



# Annual Report on 2019-2020 work plan

*Increasing the number and diversity of employees in Scotland's land-based, aquaculture and environmental conservation sector, and driving their skills development*

Lantra's work in Scotland is supported by the Scottish Government's Agriculture, Food and Rural Communities Directorate (Agriculture and Rural Development Division)



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## Introduction

Although this report was produced in the midst of the COVID-19 restrictions, the Lantra Scotland team continue their work, supporting the promotion of careers and skills development within the sector. New projects such as live one-to-one online careers guidance and the skills matching service, help to ensure we can still meet our key aims and objectives during the pandemic as we move into 2020-2021, and we will continue to provide these tools when restrictions lift.

Additional challenges will face us into 2020-21, such as the ongoing uncertainty with the United Kingdom's exit from the European Union. However, there remains a strong commitment to support a skilled and sustainable rural economy in Scotland. This was evident in the work of the Scottish Government's Agriculture Champions (report published May 2018<sup>1</sup>), by the National Council of Rural Advisers and is further supported by the 'Skills Action Plan for Rural Scotland' (Skills Development Scotland, published June 2019<sup>2</sup>).

Whilst it is clear that next year's annual report will likely look very different from this one, we are confident that we will continue building on our strong progress to date, ensuring that we help businesses within our sector meet their skills needs.

## Background

Lantra works with the Scottish Government, education, workforce development and skills agencies, trade organisations, membership bodies and individual businesses to raise the number, standard and diversity of new entrants to, and drive skills development in, Scotland's land-based, aquaculture and environmental conservation sector. We are active participants on a wide range of regional and national employer groups, which reflects the diverse and broad ranging sector that we represent.

Lantra Scotland's 2019-2020 Workplan closely aligned to the Scottish Government's Programme for 2018-19<sup>3</sup> and supported its delivery in a wide range of areas including Education, Farming, Rural and Environment, Forestry, Climate Change and Food and Drink.

For example, we worked with partners to grow Scotland's food and drink industry, played a key role in delivery of the Food and Drink Skills Investment Plan and sat on the People and Skills Board and Implementation Group, within our joint Priority 1 champion role – 'Raise the profile and image of the food and drink sector to attract new entrants'. We worked closely with the Aquaculture Industry Leadership Group and played a key role in the implementation of the Aquaculture Skills Action Plan. We also played an active role in the Skills Action Plan for Rural Scotland Steering Group, Skills for Farming Group and the Forest and Timber Technologies Industry Leadership Group.

Lantra supported learning and skills development in organisations and businesses working to protect and enhance Scotland's environment, whilst at the same time ensuring maximum sustainable production from our natural resources. Lantra's support to organisations such as the Highland Environment Forum and Deer Management Round Table has made a significant contribution to the sustainable development and resilience of Scotland's wider rural economy and communities. Increased recruitment and skills development within the sectors we represent has a follow-on impact on the conservation of Scotland's biodiversity, the expansion of our green space, biodiversity and associated climate change and low carbon

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<sup>1</sup> <https://www.gov.scot/publications/future-strategy-scottish-agriculture-final-report-scottish-governments-agriculture-champions/>

<sup>2</sup> <https://www.skillsdevelopmentscotland.co.uk/media/45683/skills-action-plan-for-rural-scotland-summary-report.pdf/>

<sup>3</sup> <https://www.gov.scot/programme-for-government/>

targets, as well as helping to improve the prosperity and quality of life of Scotland's rural (and urban) communities.

In the past year we have continued to work in partnership with Developing the Young Workforce (DYW) to promote career opportunities such as 'Farm to Fork' career events, and associated career influencer events and have worked with Skills Development Scotland (SDS), sector businesses and education and training providers, to increase the range of opportunities for training and learning that exist within the rural sector.

Lantra also continued to support work in standards and qualifications, by facilitating effective support for, and engagement in, standards, qualifications and apprenticeships development work by sector organisations, employers and learning providers.

Lantra Scotland's work plan for 2019-20 has contributed to the Programme for Government in key areas where learning and skills development impact, by supporting apprenticeship recruitment and the development of our young people, ensuring we secure the best skills and training outcomes for all of our land-based learners and businesses and supporting the sustainable growth and development of the sector.

The work plan itself can be viewed [here](#).



## Theme 1: Promoting positive and rewarding career choices to a diverse audience

**Outcome 1: To increase the number of new entrants (including young people) and to ensure influencers have an increased awareness and understanding of career opportunities**

Key areas from Theme 1 focussed on the outcome and impact of Lantra's work, April 2019 – March 2020

Lantra ran a **Career Influencer event** south of Edinburgh and the 35 participants included teachers, Skills Development Scotland career advisers and others with a career remit. A variety of speakers spoke on the opportunities within each of their industries. [Evaluation](#) was very positive with participants finding the event both informative and engaging. The participants also identified ways in which they were going to use what they learned to showcase sector careers.

We worked in partnership with the **Scottish Aquaculture Innovation Centre** and Women in Scottish Aquaculture to develop 7 [aquaculture career videos](#). These were launched in January by Fergus Ewing, Cabinet Secretary for Rural Economy and Tourism along with "A New Wave of Talent" #BeTheNewWave campaign, also promoted within the skills issue of the Holyrood Magazine. Nine other [video case studies](#), including a [career changer](#) along with 23 non-video case studies have also been developed to showcase careers within the land-based sector.

We delivered presentations on STEM within land-based sector careers at a number of partner **career influencer events** including the Developing the Young Workforce (DYW) Dumfries and Galloway Flavour of Food and Drink Careers event, DYW West Highland Ullapool HS teachers' event and Food and Drink Federation Scotland Food, Drink and STEM teachers' CPD event.

Lantra have also developed a new **STEM (Science, Technology, Engineering and Mathematics) resource** which highlights how STEM is used within land-based, environmental conservation and aquaculture careers. Positive feedback was received with other organisations including Confor and Planit requesting use of the resource, further extending its reach.

Lantra organised an **Outdoors Career Day** at the House of Dun attended by 100 Primary 5 pupils. Lantra and partner organisations provided hands-on and informative sessions. Positive feedback was received from both teachers and participants, describing how effective the workshops had been in raising awareness of career opportunities in the sector.

**Royal Highland Show** - Lantra worked with partners to promote land-based careers. We delivered a session on 'How STEM (Science, Technology, Engineering and Mathematics) is used in sector careers at the Royal Highland Education Trust (RHET) CPD teachers' workshop. Skills for Farming partners ran a Pathways Careers Event with Lantra providing extensive support. Twelve Industry Champions attended with 3 speaking about their career pathways.

Lantra supported 31 **career events**, some examples are the Moray Skills Partnership 'Growing Your Future' careers event; The Prince's Foundation Spring Festival of Farming; RHET and RNCI Food and Farming Days, The Prince's Foundation Countryside Careers Day and Bang Goes Dumfries and Galloway. We worked in partnership with the West Lothian Developing the Young Workforce Group to run a Farm to Fork event for 704 primary pupils.



## Outcome 2: For more employers and employees to be actively engaged in championing skills and career opportunities

Lantra Scotland's annual awards, renamed the **ALBAS (Awards for Land-Based and Aquaculture Skills)** were held at Doubletree by Hilton Dunblane Hydro on 6 March 2020, thanks to strong sponsorship from a range of partners. The event was attended by over 240 people and hosted by Jim Smith, well known Perthshire farmer and stand-up comedian. The Overall Winner was inspiring young Game and Wildlife trainee Charlie Blance. Details of all the winners along with photographs and a video of the evening can be viewed [here](#).

To support the growth and development of our **Industry Champion initiative** we organised an introductory event for our 2019 Award finalists, ran activities for all champions during the 2019 Royal Highland Show and held a [Knowledge Exchange event](#). The latter was a day-and-a-half event, focussed on developing knowledge of the Fisheries Management Industry but which also included a personal development workshop. Some finalists from the 2020 Awards have already joined the Champions WhatsApp group allowing for engagement with each other and Lantra during the COVID-19 restrictions. Lantra will look at a joint new/existing champions event when current restrictions are lifted. Further information on the range of champions activities over the 2019-20 period can be found in Appendix 4.

Lantra ran three **Recruiting for the Future** events and speakers included some of our industry champions who spoke about their career journeys to an audience which included industry representatives, support organisations, Developing the Young Workforce groups and teachers. Further information can be found at Theme 3, Outcome 1.

Lantra provided support information for a **Countryside Learning Scotland** event which was a residential week for pupils designed to support delivery of the rural skills curriculum. A further event for teachers to provide them with a hands-on 'weekend experience' of the wide range of opportunities in the land-based sector, which Lantra and our Industry Champions were due to support was postponed due to COVID-19 restrictions.

Along with champion Erica Taylor, we delivered sessions at the **DYW Dundee and Angus Finding Your Future event**, promoting careers which have traditionally had a gender bias against girls. Participants were girls in S3 from Angus secondary schools.

New videos and other [business case studies](#) were developed by Lantra to highlight the **business benefits of investing in staff**, including taking on Modern Apprentices.

Lantra also developed a new [online / one to one careers information service](#) to help provide continuity during COVID-19 restrictions which was launched at the end of March 2020.

## Key areas of note in Modern Apprenticeship and Further and Higher Education data and trends

Figures relating to recruitment onto courses within the sector can be found in Appendix 1. However, the following narrative has been provided for context.

Total apprenticeship numbers (Fig. 1 and 3) across the frameworks overall look similar to last year, with some variation at the sector level. For example, the number of registrations for the Trees and Timber Modern Apprenticeship at SCQF Level 5 have dropped slightly, as some of last year's recruits move to level 6. Lantra is working with the SFTT-ILG Skills group to review the pilot of the Machine Operator Apprenticeship before the next round of recruitment takes place.

Registrations within Horticulture are almost the same for last year at level 5, but with less at level 6. It has been suggested by providers that this is due to the decreased funding for progressing students, where recently implemented changes mean financial support to providers is much reduced when candidates indicate they wish to progress to the next level of the apprenticeship. This is not the case for Aquaculture, where the jump is more than one SCQF level, and numbers there have increased at both level 5 and level 7.

Equine numbers have dropped as a key provider ceased to trade. Numbers for Game and Wildlife and Rural Skills Feedback have also dropped and feedback from training providers suggests that anecdotally, from speaking to local estate owners, there appears to be ongoing uncertainty around what government priorities will be in the future for land management and it is possible that this is making employers more hesitant about committing to taking on an MA specifically in rural skills, gamekeeping and wildlife management, which is reflected in low numbers of registrations.

SRUC and Borders College have advised that a significant number of the candidates undertaking the pre-apprenticeship have progressed onto the Agriculture Modern Apprenticeship. However numbers overall are significantly down on last year. This is particularly disheartening, when the number of Aquaculture apprentices has overtaken the number in agriculture, despite the Aquaculture sector only employing [2200](#) employees, compared to approximately [67,000](#) in agriculture.

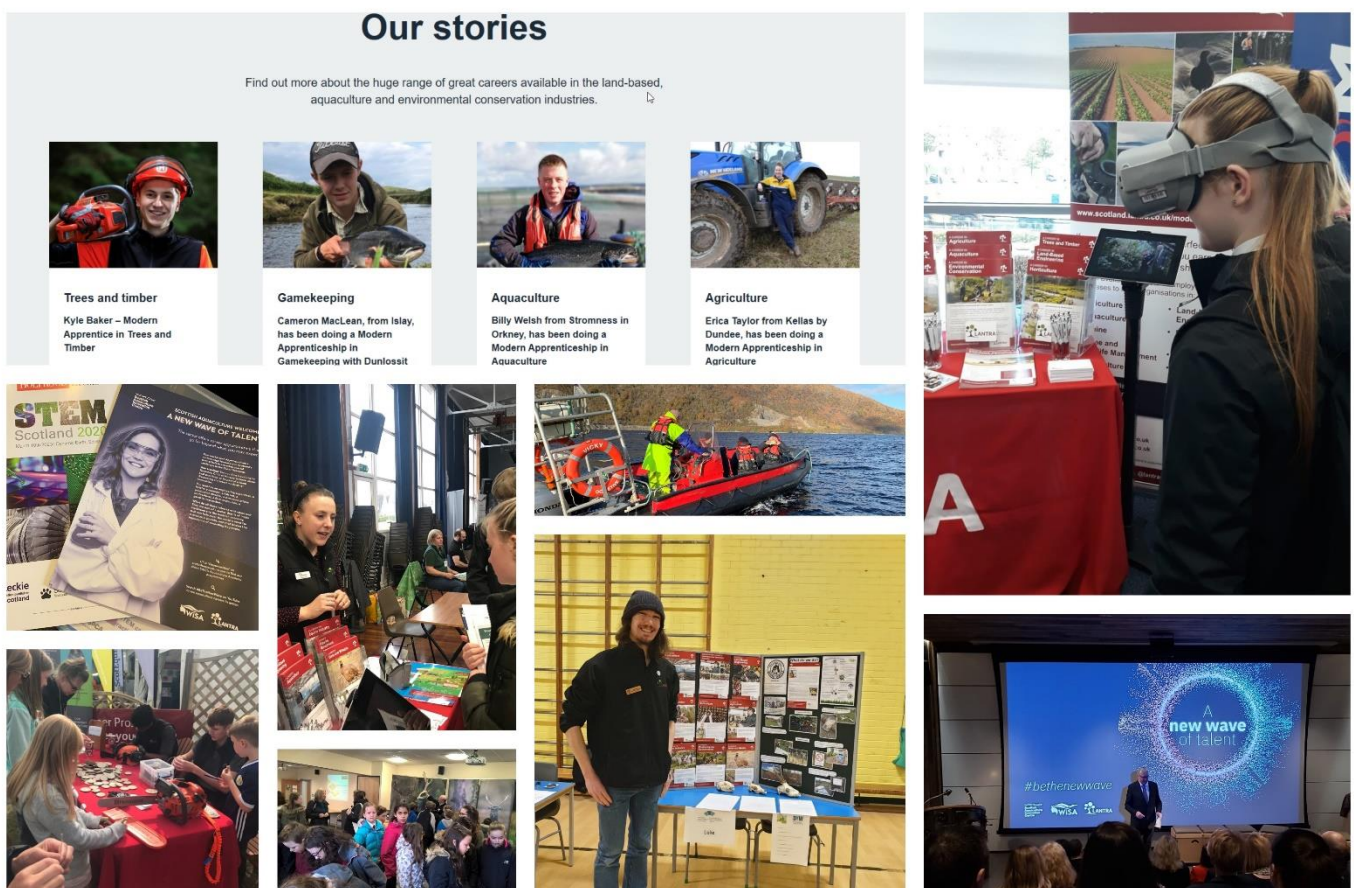
There has also been an increase in the average age of apprentices compared to last year (Fig 2). The trend is for schools to retain more pupils beyond the age of 16, impacting on both full-time and vocational provision. However, at the sector level, there has been an increase in the number of Aquaculture apprentices, who are traditionally older and often career changers.

It is disappointing to see that the number of females being taken on as apprentices within the sector has decreased from 11% to just 8%. It could of course be that more females have been recruited to full-time courses, but the SFC figures won't become available until later on in the next quarter. Meanwhile, we are strengthening this theme within our workplan for next year, to reduce the imbalance.

## Key areas of note in Modern Apprenticeship and Further and Higher Education data and trends (continued).

Lantra is also committed to an extensive review of the way some of the key rural apprenticeships are delivered in 2020-21, building on the results of the research we commissioned late last year, and we have initiated discussions with SDS and key partners in this regard. In particular, there will be a focus on Aquaculture and Agriculture in the coming year.

Further Education and Higher Education numbers are very similar to last year, both in terms of overall numbers and the gender balance (Appendix 2). Pre-Clinical Veterinary Medicine dominates, with Animal Science following – both with more female students than male. The proportion of female students studying in this area has been higher than males year on year since 2011, but is almost entirely due to increases in numbers studying animal science (Appendix 2).





## Theme 1 activities delivered April 2019 – March 2020

### *Promotional activities at Royal Highland Show*

Lantra staff spoke at a Rural Youth Project meeting at the Show, highlighting the value of rural youth participants joining Scottish Enterprise Rural Leaders on the Netherlands Learning Journey. The audience included current and potential funding partners, as well as the Minister for Rural Affairs and the Natural Environment.

Pre-apprentices visited the Lantra stand to learn about Lantra's work and career opportunities in our sector.

Various methods to communicate the wide range of careers, courses and training available were employed during the Show, including the use of banners, podcasts, posters, competitions, 360 videos, the world premiere of a film, social media and photo opportunities.

### ALBAS



Revised Terms of Reference for judges were introduced.

Lantra Industry Champion Scott Mason stood in as a judge for the 2020 awards.

A new forestry trophy was donated by Forestry and Land Scotland and a new category and trophy for partnership working was introduced with the support of Anna Murray's family.



## Development of Industry Champions Initiative

Key outputs	Annual Target	Annual Achievement
Recruit industry champions	8	17
Host 3 personal/professional development events	3	4

Champions' activity can be viewed in Appendix 4.



## Media coverage

More detail can be accessed [here](#) but it is clear that a trend of increased social media engagement continues, with Twitter engagement and followers up on last year, as well as likes on Facebook and Instagram. Further details on social media statistics can be found at Appendix 3.

## Brochures and PR materials

Key outputs	Annual Target	Annual Achievement
Video career case studies	8	13
Non video career case studies	20	29





### *Partnership working to deliver career-focussed activities*

Key outputs	Annual Target	Annual Achievement
Engage with Developing the Young Workforce Regional Groups	6	15
Host 2 careers events, one land-based and the other water-related	2	1

Other career events which we supported include; Balfron High Rural Pathways event; Blairgowrie High School Careers Fair; Perth Academy Pathways Evening; Dornoch Academy 'Jobs and How to get them'; St John's Academy Alternative Pathways Event; DYW Dundee and Angus Rural Careers Day; RHET Ayrshire and Arran Spring Festival at Dumfries House; the RHET Fife Food and Drink Showcase Marketplace and Food and Farming Day; Family Day at Inverness College UHI's Scottish School of Forestry attended by 800 members of the public as well as the Aquaculture Careers 2019 event aimed at connecting students with potential employers. Students were at graduate and post-graduate level, but industry speakers covered all career paths highlighting the importance of work-based experience.

In terms of STEM Careers, Lantra shared a stand with SAIC promoting land-based and aquaculture careers at 'STEM in Stirling', took part in STEMFest, Glasgow Science Centre and supported the "Bang Goes DG" at Easterbrook Hall, Dumfries, where there was great engagement from pupils. We delivered an interactive activity focussed on how technology is used within the land-based and aquaculture sector at Scotland's Beef Event at Oldmeldrum, providing support for SRUC/RNCI educational activities.

After attending our Career Influencers event mentioned in Outcome 1, Falkirk High approached Lantra to support a mock interview event where representatives from different sectors interviewed pupils and provided feedback on their performance. This was a great opportunity for young people to enhance their interview skills.

Lantra created a proposal to improve the way in which STEM ambassadors from the Forestry and Aquaculture sectors are managed and tracked. This was presented to the Industry Leadership Skills Groups (ILGs), which approved Lantra leading and co-ordinating their engagement with STEM Ambassadors. A data sharing agreement is being developed with STEM Learning. A meeting was also held to discuss opportunities for STEM Ambassadors from the BSW Timber Group. Further work in this area, as well as with other Forestry organisations, should happen after the proposed changes to the SSERC/STEM Learning database.

We hosted a Career Ready intern, Courtney Williamson, who undertook a month-long internship in June, helping to cover the Royal Highland Show and supporting the team with various projects. Her presentation after the event described the benefits she felt the placement had provided her. Overall, a very successful internship. Unfortunately the Career Ready Graduation was cancelled due to COVID-19.

Meetings were held with various organisations to look at how we can support each other's work including Young Scot, SDS career advisers, SmartSTEM and the Scottish Apprenticeship Advisory Board.

Lantra participated in a business breakfast for the new Bertha Park School in Perth, Scotland's newest secondary school and a Microsoft Flagship Academy. A follow-up meeting is to be arranged with teachers and others to help influence how our respective sectors can be promoted within school activities.

Lantra supported the Scottish School of Forestry's 100 years of Forestry (Commission) which was recorded for a podcast and in the local press. We also attended Gardening Scotland and provided career information to the National Museum of Rural Life for teachers attending a CPD event.

We attended the Moray Skills Partnership Group meeting to review the Growing Your Future careers event and discussed other activities focussed on rural skills.

### Engagement with Developing the Young Workforce regional groups

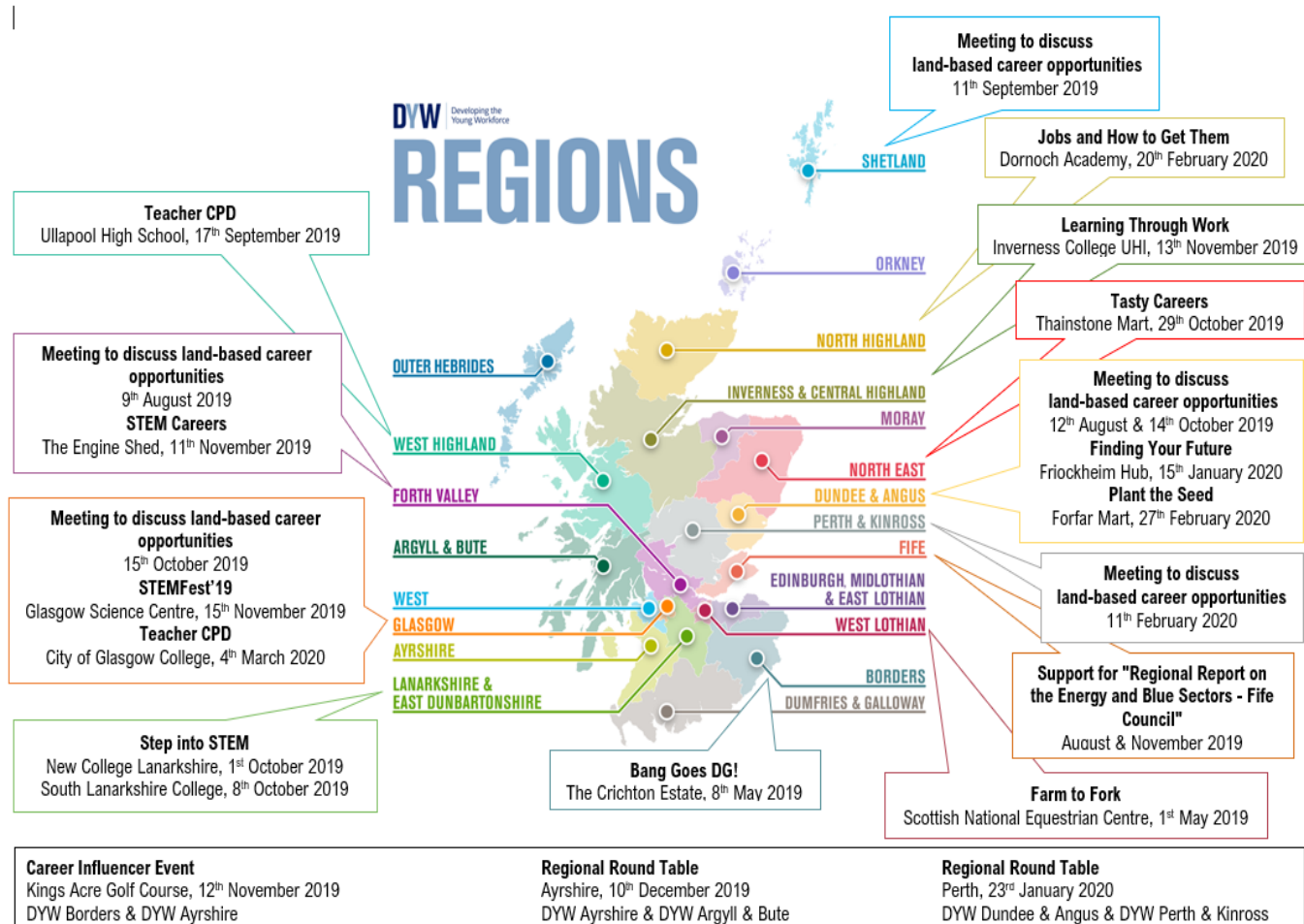


Image from DYW Scotland <https://www.dyw.scot/regions.html>



## Theme 2: Influencing learning and training provision

Key areas from Theme 2 on the outcome and impact of Lantra's work for April 2019 – March 2020

### Outcome 1: To increase awareness and understanding of land-based, environmental conservation and aquaculture learning and training provision

On behalf of the Skills for Farming group and with support from Skills Development Scotland (SDS), we developed an **Employers' Toolkit to help raise awareness and understanding of Apprenticeships and Work Placements**. The toolkit supports agricultural employers in making informed decisions on different types of work experience, employment and training as well as providing practical information on wages, responsibilities, funding and mentoring. It is available in print and [online](#). The toolkit has received a very positive response from industry as well as industry support organisations. There have been 1350 copies distributed to date and 560 reads on the website with funding received from SDS for a further print run to enable ongoing support.

- The Toolkit was launched at the Royal Highland Show by Jamie Hepburn MSP, Minister for Business, Fair Work and Skills, with over 60 stakeholders attending, including Scottish Government representatives, individuals from the agricultural industry and apprentices.
- Lantra have been asked by Skills Development Scotland to develop the Agricultural Employers' Toolkit into a **Rural Employers' Toolkit** to support other industries in the rural sector and this will be available in summer 2020.

Lantra spoke at the inaugural **International Women in Food and Agriculture Summit** in [Amsterdam](#) on 'Recruiting for the Future: Overcoming rural skills challenges in Scotland'. The summit had two key themes - sustainability in the future of global food production and diversity within agriculture and food related industries. This was a valuable opportunity to discuss the challenges and visions for the future with women working in the food and agriculture sector, from around the world. It provided the opportunity to raise the profile of Lantra Scotland's work and ongoing activities to help address rural skills challenges.

A proposal for a joint marketing campaign to promote the forestry sector was developed with the **Scottish School of Forestry** and proposed actions identified. These include the investigation of a forestry website portal, the agreement of shared values, identification of buzz phrases, engagement with the education sector, how forestry can be integrated into the curriculum and reducing barriers into forestry. A further meeting is to be arranged when restrictions are lifted.

Lantra sits on the **Aberdeenshire Rural Skills** Group to improve the number of schools delivering rural skills or other land-based activities. The Group have supported Kemnay Academy on a project entitled 'STEM on the Farm' to develop teachers' skills and knowledge in order that they can support pupils to become aware of subject-linked opportunities. STEM Funding has been awarded for the project and if successful it can be used to showcase best practice.

Lantra attended the **Road Haulage Skills Group** meeting affording the opportunity to raise awareness of our work (for example in relation to round timber, bulk milk and livestock transport), highlight standards and qualifications interests and suggest positive ways to promote road haulage and develop interest in instructor network development.

## Outcome 2: To ensure skills policies, strategies and support increasingly reflect the needs of land-based, environmental conservation and aquaculture businesses

Lantra ran three Regional Skills meetings in Ayrshire, Inverness and Perth. These focussed on the topic of **'Recruiting for the Future'** with the aims of showcasing what is working well within the sectors, sharing information on new initiatives designed to support rural recruitment and identifying areas for development. Participants came from education, industry and support organisations. Keynote speeches were delivered by: James Withers, Chief Executive, Scotland Food and Drink; Marion MacCormick, former Scottish Government Agriculture Champion and Ken Grier, De-Still Creative. Presentations and round table discussions took place with a report to follow shortly. Mentimeter was also used to capture information, examples are shown below.

**I will.....** Mentimeter

Think harder and look at the big picture	Make sure I'm fully up to speed with what's available on lantra's website	Make more connections
Visit more schools	Look at how I can make our sector more appealing to our young people	Contact everyone in the room to discuss future collaborations
Go to boss and ask for more resources	Make connections between industry, skill and education	Take the time to work in partnership with more people to try and prevent 're-inventing the wheel' where possible.
Action, action, action	Speak to my students about what would make the industry more appealing	Engage with the local school DfW officer. Ask more about what young employees want from a career/ life balance.
Share our stories of success through social media #bemoreskilled	Look to take on more people with disabilities	Try to do my bit to understand and promote all aspects of land based careers ('or the newly branded industry!')

## What word/s would you use to "sell" the land and sea sector to potential new entrants?



Lantra facilitated the annual **Modern Apprenticeship demand validation meeting** between Skills Development Scotland (SDS) and provider and industry representatives to ensure Modern Apprenticeship commissioning by SDS is reflective of projected industry demand.

Lantra commissioned a **Review of Land-based and Aquaculture Modern Apprenticeships: Delivery and Resources** in response to its role in helping to support providers and influence support for delivery. The draft report has been received and is with key strategic partners for consideration. Draft recommendations include opportunities for supporting effective provider collaboration in both delivery and assessment, and a more appropriate funding model for land-based and aquaculture apprenticeship frameworks. We would hope the Enterprise and Skills Agency's related skills alignment work might also afford opportunities to pilot new and improved ways of working in 2020-2021.

Lantra sat on the steering group for the **Land-based Pre-Apprenticeship Pilot Programme** (LBPAPP). The evaluation was positive and there is a strong rationale to continue the LBPAPP and for it to move beyond the pilot phase. Nineteen of the twenty-nine young people who completed it have progressed onto a Modern Apprenticeship whilst the others went either straight into employment or onto further education. Future funding of the programme has not been confirmed but partners are continuing to promote these opportunities for 2020. COVID-19 restrictions may affect recruitment and induction.

Lantra also attended and contributed to several **framework reviews** including the Agriculture and Livestock Production SVQ and Modern Apprenticeship review, sourcing increased industry feedback. We have also been involved in the consultation on proposed changes to the SVQ in General Woodland and Forestry Treework at SCQF Level 6. We supported the Animal Care NOS review and provided feedback to Environmental Conservation National Occupational Standard consultations.

Lantra met with the College Development Network (CDN) and Zero Waste Scotland to discuss a **work-based unit on sustainability**. We created a proposal that Zero Waste Scotland and CDN will put to the Essential Skills network which will help ensure assessors have access to appropriate support and guidance in this area. Hopefully this will be taken forward after the COVID-19 restrictions are lifted.

Work has commenced on the **Forestry Upskilling and Reskilling project** with the Forest Industry Safety Accord, the Institute of Chartered Foresters and Ringlink. Our partners are developing new training materials whilst we are pulling together a new induction pack, but ongoing restrictions are likely to delay the face-to-face training aspect of the project.

### Outcome 3: To increase the uptake of land-based, environmental conservation and aquaculture learning and training provision

Further to previous discussions between Lantra, the Scottish School of Forestry (SSF), SRUC Barony, and industry and standards and qualification colleagues regarding the suitability of **The Trees and Timber Modern Apprenticeship framework** for machine operators, the framework has now been updated, approved and is available to use.

Discussions have been held with the education sector about **Foundation Apprenticeships (FA)** to identify the best way forward for schools to offer work-based opportunities within the land-based sector. Initially, the Food and Drink Technologies FA was considered but this presented a number of challenges, and so we are now investigating how the Business Skills Foundation Apprenticeship might better help our young people address the skills gaps within the sector.

Lantra participated in the **Growing Rural Talent** project meeting at SRUC Barony to discuss a South of Scotland Economic Partnership (SoSEP) funding project. Aims of the project include the expansion of the Schools Land-based Employability Award (renamed Work-based Skills Award), establishing clear, viable and attractive pathways for the agriculture and forestry industries and creation of shared teaching resources. Discussion took place on the aims of the project and next steps. A co-ordinator was recruited in March with another one to follow which will help drive the project forward. Lantra is to sit on the steering group.

With provider support, Lantra have also submitted a funding application for **instructor development** to the South of Scotland Economic Partnership. Intended outcomes include a bigger and more diverse instructor network in the Scottish Borders and Dumfries and Galloway, a model on which we can base succession planning elsewhere, and an improved mix of public and private skills provision.

Lantra supported a development meeting and wider industry consultation regarding the development of a **Veterinary Nursing Modern Apprenticeship (MA)**. This is now awaiting final sign off from the Modern Apprenticeship Group.

Lantra visited **Shetland** and engaged with a variety of stakeholders. Train Shetland highlighted concerns about Modern Apprenticeship contribution rates affecting individuals progressing from SCQF Level 5 to Level 6 which was also raised at the Modern Apprenticeship validation meeting and helped inform the Review of Land-based and Aquaculture Modern Apprenticeships: Delivery and Resources research. Further meetings were held with the Scottish Salmon Producers' Organisation, the NAFC Marine Centre UHI and DYW Shetland and discussions included Modern Apprenticeship delivery and National Progression Award school delivery.

As a result of Recommendation 5 in the **Scottish Sheep Sector Review**, Lantra have organised two meetings of the National Farmers Union Scotland, Quality Meat Scotland, National Sheep Association, Borders College, SRUC, Lantra and industry representatives to discuss a branded sheep/beef Modern Apprenticeship (MA). An initial pilot is being investigated for the South of Scotland and Highlands and Islands with a follow-up meeting organised for the summer to discuss progress and next steps.

## Theme 2 activities delivered April 2019 – March 2020

### *Engagement in, and promotion of, skills policy and strategy consultations*

Key outputs	Annual Target	Annual Achievement
Consultation events and responses	4	7
Skills Briefing event or Summit	1	3

Lantra attended various meetings of the Cross Party Group on Skills , with topics including the Future Skills Action Plan for Rural Scotland, Scottish Apprenticeship Week and a presentation by the Chair of the Enterprise and Skills Board highlighting the importance of maintaining entrepreneurial and innovation skills through and beyond secondary education.

We took part in the UHI Hospitality sector focus group which reviewed their existing degree programme. Lantra reinforced that the primary production sector, food safety, sustainability and climate change should be included in any review. Further focus groups will now be held with young people.

Meetings were held with Scottish Natural Heritage to help inform implementation of the youth employment strategy through introduction of apprenticeships and with Education Scotland to discuss their sustainability resources. They are happy to include Lantra Career resources within their school materials, further increasing their reach.

Following a meeting with the Women in Agriculture Taskforce which focussed on skills development, we attended the Women in Agriculture business breakfast at the Royal Highland Show to learn more about the new skills initiatives. We are now promoting these training opportunities through social media and via our contacts and newsletter.

Lantra helped the Scottish Partnership Against Rural Crime (SPARC) and the Royal Highland Education Trust (RHET) in a bid to create a new SQA unit and associated teaching resources. This pilot project aims to change and improve young people's attitude to and understanding of the impact of rural crime in Scotland by integrating awareness of rural crime into primary, secondary and tertiary education. A funding proposal was sent to Toyota and this will be followed up when restrictions are lifted as key SPARC leads were temporarily redeployed into front line roles.

Lantra advised Trees for Life on available skills development options, and participated in a survey and subsequent consultation workshops to help inform the next Highland Biodiversity Action Plan. In a presentation at the Forum's Autumn meeting we highlighted relevant skills and training activities in the current plan and potential activities to build on them.

An update/review meeting was held with Rural Skills Scotland, including Skills Development Scotland engagement, apprenticeship opportunities and enhanced delivery options (environmental conservation and trees and timber).

We facilitated engagement between SRUC and Countryside Learning Scotland aimed at raising awareness and understanding of resources and alignment with National Rural Learning Network objectives. A meeting was also held with SRUC to discuss degree revalidation and suggested programme titles, aims and objectives. Lantra has offered to help with the ongoing revalidation where required.



We delivered a presentation on the importance of Rural Skills at an event held by Borders College and The Scottish Council for Development and Industry. We engaged with a potential training provider to address a recognised geographic gap in rural skills provision, attended the Dumfries and Galloway Graduation ceremony and supported discussions with the local Developing Young Workforce group on developing provision linked to food and drink and the land-based industries.

A proposal was drafted for a potential Young Peoples' Skills Council, reflecting Lantra's former Industry Group terms of reference, for internal consultation.

Lantra facilitated and attended an assessment strategy meeting with the Scottish Qualifications Authority and Horse Sense resulting in improved awareness and understanding of issues, further interventions and assessment of equine SVQ candidates.

We also met with Jahama Highland and Craigengillan Estates to improve awareness and understanding of work-based learning opportunities, estate management priorities and the potential for collaboration, one example being to utilise estate land and facilities to enhance the student learning experience.

We attended a meeting looking at the shortage of road haulage drivers which has a knock-on effect for the land-based sector. We are now supporting them with the development of career materials to help encourage more individuals to consider a career in this area. Further to this, we have facilitated communications between Skills Development Scotland lead and standards and frameworks colleagues regarding contribution rates for the Freight Logistics Modern Apprenticeship.

We met with SRUC and SQA to discuss Higher National Modernisation. This is a significant review and one that would be best conducted at a sector level, and collaboratively between all the land-based colleges. Unfortunately, developments have been placed on hold by SQA.

Lantra contributed to the report on education and training in Peatlands Conservation, which focussed primarily on engagement with Ullapool High School and contained recommendations for effective school engagement and delivery.

#### *Facilitation of industry engagement in standards, qualifications and apprenticeship framework developments*

Key outputs	Annual Target	Annual Achievement
Facilitate or support industry engagement and meetings	7	13
Participants	100	77
Industry representatives	20	20

Lantra reviewed and commented on all industry and provider feedback to environmental conservation National Occupational Standards (NOS) consultations. We also engaged with fisheries management industry contacts to identify key NOS that can be aligned with conservation and introduced to that suite. Outcomes include conservation NOS that remain 'fit for purpose' and directly relevant entry level vocational learning options for new entrants to fisheries management. This should help increase integration between industries and skills in support of effective, integrated and sustainable land management.

We facilitated further engagement between a potential training provider in South West Scotland, Lantra Awards colleagues and a consultant helping to support farmers in Ayrshire to access training. The potential impact of this work will be a significant improvement in provision in the South West and Ayrshire.

Lantra also had valuable engagement at the Borders Union Show with Borders Machinery Ring and Borders College resulting in key learning points to feed back into pre-apprenticeship pilot evaluation work. A meeting was also held with Dundee and Angus College to discuss their course offering around Animal Care. They are also now looking at the possibility of delivering land-based engineering courses in the future.

Lantra met with the Scottish School of Forestry (SSF) and SRUC Barony to discuss the Trees and Timber Modern Apprenticeship framework and its suitability for machine operator training. Actions were agreed between SSF and SRUC in terms of development, and framework alterations were discussed further with industry and standards and qualification colleagues.

Lantra also met with Highland Business Services who are involved with the pre-apprenticeship programme. Discussions took place on potential opportunities for them to deliver more courses and to extend the reach of the pre-apprenticeship.

Lantra have also responded to numerous queries on Farriery. We have encouraged SRUC Oatridge to enter an agreement to co-deliver with an approved English provider, and are awaiting an update from them.

### *Support for instructor and work-based assessor resource development*

Lantra Scotland referred enquiries from twenty-eight potential instructors to colleagues during this reporting period.

Our Career Ready intern produced an interactive map highlighting the number and range of freelance instructors. This is being used to identify gaps in provision and to inform Lantra's instructor network development proposals.

Lantra held a meeting with the Scottish Crofting Federation to consider options for instructor recruitment, and appropriate targets in the Highland and Islands. We also facilitated improved engagement between Lantra instructor network colleagues, Tarff Valley and Borders College. The latter was specifically aimed at improving access to pesticides training instructors, which had been highlighted as a key issue in the South of Scotland. Tarff Valley were involved with the pre-apprenticeship pilot and have now registered as a Lantra training provider, which is important geographically in terms of effective training provision in Dumfries and Galloway.

One-to-one discussions were held with the Skills Development Scotland lead regarding alignment of skills requirements and provision across the South of Scotland. This provided an opportunity to profile the importance of private and public provision, the importance of older new entrants to the sector, Lantra's Modern Apprenticeship resources research, and addressed some cross-border challenges via Borderlands Growth Deal investments.



### *Increase delivery of provision appropriate to the sector within schools*

Further to Skills Development Scotland expressing support for Foundation Apprenticeships in the Forestry Skills Summits at Inverness and Barony Colleges, Lantra arranged meetings with staff and pupils of those delivering the Skills for Work and National Progression Award in Rural Skills, in order to establish what might work best for progression.

We met with Borders College to discuss Rural Skills provision as they are running the NPA in Rural Skills with a separate Forestry class for the first time, as well as the pre-apprenticeship. An initial conversation was also held with pupil support at Blairgowrie High School to inform the proposed introduction of rural skills to the curriculum. This was followed up with provision of appropriate website links and good practice contact details. We have connected Wallace Hall Academy with SRUC Barony to further support their NPA Rural Skills Forestry work and met with Perth Academy to discuss Rural Skills and the potential of work experience.

Lantra also attended a meeting at Dundee and Angus College which included a discussion on their Schools delivery, as well as their 'Dig and Dine' programme and plans for the future. They are keen for there to be pathways within a Foundation Apprenticeship and plan to raise this with Skills Development Scotland. We will involve them in further discussions around the FA Business (see earlier).

A meeting was held with Professors Davy McCracken and Nick Sparkes of SRUC at Crianlarich to better understand the research centre's activities. The Lantra Scotland team development day was then held at the research centre to update the team on the opportunities presented.

Lantra contributed to the report on education and training in Peatlands Conservation, which focussed primarily on engagement with Ullapool High School and contained recommendations for effective school engagement and delivery.

## *Innovative solutions to industry skills challenges*

The Employers' Toolkit developed by Lantra on behalf of the Skills for Farming Group and supported by Skills Development Scotland was launched at the Royal Highland Show by Jamie Hepburn MSP, Minister for Business, Fair Work and Skills. Speakers were Andrew McCornick, NFUS President; Jamie Hepburn MSP; James Orr, farming employer; Gordon McGuiness, Director of Industries and Enterprise Networks at Skills Development Scotland and Liz Barron-Majerik, Director of Lantra Scotland.

Later in the year, Lantra facilitated a meeting at Craigengillan Estate to improve awareness and understanding of rural education and work-based learning options aligned with the estate's 5-year plan. Developing the Young Workforce (DYW) Ayrshire, Ayrshire College and Countryside Learning Scotland were represented. Outcomes included improved DYW and Ayrshire College engagement and the potential to support student learning and technical training in Ayrshire.

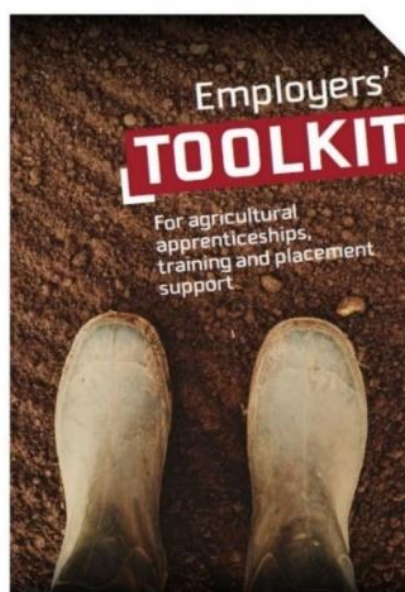
Lantra attended meetings to discuss the hosted apprenticeship. Topics included the value of independent evaluation and opportunities to improve effective partnership working, recruitment, monitoring and communications.

Good practice in innovation and entrepreneurship taken from the Scottish Enterprise Rural Leaders and Rural Youth Project Netherlands Learning Journey was shared with Lantra Scotland colleagues, highlighting the potential to improve related learning through secondary and into further education.

A very positive meeting was held with the Forest Industry Safety Accord (FISA) and colleagues from Lantra Head Office which looked at helping people in machine operations to register as 'provisional', log their CPD and training and register to be assessed. This could then be applied to chainsaws and other areas. Lantra was invited to join the FISA Skills Group, which will hopefully lead to further opportunities for collaboration.

Lantra also met with Dumfries and Galloway Glens landscape partnership project to help inform proposed delivery of shared apprenticeship in rural skills. It was agreed there was potential to explore further and noted related engagement with a training provider.

A follow-up meeting was also held with Countryside Learning Scotland for an update on the proposed National Rural Learning Centre Network and to consider how best to accommodate the rural volunteer award, following a suggestion from Lantra Awards that customised provision may be the preferred option.





### Theme 3: Driving investment in learning and skills development

Key areas from Theme 3 on the outcome and impact of Lantra's work, April 2019 – March 2020

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

Lantra attended a variety of **business and stakeholder engagement events** across a breadth of industries to both enhance our industry intelligence as well as increase awareness and understanding of learning, skills development and training. Events included the Scottish Seaweed Industry Association Conference, Scottish Shellfish Growers Conference, New Entrants to Farming Conference, National Farmers Union of Scotland Annual Conference, Farming Scotland Conference, Meat the Future QMS Conference, BAGMA Scotland meeting, STEM Scotland and Scotland Food and Drink Annual Conference.

Promotion work included:

- Two videos developed with **Jim Smith (farmer and stand-up comedian)** promoting Modern Apprenticeships (MA) and mental health. The MA video was our most successful promotion initiative to date with over 246,000 views of the video and some very positive feedback. The [mental health video](#) was released as part of World Mental Health Day.
- [Business video](#) case studies were developed to showcase the value of training
- A Scottish Farmer [Apprenticeships within Agriculture](#) article was produced. Further [Scottish Farmer coverage followed from this](#).
- [Royal Highland Show](#) preview edition advertorial was created
- We produced several Podcasts to promote the [pre-apprenticeships](#) in agriculture, [Employers' Toolkit](#), [Industry Champions Initiative](#) and [careers in aquaculture](#) and [environmental conservation](#)
- We also produced [Blogs](#) on mentoring, keeping children safe on farms, dealing with stress and reducing our carbon footprint

Lantra Scotland's Director took on the role of Chair for the **Forestry Skills Forum (England and Wales)** meetings and identified good practice for dissemination north of the border (such as the Field work in the Forest resource for Geography teachers), as well as areas for potential cross-collaboration. Further discussion took place on a 'cross-border apprenticeship guide' to clarify some of the confusion that can arise for companies that operate 'cross-border'.

Further to a meeting with Skills Development Scotland to discuss alignment of the **Skills Action Plan** for Rural Scotland and the Lantra Scotland work plan, considerable overlap was identified. An SDS representative will be asked to join the Aquaculture and Forestry Skills Groups.

Lantra had been asked to speak at the Seminar '**Growing the Future: Enhancing the Attractiveness of the Agricultural Sector**' in Latvia to showcase how Scotland is addressing this challenge. The event was postponed to June, but due to COVID-19 restrictions further postponement is likely. The organisers are COPA-COGECA, who represent farmers and their co-operatives in the European Union.



## Outcome 2: To increase investment in learning, skills development and training and improved business performance

Lantra have gained additional funding through SDS to help address the need for **new talent in forestry**. The sector is planning to eventually introduce a new programme of internships, based upon learning from the pre-apprenticeship scheme for agriculture. This is based on an identified need for an entry level programme with relevant work experience and training core technical skills. However, this funding is for activities related to training, induction and mentoring to support the work of others and Lantra have an oversight role. We will work in partnership with the Forest Industry Safety Accord (FISA), Ringlink, the Institute of Chartered Foresters (ICF), Colleges and training providers to ensure activities align with the aims of the Scottish Forest and Timber Technologies Industry Leadership Group (SFTT ILG) and the Skills Action Plan for Rural Scotland.

Lantra participated in a number of **Aquaculture Skills Action Plan Steering Group** meetings , updating the group on Recommendation 1 (Promoting the sector as a career destination and widening the recruitment pool) highlighting Lantra's actions including producing a 360° VR video and a suite of career videos with partners. We also provided updates to the Scottish Aquaculture Innovation HR Directors meetings. This included the Aquaculture Prezi resource that Lantra are developing and which showcases the range of jobs within the industry.

We met with Zero Waste Scotland to discuss the creation of a '**Sustainability Unit/National Occupational Standard**' that would be flexible enough to be used in a range of programmes both within and beyond the land-based and aquaculture sector, and which would also come with a broad range of support material. A short proposal was drafted and sent to Zero Waste Scotland for consideration, although similar work is being undertaken by Cogent, and so we are now focussing on the essential skills aspect.

Lantra presented research we had commissioned called '**A review of the future of the forestry workforce in Scotland**', at the Highlands & Islands Forest Industry Cluster and Forest and Timber Industry Leadership Group. Following feedback, the final report was published on the Scottish Forest and Timber Technologies [website](#).

Lantra presented to the **Highland Environment Forum** on 'Helping to support learning and skills development for the next generation of biodiversity managers'. This led to engagement in a National Occupation Standards and Qualification review and instructor development work, and an active role in helping to inform the next Highland Biodiversity Action Plan.

A productive meeting was held with the **Scottish Agricultural Organisation Society (SAOS)** and Skills Development Scotland on how best to support dairy enterprises. Links have been made between the University of the Highlands and Islands and SAOS to pilot the placing of business students with start-ups for free initial support. Lantra will follow up on developments at the start of the next academic year. Lantra have now been asked to speak at a SAOS event covering 'How to attract and retain young people'.

## Theme 3 activities delivered April 2019 – March 2020

### *Business and stakeholder engagement events and celebration of skills initiatives at shows and events*

Key outputs	Annual Target	Annual Achievement
Events (inc Skills Summit)	12	25
Industry Speakers (Lantra events)	17	23
Participants (Lantra events)	100	143
Host 1 show stand	1	1

### *Business engagement at industry meetings and events*

Key outputs	Annual Target	Annual Achievement
Support industry meetings and events	60	65



A meeting was held with SRUC and Royal Botanic Gardens Edinburgh to discuss establishment of a Horticulture Skills group. Lantra have now been invited to speak on skills at the Chartered Institute of Horticulture Conference (CIOH) in September.

We attended Highland Biodiversity Action Plan (HIBAP) 2021-2026 themed development workshops on trees and woodland and agriculture, chairing the latter. It was a great opportunity to integrate skills development and wider land management into the revised action plan, with specific actions including helping to move a monitor farm-type initiative forwards after the current delivery period.

A discussion was held with the organisers of the Women in Food and Agriculture summit, which is to be held in London in December, on ideas for topics for the event. Details of suggested speakers were sent on, and we look forward to participating in it.

Lantra met with Dumfries and Galloway Council to discuss how the information in their employer leaflets and other marketing material could be incorporated within our own material to avoid duplication. We have committed to work together on this going forwards.

We attended CivTech with lots of interest for larger scale challenges. We progressed to submission stage, but unfortunately this has been put on hold during Coronavirus restrictions. There is now the potential to submit when this opens again, or to use our learning for further development of our Skills Matching Service.

During the year, Lantra attended various national and regional SPARC meetings, with discussions including updates on stolen goods recaptured, dropping crime rates, livestock attacks and the potential in Equine for a course, training or guidance to be added to the NOS in terms of transport in high winds. We also met with SSERC and STEM Scotland and benefited from the opportunity to network with education practitioners and hear about up-to-date classroom techniques to make pupils aware of STEM and opportunities for the future.

We also supported the Farm Advisory Service seminars on employing people, engaging with industry and showcasing the employers' toolkit and the benefits of work-based learning and apprenticeships.

The Skills for Farming Group, in which Lantra is a key partner, have identified some key priorities for 2020/2021 including building on the work of innovative apprenticeships, promotion and further development of educational pathways at all levels, creating and supporting opportunities for upskilling employers and staff, running career activities, mentoring for employers and further work on education, skills and careers.

A meeting with the National Farmers Union of Scotland senior management and skills team was held, to discuss agriculture skills provision and how best to collaborate towards common goals.

We also attended a salmon conservation round table meeting at the Scottish Parliament (hosted by Fisheries Management Scotland and Scottish Land & Estates) with strong MSP representation and interest, and with attendance from a broad range of stakeholders, including positive engagement from the Scottish Salmon Producers Organisation. The event discussed the decline in the numbers of wild salmon returning to Scottish rivers, discussing the range of pressures wild salmon face, and possible solutions (one example being riparian tree planting). This provided the opportunity to highlight the importance of engagement with next generation, to help inform complementary NOS work, and to identify a potential fisheries management case study. Further information on the event's proceedings can be found [here](#)

We hosted an information stand and supported Stirling Council fisheries opening event on the River Teith, helping to inform fisheries management industry intelligence and profiling Lantra's work, ranging from careers to technical training courses.



Lantra attended the Rural Mental Health Forum meeting, with specific focus on NHS Health Scotland's online learning and awareness-raising modules and attended the First Minister's National Advisory Council for Women & Girls celebratory event. There was useful engagement with STEM social enterprise and potential for careers case studies on women returners at a higher level.



Lantra attended the CARAS meeting at which new entrants and young communicators presented on their work and discussed how the sector could better appeal to a young audience, and to 'non-farmers'. We also met with the Royal Highland and Agricultural Society of Scotland CEO and the Royal Highland Education Trust Executive Officer to discuss future plans, to ensure there was no duplication of work and to identify areas where we can support each other.

Lantra spoke at the Farm Advisory Service Adviser training event in Aberdeen on the benefits of the Employers' Toolkit as a valuable resource with the toolkit being provided to all advisers to support their work. We also supported the Food and Drink Federation Scotland with the Skills Collateral for Food and Drink project ensuring that the primary production sector and appropriate qualifications were included.

Lantra attended the Holyrood Skills and Apprenticeship Conference where Lantra's work was mentioned in the keynote presentation, in particular the Employers' Toolkit and the Forestry Machine Operator Apprenticeship. A number of useful connections were made, including with the Construction Industry Training Body (CITB), as it may be that candidates unsuccessful in gaining apprenticeships within some construction programmes would benefit from discussions about a potential land-based career.

Lantra attended the Scottish Apprenticeship Board communication group meeting to discuss Lantra's work with apprenticeships and we met with the James Hutton Institute to discuss collaboration and skills, the Tay Cities Deal being a key priority. We also attended the opening of the new James Hutton Institute research centre for vertical farming technologies. Mary Bowman, industry champion, also attended and discussions took place on the potential use of Highland & Island Estates for future vertical farming projects.

Lantra met with Dumfries and Galloway College to discuss their provision and facilitated a follow-up meeting with the Food and Drink Federation to look at the Foundation Apprenticeship (Food and Drink) and the overlapping South of Scotland Economic Partnership projects.

We met with the Department of Work and Pensions to discuss how best to promote the opportunities within the sector to their clients. They have offered to support the training of mentors in how to be Disability Confident and presented at the Regional Skills Summits with some of their partner employers.

Lantra attended the West Central Agritourism Monitor Farm and Borders Monitor Farm Meeting to promote our work as well as to identify potential opportunities for skills development and we held a meeting with a private training provider to consider broadening provider engagement (e.g. Borders College & Tarff Valley) and business development.

Lantra attended an SCQF Forum providing an update on our 'Recruiting for the Future' events and the current work to refresh our careers materials for different audiences, using the SCQF framework to show different qualifications available.

We also attended a variety of other meetings and events during this quarter which include the NFUS Autumn Conference; Scottish Horticulture Panel; Deer Management Round Table; Wild Deer Best Practice Group; Women in Agriculture Autumn Conference; National Network of Outdoor learning annual meeting; Tay Partnership Against Rural Crime; the 42nd MacAulay Lecture; The SRUC Elmwood Animal Care Unit Opening; National Mental Health Forum meeting; National Economic Forum; and a meeting with West Highland College UHI Principal and Jahama Highland Estates.

### *Collaborative oversight and delivery of food and drink skills investment activities*

#### **Food and Drink**

Key outputs	Annual Target	Annual Achievement
Food and drink meetings and contribution to skills investment plan	5	11

Lantra spoke at the Women in Food and Agriculture Summit in Amsterdam, see Theme 2, Outcome1.

We took part in the Partner Comms Meetings of Scotland Food and Drink. Topics discussed included key messaging on climate and the environment and 'Scotland is Now' and associated branding opportunities.



We also participated in the Food and Drink Federation Scotland briefing event on natural capital and biodiversity net gain, resulting in improved understanding of terms and their potential application in primary production businesses.

Along with Industry Champion Ross Yuille, we attended the Scotland Food and Drink AGM where we learned about the importance of branding and people development to successful businesses, a theme which we explored further at our regional skills meetings.

Lantra was also represented at a Food and Drink Federation Scotland briefing event on natural capital and 'biodiversity net gain', helping to align environmental conservation and primary production skills interests.

Lantra attended the Cross-Party group on Food, one with the theme 'Plastics' and the other 'Climate Change and Sustainability'. We also attended the Food and Drink Partnership Communications meeting (in which we provided an update on the Employers' Toolkit) and Scotland's Food and Drink Awards, again with useful contacts made during the event.

### *Collaborative oversight and delivery of forest and timber technologies and aquaculture skills investment or action plans*

#### **Forest and Timber and Aquaculture**

Key outputs	Annual Target	Annual Achievement
Forest and timber and aquaculture meetings and contribution to skills action plans	4	26

#### *Forest and Timber Technologies*

Lantra met with The Forestry Journal editor to discuss a 'Skills' edition of the journal. Very positive response and articles to be collated by us from the different skills groups, though this is now on hold until restrictions lift.

A very positive meeting was held with the Head of HR for Forestry and Land Scotland and their Training and Development lead, to discuss the Modern Apprenticeship, Technical Apprenticeship and potential Foundation Apprenticeship. An online meeting was also held with the Royal Forestry Society and others from the sector to discuss their online careers pages.

Lantra attended Confor consultation meetings to confirm industry demand for, and help inform investment in, a forestry innovation centre as part of the Borderlands Inclusive Growth Deal. A meeting was also held with the head of New Zealand forestry and others to discuss parallel skills challenges and a joint marketing campaign was proposed between the Scottish School of Forestry, SRUC, Lantra, Institute of Chartered Foresters and Confor to promote working in forestry as one of the key ways to actively combat climate change.

Lantra presented research we had commissioned called 'A review of the future of the forestry workforce in Scotland', at the Highlands & Islands Forest Industry Cluster and Forest and Timber Industry Leadership Group. Feedback on the review was been requested and the final report was published in July on the Scottish Forest and Timber Technologies [website](#).

## Aquaculture

Meetings were held with Dawnfresh, Scottish Salmon Company, Mowi and Scottish Sea Farms on an aquaculture careers map as part of the Aquaculture Skills Action Plan. The careers map is being taken forward by Lantra.

Lantra attended the Aquaculture Supply Chain Summit which brought together 100 stakeholders to identify inclusive economic growth areas across the sector with a focus on opportunities and challenges in developing production and supply chain quality. The event was to realise the strategic outcomes expressed within the Aquaculture Growth Strategy 2030, the Farmed Fish Health Framework objectives and links to the new Aquaculture Skills Action Plan recommendations.



We provided guidance to an aquaculture company on Modern Apprenticeships (MAs) and short courses and facilitated an introduction with NAFC Marine Centre UHI. We also provided information about MAs and training to a Seafish project who were looking at UK aquaculture training, along with passing on details to Lantra Awards.

### *Facilitate or promote innovation in delivery*

Key outputs	Annual Target	Annual Achievement
Partnership skills activities	5	8

The Scottish Forestry and Timber Technologies Industry Leadership Skills Group is currently working on finding ways to support more contractors in taking on apprentices. Challenges in this area were echoed at a meeting in September attended by a wide range of industry representatives to discuss supporting a “Get into Woodlands” course and how best to promote forestry careers. A follow-up working group is being pulled together by Dumfries House.

Lantra also actively engaged in a series of consultation meetings, organised by Confor, to consider the potential for a Forestry Innovation Centre as part of the proposed Borderlands Growth Deal investment. This has the potential to deliver cross-border and wider south of Scotland industry benefits and has the potential to profile forestry’s role in delivering strong ‘natural capital’ outcomes.

A meeting was held with SEPA to discuss their sector plans and how we might best integrate them into training and learning. This will link to work with Zero Waste Scotland and the Higher National qualification modernisation, for which we are awaiting dates from SQA.

We also met with the Forest Industry Safety Accord (FISA) and Lantra’s senior management team to discuss collaborative working, including FISA delivering customised provision through Lantra to support training at the higher technical level.

## Promotion and marketing

Key outputs	Annual Target	Annual Achievement
Units of positive media mentions	130	71
E-newsletters	6	4
Business case studies	4	6

Our newsletters can be accessed [here](#)

## Staff resources and performance against budget

Lantra's team in Scotland comprises five full-time and four part-time members of staff (maternity cover was provided for the administration co-ordinator).

Strategic support at a governance level is provided by Lantra's National Chair for Scotland (who sits on Lantra's Board of Trustees<sup>4</sup>), and at a management level by Lantra's Chief Executive and Executive Team.

Lantra's Scotland Director reports directly to the Chief Executive and is an active member of the Business Management Group and Extended 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 2019-2020 was up to the value of £515,000 for delivery of an agreed work plan. Principal areas of expenditure relate to fixed and operating costs (including staff) and 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 Lantra claimed £515,000.00

## Further information

Please contact Liz Barron-Majerik (Scotland Director) or Sheena Howden (Project Manager) if you would like to discuss Lantra's Annual Report in more detail, or have any specific queries:

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07990 014795 / [liz.barron-majerik@lantra.co.uk](mailto:liz.barron-majerik@lantra.co.uk)

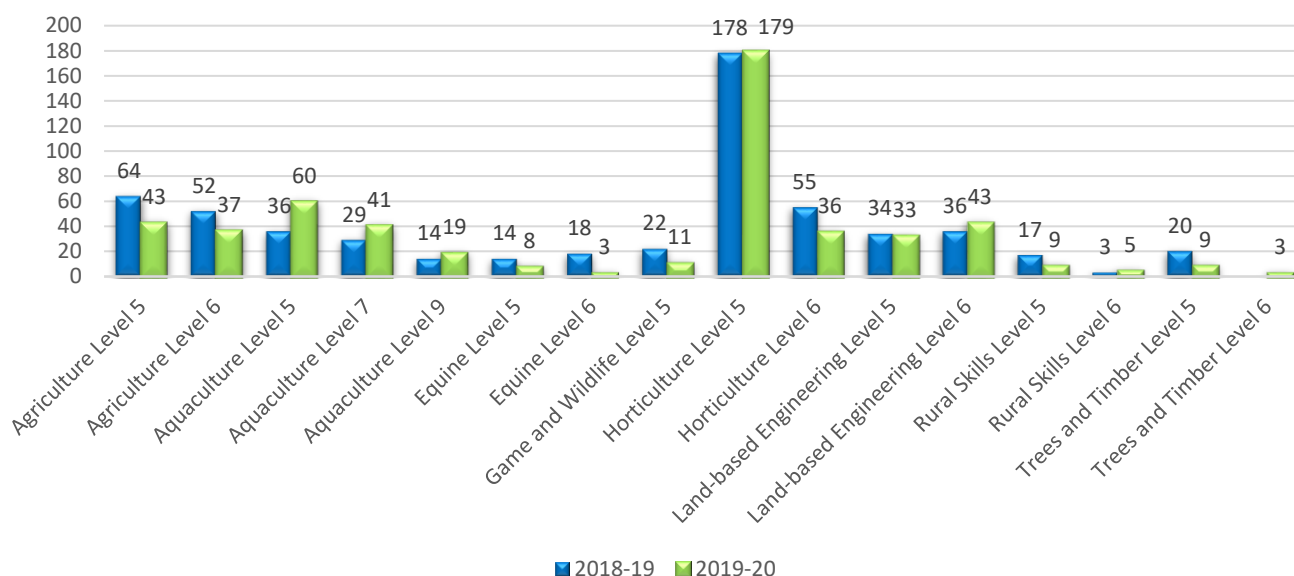
Sheena Howden  
07557 479427 / [sheena.howden@lantra.co.uk](mailto:sheena.howden@lantra.co.uk)

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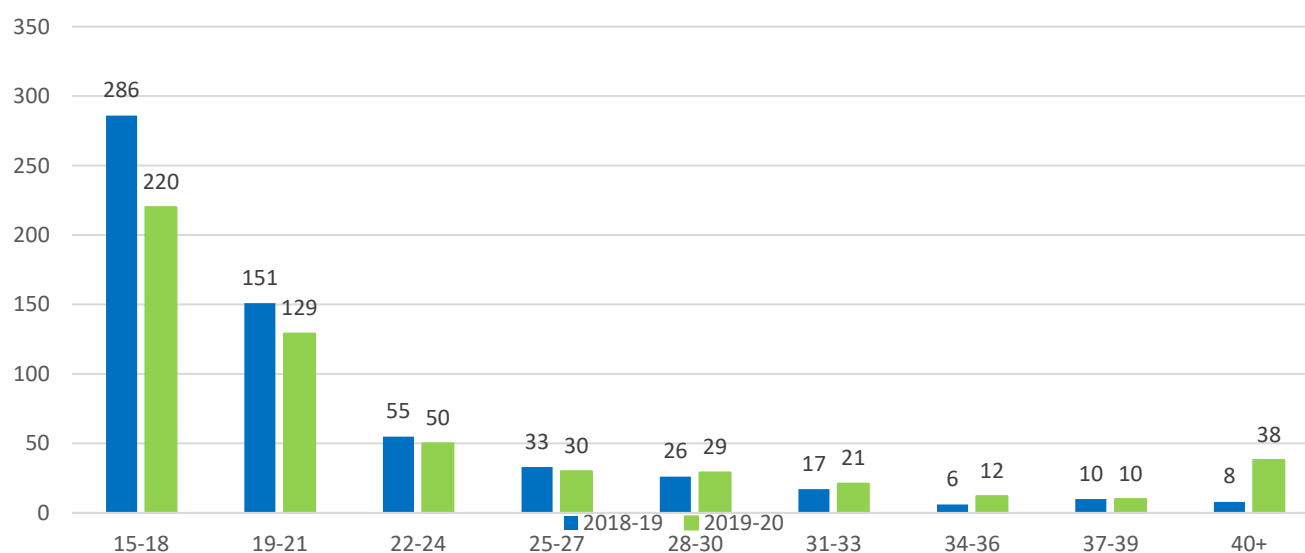
<sup>4</sup> <https://www.lantra.co.uk/lantra-trustees>

## Appendix I - Land-based and aquaculture modern apprenticeships registration and trends April - March 2018-19 and 2019-20

**Figure 1. Modern Apprenticeship Registrations April-March 2018-19 and 2019-20 (SCQF Levels)**



**Figure 2. Modern Apprenticeship Registrations April-March 2018-19 & 2019-20 Age at Start**





**Figure 3. Land-based Modern Apprenticeship registrations by framework, 2014-2020**

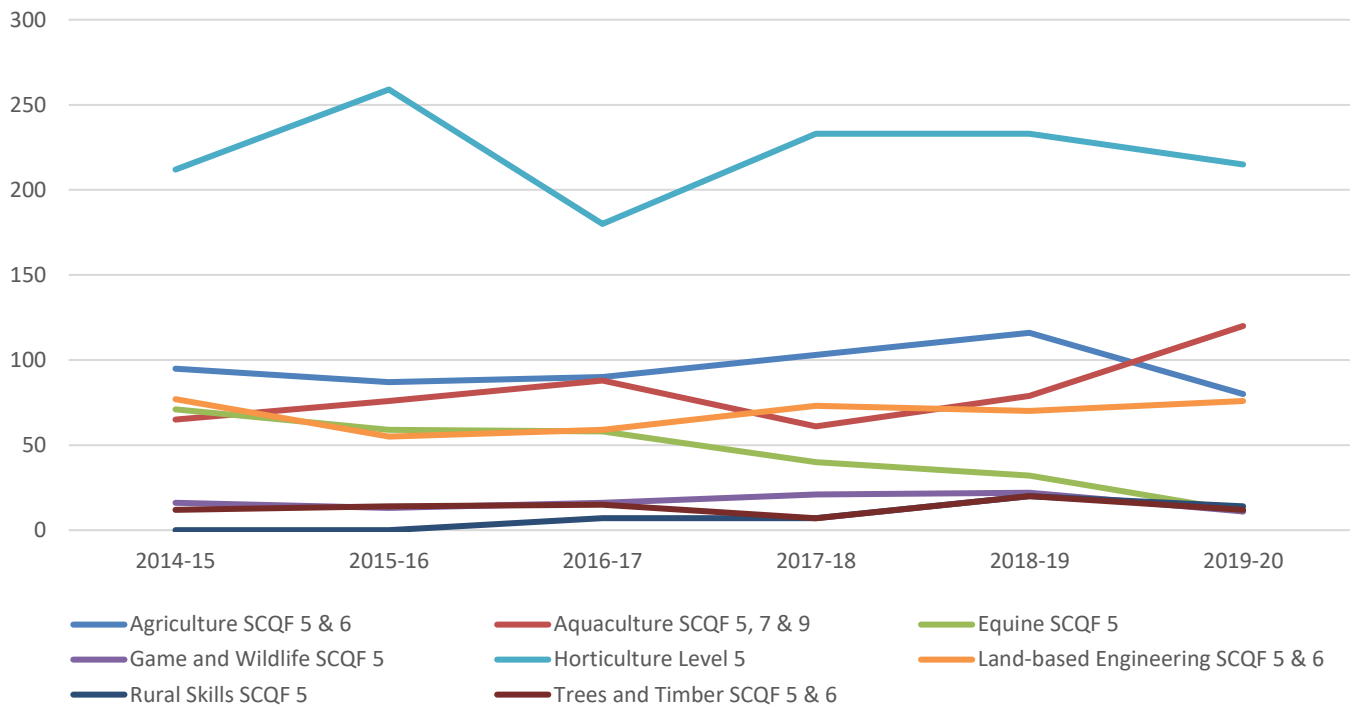
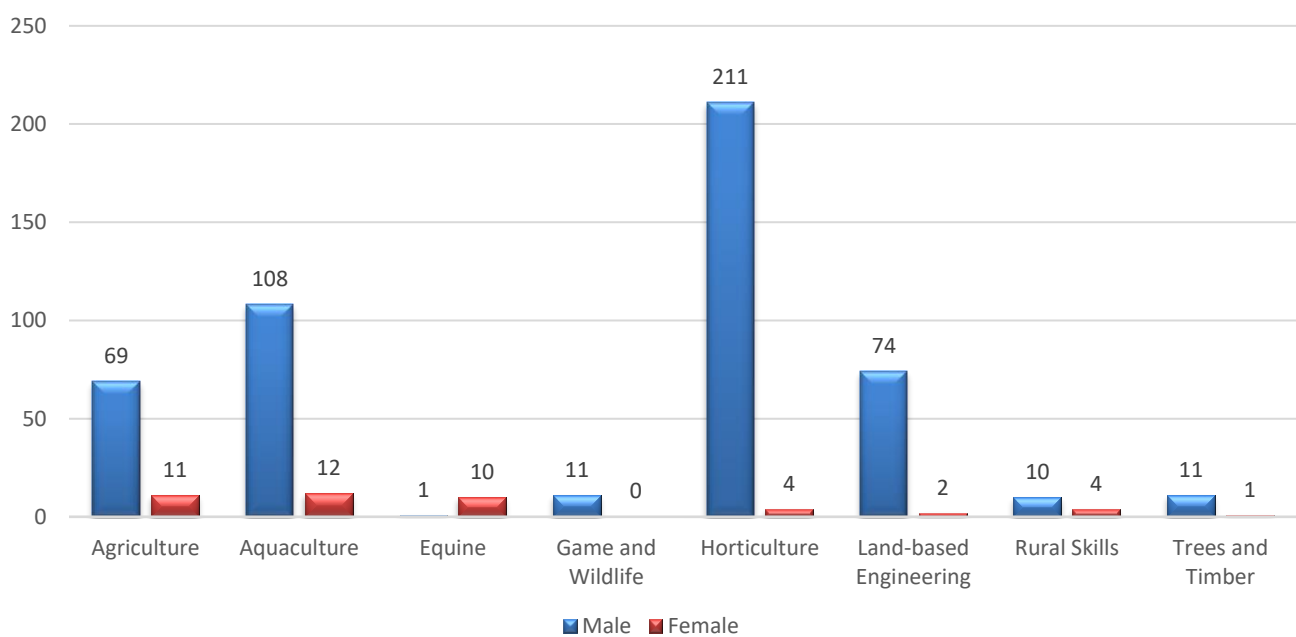
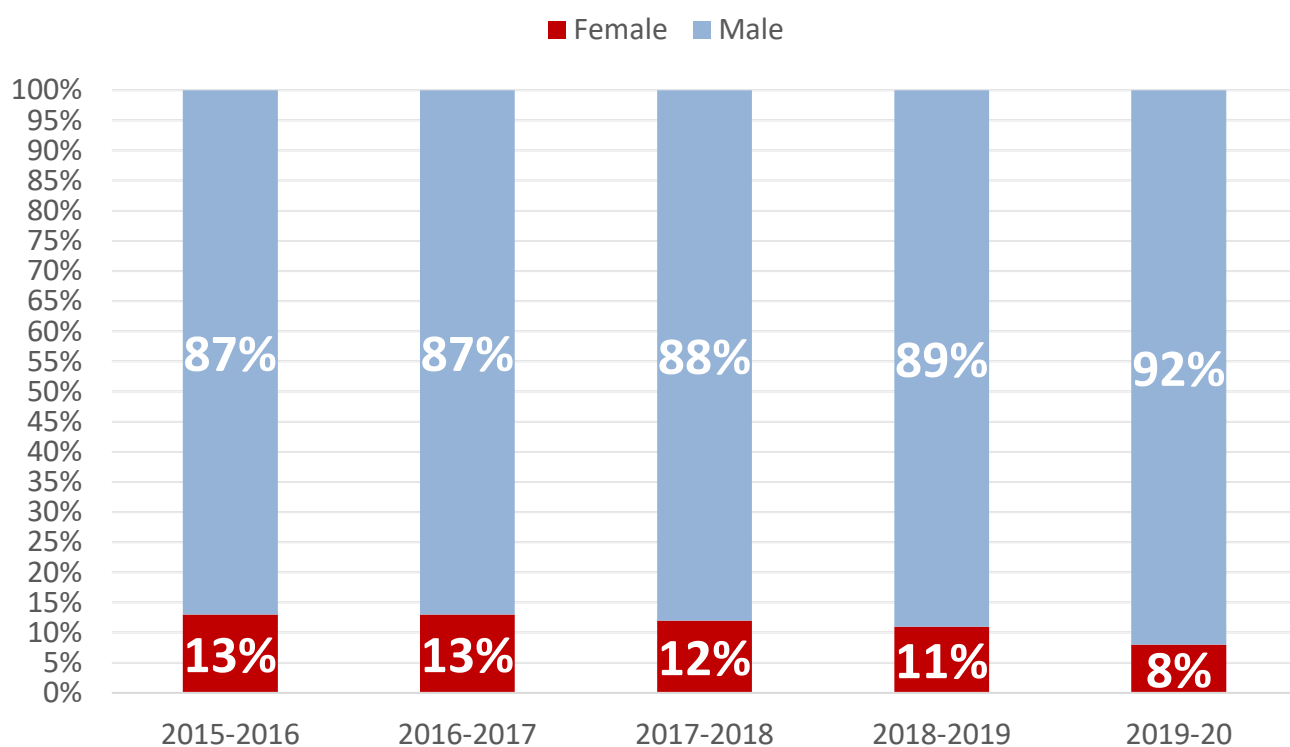


Figure 3 shows the overall trend in registrations in the past 5 years.

**Figure 4. Registrations by Gender by Industry April 2019 – March 2020**

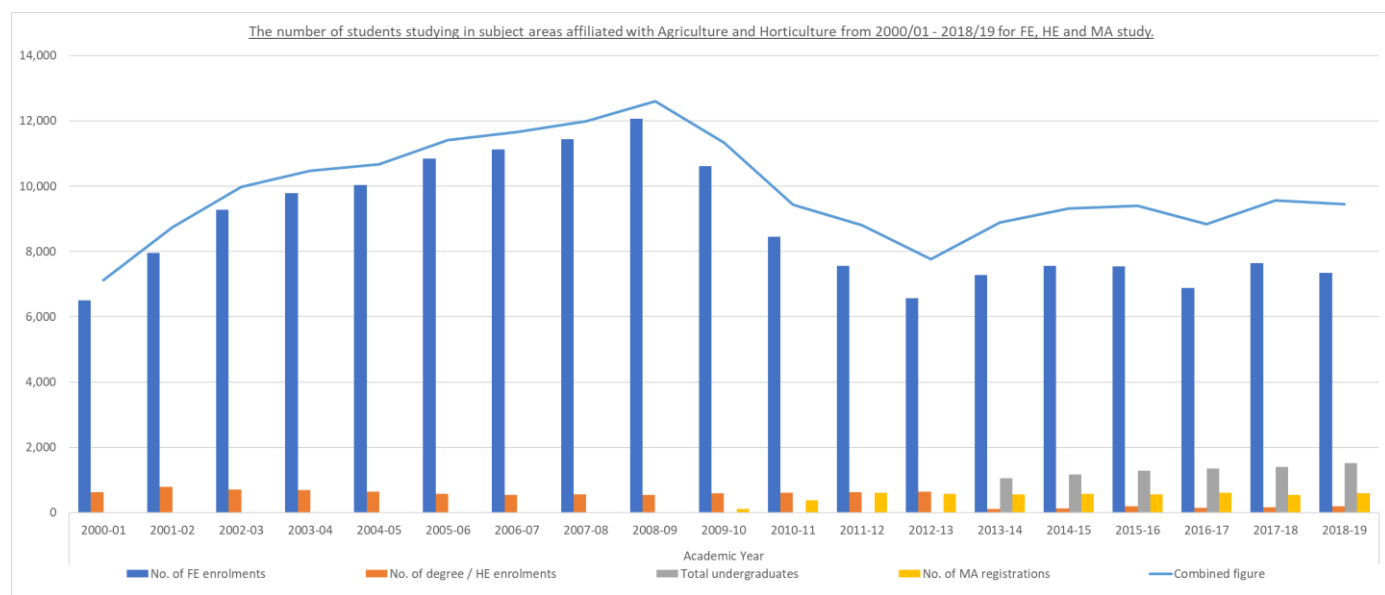
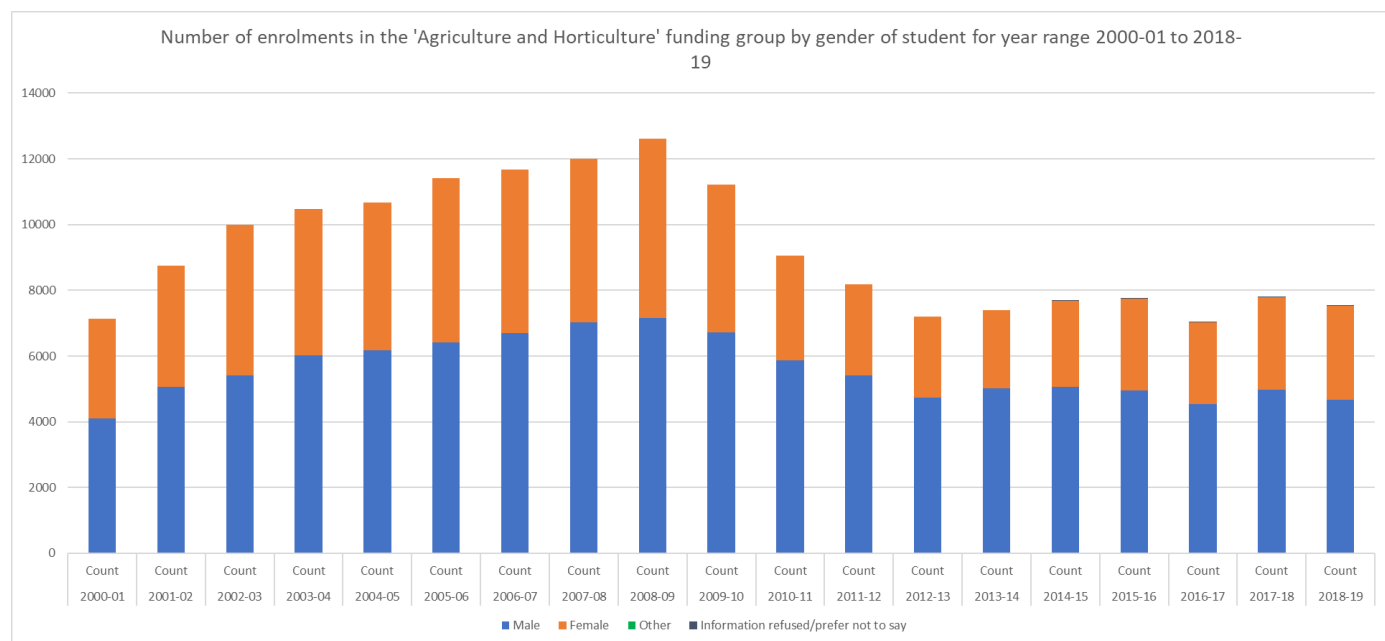


**Figure 5. Lantra Scotland Gender Comparison in Registrations  
2015/16 – 2019/20**

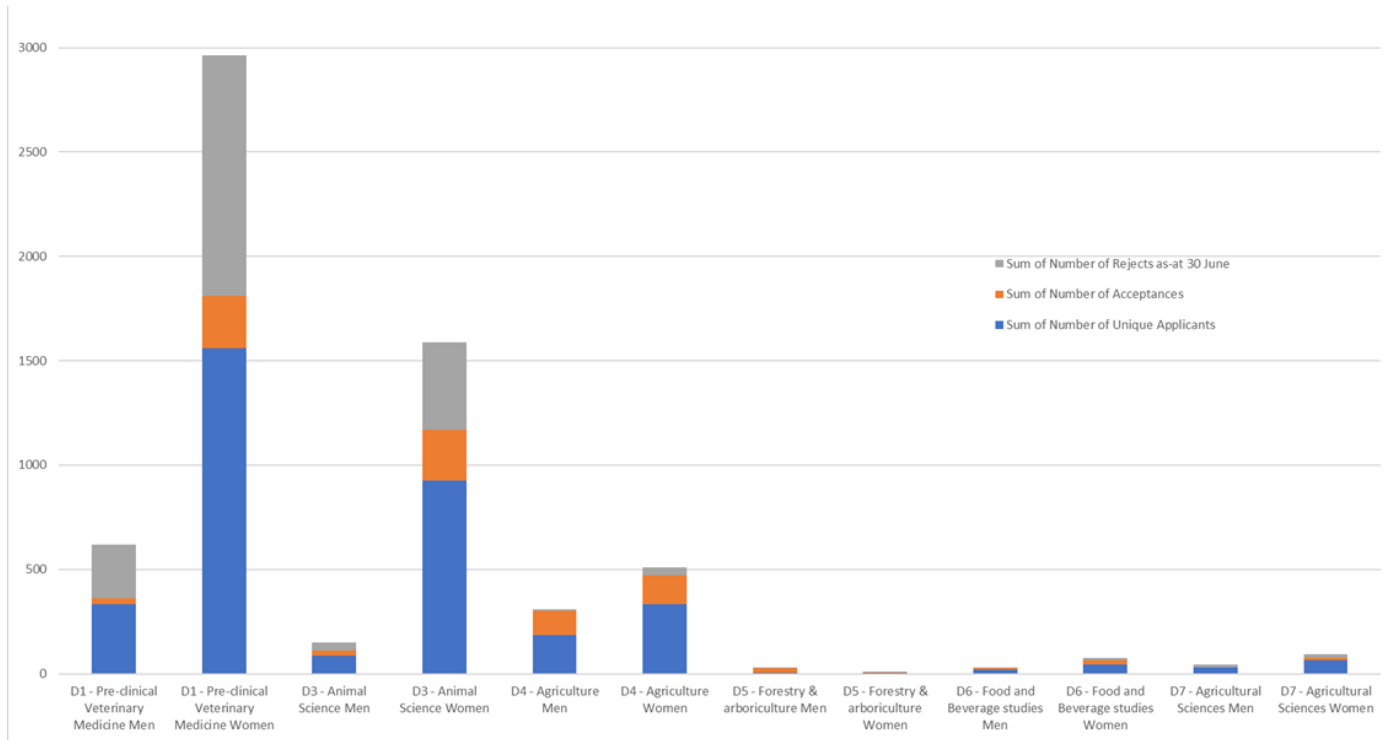


Data for the preceding tables was provided by The Federation for Industry Sector Skills & Standards (FISSS).

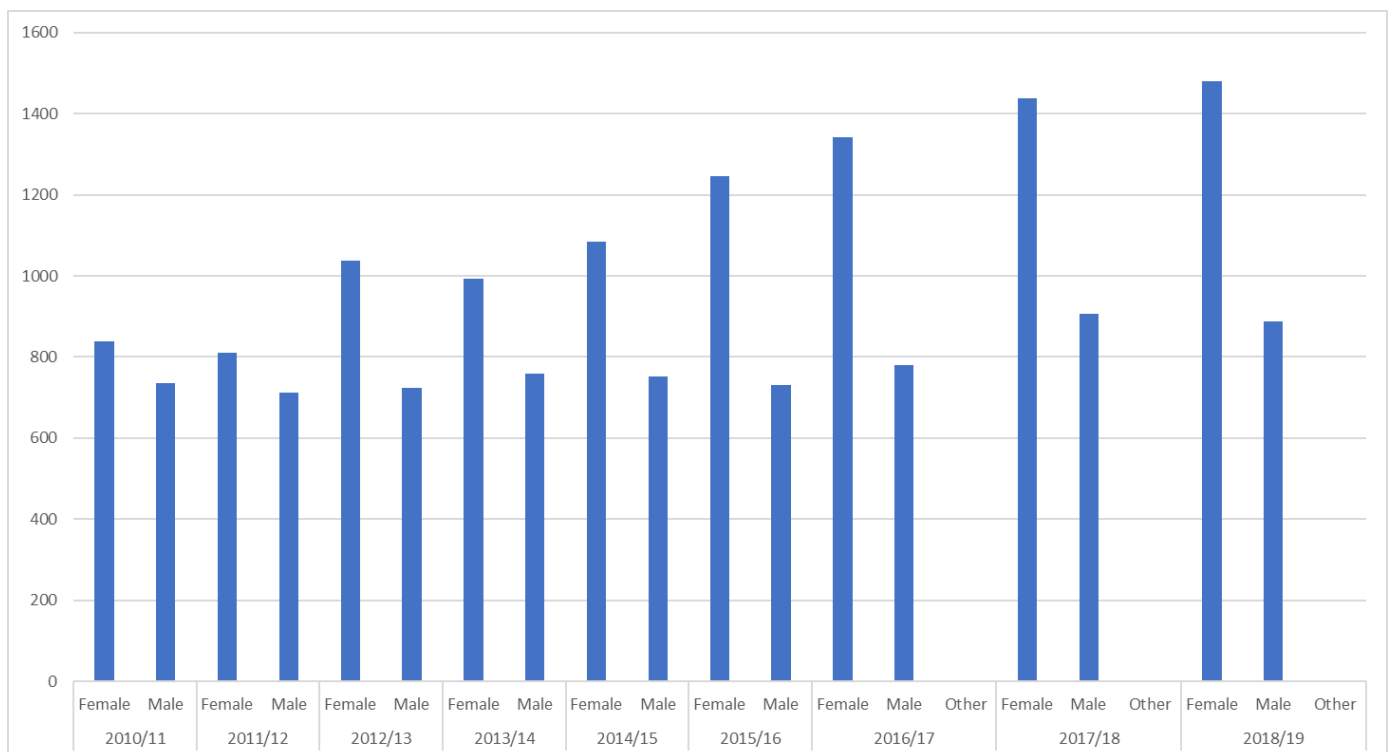
## Appendix 2- Land-based FE and HE applications and trends



## Higher Education subject applications, acceptances and rejections (UCAS) 2019-20

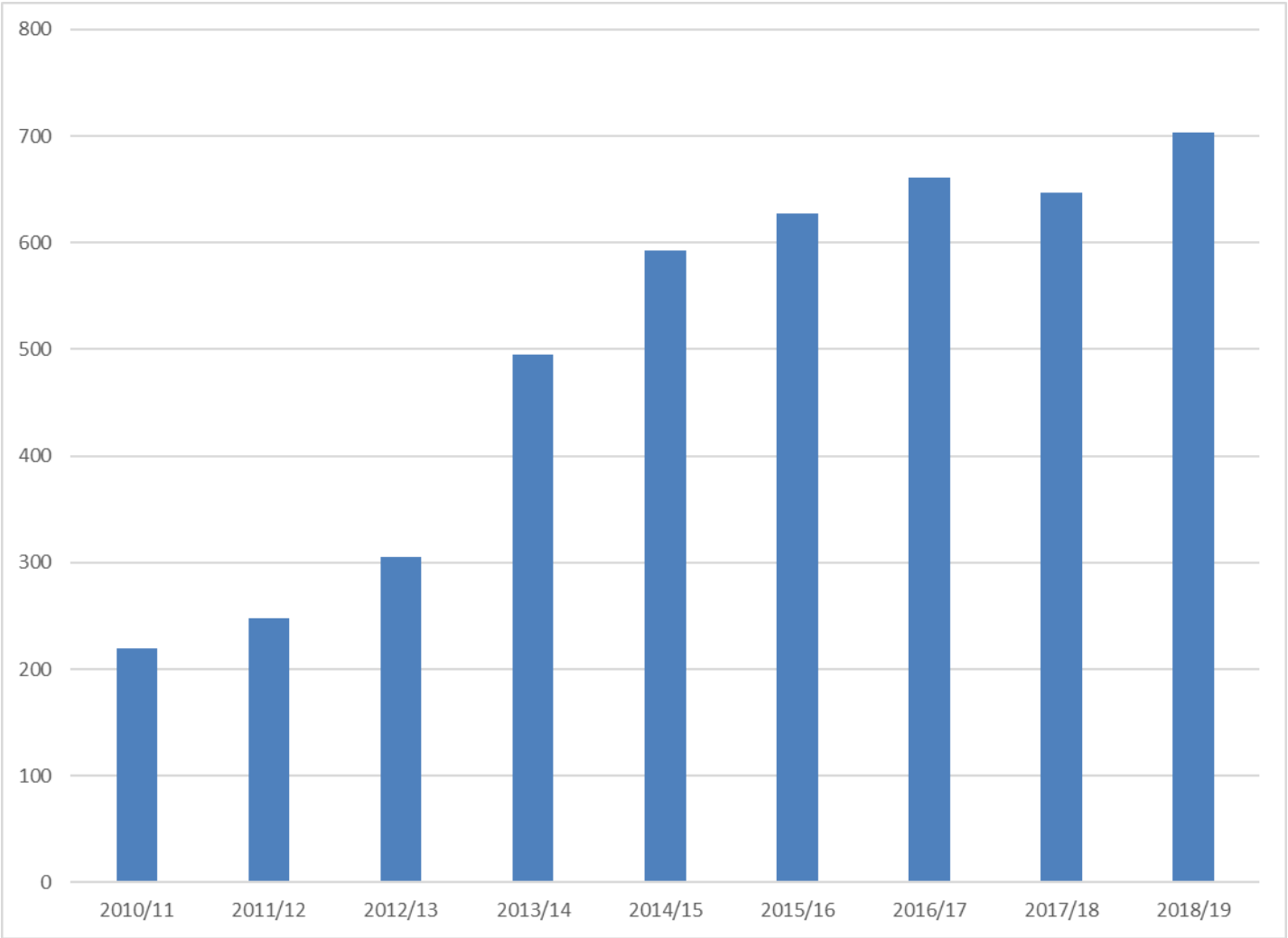


## Number of students studying Agriculture and related subjects in Scotland by gender 2010/11-2018/19 (HESA, 2020)

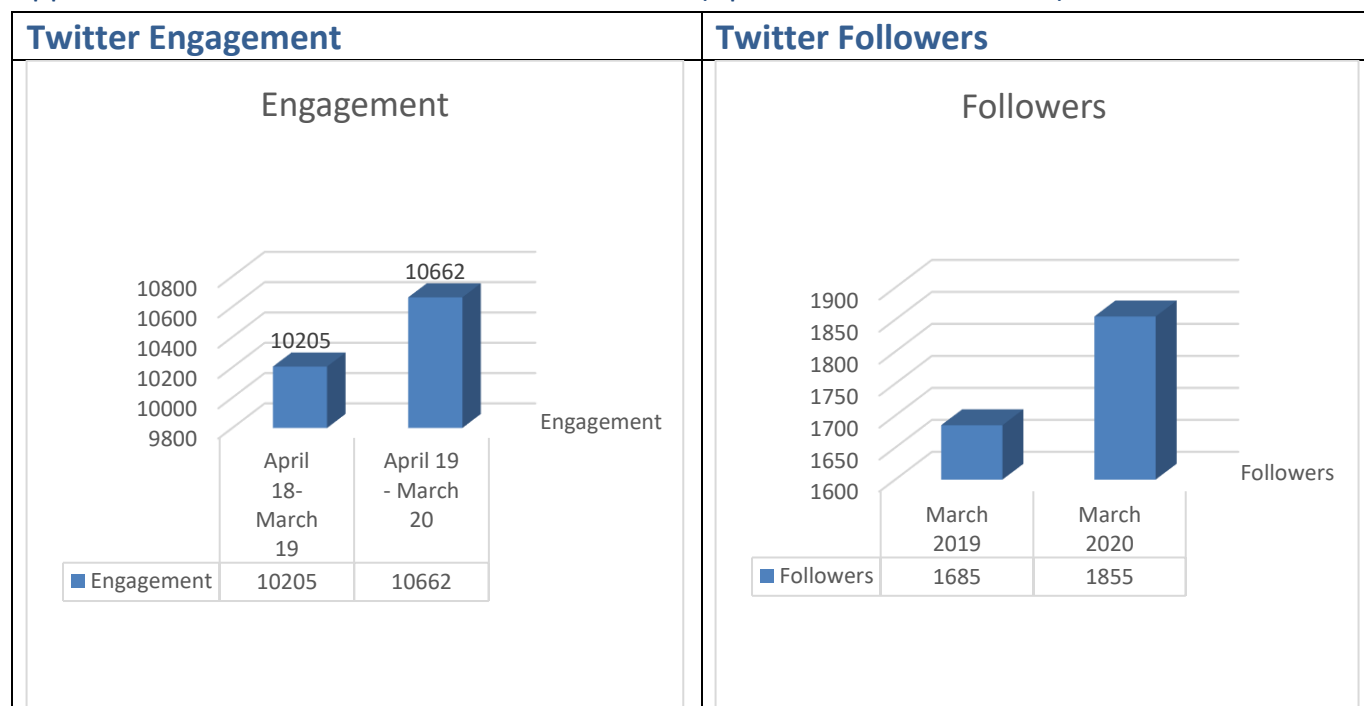




Number of females studying degrees in Animal Science in Scotland between 2010/11-2018/19



## Appendix 3 Social Media and Website Statistics (April 2019 – March 2020)



## Top Tweet April 2019 – March 2020

### TWEET HIGHLIGHTS

#### Top Tweet earned 7,719 impressions

Here's **#farmer** Sandy discovering the secret of a smooth-running business once he takes on an **#apprentice**. **#farm24** [@FarmersGuardian](#) [youtu.be/-FjNt9C-2DE](#) [@standupfarmer](#) [@NFUStweets](#) [@RuralMattersSG](#) [@BordersCollege](#) [@OrkneyCollege](#) [@SRUC](#) [@scottish\\_coops](#) [@ourskillsforce](#) [pic.twitter.com/xEYJlihuY6](#)



28 47

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top Follower followed by 15.5K people



**Austin Frerick**

[@AustinFrerick](#) [FOLLOWS YOU](#)

Heroes: Jane Addams, Grandpa Frerick, RuPaul, & Louis Brandeis. 🇺🇸 **#iowaAF**

[View profile](#)

[View followers dashboard](#)

#### Top mention earned 203 engagements



**Jim Smith**

[@standupfarmer](#) · Aug 9

Was delighted to help [@LantraScotland](#) out with a wee video to help promote apprenticeships in rural Scotland. Hope you like [twitter.com/LantraScotland...](#)

4 16 93

[View Tweet](#)

#### Top media Tweet earned 2,936 impressions

Want £200 towards cost of training course? [@skillsdevscot](#) ITA can help. Lots of courses on offer, and you don't have to pay it back... Closes 30th Sept. See [myworldofwork.co.uk/learn-and-trai...](#) [@mywowscotland](#) [@apprentice\\_scot](#) [@CountrysideJobs](#) [@YoungScot](#) [@RuralMattersSG](#) [@SAYFC](#) [pic.twitter.com/B8C30Bh8qO](#)

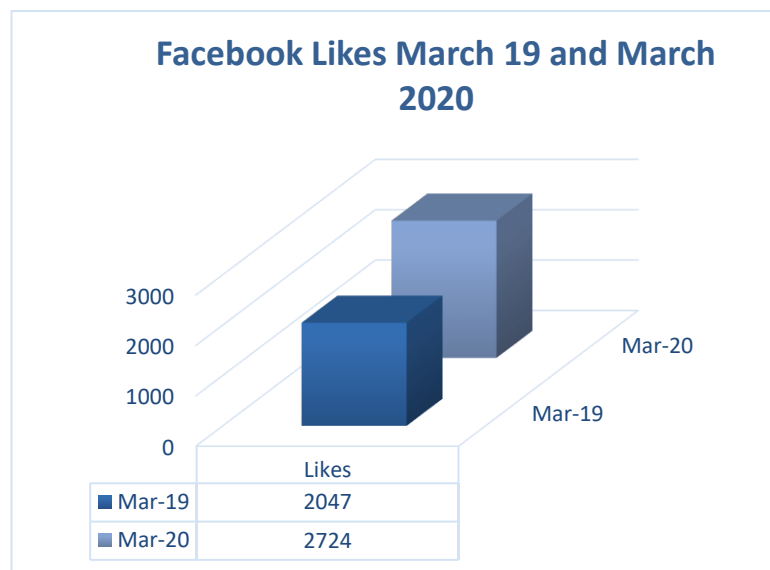


4

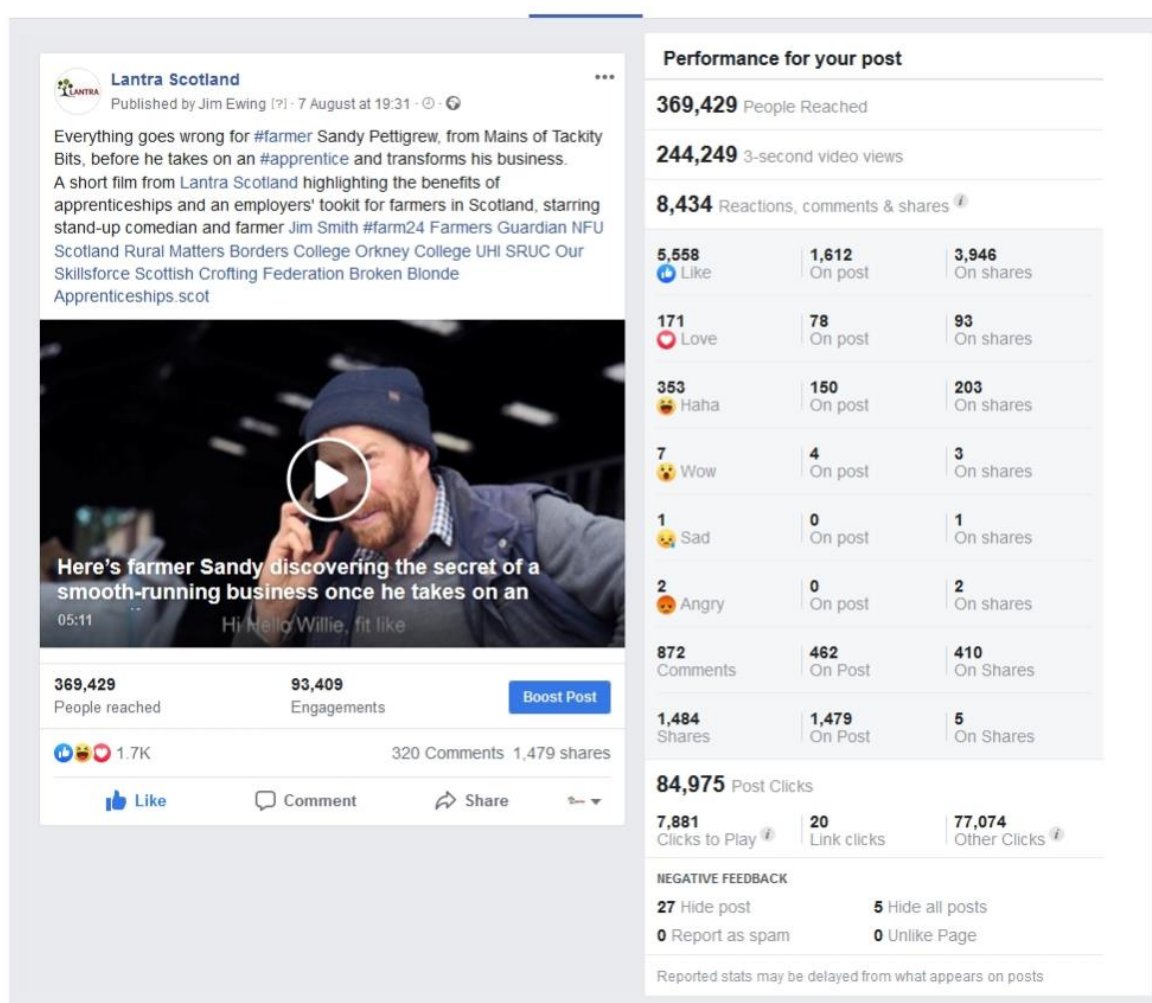
[View Tweet activity](#)

[View all Tweet activity](#)

## Facebook Statistics



## Top Facebook post April 2019 – March 2020



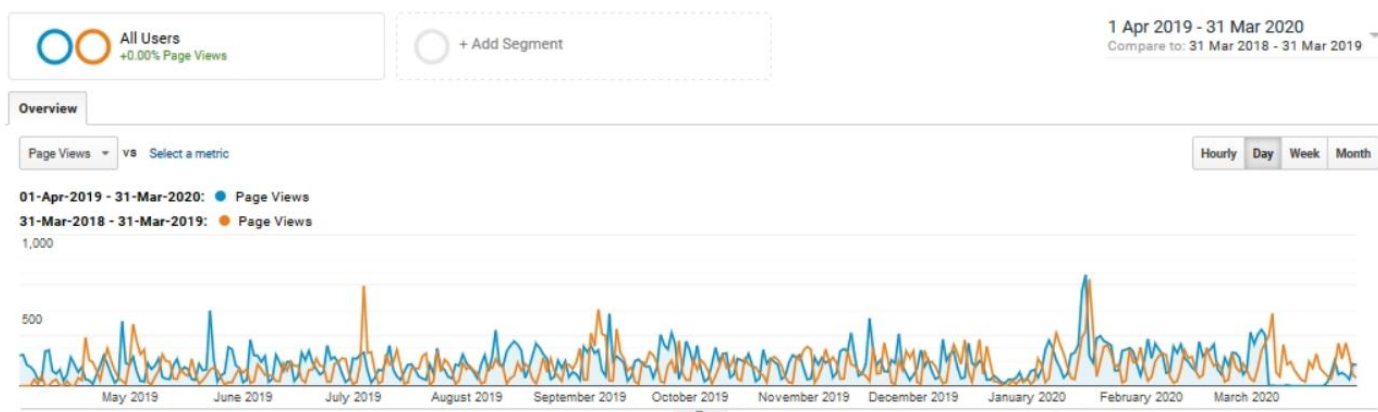
## Top Instagram post April 2019 – March 2020



## Lantra video views

There were 469,441 views of Lantra videos over the period 2019-2020, an increase of 2,334% from the previous year.

## Website statistics



During the period April 2019 to March 2020 there has been a 17.93% rise in page views from the same period in 2018-2019.

The main pages visited were focussed on careers, learning and news. We are constantly looking for ways to improve the information provided, especially with regards to careers, learning and business and this will be ongoing in 2020-21.





2019/20

NEWSLETTER

# INDUSTRY CHAMPIONS INITIATIVE

*Inspiring the next generation*

## ABOUT

Lantra's Industry Champions Initiative helps to inspire the next generation of learners and supports skills development in the land-based, aquaculture and environmental conservation sector. Our Champions are former finalists of our previously named Land-based and Aquaculture Learner of The Year Awards, now Awards for Land-Based and Aquaculture Skills (ALBAS), who have been recognised for demonstrating inspirational qualities and outstanding contributions to the work place.



## SOME DATES FOR YOUR DIARIES

Introductory Event, PERTH  
TBC

Knowledge Exchange Event  
Winter 2020

ALBAS, DUNBLANE  
4 March 2021

## EVENTS

In its third year, the Initiative has seen Champions participate in and support a range of activities:

- 29 Champions have taken part in events promoting land-based and aquaculture careers, e.g. at school, partnership career events and the Royal Highland Show
- 7 business and stakeholder events e.g. Regional Skills Summits and [Women in Food and Agriculture Conference](#)
- 3 personal development events to support their work
- Champions also had the opportunities to get involved in partnership personal development events such as the Rural Youth Project Big Ideas Workshop







## HIGHLIGHTS

**ROYAL HIGHLAND SHOW** saw the Champions come together and attend the launch of the Agricultural Employers' Toolkit by Jamie Hepburn MSP, Minister for Business, Fair Work and Skills, followed by a meet and greet. They then had an opportunity to network and get to know each other. The group then attended the Pathways to Rural Skills event at the President Pavilion with 3 Champions speaking about their learning journeys.



**INDUSTRY CHAMPIONS KNOWLEDGE EXCHANGE EVENT** began on Monday 2nd December with an afternoon learning about the fisheries management sector with Champion Scott Mason and his apprentice Marco Ezzi. Part of the group headed up stream with Scott to see salmon spawning grounds and hear about the environmental impact on salmon. The rest of the group tried their hand at fishing for grayling with some having success. A personal development day followed with the Champions taking part in a Presentation Skills Workshop supporting them in their roles as Champions.

These events support the Champions by developing their knowledge of other industries, learning from each other and building a support network.





## BENEFITS OF BEING AN INDUSTRY CHAMPION

There are a range of benefits and opportunities to the Industry Champions which support their personal development, their industry and the wider sector.

Examples include:

- Being part of an exclusive club
- Opportunities to meet with like-minded individuals and widen their network of contacts
- Continuous personal development opportunities which have included presentation skills, social media training and leadership development
- Ongoing support from Lantra
- Invitations to speak/represent industry at events across Scotland
- To become recognised as a positive role model to new entrants
- To increase awareness of their industry by sharing working/study experiences with new audiences
- To support their industry by demonstrating it is a positive and rewarding career choice as well as promoting their learner journey at business events to employers encouraging them to take on new entrants
- Sharing their knowledge and experience to add value to skills development within their industry
- Inform career information related to their industry
- Presenting at Parliamentary Receptions and meeting with key Government stakeholders
- Opportunities to contribute to skills consultations to help influence policies, funding and provision

## EMPLOYERS

The success of our industry champions initiative relies entirely on the generosity of employers in supporting their staff as Champions. Lantra very much values this support, as it has helped raise the profile of the sector, skills development activities and increased opportunities for further engagement with partners.



Supported by the



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