Whilst retaining traditional land uses such as forestry and tenant farming, the landowner has increased use of the site and created a profit from diversification into activities such as green burials, fishing, mountain bike trails and even ‘extreme’ sports.
### Business Benefits

- Marginal land is used for burials generating a profit of £700 per plot.
- Access around the fishery has been enhanced increasing visitor numbers and revenue.
- Income is generated from extreme sport events using a muddy course.

### Wider Benefits

- Local community interest has developed into a not for profit company.
- Opening up access has the potential to bring health improvements to the local residents.
- Events and activities increase tourism and boost the local economy.

---

Craufurdland is a relatively small country estate located near Kilmarnock in Ayrshire. The owners have been engaged in a number of diversification activities to generate income and secure the property for the next generation.

In particular, the innovative use of marginal land for green burials and also of muddy tracks for extreme cross country races has generated income, as has the development of fishing and catering facilities around the man made lochan.

Such activity brings visitors into the area and is of great benefit to the local economy.

---

This summary report is taken from a suite of case studies which demonstrate that green network and green infrastructure approaches can create a profit, save money and create better solutions for businesses.

The full report for Craufurdland can be downloaded from: [www.centralscotlandgreennetwork.org](http://www.centralscotlandgreennetwork.org)

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

For further information please contact:

Stephen Hughes, Monitoring & Evaluation Manager, Central Scotland Green Network Support Unit.

stephen.hughes@centralscotlandgreennetwork.org

---

“Craufurdland Estate has developed new profit streams by harnessing its rich environmental assets. This innovative approach is not only good for the business and the wider local economy; it also benefits local people by opening up access to a rich area of greenspace.”