



Winton's flourishing future.
We're all ears.



Pencaitland East Lothian EH34 5AT

A small estate in a small county in a small country.

Our aspirations for Winton and how it can contribute to the local area and beyond are not so modest. Today's gathering is the start of a conversation and we welcome you with open ears. There are three parties: the estate with the resources and one agenda; the local community with another agenda and council officials/national agencies with still wider agendas. Can we work together for mutual benefit? This is the question. If so, how? We have ambitious plans to develop Winton's 2,500 acres sensitively and sustainably. To foster the area's diversity and natural beauty. To stimulate profitable, yet relevant, rural enterprises. And to continue to play a leading and active role for employment.

All to ensure the future of Winton and the surrounding communities is as rich and vibrant going forward as its long history goes back.

These plans are not frightening and they can happen gradually. But they are going nowhere without you. Your comments, ideas and, dare we say, criticisms are pivotal. We work together or it doesn't work at all.

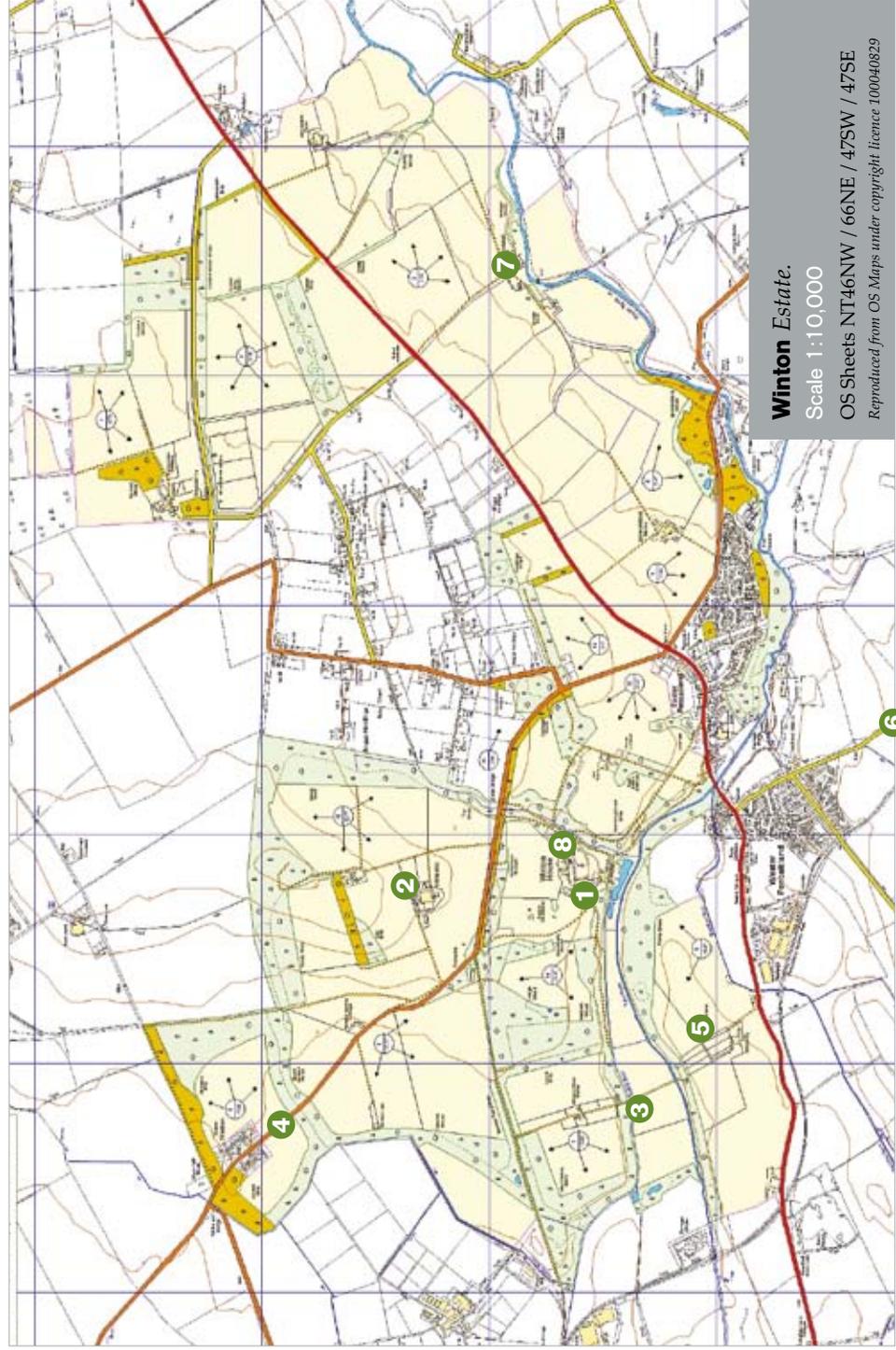
This is an exciting opportunity but we need to be realistic about what can be achieved and how it can be funded.

So please don't be backward in coming forward.

We're listening.

"It is essential to give something back to nature in return for what we so persistently have taken."

HRH PRINCE CHARLES, HARMONY



Winton Estate now

Background

After six centuries of Setons at the helm since 1150, it was purchased by the Hamilton Nisbets to link with their estates of Biel and Archerfield. An Ogilvy marriage a century later is the link to the present owner and trustee, Francis Ogilvy.

Winton House

Winton House is regarded as one of the most architecturally important houses in the country. Both a jewel and a millstone which draws visitors and sucks out money at the same time. It has been converted to offer corporate and private hospitality with a growing range of separate outdoor activities. Two self-catering properties have been developed. As a consequence, staffing has risen from just 2 to 34 (half part-time) and many more seasonal.

Farmland

Farming has been the backbone of the estate for centuries, with farmland making up two-thirds of the estate. Two thirds of this is let out to tenants, with the remainder managed in-hand by two tenants on a contractual basis. $\frac{3}{4}$ of the estate farmland is now run as one farm; innovations are ongoing to compete – seeking to create quality produce, reduce costs and still build fertility and biodiversity.

Forestry & Public Access

The estate woodlands cover an area of 850 acres including Saltoun Big Wood. Two thirds of the trees, including the 100 acres planted on former farmland are broadleaves; the total number of trees is similar to the population of Edinburgh. £1.25m has been spent on the woods in the last 10 years, including the provision and maintenance of 12 miles of pathway – The Winton Walks.

Housing

There are 30 estate houses and cottages, of which a third are occupied by people working on the estate. New Winton was originally an estate development, built like many of the estate houses in Pencaitland in the nineteenth century along with the village school. Developments of the past are the conservation areas of today although there have been no new building projects for a generation.



The lie of the land

Current uses, markets and facts

Farming

Cereals: largely wheat, barley and oats for whisky & beer trades, bread making and cereals.

C5000 tonnes from the estate selling through local merchants.

Oil Seed Rape: crushing for food industry and plastics & fuel (bioethanol). Grassland lets to estate tenant farmers for grazing sheep & cattle for local butchers and supermarket lamb & beef.

Conservation margins: wide range of plant, bird and animal life around field edges and river margins.

Forestry

Hardwoods: Oak, ash, sycamore, for construction and furniture. Add birch & cherry to the mix for firewood and chipwood for biomass.

Softwoods: Scots pine, larch, spruce, douglas and grand fir, western red cedar, & other trees for construction, pallets, bedding for horses, biomass for heating. Introduced redwoods in last 10 years.

Continuous Cover Forestry. The policy is to retain the tree cover at all times without the need for clear felling and therefore allow, with some encouragement of planted species for diversity, natural regeneration of the woodland after thinning and selective felling of trees when they have reached maturity. This benefits the landscape, wildlife and cash flow.

Sale of around 1500 tonnes per year

– regular management of 850 acres using contractors from Lothians and Borders and selling to mills within 50 miles. Home consumption of all the lowest grade timber for firewood processing and biomass in estate district heating boiler.

Please use the following pages for notes you may wish to make during the course of the tour.





WINTON

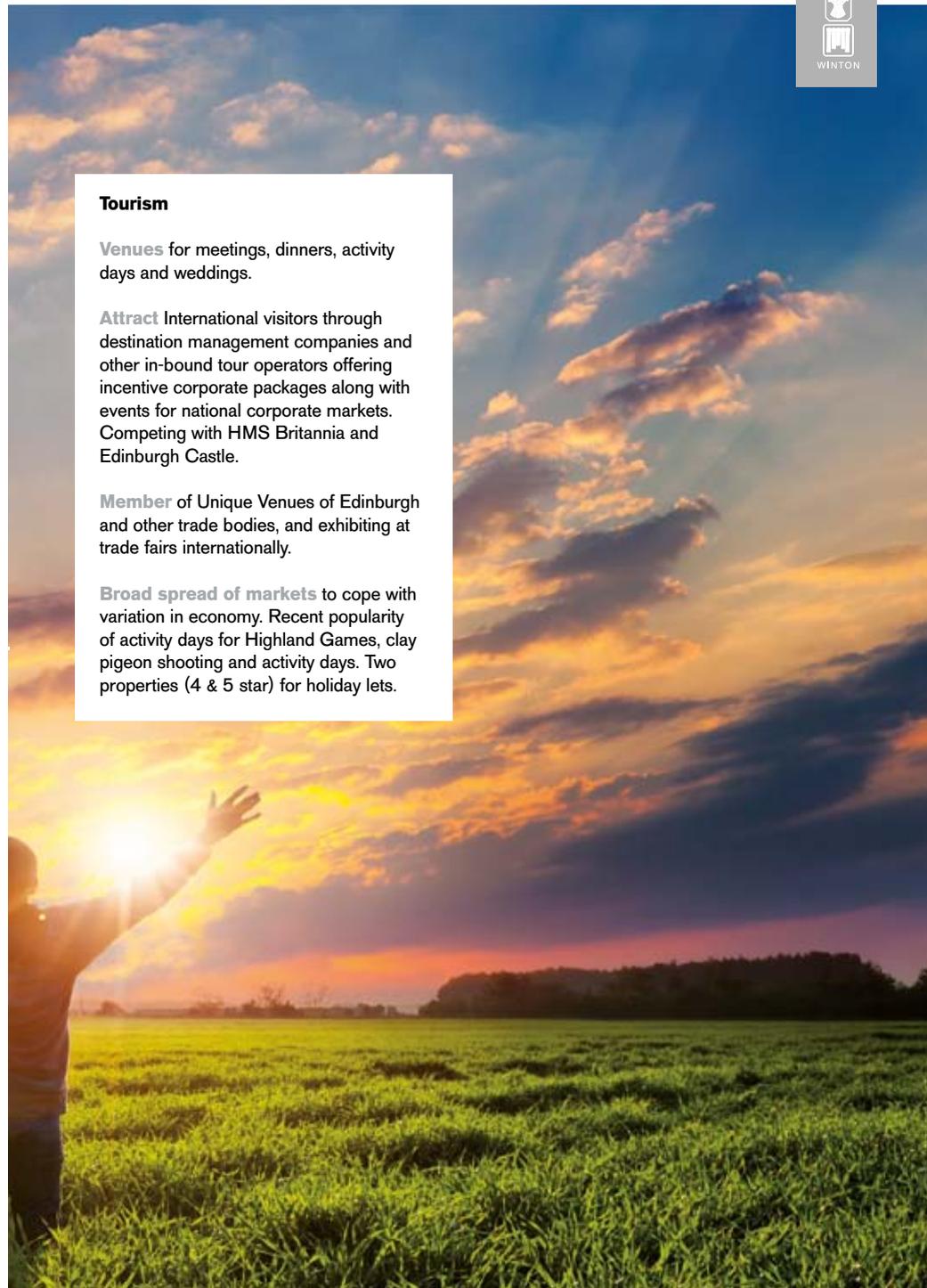
Tourism

Venues for meetings, dinners, activity days and weddings.

Attract International visitors through destination management companies and other in-bound tour operators offering incentive corporate packages along with events for national corporate markets. Competing with HMS Britannia and Edinburgh Castle.

Member of Unique Venues of Edinburgh and other trade bodies, and exhibiting at trade fairs internationally.

Broad spread of markets to cope with variation in economy. Recent popularity of activity days for Highland Games, clay pigeon shooting and activity days. Two properties (4 & 5 star) for holiday lets.



The estate of things to come

Investment opportunities for Winton Estate

The future of Winton Estate goes hand in glove with that of Winton House. Too large to use as a private dwelling and uneconomic to run as a corporate hospitality venue on its own, the house needs the backing of the wider estate to support. Like the house, the estate as a whole has been dependent on continuous inward investment from other sources to remain abreast of the times whilst also conserving its natural and cultural heritage.

This is not a sustainable position to be in which is why alternative ventures are considered here.

Any development will take careful planning as part of a structured plan to ensure proposals are viable and deliverable. It will be important to strike a balance amongst the many opportunities since the need for significant funding and investment will only be deliverable through cross-subsidy or 'enabling' development.

1. A farm-based visitor attraction

A farm-based attraction has the potential for significant social benefits including employment and enterprise. It could make the connection from the farmland to the dinner plate in a fun way as well as open a window onto the wider estate activities and visitor accommodation. The project could facilitate a network of linked rural businesses where community involvement, including allotments, could also play a part. A number of similar success stories have already been established, including Cream o' Galloway in Kirkcudbrightshire, Whitmuir Community Farm at West Linton and Glengorm on Mull.

2. Additional houses for rent

There are a number of locations where small groups of houses could be built in clusters to satisfy a strong demand – both for traditional tenancies and self-catering. New houses could help to meet local demand for rural market and affordable homes, as well as supporting East Lothian's tourism and visitor market.

3. New Winton and Pencaitland

New Winton began as an estate settlement. There is an opportunity to consider the potential for further growth of the village, including a rural business park. No site-specific proposals have been prepared for development at this stage. However,

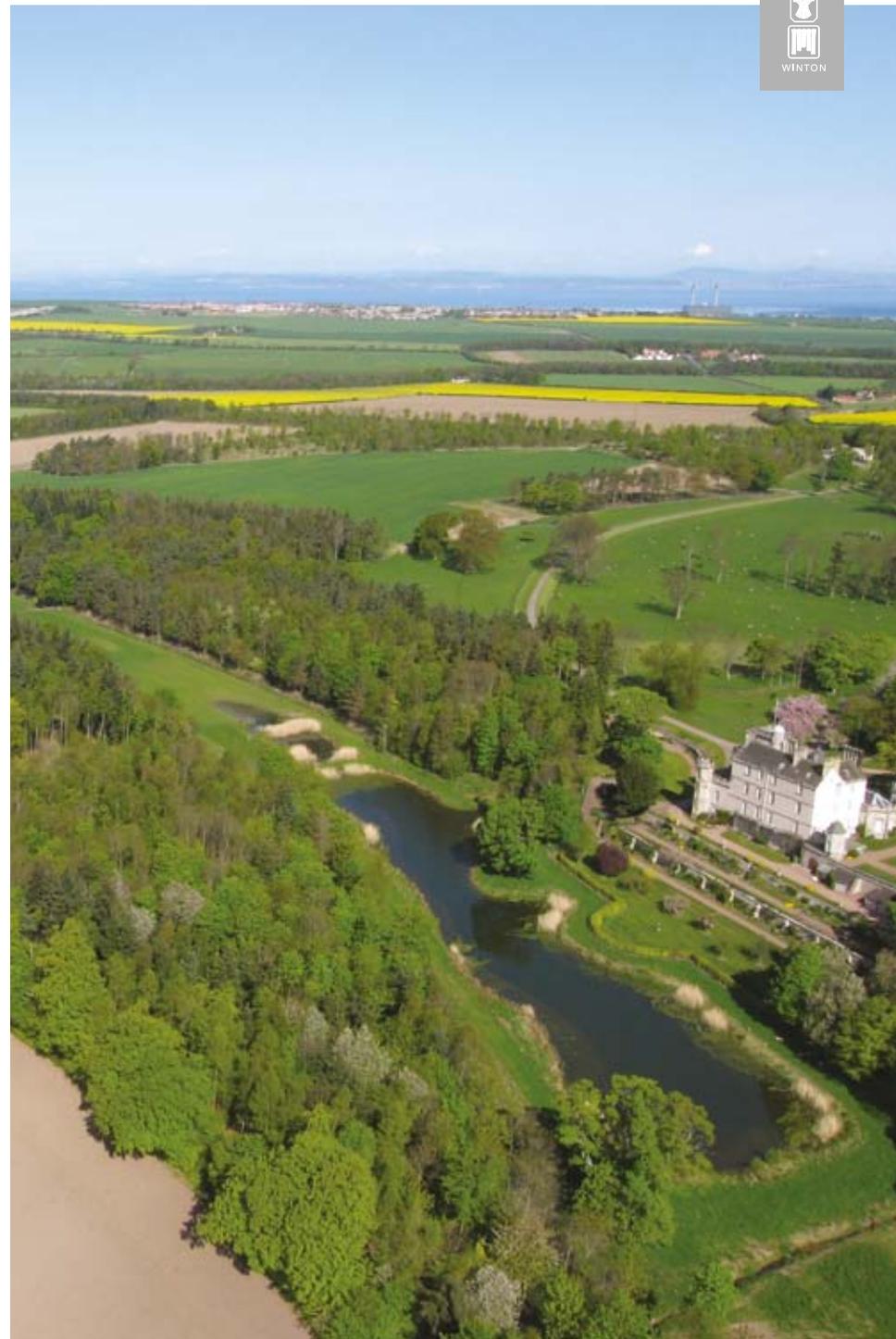


the Estate would like to undertake a master-planning study, including community engagement, to identify a sustainable, long term proposal for the village – ideally over a 20 year period or more so as not to unduly alter the character of the village.

There is also a sense of responsibility for Pencaitland as adjoining landowner. Again – there are no site-specific proposals but we would expect to engage constructively in a master-planning and community engagement exercise that considers the long term vitality of Pencaitland and its requirements for housing, employment and enterprise, local services and community wellbeing.

4. Minerals and holiday lodges

The estate still has a significant reserve of minerals; they are an untapped piggy-bank which offer so much more than the potential income itself. Sand and gravel are perhaps the most easily and speedily worked, being close to the surface. The gravel is a higher quality than found at consented sites elsewhere in the county whilst also being closer to the main transport links.



What next for Winton

The proximity of the water table would mean quarrying would leave behind a water feature similar to many other former sand and gravel quarries. The benefits for wildlife and water attenuation should be significant and clear. The opportunities that follow for siting high-quality chalets are equally exciting and would help support other estate activities and events as well as develop capacity for tourism in the county as a whole. Excellent examples exist at Lower Mill Estate in the Cotswolds and Moonzievaird Estate by Crieff, Perthshire.

6. Renewable Energy

Winton Estate strongly supports the use and development of renewable energy, having been amongst the first in Scotland to install biomass heating. This journey towards displacement of fossil-fuel usage has a long way to go. Wind and solar energy feature in the overall plan, demonstrating a modern approach to energy

alongside other technologies and whilst offering key potential sources of income generation for the future.

7. Public and Corporate Events

In recent years, Winton Estate has staged a wide range of public events and established an excellent reputation as a venue for corporate events. This reputation has been hard-fought in what is an internationally competitive market, dominated locally by venues such as Edinburgh Castle and HMS Britannia.

Maintaining Winton House to the highest possible standard is critically important to a successful events strategy. The benefits of creating integrated tourism and visitor proposals for the estate, as set out above, stretch beyond Winton House and the estate, supporting jobs and enterprise locally and throughout East Lothian.

You've done the tour. You've seen our presentation. Hopefully, we've clearly communicated our vision for the long-term conservation and sustainable development of Winton House and the Estate.

Now what?

If you've written any comments in the spaces provided in this booklet, or given us your views – warts and all – verbally during the feedback session, we'll take some time to consider these and address or incorporate them into our plans.

The next step is to work with local stakeholders, including East Lothian Council, the local community and other public agencies, to develop more detailed proposals and actions for each of the vision's components.

Of course, having shared our vision with you, we will continue to keep you posted.

