>Digital and information and communications technology</b>	73.7%	79.0%	79.0%	89.5%	63.2%	84.2%	19
<b>Visitor economy (including tourism)</b>	41.7%	75.0%	91.7%	75.0%	58.3%	91.7%	12
<b>Adult health and social care</b>	90.0%	70.0%	100.0%	100.0%	60.0%	100.0%	10
<b>Construction</b>	45.5%	45.5%	54.6%	72.7%	54.6%	100.0%	11

Source: SWLEP Employers Survey, January 2018. Base =70. Note: Only sectors with a count >10 have been included in this analysis

**Figure E12: What type of training provider(s) do you usually use? (tick all that apply)**

Answer Choices	%	Count
Further Education Colleges	51.8%	59
Private sector/Independent Training Providers	71.1%	81
Voluntary sector	16.7%	19
Equipment/software manufacturers	26.3%	30
Universities	30.7%	35
Professional bodies/chartered institutes	54.4%	62
In-house provision	71.1%	81
None	3.5%	4
Don't know	1.8%	2
Other (please specify)	1.8%	2

Source: SWLEP Employers Survey, January 2018. Base = 114

**Figure E13: What type of training provider(s) do you usually use by SME Status**

Answer Choices	SME	Non-SME
Further Education Colleges	51.7%	54.2%
Private sector/Independent Training Providers	69.0%	83.3%
Voluntary sector	13.8%	25.0%
Equipment/software manufacturers	24.1%	37.5%
Universities	24.1%	50.0%
Professional bodies/chartered institutes	50.6%	70.8%
In-house provision	67.8%	87.5%
None	2.3%	8.3%
Don't know	1.1%	4.2%
Other (please specify)	51.7%	54.2%
Count	87	24

Source: SWLEP Employers Survey, January 2018. Base = 111



**Figure E14: What type of training provider(s) do you usually use by parliamentary constituency (tick all that apply)**

	North Swindon	South Swindon	Total Swindon	Chippenham	Devizes	North Wiltshire	Salisbury	South West Wiltshire	Total Wiltshire
<b>Further Education Colleges</b>	41.7%	47.6%	45.5%	62.5%	30.0%	53.9%	70.6%	33.3%	52.9%
<b>Private Sector/ Independent Training Providers</b>	58.3%	81.0%	72.7%	68.8%	80.0%	84.6%	58.8%	75.0%	72.1%
<b>Voluntary Sector</b>	16.7%	9.5%	12.1%	6.3%	40.0%	7.7%	11.8%	16.7%	14.7%
<b>Equipment/ Software Manufacturers</b>	41.7%	19.1%	27.3%	43.8%	30.0%	38.5%	11.8%	16.7%	27.9%
<b>Universities</b>	50.0%	28.6%	36.4%	31.3%	0.0%	23.1%	29.4%	33.3%	25.0%
<b>Professional bodies/chartered Institutes</b>	25.0%	61.9%	48.5%	43.8%	80.0%	53.9%	47.1%	41.7%	51.5%
<b>In-house Provision</b>	50.0%	90.5%	75.8%	75.0%	70.0%	61.5%	47.1%	91.7%	67.6%
<b>None</b>	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	5.9%	0.0%	2.9%
<b>Don't know</b>	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	2.9%
<b>Other (Please Specify)</b>	8.3%	0.0%	3.0%	6.3%	0.0%	0.0%	0.0%	0.0%	1.5%
Count	12	21	33	16	10	13	17	12	68

Source: SWLEP Employers Survey, January 2018. Base = 101

**Figure E15: What type of training provider(s) do you usually use by sector**

	Further Education Colleges	Private sector/ Independent Training Providers	Voluntary sector	Equipment/ software manufacturers	Universities	Professional bodies/ chartered institutes	In-house provision	None	Don't know	Other (please specify)	Count
<b>Advanced engineering and high value manufacturing</b>	65.0%	75.0%	15.0%	45.0%	40.0%	65.0%	80.0%	10.0%	5.0%	0.0%	20
<b>Health and life sciences</b>	54.6%	81.8%	45.5%	45.5%	54.6%	63.6%	72.7%	0.0%	0.0%	0.0%	11
<b>Financial and professional services (including business services)</b>	25.9%	70.4%	14.8%	22.2%	18.5%	74.1%	74.1%	0.0%	0.0%	0.0%	27
<b>Digital and information and communications technology</b>	54.6%	77.3%	13.6%	36.4%	22.7%	54.6%	81.8%	9.1%	4.6%	4.6%	22
<b>Visitor economy (including tourism)</b>	58.3%	83.3%	41.7%	41.7%	16.7%	66.7%	75.0%	0.0%	0.0%	0.0%	12
<b>Adult health and social care</b>	40.0%	90.0%	70.0%	40.0%	50.0%	80.0%	90.0%	0.0%	0.0%	0.0%	10
<b>Construction</b>	54.6%	72.7%	27.3%	27.3%	45.5%	63.6%	63.6%	0.0%	0.0%	0.0%	11

Source: SWLEP Employers Survey, January 2018. Base = 75. Note: Only sectors with a count >10 have been included in this analysis

**Figure E16: Would you like to see any additional training courses developed in Swindon and Wiltshire?**

Answer Choices	%	Count
<b>Yes</b>	42.9%	48
<b>No</b>	6.3%	7
<b>Don't know</b>	50.9%	57
<b>Total</b>	100%	112

Source: SWLEP Employers Survey, January 2018. Base = 112

**Figure E17: If yes, please specify (un-coded)**

Un-coded Responses
Sports Coach Apprenticeships
For GP practice staff
High level provision - university courses
Many courses are available but outside of Wiltshire which makes access difficult due to transport issues in such a rural county
Play-work and child mental health
Advanced painting and decorating courses
For young people to adapt to work
But it's quite unlikely that there'll be the level of teaching available to facilitate it as we operate at the top of the market
A key skills program would be good or a mentoring service for school leavers.
Better core engineering provision and higher level quality training
Provision of cyber/computer science training
Marketing qualifications. Also all Degree Level.
I want to be able to take on students from FE in full time education but also allow them to study for a degree part time in the field of work we are in.
More efficient use of time. Potential to determine types of training
It would be great to have a local university
Degree provision
Digital marketing and web development
Non college courses for trade skills
Civil engineering courses
University degree courses
Management / leadership skills
Digital Marketing / SEO / PPC
Quality apprenticeships in furniture making delivered locally (we have to use a Bristol provider), technical computer skills at a professional level particularly CAD
Business skills, management, marketing
Education and training specific
Training and education

Source: SWLEP Employers Survey, January 2018

**Figure E18: Would you like to see any additional training courses developed in Swindon and Wiltshire by SME Status**

Answer Choices	SME	Non-SME
Yes	43.2%	41.7%
No	5.7%	8.3%
Don't know	51.1%	50.0%
Count	88	24

Source: SWLEP Employers Survey, January 2018. Base = 112

**Figure E19: Would you like to see any additional training courses developed in Swindon and Wiltshire by parliamentary constituency**

	Yes	No	Don't know	Count
North Swindon	41.7%	8.3%	50.0%	12
South Swindon	40.0%	5.0%	55.0%	20
<b>Total Swindon</b>	40.6%	6.3%	53.1%	32
Chippenham	46.7%	6.7%	46.7%	15
Devizes	60.0%	10.0%	40.0%	10
North Wiltshire	23.1%	7.7%	69.2%	13
Salisbury	61.1%	0.0%	38.9%	18
South West Wiltshire	25.0%	8.3%	66.7%	12
<b>Total Wiltshire</b>	44.1%	5.9%	51.5%	68

Source: SWLEP Employers Survey, January 2018. Base = 100

**Figure E20: Would you like to see any additional training courses developed in Swindon and Wiltshire by sector**

	Yes	No	Don't know	Count
Advanced engineering and high value manufacturing	42.1%	5.3%	52.6%	19
Health and life sciences	45.5%	0.0%	54.6%	11
Financial and professional services (including business services)	51.9%	7.4%	44.4%	27
Digital and information and communications technology	42.9%	14.3%	42.9%	21
Visitor economy (including tourism)	41.7%	16.7%	41.7%	12
Adult health and social care	60.0%	0.0%	40.0%	10
Construction	63.6%	0.0%	36.4%	11

Source: SWLEP Employers Survey, January 2018. Base = 74. Note: Only sectors with a count >10 have been included in this analysis

**Figure E21: How confident are you that you will be able to recruit into higher skilled occupations in the future?**

Confidence	%	Count
1 - Not at all confident	6.7%	7
2 - Not confident	35.6%	37
3 - Confident	44.2%	46
4 - Very confident	5.8%	6
Not applicable	2.9%	3
Don't know	4.8%	5
<b>Total</b>	<b>100.0%</b>	<b>104</b>

Source: SWLEP Employers Survey, January 2018, Base = 104

**Figure E22: How confident are you that you will be able to recruit into higher skilled occupations in the future by SME Status**

Confidence	SME	Non-SME
1 - Not at all confident	6.2%	4.8%
2 - Not confident	37.0%	28.6%
3 - Confident	42.0%	57.1%
4 - Very confident	4.9%	9.5%
Not applicable	3.7%	0.0%
Don't know	6.2%	0.0%
<b>Count</b>	<b>81</b>	<b>21</b>

Source: SWLEP Employers Survey, January 2018, Base = 102

**Figure E23: How confident are you that you will be able to recruit into higher skilled occupations in the future by parliamentary constituency**

	1 - Not at all confident	2 - not confident	3 - confident	4 - very confident	Not applicable	Don't know	Count
North Swindon	0.0%	20.0%	60.0%	10.0%	10.0%	0.0%	10
South Swindon	5.0%	40.0%	50.0%	5.0%	0.0%	0.0%	20
<b>Total Swindon</b>	<b>3.3%</b>	<b>33.3%</b>	<b>53.3%</b>	<b>6.7%</b>	<b>3.3%</b>	<b>0.0%</b>	<b>30</b>
Chippenham	0.0%	46.7%	40.0%	6.7%	0.0%	6.7%	15
Devizes	0.0%	44.4%	33.3%	11.1%	0.0%	11.1%	9
North Wiltshire	7.7%	46.2%	38.5%	0.0%	7.7%	0.0%	13
Salisbury	11.8%	29.4%	47.1%	0.0%	0.0%	11.8%	17
South West Wiltshire	10.0%	30.0%	40.0%	10.0%	10.0%	0.0%	10
<b>Total Wiltshire</b>	<b>6.3%</b>	<b>39.1%</b>	<b>40.6%</b>	<b>4.7%</b>	<b>3.1%</b>	<b>6.3%</b>	<b>64</b>

Source: SWLEP Employers Survey, January 2018, Base = 94.

**Figure E24: How confident are you that you will be able to recruit into higher skilled occupations in the future by sector**

	1 - Not at all confident	2 - not confident	3 - confident	4 - very confident	Not applicable	Don't know	Count
<b>Advanced engineering and high value manufacturing</b>	0.0%	23.5%	64.7%	11.8%	0.0%	0.0%	17
<b>Financial and professional services (including business services)</b>	4.6%	50.0%	45.5%	0.0%	0.0%	0.0%	22
<b>Digital and information and communications technology</b>	6.7%	26.7%	60.0%	0.0%	6.7%	0.0%	15

Source: SWLEP Employers Survey, January 2018, Base = 54. Note: Only sectors with a count >10 have been included in this analysis

**Figure E25: What (if any) are the barriers to fulfilling your higher level skills needs? (tick all that apply)**

Answer Choices	%	Count
<b>Insufficient applicants</b>	51.5%	53
<b>Insufficient numbers of highly skilled people attracted to work in Swindon and Wiltshire</b>	54.4%	56
<b>Lack of Higher Education Institution(s) in the area</b>	23.3%	24
<b>Poor school/college education provision in the area</b>	9.7%	10
<b>Competition for staff</b>	36.9%	38
<b>Lack of time to train</b>	5.8%	6
<b>Cost of training</b>	13.6%	14
<b>Lack of information about recruitment options</b>	3.9%	4
<b>Brexit</b>	5.8%	6
<b>Location of business</b>	17.5%	18
<b>No barriers</b>	1.9%	2
<b>Don't know</b>	4.9%	5
<b>Not applicable</b>	4.9%	5
<b>Other (please specify)</b>	5.8%	6

Source: SWLEP Employers Survey, January 2018, Base = 103

**Figure E26: What (if any) are the barriers to fulfilling your higher level skills needs by SME Status**

<b>Answer Choices</b>	<b>SME</b>	<b>Non-SME</b>
<b>Insufficient applicants</b>	53.8%	38.1%
<b>Insufficient numbers of highly skilled people attracted to work in Swindon and Wiltshire</b>	48.8%	71.4%
<b>Lack of Higher Education Institution(s) in the area</b>	25.0%	19.0%
<b>Poor school/college education provision in the area</b>	8.8%	14.3%
<b>Competition for staff</b>	35.0%	47.6%
<b>Lack of time to train</b>	6.3%	4.8%
<b>Cost of training</b>	16.3%	4.8%
<b>Lack of information about recruitment options</b>	3.8%	4.8%
<b>Brexit</b>	3.8%	14.3%
<b>Location of business</b>	18.8%	14.3%
<b>No barriers</b>	1.3%	4.8%
<b>Don't know</b>	6.3%	0.0%
<b>Not applicable</b>	6.3%	0.0%
<b>Other (please specify)</b>	3.8%	14.3%

Source: SWLEP Employers Survey, January 2018, Base = 101



**Figure E27: What (if any) are the barriers to fulfilling your higher level skills needs by parliamentary constituency**

	North Swindon	South Swindon	Total Swindon	Chippenham	Devizes	North Wiltshire	Salisbury	South West Wiltshire	Total Wiltshire
<b>Insufficient applicants</b>	50.0%	25.0%	33.3%	73.3%	55.6%	69.2%	40.0%	50.0%	58.1%
<b>Insufficient numbers of highly skilled people attracted to work in Swindon and Wiltshire</b>	40.0%	65.0%	56.7%	46.7%	66.7%	53.9%	26.7%	70.0%	50.0%
<b>Lack of Higher Education Institution(s) in the area</b>	40.0%	20.0%	26.7%	13.3%	11.1%	23.1%	33.3%	30.0%	22.6%
<b>Poor school/college education provision in the area</b>	20.0%	15.0%	16.7%	6.7%	11.1%	0.0%	13.3%	10.0%	8.1%
<b>Competition for staff</b>	10.0%	50.0%	36.7%	40.0%	22.2%	53.9%	26.7%	40.0%	37.1%
<b>Lack of time to train</b>	20.0%	10.0%	13.3%	0.0%	11.1%	0.0%	6.7%	0.0%	3.2%
<b>Cost of training</b>	30.0%	0.0%	10.0%	6.7%	33.3%	0.0%	20.0%	20.0%	14.5%
<b>Lack of information about recruitment options</b>	10.0%	0.0%	3.3%	6.7%	0.0%	0.0%	6.7%	10.0%	4.8%
<b>Brexit</b>	10.0%	5.0%	6.7%	0.0%	22.2%	0.0%	0.0%	10.0%	4.8%
<b>Location of business</b>	30.0%	10.0%	16.7%	13.3%	11.1%	30.8%	6.7%	20.0%	16.1%
<b>No barriers</b>	0.0%	5.0%	3.3%	0.0%	0.0%	7.7%	0.0%	0.0%	1.6%
<b>Don't know</b>	0.0%	5.0%	3.3%	20.0%	0.0%	0.0%	6.7%	0.0%	6.5%
<b>Not applicable</b>	10.0%	0.0%	3.3%	0.0%	0.0%	7.7%	13.3%	10.0%	6.5%
<b>Other (please specify)</b>	0.0%	15.0%	10.0%	0.0%	22.2%	0.0%	0.0%	10.0%	4.8%
<b>Count</b>	10	20	30	15	9	13	15	10	62

Source: SWLEP Employers Survey, January 2018, Base = 94

**Figure E28: What (if any) are the barriers to fulfilling your higher level skills needs by sector**

	Advanced engineering and high value manufacturing	Financial and professional services (including business services)	Digital and information and communications technology
<b>Insufficient applicants</b>	70.6%	40.9%	53.3%
<b>Insufficient numbers of highly skilled people attracted to work in Swindon and Wiltshire</b>	58.8%	68.2%	60.0%
<b>Lack of Higher Education Institution(s) in the area</b>	5.9%	18.2%	20.0%
<b>Poor school/college education provision in the area</b>	5.9%	0.0%	0.0%
<b>Competition for staff</b>	52.9%	50.0%	46.7%
<b>Lack of time to train</b>	11.8%	9.1%	0.0%
<b>Cost of training</b>	5.9%	13.6%	6.7%
<b>Lack of information about recruitment options</b>	11.8%	0.0%	6.7%
<b>Brexit</b>	0.0%	9.1%	0.0%
<b>Location of business</b>	17.7%	31.8%	26.7%
<b>No barriers</b>	5.9%	4.6%	6.7%
<b>Don't know</b>	0.0%	0.0%	0.0%
<b>Not applicable</b>	0.0%	0.0%	6.7%
<b>Other (please specify)</b>	5.9%	4.6%	0.0%
<b>Count</b>	17	22	15

Source: SWLEP Employers Survey, January 2018, Base = 54. Only sectors with a count >10 have been included in this analysis

**Figure E29: Are you currently, or have you recently, supported any of your existing employees through any of the following higher level qualifications (including through apprenticeship routes)?**

<b>Answer Choices</b>	<b>%</b>	<b>Count</b>
<b>Certificate of Higher Education</b>	19.2%	20
<b>HNC</b>	18.3%	19
<b>Diploma of HE</b>	7.7%	8
<b>Foundation Degree</b>	23.1%	24
<b>HND</b>	13.5%	14
<b>Degree with honours</b>	15.4%	16
<b>Masters Degree</b>	13.5%	14
<b>Doctorate</b>	2.9%	3
<b>Professional Qualifications</b>	30.8%	32
<b>None of the above</b>	24.0%	25
<b>Don't know</b>	7.7%	8
<b>Other higher level qualification (please specify)</b>	17.3%	18

Source: SWLEP Employers Survey, January 2018, Base = 104

**Figure E30: Are you currently, or have you recently, supported any of your existing employees through any of the following higher level qualifications (including through apprenticeship routes) by SME Status**

<b>Answer Choices</b>	<b>SME</b>	<b>Non-SME</b>
<b>Certificate of Higher Education</b>	18.5%	23.8%
<b>HNC</b>	13.6%	38.1%
<b>Diploma of HE</b>	6.2%	14.3%
<b>Foundation Degree</b>	18.5%	42.9%
<b>HND</b>	9.9%	28.6%
<b>Degree with honours</b>	11.1%	33.3%
<b>Masters Degree</b>	8.6%	33.3%
<b>Doctorate</b>	2.5%	4.8%
<b>Professional Qualifications</b>	28.4%	42.9%
<b>None of the above</b>	29.6%	4.8%
<b>Don't know</b>	4.9%	9.5%
<b>Other higher level qualification (please specify)</b>	16.0%	23.8%

Source: SWLEP Employers Survey, January 2018, Base = 102

**Figure E31: Other higher level qualifications**

<b>Responses (Un-coded)</b>
<b>PGA qualifications</b>
<b>NVQ Level 2, 3, 4, 5 in childcare</b>
<b>Level 4 &amp; 5 Teaching and Learning. School Direct Training (equivalent to PGCE)</b>
<b>EYT PGCE</b>
<b>profession specific</b>
<b>Non medical prescribing</b>
<b>apprenticeships</b>
<b>AAT</b>
<b>level 3 and level 5</b>
<b>REC qualifications</b>
<b>PGCE</b>
<b>Personal Financial Soc exams</b>
<b>NVQ levels 2 and 3</b>
<b>Paralegal, CILEX</b>
<b>professional qualification</b>
<b>Legal qualifications such as CILEX</b>
<b>NVQ 2 &amp; 3</b>
<b>Apprenticeships</b>

Source: SWLEP Employers Survey, January 2018.

**Figure E32: Are you currently, or have you recently, supported any of your existing employees through any of the following higher level qualifications (including through apprenticeship routes) by parliamentary constituency**

	North Swindon	South Swindon	Total Swindon	Chippenham	Devizes	North Wiltshire	Salisbury	South West Wiltshire	Total Wiltshire
<b>Certificate of Higher Education</b>	10.0%	20.0%	16.7%	28.6%	0.0%	30.8%	5.9%	10.0%	15.9%
<b>HNC</b>	0.0%	35.0%	23.3%	28.6%	11.1%	15.4%	5.9%	0.0%	12.7%
<b>Diploma of HE</b>	0.0%	5.0%	3.3%	21.4%	11.1%	7.7%	0.0%	0.0%	7.9%
<b>Foundation Degree</b>	10.0%	25.0%	20.0%	21.4%	0.0%	30.8%	23.5%	30.0%	22.2%
<b>HND</b>	0.0%	20.0%	13.3%	14.3%	11.1%	7.7%	5.9%	0.0%	7.9%
<b>Degree with honours</b>	20.0%	20.0%	20.0%	7.1%	0.0%	23.1%	11.8%	10.0%	11.1%
<b>Masters Degree</b>	20.0%	10.0%	13.3%	21.4%	0.0%	7.7%	11.8%	10.0%	11.1%
<b>Doctorate</b>	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	5.9%	0.0%	3.2%
<b>Professional Qualifications</b>	40.0%	30.0%	33.3%	14.3%	33.3%	38.5%	29.4%	40.0%	30.2%
<b>None of the above</b>	30.0%	25.0%	26.7%	21.4%	33.3%	23.1%	29.4%	10.0%	23.8%
<b>Don't know</b>	0.0%	10.0%	6.7%	7.1%	0.0%	0.0%	5.9%	10.0%	4.8%
<b>Other higher level qualification (please specify)</b>	30.0%	25.0%	26.7%	21.4%	0.0%	7.7%	5.9%	40.0%	14.3%
<b>Count</b>	10	20	30	14	9	13	17	10	63

Source: SWLEP Employers Survey, January 2018, Base = 93

**Figure E33: Are you currently, or have you recently, supported any of your existing employees through any of the following higher level qualifications (including through apprenticeship routes) by sector**

	Advanced engineering and high value manufacturing	Financial and professional services (including business services)	Digital and information and communications technology
<b>Certificate of Higher Education</b>	41.2%	9.1%	21.4%
<b>HNC</b>	47.1%	4.6%	21.4%
<b>Diploma of HE</b>	23.5%	4.6%	0.0%
<b>Foundation Degree</b>	47.1%	4.6%	21.4%
<b>HND</b>	35.3%	4.6%	14.3%
<b>Degree with honours</b>	11.8%	9.1%	14.3%
<b>Masters Degree</b>	23.5%	4.6%	14.3%
<b>Doctorate</b>	5.9%	0.0%	0.0%
<b>Professional Qualifications</b>	29.4%	45.5%	35.7%
<b>None of the above</b>	17.7%	31.8%	35.7%
<b>Don't know</b>	0.0%	9.1%	14.3%
<b>Other higher level qualification (please specify)</b>	5.9%	22.7%	7.1%
<b>Count</b>	17	22	14

Source: SWLEP Employers Survey, January 2018, Base = 53. Only sectors with a count >10 have been included in this analysis

**Figure E34: Is your business/ organisation currently participating in any of the following types of apprenticeship scheme? (tick all that apply)**

Answer Choices	%	Count
Intermediate apprenticeship (Level 2)	45.9%	39
Advanced apprenticeship (Level 3)	48.2%	41
Higher apprenticeship (Level 4, 5, 6, & 7)	14.1%	12
Degree apprenticeship (Levels 6 and 7)	7.1%	6
Don't know	5.9%	5
If no, would you be interested in finding out more?	29.4%	25

Source: SWLEP Employers Survey, January 2018, Base = 85

Of the 25 selecting 'If no, would you be interested in finding out more', 14 gave positive response to finding out more, with several indicating an interest in higher apprenticeships or degree apprenticeships. Eight were not interested in finding out more, with various reasons given including lack of need, perceived costs and previous negative experience. Three provided a neutral response.

**Figure E35: Is your business/ organisation currently participating in any of the following types of apprenticeship scheme by SME Status**

Answer Choices	SME	Non-SME
Intermediate apprenticeship (Level 2)	43.9%	58.8%
Advanced apprenticeship (Level 3)	39.4%	88.2%
Higher apprenticeship (Level 4, 5, 6, & 7)	4.5%	52.9%
Degree apprenticeship (Levels 6 and 7)	4.5%	17.6%
Don't know	3.0%	5.9%
If no, would you be interested in finding out more?	43.9%	58.8%

Source: SWLEP Employers Survey, January 2018, Base = 83



**Figure E36: Is your business/ organisation currently participating in any of the following types of apprenticeship scheme by local authority**

Answer Choices	% Swindon	% Wiltshire
Intermediate apprenticeship (Level 2)	45.8%	42.0%
Advanced apprenticeship (Level 3)	58.3%	42.0%
Higher apprenticeship (Level 4, 5, 6, & 7)	12.5%	10.0%
Degree apprenticeship (Levels 6 and 7)	4.2%	4.0%
Don't know	4.2%	4.0%
If no, would you be interested in finding out more?	29.2%	34.0%
Answered	24	50

Source: SWLEP Employers Survey, January 2018, Base = 74. Note. The sample size was too small to analyse by Parliamentary Constituency.

**Figure E37: Is your business/ organisation currently participating in any of the following types of apprenticeship scheme by sector**

Answer Choices	Advanced engineering and high value manufacturing	Financial and professional services (including business services)	Digital and information and communications technology
Intermediate apprenticeship (Level 2)	53.3%	27.8%	33.3%
Advanced apprenticeship (Level 3)	60.0%	55.6%	58.3%
Higher apprenticeship (Level 4, 5, 6, & 7)	20.0%	22.2%	25.0%
Degree apprenticeship (Levels 6 and 7)	20.0%	5.6%	8.3%
Don't know	0%	11.1%	8.3%
If no, would you be interested in finding out more?	33.3%	27.8%	33.3%
Answered	15	18	12

Source: SWLEP Employers Survey, January 2018, Base = 45. Only sectors with a count >10 have been included in this analysis

**Figure E38: Do you currently pay the apprenticeship levy? (i.e. does your business have a UK salary bill over £3m?)**

Answer Choices	%	Count
Yes	37.4%	37
No	52.5%	52
Don't know	10.1%	10
<b>Total</b>	<b>100%</b>	<b>99</b>

Source: SWLEP Employers Survey, January 2018, Base = 99

**Figure E39: Do you currently pay the apprenticeship levy by SME status**

Answer Choices	SME	Non-SME
Yes	26.9%	84.2%
No	64.1%	5.3%
Don't know	9.0%	10.5%
Count	<b>78</b>	<b>19</b>

Source: SWLEP Employers Survey, January 2018, Base = 97

**Figure E40: Do you currently pay the apprenticeship levy? (i.e. does your business have a UK salary bill over £3m?) by Parliamentary Constituency**

	Yes	No	Don't know	Count
North Swindon	33.3%	66.7%	0.0%	9
South Swindon	63.2%	26.3%	10.5%	19
<b>Total Swindon</b>	<b>53.6%</b>	<b>39.3%</b>	<b>7.1%</b>	<b>28</b>
Chippenham	40.0%	60.0%	0.0%	15
Devizes	0.0%	85.7%	14.3%	7
North Wiltshire	38.5%	53.9%	7.7%	13
Salisbury	13.3%	66.7%	20.0%	15
South West Wiltshire	40.0%	50.0%	10.0%	10
<b>Total Wiltshire</b>	<b>28.3%</b>	<b>61.7%</b>	<b>10.0%</b>	<b>60</b>

Source: SWLEP Employers Survey, January 2018, Base = 88

**Figure E41: Do you currently pay the apprenticeship levy? i.e. does your business have a UK salary bill over £3m?) by sector**

	Yes	No	Don't know	Count
<b>Advanced engineering and high value manufacturing</b>	<b>68.8%</b>	<b>31.3%</b>	<b>0.0%</b>	<b>16</b>
<b>Financial and professional services (including business services)</b>	<b>33.3%</b>	<b>52.4%</b>	<b>14.3%</b>	<b>21</b>
<b>Digital and information and communications technology</b>	<b>28.6%</b>	<b>71.4%</b>	<b>0.0%</b>	<b>14</b>

Source: SWLEP Employers Survey, January 2018, Base = 51 Only sectors with a count >10 have been included in this analysis

**Figure E42: Do you have links with any of the following types of organisation? (tick all that apply)**

Answer Choices	%	Count
Further Education	54.0%	54
Higher Education	43.0%	43
High level skills brokerage or skills support organisations (e.g Higher Futures)	18.0%	18
Independent Training Providers	37.0%	37
No links	20.0%	20
Don't know	6.0%	6
<b>Answered</b>		<b>100</b>

Source: SWLEP Employers Survey, January 2018, Base = 100

**Figure E43: Do you have links with any of the following types of organisation by SME Status**

Answer Choices	SME	Non-SME
Further Education	49.4%	73.7%
Higher Education	35.4%	68.4%
High level skills brokerage or skills support organisations (e.g Higher Futures)	17.7%	21.1%
Independent Training Providers	36.7%	36.8%
No links	25.3%	0.0%
Don't know	5.1%	10.5%
<b>Answered</b>	<b>79</b>	<b>19</b>

Source: SWLEP Employers Survey, January 2018, Base = 98

**Figure E44: Do you have links with any of the following types of organisation? (tick all that apply) by Parliamentary Constituency**

	Further Education	Higher Education	High level skills brokerage or skills support organisations (e.g Higher Futures)	Independent Training Providers	No links	Don't know	Total	Count
<b>North Swindon</b>	50.0%	50.0%	10.0%	30.0%	40.0%	0.0%	11.2%	10
<b>South Swindon</b>	63.2%	57.9%	21.1%	42.1%	10.5%	5.3%	21.4%	19
<b>Total Swindon</b>	58.6%	55.2%	17.2%	37.9%	20.7%	3.4%		29
<b>Chippenham</b>	53.3%	26.7%	6.7%	33.3%	33.3%	13.3%	16.9%	15
<b>Devizes</b>	75.0%	37.5%	37.5%	25.0%	12.5%	0.0%	9.0%	8
<b>North Wiltshire</b>	53.9%	23.1%	23.1%	30.8%	23.1%	7.7%	14.6%	13
<b>Salisbury</b>	33.3%	26.7%	6.7%	26.7%	33.3%	6.7%	16.9%	15
<b>South West Wiltshire</b>	22.2%	55.6%	11.1%	77.8%	0.0%	0.0%	10.1%	9
<b>Total Wiltshire</b>	46.7%	31.7%	15.0%	36.7%	23.3%	6.7%	100.0%	60

Source: SWLEP Employers Survey, January 2018, Base = 89

**Figure E45: Do you have links with any of the following types of organisation? (tick all that apply) by sector**

	Further Education	Higher Education	High level skills brokerage or skills support organisations (e.g Higher Futures)	Independent Training Providers	No links	Don't know	Total	Count
<b>Advanced engineering and high value manufacturing</b>	75.0%	56.3%	12.5%	37.5%	12.5%	0.0%	75.0%	16
<b>Financial and professional services (including business services)</b>	52.4%	47.6%	23.8%	28.6%	23.8%	9.5%	52.4%	21
<b>Digital and information and communications technology</b>	50.0%	50.0%	21.4%	28.6%	14.3%	14.3%	50.0%	14

Source: SWLEP Employers Survey, January 2018, Base = 51. Note: Only sectors with a count >10 have been included in this analysis

**Figure E46: Which organisations do you have links with? (open comment)**

Specific Colleges	Specific Universities/Research Organisations	Skills brokerage/Support Organisations	Independent Training Providers
Wiltshire College (x23) Swindon College (x8) New College Swindon (x5) Cirencester (x3)  Others (x1): Andover Henley College Swindon Academy South Glos College Stroud College Trowbridge UTC Swindon Weston College 6 <sup>th</sup> Forms'	Bath University (x10) University of the West of England (x8) Oxford Brookes University (x7) Bristol Uni (x5) University of Gloucestershire (x5) Bath Spa (x3) Bournemouth (x3) Southampton (x2)  Babcock Institute Cranfield (Shrivenor) Exeter Loughborough Nottingham Open University Oxford Reading Royal Agricultural University Sheffield Solent Thatcham's Research The University of Law University of South Wales	Higher Futures (x12) Council led GWP QA STEMnet	Green Labyrinth (x2)  <b>Others (x1):</b> AAT BB Training Academy BIIAB Conflict Masters Diane Allen Consultant Didac HIT Training IQ Ihasco Learn Direct My Skills for Life Positive Behaviour Management QA REC Reed business school SAGE Scrum.org Storage Equipment Manufacturers Association (SEMA) White Horse Training Wiltshire Council Training Courses
<b>'Several' (x8)</b>	<b>'Several' (x8)</b>		<b>'Various/Several' (x8)</b>

Source: SWLEP Employers Survey, January 2018, Base = 60

**Figure E47: What are the main reasons why you have not developed any links with FE/HE institutions? (tick all that apply)**

Answer Choices	%	Count
No need/not relevant to my business	30.0%	9
Never thought about it	13.3%	4
Don't know how to	13.3%	4
Had a bad experience previously	3.3%	1
No suitable institutions in my area	20.0%	6
Other (please specify)	23.3%	7

Source: SWLEP Employers Survey, January 2018, Base = 30

**Figure E48: What are the main reasons why you have not developed any links with FE/HE institutions by Local Authority**

Answer Choices	Swindon	Wiltshire
No need/not relevant to my business	33.3%	28.6%
Never thought about it	11.1%	14.3%
Don't know how to	11.1%	14.3%
Had a bad experience previously	0.0%	4.8%
No suitable institutions in my area	22.2%	19.0%
Other (please specify)	22.2%	23.8%
	9	21

Source: SWLEP Employers Survey, January 2018, Base = 30. The sample size was too small to analyse by Parliamentary Constituency

**Figure E49: To what extent do you agree that developing more comprehensive Higher Education provision in Swindon and Wiltshire would be a good idea?**

Answer Choices	%	Count
1 - Strongly disagree	10.9%	10
2 - Disagree	4.4%	4
3 - Agree	29.4%	27
4 - Strongly agree	48.9%	45
Don't know	6.5%	6

Source: SWLEP Employers Survey, January 2018, Base = 92

**Figure E50: Why do you say this?**

Responses
<b>Strongly Disagree</b>
To keep individuals in the town*
There is a huge gap in the local community*
To enable local people to access higher education in county. As travelling to a new area may add to the ever increasing cost of higher education and may put people off taking the higher education route*
<b>Disagree</b>
I think there is some good training provision but sometimes courses don't run because of lack of uptake, so focus on improving what we have rather than more would be beneficial
HE is great at theory but there should be more applicable hands on, practical training
<b>Agree</b>
It would help with present access difficulties
My apprentice will have to go to Poole for 3rd year
Offer people more choices
Current local provision is insufficient and does not meet employer needs
You can never have too much!
For our particular sector the closest industry we are recruiting from is computer games design and there is no provision in Swindon for this currently, but we are working in one of the most cutting edge industries
Businesses in Salisbury can look to Southampton for HE, those in Wiltshire can look to Bristol but there should be something for businesses in the centre of the county

<b>Strongly Agree</b>
Most highly-skilled talent leaves the borough. If we had had University provision in place when fees were introduced, some would have stayed. I anticipate that more students will follow the European model and stay in their home town for HE if the fees continue to rise.
The higher education sites are varied and removed for our work area, e.g. all of Wiltshire geography
I am not aware of there being any particularly good provision currently
Would put the area on the map more
Degree level provision seems low e.g. university
Would provide a potential pipeline of talent for our organisation
Because HE is a key part of future recruitment and retention of staff
Needs to have professional staff who understand business
Education, aspiration, learning new skills is the mothers milk for success. Without an educated population and without a workforce that feels motivated and confident our national security will be at risk
As a recruitment director we have clear evidence of roles in Swindon and Wiltshire that employers struggle to fill
To improve the employment opportunities within the region
Lose too many students to Hampshire and further
Future requirements. Asset for the town
there is a clear lack of provision at the highest level of education in S&W
future needs both for our business and in the area demand higher/degree skills
Many young people leave the county to go to university and don't return
It would increase the number of post graduates in the area, which would support recruiting a higher calibre of apprentice. It would also support the local economy with more people; living, travelling and spending time in the area.
There is a follow through of benefits into the community - so the arts, shops, restaurants, hotels etc would all benefit from having a good quality University in the locality. There would be a 'better' pool of staff available for casual work as well as future employees post degree. Often students continue to live in the Cities they study in and this then means Cities have a better mix of all ages making them more vibrant and viable. Certainly a lot of the drawbacks of Salisbury could be overcome with a good quality Uni in place
Availability of hi-quality education is scarce in this large county
Wilts has no university and is competing with Bath and Bristol
We have very little, and as far as I know there is no university level education in the area
We want to turn Wiltshire into a Centre for Design Excellence

Source: SWLEP Employers Survey, January 2018, Base = 35 Note: Comments with an Asterix above do not appear to align with the 'Strongly Disagree' selection. They have been double checked and this is not an error in analysis.



**Figure E51: To what extent do you agree that developing more comprehensive Higher Education provision in Swindon and Wiltshire would be a good idea by SME Status**

Answer Choices	SME	Non-SME
1 - Strongly disagree	10.8%	12.5%
2 - Disagree	2.7%	6.3%
3 - Agree	31.1%	25.0%
4 - Strongly agree	48.6%	56.3%
Don't know	6.8%	0.0%
Count	74	16

Source: SWLEP Employers Survey, January 2018, Base = 90

**Figure E52: To what extent do you agree that developing more comprehensive higher education provision in Swindon and Wiltshire would be a good idea by parliamentary constituency**

	1 - Strongly disagree	2 - Disagree	3 - Agree	4 - Strongly agree	Don't know	Count
North Swindon	0.0%	20.0%	10.0%	70.0%	0.0%	10
South Swindon	11.1%	5.6%	16.7%	66.7%	0.0%	18
<b>Total Swindon</b>	<b>7.1%</b>	<b>10.7%</b>	<b>14.3%</b>	<b>67.9%</b>	<b>0.0%</b>	<b>28</b>
Chippenham	25.0%	0.0%	41.7%	25.0%	8.3%	12
Devizes	12.5%	0.0%	25.0%	62.5%	0.0%	8
North Wiltshire	9.1%	0.0%	36.4%	45.5%	9.1%	11
Salisbury	7.1%	0.0%	35.7%	50.0%	7.1%	14
South West Wiltshire	10.0%	10.0%	20.0%	50.0%	10.0%	10
<b>Total Wiltshire</b>	<b>12.7%</b>	<b>1.8%</b>	<b>32.7%</b>	<b>45.5%</b>	<b>7.3%</b>	<b>55</b>

Source: SWLEP Employers Survey, January 2018, Base = 83

**Figure E53: To what extent do you agree that developing more comprehensive Higher Education provision in Swindon and Wiltshire would be a good idea by sector**

	1 - Strongly disagree	2 - Disagree	3 - Agree	4 - Strongly agree	Don't know	Count
<b>Advanced engineering and high value manufacturing</b>	12.5%	0.0%	50.0%	37.5%	0.0%	16
<b>Financial and professional services (including business services)</b>	10.5%	5.3%	0.0%	79.0%	5.3%	19
<b>Digital and information and communications technology</b>	8.3%	0.0%	16.7%	58.3%	16.7%	12

Source: SWLEP Employers Survey, January 2018, Base = 41. Note: Only sectors with a count >10 have been included in this analysis

**Figure E54: If more comprehensive Higher Education provision was developed in Swindon and Wiltshire, would you be interested in any of the following? (tick all that apply)**

Answer Choices	%	Count
<b>Sponsoring students</b>	23.5%	19
<b>Graduate recruitment</b>	51.9%	42
<b>Participating in course design or degree advisory boards</b>	30.9%	25
<b>Participating in the delivery of teaching</b>	22.2%	18
<b>Providing sandwich years, work placements or internships</b>	49.4%	40
<b>Getting CPD for my existing staff</b>	54.3%	44
<b>Partnering on research and innovation</b>	29.6%	24
<b>Supporting careers events</b>	44.4%	36
<b>Not interested in any of the above</b>	3.7%	3
<b>Don't know</b>	9.9%	8
<b>Other (please specify)</b>	4.9%	4

Source: SWLEP Employers Survey, January 2018, Base = 81

**Figure E55: If more comprehensive Higher Education provision was developed in Swindon and Wiltshire, would you be interested in any of the following by SME Status**

<b>Answer Choices</b>	<b>SME</b>	<b>Non-SME</b>
<b>Sponsoring students</b>	24.2%	21.4%
<b>Graduate recruitment</b>	45.5%	85.7%
<b>Participating in course design or degree advisory boards</b>	27.3%	50.0%
<b>Participating in the delivery of teaching</b>	21.2%	28.6%
<b>Providing sandwich years, work placements or internships</b>	47.0%	64.3%
<b>Getting CPD for my existing staff</b>	53.0%	64.3%
<b>Partnering on research and innovation</b>	27.3%	42.9%
<b>Supporting careers events</b>	43.9%	50.0%
<b>Not interested in any of the above</b>	3.0%	0.0%
<b>Don't know</b>	9.1%	14.3%
<b>Other (please specify)</b>	6.1%	0.0%
<b>Count</b>	66	14

Source: SWLEP Employers Survey, January 2018, Base = 80

**Figure E56: If more comprehensive Higher Education provision was developed in Swindon and Wiltshire, would you be interested in any of the following by local authority**

<b>Answer Choices</b>	<b>Swindon</b>	<b>Wiltshire</b>
<b>Sponsoring students</b>	20.8%	28.6%
<b>Graduate recruitment</b>	66.7%	44.9%
<b>Participating in course design or degree advisory boards</b>	37.5%	26.5%
<b>Participating in the delivery of teaching</b>	16.7%	26.5%
<b>Providing sandwich years, work placements or internships</b>	54.2%	46.9%
<b>Getting CPD for my existing staff</b>	58.3%	53.1%
<b>Partnering on research and innovation</b>	33.3%	26.5%
<b>Supporting careers events</b>	41.7%	44.9%
<b>Not interested in any of the above</b>	0%	4.1%
<b>Don't know</b>	8.3%	10.2%
<b>Other (please specify)</b>	4.2%	6.1%
<b>Answered</b>	24	49

Source: SWLEP Employers Survey, January 2018, Base = 73. The sample size was too small to analyse by Parliamentary Constituency

**Figure E57: If more comprehensive Higher Education provision was developed in Swindon and Wiltshire, would you be interested in any of the following by sector**

Answer Choices	Advanced engineering and high value manufacturing	Financial and professional services (including business services)	Digital and information and communications technology
<b>Sponsoring students</b>	21.4%	35.3%	41.7%
<b>Graduate recruitment</b>	64.3%	76.5%	83.3%
<b>Participating in course design or degree advisory boards</b>	35.7%	29.4%	50.0%
<b>Participating in the delivery of teaching</b>	7.1%	23.5%	41.7%
<b>Providing sandwich years, work placements or internships</b>	28.6%	58.8%	66.7%
<b>Getting CPD for my existing staff</b>	50.0%	58.8%	75.0%
<b>Partnering on research and innovation</b>	28.6%	35.3%	66.7%
<b>Supporting careers events</b>	50.0%	58.8%	75.0%
<b>Not interested in any of the above</b>	0.0%	0.0%	0.0%
<b>Don't know</b>	14.3%	5.9%	0.0%
<b>Other (please specify)</b>	7.1%	5.9%	0.0%
<b>Count</b>	14	17	12

Source: SWLEP Employers Survey, January 2018, Base = 43. Note: Only sectors with a count >10 have been included in this analysis

**Figure E58: If more comprehensive Higher Education provision were to be developed in Swindon and Wiltshire, which of the following delivery features would be important to your business? (tick all that apply)**

Answer Choices	%	Count
Courses with a strong vocational element	69.3%	52
Employer-led courses	46.7%	35
Part-time provision	58.7%	44
Sandwich courses or work placements	38.7%	29
Distance/virtual provision	45.3%	34
Research and innovation led teaching	38.7%	29
Flexible/bespoke provision	57.3%	43

Source: SWLEP Employers Survey, January 2018, Base = 75

**Figure E59: If more comprehensive Higher Education provision were to be developed in Swindon and Wiltshire, which of the following delivery features would be important to your business by SME Status**

Answer Choices	SME	Non-SME
Courses with a strong vocational element	61.7%	50.0%
Employer-led courses	38.3%	42.9%
Part-time provision	45.0%	50.0%
Sandwich courses or work placements	38.3%	42.9%
Distance/virtual provision	53.3%	78.6%
Research and innovation led teaching	61.7%	50.0%
Flexible/bespoke provision	38.3%	42.9%
Count	60	14

Source: SWLEP Employers Survey, January 2018, Base = 74

**Figure E60: If more comprehensive Higher Education provision were to be developed in Swindon and Wiltshire, which of the following delivery features would be important to your business by local authority**

	Swindon	Wiltshire
<b>Courses with a strong vocational element</b>	71.4%	68.1%
<b>Employer-led courses</b>	52.4%	51.1%
<b>Part-time provision</b>	52.4%	63.8%
<b>Sandwich courses or work placements</b>	38.1%	38.3%
<b>Distance/virtual provision</b>	38.1%	48.9%
<b>Research and innovation led teaching</b>	33.3%	40.4%
<b>Flexible/bespoke provision</b>	69.9%	55.3%
<b>Count</b>	21	47

Source: SWLEP Employers Survey, January 2018, Base = 68. The sample size was too small to analyse by Parliamentary Constituency

**Figure E61: If more comprehensive Higher Education provision were to be developed in Swindon and Wiltshire, which of the following delivery features would be important to your business by sector**

	Advanced engineering and high value manufacturing	Financial and professional services (including business services)	Digital and information and communications technology
<b>Courses with a strong vocational element</b>	64.3%	66.7%	66.7%
<b>Employer-led courses</b>	50.0%	53.3%	58.3%
<b>Part-time provision</b>	64.3%	66.7%	75.0%
<b>Sandwich courses or work placements</b>	57.1%	60.0%	41.7%
<b>Distance/virtual provision</b>	57.1%	60.0%	41.7%
<b>Research and innovation led teaching</b>	50.0%	40.0%	75.0%
<b>Flexible/bespoke provision</b>	64.3%	73.3%	58.3%
<b>Count</b>	14	15	12

Source: SWLEP Employers Survey, January 2018, Base = 41. Note: Only sectors with a count >10 have been included in this analysis

**Figure E62: Do you think any new Higher Education provision should...? (tick all that apply)**

Answer Choices	%	Count
Build on the existing offer from the local colleges	52.0%	39
Be developed in partnership with other universities	57.3%	43
Involve employers in its development	72.0%	54
Include higher and degree level apprenticeship routes	62.7%	47
Be offered at a new campus/site	29.3%	22
Operate from multiple sites (i.e. hub and spokes)	45.3%	34
Deliver provision at employer's premises	48.0%	36
Develop its own degree awarding powers	21.3%	16
Have transport links	45.3%	34
Other (please specify)	8.0%	6

Source: SWLEP Employers Survey, January 2018, Base = 75

**Figure E63: Do you think any new Higher Education provision should by SME Status**

Answer Choices	%	Count
Build on the existing offer from the local colleges	51.6%	53.8%
Be developed in partnership with other universities	53.2%	76.9%
Involve employers in its development	72.6%	69.2%
Include higher and degree level apprenticeship routes	61.3%	69.2%
Be offered at a new campus/site	25.8%	46.2%
Operate from multiple sites (i.e. hub and spokes)	38.7%	76.9%
Deliver provision at employer's premises	46.8%	53.8%
Develop its own degree awarding powers	17.7%	38.5%
Have transport links	40.3%	69.2%
Other (please specify)	8.1%	7.7%
Count	62	13

Source: SWLEP Employers Survey, January 2018, Base = 75



**Figure E64: Do you think any new Higher Education provision should...by local authority**

<b>Answer Choices</b>	<b>Swindon</b>	<b>Wiltshire</b>
<b>Build on the existing offer from the local colleges</b>	50.0%	50.0%
<b>Be developed in partnership with other universities</b>	59.1%	75.0%
<b>Involve employers in its development</b>	86.4%	62.5%
<b>Include higher and degree level apprenticeship routes</b>	59.1%	87.5%
<b>Be offered at a new campus/site</b>	40.9%	37.5%
<b>Operate from multiple sites (i.e. hub and spokes)</b>	45.5%	12.5%
<b>Deliver provision at employer's premises</b>	40.9%	37.5%
<b>Develop its own degree awarding powers</b>	27.3%	0.0%
<b>Have transport links</b>	45.5%	25.0%
<b>Other (please specify)</b>	18.2%	0.0%
<b>Answered</b>	22	8

Source: SWLEP Employers Survey, January 2018, Base = 69. The sample size was too small to analyse by Parliamentary Constituency

**Figure E65: Do you think any new Higher Education provision should...by sector**

<b>Answer Choices</b>	<b>Advanced engineering and high value manufacturing</b>	<b>Financial and professional services (including business services)</b>	<b>Digital and information and communications technology</b>
<b>Build on the existing offer from the local colleges</b>	76.9%	50.0%	58.3%
<b>Be developed in partnership with other universities</b>	76.9%	56.3%	50.0%
<b>Involve employers in its development</b>	84.6%	87.5%	91.7%
<b>Include higher and degree level apprenticeship routes</b>	92.3%	62.5%	75.0%
<b>Be offered at a new campus/site</b>	46.2%	37.5%	33.3%
<b>Operate from multiple sites (i.e. hub and spokes)</b>	61.5%	62.5%	58.3%
<b>Deliver provision at employer's premises</b>	76.9%	37.5%	50.0%
<b>Develop its own degree awarding powers</b>	30.8%	6.3%	8.3%
<b>Have transport links</b>	61.5%	62.5%	25.0%
<b>Other (please specify)</b>	23.1%	12.5%	8.3%
<b>Answered</b>	13	16	12

Source: SWLEP Employers Survey, January 2018, Base = 41. Note: Only sectors with a count >10 have been included in this analysis

**Figure E66: What subjects would you like to see offered within any new Higher Education provision?**

<b>Answer Choices</b>	<b>Responses</b>	<b>Count</b>
Medicine and Dentistry	10.4%	8
Subjects Allied to Medicine	13.0%	10
Biological Sciences	18.2%	14
Veterinary Sciences	6.5%	5
Agriculture and Related Subjects	11.7%	9
Physical Sciences	16.9%	13
Mathematical Sciences	20.8%	16
Computer Sciences	36.4%	28
Engineering and Technology	44.2%	34
Architecture, Building and Planning	19.5%	15
Social Sciences	14.3%	11
Law	9.1%	7
Business and Admin Studies	49.4%	38
Mass Communications and Documentation	7.8%	6
Languages	6.5%	5
History and Philosophical Studies	7.8%	6
Creative Art and Design	16.9%	13
Education	28.6%	22
Initial Teacher Training	7.8%	6
Geographical Studies	9.1%	7
Don't Know	7.8%	6
Other (please specify)	15.6%	12

Source: SWLEP Employers Survey, January 2018, Base = 77

**Figure E67: Other please specify**

Responses (Un-coded)
Childcare
Childcare and Early Years
Childcare and play
Softer skills, counselling, coaching etc
the application of immersive technology in industry. B2B B2C, covering creation and execution
Management skills and development
Any/all to suit the needs of the local market
Financial services
Digital and Paid Online Marketing
Digital Marketing
Technical product design, interior architecture. Our business lies between architecture, engineering and creative design
Practical Business Product Development 'hands on' work

Source: SWLEP Employers Survey, January 2018, Base = 13

**Figure E68: What subjects would you like to see offered within any new Higher Education provision by Local Authority**

<b>Answer Choices</b>	<b>Swindon</b>	<b>Wiltshire</b>
<b>Medicine and Dentistry</b>	13.0%	8.5%
<b>Subjects Allied to Medicine</b>	13.0%	12.8%
<b>Biological Sciences</b>	13.0%	21.3%
<b>Veterinary Sciences</b>	4.3%	8.5%
<b>Agriculture and Related Subjects</b>	8.7%	14.9%
<b>Physical Sciences</b>	21.7%	14.9%
<b>Mathematical Sciences</b>	30.4%	17.0%
<b>Computer Sciences</b>	39.1%	36.2%
<b>Engineering and Technology</b>	60.9%	36.2%
<b>Architecture, Building and Planning</b>	26.1%	19.1%
<b>Social Sciences</b>	17.4%	14.9%
<b>Law</b>	13.0%	8.5%
<b>Business and Admin Studies</b>	47.8%	55.3%
<b>Mass Communications and Documentation</b>	8.7%	8.5%
<b>Languages</b>	0.0%	10.6%
<b>History and Philosophical Studies</b>	13.0%	6.4%
<b>Creative Art and Design</b>	26.1%	14.9%
<b>Education</b>	13.0%	38.3%
<b>Initial Teacher Training</b>	8.7%	8.5%
<b>Geographical Studies</b>	8.7%	10.6%
<b>Don't Know</b>	8.7%	6.4%
<b>Other (please specify)</b>	8.7%	19.1%

Source: SWLEP Employers Survey, January 2018, Base = 76. The sample size was too small to analyse by Parliamentary Constituency

**Figure E69: What subjects would you like to see offered within any new Higher Education provision by SME Status**

<b>Answer Choices</b>	<b>SME</b>	<b>Non-SME</b>
<b>Medicine and Dentistry</b>	11.1%	0.0%
<b>Subjects Allied to Medicine</b>	12.7%	15.4%
<b>Biological Sciences</b>	20.6%	7.7%
<b>Veterinary Sciences</b>	7.9%	0.0%
<b>Agriculture and Related Subjects</b>	19.0%	7.7%
<b>Physical Sciences</b>	42.9%	53.8%
<b>Mathematical Sciences</b>	19.0%	23.1%
<b>Computer Sciences</b>	36.5%	38.5%
<b>Engineering and Technology</b>	22.2%	15.4%
<b>Architecture, Building and Planning</b>	14.3%	15.4%
<b>Social Sciences</b>	12.7%	7.7%
<b>Law</b>	47.6%	61.5%
<b>Business and Admin Studies</b>	31.7%	15.4%
<b>Mass Communications and Documentation</b>	20.6%	0.0%
<b>Languages</b>	9.5%	0.0%
<b>History and Philosophical Studies</b>	7.9%	15.4%
<b>Creative Art and Design</b>	7.9%	0.0%
<b>Education</b>	7.9%	7.7%
<b>Initial Teacher Training</b>	9.5%	0.0%
<b>Geographical Studies</b>	9.5%	7.7%
<b>Don't Know</b>	7.9%	7.7%
<b>Other (please specify)</b>	19.0%	0.0%

Source: SWLEP Employers Survey, January 2018, Base = 76

**Figure E70: What subjects would you like to see offered within any new Higher Education provision by sector**

<b>Answer Choices</b>	<b>Advanced engineering and high value manufacturing</b>	<b>Financial and professional services (including business services)</b>	<b>Digital and information and communications technology</b>
<b>Medicine and Dentistry</b>	0.0%	0.0%	0.0%
<b>Subjects Allied to Medicine</b>	0.0%	12.5%	0.0%
<b>Biological Sciences</b>	7.7%	12.5%	0.0%
<b>Veterinary Sciences</b>	0.0%	0.0%	0.0%
<b>Agriculture and Related Subjects</b>	7.7%	6.3%	0.0%
<b>Physical Sciences</b>	15.4%	12.5%	16.7%
<b>Mathematical Sciences</b>	23.1%	31.3%	33.3%
<b>Computer Sciences</b>	46.2%	50.0%	83.3%
<b>Engineering and technology</b>	84.6%	50.0%	58.3%
<b>Architecture, Building and Planning</b>	7.7%	25.0%	16.7%
<b>Social Sciences</b>	0.0%	25.0%	8.3%
<b>Law</b>	0.0%	18.8%	8.3%
<b>Business and Admin Studies</b>	53.9%	56.3%	66.7%
<b>Mass Communications and Documentation</b>	0.0%	12.5%	16.7%
<b>Languages</b>	0.0%	12.5%	16.7%
<b>History and Philosophical Studies</b>	0.0%	12.5%	8.3%
<b>Creative Art and Design</b>	7.7%	6.3%	16.7%
<b>Education</b>	15.4%	25.0%	25.0%
<b>Initial Teacher Training</b>	7.7%	12.5%	0.0%
<b>Geographical Studies</b>	0.0%	6.3%	8.3%
<b>Don't Know</b>	0.0%	0.0%	0.0%
<b>Other (please specify)</b>	0.0%	6.3%	25.0%
	13	16	12

Source: SWLEP Employers Survey, January 2018, Base = 41. Note: Only sectors with a count >10 have been included in this analysis

**Figure E71: What (if any) digital skills would you like to see offered in any new Higher Education provision? (tick all that apply)**

Answer Choices	%	Count
Website development and search engine optimisation	37.0%	27
Programming	46.6%	34
Software development	46.6%	34
App development	41.1%	30
Network management	27.4%	20
Data analytics	50.7%	37
Big data	30.1%	22
Creative digital media	35.6%	26
Don't know	24.7%	18
Other (please specify)	6.9%	5

Source: SWLEP Employers Survey, January 2018, Base = 73

**Figure E72: What (if any) digital skills would you like to see offered in any new Higher Education provision by SME Status**

Answer Choices	SME	Non-SME
Website development and search engine optimisation	38.7%	27.3%
Programming	43.5%	63.6%
Software development	45.2%	54.5%
App development	40.3%	45.5%
Network management	24.2%	45.5%
Data analytics	46.8%	72.7%
Big data	29.0%	36.4%
Creative digital media	37.1%	27.3%
Don't know	27.4%	9.1%
Other (please specify)	4.8%	18.2%
Count	62	11

Source: SWLEP Employers Survey, January 2018, Base = 73



**Figure E73: What (if any) digital skills would you like to see offered in any new Higher Education provision by Local Authority**

<b>Answer Choices</b>	<b>Swindon</b>	<b>Wiltshire</b>
<b>Website development and search engine optimisation</b>	27.3%	43.2%
<b>Programming</b>	50.0%	47.7%
<b>Software development</b>	54.5%	45.5%
<b>App development</b>	40.9%	43.2%
<b>Network management</b>	36.4%	25.0%
<b>Data analytics</b>	50.0%	52.3%
<b>Big data</b>	36.4%	25.0%
<b>Creative digital media</b>	31.8%	40.9%
<b>Don't know</b>	22.7%	27.3%
<b>Other (please specify)</b>	9.1%	4.5%
<b>Answered</b>	22	44

Source: SWLEP Employers Survey, January 2018, Base = 66. The sample size was too small to analyse by Parliamentary Constituency

**Figure E74: What (if any) digital skills would you like to see offered in any new Higher Education provision by sector**

<b>Answer Choices</b>	<b>Advanced engineering and high value manufacturing</b>	<b>Financial and professional services (including business services)</b>	<b>Digital and information and communications technology</b>
<b>Website development and search engine optimisation</b>	25.0%	40.0%	58.3%
<b>Programming</b>	66.7%	46.7%	91.7%
<b>Software development</b>	66.7%	33.3%	83.3%
<b>App development</b>	50.0%	40.0%	66.7%
<b>Network management</b>	41.7%	26.7%	50.0%
<b>Data analytics</b>	58.3%	66.7%	75.0%
<b>Big data</b>	33.3%	26.7%	66.7%
<b>Creative digital media</b>	16.7%	46.7%	50.0%
<b>Don't know</b>	16.7%	20.0%	8.3%
<b>Other (please specify)</b>	8.3%	6.7%	16.7%
<b>Answered</b>	12	15	12

Source: SWLEP Employers Survey, January 2018, Base = 39. Note: Only sectors with a count >10 have been included in this analysis