



### **Think Associates / Creo Skills**

**Address:** Regus House, Malthouse Avenue , Cardiff Gate Business Park,  
Pontprennau, Cardiff, CF23 8RU

**Website:** [www.creo-skills.co.uk](http://www.creo-skills.co.uk)

**Contact:** Mike Cole

**E:** [mike@creo-skills.co.uk](mailto:mike@creo-skills.co.uk)

**Date:** January 2015

### **Lantra Wales**

**Address:** Royal Welsh Showground, Llanelwedd, Builth Wells, Powys, LD2 3WY

**Website:** [www.lantra.co.uk/Nations/Wales.aspx](http://www.lantra.co.uk/Nations/Wales.aspx)

**Contact:** Sarah Gould, Lantra Accreditation Project Lead

**E:** [Sarah.Gould@lantra.co.uk](mailto:Sarah.Gould@lantra.co.uk)

**Date:** January 2015

### **Summary**

As part of the Welsh Government's [Food and Skills Project](#), Agored Cymru has developed, in partnership with [Lantra Wales](#) and [Creo Skills](#), the the-first-of-their-kind qualifications for the food and drink and food production industries in Wales.

The innovative Level 2 and Level 3 qualifications offer bespoke, 'on-the-job' training and accreditation to learners working in:

- farming;
- food production; and
- the food and drink industry.



The qualifications cover a range of subject areas including food labelling, sales and marketing, meat processing, social media and e-marketing to name but a few.

The qualifications were designed to:

- ✓ meet the future needs of employers in Wales,
- ✓ address the skills gaps /shortages,
- ✓ provide opportunities for work-based learners to earn credits and qualifications, and
- ✓ provide credibility for their learning
- ✓ offer recognition and reward for successful learners
- ✓ provide return on investment for employers paying for their staff to be trained

Since the Project was launched, over 500 learners in Wales have been awarded credits and qualifications.

## **Background**

In October 2013, the Welsh Government launched The Welsh Food & Drink Skills Project.

The Project aimed to:

1. raise awareness and understanding of cross-sectoral skills in the supply chain;
2. increase the profile of the food and drink supply chain as a potential career;
3. deliver innovative training across the food and drink supply chain;
4. accredit in-house training; and
5. improve links between education and industry.



[Lantra Wales](#), the Environmental and Land Based Sector Skills Council, [Improve](#), the Food and Drink Manufacturing Sector Skills Council and [People 1st Cymru](#), the Hospitality and Tourism Sector Skills Council were tasked with delivering the project.

In the Autumn 2013, Creo Skills won an open tender to create units and qualifications, deliver training and award credits.

Creo Skills joined forces with Agored Cymru, the Welsh awarding organisation of choice for education and training providers in Wales, to write the new units and qualifications and award credit.

To date, Creo Skills have worked with 10 Welsh-based businesses including [Howells Food Consultancy](#), [InSynch Business Services](#), [Food Business Assistance](#), [Total Food Marketing](#) and [Dunbia](#) to deliver accredited training and award credits.

## The Qualifications

The innovative Level 2 and Level 3 qualifications benefit learners within the industries by providing credibility and respectability to their 'on-the-job' learning. They also ensure learners continue to be offered opportunities to earn credits and gain new qualifications.

All the qualifications are available in Welsh.

	Accredited Units		
Code	Unit name	Level	Credit value
BF12CY001	Social networks for business	2	2
BF23CY001	Using social networks to market products and services	3	1
BF12CY002	Micro blogging for business	2	1



BF23CY002	Using Micro blogging to market products and services	3	1
BF22CY001	Using website statistics to measure marketing performance	2	1
BF12CY003	Improving the effectiveness of a company website	2	1
BF12CY004	Search engine optimisation	2	1
BF22CY002	Email marketing	2	1
AG63CY004	Understanding project management	3	2
BA33CY007	Customer services	3	2
BA14CY001	Food industry sales and marketing	4	6
WM12CY001	Food labelling level 2	2	2
WM13CY001	Food labelling LEVEL 3	3	3
NH52CY001	Understanding food hygiene rating	2	1
AE53CY001	Running a Food Outlet	3	2

## The Impact on Learners

In the first year, over 500 learners gained respected, valued, accredited qualifications in the food and drink industries.

*Alison Harvey, Dunbia, Agriculture Manager for Lamb, "As the largest processor of lamb in the UK, Dunbia plays a crucial role in the supply chain, linking farmers and retailers. We firmly believe that the supply chain has to work in partnership to ensure that together we have a sheep industry which is recognised worldwide.*

*As part of this partnership approach, Dunbia has committed to working with the Welsh Food and Drink Skills Project to develop relevant, accredited training courses for farmers. The aim of our training is to improve efficiency, transparency and welfare standards on farms which will ultimately benefit the whole industry – improvements in these areas will result in higher quality animals coming off farms which will lead to higher profitability across the whole supply chain.*

*To date, we have delivered tailored training to over 180 farmers on topics such as grassland management, lamb and beef stock selection, liver fluke control. These*



*courses are held at Dunbia (Llanybydder) and on farms where trainees are seeing examples first-hand and are speaking to our experts in the industry.*

*We are in the early stages of our training strategy but we believe that the industry will soon reap tangible rewards from this approach.”*

### **What Next?**

Lantra Wales has commissioned an independent evaluation into the impact of the qualifications on the (hospitality) sector.

It is hoped that this project will encourage the learners into lifelong learning and career and business development.