

Staff Surveys & Employee Engagement

Capita's Survey and Research Unit is a leading HR research organisation and one of the largest providers of staff survey services in the UK. We have surveyed over 2,000 organisations in the last 4 years and our clients include HEIs, FE colleges, NHS organisations, local authorities, probation services, police forces, government agencies, charities and companies. This means we have comprehensive data to allow you to benchmark your results with others. We have worked in partnership with ECC on a number of projects and are pleased to be able to offer a discounted rate to ECC members.

We have worked with around 45 higher education institutions and further education colleges and most of our clients use a mix of web-based and paper surveys. Our work has given us a good understanding of the issues facing higher and further education, and our cost effective services allow you to focus on improving your performance. By providing you with accurate and reliable data, and analysing and interpreting it, we can help you to develop effective action plans for organisational development to improve staff engagement and ensure policies, procedures and practices are effective.

We undertake employee research using a multi-mode approach including postal and web surveys, computer assisted telephone interviewing (CATI), focus groups, soundbites and discovery interviews. We use framework questionnaires tailored to your individual requirements so you can assess yourself via Capita's Employer of Choice initiative using our benchmark data.



Quality of Service

We are BS ISO EN 9001: 2008 quality accredited for the provision of survey and research services and have 27001:2005 Information Security Management accreditation. We also work in accordance with the Data Protection Act, the Market Research Society's Code of Conduct, and the Audit Commission's Guidance on the employment of consultants in the public sector.

We are one of the few research organisations accredited by the Care Quality Commission as having the statistical expertise, capacity and capability to carry out the NHS national staff and patient surveys in England. We currently support over 160 NHS organisations in undertaking the national NHS staff survey and this involves surveying over 250,000 staff each year.

We use the latest technology to provide you with your results quickly and efficiently. Sophisticated data capture technology allows us to process around 20,000 surveys per day. All surveys are individually defined and tested as part of the set up process to ensure responses have been captured and interpreted accurately by the system.

Our clients have access to a dedicated website to monitor responses in real time and check on departmental response rates.

Some Tips for a Successful Survey

- Use at least four methods of communication and promotion
- Think bright colours and employee photos for posters
- Try some innovation in promotion
- Target poor responding occupation groups with promotion
- Advertise what is in the survey and how long it will take to complete
- Brief your managers
- Work in partnership with your unions and staff side representatives
- Feedback the results in a simple newsletter format to staff
- Use at least four methods of communicating the results of the survey
- Publish your action plan – and keep it simple
- Get feedback from staff on the results – consult and listen to them
- Remember you can use the staff survey as evidence for a number of initiatives
- Update staff on action from the previous survey

We have developed a range of services providing you with accurate and reliable data as well as analysing and interpreting it to help you develop effective action plans for organisational development to improve employee engagement. Within the latest technology we are able to provide you with your results quickly and efficiently.

Our current services include

Employer of Choice Report

Using our framework questionnaire we have developed a range of measures that establishes whether the organisation is an employer of choice, and provides the organisation's position in comparison to other Capita public sector clients supported in the past 12 months. This report is provided without charge and available on request.

Performance/Benchmark Report

Our benchmarking report has proved to be a valuable tool in decision making, because as well as knowing your own employees' views, it is important to know how 'good or bad' they are relative to staff in other organisations of the same type, of similar size, geographical area as well as all public sector organisations. We currently operate a benchmarking facility across the whole of the public sector, and hold data for over 500 organisations.

Organisation Wide Report

This report delivers your survey results, showing the responses to questions for the organisation as a whole. The report includes a mixture of narrative and simple charts of the results of the survey, which can be read and absorbed quickly at any level in the organisation. Also included are the questions from the survey ranked in order of importance to assist in identifying priorities for action.

Full Data Set

A full data set report presents your information graphically, showing the differences in opinion between gender of staff, part or full-time workers, occupation groups, departments and schools or faculties etc for every question in the survey. This will identify 'hot spots' or areas for improvement, to allow you to focus your attentions, rather than having to put remedial action in place across the whole organisation.

Executive Board Report

Our most popular report pulls together the key findings from the survey for board and senior management teams. The report looks at issues to be addressed when results are compared with other benchmark organisations.

- Your employee engagement and organisation climate scores
- The issues your staff feel need addressing
- The ten key employee engagement issues
- Your work life balance indicators
- Investors in People
- A Health and Safety Executive (HSE) stress overview
- Top issues for improvement for occupations and departments
- What staff like about working for the organisation, as well as what they want to see improved

The Workplace Stress Report

The HSE is encouraging organisations in the public sector to tackle work related stress. Using the information from your staff survey we can produce a workplace stress assessment that will provide you with an in depth analysis of how your organisation is performing compared with national standards for tackling work related stress.

Equality and Diversity Report

This report is an in-depth analysis of the bio-data from the staff survey, looking at differences in opinion between the 6 equality groups i.e. age, gender, sexual orientation, ethnic background, disability and religion/belief, to identify any key employment issues for improvement for specific groups and assesses the equality and diversity policy and its implementation across the organisation. The report is in narrative and chart format.

Staff Newsletters

Feeding back the results of the staff survey is vital. We can prepare a simple narrative newsletter with a summary of the results including graphical charts for feedback to staff at all levels in the organisation.

Presenting Results

One of our consultants can present the key findings from your survey and help you focus on your priorities. The presentation would include both highlights and lowlights from your survey.



If you are interested in obtaining a quote for surveying your staff and would like to discuss your specific requirements further, please contact Cheryl Kershaw, Aimi Blueman or David Evans, Surveys and Research Services.

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