

your *green.* business opportunity

Case Study **10** Callendar Estate

Pursuing a programme of access improvements has not only helped to minimise anti social behaviour, but has also allowed Callendar Estate to harness a diverse range of funding schemes. This has enabled it to deliver a Mountain Bike Track , opening up the potential for new profit generating activities.



Bringing change to life

Business Benefits

- Increasing community use of the Estate, thereby decreasing anti social activity.
- Volunteers provide labour for ad-hoc tasks at little or no cost to the land owner.
- Paths created using external funds accessed through partnership working and community engagement.

Wider Benefits

- Access improvements encourages physical activity amongst the local community - addressing health issues.
- Links in with other attractions improving Falkirk's tourism revenue.
- Tenant farmers benefit from land improvements and can diversify their commercial activities.

Recognition

Callendar Estate is a key component of the Falkirk Greenspace Initiative which won the outstanding achievement prize at the Scottish Awards for Quality in Planning, 2012.

Context

Callendar Estate is located on the fringe of Falkirk town centre. It is bounded on one side by housing and covers some 2,500 hectares.

The main form of income from the land is from tenant farmers. Around 2,000 hectares are farmed by 20 families producing cereal crops, oil seed rape, vegetables, milk, beef and lamb. The Estate also manages 560 hectares of woodland, which generates a profit through the production of biomass fuel.

Callendar views itself as a modern estate engaged in a balancing act which recognises the importance of traditional activities of food and timber production, alongside the need to satisfy the recreational and leisure activities of the nearby urban communities.



The Trails

Callendar Estate has always had trails and tracks running through it. However, these used to be poor quality with old style fencing restricting easy access. During the late 1990s the Estate started to consider the possibility of improving this network using external funding sources to pay for the works.

Early success with Scottish Natural Heritage funding was followed by a string of other successful applications to the Woods In and Around Town initiative (Forestry Commission Scotland), the Environmental Justice Fund (Scottish Government), the Scotland Rural Development Programme (SRDP) and also from the Falkirk Environment Trust and Falkirk Council. This investment helped to provide 67km of tracks and trails and associated access improvements across the Estate.

In 2008, the Estate commissioned a feasibility study into creating a series of single track cycle trails which could link with the improved path network. It concluded that although it would cost in the region of £6 million to construct, it could return around £155,000 annual profit for the Estate and put £1.2 million per year into the local economy.

So far £1.3 million has been raised and this has enabled the first phase of the development to be completed - 16km of single track was formally opened in September 2011.

Working with the Local Authority

The Estate is the largest private landowner in Falkirk and the Local Authority recognises its importance in terms of greenspace provision. As such, it has been fully supportive of the ambitions of Callendar Estate to open up access. In a reciprocal nature, the Estate has successfully participated in the delivery of the Council's wider greenspace strategy. This proactive relationship is key in the Estate's success in accessing public funding streams.



“This is a tremendous project, it shows how landowners can adapt and respond to opportunities around them and harness local community support to implement greenspace improvements.”

**Councillor Adrian Mahoney,
Convener of Leisure, Tourism & Community,
Falkirk Council.**

Working with Local Community Groups

Another essential part of the Estate’s success in accessing grants to implement access improvements has been its close relationship with community groups and charities. This has enabled it to access funding schemes, which are usually not open to private enterprises, such as Callendar Estate. Working towards the mutually recognised public benefit goal of improving access is key to this relationship.

The bond with the local community has, in recent years, developed into the creation of ‘Bespoke’, a community development company. Not only can this organisation access funds, it can also call in a team of volunteers who are able to undertake basic site maintenance and improvement works.

Working with volunteers became especially important following the January 2012 storms which effectively closed the new cycle tracks. Callendar Estate was able to call on the assistance of 50 people who spent a combined total of 260 hours to clear the tracks. Within a few days of the storm, the windblown trees were removed and the majority of the tracks were reopened.



Working with Tenant Farmers

Throughout the development of the paths and trails around the site, Callendar Estate ensures that its tenant farmers are made fully aware of proposals and are supportive of the changes.

The works have been of benefit to these farmers as drainage, fencing and access issues have been tackled. Furthermore, some tenants have expressed interest in profiting from the increased number of visitors around their farms by diversification into new activities including the establishment of a farm shop and even an ice cream parlour.



Future

Callendar Estate is looking forward to continuing to work with its partners to manage and develop the path network and to develop new visitor facilities including a cafe and bike hire business.

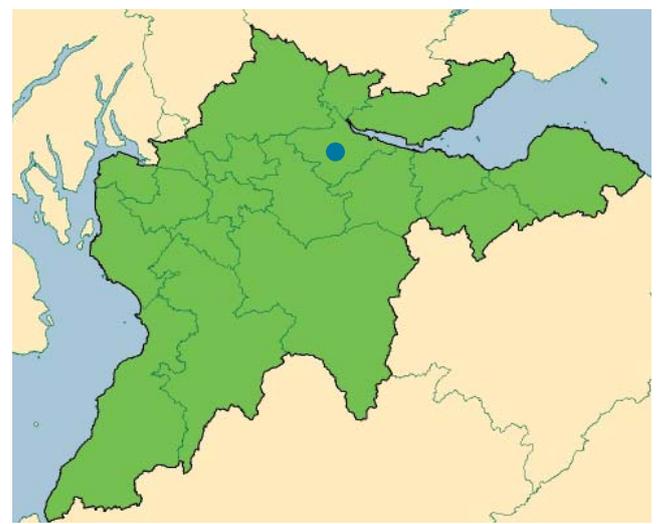
A key part of this is developing its relationship with Bespoke and linking in with other local attractions including the Falkirk Wheel, the Helix and the John Muir Trail - which is expected to run through the Estate.



Costs and Value

- Active community engagement and partnership working has enabled external funds to be accessed - not normally open to private enterprises - which has helped to pay for the cycle track and associated works.
- Local community engagement has led to the development of a team of 80 supportive and proactive volunteers who help to maintain the tracks.
- Cycle tracks have been welcomed by the Estate's tenant farmers as the associated works have improved drainage and access.

The map shows Callendar Estate in relation to the CSGN area



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The CSGN will change the face of Central Scotland by restoring and improving the rural and urban landscape of the area.

What is the CSGN?

The CSGN is one of the 14 national developments in the National Planning Framework 2. It is the biggest greenspace project in Europe and will help to make Central Scotland a more attractive and distinctive place to live, to visit and to do business. The CSGN has wide political and partner support and an all encompassing remit, far beyond just a 'green' initiative, with economic development central on the agenda.

What are these Case Studies for?

These case studies demonstrate that green network and green infrastructure approaches can save money and create better solutions for businesses. They are intended to inspire other businesses to take similar approaches and to inform interested parties, such as planning authorities, in order to encourage a supportive environment for such initiatives.

Getting in Touch

To discuss this case study please contact:
Stephen Hughes, Monitoring & Evaluation Manager,
Central Scotland Green Network Support Unit.
E-mail: stephen.hughes@centralscotlandgreennetwork.org

For further information on the CSGN and other case studies please visit: www.centralscotlandgreennetwork.org

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