



Glenlivet Estate 2050 Vision: An Exemplar Estate

Our vision for Glenlivet Estate in 2050 is of a place where people and the environment thrive together through effective collaboration and sustainable management, supporting:



A diversified estate with a vibrant community, where people of all ages are able to live, work and spend their leisure time.



Balanced use of land and buildings that meets the needs of businesses, communities, visitors, and nature.



A measurable reduction in net carbon emissions to help tackle the climate emergency.

We aspire for Glenlivet Estate to be an **exemplar estate**. Our collective goals will be achieved through collaboration with local partners, agencies, tenants, community, and wider stakeholders.

Through Glenlivet Estate 2050, we aim to address the dual challenge of the climate and biodiversity crises, to promote well-designed and successful places, reduce inequalities and promote sustainable economic growth.



What does an Exemplar Estate Mean in Practical Terms?



A More Diversified Estate

- A strong sense of place where people want to live, work, and visit.
- An estate with a mix of tenants, actively managed to balance everyone's needs.
- Net Zero principles ingrained and an enhanced natural environment.
- Positive contribution to the local economy through diverse, thriving enterprises with a shared sense of stewardship.
- Recognition as a leading example in the rented property sector.



Better Housing and Buildings

- Existing estate housing is affordable, high-quality, and energy-efficient.
- New housing is supported where scale and location are appropriate.
- Redundant buildings are reviewed for potential conversion or reuse.
- A range of housing options meet local needs and offers varied lease arrangements.
- Opportunities to accommodate enterprises that create local jobs are actively developed.



Sustainable Management of Natural Resource

- Water safeguarded for future generations; soils managed to store carbon.
- “The right trees in the right places” guiding forestry, regeneration, and planting.
- Woodlands and hedges deliver multiple ecosystem benefits, such as timber resources, carbon sequestration and biodiversity, as well as benefits for livestock management, sporting activities and tourism & leisure.
- Moorland is a model for integrated land management in Scotland’s uplands, valued for biodiversity and climate benefits.
- Moorland management supports both healthy ecosystems and rural communities, with strong conservation and stewardship.
- Collaborative problem-solving among sporting, farming, and other stakeholders serves as a good practice example.



Viable and Sustainable Tenant Farming

- Thriving tenant farm businesses built on strong landlord-tenant relationships, with opportunities for new entrants.
- Farms are profitable, sustainable, and innovative while protecting soils, wildlife, and the wider Estate.
- Working together to manage the transition to Net Zero and tackling the climate emergency and biodiversity crisis.



Infrastructure Fit for the Future

- Constructive partnerships with utilities, local authorities, and others.
- Improvements to active transport routes (including cycling and leisure trails) facilitated wherever possible.
- Modern, resilient, future-proof telecoms and energy infrastructure accommodated.
- Infrastructure for green vehicle transport in place.
- Renewable energy generation encouraged, where compatible with the area’s special qualities.
- Assets managed in line with Health and Safety and Property standards.



Tourism Balanced with Community and Environment

- Visitors enjoy high-quality experiences, setting the standard for sustainable tourism.
- The Estate is a destination for exploring the outdoors, on foot and by bike, with activities for all abilities.
- A variety of activities, accommodation, and hospitality within the Estate, leveraging its Dark Sky Park status and other unique assets.
- Close, transparent work with stakeholders to maximise benefits to visitors and locals alike while minimising negative impacts.

Working Together

This vision has been developed based on extensive feedback gathered since 2022 from community members, tenants, staff and partners.

Working together, project stakeholders also helped to develop an initial 5-year Action Plan to turn this vision into reality.

We invite everyone with an interest in Glenlivet Estate to support and deliver this shared vision.



For more details, visit **glenlivetestate.co.uk** or see our Land Use Strategy and Action Plan.

