

Prepared for

BFRS

The Borders Foundation For Rural Sustainability

**THE COUNTRYSIDE MANAGEMENT INDUSTRY IN THE
SCOTTISH BORDERS
SUSTAINABILITY AND THE PURSUIT
OF NEW JOBS AND REVENUES**

*'A STUDY OF FARM DIVERSIFICATION AND THE
MANAGEMENT OF COUNTRYSIDE ACTIVITIES IN
THE SCOTTISH BORDERS:*

PRINCIPAL FINDINGS & PERSPECTIVES

Part 3

**Prepared by Scott Wilson Resource Consultants
&
Scottish Agricultural Colleges**

February 2002



Principal Project Sponsors:



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FARM DIVERSIFICATION AND COUNTRYSIDE MANAGEMENT IN THE SCOTTISH BORDERS

FOREWORD

When BFRS was set-up in 1997, farm incomes had started their 'free-fall'. Soon the clamour from Ministers and their advisors was to restructure, reduce costs, improve marketing and finally to 'diversify'. It was also apparent that the Scottish Parliament were exhibiting serious short-comings in their understanding of the countryside and what they thought should take place.

Despite the gloom, certain rural activities appeared to be unaffected and continued to thrive. This applied particularly in the case of country sports and their positive 'knock-on' effects for many rural trades and services. There was also a growing interest in conservation work and an ever-increasing demand for access for leisure purposes. It became increasingly apparent to the Board of BFRS that maybe these activities would provide farmers and their families with additional or alternative incomes. At the same time they were concerned that a number of these activities were unknown in terms of their exact nature and extent. This needed to be rectified if the activities were to provide the basis for alternative rural enterprises. They also believed that more reliable information on the subject would go some way to redressing the rather timorous view farmers then had of 'diversification', and importantly that policy makers should be better informed on what exactly makes the countryside 'tick'.

On redressing the balance for our own community of Land Managers and also Policy Makers in terms of the facts and figures on little known aspects of our rural economy, none of us in the organisation ever really imagined what sort of a task it would turn out to be. We owe a great debt of gratitude to our consultancy team of Scott Wilson Resource Consultants and the Scottish Agricultural College and in particular the Project Directors, Ralph Cobham and Graham Kerr, for the great deal of work that has gone into producing these final results.

I commend to you this the final of the three reports which have been presented to the Trustees of BFRS, all of which based on an exhaustive, detailed and comprehensive research programme the likes of which have probably never been undertaken on a Regional basis in Britain before. It contains an honest and reliable appraisal of the prospects for each component of the Countryside Management Industry finishing with the Consultant's recommendations for A Way Forward.

This series of three reports should be used by land managers, policy makers and elected councillors and parliamentarians not only in the Scottish Borders but across Great Britain. They are evidence of the rich complexity of our rural land-based economy and should be used to assist with constructive and creative decision and policy making for the benefit of our countryside.

Bruce Cowe MBE, FRAgS
Pipersknowe, Chirnside, Berwickshire
February 2002

PREFACE

- (i) This document forms Part Three of a Tri-partite Report.
- (ii) The 3 Parts deal with three distinct but related topics:
 - **Part One:** The Results of the Diversification Surveys, covering economic, social and conservation dimensions;
 - **Part Two:** The Findings of the Surveys conducted into a range of potential diversification activities, including Countryside-based Tourism and Recreation, along with Field Sports, and their contributions to Habitat and Landscape Conservation;
 - **Part Three:** an Overview of the main findings and perspectives covered in the Part One and Two Reports, including pointers for the ways forward. It highlights the key survey results and main findings.
- (iii) Hard and electronic copies of the Report will be available from BFRS through the following contact point:

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The names of the experts, who contributed to preparation of the specific inventories, are listed at the end of each of the Chapters.

To all of the landowners, tenants, factors, plus the providers and participants of countryside- based tourism, recreation and sports providers/operators in the Scottish Borders, **who responded to the survey questionnaires, special thanks are due.** The time and information that they have given, on behalf of themselves and both the farming and countryside management industries, are much appreciated.

Specific mention must also be made of the contribution made by Scottish Borders Council in supplying copies of the base-line maps used for survey purposes.

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GLOSSARY

ATV	All Terrain Vehicle
BASC	British Association for Shooting & Conservation
B&B	Bed and Breakfast
BFRS	Borders Foundation for Rural Sustainability
BFTG	Borders Farm Tourism Group
CMI	Countryside Management Industry
CPS	Countryside Premium Scheme
DETR	Department of Environment, Transport & the Regions
FMD	Foot and Mouth Disease
FTE	Full-Time Equivalent
FWAG	Farming & Wildlife Advisory Group
GCT Ltd	Game Conservancy Trust Ltd
Ha	Hectare
IACS	Integrated Administration & Control System
LANTRA	National Agricultural Training Organisation
LFA	Less Favoured Area
LMC	Land Management Contract
MFHA	Master of Foxhounds Association
MLURI	Macaulay Land Use Research Institute
No.	Number
NFUS	National Farmers' Union Scotland
PPG	Plan Preparation Grant
PYO	Pick Your Own
RCVS	Royal College of Veterinary Surgeons
RIBA	Royal Institute of British Architects
RICS	Royal Institution of Chartered Surveyors
RSPB	Royal Society for the Protection of Birds
RTPI	Royal Town Planning Institute
SAC	Scottish Agricultural College
SBC	Scottish Borders Council
SBTB	Scottish Borders Tourist Board
SEB	Scottish Enterprise Borders
SEERAD	Scottish Executive Environment & Rural Affairs Dept
SLF	Scottish Landowners' Federation
SNH	Scottish Natural Heritage
STB	Scottish Tourist Board
SWRC	Scott Wilson Resource Consultants
WGS	Woodland Grant Scheme

EXECUTIVE SUMMARY

The **seven Chapters** of this Report trace both the main findings and forward pointers that have resulted from this two and a half years' Study, commissioned by BFRS.

The Main Findings are both novel and exceptional:

- **A Countryside Management Industry exists** in the Scottish Borders;
- It consists of **three main components**: Countryside Maintenance Operations undertaken in the course of farming; Management associated with the provision and pursuit of Countryside Sports Activities; and the Provision of goods and services by trade and allied organisations to those involved in countryside-based sporting activities;
- The Industry contributes substantially to the rural economy, to the social life of local communities and to the attributes of the Scottish Borders' countryside. Between 7% and 9% of the total annual expenditure relates to environmental and conservation management tasks.

For example, the highlight economic contributions sustained by the Industry in 1998/99 were:

Expenditure

<input type="checkbox"/> The Farming Countryside Maintenance Operations	£2.6 to £5.0 million
<input type="checkbox"/> The Countryside Sports Activities of Providers & Participants	£22.3 to £29.6 million
<input type="checkbox"/> Other forms of Countryside-based tourism	£3.5 to £6.3 million

Total (rounded) **£28 to £41 million**

Employment

<input type="checkbox"/> Countryside Maintenance borne by Farming Operations	311 to 342 FTEs
<input type="checkbox"/> Countryside Sports Provision & Participation	540 to 635 FTEs
<input type="checkbox"/> Trade & Service Organisations in support of Sports	190 to 260 FTEs

Total FTEs (rounded) **1,040 to 1,230**

These FTEs were estimated to represent jobs totalling **3,420 to 4,250,**

The Industry is serviced by approximately **1,250 landowners and farmers** in the Scottish Borders, by between **900 and 1,000 local businesses** and by **over 30,000 countryside sports participants**.

The future lies in recognising and nurturing the Industry, thereby enabling it to assist all those who have either already diversified or seek to diversify their farming businesses. This requires that the activities of a wide range of stakeholders are effectively led and co-ordinated, as well as supported by economic instruments, institutional and training initiatives.

The final Chapter contains 11 recommendations for growing this Industry: a previously, largely overlooked, jewel of the Scottish Borders.

1. INTRODUCTION

The Objectives & Scope of the Study

1.1 This Study was commissioned by BFRS as an audit of countryside resource uses which are compatible with farming and forestry production, and yet have the potential to generate jobs and income in their own right, i.e. as a Countryside Management Industry (CMI) in the Scottish Borders Region. The study's specific objectives were to:

- identify the nature and magnitudes of countryside management activities, as distinct from the production of food and commercial forestry, throughout the Region;
- identify financially viable alternative resource uses and management systems, which also offer environmental benefits; and
- provide policy makers and the public with factual information about the practical options for change.

1.2 Thus specifically the Study has involved the collection of information variously about the economic, social and environmental impacts associated with both past and present diversified uses of countryside resources. These included land, water, vegetation and wildlife, cultural heritage features and the aesthetic qualities of the Region.

1.3 The Study has also sought to identify both the interest in, and potential for, sustainable rural development through further on-farm diversification. The options open to many farmers wishing to remain on their farms have been perceived to be limited, particularly in the case of tenanted holdings. Against this background the Study has focused on identifying alternative land-based enterprises that offer the prospects of income and employment generation, together with opportunities for positive management of the Scottish Borders' countryside. This countryside is well recognised to be an asset which serves many diverse interests and industries. A good understanding of both these interests and industries is needed if sound stewardship is to be ensured. This applies particularly in the case of the Countryside Management Industry (CMI) and its many resources.

1.4 In common with other industries, the CMI in the Scottish Borders is founded upon both access to and the use of a significant pool of resources. These include:

- substantial and diverse natural resources;
- discernible, albeit fragmented, labour and institutional resources; and
- associated capital and infrastructural resources.

For these resources to yield the sustainable benefits sought, it is recognised that they require systematic management at both macro and micro levels.

1.5 The particular land, water-based and related activities, investigated as part of the Study, have been wide-ranging and covered:

- ❑ Countryside-based Tourism, Recreation and Sports
- ❑ Angling
- ❑ Lowland Game Shooting
- ❑ Grouse Shooting
- ❑ Stalking
- ❑ Fox Hunting
- ❑ Falconry
- ❑ The Supporting Trade and Service Organisations.

1.6 From the outset, these activities were known for the most part to be compatible with commercial farming and forestry. This has been further confirmed by the Study. It was also recognised that the above activities generally complied either in whole or part with an extensively used suite of sustainability indicators, applied by the UK Government in furthering its strategy for sustainable development (ref DETR, 1999, 'A Better Quality of Life'), namely the activities

- ❑ do not deplete the resources on which they depend;
- ❑ do not conflict with land management or wildlife conservation objectives;
- ❑ contribute to communities through the provision of employment and high quality recreation;
- ❑ are self-financing;
- ❑ contribute to the local economy;
- ❑ recycle 'waste' products;
- ❑ are a factor in the creation and management of woodland cover, hedgerows and other wildlife habitats, thereby helping to enhance local biodiversity;
- ❑ are part of a rural cultural tradition enjoyed by individuals from all backgrounds and socio-economic groups.

General Context

- 1.7** It is widely acknowledged that, increasingly during both the late '90s and into the new millennium, the farming economy has been under duress. As a result, there has been growing recognition of the need to investigate the extent to which diversification is currently contributing both to the local economy and to the conservation of the Border Region's natural and cultural resources.
- 1.8** For the same reasons, the Study has sought to identify the attitudes and aspirations respectively of owner-occupiers and tenant farmers, concerning the prospects for future as well as existing diversification. In short, the Study was conceived by BFRS in anticipation of the need for major changes in the foreseeable future, involving both farm businesses and rural communities. The Study was designed in full consultation with a wide range of both statutory organisations and stakeholders, involved in addressing issues concerning all aspects of the rural economy and the countryside.

The Contents of the Part 3 Report

- 1.9** The Report covers the findings and analysis resulting from the Study of the Farm Diversification, Countryside Management and Countryside-based Recreational and Sporting Activities in the Borders Region of Scotland. It presents the analysis of the contributions of six Activities to the economic, social and conservation features of the Region. It concludes by providing pointers concerning the prospects for (a) diversification and (b) the Countryside Management Industry.
- 1.10** Preparing inventories of past diversification, of the nature and size of the CMI, as well as the characteristics of the countryside-based recreation and sports activities listed above, has inevitably triggered a series of questions about the future. The main questions, together with the Report Chapters in which they are addressed, are listed below:
- What are the types of diversification of greatest interest to farmers, land managers, owners and their families? (**Chapter 4**);
 - What other land and water-based activities, known to be complementary to commercial farming and forestry, offer the best prospects for expansion and thus for improving rural livelihoods? (**Chapter 4**);
 - What actions need to be taken to enable the habitat and landscape features of the Borders to be sustained in ways that will (a) facilitate diversification and (b) perpetuate existing viable and environmentally friendly enterprises? (**Chapter 5**);
 - What types of measures and initiatives are required that will enable the diversification aspirations of farmers and the main proponents of countryside-based recreation and sporting activities to be implemented and sustainably developed? (**Chapters 5 and 7**);

- What types of initiatives and actions are required, in order to strengthen the capacities of the key local stakeholders (a) to support initiatives, geared to sustainable diversification of rural resource uses; and (b) to grow the Countryside Management Industry effectively? (**Chapters 6 and 7**).

The need to find practical, cost-effective and sustainable answers to these questions has accelerated in the wake of FMD. Preliminary responses are provided in the final Chapter.

- 1.10** The Report is supported by a series of separate **Technical Appendices**, which include the Survey Questionnaires used. These are to be presented separately and at later date in 2002.

2. THE STUDY APPROACH & METHODOLOGY

Overall Approach

- 2.1** The overall objective of the Study was to quantify the nature, sizes and impacts of a wide range of land-based activities in the Scottish Borders. These activities related primarily to:
- the past, present and potential diversification practices of farmers and landowners; and
 - the provision of and participation in countryside-based tourism and sports. The latter included angling, lowland game shooting, grouse shooting, deer stalking, fox-hunting and falconry.
- 2.2** The overall approach adopted to meet this objective was to conduct a series of impartial surveys covering all of the main stakeholder interests: farmers, landowners, the providers and participants of each of the sporting activities, plus the trades and businesses involved in servicing the sports.
- 2.3** Thus the approach was founded upon objectivity, albeit constrained by a universal limitation connected with survey work of this nature. This stemmed directly from the high degree of reliance that –as normal - had to be placed upon the memories of the survey respondents. The lack of written records and accounts meant that much of the information provided, especially in the case of the sporting participants, was imprecise. However, gross errors were guarded against through first, the careful design of questionnaires, secondly, the use of cross-checks based on analogue studies and thirdly consultation with local experts. In short, high priority was attached to scrutinising the reliability of the survey results.

The Research Methodology

Introduction

- 2.4** The credibility of the results of this research Study, as with all such research, is substantially dependent upon the methodology adopted. It is appropriate at the outset to present readers with an account of the methodology used in obtaining the results presented in this and the two other reports generated by the Project: Parts 1 and 2.
- 2.5** Broadly two complementary Study methods were used, namely
- a literature search, in order to draw together the body of existing data;
 - surveys of stakeholders, based on a combination of face-to-face interviews, postal questionnaires and telephone interviews (the interviews, in both cases, were based on the use of structured questions).

Stakeholders

- 2.6 The Study essentially involved two different types of stakeholders:
- **the owners, providers and managers of farmland and countryside resources**, both relating to the planning-cum-management of farming activities and to the provision of facilities-cum-access for the use of countryside resources for recreational and sporting purposes;
 - **the users of countryside resources**, for purposes additional to farming, i.e. rural tourism, farm-based recreation and countryside sports.

Survey Approach

- 2.7 In order to obtain a good understanding of the ways in which these two groups of stakeholders related to the farming and countryside resources within the Borders Region, the Study involved undertaking a series of surveys.
- 2.8 For the most part, these surveys were based upon randomly selected, representative samples of the populations of the particular stakeholders, involved in the various components of the Study. In the case of the fox-hunting surveys, the information available was such that the total populations of hunt providers and participants (from mounted subscriber households) were surveyed. The response rates to the sample surveys were such as to provide a sound basis for obtaining aggregated estimates, covering the whole of the Scottish Borders.
- 2.9 The function of these surveys varied according to whether or not they had been preceded by earlier studies. In the case of angling and fox hunting, studies had been undertaken respectively by Deloitte Touche (1996), and the Produce Studies Group (1998). The purpose therefore of undertaking further surveys as part of this Study was to obtain greater insights into the socio-economic and environmental dimensions of these two countryside sports. This involved determining whether or not the earlier results remained valid and, if not, the extent, nature and causes of any differences. In all other cases the surveys involved 'pioneering research'.

Survey Methods

- 2.10 The surveys involved the use of a range of methods, selected according to the nature of the information sought. The methods used were as follows:
- **a series of structured face-to-face interviews and discussions** to obtain and record information about:
 - the resource use and management practices;
 - the motivations for, and attitudes to, potential changes (diversification opportunities in particular);
 - the likely and possible future directions of change.
 - **a series of carefully designed postal questionnaires** for use in surveying:

- **the practices and inputs (labour, machinery and money) used in managing countryside resources;**
 - **the management activities and costs entailed in providing facilities, that enable the owners' and providers' countryside resources to be used for particular recreational and sporting purposes;**
 - **the characteristics and impacts of the people who participate in the countryside sports activities.**
- **a small number of telephone surveys** involving structured interviews with selected populations of particular stakeholder groups, involved either as the providers of goods and services or as participants.

The Main Surveys

2.11 The main surveys covered **four** principal topics, namely:

- the present diversification practices and aspirations of farmers;
- the activities of the countryside sports providers and the financial consequences of the activities;
- the activities of the countryside recreation and sports participants and the expenditures that they incurred;
- the characteristics of the main trade and allied organisations involved in servicing the countryside sports providers and participants.

2.12 Each of these is described in turn with respect to the particular groups of stakeholders covered by the surveys.

2.13 The Study Team's Statistical Adviser was involved in the design of all of the survey questionnaires, sample selection, analysis of the responses and aggregation.

Farmer Surveys

2.14 The survey populations were selected, using five randomly located North-South transects and a further non-random East-West transect along the Tweed corridor.

2.15 The survey populations were invited to attend discussion group meetings at strategic locations within the Scottish Borders. The meetings involved holding structured interviews based upon a comprehensive questionnaire, briefings on a postal questionnaire for subsequent completion, and the mapping of countryside features on the attendees' holdings.

2.16 The survey procedures that were followed are described in the Part One Report.

Surveys of Countryside Recreation and Sports' Providers

2.17 The survey populations were identified and sampled with the help of the principal organisations involved in countryside-based tourism and in both overseeing each of the countryside sports and upholding the codes of conduct, namely:

Countryside/Farm –Based Tourism	<ul style="list-style-type: none">* Scottish Borders Tourist Board (SBTB)* The Farm Tourism Group of SBTB* SERAD (Rural Diversification Programme)
<input type="checkbox"/> Angling	<ul style="list-style-type: none">* The Tweed Foundation* River Tweed Commissioners
<input type="checkbox"/> Lowland Game Shooting	<ul style="list-style-type: none">* The Game Conservancy Trust Ltd* The British Association for Shooting & Conservation (Scotland)* Game & Country Enterprises* Scottish Agricultural College
Grouse Shooting	<ul style="list-style-type: none">* The SLF and BFRS Trustees, Game Conservancy Trust Ltd
<input type="checkbox"/> Deer Stalking	<ul style="list-style-type: none">* Deer Commission for Scotland* The British Association for Shooting & Conservation (Scotland)* The British Deer Society* The Game Conservancy Trust Ltd* The Forest Authority
<input type="checkbox"/> Fox Hunting	<ul style="list-style-type: none">* The Master of Foxhounds Association (MFHA)* The Secretaries of the 7 Hunts operating in the Scottish Borders
<input type="checkbox"/> Falconry	<ul style="list-style-type: none">* The Scottish Hawking Club* The British Falconers Club (Scottish Group)

Participant Surveys

2.18 The same organisations listed above were involved in helping both to identify and to contact the sample survey populations.

Surveys of Trade and Service Businesses

- 2.19** The main businesses, involved in servicing both the providers and participants of countryside sports, were identified through both a combination of the survey respondents and the organisations listed above, especially the BFRS.
- 2.20** Samples of the main businesses involved in servicing each of the sports were identified. Thus the firms, organisations and individuals most frequently cited by the survey respondents provided the sampling base.

Chief Characteristics of the Surveys Conducted

- 2.21** The survey components of the Study, together with the response rates, are summarised in **Boxes 2.1 and 2.2**. In total 19 different surveys were conducted, comprising:
- 2 structured interview surveys;
 - 13 separate postal questionnaire surveys;
 - 4 telephone interview surveys
- 2.22** The first two types of surveys were conducted using random sampling. In the case of the Telephone Surveys, the samples were determined from analysis of the postal questionnaire results. In all cases those invited to participate were known to have been closely involved in the particular sporting activity under scrutiny.
- 2.23** **Box 2.1** highlights that, in total, 2,446 people received requests to participate in the surveys. The overall response rate achieved from the three different types of survey method used was 38%. This provided a sound basis for deriving grossed-up estimates for the Scottish Borders as a whole. The survey response rates for the face-to-face structured interviews and the postal questionnaires were respectively 50% and 31%. For the reason explained above, the response rates achieved in the case of the Telephone Surveys were much higher: 80 to 100%.
- 2.24** Overall, higher levels of response were received from Providers (38%) than Participants (25%). That was not surprising, bearing in mind that the activities represented at least a source of gross income to the Providers.
- 2.25** From **Box 2.2**, it will be observed that generally, with the exception of the surveys of tourism providers (22%) and stalking participants (9%) surveys, high rates of response were obtained from the Questionnaire Surveys (42 to 100%).
- 2.26** In the case of some of the surveys (e.g. angling and lowland game shooting providers, as well as deer stalking providers and participants) random sampling of the total populations was undertaken on a systematic basis. This enabled, for example, distinctions to be made:

- between the angling providers in the Lower, Middle and Upper reaches of the River Tweed;
- between three generic types of shooting: commercial keepered, private keepered and rough/informal;
- between British Deer Society and BASC members in the case of deer stalking.

Verification & ‘Ground-Truthing’

- 2.27** Where possible, verification was undertaken through checking questionnaire response for inconsistencies, through seeking the opinions of official organisations and local experts, as well as through making comparisons with the results obtained from analogue studies. The latter applied in the case of both the angling survey (Deloitte Touche, 1996) and the fox hunting surveys (preliminary survey by Produce Studies Group, 1998).
- 2.28** In the case of the mapping exercise, the information provided by the Discussion Group attendees was physically checked on the ground in the case of 17 of the individual farms.

Aggregation Approach Adopted

- 2.29** **Grossing-up of the survey results was based on two sets of assumptions:**
- the averages of the responses obtained also applied to the remainder of the total populations;
 - the averages for the remainder of the total populations were only half of the levels recorded by the survey respondents.
- 2.30** This approach enabled ranges of upper and lower estimates to be obtained for the total populations. These ranges were often wide, reflecting not only the approach described above but also sample sizes.

The Survey Results

- 2.31** Chapters 3, 4 and 5 summarise the main survey results. In turn these cover the levels of countryside recreation and sporting activities, along with their impacts, and the nature and extent of past, present and potential diversification activities.

BOX 2.1: THE NUMBERS AND TYPES OF SURVEYS CONDUCTED & THE RESPONSE RATES ACHIEVED

TYPE OF SURVEY	NUMBER OF SURVEYS CONDUCTED	TOTAL POPULATION INVITED TO PARTICIPATE IN THE SURVEYS	NUMBER OF RESPONSES RECEIVED	RESPONSE RATE ACHIEVED: (rounded) %
Face-to-Face Interviews	2	406	202	50
Postal Questionnaire Surveys (of which Countryside Recreation & Sports' Providers Participants)	13 (6) (6)	1,885 (597) (1,183)	584 (228) (292)	31 (38) (25)
Telephone Interviews	4	155	150	97
TOTAL	19	2,446	936	38

BOX 2.2: STUDY OF FARM DIVERSIFICATION & COUNTRYSIDE MANAGEMENT: SUMMARY OF SURVEYS UNDERTAKEN

Surveys Undertaken	Survey Method Adopted	Size of Survey Population No.	Survey Responses Received No.	Survey Response Rate
1. <u>Farmers</u>				
1.1 Diversification Practices & Motives	Random Transect Selection & Structured Interviews	297	105	35%
1.2 Countryside Management Tasks & Costs	Postal Questionnaire	105	64	61%
1.3 Countryside Features	Mapping with ref to IACS, CPS etc	109	97	89%
		(297)	(97)	(33%)
2. <u>Tourism, Recreation & Countryside Sports Providers</u>				
2.1 Tourism Providers	Postal Questionnaire	260 (90 Farm Based)	57 (16)	22% (18%)
2.2 Angling Providers	Postal Questionnaire	125	67	54%
2.3 Lowland Game Shooting Providers	Postal Questionnaire	135	57	42%
2.4 Grouse Shooting Providers (2 separate Surveys of the owners of the Lammermuirs and Central Southern Uplands Estates)	Postal Questionnaire	27	16	59%
2.5 Deer Stalking Providers	Postal Questionnaire	43	24	56%

Surveys Undertaken <u>Continued</u>	Survey Method Adopted	Size of Survey Population No.	Survey Responses Received No.	Survey Response Rate
2.6 Fox Hunting Providers	Postal Questionnaire	7 Hunts (100% of the total population)	7 Hunts	100%
3. <u>Countryside Recreation & Sports Participation</u>				
3.1 Lowland Game Shooting Participants	Postal Questionnaire	360	80	22%
3.2 Grouse Shooting Participants	Postal Questionnaire	90	57	63%
3.3 Deer Stalking Participants	Postal Questionnaire	279	25	9%
3.4 Fox Hunting Mounted Participants	Postal Questionnaire	391 Subscriber Households (100% of the total population)	207 Subscriber Households	53%
3.5 Fox Hunting Non-Mounted Participants	Telephone Interview	61 Foot/Car & Bike-Borne Followers	61 Foot/Car & Bike-Borne Followers	100%
3.6 Falconer Participants	Postal Questionnaire	43	10	23%
4. <u>Main Trade & Service Organisations</u>				
4.1 Shooting Trades	Telephone Interview	27	27	100%
4.2 Angling Trades	Telephone Interview	10 net of business closures	8	80%
4.3 Hunting Trades	Telephone Interview	57	54	94%

3. MAIN SURVEY FINDINGS OF COUNTRYSIDE-BASED RECREATION & SPORTS ACTIVITIES

Introduction

3.1 Analysis of the survey responses provided insights into the use of the Region for 6 generic countryside-based recreation and sports activities. This Chapter summarises the survey results, in terms of 16 key physical, economic and environmental parameters. The key findings are presented in the course of the Chapter as **a series of highlighted bullet points**. For readers interested in obtaining the detail behind the main findings, the survey results are presented in a series of **Supporting Boxes** at the end of the Chapter. The Part 2 Report provides the detailed survey data, upon which the Boxes are based.

3.2 In most respects the results were remarkable. They portrayed collective contributions from the countryside-based recreation and sports activities to the Regional economy greater in size than the contribution of the Forestry sector (ref Part 2 Report, Chapter 3). The annual revenues derived from other forms of countryside-based tourism amounted to between £3.5 and £6.3 million. When these plus the annual outlay on countryside maintenance operations were added to the estimated total expenditure of the 7 land and water-based activities - listed earlier in para 1.4 – the total amounted to between £28 and £41 million. This reinforced a main finding of the land management survey, reported in the Part One Report covering farm diversification and countryside management, namely:

- **The Borders Region of Scotland has a Countryside Management Industry, which has yet to be recognised as such.**

3.3 This is irrefutable as the survey results presented in this Chapter show. The collective components of this industry have a great impact on rural livelihoods. This is appreciated, when viewed alongside the contributions of the agricultural and forestry sectors, namely:

- | | |
|--|---|
| ❑ Agricultural Output | £98 million (Scottish Economic Bulletin, 1999) |
| ❑ Countryside Management Industry | £28 to £41 million |
| ❑ Forestry Output | £24 million (SEB, 1999) |

3.4 In terms of employment, the contributions made by the agricultural and forestry sectors were reported respectively as follows: 3,600 jobs (Scottish Executive, Agricultural Census, 2000) and 600 to 700 direct and related jobs (SEB, 'A Strategic Study of the Scottish Borders Forestry Sector', 1999). The comparable figures for the CMI were estimated at between 2,750 and 3,250 jobs. However, such comparisons need to be treated with extreme caution, as the CMI has relied to a much greater extent upon part-time and casual labour than has the agricultural sector. Comparisons based on FTEs presented a distinctly different picture. The June 2000 Census contained a figure of over 2,800 FTEs for the agricultural sector. Comparable estimates for the CMI were between 535 and 630 FTEs. Although a forestry sector FTE estimate has not been published, one has been made which suggests that the CMI probably

makes an FTE employment contribution larger than that of the forestry sector (470 to 540 FTEs).

- 3.5** Regarding the well-being of the landscape (wildlife, visual and cultural heritage features) the conservation contributions made by the CMI are greater than those of the Farming sector. This is not to belittle the contributions of the latter, especially since the Farming sector is in many respects inextricably linked to the Countryside Management Industry. The message, however, is that the Scottish Borders Region has another industry, which in its own right deserves to be recognised, respected and nurtured.

Physical Dimensions

- **Extensive use of the Region is made by the six countryside-based recreation and sports activities.**

- 3.6** Of the total of **475,000 hectares** of land available in the Region for accommodating countryside-based recreation and sports activities, extensive areas are used for these purposes: between **62 and 65%** for fox hunting (**295,000 to 308,000 hectares**) and between **49 and 56%** for all forms of formal shooting and stalking (**230,000 to 267,000 hectares**) [ref **Box 3.1**].

- 3.7** If the extensive areas used for rough shooting were to be included (these are not known precisely, but are thought to amount to 428,000 hectares), it is certain that lowland game shooting would have been the single activity responsible for the most extensive use of the available land.

The Scale of the Recreational & Sporting Activities

Provision

- **Provision of the six activities (all organised on a formal basis, i.e. under the auspices of officially recognised bodies) is managed primarily either through or with the goodwill of a relatively small number of private farming and landowning businesses.**

- 3.8** In total, the activities were provided by approximately **350 locally based organisations**. These comprised riparian owners, the public and private owners of Estates and farms, plus 5 local and 2 adjacent Hunts courtesy of large numbers of local farmers and landowners.

- 3.9** Most of the providers came under the auspices of officially registered organisations, such as the Scottish Landowners Federation, the River Tweed Commissioners, The Game Conservancy Ltd, The British Association of Shooting and Conservation (Scotland), the Deer Commission for Scotland, the British Falconers Club (Scottish Group), the Scottish Hawking Club and the Master of Foxhounds Association. This clearly eased the task of administering codes of practice.

3.10 In total approximately **161,000** trips or events (including the total number of shoots and Hunt Meets) were collectively facilitated by the providers in 1998-99 [ref **Box 3.2**]. The total numbers were large and indicated that the Scottish Borders were both extensively and intensively used, especially in the winter months.

Participation

- **In relation to the Region's population of approximately 86,000 people, aged 16 and over, the numbers of people participating in the six activities were large: 30,000 to 35,000.**

3.11 The number of participants was estimated to have been between 36,000 and 42,000 in the course of the year [ref **Box 3.3**]. This number included a number of people who participated in two or more of the sports and thus represented an over-statement. Other studies (Cobham Resource Consultants, 1983 'Countryside Sports & Their Economic Significance') have shown relatively low levels of multiple participation (of the order of 15 to 20%). On the other hand the total estimate excluded large numbers of people who were involved (a) in rough shooting and (b) as mounted hunt followers who were not annual subscribers (i.e. those who paid a cap or field money). On that basis the total number of individual people who participated in the 6 activities was probably between **30,000 and 35,000**. Angling accounted for by far the biggest share of the total: between **91 and 93%**.

3.12 The precise proportion of the total number of participants who came from elsewhere in Scotland and beyond was not established by the research. However, the indications obtained suggested that it was between 75% and 80%.

3.13 In 1998-99 the total number of occasions on which participants pursued these activities was estimated in round terms to have been between **188,000 and 200,000 days**. Of this total, angling accounted for between **77 and 82%**.

3.14 Hunting accounted for between **10 and 13%**, followed by Lowland Game Shooting at between **5 and nearly 7%**.

The Economic Contributions

- **The combined levels of direct expenditure and employment generated by the Providers and Participants of the six activities were respectively high, namely up to £30 million and 890 Full-Time Equivalent jobs. These exceeded the contributions made by the Region's Forestry sector.**

Levels of Direct Expenditure

Providers

- 3.15** The gross expenditure by all Providers was estimated to have been between **£8.5 million and £10.5 million** [ref **Box 3.4**]
- 3.16** Collectively all types of formal shooting and stalking accounted for 62% of the total gross expenditure incurred by providers. As a single entity, the Angling Providers' share of the total spend was 34%, making them the second biggest spenders of all providers.
- 3.17** These gross expenditures were partly offset by the revenues earned from the letting of sporting facilities and the value of the produce generated. The total sums entailed were estimated to have been between **£5.9 million and £6.6 million** [ref **Box 3.5**]. The Angling and Lowland Game Shooting Providers' shares of this total amounted respectively to 63% and 30%.
- 3.18** Based on these revenue estimates, the net expenditure incurred by the Providers collectively was between **£2.6 million and 3.9 million** [ref **Box 3.6**].

Participants

- 3.19** The total direct expenditure incurred by Participants collectively involved the six activities were estimated to have totalled between a further **£14 million to £19+ million**. [ref **Box 3.7**].
- 3.20** The three single largest outlays were made respectively by anglers (36% of the total), lowland formal game shooting (27%) and mounted fox hunting subscriber followers (22%).
- 3.21** Taken together, though, all formal types of shooting (i.e lowland game shooting, grouse shooting and deer stalking), accounted for the largest share of the total expenditure by Participants, namely 40%.

Providers & Participants

- 3.22** **The direct expenditure outlay of Providers and Participants combined amounted to between £22 million and nearly £30 million** [ref **Box 3.8**]. Comparisons between these levels direct expenditure and related figures for the agricultural and forestry sectors have been presented earlier in the Chapter. It should be noted that the above estimates for the countryside-based sports activities excluded the total annual revenue generated by the countryside-based tourism activities. The latter were estimated to have amounted to between £3.5 and £6.3 million.

Expenditure Incurred Per Day of Provision & Participation

- 3.23** The levels of expenditure incurred by Providers per day of sport provided were found to have varied greatly [ref **Box 3.9**]. As expected, the net outlay in 1998-99 made per day by the owners of grouse moors was significantly higher (**approximately five times**) than in the case of lowland formal game shooting: from **£6,400 to £10,400** compared with between **£1,100 and £2,200**. In the case of grouse shooting, the average costs of providing a day's sport were between **almost nine and fifteen times higher** than those incurred by the Scottish Borders' Hunts.
- 3.24** The same general hierarchy (though not the same levels of difference) applied in the case of the average (rounded) daily expenditures [ref **Box 3.9**] borne by Participants:

Participant's average costs per day of sport:

- | | |
|--|-------------------------|
| <input type="checkbox"/> Grouse Shooting | £1,900 to £2,250 |
| <input type="checkbox"/> Lowland Formal Game Shooting | £420 to £515 |
| <input type="checkbox"/> Fox Hunting by Mounted Subscriber Followers | £330 |

Levels of Indirect Expenditure

- 3.25** The estimated total levels of indirect or secondary expenditure, generated by purchases made through trade and service organisations, amounted to between **£3.3 and £4.0 million**. These levels of expenditure were estimated by reference to the Scottish Tourism Multiplier Study, 1992.
- 3.26** The proportions generated by the three main sports were angling (40%), all types of formal shooting (39%) and fox hunting (21%) [ref **Box 3.10**].

Levels of Direct Employment Generated

Providers

- 3.27** **Between 470 and 550 Full-Time Equivalent jobs** were estimated to have been generated by Providers in the course of facilitating the six activities. These represented **between 2,250 and 2,700 full-time, part-time and casual jobs**.
- 3.28** Almost half of this total employment was associated directly with formal lowland game shooting. All types of formal shooting accounted for 67% of the total [ref **Box 3.11**].

Participants

- 3.29** The employment generated by Participants related solely to foxhunting, which it was estimated amounted to between **68 and 85 Full-Time Equivalent jobs** and represented **between 193 and 249 full-time, part-time and casual jobs** [ref **Box 3.12**].

Providers & Participants

- 3.30** The total on site employment generated by both Providers and Participants, referred to above, amounted to between 540 and 635 Full-Time Equivalent jobs [ref **Box 3.13**].

The Contributions to Employment in Trade and Service Organisations

- 3.31** The surveys identified that collectively between 900 and 1,000 local trade organisations were involved in servicing Providers and Participants engaged in pursuing the six activities. The viability of several businesses (notably the suppliers of guns and rifles, game poults and game feed, livery yards, farriers, specialist clothing and saddlery repair firms) was found to be highly dependent upon shooting and fox hunting activities, especially during the winter months
- 3.32** It was estimated that the offsite expenditure made through these organisations generated direct employment amounting to between **190 and 260 Full-Time Equivalent jobs** [ref **Box 3.14**]. These represented between 670 and 960 full-time, part-time and casual jobs. Many of these were concentrated in the winter months and were regarded as helpful towards providing continuity of employment.
- 3.33** It was evident that a number of businesses and jobs would be seriously at risk in the event of a cessation or significant down-turn in sporting activity. This applied in the case of both lowland game shooting and fox-hunting.
- 3.34** The levels of leakage, due to purchases made outside the Scottish Borders by Providers of the six activities were estimated to be relatively low, namely between 16% and 18% of their total annual 'off-site' direct expenditure. This represented less than £500,000. The corresponding estimates in the case of Participants were between 15.5% and 16.5%, representing total annual leakages of between £1.5 and £1.7 million. This suggests that there may be some scope for improving local trade.

Total Direct Employment Generated

- 3.35** Overall, the direct employment associated with the six activities showed that these amounted to between **730 and 890 Full-Time Equivalents**, representing between **3,100 and 3,900 jobs** [ref **Box 3.15**].
- 3.36** Over two thirds of this employment was associated with the activities of the Providers.

The Levels of Indirect Employment Generated

- 3.37** Through the multiplier effect, it was estimated that the activities generated indirect employment amounting to between **56 and 69 Full-Time Equivalent jobs** [ref **Box 3.16**].

The Levels of Inputs linked with Environmental Contributions

- **The upkeep of important habitats and landscape features (especially woodland coverts and heather moorland) is directly associated with the provision of the six countryside-based recreation and sports activities.**
- 3.38** It was estimated that, directly related to the six activities, between **£600,000 and £910,000** had been spent in 1998-99 **on tasks associated with environmental conservation and improvement** [ref **Box 3.17**].
- 3.39** As a percentage of the Total Direct Costs incurred by Providers, the expenditure on environmental inputs accounted for between 7.3% and 8.7%.
- 3.40** In total, between 210 and 245 jobs were estimated to have been directly involved in some way in undertaking these tasks.
- 3.41** These tasks are considered to make a worthwhile contribution to maintaining important habitats and landscape features within the Region. In addition to accommodating the six activities, these habitat, visual and cultural features are well recognised to serve as significant tourist/visitor attractions. In that context the countryside-based recreation and sporting activities help to sustain an important contribution to the local economy as well as to the quality of life of people living in the Region.

The Social Contributions & Impacts

- **The six activities were reported to have impacted in a variety of positive ways on the social life of the Region, especially during the often otherwise quiet winter months.**
- 3.42** The surveys revealed that the countryside-based recreation and sports activities are responsible for a high degree of social interaction within the Scottish Borders. This stems from a number of sources:
- the full spectrum of socio-economic groups employed in providing and servicing the activities involved. In addition to on-site employment as ghillies, game-keepers, beaters and loaders, Hunt staff and grooms, professional stalkers etc, there are large numbers of people employed in associated angling, shooting and equestrian trade and service organisations. The latter include those involved in the organisation of annual fairs and galas; the provision of overnight accommodation; the management of livery yards; and the operation of media services;
 - the tourists drawn from elsewhere in the Scotland, the rest of GB, Europe, the USA and the rest of the World;
 - the wide range of organisations that are responsible for helping to co-ordinate the land and water-based activities. These include the Scottish

Landowners Federation, the National Farmers Union, The River Tweed Commissioners, The Tweed Foundation, The Game Conservancy Trust, The British Association for Shooting and Conservation (Scotland), The Deer Commission for Scotland, The Deer Management Groups, the Countryside Alliance, The Master of Foxhounds Association plus The Hunts, the Hunt Supporters Clubs;

- the large numbers of non-mounted fox hunting followers, who rely heavily on following the Hunts either on foot, by car, quad-bike or motor-bike. For many it is their main or only form of active recreation during winter months. The telephone survey, conducted of a sample of regular followers from a wide range of socio-economic backgrounds, revealed that many respondents described the activity as follows:
 - “it’s my whole life during the winter months.”;
- in the case of foxhunting, as was typical of most other years, a total of 470 social and recreational activities were organised, involving over 700 members of Hunt Supporters Clubs.

3.43 On the basis of the survey data collected, it is evident that social life in rural areas throughout the Scottish Borders is particularly dependent on social and recreational events relating to countryside sports.

Key Questions

3.44 Collectively, these survey findings have revealed the size and impacts of six activities, which hitherto have received little recognition. Inevitably the surveys conducted raise questions beyond the findings themselves. Three are of particular importance, namely:

- how should the contributions of the six activities, both individually and collectively with countryside-based tourism provision, be harnessed? Bearing in mind that generically each of the activities has appeared to be sustainable at the levels of provision, participation and management identified in 1999, how best should these activities be used to achieve sustainable development throughout the Scottish Borders, particularly in the face of the continuing difficulties facing the farming sector?
- what principal roles should be performed by the key stakeholder organisations, both individually and collectively in fostering such sustainable development?
- how should the research and audits undertaken be periodically up-dated and, most particularly, the performances and contributions of the six activities be regularly monitored?

3.45 In view of the scale of the findings presented and the current problems facing the rural sector, it is essential that BFRS, together with the sponsors of the

Study, should address these questions. As a matter of high priority, the need to provide answers should itself be beyond question.

Supporting Boxes

- 3.46** The **Boxes 3.1 to 3.17**, referred to earlier in this Chapter, are presented on the pages that follow this one.

BOX 3.1: AREAS USED FOR COUNTRYSIDE-BASED RECREATION & SPORTS – 1998-99			
Sporting Activity	Total Area Used Hectares	% of Total Borders Region	Notes
Angling	na	Na	
Lowland Game Shooting	103,000 to 140,000	22 to 29%	Formal Shooting only
Grouse Shooting	52,000	11%	Lammermuirs + Central Southern Uplands
Stalking	75,000	16%	Tentative estimate
Falconry	dna	dna	
Fox Hunting	295,000 to 308,000	62 to 65%	
Footnote: dna = data not available; na = not applicable			

BOX 3.2: THE SCALE OF RECREATIONAL & SPORTING ACTIVITIES PROVIDED – 1998-99			
Recreation & Sporting Activities	No. Events Provided	No. of Providers	Notes
Angling	154,400	142	
Lowland Game Shooting	1,420 to 2,050	135	Formal shooting days only
Grouse Shooting	92 to 107	27	Lammermuirs + Central Southern Uplands
Stalking	dna	43	
Falconry	4,400 to 4,500	na	The providers and participants are the same
Fox Hunting	424	5 Local + 2 External	No. of Meets
TOTAL (rounded)	161,000	354	Rounded Total No. of Events
Footnote: dna = data not available; na = not applicable			

BOX 3.3: THE SCALE OF PARTICIPATION IN RECREATIONAL & SPORTING ACTIVITIES – 1998-99			
Recreation & Sporting Activities	Total Participation Days	No. of Participants	Notes **
Angling	154,400 **	33,000 to 38,000	Rod Days
Lowland Game Shooting (Formal)	9,200 to 13,400 **	1,500 to 2,000	Gun Days
Grouse Shooting	700 to 850 **	200 to 400	Gun Days
Stalking	4,900 to 5,000 **	400	Days
Falconry	Dna	<100	
Fox Hunting			
Mounted Subscriber Followers	9,100 to 11,750	406	Days
Non-Mounted Followers	9,600 to 14,400	215 to 650	Days
TOTAL (rounded)	188,000 to 196,000	35,800 to 42,000	Days
Footnote: dna = data not available; na = not applicable			

BOX 3.4: ESTIMATED GROSS DIRECT EXPENDITURE INCURRED BY PROVIDERS – 1998-99

Sporting Activity	Total Annual Direct Expenditure		Notes
	£	%	
Angling	2,900,000	34	Gross Spend
Lowland Game Shooting	4,100,000 to 5,600,000	48	Gross Spend
Grouse Shooting	820,000 to 1,100,000	10	Gross Spend
Stalking	320,000 to 477,000	4	Gross Spend
Falconry	dna		
Fox Hunting	320,000	4	
TOTAL (rounded)	8,460,000 to 10,400,000	100	

Footnote: dna = data not available; na = not applicable

BOX 3.5: ESTIMATED REVENUES EARNED BY PROVIDERS – 1998-99

Sporting Activity	Total Annual Revenue Earned		Notes
	£	%	
Angling	3,700,000	63	
Lowland Game Shooting	1,790,000 to 2,460,000	30	Formal only
Grouse Shooting	142,000 to 156,000	2.5	
Stalking	258,000 to 293,000	4.5	
Falconry	dna/na	na	
Fox Hunting	Na	na	
TOTAL (rounded)	5,890,000 to 6,609,000	100	

Footnote: dna = data not available; na = not applicable

BOX 3.6: ESTIMATED NET DIRECT EXPENDITURE INCURRED BY PROVIDERS – 1998-99

Sporting Activity	Total Annual Net Direct Expenditure		Notes
	£	%	
Angling	-800,000	na	
Lowland Game Shooting	2,310,000 to 3,140,000	68.5	Formal
Grouse Shooting	678,000 to 944,000	20 to 20.5	
Stalking	62,000 to 184,000	2 to 4	
Falconry	dna	na	
Fox Hunting	320,000	7 to 9.5	
TOTAL	2,570,000 to 3,800,000	100	

Footnote: dna = data not available; na = not applicable

BOX 3.7: ESTIMATED DIRECT EXPENDITURE INCURRED BY PARTICIPANTS – 1998-99			
Sporting Activity	Total Direct Expenditure		Notes
	£	%	
Angling	5,100,000	36	
Lowland Game Shooting	3,900,000 to 6,900,000	27	
Grouse Shooting	1,500,000 to 2,600,000	11	
Stalking	255,000	2	
Falconry	85,000 to 135,000	1	
Fox Hunting			
Mounted Subscriber Followers	3,080,000 to 4,180,000	22	Travel costs only
Non-Mounted Followers	100,000 to 110,000	1	
TOTAL (rounded)	14,000,000 to 19,300,000	100	

BOX 3.8: ESTIMATED TOTAL GROSS DIRECT EXPENDITURE INCURRED BY PROVIDERS & PARTICIPANTS – 1998-99			
Sporting Activity	Total Direct Expenditure		Notes
	£	%	
Angling	8,000,000	36	
Lowland Game Shooting	8,000,000 to 12,500,000	36	
Grouse Shooting	2,300,000 to 3,600,000	10	
Stalking	575,000 to 732,000	2.5	
Falconry	85,000 to 135,000	0.5	
Fox Hunting	3,400,000 to 4,630,000	15	
TOTAL (rounded)	22,300,000 to 29,600,000	100	

BOX 3.9: AVERAGE EXPENDITURE INCURRED PER DAY – 1998-99			
Recreation & Sporting Activities	Provider: Average Cost Per Day's Sport Provided	Participant: Average Cost Per Sporting Day	Notes **
<u>Angling</u> All Salmon & Sea Trout Other	na na na	20 to 30 70 to 93 3 to 11	Positive Margins earned per rod by Providers
<u>Lowland Game Shooting (Formal)</u>	2,000 to 3,900 (Gross) 1,100 to 2,200 (Net)	420 to 515 na	
<u>Grouse Shooting</u>	6,400 to 10,400 (Net)	1,900 to 2,250	2,900 to 5,200 for a small sample of Lammermuirs' Participants
<u>Stalking</u>	na	51 to 52	Stalking provided on annual/seasonal basis
<u>Falconry</u>	dna	Dna	
<u>Fox Hunting</u> Hunt Mounted Subscriber Followers Non-Mounted Followers	430 to 1,175 na na	na 333 14.50	Per Meet Transport only
Footnote: dna = data not available; na = not applicable			

BOX 3.10: ESTIMATED INDIRECT EXPENDITURE GENERATED BY PROVIDERS & PARTICIPANTS – 1998-99			
Sporting Activity	Total Indirect Expenditure		Notes
	£	%	
<u>Angling</u>	1,500,000 to 1,600,000	40	
<u>Lowland Game Shooting</u>	1,112,000 to 1,220,000	30.5	Formal only
<u>Grouse Shooting</u>	152,000 to 264,000	6.5	
<u>Stalking</u>	65,100 to 94,500	2	
<u>Falconry</u>	dna	dna	
<u>Fox Hunting</u>	549,000 to 854,000	21	
TOTAL (rounded)	3,300,000 to 4,000,000	100	
Footnote: data Not Available (dna)			

BOX 3.11: DIRECT EMPLOYMENT GENERATED BY PROVIDERS – 1998-99				
Sporting Activity	Jobs No.	FTEs		Notes
		No.	%	
Angling	309	142	30	
Lowland Game Shooting	1,145 to 1,545	231 to 303	49	Formal Shooting only
Grouse Shooting	746	68	14	Lammermuirs & Central Southern Uplands
Stalking	19 to 22	19 to 22	4	
Falconry	dna	dna	dna	
Fox Hunting	18	13	3	
TOTAL	2,250 to 2,700	470 to 550	100	
Footnote: Data Not Available (dna)				

BOX 3.12: DIRECT EMPLOYMENT GENERATED BY PARTICIPANTS – 1998-99			
Sporting Activity	Jobs No.	FTEs No.	Notes
Angling	Na	na	
Lowland Game Shooting	Na	na	
Grouse Shooting	na	na	
Stalking	dna	dna	
Falconry	dna	dna	
Fox Hunting	193 to 249	68-85	
TOTAL	193 to 249	68-85	
Footnote: na = not applicable			

BOX 3.13: DIRECT EMPLOYMENT GENERATED BY PROVIDERS & PARTICIPANTS – 1998-99				
Sporting Activity	Jobs No.	FTEs		Notes
		No.	%	
Angling	309	142	26	
Lowland Game Shooting	1,145 to 1,545	231 to 303	43	Formal Shooting only
Grouse Shooting	746	68	12.5	
Stalking	19-22	19 to 22	3.5	
Falconry	Dna	dna	dna	
Fox Hunting	211 to 267	81 to 98	15	
TOTAL (rounded)	2,400 to 2,900	540 to 635	100	
Footnote: Data Not Available (dna)				

BOX 3.14: DIRECT EMPLOYMENT GENERATED BY EXPENDITURE OF PROVIDERS & PARTICIPANTS THROUGH TRADE & SERVICE ORGANISATIONS – 1998-99

Sporting Activity	Jobs No.	FTEs		Notes
		No.	%	
Angling	146 to 148	67 to 68	35	
Lowland Game Shooting	325 to 510	65 to 102	34	Formal Shooting only
Grouse Shooting	120 to 200	24 to 40	12	
Stalking	35 to 40	7 to 8	3	
Falconry	dna	Dna	dna	
Fox Hunting	44 to 58	30 to 39	16	
TOTAL (rounded)	670 to 960	190 to 260	100	
Footnote: Data Not Available (dna)				

BOX 3.15: DIRECT EMPLOYMENT GENERATED BY PROVIDERS & PARTICIPANTS plus by EXPENDITURE THROUGH TRADE & SERVICE ORGANISATIONS – 1998-99

Sporting Activity	Jobs No	FTEs		Notes
		No.	%	
Providers	2,250 to 2,700	470 to 550	64.5	
Participants	193 to 249	68 to 85	9	
Trades	670 to 956	193 to 257	26.5	
TOTAL (rounded)	3,100 to 3,900	730 to 890	100	
Footnote: Data Not Available (dna)				

BOX 3.16: INDIRECT EMPLOYMENT GENERATED BY PROVIDERS & PARTICIPANTS – 1998 - 99

Sporting Activity	FTEs		Notes
	No.	%	
Angling	21 to 23	37.5	
Lowland Game Shooting	16 to 17	28.5	
Grouse Shooting	10 to 16	18	
Stalking	1	2	
Falconry	dna	Dna	
Fox Hunting	8 to 12	14	
TOTAL (rounded)	56 to 69	100	

4. POINTERS FOR DIVERSIFICATION & DEVELOPMENT

Sources

- 4.1** The chief sources used in compiling this Chapter were the results of a survey, involving, structured interviews with 105 randomly selected farmers, farm managers and factors. This survey and the results are described in detail in the Part One report 'A Study of Farm Diversification and Countryside Management in the Scottish Borders' (SWRC & SAC, 2001),

Summary of Part One Surveys

Diversification and Countryside Management

- 4.2** The Part 1 Report indicated the nature and relatively limited extent of diversification at the time of the survey (1999-2000). It also highlighted the significant ambition of farmers to diversify and the motivations for such diversification.
- 4.3** The research revealed the existence of three strong relationships, namely between:
- landscape type and diversification activity;
 - farm size and range of potential opportunities for diversification; and
 - farm diversification and country sports activities (ref paras 4.9 and 4.10)
- 4.4** The survey identified the links between diversification activity and (i) existing 'on-farm' natural resources, (ii) farmer motivation and (iii) personal pleasure. The fact that 'on-farm' diversification opportunities were noted to have been greater for owner-occupiers than for farm tenants was also highlighted. These findings have implications for planning further diversification from two standpoints, namely (a) a 'micro', farm by farm scale, and (b) from a Regional strategic perspective.

Agricultural Context

- 4.5** The study identified the main agricultural characteristics of the Region, namely in particular:
- The Region contained a higher proportion of arable crops than Scotland as a whole;
 - Livestock production was a major activity, constituting nearly half of Borders farm businesses, with 7% of Scotland's cattle and 16% of its sheep;
 - Most of these were in Less Favoured Areas (LFA);

- The average farm size (196 Ha) was larger than the Scottish average (145 Ha);
- Between 1996 and 1999 the agricultural output of the Region fell from £120million to £96million

The Main Findings

Land, Landscape & Land Tenure

- 4.6** The study sample area amounted in round terms to 40,500 Ha (11%) of the Borders' agricultural land. All of the five main landscape types (River Valley, Upland, Upland Fringe, Lowland and Coastal) were covered.
- 4.7** It included both owner occupiers (53% sample), and tenants (47% sample). The proportions of owned and tenanted farms and land in the Region were: 29% tenants on 44% of the land and 71% owners on 56% of the land. Tenanted holdings tended to be larger than owner-occupied farms. Estates with large tenanted farms were a significant feature of Borders agriculture.

Diversification Activities

- 4.8** Over 90 diversification activities were reported during the survey under the main headings of:
- Wildlife watching
 - Angling
 - Shooting, Stalking and Falconry
 - Equestrian
 - Vehicular Sports
 - Pedestrian
 - Archaeological/Historic Features
 - Service provision to Countryside sports/recreation
 - Off farm Countryside Maintenance
 - Countryside Training Provision
 - Other
- 4.9** 35% of the farms had some form of 'on-farm' diversification, which generated income. The top ten diversification activities for which charges were made by the proprietors were, in descending order of priority, as follows:
- Game shooting
 - Supplying hay, straw and feed to horse owners (including casual riders, competitive riders and hunt followers)
 - Wildfowl shooting
 - Letting grazing to horse owners (including casual riders, competitive riders and hunt followers)
 - Supplying game feed

- Rearing and releasing pheasants
- Angling (predominantly trout)
- Self-catering accommodation for specialist country sports
- Deer stalking
- B&B facilities for general tourists.

4.10 The large equestrian market, arising in particular from the traditional summer-time Common Ridings, and the winter use of 800-900 horses for hunting (BFRS, 2000), together with the Region's international reputation for fishing and shooting, were considered to be the main basis for the existing farm diversification activities identified. Nine out of ten of these activities were based either on, or linked to, country sports.

The Influence of Landscape Type on Current and Future Diversification

4.11 The most commonly charged-for activities across all Landscape Types were shooting, equestrian and fishing related activities (in particular shooting game [30%] and supplying feed and forage for horses [24%]). There was no specific reference to 'Green Tourism' (i.e. wildlife, heritage or landscape related activities).

4.12 In terms of existing diversification, the main activities differed between Landscape Types as follows:

- Sport shooting for game in the Upland and River Valley Landscape Types;
- Equestrian activities in the Upland Fringe Landscape Type;
- The supply of hay, straw and feed for equestrian activities and the provision of game shooting in the Lowland Landscape Type;
- B&B in the Coastal Landscape Type.

4.13 Important relationships were found to exist between landscape type and ideas about possible diversification in the future. The main survey findings were as follows:

- Interest in providing Wildlife Watching facilities was greatest in the Upland Fringe (100% respondents);
- The main interest in diversifying through the provision of Game Shooting, Stalking and Falconry was found amongst farmers in the Lowland Landscapes (90% respondents);
- The best prospects for diversification into Equestrian-related activities were considered by respondents to be in the Lowland Landscape areas (97% respondents);
- Further opportunities for the provision of Angling were mentioned by farmers located in the River Valley Landscapes (61% respondents);
- Interest in the provision of Vehicular sports activities was greatest amongst Upland Fringe farmers (57% respondents);
- The scope for providing Pedestrian recreation facilities was considered to be equally promising by farmers in the River Valley and the Upland landscapes (100% respondents, in both cases).

The Influence of Farm Size on Current and Future Diversification

4.14 Further important relationships were found to exist between farm size and diversification. In relation to three different farm size categories, the most popular diversification activities were identified as follows:

- Small farms (0-49 Ha): countryside recreation support facilities, wildlife watching, angling, walking, countryside skills training;
- Medium farms (51-199 Ha): countryside recreation support facilities, walking, shooting/stalking, equestrian related, wildlife watching, countryside skills training;
- Large farms (>200 Ha): countryside recreation support facilities, wildlife watching, angling, walking, countryside skills training, vehicular sports.

Motivation and Involvement in Diversification

4.15 Across all Landscape Types the motivations ranked in ascending order of priority were:

- Increasing farm income
- Responding to demand
- Personal pleasure
- Pleasure for family and friends

4.16 Both personal pleasure and that of family and friends were evidently important, thereby explaining the primary involvement of family members in diversification activities. Farmers and their wives were predominantly involved in diversification across all landscape types. Sons and daughters were also involved, but to a lesser extent. The level of participation by paid employees was even lower.

Income Generation From Diversification

4.17 Annual Income from diversification undertaken across all Landscape Types averaged at just over 8%. It varied, according to Landscape Type, as follows:

- River Valley >11.5%
- Upland Fringe > 9%
- Upland c. 6%
- Lowland 2%

Other 'No-Charge' Diversification

4.18 Pedestrian, equestrian and shooting activities predominated (specifically informal walking, fox hunting and rabbit shooting). Some activities could not be charged for, as they were recognised as generating returns in-kind, specifically pest-control. Others were perceived to have the scope for linkage to other chargeable activities e.g. bird watching and picnicking.

Future Diversification Activities

4.19 The study identified some important pointers, which should be noted by policy-makers for the future, namely that at the time:

- Some 60% of farmers intended to diversify, in order to supplement farm income within the next 3-4 years;
- 66% indicated the intention of diversifying into an equestrian related activity;
- Diversification activities had depended to a large extent upon either the provision or servicing of country sports;
- 33% favoured the provision of B&B facilities of which 50% linked these to the provision of a specialist sport (i.e. golf, shooting, angling and fox hunting);
- A wide variation of other activities, though mentioned less frequently, was also cited: ATV safaris, Mountain Biking, Skills Training in Conservation and Dyking;
- Whilst at the time of the survey, only 15% of respondents shared resources with their neighbours, 70% said that they either intended, or would be prepared, to share in the future. This indicated the potential for integrating diversification enterprises across farm boundaries.

4.20 The non-chargeable future diversification activities of the future were seen as being predominantly related to 'Green Tourism', particularly bird and mammal watching. These activities were recognised to be potentially chargeable, even though farmers have traditionally accommodated them without charging.

Further Insights Gained from Farmer & Estate Owner/Manager Discussions

4.21 The findings reported above related to quantified analysis of the survey results. However, these findings were supplemented by some qualitative insights gained from the discussions with owners, providers and managers of farmland and countryside resources. These cover both the implications of tenure and the greater opportunities offered by 'off-farm' diversification ventures (e.g. garage, retailing, fabrication of irrigation equipment, horticultural products etc). Although the findings may be regarded as anecdotal evidence, they are considered to provide some helpful insights for those responsible for planning future farm diversification policies and schemes. This applies particularly to the fact that some forms of diversification led themselves to the establishment of joint-ventures between farmers, e.g. equestrian-based tourism. Other forms of diversification were found to involve servicing the agricultural or other land-based industries

4.22 The insights gained, concerning existing diversification enterprises, differed significantly between tenants and owner-occupiers, as summarised below.

Existing Diversification Undertaken by Tenant Farmers

4.23 Many tenant farmers expressed themselves as being open-minded concerning diversification. However, due to the constraints of their tenancy agreements, they had no specific ideas concerning either ‘what’ or ‘how’. The ideas, it was felt, should more appropriately come from the landowner. It was noted that the restrictions imposed by tenancy agreements not only limited the scope for ‘on-farm’ diversification, but in some cases ruled out the pursuit of ‘off-farm’ enterprises.

4.24 During the survey discussions, tenant farmers elaborated on some of the main ‘on-farm’ diversification activities with which they were involved, following receipt of the landlord’s consent. These included the activities listed below, with the most popular ones being those marked with an asterisk:

- the provision of B-&B facilities, though the market for these was now recognised to be nearing saturation point [*];
- the sale of hay and straw to casual riders [*];
- the provision of grazing lets to horse owners [*];
- the supply of game feed [*];
- the provision of lowland game shooting;
- horse breeding;
- the provision of stabling for riding activities;
- the production of seed corn and specialist crops (medicinal herbs and out-of-season flowers).

4.25 The ‘off-farm’ activities were predictably much more limited in number, though more varied, namely:

- the provision of contracting services, including mole-killing, shepherding etc;
- the manufacture and sale of horticultural equipment;
- the operation of a tree and shrub nursery;
- the provision of driving instructor services.

Existing Diversification Undertaken by Owner Occupiers

4.26 In the case of owner-occupiers, the range of both existing and prospective diversification activities was considerably greater.

4.27 The existing diversification enterprises, described as being most successful by those individuals participating in the discussions, were as listed below. They were almost exclusively undertaken ‘on-farm’ and fell into two broad categories, namely land-based and buildings orientated. Again, the most popular enterprises are marked with an asterisk:

4.28 The Land-based Enterprises, for which farmers charged, were as follows:

- the production of Christmas trees on otherwise unproductive land;
- basket-making;

- ❑ the production of cashmere wool from a herd of goats;
- ❑ facilities for bird and mammal watching;
- ❑ the provision of lowland game & grouse-shooting, 'put-and-take' angling and walking facilities [*];
- ❑ the production of PYO strawberries;
- ❑ the supply of game feed [*];
- ❑ the production of free-range eggs, plus packing and marketing;
- ❑ the supply of hay and straw to casual horse riders [*];
- ❑ the sale of stone and tree stumps for landscaping;
- ❑ the provision of camping and canoeing facilities;
- ❑ the provision of vehicular sports facilities;
- ❑ the provision of archery facilities [*];
- ❑ the operation of a caravan park, golf-driving range and golf course;
- ❑ the provision of pony-trekking tours on a joint basis with other farmers;
- ❑ the provision of falconry facilities;
- ❑ the provision of dog displays.

4.29 Some enterprises involved both land and buildings. These included the provision of livery services and facilities [*] and the operation of an equestrian arena/centre [*].

4.30 The Buildings Orientated Enterprises were as follows:

- ❑ the operation of a general shop and convenience store, employing over 15 people and having an annual turnover greater than that of the farm;
- ❑ the provision of self-catering cottages [*];
- ❑ the letting of disused farm buildings as industrial units;
- ❑ derelict cottage conversion to office space;
- ❑ the provision of residential properties under full repairing leases;

4.31 Only two 'off-farm' enterprises were reported, namely: electricity brokerage and the provision and operation of a petrol station.

Prospective Diversification as viewed by Owner-Occupiers

4.32 The potential on-farm diversification enterprises with the best prospects, mentioned by owner-occupiers in the discussions, included the following:

- ❑ the operation of a caravan site on land specifically purchased for the purpose. This was regarded as a source of annual income to be earned more easily than in the case of farming;
- ❑ the housing/parking of caravans during winter months;
- ❑ the provision of an audio trail across the farm with marked viewpoints;
- ❑ the provision of Bed-and-Breakfast facilities [*] associated with sporting activities (e.g. golf, fishing etc) [*];
- ❑ the provision of horse-trekking, walking, hiking, viewing hides and informal riding facilities [*];
- ❑ a meat processing plant;
- ❑ the operation of a visitor centre and farm shop [*], including the sale of craft products;

- the conversion of existing buildings as coffee-shop and show-room for quality furniture and souvenirs, plus the provision of a children's play-ground;
- the provision of a mountain-bike trail;
- organic food production and retailing [*];
- the provision of an equestrian centre [*];
- the sale of land plots for residential housing;
- the provision of clay pigeon shooting facilities;
- the establishment of fish ponds;
- the use of a disused quarry for storage purposes;
- countryside-based activity tourism;
- the use of a quarry by the construction industry;
- the establishment of a 'pitch and put' golf course;
- the operation of a catering and retail centre, based on the conversion of redundant farm buildings.

Those enterprises, marked with an asterisk, were mentioned by more than one farmer. In some cases, especially the provision of cross-country pony trekking, operation of a joint venture between several farmers was envisaged. Because of the existing commitments of farm labour forces and management resources, it was envisaged that many of the above activities would involve the establishment of separate business enterprises. This applied particularly in the case of ventures related to tourism and visitor management.

- 4.33** At the same time, a minority of farmers stated that farming was their prime/only activity and that they wished to protect their 'core' business. Diversification possibilities were looked upon by them as unnecessary diversions.
- 4.34** Also there were farmers, both tenants and owner-occupiers, who indicated that the remoteness of their locations militated against diversification, i.e. the consumer catchment area was too small to warrant risking the required capital investment.

Prospects for Countryside-based Recreation & Sports Activities

- 4.35** Further pointers for the future (especially constraints and limitations that need to be addressed) were obtained from the survey involving the providers and managers of countryside-based recreation and sports facilities. The inventory of the countryside tourism industry in the Scottish Borders Region (published in the Part Two Report) highlighted a number of key considerations, covering the development potential and operation of the sector.
- 4.36** To-date farm-based tourism has centred primarily around the provision of self-catering and, to a lesser extent, the provision of Bed-and-Breakfast facilities. However, this activity appeared to account for only a fraction of the overall countryside-based tourism activity in the Scottish Borders (based upon the

primary survey findings) i.e. it accounted for an estimated 10% of marketing expenditure; 23% of estimated annual revenue and 16% of annual supply purchases etc. This is not inconsistent with the finding that the accommodation provision is generally saturated, but rather to indicate that countryside-based tourism is based on a wide range of other activities. Farmers should derive encouragement from that.

- 4.37** An inter-face has been established between different, but related, countryside-based product sectors in the Scottish Borders e.g. visitor accommodation providers who have also facilitated their guests' participation in countryside recreation and sports activities – particularly walking, fishing, golf, shooting etc. This has provided an evolving “platform” for the promotion and development of activity packaging arrangements;
- 4.38** The principal targets for the development of countryside-based tourism have been the domestic UK (Scottish and English) markets. This has related both to:
- developing potential accessibility and volume business, based on the provision of key market opportunities for main holidays, short breaks and repeat visit activity; and
 - capitalising more on developing the levels of countryside-based visitor activity in ‘the shoulder months’ (i.e. the off-season winter months), thereby assisting the overall expansion of the tourist season in the Scottish Borders.
- 4.39** The average staying visitor spend per trip, in the Scottish Borders appeared to have been significantly less than the national expenditure trip average for Scotland. This raised the issue of whether, and to what extent, there would be scope for countryside-based tourism activity to contribute to the stimulation of higher visitor spending per trip, through the development and implementation of sector-based initiatives. Associated with this it was noted that the Scottish Borders Region has been well placed to capitalise on its countryside resources in further developing activity-based tourism e.g. outdoor pursuits such as walking, cycling, horse riding and fishing, shooting/stalking/hunting etc.
- 4.40** At the same time the need has been recognised for the development of activities to be realistic, in two contexts, namely:
- the relatively limited scale of both countryside-based and wider tourism activity in the Scottish Borders, which has implications for individual providers in terms of the investment capacity and economic prospects;
 - the comparatively limited available tourism facilities/investment and thus scale of the wider tourism activity in the Scottish Borders. This has highlighted the need to address possible limitations, in terms of both the investment capacity of individual providers/facilitators and the scope for achieving economic returns.

- 4.41** The countryside tourism sector in the Scottish Borders has been characterised by seasonal operations, which in many instances have been operated as businesses that have been supplementary to other main sources of income. Whilst these have been key factors influencing the overall tourism product mix in the Scottish Borders Region, they have further highlighted the potential problems inhibiting future investment (and/or commitment) within the sector. These include the potential non-availability of business diversification operations, plus levels of cash flow that inhibit either re-investment in, or development of, facilities.
- 4.42** The survey identified expansion of the visitor accommodation supply as one of the key development/diversification objectives of those survey respondents indicating a positive intention to develop/diversify their involvement in countryside tourism business further. Yet there was spare bed capacity available - even during the peak months of July and August - without the need for additional bed supply. This was confirmed by the average serviced and self-catering bed occupancy levels in the Scottish Borders Tourist Board area in 1998 and 1999. These levels were less than the national average for Scotland.
- 4.43** Most importantly, the survey drew attention to limitations both in accessing available research intelligence and in being able to profile the performances and development prospects for different tourism sectors. The future strategic planning and assistance support for development of tourism in the Scottish Borders rural economy has been seriously “hamstrung” by these shortfalls in available information.
- 4.44** These various considerations are addressed through the preliminary recommendations presented later in this report.

Prospects for Countryside Sports Development

- 4.45** The inventories prepared in the case of the six countryside sports activities revealed there to be a number of sustainable development opportunities. These related to the sports as legitimately undertaken at the time. The prospects reported below are presented without regard for the proposed legislation before the Scottish Executive, relating to the Protection of Wild Mammals (Scotland) Bill. This stems from the expectation that, implementation of the Bill – even if passed – would encounter administrative problems.
- 4.46** The greatest opportunities for expansion of Provider and Participation activities, with attendant expenditure and employment impacts, is considered to be greatest in the case of both lowland game and grouse shooting; deer stalking by professionally trained/competent stalkers; and angling. The reasons underlying the prospects for these and other activities are summarised below.

Lowland Game Shooting and Grouse Shooting

- 4.47** The need for effective predator control, coupled with the promotion of shooting as a countryside-based activity capable of generating additional income from corporate and urban-based clients, suggest that the levels of formal shooting are likely to increase further. This applies especially in the countryside around Edinburgh and Glasgow, where even now demand appears to be outstripping supply.
- 4.48** The potential for the expansion of grouse shooting is also considered to be good, even allowing for the problems associated with restrictions over predator control. The report published in 2001 by the Fraser of Allander Institute for Research confirmed this: 'over 40% of the (moorland) owners who responded to the survey felt that the income derived from grouse could be increased by over 75%'.

Deer Stalking

- 4.49** The growth potential is based on an increasing awareness of the need to protect the forthcoming second generation of commercial, conifer and mixed forestry plantations during the crucial establishment phase. Repeatedly during the discussions held as a follow-up to the SWRC survey, the need for increased levels of stalking by professionally trained stalkers was emphasised. Without this increase, it is considered that the risks of damage by deer to the young forest crop will be unacceptably high.
- 4.50** The costs of improved deer control are thought to be well justified. At the same time, it is recognised by professional land and sporting managers that the Government will need to provide financial incentives for effective protection of the Forest crop. This requirement extends to the training of additional skilled stalkers.

Angling Activities

- 4.51** There is scope for increasing sustainable angling activities on the Tweed, its tributaries and still-waters within the Region. The habitat conservation and improvement initiatives, stimulated respectively by the multi-stakeholder Tweed Forum Ltd and the Tweed Foundation through the Tweed Rivers Heritage Project, the Spring Salmon Conservation Programme and Streambank Management improvements, are likely to generate further growth in angling activities. The revenues of riparian owners can be expected to increase as a result.
- 4.52** The impacts of the Tweed Rivers Heritage Project upon the rural economy and quality of life in the Scottish Borders Region are expected to extend well beyond angling, since the overall aim of the Project is to:
- *conserve, enhance and raise awareness of the natural, built and cultural heritage of the rivers and valleys of the Tweed catchment and develop the recreational opportunities and the quality of life in the region.*

- 4.53** As the Project profile prepared by the Tweed Forum explains ‘The Tweed catchment covers an area of approximately 2000 square miles, with 2000 miles of river and streams, most of which are designated as an SSSI – supporting a rich and varied wildlife resource.’ In that context the Project was designed not only to extend the contributions of angling to the Region, but to do so in a sustainable manner.

Other Activities

- 4.54** Neither in the case of hunting nor falconry was substantial growth potential identified, notwithstanding the fact that fox hunting attracts overseas visitors. Nonetheless, it seems that there are opportunities for the growth of supporting services, such as the provision of livery yards, particularly in relation to proximity to Edinburgh. However, more important is the overall scope for expansion of the equestrian sector in general, for which hunting, allied to the activities of the Pony Club, provides a strong base.
- 4.55** In the case of falconry, the numbers of falconers involved in owning and flying birds seems likely to remain small, in spite of the fact that charges are already levied for those who watch displays. However, there is thought to be substantial growth potential for public falconry displays as a spectator attraction.

Recommendations for Development of Countryside-Based Tourism Development

- 4.56** In the light of the above prospects, particularly with respect to those involving the development of countryside-based tourism activities, the Study Team formulated the following recommendations covering both ‘on-farm’ and ‘off-farm’ activities:
- a structured networking mechanism should be developed that would seek to maximise and co-ordinate the market and product linkage opportunities. The existing Borders Farm Tourism Group, which is part of SBTB and currently has 13 members, may provide a suitable vehicle to develop this role. This should be discussed further with both the Group and the SBTB. If the BFTG were not to be considered an appropriate mechanism (i.e. it would not be representative of ‘off-farm’ countryside tourism interests), then the establishment of a new structure should be contemplated. This should have a remit that would be synergistic with, rather than duplicating, the role of the BFTG;
 - countryside-based tourism development activities should be prioritised in relation to their potential sustainability and on the basis of market scale. This should be a strategic objective. The focus should be on supporting a sustainable scale of development, as opposed to individual “large” project investments (e.g. new stand-alone visitor attractions), unless – in the case of the latter - a specific “new” market were to be made that would generate genuine new visitor market spend in the Scottish Borders from such capital

intensive investment. Thus the strategic development “thrust” should be founded upon:

- upgrading the existing countryside tourism facility and service infrastructure; and/or
 - expanding the existing product mix (e.g. development of existing visitor attraction facilities to strengthen the destination location and repeat visit potential of the particular attraction);
- countryside-based activity tourism packages should be developed, providing enhanced visitor accessibility to a range of outdoor pursuits, linked to the available on- and off-farm visitor accommodation supply. The strategic objective for such an initiative would be to build upon the existing success of package initiatives, such as the “Freedom of the Fairways” golf package and the “Fishing, Walking and Cycling in the Scottish Borders” programmes. This should be extended to include shooting – particularly informal shooting - and equestrian pursuits, especially during the winter months thereby extending the tourism season;
 - initiatives (possibly package-based as mentioned above) should be developed that would seek to extend the length of average visitor stay within the Scottish Borders area, thereby providing a stimulus for increased expenditure activity. Such initiatives should incorporate the priority marketing targets identified by the SBTB – the reasonably affluent 20 to 30 year old sector and older affluent couples (50 + years);
 - the potential should be examined for developing the combined historic house and natural environment resource strengths of the existing Estate-based visitor attractions within the Scottish Borders Region. This should be done to create enhanced staying and day visitor attraction destinations with the potential for increased levels of visitor activity, extended visitor stay and additional expenditure. Both Thirlestane Castle and Paxton House have combined the built and natural heritage attractions in their respective visitor product mixes. The feasibility/potential of developing additional countryside-based attraction themes within other Scottish Borders Region Estate attractions should be progressed.
 - primary research should be commissioned that:
 - focuses specifically on the benchmarking of tourism performance trends within the SBTB area and includes a more detailed investigation of participation in tourism-based countryside recreation and sports activities;
 - includes the participation of farm-based providers/facilitators in a “brainstorming” forum to investigate realistic parameters for determining the scope for, and extent of, farm-based tourism development. Issues to be raised should include collective marketing opportunities, extended season operation potential, partnership

linkages e.g. the development of accommodation networks linked to the routes of long distance walking, riding and cycling trails etc.

4.57 Some of these recommendations require further and more detailed investigation before implementation.

5. THE MANAGEMENT OF LANDSCAPES AND HABITATS

Introduction

5.1 The importance of conserving and enhancing landscapes and their component scenic qualities, wildlife habitats and cultural features has long been recognised for many reasons. One of these relates to the capability of landscapes to provide attractive and effective environments for a wide range of countryside-based recreation and sports activities. The same importance and relationships have not always been appreciated in the case of accommodating both existing and potential farm diversification activities. However, the underlying logic was evident from the results of the surveys conducted during this Study.

5.2 This Chapter starts by summarising the chief survey findings, concerning the main countryside features of the 5 Landscape Types (River Valley, Upland, Upland Fringe, Lowland and Coastal), comprising the Scottish Borders Region. It then addresses three important topics, namely:

- The contributions that Countryside Recreation and Sports activities make to the conservation of the different landscapes and their visual, wildlife and cultural attributes;
- The ways in which the landscapes and their component attributes have been changed (enhanced) to provide more attractive and effective environments for Countryside Recreation and Sports environments;
- The role of the landscapes in accommodating existing and potential farm diversification enterprises and activities.

Main Sources

5.3 The principal sources of information about what conservation and enhancement tasks have been respectively undertaken and perceived by farmers and land managers were:

- the discussions held with 105 farmers, who participated in the farm diversification and countryside management surveys; and
- the preparation of maps, showing the visual features, wildlife habitats and archaeological/cultural sites on each of the farms.

5.4 The survey responses also identified the main motivations for undertaking the main countryside management tasks undertaken.

Countryside Habitat Features – The Main Findings

5.5 As reported in the Part 1 document (A Study of Farm Diversification and Countryside Management in the Scottish Borders, 2001), the greatest proportion of the mapped survey area, was occupied by ‘other areas’ (47%) i.e. arable land, steadings and roads (33,351 Ha within six 5km wide transects across all 5 Landscape Types). In the mapped survey area, Grassland covered 31% and Woodland 4%, while Water Features covered <1%. The main habitat composition of the 5 Landscape Types were in round terms as follows:

- River Valley landscapes: grassland (29%) and other terrestrial habitats (14%);
- Upland landscapes: other terrestrial habitats, including heather moorland, (40%) and grassland (32%);
- Upland Fringe landscapes: grassland (40%) and other terrestrial habitats (9%);
- Lowland landscapes: grassland (25%) and woodland areas (7%);
- Coastal landscapes: grassland (32%) and woodland areas (9%).

5.6 Heather Moorland (13% of the mapped area) predominated in the Uplands and compared significantly with improved grassland (17.5%) and unimproved grassland (14%) that predominated respectively in the Upland Fringe and Upland Landscape Types. It was the considered view of the consultancy team that the survey areas and their features were broadly representative of the 5 Landscape Types.

5.7 The composition of the woodland cover was as follows:

- Coniferous forestry was the most extensive, though it accounted for only 2% of mapped area. It predominated in the Upland Landscape;
- Broadleaved woodland comprised only 1% of mapped area and was predominant in the Coastal Landscape Type;
- Mixed species Plantations covered less than 1% of the mapped area and were predominant in the Lowland & Coastal Landscape Types.

Overall, the area of conifer woodlands, within the area covered by the survey, outnumbered the areas of broadleaved and mixed-species woodlands respectively in the ratios of 3.5 to 1 and 2 to 1. In general conifer woodland has been regarded as less attractive for countryside-based recreation and sporting activities compared to its two counterparts.

5.8 Drystone Dykes predominated as linear features (an average of 5km / farm) and were generally more prevalent than hedgerows (an average of 4km / farm).

- 5.9** The features, outlined in the preceding four paragraphs, were the main ones, to which the countryside-based recreation and sporting activities were found to contribute. This applied with respect to both conservation and enhancement tasks.
- 5.10** The priority countryside management tasks undertaken by farmers towards conserving these features were revealed by the survey to have been hedge cutting the re-/under-planting of mixed-species woodland, woodland management and dyke maintenance.
- 5.11** Not surprisingly, the tasks varied between Landscape Type, with for example hedge planting being a priority in River Valley, heather burning and bracken control in the Uplands, dyke maintenance and woodland management in the Upland Fringe and hedge cutting in the Lowlands.

Countryside-based Activities and Landscape Conservation

- 5.12** The Part 1 Report highlighted the contributions that in general countryside-based activities and, in particular, country sports made towards conserving landscapes and their three generic attributes (visual, cultural and wildlife features). In summary these contributions were as follows:

General Countryside-based Tourism, Recreation and Sports Activities

- 5.13** Approximately 12% of the farms covered by the survey were reported to be participating in the Countryside Premium Scheme. Generally, there was a good appreciation of the close links between maintaining attractive landscapes and the operation of successful countryside-based tourism, recreation and sports activities.

Angling

- 5.14** The provision of effective and attractive angling environments has entailed undertaking many different management tasks contributing to the conservation of riparian and river corridor features. Principal tasks included clearing bank-side vegetation and river-weed growth, arresting erosion, removing trees to relieve shading, fencing off buffer zones and tree planting. The projects pioneered and led respectively by the Tweed Foundation and the Tweed Forum have contributed a great deal to these tasks.

Lowland Game Shooting

- 5.15** It is well known that the success of this sport requires the execution of management tasks, which benefit a wide diversity of wildlife species (especially song birds and mammals). The conservation of woodland (especially of broadleaved and mixed species) with warm, sheltered rides and under-storey cover, copses, spinneys and hedges is known to be particularly important in providing feeding, roosting, cover and breeding sites for game

birds. The same applies, albeit to a lesser extent, in the case of game crops, broad grassy/herb-rich field margins and field corner plantings.

Grouse Shooting

- 5.16** The conservation of 52,000 hectares of open heather moorland is primarily due to the fact that this is the habitat of grouse, the quarry species. This is a unique habitat, which provides a landscape much admired by visitors. Their contribution to landscape character is reflected in both the official designation of moorlands as Areas of Great Landscape Value and their inclusion in National Scenic Areas.

Deer Stalking

- 5.17** The conifer, broadleaved and mixed forests of the Scottish Borders Region provide the principal habitats for the resident populations of roe and sika deer. In the interests of protecting the commercial forests against unacceptable levels of damage by deer, the forest environment has required modification. In order to facilitate the control of deer by stalking, several tasks have been undertaken, which have had the additional benefit of enhancing the diversity of both the forest ecosystem and the wildlife species that it supports. Such tasks have included the creation of open glades and rides, protection of vulnerable areas or species through fencing, the use of tree guards and chemical repellents; the provision of browsing areas by the planting of native broadleaved tree and shrub species.

Fox Hunting

- 5.18** The conservation, specifically for hunting, of coverts, spinneys, copses, gorse and scrub areas, although overall not large in total area, is known to have contributed to both scenic and wildlife values. The upkeep of such areas has been a responsibility shared between the Hunts and Subscribers, many of the latter being landowners and farmers.

Overview

- 5.19** In short, the provision of countryside-based recreation and sporting activities has been an important factor behind the **conservation** of landscape features and the associated tasks. However, the survey revealed that the maintenance of an efficient and clean farm was the principal motive for the routine **management** of existing countryside features.

Actual and Prospective Landscape Changes to enhance Countryside-based Recreation & Sports

- 5.20** In sharp contrast the survey highlighted that countryside sports interests were the principal motivation for the creation of new habitat and landscape features (33% of respondents).

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- 5.21** The importance of shooting was notable as a motive for managing and planting woodlands, hedgerows, wetlands and ponds (angling and hunting were also cited but to a lesser extent).
- 5.22** The long-standing relationship between both the conservation/enhancement of landscape and wildlife habitats on the one hand and country sports on the other has generally received recognition in the past (ref: Cobham Resource Consultants, 1983, 1992 and 1997, Countryside Sports – Their Economic, Social and Conservation Significance, The Standing Conference on Countryside Sports). The results of both the Diversification Survey and the Inventories undertaken during the course of this Study confirmed that such relationships exist in the Scottish Borders Region.
- 5.23** However at the same time, analysis of the Region’s landscapes, especially those featuring conifer plantations either as large scale forests or farm shelter-belts and game/fox coverts, pointed to the need to rectify the impacts of a number of ‘visual detractors’. These relate in particular to blocks of conifer and mixed plantings, the features and hard edges of which ‘run against the natural contours and ‘grain of the land’, such that they appear as ‘incoherent features’ in the landscape. Whilst, for sound functional reasons, discrete farm shelter belts, plantations and game coverts have come to be regarded as part of the landscape tradition of the Region, this does not mean that either their existing precise shapes or locations automatically need to be perpetuated.
- 5.24** The opportunities to rectify these ‘visual ‘detractors’ and to improve the quality of landscapes are increasing with the need both to fell and re-stock. In the public sector, (i.e. on land owned by the Forest Authority), forest re-structuring is being covered by Forest Design Plans. Within the private sector, which is responsible for virtually all of the smaller and younger plantations, the approach to design is more complex. The Forest Authority continues to explore the opportunities for forest and small wood design in the private sector. Plan Preparation Grants (PPGs), for example, are available to help the private sector with the cost of the preparation of Forest Plans. These grants would assist with designs geared to the re-structuring of woodlands and plantations. Refinement of the eligibility criteria and conditions may be required to achieve greater impact in future. In addition, the Woodland Grant Scheme (WGS) makes payments for works to existing woodlands, including re-stocking after felling, as well as management and improvement work. Again, specifically to assist landscape re-structuring, a review of the WGS and the associated design conditions is probably required.
- 5.25** The opportunity to link such tree belts and blocks of planting with other features such as hedges, streams etc should be taken in the interests of either providing or strengthening wildlife corridors.
- 5.26** It is recommended that a specific project be designed to identify those shelter belts and copses that need to be re-sited, shaped and planted with appropriate mixtures of native hard/soft-wood tree species and a diversity of native shrubs that provide effective under-storey warmth, winter food and roosting/nesting sites. This is the largest single future contribution that sporting interests are

likely to be able to make to the landscapes of the Scottish Borders in the decades ahead. The size and scale of the opportunities for enhancement are such that the project should be designed to cover all of the relevant landscapes within the Region. It should contain a strong demonstration component that will appeal to landowners, their tenants and owner-occupiers. Existing schemes designed to grant-aid landscape conservation and improvement should be adjusted, so that these particular forms of enhancement receive priority attention.

5.27 The activities of the Tweed Forum and Foundation, in relation to the Tweed Rivers Heritage Project, provided a further example of the close relationship between the mutual improvement of countryside based recreation and country sports activities on the one hand and landscapes and habitats on the other. To emphasise this relationship, the objectives of this holistic initial 3 year, £4.1 million Project, centred on one of Scotland's pre-eminent fishing rivers, are reproduced below:

1. *To conserve and enhance the landscape, the indigenous habitats and their associate wildlife.*
2. *To protect and enhance the network of public access routes, recreational opportunities and visitor facilities along the river system.*
3. *To conserve and enhance the built and cultural heritage of the Tweed and its enjoyment.*
4. *To raise awareness and promote the importance of the Tweed's heritage and the issues involved in its management through education and interpretation.*
5. *To establish a permanent organisational framework capable of developing and implementing integrated projects through a partnership approach to sustainable river management.*

By way of example, the constituent mini-projects for the Upper Tweed, included riparian habitat enhancement, the conservation and improved management of ancient and semi-natural woodland, improvements to the reservoirs of the upper catchment and contributions to the RSPB black grouse project.

Landscapes and the Accommodation of Diversification Enterprises

5.28 The previous Chapter (paras 4.12 and 4.13) referred to the strong relationship between diversification and both the Landscape Types and the different forms of countryside-based recreation and sports. The same dependence upon Landscape Types exists in the case of opportunities for diversification.

- 5.29** Chapter 4 also showed that many of the existing (para 4.21 et seq) and prospective diversification enterprises and activities were dependent upon the provision and conservation of well-managed and attractive landscapes. This applied in the case of at least half of the existing and prospective diversification activities.
- 5.30** More detailed insights into the relationships between Landscape Types and diversification activities were provided in the Part 1 report (ref Box 3.33 and paras 3.90 to 3.94).

Concluding Pointer for the Future

- 5.31** These findings point to the need to pay full attention to non-commercial farming and forestry enterprises when organising and managing the operation of the Countryside Management Industry in future. In the past very little attention has been paid by countryside conservation and tourism agencies to the contributions made by countryside-based recreation and sporting activities to the up-keep of landscapes through Great Britain. The same applies to the influence of such agencies as the Angling Associations, the Game Conservancy Trust, BASC (Scotland), the Countryside Alliance (and forerunners) and the Master of Foxhounds Association (MFHA).
- 5.32** Both the conservation and enhancement of the Scottish Borders landscapes depend upon the participation of all professional and sectoral interests. This participation is essential at all stages of the conservation and enhancement processes, namely strategic planning, design, implementation and up-keep.

6. THE COUNTRYSIDE MANAGEMENT INDUSTRY – PRESENT & FUTURE

Introduction

- 6.1 In preparing the Part 1 Report of this Study, based on the survey data obtained and analysed, it was clear that a **Countryside Management Industry (CMI)** exists. This relates directly to the countryside management and maintenance tasks, which are undertaken. The promotion and development of these tasks as a source of farm diversification, through the expansion of contracting services is one of the challenges arising from this Study.

The Countryside Management Industry Defined

- 6.2 As indicated in Chapter 1, in common with other industries, the CMI in the Scottish Borders is founded upon both access to and the use of a significant pool of resources. These include:

- substantial and diverse natural resources;
- discernible, albeit fragmented, labour and institutional resources; and
- associated capital and infrastructural resources.

For these resources to yield the sustainable benefits sought, it is recognised that they require:

- systematic management at both macro and micro levels;
- sizeable inputs, such that the CMI is recognisable as a significant economic entity in its own right.

- 6.3 Effective management of these countryside and related resources requires the active participation of a wide range of stakeholders. The consultants, responsible for undertaking this Study on behalf of BFRS, perceive that the Countryside Management Industry comprises all of the stakeholders, whose resource use and management activities enable the above resources to be appropriately conserved, maintained, enhanced, sustained and protected for the benefit of all who seek to enjoy its varied features and habitats.

- 6.4 In this context, **the principal stakeholders are seen as consisting of four groups:**

- **Landowners, Farmers, Land Managers, Factors, their respective Families and Staff;**
- **The Providers and Participants involved in Countryside-based Recreation and Sports activities;**

- ❑ **The Trade and related organisations** involved in servicing the needs of both of the first two groups, especially (a) the Providers of Countryside Sports and (b) the Landowners and Farmers etc in the upkeep of farmed landscapes;
- ❑ **The official organisations** to which the first two groups relate for the provision of both clear policy frameworks and practical operating guidelines in fulfilling their resource management responsibilities.

6.5 Based upon the research findings summarised earlier and elaborated in the Part 1 and 2 Reports, this Chapter defines the content and size of the CMI.

The Countryside Management Operations associated with Farming & Diversification

Survey Dimensions

- 6.6** There were 64 responses to the countryside management questionnaires completed by the 105 farmers and managers, who participated in the survey discussions and mapping exercise. These responses identified the significant annual costs incurred in undertaking the countryside management tasks. The costs reflected the time, labour and materials contributed by the farm owners, tenants and managers who participated in the survey. Collectively the 64 respondents were involved in managing some 24,000 hectares located in the 4 main Landscape Types (River Valley, Upland, Upland Fringe, Lowland). In undertaking these tasks, the important roles performed by farming family members were also revealed.
- 6.7** This Chapter summarises the findings presented in the Part 1 Report ('A Study of Farm Diversification and Countryside Management in the Scottish Borders, 2001), concerning the size of the physical and financial inputs borne by members of the Countryside Management Industry in the Scottish Borders Region.

Countryside Management Tasks – The Physical Inputs

- 6.8** The main survey findings, in terms of the man-days per year used and the main tasks, were as follows:
- ❑ In relation to all of the tasks, the maintenance of dry stone dykes involved the highest inputs;
 - ❑ Woodland management and planting tasks absorbed high levels of inputs, though woodland planting on its own involved a low input;
 - ❑ Some form of woodland management took place on 40% of farms;
 - ❑ Hedgerow maintenance and planting involved less input than all of the combined woodland related tasks
 - ❑ 18% of hedging activities related to gapping-up existing hedgerows;

6.15 Other sources of labour included farm / estate staff and ‘off-farm’ labour, i.e. a wide source of inputs.

6.16 From all sources, the average total annual man days per farm amounted to 131 in round terms.

External Assistance

6.17 The survey also investigated the levels of ‘off-farm’ assistance received in terms of grants and advice. The main findings were as follows:

- 38% farms received grant aid for countryside management and maintenance tasks;
- 3% of farmers received grants for the provision of countryside sports and recreation activities and facilities;
- 31% of the respondents had sought advice covering both countryside management tasks and the provision/management of countryside-based recreational facilities.

Such levels of recourse to external assistance are relatively modest. They point to the likely need, referred to above, for some form of additional external intervention/encouragement by policy-makers.

The Countryside-based Sports Components of the CMI

6.18 In terms of Total Annual Direct Expenditure the six activities, covered by the Study was between £22.3 million and £29.6 million.

6.19 The corresponding Total Annual Direct Employment estimates, in terms of FTEs, were between 730 and 890. The estimates covered all of the labour employed by Providers, Participants and the supporting activities of the Trade and Service Organisations.

The Total Size of the Countryside Management Industry

6.20 When the annual direct expenditure and employment estimates, presented above, are respectively combined, it can be seen that the CMI is a significant economic entity in its own right:

Expenditure

- **The Farming Countryside Maintenance Operations** £2.6 to £5.0 million
- **The Countryside Sports Activities of Providers & Participants** £22.3 to £29.6 million
- **Other forms of Countryside-based tourism** £3.5 to £6.3 million

Total (rounded) **£28 to £41 million**

Employment

□ Countryside Maintenance borne by Farming Operations:	311 to 342 FTEs
□ Countryside Sports Provision & Participation:	540 to 635 FTEs
□ <u>Trade & Service Organisations in support of Sports</u>	<u>190 to 260 FTEs</u>
Total FTEs (rounded)	<u>1,040 to 1,230</u>

These FTEs were estimated to represent jobs totalling 3,420 to 4,250, which suggest that the total estimates of environment-related jobs in the South of Scotland, presented by ERM, in the Southern Uplands Partnership Study report were distinctly conservative.

6.21 On both counts, in the Scottish Borders the CMI is second in size only to agriculture as a sector of the rural economy.

Development of the Countryside Management Industry

6.22 Currently, the Countryside Management Industry exists in all but name and leadership. Its size is beyond doubt, as has been revealed by the summary estimates presented above for a normal year, unaffected by FMD.

6.23 To-date, the existence of this industry has largely gone un-noticed, subsumed under the overall mantle of the Agricultural Industry. The latter embraces the food industry, itself covering several commodity industries: livestock (meat and wool), milk, cereals and horticultural products etc. Each of these component industries has a leadership and management structure, which is responsible for the development of strategic growth, the establishment and maintenance of standards, entry qualifications and training.

6.24 However, this does not apply in the case of the Countryside Management Industry. There are many reasons for this, three in particular:

- the countryside in terms of existence, appearance and upkeep seems to be regarded - as formerly in the case of potable water, fresh air, etc, - as a free, God-given commodity;
- the industry consists of many and, for the most part, fragmented components, reflecting the landscape management requirements of all forms of countryside-based tourism, recreation and sports, as well as the needs of farming and forestry including diversification;
- the industry lacks a 'lead organisation', empowered to co-ordinate and sustain all of the many different stakeholders that in a myriad of different ways share in the delivery and conservation of its 'products'.

6.25 This is not meant to imply that the countryside is neglected, for it has many custodians and champions, both statutory (SNH, the Scottish Executive (Environment and Rural Affairs Department, the Forest Authority, the River Tweed Commissioners, the Deer Commission for Scotland etc) and voluntary (SLF, the RSPB, the National Trust for Scotland, the NFUS, the Game Conservancy Trust Ltd, BASC (Scotland), The Tweed Foundation, BFRS, Southern Upland Partnership etc). In addition, there are several statutory grant-schemes and programmes, which are administered by the Scottish Executive, SNH, Government Agencies and Local Authorities in support of various countryside conservation and development initiatives. These include:

- ❑ Set Aside (the prime statutory mechanism, but with only limited beneficial influence on countryside management, as distinct from food production);
- ❑ the Diversification Farm Business Development Scheme;
- ❑ the Processing and Marketing Grant Scheme and the Marketing Development Scheme;
- ❑ the Countryside Premium Scheme, together with other voluntary schemes, designed to enable farm landscapes and their component visual features, wildlife habitats and cultural assets to be conserved and managed in traditional ways;
- ❑ the Conservation Rural Stewardship Scheme;
- ❑ the Environmentally Sensitive Area Schemes (still running, but replaced by CRRS);
- ❑ the Woodland Grant Scheme;
- ❑ the Farm Woodland Premium Scheme;
- ❑ the various countryside-based tourism and recreation development grants.

6.26 For historic reasons, the money available through these schemes is small, thereby limiting the benefits that stakeholders can derive from them. A comprehensive review of the functions and sizes of these schemes is required, in the overall context of the CMI and its potential to generate rural employment.

6.27 As part of the review, note needs to be taken of three related initiatives, namely:

- ❑ the recent appointment by the Scottish Enterprise Borders of two Farm Business Advisors to assist and guide stakeholders in assessing proposals and finding grant assistance;

- the establishment of the Scottish Borders Farm Diversification Group, part of SEB's long established Land-based Advisory Group;
- the Farm Venture Groups being set-up by BFRS in the Scottish Borders and funded by SEB and the Scottish Executive.

These initiatives deserve vigorous support.

- 6.28** However, grant schemes on their own are not enough to establish the reality, and more importantly to improve the impact of the CMI and diversification initiatives. As always, training needs to be focused and reinforced to develop the necessary skills, through such organisations as LANTRA, SAC etc.
- 6.29** Finally, the institutional arrangements for managing this 'missing industry' need to be considered, planned and implemented carefully. The temptation to propose the introduction of new, independent institutional structures and financial arrangements should be avoided. Quite the opposite is required, bearing in mind the strong case that has been made in SEERAD's recently published 'Forward Strategy' (2001) for developing the Scottish Agricultural Industry in a holistic manner. The document stresses the importance of both the countryside and of diversification as a basis for sustainable development. Farming is seen as being part of rural development rather than as a separate sector.
- 6.30** However, just as other components of the rural sector have their own industries and regulatory bodies – as instanced above – so the Countryside Management component needs to be recognised as an industry.
- 6.31** To that end, it is proposed that, in the light of the Study findings a Working Party should be established to investigate the feasibility of establishing and sustaining some form of over-arching body. Such a body would be charged with three principal functions of ensuring that:
- appropriate countryside management activities are undertaken in the most effective and sustainable ways by the stakeholders responsible;
 - the stakeholders responsible are financially rewarded at realistic rates for the countryside management tasks performed and the recreation services rendered;
 - the results achieved by the stakeholders responsible for conserving and enhancing the Borders landscapes are regularly monitored. This would be consistent with the Government's commitment to improving transparency and accountability, concerning all forms of public administration; including public-private partnerships;
 - farmers, land managers and landowners receive the training required to enable them to undertake the additional or new tasks involved, especially relating to both recreational management and the enhancement of landscapes and their component wildlife habitats.

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- 6.32** It is envisaged that such a body would periodically review existing countryside management programmes and grant-aid schemes. It should also be charged with recommending the ways in which a comprehensive system of countryside management payments should be extended and improved.
- 6.33** ‘The Forward Strategy for Agriculture’ contains an initial first step in this direction through the current exploration of Land Management Contracts (LMCs). The latter have much to commend them in principle. However, as practiced in France on the basis of the example appended to the Strategy document, it appears to be more concerned with farm production dimensions than with the provision of improved countryside management services.
- 6.34** Nonetheless as a potential vehicle for assisting the CMI to achieve its objectives of sustaining and enhancing the features and uses in the Scottish Borders, the exploration of LMCs also deserves strong support. These are seen as potential vehicles for integrating the support of both food production and rural development. As such they could usefully make provision for land-owners, farmers and managers to manage their properties in ways which benefit all components of the Farming, Forestry and Countryside Management Industries.

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7. A WAY FORWARD - RECOMMENDATIONS

Introduction

7.1 Some of the earlier Chapters have contained a series of specific recommendations and proposals for consideration. The purpose of this Chapter is different. It is intended to focus attention on some key, generic recommendations. They are offered as a way of harnessing the findings of this important and innovative Study. No apology is made for the fact that some of the recommendations relate to the need for further research. That stems from the fact that the present Study was originally conceived as being the prelude to an investigation into a range of successful diversification enterprises. The idea was that, following the study of both diversification practices and countryside sports activities, the physical and financial resource profiles of a number of farm diversification enterprises should be investigated and assembled as ‘exemplars’ for other farmers interested in drawing upon the experiences of successful practitioners. In essence it was envisaged that the research would generate a series of demonstration projects, which could be probed and visited by farmers and landowners. Although the latter would represent a diversity of farm types, sizes etc, it was expected that they would share in a common activity/goal, namely:

the search for a sustainable future, not just for their farm businesses but also their landscapes and component features

7.2 Unfortunately the funding required for this second stage research has yet to be secured. Nonetheless, the need for the research still stands. Indeed, through the problems experienced by rural communities as a result of the restrictions imposed in the course of the Foot and Mouth Disease epidemic, the need for the additional research products has grown.

7.3 The generic recommendations which follow represent the main ways of harnessing the findings that have emerged from the research study commissioned by BFRS. Two broad categories of recommendation are envisaged, namely those that will:

- progress the processes of successful ‘on-’ and ‘off-farm’ diversification; and
- establish the Countryside Management Industry as a recognisable and sustainable contributor towards improving rural livelihoods and strengthening both rural communities and landscapes.

Assisting the Diversification Processes

7.4 There are 7 key recommendations:

- 1) Ways of encouraging the formation of joint ventures between landlords and tenants in the pursuit of mutually beneficial diversification enterprises should be sought and developed. The results of these investigations should be implemented and supported by the provision of appropriate packages of Government incentives (e.g. start-up grants and fiscal reliefs, training assistance etc);
- 2) The standard forms of tenancy agreements should be reviewed, with the aim of exploring ways in which the present restrictions, concerning both on- and off-farm diversification, could be reduced to the mutual benefit of landowner and tenant;
- 3) The introduction of improved packages of incentives to farmers, wishing to co-operate in the operation of countryside-based recreation and sports enterprises, should be investigated and appropriately progressed. One such example relates to the establishment of cross-country horse/pony-trekking ventures through the provision of serial feeding and accommodation facilities;
- 4) The important role played by countryside-based sports (especially equestrian and shooting activities) should receive official recognition and support. In that context special note should be taken of the comments which concluded the lowland game shooting inventory, presented in the Part 2 Report (ref Chapter 5), namely:
 - i. *‘It was evident that, in terms of both economic activity and employment generation, lowland game shooting had made substantial contributions. Indeed, of all of the traditional countryside sports in (1998/1999), this form of shooting made the greatest impact on rural livelihoods in the Borders’ Region. The same applied with respect to the conservation and enhancement of both wildlife habitats and visual landscapes.*
 - ii. *For these reasons, lowland game shooting needs to be recognised as an important component of the rural economy. This is especially germane at a time when strategic planning of rural resources and land uses is a priority issue. Traditionally, it has been common practice on the part of statutory agencies throughout the UK to overlook the contributions made by both the Providers and Participants of countryside sports. There has never been a more appropriate time for rectifying this omission’.*

Note should also be taken of the important role that foxhunting has played in some of the equestrian industry’s businesses in the Scottish Borders. As recorded in Chapter 8 of the Part 2 Report, between 700 and 900 horses were used for foxhunting in 1998/99. Businesses involved in the active maintenance of these horses have been identified as being particularly dependent upon the related turnover earned during the winter months.

This dependence, as shown in Chapter 10 of the Part 2 Report, applied especially in the case of both farriers and the providers of livery yard services.

- 5) The strengthening of the existing institutional frameworks and stakeholder linkages, required for effective development of countryside-based, tourism, recreation and sports activities (ref Chapter 4) should be undertaken;
- 6) The provision of improved and extended facilities for effective training of farmers on diversification topics should be reviewed and appropriately reinforced. This should also apply to the specific training needs of farmers' wives, partners, families and staff, particularly with regard to the establishment and management of enterprises, which are centred on the provision of services to tourists and visitors who are unfamiliar with farming and rural life;
- 7) The types of diversification 'models' outlined above should be progressed, focussing on the provision of physical and financial guidelines for both 'on-' and 'off-farm' enterprises that are sustainable. A wide range of stakeholders should be involved in establishing and progressing 'models' through a specific Research and Demonstration Project.

Recommendations for Growing the Countryside Management Industry

- 7.5 The **first of 4 key recommendations** concerns the need to gain recognition of this, currently highly fragmented, industry as an important component of the rural economy.
- 7.6 **Secondly**, the contributions of countryside-based recreation and sports activities need to be both recognised and reflected respectively in the reinforcement and development of existing/appropriate institutional structures, training facilities and financial incentives.
- 7.7 **Thirdly**, the development of programmes designed to achieve sustainable diversification throughout the rural economy needs to be one of the main cornerstones of a viable and strong CMI.
- 7.8 **Finally**, all of the main public, private and voluntary sector stakeholders need to be consulted in undertaking a feasibility study into development of possible CMI structures, facilities, incentives and diversification programmes. In carrying forward the preferred institutional arrangements, the full spectrum of stakeholders needs to be represented. The latter is required in the interests of ensuring that the CMI is effectively managed. This requires that the existing, highly fragmented CMI structure is replaced by one that is both fully inclusive and well co-ordinated.

- 7.9** An industry, already sustaining annual direct expenditure and employment of between respectively **£28 million to £41 million and 1,040 to 1,230 FTEs**, deserves no less than the implementation of these recommendations.
- 7.10** The components of the Countryside Management Industry and the organisations, upon which a leadership and co-ordinating council or standing body would need to draw, are displayed in **Diagram 7.1**. The dual roles of leadership and co-ordination, involving sustainable development of the industry through, for example, both the establishment and monitoring of performance standards, are seen by the consultants as being of equal importance.

DIAGRAM 7.1: COMPONENTS OF THE COUNTRYSIDE MANAGEMENT INDUSTRY IN THE SCOTTISH BORDERS

