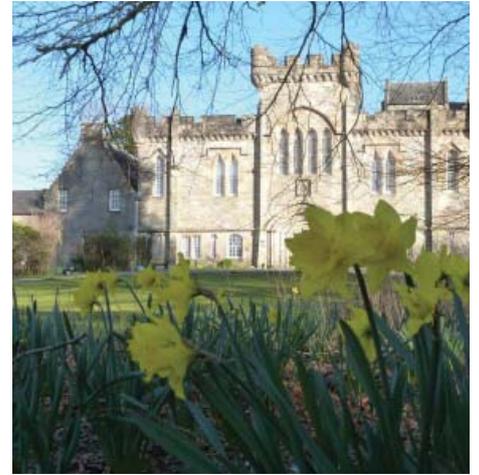
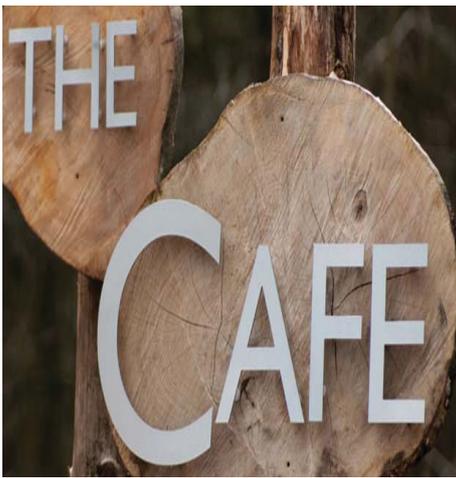


# your *green.* business opportunity

## Case Study **04** Craufurdland Estate

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.



*Bringing change to life*

## 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.

## Recognition

Featured on Channel 4's Country House Rescue programme in July 2012

## Context

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.

The property has been home to the Craufurd family since 1245. It covers some 250 hectares, of which around 80% is rented to tenant farmers. Brothers Simon and Alex and sister Tessa run the remaining 20% (50 hectares) continuing their father's ambition to develop a modern, diversified, sustainable business.

*"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."*

**Cllr. Bobby McDill, Delivering Community Regeneration, East Ayrshire Council.**

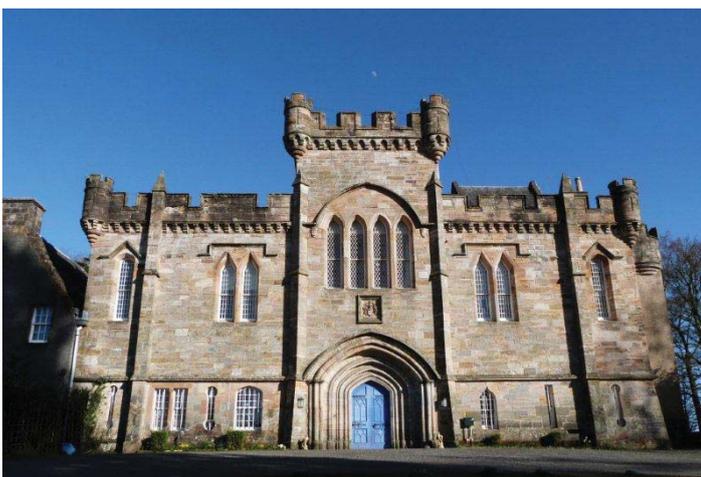
## Green Burials

During the late 1990s, the Craufurd family started to look into the possibility of using a couple of hectares of unproductive land for green burials.

Traditional burial grounds are not environmentally friendly and can pose considerable maintenance issues. However, natural burial grounds, degrade very quickly and planted trees and native flowers help to create a pleasant greenspace for both wildlife, the interred's family and visitors.

Craufurdland Estate was one of the first places in Scotland to offer land for green burials and, the service provides a welcome revenue stream without demanding significant management resources.

Aside from some initial outlay to promote the concept of green burials, set-up costs were small. Some fences were replaced, a farm track was partially upgraded and a car parking area was created. Running costs are also low as there is an arrangement with one of the Estate's tenant farmers to dig graves for a modest fee, and cemetery maintenance is taken care of by occasional grazing of the site by the tenant farmer's sheep.





After the first burial in 2002, demand increased and has been steady for the last 5 years. Each plot sells for about £700. Around 200 trees, daffodils and snowdrops have been planted on plots and there are 200 more plots booked (and pre-paid) for future use.

## Fishing

Craufurdland Fisheries is based at the 2.5 hectare lochan on the Estate. Formerly a man-made curling pond, it has been dredged and stocked with rainbow, brown and blue trout. Fishing is available from the bank or on one of the boats on the lochan.

Anglers value the setting, particularly the woodland around the waterline which has been carefully managed to improve access and favour native wildlife. As many as 40 people fish the site during weekends. They are willing to travel up to 30 minutes drive to visit the site and given the proximity to the M77 motorway this includes much of the south side of Glasgow. They are also willing to pay up to £19 to fish all day at the site and take home up to four fish.

This activity is proving so popular that the Craufurdland family is looking into the idea of creating a new course fishing lochan on the estate using a Sustainable Urban Drainage System which is required for a proposed extension of the Castle and other building works.

## Trails

Another asset which the family is seeking to expand is the network of trails which criss-cross the Estate. Community interest and support has helped to develop 9km of mountain bike trails. At present these trails are not formalised to any great extent, but do include small bridges and banked-up berms and riders can enjoy the challenge of off-road conditions in a native woodland setting.

## Events

An innovative activity which the family have been involved with in recent years is MudRunner: Equinox. This takes

advantage of natural ditches, drainage features and more marginal areas of the Estate to create a challenging muddy course.

Continuing on the success of previous events ran under the MudRunner Franchise. The first Craufurdland Muddy Trials was held in March 2013. Around 500 people participated at cost of £30 per head. Additional income can be gained through sponsorship as several companies are keen to be associated with such a sustainable, family-orientated and photogenic event. Also such events generate a lot of footfall on the Estate and positive media coverage.

## Future

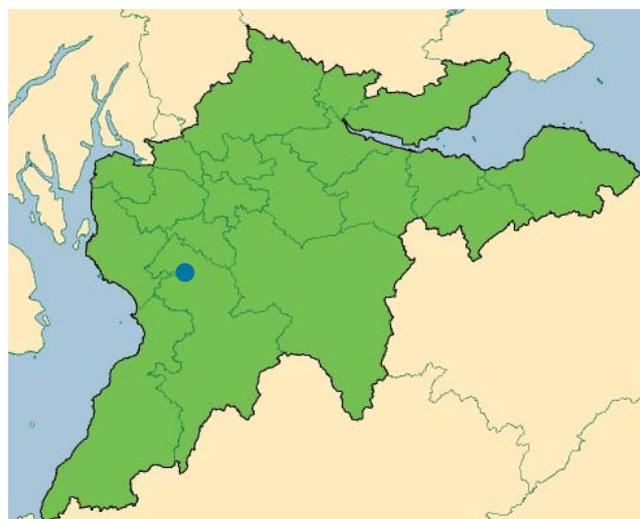
The next step for the Estate is likely to be the expansion of the existing Cafe into a larger unit which can accommodate the increased numbers of people who come to use the grounds for the fishing and outdoor sports activities.



### Costs and Value

- A regular income stream is generated through 'green burials'. Plots cost around £700 with only marginal outlays for planting a tree and flowers on the grave.
- It is hoped that further investment in fishing facilities including the development of the Cafe will increase visitor numbers and income.
- Entrance fees for the mud races on the Estate generate around £30 per person with about 500 applicants per race.

### The map shows Craufurdland 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

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For further information on the CSGN and other case studies please visit: [www.centralscotlandgreennetwork.org](http://www.centralscotlandgreennetwork.org)

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