

PA Cooperative Video Helps Forestry Training Programme Win Major Industry Award

A film produced by the Edinburgh-based consultancy played a central role in securing the Building Industry Resilience award at the annual Confor Awards Dinner.

A VIDEO made by PA Cooperative has helped a forestry training programme win a major industry award. The PA CoOp team produced the film of the Forestry Operations New Entrants Programme, based at the Scottish School of Forestry in Inverness, in spring 2025.

The video was a central part of the entry submitted for the Building Industry Resilience award at the annual Confor Awards. The programme — funded by Aviva Investors and operated by Par Equity, part of the PXN Group — came out on top from a strong field.

Its success was announced at the Confor Awards Dinner in Edinburgh. The award was collected by Tom Croy, Investment Director at Par Equity, and Zoe Austin, Portfolio Manager for Aviva Investors. It was presented by Baroness Young, chair of the Forestry Commission, which sponsors the award jointly with Forestry and Land Scotland.

The programme targets young people and career changers, aiming to tackle chronic skills shortages in the forestry and wood industry. The 2025 video led to a significant upsurge in applications for the 2026 programme.

“The initial programme was a great success and we could have filled the 2026 programme three times over.”
— Tom Croy, Investment Director, Par Equity

“The video was excellent and the programme is going from strength to strength.” — Neil Cleland, Deputy Head of Curriculum, Scottish School of Forestry

The video was filmed by Phil Wilkinson of PA Cooperative, while David Lee, Director of PA Cooperative, worked on the scripting, interviews and editing.

“We were very pleased with the high quality of the video, and even more delighted that the programme won the award. We were invited back to create a video of the 2026 programme and we think we have made another cracking short film.” — Neil Cuthbert, Director, PA Cooperative

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Notes to editors

1. PA Cooperative Ltd is a Scottish public affairs, communications, and video production consultancy specialising in land-based industries including forestry and rural affairs. Founded in 2013. www.pacoop.co.uk
2. The Forestry Operations New Entrants Programme is funded by Aviva Investors and operated by Par Equity (part of the PXN Group), in partnership with the Scottish School of Forestry, Inverness.
3. The Confor Awards celebrate excellence across the forestry and timber sector. The Building Industry Resilience award is sponsored jointly by the Forestry Commission and Forestry and Land Scotland.