

## **Pig Industry Professional Register (PIPR) Review – 2015/16**

### **Current Scheme**

AHDB Pork (previously BPEX) launched the Road to Recovery strategy to deliver improved productivity and competitiveness and world-leading health and welfare. As part of this initiative, a continuous professional development (CPD) strategy was launched in 2006: 'From Sustainability to Sustained Ability' – A strategy for continuous professional development within the pig production industry in England.

PIPR serves as the official CPD scheme for the industry, established to recognise professionalism in the pig industry and encourage lifelong learning by its members. This scheme was initially an NPA initiative, administered by City and Guilds, with AHDB Pork.

Original aims:

- To promote an improved, professional, image of the pig industry to the general public
- To recognise not only formal skills and training but also the importance of experience, practical development and other learning opportunities
- Establish an independent record of skill among its members, making it easier for staff to progress in their chosen career
- To promote a clearer image of personal development for new members to the industry
- Develop well deserved respect for the progressive members of the pig industry among peers, allied industries and the public
- Raise productivity and profitability
- To provide a positive response to animal welfare, environmental management and bio security issues
- Raise self-esteem and confidence in the workforce
- Ease recruitment issues.

Members must undertake training to keep themselves up-to-date and constantly review their practices and procedures in the light of progress and knowledge. An independent record of activity and progress is maintained for each member by City and Guilds. The scheme is entirely voluntary and self-funding.

### **Review**

PIPR has been under review since January 2015 because of a standstill in attracting new members. As a result, AHDB Pork began to gather feedback through key account meetings, farm visits, regional forums and training/KT events. Industry feedback has fallen into two main themes, benefits and value offered by the scheme and functional aspects. This was the consistent message across all members, past and non-members within the industry.

The aim of this exercise was to gather an all-round view of the current scheme, consult with City and Guilds, who administer the scheme, to demonstrate where further review and change was needed.

Main points of feedback were:

- Principal of the scheme is good and necessary
- Lack of industry buy-in to the scheme
- Not currently used by either employers or individuals in job applications or interviews
- Points are of no value and have little meaning
- Statements do not identify content of training undertaken
- Invoicing system is hard work for businesses signing up large numbers of staff
- Lack of reward or incentive for gaining points
- No value seen in being a member
- Points lost in administration process
- No way of capturing un-registered training
- Suspensions are seen as negative and can demotivate members
- Renewal process is overcomplicated.

### **Proposal for redevelopment**

In December 2015, the PIPR advisory board, made up of representatives from across the industry, addressed these issues with City and Guilds and deliberated on what an improved and more valued PIPR scheme would look like. These proposed changes have been listed below, along with what is the current elements of the scheme in these specific areas.

### **Consultation process**

This document is out for consultation until **Friday 1 April 2016**. It will also be discussed at regional forums run by AHDB Pork in April. Following this process, AHDB Pork, the PIPR advisory board and City and Guilds will work together to move the scheme forward and drive value and ultimately membership.

To have you say, complete the consultation survey at <https://www.surveymonkey.co.uk/r/piprconsultation> If you have any queries or would like further information, please do not hesitate to contact Skills Development Coordinator, Samantha Bowsher on 024 7647 8801 or 07976 980753 or at [Samantha.bowsher@ahdb.org.uk](mailto:Samantha.bowsher@ahdb.org.uk)

<b>Scheme aspect</b>	<b>Current aspect</b>	<b>Proposed change</b>
<b>Training record</b>	CPD is recorded on a three year term. Members must meet a 60 point threshold within that membership term	Provide lifelong record of training undertaken, recording all types of skills and training for that individual. The record can be used as a CV filler for individual members
<b>Event registration</b>	Events are registered by event provider	A easy to use online event registration process, cutting out emailing back and forth
<b>Capturing points</b>	<p>Members sign PIPR register at events using membership number</p> <p>Registers are returned to administrator and points allocated to member accounts</p>	<p>Online ad hoc training process. For training not registered for PIPR by event provider</p> <p>Online scan or sign in process at events, cutting out paper trail</p>
<b>Training record</b>	When membership is terminated, a new membership will begin, if the member returns to the scheme at a later date	<p>Online ad hoc training process. For training not registered for PIPR by event provider</p> <p>Online scan or sign in process at events, cutting out paper trail</p>

<p><b>Training record</b></p>	<p>Only training registered with PIPR, is displayed on the membership statement</p>	<p>Opportunity to list other, maybe less relevant training which has no points or hour allocation but as a demonstration of training</p>
<p><b>Invoicing</b></p>	<p>Invoicing is carried out per individual member at the end of membership term, once points requirement has been met</p>	<p>Consolidated invoicing for companies signing up multiple members</p>
<p><b>Event registration and points system</b></p>	<p>Points are allocated to events based on content, format, number of attendees and event length</p>	<p>Training is captured via hours as opposed to points</p> <p>Events registered to include three learning outcomes, which will be stated on membership statement</p>
<p><b>Capturing events</b></p>	<p>Events registered by training provider and completed registers returned to PIPR</p> <p>Training provider contacts PIPR with event details</p>	<p>Fines for non-completed event registers. To ensure member points are recorded</p> <p>Regular providers to register with PIPR and trainer guidance provided, to ensure correct process is followed</p>

<p><b>Capturing events</b></p>	<p>Event registration form includes: Event details Brief summary Category of event</p>	<p>Event registration to include more tick box options to make it easier and quicker to fill out. If scheme continues with points this will also minimize point variation between events</p>
<p><b>Employer use</b></p>	<p>Members can be linked to employers on the online portal</p> <p>Employers can see membership statements and outstanding points</p>	<p>Separate welcome pack specifically developed with information for an employer</p> <p>Members have opportunity to allow access to new employers or perspective employers to demonstrate training</p>
<p><b>Incentive and reward</b></p>	<p>Points requirement set for membership term</p> <p>Benchmark points are set for different job roles</p>	<p>Point guidelines set, with reward scheme tied into differing levels of points achievements</p> <p>Tie reward scheme in with other industry initiatives, ie National Pig Awards</p>

<p><b>Membership suspension and renewal</b></p>	<p>Three year membership term, points requirement is 60</p> <p>Renewal at end of three year term, if points requirement not met, 90 days grace to make up outstanding points</p> <p>If points are not secured, suspension from the scheme.</p> <p>Once membership is cancelled, cannot rejoin for 12 months</p>	<p>Two year membership term, recommended points target rather than requirements</p> <p>No suspension for not reaching points. Training record encouraging CPD rather than CPD requirement lead scheme</p>
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