

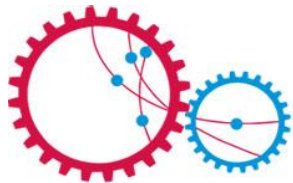
# Addressing Gender Issues in Forestry

**Dan Ridley-Ellis**

Centre for Timber Engineering

**Jenny Tizard**

Scottish Resource Centre for Women in Science Engineering & Technology



# Plan for the next hour

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- What are the issues facing the development of the workforce in Scotland?
- Focus on the forestry workforce - research findings
- Strategies for increasing the participation of women ...and how you could get support for this
- Group discussion ~10 minutes
  - Recruitment and training
  - Employment practice and workplace culture
- Feedback and discussion





# The future for the Scottish workforce

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- Ageing population
- Ongoing increase in women's participation in work
- Draining of population from rural areas
- Loss of Eastern European immigrant workers
- Changing legal context – Equalities legislation and Gender Equality Duty
- Continued gender segregation of the workforce



# The FIRRS project

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- Forest Industries Recruitment & Retention Strategy

## ***Education - Influencing Career Choice***

Strives to increase the number and diversity of young people considering entering employment in, and education and training for, the forest industries.

## ***Employment - Building Capacity***

Aims to identify, and propose solutions for, the barriers to recruitment and retention in employment as well as highlighting and disseminating best practice.



# Funding

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- European Social Fund
- Priority 5 “Addressing Gender Imbalance”
- Scottish Forestry Trust
- CITB ConstructionSkills Scotland
- Forestry Commission



PROJECT PART-FINANCED  
BY THE EUROPEAN UNION

Europe and Scotland  
Making it **work together**



# Focus for research

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- Examine key issues regarding recruitment and retention within forest industries
- Identify how employers are responding to workforce needs
- Explore the potential contribution of women as an “untapped” source of labour within forest industries



# The current situation

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- 48.2% of working age population is female
- Women represent 48.0% of people in jobs
  
- Difficult to get precise statistics about workforce
- About 1 in 10 wood chain workers are female
- But...
  - About 4 in 5 admin workers
  - About 1 in 10 management
  - About 1 in 20 technical
  - Fewer than 1 in 100 craft, trade and manual



# Demographic and social pressures

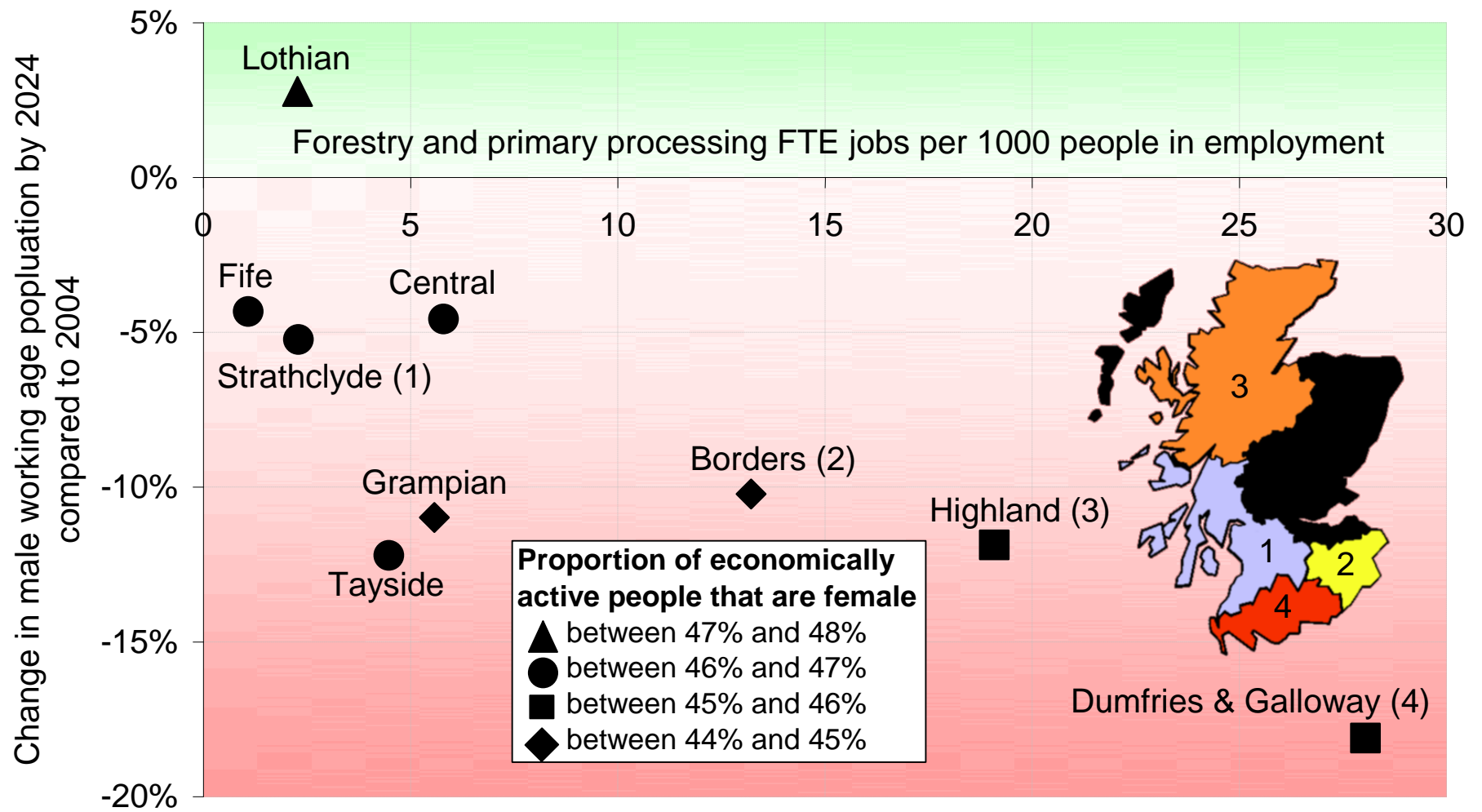
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- Demographic pressures
  - Falling fertility rate
  - Population movement across borders
  - Population movement within Scotland
- Social pressures
  - Falling economic activity rate for men
  - Rising economic activity rate for women
  - Demand for part-time & flexible working



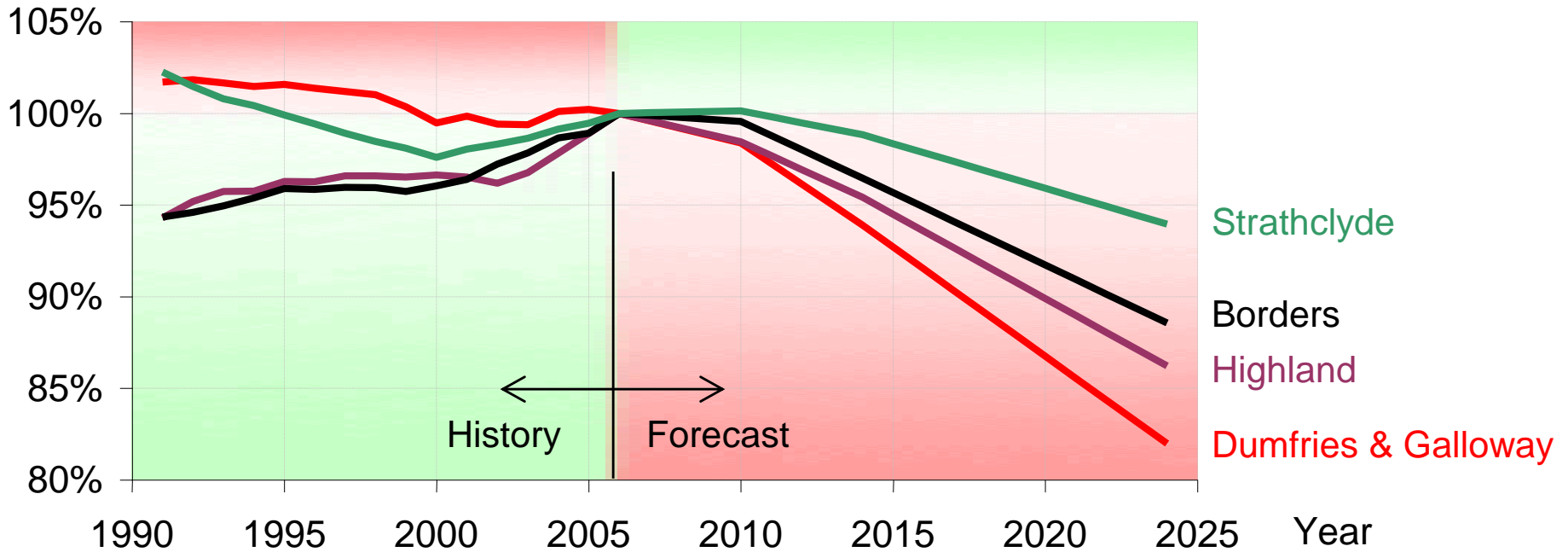


# Forecast population of working age males

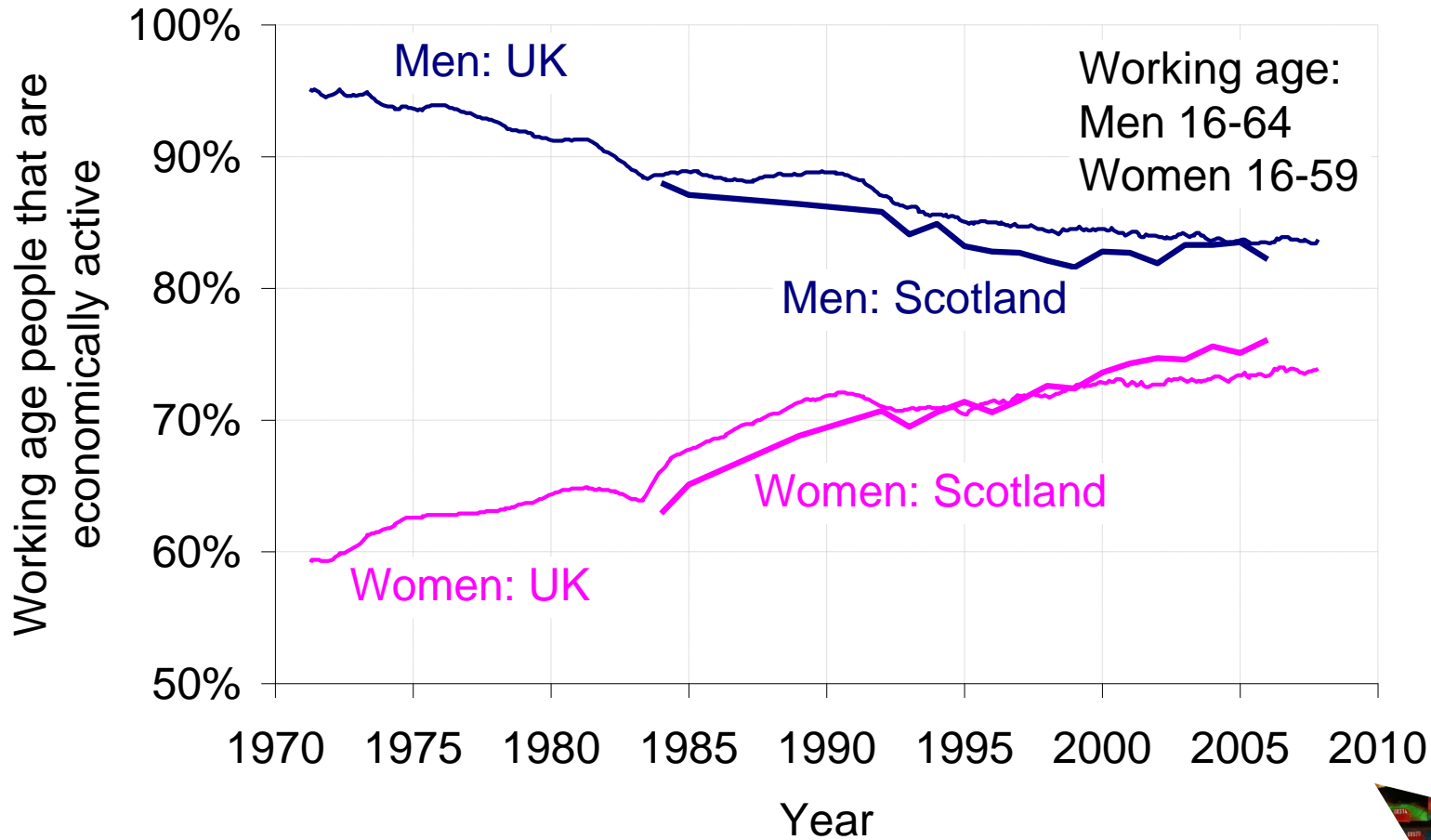


# Forecast population of working age males

Number of working age men as a percentage of 2006 levels



# Social changes



# Gender stereotypes

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- Stereotypes about jobs for men and women start at a very young age:
  - Nature of particular jobs
  - Who should perform particular jobs
  - Skills and attributes needed for jobs
  - Not always core elements of job – in some cases, no relevance to job/industry at all



# She's a lumberjack as EU takes on

Marc Horne

AT LONG last it's okay for lumberjacks to wear suspendies and a bra. But only if they're a girlie just like their dear mama.



The European Union, in a move worthy of a Monty Python sketch, has decided to lavish public money on encouraging

mama.

The European Union, in a move worthy of a Monty Python sketch, has decided to lavish public money on encouraging women to don checked shirts, pick up razor-sharp axes and

tland.  
er in

“People really could not care less about what sex the people are who are chopping down trees,” he said.

A FIRRS report, outlining the scale of the challenge, said: “There is a misconception that

ing number of occupations. Jenny Tizard, of the Scottish Resource Centre for Women in Science, Engineering and Tech-

coming lumberjacks merely to fulfil politically correct quotas dreamed up in Brussels.”  
mhome@scotlandonsunday.com



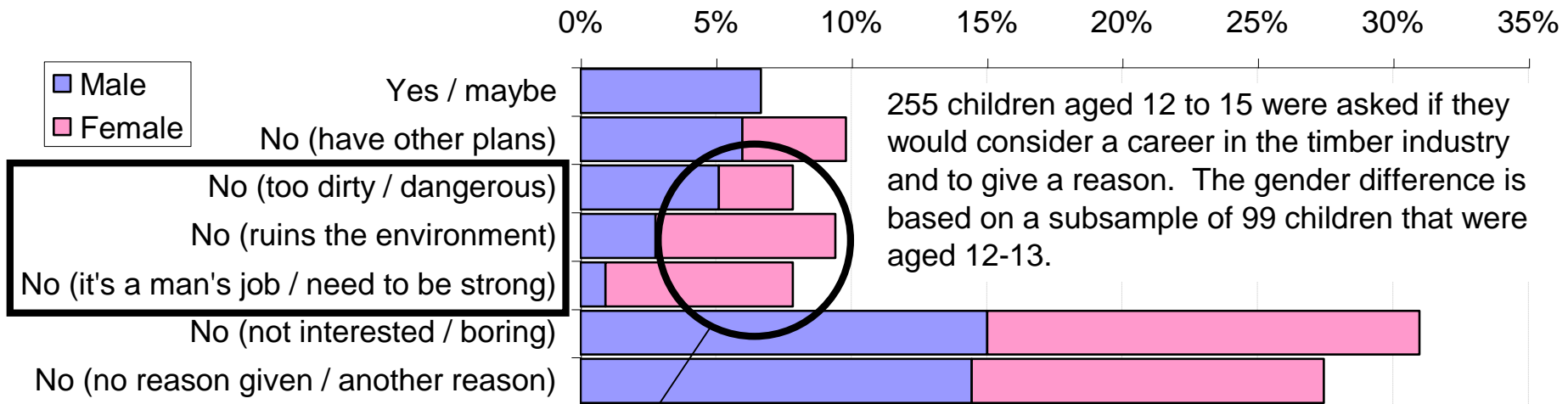


# The public image of forestry

Macho  
Environmentally damaging  
Old fashioned



# Why it isn't OK



22% of boys and 40% of girls are ruling out careers in the wood chain because of these misconceptions



# Engaging with the public

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- The way the industry promotes itself tends to reinforce the stereotypes and gender bias
- Image should be considered in all careers and public engagement activities
  
- “It’s a real man’s job”
- “We want the low achievers”





# Employers views

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- Employers generally recognise that women able to perform a range of roles in industry
- View is that women are not coming forward to fill vacancies
- Work perceived as dirty, hard/physical work, so may not appeal to many women
- In public sector, more diverse range of posts available, more women taking part



# Mixed up stereotypes

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- Nurturing
- Working with people
- Benefiting society
- A profession
- Physical work
- Messy
- Using machinery
- Unsociable hours



# Forestry Commission

Table 1. All staff in post at 31 March 2009

	Female	Male	Female percentage	Male percentage	Grand Total
England	427	731	37%	63%	1158
Scotland	246	681	27%	73%	927
Wales	111	249	31%	69%	360
Forest Research	109	171	39%	61%	280
Business Units	65	274	19%	81%	339
Silvan House	152	161	49%	51%	313
<b>Grand Total</b>	<b>1110</b>	<b>2267</b>	<b>33%</b>	<b>67%</b>	<b>3377</b>



# Forestry Commission

Pay Band (Grade)	Female	Male	Grand Total	Female % in the Pay Band	Male % in the Pay Band	Female % total female staff in post
Total Senior Staff	5	20	25	20%	80%	0.5%
Total Middle Management	66	256	322	20%	80%	6%
Pay Band 4	106	276	382	28%	72%	
Pay Band 5	173	146	319	54%	46%	
Pay Band 5 (operational)	50	351	401	12%	88%	
Pay Band 6A	108	417	525	21%	79%	
Pay Band 6A (operational)	53	203	256	21%	79%	
Pay Band 6B	452	459	911	50%	50%	
Pay Band 7	90	115	205	44%	56%	
Contractors & Office Holders	7	24	31	23%	77%	
Total Other	1039	1991	3030	34%	66%	94%
Grand Total	1110	2267	3377	33%	67%	



# The Forestry Commission as a trail blazer

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- 'Excellent' gender policies
- A positive attitude
- Gender equality duty
- Wide range of roles
- More flexible on qualifications
- Good training practices
- Communication with the public



# The leaky pipe

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- Misconceptions
- Interest in careers
- Education and training
- Recruitment
- Retention
- Promotion



# Recommendations (for the whole sector)

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- Information and opportunities at school
- Information and opportunities in relation to training/apprenticeships
- Recruitment processes that engage women
- Diversity and equality training senior staff
- Flexible working opportunities, including variable hours and part-time working
- Supporting women returning to work after maternity leave or other leave of absence
- Positive female role models within industry






# Resources

Do people grow  
on trees?

Guidance for employers in the  
Scottish forest and timber industries



NAPIER UNIVERSITY  
EDINBURGH

[cte.napier.ac.uk/firrs](http://cte.napier.ac.uk/firrs)



creative commons

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DVD v1.0 (2007)

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Europe and Scotland  
Making it **work together**

**CTE**  
THE CENTRE FOR TIMBER ENGINEERING  
NAPIER UNIVERSITY  
EDINBURGH SCOTLAND

Over 2 hours worth of videos about  
the science and technology of wood  
and the people who work with it.





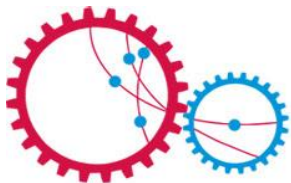


# Scottish Resource Centre for Women in SET

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The Scottish Resource Centre for Women in Science Engineering and Technology (SET) works to create sustainable change for the participation of women in science, engineering, technology and built environment sectors in Scotland through:

- Changing employment practices and workplace cultures to support gender equality
- Supporting the recruitment, retention and success of women where they are significantly under-represented



# Scottish Resource Centre for Women in SET

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Funded by:

European Social Fund

UK Government (through UK Resource Centre for Women in SET)

ConstructionSkills

Scottish Funding Council

Edinburgh Napier University



**EUROPE & SCOTLAND**  
European Social Fund  
Investing in your Future



# Scottish Resource Centre for Women in SET

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Working with employers to change employment practices and policies

*Currently talking to  
SOPRA, Controlled Therapeutics, Halcrow, Selex, Shell, Cisco,  
ConstructionSkills*

Also working with women studying for, and women working in,  
traditionally male sectors of SET



# What problems do women face?

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- Inflexible employment practices that are not family friendly
- Working in an environment where male is the norm
- Lack of role models – Isolation



# How we support change with employers

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- CEO Charter – Commitment to change
- Identifying areas for change through
  - Cultural Analysis Tool
  - Surveys to audit employees satisfaction
  - Focus groups
  - Monitoring
- Policy review and development
- Training for managers, recruiters, workplace champions
- Events and case studies to showcase good practice
- Training and support to set up mentoring schemes
- Development workshops for women staff
- Support to set up women's networks





# What would you say to someone you said...

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**‘Forestry is not a suitable sector for women to work in?’**



# Group discussion

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## 1. Recruitment and training

- Are you getting interest from men and women applicants?
- Are the women you recruit and train staying in the sector?
- Are there things you could be doing to increase the number of women in the sector?
- What support do you need?

## 2. Employment practice and workplace culture

- Are there any areas of work where women are under-represented?
- How are you monitoring women's representation?
- Are you familiar with the Forestry Commission's policies?
- What has been done to implement them?
- What more could be done?
- What support do you need?



# Forestry Commission references

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- Equality and diversity strategy
- Gender equality scheme
- Equal pay policy
  
- Gender equality scheme annual report 2009
- <http://www.forestry.gov.uk/forestry/INFD-7KGDXA>





# HE students (ug and pg)

