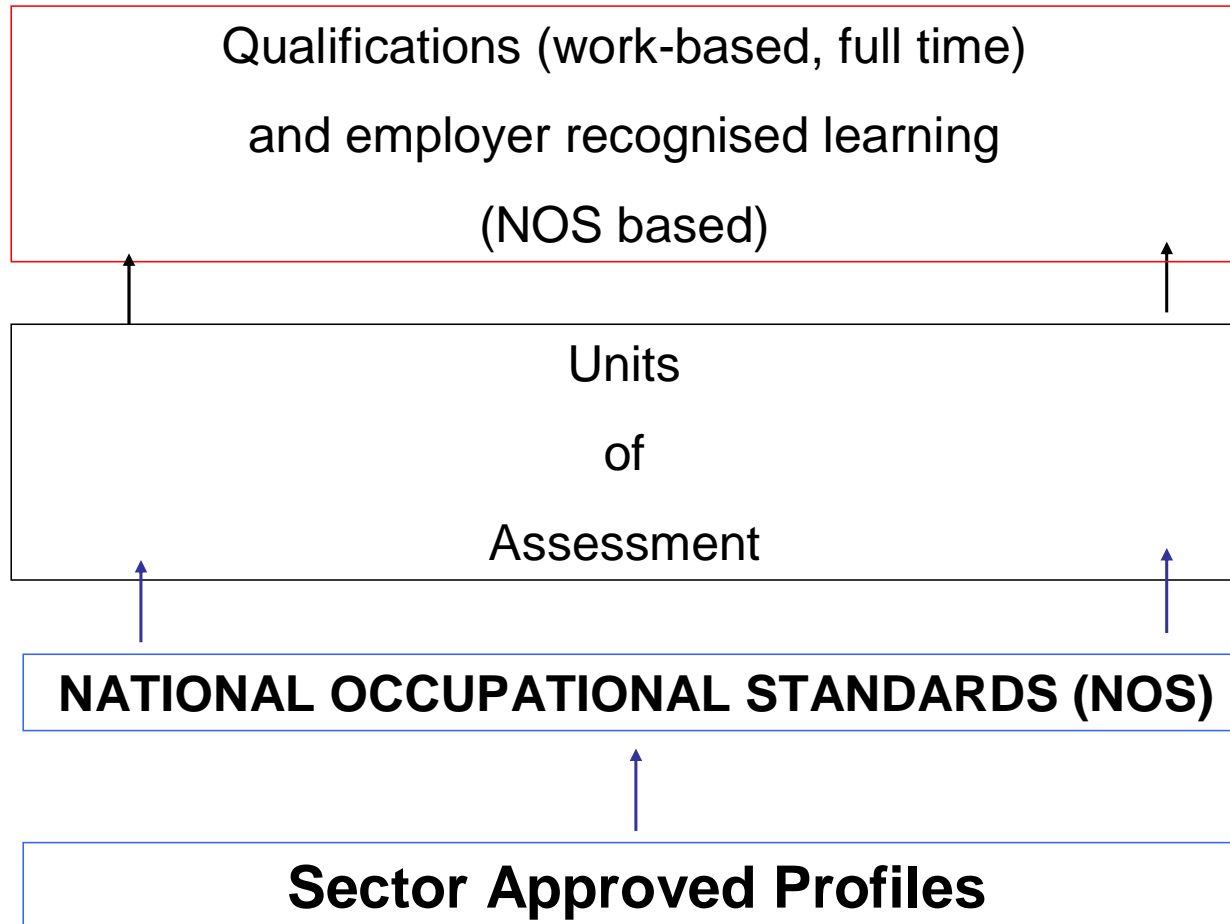


‘Tackling Skills shortages for Parks’

David Winn
Industry Partnership Manager

What is Lantra SSC?



Benefits & uses of Parks

Impact on property value adjacent, or near, to parks and green space

Commercial property price premiums close to green space

Effect on business and staff retention and productivity

Attraction of private investment and business due to environmental quality of area

Ability to lever in funding eg event venue, cafés and park facilities

Improved physical health and well-being from exercise and relaxation

Money savings via use of a free or low-cost leisure service that is open to all

Educational resource and venue for school outings

Impact on child physical and cognitive development

Improved mental health and happiness through connection with nature

Venue for community events and meeting other people

Contribution to tourism in providing area character

Visual and physical amenity for local people and visitors

Provision of habitat for specific types of wildlife

Biodiversity

Role in flood alleviation and water management

Amelioration of the urban heat island effect

Pollution amelioration and cleaning of air

How valued are Parks?

Parks are often listed on local authority registers of assets as having little or no financial value.

Anyone who has visited a garden centre knows how much trees, shrubs, paving and other landscape features cost. Stocking even a modest garden can set you back hundreds of pounds. So it may come as a shock to learn that most councils value public parks at just £1 each.

CABE website

So what value those who maintain & manage green spaces?

2008: Local authority green space skills survey



- **75% had Investors in People standard**
- **Average annual training budgets are less than 1% of staff budgets**
- **80% said revenue budgets won't increase next year**
- **37% said lack of skills in fundraising affects service delivery**
- **68% said lack of skills in horticulture affects service delivery**
- **40% said lack of capacity to deliver was the reason for not offering horticultural apprenticeships**

What is the fundamental problem and what are the underlying causes?

- Low pay and lack of investment
- Poor perception of sector
- Green space skills undervalued by employers
- The demise of apprenticeship schemes
- Fragmented structures within local authorities

‘salaries within the green space sector need to recognise not only the technical abilities but also the complexity of the social, economic, political and legal framework within which green space management takes place’

7 strategic priorities



1. Increase awareness of sector
2. Improve entry and career structures
3. Improve quality of training
4. Improve management and leadership skills
5. Increase overall investment in skills
6. Build capacity for joined up working
7. Build a better evidence base

What actions do you think will have highest impact?

- Raising the profile of green space skills and jobs
- Providing better information on what careers can offer and how to access them
- Better support for green spaces in local authorities
- More apprenticeship schemes
- Bursaries for landscape management courses
- More short courses on key topics

'it will take a consistent approach for a generation...the drivers being money, opportunity and reward. More demanding jobs will fuel better training and more education opportunities for broader, higher level skills which would raise status of those working in the sector'

Qualifications Framework

Three frameworks in the united kingdom:

Qualifications Credit Framework - QCF –England, Wales,
Northern Ireland

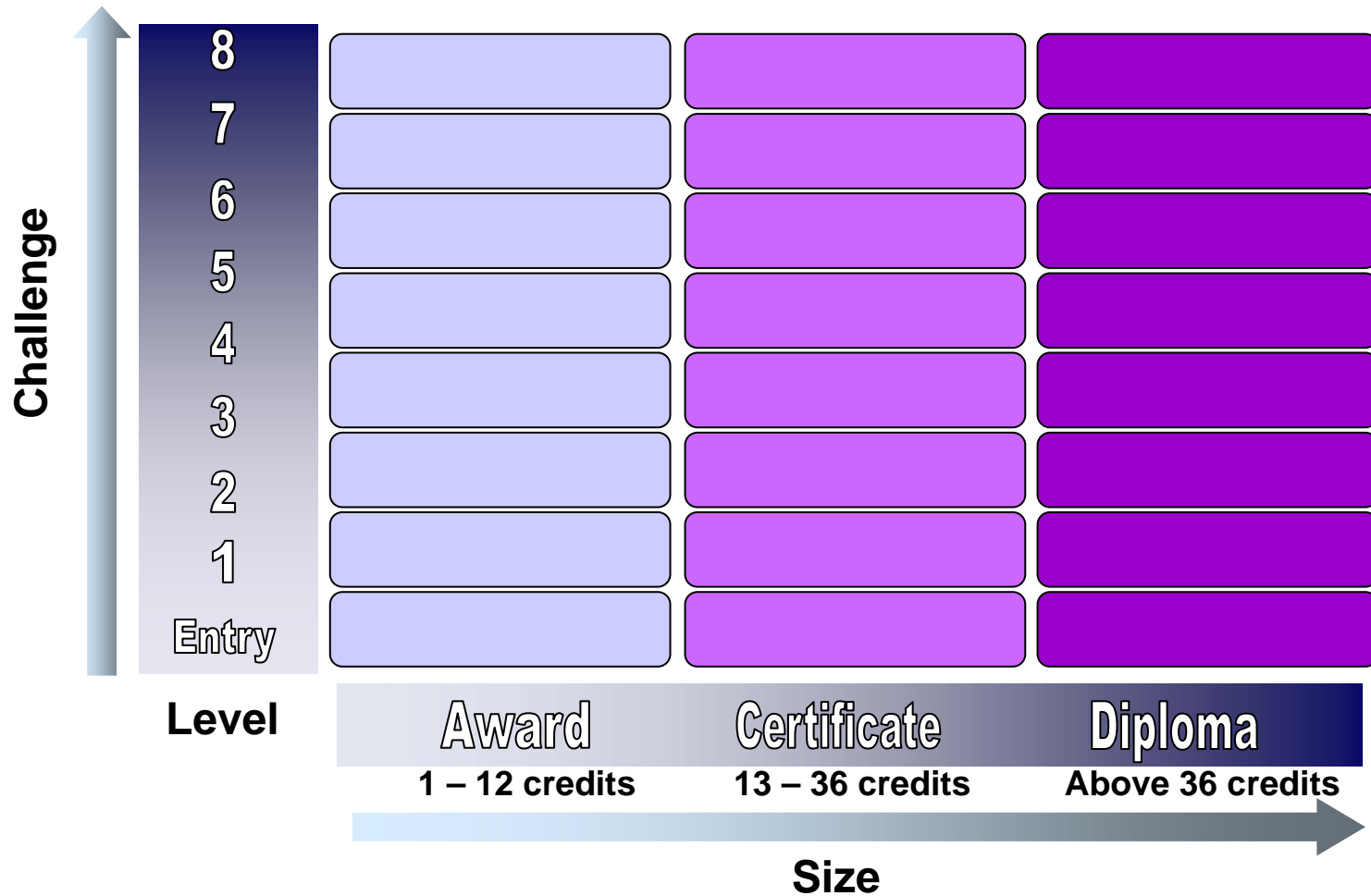
Credit and Qualifications Framework for Wales – CQFW

Scottish Credit and Qualifications Framework - SCQF

What is QCF?

- New way of recognising achievement through the award of credit for units and qualifications
- Provides flexible routes to gaining full qualifications
- Enables qualifications to be gained in small steps
- By 2010 the QCF will replace the current NQF which will impact on funding

QCF



Apprenticeships

Title	Number of credits	Proposed pathways					
		Production Horticulture	Horticulture	Landscaping	Sports Turf	Parks, Gardens & Green Space	cemeteries
Monitoring and maintaining health and safety	3	M	M	M	M	M	M
Maintain and develop personal performance.	2	M	M	M	M	M	M
Establishing and maintaining effective working relationship with others.	2	M	M	M	M	M	M
Levelling and preparing sites for landscaping	4		X	M			
Preparing ground for seeding and planting	4	X	M	X	M	M	X
Establishing plants and or seeds in soil	4	X	M	X	M	M	M
Identify the health & maintain the condition of general amenity turf	5		X	X		M	M
Establish decorative amenity areas	6		X	X		X	X
Maintain the appearance of decorative amenity areas	7		X	X		X	X
Maintain the health of sports turf	5				M	X	X
Maintain the condition of sports turf surfaces	7				M	X	X
Renovate and repair sports surfaces	3				M	X	X
Maintain and renovate artificial sports surfaces	6				M (Gm)	X	X

The Diploma in Environmental and Land-based Studies



A number of ways employers can get involved

employer activities

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Industry day

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answers

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teachers

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experience



www.diplomaelbs.co.uk

Tel: 08457 707 8007

Email: connect@lantra.co.uk

You can also find more information about Diplomas on these websites:

AQA/C&G website -

www.diplomainfo.org.uk/environmental-and-land-based-studies.asp

Department for Children, Schools and Families 14-19 Website –

www.dcsf.gov.uk/14-19/

UK Commission for Employment and Skills Website –

www.ukces.org.uk

'GROW Careers'

Careers in horticulture for young people - Windows Internet Explorer

http://growcareers.info/

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- ✓ Sports, Leisure & Green Space
- ✓ Health & Wellbeing

Kew Diploma and the School of Horticulture

Capel Manor College

CHRIS' STORY

Garden designer and TV presenter Chris Beardshaw explains why he loves working in the horticultural industry and how he got into the profession. [read on](#)



CAREER PROFILES

How have others built successful careers in horticulture? What attracted them to the world of plants? What training did they do? What are their jobs like now?

[ME & MY JOB - IAN OVERSON, CATEGORY MANAGER, BAYER GARDEN UK](#)

- How did you get started? I never considered working in garden care until I met (Bayer Garden UK head)...

[ME & MY JOB - ANDERS ROBINSON, GARDEN WORKER, MANY HANDS TRADING](#)

How did you get started in horticulture? It started as eco-therapy for me. I was referred to Kensington & Chelsea...

[ME & MY JOB - CHRIS LANE, TURF APPRENTICE, WOLVERHAMPTON WANDERERS FC](#)

- How did you get into horticulture? I'd always wanted to get into horticulture so applied to do an apprenticeship...

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start

Careers in horticultur... Citrix Client Engine Microsoft PowerPoint ... Microsoft Word

Internet 100%

13:33

'Train to Gain'

Skills Pledge

Skills Broker

Skills Funding Agency

**Establish the roles and responsibilities
of the Chief Executive of the Skills
Funding Agency (SFA)**

- ***‘Hello, I’m the CEO of SFA!’***

Thank you

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