HELP Training Needs Analysis – Final Report

Background

The HELP Training Needs Analysis (TNA) was designed, tested and implemented between May and August 2009. Its purpose is to inform the HELP project of potential areas of skills training development and to structure the dialogue between HELP HEIs and partners from the business sector. The TNA is a four page questionnaire translated into the languages of the four HELP countries and implemented during July and August 2009.

In each HELP country a sample of around 50 businesses was selected for interview and completion of the TNA. Sampling methods varied according to circumstances but included the selection of businesses from databases and those companies with which the HELP HEIs had existing contacts. The method of implementing the TNA included contact by e-mail, telephone, post and personal interview.

The range of sectors covered by the survey was broad and determined by each HEI. This included predominantly agriculture and food production businesses but also industrial, processing, logistics, retail and services. The predominance of agriculture and food reflects the comparative advantage of this sector across the HELP region.

Review

A main problem with the TNA was its implementation during the summer season when agricultural-related businesses were preoccupied with harvests, and staffing in other sectors was much reduced due to holidays. Furthermore, there was some reluctance on the part of some companies to participate in the survey. Nevertheless, in total about 200 surveys were completed.

In all survey areas there was positive interest in the HELP project, its objectives and the planned activities. However, a willingness to participate in the project was less established though the reason for this apparent contradiction is not clear. This may relate in part to different values placed on training by the individual businesses surveyed.