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Dear Sir / Madam

PLEASE FORWARD THROUGH YOUR NETWORKS AND PLACE ON WEBSITES WHERE POSSIBLE TO ENSURE THAT ALL POTENTIAL APPLICANTS HAVE THE OPPORTUNITY TO RESPOND.

LandSkills West Midlands is a skills programme managed by Lantra Sector Skills Council on behalf of Advantage West Midlands. It is funded by the Rural Development Programme for England (RDPE). The aim of the programme is to raise investment in skills and training within **agricultural, horticultural and forestry businesses** for the RDPE priority areas of livestock, food and drink and environmental technologies. This will be achieved by bringing together key industry stakeholders and employers, training providers and knowledge transfer organisations to co-ordinate, procure and develop training and technology transfer programmes that will meet the demands and needs of businesses and the workforce.

LandSkills West Midlands, has been running since May 2009 and is now changing the way in which the programme is being delivered, making the process for accessing funding easier and more flexible for the remaining 2 years of the project, whilst giving us the ability to promote further collaborative and partnership working and encouraging small groups and organisations to come forward and apply.

LandSkills West Midlands will be establishing a 'Framework Panel' of organisations. These organisations will co-ordinate, procure and develop training and technology transfer programmes that will meet the demands and needs of farmers, growers and foresters in the West Midlands region.

There is **£3 million** available to members of the new Framework Panel to fund these activities.

Organisations that would like to apply to join the Framework Panel are those who:

- operate within and outside of the West Midlands Region,
- work with industry, for example, trade associations; agricultural societies
- provide training and learning, for example, colleges, farm veterinary practices, agricultural advisory bodies;
- deliver knowledge transfer activities, for example, levy boards, agricultural societies or groups;
- are an individual or group which can develop innovative training, learning and technology transfer programmes that will meet the demands and needs of farmers, growers and foresters in the West Midlands region.

On the 29th March 2010, an Invitation to Tender was advertised on the Lantra website. Organisations that would like to consider becoming part of the Framework Panel **MUST** request the information pack **BEFORE 5.00 pm on April 13th 2010**.

This allows 10 working days for you to respond and therefore register your initial

interest. This is the only opportunity to become involved. If you miss this deadline, you will not be included in the following closed application process to be part of the Framework Panel.

If you wish to informally discuss your suitability to become part of the panel please contact Emma Tregear on 07867 908168

To register your interest please e-mail landskillswm@lantra.co.uk or write to Craig Taylor at Lantra, Lantra House, Coventry, CV8 2LG

Please clearly mark your letter or e-mail 'Request for LandSkills West Midlands Tender Information Pack'.

For further information on LandSkills please visit www.lantra.co.uk/LandSkillsWestMidlands.

IMPORTANT - THE DEADLINE TO REQUEST FURTHER INFORMATION ON DELIVERING THROUGH THE LANDSKILLS WEST MIDLANDS PROGRAMME IS BY **APRIL 13TH 2010**. IF YOU DO NOT REGISTER YOUR INTEREST IN THIS PERIOD, YOU WILL MISS THE OPPORTUNITY TO BE ON THE FRAMEWORK PANEL.

Emma Tregear
LandSkills West Midlands Programme Manager