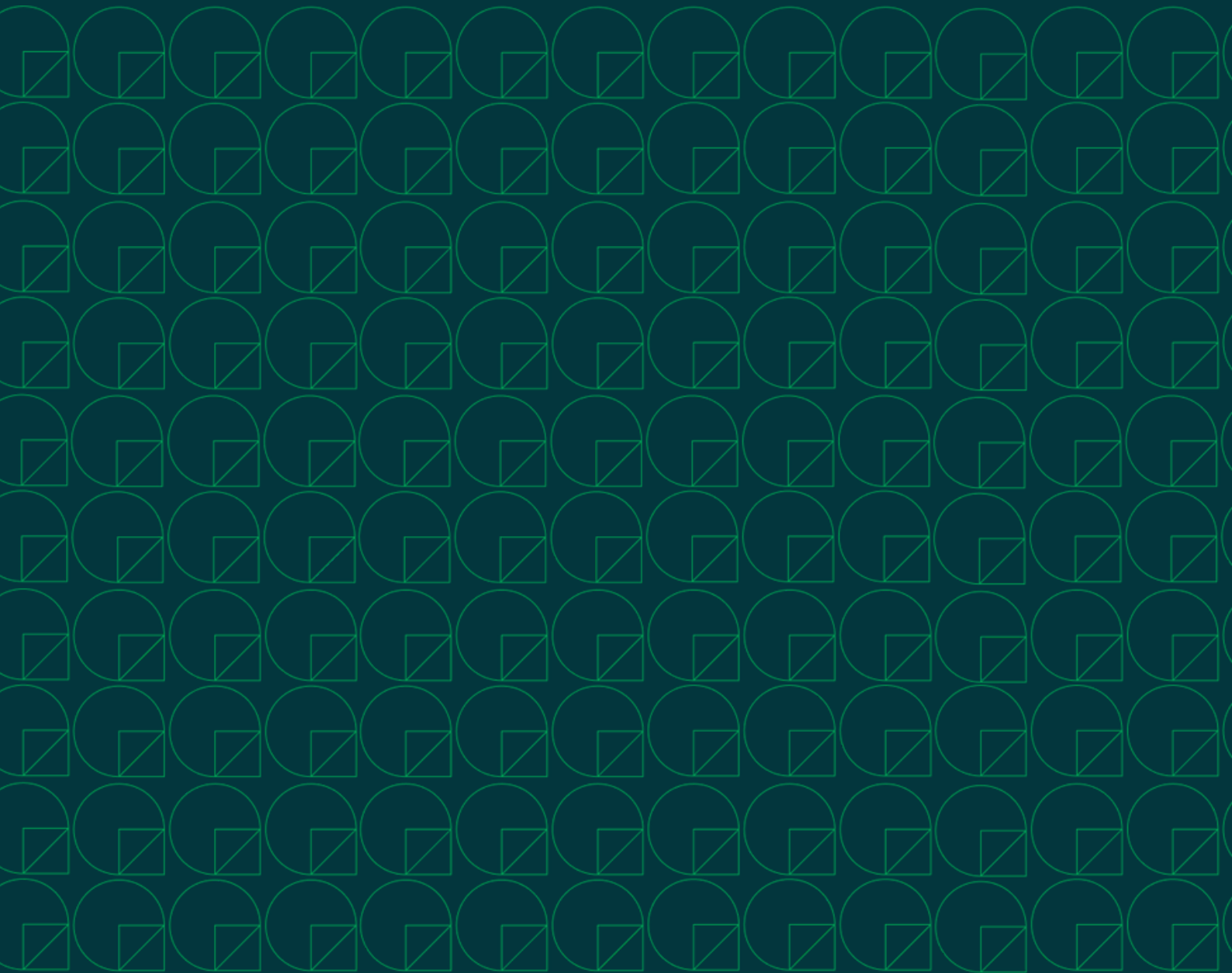


Raising a Toast to Talent

Hiring Trends in UK Viticulture

(2018-2024 & Beyond)



A Glass Half Full for **UK Vineyards**

The past five years have seen the UK viticulture sector flourish, with vineyard acreage doubling and wine production soaring.

But alongside this growth comes the crucial challenge of attracting and retaining skilled talent.



About This Ebook

This ebook delves into the unique hiring landscape of Sussex, Surrey, and Kent, offering insights into recent trends and prospects.

Here at Recruitment South East, we support viticulture growth with a strategic approach to recruitment and seasonal workers.

Brexit wasn't all bad news for Viticulture recruitment. Honest.

Whilst it may have disrupted the traditional approach of employing European workers for the harvest, this change has become a force for good.

Let us explore the facts...



The Harvest We Reaped (2018-2023)



Rising Demand, Shrinking Pool

- The industry's rapid expansion has created a talent gap, particularly for skilled viticulturists and winemakers.
- Brexit restrictions on EU seasonal workers further exacerbate the issue.
- An aging workforce, with fewer young individuals entering the field, adds to the challenge.

Impact

- Increased competition for qualified staff, pushing up wages by up to 15%.
- Potential delays in critical vineyard tasks, impacting yield and quality.
- Difficulty expanding operations due to staffing limitations.

Technological Vines

- Precision viticulture (PV) tools like sensors and automation are gaining traction, improving efficiency and potentially mitigating labour shortages.
- Agritech platforms streamline recruitment and workforce management.
- Drones find increased use for tasks like spraying and mapping.

Impact

- Increased productivity and potential cost savings, but require upfront investment and training.
- Potential job displacement for some traditional roles, necessitating upskilling efforts.

Climate Concerns

- Extreme weather events pose a growing threat, demanding skilled adaptation strategies like water management and disease control.
- Consumers increasingly seek sustainable practices, requiring expertise in soil health and eco-friendly techniques.

Impact

- Need for versatile and adaptable workers with diverse skillsets.
- Growing demand for talent with knowledge of sustainable viticulture.

Pouring into the Future (2024-2029)

Key Trends to Watch

- Data-driven decision making: Utilizing data analytics to optimize processes and staffing needs.
- Upskilling and reskilling: Equipping the existing workforce with relevant skills for changing technologies and climate challenges.
- Employee well-being: Offering competitive wages, benefits, and career development opportunities to attract and retain talent.
- Diversity and inclusion: Creating an inclusive workplace culture to attract a broader pool of candidates.
- Local collaborations: Partnering with educational institutions and other industry players to address talent shortages and share best practices.



For Your Vineyard

- Embrace technology: Invest in tools and training to improve efficiency and attract tech-savvy workers.
- Invest in your people: Offer competitive compensation, training, and opportunities for growth.
- Showcase sustainability: Highlight your commitment to sustainable practices to attract environmentally conscious talent.
- Build local partnerships: Collaborate with local colleges, training providers, and other vineyard owners to address shared challenges.

Cheers to a Prosperous Future

The UK viticulture sector holds immense potential. By understanding the evolving trends, embracing technology, and investing in your workforce, you can ensure your vineyard continues to flourish and produce exceptional wines for years to come.



Data and Figures

- UK vineyard area: 3,700 hectares (WineGB, 2023)
- UK wine production: 18 million bottles (WineGB, 2023)
- Average UK vineyard worker salary: £25,000 (Indeed, 2023)
- Number of UK vineyards using PV tools: 20% (WineGB, 2022)

About Recruitment South East

How we can help

Park any scepticism you might have about UK workers for a moment and hear us out. We've been working with a number of vineyards over the last 10 years providing local workers. They show up, they work hard in all weather, and they get the harvest in on time.

Better still there is a cost saving to be had and a reduction in hassle factor and work for you. Think workers who don't need feeding or managing overnight because they're local and they go home.

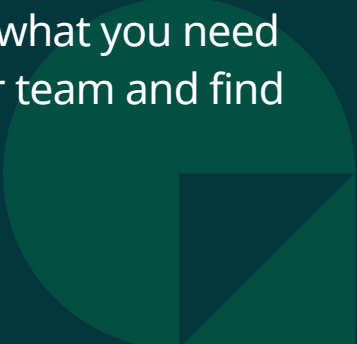
We deal with all the paperwork for GLAA and PAYE purposes and we meet and fully brief the team.

We know how vital the harvest window is and we will be on site when needed and are available on the phone as and when required. And, of course, this new approach supports the local economy, reduces your overall environmental footprint and helps build your brand's reputation.

And we don't just supply pickers. We know you may need a variety of skills both at harvest time and during other times of the year such as tractor drivers, supervisors, bottling staff, pruners and production staff, both on a temporary or permanent basis.

Who we are

You already know we're specialist recruiters. But what else? We're good at what we do. And we're modest. Ok, not modest. But realistic. Because we do have a lot of expertise, an ability to cut to the quick of what you need and a dogged determination to bring out the best in your team and find the right person. Not just any person. We don't do that.



Our Values

1

We're curious

because we're both consultative and strategic. And you can't be either of those things without digging deeper than a job spec. We'll bring our own spades.

2

We're bold

and you'll find no bulls**t here. We'll have difficult conversations if we need to because our aim is to give you what you need, not necessarily what you think you need.

3

We're always discreet

because you've got to be able to have open and honest conversations with us. This should go without saying but we've said it anyway. Because it matters so much.

Our Approach

You need results. To increase your productivity. To improve performance, P&L, retention or morale? Whatever success looks like for you, our aim is to help you achieve it. And we do that by providing a whole recruitment service and by working with you, not for you.

We make the process stress free. For you anyway. We know you're busy, so we filter the wheat from the chaff. We tell you if someone isn't a good fit and we'll challenge your assumptions. We do it all with good grace, and we get it right first time. And no, we're not bragging, we're making a promise.



Why us?

We've got a stack of experience across the team for a start. A lot of top end industry and sector knowledge which we're always happy to share. A sense of humour. Essential and deployed as and when necessary. A genuine desire to make your life easier and your business better for having worked with us.

If our sharp wit and innate charm haven't persuaded you (oh come on, we're recruiters), then we'll let our breadth of experience do the talking.

You'll see from our [profiles](#) that our team members have their own MD, strategic leadership, management and marketing experience, and we've got skills in neuroscience, coaching and mentoring as well as our sector expertise. When combined, this gives us a unique perspective.

What's not to like?

For a no pressure, no sales chat about how we can help you, drop us an [email](#) and we will call you back, or give us a call on 01580 234800. You can also browse our [website](#).



Disclaimer: This ebook is for informational purposes only and does not constitute professional advice. Please consult with qualified professionals for specific recommendations regarding your vineyard.