



# National Skills Academy for Food & Drink

**Amy Crooks & Maria Calen** 







### **Agenda**

- Overview of the Food & Drink Sector
- Myth Busting
- Local Labour Market Intelligence
- Roles in the Food & Drink sector
- Apprenticeship progression routes
- Local Employer Spotlight Geary's Bakery and Samworth Brothers
- Question and Answer session







### Your industry-trusted skills partner

- Mission: To Support the Sector
- Expertise: Leading Experts in Food & Drink Apprenticeships
- Advocacy: The Voice of the Industry on Skills
- Independence: Completely Independent and Not-for-Profit
- Uniqueness: Sit Outside the Skills Funding System
- Promise: Impartial Advice and Support
- Impact: Simplifying the Skills Landscape for You











### Video

https://youtu.be/GsprcwCtuVw

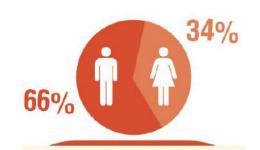


### **How Big is the Sector?**

The UK Food and Drink Manufacturing sector has a turnover of around

£112bn

Around 92,000 new jobs will be needed in Food and Drink Manufacturing between 2017 and 2024 across the UK



UK food & drink manufacturing employs around

450,860 people. Around 34% of people working in the sector are female and 66% are male.



The average salary in the food and drink sector is

£35,277



this is rising faster than any other manufacturing sector.



# Food and drink manufacturing







- Circa 13,900 people employed 97% above national average!
- Set to grow 2.4% by 2030
- Average wage £30,329, over 100 different job roles
- 64% male 36% female
- Circa 500 companies and a diverse population links to broad range of food production offers, start-ups and international links
- Trends include healthier products, dietary options, direct home delivery, digitalization, artisan foods



## Area employers include:







WEATHERING THE STORM















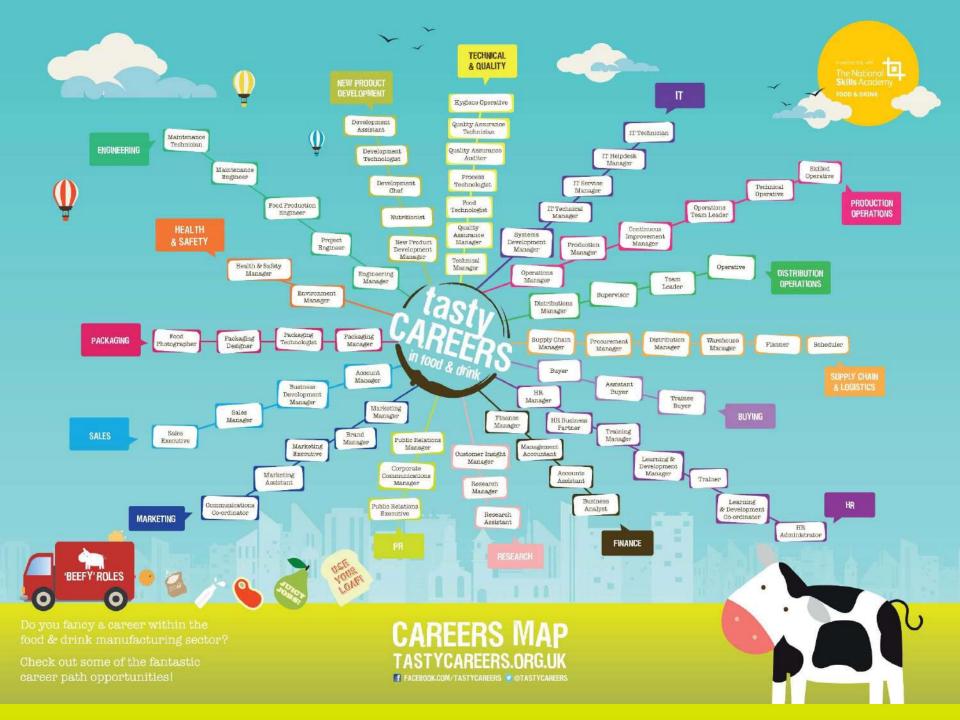














### **APPRENTICESHIPS**

- Higher Levels gives more choice
- Earn as you learn No Debt
- Hundreds of Careers to chose from
- Get a full Degree from a University paid for by an employer
- Exciting industry with fantastic career opportunities





Baker

Fishmonger

### Food and Drink Apprenticeship Routes



**GCSE** 



**Food Process Operator** 





## **Local Employer Spotlight**

**Geary's Bakery Samworth Brothers** 





# GEARY'S

### Established in 1906,

Jason Geary is the 4th generation master baker to run Geary's







making everyday extraordinary

### Geary's yesterday and today...

- Est. in Ratby Leics, in 1906 by Charles Geary Snr
- 116 years later, still a family owned, multi award winning bakery, headed by Jason Geary – Master Baker 4th generation great grandson of our founder
- 2017: £15m investment in a new site at Glenfield, Leicester
- 2019: significant investment in the business by the Unsworth family, previously founders of Aimia Foods









## GEARY'S

### We have 2 bakeries

#### both in the wider Leicester area



#### I. Barrow Upon Soar

- Been there > 10 years
- More labour intense, artisanal breads
- Rolls production

#### 2. Glenfield

- Custom built in 2017
- Higher automation
- Craft open tin loaves in paper bags

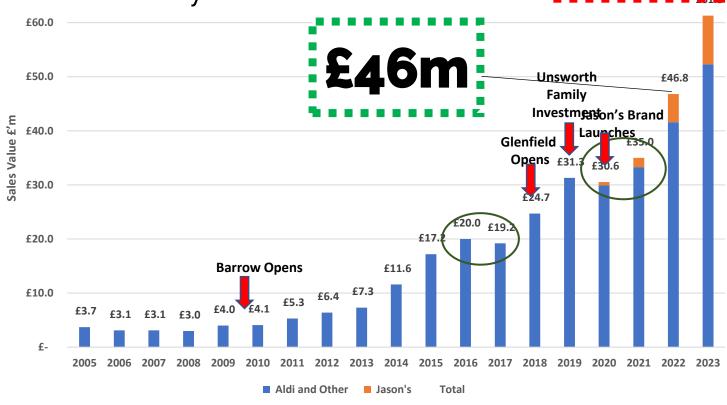




### We have grown 10x

in the last 10 years or so

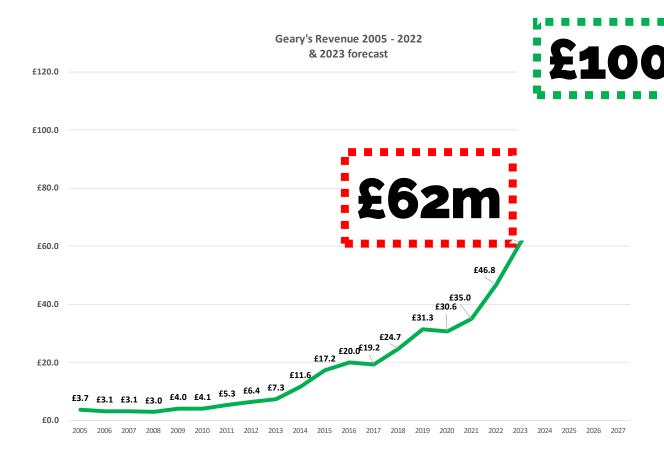








# There is still plenty more sales headroom for us to go after







### Our 4 key sales pillars

We create partnerships with selected retailers. Jason's enables us to get our products far and wide. We don't want to make own label for everyone





















# What is our point of difference?

We find the sweet spot in the baking industry between







### Our core product ranges

Our rolls business is transitioning to be more in-line Geary's ethos



**Craft, Open Tin Loaves** 



**Artisanal / Sourdough** 





Value Added: Sourdough Topped Rolls Metro Rolls



















# Jason's is disrupting the otherwise dull and tired supermarket bakery category

Challenging the big industrial bakeries and doing what they can't or won't – like other brands have in other categories





# GEARY'S

# Jason's & Geary's are one and the same Jason's is just the consumer facing side of the business







2 Food / Music Festivals in the summer In collaboration with a Food Truck Company Potential to do more with the partnership













### **Jason's Toasties**





















### **Our Success Stories**

**Adrians' Story** 



My journey with Geary's started in October 2014, when I joined the team as a Bakery Operative through a recruitment agency. My first job was offloading bread from a travelling oven – and it was tough for a Romanian ex-footballer! However, Geary's family culture drew me in and kept me engaged.

My development has been incredible. From Bakery Operative to Night Shift Production Supervisor in 2016 to Shift Operations Manager in 2018 and now, Operations Manager. I have received all the work, help and support I could ever need. I was largely supported through training courses and practical daily tasks.

Working here has enabled me to start a new career and a new life – Geary's has helped to shape me into the person I am today.





### **Our Success Stories:**

Joe Hollingsworth

I have the best part of 30 years bakery experience. I started a bakery apprenticeship when I was 16, going to college on day release to learn the theory. Since then I've worked across most areas of the industry, from craft/artisan bakeries through to industrial and a fair bit in between!

In 2020 I finally joined Geary's. I love being part of such a great team of people, and playing my part in driving the business forward **Steve Gurney** 

Over 44 years baking bread, and still loving it! It all started back in 1975 with 3 year Craft Bakery City & Guilds apprenticeship. After 14 years at Whitworth, 7 years at Maid Marion Bakery, and 4 years running my own bakery, Charles Geary persuaded me to join Gearys.

19 years later with 10x the turnover, a new bakery in Glenfield and 2 at Barrow, what we have achieved is amazing.

I can't wait for the exciting times ahead.

est.1906









### **Our Typical Vacancies**

#### Across both our sites, we're often recruiting:

- Production Operatives / Production Line Leaders / Production Supervisors
- Finishing Operatives / Finishing Line Leaders / Finishing Supervisors
- Loading Operatives / Loading Line Leaders / Loading Supervisors
- Hygiene Operatives / Hygiene Line Leaders / Hygiene Supervisors
- Quality Assurance Technicians
- Supply Chain Planners

## GEARY'S

### **Geary's Apprenticeships**

- Launch September 2023
- 16 apprentices
- 2 year apprenticeship, including an 18 month college course.
- Weekly day release (term time only)
- 4 days a week spent working at our bakeries

#### What we have to offer

- Excellent starting salary, with progression throughout programme.
- Structured apprenticeship.
- Full training and mentorship.
- Friendly working environment
- Free bread!
- Cycle to work scheme
- Canteen
- Family Fundays













**Group Resourcing** 

## Samworth Brothers

#### **Group Resourcing**

We are a fourth generation family business employing over 10,000 people in well-invested, modern food manufacturing sites around the country.

Our aim is to be a long term force for good – reinvesting in the future of our business so we can make a positive difference for our people, our communities and our stakeholders.

At Samworth Brothers we live by 3 core values, they sum up what it is like to work here and how we expect ourselves and our colleagues to behave everyday, making our business not just a **GOOD** place to work, but a **GREAT** place to work!







#### **Group Resourcing**

### Samworth Brothers and the Wider Community



In 2023, we donated **121 tonnes**of our high quality food to local
food redistribution charity,
FareShare Midlands.

This food provided the equivalent of 288,000 meals for people in need.

Redirecting our surplus food to FareShare also helped to prevent an average of 324 million litres of water, and 260,000 kg of CO2 emissions from going to waste!













#### **Group Resourcing**

### Samworth Brothers and the Environment

Our goal is net zero emissions from our operations by 2035.

Samworth Brothers is switching to solar and battery-powered transport refrigeration to cut 387 tonnes of scope 3 emissions!

Alistair Leckie FCILT said: "Responsible business is a key part of what we do and we are always locking for innovative solutions that support our business without being at odds with the ecosystem or pumping out greenhouse gases."

Read more here: https://lnkd.in/ewWhftVU

With insight from Sunswap CEO Michael Lowe

#supplychain #logistics #foodmanufacturing



# Samworth Brothers Responsible Sourcing Charter

Samworth Brothers is now purchasing all our grid supplied electricity from certified renewable sources. The move will deliver over 45,000 tonnes of carbon savings per year, equivalent to taking 8,700 cars off UK roads for the same period.

All Samworth Brothers 19 businesses across the UK made the switch on October 1st 2017 achieving zero carbon emissions in this area.

The Group is working with Smartestenergy as its electricity provider, delivering renewable sources through the Smartestenergy's Natural Renewable option. The scheme has certification from the Carbon Trust. The scheme's Carbon Trust endorsement certificates that every megawath bour supplied will be from wind, solar or hydro generators, backed by UK recognised origin certificates, which trace the electricity supply from source to supply.



#### **Group Resourcing**



#### **Group Resourcing**



**Job Opportunities:** We offer a variety of job opportunities across different functions, including production, logistics, engineering, sales, marketing, finance, and more.

Recruitment Process: The recruitment process at Samworth Brothers typically involves submitting an online application through our careers website. The process may include several stages, such as virtual and face to face interviews and possibly assessment centres for certain roles.

Values and Culture: We have a commitment to quality, innovation, sustainability, and a focus on delivering high-quality food products.

Training and Development: We have initiatives for employee training and development to ensure that our workforce are equipped with the necessary skills for their roles and have opportunities for career growth within our business.

**Diversity and Inclusion:** We have a continued focus on promoting diversity and inclusion within our business and are developing policies and programmes to foster a diverse and inclusive workplace.

**Graduate and Apprenticeship Schemes:** We offer a graduate scheme and apprenticeships for individuals looking to start their careers in the food industry. These programmes provide structured training and development opportunities.

**Employee Benefits:** We offer a range of employee benefits, including health and wellness support, pension and life assurance and other perks designed to support colleagues in various areas of their lives.

#### **Group Resourcing**

#### **Our Roles**

Job Title	Salary	Job Description/Entry Requirements
Standard Operative	£10.78p/h	Basic tasks, assembling sandwiches, loading and offloading pallets  Good communication skills (able to read, write and speak English)  Teamwork skills, able to work in hot/cold environment, heavy lifting
Assistant Management Accountant	Up to £30,000	Assisting with weekly reporting, maintain daily labour performance reports and weekly reconciliations  Intermediate MS Excel knowledge, Experience in an accounts function Numerate, methodical and good attention to detail
Quality Auditor	£12.34 – 12.96p/h	Assist in auditing the production process against latest legislation, taking part in taste panels, monitor production lines to ensure product safety, quality and compliance  Knowledge of food safety legislation (previously worked in catering), strong communication skills, food related qualification
Warehouse Operative	£12.21p/h	Picking stock to load onto pallets, working in chilled Warehouse, operating forklifts  Driving licence (further training provided) Ideally previous Warehouse experience
People Administrator	Up to £26,000	Manage all administrative tasks of employee lifecycle and first point of contact for People queriers  Administration experience, competent using MS office (Word, Outlook and Excel), strong communications skills, strong organisation skills and attention to detail





## **Question & Answer Session**

