



Scotland Work Plan 2020-2021

Annual Report

Enhancing Scotland's natural environment and supporting the rural economy, by 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 (Rural Economy and Communities Division)



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Introduction

Lantra works to ensure that our land-based, aquaculture and environmental conservation sector attracts and supports the skilled new entrants and workers that it needs. This is vital both to enhance our natural environment and to support the rural economy. We do this in close partnership with Scottish Government, education partners, workforce development and skills agencies, trade organisations, membership bodies, individual businesses and new entrants.

Lantra supports skills development in organisations and businesses working to protect and enhance Scotland's environment, helping them to make a positive impact on climate change, biodiversity, the natural environment and prosperity and quality of life in Scotland's rural (and urban) communities. The wide range of landscapes and variety of land use in Scotland requires an equally diverse range of management approaches, as well as flexible and innovative training solutions. Lantra believes that we are ideally placed to support our sector on its journey to helping Scotland become the 'showcase nation' of truly integrated and sustainable land management.

Our work evolves to meet the changing priorities of the multiple industries we serve. Changes arising from Brexit, initiatives such as the Skills Action Plan for Rural Scotland and an increasing focus on the climate emergency all informed our planning and delivery for 2020-21. We could not have planned for COVID-19, but throughout lockdown we have continued to respond, flex and innovate to ensure our sector can meet its skills needs. Whether it be through the rapid development of the Skills Matching Service, the online Careers Information Service, working in partnership with Scottish Government on the joint CivTech 5.0 proposal and the subsequent work with SkillSeeder, the agricultural Modern Apprenticeship pilot, supporting instructor network development, the Women in Agriculture Practical Training Fund and the Women in Rural Economy Training Fund, we are committed to finding innovative solutions to the skills challenges that lockdown has either created or emphasised.

We also continue to help our industries to attract and retain the diverse and talented workforce they need by promoting careers and showcasing the unique opportunities our sector presents. By doing so, our work makes a significant and innovative contribution to the sustainable development and resilience of Scotland's wider rural economy and communities.

Partnership working remains a fundamental part of our ethos, and Lantra often plays a key role in driving activities where required but also co-ordinating or facilitating activities and tracking actions, to ensure that nothing is missed. To this end, we continue to actively participate in and provide administration support to the Skills for Farming Group, the Forestry and Aquaculture Skills Groups, and ensure we are active participants of the other Industry Leadership Groups (ILGs) and Skills Forums associated with our sector. Where such forums do not currently exist (e.g. horticulture) we are working to facilitate their introduction.

We work 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, such as the Pre-Apprenticeship and Technical Apprenticeship, as well as other flexible work-based provision. Supported by Lantra colleagues with expertise in standards and qualifications, we play an important role in ensuring that our industries are directly engaged in the development of standards, qualifications and apprenticeships so that they are fit for purpose and meet employers' needs. To this end we are working with SDS on research that will help to inform our current understanding of job roles within the sector.

Lantra is committed to supporting a sustainable future, through the responsible management of our own resources as well as promoting and supporting sustainability within our sector and the country's wider rural businesses and communities. We will ensure that the training programmes and frameworks we support have access to a wide range of sustainability teaching and training resources by working in partnership with a range of assessors and environmental agencies, including SDS, the College Development Network and Zero Waste Scotland.

Despite the ongoing uncertainty and challenges, Lantra Scotland's work plan continues to evolve, contribute to and help deliver the 'Programme for Government' in key areas where learning and skills development impact. We do this by continuing to promote apprenticeships, supporting young people and ensuring we secure the best skills and training outcomes for all of our land-based learners and businesses.

We will continue to use a range of approaches to ensure our work effectively engages with a diverse audience. There is no other sector that has such a diversity of job roles or working environments; it has something for everyone, no matter their background, age, qualifications, or interests. And during these challenging times, it is one that has never been so important.

This annual report for Lantra's work plan covers March 2020 - April 2021. The work plan itself can be viewed [here](#).



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

Key activities from Theme 1 on the outcome and impact of Lantra's work, April 2020 – March 2021

Outcome 1: To increase the number of new entrants (including young people)

To help challenge some preconceptions about our industries and to promote the opportunities they present to new entrants, Lantra developed [four new career videos](#) with farmer and comedian Jim Smith. These were a new style of video entitled 'Jim gets a job for the day' and covered the horticulture, environmental conservation, trees and timber and land-based engineering industries. The horticulture video was launched at the 'Grow Careers' event and the final one at our own VirtRural Careers event. Over this 12 month period there have been 207,500 views of Lantra videos. Four further '[champions journey](#)' videos have been produced from the Jim Smith video footage and were promoted during the first quarter of 2021.

[Aquaculture](#), [animal care](#) and [land-based engineering](#) Prezis have been developed by Lantra to showcase careers in the industries and are available on the website and will be used when delivering presentations at careers events.

New industry [career brochures](#) have been developed with a focus on technology, climate change and sustainability and these are available online and will be also in hard copy.

Lantra supported various Developing Youth Workforce (DYW) initiatives over the year including;

- Supporting DYW West Science, Technology, Engineering and Maths (STEM) activity by developing a [video](#) highlighting the science aspects of some of our industries;
- Providing videos from our VirtRural Careers event with other Lantra careers material for the DYW Edinburgh, Midlothian and East Lothian #DYWGiveAnHour initiative
- Developing Industry Insight sessions for the DYW [Get Industry Ready' initiative](#) and a video on "[What is great about your job](#)" for the national DYW Key Workers Campaign;
- Delivering a presentation to DYW Moray school co-ordinators on sector careers and resources with further presentations proposed to other DYW region school co-ordinators
- Working with DYW Dumfries and Galloway on Lantra's contribution to their Big Bang Dumfries and Galloway including the delivery of a teachers session.
- Developing a video with Lawrence Martin for the Developing the Young Workforce Perth & Kinross on '[A Day in the Life of](#)' which was shared with schools in the region.

Lantra Scotland are working with head office colleagues on the creation of a careers department that will support UK delivery and work closely with the Scotland office including a new full-time position. The expertise in Scotland is recognised across the organisation, and hence the Scotland team are helping to inform and shape the new resource.

Case studies developed for Jack Marshall for the [Forest Machine Magazine](#), [Shaun MacLeod](#), [Isla Campbell](#), [Finulla McCloskey](#), [Matthew Low](#), [Jack Burton](#), [Lee MacPherson](#), [Euan Sneddon](#) and [John MacPherson](#)

Outcome 2: To ensure influencers have an increased awareness and understanding of career opportunities

In November, Lantra organised a [VirtRural Careers event](#) at which 10 industry speakers spoke about careers and progression within their industries. There were 133 participants including parents, teachers, career advisers, pupils and Developing the Young Workforce regional staff. Feedback on the event has been very positive. “An excellent event with speakers who had a lot of knowledge about their industries”, “Very good insight into all the different areas of the industry – learned lots”, “I’m now going to share the resources with pupils and encourage them to do their own research” are just a few of the comments on the event. Videos from the event are available on our [You Tube channel](#) and were sent to DYW Edinburgh, Midlothian and East Lothian to share with all the secondary schools in the region and to DYW Perth and Kinross for an event at St Johns Academy.

Restrictions relating to the pandemic resulted in the cancellation of all career and career influencer events, so Lantra developed an innovative alternative and provided a new ‘virtual’ [career information service](#) to help fill this gap. The service can provide a phone call to discuss options, to send information or deliver an online talk or presentation. Forty two requests for support have so far been received through the Service which does not include those coming directly through our website, phone calls and emails.

Lantra have attended a variety of meetings and activities with the aim of increasing awareness and understanding of career opportunities. These have included the Moray Skills Partnership where we provided an update on the various initiatives we are involved with, taking a stand at the Scottish Rural Parliament, hosting a stand promoting aquaculture career opportunities with the Scottish Aquaculture Innovation Centre at the virtual College Development Network College Expo 20 event, participating in the Alford Academy ‘Designing a Curriculum for the Future’ event, various DYW activities and supporting the Scottish Credit and Qualification Framework week and Scottish Apprenticeship Week.

Lantra attended the Rural Youth Stakeholder Meeting along with other organisations including the Scottish Association of Young Farmers Clubs and the Scottish Government. The key area of discussion was around the Young Persons Guarantee – 16-24 year olds guaranteed opportunity of going to university/college, apprenticeship, training, fair employment, including work experience or participating in volunteer programmes with a follow-up meeting being agreed. A member of the Lantra Scotland team has been invited to sit on the Rural Youth Steering Committee.

Lantra developed articles for an [advertorial](#) for Scottish Apprenticeship Week on behalf of the Skills for Farming Group, promoting the benefits of apprenticeships to employers. An article was also included within the Farming Scotland magazine on apprenticeships facilitated by Lantra.

Outcome 3: For more employers and employees to be actively engaged in championing skills and career opportunities

Lantra ran its first Virtual [2021 Awards for Land-based and Aquaculture Skills \(ALBAS\)](#) through Facebook and YouTube. Finalists were provided with special goodie boxes since they were not able to attend the event in person. The Lantra team organised a live social media feed and whilst we hope there will be a face-to-face event next year, it was great to still be able to celebrate the achievements of the finalists. Positive feedback was received on the new style event and a [podcast](#) was produced to help promote the Awards.

Due to COVID-19 restrictions, face to face activities were not possible but the champions have continued to be involved in promoting sector careers (see Outcome 1). The Champions have undertaken virtual training including social media and vlogging and 'Thinking on Your feet' training to support them in their personal development. There was also a networking and activity evening organised where the Champions got the opportunity to catch up with each other with some fun activities and a preview of the new career videos. An induction event was held in March for new finalists of the 2021 Awards where 11 new champions joined the initiative. Three Industry Champions contributed to the BBC Scotland's Landward television programme and [follow up](#) which showcased their work during the COVID-19 lockdown and Lantra received a Commended Awards in the Scottish Land & Estates' 'Helping it Happen' Awards (Education category) for our work in this area.

Five champions have become involved with the Springboard to Rural Skills Project with the aim of becoming future instructors. They have undertaken instructional techniques training and are at various stages with some undertaking additional development. It is hoped that all will progress to instructing and Lantra will continue to look for opportunities to support their development. Further information on Champion's activity can be viewed in Appendix 3.

Lantra were asked to attend and support a meeting held with Daye Tucker (farming employer), Lawrence Martin (undertook modern apprenticeship with Daye and now employed by her) and Balfron High School to look at opportunities for pupils to follow a career in the agricultural sector. The result of the discussion was that the school will look into further ways they can promote land-based careers and Daye is to offer a pupil a part-time apprenticeship and her and Lawrence will work with the school on taking this forward.

We presented information on the Aquaculture Ambassador Scheme to the Aquaculture HR Directors meeting promoting the opportunity for existing Science, Technology, Engineering and Maths (STEM) Ambassadors to connect to the scheme. We also presented on the STEM Ambassador Scheme to the Scottish Forest and Timber Technologies Industry Leadership Group which was positively received. There have been 13 aquaculture and forestry STEM ambassadors registered to date. Lantra wrote articles on the Aquaculture Ambassadors scheme for the April edition of The Grower, ASSG newsletter and Aquabuzz, the online news hub for Aquaculture UK which will be in the April newsletter.

Outcome 4: To increase equality and diversity within the land-based, aquaculture and environmental conservation sector

Lantra undertook the preparatory work before proceeding to administer the [Women in Agriculture Practical Training Fund](#) which was launched on 4 January 2021. A budget of £110,000 was originally allocated with a further £115,000 from April 2021. The Fund has proved extremely popular with 329 applications received and over £90,000 committed by the end of March 2021. In addition, the Women in Rural Economy Fund (in which £100,000 was allocated to supporting training), launched in February 2021 and has so far received 144 applications with approximately £74,000 committed to date.

Lantra presented at the Ruralink virtual [Scottish Rural Careers Insight Day](#), promoting careers in aquaculture and forestry. Ruralink work with land-based industries to generate and sustain career pathways for service leavers and veterans, and was a great opportunity to reach a new audience.

We participated in First Minister's National Advisory Council on Women & Girls 'Circle' meetings with updates on the 3rd annual report and recommendations to improve awareness and understanding of gender challenges and positive action to help address them.

We attended the National Rural Mental Health Forum virtual workshops on the impact of COVID on rural Scotland (the RuralCovidLife survey by Generation Scotland) and the effective application of satellite data in supporting rural mental health. Key notes were shared with the team, helping to raise awareness and understanding of related issues / challenges and ensuring that well-being is integral to Lantra's work with partners in Scotland.

We attended the launch event of the Scottish Aquaculture Innovation Centre/Women in Scottish Aquaculture Women Returners Programme launch which offers mentoring, training and CV/interview support.

A member of the Lantra team is now a mental health first aider, with a second due to undertake training in 2021/22. The Lantra Scotland team and the Industry Champions completed Unconscious Bias and Challenging Conversations training, helping us to raise awareness and understanding of bias and to more confidently challenge and address it, to help improve equality and diversity in Scotland's land-based and aquaculture sector.

Lantra attended a Women in Sustainability event which aimed to help inspire and influence change for a more sustainable world which highlighted a lot of individual were really struggling with the uncertainty COVID had brought to what had been in the past seemingly stable job roles.

Lantra met virtually with the UHI Equality and Diversity Advisor to find out more about their Science, Technology, Engineering and Maths (STEM) Femmes group which provides networking opportunities and supports and promotes STEM subjects and careers to women. Lantra will work with the group and will be sent further information when it becomes available.

Key areas of note in Modern Apprenticeships and Further Education data and trends

COVID has had a big impact on the recruitment and registration of apprentices and although recruitment of apprentices is down in all areas apart from Agriculture Level 5, Aquaculture Levels 5 and 9 and Trees and Timber Level 6, the largest decrease has been in horticulture. Land-based Engineering has also had a noticeable decline in numbers. It does not appear that any age group has been more impacted by the ongoing pandemic restrictions than another, although the greatest decline in terms of numbers has been in the 15-18 and 19-21 age groups.

Apprentice focus group feedback indicates that all are keen to return to some face to face college teaching as soon as possible. Apprentices are finding that they do not get the protected time to work on their portfolio if there are not allocated college days in the diary. Apprentices who continue to perform most strongly in the workplace are those who have previously attended a full-time college course for one or two years. Employer feedback indicates that agricultural apprentices are better able to progress with safe working on farm when they have had a year of consolidated college learning/tractor driving/ATV handling in the college environment.

The percentage of female apprentices has risen from 2019-2020.

As Colleges were still closed for delivery at the beginning of 2021, this delayed the start of the Modern Apprenticeship (MA) Programme. There are 15 Trees and Timber MA new starts pending from the School of Forestry and which should be in April figures once the Colleges return after their Easter holidays and process these.

Feedback from training providers is that the Skills Development Scotland Apprenticeship Employer Grant has encouraged increased applications. SRUC have noticed an increase in agriculture, Sports Turf (Greenkeeping) and Equine. Borders College advised that the Grant had encouraged six farm businesses to take on an apprentice.

(see Appendix 1 for more information on data and trends)

Theme 1 activities delivered April 2020 – March 2021

Development of Industry Champions Initiative

Key outputs	Achieved in Q4	Achieved in Q1-4	Annual Target
Recruit Industry Champions	11	19	10
Host personal/professional development events	1	4	2

Lantra Industry Champions Activity can be found in Appendix 3:



Media coverage

More detail can be accessed [here](#) but it is clear that a trend of increasing social media engagement continues, with Twitter engagement and followers and likes on Facebook and Instagram increasing. Further details on social media statistics can be found at Appendix 2.

GTC Scotland Digital Engagement and Publications asked for Lantra's Science, Technology, Engineering and Maths (STEM) resources for inclusion in an edition of the [Teaching Scotland Magazine](#), and our STEM Prezi was included.

Brochures and PR materials

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Video career case studies	4	9	8
Non video career case studies	2	14	20

Our Industry Champion #CountrysideCareers video was sent to 'Teaching Scotland' (the magazine of the GTCS) and included in their August edition resources pages. A great starting point for those considering working in our industries.

Lantra carried out research on the use of television advertising to promote opportunities to new entrants. The decision was made not to proceed with a TV campaign due to a mismatch with audience demographics and changes in focus due to the repercussions of COVID-19 on potential new entrants.

The Lantra website was updated to ensure inclusion of new qualifications and courses on offer from colleges and universities. This ensures that it remains a useful resource in the run-up to summer, especially for career advisers who are supporting young people from home during the ongoing restrictions.

Partnership working to deliver career-focussed activities

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Engage with Developing the Young Workforce Regional Groups	2	17	14
Host a careers event		1	1
Recruit STEM ambassadors who will support at least one event	13	17	30
Requests to new career information service	2	42	50

Lantra attended the SCQFP Forum meeting with various projects discussed including the Micro-credentials Project, Veterans Project, SCQF week, School Ambassador Programme and Apprentice Transition Plan Service and a report was sent around the team with further details

We attended 'Assessment – time for a rethink' with a presentation from education correspondent for the Times. The way something is measured sends out a key signal about what is important, and with employers crying out for more skilled new entrants therefore perhaps time to look at this again. No clear conclusions, though many suggesting a move to the International Baccalaureate, but yet no acknowledgment or indeed comparison of the different education systems in the devolved nations.

We attended Skills and Apprenticeships: Preparing Scotland's Young Workforce with presentations from a wide range of backgrounds, including the Newton Rooms, Moray Skills Partnership and Rural Skills Scotland. There was also an update on the Young Person's Guarantee

We attended the Islands – Charter approach (with the SAPRS Implementation Steering group) which provided background to what challenges they face, how Shetland become ‘unboxed’ from weather maps and what their plans are for the future.

We provided resources to the Royal Highland Education Trust to support their Online Food and Farming Extravaganza, supporting engagement with the Royal Highland Show with 1,052 sign-ups to the event.

Lantra delivered a presentation on aquaculture primary production to Angus Secondary School teachers as part of Countryside Learning Scotland’s CLPL programme.

Lantra worked with the STEM Ambassador East Hub (SSERC) to include information on Lantra and the Forestry and Aquaculture Ambassador schemes on the SSERC website.

Lantra spoke at a UHI student conference to degree students in Forestry and Environmental Science, covering Lantra’s role, career opportunities, new initiatives and engagement with industry. We also delivered a presentation on Progression Pathways beyond schools to Angus Secondary School teachers taking part in a Countryside Learning Scotland’s programme.

Lantra participated in the Developing Young Workforce West Highland and Mowi careers showcase – ‘Can salmon find me a career?’ event where over 50 participants expanded their knowledge of aquaculture careers. And in partnership with the Scottish Aquaculture Innovation Centre, Lantra also hosted a stand promoting aquaculture career opportunities at the Virtual College Development Network College Expo 20 event. Over 550 delegates attended, including career influencers, local authorities, and college representatives.

Engagement with Developing the Youth Workforce regional groups

Along with information contained in Outcome 1, resources were forwarded of STEM video requested by DYW West and Employer video to share with schools and a video developed for Greenfaulds High School DYW Conference on career journeys.

ALBAS

A review meeting was held for the 2020 ALBAS and feedback was that it was the best event yet. Erika Hay, chair of the judges, stood down and was thanked for her long-running commitment to the awards. Keith Paterson was voted in as chair. Judge Lisa Connell from the Scottish Salmon Company also stood down due to work commitments and Jennifer Allison, who stood in for Lisa last year and who leads on their Competency Framework agreed to replace Lisa on the judging panel. Scott Mason, an Industry Champion, joined the judging panel.



Lantra’s Director was a judge at the British Farming Awards for the Agricultural Worker of the Year category. The aim had been to identify good practice elsewhere, which we could take to the ALBAS. They are a very different type of awards with the focus very much on how they have helped the business. They

have however, a total of 60 different judges, a procedure we have decided not to adopt! The candidates were of a very high calibre however, and those shortlisted for the agriculture category of the ALBAS could be encouraged to apply for these Awards in future.

STEM Activity

An action from Lantra's '[Recruiting for the Future](#)' report was to work with partners to more closely align ourselves to Science, Technology, Engineering and Maths (STEM) subjects. There is a [website](#) and resources where volunteer ambassadors from any industry can register online for the STEM Ambassador Programme.

A very positive meeting was held with the new lead for STEM Ambassadors in the East (Borders to Perthshire) who was happy to be our key contact. The new forestry induction pack (produced through the Forestry Upskilling and Reskilling Project) will be used to support the forestry ambassadors. Lantra has also presented this initiative to the Aquaculture Human Resource Managers Group, who have been asked to suggest and share materials which might help to support the scheme.

Lantra attended the National STEM Learning Business Breakfast – Emerging from lockdown which was a panel structure which included a business and school who have been working together to deliver activities. We also attended two Scottish STEM Learning Business Breakfasts, focussed on 'The New Normal' which provided an opportunity to share experiences and the other 'Attracting a More Diverse Workforce – Improving Diversity & Inclusion in STEM Education and Careers' where industry speakers shared their experiences of increasing inclusivity for their workforce and how they engage with schools.

Separately, we discussed with the Science Skills Academy (SSA) their work on a Salmon and Aquaculture module and where Lantra/SAIC can best provide support through our own materials or industry contacts.

Lantra also attended a meeting with ESP Scotland which is a collaboration of Scotland's colleges and industry partners established to increase Scotland's capability and capacity to deliver the right skills for the energy, engineering and construction sectors to meet industry demand and discussed their new renewables online careers information. This was produced with Dundee & Angus College with their next project focussed on agriculture technology.

Equality and Diversity

Key outputs	Achieved in Q4	Achieved in Q1-4	Annual Target
Activities addressing an imbalance	3	6	2
Contribution to HEI Gender Action Plans		1	2

We attended the "Leading voices in engaging racialized communities" seminar, hosted by Nature Canada. Racialised communities face a range of barriers in access to nature, even if the historic links are strong. This seminar talked about how to increase access and there were interesting views about networks and increasing visibility through shared adventures.

Lantra is working with Confor on ways to better support women working within the sector to

develop and to move into more senior roles. (Confor at present has an all male Board). Early discussions include support for a mentor/leadership development scheme with monthly online meetings. A meeting was also held with SRUC to discuss the Gender Action Plans (GAP) review and next steps. Lantra offered support during their GAP review, though as of yet have not been asked to contribute further.

We worked with Scottish Government colleagues to complete a Gender Impact Assessment for the Skills Matching Service. A useful and thought-provoking exercise which involved thinking in depth about the impact of our work and how important it is to increase access.

Lantra has been involved with the work of the National Rural Mental Health Forum's, particularly their virtual workshops to help maintain activity despite COVID-19 restrictions. For example, at one the Equality Network reported on some research they had conducted among LGBT people living in rural regions with interesting (and worrying) results. One of the groups felt that young people were more visible when 'not following rules' and it was harder to mix with more diverse groups due to physical travel restrictions. Some benefits were reported, for example with increased meetings being held online, more are able to attend whereas travel would have previously been a challenge.

Lantra's Director has completed Scottish Enterprise's 'Principally Women' leadership training with The Leadership Factory, which focussed on authentic leadership and which helped inform a number of new approaches to projects and delivery.



Become a
Forestry Ambassador

- Do you have a career in Forestry? By becoming a Forestry Ambassador you can showcase the exciting and diverse industry to young people.
- You will receive training, access to resources and opportunities to inspire the next generation.
- Work with schools, youth and community groups to deliver presentations, workshops and interactive activities.

Find out more



The Wood and the Trees

Forestry induction pack

Theme 2: Influencing learning and training provision

Key activities from Theme 2 on the outcome and impact of Lantra's work for April 2020 – March 2021

Outcome 1: To increase awareness and understanding of land-based learning and training provision

The Lantra VirtRural Skills event took place via Zoom with speakers covering a variety of topics including support for employers to take on new entrants, how colleges have continued delivery during the restrictions and details of some new courses being delivered by training providers. Post event evaluation identified that the virtual format and the variety of speakers and presentations worked well. Some suggestions for future themes were put forward including providing updates from previous projects, how people have secured skills funding and how to better influence teachers/parents/pupils to consider a land-based career.

Lantra organised and ran a [Webinar](#) on behalf of the Skills for Farming Group to promote apprenticeships to agricultural employers with 60 registering for the event. The event was recorded and is available on our website. Speakers included Lantra Scotland, employers and apprentices and training providers. Positive feedback has been received with some resultant enquiries and increased promotion of apprenticeships by Skills for Farming Partners. A follow up article was included in the Scottish Farmer using the content from the Webinar.

Lantra attended the Geopa-Copa Online Conference on "Growing the Future – Enhancing the attractiveness of agriculture work". We contributed to workshops, promoting the work in Scotland on apprenticeships and skills development and there was an interesting discussion on the potential for cross EU border apprenticeships. This event replaced a Conference which was to run in Latvia in 2020 at which Lantra Scotland were to speak and which will now run virtually in May 2021. Lantra will be speaking on Supporting Talent Attraction.

In collaboration with the Scottish Aquaculture Innovation Centre, Lantra presented a session on 'skills in aquaculture: attracting talent and upskilling the existing workforce' at the Lochaber Chamber of Commerce virtual event: "A Meeting of Minds". There were 120 delegates who came from a diverse range leading businesses and organisations for insights into key areas of development in Scottish aquaculture. We were also interviewed by the Centre for Rural Policy Research at the University of Exeter for a report on farm labour shortages in the United Kingdom. Of particular interest to them were the various initiatives in Scotland focussed on encouraging young people into agriculture.

We have also developed an [animated video](#) to help clarify Lantra's role and the work we do in Scotland, as this has been reported as confusing to individuals, employers and other organisations due to our wide range of work UK-wide. The video is designed to appeal particularly to a younger audience and will be used on the website, at events and for activities which Lantra are involved with.

We have been working with NatureScot, helping to raise awareness and understanding of current provision and how it might best support nature-based skills objectives.

Outcome 2: To ensure skills policies, strategies and support increasingly reflect the needs of land-based businesses whilst also promoting sustainable practice

Lantra with the support of Skills Development Scotland (SDS), commissioned a research project into the review of Equine Modern Apprenticeship provision to help develop an understanding of challenges around the recruitment and training of equine apprentices in Scotland. The draft report has been sent to SDS for review with key actions identified.

Lantra helped to facilitate assessor workshops with Zero Waste Scotland (ZWS) and Skills Development Scotland (SDS) on the materials required to support a sustainability project for apprentices which will be mapped to core and metaskills. Feedback was sought from work-based assessors and the opportunities to embed metaskills more effectively. Along with ZWS, Lantra met with members of the College Development Network essential skills group to discuss collaboration on resources. The new project and associated resources were well received and will be taken to the next meeting of the full skills group (end April).

We sit on the South of Scotland Steering Group for the Growing Rural Talent project. There has been an underspend on the money provided by South of Scotland Enterprise Board (SOSE) due to a delay in starting the project and employing the co-ordinators as well as challenges with COVID-19. A solution was needed to maintain core project support to enable the 16 students who are actively engaged to complete and a new project proposal is being put to SOSE for April 2021-23 with the group meeting on a monthly basis to progress the project.

Lantra have been asked to sit on the People and Skills Focus Group for the Beef Sector Strategy through to 2030. Our thoughts as to the current strengths, weaknesses/barriers, threats, and opportunities for the Scottish Beef Sector through to 2030 have been provided and Lantra will take part in further group meetings.

Lantra were interviewed by Ekosgen for the Climate Emergency Skills Action Plan Report and provided information on the work we do in terms of green jobs/ good jobs. Other contributors had highlighted insufficient contribution rates from Skills Development Scotland, the high number of micro SMEs as well as seasonality as key challenges.

Lantra were interviewed by Archnetwork, one of nine organisations across Europe working on an Erasmus+ funded EU4 Shepherd's project. The project aims to share and create best practice training information for sustainable sheep keeping. We provided an update including the discussions to date on the sheep apprenticeship and the training being undertaken by Women in Agriculture including dog handling. We will be kept updated with project activities and findings.

A number of meetings have been held to discuss Rural Modern Apprenticeships moving over to Quarter Review Payment Plan payments. This was one of the recommendations of Lantra's MA delivery and resources research. Skills Development Scotland have not heard back from all providers and is following up. It was therefore agreed to postpone the start and get everyone together in May to get clarity on the length of stay for each framework.

Outcome 3: To increase the uptake of land-based learning and training provision by industry

(As highlighted in Theme 1, Outcome 4, Lantra has administered both the [Women in Agriculture Practical Training Fund](#) and the [Women in Rural Economy Fund](#).

In response to one of the key actions identified within the [Recruiting for the Future Report](#) which was to explore the opportunities for land-based businesses to become more involved with Foundation Apprenticeships (FA's). Lantra carried out research and a [report](#) was developed along with a proposal document. A promotion leaflet has subsequently been designed to promote FA's to employers. Large land-based and aquaculture businesses have been contacted with many keen to investigate the opportunity of supporting foundation apprenticeships.

Lantra has worked with the Scottish Government colleagues to help grow and diversify the network of training instructors. The 'Springboard for Rural Skills' Project aligned with COVID-19 recovery and the objectives of the National Transition Training Fund and was implemented between January and March 2021, with mentoring continuing into 2021-2022. Key objectives for the project include support for the upskilling and reskilling of new entrants and career-changers, including those impacted by redundancy, as a result of COVID-19. Additionally, the project will support increased rural business resilience, adaptation and diversification, and will also complement key objectives in Scotland's 'green recovery' and climate emergency response. There were thirty-two active participants which included 11 women and 15 under the age of 40. A [podcast](#) was developed to support instructor recruitment.

Lantra Scotland organised the filming of instructor recruitment videos with Jim Smith, Lantra instructors, Perthshire Young Farmers and Lantra Scotland team volunteers. The completed videos showcase [why](#) and [how to](#) become an instructor. The video was used to promote the Springboard for Rural Skills Project and will continue to be used to encourage others.

Lantra, working with Skills Development Scotland (SDS) have recently completed the development of a toolkit for Rural Employers on Apprenticeships. This is as a follow up to the successful toolkit developed for agricultural employers. Lantra will work with SDS on an appropriate launch event.

Lantra developed an article on apprenticeships for the Scottish Apprenticeship week for the [Scottish Farmer](#) on behalf of the Skills for Farming Group.

Employer case studies have been developed - [James Orr](#), [Per Annemalm](#), [Daye Tucker](#), [Irene Fowlie](#) (Skills Matching Service) [Neil Wright](#), [Jack Marshall](#), [Euan Sneddon](#), [Nathan Anderson](#) (Skills Matching Service)

Outcome 4: To improve the quality and range of training provision

A discussion was originally held with SRUC and the Royal Botanic Garden Edinburgh on the potential of an Industry Leadership Group (ILG) for Horticulture. It has been several years since there was a collaboration on skills within horticulture, when the Scottish Horticulture Action Plan was created. Time has moved on, as have the skills the sector most needs to best maintain our natural resources, protect our biodiversity and to help tackle the climate emergency. Lantra facilitated a very positive follow up meeting with key stakeholders to establish what an ILG might look like. There were lots of challenges identified, none of which are unique to horticulture therefore there are likely parallel solutions. Follow up meetings and subgroups are now planned.

Lantra provided a comprehensive update to NatureScot to help inform their Programme for Youth Employment development work. The impact will be improved alignment between the youth employment objectives of a key strategic partner, work based provision and national young workforce development objectives and activities.

We attended the Skills Action Plan for Rural Scotland Industry Skills Group. A want was expressed from several partners on increasing opportunities for entrepreneurship. SDS concluded that this was one of the great messages we can take from COVID and the adaptation to different provision - rural areas have a lot of expertise to share. The importance of sharing effective case studies was made.

Lantra attended a Skills Action Plan for Rural Scotland Research & Consultation sub-group meeting, sharing updates on NatureScot's natural capital work, the Farmers Guardian #ThisIsAgriculture campaign and Edinburgh University's 'Generation Scotland' work on the impact of COVID-19 on health and wellbeing in rural Scotland. We also received a useful update on the work of Rural and Environment Science and Analytical Services and sub-group partners helping to share intelligence and promote collaborative working.

Skills Development Scotland asked Lantra (Frameworks and Standards) to undertake a research project to look at the current Modern Apprenticeships and develop work situations for the occupations covered within the Apprenticeships. Lantra Scotland have helped support and some industry champions have participated in the project.

Theme 2 activities delivered April 2020 – March 2021

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

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Skills Briefing event or Summit		1	1

Lantra, with the support of Skills Development Scotland, commissioned Equine research to help develop our understanding of challenges around the recruitment and training of equine apprentices in Scotland. The aim of the project was to:

- Determine what barriers currently exist to equine apprenticeship recruitment.
- Provide an indication of which is the most significant barrier, allowing Lantra and stakeholders to provide the most effective support.
- Determine what barriers and/or challenges currently exist in terms of provision.

This report identified some key actions which included:

- Better map the Equine MAs to key qualifications within the sector (such as BHS) with recognition for such prior or external learning automatic within the MA structure.
- Revise the current framework to make it more suitable for the sector.
- Reduce paperwork, either by reducing the number of units required, breaking up the qualification further to include a 'pre-apprenticeship' option, better cross referencing the content of the units, or by making some of the assessments visual and oral instead of written

Lantra met with Highlands and Islands Enterprise (HIE) to discuss rural training and crofting. There was also a suggestion that perhaps funding for crofting training could be extended for at least some of the coming year as we are still in lockdown, but that it should be moving towards a more sustainable model. As a follow up, Lantra facilitated a meeting between the Scottish Government Rural Directorate with regards to a potential NTTF application next year.

We attended the Cross Party Group on Skills where the focus was on the skills sector over the past five years and hopes for the skills landscape in the next parliament.

Following publication of the Modern Apprenticeship resources research report which aimed to support efficient resourcing and increased delivery of key rural Modern Apprenticeships, Lantra is reviewing the Modern Apprenticeship framework development and review process, which will be used to develop a flow chart to help inform and improve provider awareness, understanding and engagement (Recommendation 2).

We attended the Skills Action Plan for Rural Scotland Research & Consultation sub-group meeting, updating the group on Lantra's instructor network development work (and sharing a summary report) and highlighting work of Rural Mental Health Forum. A key objective is shared awareness of related work.

We continued to support Lantra colleagues in their standards, qualifications and apprenticeships framework activities for 2020-2021 (limited to environmental management, floristry and logistics). Lantra Scotland facilitated engagement with environmental awareness and management businesses and organisations to help Standards & Framework colleagues to deliver effective consultations.

A meeting held with Philippa Gough from Lantra Wales to discuss their application process for Farming Connect to help inform process for the Women in Agriculture training fund. The Farming connect project is built into a Government system therefore has a lot of support behind it but the meeting helped clarify some of the areas to consider when preparing our own process.

In a detailed response to the Highland Environment Forum, internal and external feedback was collated in order to help inform their refreshed Highland Biodiversity Action Plan. External engagement included

Quality Meat Scotland Monitor Farms legacy and impact work, and the Scottish Environment Protection Agency's online learning modules for diffuse pollution in agriculture.

Lantra reviewed the land-based pre-apprenticeship position with Borders College, ensuring Lantra online training colleagues were present, as our online Health and Safety training was undertaken by the pre-apprentices.

A meeting was held with Foundation Scotland on the EDF Renewables Corriemoillie Education and Training Fund and their bursaries which support employers in taking on an apprentice. No land-based employers have taken up the opportunity. Lantra had a follow-up discussion with Foundation Scotland and they had difficulty both encouraging land-based businesses and young people to get involved. They would be happy to be kept informed of any future funding or projects.

A meeting was held with representatives from the National Farmers Union Scotland (NFUS) to discuss recruitment to the sector and potential research. NFUS have agreed to look at a two-page spread within the Leader magazine on apprenticeships and both parties agreed to regular update meetings.

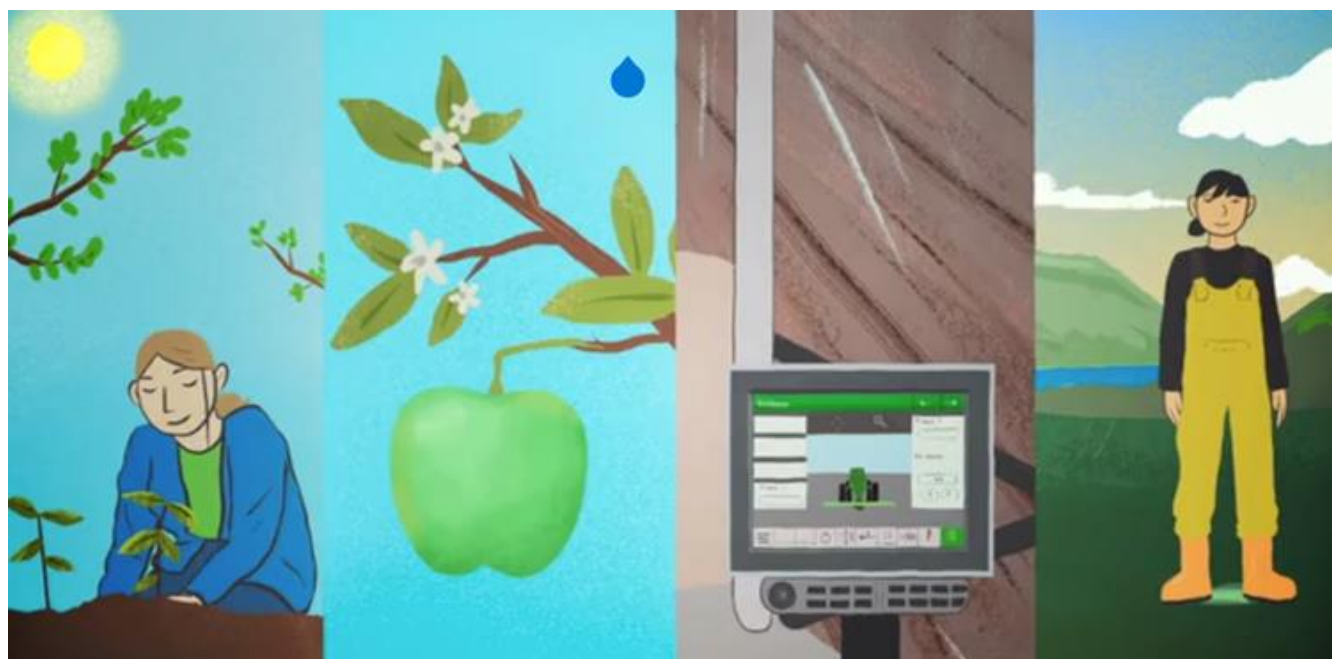
Lantra reviewed the Inverness College UHI provision relating to woodland conservation and communicated details to Highland Environment Forum to help inform refreshed Highland Biodiversity Action Plan. We also met with the new Professor of Enterprise at SRUC who is very interested in helping support any research within this area.

We provided a briefing note to support an Indian Skills Development Council webinar on 'new trends in skills development across the globe', with a specific focus on engaging and developing young new entrants.

A discussion was held with the charity HighGround on promoting land-based and aquaculture careers to the veterans' network. They are looking for partners with accommodation and so both SRUC and UHI were contacted and SRUC responded positively with further discussions taking place regarding training with HighGround directly. SRUC are currently undertaking mapping and research into recruitment demand. Three regional skills groups are being established whose first task will be mapping of current SRUC delivery.

We also attended a presentation on "Seeding Change - the environment as a context for learning" which gave useful food for thought regarding how best those with knowledge of the sector can support the keen, but inexperienced new entrants.

Lantra met with Reshape with the aim to determine whether the app they have developed to help those living in the Glasgow City Council area to calculate their carbon footprint, could be used with the apprentices project. An introductory meeting was then held between the Council and Zero Waste Scotland who are discussing next steps in terms of scoping work and collaboration.



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

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Facilitate or support industry engagement and meetings	3	12	10

We supported the Lantra Standards & Frameworks Manager in a meeting with SQA to review how the Assessment Strategy had been applied to an equine awarding organisation. The outcome was an agreed communication to the awarding organisation by Lantra, and the intended impact is transparent and consistent assessment policies and practices. It is hoped this might help ensure continuing equine learning provision in Scotland following the loss of one key provider due to retirement in 2020.

Separately, guidance was also offered to Scottish Equestrian Centre (SEC) and UHI on the delivery of Equine (SEC) and Aquaculture (UHI) Modern Apprenticeship Frameworks.

Support for instructor and work-based assessor resource development

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Facilitate recruitment or development of instructors or work-based assessors	33	33	20

We continue to progress new instructor enquiries, facilitating direct engagement with Lantra Instructor Network colleagues. For example, a discussion was held with Dundee and Angus College on instructor development, which resulted in a follow-up by head office colleagues on registering identified staff.

Instructor recruitment video filming



Increase delivery of provision appropriate to the sector within schools

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Businesses committed to hosting a student for the Foundation Apprenticeship			10

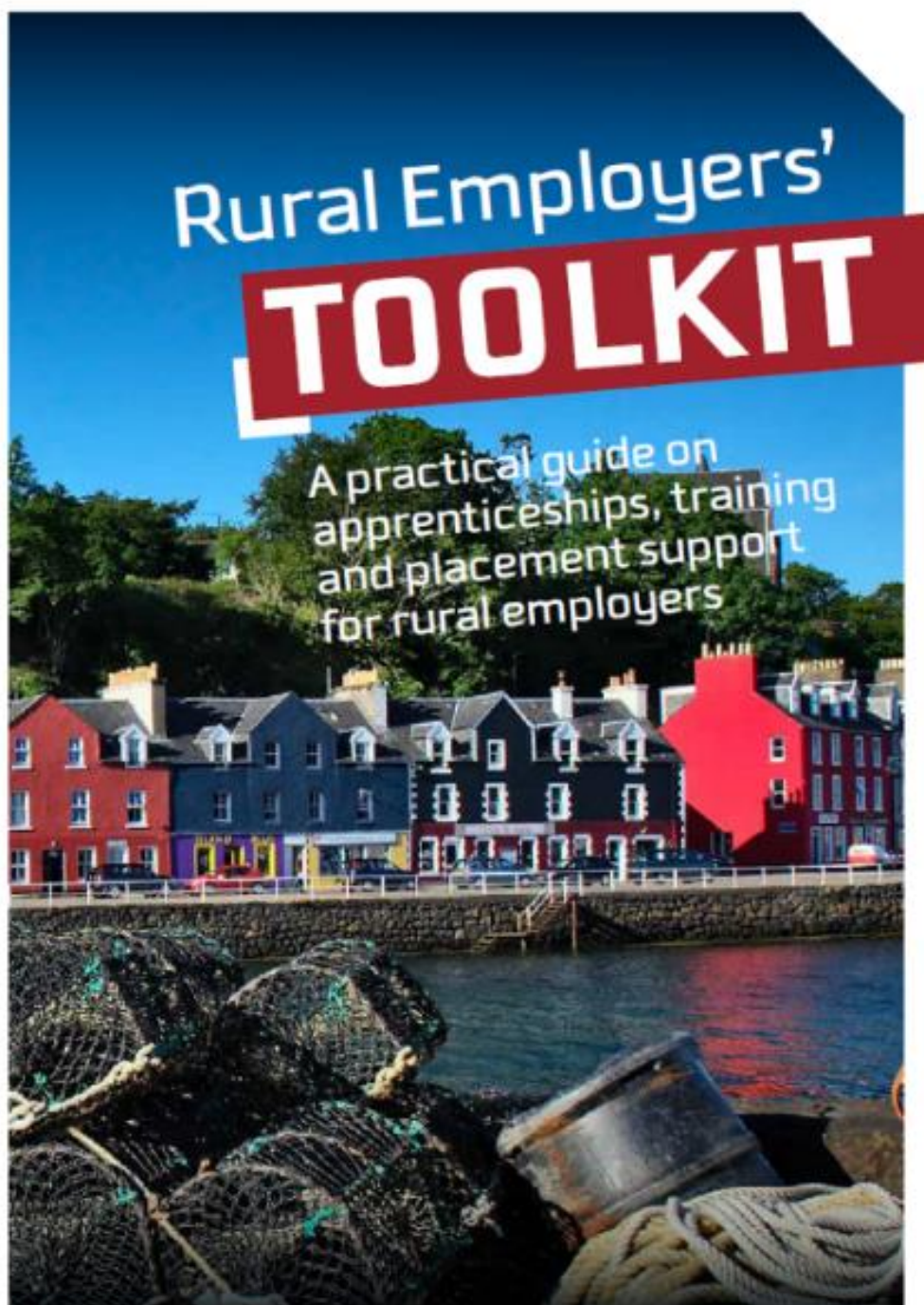
Attended the Food for the Future Education Programme Consultation Event to provide more information on the new programme being developed by Dumfries House in association with the Soil Association, Jamie Oliver, and Jimmy's Farm. Participants fed back their thoughts on the programme and how organisations could support going forward.

We received a request from Education Scotland and RAiSE as to whether they could link Lantra videos to a new science resource to support teacher lesson planning for primary schools. This was agreed and the resource went live in August.

Lantra also provided a letter of support for a crofting education initiative in Highland region, intended to complement the work of Countryside Learning Scotland and others.

We met with representatives from Dumfries House who provided an update on several projects including one on horticulture, starting at SCQF Level 4 (rural skills production) then progressing to Level 6 where they focus more on the high tech and industrial level methods of propagation. They will embed some of Lantra's career resources into their materials.

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Development of Rural Toolkit	1	1	1



Theme 3: Driving investment in learning and skills development

Key activities from Theme 3 on the outcome and impact of Lantra's work, April 2020 – March 2021

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

The employers on the Lantra pilot programme supporting agricultural businesses in taking on an apprentice have now all taken on their apprentices. The funding will help to reduce the perceived risk to the farmer by reducing at least some of the employment costs of a new trainee, with the farmer freed up to further develop the business and improve efficiency and effectiveness. Ongoing liaison with the businesses and apprentices along with an end of project report will ensure we continue to build on the evidence base for vocational training and promote its value more widely across the agriculture industry.

The Skills Matching Service set up by Lantra at the request of the Scottish Government during COVID-19 to ensure key rural and land-based businesses in Scotland could access key workers and continue to operate was put on hold due to lack of need. There had been over 1200 applicants offering their skills with eight successful matches. The SMS will continue to be developed through a Skills+ system to help meet future requirements should they arise. An Interim Report on the SMS was prepared for the Scottish Government.

Forest and Timber update

- Lantra attended a meeting on progress of a collaborative marketing and communications campaign to promote the forestry sector and its diverse range of careers with next steps agreed which were to form a subgroup to both the Scottish and English Skills groups that would lead on this activity.
- Lantra wrote an article on the Modern Apprentice Forestry Machine Operator Pilot for the [Forestry Machine Journal](#) along with a business case study.
- We attended the Forestry Skills Forum Attracting New Entrants subgroup where the core activities for the coming year were agreed. Priorities are STEM Ambassadors, a short animated video and supporting the RFS careers roadshow. As work overlaps with the new subgroup in Scotland a proposal is that activities are merged for greater impact.
- We attended the Scottish School of Forestry at Inverness College UHI's Forestry Advisory Committee. Students are concerned about the lack of consolidation of their practical skills which will be raised with partners through the Industry Leadership and skills groups, though retention has been good and student representatives praised the school for 'keeping things going'.
- A Scottish Trees and Timber Industry Leadership group now has a Forest School provider included with Newbattle Abbey joining. A push on the STEM Ambassador Scheme was agreed with a toolkit and other resources aimed at different levels of the curriculum.
- We worked with the Institute of Chartered Foresters and Forestry Commission England on a paper highlighting potential skills development options that will help achieve the national tree planting targets. Defra are keen to be more involved in future.
- The final report for the Forestry Upskilling and reskilling project was completed with the report sent to Skills Development Scotland. The [Induction pack](#) which Lantra developed

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

Skills for Farming meetings

- Lantra organised an employer's Webinar on apprenticeships on behalf of the Group. Now looking at delivering a Webinar on upskilling for agricultural employers.
- Lantra have provided feedback, along with other members, on the Climate Emergency Skills Action Plan and how the transition to net zero will affect the agriculture sector, emerging jobs within the sector and priority areas for action around skills development.
- Further to an update from Skills Development Scotland on the Skills Action Plan for Rural Scotland, a discussion followed on seasonal workers and Brexit and the potential of an employability programme and NFUS to discuss first with forward thinking employers.
- Technical apprenticeships were highlighted as a requirement for the sector and there has been no noticeable progress but Borders College are looking at whether they can deliver and SRUC advised the qualification should be ready for the new academic year.
- Scottish Machinery Rings (SMR) are looking to lead on a survey on skills needs, present and future which had been discussed at a previous meeting. NFUS are organising regional meetings where skills will be discussed and they will feedback to the Group. SDS to also send information on their own industry survey. This information will be collated and discussed at the Skills for Farming meeting before next steps with SMR.

Lantra attended Aquaculture Skills Action Plan Steering Group meetings and it was agreed that better communication of the work of the group (for example through a website) should be put in place. The Group discussed the need for the Action Plan Framework to be updated to reflect other Action Plans from the Scottish Government which have recently been launched eg Blue Economy, Rural Scotland and Climate Change.

The SkillSeeder / CivTech project ("How can technology help develop a skills learning system that encourages people to engage, and those with on-the-job expertise to share their skills in rural and remote locations?") continues to progress, they are now inviting professional trainers or informal experts, from ALL sectors, across Scotland to register: www.skillseeder.com

Lantra also attended the "Recruiting Non-UK Staff After Brexit: NFU Scotland and the Home Office" meeting in which guidance around recruiting non-UK workers was discussed. On 1 January 2021, the way agricultural businesses currently recruit workers from outside the UK will change with a new Points Based Stem system of immigration being introduced. Many employers expressed concerns around recruitment in 2021. Currently the Skills Matching Service is not being heavily promoted due to a lack of clarity from the Gangmasters and Labour Abuse Authority with a follow up email sent in December with support from the Scottish Government. However, even a recent article in Scottish Farmer has generated no new vacancies.

Theme 3 activities delivered April 2020 – March 2021

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

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Host or support events	3	12	8

We attended UHI's Integrated land use conference . Good to see the students being exposed to different ideas, such as those presented by CivTech. Lantra also attended the CivTech Demo week and the CanDo summit - very similar in many ways– using the same platform, structure, types of keynotes and speakers – and both very much focussed on the future. Direct link to the CivTech video

<https://vimeo.com/user131811583>

Lantra participated in the first of three Excelerate virtual events arranged by The Wood Foundation - Banff Academy being the first school in the spotlight. The event, facilitated by Ford Next Generation Learning, aimed to look at the skills and attributes a pupil should have gained before they leave school to make them more employable or successful in their next steps. Groups were created for discussions which comprised of local employers, present and past pupils, community representatives and those from wider industry engagement.

We attended the NFUS Conference which was run virtually with speakers including the chair of Trade and Agriculture Commission and an address with all the UK farming union presidents. The AGM was run and Martin Kennedy is the new NFUS President.

Lantra attended the Scottish Dairy Strategy Launch with a growth ambition to be worth £1.4b to the Scottish food and drink industry by 2030, the majority of which will be achieved through export activities.

We had a meeting with Elaine Donnachie, new manager for Business Gateway dealing with rural start ups in Perthshire to discuss Lantra's work and made her aware of both the Women in Agri and Rural Women's fund and she will promote where appropriate

We attended the Cross Party Meeting on Crofting in which concerns were raised about the census, as well as 'Right to Roam' and the impact increased visitors has had on crofters. We also participated in two consultations with Ekosgen, one on Fair Work and one on barriers to recruitment in the Highlands.

Lantra delivered a presentation to the Cross Party Group on Skills on Lantra's activities during the current pandemic to ensure the skills needs of the sector continue to be met.

We participated in the Rural Leaders Insight event contributing to discussions on how to encourage more schools to engage with the agricultural sector and deliver rural qualifications with existing projects addressing these areas highlighted.

Lantra have attended National Rural Mental Health Forum meetings with topics including mental health in farming communities including a University of Stirling and SRUC study into the kind of support farmers require. Also covered was ALISS (A Local Information System for Scotland) which is a digital service helping people find and share information about organisations, groups, services and activities that can help people to live well.

Lantra attended the SOAS Conference entitled "SAOS's A-Z for a Bright Future". Key areas covered were a carbon positive initiative which launches in Spring 2021 which is a platform using data to support the journey towards net zero.

We also attended the "Rural and Thriving" webinar organised by the Rural Youth Project with a very interesting presentation on similarities between Nordic countries and Scotland in terms of reversing depopulation with key presentations by SRUC and James Hutton.

At the meeting of the Skills Action Plan for Rural Scotland Group, we presented on the Rural Toolkit and discussed the priority areas of the Skills Action Plan. At the meeting, we also heard more about the Climate Emergency Skills Action Plan (CESAP) from SDS.

Other meetings have included:

- The England Tree Strategy Update for Key Stakeholders (as we contributed to the English Tree Strategy Consultation) from which we fed back the findings to the Forestry Skills Forum
- The Scottish Land and Estates Virtual Conference 'Gearing up for change in rural Scotland' with the focus on climate change and recent political developments such as the Farming to 1.5 report.
- The Global Food Systems 2020 Digital Conference which looked at how COVID-19 had changed the outlook for global food systems and could this help light the way to a green recovery.
- The North East Agricultural Advisory Group meeting which included presentations on Farm co-operation and EU Exit – Export Update
- Attended a 'Lunch & Learn' session on [Skills for Growth](#) which can help small businesses to better understand their skills needs.
- And we attended the virtual Agriscot event.

Rural Youth Project:

- Attended the Qualitative Report launch and the report can be accessed [here](#)
- We also participated in the 'Bring Your Chat online' event hosted by the Rural Youth Project and Growbiz to discuss the new [smart village initiative](#). The youth-centric Smart Village will champion young people to collaboratively build vibrant, creative, and sustainable rural economies in the places they call home.
- And we facilitated the Rural Youth Project second Ideas Café with Industry Champion Luke Taylor speaking about his podcast. The recording can be found [here](#)

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

During the COVID-19 pandemic Lantra Scotland was asked to set up the Skills Matching Service (SMS) by the Scottish Government to ensure key rural and land-based businesses in Scotland could access key workers and continue to operate. The SMS will continue to be developed through a Skills+ system to help meet future requirements should they arise. An Interim Report on the SMS was prepared for the Scottish Government. A [podcast](#), a Scottish Farmer campaign and a [video](#) were developed to promote the Service.

Informed by our innovative approach and experience in Scotland, Lantra also set up a Skills Matching Service for both the land based and Food Manufacturing sectors in Wales, and commissioned some further changes to the Skills+ system to ensure if it is needed again in future, it will require less

administrative support. We also met with DEFRA to discuss piloting the Skills Matching Service (SMS) in England but they made the decision not to proceed at this time.

A meeting was held with Lantra Awards following the news that the SVQ in Production Horticulture has been withdrawn by the Scottish Qualifications Authority. This matter is being raised with partners as the timing is not ideal, not least due to the pressures on recruitment within the sector. This was also raised in the first Horticulture Skills meeting, in which it was reported that there had been a class ready to undertake the qualification, and that the college concerned was now developing a PDA instead.

Lantra discussed the potential to quality assure and certificate virtual sheepdog handler training as Customised Provision, linking the trainer with Lantra Awards colleagues aligning with the instructor network development project.

The Land Based Pre-Apprenticeship programme continues with 38 completing. Ringlink struggled to recruit enough mentors with Tarff Valley also highlighting this as an issue.

Business engagement at industry meetings and events

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Support industry meetings and events	12	61	60



Lantra attended the NFUS Autumn Conference which focussed on Regional Land Use Partnership with Land Commission updating on developments to date. We also hosted the Farming Opportunities for New Entrants meeting and a key area of discussion was the Scottish Land Marching Service. Pilot year 2 outcomes were introduced and include providing support to 100 potential service users, to meet and discuss with 40 service users, enable the set up of a further 8 agreements and explore opportunities for long term funding.

Attended the Seafish Aquaculture Common Issues Group meeting 'Future Strategies for UK Aquaculture Production'. Speakers from England, Wales Scotland and NI gave updates on the industry in the devolved nations and aspirations for the future.

Met with the Crofting Federation to discuss where we might best support each other's work. We discussed some of the existing challenges around skills development and thanked them for their support during the CivTech process- agreeing to meet more regularly in future. We attended the Cross Party Group on Crofting, providing useful intelligence on SEPA's work to manage plastic waste from agriculture, the work of the Law Society's Rural Affairs Sub-Committee and the Crofting Commission, and ultimately helping to ensure Lantra's work remains aligned with that of Scottish crofters. Lantra also met with Highland and Islands Enterprise and Skills Development Scotland to discuss the pending completion of funding for the Crofters training programme and to discuss what it could look like in the future. The CivTech project was raised and participants were highly supportive.

Conversations have taken place with Polaris, Scottish Sea Farm (SSF) and NAFC UHI on industry feedback on aquaculture training during restrictions. Most Modern Apprenticeships have continued, with all frameworks at NAFC now available online for candidates. SSF delivering socially distanced training where possible but accommodation is a challenge.

As part of our work on the SMS, a meeting held with Ringlink to discuss Gangmasters and Labour Abuse Authority registration. They advised that we should not be required to register because we do not charge and the decision was devolved, but this does not match the recent guidance on the GLAA website. We have communicated this back to GLAA, and await a further response.

Lantra attended the Farm Advisory Service (FAS) National Stakeholder Group meeting at which net zero emission targets and time-limited delivery programmes for 2020-21 were considered, including advisor skills gaps and ways to address them. The intended outcome is improved business resilience, effective alignment with other initiatives and effective closure of and/or transition from the current programme. We attended the FAS Stakeholder Group meeting, sharing an update (and short report) on the instructor network development project. This helps to align Lantra's Scotland work plan and wider, more 'commercial' interests with the work of FAS and partners.

We participated in a Nourish interactive workshop on the 'Right to Food' which explored what this could mean for different areas within the food system. Discussed the advantages and disadvantages of the proposed bill to enshrine the Right to Food in Scottish law. We also attended the North East Agricultural Advisory Group meeting where presentations included 'Agriculture in a changing socio-political context', Glensaugh: Scotland's Climate Positive Farm and The Red Meat Sector: Through the Pandemic and Beyond.

A request was received from the NTSag research group at University of Aberdeen to promote that they were looking for farmers to take part in research around the impact of stress and fatigue, helping to build a better understanding of farmer safety. This was shared on social media and through Skills for Farming.

We joined a virtual Rural Mental Health Forum workshop to learn more about resilience in young people, aimed at helping to support and maximise the effectiveness of Lantra's engagement with new entrants to the sector and met with Scottish Salmon Company to discuss recruitment issues in the Skye area.

Lantra also attended the Highland Environment Forum climate change virtual seminar, helping to inform understanding of mitigation and adaptation measures across Highland Region, and other meetings included the Scottish Land and Estates virtual AGM, the Cross Party Group on Skills, the Wildlife Estates Scotland/Buglife workshop on bees, the Farming Opportunities for New Entrants meeting, Arable Scotland 2020, Scottish Partnership Against Rural Crime meetings and Scotland Food and Drink Annual General Meeting.

Collaborative oversight and delivery of food and drink skills investment activities

Food and Drink

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Food and drink meetings inc virtual and contribution to skills investment plan,	3	18	4
Aquaculture meetings inc virtual and those related to aquaculture skills action plan	3	13	8

A meeting was held early in the year, with Inverness College UHI (IC) and West Highland College UHI (WHC) to discuss their plans for Aquaculture. The main assessor at IC has left and WHC has only recently been approved to deliver the Modern Apprenticeships, but reassurance was given that everything is 'in hand' with Argyll College UHI working with Scottish Sea Farms and West Highland College mainly with MOWI. The main contact for each will be employer led. IC has taken on nine apprentices with WHC now actively recruiting.

Lantra attended the Aquaculture Skills Action Plan Steering Group and feedback from the HR Director's group was provided on what they consider priorities, also discussions around how to show progress of the group going forward.

Lantra attended the Aquaculture HR Director's group meeting and provided the group with information on Springboard for Rural Skills and Women in Agriculture Practical Training Fund, industry Foundation Apprenticeship engagement and promotion and uptake of Aquaculture STEM Ambassadors scheme.

Lantra attended the Aquaculture Skills Action Plan Steering Group and Aquaculture HR meetings which focussed on the impact of COVID-19 and sector recovery planning. Subsequent changes to the focus for recruitment/retention of staff and industry engagement and review of the Aquaculture Skills Action Plan will take place at the next Industry Leadership Group meeting. Theme leads are to review their actions/activities to date and bring to the next meeting in October (Lantra leading on Theme 1).

Lantra attended a virtual seminar provided in association with the Women in Scottish Aquaculture focussed on the Global Seaweed STAR Programme. Attended the Scottish Aquaculture Innovation Centre summer interns closing presentations event. Agreement provided to use the shellfish career video on our website. We also met with Pye Tait consultancy regarding a research project for Seafish, part of which covers Aquaculture skills, training, recruitment, and retention. Lantra provided information on apprenticeships, Lantra Awards, and customised provision courses.

Our partnership work with the Scottish Aquaculture Innovation Centre resulted in us appearing in 'A New Wave of Talent' feature in April's [Fish Farmer](#) magazine.

We attended the Cross Party meeting on Food and Drink which included a presentation by the Federation of Food and Drink which acknowledged the resources and work ongoing by many partners. An update was provided on the 'Future in Food', with RHASS presenting on the Food, STEM and Sustainability project and QMS presented on Farming Foodsteps. Although there was positivity about increasing work with teachers, there was some indication that front line organisations, working with minority groups, were not included and would have liked to be.

We attended the Scotland Food and Drink Recovering Plan Briefing meeting. Delivery of the plan is over 3 years and includes a new training initiative, The Academy and open to businesses looking for real and sustainable growth with 3 distinct programmes. They have also launched a 'Greening Your Business' practical toolkit for food and drink businesses to reduce their carbon footprint.

We attended the Cross Party meeting on food, presentations at which included food insecurity in older people, the supply of local fruit and veg, community gardens and allotments. In addition, we presented on our work to the NFUS Education and Skills Group, which had a very positive reception, and lots of follow up questions.

Collaborative oversight and delivery of forest and timber technologies skills action plan

Forest and Timber

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Forest and timber meetings and contribution to skills action plan	12	32	10

Lantra attended a 'Forestry and wood: green recovery, growth deals & COP26' seminar organised by EGGER and facilitated by Confor. Useful forum for discussions about planting targets, related policies and next steps to deliver the Borderlands Growth Deal. We then attended a Scottish Forestry & Timber Technologies [Central Scotland] webinar, with useful industry intelligence gained re Regional Land Use Partnerships, Forest Industries Safety Accord health & safety guidance and chainsaw competence, and innovation in relation to both pest damage and nursery stocks. We also attended Scottish Forestry's Ash Dieback Risk Group meeting, helping to inform both industry intelligence and promote the importance of related management and practical skills in managing associated liabilities. This was also raised at the SFTT regional meeting (east) where Euro forest presented on their experiences.

Earlier in the year we also met with H&W training who talked through the new SafeForestry site. Although more directly related to Lantra Awards (they will be looking at how the chainsaw standard

assessors can be trained, accredited and monitored) it certainly has a lot of scope for improving safety in the sector without increasing paperwork.

We then participated in a meeting with HSE and the sector regarding chainsaw training. The meeting focussed on the changes that City & Guilds are planning to make to their chainsaw courses that will mean they are different from Lantra's. They have become the first to break the MU that was set up when there was a move away from Lantra doing the training and C&G NPTC doing the assessment. This will be raised with the Skills Groups

We attended the Cross party meeting on Wood and met with the new lead responsible for ensuring England (Forestry Commission) meets its tree planting strategy. A useful meeting in which we talked through a few different potential options for training and development – linked to the Forestry Skills Forum.

Lantra presented at the Forestry Recruitment summit with some of the forestry companies already providing new young recruits an exciting first step, and continue to meet with the steering group to track progress

Lantra's director with the Royal Forestry Society to discuss their careers website and overlap with our own resource. They have agreed to focus on increasing their case studies of people studying on the different courses (UK) and are working on an Introductory course. We introduced the Society to Dumfries and Galloway Council to share ideas / experience in terms of forestry introductory courses.

Lantra then met with the lead for [Sylva](#) – an environmental 'tree and people' strategy that are currently reworking their aims and objectives. They will now be attending both the English and Scottish Skills Forums now to help do this in partnership. Earlier in the year we met with the Chief Forester to discuss some of the challenges that exist around Forestry (and other land based) provision. She thanked us for the providing some context to the skills groups and the key training partners and a follow up meeting is to be arranged.

We continue to meet with Confor and Forest and Land Scotland to discuss potential routes for FLS to be more actively involved in providing training and supporting apprenticeship recruitment by contractors. The Ringlink model is to be investigated further by FLS.

Facilitate or promote innovation in delivery

Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Partnership skills activities	2	6	5

Taking account that there may be challenges on the horizon in sourcing migrant seasonal workers, we contacted Concordia and Pro-Force – agencies that many farm businesses use to see if we could work collaboratively on training. There has been no response to date and presume that they will only do so if they foresee a challenge ahead. More recent communications from Ringlink suggest that they would be an effective intermediary in such discussions.

Dundee and Angus College are continuing to look for new ways to develop their agricultural offering. They have used their College Innovation Fund to purchase resources to support their agricultural courses.

Their Schools, College, Apprenticeship and Work Opportunities project will ensure they effectively work with partners to highlight opportunities for careers in the rural sector. The NPA Level 5, Investigation of Modern Agriculture is a new schools-based course delivered remotely to begin with and is oversubscribed. They are also developing an Introduction to Commercial Crop Production course which aims to include support for businesses who employ seasonal staff.

Lantra organised a sheep/beef apprenticeship follow-up meeting with key stakeholders and representatives from industry to establish the need for a 'branded' apprenticeship. Lantra highlighted that the group would first need to establish that there was demand. The National Farmers Union of Scotland advised they would set up a small group of industry representatives who will lead on 'signing up' farmers who will commit to taking on an apprentice, though no progress on this has yet been reported.

Lantra attended a webinar about the effect and challenges of COVID-19 on contractors, and met with SRUC to discuss how Lantra might better support online learners by supporting cross-collaboration. SRUC are keen to run a pilot in forestry, collaborating with the Scottish School of Forestry (SSF) with sharing of materials from the PDA Forestry/SVQ Machine Operations.

A meeting was held with the Forestry Industry Safety Accord (FISA), Lantra Awards, FLS, Forestry Commission England and HSE. Lantra's CEO presented on a proposed joint approach to training between FISA and Lantra. It was agreed that there is a need for more responsive training, of a more consistent standard – both in content and delivery, a way of making sure quality is good, and that there is one place to store such training. All agreed support for such work, and that the initiative should progress.

Promotion and marketing

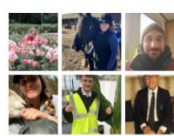
Key outputs	Achieved in Q4	Achieved in Q1-Q4	Annual Target
Units of positive press coverage	29	142	80
E-newsletters with Target distribution	2	6	6
Business case studies	5	6	6
Blogs	1	13	10
Podcasts	1	5	6

News and blogs



Funding for practical training on offer to women in rural Scotland from Scottish Government

Women in rural Scotland are being offered funding for practical training, thanks to two new schemes that we're running on behalf of the Scottish Government...



Winners of ALBAS 2021 revealed

The winners of our ALBAS (Awards for Land-based and Aquaculture Skills) were announced at a special virtual ceremony on Thursday 4th March. Employers, colleges, trainees...

I want to see
[News from Lantra Scotland](#)



Addressing rural Scotland's gender imbalance

A new scheme will address inequality and provide greater opportunities for women working in or interested in a career in rural and aquaculture sectors. The...

Our newsletters and blogs can be accessed [here](#)



Finalists for ALBAS 2021 announced

A select group of Scotland's top trainees and rural learners have been named as finalists for Lantra Scotland's 19th Awards for Land-based and Aquaculture Skills...



How taking on an apprentice could benefit your business

Employers who work in agriculture had the chance to find out how taking on an apprentice could benefit their business at a recent webinar we...



Employers' Apprenticeship Webinar

Want to know how your agriculture business could benefit from taking on an apprentice? Then sign up for a free Zoom webinar on Tuesday, 19th...



New funding provides practical training for women in agriculture

A new source of funding for training aims to address inequality and provide more opportunities for women in agriculture in Scotland. The Women in Agriculture...

Staff resources and performance against budget

Lantra's team in Scotland comprises four full-time and five part-time members of staff.

Strategic support at a governance level is provided by Lantra's National Chair for Scotland (who sits on Lantra's Board of Trustees¹), 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 a 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, and support relating to commercial training products, providers and instructors.

The Scottish Ministers' Offer of Grant to Lantra in 2020-2021 is 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 to 31/03/21 (aligned with quarterly reporting) Lantra claimed £514,741.45, 99.95% of the total.

Further information

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

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Sheena Howden
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¹ <https://www.lantra.co.uk/lantra-trustees>

Appendix I - Land-based and aquaculture modern apprenticeships registration and certification data and trends April-March 2020 and 2020-21

Figure 1. Modern Apprenticeship Registrations April-March 2019-20 and 2020-21 (SCQF Levels)

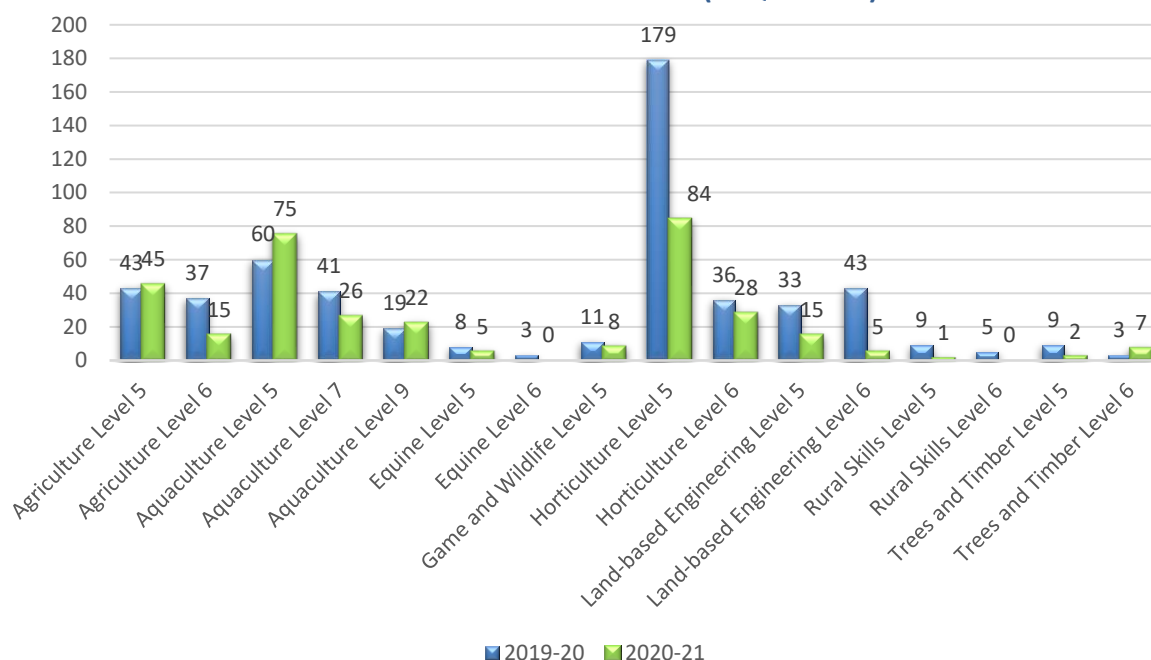


Figure 2. Modern Apprenticeship Registrations April-March 2019-20 & 2020-21 Age at Start

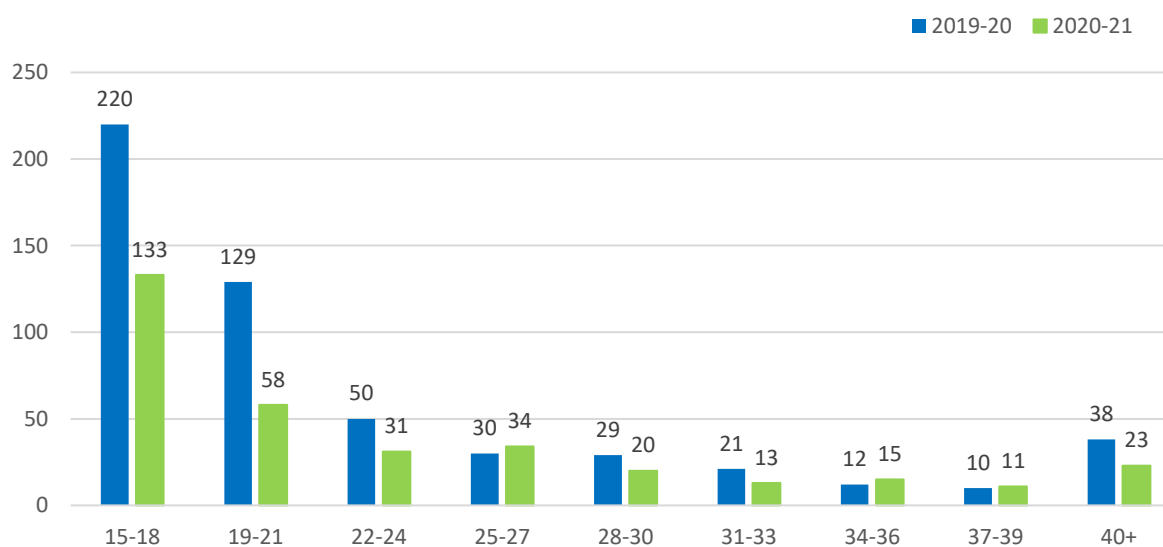


Figure 3. Land-based Modern Apprenticeship registrations by framework, 2014-2020

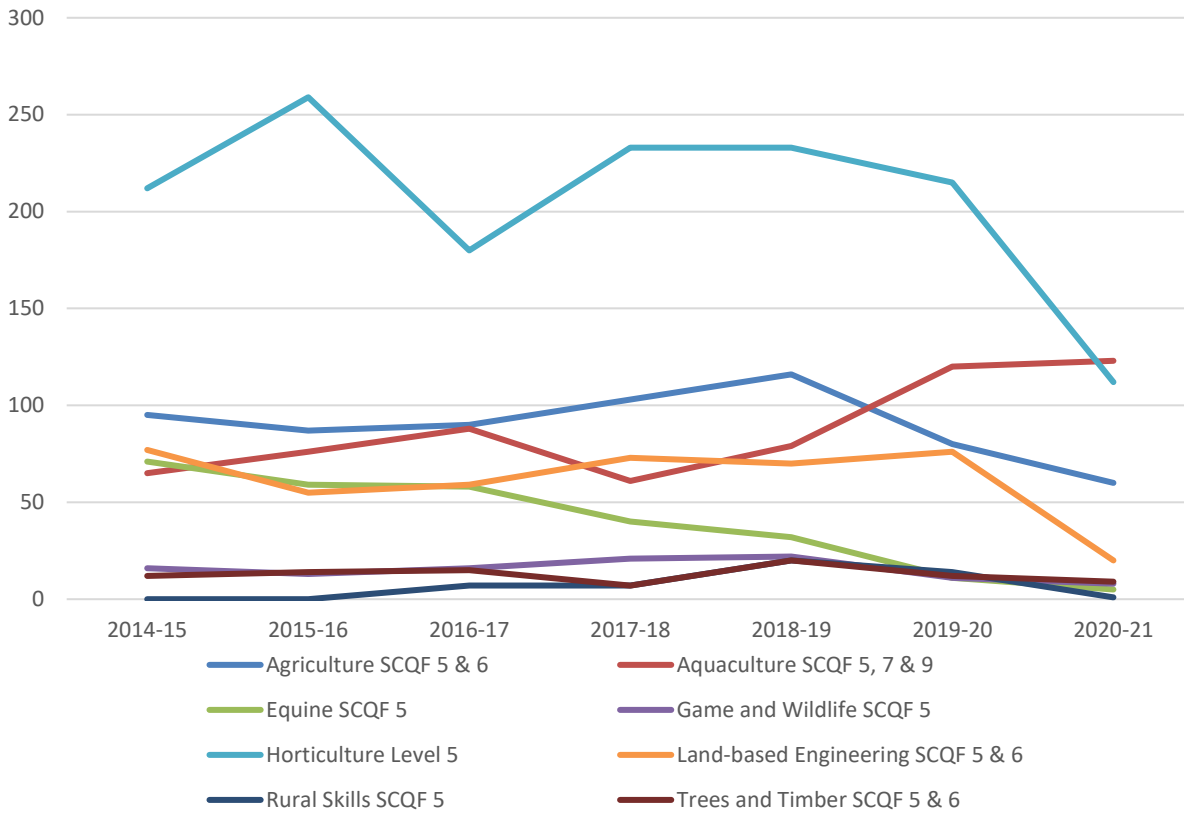
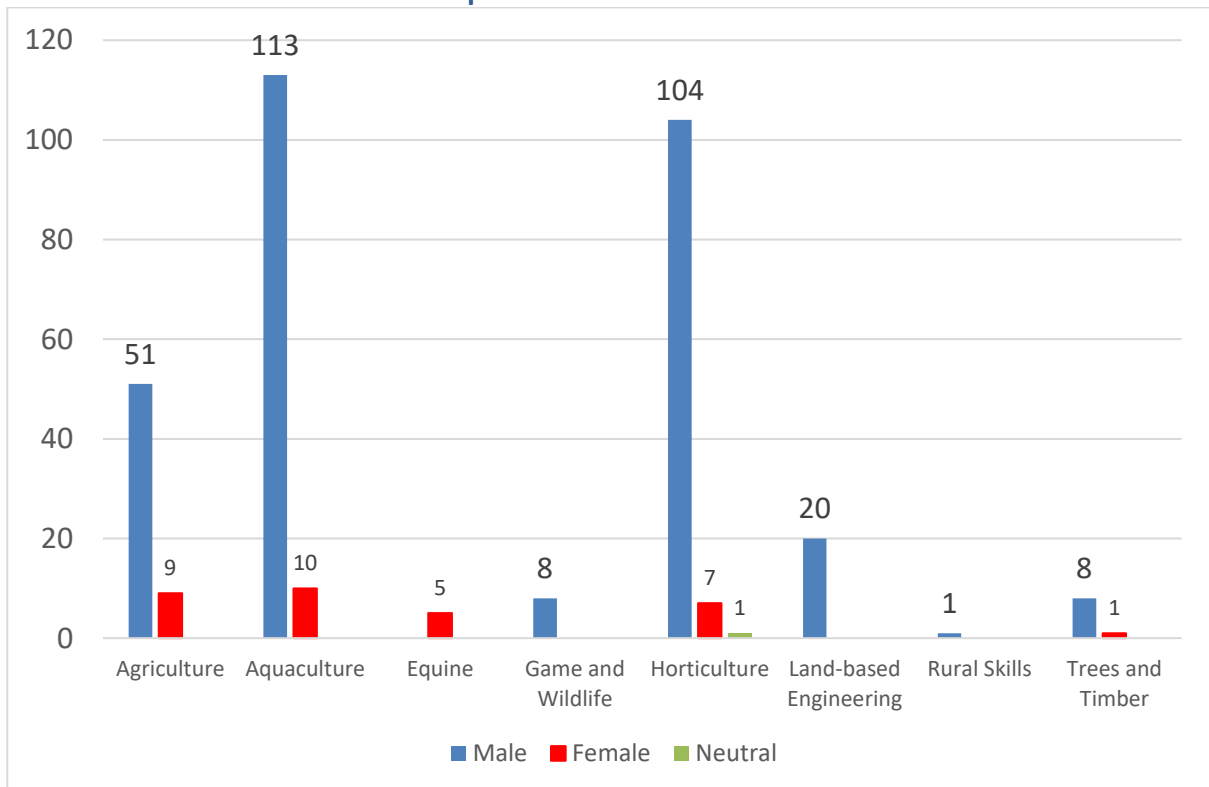
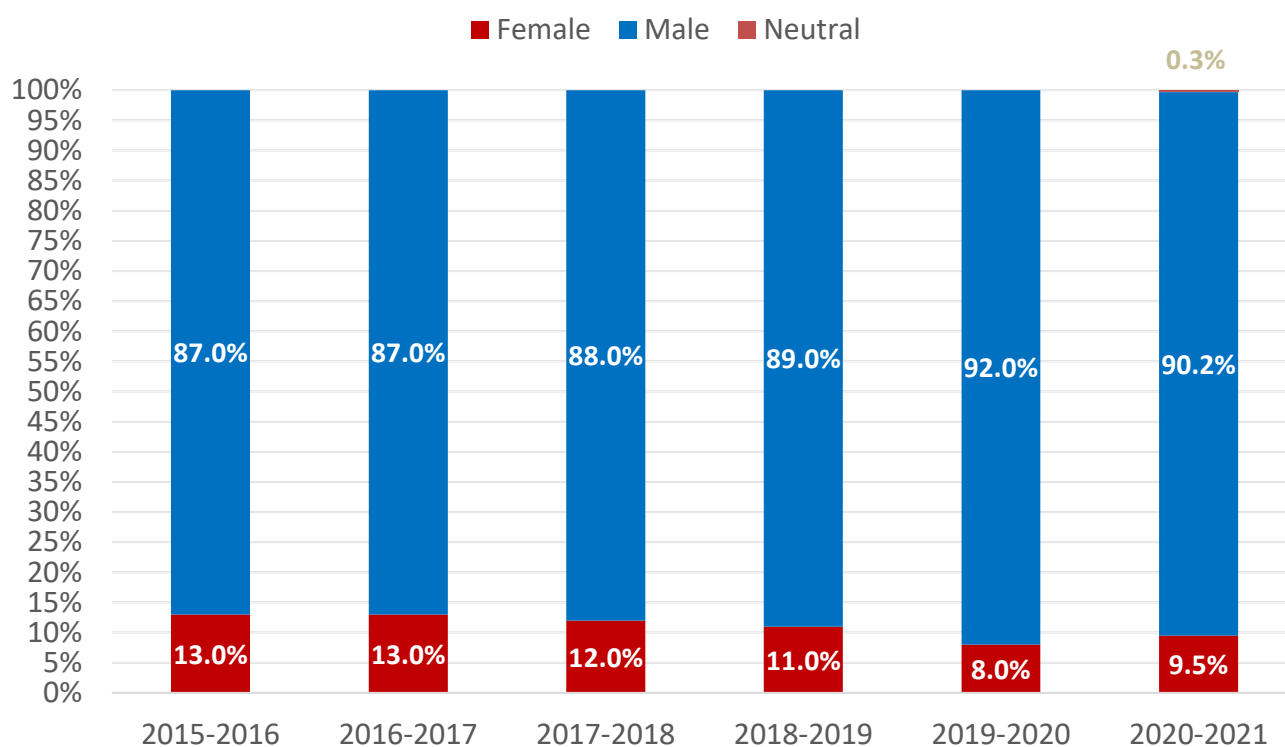


Figure 4. Registrations by Gender by Industry April 2020 – March 2021

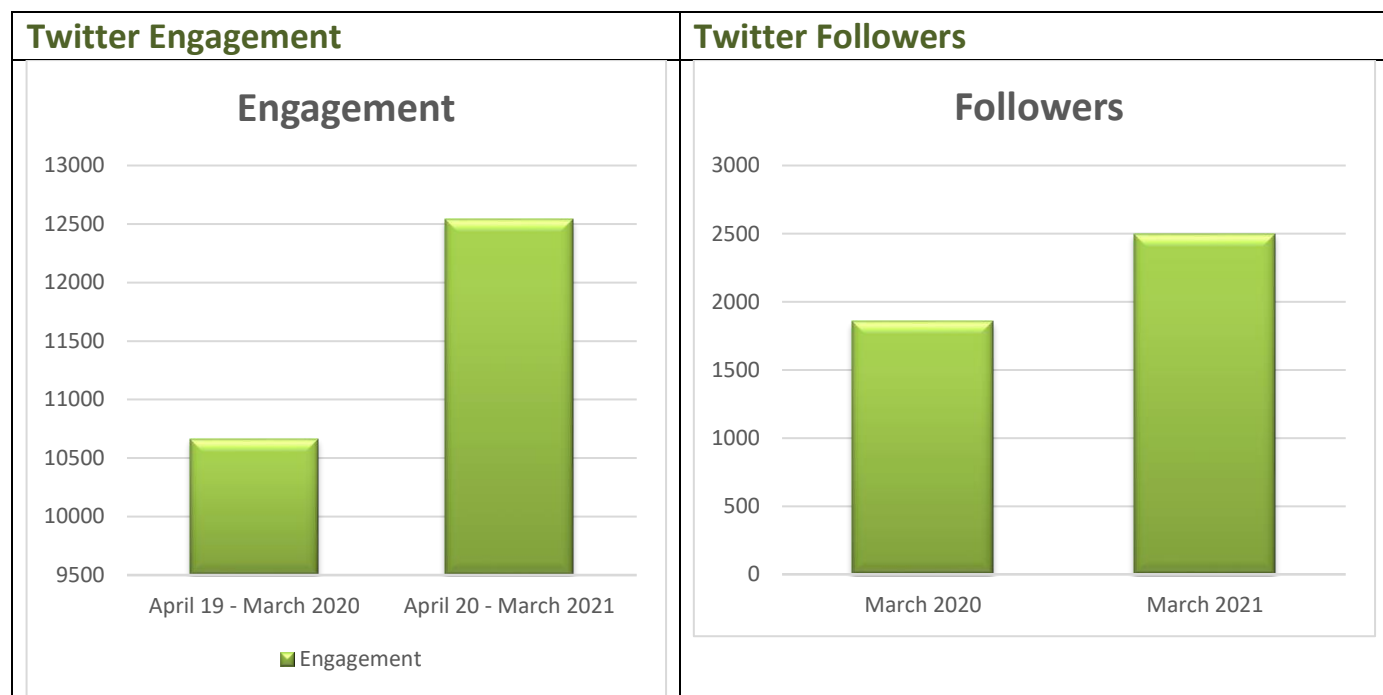


**Figure 5. Lantra Scotland Gender Comparison in Registrations
2015/16 – 2020-21**



Data provided to Lantra Head Office by The Federation for Industry Sector Skills & Standards (FISSS) platform

Appendix 2 Social Media and Website Statistics (April 2020 – March 2021)



Top Tweet

May 2020 • 31 days

Tweet Highlights

Top Tweet earned 13.2K impressions

Here's [@standupfarmer](#) on our [#Skills Matching Service](#) for land-based [#animal care](#) businesses and staff. [@NFUStweets](#) [@RuralMattersSG](#) [@SCFHq](#) [@SAYFC](#) [@ScotLandEstates](#) [@RSABI](#) [@FergusEwingMSP](#) [@jamiehepburn](#) [@SRUC](#) [@BordersCollege](#) [@ThinkUHI](#) [@theRCVS](#) scotland.lantra.co.uk/sms pic.twitter.com/2MJJPUmaB



1 41 68

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 10.5K people



@dairyconsultant

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

Dairy Consultancy Services - Independent consultancy & DCS NUTRITION & SOURCING feed & forage products Email dairyconsultancy@aol.com or call 07795 373433

Top mention earned 219 engagements



Jim Smith

[@standupfarmer](#) · May 5

Here's a wee video I did for a great idea. If you have time and skills to offer or needing staff then give [@LantraScotland](#) a shout twitter.com/LantraScotland...

1 25 66

[View Tweet](#)

MAY 2020 SUMMARY

Tweets

68

Profile visits

287

New followers

28

Tweet impressions

64.5K

Mentions

60

Top media Tweet earned 4,493 impressions

It's [#MentalHealthAwarenessWeek](#), so here's some good advice from [@standupfarmer](#) on how people working in [#agriculture](#) can stay [#healthy](#). [@mentalhealth](#) [@NFUStweets](#) [@scottish_coops](#) [@SCFHq](#) [@RuralMattersSG](#) pic.twitter.com/rjZ1hhHwOk

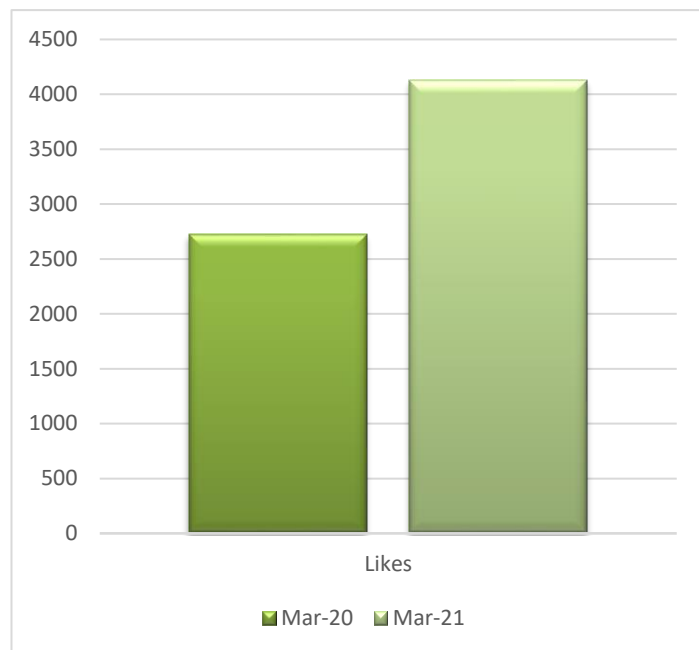


2 24 30

[View Tweet activity](#)

[View all Tweet activity](#)

Facebook Likes



Top Facebook post

Video details

Lantra Scotland: Jim gets a job for a day in trees and timber...
Land-based #careers are under the spotlight in our new videos with Jim Smith, and we're delighted to launch "Jim gets a job for a day in trees and timber", which also stars Isla and Jack, two of our industry champions. #trees #timber #forestry...

4:40 · Uploaded on 06/11/2020 · Owned · Appears once · View permalink · Copy video ID

Total video performance

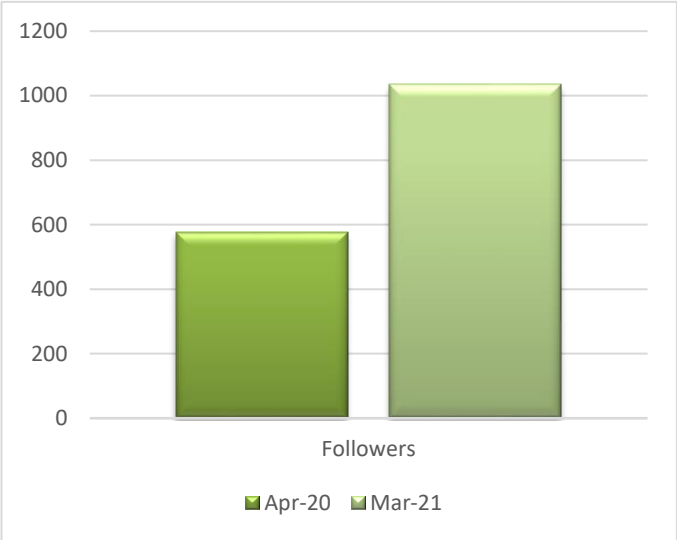
Minutes viewed	40,882
1-minute video views	10,414
10-second video views	20,667
3-second video views	47,008
Average video watch time	0:21
Audience retention	
Audience and engagement	

This video is used in 1 post

Posts	Posted date	Estimated reach	3-sec video views	10-sec video views	Unique 3-sec video views	Post engagement	Average video watch time
Lantra Scotland Jim gets a job for a day in trees an...	06/11/2020 10:32	108K	47K 100%	20K 100%	41K	1.4K	0:21 / 4:40

Total 3-second video views on Facebook: 47K

Instagram



Top Instagram post

Instagram

lantra.scotland

lantra.scotland #Congratulations to Ian Armstrong from Inverurie, shortlisted finalist at our #ALBAS21. G... more

View Post on Instagram

Liked by lucys.wildlife and 40 others

367

People reached ⓘ

Post interactions ⓘ

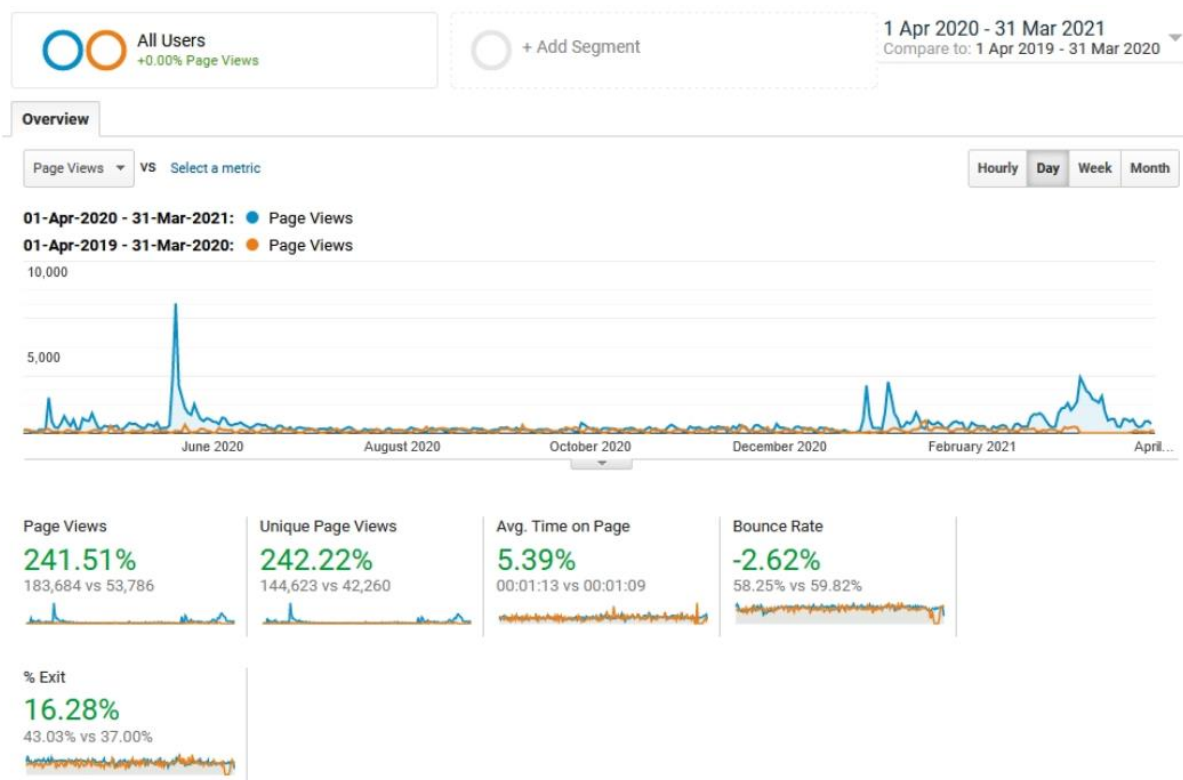
41 likes 0 comments
0 saves

Account activity ⓘ

0 texts 0 emails
0 calls 0 Get Directions
0 website clicks

Insights activity is reported in the Pacific time zone reported in the time zone of your ad account.

Website statistics



The peak in June 2020 relates to the Skills Matching Service promotion and those in January and March 2021 relate to the Women in Agriculture Practical Training Fund and the Women in the Rural Economy Training Fund. The careers one was also a popular page.

Lantra Video views

There have been 207,500 views of Lantra videos over the year.

Appendix 3 Lantra Industry Champions

To view the complete champions newsletter on activities from April 2020 to March 2021 click [here](#)



2020/21

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 annual awards, the ALBAS, Awards for Land-Based and Aquaculture Skills, who have been recognised for demonstrating inspirational qualities and outstanding contributions to the work place.



UPDATE

Despite the challenges of the pandemic, our Industry Champions have still managed to make a really positive contribution to the promotion of their sector.

Activities have included videos with farmer-comedian Jim Smith, supporting Developing the Young Workforce initiatives, supporting the promotion of careers in our sector through videos and presentations and becoming BBC stars on Landward, to name a few.

There have also been two personal development events covering unconscious bias training and thinking on your feet.