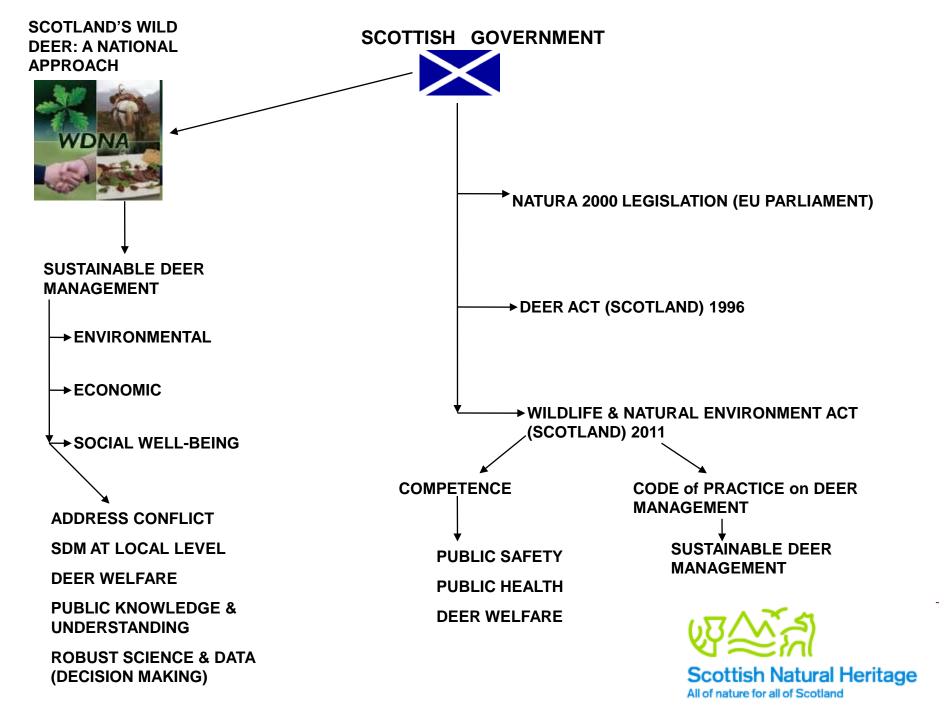


MIKE COTTAM



RED DEER and RURAL COMMUNITIES PROBLEM to an ASSET LANDOWNERS **EMPLOYEES DEER MANGEMENT GROUPS ENVIRONMENTAL GROUPS** HUNTERS TOURISTS LOCAL COMMUNITIES TOWNSHIPS GOVERNMENT **TRAINING/EDUCATION**



Scotland's Wild Deer: A National Approach Strategy/Vision

Code of Practice on Deer Management Decisions & Planning (How to Deliver)

Deer (Scotland) Act 1996 (as amended), Wildlife & Natural Environment (Scotland) Act 2011 Regulatory powers directing actions (Tools to Use)

тОрастис

Wild Deer Best Practice Guidance Facilitating practical actions (Tools to Use)

RED DEER and RURAL COMMUNITIES PROBLEM to an ASSET

1. TAKING VALUE FROM THE SUPPLY CHAIN – POTENTIAL FOR COMMUNITIES

2. TRAINING – TO DELIVER SDM

3. DEER MANAGEMENT PLANNING – INVOLVING THE COMMUNITY

4. DEER IN AND AROUND TOWNS

SUPPLY CHAIN- WILD DEER

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EXPORT

WEB/ MAIL ORDER

PLATE

PUBLIC

MARKET

MUSIC FESTIVAL

SCHOOL

CONSUMER

CREATING SUSTAINABLE DEMAND



FOOD from ARGYLL



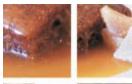
































RED DEER HUNTING

£225 PER DAY- STAGS £225 PER STAG £220 PER DAY- HINDS

£105M ANNUALLY (2006) TO THE SCOTTISH RURAL ECONOMY

45KG STAG £75 - £90 (GAME DEALER)

GAME DEALER VALUE: £175



RETAIL VALUE £400.

and.co.uk Farm.S.

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ACCITERATION Seriously Good VENISON REALLY DELICIOLS VENISON PIES

UK VENISON SALES: 2006: £32M 2009: £43M

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TRAINING

To Manage in a Sustainable Manner:

- Apply at a local level
- Depends on management objectives
- Ongoing process of decision making

Research indicates that:

- Large numbers aged 45 64
- People involved part-time, voluntary, self-employed
 Mainly delivered on informal basis
 - Short, focused courses, plus on-the-job experience best delivery method

TRAINING

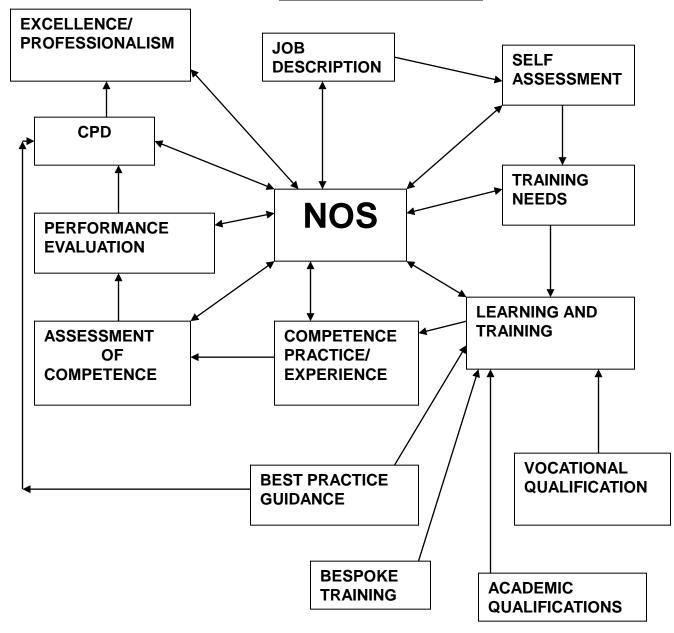
Barriers to training:

- Time
- Cost
- Location

Training Requirements:

- Train young people but address req'ts with existing workforce
- Experience is best but must be assessed
- Progress at own speed in small steps
- Continuing Professional Development
- WDBP has lifted skill levels throughout the deer sector
- Training underpinned by fit for purpose National Occupational Standards

TRAINING CYCLE





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10/06/2011 15:52



70 DMG'S IN SCOTLAND; SET UP OVER LAST 30 YEARS

Group of landholdings which share access to a discrete population or herd of red deer which is managed as a common resource

<u>CSDMG</u>

300m to 1200m altitude

105,000 hectares

18 discrete landholdings

6 SAC's, 4 SPA's (European/International Designation)

16 SSSI's

National Scenic Area



DEER MANAGEMENT PLAN

To promote the management of wild red deer in pursuit of the following objectives:

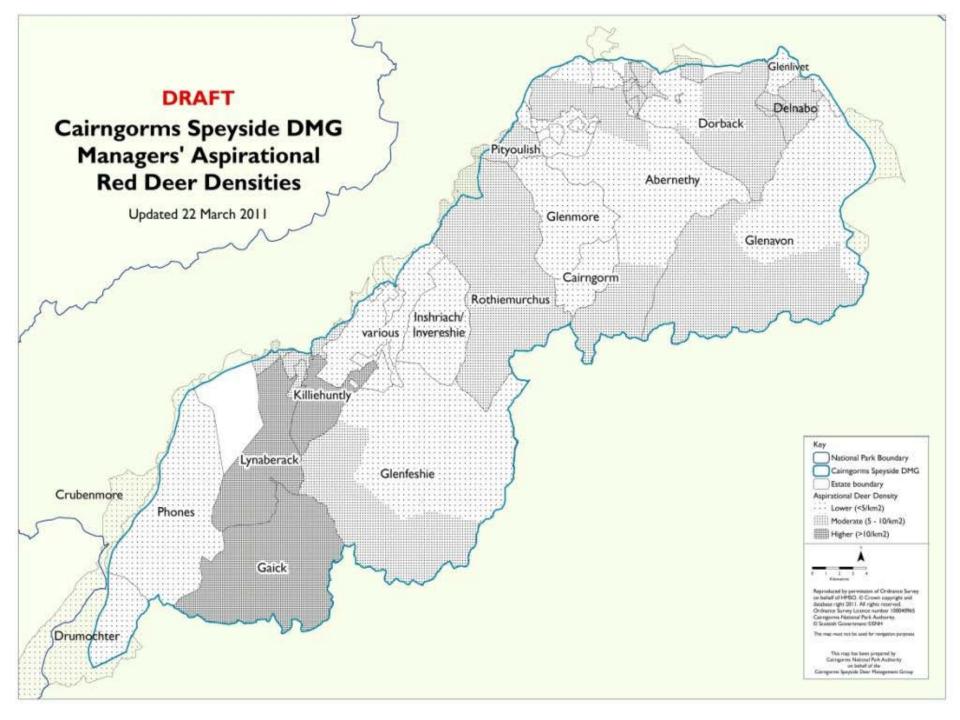
- sustainable range management including the conservation of the natural heritage
- sustaining the cultural heritage of sporting estates
- the achievement of all forestry objectives
- sustaining the socio-economic basis of deer stalking
- sustaining access opportunities
- sustaining landscapes

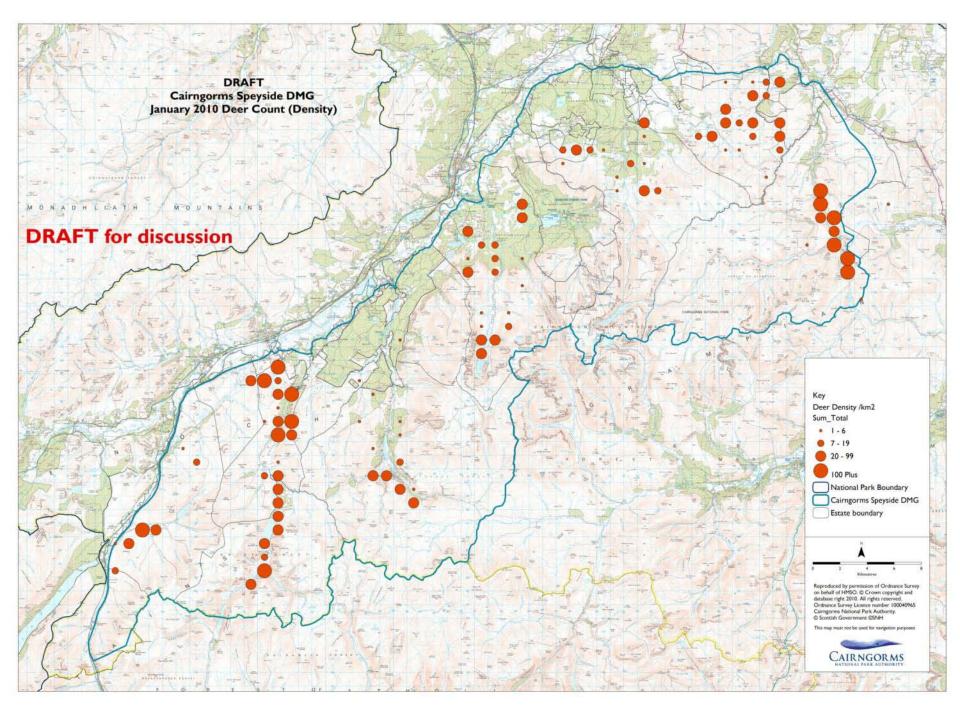


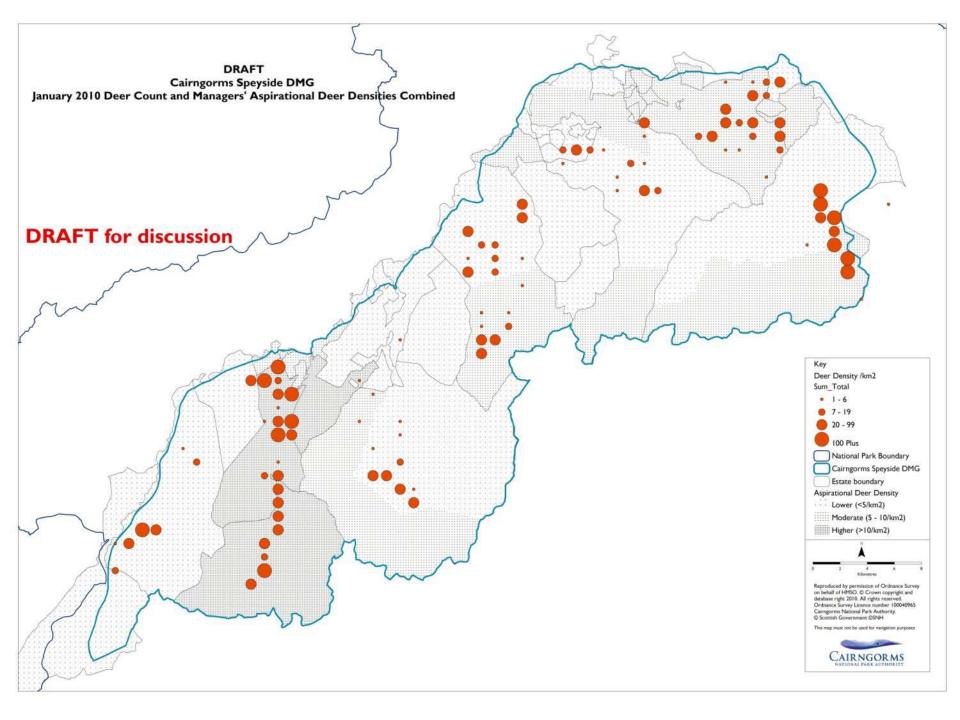
DEER MANAGEMENT PLAN

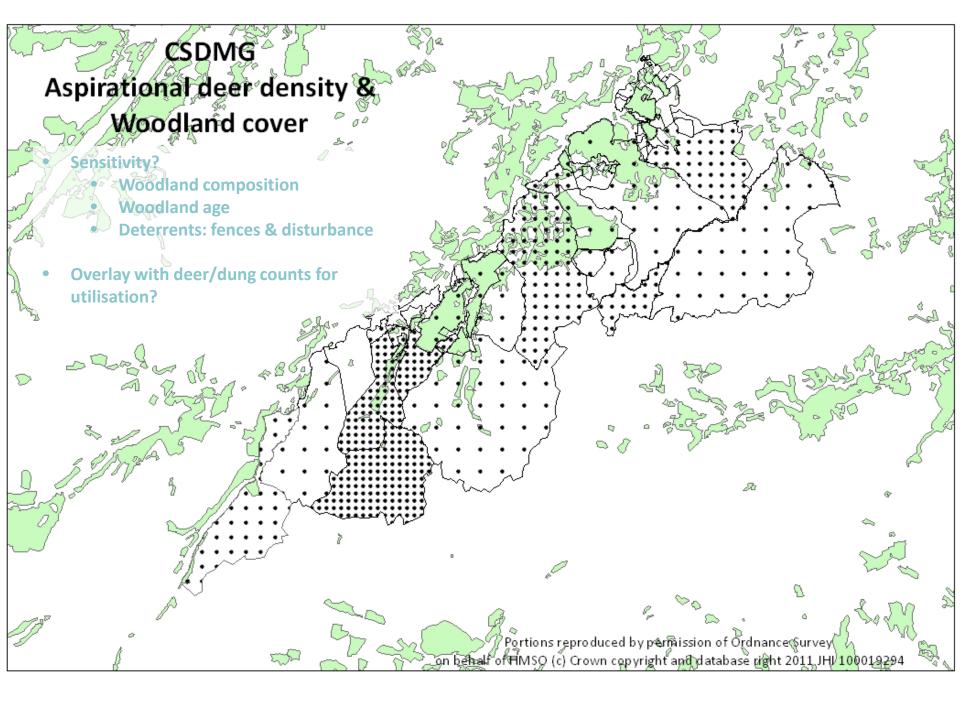
Mapping in Deer Management

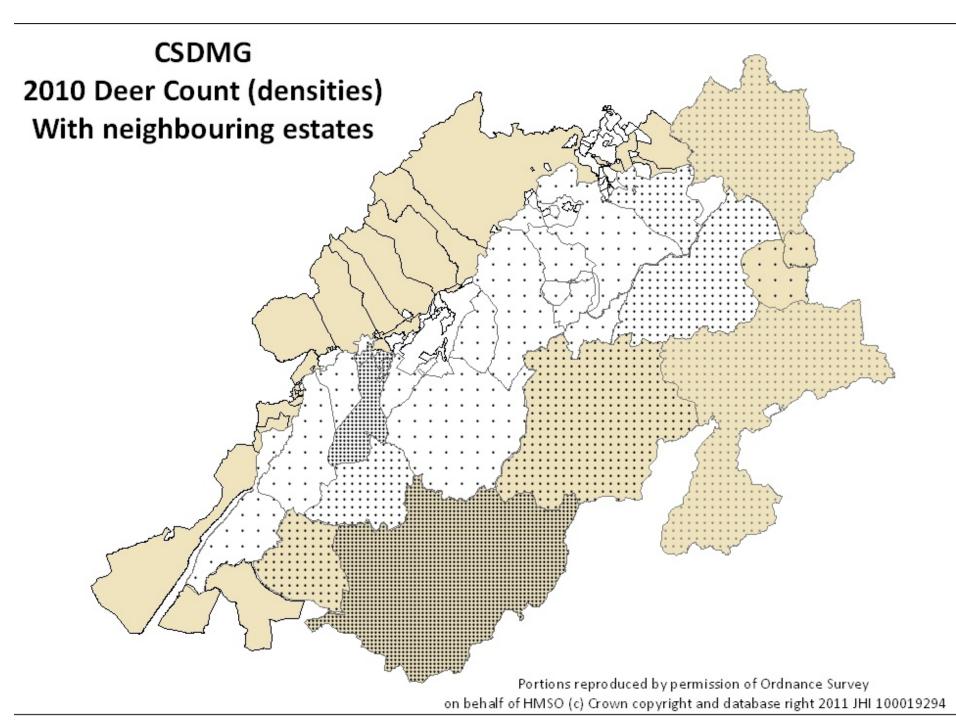
- •'Internal'/'micro': within estates or DMG
- 'External'/'macro': outside DMG, e.g. agencies, CNPA, community
- Reflect different interests/agendas/issues
- Tools to aid planning & knowledge for implementation





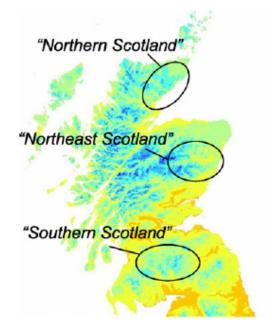


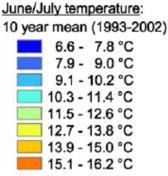






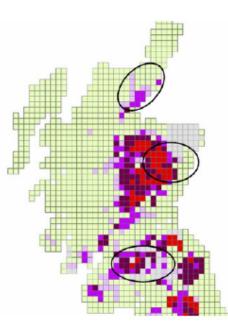
Summer temperature



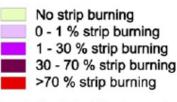


(b) Economic layer

Game keeper activity



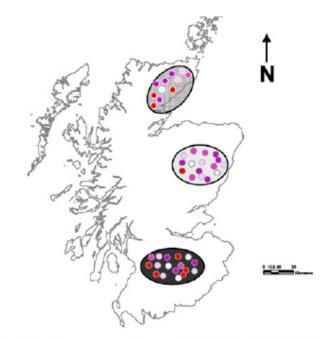
Heather burning intensity:



No data (cloud cover)

(c) Social layer

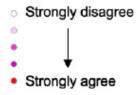
Value orientations and group attributions



<u>Variation in agreement</u> that a rural way of life is more important than bird conservation (expressed as coefficient of variation of an index computed from three items):

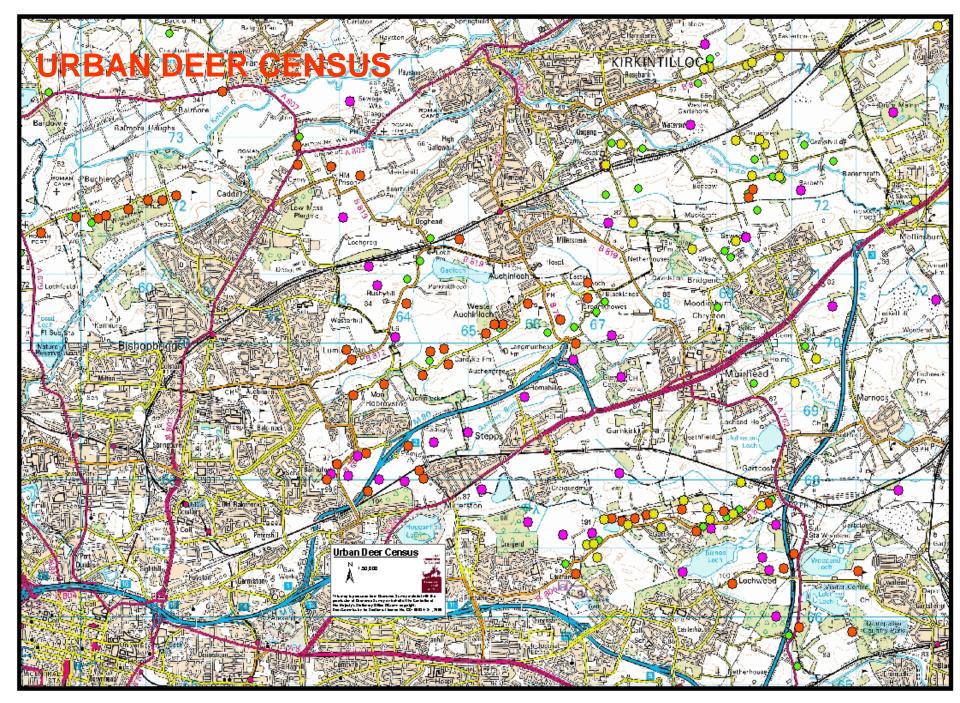


Individual response to the statement that "raptor conservationists are narrow-minded zealots":





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THANK YOU ANY QUESTIONS?