



# TRAINING AND DEVELOPMENT

AN INVESTIGATION INTO EVENT AND SKILLS DEMAND WITHIN TAIN & DISTRICT



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**BUSINESS DEVELOPMENT GRADUATE**

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## **i. Executive Summary**

Research was conducted targeting local businesses and community members to assess availability of training within the Highlands, the demand within Tain and the District, and to provide recommendations for training and development for Tain and District Development Trust. 56 events across 16 locations were observed between November 2019 and June 2020, which on average are located 93 miles from Tain. A total of 30 responses from the local community and businesses (including online and offline questionnaire) were gathered to determine training and development requirements for the area.

Over half of respondents have attended training within the last 12 months, with nearly three-quarters suggesting they travel by car. However, nearly half of all respondents suggested they do not attend training due to time and distance restraints.

Suggestions for future training include: social media, marketing, first aid, plus health and safety.

Recommendations include: building and developing partnerships with institutions, channel promotion and design, and to conduct further research into youth engagement.

# 1. Objectives

This report aims to address the following objectives:



To assess availability of training and development within the Highlands



To assess training and development demand within Tain and the District



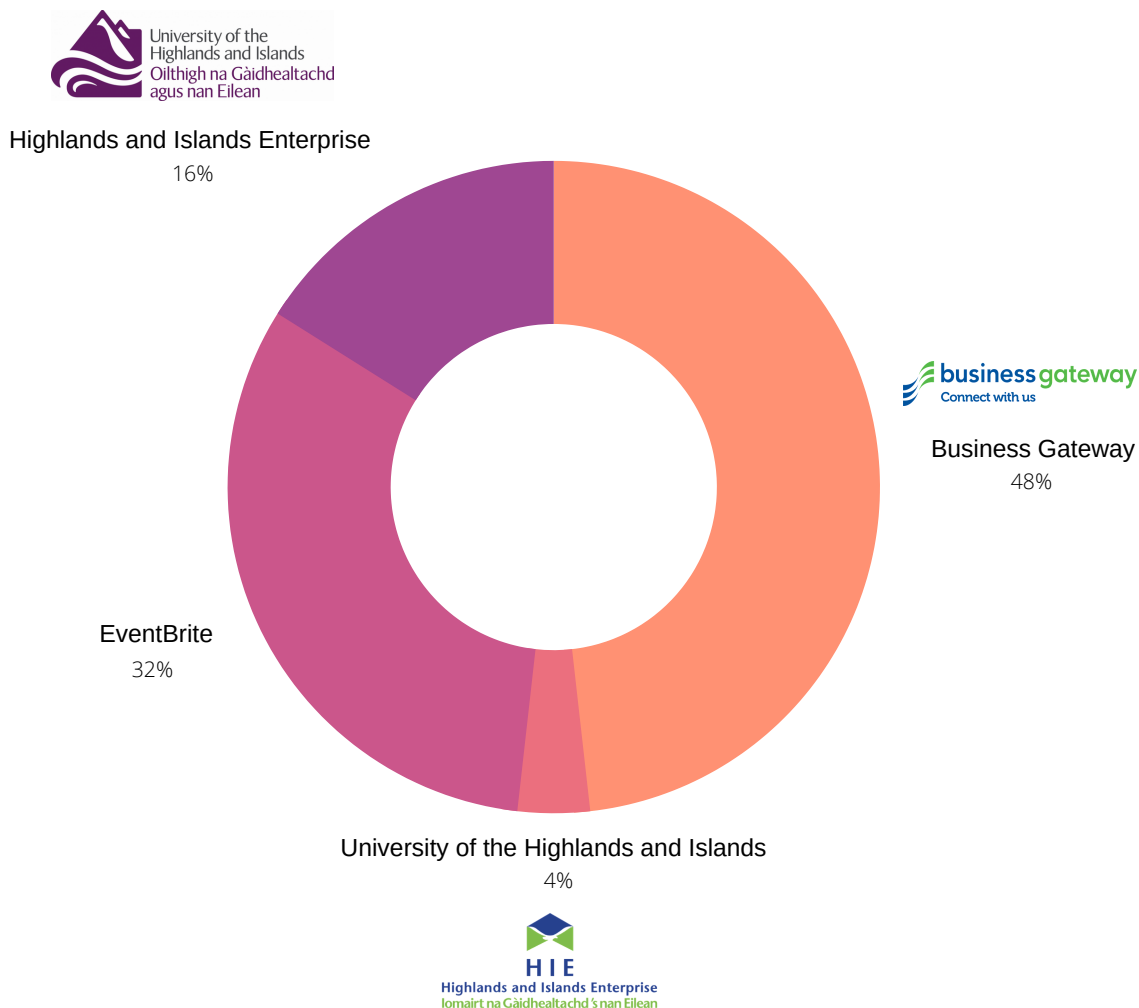
To prove recommendations for training and development for Tain and District Development Trust



# 2. RESEARCH

# 2a. Event Organisers

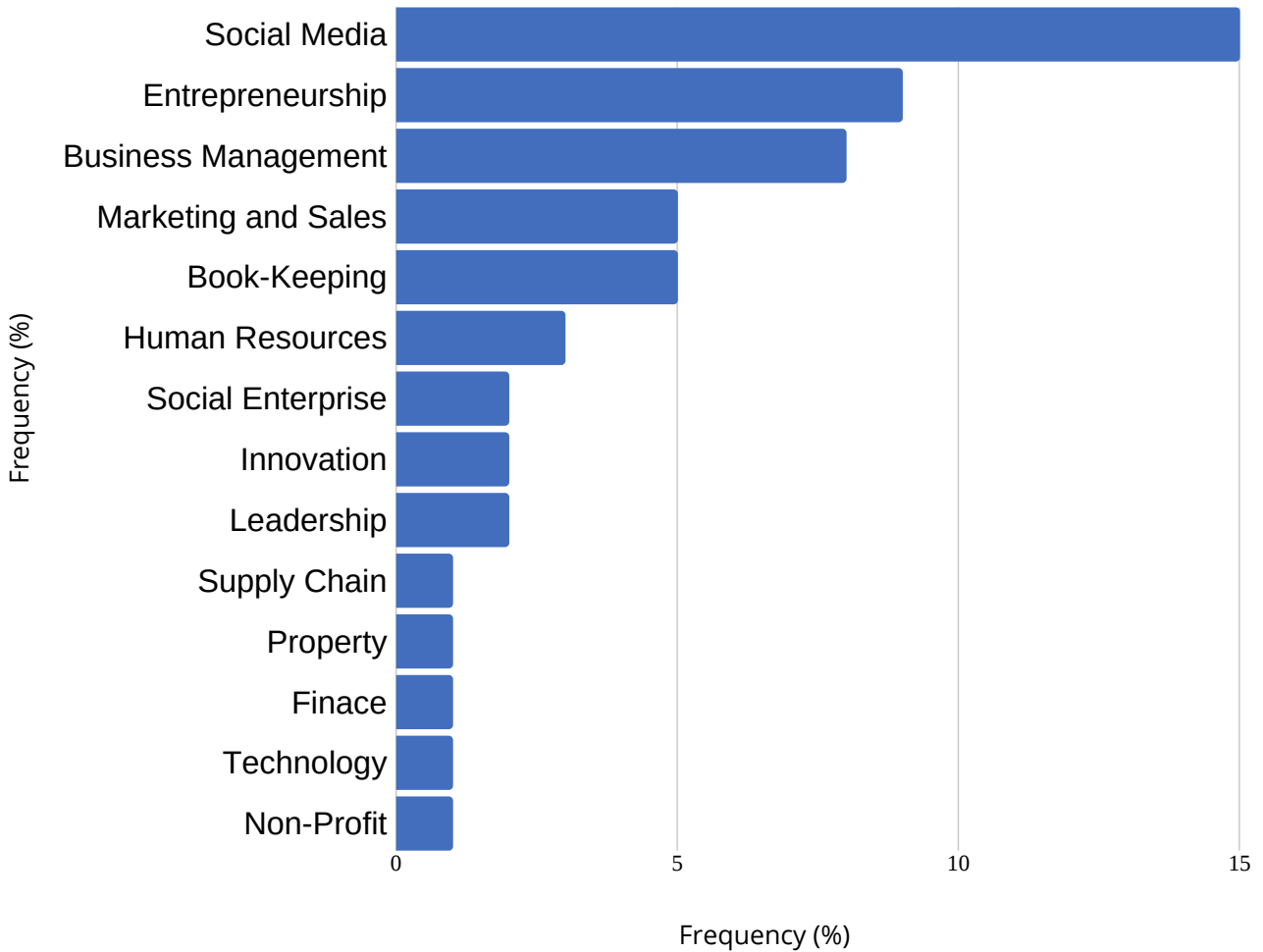
Figure One: Event Sourcing



To assess training and development within the Highlands, a summary of 56 events was observed from: Highlands and Islands Enterprise, Business Gateway, University of the Highlands and Islands, and EventBrite.

# 2b. Event Categories

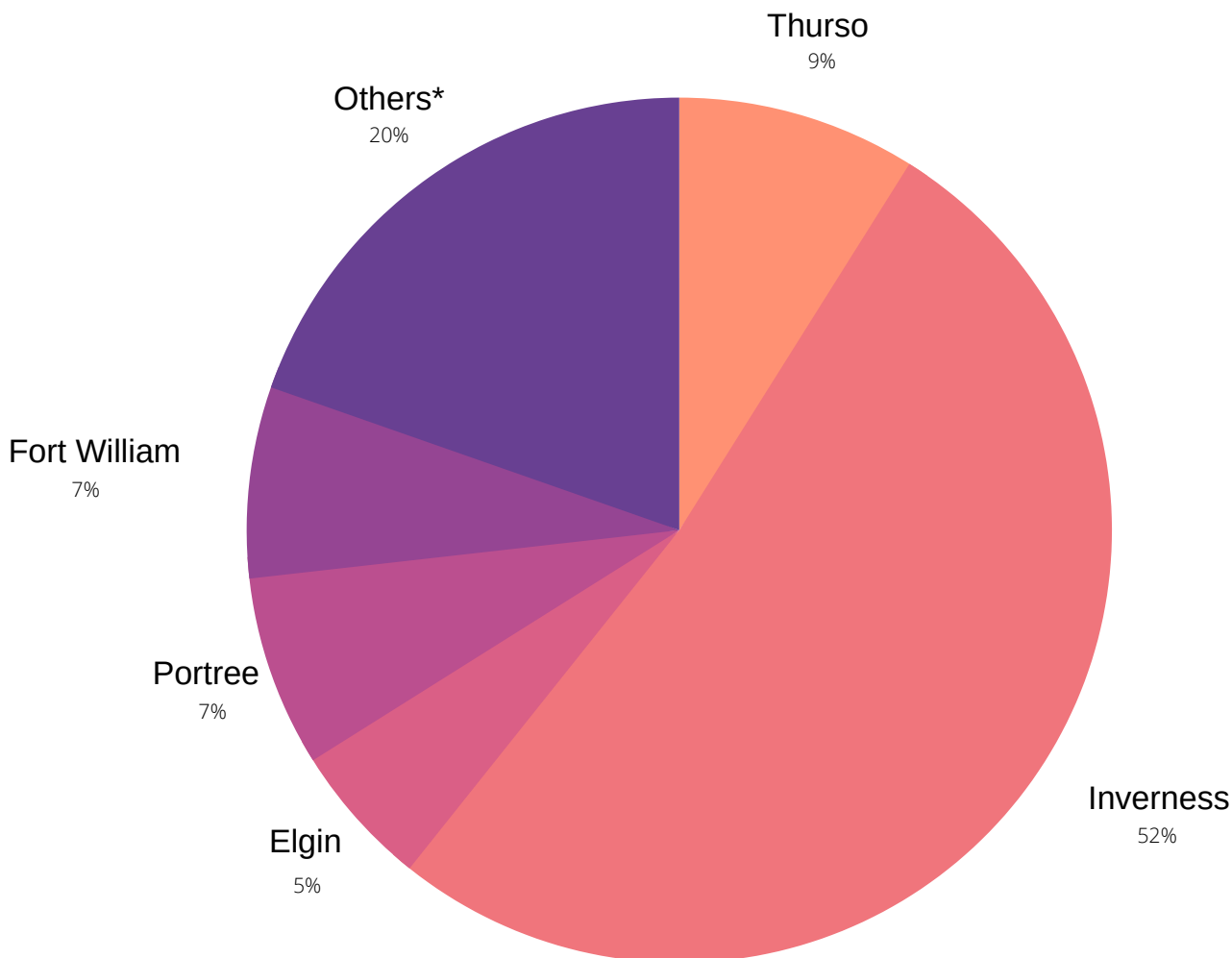
Figure Two: Business Event Listings



To assess training and development within the Highlands, a summary of 56 events was observed from: Highlands and Islands Enterprise, Business Gateway, University of the Highlands and Islands, and EventBrite. Figure Two demonstrates the most popular events, which include: social media, entrepreneurship and business management.

## 2c. Location

Figure Three: Event Locations in the Highlands

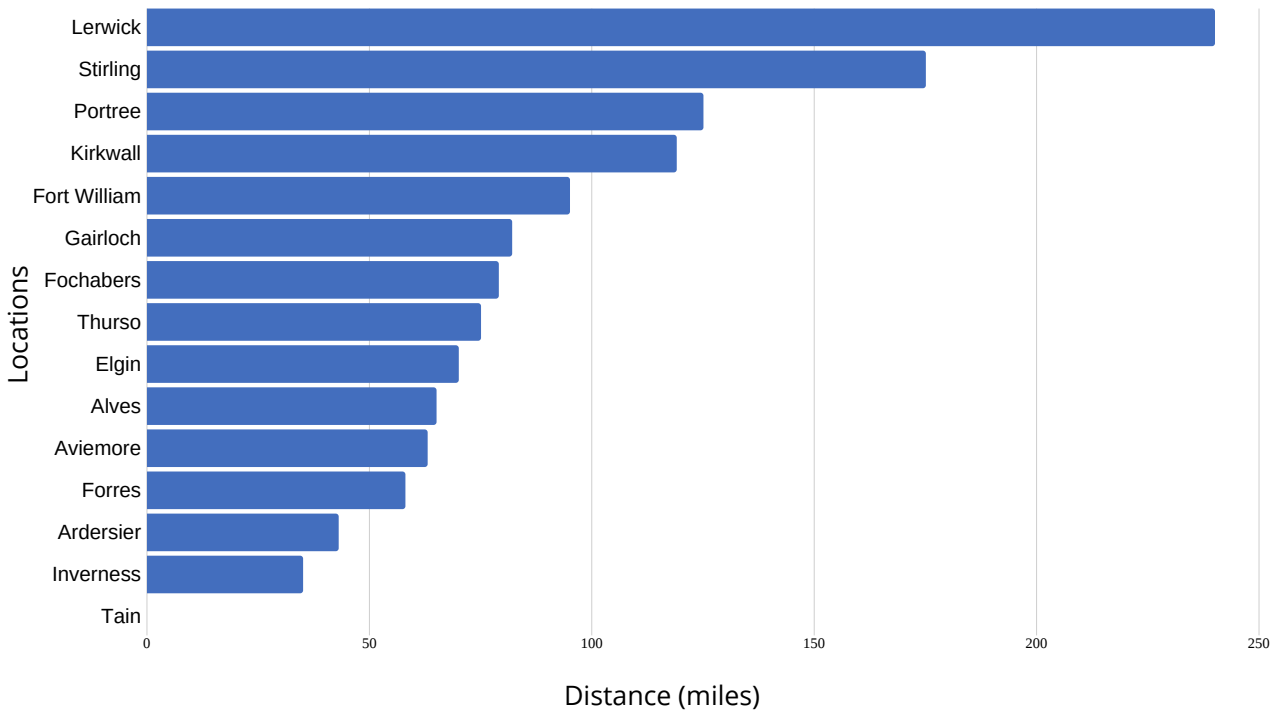


According to the research, Inverness was the most common destination followed by Thurso, Fort William, Portree and Elgin. Other locations (with only one event listed) included: Aviemore, Gairloch, Kirkwall, Lerwick, Stirling, Tain, Fochabers, Arderseir, Moray, Alves and Forres. Appendix A is a map to portay where event locations are in the Highlands.



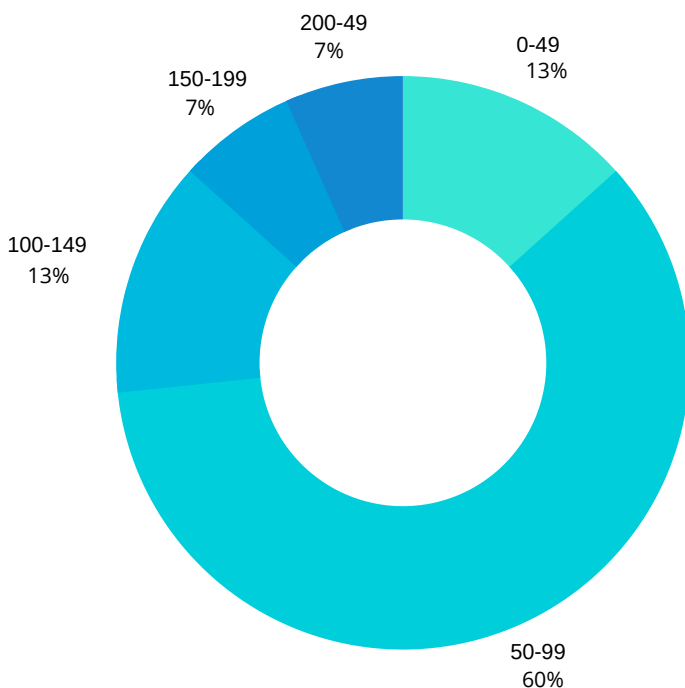
# 2d. Distance

Figure Four: Event Locations



The minimum distance from Tain is Inverness, whereas the greatest distance to commute is Lerwick. The average distance to travel for training is 93 miles, which includes: Fort William, Gairloch, Fochabers, Thurso, Elgin, Alves, Aviemore, Forres, Arderseir and Inverness.

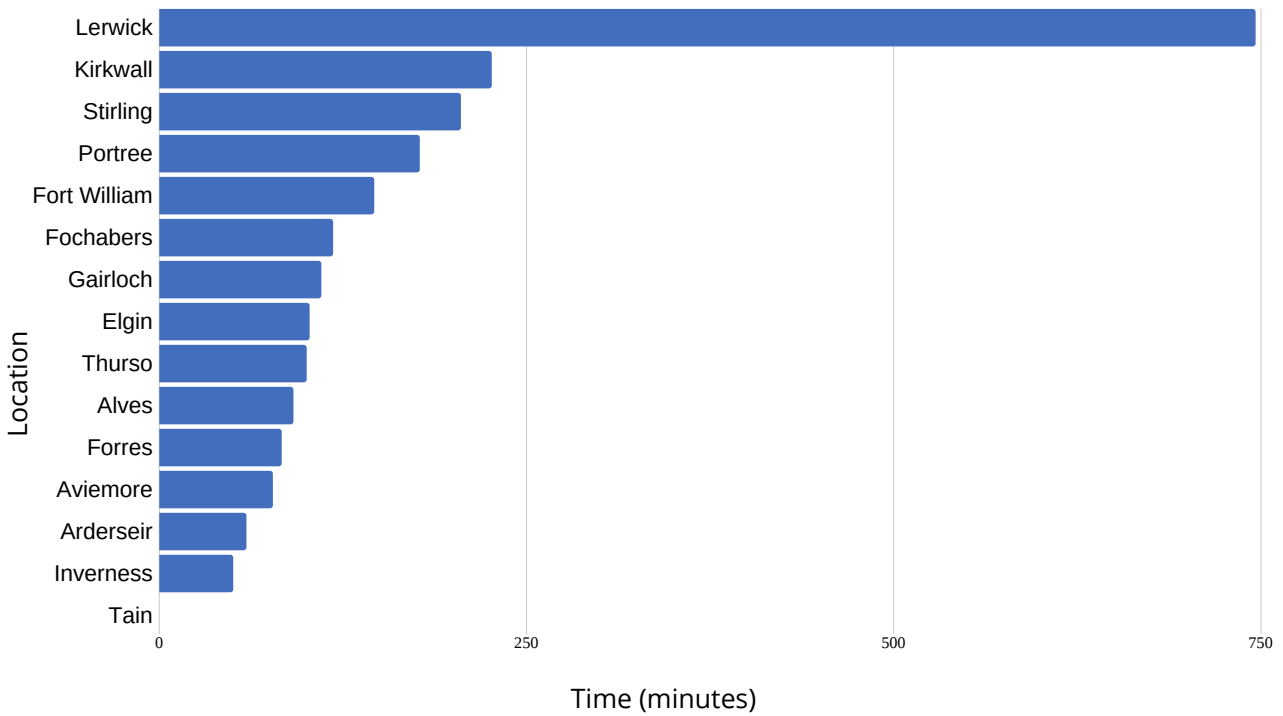
Figure Five: Event Locations distance from Tain by Category



60% of locations are between 50- 99 miles away from Tain [which includes: Fort William, Gairloch, Fochabers, Thurso, Moray, Elgin, Alves, Aviemore, and Forres], with 13% either located between 0-49 and 100-149 miles.

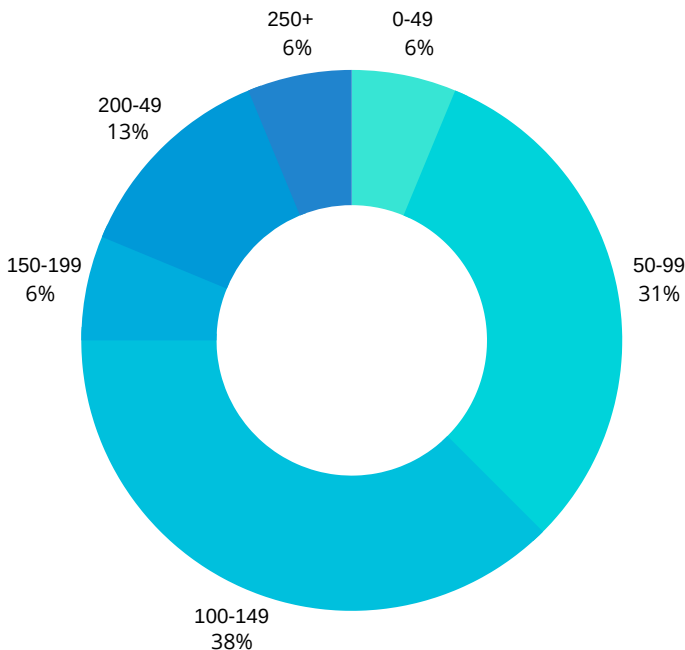
# 2e. Car

Figure Six: Travel by Car (minutes)



The shortest time from Tain is Inverness (50 minutes), whereas the greatest distance to commute is Lerwick (746 minutes). The average time to travel [one-way] for training is 149 minutes, which equates to 2 hours and 29 minutes [without considerations for disruptions or traffic].

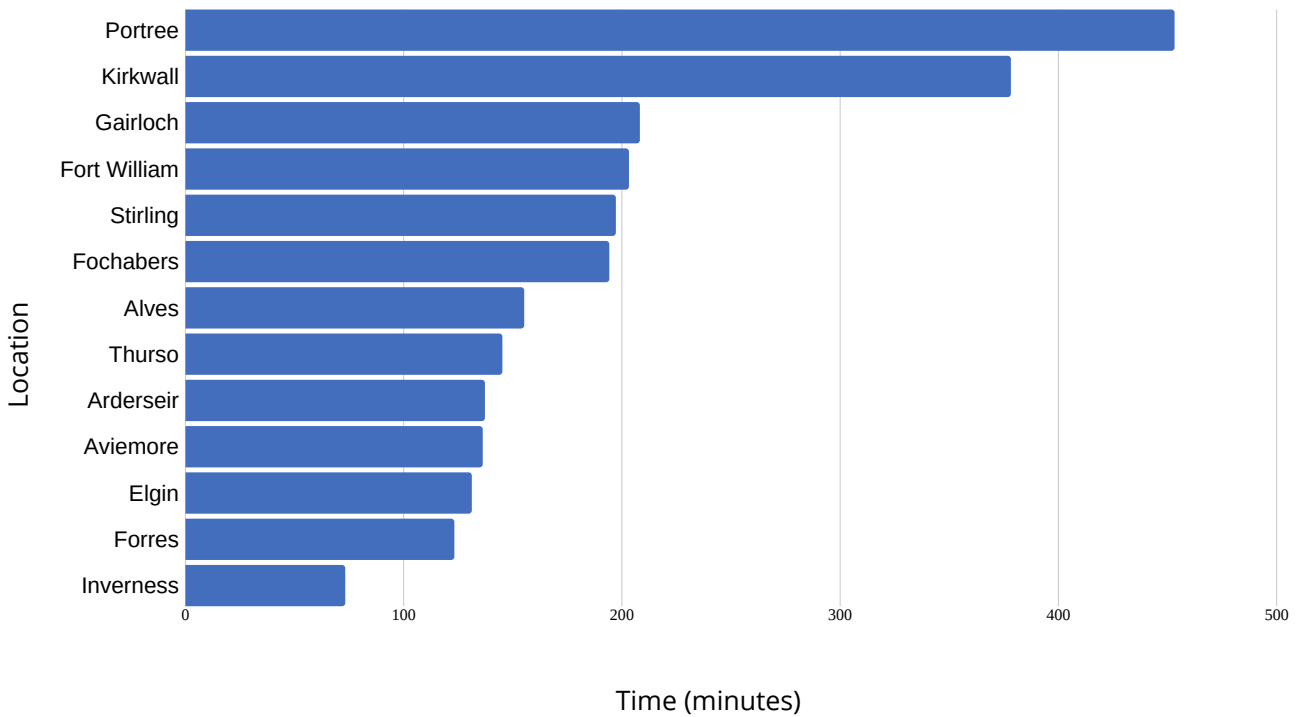
Figure Seven: Travel by Car (minutes) by Category



Approximately 38% of commutes by car [one-way] are between 100 and 149 minutes, followed by 50-99 minutes (31%), and between 200-249 minutes (13%).

# 2f. Train

Figure Eight: Travel by Train (minutes)

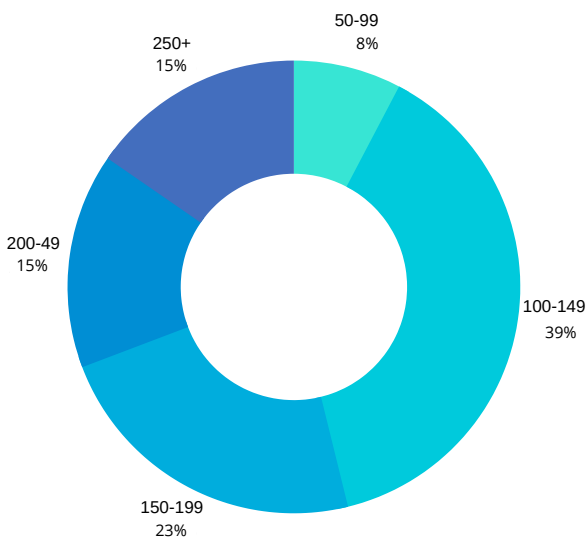


The shortest time from Tain by train is Inverness (73 minutes), whereas the greatest distance to commute is Portree (453 minutes or 7 hours and 33 minutes). The average time to travel [one-way] for training is 195 minutes, which equates to 3 hours and 15 minutes [without considerations for disruptions or traffic].

\*Based upon only 81% of locations selected. Locations not included are: Tain and Lerwick

\*\*Gairloch and Kirkwall require train and bus.

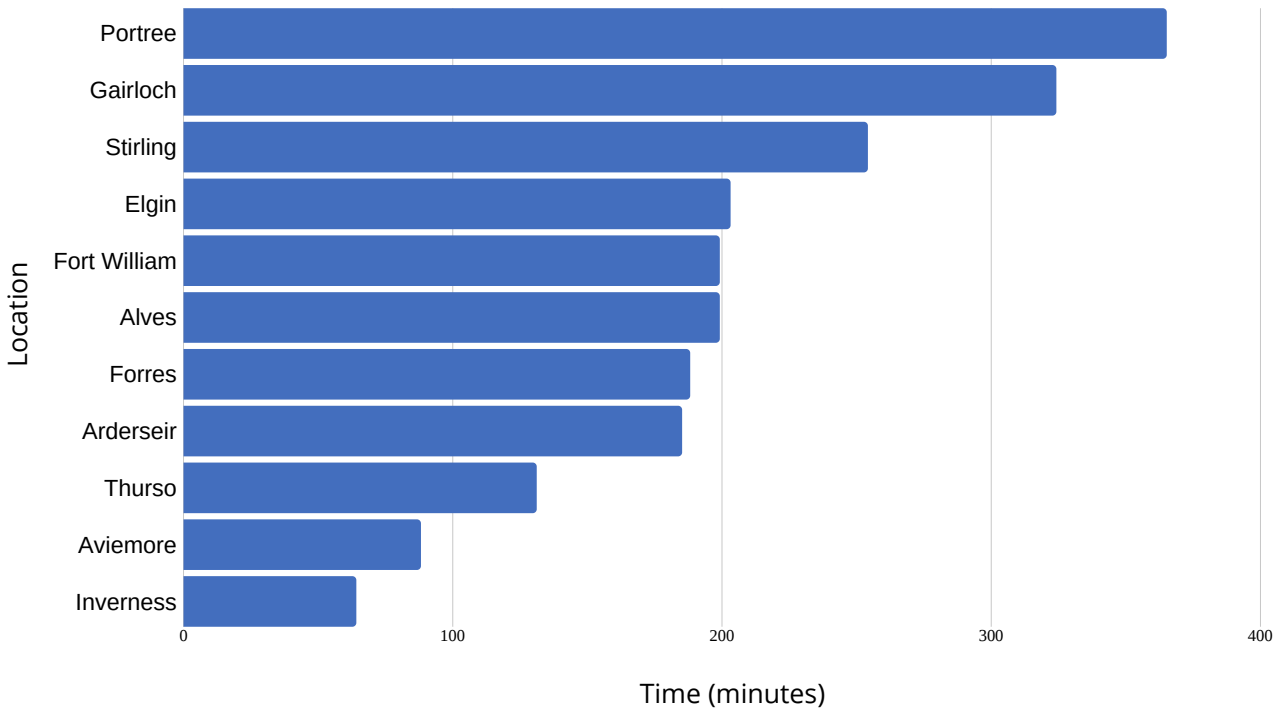
Figure Nine: Travel by Train (minutes) by Category



Approximately 39% of commutes by train [one-way] are between 100 and 149 minutes [at least 1 hour and 40 minutes], followed by 150-99 minutes [at least 2 hours and 30 minutes] (23%), and between 200-250+ minutes [over 3 hours] (15%).

# 2g. Bus

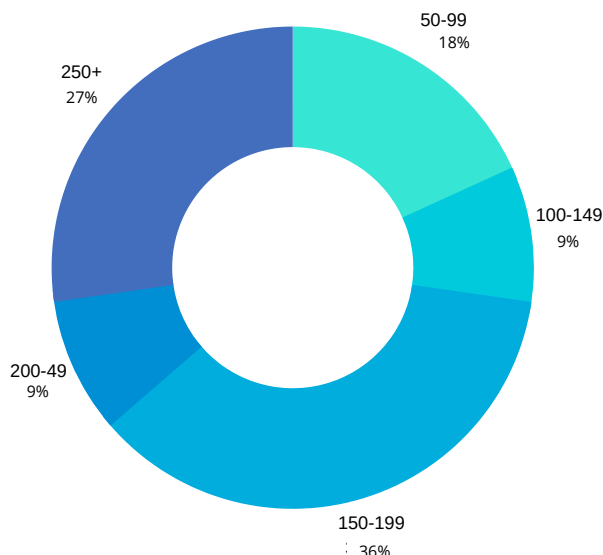
Figure Ten: Travel by Bus (minutes)



The shortest time from Tain by bus is Inverness (64 minutes), whereas the greatest distance to commute is Portree (365 minutes or 6 hours and 4 minutes). The average time to travel [one-way] for training is 200 minutes, which equates to 3 hours and 20 minutes [without considerations for disruptions or traffic].

*\*Based upon only 68% of locations selected. Locations not included are: Tain, Lerwick, Kirkwall, and Fochabers. \*\*Portree and Fort William require train and bus.*

Figure Eleven: Travel by Bus (minutes) by Category



Approximately 36% of commutes by bus [one-way] are between 150 and 199 minutes [at least 2 hours and 30 minutes], followed by 250+ minutes [at least 4 hours and 10 minutes] (27%), and between 50-99 minutes [between 50 and 1 hours 39 minutes] (18%).



## 3. ASSESSMENT

## 3a. Criteria

To assess requirements within the Tain and the Districts, a questionnaire was developed to assess demand for training and development (see Appendix A & B).



The key outcomes for the questionnaire were to find out the following:

- What industry they work in
- Whether they have conducted training within the previous 12 months.
- How they received or find out about training.
- What training these would be interested in attending.

## 3b. Feedback

Feedback was collected in the following ways:



A survey using google forms



Emailing Members



Visiting a selection of businesses and organisations throughout the region.



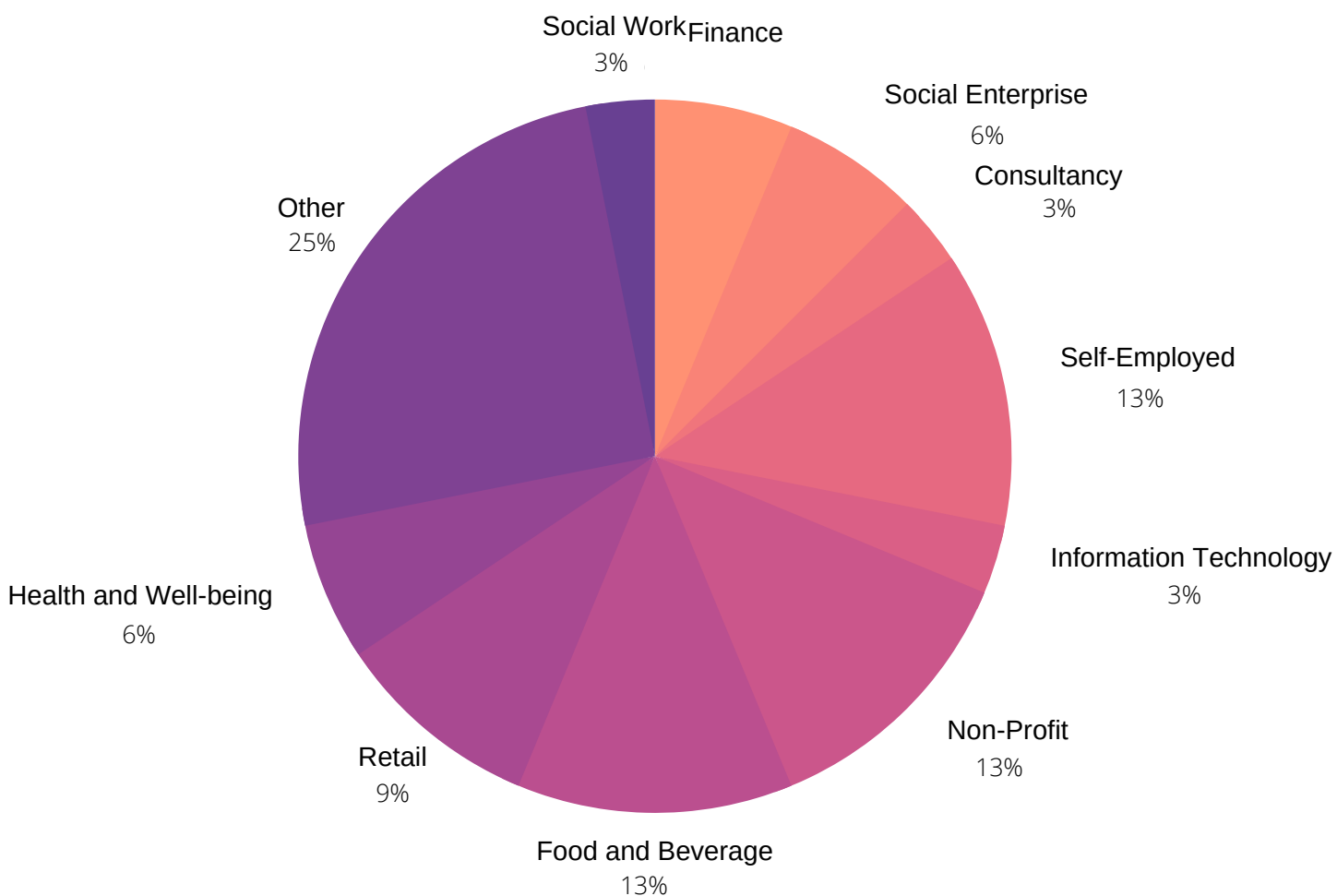
## 4. QUESTIONNAIRE RESULTS



# Questionnaire: Results

## Section A

1. What industry do you work in?

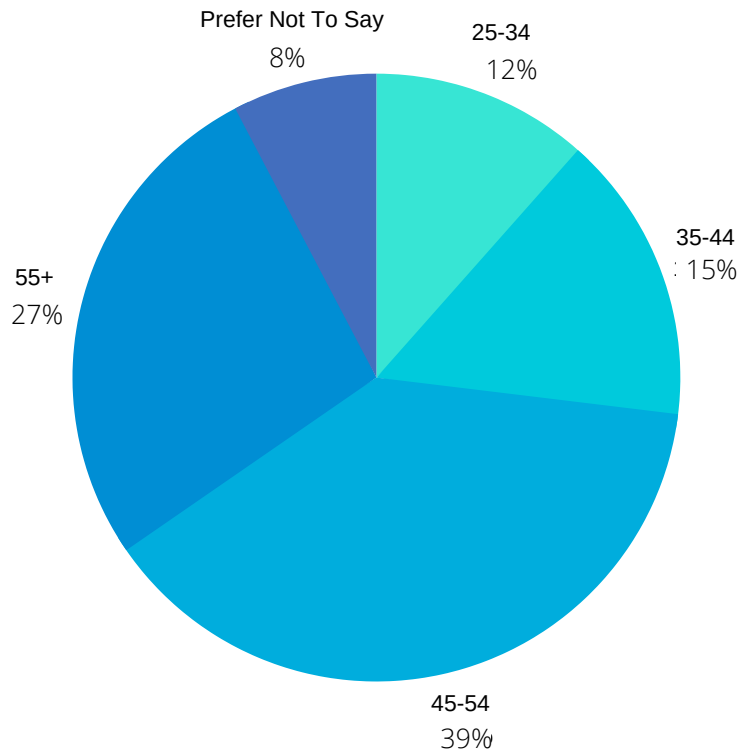


\* Other industries include:  
Art and Design, Real Estate, and EyeCare

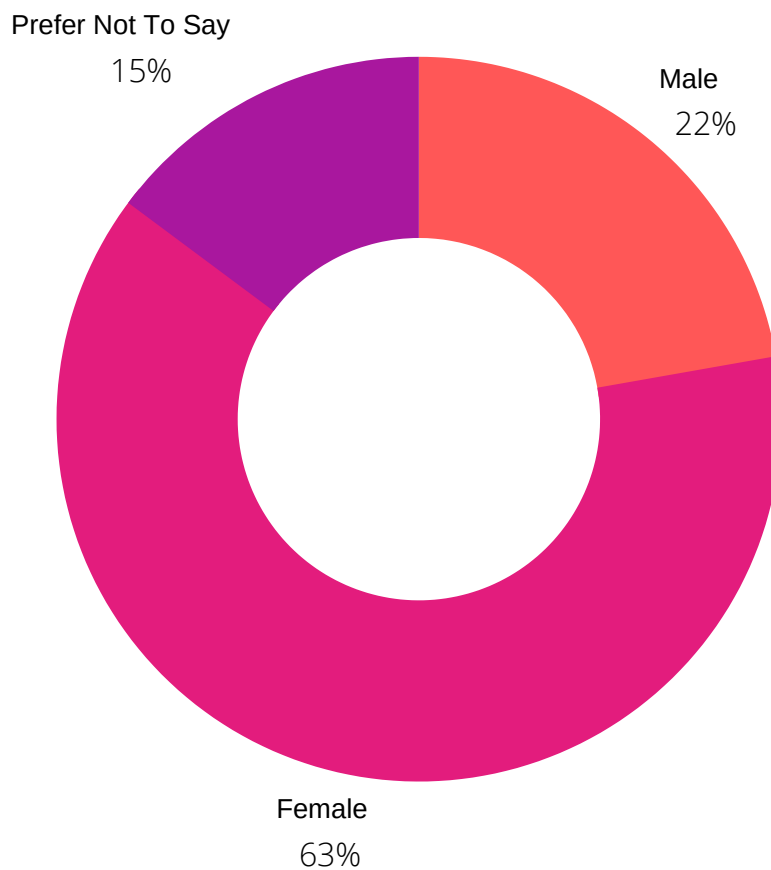
# Questionnaire: Results

## Section A

### 2. Age



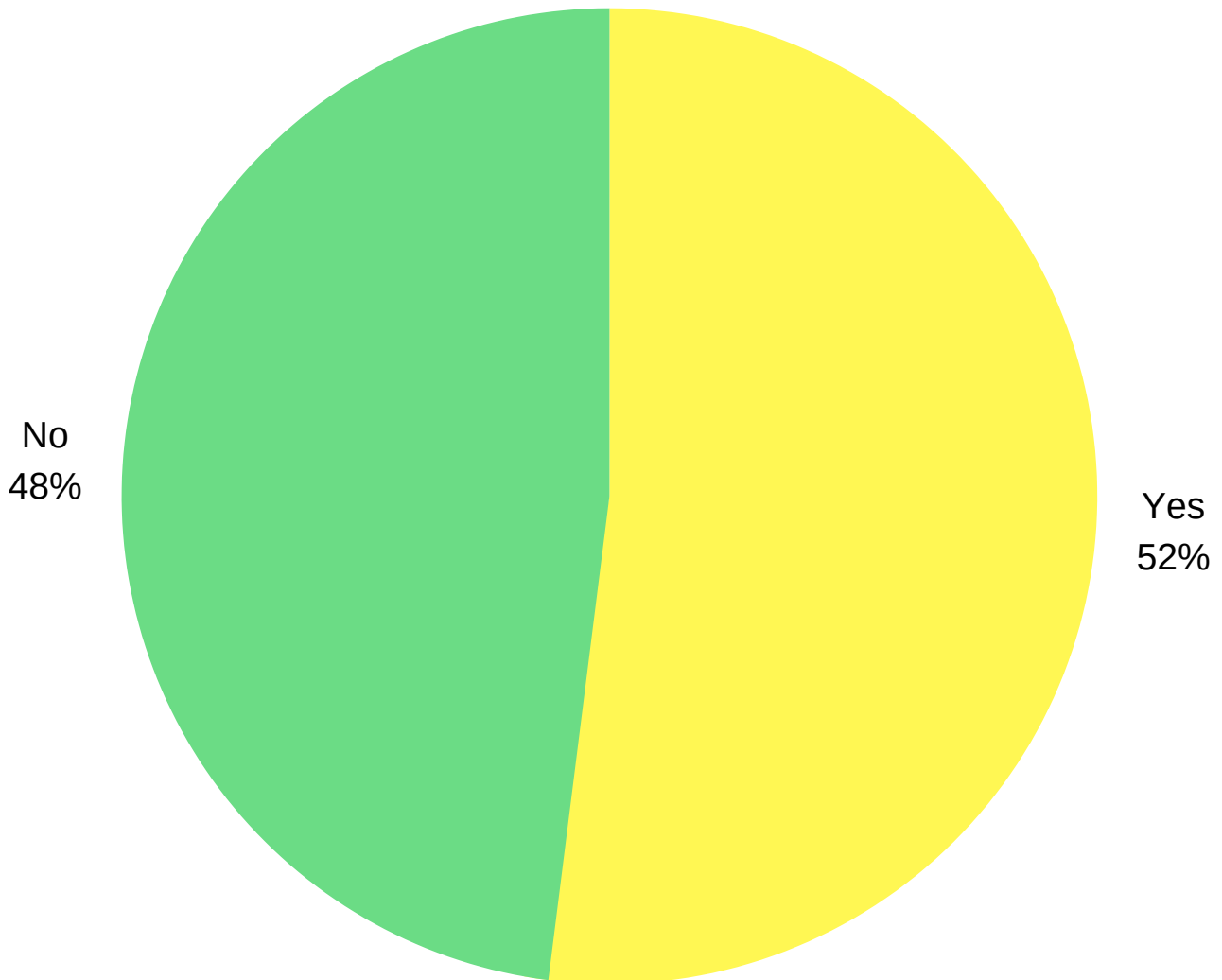
### 3. Gender



# Questionnaire: Results

## Section B

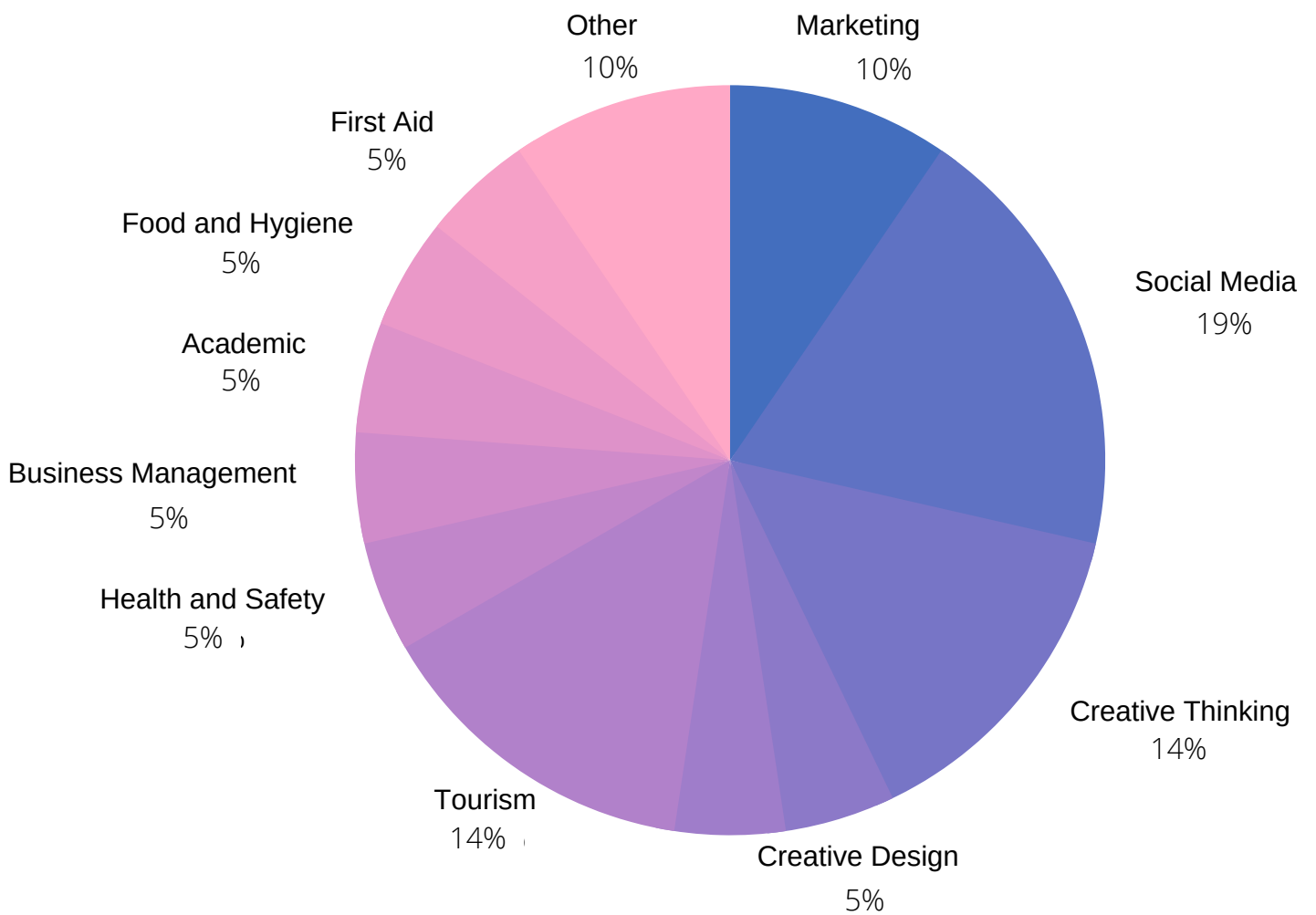
1a. Have you attended a training course or business event within the last 12 months?



# Questionnaire: Results

## Section B

(i) If yes- what skills did you learn?



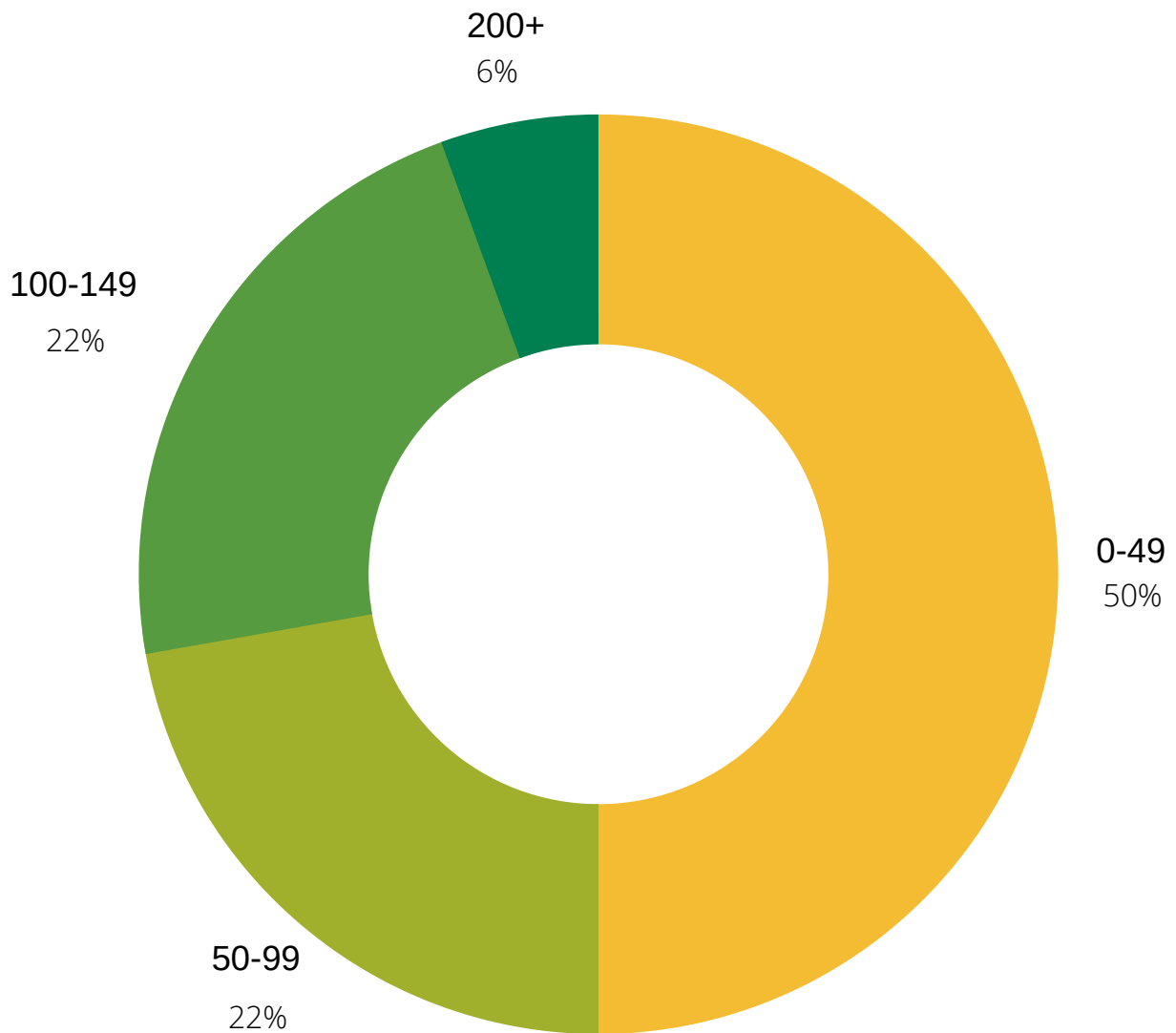
Other skills included:

*Leadership, Strategy Planning and Conflict Management*

# Questionnaire: Results

## Section B

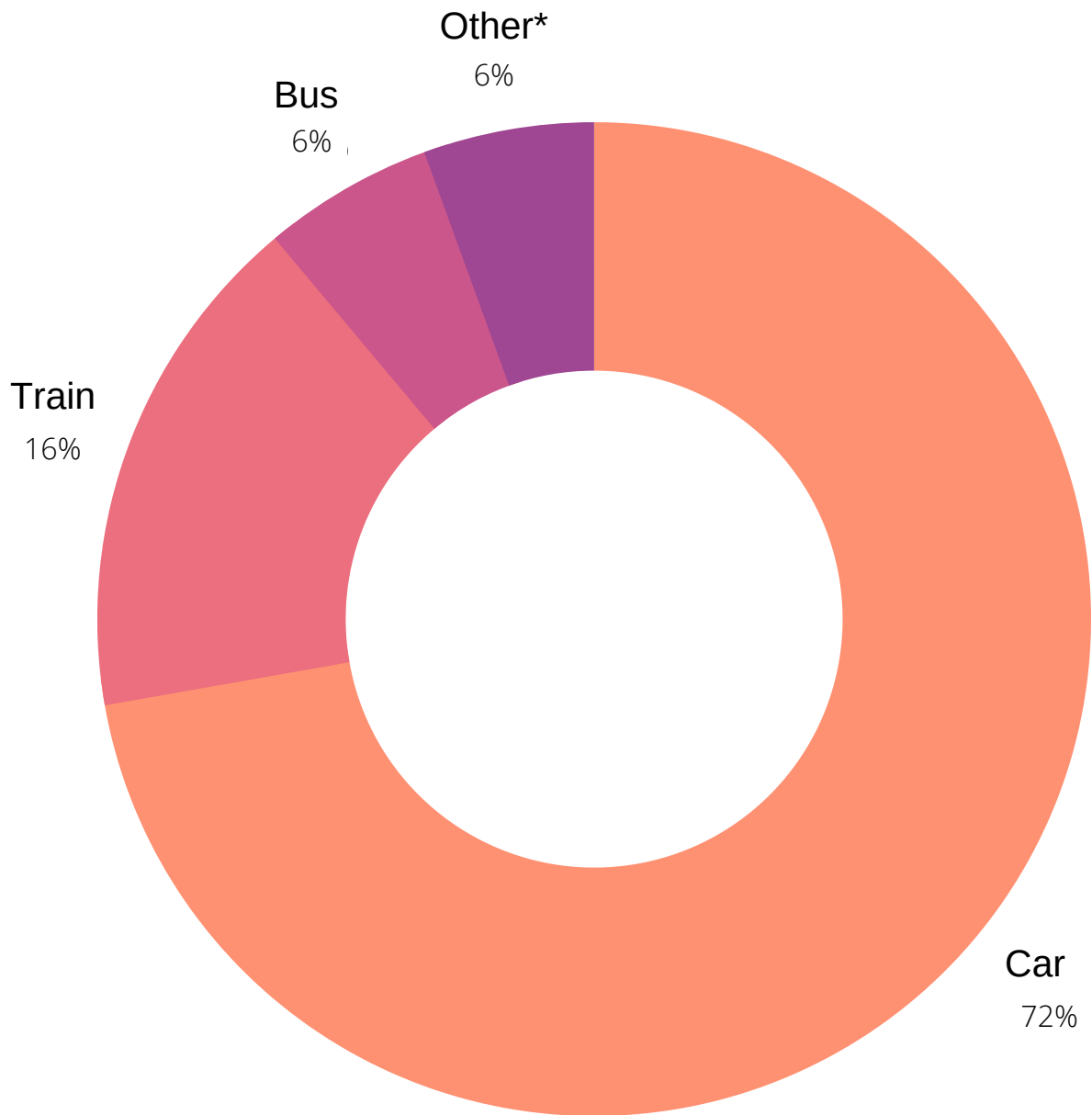
*(ii) How far did you travel? (miles)*



# Questionnaire: Results

## Section B

*(iii) What mode of transport do you use to attend events or courses?*

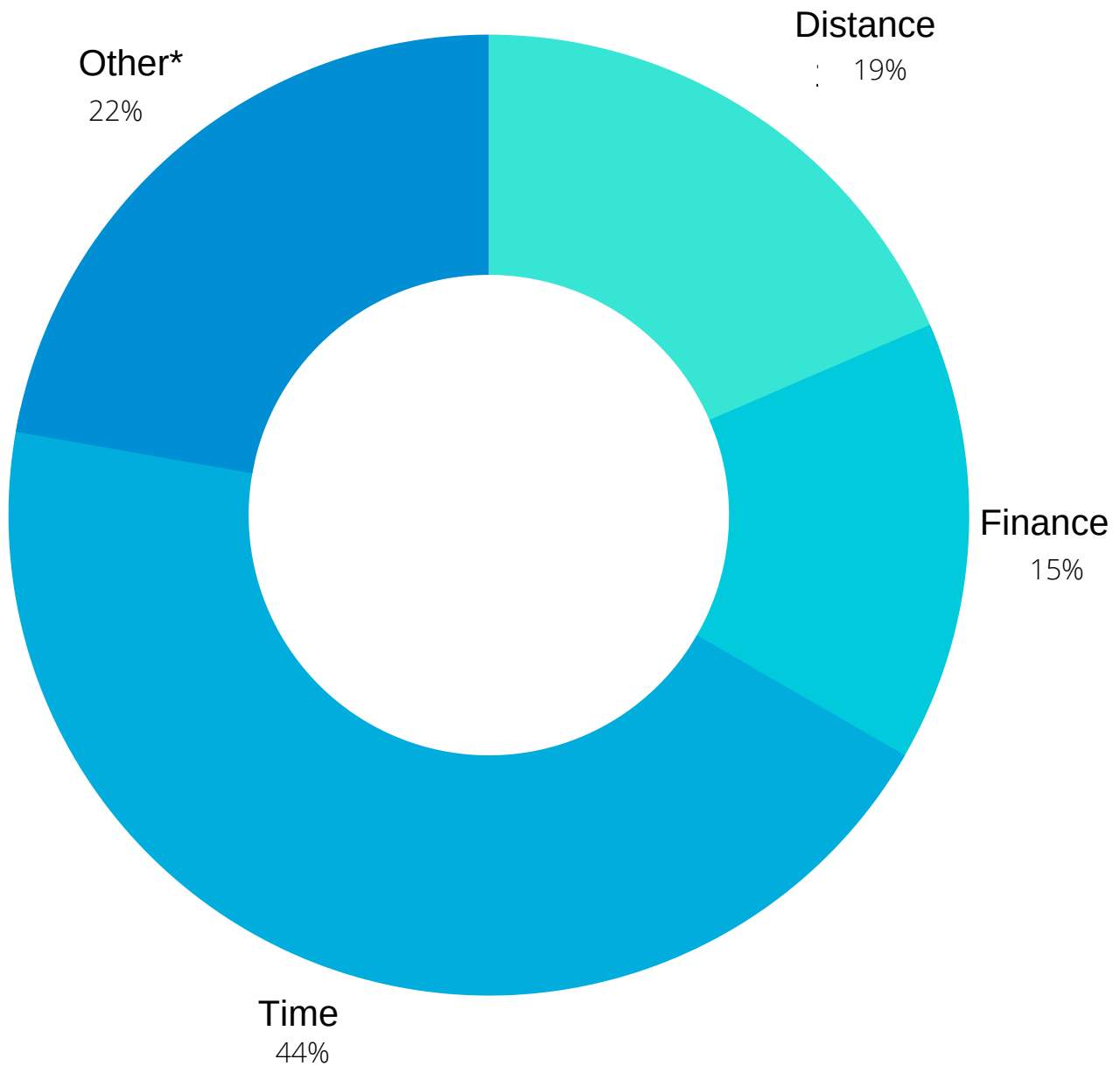


*\*Additional modes of transport included air plane to commute to England for training*

# Questionnaire: Results

## Section B

1b. If no- what prevented you from attending a training course or business event?

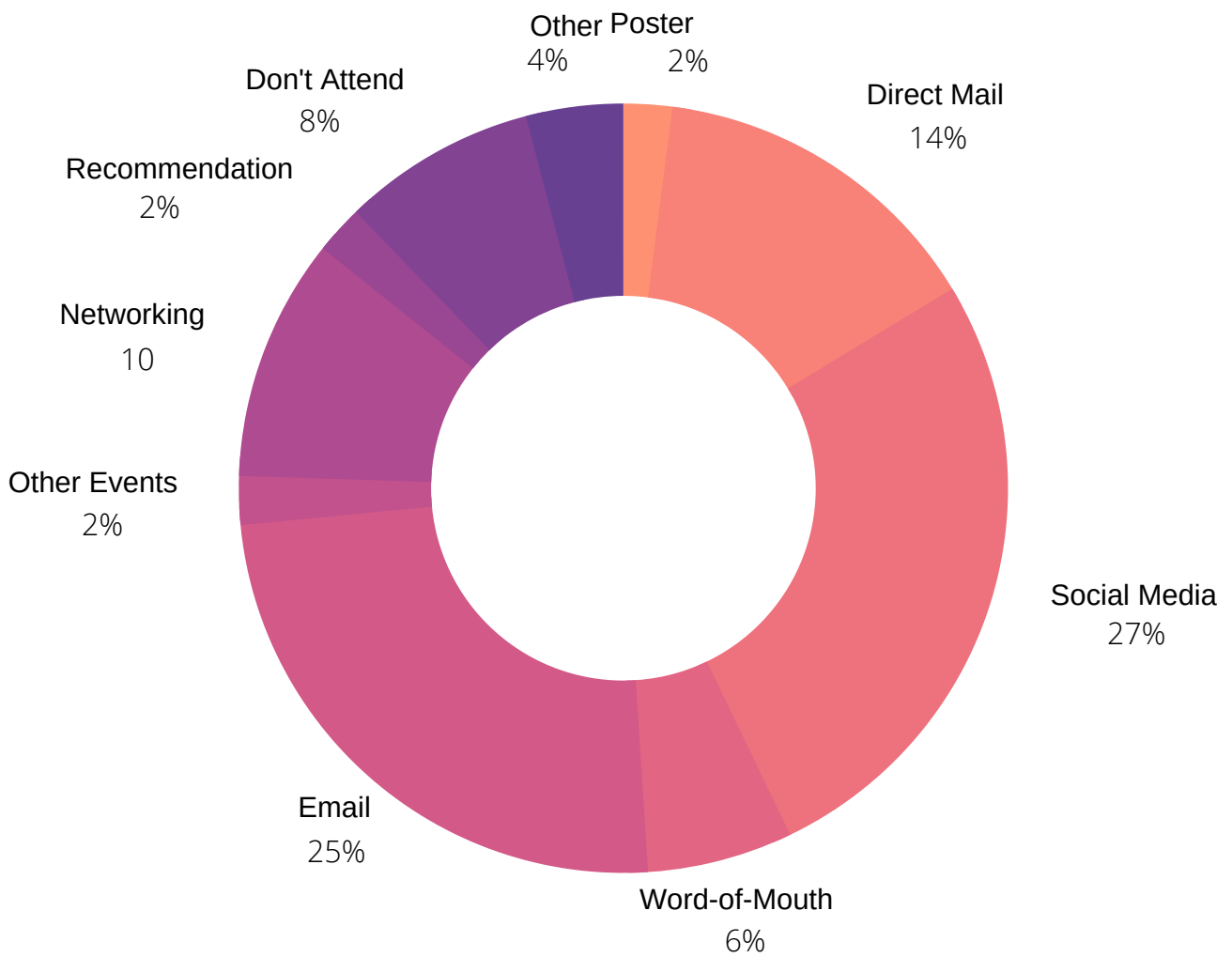


\*Other reasons included: lack of relevancy, no interest, or in-house training is provided by employer.

# Questionnaire: Results

## Section B

2. How do you find out about training courses or business events?

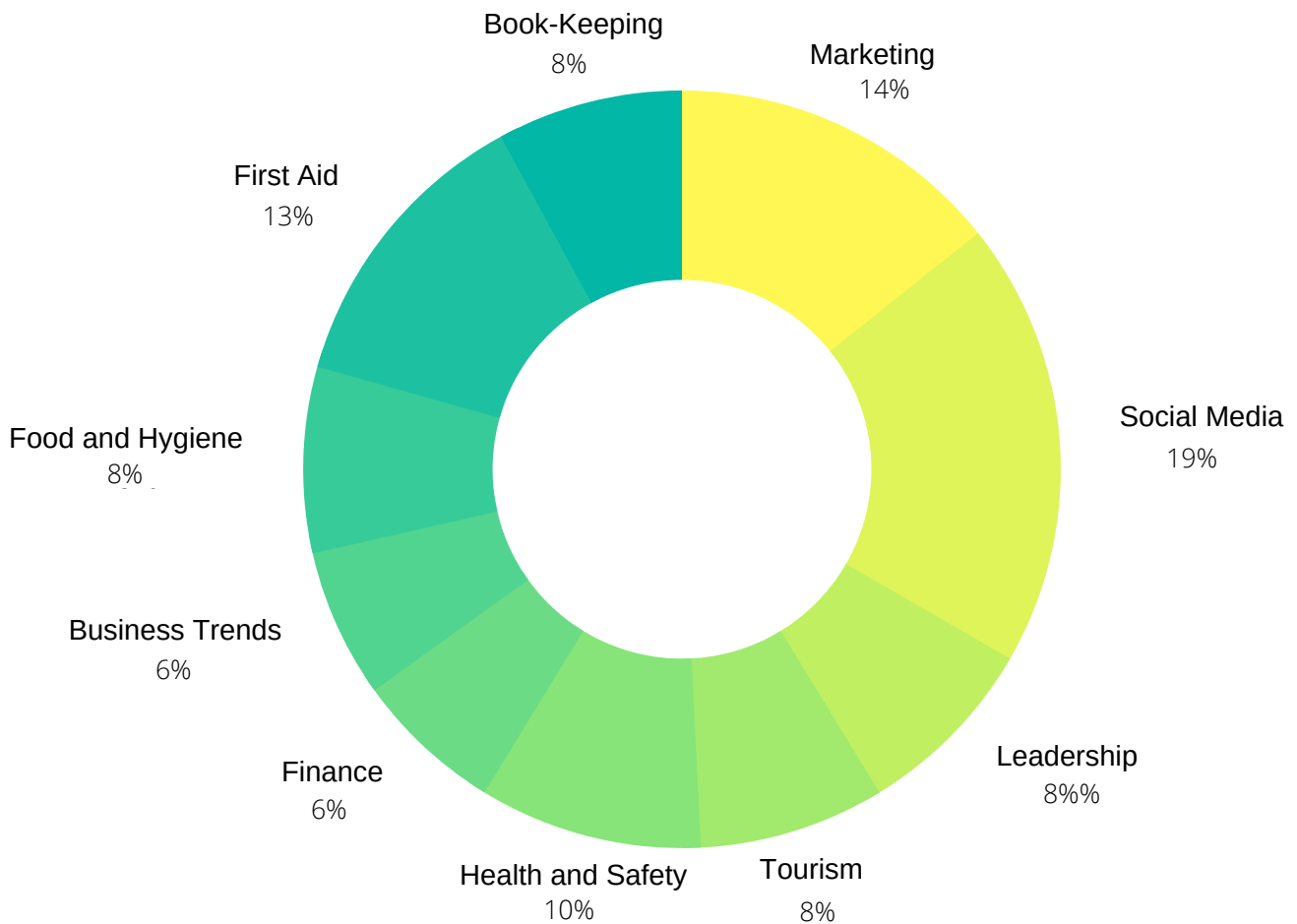




# Questionnaire: Results

## Section B

3. What skills or events would you be interested in learning in the future?\*



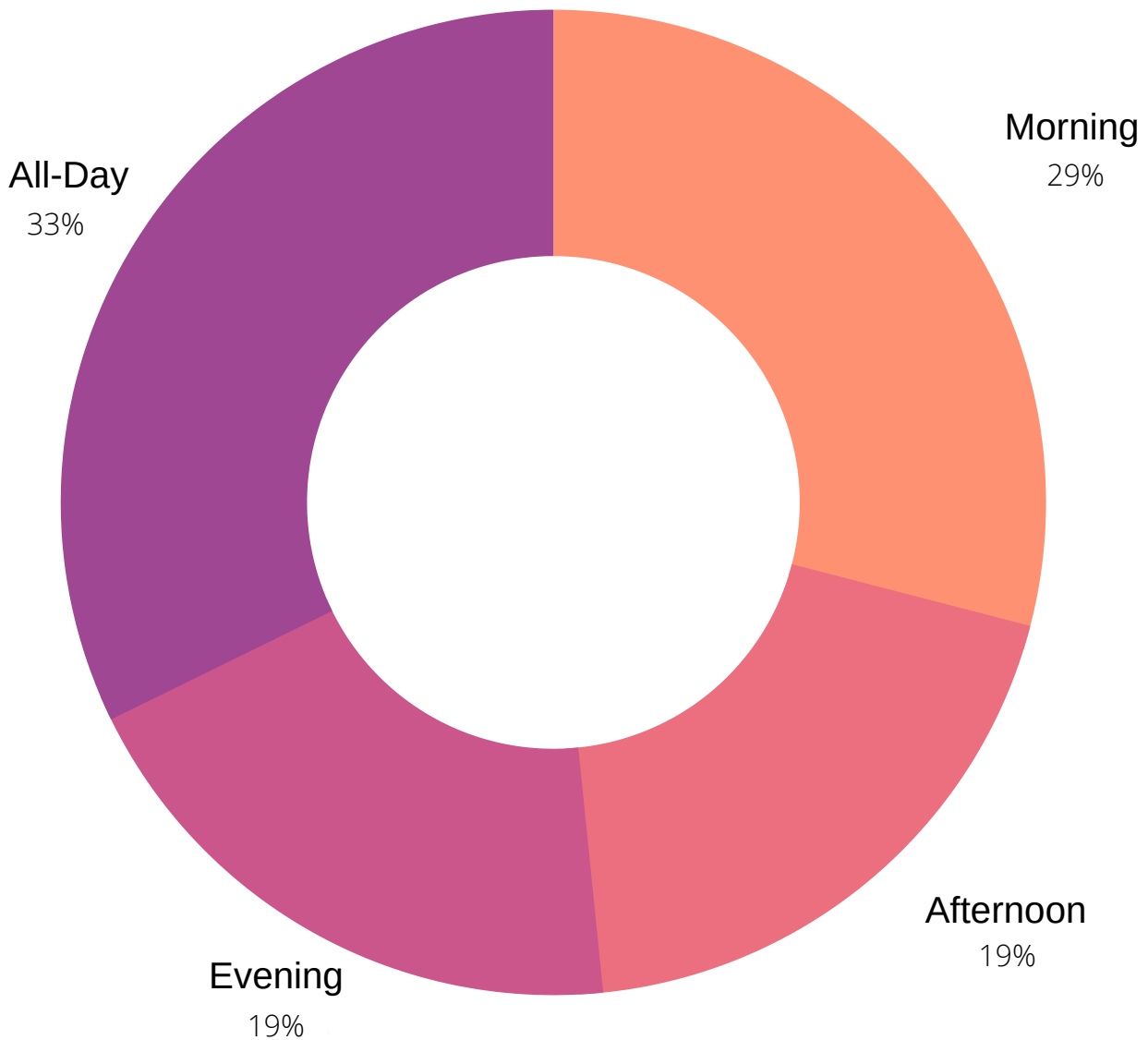
### Other skills Include:

- *Market Research*
- *Business Start-up*
- *Action Research*
- *legal*
- *Human Resource*
- *Community Initiatives*
- *Crafts*
- **Hospitality**
- **Business Management**
- **Finance**
- **Confidentiality**
- **GDPR**
- **Employment Opportunities**
- **Safeguarding**

# Questionnaire: Results

## Section B

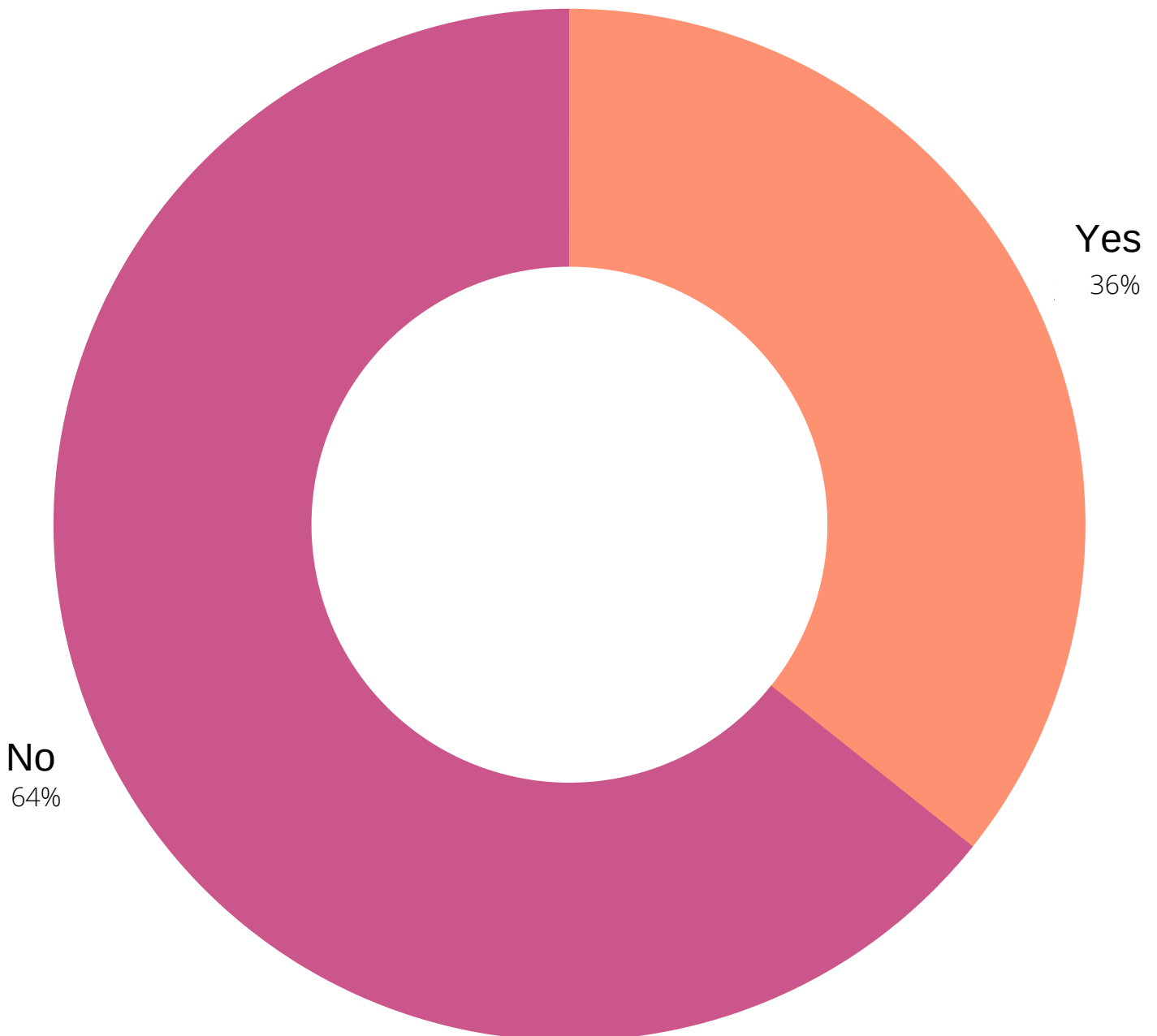
4. What time of day is preferable to conduct training activities?



# Questionnaire: Results

## Section B

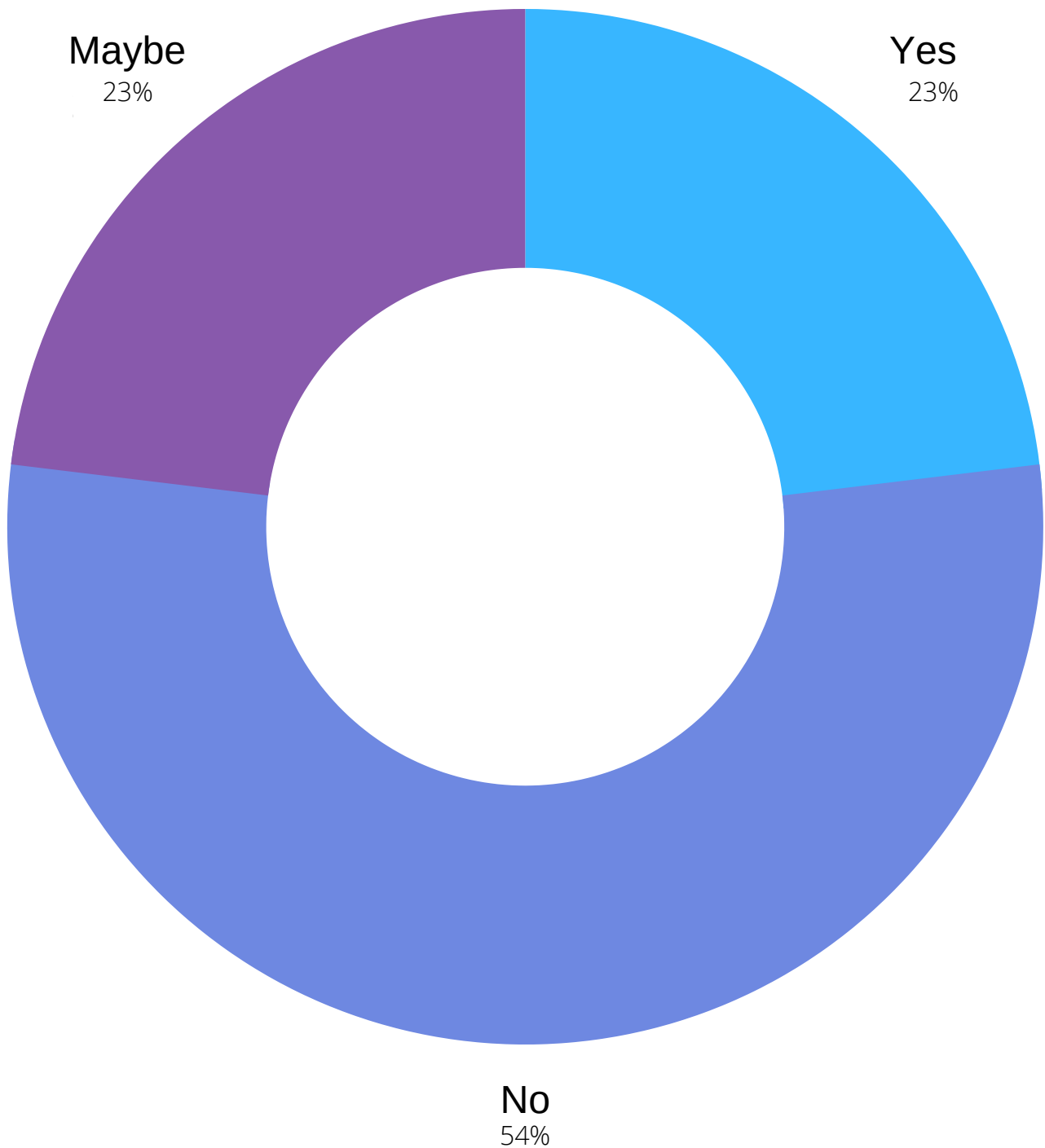
5. Have you received contact or support from either Business Gateway or Highlands and Islands Enterprise?



# Questionnaire: Results

## Section B

6. Would you be interested in placing an advert on our TV's for a fee?



# Questionnaire: Results

## Section B

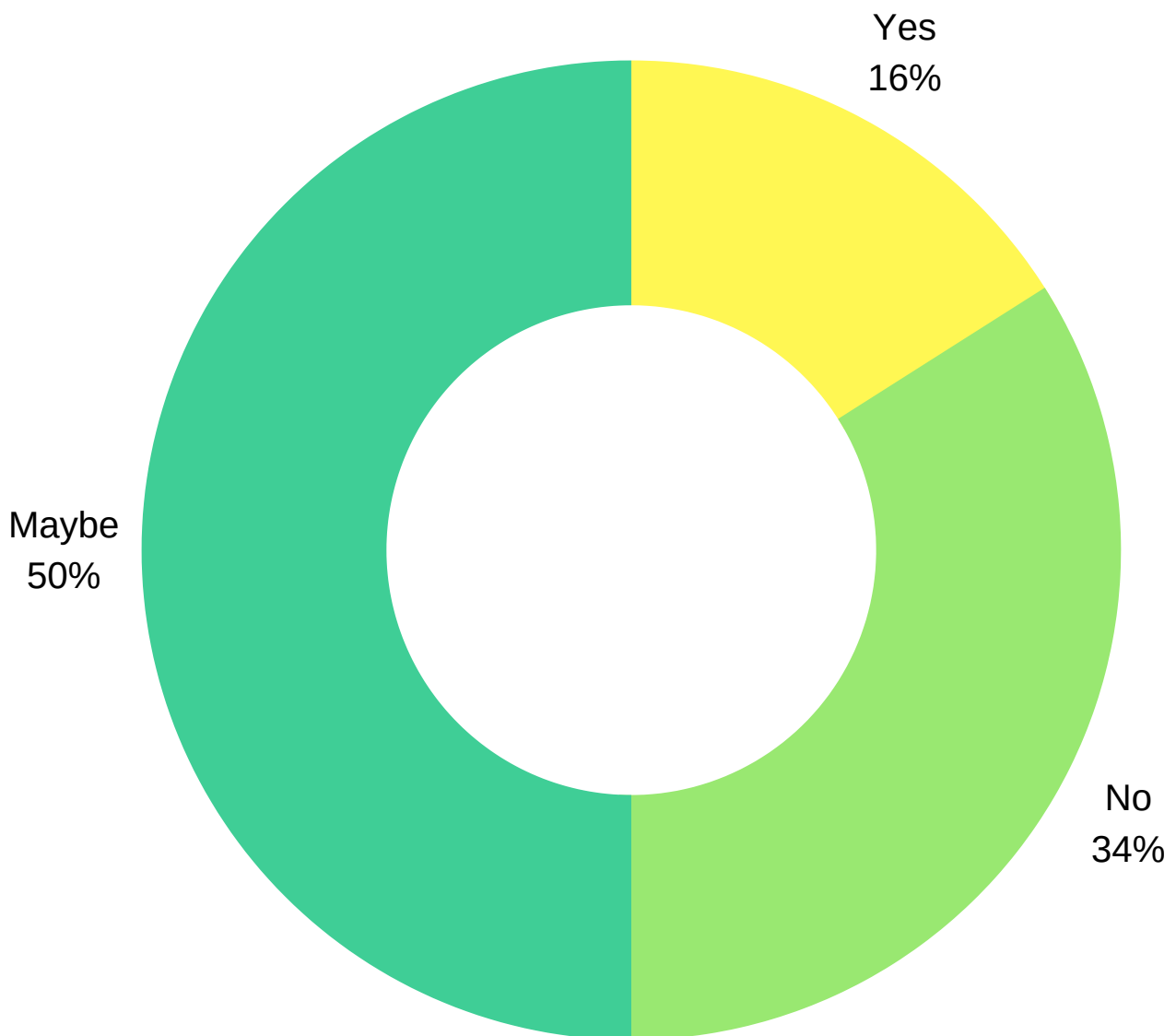
7a. Are you a member of Tain and District Development Trust membership?



# Questionnaire: Results

## Section B

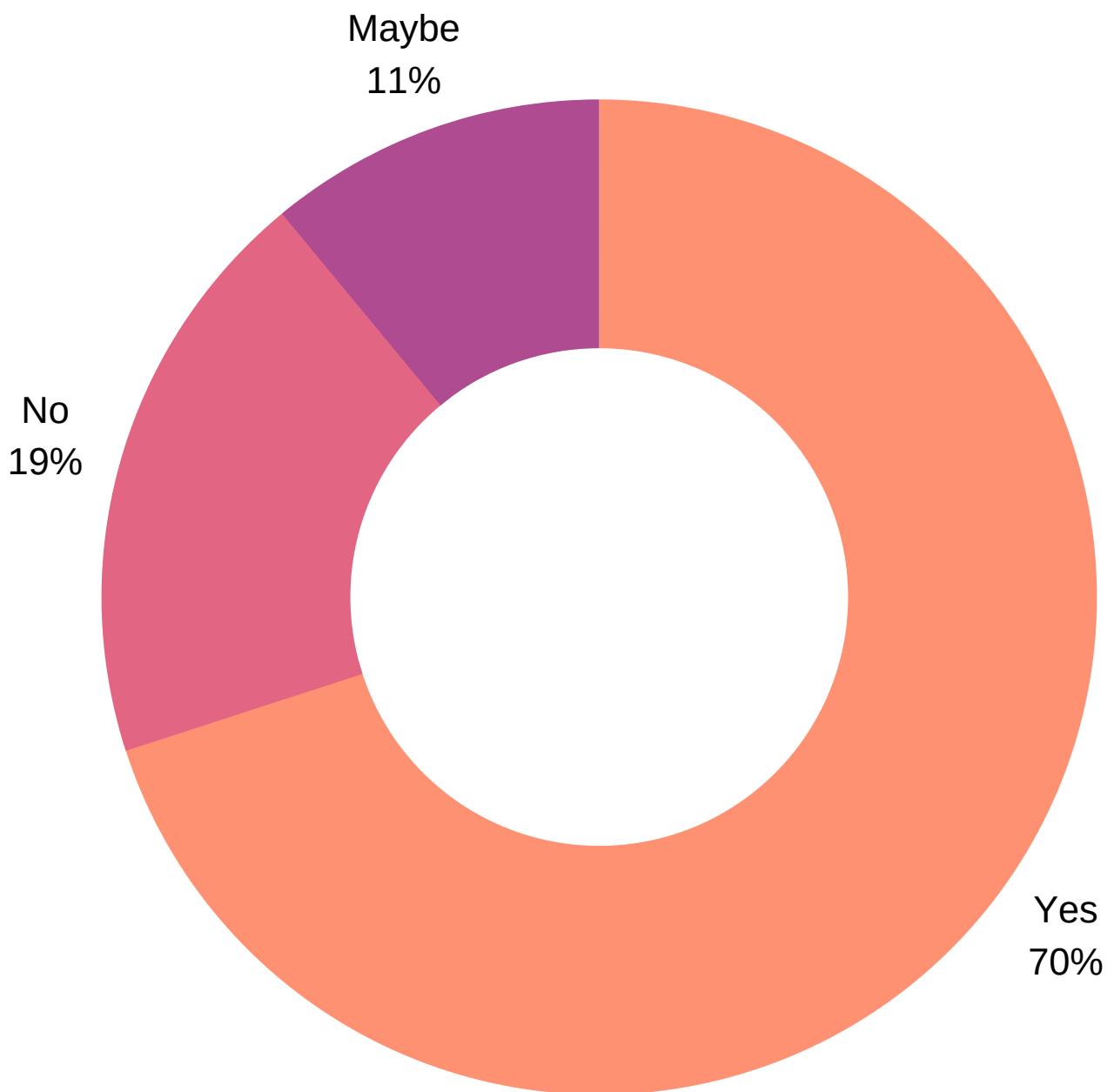
(i) If no: would you be interested in signing up for Tain and District Development Trust membership- either now or in the future?



# Questionnaire: Results

## Section B

7b. Would you be happy for Tain and District Development Trust to contact you regarding training courses and events at the Community Hub?



# Feedback

THE HUB NEEDS TO CONSIDER OTHER COURSES, SUCH AS FIRST AID TRAINING.

-BUSINESS OWNER

EFFECTIVE SIGNAGE IS NEEDED TO PROMOTE ACTIVITIES OF THE HUB

-VISITOR TO HUB

I AM NOT INTERESTED IN ANY TRAINING

-SHOP OWNER

EVENTS NEED TO BE PROMOTED AS EARLY AS POSSIBLE

-VISITOR

TRAINING NEEDS TO CONSIDER INTERESTS OF YOUNG PEOPLE

-VISITOR TO HUB

DEVELOPING TRAINING HERE IN THE COMMUNITY WOULD BENEFIT MY BUSINESS

-SHOP OWNER

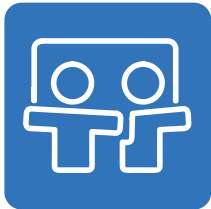




## 5. SUMMARY

# Results: Summary

## Participant demographics



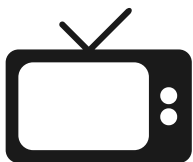
The main respondents came from: self-employed (12%), food and beverage (12%), and retail (9%). 39% were aged between 45-54, followed 55+ (27%), and 35-44 (15%). 63% of respondents were female, 22% male, with 15% preferring not to say.

## Membership and Event Notification



60% of those surveyed are not members of the Hub, However, 50% suggested they maybe interested in signing up in the future. Overall, 70% would be happy to received information regarding about events organised by the Hub.

## Advert on TV



Majority suggested they would not be interested in placing an advert on the TV inside the Hub (54%). However, 46% indicated that they would either be interested or maybe.

## Training Attendance



52% attended training within the last 12 months. 48% suggested they did not attend training within the previous 12 months, with time (44%) and distance (19%)

# Results: Summary

## Course Interest and Attendance



Of those who attended training, social media (19%), marketing (10%), plus creative thinking and tourism (14% each) were the main. Regarding interest in the training in the future, respondent would be interested in: social media (19%), marketing (14%), first aid (13%), plus health and safety (10%).

## Channel Awareness



27% hear about events via social media, 25% by email and 14% by direct mail. Other channels mentioned included: networking (10%) and word-of-mouth (6%).

## Transportation For Training



At least 50% will travel up-to 49 miles for training, followed by 50-99 [22%] and 100-149 [22%], with 6% travelling over 200 miles. Overall, 72% use a car, followed by train (16%) and bus (6%). Based upon research, below is the anticipated average time by car [Travel both directions]:

- Inverness: 35 miles [1 hour 40 minutes]
- Forres: 58 miles [2 hours 46 minutes]
- Fort William: 95 miles [4 hours 52 minutes]
- Portree: 125 miles [5 hours 54 minutes]

## Time of day Preference for Training



Nearly a third prefer to attend training all day (32%) or in the morning (29%). Approximately a fifth would prefer training in the afternoon or evening.



# 6. RECOMMENDATIONS

# Recommendations

**Course Providers:** Build and develop partnerships with institutions such as Highlands and Islands Enterprise, Business Gateway or Royal Bank of Scotland, who can provide and offer relevant training. Other include targeting local employers who can also provide training facilities.

**Course Categories:** Social media and marketing would be preferred training courses for the Hub to facilitate. Additional training to offer such as health and safety and first aid.

**Event Planning:** Plan a series of events for 2020 for Hub members and the local community.

**Channel Promotion:** Create and develop promotional materials for digital media channels (social media), and email. Consideration to create and design flyers to be delivered to local community.

**Further Research:** Conduct further research into youth engagement, and targeting local schools for insights into ways the Hub can develop training for this demographic.

# Appendices

## Appendix A: Map to Show Locations of Courses in the Highlands





# Appendices

## Appendix C: Copy of Community Improvements Questionnaire



**4. What time of day is preferable to conduct training activities? [Select all apply]**

Morning      Afternoon      Evening      All day

**5. Have you received contact or support from either Business Gateway or Highlands and Islands Enterprise?**

Yes      No

**6. Would you be interested in placing an advert on our TV's for a fee?**

Yes      No      Maybe

**7a. Are you a member of Tain and District Development Trust membership?**

Yes      No

*(i) If no: would you be interested in signing up for Tain and District Development Trust membership- either now or in the future?*

Yes      No      Maybe

**7b. Would you be happy for Tain and District Development Trust to contact you regarding training courses and events at the Community Hub?**

Yes      No

*(i) If yes: please write your contact details below:*

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_