

Cairngorms National Park

Estate Management Statement

Name of Estate:	ATHOLL ESTATES
Area (ha):	144,000 acres, 90,000 acres of which are in the national park
Location:	Highland Perthshire.
Ownership:	Two ownerships, The Blair Charitable Trust and The Bruar Trust.
Overall purpose of management:	<p>The charitable trust aims to deliver the maintenance, preservation and presentation to the public of historic and architecturally outstanding buildings within its ownership, notably Blair Castle (Grade A listed) and its contents. The promotion of estate land-based interests, whilst providing a planned and structured approach to public recreation management and environmentally sensitive development.</p> <p>The protection and management of land within its ownership, the provision of visitor services to a high standard and the increase of visitor understanding, thereby enhancing enjoyment.</p> <p>The Bruar Trust is under Troughton family ownership that shares the aims of the Charitable Trust, although with less emphasis on historic buildings and more emphasis on promoting commercial opportunities.</p> <p>We aim to bring a business focus to land management, creating opportunity, maintaining and creating jobs and providing accessible, high quality rural facilities.</p> <p>Ref www.atholl-estates.co.uk for link to Forward Plan.</p>
Overview of management:	<p>Operational turnover breakdown: tourism 36%, let housing and farming 24%, in hand farming 14%, stalking and grouse 11%, forestry 7% and events (mainly horse trials) 8%.</p> <p>See https://www.dropbox.com/s/tkikht97aywq2wk/EBG%20Presentation.ppt</p>
Delivering the National Park Partnership Plan	<ul style="list-style-type: none">• Promoting responsible access to the countryside for leisure, health and recreation via the management of 50 miles of way-marked trails, the provision of interpretation, the provision of

	<p>activities and collaboration with private and public sector service providers.</p> <ul style="list-style-type: none"> • The provision of a ranger service to deliver our access plans and to provide an interface between public access and land management. • Balancing economic, social and environmental priorities into an integrated forward plan reviewed every 3 years which forms a structure under which we can create annual operating plans, measure staff performance and consult with our neighbours and partners. • Retention of a local and retained management team who are available and accountable to the business, our customers and communities. • Transparency in our objectives and operations via twice annual newsletters and public availability of our management objectives. • External auditing via Investors in People and Wildlife Estates. • Presumption in favour of locally employed applicants for our let housing. • Locally affordable house rents. • Presumption in favour of local suppliers. • Community collaboration for economic development eg Blair Atholl tourism, Blair Atholl sawmill industrial units, prospective joint broadband initiative. • Let farming on hold due to threat of government intervention.
<i>Contact:</i>	<p>Andrew BruceWootton, General Manager Tel No: 01796 481355 Mobile: 07815153009 Email: abw@atholl-estates.co.uk Web: www.atholl-estates.co.uk</p>