

# Glenlivet

## – securing a sustainable future

### **W**elcome to *Glenlivet Estate!*

Glenlivet Estate, part of The Crown Estate, stretches over 23,000 ha in the Cairngorms National Park, taking in farms and businesses, large tracts of commercial woodland and, most notably, breathtaking landscapes across areas of ecological and historical importance.

During the last two decades, The Crown Estate has invested in a wide range of projects and activities to help diversify the economy of the estate and secure a long term sustainable future for the area's community and environment.

The aim has been to ensure that traditional farming, forestry and sporting activities are balanced with new uses of the land, particularly tourism, to help stimulate economic activity. From waymarked trails and education programmes to new business start-ups and heritage site preservation – numerous initiatives have helped strengthen the local economy, involve communities, protect and improve the

environment, and build a tourism and recreational infrastructure.

Today, Glenlivet Estate is most definitely more widely known. The Estate attracts approximately 30,000 visitors each year, consistently picks up awards for excellence in forestry, tourism, land management and sustainability, and is a showcase for The Crown Estate's guiding principles of stewardship, integrity and commercialism.

All this has been achieved through The Crown Estate working in partnership with a range of organisations, local people and businesses.

This leaflet highlights some the key achievements over this period and illustrates the approach taken to help 'put Glenlivet on the map'. Our thanks go to all the agencies, communities and businesses who have been involved with these activities over the last 20 years and The Crown Estate looks forward to actively working in partnership to continue to shape the future of this special part of North East Scotland.



## Protecting Scotland's heritage



A range of cultural heritage projects has helped protect and preserve important local heritage features and make them more accessible for visitors, helping to benefit the local economy.

Projects have included the stabilisation and restoration of ancient monuments, such as Drumin Castle, the Fodderletter lum and the Queen Victorian Cairn on the summit of the Cromdale Hills. Other projects have helped bring together the stories of the Braes of Glenlivet and attract walkers to follow in the footsteps of smugglers on the Whisky Smugglers Trails.

## Conserving wildlife



We've teamed up with a wide range of organisations over the years to protect and enhance the biodiversity of Glenlivet.

Projects have included; pond and wetland creation, juniper recovery, improvement of black grouse habitat, restoration of raised bog, large-scale heathland restoration, red squirrel bridges, native woodland expansion, water vole conservation, artificial eagle nesting platforms and monitoring wildcats.

The Glenlivet wildlife recording group was set up to encourage local people to help learn about and conserve local wildlife and a web-based system has been developed so anyone can record wildlife sightings, and view records instantly on our website.

## New enterprises



Throughout the year Glenlivet Wildlife takes visitors by landrover deep into the Glenlivet countryside revealing to them the sights

and sounds of the wildlife that resides there. Set up in 2005 by local man David Newland, the business operates in partnership with the Estate, bringing more tourists to the area, whilst also playing an important role in monitoring the Estate's wildlife.

Over the years, we've helped establish and support a number of local businesses such as Tomintoul Harvesting Ltd, the Lecht Ski Centre, Alec Thomson woodfuel and Glenlivet Speyside Water to protect jobs and strengthen the local economy.

## The modern estate

Glenlivet farms are fewer in number these days, but larger and better suited to the modern business environment. Considerable investment by The Crown Estate in farm buildings, silage storage facilities and other infrastructure has created well equipped farm units.



Jim Simmons at Ruthven Farm is just one of a number of farmers that have secured a Limited Duration Tenancy agreement with The Crown Estate. Helping young people move into farming is crucial to the building a vibrant local rural economy.

## Community partnerships



People have lived and worked the land of Glenlivet for generations and the communities play an important role in shaping the estate.

In 2008, a joint project with the Tomintoul community resulted in the creation of the woodland adventure playground. Much of the planning and design work for the play equipment was carried out by pupils from the local primary school.

Tomintoul and Glenlivet Highland Holidays a tourism marketing association was set up in partnership with local businesses in the late 1980's to jointly promote the Glenlivet area and all its tourism and accommodation businesses. Its success paved the way for the current marketing partnership 'Glenlivet and the Cairngorms', which now operates a well used website, attracting visitors to Glenlivet throughout the year.

# Welcoming visitors



Significant investment has been undertaken to develop, maintain and improve recreational infrastructure including car parks, picnic areas, waymarked trails and a visitor centre. In addition a range of interpretation materials have been produced. The Crown Estate adopted an open access policy long before the 'right to responsible access' was made law. This investment has brought large numbers of new visitors to the area helping to support local businesses.

We now have 18 waymarked walks and six waymarked cycle routes, covering 135miles.

We consistently encourage young people and volunteers to assist with practical work of building footpaths, bridges and undertaking community projects, enabling them to develop a variety of skills. We regularly work with Speyside High School's rural skills course, British Trust for Conservation Volunteers (BTCV) and army cadets.

*"Glenlivet is obviously a well run estate. As visitors we could not have asked for more in terms of access to excellent walks/countryside."*  
(Mr Eastaugh, Glenlivet visitor, 2006)

## Farm diversification



Farming in an upland area has many challenges so The Crown Estate has supported some tenants in generating income from sources other than traditional agriculture.

Several farms have run B&B's or rent out self-catering accommodation, one has stocked trout fishing lochs, another has a sawmill and a clay pigeon shooting business. Another farmer rears reindeer and rare breeds and hosts farm tours for visitors.

## Green energy



From 2008, visitors to the Estate office have been kept warm with a 28KW wood chip Froeling Boiler which replaced the inefficient and costly electric heating system.

We source our wood chip fuel from local suppliers, and we've also reduced the Estate's carbon emissions. Several research projects have been undertaken on the estate to help inform the development of the wood fuel industry and we are looking at opportunities for other small scale renewable energy schemes.

## The next generation



An extensive programme of educational work runs throughout the year at Glenlivet.

This includes visits by students from schools and universities, publication of study materials, supporting student projects, as well as a range of open days and special events.

Every winter we celebrate National Tree Week, with initiatives such as school children coming to Glenlivet to plant trees or the team taking trees to schools to make into playground benches.

*"...a remarkable example of integrated land management with environmental education which benefits both local people and visitors"*  
(Professor David Bellamy referring to the Tourism for Tomorrow Award, 1999)

## Gold standard for green work



Amanda Bryan of Scottish Natural Heritage, Vicky Hilton of The Crown Estate, Elizabeth MacKintosh, chairperson of the H&I Tourism Awards Board of Directors.



Since 1991, Glenlivet Estate has won or been highly commended for no less than 15 awards!

Glenlivet was awarded the Green Award with Highland & Islands Tourism Awards in 2009. The judges praised The Crown Estate for consistently putting the green agenda at the forefront of what they do.

They were also impressed at the way the Estate team work closely with tenants, visitors and other stakeholders on public access, our education programme, restoration of historic buildings, and how we involve the community in conservation and biodiversity.

We're also proud to have been awarded the Green Tourism Business Scheme gold standard.

Other accolades have come from a range of organisations including the Aberdeen and Grampian Tourism Awards, the Scottish Thistle Awards, the Royal Institute of Chartered Surveyors, the Timber Growers Association, Scottish Natural Heritage and the European Landowners Federation.



## The finest forestry

Over the past two decades, over 100 ha of new native woodland has been planted. A long term forest management and investment programme is diversifying woodland structure, improving landscape, and ensuring sustainable outputs of timber for well into the 21st Century

All of our woodlands are Forest Stewardship Council (FSC) certified, meeting the international standard for sustainable forest management. In 2010 the Estate won The Dulverton Flagon award for diversity and innovation in Scotland's Finest Woods Silver Jubilee Awards, held to celebrate the best of the best in forestry practice over the last 25 years.

*"In my opinion from an UKWAS forestry certification context, The Crown Estate is one of the very best land stewards I have ever assessed since certification started in the UK in 1999."* (Douglas Orr, FSC auditor)



The Dulverton Flagon award



Cert no. SGS-FM/COC-000535

## Opening times & facilities

The Glenlivet Estate Office and Information Centre, next door to the woodland adventure playground, is open weekdays, from 9am to 5pm throughout the year. Visitors can find out more about the Estate and how to explore it, and staff are available to help with queries.

For further information on estate facilities please visit [www.glenlivetestate.co.uk](http://www.glenlivetestate.co.uk) and for local activities/accommodation please visit [www.glenlivet-cairngorms.co.uk](http://www.glenlivet-cairngorms.co.uk)

Vicky Hilton, Countryside Manager at Glenlivet Estate, welcomes feedback, comments and/or questions.

For further information please contact the Estate Office on 01479 870070 or email [info@glenlivetestate.co.uk](mailto:info@glenlivetestate.co.uk)

For more information on The Crown Estate's activities across the UK, please see [www.thecrownestate.co.uk](http://www.thecrownestate.co.uk)