



# **Lantra Scotland work plan 2017-2018**

## **ANNUAL REPORT**

**Supporting skills development in Scotland's land-based, aquaculture and  
environmental conservation industries**

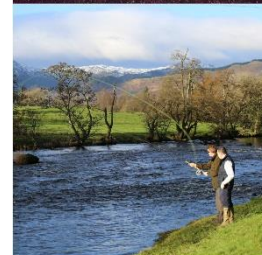
Lantra's work in Scotland is supported by the Scottish Government's Agriculture, Food and Rural  
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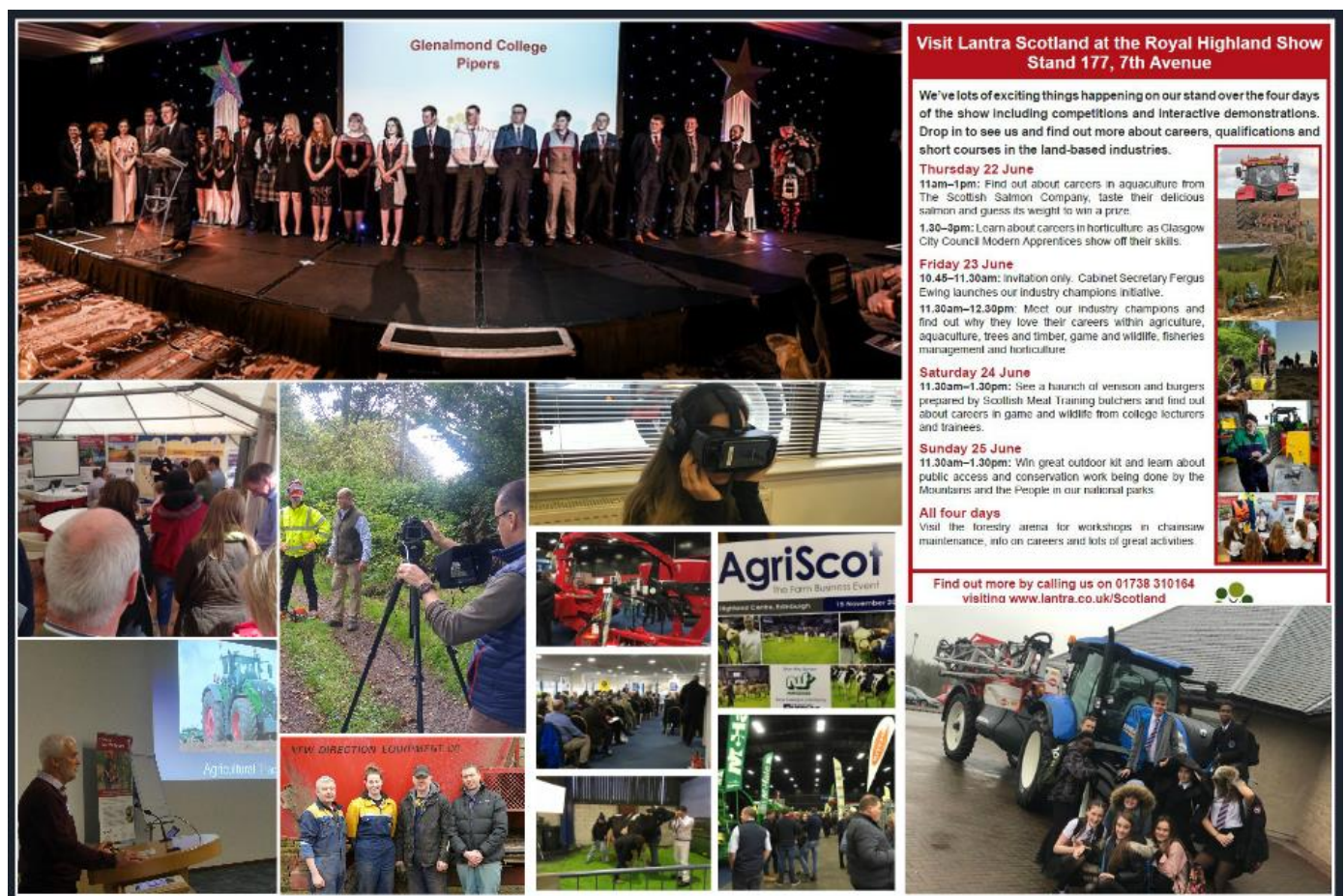


## Introduction

Lantra is the Sector Skills Council for Scotland's land-based, aquaculture and environmental conservation industries. In partnership, we promote the sector as a positive and rewarding career choice, support the development and maintenance of a skilled workforce by promoting the benefits of (and opportunities for) investment in learning and skills development, celebrate the achievements of learners, and help to ensure that learning and training provision address industry requirements and skills gaps.

Lantra also supports learning and skills development in organisations and businesses working to protect and enhance Scotland's environment, impacting positively on protecting our flora and fauna and on expanding our green space, and on associated climate change and low carbon targets, enhanced biodiversity, wider land use interests, and on the prosperity and quality of life of Scotland's rural (and urban) communities. Our work makes a significant contribution to the sustainable development and resilience of Scotland's wider rural economy and communities.

This is the Annual Report for Lantra's workplan. The report covers Q1-Q4 (April 2017-March 2018).



## **Theme 1: Promoting Scotland's land-based industries as a positive and rewarding career choice**

At present, many of Scotland's land-based employers are concerned about the lack of high quality new entrants to the sector. As Theme 1 describes, Lantra is committed to the promotion of Scotland's land-based industries, including raising awareness of career opportunities in the sector, to address current skills shortages.

### **Key areas from Theme 1 focussed on the outcome and impact of Lantra's work April 2017 to March 2018**

#### **Outcome 1: More employers and employees are actively engaged in championing skills and career opportunities in the land-based sector.**

The postponement to the end of March of the Annual Land-based and Aquaculture Learner of the Year Award due to weather conditions had minimal impact. It proved to be a highly successful event with 240 guests, the highest number ever to attend the Awards. Feedback has been excellent "Just perfect!", "It's great to see the focus of the evening being on the inspiring learners". Much of Lantra's wider work complements the Awards eg case studies, industry champions and employer engagement and a follow up trustees meeting considered how to take best practice into England and Wales.

A very productive Royal Highland Show which included the successful addition of working with industry partners to introduce interactive activities to the Lantra stand. This resulted in increased number of people being aware of skills and career opportunities within the sector. Business engagement was improved with Lantra staff attending various events and receptions. Head office staff responded to queries on training and instructor development with Lantra's Chief Executive, UK Chair and National Chair (Scotland) actively supporting business and stakeholder engagement.

Engagement with Developing the Young Workforce Regional Groups has resulted in Lantra influencing the addition of land-based career information in a new [online portal](#) to promote careers, Lantra being invited to sit on a subgroup looking at increasing the uptake of Modern Apprenticeships and being involved in the planning and delivery of land-based career events for 2018, thus raising the profile of the sector.

Lantra worked with the Royal Highland Education Trust (RHET) to increase knowledge of land-based careers within the education sector. A questionnaire prepared by Lantra was circulated by RHET to schools and evaluation of the results will help identify specific areas to focus on in 2018-19.

#### **Outcome 2: More potential new entrants (including young people) and career influencers have an increased awareness of the opportunities for careers in the land-based sector.**

Lantra Scotland have a [new website](#) which will improve access to career information for potential new entrants, the education sector and other career influencers. A new [qualification chart](#) featuring the full range of land-based sector vocational and academic qualifications can be accessed on the website.



Fergus Ewing, Cabinet Secretary for the Rural Economy and Connectivity, launched Lantra's Industry Champions Initiative at the 2017 Royal Highland Show. Champions are being seen as professional, knowledgeable and great ambassadors for their industries and wider sector. Over 1500 people have attended events where champions have been involved, helping us reach a wider audience. A new Champions newsletter was produced to highlight activities over the past year.

A selection of Lantra's Industry Champions are involved with the [Rural Youth Project](#) of which Lantra are a partner. They will be raising awareness of their jobs, industry and rural life by vlogging and will take part in an Ideas Festival in July involving other UK and International rural youth, supporting their personal development. The first champions vlog from [Jacob Eunson](#) has been uploaded.

Lantra organised two career workshops attended by 92 career influencers. Excellent feedback was gathered from evaluation during and post event including [vox pops](#). Key outcomes were that participants intended to share the resources and knowledge gained and explore new partnerships formed at the event (further evaluation details are included in Appendix 2).

The Education Scotland [Learning blog](#) includes Lantra's career workshops videos, promoting more widely sector opportunities.

There have been 27,357 views of Lantra career videos through Facebook and YouTube. Facebook video views demonstrated a 4,205% rise since 2016-17. Further stats are included within Appendix 3.

A new 360 video capturing the impressive technology used at harvest-time on a modern Scottish farm has been produced for virtual reality headsets and has proved a hit at career events. [Career videos](#) were also produced for rural skills, land-based engineering, aquaculture, agriculture, fisheries management, [trees and timber](#) and [horticulture](#). Case studies written for trees and timber, aquaculture and agriculture, all helping to showcase career opportunities in the land-based sector.

A key resource for primary schools (large poster) has been created to illustrate the breadth of industries involved in the sector and encourage interest at the early years stage. This has received very positive feedback and a growing demand from organisations and schools has resulted in several reprints, with the Moray region alone requesting copies for all primary schools and nurseries.

An '[Entry Routes to Rural Industries](#)' brochure has been developed to raise awareness in schools on the qualifications which can be delivered linked to the land-based sector

Land-based careers have been promoted at 24 career events including the Food & Drink Expo event, Scottish Apprenticeship Week activities and Northern Alliance Learning Festival as well as a further 150 career packs being circulated to schools by Lantra and the Royal Highland Education Trust.

## Theme 1 activities delivered April – December 2017

### 1.1 Land-based and Aquaculture Learner of the Year Awards

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Finalist case studies	20	29	10
Units of positive press coverage	40	97	100
Nominations	48	52	55
Flagship event	1	1	1
Attendance	240	240	200

## Case studies and press coverage

Prior to the Awards new case studies were developed on former Award winners with subsequent increased press coverage. A total of 15 [case studies](#) were prepared on 2018 Award finalists which are on the website and promoted through social media. A video from the previous event was used for promotion purposes prior to the Awards with a new [video](#) of the 2018 Awards produced. This will be used for promotion purposes on the website, newsletter and through social media and will support future sponsorship. Three further case studies have been filmed featuring previous winners of Awards. Photos can be accessed [here](#)



44 individuals were invited to attend the Awards ceremony as finalists. Three further case studies have been filmed featuring previous winners of Awards. Photos can be accessed [here](#)

## Finalists

44 individuals were invited to attend the Awards ceremony as finalists.

## Flagship event

Dunblane Hydro hosted the 2018 Land-based and Aquaculture Learner of the Year Awards, after a value-for-money assessment looking at a selection of alternative venues. Dougie Vipond from BBC Landward was the host and keynote speaker. Emma Staniforth, the 2017 Awards winner spoke on her experience of winning and being a Lantra Industry Champion with Heather Peck, Lantra's new UK Chairman delivering the vote of thanks.

### 1.2 Royal Highland Show

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Flagship event		1	1
Career Information and Networking events		5	4
Secondary school students and teachers engaged		140	50

## Engaging with students and teachers

A programme of Lantra and partner activities on the Lantra stand over the duration of the Show was prepared and circulated by Royal Highland Education Trust (RHET) to schools prior to event. Lantra organised for a speaker from the aquaculture industry (Scottish Sea Farms) to participate in the RHET/DYW Teachers event where 30 secondary school teachers engaged with a range of speakers from the food and drink industry.

## Future planning

A draft 2018 Show programme has been prepared with wider partnership working taking place, both in relation to the Scotland workplan and Lantra Awards colleagues (to promote opportunities for instructor recruitment and development, training and e-learning). The Skills for Farming Group are to work together to run sessions on agriculture careers which will be jointly marketed.

## 1.2 Industry Champions Initiative

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Recruitment of Industry Champions		16	15
Support Events	1	3	2

### Industry Champion recruitment

Fergus Ewing, Cabinet Secretary for Rural Economy and Connectivity, launched the Industry Champions Initiative at the Royal Highland Show. 15 Champions and 52 invited guests attended, with 3 Champions presenting on why they became involved.

Emma Staniforth, 2017 Land-based and Aquaculture Learner of the Year Overall winner spoke at the 2018 Lantra Awards on her participation and encouraged finalists to get involved with the Initiative.

An introductory event for new champions is taking place in April 2018.

### Support events and school engagement

Industry Champions have supported a variety of activities, including speaking at seminars, conferences, workshops and employment sessions; staffing Lantra stalls at career expos; promoting careers during Scottish Apprenticeship week and being interviewed on radio about their role.

The Industry Champions Knowledge Exchange Event was held at Glasgow Botanic Gardens in December to improve knowledge of each other's industries.



**Industry Champions Initiative Newsletter**  
Inspiring the next generation

Lantra's Industry Champions initiative, officially launched at the 2017 Royal Highland Show, is about helping to inspire the next generation of learners and supporting skills development in the land-based, environmental conservation and aquaculture sector. Our Champions are nominees of our Land-based and Aquaculture Learner of The Year Awards.

**Planned Champions activities 2018/19**

- 27 April: Industry Champions Introductory Event @ Inverimond Business Centre, Perth
- 11 May: Chairman's Reception - Agriculture @ Dunblane Hydro
- 21 June: Royal Highland Show - Industry Champions Event @ Ingleton
- September: Parliamentary Reception
- 30 October: Chairman's Reception - Aquaculture @ Inverness
- October: Northern Career Influencers Event
- Winter 2018: Industry Champions Conference

**Events**

Since the initiative began, our Industry Champions have supported:

- 19 events promoting land-based and aquaculture careers
- 5 business focused events
- 1 Parliamentary Reception
- 3 personal skills development events

## 1.4 Continuing review and redevelopment of promotional activities and materials

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Facilitation, monitoring and reporting of media	23	113	70
Suite of updated career brochures and PR materials	8	11	4
Refresh info panels	14	14	2
Career videos	2	7	3
Online info webpages	40	72	10
Primary resource		1	1

## **Press coverage**

Press coverage of the [new forestry case study](#) on Emma Staniforth, winner of Lantra's 2017 Awards, [Jack Fraser, Aquaculture Champion](#) and [Jakob Eunson](#), Agriculture Champion at the 2017 Awards. There were 26,198 views of Lantra career videos through Facebook and YouTube.

## **Brochures and PR materials**

Case study posters were created for the Royal Highland Show featuring the three Champions speaking at the Launch event. New feather banners promoting careers and skills were produced and used at the same event. Career leaflets and a display stand have been provided to RHET to display in their office and they have also distributed 66 land-based career packs to schools and at focussed events. USB's containing career information and videos have been distributed at various events, attended by Champions and Lantra staff. A land-based STEM promotional A5 flyer with helpful websites has been designed to be used at future career events to help highlight where STEM is used in jobs within the sector.

A new suite of updated [career brochures](#) has been produced highlighting some of the new Lantra Award winners.

## **Career videos**

Shortened versions of existing [career videos](#) have been produced and drone footage added into existing aquaculture and gamekeeping videos. Career videos have been provided to Education Scotland to be used on their websites. A 360 virtual reality video to showcase agriculture careers along with videos on rural skills, land-based engineering, horticulture and trees and timber careers were produced.

## **Website updates**

The new Lantra Scotland website has an enhanced [careers area](#) which will be further developed in 2018-2019. Links to videos from the Scottish Association of Young Farmers Clubs are included demonstrating the breadth of career opportunities within the agriculture industry and supply chain. The Lantra Scotland team also took part in the Developing the Young Workforce (DYW) #NoWrongPath social media initiative, which aimed to demonstrate to young people that there are various pathways to careers.

## **Primary school resources**

A [primary school poster](#) for teachers and pupils has been produced following feedback on the lack of information on careers in the land-based sector for early years' pupils. Lantra has taken this poster to career events and sent to schools and it has received a very positive response. RHET are helping to distribute the poster to primary schools and at events. A more robust poster has now been designed for RHET co-ordinators and volunteers to use within schools.

## **Social Media**

Lantra introduced an Instagram page in March to build on its social media presence with 116 following activity and will work to build on this and facebook and twitter followers. (Further social media stats can be found at Appendix 3)



## 1.5 Partnership working to promote careers

Key outputs	Achieved in Quarter 4	Achieved in Q1-Q4	Annual Target
Partnership agreements	1	2	3
Developing Scotland's Young Workforce meetings	1	7	4
Career events	16	24	3

### Partnership agreements

Lantra have a Memorandum of Understanding with RHET. Following the delivery of a presentation at the RHET Board and Co-ordinator forum, RHET coordinators circulated a questionnaire prepared by Lantra to school contacts to ascertain the level of knowledge of land-based careers. The result will help inform Lantra's work. Thirty career packs have been sent to schools who requested them through the questionnaire.

Lantra have a partnership agreement with regards to the Rural Youth Project which is focused on rural youth, to better understand and support their needs, desires and challenges. Discussions are taking place with regard to a joint event at the Royal Highland Show and a Parliamentary Reception.

Lantra led on a [Scottish Farmer article](#) on behalf of the Skills for Farming Group promoting modern apprenticeships in agriculture from an employers perspective.

### Developing Scotland's Young Workforce

The land-based sector is now included as part of the West Lothian Developing the Young Workforce (DYW) portal using Lantra videos and signposting to Lantra career materials to highlight opportunities in the sector. The relationship with DYW West Lothian has developed and Lantra are now working in partnership to deliver a farm to fork career event in April 2018. Lantra attended the Perth and Kinross DYW Roadshow focussed on linking education with industry and meetings have been held with various DYW Groups to look at how careers within the land-based sector are promoted within their regions and investigating opportunities to work together. A Highland career influencer event is planned for 2018.

### Career Events

Organised, attended and presented at a range of career events, including Lantra career workshops, Aquaculture 2017, Food and Drink Careers Expo, 'Making Rural Education Work' Holyrood Event, Scottish Learning Festival 2017, Highland Showcase for Food and Drink Careers, a series of career workshops and careers fairs, high school business breakfasts and Fife Food and Farming Day. Lantra are a member of the Moray Skills Partnership group and have been involved in the planning of a Growing Your Future career event in June 2018. Lantra were involved heavily with Scottish Apprenticeship week and both Lantra staff and Champions attended career events throughout Scotland during that week. Took part in the SCQF Festival (Linking the Learning Journey) focussed on 15-24 Learner Journey.

USB's containing videos and career information along with hard copy leaflets were provided to support 70 school career events, helping to increase awareness of opportunities in the sector.

## **Theme 2: Promoting the benefits of, and opportunities for, investment in learning and skills development to Scotland's land-based industries**

Effective engagement with employers in the land-based sector is crucial to identifying skills gaps and encouraging investment in skills-development. Theme 2 describes Lantra's activities to promote investment and skills development by employers in the land-based sector to address skills gaps and contribute to business growth.

### **Key areas from Theme 2 focussed on the outcome and impact of Lantra's work April – December 2017**

#### **Outcome 1: Increased awareness and understanding of the business benefits of investing in learning, skills development and training**

Support was offered to Lantra's Scotland Chair on his Champion role in the 'Future of Scottish Agriculture' strategy, which included research into land-based qualifications delivered in schools, progression routes, attendance at Education Pathways Working Group meeting, contributing to the 'Working Group Away Day' and feedback on the Discussion Document.

Direct industry engagement was undertaken through our Chairman's receptions with productive discussions on learning, skills development and training, with follow-up notes sent and key outcomes identified. There was an improved understanding amongst partners involved in the Skills for Farming group on skills development and training and planned partnership working in 2018.

392 specific requests for advice or support through the Lantra Scotland email account and by phone were dealt with by the Lantra team, ranging from information on Modern Apprenticeships through to training courses and instructor development.

Lantra contributed to the Future of Scottish Agriculture Working Group and Discussion Document focussed on education and training to help inform the Cabinet Secretary's Rural Skills Action Plan. Lantra has also joined the Scottish Food and Drink Skills Board to help deliver Ambition 2030.

There has been improved awareness and understanding amongst Lantra Awards colleagues of the scale, nature and key organisations helping to deliver the Forest and Timber Technologies Skills Action Plan. The case study for Emma Staniforth (2017 Lantra learner of the year overall winner) has been profiled in the Forestry Journal and Dumfries and Galloway Life, with a total circulation of 36,000.

As a result of Lantra's work with the Deer Management Round Table and industry engagement to review VQs and MA's, more employers are aware of the business benefits of investing in learning, skills development and training.

There has been an increase of 9% in newsletter subscribers, a 21% increase in Twitter followers and a 17% rise in those liking our Facebook page.

Enhanced reporting of Modern Apprenticeship data can be seen in Appendix I.

## Outcome 2: Increased investment in learning, skills development and training

The Lantra Scotland team have been given key industries to lead on resulting in new contacts being developed, wider support for Lantra's standards and qualifications work, requests for Evidence of Demand for MA's from Skills Development Scotland, industry feedback on review of career brochures and future opportunities for sponsorship for our annual Awards.

Responding to discussions at the Royal Highland Show, a forestry and arboriculture workshop was run to support providers, instructors and assessors in Scotland. This resulted in improved awareness and understanding of Lantra's work in Scotland among the provider and instructor network and wider forestry industry, and improved awareness of Confor's work and timber technologies (processing and manufacture).

Our relationship with industry has made it possible for employers to provide the time off for 16 Champions to support skills and careers opportunities.

Lantra has provided support for a Level 4 Technical apprenticeship in the rural sector, working with representatives from a selection of industries, training providers and stakeholders, which will offer enhanced progress into agriculture and wider rural industries.

## Outcome 3: Improved business performance through investment in learning, skills development and training

Lantra have joined the new Scotland Food and Drink People and Skills Board with the opportunity to highlight the importance of skills development to improved business performance.

The successful linking up of employers and young people, one being taken on as a Modern Apprentice (follow up by a telephone call from employer to advise that they were both delighted with Lantra's support) and a school pupil looking to carry out an agricultural work placement and linking them with a local Estate .

Through attendance at the Federation of Sector Skills and Standards Scottish leads forum, there is an improved understanding of cross-sector skills challenges and initiatives, Scottish Government's work on skills and recent Skills Development Scotland work on defining apprenticeships.

## Theme 2 activities delivered in April-December 2017

### 2.1 Business engagement, and celebration of skills initiatives, at shows and events

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Industry shows and events attended	1	6	6
Show stands hosted	1	2	2

## Industry shows and events

Lantra engaged with industry, delivering presentations at NFUS group meetings and seminars; the Aquaculture UK Conference in Stirling and at the Borders Union Show in partnership with Borders College. Also attended the Game Fair and Agriscot and took part in partner events, including a Dairy Hub session.

Engaged with business at Land-based and Aquaculture Learner of the Year and discussions included future financial support and additional awards.

### Show stands

Lantra's stand at the Royal Highland Show was extremely busy and there was extensive business engagement over the four days, including support for providers and instructors.

Lantra took a stand at the New Entrants to Farming Gathering promoting Lantra's work and training opportunities.



## 2.2 Business and stakeholder engagement events to inform skills development priorities and celebrate skills initiatives

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Business engagement events and activities facilitated or supported	2	8	5
Business representatives engaged	28	168	100
Industry speakers contributing		15	15

### Business engagement events and activities

Lantra participated in Skills Group meetings with NFUS, SRUC, RHET, SAYFC, SDS and Borders College looking at an action plan for ensuring agricultural education is fit for the future. Two Chairman's receptions were run on encouraging the industry to support young people and new entrants into agriculture. Lantra attended the Stirling Council Fisheries event, Highland Environment Forum and Outdoor Access Trust for Scotland's annual meeting and trainee celebration event in Perth.

Through business and provider engagement, specifically with Glen Tanar Estate, Buccleuch Estate, Scotland's Rural College and the Skills for Farming Group it has been identified that there is a need for employer information to address lack of knowledge on employment requirements when taking on a modern apprenticeship. Prior discussion with businesses and employers is to take place, an event run in May 2018 followed by guidance which will be part of an employer mentoring pack.

### Industry speaking opportunities

Lantra was invited to speak to employers at the NFUS Argyll and the Isles and Central and Forth joint board meeting on modern and shared apprenticeships. A presentation was also delivered to NFUS Women in Agriculture Argyll and the Islands event, raising the profile of Lantra's work to an audience of around 50 attendees and focussed on linking the education sector with industry, routes into careers in

agriculture and training. Lantra presented at the Argyll and the Isles Agricultural Forum on their work and results of the shared apprenticeship scoping study.

## 2.3 Conversation with Industry

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Meetings with industry partners where skills are considered	27	74	70

### Industry partner meetings

Lantra attended a range of industry events, including various cross-party groups, the Future of Scottish Agriculture Working Group, NFUS/SRUC agriculture education workshop, the Learner Journey: Aligning Learning, and a Skills and Career Development event. Lantra also attended meetings with the Scottish Association of Young Farmers Clubs, Rural Skills Scotland, Countryside Learning Scotland, Crofting Training Panel, Women in Agriculture, North East Scotland Agriculture Advisory Group, Scottish Natural Heritage, ADH/SRUC Brexit Roadshow, Monitor Farm Meeting, Celebrating Women in Agriculture Parliamentary Reception, Career Ready, Rural Skills Scotland, Scottish Aquaculture Innovation Centre, Museum of Rural Life, Scottish Gamekeepers Association, and Scottish Land and Estates. The Lantra Scotland Director was also invited to be a member of the Forestry Shared Apprenticeship Project Advisory Group.



## 2.4 Labour market skills research to evidence demand and inform consultations and priorities

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Research report	1	2	1

### Research

A research report was commissioned on workplace assessor provision in Scotland, intended to complement the earlier work completed on instructor resource and challenges (cross referenced in 3.4).

## 2.5 Food and drink industry engagement

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Scotland food and drink meetings Delivery of 2017-18 skills investment plan activities	3	12	15



## Food and drink industry meetings and reporting

Lantra attended the Scottish Food and Drink Communications Group and Scotland Food and Drink Skills Group meetings along with the Excellence Awards. Lantra updated activity monitoring reports for Priority 1 of the Food and Drink Skills Investment Plan (SIP) and worked with partners on a Food and Drink SIP communication plan.

Lantra attended the first meeting of Scotland Food and Drink People and Skills Board following restructuring. The new structure includes a Scotland Food and Drink Implementation Group which Lantra also sit on and where they provided an update in their role as a Priority Leads.

## 2.6 Forest and timber technologies industry engagement

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Delivery of 2017-18 skills action plan activities (skills group meetings)		1	4

### Skills group meetings

Lantra took part in a Scottish Forest and Timber Technologies Skills Group Meeting but no other meetings have been arranged regarding skills action plan activities.

### Skills action plan activities

Lantra contributed to the education marquee in the Forestry Arena at the Royal Highland Show, using marketing material to promote careers and training for the industry. Support was provided in the planning and delivery of a forestry and arboriculture provider and instructor briefing event. Emma Staniforth, winner of Lantra's 2017 Land-based and Aquaculture Learner of the Year Awards along with other Lantra champions in the sector, spoke on behalf of Lantra at various events on careers within the trees and timber industry. Emma also spoke at the annual Awards about her job role and involvement with the Industry Champions Initiative. A new case study was prepared to promote careers.

## 2.7 Support for partnership working

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Partnership skills activities	2	5	5

### Partnership development

Partnership work was undertaken at the Royal Highland Show with The Mountains and The People, the Scottish Salmon Company and Glasgow Council horticulture unit. Lantra has taken part in various NFUS/SRUC Skills for Farming steering group/partnership meetings which focus on the numbers of apprentices in agriculture, gaps in school education and opportunities to engage with other partners. A review meeting was held with the Business Development Manager from Lantra's Farming and Rural team to improve awareness and understanding of engagement with training providers and instructors.

## 2.8 Promotion and marketing

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Units of positive press coverage	51	77	30
Quarterly e-newsletter E-newsletter distribution	915	3 915	4 850
Business case studies	5	5	4

### Press coverage

A Lantra advertorial page was placed in the Scottish Farmer Royal Highland Show preview edition. On behalf of the Skills for Farming Group, Lantra led on another Scottish Farmer advertorial to support Scottish Apprenticeship week. Henry Graham, Lantra's Chairman was also featured in the week following the Apprenticeship week article speaking about skills development in the agricultural sector.

### Newsletter

A new template was created to improve newsletter design resulting in more effective communication. A signup form was added to the Lantra Scotland Facebook page. There was an overall increase of 9% in newsletter subscribers to 915. Lantra Scotland's calendar was circulated to 265 key contacts.

### Business case studies

Business case studies have been produced to cover agriculture, horticulture, trees and timber, rural skills and [land-based engineering](#).

A short [video](#) on land-based employers' views on developing their staff.



## 2.9 Federation of Sector Skills and Standards Scottish leads forum

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Scottish leads meetings	1	1	2

### **Theme 3: Ensuring that learning and training provision address the requirements of Scotland's land-based industries**

Although Scotland's land-based workforce is skilled in many areas, workers often lack formal qualifications. This poses a challenge for participation in learning and training opportunities. As a result, this theme focusses on ensuring that there is a strong understanding of the learning and training requirements for Scotland's land-based industries, and that this is reflected in skills policies and strategies.

#### **Key areas from Theme 3 on the outcome and impact of Lantra's work April – December 2017**

##### **Outcome 1: Increased awareness and understanding of land-based and aquaculture learning and training provision amongst industry businesses and organisations and other key stakeholders (eg Scottish Government)**

As a result of Lantra's education pathways research, members of the Cabinet Secretary's Education Working Group and other stakeholders have an increased awareness and understanding of land-based learning and training provision. Linked to this work, Lantra's Scotland Chair has also been invited to join the Scottish Apprenticeships Advisory Board, helping to raise awareness and understanding, and ultimately support, for sector businesses

A Skills Briefing event was held in December, which brought together relevant industry skills updates and encouraged engagement with industry partners. 36 delegates took part and the post-event evaluation identified that the single biggest reason for attending the event was to improve knowledge, especially of new initiatives, hear examples of good practice and to find out how delegates' own organisation could fit in to the work of others and that these objectives had been met.

##### **Outcome 2: Skills policies, strategies and support increasingly reflect the needs of land-based and aquaculture businesses**

Lantra offered support for the Scottish Government's industry champion's agriculture discussion document, which may include further opportunities to help inform recommendations and subsequent strategy and also informed Lantra's Scotland work plan for 2018-2019 and beyond.

A [career progression route map](#) to clarify pathways and identify gaps has been completed and can now be accessed through the new website. This is a single point where information is held for all sector qualifications. This will subsequently support increased awareness and understanding of learning and training provision.

Lantra's engagement with Scottish Qualifications Authority, Skills Development Scotland, City & Guilds and the Scottish Government (Women in Agriculture) has helped to ensure that skills policies increasingly reflect the needs of land-based and aquaculture businesses.

Lantra's industry engagement has supported reviews of SVQ's and Modern Apprenticeships, all of which ensure qualifications remain relevant to industry.

Lantra has responded to various consultations to ensure its work reflects the needs of land-based and aquaculture businesses.

Through attendance at the Road Haulage Skills Group hosted by Skills Development Scotland there is an improved awareness of road haulage skills issues impacting on livestock, round timber and bulk liquids and potential partnership work in relation to careers influencers events.

### Outcome 3: Increased uptake of land-based and aquaculture learning and training provision

Work has been carried out for the draft Scottish Agricultural Wages Board Guidance and Order to ensure correct references to qualification levels and, potentially, improve work-based progression into Modern Apprenticeships.

Lantra has supported increased investment in learning through active participation in one shared apprenticeship pilot (trees and timber) and scoping for a second (agriculture). A new dairy apprenticeship is being piloted to address skills gaps in this area.

Through linking up the E-Learning contact at Lantra Awards with the Crofting skills group, Forestry Commission and Aberdeen University, opportunities are now being investigated for new e-learning material to support the sector.

### Theme 3 activities delivered in April – December 2017

#### 3.1 Influence and promote policies, strategies and other industry and stakeholder driven learning and training initiatives, including appropriate benchmarking

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Consultation responses	1	9	3
Enquiry responses	126	392	40
Skills policy briefing event		1	1

#### Consultation and enquiry responses

Lantra responded to a number of consultations, including Scotland's Rural College strategy, current education and training provision in organic production, SRDP evaluation, Scottish Apprenticeship Advisory Board 'Defining an Apprenticeship' and the Scottish Government agriculture champions' discussion document, to help inform strategy for the future of Scottish agriculture from an education, skills development and training perspective and reviewed and updated the Highland Biodiversity Action Plan. Lantra also attended the SRUC Skills Summit/consultation event in Edinburgh.

#### Skills policy briefing

One-to-one review/briefing meetings were held with Skills Development Scotland and Ayrshire Council. A Skills Briefing event was held which brought together relevant industry skills updates and encouraged engagement with industry partners.

#### Group Meeting

Lantra attended cross-party groups on skills in the Scottish Parliament. The specific outcomes were improved understanding of digital technologies in a skills context, and wider engagement in Scottish skills, the apprenticeship family and partnership working with local industries.

## Media coverage

An interview was conducted with Radio Borders regarding gender imbalance in land-based Modern Apprenticeships, together with initiatives to promote awareness and uptake.

### 3.2 Facilitate effective industry engagement to maximise impact of standards, qualifications, and apprenticeship frameworks development activities, potentially to include trees and timber, fisheries management and crofting

Key outputs	Achieved in Q3	Achieved in Q1-Q3	Annual Target
Standards, qualifications and apprenticeships review including industry	1	7	6

#### Standards, qualifications and apprenticeships review

Lantra assisted with industry engagement and organisation, and contributed to Review Meetings for Fisheries Management National Occupational Standards, SVQ, and Modern Apprenticeship levels in Equine, Game and Wildlife and Trees and Timber, and the Technical Apprenticeship in Agriculture. Lantra supported Skills Development Scotland with projecting 2018/19 Modern Apprenticeship demand and contributed to developing a strategy for Scottish agricultural career pathways.

Lantra attended and delivered an update paper at the Road Haulage Skills Group hosted by Skills Development Scotland.

### 3.3 Facilitate and support innovation in skills, qualifications and apprenticeships delivery

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Shared apprenticeship pilot	1	2	2
Support for industry initiatives		3	3

#### Shared apprenticeship pilot

Lantra sits on the Rural Skills Scotland shared apprenticeship pilot steering group which is now moving towards evaluation stage. A scoping study for Argyll and the Islands was commissioned and a consultant conducted research into a potential model for delivery of an agriculture shared apprenticeship. The results have been presented to the Argyll Agricultural Forum and the National Farmers Union of Scotland are to discuss further with other interested groups.



A hosted apprenticeship pilot is being taken forward for the North-East of Scotland with partners Ringlink, SRUC and Opportunity North East. It is now at recruitment stage.



## Qualifications

Lantra is involved with supporting the investigation of including additional routes under the Rural Skills Modern Apprenticeship as well as supporting industry involvement in the development of the SVQ Level 4 Rural Land Use and Management Apprenticeship which has been approved by Skills Development Scotland and it is anticipated the Apprenticeship should be ready for delivery in Autumn 2018.

## Industry initiatives

A meeting was held with Skills for Farming partners at SRUC Oatridge to review current delivery priorities and future developments. Further contact was also made with organisers of RHASS President's Initiative for the 2018 Royal Highland Show, which will focus on agriculture careers and vacancies.

Reviewed position regarding farriery apprenticeships with standards and qualification colleagues in response to the Scottish Government and Scottish Enterprise enquiry. Potential impact is consideration of Scotland-specific provision reflecting the Welsh Government's approach although a complementary vocational qualification would require to be developed.

### 3.4 Promote and support improved training provision in Scotland

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Instructor mapping report		1	1
Instructor development	11	28	10

#### Instructor mapping report

Two consultants were engaged to carry out research and produce an Instructor Mapping report, which provided information on current instructor provision for the rural sector in Scotland. The report evidences geographic and skills gaps in Scotland's land-based industries, and will help to inform recruitment by awarding organisations to support skills development. The report has been distributed to key partners, including the Scottish Government, SQA, City and Guilds and to Lantra Award colleagues and Board members to help inform resource development.

#### Workplace assessor provision

Following the instructor mapping report, a complementary research report on workplace assessor provision was commissioned to gain a greater understanding of the full scale and use of workplace assessors in the landbased Scottish Vocational Qualifications (SVQs) and Modern Apprenticeships (MAs) delivered in Scotland.

#### Instructor development

Information has been provided to various organisations regarding registering as Lantra training providers including a riding and vaulting centre looking to deliver the Modern Apprenticeship in Equine. Lantra also facilitated direct engagement between trees and timber instructors and Lantra forestry and arboriculture colleagues at the Royal Highland Show. The Lantra Scotland team have engaged with 28 potential instructors.

## **Theme 4: Facilitating effective delivery and integration of Lantra's work plan**

To achieve effective delivery of Lantra's work plan, there must be active engagement between Lantra's management and staff, as well as effective monitoring and reporting. Theme 4 focusses on the activities aimed at achieving these outcomes.

### **Key areas from Theme 4 focussed on the outcome and impact of Lantra's work April – December 2017**

#### **Outcome 1: Effective oversight, management and delivery of Lantra's Scotland work plan**

Positive stakeholder satisfaction feedback to support corporate performance indicator, specifically from Ricardo Energy & Environment and the Scottish Government

An increased awareness and understanding of Lantra's work has been achieved through increased newsletter distribution and achievements and highlights added to the website.

Activities delivered have ensure continued effective oversight, management and delivery of Lantra's Scotland work plan.

Following briefing meetings, Lantra's Chief Executive and new UK Chair have now committed to help strengthen instructor resources, following a related presentation on the Instructor resource research at Lantra's skills briefing event.

A BSI. ISO9001 quality audit was carried out. No non-conformities were identified and findings were that Lantra was in line with the strategic direction and intended results of the quality management systems, particularly with regard to maintaining the current relationship with Scottish Government and environmental, land-based, aquaculture and conservation businesses. It also concluded that the management system has demonstrated that it is designed to support the strategic direction and deliver the intended results.

Lantra has worked with Blake Stevenson consultants to develop and progress outcomes and indication of impact in the workplan and associated reports, which will help inform work plan evaluation, development and delivery.

Monthly finance review meetings with Lantra's Head of Operations ensures active financial management of Scotland's work plan operational and direct costs.

Submitted Scotland's contribution to Lantra's 2018-2021 business plan, including activity and budget forecasts which will improve alignment of Scotland's workplan and farm advisory service work with Lantra UK strategic and business planning.

The impact of the 2 team development days is improved knowledge of the sector and enhanced team working and communication.

Lantra Scotland's director benefitted from training to support positive performance management.

## Theme 4 activities delivered April - December 2017

### 4.1 Pledge and summary report

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Pledge promoting key 2017-18 activity		1	1
Reporting summarising key achievements		1	1

#### The Pledge

The [Pledge](#) for 2017-2018 highlighting Lantra's commitments has been updated on the website.

### 4.2 Team, Lantra and stakeholder group development and reporting

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Team meetings	3	12	12
Trustee meetings	1	4	4
Management team meetings	1	5	6
Recruitment		2	2
Stakeholder group meetings	1	2	2
Stakeholder group reports	1	4	4
Cross-border engagement/sharing good practice Wales and Northern Ireland	2	2	2
Team development activity	2	2	2

#### Meetings

Twelve team meetings have been held, helping to ensure good communication across the team regarding upcoming key events and activities and updates on specific areas which impact on Lantra's work including the General Data Protection Regulations and team health and safety. Quarterly project management group meetings are held with the Lantra Chief Executive and Chief Operating Officer.

Scotland trustee meetings helped to share improved understanding of education and training recommendations from Scottish Government agriculture champion work and to inform Lantra's 2018-2019 Scotland work plan.

Joint work with colleagues in Lantra's Wales team to improve awareness and understanding of work in the devolved nations among trustees and Lantra's Board.

## Recruitment

Project Co-ordinator Annabel Baker and Policy and Partnerships Co-ordinator Jeni Adamson were recruited and started with Lantra Scotland on 30 May 2018. Jeni and Annabel visited Stoneleigh for a Head Office induction and to better understand Lantra's wider team roles and responsibilities.

## Stakeholder group reports

Lantra delivered the mid-year report to the Stakeholder Group with positive feedback. Specific actions include expanding the group. Lantra invited Scottish Natural Heritage and Developing the Young Workforce representatives to join the Group and they have agreed resulting in broader representation.

Drafted Lantra Scotland Departmental Plan 2018-2019 which includes performance indicators to be finalised when the Lantra business plan has been refined and circulated.

## Cross-border engagement

A strategy paper and joint presentation with the National Director (Wales) was delivered to Lantra's Board of Trustees regarding strategic planning and delivery in the devolved nations. A Quarterly Project Management meeting was held with the Executive Team, National Director (Wales) and Standards and Qualifications Manager. Lantra Scotland also attended a quarterly project management meeting at Lantra's head office, with specific outcomes including raising awareness of food and drink skills investment plan work with Lantra Wales colleagues (sharing good practice). A trustee meeting was held following the Land-based and Aquaculture Learner of the Year Awards and discussion took place on how to take best practice into development of the Wales Awards and opportunities for English Awards.

## Team development

Lantra Scotland staff undertook a range of development activities including manual handling training, an equality and diversity workshop, and 2 team development days. Lantra are now a career ready mentor and the Project Manager is mentoring a young person through the career ready initiative and providing an internship to help prepare them for the world of work. Three of the staff have completed GDPR training and are cascading this information to the remaining staff to ensure compliance.

Staff took part in 2 development days, one to enhance their knowledge of an industry, in this case equine and the other to enhance communication and team building skills.



## 4.3 Quality Assurance

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Internal audit		1	1
External audit		1	1

### Internal and external audits

An internal audit and BSI. ISO9001 quality audit was completed at Lantra Scotland office with no non-conformities identified.

#### 4.4 Work with Scottish Government and Stakeholder Group to develop work plan proposal for 2018-2019 and beyond

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Workplan submitted and approved	1	1	1

Scotland Workplan for 2018-2019 revised, resubmitted and accepted with formal Offer of Grant from the Scottish Government. Updates were principally to accommodate education and training recommendations from the Scottish Government's agriculture champions.

#### 4.5 Summary annual report

Key outputs	Achieved in Q4	Achieved in Q1-Q1	Annual Target
Report 1	1	1	1



## Staff resources and performance against budget

Lantra's team in Scotland comprises six full-time, and one part-time members of staff. See [meet the team](#).

Strategic support at a governance level is provided by Lantra's National Chair for Scotland (who sits on Lantra's Board of Trustees), and at a management level by Lantra's Chief Executive and Executive Team. Heather Peck has now replaced Valerie Owen as Lantra's UK Chair.

Lantra's Scotland Director reports directly to the Chief Executive and is an active member of the wider Project Management Group. Business support (including information technology, human resources and financial management) is provided by colleagues based in the head office, as is support for more specialist areas of work. Examples of the latter include work on standards, qualifications and Modern Apprenticeship frameworks, safety and health awareness days, and support relating to commercial training products, providers and instructors.

The Scottish Ministers' Offer of Grant to Lantra in 2017-2018 is up to the value of £477,850 for delivery of an agreed work plan. Principal areas of expenditure relate to fixed and operating costs (including staff) and to direct costs. The Offer of Grant requires a quarterly update on actual expenditure to date compared with profiled expenditure (and the reasons for any significant variations):

- In the 12 month period to 31/03/18 Lantra claimed £477,511,53

## Further information

Please contact Kevin Patrick (Scotland Director) or Sheena Howden (Project Manager) if you would like to discuss Lantra's Report to 31 March 2018 in more detail, or have any specific queries:

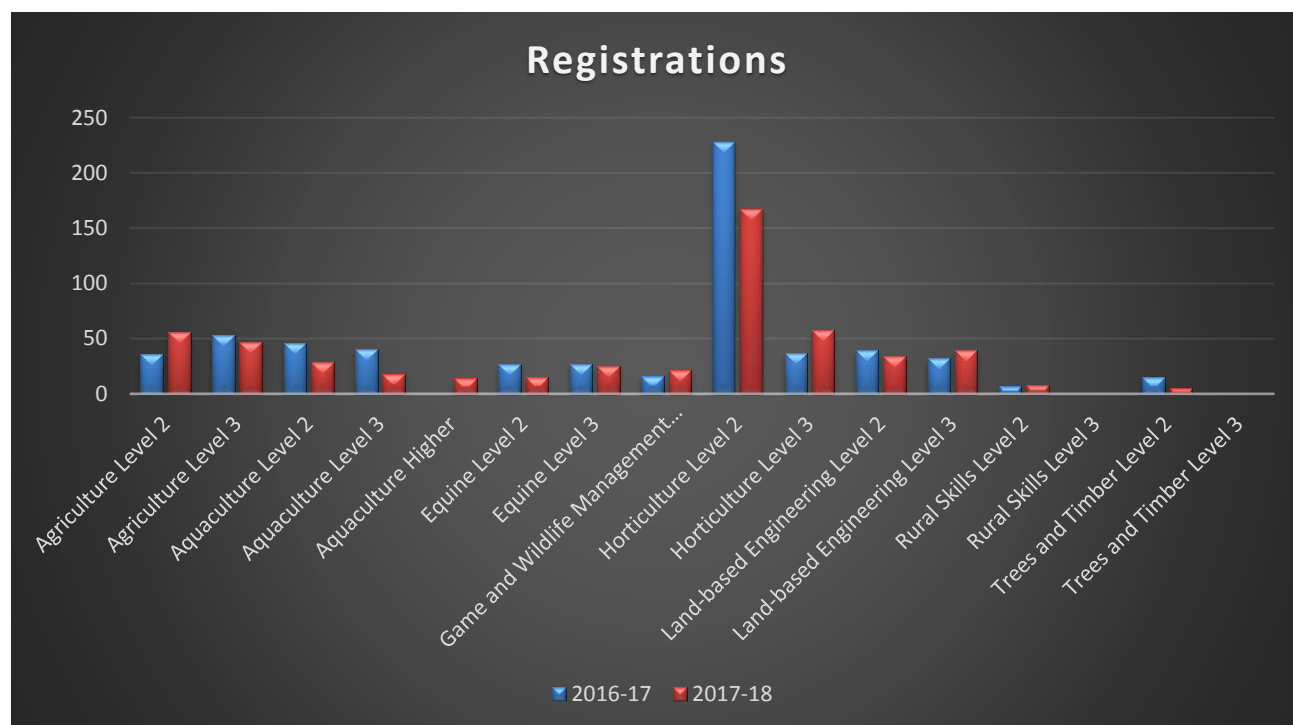
Lantra Scotland  
Inveralmond Business Centre, Auld Bond Road, Perth, PH1 3FX

Kevin Patrick  
07867 908187 / [kevin.patrick@lantra.co.uk](mailto:kevin.patrick@lantra.co.uk)

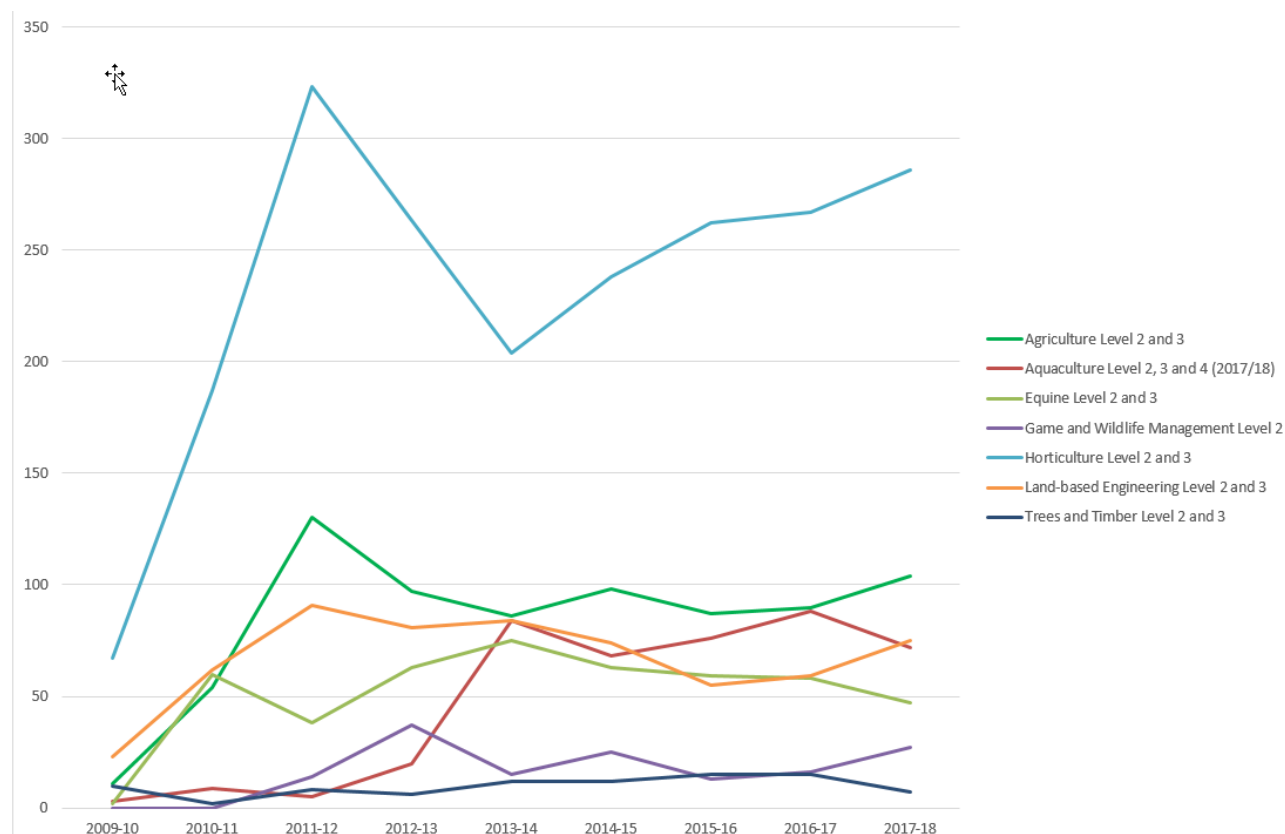
Sheena Howden  
07557 479427 / [sheena.howden@lantra.co.uk](mailto:sheena.howden@lantra.co.uk)

## Appendix I - Land-Based and Aquaculture Modern Apprenticeships registration data and trends

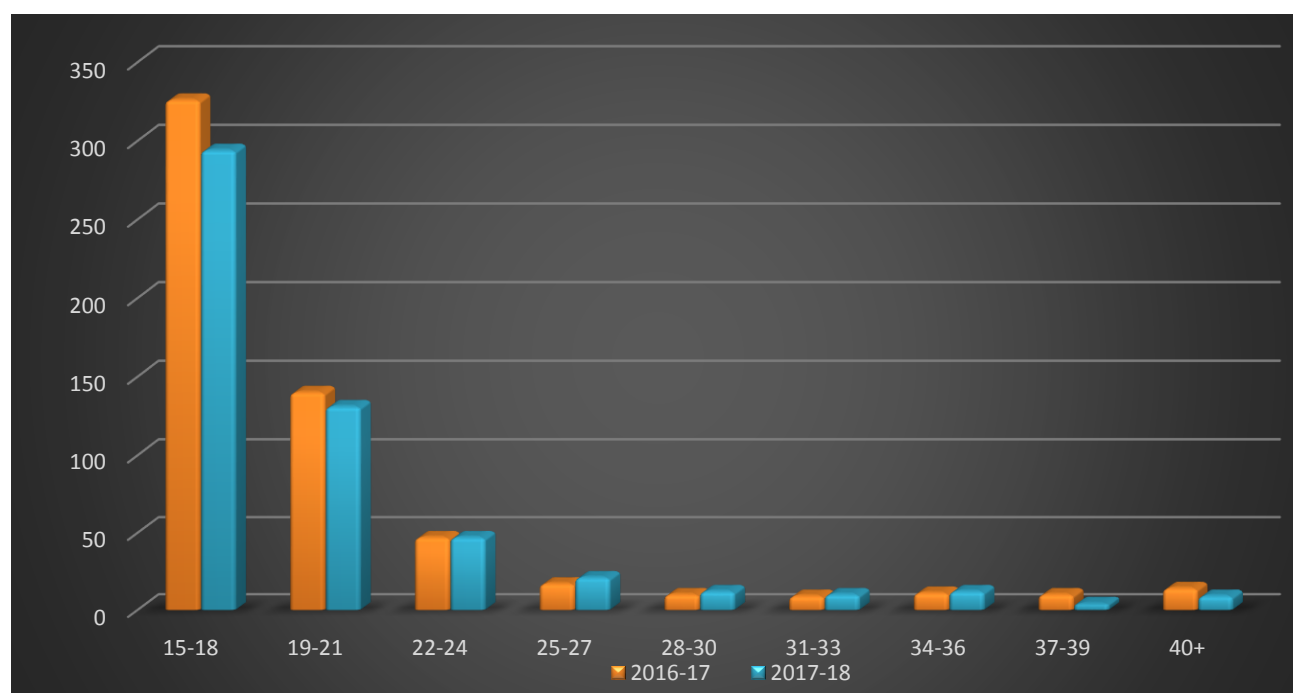
### Registrations by framework and level April -March 2016-2017 and 2017-2018



### Land-based Modern Apprenticeship registrations by framework, 2009-2018

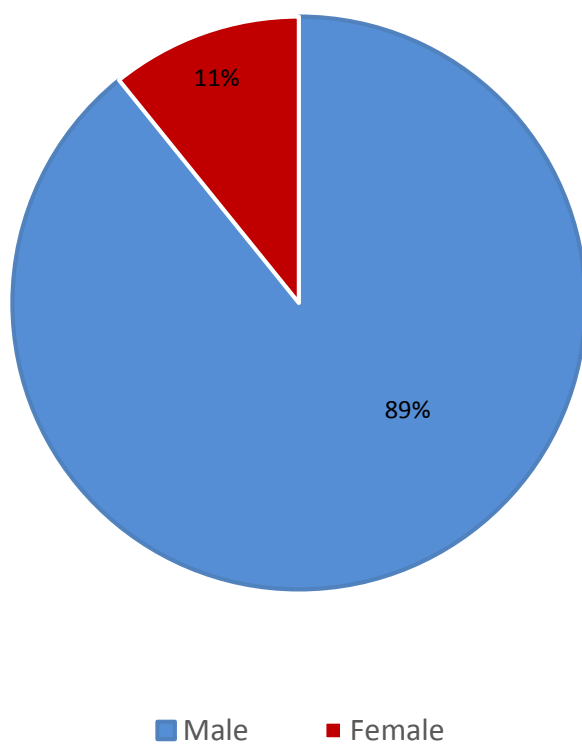


## Registrations – age at start April to March 2016-2017 and 2017-2018



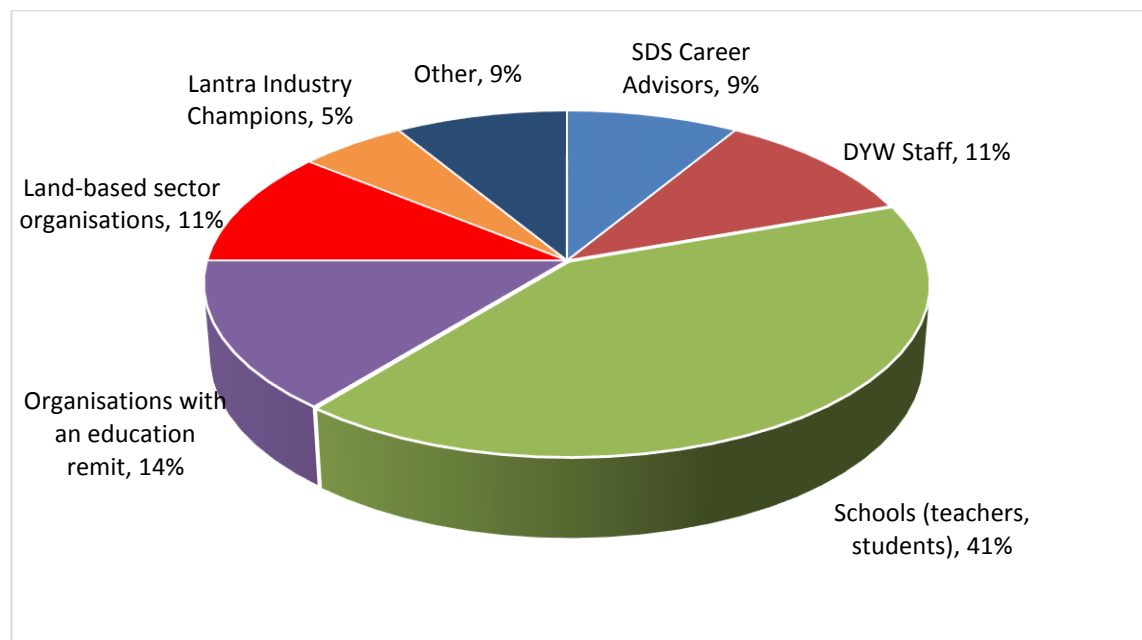
## Lantra Scotland Gender in Registrations 2017-18

(Note: This is the same as in 2016-17)



## Appendix 2: Evaluation of Scotland's Careers Workshops (92 Delegates)

Figure 1. Delegates by Representation



The feedback, collected through answers to specific questions, [vox pops](#) and a post event questionnaire (38 responses) has been both positive and encouraging, demonstrating that there is a need for these events in raising awareness of careers within the land-based sector.

Specific feedback:

*"I thought the presentations were all great – a really good mixture."*

*"I found this format very useful and it was great to know that we had contacted every delegate that was present which wouldn't have occurred in the informal networking format."*

*"Very helpful – I really enjoyed this as it was a relaxed atmosphere and conversational. The participants and ambassadors were very engaging."*

*"I have learned so much at the event. It really brought the industry to life."*

*"As a careers advisor, it is great to get up-to-date relevant information."*

*"This really opened my eyes to the wide variety of career opportunities and I will be passing this onto the pupils in our school."*

Figure 3. “What do you want to learn today?”

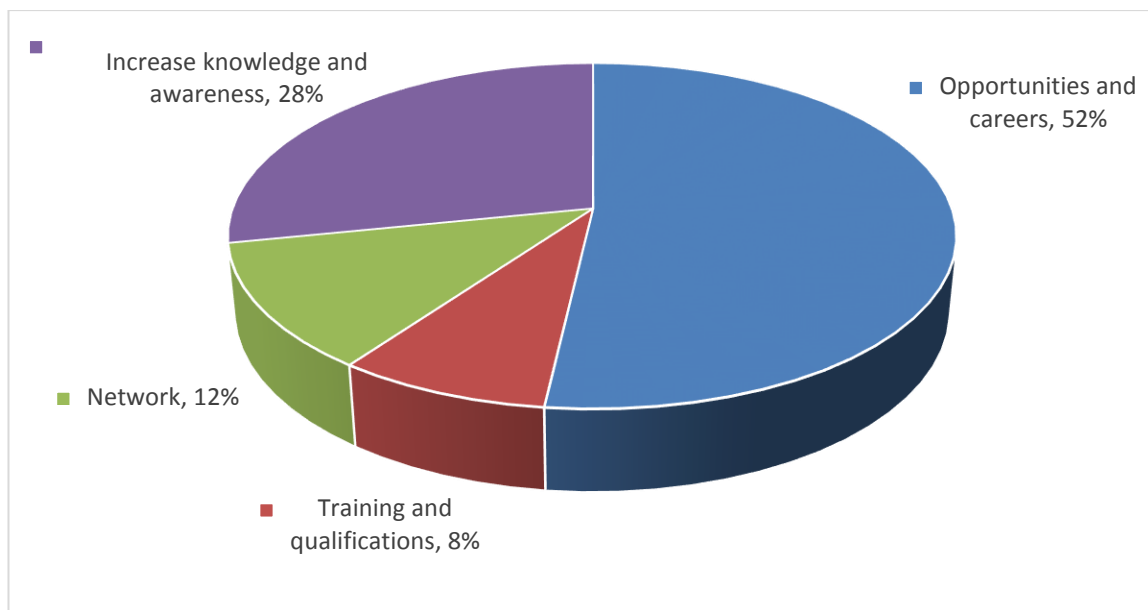
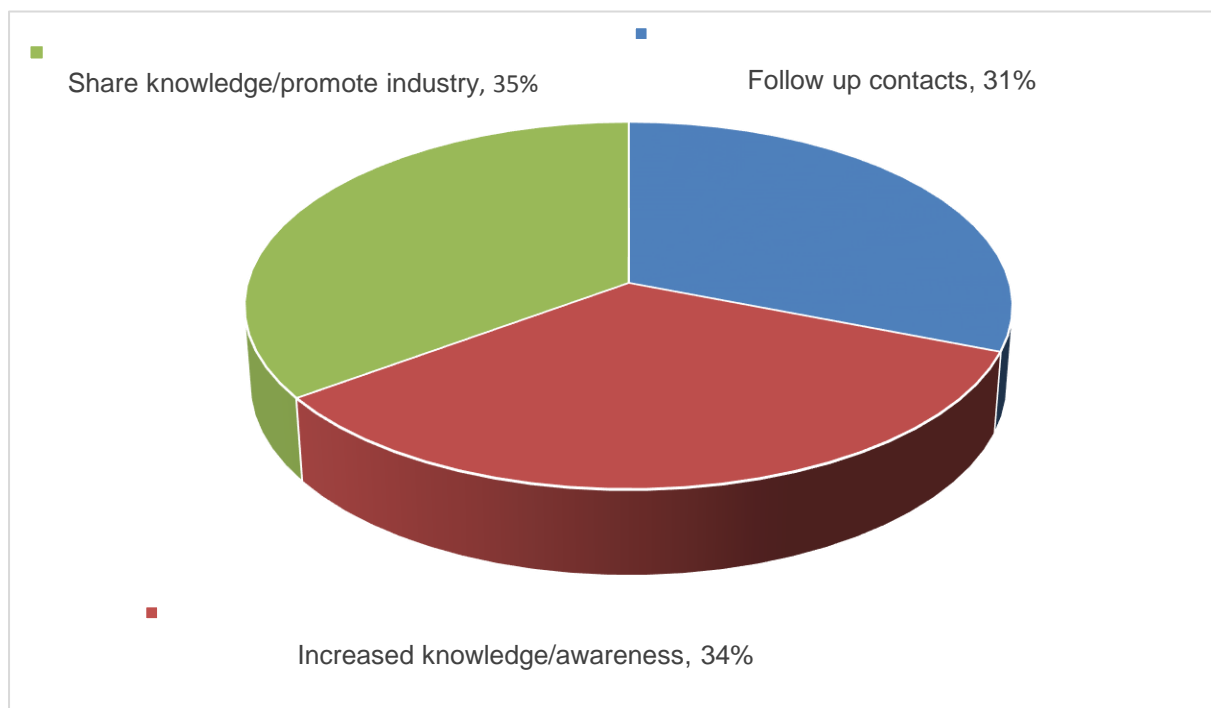
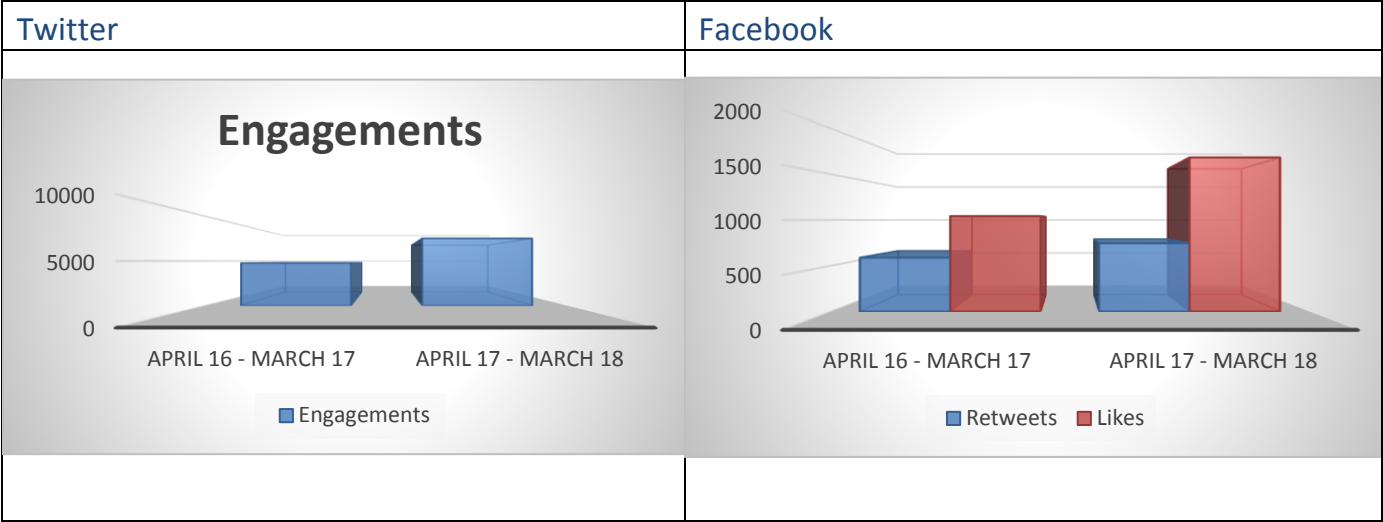


Figure 4. “What two things are you going to do as a result of what you have learnt today?”





Appendix 3 Social Media (April 2017 – March 2018)



Top Tweet

**Tweet activity**

**Lantra Scotland** @LantraScotland

Great to see **#farmers** busy **#ploughing** the ground in preparation for sowing in Spring. Here's Modern **#Apprentice** Erica hard at work in **#Fife**. **#agriculture** **#farming** **#Scotland** **#YOYP2018** @SRUC @NFUSTweets @SAYFC @RYP2018 @RuralMattersSG @mywowscotland @apprentice\_scot pic.twitter.com/znwTJSkQhJ

**Reach a bigger audience**

Get more engagements by promoting this Tweet!

**Get started**

**Impressions** 7,587

**Media views** 894

**Total engagements** 99

Media engagements 35

Likes 23

Detail expands 15

Retweets 13

Profile clicks 10

Hashtag clicks 3

Top Facebook post

Video Post See metrics for all videos

**Lantra Scotland**

Published by Jim Ewing (v) · 27 April · €

Want to know what it's like to do a Modern **#Apprenticeship** and work in **#gamekeeping**? Here's Kyle Stewart and head stalker Dougie Langlands of Ardvreikie Estate with David Olds of training provider North Highland College UHI to tell you more. University of the Highlands and Islands Scottish Land & Estates Scottish Gamekeepers Association SGA My World of Work #careers #jobs #Highlands Rural Matters Thanks to Paul Saunders Media for the fine video

Find out what a career in game and wildlife is really like

30,550 people reached

Boost post

Like Comment Share

**30,550** People Reached

**10,034** Video Views

**839** Reactions, comments & shares

662 Like	163 On post	499 On shares
16 Love	4 On post	12 On shares
7 Wow	3 On post	4 On shares
54 Comments	16 On Post	38 On Shares
96 Shares	91 On Post	5 On Shares

**4,859** Post Clicks

533 Clicks to Play	0 Link clicks	4,326 Other Clicks
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**NEGATIVE FEEDBACK**

8 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page