

1. Introduction

This report will focus on the 'Bakery Industry' and in particular the shortage of young people entering this industry as Apprentice Bakers. Prior to deciding if this was worthwhile I telephoned the Head of the Scottish Association of Master Bakers asked him if he thought there was a shortage and he confirmed this. The report will cover issues such as:

- Declining population
- Changes within the industry itself,
- Image, recruitment, training
- Issues facing staff working within the industry at the moment
- Issues surround schools
- Colleges
- Careers guidance.

These issues are historical but also relevant for the future and are affected by the involvement of a whole variety of organisations as well as social and economic factors. The geographical area that I am covering is Glasgow and this will cross slightly into South Lanarkshire. My local information is based on company and college visits, the rest of my research and information gathered is taken from the industry in Scotland. I have been advised that this Scottish based information represents local issues as well. The wider information gives a clearer and more accurate picture. "The smaller the geographical area, the more inaccurate projections become, there is more scope for uncertainty, and less data available for simulating the way the economy operates at local level." (Future Skills Scotland, (2002) Section 1.2, page 7 a)

Having been involved within the Careers Service placing young people into vacancies including Apprentice Baker vacancies I have experienced difficulties in finding suitable interested applicants. My husband has also worked in the industry for approximately 23 years and has been involved in training apprentices and highlighted the fact that young people don't know what is involved in the bakery industry.

Combining the two I felt this would be an industry that is always ‘forgotten’ about and felt it would be worthwhile researching.

2. Methodology

I carried out research for this report using both Primary and Secondary Research.

3.1 Primary Research (Qualitative)

I visited or spoke to the following for information on the various aspects and issues facing the industry.

- Greggs of Scotland (large retail bakery) – Rutherglen, South Lanarkshire
- Peckhams Continental (small home bakery) – Gorbals, Glasgow
- SAMB (Scottish Association of Master Bakers) – Edinburgh
- Glasgow College of Food Technology – Glasgow (Bakery Department)
- McPhies Bakery – Shettleston, Glasgow
- Ran a focus group with Apprentice Bakers from Greggs Bakery.

2.2 Secondary Research (Qualitative and Quantative)

The information I used from this is a variety of reports, pamphlets, websites and Future Skills Scotland.

- Bakery Training Council Website – Partners and general bakery information
- Scottish Bakery Training Council – Pre-Modern Apprenticeship; Employer Feasibility Study (Feb 04)
- Scottish Bakery Training Council – A Modern Apprenticeship in Bakery; Framework Document for Scotland (July 2003)
- Bakery Training Council – Bakery Industry; Sector Workforce Development Plan 2001-2003
- Bakery Training Council – Skills Foresight for the Bakery Industry (March 2001)

- SAMB research with teachers, pupils and employers across Scotland relating to the Food and Drink Industry
- A Market Assessment for the Proposed Food and Drink Sector Skills Council; final draft (10.2.04)
- Future Skills Scotland; the Scottish Labour Market (2002)

3. Context

3.1 General Issues facing the Bakery Industry

The bakery industry is made up of a variety of types of bakeries, Plant Bakeries, which are large companies, using automated production lines to produce large quantities of products. Craft Bakeries are small to medium sized firms producing a wide variety of products using a mix of machinery and hand craft skills. In-store Bakeries are located within supermarkets and vary in the amount they produce. The industry has gone through many changes due to the use of new technology and tends to be seasonally led on what is produced, the amounts and when e.g. Easter and Halloween. The types of hours etc worked have changed as well but this is still dependant on what type of bakery people work in. (www.bakerytraining.co.uk (20.5.04). The manager of Peckhams Continental said back in the 1960's automation came into the industry and this caused a huge shift in the industry and was the start of de-skilling the bakery craft. "Automation has been seen as less of a change driver but it is seen as a more significant component of change for the future" (Bakery Training Council, (March 2001) page 5 a) (see appendix 6 – shortened version)

There are many other factors as to why young people are not entering this area of work. One of these is the declining population. "The dominant influence on Scotland's population has been the declining birth rate." (Future Skills Scotland, (2002) Section 3, page 38 b)

FIGURE 3.1F
2000 Based
population
projections for
Scotland by Age
Source: General
Register Office for
Scotland (GRO5)

Year	Age group % of total population		
	Children under 16	Working Age 16 - 64/59	Pensionable Age 65/60 & over
2000	19.6	62.4	18.1
2005	18.3	63.1	18.6
2010	16.9	66.5	16.6
2015	16.2	65.5	18.3
2020	16.0	64.3	19.6
2025	15.9	62.4	21.6
2040	14.8	58.2	27.0

Note: Pensionable age is 65 for men, 60 for women until 2010, after 2010 it will be 65 for both as mentioned on page 28

(Future Skills Scotland, (2002), Section 3.0, page 28 c)

From this chart you can see the birth rates are falling and the figures represented here are for Scotland but do represent local figures. For recruitment purposes there are and will be fewer young people around and the majority of people available will be in the older age brackets. “Amongst the youngest age groups, a 17.0% decline is projected for those aged 16-24” (Future Skills Scotland, (2002) Section 3.1, page 39 d) Due to the parents’ decision to move to a different country (emigrate) this is resulting in fewer young people available for work. “Migration has influenced Scotland’s population change, but is not the most significant factor” (Future Skills Scotland, (2002) Section 3.1, page 39 e)

A major issue affecting this area is the fact that the industry is changing from a manufacturing industry to be a more service led sector, it is now closer to the food and drink industry which is linked with service sector as well. (see appendix 1, Future Skills Scotland, (May 04), Sector Profile: Food and Drink) “The food, drink and tobacco (FDT) sector comprises 456,210 people. This makes up 1.6% of employment in the UK and 10% of manufacturing employment” (Bakery Training Council, (10.2.04) page 8 a) The bakery industry itself employs “an estimated 145,000 people in around 2,800 manufacturing operations and over 13,000 retail outlets” (Bakery Training Council, (2001-2003) page 4 a) (see appendix 5 – shortened version of original report)

The following chart shows how the manufacturing industry is decreasing and the service sector is staying stable.

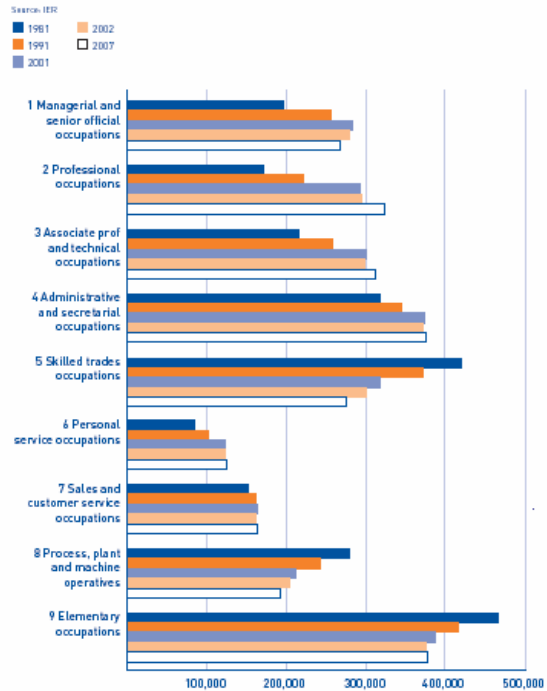
Occupational variations

Figure 20 provides an occupational breakdown of historical employment totals and those forecast to 2007. In sum:

- Occupations where employment is forecast to be stable:
 - administrative and secretarial
 - personal service
 - sales and customer service
- Increases in employment are expected in the following occupations:
 - professional (+26,000 or +9 per cent)
 - associate professional and technical (+12,000 or +4 per cent)
- Decreases in employment are expected in the following occupations:
 - skilled trades (-25,000 or -5 per cent)
 - managerial and senior (-13,000 or -8 per cent)
 - process, plant and machine operatives (-12,000 or -6 per cent)

FIGURE 20

Trends in historical stocks and projections for Scotland by occupation 1981-2007



(Future Skills Scotland, (2003) Section 3, page 25)

The bakery industry is changing dramatically due to this and most bakeries have shops attached to them not just selling cakes etc but now offer a takeaway service selling sandwiches etc. “The biggest drivers of change in the industry are the continuing trends in retailing of bakery products, competition and the needs and wants of customers.” (Bakery Training Council, (March 2001) b) Most of these companies recruit sales staff and this side of the industry can make up a large percentage of the companies business.

During my research locally I visited Greggs Bakery in Rutherglen, once in March 2000 (see appendix 2) and again this year in April 2004 (see appendix 3). From these visits I gained information about the company and how it has changed over the last few years, the number of shops have greatly increased and the comparison between the 2 reports show this. The main part of their business now is takeaway but they are still classing themselves as a ‘Bakery’ as that is their tradition. This company is moving with the times as far as their business is concerned and ties in with the above chart on how the manufacturing/bakery industry is changing. I also visited a small home bakery (Peckhams Continental), where the manager advised me this company

previously did not have a bakery but have created a small home type bakery section. They bought in their goods from other companies but now they make everything within the company, including all the fresh food and sandwiches in their kitchen which supply their own shops. (see appendix 4 – visit report)

4. Issues affecting young people entering the bakery industry

There are a variety of other issues which face this industry and a great deal of partnership working is being carried out at present to investigate what these are and how the problems can be resolved. All of the issues are interlinked in one way or another but some organisations still have their own agenda very much in mind. “The Bakery Training Council’s strategic plan identifies a very large number of stakeholders in the sector” (Bakery Training Council, (2001-2003) page 17)

Here are the stakeholders suggested:

- SAMB – Scottish Association of Master Bakers
- Bakery Training Council
- Scottish Bakery Training Council
- In-store Bakery Consortium – Sainsbury’s, Tesco, Safeway and Somerfield
- National Association of Master Bakers
- Trade Associations – Federation of Bakers, British Sandwich Association, Association of Bakery Ingredients Manufacturers
- Professional Bodies – British Society of Baking, British Confectioners’ Association
- Trade Unions
- Careers Scotland
- Scottish Qualifications Authority
- Scottish Enterprise
- Employers and staff
- Colleges
- Schools
- Job Centre Plus

4.1 Image

The first issue I would like to tackle is poor image, in my experience when a young person is interested in a trade, as a Careers Adviser I would advise them to consider the bakery industry as one of their options. The response given is not a good one. The young people know nothing or very little of this type of work and what they do know I have found to be outdated and incorrect. During my research to the SAMB I spoke to both the Head for this organisation and the Training Manager for Scotland and they both advised the industry was its own worst enemy and that it does not market itself properly. The image given to school pupils, teachers, parents and careers advisers; any of those people who could have an influence on young people's careers choice is not great. Since carrying out this research project the information I have found and which has been passed to me on the industry has been very informative and appealing to read. (see appendix 7 – Bakery Modern Apprenticeships pamphlet) At present all of the leaflets are being redone to be more appealing to the reader as well as up-dating the information on them.

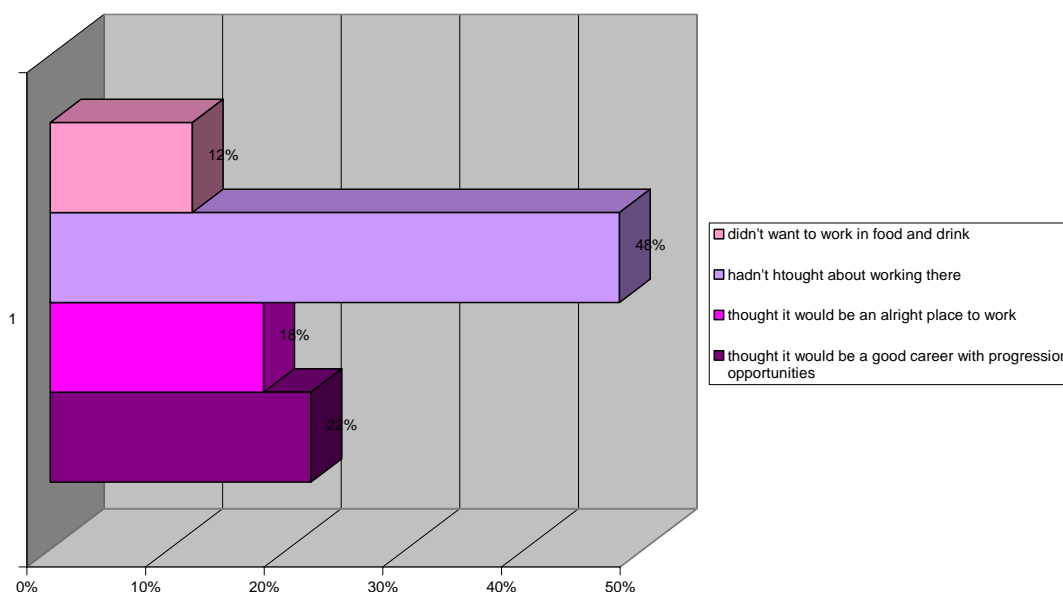
Other people I spoke to in the industry including lecturers from the Glasgow College of Food Technology, Manager from Peckhams Continental, Proprietor of McPhies Bakery, previous Bakery Trainer for Greggs of Scotland also stated they felt the industry has had and still does have a very poor image. These are all people who have been in the industry for over 20 years.

I also carried out a Focus group with Apprentice Bakers which included a mixture of 1st years, 2nd years and 3rd years from Greggs Bakery. They also said they knew nothing or very little about the bakery industry prior to entering it and also stated when they suggested it to their friends as a career option they got a very negative response. They felt it was because young people think of it as a dead end job and a job that those without qualifications enter it because they cannot get anything else. (see appendix 8 – focus group report)

The SAMB also commissioned a feasibility study with 4 schools within the Lanarkshire area and 2 schools in the Fife area, which involved a series of focus groups with teachers and pupils. Pupils had information sessions with teachers, careers advisers and the researcher carrying out this study.

Pupils were asked what they thought about working in the food and drink industry:

Attitude towards the food and drink industry



(SAMB (issued April 04 a)

They were also asked why they did not want to work in the industry. The following responses are as follows

- Doesn't appeal
- I don't want to be a chef
- I would find it boring and wouldn't be able to relax at work
- Sounds boring
- Not interested

(SAMB, (issued April 04) b)

They were asked what types of jobs could they identify within the food and drink industry and although factory work, production, apprentices, product development etc was mentioned there was no link to bakery work within this list.

Final comments were also asked for with regards to this industry and these included:

- Don't know much about the food and drink industry

- I would need to know more about it
- Need more information

(SAMB, (issued April 04) c)

Employers were also involved in this study and it was highlighted that they felt the industry has a very poor image, including bakeries as well as other companies across the sector.

As well as this the market assessment for the food and drink industry also highlighted in its findings that “recruitment difficulties are experienced in the sector primarily due to the ‘image of the industry and the nature of food manufacturing’” (Bakery Training Council (10.2.04), page 49 b)

4.2 Qualifications and Training

4.2.1 Qualifications to enter the bakery industry

This is an area that can cover many issues but I would like to start with young people leaving school and entering the industry.

In my experience of dealing with vacancies within Glasgow, most of the time, there has been a request for at least 3 standard grades to enable the young person to complete the VQ qualification. Some bakeries did not require these qualifications but tested applicants to gauge their ability and if they passed the test then they would be accepted onto the apprenticeship.

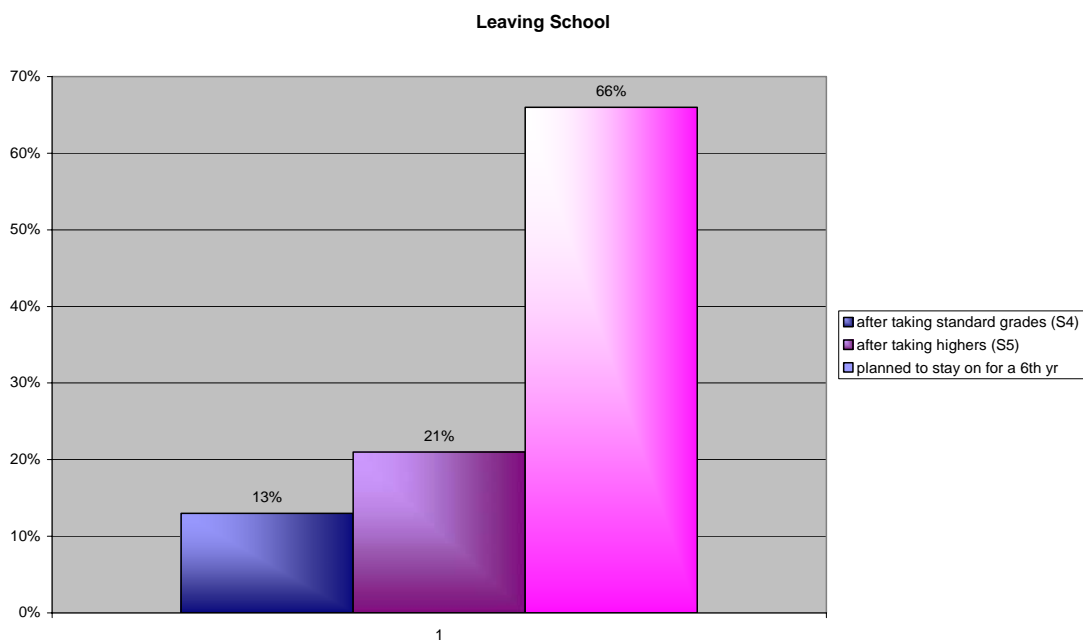
In the two companies I visited both stated that they were re-thinking their entry requirements as they have found some of their applicants do not hold the appropriate standard grades but are very keen on this type of work. (see appendices 3 & 4 – Greggs and Peckhams visit reports) Both companies have stated they have not had a problem due to young people’s qualifications, however when I questioned why they were then changing their entry they said it would be down to the individual and they could be missing out on ‘suitable candidates’

The industries image has an effect on the calibre of candidate who apply and those with good qualifications do not see this industry as challenging enough or somewhere they would be able to use their academic ability.

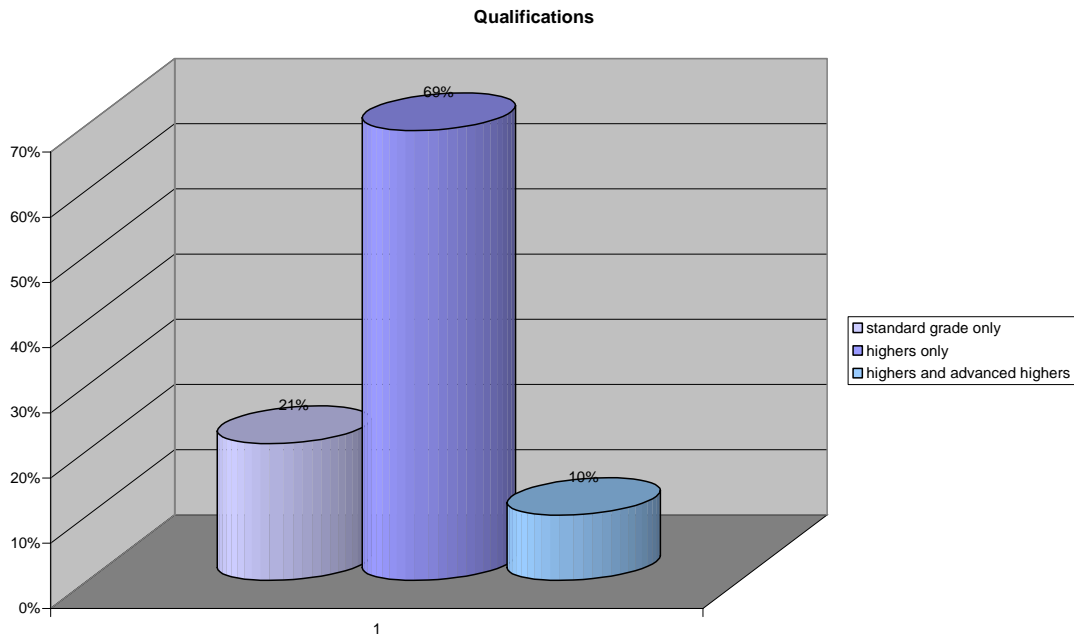
The colleges also agreed that people with qualifications do not tend to apply to the bakery courses, and the type of students they are working with from school are those who have learning difficulties. The people who wish to come into the college with an academic ability tends to be adults who wish to retrain.

This is a situation that is linked with the image, and those with academic qualifications tend to go into other industries, go to college or university.

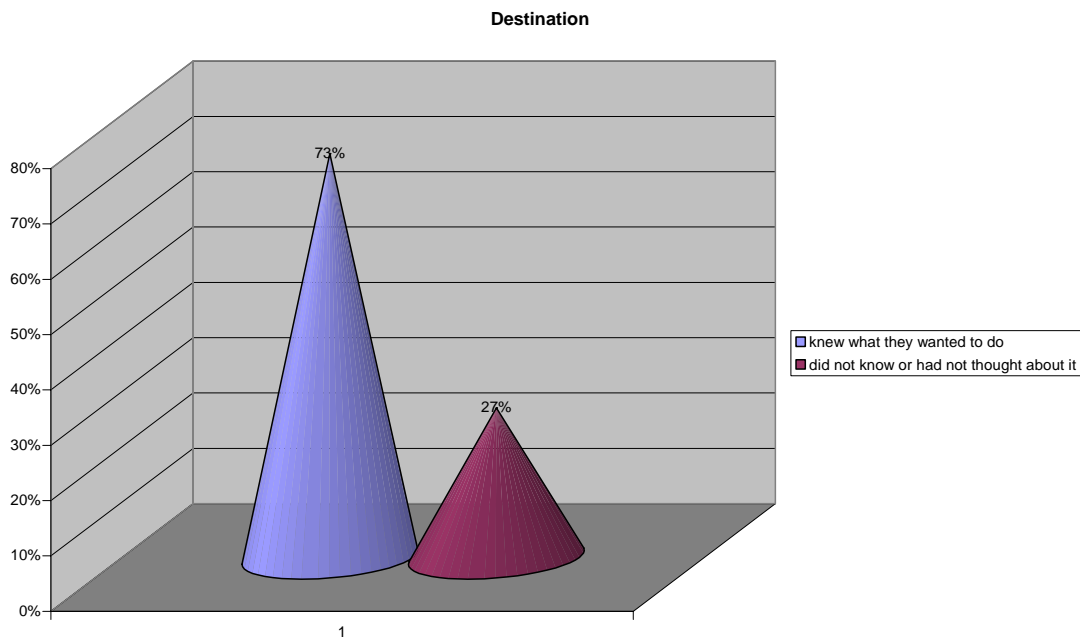
A number of pupils from the SAMB feasibility study were asked various questions including when they planned to leave school, what qualifications they expected to gain and what they planned to do once they left school. The following tables summarise the pupil's responses:



(SAMB, (issued April 04) d)



(SAMB, (issued April 04) e)



(SAMB, (issued April 04) e)

As you can see the first chart shows the majority wanted to stay for a 6th year and the second chart shows the percentages of what pupils expected to gain. The interesting one is the last chart which shows a high percentage of pupils knew what they wanted

to do and there was only one mention of working in the food and drink industry and none mentioned about the bakery industry.

These charts show that there are a number of applicants who have qualifications but again not interested in the bakery or food industry.

There are a large number of young people who come under the 'social inclusion' banner who do not have qualifications and these are the young people who tend to want to apply to bakery apprenticeships. Again this area of work is seen as 'a job you can do without qualifications'. This client group also brings many other issues and baggage with them but I will discuss that under a separate issue.

The people I spoke to in the industry have different view points on this area. They want a better image for the industry and feel if there were entry qualifications then a better academic level of applicant would apply. Yet others feel if they did this then the industry would miss out on 'good applicants' who don't always have the qualifications but have excellent practical ability and would miss out on the chance of an apprenticeship. This issue is still under discussion and as an adviser if anyone is interested in becoming a baker, I would suggest they apply to companies (as long as they fit the criteria) as all bakeries are not looking for the same entry requirements. There is a need for consistency across the industry.

4.2.2 Qualifications within the industry

In the past bakers followed the route of City and Guilds qualification as part of their apprenticeship and attended college one day a week. Around 1994 apprentices started to do their qualification through SVQ routes and the assessing for this was done in-house.

When I spoke to the various people and organisations regarding qualifications and what qualifications are needed by a baker to become completely qualified, I could not get a straight answer. This is a problem in itself because as a Careers Adviser how can I advise someone when the industry cannot be consistent. Everyone I spoke to agreed that there needed to be a combination of qualification and work experience. Up until recently apprentice bakers followed the Craft Bakery level 2 qualification via skillseekers (employed status) (see appendix 2 – Greggs Bakery visit March 2000 for an example of what apprentices covered) which the SAMB was the training provider for this.

The SAMB are the only provider for Bakery Training in Scotland and they are also the awarding body. They are members of a committee to make sure this does not affect the training offered. They have brought in new qualifications currently in use which covers 3 levels (1,2 and 3) and they are now in 'bakery' to meet the demands of the changes in the industry (see appendices 9 (level 1), 10 (level 2) and 11 (level 3). These SVQs are in operation across Scotland and were pulled together through looking at the needs of the industry. (see appendix 12 – SAMB report for general information on training)

Some bakers in the industry feel it is encouraging the loss of a craft that will still be needed even though there will not be as much requirement for the trade. The basic skills learned in the trade will always be needed. The report 'Skills foresight for the Bakery Industry' states "30% of respondents consider that craft skills will continue to be important, but much less so than they have been." and "another view that seems to be well supported by the evidence is that, 'craft skills will become more scarce, but like most scarce things they will become a highly sought after commodity.'" (Bakery Training Council, (March 2001) page 21 c)

Although the companies and college I visited all stated that SVQs were a very good way of training some felt they were taking too long and the funding issues caused concern. The proprietor of McPhie's Bakery has had experience of working with both SVQs and college and felt the SVQ is a good route but it is time consuming for his business, although he also stated apprentices need to be properly trained. Some of the people also felt the best way was when apprentices attended college as they covered a more suitable qualification which would make them an all round qualified baker and the colleges supported this and felt it wasn't appropriate to move away from attendance at college. They did not think that SVQs were a bad route – just the opposite but felt it would be more beneficial to do this at college rather than in the workplace. I asked the SAMB why colleges were not offering SVQs but they said the employers would rather it was done in the work place so the training could be centred on the business need. I also mentioned that as an adviser I would find it difficult to advise what qualification or routes a young person could follow to become a 'qualified baker' and I am still a bit confused.

When asking about the qualification situation I felt there was a level of unhappiness with the current situation but felt that it was down to the length of time it was taking to complete the SQVs and the funding situation was also causing friction.

Greggs apprentices were previously studying the Craft Bakery level 2 via SAMB (a couple of apprentices in Edinburgh still are), now they are following Modern Apprenticeship level 3 in Patisserie (part of this is also following food and drink modules). When I asked why, I was advised that it would suit the business need better.

The manager from Peckhams Continental said to be a qualified baker the person needs work experience and other qualifications either through college or via the SVQ route. They need to learn about different elements of the industry and to do that they should work in a variety of types of bakery to gain experience and knowledge as well as further qualifications in this area.

The lead bodies within the industry are trying to standardise the qualifications and to make them more suitable to the changing needs of the industry. The confusing aspect of this is if a college is offering slightly different qualification then how does this fit with the industry.

4.2.3 Further and Higher Education versus Skillseekers and Modern Apprenticeships

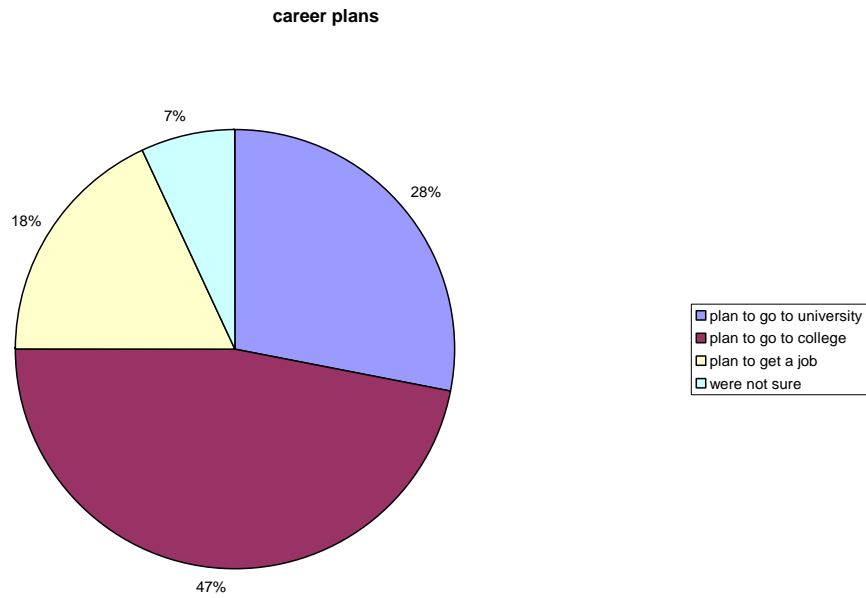
The issue of young people leaving school and going into education rather than employment is a contentious one. The government wants more young people to stay on at school and enter further or higher education to enable them to get better qualifications yet they are promoting Skillseekers and Modern Apprenticeships with MAs offering level 3 and would require the young person to be more academic to cope with this course. Yet the funding situation will not allow for this and for young people coming out of education to access these programmes as they are too old to tap into the funding.

There is also a problem in schools where teachers do not always see modern apprenticeships as a good way forward for a young person so do not highlight this as an option.

Careers Advisers do not know enough about the industry to be aware of the options within it and do not always think of this as a possible academic route or a route that can be entered at various levels.

The industry itself needs to market the potential qualifications and career route within its own industry.

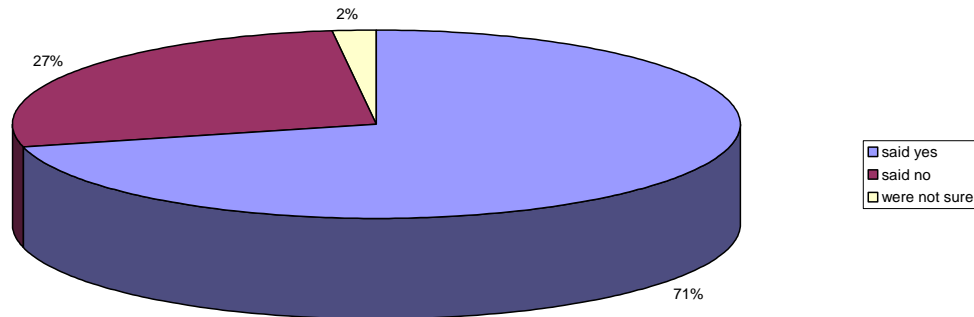
The table below shows that young people would rather go to further education than into work:



(SAMB, (issued April 04) f)

Out of this group they were asked if they would consider a career in manufacturing if qualifications were available within the workplace and the response was as follows:

Would pupils work in manufacturing industry



(SAMB, (issued April 04) g)

This shows that although young people would rather go into further education than work but if a job offered qualifications for them to progress then they would consider this as well.

5.2.4 Staff skill gaps and training needs within the industry

Although this report is about the lack of young people entering the industry I felt is important to speak briefly about those within the industry. The apprentices I spoke to all felt the SVQ they followed is very worthwhile. The apprentices who followed the old Craft Bakery in house SVQ said they would prefer to have gone to college and followed the SVQ route as they were not gaining the same hands on training as the route the new apprentices are following. When I visited the home bakery in the Gorbals the manager there said the apprentice enjoyed the hands on side and used theory to put into practice. He also wants his worker to enter into bakery competitions to keep an interest in the industry as well as a craft.

The head of the SAMB advised me one of the other major problems in the industry is getting staff qualified who are already employed in the industry and have no qualifications but getting employees interested is difficult. Current employee's skills

are needed to be updated to cope with the change in the industry and this is leaving a huge skills gap. The following is reported as the skills gaps in the bakery industry.

SKILLS	EMPLOYERS REPORTING GAPS (%)
Bakery production skills	24
Initiative and problem solving	22
Retail skills	20
Supervisory and management	20
Communication	16
Team working	11
Knowledge of the trade	9
Information technology	4

(Bakery Training Council, (March 2001) page 15 d)

The whole issue of skills is also a confusing one and is important to both people entering and those in the industry, employers are also confused by what this means.

The following table taken from the Future Skills Labour Market 2002 states:

SKILLS
Generic or core skills
Are transferable and can be used across occupations and include skills of: computer literacy, communications, customer handling, team working, problem solving, management, numeracy and literacy.
Technical skills
Refer to specific skills needed to work within an occupation.
Job specific skills
Specific to a particular job or employer and not entirely transferable within that occupation.
SKILLS DEFICIENCIES
Recruitment problems or difficulties
Hard-to-fill vacancies
Posts that are recurrently difficult to fill.
Skills shortage vacancies
External recruitment difficulties specifically attributed to a lack of job applicants with the required skills, qualifications or experience.
Gaps
Skills gaps or internal skills gaps
Where employees' current skills are insufficient to meet current business objectives.
Unreported Skills Gaps
Gaps where employers are unaware that skills gaps exist.
Latent skills gaps
Employers do not perceive a problem due to lack of awareness about skills needed for best performance.

(Future Skills Scotland, (2002) Section 1.3, page 8)

This issue of skills gaps needs to be addressed. There is no point in people entering the industry when the companies don't train their current staff to cope with the business changes. "Skills gaps exist where employers recognise that their existing workforce has lower levels of skills than are necessary to meet business objectives."

(Bakery Training Council, (2001-2003) page 12)

There is also the issue of training needs within a company which is different than skills gaps but this does need to be taken note of as well. If staff training needs are not taken into consideration then this could cause problems within a company and affect its business.

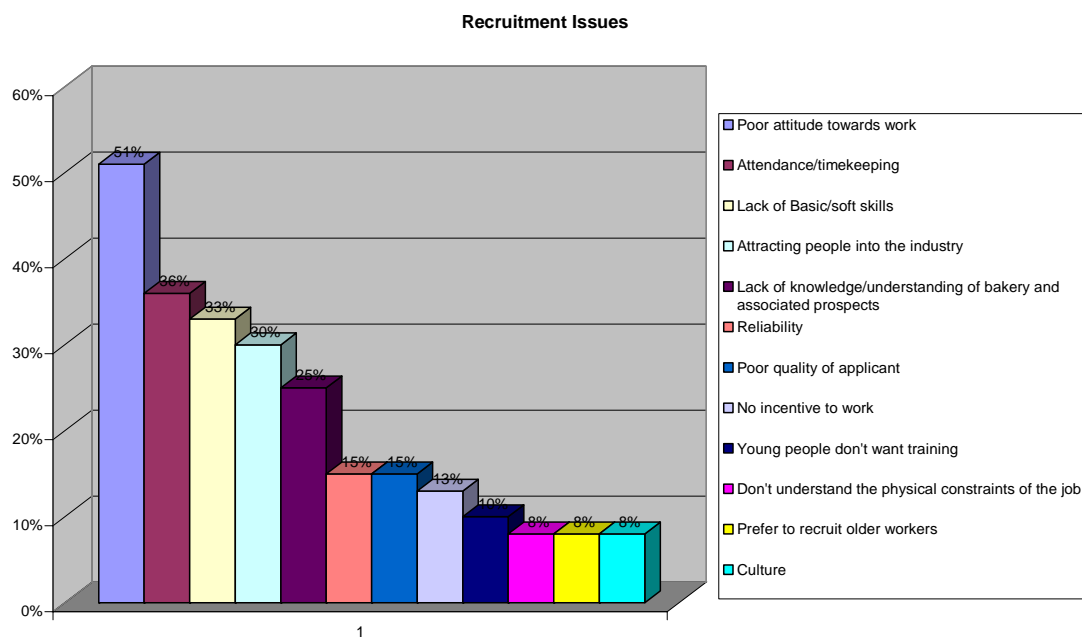
Workforce training needs

SKILL	EMPLOYERS IDENTIFYING A TRAINING NEED (%)
Food hygiene certification	62
Bakery production skills	53
Communication	53
Retail skills	51
Supervisory skills	47
People management	42
Training skills	42
Merchandising and retail display	40
Health and safety	40
Confectionery production skills	40
Quality assurance or control	40
Marketing	31
Business promotion	29
Sales	24
Design	24
Financial awareness	24
IT	22
NVQ/SVQ assessor skills	20
Packaging	16
Purchasing	4

These skills gaps and training needs are important in the context of the bigger picture and these issues also continually came up with everyone within the industry I visited and has been constantly mentioned within various reports as an important link to keep the industry buoyant.

5.3 General Recruitment

All of the employers I visited and people I spoke to who have worked in the industry for many years have cited difficulties in recruiting young people and I would like to discuss some of the more general issues surrounding these. These are problems all employers face when trying to recruit young people and I have come across the same issues when dealing with some young people in my line of work within Careers Scotland.



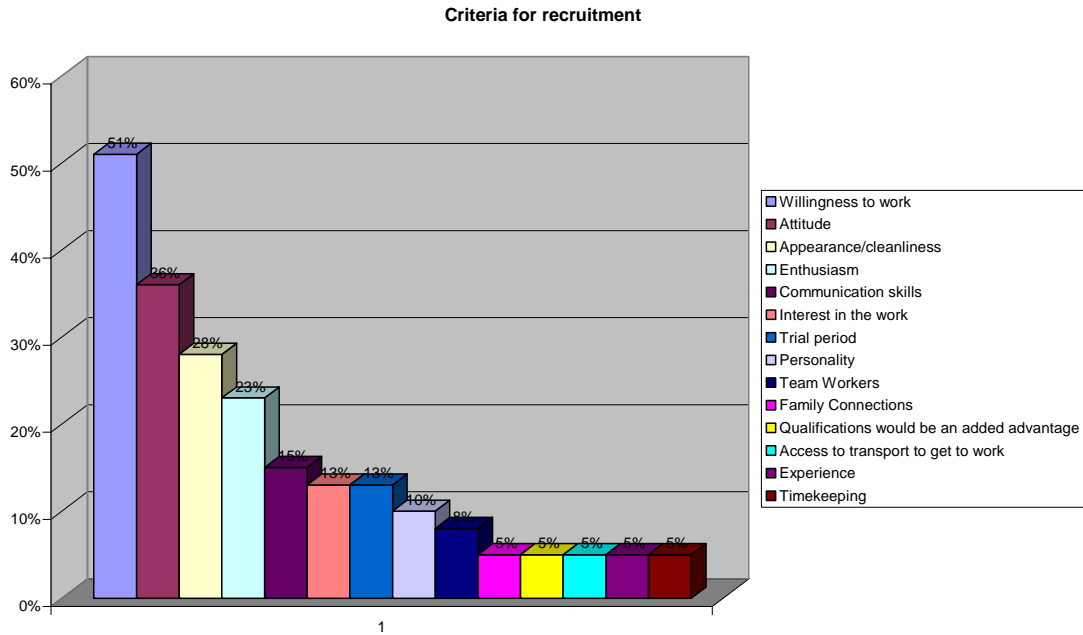
The above table shows some of the major issues employers face when trying to recruit young people into the bakery industry. Other issues that were highlighted were:

- Too much competition from supermarkets
- No bakery at local college
- Too much emphasis on further and higher education
- Coming from second and third generation unemployed, so no role model/work ethic
- Have high expectations of what they deserve
- Will not start training until they are out of this age group

(SAMB, (issued April 04) g)

It is also important to mention that within this survey two employers had no trouble recruiting young people. The visit I made to Greggs highlighted the same thing – they have no trouble getting applicants. When I spoke to McPhie’s Bakery he said he had trouble recruiting young people as his bakery was based in the highest unemployment area in the UK with 60% unemployment. He has in the past had a few good young recruits but in general he has had mostly bad experiences and he would now rather recruit adults. He is also working with asylum seekers at the moment and this is working out well as they are keen, enthusiastic, hard working and motivated etc. The proprietor got an accountant to work out how much it would cost him overall in the first year of an apprenticeship to train someone and the cost was in the region of £32,000 (this included every aspect of the training, staff time, wastage etc). His point is that if you employ a young person then they have to be keen, enthusiastic and committed otherwise it is not economically worthwhile.

It is also important to point out the criteria an employer would be looking for when recruiting a young person:



(Scottish Bakery Training Council, (February 04) page 6)

The manager of Peckhams Continental has had a great deal of experience in recruitment over the years. He has had both good and bad experiences but he does feel it is important to keep employing young people into the industry and try to find ways to overcome these barriers, and not employing them is not the answer.

The issues highlighted above are a much bigger problem than the bakery industry can contend with. These issues need to be tackled at a much higher level and be led by government so as the other organisations that work with young people can be allowed to work with them effectively to make them work ready. Careers Scotland are stating that the organisation will be working with those nearer employment and less with the socially excluded. Where does that leave the clients who come under these headings and where does that leave employers within the bakery industry who can't recruit because of the growing issues?

5. Solutions

At present the various organisations mentioned earlier are working together and have come up with various ideas and strategic plans as well as recommendations that would benefit the industry.

One of the major ones is the creation of the Food and Drink Sector Skills Council. This council can look at all the issues and can also market the various industries in a better way to show the benefits and diversity of entering that industry.

“The creation of a Sector Skills Council for the whole food and drink sector provides an opportunity to demonstrate the skills synergies that exist across the industries within the sector. This can then be used to create new career paths across traditional industries and therefore enhance the attractiveness of the sector to new recruits and support career development and progression.”

(Bakery Training Council, (10.2.04) page 50)

I was advised of the work experience programme that can be arranged through the schools and discussed the pack that is used for this - the material is very good. (see appendix 13 – work experience packs for schools and employers) I was also told of a plan to have a vocational option built into the school curriculum in Scotland which would mean a young person could choose to follow programme about the food and drink industry and this will also cover the bakery industry. This would mean dropping one standard grade but would be invaluable for anyone considering entering into this field. It would give a brilliant and realistic insight into the industry and would benefit both young person and employer. The young person could also follow the level 1 SVQ in Bakery whilst at school and this could then lead onto further qualifications in the industry.

The SAMB are carrying out a great deal of positive work and there are plans to bring in a Pre-Modern Apprenticeship in Bakery which would initially be a pilot. This would qualify someone to a level 2 qualification with scope to move onto a level 3 Modern Apprenticeship in Bakery. There have been a number of issues highlighted throughout this report and this Pre-MA is there to try and tackle some of these issues as well as give progression within the industry. “The Pre-Modern Apprenticeship framework has been developed to focus on these challenges and to provide a career pathway for young people wishing to enter into the food industry.” (Scottish Bakery Training Council, (2003) page 1)

Employers would welcome this move and this was asked as part of the SAMB feasibility study. “Of the employers surveyed (75%) stated that they would be happy

to employ young people and train them using a new training programme (pre-MA). (SAMB, (issues April 2004).

This pre-MA would also employ apprentices as 'employed status' which would encourage young people to consider this and 100% of employers stated there would be "no problem" with this.

The Modern Apprenticeship level 3 is also being changed to meet the needs of the businesses and issues raised in the various reports have been taken into consideration when re-vamping this qualification. It is taking in all aspects of the bakery industry and also allows for progression to meet other shortfalls within the industry.

There has also been work with Careers Scotland to highlight the work of the bakery industry via 'Make it in Scotland' where young people get the chance to get practical experience of the bakery trade. This has been met with great success and not only highlights the industry to young people but also to teachers, careers advisers and other employers who attend the event.

There has to be greater responsibility of Careers Scotland to be involved and for advisers to make sure they are aware of the Labour Market Information so that can be passed onto clients. Careers Scotland can work with schools to influence their career education programmes and PSE to ensure this industry is taken into consideration. Careers Advisers have to be more aware of the variety of jobs available within an industry but it is also the industries responsibility to make sure their area is being marketed properly with up-to-date and easily accessible information.

5.1 Local Solutions

As the work for this is being carried out at National level then standards have to be set but continual partnership working and communication is essential. Work can be passed down through the appropriate channels and information sessions can be carried out in schools, careers seminars, careers centres etc. The work around the solutions has to keep the consistency and overseen by higher organisations. Evaluation has to be carried out to see if what is in place is working and again that can be arranged at a higher level and filtered down.

There could be someone employed locally e.g. in Glasgow to co-ordinate the work required within the industry and other organisations to promote the industry and its image.

Feedback on how the new qualifications are working needs to be fed back from both employers and employees alike. Any issues need to be actioned right away and the positive experiences should be highlighted as well.

7. Conclusions and Recommendations

At first when I decided to research this industry I had some idea of some of the issues but didn't realise to what extent this was happening or how it was realistically affecting the industry. I knew there were options for progression as my husband has progressed well and gained further qualifications and promotions as have other friends of his who have worked in the industry for many years.

I was very surprised it was such a small network but a huge industry. All of the people/organisations that I spoke to were genuinely concerned on what was going to happen due to all of the changes but there is a great amount of work and dedication out there to make sure the bakery industry doesn't disappear.

I have some concerns that when the people who are in the industry retire or leave they will take their skills with them and there will be no-one experienced enough or with the background to properly train new entrants. A lot of these people are college and industry trained and although the SVQs are an excellent form of training they still will not cover all-round bakery knowledge as they are related to particular business need. I have also concerns as an adviser that everyone has slightly different views on what levels of qualifications would need to be studied to become a qualified baker.

As stated earlier there is a high level of work being done to tackle issues the bakery industry is facing and the careers information out there is excellent. The issues are being taken seriously by all in the industry and there is a lot that can be tackled but some of this has to be government led and some of the issues young people have cannot be tackled overnight but yet has a great impact on this industry.

The industry needs to work in partnership with each other to achieve what they want and I feel there are some contentious issues still to be resolved and this will require communication between all parties.

My focus group with current apprentices was excellent and they were very positive about what they did and had very few negative points. This should be embraced and positive role models used in schools etc.

There is a definite role for Careers Scotland to play in this and as it is now a National organisation it should work more closely with the Food and Drinks Council to inform its staff of up-to-date information to be used with clients.

In general researching the bakery industry has increased my knowledge in many ways and the information learned has already been used to assist a client in a positive manner. Researching Labour Market Information has been a definite benefit to my professional development and I realise how important this is in my work advising clients.