

# SW REGION SECTOR SUMMARY

## IMPROVE

### SECTOR FOOTPRINT

Improve is the Sector Skills Council for Food and Drink Manufacturing and Processing which includes: Bakery; Brewery; Dairy; Distillery; Drinks Manufacturing; Food Manufacturing and Processing; Fresh Produce; Meat and Poultry; Seafood and Confectionery ([www.improveltd.co.uk](http://www.improveltd.co.uk)).

### IMPROVE LABOUR MARKET

*Source: SW SLIM Balance Sheet June 2008, ABI 2005, NESS 2007 data derived from LSC SW research team.*

#### Sector size & business unit size

- There were 1,150 business units in 2005 in the SW
- There was a 9.4% drop in the number of business units between 2000 and 2005.
- The SW workforce in this sector totals about 29,400.
- The sector generates £3.6bn annual turnover in SW.
- SME dominated, with 65% of employers with fewer than 10 employees. A lower proportion work for employers with 200+ employees than nationally.
- Meat and dairy sub sectors account for 24% and 18% of the workforce respectively.
- Employment is concentrated in Cornwall and Somerset (19% each), Devon (14%) and Wiltshire (11%).

#### Profile of workforce

- Gender split – female (31%) male (69%).
- The part-time female workforce is on the decline due to shift patterns. Male employees are on the increase.
- 23% of the workforce is aged 50+.
- 47% of the workforce is classed as plant and machine operatives reflecting the nature of the employment within this industry.

#### Vacancies & recruitment

- Employing establishments within Improve in the SW reported 775 vacancies in 2007, accounting for 1% of the total number of vacancies in the region.
- Of those vacancies 10% were hard-to-fill, lower than the overall average for the SW of 35%.
- In 2007 there were 50 vacancies that were as a result of skills shortage accounting for 6% of all vacancies. Skills shortage vacancies also account for 59% of all hard-to-fill vacancies, lower than the SW average of 62%.
- 21% of Improve establishments in the SW reported skills gaps amongst their existing workforce, higher than the regional average of 16%.

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### Qualifications in the workforce

- Just under one third (31%) of the workforce is qualified to below Level 2 or has no recognised qualifications.
- Just over one quarter of the workforce is qualified to Level 3 and above compared to half of the workforce of the SW as a whole.
- Formalised training mainly takes place solely to meet regulations.
- 67% of Improve establishments in the SW provided on or off the job training in the 12 months prior to the NESS07 survey, on par with the average for all industries as a whole in the SW (68%).

### KEY DRIVERS AND ISSUES

- Increases in technology including automation and robotics
- Regulations and legislation impacting on the food industry
- Relocation overseas of major producers e.g. Nutricia, Wells to Poland
- Increase in overseas nationals labour in the sector
- How to attract quality new entrants, especially young people
- Employers turning to migrant workers to cope with recruitment difficulties, which is causing a growing demand for language training (ESOL)
- Difficulty in graduate recruitment (particularly food scientists/technologists)
- Keeping up with technology changes and the growing global market
- Complying with the demands of big retailers
- Lack of a formal business/training plan by some employers
- Not easy to find relevant learning provision.

### Main findings of the Sector Skills Agreement:

- Image of the sector does not encourage graduate scientists and engineers into the sector
- Due to globalisation and improved technology, the skill base is set to rise over the next 8-10 years, from operatives to management and technical roles
- With an ageing workforce, new entrants are increasingly sourced from the migrant workforce
- There is low level of public funding accessed by the sector.

### NSAS/COVES /14-19 DIPLOMA/HE (NATIONAL SKILLS ACADEMIES AND CENTRES OF VOCATIONAL EXCELLENCE)

#### *National Skills Academy (NSA)*

- National Skills Academy for Food & Drink (NSAfF&D) Manufacture was approved in Autumn 2006

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- The SW Food and Drink Skills Network (SWF+DSN) is working with the NSAF&D to develop an infrastructure of specialist networks relevant to the industry profile in the region and link to other networks across the country which will champion in other sub-sectors or technologies.
- Duchy College and the SW F+DSN have been approved to become a centre of excellence for 'Fit for Supply' which will assist small food manufacturers to be in a position to service large contracts to supply supermarkets, hotels etc.

### CoVEs

- Hartpury College, Gloucester and Duchy College, Cornwall are a partnership CoVE for Food and Drink Manufacture
- Hartpury College has an off site training facility for Butchery as well as delivering Cheesemaking at an employer site. Duchy College has an agricultural food centre, supporting mainly work based learning

### KEY EMPLOYERS

Somerset: Oscar Mayer

Cornwall: Ginsters

Somerset: Yeo Valley

Devon: Lloyd Maunder's, Heinz, The Wrigley Company

Somerset: Mathew Clarke (Cider), Geest

Gloucester: Unilever

Bristol: Cadbury's

Dairy Crest- several sites including 'super dairy' at Severnside

Tulip Food Services Ltd

Robert Wisemen Ltd

A E Rodda & Son

Ilchester Cheese Co. Ltd.

### LOCAL & REGIONAL PROJECTS/NETWORKS

- SWRDA supports the SW Food & Drink Network (SWF&DN), which has developed a strategy for the sector
- The network links with other sectors to consider the *farm to fork* journey – farming and local produce into retail outlets and restaurants
- The network represents Improve in the region; current activity includes a schools challenge being run across the region to encourage new recruits, and working with the Manufacturing Advisory Service to improve productivity
- A SW employer group is working with the network to develop new qualifications for the sector
- Seven SWF&DN co-ordinators are identifying employer needs and working with skills brokers to bring in Train to Gain service and link with relevant training provision
- Sector specific Assessor training and support is available from the 7 co-ordinators across the region

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- SWF&DN is developing a Fit for Supply (to large supermarkets, businesses) Small Business Centre of Excellence, which will support managers in SMEs in the sector to run their businesses more effectively; collaborative training sessions and peer mentoring are key components of this model
- The network is fully engaged in the Skills for Life group and champions the integration of Skills for Life into training; the network has supported innovative training delivery of *EL Box* for Food Safety
- Improve is driving the introduction of the *Green Card* (skills passport) which will provide a record of skills and training for the workforce; the system is e-based and enables individuals to carry their qualifications over as they change employers, which will reduce the need to repeat authenticated training – eg: Health & Safety, Hygiene training; Job Centre Plus is working with the sector to make the Green Card available to workless clients going into the sector
- Improve is leading on the development of the 14-19 Manufacturing Diploma, and is included in the development of the Land based Diploma, both of which will be available from September 2009
- SWF&DN is working with Higher Level Skills Pilot to encourage business improvements into the sector and to give employees an experience of upskilling through HE.

### ***Manufacturing Skills Alliance (MSA)***

Proskills is a member of the Manufacturing Skills Alliance (MSA) with Semta, Cogent and Improve – a group of SSCs involved in various types of manufacturing. The group meets quarterly in the South West to share good practice and collaborate on relevant initiatives.

The MSA have agreed nationally to work as one to drive through a new approach to its employers to improve productivity, competitiveness and skills in the manufacturing sectors. This is a major undertaking and the result of extensive consultation with employers and stakeholders through the Sector Skills Agreement process and as such forms the main basis of implementing a more demand led system to upskills the industries to meet global competition.

The LSC is funding the MSA to develop the infrastructure in each region to deliver this new approach, which helps the employer to review and refine production processes to gain bottom-line savings. The intervention has given 18 employers in a pilot undertaken in West Midlands an average of £93,000 saving year on year. The outcome impels the employer to upskill his workforce to sustain this level of annual cost savings; it would be at this point that employees are signed up to undertake the Business Improvement Techniques qualification, which has been adapted to suit Proskills business needs.

The approach 'sells' the concept of gaining a return on investment from training and the MSA anticipates a significant increase in take up of BIT. The LSC contract with the MSA sets out an expectation that BIT achievements will increase 8% year on year for the next 3 years, which for the SW will translate into the delivery of an additional 1580 L2s and 560 L3s. The majority of these will be achieved in the Semta footprint; Improve proportion is likely to be approximately 8%.

This approach has been adopted by the relevant NSAs and will be reflected in the Train to Gain Sector Compacts currently being negotiated between the SSCs and DIUS. These will be announced by September 08.

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The launch to introduce the MSA joint initiative took place in Taunton on 15 May; a series of awareness events for brokers, employers and stakeholders, plus training programmes for provider trainers/assessors and specialist business analysts will take place over the next few months.

Providers will be called to undertake an upskilling programme and achieve the BIT NVQ themselves as part of a robust delivery standard. Over time it is expected that only accredited assessors/trainers will be able to deliver the BIT qualifications.

For more information please contact Jane Bodimeade, [jane.bodimeade@lsc.gov.uk](mailto:jane.bodimeade@lsc.gov.uk)

### SUMMARY OF SUPPLY

*Source: LSC IPOL data (ILR extract)*

Analysis of further education and work based data by Sector Skills Council footprint is not yet available for 2006/07. The data presented below relates to Train to Gain activity which can, in most cases, be attributed to a specific sector.

IMPROVE Starts 06/07		
Starts	NVQ in Bakery	42
	NVQ in Food and Drink Manufacturing Operations	241
	NVQ in Meat and Poultry Processing	41
Total Starts		324

### Train to Gain

SWF&DN have 7 co-ordinators who carry out skills analysis specific to Food & Drink and link with Train to Gain Brokers. There is a need for a simplified and specific food and drink Employer Guide as many employers lack time to search for providers.

Provision is difficult to assess as this sector cuts across manufacturing, tourism and retail and currently collation of data by sub sectors is not available.

Tulip and Lloyd Maunders are examples of two employers who have used Train to Gain to access over 200 Level 2 qualifications for their staff.

### SUMMARY OF DEMAND

Based on Sector Skills Agreement Skills Needs:

- Transport & Machine Operatives
- Management and Senior Offices
- Associate Professionals & Technical ( Food Technicians )
- ESOL
- Skills for Life
- Office & administration skills

Key Messages - the sector has nationally identified four core skills issues:

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- Management (it is anticipated that 50% more managers will be required within the next 8 – 10 years)
- Basic skills
- Technical and craft skills.

### Current Qualifications

#### Level 2

- NVQ in Business Improvement Techniques
- NVQ in Food and Drink Manufacturing Operations
- NVQ in Food and Drink Manufacturing Operations
- NVQ in Bakery
- NVQ in Bakery
- Progression Award in Bakery
- NVQ in Meat and Poultry Processing

Improve is one of 10 SSCs which have put forward a number of qualifications that it plans to develop and/or revise to fit into the NQF by July 2008. The list of qualifications appear in the addendum to the Statement of Priorities – *Aligning Public Funding with Priority Vocational Qualifications in England in 2008/9*. These qualifications are important to the sector but are not necessarily those of absolute priority – they are merely at an appropriate stage in their review cycle to be in a timeframe where the amendments, necessary to fit the new QCF, can be achieved by next year.

NQF qualifications to be developed for inclusion in the QCF:

- Level 4 Award in Food Safety management for Manufacturing
- Level 4 Award in HACCP management for Food Manufacturing
- Level 3 Award in Food Safety Supervision for Manufacturing
- Level 3 Award in HACCP for food manufacturing
- Level 2 Award in Food Safety for Manufacturing

New qualification to be developed for the QCF:

- Level 1 Induction in Food Safety for Manufacturing.