



**SKILLED UP
FOR THE FUTURE.**

CAREER PATHWAYS

**SUSTAINABLE OUTDOOR ACTIVITIES, TOURISM
AND AGRICULTURE SECTOR : NORTH WALES**

CAREER PATHWAYS



OVERVIEW: TRENDS

This is a very broad sector spanning agriculture, hospitality, tourism and leisure provision, environmental management and conservation, and outdoor activities.

There are important interconnections within this sector, for example tourism initiatives such as the Wales Coastal Path which provide opportunities for business clusters such as **from gate to plate** food initiatives linking farms and B&Bs. This sector has strong links with the Energy and Environment sector in particular and readers interested in this sector are advised to also access **Pathways Plus** and other LMI resources for the Energy and Environment sector.

More information about regional trends in this sector are to be found in the **Meet the Ambassadors: Sustainable Outdoor Activities, Tourism and Agriculture factsheet** available on the Shaping the Future website.

TABLE 1:**SECTOR- WIDE OVERVIEW OF NECESSARY QUALIFICATIONS AND SKILLS**

Key example: Nature Conservation Officer/Park Ranger

Experience	5 years	5 to 10 years	15 years+
Essential qualifications	GCSEs	BTEC L3 Diploma Environmental and land- based studies or environmental conservation	BTEC L3 Diploma Environmental and land- based studies or environmental conservation
Desirable qualifications	BTEC L3 Diploma environmental and land-based studies or environmental conservation Land and countryside management BSc Conservation BSc	Land and countryside management BSc Conservation BSc Conservation and land management MSc	Land and countryside management BSc Conservation BSc Conservation and land management MSc
Key competencies/ skills	People and communication skills Knowledge and experience of environmental /outdoor conservation work Hard worker, fitness important Team player Self motivated Welsh language skills Further sector- specific specialisms if required (see table 2)	As for 5 years, plus: Some team leadership and project management skills and experience Some project budget management experience Public engagement/presentation skills/experience Further sector-specific specialisms if required (see table 2)	As for 5 years, plus: Significant team leadership and project management skills and experience Project budget management experience Funding/grant application experience Public engagement/presentation skills/experience Further sector-specific specialisms if required (see table 2)
Budget responsibilities	Some responsibility for budget planning	Some responsibility for budget planning	Experience of project budget management Experience of funding applications
Staffing responsibilities	Good team player	Some responsibility for team management	Experienced team manager
Experience / milestones / highlights that are expected to support each level of experience. i.e., What evidence should be on the CV?	Qualifications evidence Evidence of experience on the job/volunteering	Evidence of continuing professional development (e.g. accredited courses) Evidence of experience in relevant sector roles Membership of relevant professional body	Evidence of continuing professional development (e.g. accredited courses) Track record of key role played in successful project delivery; management and team leadership examples Membership of relevant professional body

TABLE 2:**INDUSTRY SUB-SECTOR SPECIFIC SPECIALIST TRAINING**

	Agriculture/ Forestry	Food production	Environmental land management	Tourism	Outdoor Activities	Leisure and hospitality
Licence to practice	GCSEs/NVQs	GCSEs/NVQs	GCSEs/NVQs	GCSEs/NVQs	GCSEs/NVQs	GCSEs/NVQs
Gold standard	BTEC L3 Diploma agriculture BTEC L3 Diploma Forestry & arboriculture Agriculture BSc Forestry BSc	BTEC L3 Diploma Food production Food production BSc	BTEC L3 Diploma Environmental and land- based studies BTEC L3 Diploma Environmental conservation Land and countryside management BSc Environmental conservation BSc	BTEC L3 Travel & tourism management Tourism management BA	BTEC Diploma Outdoor education Outdoor activities/ management BSc Sports science BSc	BTEC L3 Diploma Hospitality BTEC L3 Diploma Leisure management Hospitality, tourism & leisure BA
Examples of further specialist qualifications and courses	City & Guilds Land based service engineering LANTRA Chainsaw maintenance ITA course IRATA Rope access	CIEH L2 Food safety BTEC L3 Management	Conservation and land management MSc LANTRA Chainsaw maintenance ITA course	BTEC L3 Diploma Marketing HND L5 Travel & tourism management	MLTUK Mountain instructor award BCU L3 Coaching paddlesport	BTEC L3 Diploma Marketing BTEC L3 Management

Further examples of required skills, qualifications, training and competencies related to selected job roles in this sector can be found in the **Career Pathways** briefings on the Shaping the Future website and on relevant National Careers Service website pages:

<http://tinyurl.com/NCS-animals> <http://tinyurl.com/NCS-sportandtourism>

REGIONAL SKILLS AND QUALIFICATIONS GAPS

In the agriculture/land management sector, a report by the relevant Skills Council, Lantra, states that there are lower skills gaps in this sector when compared with other labour market sectors - skilled trades occupations account for 45% of the workforce in the agriculture sector (compared to 11% in all sectors). The report notes that *workers within the land-based and environmental sector are often highly skilled but can lack formally recognised qualifications...* There are positive trends in qualification uptake however, with significant % increases in rates of uptake for level 4+ qualifications in recent years.

A recent report on the tourism and hospitality sector by People 1st, **State of the Nation**, notes that compared to the labour market as a whole, *skills gaps have increased at a higher rate in the hospitality, leisure, travel and tourism sector. This can be attributed to several key factors relating to recruitment and retention* (p83). Skills gaps in leadership and management are flagged.

Further information about specific skills gaps in Wales - the Sector Skills Councils Working in Wales Thematic Report - can be found on the LMI page of the Shaping the Future Website: <http://tinyurl.com/STF-LMI>

REGIONAL TRAINING PROVISION

The region is well served by provision in this sector, with two dedicated agricultural colleges (Northop College, Flintshire and Glynllifon, Gwynedd) providing a range of relevant higher education qualifications.

Bangor University runs a number of nationally and internationally recognised degree and postgraduate degree courses in forestry, agriculture, conservation and land management. Grwp Llandrillo/Menai (the merged colleges of Menai and Llandrillo) provide a wide range of key tourism, hospitality and food production BTEC and HND courses.

RELEVANCE OF JOBS IN SECTOR TO EXISTING MAGNOX JOB ROLES

Many job roles within this sector would enable Magnox staff to directly utilise their transferrable skills, experience and qualifications, such as agricultural technician and machinery maintenance jobs. Many other job roles would be highly suitable for experienced Magnox employees who are able to add a further specialist qualification to their portfolio, such as jobs relating to environmental health and safety and environmental management.

Other job roles require significant additional qualifications and re-training, for example to gain employment as an outdoor instructor requires a step-change in career choices; even here, a background in rigorous health and safety compliance is a clear advantage.

KEY WEBSITES

For a wide range of further information including job roles, skills, qualifications and training courses across this broad sector, see

<http://tinyurl.com/NCS-animals>

<http://tinyurl.com/NCS-sportandtourism>

<http://www.lantra.co.uk/Nations/Wales.aspx>

<http://tinyurl.com/VIEWODL>

<http://www.people1st.co.uk/>

<http://www.skillsactive.com/>

<http://www.ukces.org.uk/>

For the latest reports on UK and Wales-specific skills trends across this sector see

<http://tinyurl.com/LANTRA-skills> <http://tinyurl.com/PEOPLE1STskills>

For more Wales-specific skills gaps and shortages in this sector see the Sector Skills Wales Thematic Report at

<http://tinyurl.com/STF-LMI>

For further relevant LMI resources in Wales relating to skills and training see

<http://www.learningobservatory.com/>

For access to relevant Shaping the Future LMI resources, including Meet the Ambassador

and Career Pathways briefings, see <http://tinyurl.com/STF-LMI>



**SKILLED UP
FOR THE FUTURE.**

In partnership with:



**Llywodraeth Cymru
Welsh Government**

