



Annex 2

Fundraising Strategy

A wide range of public, private and voluntary mechanisms will need to be secured to fund delivery. Whilst a significant amount of public funding is already directed towards measures that benefit capercaillie conservation, public money and resource alone will not cover the whole cost of delivery of the emergency plan. Rather, it will act as a catalyst for driving inward investment from other sources.

The Cairngorms Capercaillie Project (CCP) is a proven example of how a blended finance model can be successfully applied to deliver benefit for capercaillie.

The CCP budget constitutes over £900,000 of investment from private, public and charitable sources, plus over £100,000 of volunteer time. This combined resource leveraged £2 million from the National Lottery Heritage Fund and has since attracted additional funding, taking the total investment to over £3 million. The fundraising strategy for the emergency plan focuses on upscaling this approach.

The emergency plan offers significant opportunities for non-governmental organisations, private sector entities and local communities to leverage funding which they are best placed to access, to deliver packages of work which match theirs and the funders' objectives.

Public funding will be focussed on providing long term resilience through habitat expansion and enhancement. This will be primarily through the Forestry Grant Scheme (FGS), management of public landholdings, Nature Restoration Fund and Peatland ACTION.

The collective agreement from a wide range of stakeholders provides assurance to funders that the interventions outlined in this plan are the right priorities on which to focus, delivering the greatest return for investment for capercaillie and wider biodiversity.



Management and coordination	Estimated budget 2024 - 2030
Project Manager	£300,000
Capercaillie Advisory Officer	£200,000
Habitat expansion and enhancement	
Woodland expansion	Subject to identifying target areas *
Woodland grazing	
Robocutting	
Forest bog restoration	
Reducing impacts of predation	
Diversionsary feeding	*
Enhanced fox and crow control	£60,000

Fence removal and marking	
Removal within dispersal distance of leks (up to 5km)	£500,000
Marking within dispersal distance of leks (up to 5km)	£1,000,000
Reducing disturbance	
Site-specific interventions	*
'Dog friendly Cairngorms where wildlife can thrive' programme	£100,000
Badenoch and Strathspey Mountain Biking Recreation Management Plan	£100,000
Deeside Mountain Biking Recreation Management Plan	£100,000



Lek It Be campaign	£30,000
Research and monitoring	
Monitoring productivity	£50,000
Monitoring leks	£5,000
Monitoring pine marten populations	£60,000
Genetic reinforcement feasibility study	£40,000