

Profile: Land-based (including Animal health and welfare)

Alignment to strategic priorities:

National Hampshire CC Surrey CC Coast to Capital Enterprise M3

<p>22,146</p> <p>Jobs (2019)</p> <p>40% above National average</p>	<p>-3.4%</p> <p>% Change (2019 - 2022)</p> <p>Nation: +0.7%</p>	<p>3,925</p> <p>businesses (2021)</p> <p>77% have 1-4 employees</p>	<p>£22.8k</p> <p>Average wages per job:</p> <p>LSIP = £31.0k South East = £30.5k Nation = £30.4k</p>
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Source: Lightcast

TOP ONLINE POSTED OCCUPATIONS:

1. Sports coaches, instructors, and officials
2. Gardeners and landscape gardeners
3. Veterinarians
4. Animal care service occupations n.e.c.
5. Veterinary nurses

TOP SPECIALISED SKILLS:

1. Landscaping
2. Mowing
3. Gardening
4. Machinery
5. Weed control

TOP SOFT SKILLS:

1. Communications
2. Management
3. Coaching
4. Customer service
5. Planning

JOB POSTINGS REGIONAL BREAKDOWN:

1. Guildford
2. Basingstoke and Deane
3. Winchester
4. Woking
5. Test Valley

Data are for January 2019 – December 2022 | Source: Lightcast

Additional insights and intelligence

The land-based sector traditionally relates to farming and industries connected to the land and environment, including horticulture, food production, forestry, conservation, landscaping and equine (horses). This report extends it to also include Animal health and welfare to incorporate the important work of veterinarians and veterinary nurses.

British food and farming contributes more than £127bn (GVA) to the economy and supports over 4mn jobs. The horticulture and landscaping sector is worth £28.8bn (GVA) to the economy and supports nearly 675,000 jobs¹. The sector offers a huge variety of roles at all skills levels ranging from elementary occupations such as cleaners to high skilled roles such as veterinarians and engineers – highlighting the reliance on Science, Technology, Engineering and Mathematics (STEM) skills.

However, feedback from the LSIP land-based roundtable indicated that where much of the work is *land* based (i.e. outside) this can be off-putting for some young people – something that was also reported in the Construction roundtable, particularly with respect to working in the unpredictable British weather². Employers also warned that those interested in working need to be equipped with employability skills (such as communication, teamwork,

resilience and problem solving); need to take full advantage of work experience opportunities to help them make an informed decision about their career plans – for example, is it as well paid as you might think³?

At a national level, the land based sector faces workforce challenges on a number of fronts such as labour shortages in food and farming due to the pandemic and Brexit⁴ and veterinary workforce shortages following a drop in new EU registrants⁵.

The Land-based sector plays a significant role in the journey to Net Zero. For example, farmers produce renewable energy that helps power an average of 10 million UK homes⁶ and four occupations in the sector are included in the top 50 green occupations such as *Conservation professionals* and *Agricultural trades*⁷. As new technologies become available in the low carbon economy, it is crucial the skills, training and development needs of the sector and its workforce are recognised and addressed to take advantage of new innovations. Education and training providers can play a significant role here.

In terms of local provision, in 2021-22, there were over 2,200 achievements (11.8% of all achievements) in *Agriculture, Horticulture and Animal Care* sector subject area – mostly at level 3. Apprenticeship starts in this subject were very low although a slightly higher proportion compared to national⁸.

CASE STUDY: Farmers and growers own and operate forward-thinking businesses that are at the forefront of implementing new technologies, where the conditions are right. Sometimes, they need trusted partners before they invest.

Sparsholt College Hampshire is currently exploring new growing techniques with a local supplier that has the potential to significantly reduce the environmental impact on growing certain types of plants. By working with the college, this business will be able to test and further develop their product with the college and their network of businesses in the land based sector.
