



ENTRUST Training and Guidance Provision Consultation Report Findings

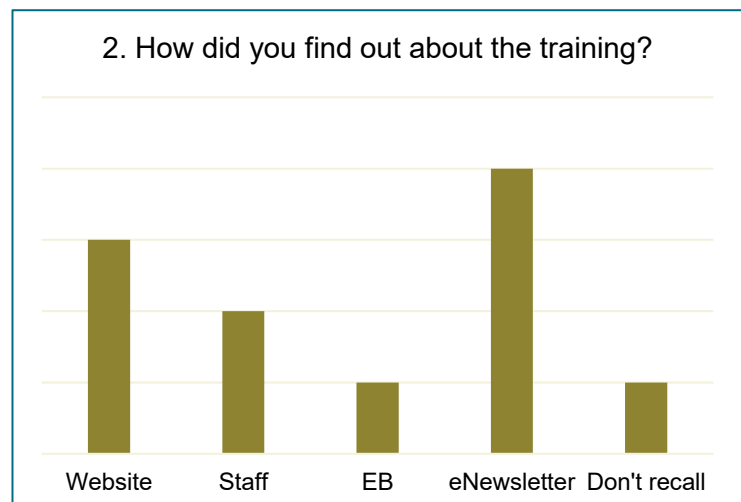
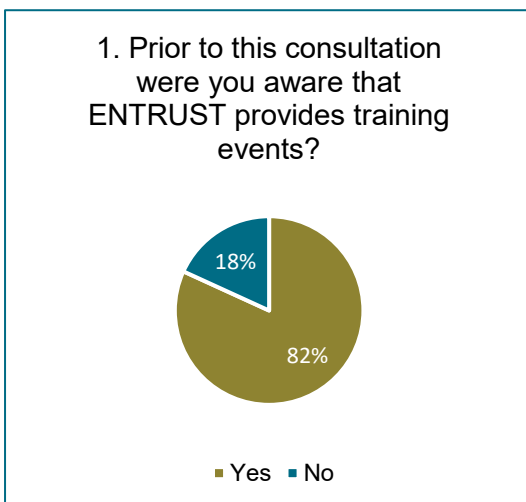
April 2022

1. Introduction

- 1.1. In November 2021, we consulted with Environmental Bodies (EBs) to find out their views regarding the training and guidance that is provided through the ENTRUST website, or delivered by ENTRUST staff.
- 1.2. The aim of the consultation was to seek EBs views and opinions on the accessibility, relevance and presentation of the different areas of ENTRUST’s training and guidance offering. It also provided EBs with an opportunity to include any suggestions for improvement to each area.
- 1.3. This report sets out the details of the 11 total respondents and is split into the following four sections on which questions were asked:
 - Training Events;
 - The Guidance Manual (Manual);
 - Other Resources and ‘How To’ Guides; and
 - The EB Enrolment Module and Video Resources.
- 1.4. Some questions, due to the low number of respondents, did not reveal any useful information. These are not included in this report. A full list of questions asked can be accessed in the [consultation document](#) and are also attached at Appendix A.

2. Training Events

- 2.1. A number of questions were asked regarding training events, including how respondents found out about the existence of training events. This information acts as a helpful guide as to the best ways that ENTRUST can communicate new training dates, whether they are virtual, or in person and any other changes in the training programme that may be beneficial to EBs:



- 2.2. All responses for questions on relevance, usefulness and presentation were positive for those who have attended the training. When asking for any suggestions for improvement, there were a number of text responses, which included:
 - *“At the time we were new and the training was welcomed”*

- *“Online training events to reduce administration costs for people in the North would be useful”*
- *“The only issue I remember was parking in the area”*
- *“Leamington Spa is also very difficult to get to. If the update and knowledge sharing events were online, I would definitely attend.”*

2.3. The text responses above and further discussion with EBs after the consultation indicate that some EBs are not aware that ENTRUST’s training takes place virtually and can be accessed at no cost to them. Apart from awareness, the consultation suggests that our Training Events are working well, fit for purpose, very useful and relevant.

3. Guidance Manual

3.1. The Manual scored positive results on all measures and is generally seen as helpful, accessible and well presented. When asking for suggestions for improvement, there were a number of text responses which included:

- *“It is the Trust's 'go to' source of information. In the Trust's view it is more reliable than word of mouth.”*
- *“Have very little need to reference it now but I know I have done in the past and always found it easy to navigate.”*
- *“It is rather confusing could be more concise.”*
- *“Due to working as a DEB for over 12 years, our organisation stays on top of current levy charges, policies & procedures laid down by Entrust. However, it is always useful to have rules and laws in writing when queries or complaints are passed on the LCF Monies fund.”*
- *“It is often more reliable than word of mouth.”*
- *“I needed to speak to someone regularly to clarify what was required.”*
- *“Access, relevance & presentation is easy to understand.”*
- *“The Trust has found the Manual easy to access and relevant. The presentation may be a little dull but this is only to be expected due to the nature of the information being presented.”*
- *“A flow chart with less confusing wording may be helpful.”*

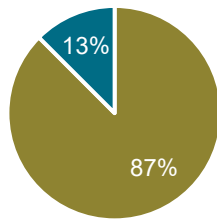
3.2. There were a few comments that indicated the Manual could be more concise and easier to understand. However, there was an acceptance that there would be a limit to the ability of ENTRUST to simplify wording based on its subject matter.

3.3. Overall, responses suggest that the Manual is a valued and essential resource, providing quality information in an accessible format. Comments in this consultation can be coupled with other suggestions from regular communication with EBs of the ongoing requirement for ENTRUST to continually review, assess and improve this primary resource.

4. Other Resources and ‘How To’ Guides

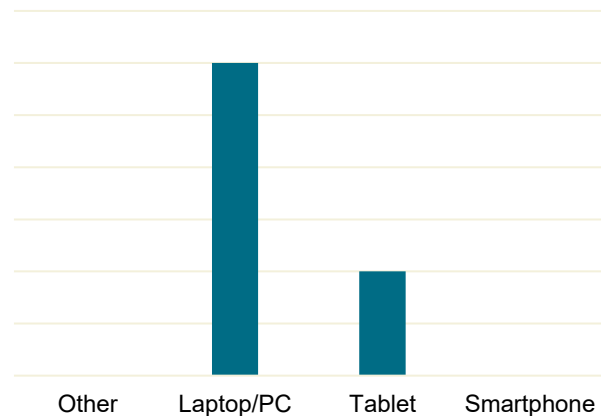
4.1. The following detail the responses for this Section:

15. Were you aware that the ENTRUST website and resources are available to access on a range of devices?



■ Yes ■ No

16. What is your preferred method of accessing the online resources?



- 4.2. Question 15 and 16 indicate that although users are aware of the cross-platform availability of the website and resources, the preferred method of access remains on larger screened devices. This is unsurprising due to the nature of the content and ease of use for form filling.
- 4.3. Question 17 listed the other resources and 'How To' Guides as a checklist, asking responders to detail what they have used. The responses were broad and varied with no clear pattern, indicating that the resources are still used and valued. There were no suggestions for improvement or any requests for additional resources.

5. EB Enrolment Module and Video Resources

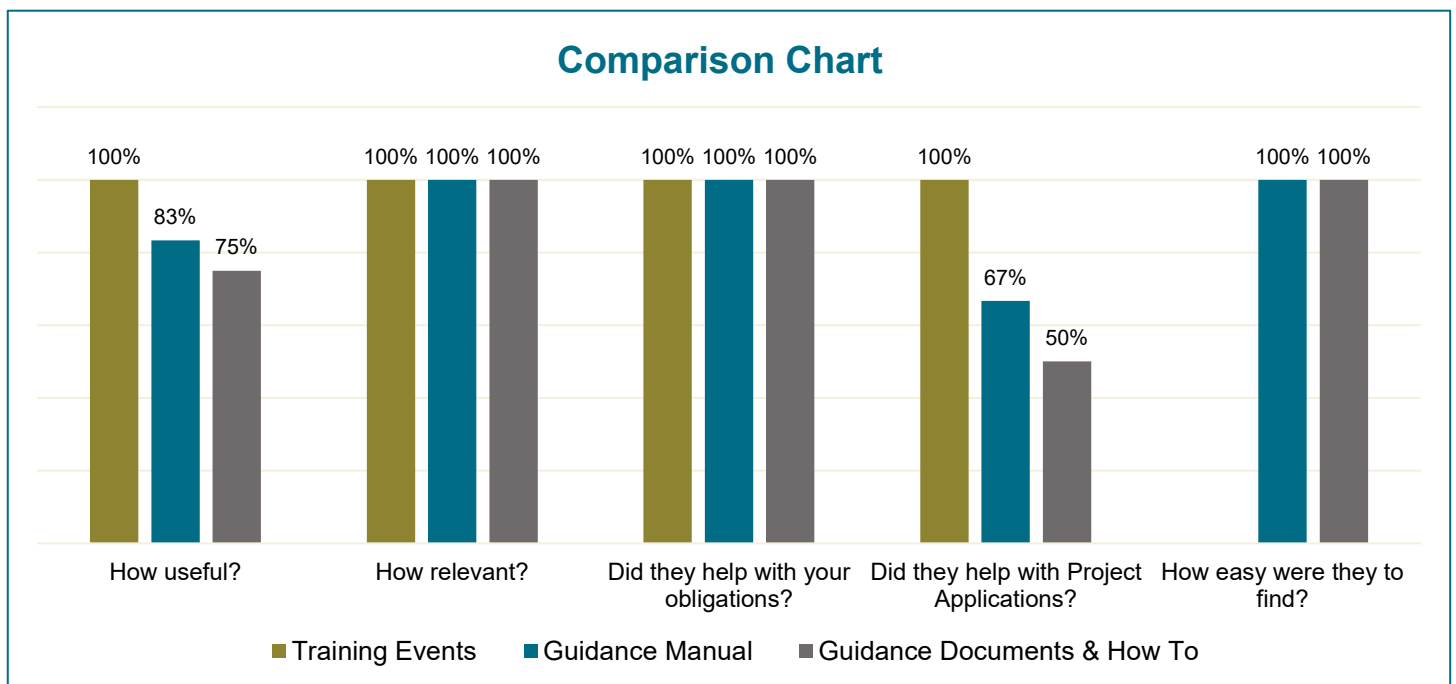
- 5.1. While figures show that there are a number of people who take the EB enrolment module and watch the introductory videos each year, a number of respondents were unaware of the existence of these resources.
- 5.2. One respondent commented:
- *“Even though you have just told me about the online training module and video resources I still can't find these on the website. I would have expected these to be in the Guidance section or Resources and How to Guides section.”*
- 5.3. Being that some respondents did not know of these resources indicates that ENTRUST needs to review how this information is shared with Stakeholders reviewing the visibility of documents on the ENTRUST's website and how ENTRUST Staff communicate their existence.

6. Further Contact

- 6.1. Two respondents requested further contact with ENTRUST to discuss the questions raised in the consultation. This request was actioned and the information exchanged during the discussions provided helpful clarification on a number of the points, which had been in their responses.

7. Conclusion

- 7.1. One inference that ENTRUST has drawn from the low response rate is that EBs are generally happy with ENTRUST's training and guidance provision. This point is further evidenced by the responses that were received, which made a small number of suggestions to improve ENTRUST's training offering without there being any negative answers.
- 7.2. Furthermore, ENTRUST considers that the detailed comments are helpful in focusing ENTRUST's work on improving our training offering. One of the key areas identified from this feedback relates to the awareness of ENTRUST's virtual training package, for example, that virtual training is now provided and the location of resources that are not commonly used, such as the EB Enrolment Module and Introductory Videos.
- 7.3. The comparison chart below indicates that ENTRUST's training and Manual are the most well used useful training tools that ENTRUST provides based on the number of respondents. The video resources and EB module are not included on this chart, as there were too few respondents to these questions to provide any value in their content:



8. Implementation Plan

- 8.1. In response to the conclusion of this report, the following paragraphs set out the actions ENTRUST will take to improve our training and guidance offering.

8.2. Communication of Virtual Training Events

- 8.2.1. The clearest issue identified from the consultation exercise was that a number of respondents were not aware that ENTRUST's Training Events were held virtually and are free of charge. This was further evidenced by those organisations that requested further conversation with ENTRUST, the preference of virtual training being the topic one EB in particular was keen to emphasise.

8.2.2. As a result, ENTRUST provided a prominent section in our February 2022 eNewsletter, which resulted in a significant increase in attendees to the February 2022 Training event. We will continue to highlight virtual training in our communications and when providing support on the helpline, ENTRUST Staff will remind EBs of the existence of the virtual training events.

8.3. Locating Documents on the ENTRUST Website

8.3.1. It is also evident from the responses that EBs were not aware of the existence of certain guidance materials, or forms of training. This was most apparent with the EB Enrolment Module and Video Resources.

8.3.2. In response to this, the positioning of training and guidance information on the website will be assessed as part of the scheduled website reviews held during 2022/2023, to determine if the resources are as clearly marked and as easy to find as they could be.

8.4. Online Training Module

8.4.1. One area that had not seen much use from respondents was the EB Online Training Module. This is not unexpected, as before renaming it on the ENTRUST website directly after the consultation, it was advertised as an Enrolment Module, meaning that most EBs would not have been expected to consider retaking or using the resource once enrolled.

8.4.2. However, the content of the EB Enrolment Module is not unhelpful to those who are already EBs, acting as a possible refresher course or introduction to the scheme for new EB Staff.

8.4.3. Therefore, the EB Enrolment Module will be further rebranded and refreshed to be marketed to all EBs as a refresher and introductory course for EB staff, new EBs, and organisations looking to enrol. The Module will not require change in overall content, but may be reworded to act more appropriately for its updated purpose.

8.5. Suggestions that will not be implemented

8.5.1. There is enough evidence that the Manual and 'How To' guides are operating efficiently and effectively, used frequently and are fit for purpose. ENTRUST does not therefore consider that they are amended, beyond regular content updates, based on comments arising from this consultation. This is also due to the nature of the information requiring the Manual to be presented in its current format and it is not thought that this can be easily improved without reducing the usefulness of the information.

8.5.2. Regular training will remain virtual, via videoconference, as all comments from the consultation indicate that virtual training events are more valuable and fit the particular requirements necessary for them to be highly valued parts of guidance provision.

ENTRUST
April 2022

Appendix A – List of Consultation questions and responses

APPENDIX A

LIST OF CONSULTATION QUESTIONS AND RESPONSES

The following table lists the questions that were asked and the responses that were submitted. They do not include any text responses. These have been analysed and as outlined, contribute to the overall conclusions. Any questions with a scale of 5 possible answers have been given a weighted score out of 5.

No.	Question	Question choices:	Result
1	Prior to this consultation were you aware that ENTRUST provides training events?	Yes No	9 2
2	How did you find out about the training?	From the ENTRUST website From ENTRUST staff From my Environmental Body From the quarterly ENTRUST eNewsletter Don't recall	3 2 1 4 1
3	Have you attended this training?	Yes No Not Sure	3 5 0
4	For what reason have you not yet attended a training session?	There was no session I could attend It is not relevant for me It is not necessary for me I will be attending one in the near future Other – Please specify	0 1 2 1 1
5	Did you find the training relevant to you or your organisation?	Yes No Not Sure	3 0 0
6	How much did the training help in understanding your obligations as an EB?	Scale: A great deal – not at all	4.0/5
7	How much did the training help in submitting a project application?	Scale: A great Deal – not at all	4.5/5
8	Do you have any suggestions for improvement of the training events? We are particularly interested in your feedback regarding ease of access, relevance and presentation.	N/A	
9	Prior to this consultation were you aware that a Guidance Manual is provided on the ENTRUST website?	Yes No	8 0
10	Was the Guidance Manual easy to find?	Scale: Very easy - difficult	3.6/5

11	How much does the Guidance Manual help you to fulfil your obligations as an EB under the Regulations?	Scale: A great deal – not at all	3.9/5
12	How much did the Guidance Manual help in submitting a project application?	Scale: A great deal – not at all	3.2/5
13	Do you find the Guidance Manual relevant to you or your organisation?	Yes No Not Sure	7 0 1
14	Do you have any suggestions for improvement in the Guidance Manual? We are particularly interested in your feedback regarding ease of access, relevance and presentation.	N/A	
15	Were you aware that the ENTRUST website and resources are available to access on a range of devices?	Yes No	7 1
16	What is your preferred method of accessing the online resources?	Laptop/PC Tablet Smartphone	6 2 0
17	Prior to this consultation which online documents or guides have you accessed? This does not include the Guidance Manual that is consulted on in the previous section.	*Various responses given with no clear pattern	
18	How easy were these materials to find?	Scale: Very easy - difficult	4.0/5
19	How much do the online materials help in improving your knowledge of the Regulations and EB obligations?	Scale: A great deal – not at all	3.3/5
20	How much did the online materials help in submitting a project application?	Scale: A great deal – not at all	3.0/5
21	Do you find the online materials relevant to you or your organisation?	Yes No Not Sure	6 0 0
22	Do you have any suggestions for improvement of the online materials? We are particularly interested in your feedback regarding ease of access, relevance and presentation.	N/A	
23	ENTRUST provide a training module available from the website. Prior to this consultation, were you aware that this is available?	Yes No	2 4
24	Have you completed the Online Training Module?	Yes No Not sure	0 1 1
25	Was the Online Training Module easy to find?	Scale: Very easy - difficult	n/a

26	How useful did you find the online training module?	Scale: A great deal – not at all	n/a
27	Prior to this consultation have you watched any of the introductory videos provided on the ENTRUST website?	Yes No Not Sure	0 4 2
28	Were these videos easy to find?	Scale: Very easy – difficult	n/a
29	Did you find the online videos useful?	Scale: A great deal – not at all	n/a
30	Do you have any suggestions for improvement of the Online Training Module or Videos? We are particularly interested in your feedback regarding ease of access, relevance and presentation.	N/A	