

Our Mission: *Championing Skills Development for Land Based Industries*

The Case for Change:

- A rapidly changing world in respect to food security, environmental sustainability and public health.
- Land based industries are increasingly significant in meeting these global and UK challenges.
- There's a pressing need for higher skills to improve our industry's overall quality and productivity.
- The UK is lagging behind many of our competitors in terms of our workforce training and skills.
- Our land based sector has a diverse range of specialisms, training and skills requirements.

The Solution:

- A new employer led, virtual, National Land Based College.
- Draw on the best current specialisms, enhancing and adding coherence and consistency.
- Develop collaborations and partnerships across the sector.
- Maximise the use of learning technologies and blended learning to aid skills development.
- Create a world class infrastructure for CPD, intermediate and higher level skills.

Our Vision:

- UK land based education is world leading and intrinsically linked to the needs of employers.
- A stronger life-long learning culture exists across land based, resulting in improvements in workforce, productivity, quality and ultimately profit across the whole sector.
- Land based is an attractive career option, with individuals provided with the required skills, knowledge, development and guidance throughout their professional careers.

Our Delivery:

We will achieve our mission and vision through an employer led, hub and spoke, integrated approach, linked strongly to UK specialist land based colleges and universities, their member organisation Landex, and our awarding body partner City & Guilds.

Our core principles are to network, collaborate, innovate, and deliver consistent high quality for our sector.

Our Strategic Priorities

Champion Land Based as a Professional and Progressive Career

- Attract and guide more talent and advocate the sector as a profession offering STEM careers.
- Create an NLBC careers information portal and registration scheme, linked to existing sector initiatives.
- Collaborate with other bodies to create careers frameworks and joint promotional tools.
- Endorse and showcase high quality training and development across the land based sector.

Increase Industry Engagement in the Skills Agenda

- Ensure employers are fully engaged through our NLBC Board, Council and Industry Skills Groups.
- Collaborate with employers and others, to define the required skills, knowledge and behaviours required.
- Form strategic partnerships with key organisations around skills agenda.
- Drive improved and more productive links between research and innovation establishments.
- Work with industry sector bodies to ensure that CPD needs are provided nationally.

Develop Qualifications to Deliver the Skills Employers Need

- Work closely with stakeholders to develop a suite of land based qualifications (entry to level 7), including CPD programmes, to meet employer needs.
- Liaise closely with the Institute of Apprenticeship, to steer our qualifications development.
- Adopt the best examples of education from other technical routes.

Maximise Digital and Flexible Learning Opportunities

- Develop blended learning solutions for the delivery of higher level skills.
- Establish an NLBC Registration Scheme linked to wider industry initiatives and schemes.
- Provide a web based digital hub, linked to the best existing skills resources.
- Maximise the use of innovative digital technologies, including those of our partner City & Guilds
- Engage with a global audience through our digital and social media channels.