



Action-oriented Analytical  
 Busy Introverted Proud  
 Self-reliant Traditional



700

employed in  
the sector



150+

estates in  
the region



75%

of Cairngorms  
privately owned

The way land is managed in the National Park is changing but attitudes to this vary significantly amongst land managers themselves.

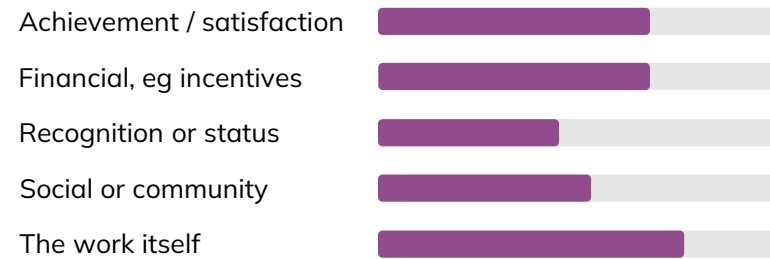
#### Introduction <

There is a growing trend towards nature restoration activity, including green finance and rewilding initiatives, whereas traditional landowners can be more resistant to change. That said, their sense of responsibility and care for the land provide a real opportunity for collaboration if our approach is right.

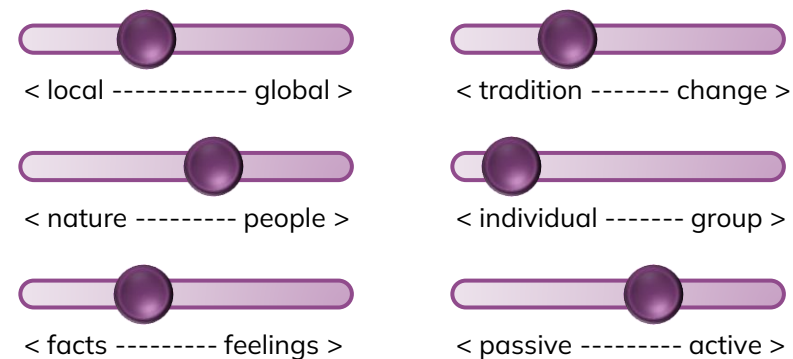
#### Sub-segments <

- Sporting estates
- Rewilders / private finance
- NGOs and public agencies
- Smallholdings / farmers / crofters
- Community ownership

#### Motivations <



#### Attitudes <



#### Comms channels <



word of  
mouth



specialist  
publications



local paper  
and radio

# Land managers

Have a powerful connection to the land and a strong belief in the positive benefits of their work for nature and people. Often multi-generational, especially in farming.



# Land managers

## Where they are now <



52% disagreed with our Park Plan targets for Nature



Concerns over the financial impact of land use change



Feel we listen to scientists more than landowners

“People who don’t understand the countryside are asking us to change but where is the evidence and how will we benefit?”

## Potential barriers <

- ❑ Climate change not a priority  
Time-poor and impacted by cost-of-living
- ❑ Hard to reach audience  
Close-knit but also closed-off communities
- ❑ Increasing tribalism / ‘us and them’  
Need to bridge gap between sub-segments
- ❑ Loss of traditional jobs / way of life  
Concern over financial and cultural impacts
- ❑ Sense of government interference  
Desire to be left alone to ‘get on with it’

## Where we want to be <



Sense of common goals and purpose established



More green jobs bringing greater job security for land managers



Consensus found between different land manager types

“We’ve tried a couple of new approaches and are starting to see long-term financial gains that also benefit the planet.”

## Opportunities <

- ✅ Leaving a legacy / ‘temporary custodians’  
Core concept already embedded in community
- ✅ Long-term green job opportunities  
Inward investment from public / private sectors
- ✅ Potential for knowledge-sharing  
Different land managers have v different skillsets
- ✅ Real connection to the land  
Passion for place could be better harnessed
- ✅ Small numbers, significant impact  
75% of the land controlled by <1,000 people

Have a powerful connection to the land and a strong belief in the positive benefits of their work for nature and people. Often multi-generational, especially in farming.