

Land management and production

As the Sector Skills Council for environmental and land-based industries, Lantra supports employers in developing a highly skilled workforce capable of competing in today's local and global economy. Leading the drive to boost skills and workforce development, Lantra aims to improve productivity, business performance and reduce skills gaps across the sector by continuously enhancing the quality and availability of training.

Lantra improves access to learning and development through a range of solutions that are designed specifically for industry.

- The LandSkills* Rural Development Programmes have to date developed the skills of more than 8,000 individuals working in agricultural, horticultural and forestry businesses. These programmes, with a value of over £8 million, offer training and knowledge transfer activities in the Yorkshire and Humber, North East, South East, Eastern, East Midlands and West Midlands regions.
- Women and Work Sector Pathway initiative has seen more than 2,400 women undertake bespoke training, to a value of £3 million, in industries where they are under-represented.
- Lantra's Greenskills work with the London Development Agency, Learning and Skills Council and Olympic Development Authority has created opportunities for individuals, many from under represented groups such as people with disabilities, black, Asian and minority ethnic communities, to develop skills linked to managing the legacy of the Olympic Park beyond the 2012 Olympic Games. To date more than 300 learners have received training in a range of technical and basic skills.
- Leading Edge Floristry enabled more than 275 florists and floristry students to gain new skills from master coaches in floristry, with support from the South East of England Development Agency.
- In its first year Business Forward**, sector-specific support in Cornwall and the Isles of Scilly, has helped more than 600 individuals and businesses receive skills analyses and bespoke training.
- Lantra's Skills Manager, a tool that recognises and records existing skills, is now being tailored to support a range of industries and organisations. The poultry industry "passport" scheme has over 2,300 registrations. There are also more than 200 pupils at risk of exclusion from mainstream education using the system, for example the Rotherham ABLE Project in aquaculture and horticulture.
- The National Student Database is designed to help ensure students at land-based colleges are work-ready. More than 1000 students at four colleges in England are using the system.
- Lantra CourseFinder is an online database, offering easy access to over 8500 courses from over 880 providers. During the last year, web pages of Lantra CourseFinder were viewed over 160,000 times.

* Funded by the European Agricultural Fund for Rural Development and Defra

** Funded by the European Social Fund



Madge Moore, Lantra's
National Director England

Industries in land management and production

Agricultural crops
Agricultural livestock
Aquaculture
Fencing
Floristry
Land-based engineering
Production horticulture
Trees and timber

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Lantra continues to influence government and agencies by:

- Launching Lantra's unique research work such as A Skills Assessment for the Environmental and Land-based Sector, setting out the key facts and skills data to inform the sector.
- Working with industry and Defra to implement an AgriSkills Strategy to develop 21st Century skills and a professional workforce.
- Appointing the Chair for its new National Council for England to lead the development of Lantra's work in England.
- Leading on migrant worker issues using Lantra's labour market information to influence the Migration Advisory Committee.
- Responding to more than ten key industry and skills consultations to ensure the voice of the sector is heard in government.
- Completing discussions with the Learning and Skills Council to ensure that smaller full Level 2 qualifications are recognised.
- Using our network of 25 employer Skills Ambassadors who contributed to more than 50 events to raise the profile of the sector to ministers, MPs and the media.

Developing appropriate qualifications and learning frameworks...

- Lantra is working with employers and employees to review apprenticeship frameworks. To date agriculture (crops and livestock) and horticulture (amenity and production) have been revised. The apprenticeship frameworks ensure that apprentices have the opportunity to gain the up-to-date skills needed for businesses to remain competitive and for individuals to progress in their chosen careers.
- Lantra has worked with industry to develop more than 390 sector job role profiles across all the industries. These show job descriptions and highlight the competencies people need in a particular role. Job role profiles can help to identify an employee's skills gaps, highlight suitable training and help new entrants identify career opportunities.
- It is important for National Occupational Standards to reflect latest working practices as these are the building blocks of future qualifications. In 2009 Lantra, with industry support, completed the amendments to six of the 40 Standards to bring them up-to-date. Three of these were in the area of land management and production.
- Responding to industry feedback that whole qualifications are often too time consuming to achieve, units of learning have been constructed into modules for "bite-sized" qualifications as part of the Qualification and Credit Framework. To date approximately 120 qualifications have been developed across a range of industries.

Supporting new entrants into the sector...

- Lantra led on the development of the new Diploma in Environmental and Land-based Studies which is now part of the national curriculum.
- In the last year Lantra, with employers, has attended nine careers events reaching approximately 180,000 school children and adults. 700 careers packs have been distributed to teachers and careers practitioners.
- Two websites have been developed to promote careers information – the London-based Growingawareness.co.uk and Growcareers.info for all horticultural careers. More than 6000 Growcareers packs were distributed to secondary schools in England.
- Lantra has produced a DVD featuring ten careers in the sector and one specifically for land-based engineering. Over 600 copies have been distributed.

Tom Salmon, Hedon Salads

"The benefits if you carry out training and assessments correctly are huge – you save costs, improve standards and ultimately you won't need to employ as many people. You have greater consistency and quality, a well trained and motivated workforce, turnover of staff falls, and they know the business cares for them."

England facts and figures

179,600 approx. businesses in the environmental and land-based sector, 97% employing less than ten people.*

117,900 of these businesses are in agricultural crops, agricultural livestock, aquaculture, fencing, floristry, land-based engineering, production horticulture and trees and timber, employing 542,100 people.*

47% of sector vacancies are hard-to-fill. Employers say they cause 'increased workload for other staff' and 'increased operational costs'.**

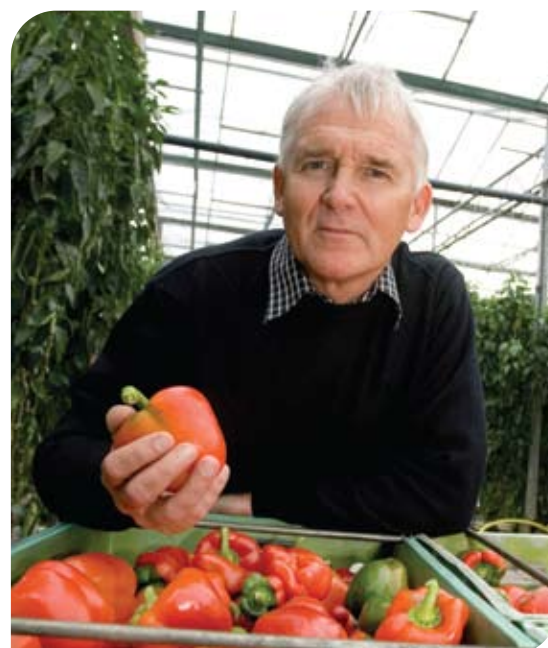
29% of sector vacancies, compared to 21% across all sectors, are due to skills shortages.**

32% of sector skilled trade roles e.g. tree surgeons and floral designers, compared to 11% for all sectors.***

* Source: Lantra 'Skills Assessment' 2009 with equine figures from Experian research commissioned by Lantra 2010

** Source: LSC 'National Employer Skills Survey' 2007

*** Source: Institute of Employment Research 'Working Futures 2007-17'



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