

Other Rural Land Asset Profile

1. Context

Crown Estate Scotland manages property – including buildings, land, coastline and seabed – on behalf of the Scottish people.

We work in a way that:

- Generates prosperity and value for all of Scotland;
- Supports the growth of sustainable business and industry in Scottish seas and on the coast;
- Makes places better for those who live, work and visit there;
- Promotes sustainable ways of producing energy, food, and other products; and
- Creates opportunities for people to use and benefit from the Scottish Crown Estate.

The Scottish Crown Estate Act 2019 requires us to manage the assets in a way that is likely to contribute to the promotion of improvement of economic development, regeneration, social wellbeing and environmental wellbeing. To do this, we need to understand the wider value delivered by the assets and our management activities.



Asset profiles have been developed for the Estate's 21 asset classes. The profiles include information on financial returns, the public benefits delivered through our management activities, and our view of the opportunities for wider value creation.

The analysis has been undertaken in-house, using qualitative assessment and expert judgment.

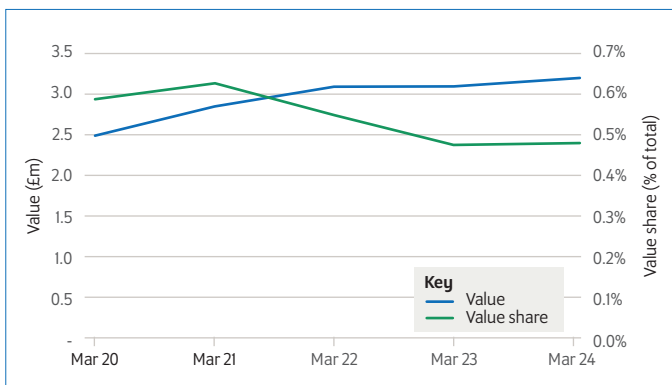
2. Asset summary

Other rural land assets consists of a diverse range of assets used for a variety of purposes. They include for example, commercial agreements relating to water supplies and ski facilities at Glenlivet Estate. Also agreements for nature conservation sites with Scottish Wildlife Trust at Roslin Glen and Kingston Lein. The Glenlivet Estate includes a visitor centre which facilitates a multitude of outdoor activities including a network of paths and trails for walking and cycling. Other agreements include a variety of uses such as providing sites for digital communications masts, car parks and community facilities.

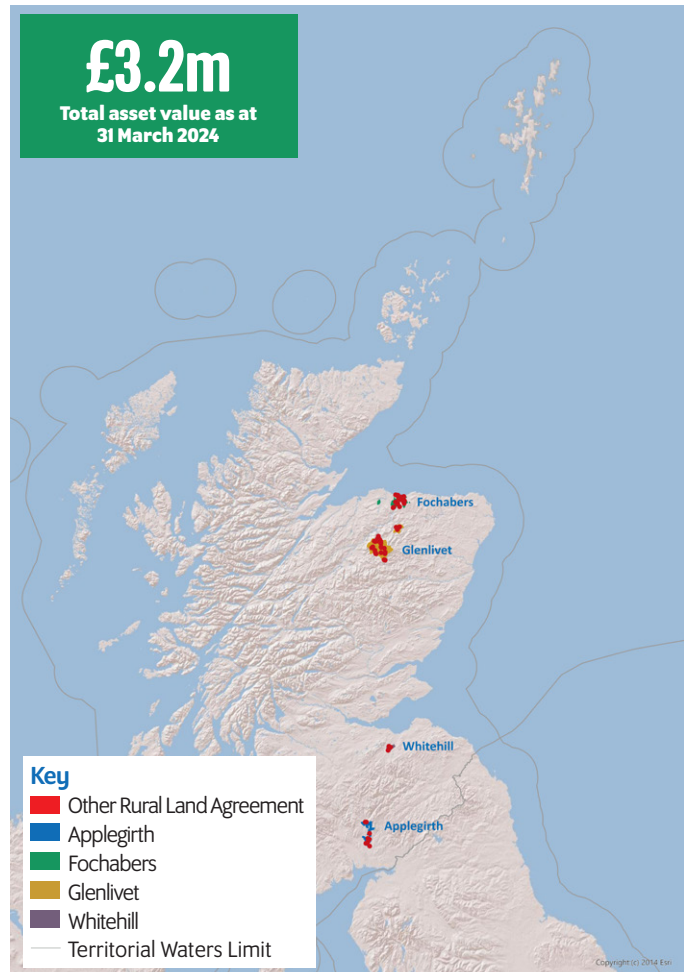
Asset and financial information

Asset information	Value
No of agreements	132
Value (March 2024)	£3.2m
Value share (% of total Estate value, March 2024)	0.5

Other rural land – change in value and value share over time

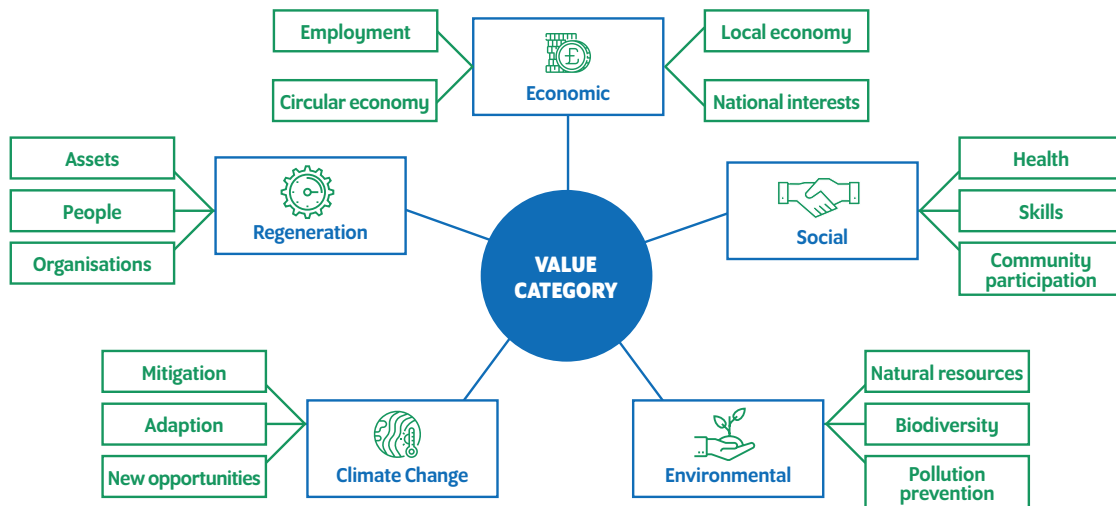


Other rural land asset map



Map correct as at September 2024. Under the Open Government Licence, we give free access to our open datasets and map which can be found on our [Spatial Data Hub](#) which gives access to view and download spatial data, PDF maps for download, and our [interactive map](#).

3. Understanding Value



Five value categories have been identified:

- **Economic;**
- **Social;**
- **Environmental;**
- **Climate Change;** and
- **Regeneration.**

Each value category has a set of three or four indicators. The indicators are relevant for all Scottish Crown Estate asset classes and also align with Scotland's National Performance Framework and the UN Sustainable Development Goals.

Measures of success

Economic

Employment – jobs created or safeguarded

Local economy – local businesses are active in the supply chain and provide local employment

National interests – benefiting Scotland's national economy / showing leadership

Circular economy – increasing efficiency / reducing waste in processes and products

Social

Health – reflects / promotes good health at local or national level

Skills – stakeholders gain valuable skills

Community participation – community is an active stakeholder and participant

Environmental

Natural resources – resources used / maintained in a sustainable way

Biodiversity – biodiversity is protected/strengthened

Pollution prevention – pollution is decreased / not increased

Climate change

Mitigation – low or zero emissions

Adaptation – actions increase resilience / reduce risk

New opportunities – new, low or Net Zero emissions activities / businesses/products pursued

Regeneration

Assets – positive impacts on associated assets

People – people are enabled or empowered

Organisations – activities involve collaboration with other organisations

Next steps

The Value Project started in 2019 as a direct response to this need to define the wider value of CES's activities.

In 2023, with the help of Savills Earth we completed development of our new Value Reporting Framework (VRF). This framework will support CES to shape data gathering to inform non-financial metrics and will help to inform our future decision-making, reporting, and monitoring processes.

The VRF seeks to measure the value created through all of CES's activities, producing quantitative and qualitative data for investment case decision making and annual reporting.

To achieve this a systematic process for measuring value was developed, in which our five wider value categories – climate change, social, economic, environmental and regeneration – were individually assigned a specific value indicator, with each indicator directly tied to its own value creation metric.

We have now incorporated indicators relating to employment, investment, and social cost of carbon into our annual reporting and further indicators will be added going forwards.

4. Potential for Wider Value

The diagrams below demonstrate the wider value currently generated by the asset class as a whole and indicate where we consider there is potential to deliver increased wider value. This is influenced by a range of factors including the inherent value of the assets, tenant activity, regulator activity and other external factors.

For other rural land, key areas identified with potential for increased wider value include:

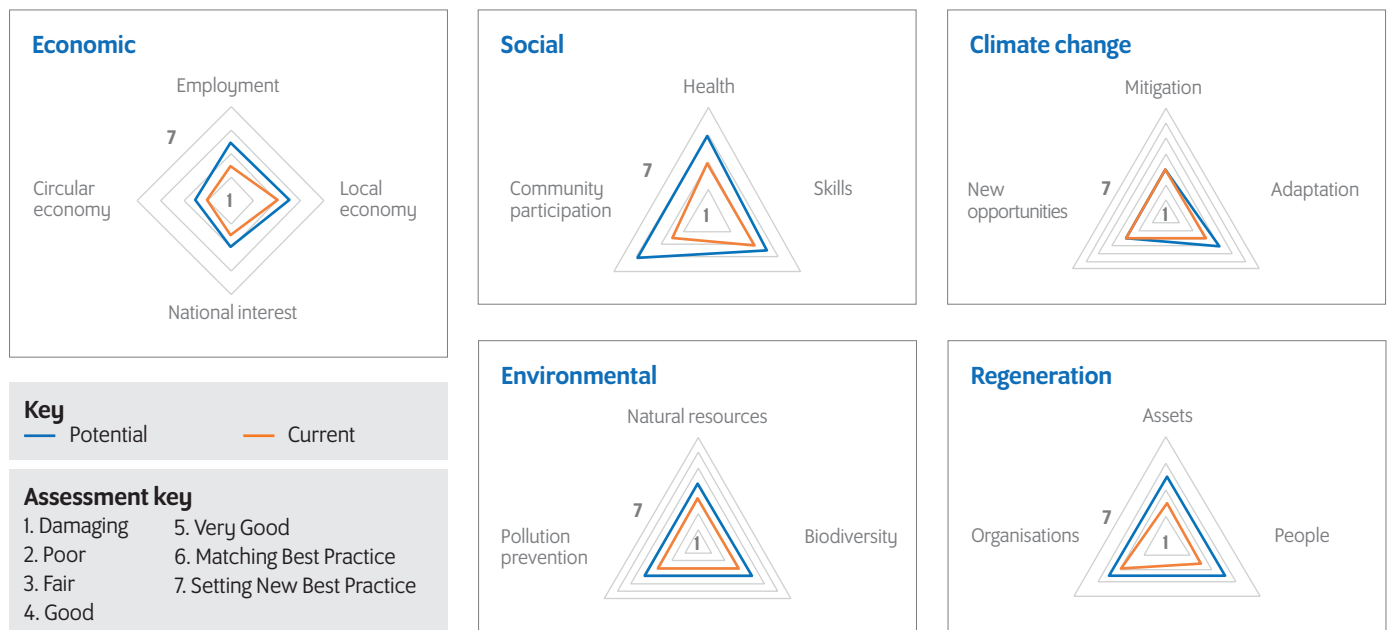
- **Economic** – Development of new business opportunities to support the rural economy and create local jobs.

Opportunities

- Potential for more diversification of rural land to deliver public goods and local services in relation to renewable energy, battery storage and recreation; and
- Increased popularity for outdoor recreation and rural tourism (walking, biking, camping, glamping and hutting etc).

Threats

- Impact of climate change on the ski industry and water supplies; and
- Cost of living crisis impacting on individuals' ability to fund new ventures.



This full value potential is indicated by the blue line. The actual average performance of the assets as currently managed is shown by the orange line. The opportunity for delivering enhanced value is the stretch between the orange line and the blue line.

Where potential and actual performance are the same the orange line will hide the blue line beneath it. No weighting has been applied to any indicator.

5. Benefits delivered by Crown Estate Scotland

Our 2020-2026 Corporate Plan sets out our four roles:

Investor

Investing in, for example, property development, as well as building external partnerships and supporting staff.

Asset Manager

Careful management of leases and agreements, as well as direct management of forestry.

Co-ordinator

Supporting other Scottish Crown Estate managers by, for example, coordinating spatial information.

Enabler

Empowering others by supporting local plans and projects, providing access to property and helping address barriers to sector growth.

For other rural land, some examples of our activities include:

Asset manager

- Continuing to support the tenant of a wigwam site in Tomintoul with further development of the site.
- We are proactive in making land available for new enterprises to develop their own business such as a new luxury cabins site at Dell, Glenlivet.
- In October 2023, we completed a programme of structural renovation repair works to the harbour structure at Portgordon.

Enabler

- Contributed to the establishment of the Tomintoul And Glenlivet Landscape Partnership.
- Ongoing work with the Tomintoul and Glenlivet Development Trust on their plans for a campsite in Tomintoul.
- We have finalised the land use strategy and plan for Glenlivet 2050 Masterplan.
- Through our Environment Grants fund, we have provided funding for a community orchard, invasive plant species removal and a bicycle rack at a community woodland on our Whitehill Estate.
- In 2021 we signed a MOU with the Portgordon Community Trust Ltd. (PCT), to transfer assets to them in line with our commitment to helping communities take a greater role in managing local assets. Since then, we have facilitated their taking ownership of a property in Portgordon which they have redeveloped as a community hub and are continuing to work with them as their progress their community’s aims on the future of the harbour.

Coordinator

- Active discussions with community organisations about land transfers and leases.

The table below presents our assessment of the significance of the benefits that we currently deliver through these four roles. Our Corporate Plan sets out actions against these four roles. Over time, we expect the significance of benefits to increase as considerations regarding wider value are embedded into decision making.

OTHER RURAL LAND	Investor	Asset manager	Enabler	Coordinator
Economic				
Employment		Low	Low	
Local economy		Medium	Low	
National interests		Low	Low	
Circular economy				
Social				
Health		Low	Medium	
Skills		Low	Low	
Community participation		Low	Low	
Environmental				
Natural resources		Low	Low	
Biodiversity		Low	Low	
Pollution prevention		Low	Low	
Climate change				
Mitigation				
Adaptation				
New opportunities				
Regeneration				
Assets		Low	Low	
People		Low	Low	
Organisations		Low	Low	

Key

- Inactive
- Low
- Medium
- High

Published April 2025
Original material © Crown Estate Scotland

Financial information as of March 2024, other information as of September 2024. Some figures in this profile have been rounded.

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