

RURAL ECONOMY

In the West of England this sector is significant and growing, currently supporting 11% of those employed across the region. The farming industry is at the heart of the South West - producing food and drink not just for the local area but for the country as a whole and for the export market too.

All data represents the West of England

SIZE OF SECTOR



4,431

people are employed in this sector.



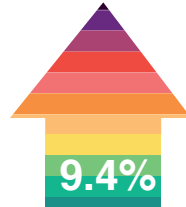
3,517

unique job postings between Jan 2017 and Jan 2018.



11.4%

of the workforce are aged 16-24 years old.



The sector is forecast to grow by 9.4% between 2017 and 2026.



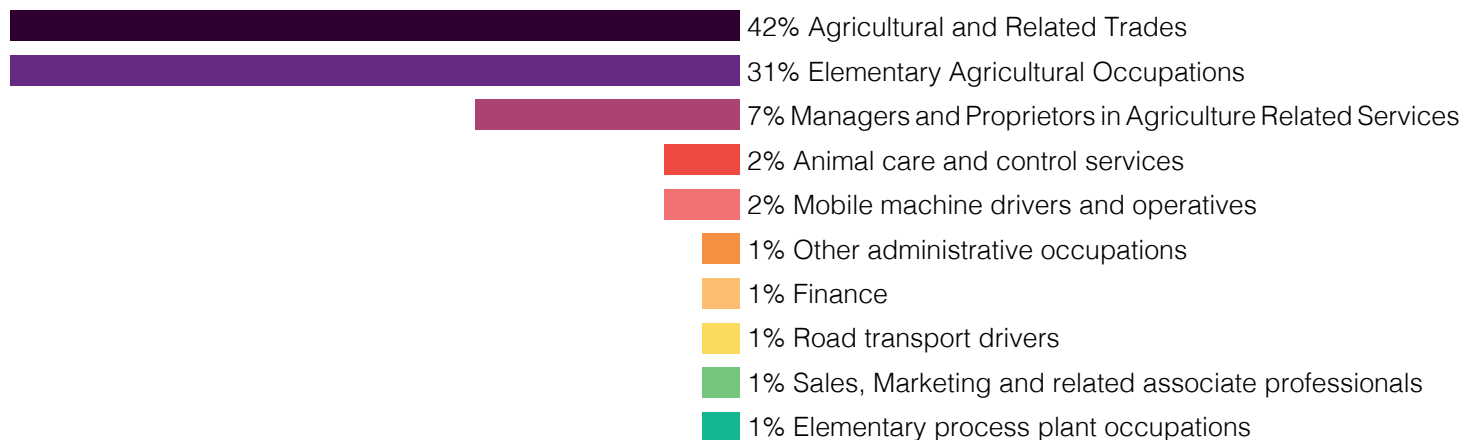
42% of advertised jobs in 2017-18 required a **Bachelor's Degree** and **0-2 years experience**.



EMPLOYMENT AREAS



The main areas of employment within this sector are:



AVERAGE HOURLY WAGE

Farmers	£8.36
Farm Workers	£9.76
Manager in Agriculture	£15.78
Horticulture Trades	£7.97
Fishing Occupations	£7.74
Agriculture Machinery Drivers	£9.99
Animal Care Services	£8.23
Agriculture and Fishing Trades	£8.46
Smiths and Forge Workers	£11.13
Other Administrative Occupations	£10.03
Book-keepers and Payroll Managers	£11.17

SKILLS IN DEMAND

These soft skills are most commonly requested by employers:

COMMUNICATION

WRITING

ORGANISATIONAL

COLLABORATION

PLANNING

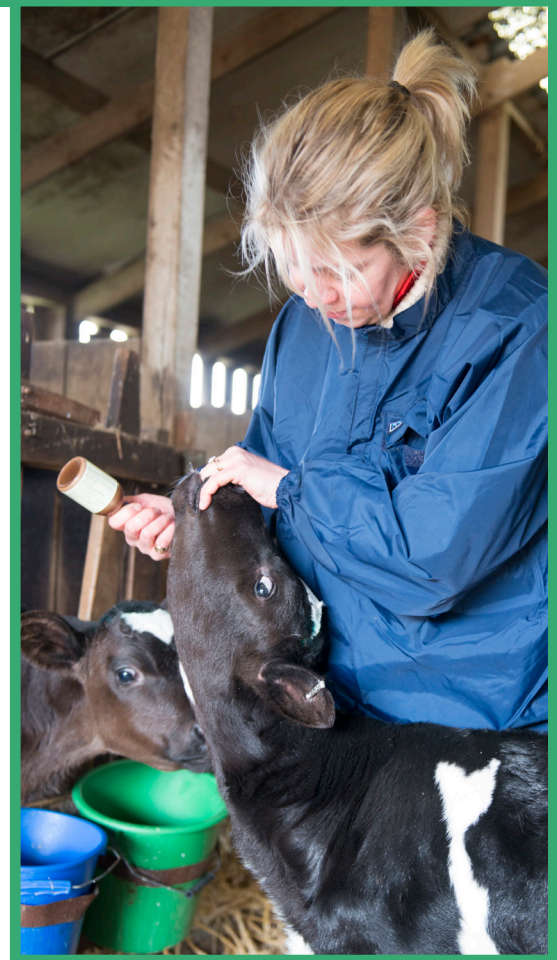
The most requested skills specific to this sector are:

SPECIALIST	
Grass Cutting	Construction Industry Knowledge
Weeding	Record Keeping
Water Treatment	Lifting Equipment
BASELINE SKILLS	
Communication	Meeting Deadlines
Computer Literacy	English Speaking
Time Management	Leadership
BUSINESS SKILLS	
Customer Service	Prioritising Tasks
Facebook for Business	Research
Microsoft Excel	Written Communication

Sources

- 1) Labour Insights - Data range 2017 / 2018
- 2) West of England LEP
- 3) EMSI - Burning Glass - Data range 2017 / 2018
- 4) Business West Skills Statements 2018

Partners



EMPLOYERS

Employers with the most advertised vacancies over the past 12 months in the West of England:

- Adams Food
- Bristol Avon River Trust
- Bristol Zoo Gardens
- Chew Valley Country Farm
- The Community Farm
- Yeo Valley
- National Farmers Union
- West of England Rural Network
- Hovis
- Lye Cross Farm
- Marshfield Bakery
- Soil Association
- Imperial Tobacco Group
- National Trust
- Rowe Veterinary Group
- Olymel SEC/LP
- Pets at Home
- European Network for Rural Development