

**Skillsnet Conference
Lisbon
21 November 2006**

**New Skills and Qualifications
for the
Trees and Timber Industry**

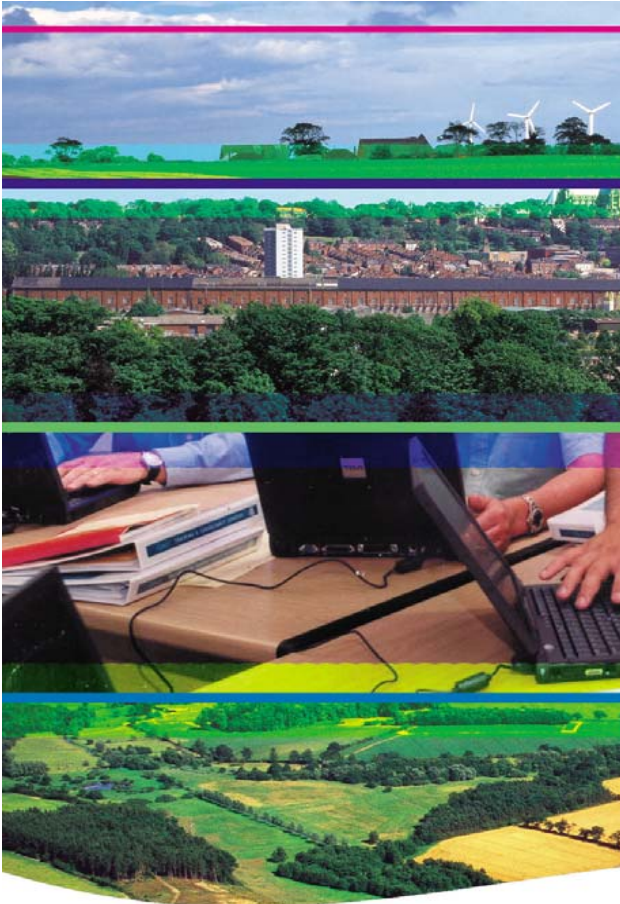
**Peter Martin
Chief Executive, Lantra**

Overview



- Lantra
- Trees & Timber Industry key statistics
- Main Drivers for Change
- Impact on Skills & Business Development
- Lantra's work programmes

Lantra: Role and Activities



Lantra drives up business performance by

- Promoting skills as a key component of business strategy
- Driving up investment in skills and business development
- Recognising and developing skills
- Researching the future skills needs
- Designing new vocational qualifications
- Securing funding for vocational education
- Ensuring learning provision is demand-led
- Promoting careers in the sector

Trees and Timber Industry



Forestry Establishment
Sawmilling

Harvesting
Arboriculture

	United Kingdom	Europe
Employment	30,000	Germany 61,000
Arboriculture	20,000	Spain 34,000
Forestry	10,000	
Businesses	10,000	
Landmass	11%	43%
Private ownership	82%	67%
%age GDP	0.5%	

Scottish Forestry Strategy

Lantra



Improved Health and well-being of people & communities

Community Development
Access and Health



Competitive, innovative businesses contributing to growth of economy

Timber
Business development



High Quality, robust, adaptable environment

Climate Change
Environmental Quality
Biodiversity

Examples of Developing Business Models

- Value and Supply Chain Integration
 - company/business re-engineering
 - collective activity
- Commissioning and contracting
- Diversification; new business opportunities
- Professionalisation of arboriculture
- Community enterprises



Major Skills Implications

Semi-skilled Staff	Skilled Staff	Owner/Manager
•Basic Skills •Health and Safety •Technical skills •Self-management •ICT •Legislative compliance •Manufacturer training •Team working	•Key Skills •New silviculture skills •Materials technology •Contracting and compliance •Supervisory management •Customer care •Habitat management •Customer/stakeholder relations	•Business & Management •Public relations •Higher level negotiating •Personnel management •Budget and financial control •Sales and marketing •Commissioning and contracting

Impact of Skills Gaps



86% of English Companies report skills gaps

Resulting in: Business lost to competitors
Lower quality standards
Increased operating costs

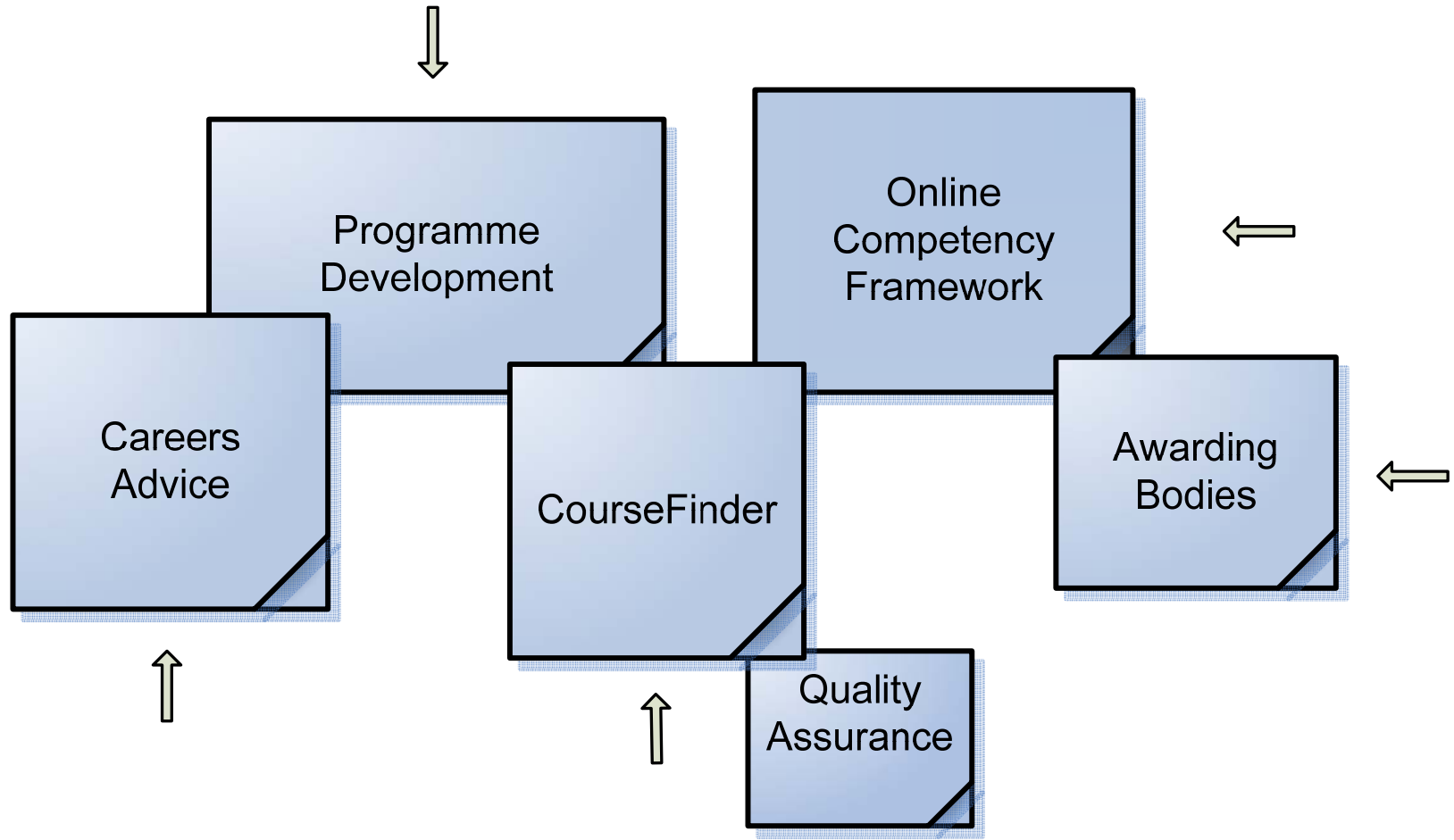
Actions: Increase in-company training
Expand trainee programmes
Nothing

Supporting Learning

- Policy Interventions
- Entry into workforce
- Lifelong learning
- Migrants
- Learning Provision



Supporting Learning Provision

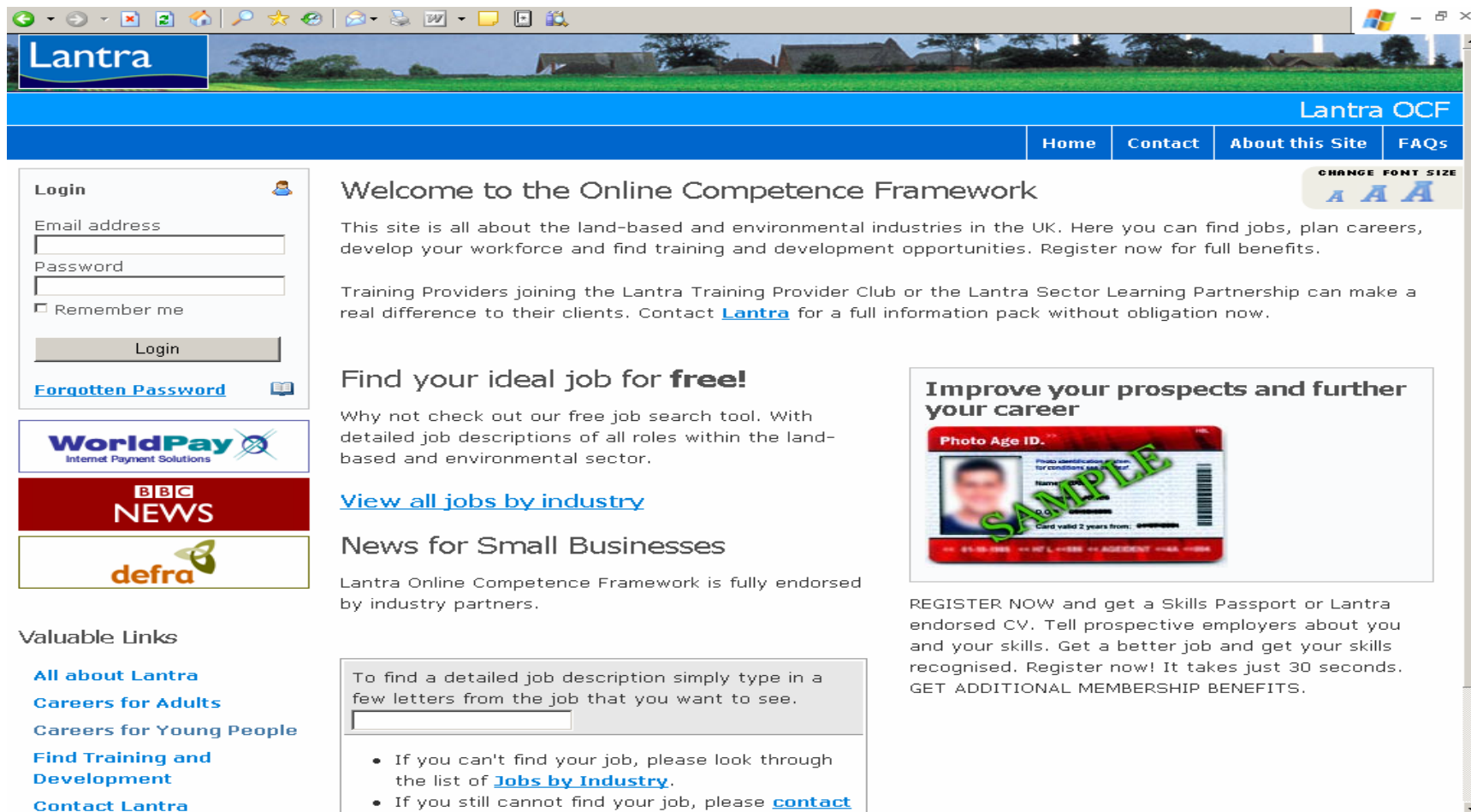


Entry into workforce



A screenshot of the ajobin.com website, which is a portal for finding jobs in the environmental and land-based sector. The website has a purple header with navigation links: Home, About Us, Job Finder, Case Studies, Ask the Experts, News and Events, and Contact Us. The main banner features a scenic landscape with a castle and the text "ajobin.com" and "For information on jobs in the environmental and land-based sector". Below the banner, there is a section titled "Are you a bit of a...." with nine colorful buttons: techno-head?, party animal?, caped crusader?, artistic genius?, adrenaline junkie?, lone ranger?, people person?, forward thinker?, and free spirit?. To the right of this section is a vertical sidebar with buttons for: Industry specific information, Apprenticeships, Work-based training, Full time study, College/training provider details, Work experience, Volunteering, and Case studies. At the bottom, there is a section for "afuturein.com careers for adults" and a note about clicking on buttons to find a job.

Lifelong learning



The screenshot shows the Lantra OCF website. At the top is a blue header with the 'Lantra' logo on the left and navigation links 'Home', 'Contact', 'About this Site', and 'FAQs' on the right. Below the header is a large banner image of a rural landscape. On the left side, there is a 'Login' section with fields for 'Email address' and 'Password', a 'Remember me' checkbox, and a 'Login' button. Below the login section are three logos: 'WorldPay Internet Payment Solutions', 'BBC NEWS', and 'defra'. Further down is a 'Valuable Links' section with links to 'All about Lantra', 'Careers for Adults', 'Careers for Young People', 'Find Training and Development', and 'Contact Lantra'. The main content area has a heading 'Welcome to the Online Competence Framework' followed by a paragraph about the site's purpose. Below this is a section 'Find your ideal job for free!' with a paragraph and a link 'View all jobs by industry'. To the right of this is a box titled 'Improve your prospects and further your career' featuring a 'Photo Age ID' card with a 'SAMPLE' watermark. Below the main content is a search box with the text 'To find a detailed job description simply type in a few letters from the job that you want to see.' and a list of instructions. At the bottom left is the 'skills FOR BUSINESS' logo.

Lantra

Lantra OCF

Home Contact About this Site FAQs

Login

Email address

Password

☐ Remember me

Login

[Forgotten Password](#)

WorldPay
Internet Payment Solutions

BBC NEWS

defra

Valuable Links

- [All about Lantra](#)
- [Careers for Adults](#)
- [Careers for Young People](#)
- [Find Training and Development](#)
- [Contact Lantra](#)

Welcome to the Online Competence Framework

This site is all about the land-based and environmental industries in the UK. Here you can find jobs, plan careers, develop your workforce and find training and development opportunities. Register now for full benefits.

Training Providers joining the Lantra Training Provider Club or the Lantra Sector Learning Partnership can make a real difference to their clients. Contact [Lantra](#) for a full information pack without obligation now.

Find your ideal job for free!

Why not check out our free job search tool. With detailed job descriptions of all roles within the land-based and environmental sector.

[View all jobs by industry](#)

News for Small Businesses

Lantra Online Competence Framework is fully endorsed by industry partners.

To find a detailed job description simply type in a few letters from the job that you want to see.

- If you can't find your job, please look through the list of [Jobs by Industry](#).
- If you still cannot find your job, please [contact](#)

Improve your prospects and further your career

Photo Age ID

Photo identification card for employers and employees

NAME

DATE

Card valid 2 years from: 01/01/2008

REGISTER NOW and get a Skills Passport or Lantra endorsed CV. Tell prospective employers about you and your skills. Get a better job and get your skills recognised. Register now! It takes just 30 seconds. GET ADDITIONAL MEMBERSHIP BENEFITS.

Supporting Learning

- Policy Interventions
- Entry into workforce
- Lifelong learning
- Migrants
- Learning Provision



Contacts



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