

The game and wildlife management industry involves the management of upland, lowland, woodland and wetland game and wildlife species, including partridge, grouse, pheasant and deer. The primary purpose of the game and wildlife management industry is to protect habitats and promote bio-diversity. The industry supports tourism and recreation and provides a source of high quality meat.

Overview

Business figures:

- Official statistics indicate that there are 16,000 game and wildlife businesses in the UK¹.

Employment figures:

- Official statistics indicate that there are 31,000 game and wildlife employees in the UK¹.

Businesses by size¹:

- Most of the jobs within game and wildlife management are seasonal and part-time. As such it is difficult to provide clear statistics on business size
- It is clear that most businesses in the sector are small. The British Association for Shooting and Conservation research estimates that the average provider organisation has 19 paid workers (or 3.2 FTEs⁵) and three volunteers/unpaid workers (0.4 FTEs).

Size and scope

Nation/Region	Businesses ^{1,2,3}		Employment ^{1,2,3}	
	Count	%	Count	%
UK	15,900	100%	31,000	100%
Northern Ireland	1,300	8%	1,100	4%
Scotland	2,300	15%	5,300	17%
Wales	700	4%	700	2%
England	11,460	73%	24,000	77%
East of England	2,600	23%	3,900	16%
East Midlands	1,260	11%	2,000	8%
London	160	1%	80	<1%
North East	800	7%	1,500	6%
North West	760	7%	2,700	11%
South East	1,600	14%	5,100	22%
South West	2,600	23%	5,100	22%
West Midlands	900	8%	1,700	7%
Yorkshire and the Humber	700	6%	1,600	7%

Workforce demographics^{1,3,4}

Gender⁴

Male	95%	Female	5%
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Age band

16-24	<1%	45-54	<1%
25-34	93%	55-64	<1%
35-44	7%	65+	<1%

Employment

Full-time	89%	Part-time	11%
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Ethnicity

White	>99%	Non-white	<1%
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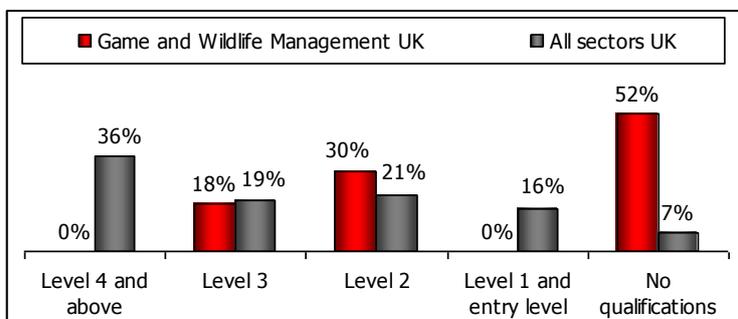
Occupations

Managers and senior officials (e.g. head stalker, shoot manager/owner, deer manager, land manager, estate manager)	<1%
Professional occupations (e.g. head gamekeeper; game keeper; head ranger)	52%
Administrative, clerical and secretarial occupations	<1%
Skilled trade occupations (e.g. trainee keeper; under keeper; trainee ghillie; stalking ghillie; ghillie; game rearer; gun dog handler)	48%
Sales and customer service occupations	<1%
Other (e.g. beater, trainee keeper, game farm assistant)	<1%

- In terms of size, the largest occupations are beaters (who attend shoots to flush out wild game) and will be employed on a seasonal and part-time basis. Most beaters will be paid per shooting day, although some will be volunteers¹
- The largest permanent jobs in the industry are gamekeepers, with an average of 1.1 FTEs⁵ per organisation¹.

Qualifications^{3,6}

- The game and wildlife workforce is highly skilled but is often developed through non-accredited training methods, rather than full-accredited qualifications and is frequently not officially recognised
- Official statistics show 0% of the workforce are qualified to Level 4 and above (compared to 36% across all sectors in the UK) and 52% have no qualifications (compared to 7% across all sectors in the UK).



Learning supply

- Around 45 apprentices undertook a framework in game and wildlife related studies in 2007-08 in England⁷
- An estimated 350 learners enrolled on qualifications or courses delivered by FE colleges/work-based learning in game and wildlife related studies in the UK in 2008-09⁸; popular qualifications include the NVQ in Gamekeeping and Wildlife Management and the Award in Wild Game Meat Hygiene (QCF).

Employment projections 2010-20^{2,9}

- In the next ten years (2010 to 2020) the sector will need a minimum of 500 more people
- The largest need for people is expected to be for sales and customer service occupations (90), skilled trades occupations (90) and management and senior officials occupations (80).



Skills issues^{1,10}

The sector has undergone great changes in recent years which has led to an increasing demand for highly skilled staff. The current skills that employers feel will become increasingly important over the next two to three years are:

- Business and management skills such as animal/budget/event management
- Technical/job specific skills such as deer stalking and carcass handling
- Essential skills such as literacy, numeracy, ICT, communications and customer relations.

Given the high proportion of self-employed workers within the sector, heavy emphasis needs to be placed upon business skills and technical skills.

Skill needs

Level 2 job roles (e.g. beater, dog handler) require skills such as: estate maintenance, habitat management, pest and predator control, weapon safety and shooting, carcass handling and preparation, customer care, map reading and basic first aid.

Level 3 job roles (e.g. game keeper, beat keeper) require skills such as: people management, health and safety management, game population assessments, shoot day organisation and control, communication, intermediate first aid and budget control.

Level 4 job roles (e.g. head stalker, land manager) require skills such as: managing game populations, weapon safety and shooting, deer, resources, people and security.

Training

Training needs to be specifically targeted so that it meets the needs of the different interest groups, not solely the new entrants. A positive approach to training needs to be developed so that:

- Best practice in all field sports are shared ensuring high standards of animal welfare and conduct
- The image of training should be focused on business development not just legislative requirement
- The masculine image of the sector is overcome to encourage older learners and females
- The reluctance to partake in paper-based learning is overcome
- The cultural opposition to training is removed.

Drivers for change

Career progression/labour supply

- Lack of young people/new entrants to the industry
- Need to recognise and develop a clear career pathway to encourage new entrants to the industry.

Impact on skills

- Develop a career pathway showing a range of job titles with vocational/academic qualification routes and examples of remuneration packages
- Identify and produce case studies
- Identify industry specific skills ambassadors to promote career opportunities through careers services/schools
- Consider broader approach to advertising vacancies.

Qualification structure

- Changes to qualification structures/frameworks are confusing
- Too much emphasis on key/functional skills in current Apprenticeship to which trainees, employers and training providers cannot relate.

Impact on skills

- Employers/industry to contribute more effectively in review process and influence qualification development
- Consider setting up regional focus groups.

Industry recognition

- The industry's contribution to the enhancement of conservation interests and the general good condition of the countryside is not generally sufficiently appreciated.

Impact on skills

- Increase promotional skills and opportunities.

Marketing

- Industry needs to improve the marketing of its products.

Impact on skills

- Best practice marketing and sales skills guides



Volunteers

- Importance of the third sector
- Need to recognise the value of the volunteer sector.

Impact on skills

- Ensure volunteers are aware of Codes of Practice and Best Practice guidance
- Consider a process of recording Continuing Professional Development (CPD) and source funding to support CPD.

Standards

- Competence testing in the deer industry in Scotland. Will be reviewed in 2014 if not already implemented.

Impact on skills

- Develop a common standards approach
- Ensure relevant training is available.

Health and safety

- Lack of awareness of health and safety requirements
- Employers need to understand the need for and carry out risk assessments to reduce risks of accidents/deaths.

Impact on skills

- Knowledge transfer activities to understand Codes of Practice and Best Practice guidance
- Health and safety training and targeted first aid.

Legislation

- Impact of new wildlife, animal health and welfare legislation; need to ensure that training on the new snaring legislation is available and delivered
- Issues in Wildlife and Natural Environment (W&NE) Bill in Scotland e.g. deer management 'competence' issues
- Lead ammunition; outcome could have serious implications to the continued use of lead ammunition
- Muirburn Code still an issue as the W&NE Bill in Scotland has a specific recommendation to review the Code.

Impact on skills

- Industry needs to develop a common standards approach
- Awareness of Codes of Practice/Best Practice guidance
- Develop new integrated training and assessment and a registration process to implement legislation
- Understanding principles of flock health and welfare

Technology change and knowledge transfer

- To continue to operate efficiently and effectively, industry must keep up with technological advances.

Impact on skills

- Ensure training is available, systems developed/maintained to meet needs of individuals involved
- Raise awareness of benefits of mapping skills i.e. Global Positioning System (GPS)/Geographic Information System (GIS)
- Raise awareness of benefits of information technology.

Environmental issues

- Bio-diversity; public/social benefits e.g. hill track regime
- Controlled Activity Regulations/Scottish Environment Protection Agency (CAR/SEPA) regulations
- Integrating public access
- Salmonid and other riverine SAC national and environmental targets
- Focus on alternative and renewable energy sources
- Open access areas including the coastal path could impact on shooting opportunities
- Managed realignment of sea defences may remove shooting opportunities for coastal shooting interest
- Lack of burning in some parts of the uplands led to an increased risk of large uncontrolled fires
- EU bio-diversity target is an opportunity for shooters to provide additional conservation benefits for society
- Opportunities for developing wildlife tourism
- Awareness of where funding mechanisms are mutually beneficial or where compliance with restrictions required.

Impact on skills

- Specific best practice guidance in each area
- Focused support to deliver bio-diversity benefits
- Awareness of opportunities/challenges in local situations
- Conflicting land use management objectives.



Financial issues

- Financial implications of CAP reform in 2013 and impacts of environmental schemes in home countries
- The implementation of cross compliance requirements post 2013
- Changes to agri-environment schemes' impact on shooting (e.g. Glastir in Wales planned in 2013).

Impact on skills

- Financial management and planning skills
- Cross compliance knowledge increased and updated
- Improved business management skills
- Environmentally sensitive land management skills
- Increased provision of initial and continual professional development
- Skills for sustainable development
- Higher level technical skills for new production methods
- Integrated business advice and guidance structure.

Sources and information

- 1 The British Association for Shooting and Conservation (BASC) 2006
- 2 Figures have been rounded to the nearest ten and may not add up to the total due to the rounding of percentages used when calculating figures. Figures quoted for the nine English regions make up the England total
- 3 Percentages may not add up to 100% due to rounding
- 4 BASC membership data 2011
- 5 Full-time equivalents (FTEs)
- 6 Labour Force Survey (LFS) 2009-10
- 7 Learning and Skills Council (England). DCELLS (Wales) and the Scottish Enterprise/Highlands and Islands (Scotland) offer a framework but no Apprenticeships in Game and Wildlife were undertaken in 2007-08. The framework is not available in Northern Ireland
- 8 Data Service (England), Scottish Funding council (Scotland), DCELLS (Wales). There is no publicly funded FE provision in Northern Ireland for game and wildlife
- 9 Lantra Model for Employment Forecasting (LMEF) 2010. Figures represent estimates of minimum job openings to satisfy replacement and expansionary demand. This may be higher or lower depending on future conditions
- 10 Game and Wildlife Management SSA (Lantra, 2007).

Lantra website

More information about Lantra research can be found at: www.lantra.co.uk/research

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