

Robin Jackson
Industry Manager
1 Giltspur St
London
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27/02/17

Dear Robin

The Countryside Alliance works to support a thriving rural community and economy, whilst conserving the unique British landscapes that everybody loves. We believe in a sustainably managed countryside which is sustainably enjoyed; a countryside where rural communities have equal access to facilities and services; a countryside where people can pursue their businesses, activities and lives in a society that appreciates and understands their way of life.

With 100,000 members the Alliance is the voice of the countryside and has the experience and the expertise to effect attitudes and policy on a broad range of issues relating to the countryside and rural way of life. This gives us real influence in Westminster, Brussels and the devolved parliaments, as well as in the national and local media.

Our members include employers involved in the game, conservation and fisheries industries, who provide both professional and recreational services to land owners and the wider society. Our activities include lobbying government, an active media presence, developing educational programmes and interacting with the general public.

We support the City & Guilds Level 2 Technical Certificate in Land & Wildlife, which includes the following pathways:

- Game
- Conservation
- Fisheries

We believe it is suitable for someone aged 16 years or over and would be viewed by employers as providing a good foundation for someone progressing into the land and wildlife management sector.

The skills and knowledge included in the qualification are:

- Health and safety and safe working practices
- Working in the land and wildlife industry
- Machinery used in the land and wildlife industry
- Conservation and improvements of British habitats
- Estate maintenance
- Work experience (150 hours)

In addition, we support the inclusion of the following skills and knowledge in the 3 pathways:

Game pathway:

- Firearms safety
- Assist with pest and predator control
- Assist with the maintenance of game and deer populations
- Game and deer species in the UK
- Assist with shooting activities

Fisheries pathway:

- Fish health and biology
- Game and coarse angling
- Assist with freshwater sport fishery management

Conservation pathway:

- Species identification and surveying
- Environmental conservation of flora and fauna
- Land and countryside use
- Countryside interpretation and recreation

I believe that the practical skills and knowledge would give a young person an advantage when seeking employment for a job as a:

- trainee deer manager
- assistant fisheries worker
- trainee underkeeper
- assistant river keeper
- assistant conservation worker
- assistant recreation ranger
- trainee game farm worker
- assistant maintenance operative.

In addition, to those skills and knowledge specifically associated with the Game, Fisheries or Countryside conservation industries. The qualification would also be suitable for someone to progress to further learning and training, or to an apprenticeship.

We confirm that we consent to our company name and logo to be made publicly available on the City & Guilds website.

Yours sincerely,



Liam Stokes
Head of Shooting

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