

Employer Panel: Pilot Survey Results

March 2013

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1. What is the Employer Panel?

1.1 The aim of the Employer Panel

The aim is to set up a nationally representative panel that will provide succinct and timely insights regarding key issues in the creative media industries. The panel will be surveyed regularly (3-4 times per year) for quick reactions on a range of topics, which will inform skills strategy and training investments, and provide live and on-the-ground knowledge about our sectors to help influence government policy. The panel has a quick turnaround with results being shared with participants two weeks after the completion of the survey.

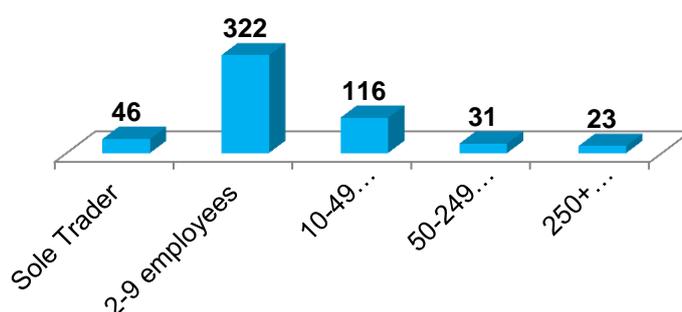
1.2 What is the panel's composition?

Four sectors have been chosen for initial recruitment to the panel: film, TV, interactive media and computer games. Employers across the UK have been asked to take part.

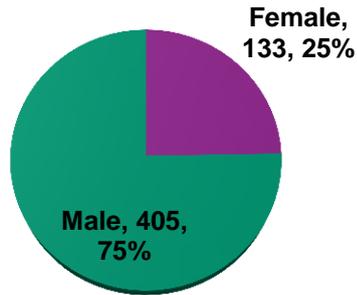
Where this report refers to 'other' sectors, this represents employers who were not specifically targeted, from sectors including advertising, animation, facilities and VFX, fashion and textiles, photo imaging, publishing and radio. Creative Skillset will increase Employer Panel membership over time by recruiting for these sectors in the future.

A pilot survey was launched on 11 February at which point a total of 538 companies had signed up to the Employer Panel. A snapshot of the demographic characteristics of the panel members is below.

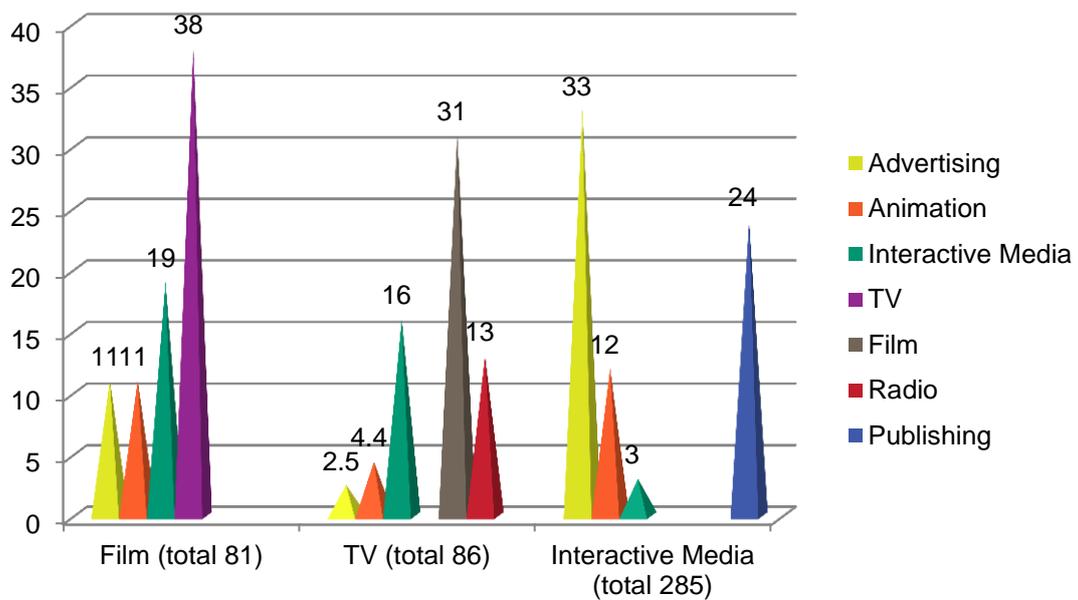
- 60% employ 2-9 people and 4% employ 250+ people



- One in four Employer Panel members are women

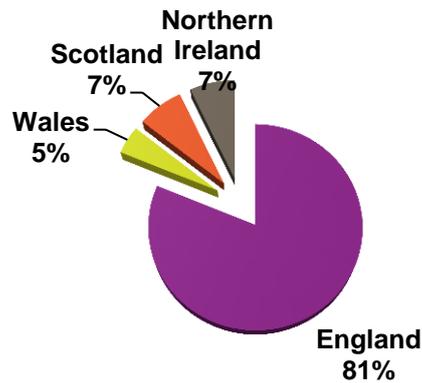


- Many companies in the panel operate cross-sector, particularly across film and TV. 81 companies in the panel class film as their primary sector and 47% of these also work in TV. 86 companies are primarily in the TV industry, with 36% of these also working in the film sector.



The geographical representation of the Employer Panel can be seen in the pie chart below. The representation of the general UK population is:

England: 84%
 Wales: 4%
 Scotland: 9%
 Northern Ireland: 3%



2. The pilot survey

2.1 The Objective

The objective of the pilot survey was to:

- 1) Determine the topics that panel members would like Creative Skillset to prioritise as themes of research for the year ahead;
- 2) Test our process, gauge response rates and establish a realistic timetable for disseminating results.

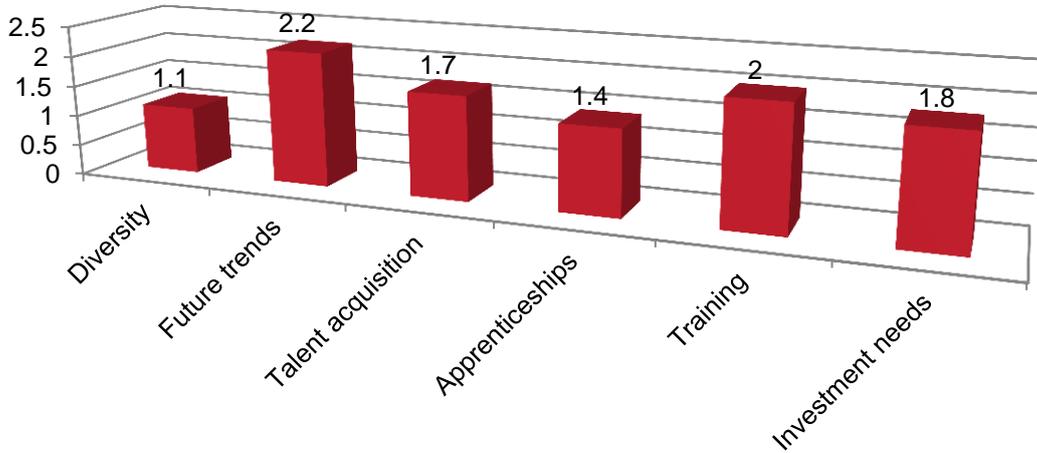
Creative Skillset has an outline of topics that it is keen to explore through further research and in future short surveys, but we wanted to make sure that these topics are relevant to our panel members, so we asked them to rank their importance. The analysis of the results combined with Creative Skillset's strategic aims, will inform the final timeline and subject matters for future surveys.

The questionnaire was sent to all 534 members of the Employer Panel. The aim of achieving a 25% response rate was achieved for the film and TV sectors, with a 15% response rate for the panel overall.

2.2 Panel pilot analysis

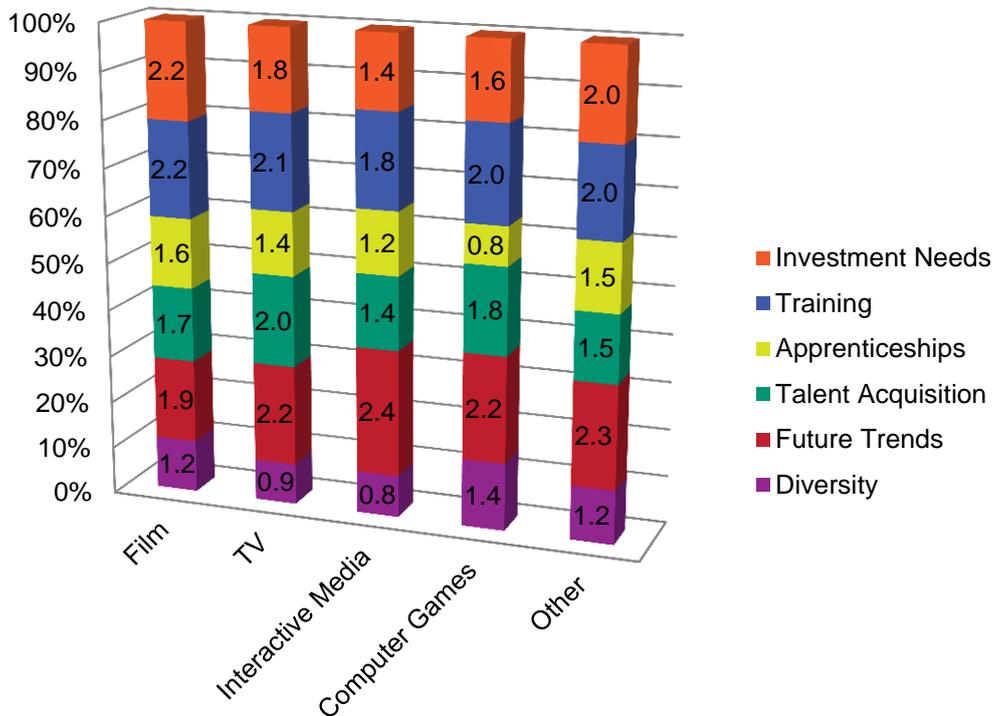
Employers were asked to rate how relevant certain topics were to their business needs. Scores were assigned to responses to help ranking. The scores for each topic are presented below for the Employer Panel overall and for each sector. The closer a score is to three the more relevant it is considered to be.

Topic relevance overall



Topics considered most relevant across all sectors are **future trends** and **training**. This information will influence the topics of future surveys.

Topic relevance by sector

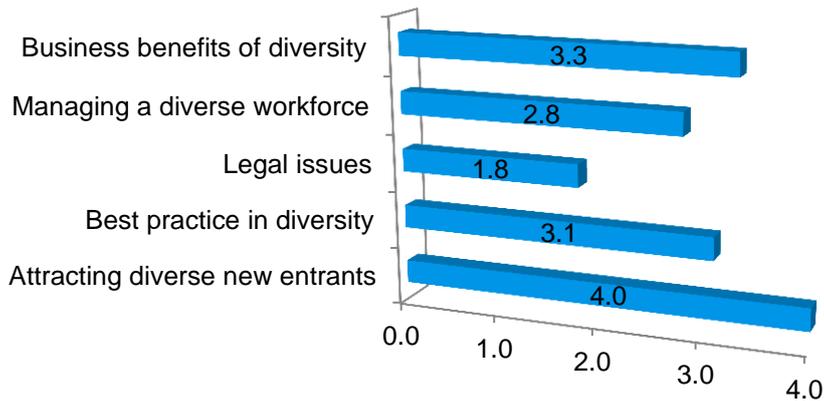


Here you can see the relevance of each topic per sector of the panel. Talent acquisition, for example, scored highly for TV and computer games but not so high in interactive media. This sector-specific information will also help to guide the topics for future panels.

Sub-topics

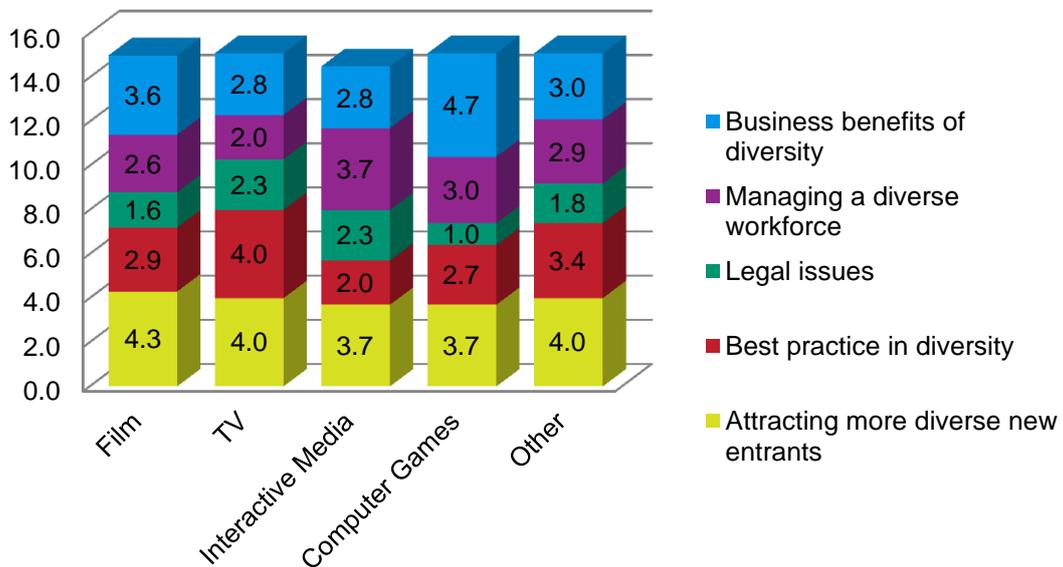
Within each of the topics above, panel members who rated the topic as relevant were then asked to rate sub-topics in terms of importance. The higher the score, the more relevant it was deemed to be.

Diversity - overall

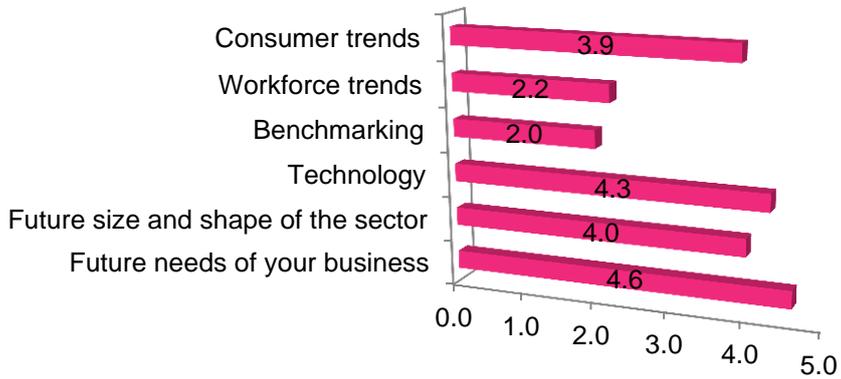


Two topics that are considered relevant within diversity across all sectors are 'attracting more diverse new entrants' and 'business benefits of diversity'.

Diversity - by sector

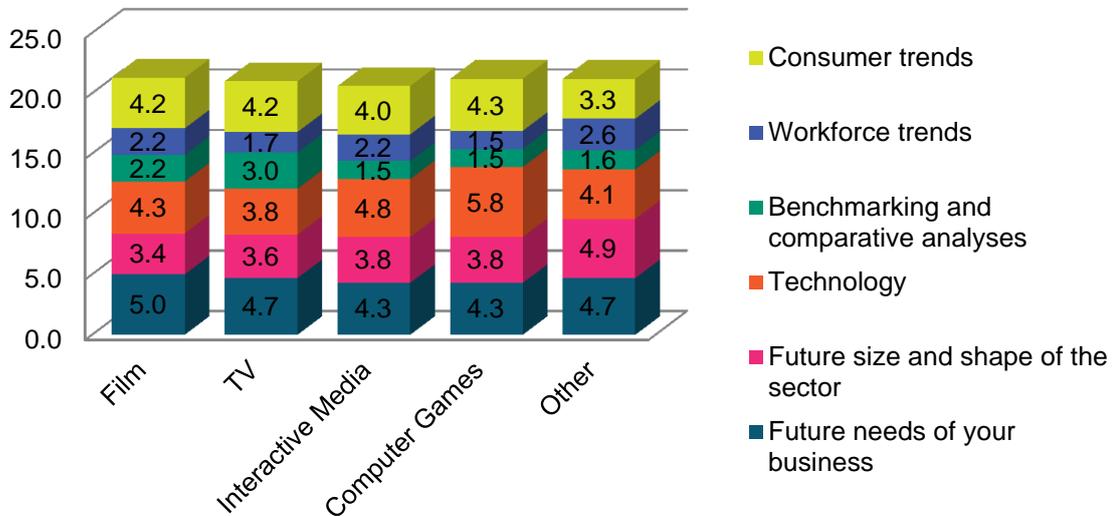


Future Trends - overall

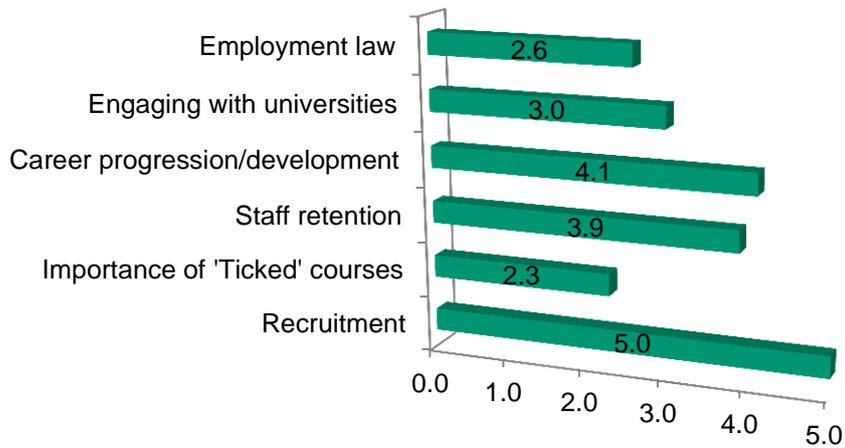


Future trends was one of the most relevant topics across all sectors. Two of the most significant sub-topics across all sectors are 'future business needs' and 'technology'.

Future Trends - by sector

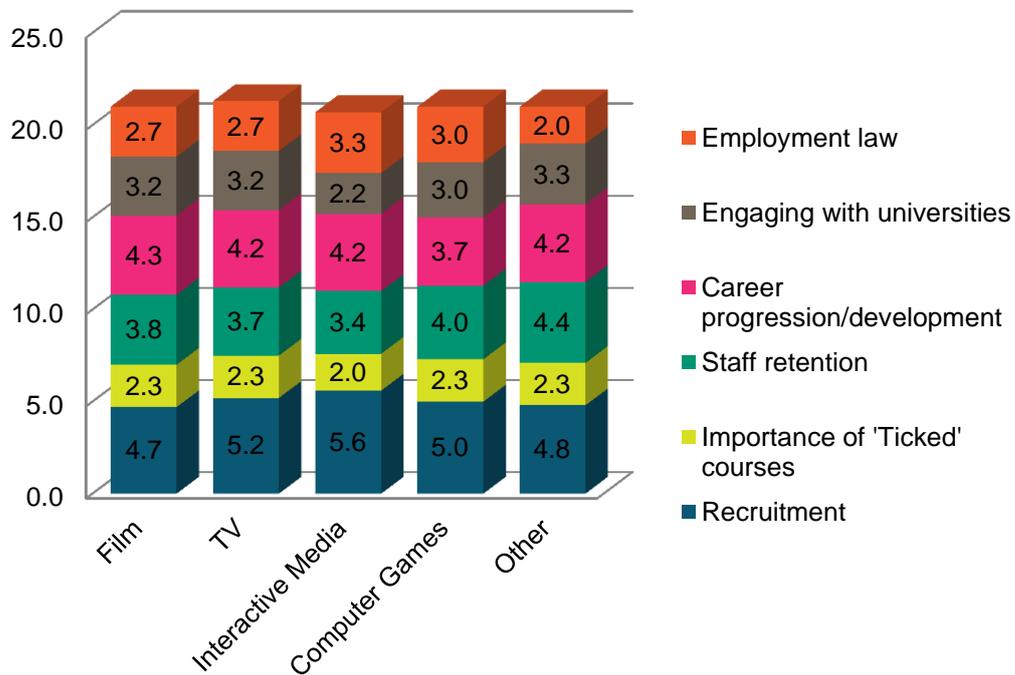


Talent Acquisition - overall

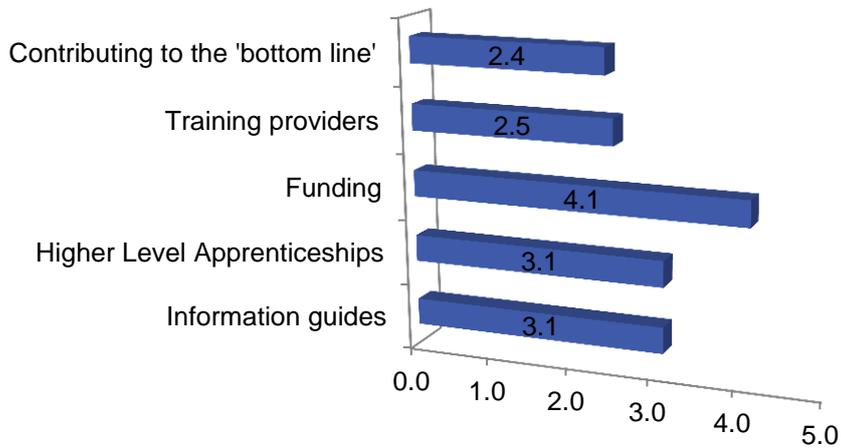


The sub-topics considered relevant across all sectors within talent acquisition are 'recruitment', 'staff retention' and 'career progression/development'.

Talent Acquisition - by sector



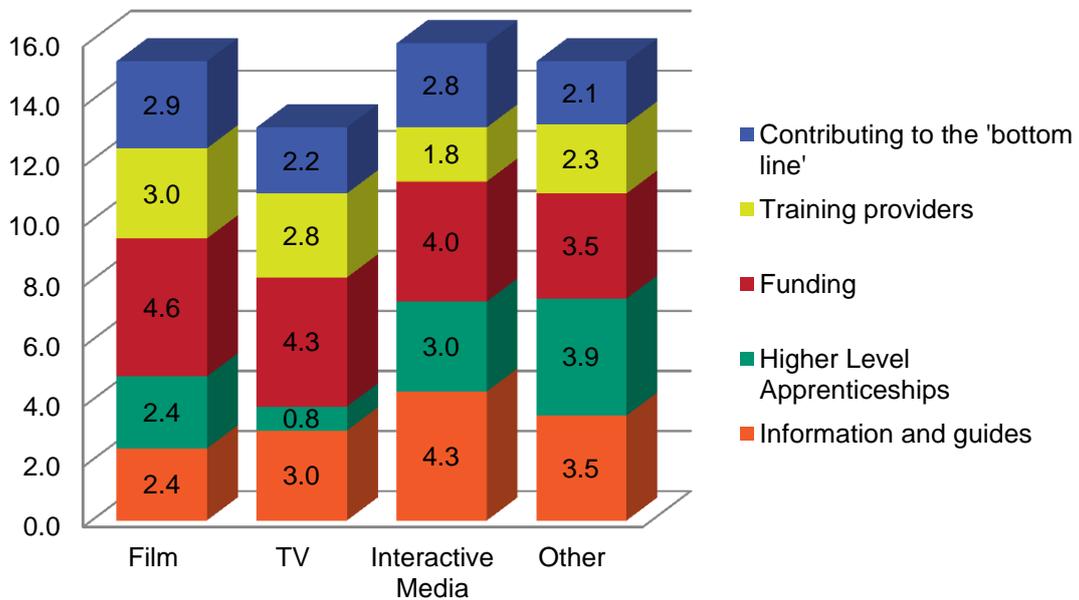
Apprenticeships - overall



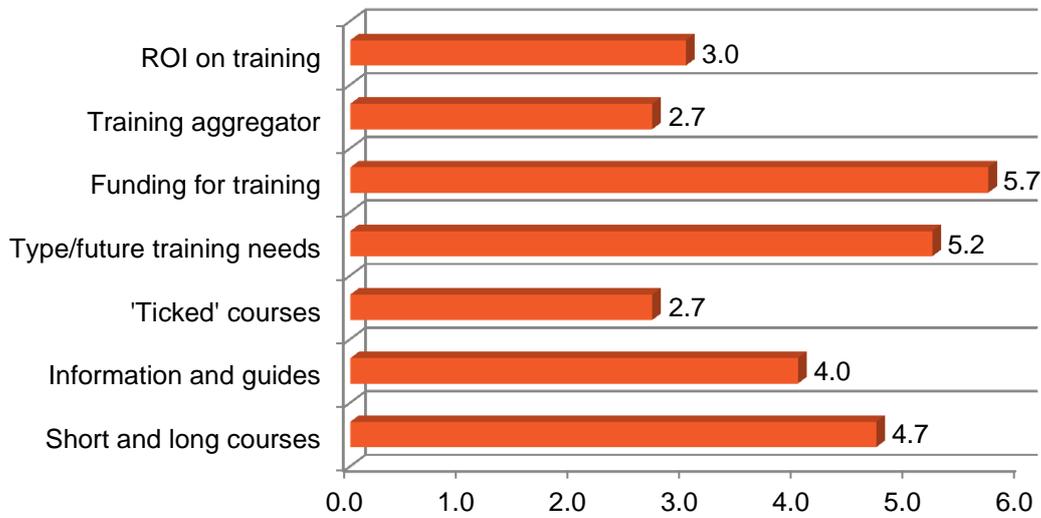
Of those who rated apprenticeships as a relevant topic, 'information and "how to" guides' and 'funding' were rated highly.

The computer games industry is not represented in this section as not enough panel members rated this as an important topic.

Apprenticeships - by sector

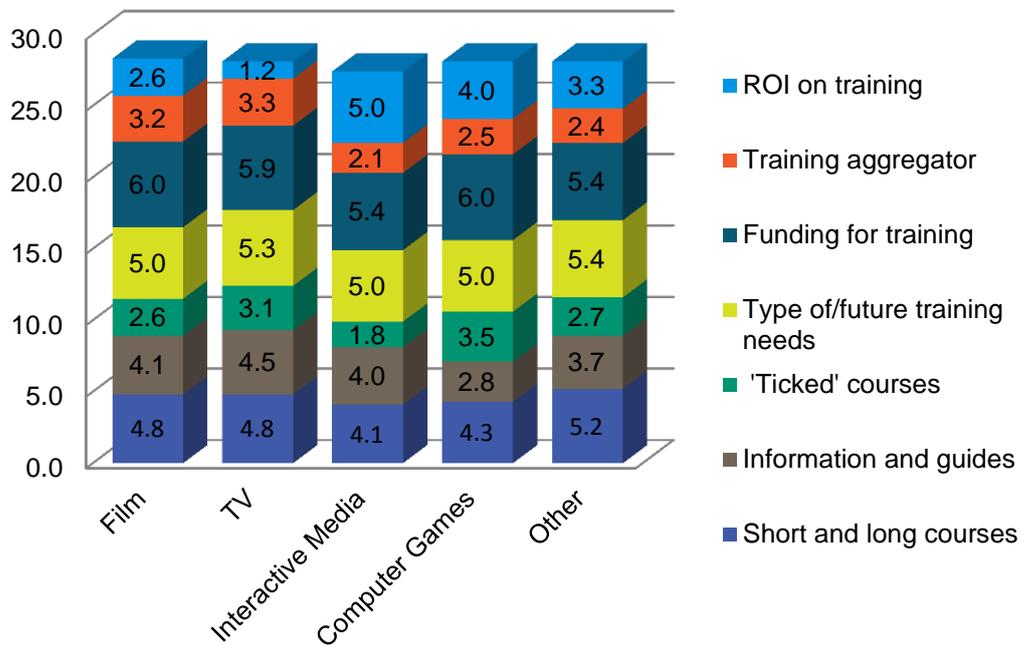


Training - overall

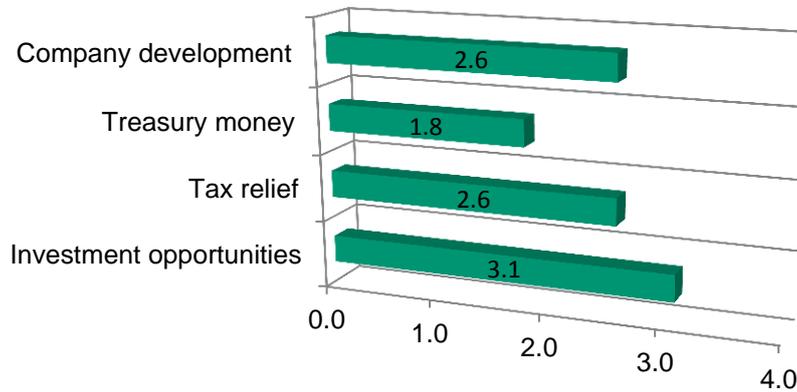


Training was one of the most relevant topics across all sectors. 'Short and long courses', 'type of training and future training needs', and 'funding for training' were considered particularly relevant.

Training - by sector

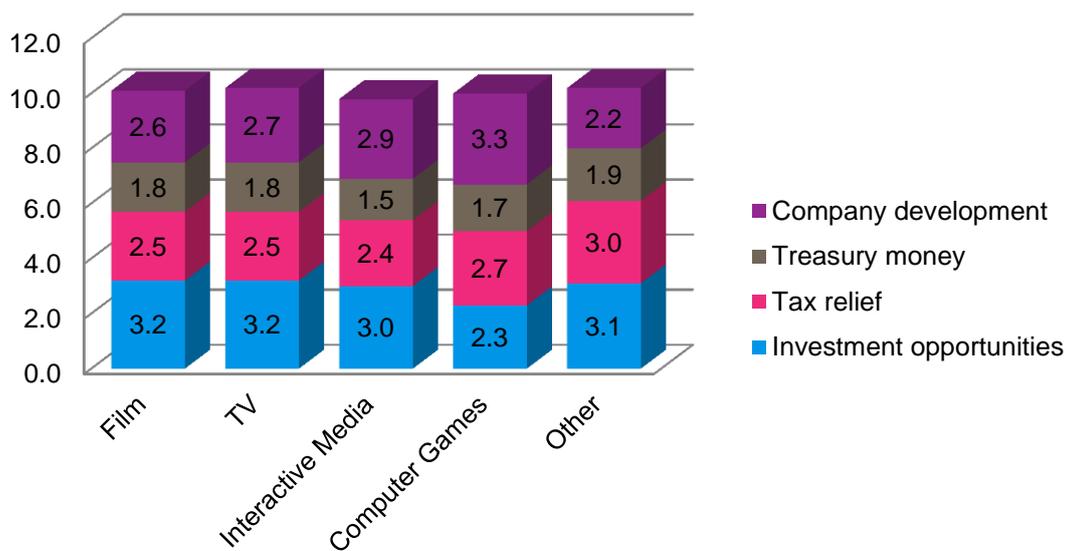


Investment Needs - overall



Of those who rated investment needs as a relevant topic, 'investment opportunities', 'tax relief' and 'company development' were ranked as important sub-topics.

Investment Needs - by sector



2.3 Other topics

Other topics mentioned were:

- Budgeting and wage levels;
- Compliance and policy work – converging regulations;
- Embedding PhD and research students in terms of funding and IP ownership;
- How to build a useful questionnaire.

Some respondents also elaborated further on existing topics in terms of:

- Technology (technologies in most demand; online technology/future of the web);

- Future size and shape of the sector (digital convergence/market evolution);
- Return on investment (ROI) of training (impact of training on trainees – knowledge, investment received, contacts);
- Engaging with universities (interaction between industry and education to ensure that graduates have the skills they need to operate successfully in the workplace; awareness of research trends and areas of enquiry within academia; detailed investigation of how industry collaboration with universities can make up for public funding shortfalls; regional and rural facilities development);
- Funding for training.

Thank you for responding to our Employer Panel pilot survey. Your opinions are appreciated and will influence the content of future surveys.