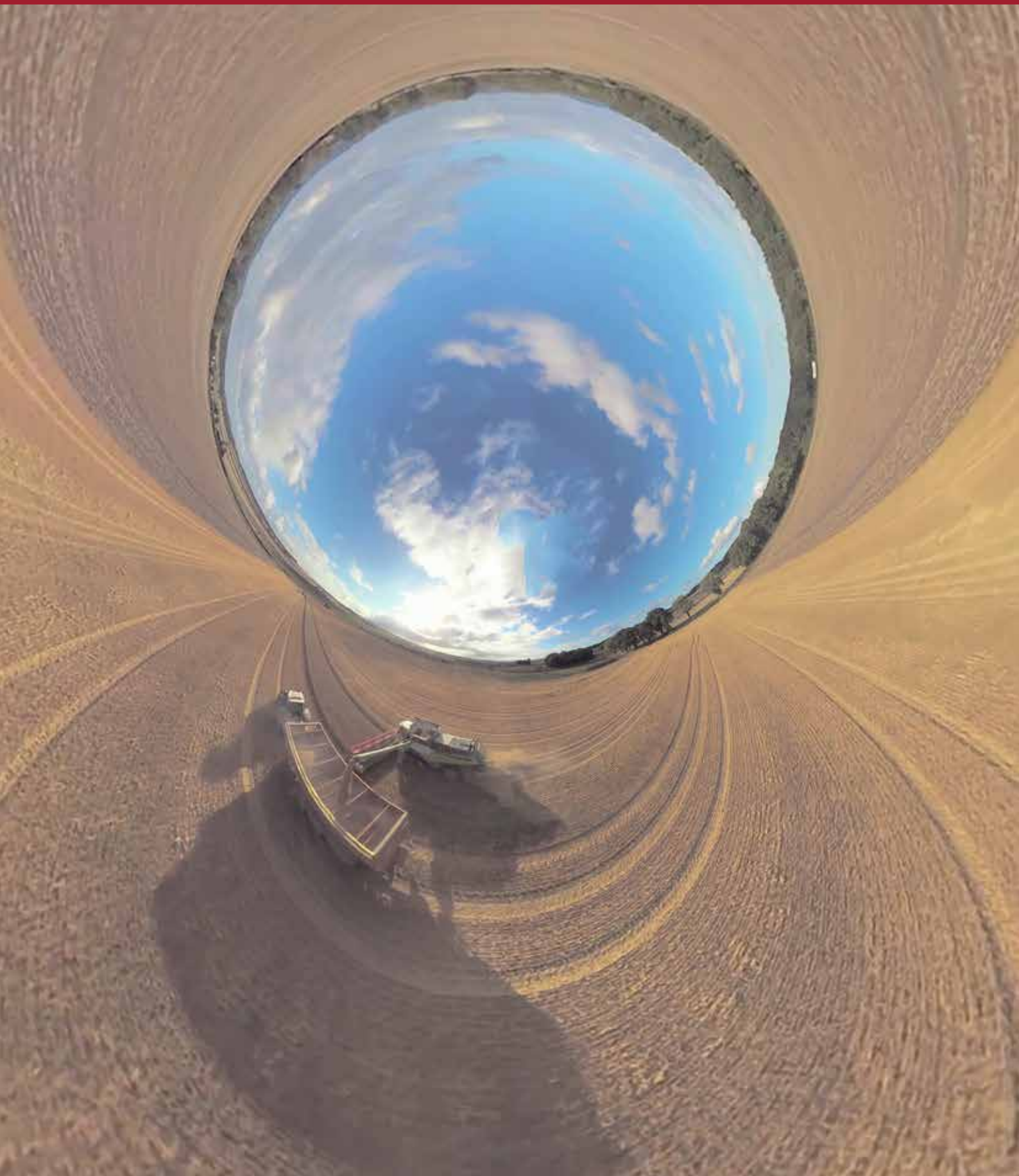




Scotland Annual Report 2017-18





Foreword from Lantra's Scotland director

Together with our Scotland Chair, Henry Graham, I am delighted to present this summary of our contribution to what has been an exciting year for skills development in Scotland's land-based, aquaculture and environmental conservation industries. There have been challenges, of course, including those associated with the potential impact of Britain's exit from the European Union, but we believe we can look forward to many opportunities, too.

In this review, we focus on our key achievements and highlight some of the value-added activities where we have supported talent attraction and skills development within the sector.

We are especially proud of our industry champions, who, with support from their employers, have continued to develop and become fantastic ambassadors for the sector. Case studies of new entrants, progression and businesses, in print, on-line and in video, have been well-received and continue to promote rewarding entry and progression opportunities. Partnership working has been key to raising awareness and understanding of the diverse and rewarding careers within our sector for advisors, school staff and other 'influencers'.

We have responded to consultations impacting on rural skills, and supported the continuing review of standards, qualifications and apprenticeship frameworks underpinning work-based learning in the sector. This has covered some innovative approaches to delivery, including shared apprenticeships. We have carried out complementary research to support instructor and assessor development, and continue to facilitate quality assurance of Scottish Farm Advisory Service advisors and land management plans.

I am very grateful to my colleagues in Lantra for all their hard work, and to the Scottish Government's agriculture and rural economy team for their continuing support. Key to our success has also been the many industry and skills partners who have worked with us closely to help drive skills development forwards in support of Scotland's diverse and vibrant rural economy.

I look forward to continuing our work with you all and building on this momentum in 2018-2019 and beyond.

Kevin Patrick

April 2018



IN THIS REVIEW, WE FOCUS ON
OUR KEY ACHIEVEMENTS
AND HIGHLIGHT SOME OF THE
VALUE-ADDED ACTIVITIES
WHERE WE HAVE SUPPORTED
TALENT ATTRACTION AND
SKILLS DEVELOPMENT
— WITHIN THE SECTOR —



Lantra is committed to the promotion of Scotland's land-based industries, raising awareness of career opportunities in the sector to address current skills shortages.

■ Royal Highland Show

Working with industry partners and with the introduction of interactive activities, this resulted

in an increased number of people being aware of skills and career opportunities within the sector.



■ Land-based and Aquaculture Learner of the Year Awards

These awards commend those who have excelled in their learning. The 2018 event saw 44 finalists along with 240 guests, the highest number ever to attend the awards, enjoy an evening of celebration.

"It's great to see the focus of the evening being on the inspiring learners".

A video of the event has been produced for promotion purposes and is accessible on Lantra Scotland's website.

www.scotland.lantra.co.uk

The awards were hosted by TV presenter and musician Dougie Vipond and the finalists have been invited to join the Lantra Industry Champions Initiative.



Lantra Scotland's Land-based and Aquaculture Learner of the Year Awards

■ Industry Champions Initiative

Fergus Ewing, Cabinet Secretary for the Rural Economy and Connectivity, launched Lantra's Industry Champions Initiative at the 2017 Royal Highland Show. The aim is to help inspire the next generation of learners and supporting skills development in

the land-based, environmental conservation and aquaculture sector. Over 1500 people have attended events where champions have been involved, helping us reach a wider audience.



■ Our Champions have Supported

24

CASE STUDIES
INCLUDING VIDEOS WHERE THE CHAMPIONS PROMOTE THEIR JOBS

5

BUSINESS FOCUSED EVENTS
WHERE CHAMPIONS HAVE SPOKEN ABOUT THEIR CAREERS

1

PARLIAMENTARY RECEPTION
SHOWCASING THE LEVEL 4 TECHNICAL APPRENTICESHIP IN AQUACULTURE

19

EVENTS PROMOTING CAREERS IN LAND-BASED AND AQUACULTURE INDUSTRIES

3

PERSONAL DEVELOPMENT EVENTS
INCLUDING PRESENTATION SKILLS AND KNOWLEDGE EXCHANGE VISITS



Career Events

**LANTRA HAS SUPPORTED
22 CAREER EVENTS
— AND ORGANISED —
2 WORKSHOPS
— ATTENDED BY 92 —
CAREER INFLUENCERS**

Excellent feedback was gathered from evaluation during and after the workshops. Key outcomes were that participants intended to share the resources and knowledge gained and explore new partnerships formed.

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

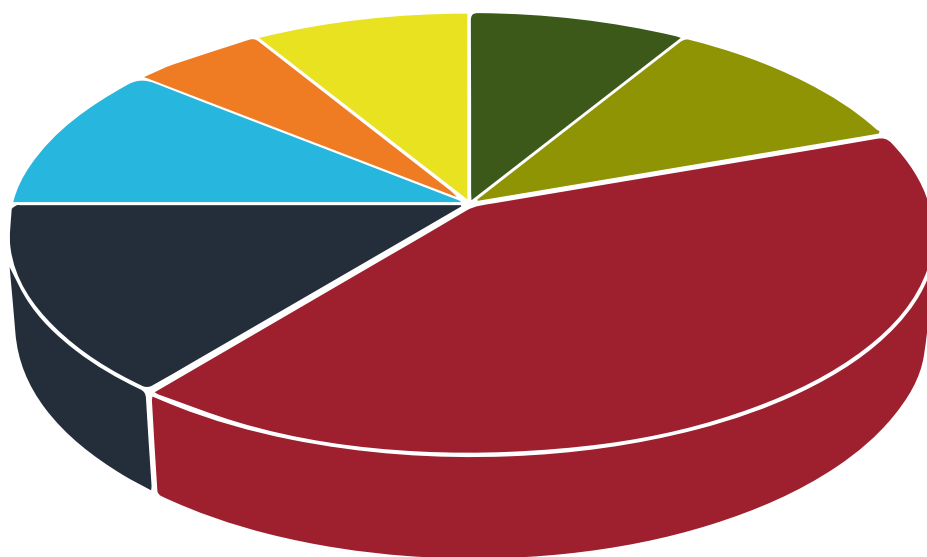
"This really opened my eyes to the wide variety of career opportunities and I will be passing this onto the pupils in our school."

"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."



Career Influencer Events Delegates



41%	Schools (teachers, students)
14%	Organisations with an education remit
11%	Land-based sector organisations
11%	DYW Staff
9%	SDS Career Advisors
9%	Other
5%	Lantra Industry Champions



■ Promoting Learning and Skills Development



VIDEO CAPTURING

IMPRESSIVE TECHNOLOGY USED AT HARVEST TIME ON A MODERN SCOTTISH FARM



CAREER VIDEOS

PROMOTION AT
24 CAREER EVENTS



24 CASE STUDIES



ENTRY ROUTES TO RURAL INDUSTRIES

BROCHURE PRODUCED TO RAISE AWARENESS IN SCHOOLS OF QUALIFICATIONS WHICH CAN BE DELIVERED LINKED TO THE SECTOR

RESEARCH ON WHERE STEM **SUBJECTS LINK** TO LAND-BASED AND AQUACULTURE CAREERS

150 CAREER PACKS

GIVEN TO SCHOOLS BY LANTRA AND ROYAL HIGHLAND EDUCATION TRUST



RURAL SKILLS PATHWAYS CAREER CHART COVERING



ALL LAND-BASED SECTOR VOCATIONAL AND ACADEMIC QUALIFICATIONS

A FEATURE IN THE SCOTTISH FARMER DURING SCOTTISH APPRENTICESHIP WEEK WITH THE SKILLS FOR FARMING GROUP



2 WORK SHOPS FOR CAREER INFLUENCERS WITH INDUSTRY SPEAKERS.

EXCELLENT FEEDBACK GATHERED FROM EVALUATION DURING AND POST EVENT



POP-UP BANNERS FOR EACH OF THE INDUSTRIES



UPDATED SUITE OF CAREER BROCHURES

BUSINESS NEWSLETTER SENT QUARTERLY TO



915 STAKEHOLDERS

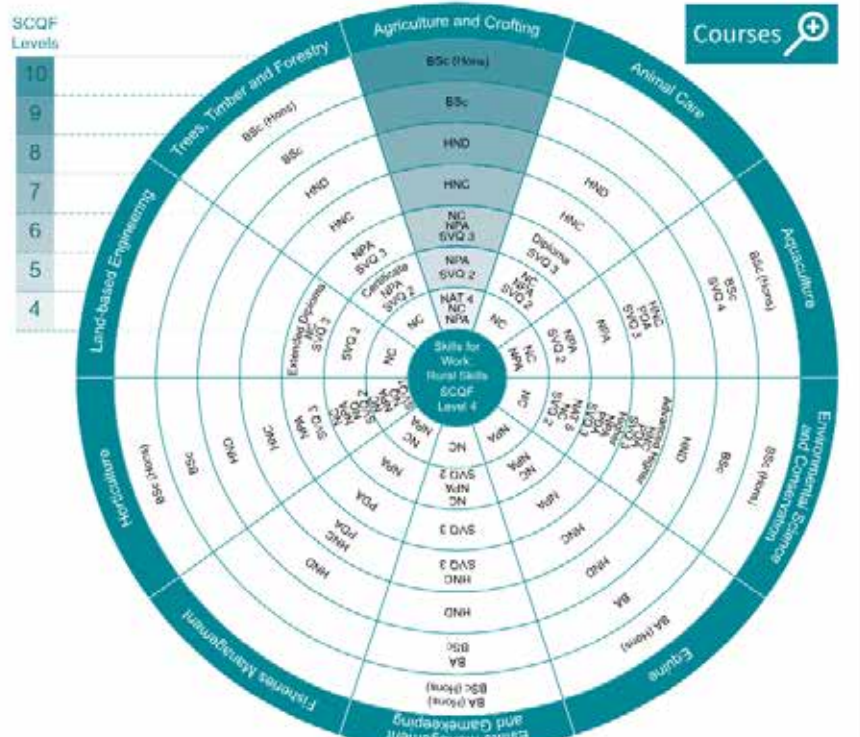


174 POSITIVE MEDIA

MENTIONS OF LANTRA'S WORK

■ Rural Skills Pathways Career Chart

Agriculture and Crofting
Animal Care
Aquaculture
Environmental Science and Conservation
Equine
Estate Management and Gamekeeping
Fisheries Management
Horticulture
Land-based Engineering
Trees, Timber and Forestry



Created by David Pearson

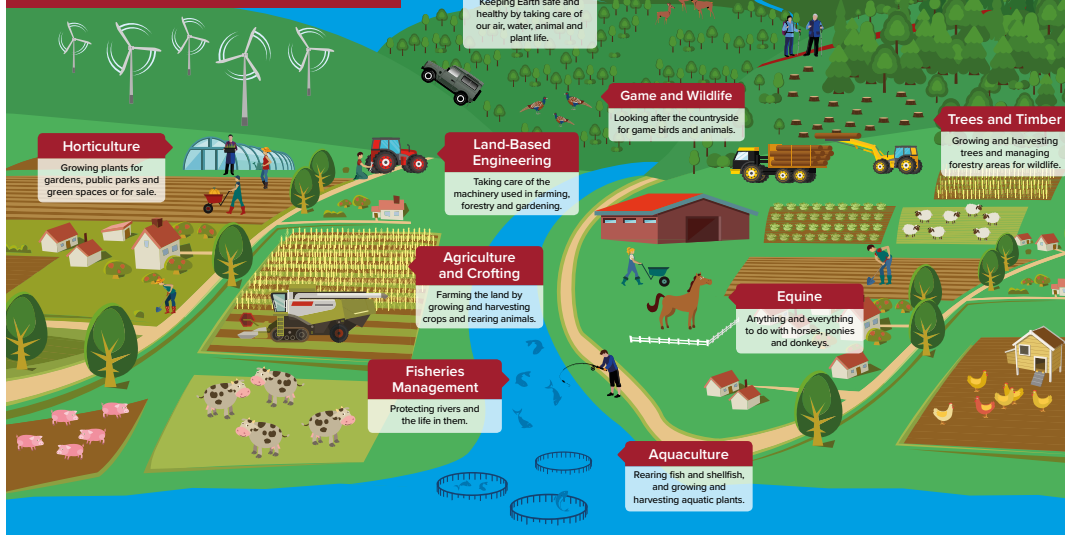




Scotland's Land-Based and Aquaculture Industries

Scotland's environment reaches from the mountains to the seas, and there are lots of people working hard to care for it and produce enough healthy food and other resources for us all.

Here are some ideas about the great jobs you can do in the countryside caring for Planet Earth.



If you'd like to know more about all the great jobs there are producing healthy food and caring for Scotland's countryside, ask your teacher or visit www.lantra.co.uk/scotland

Primary school poster illustrating the breadth of industries in the sector to encourage interest at an early years stage





Direct industry and stakeholder engagement to increase awareness and understanding of the business benefits of investing in learning, skills development and training during the year.



Support for Lantra's standards and qualifications and apprenticeship work including the development of the Level 4 Technical Apprenticeship in Rural Land Use and Management which will offer enhanced progress into agriculture and wider rural industries.

Consulted with industry following requests for evidence of demand for Modern Apprenticeships from Skills Development Scotland, and to enable a review of career brochures.

Discussions at our Chairman's receptions on learning, skills development and training with key areas taken forward and follow up receptions organised to report on developments.

Speaking at various industry events on topics covering opportunities for investment in learning and skills development for Scotland's land-based industries.

Attendance at 74 industry and stakeholder events and shows to increase awareness and understanding of the business benefits of investing in learning, skills development and training.

Supporting requests for advice and guidance ranging from enquiries on instructor development, training courses to information on Modern Apprenticeships.

5 case studies developed to showcase the business benefits of investing in skills.

Active partner with industry, including Skills for Farming Group, Forest and Timber Technologies Skills Group, Scotland Food and Drink People and Skills Board, Scotland Food and Drink Implementation Group (*Lantra being a joint Priority lead to 'Raise the profile and image of the sector to attract new entrants', helping to raise awareness of the skills needs of Scottish land-based and aquaculture businesses.*

Scottish Farm Advisory Service accreditation and quality assurance of farm business advisors and integrated land management plans in support of the Scottish Farm Advisory Service and specifically the work of Ricardo Energy & Environment.



Increased awareness and understanding of land-based and aquaculture learning and training provision amongst industry businesses and organisations and other key stakeholders.

Lantra has responded to a number of consultations to help influence skills policies, strategies and funding on behalf of land-based and aquaculture businesses including the Scottish Government's Agriculture Champions' discussion document. Lantra also supported the Champions' work with education pathways research, resulting in an increased awareness and understanding of land-based learning and training provision.

A skills briefing event brought together relevant industry skills updates and encouraged engagement with industry partners. 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 organisations could fit in to the work of others and that these objectives had been met.

A career progression route map to clarify pathways and identify gaps has been developed. This is a single point where information is held for all sector qualifications, and will support increased awareness and understanding of learning and training provision.

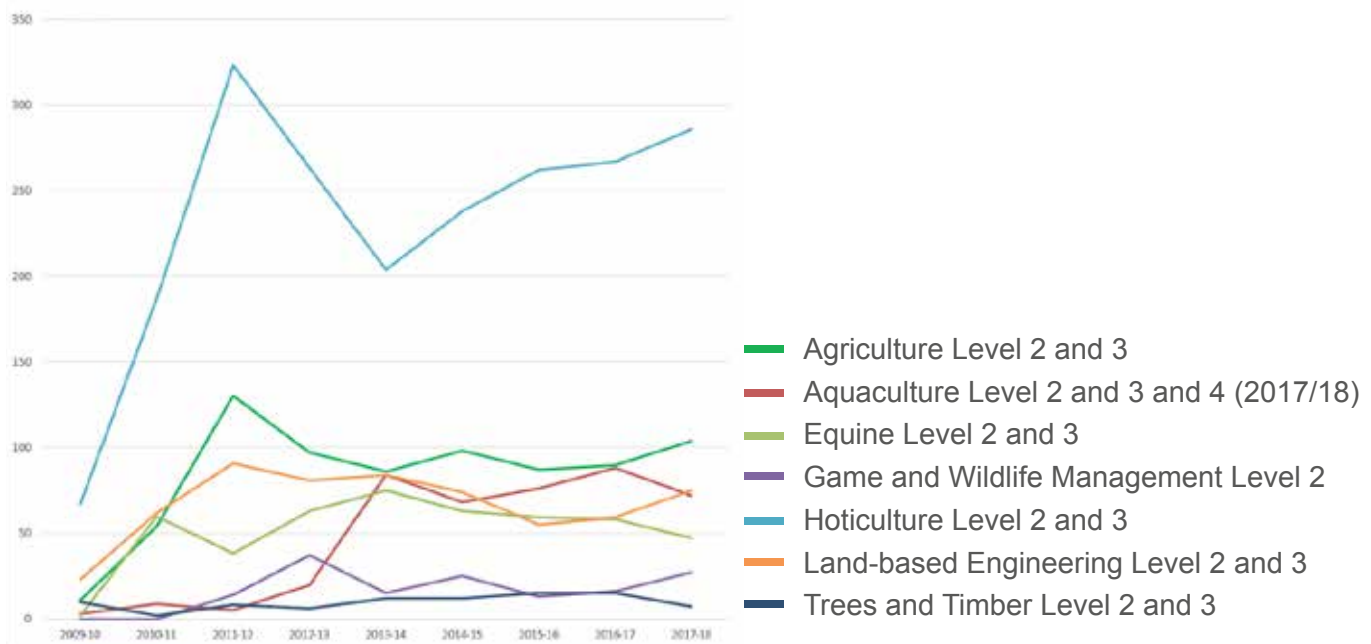
Lantra has supported innovative investment in learning through active participation in the Fife Forestry Shared Apprenticeship Scheme and researched the potential for an agriculture shared apprenticeship in Argyll and the Islands.

Lantra carried out instructor and assessor network research which provided information on current provision. The report evidences geographic and skills gaps and will help to inform awarding organisations in recruiting and supporting skills development in Scotland's rural industries.





■ Trends in Modern Apprenticeships 2009 - 2018



VISIT www.scotland.lantra.co.uk

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■ Engagement

392

ENQUIRY RESPONSES

1500 DIRECT
ENGAGEMENTS
WITH SCHOOL STUDENTS
AND TEACHERS

ATTENDED
24 CAREER
EVENTS



9 CONSULTATION
RESPONSES

240 GUESTS
AT THE LAND-BASED
AND AQUACULTURE
LEARNER OF THE
YEAR AWARDS

ATTENDED
74 INDUSTRY
MEETINGS
AND EVENTS



Lantra Scotland Team

Each team member has been given specific industries to lead on resulting in enhanced knowledge, new contacts and wider support for Lantra's standards, qualifications and apprenticeship work.

Two development days were organised, one to enhance knowledge of the equine industry, and the other to support communication and team building skills.



Planned activity for 2018-2019



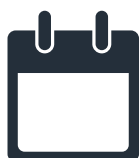
VISIT www.scotland.lantra.co.uk

NEW IMPROVED WEBSITE

TO INCLUDE AN ENHANCED CAREERS AREA AND LINKS TO PARTNER INFORMATION DEMONSTRATING THE BREADTH OF CAREER OPPORTUNITIES



LAND-BASED AND AQUACULTURE LEARNER OF THE YEAR AWARDS 2019



**PARTNERSHIP
CAREER EVENTS**



**SKILLS BRIEFING
EVENT**



**3 CHAIRMAN'S
RECEPTIONS**



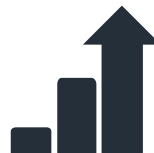
**ROYAL HIGHLAND
SHOW 2018**



**HIGHLAND
CAREERS
WORKSHOP**



**PARLIAMENTARY
RECEPTION**



**DEVELOPMENT OF
A DYNAMIC CAREER
RESOURCE FOR
THE SECTOR**



**RECRUITMENT OF
A RURAL SKILLS
DEVELOPMENT
MANAGER**



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Lantra Scotland is supported by
the Scottish Government.

Lantra would like to acknowledge continued support from the Scottish Government and all our other partners. Your support is vital to our work with the land-based, aquaculture and environmental conservation sector.