



ENGAGING PEOPLE WITH SCOTLAND'S COUNTRYSIDE



WHY SHOULD YOU **SUPPORT CLS?**



- ✓ Providing **long-term sustainability** of Scotland's countryside and rural industries through education.
- ✓ Provide opportunity to **improve self-esteem** for all demographics through responsible access, recreational use and career opportunities across rural industries.
- ✓ We promote understanding of, and **respect for land management** and the environment.
- ✓ Improving awareness and **access to rural careers**, qualification and training opportunities across all rural industries.
- ✓ Improve awareness of **responsible access and land use**.
- ✓ Improve awareness of the importance of retaining the **balance between social, economic and environmental issues** within different industries and land uses.

- ✓ Provide access to badly needed **health and wellbeing** benefits for young people in particular.
- ✓ Delivering across **all rural industries**.
- ✓ Moving away from one-day awareness events to **regionally based outreach programmes** leading to **residential learning opportunities**.
- ✓ Improve people's understanding of **rural participation opportunities** and the relationship with the **underpinning rural industries** that provide them.
- ✓ Focus on improving the awareness and understanding of **rural careers within our teaching community**.
- ✓ **Progressive ongoing engagement** with the countryside from late primary to further education and adulthood.

As a small charity with limited resources and working across a number of industries, partnership working and financial support from the rural community that we represent is key to our growth. We are currently building partnerships across the rural sector including rural related businesses, NGOs and rural third sector orgs. Our strategic cross-industry approach and working with partners means that we can help provide opportunity and increase awareness of Scotland's countryside.

BENEFITS TO YOU...

✓ **MORE RURAL EMPLOYEES
- ACROSS ALL RURAL
INDUSTRIES**

✓ **RURAL
UNDERSTANDING
AND AWARENESS**

✓ **SOCIAL
RESPONSIBILITY
BENEFITS**

✓ **IMPROVED ACCESS TO
TRAINING**

✓ **PROGRESSION TO
EMPLOYMENT**

✓ **RESPONSIBLE
RURAL
PARTICIPATION**

✓ **HIGHER RURAL SKILL LEVELS**

✓ **PUBLIC INTEREST**



Strathmore Estate
measuring tree height



Butchery skills for
Dunoon Grammar S4s



Rural careers teacher training
Invermark Estate

HOW WILL CLS DELIVER THIS?



Our aims will be delivered through a combination of our main areas of work and strong partnership working.

Areas of work -

1

**ENGAGE NATIONAL
PARTNERS**

2

FUND RAISE

3

**EMPLOY REGIONAL
CO-ORDINATORS**

4

**IMPLEMENT LOCAL AREA
PARTNER CLUSTERS**

5

**DELIVER OUTREACH AND
RESIDENTIAL EVENTS**

6

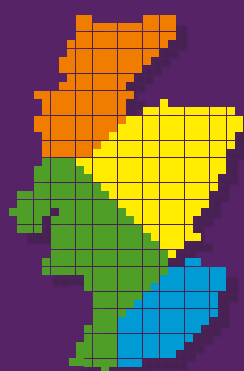
**BUILD LOCAL AND
NATIONAL SUPPORT**



CLS 3 YEAR NATIONAL STRATEGY AND DELIVERY PLAN



PROPOSED REGIONAL STAFFING STRUCTURE - COORDINATOR REGIONS

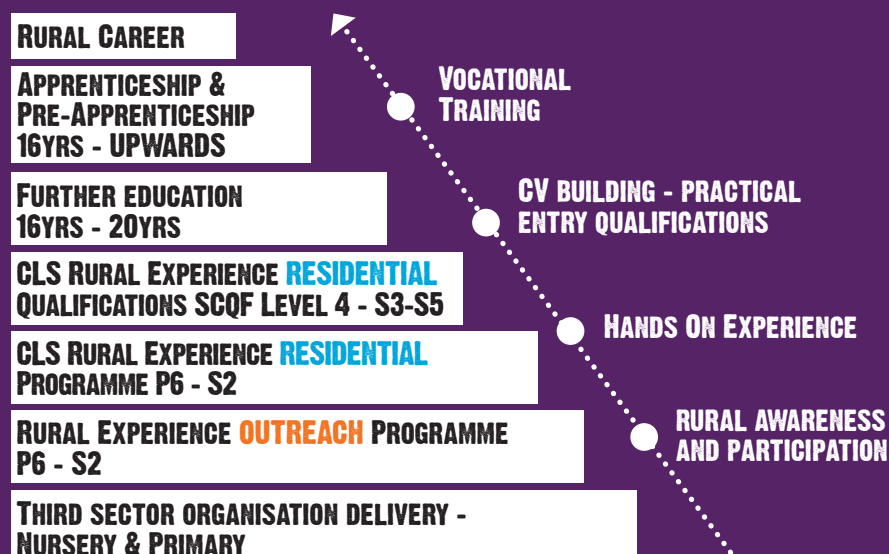


- **HIGHLAND & ISLANDS**
- **NE, TAYSIDE & FIFE**
- **GLASGOW & SW**
- **EDINBURGH & BORDERS**

AREA DEVELOPMENT CLUSTER TEMPLATE



PATHWAY TO RURAL WORK



PROGRAMME BENEFITS

- **NARROWING THE ATTAINMENT GAP**
- **POSITIVE CAREER DESTINATIONS**
- **SUSTAINABLE AND RESILIENT COMMUNITIES**
- **STEM RELATED CAREERS DEVELOPMENT**
- **LEARNING FOR SUSTAINABILITY**
- **CLIMATE AND ENVIRONMENTAL AWARENESS**

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