



Buccleuch: at the heart of the communities we work within

Introduction

Buccleuch recognises that many of the decisions we make as a business have an impact on the communities of which we are part. Effective and proportionate community engagement is crucial to ensuring that Buccleuch and the communities we work within can maintain an open, honest, and constructive dialogue and that all parties understand clearly the pressures and aspirations that are drive the actions of everyone with an interest in a certain place.

We have based our community engagement strategy on the [protocol](#) and [route map](#) issued by the Scottish Land Commission.

What is a community?

In line with Scottish Land Commission protocols, Buccleuch defines a community 'as the individuals in and around a given place', i.e. a geographic community.

How would Buccleuch like to engage?

Buccleuch would like to establish and roll out our community engagement strategy, which we think will broadly fall into two categories: business-as-usual engagement and engagement relating specifically to changes being proposed in the course of Buccleuch's ongoing operational, business and land use reviews.

What is business-as-usual engagement?

As responsible and strategic stewards of a significant part of rural Britain we believe it is vital that we invest time and energy in regular engagement with communities as part of our business-as-usual processes.

We will build on the engagement already carried out by our teams on the estates and look to deliver:

a) Bi-annual newsletters

A regular written update for communities, detailing the work we have carried out over the previous six months, events that have taken place, and future plans. These will be available online and in hard copy from local community hubs.

b) Annual estate management surgeries

Our estates have an open-door approach, meaning members of the local community are welcome to come and visit us (or indeed call or email) at any time to discuss something or ask a question. However, we recognise also that it can be useful to have more regular and diarised time set aside specifically for the purpose of this kind of dialogue. To that end, we invite our local communities to meet annually with the estate managers and decision makers on their local estate to discuss any queries, ideas or concerns they may have on any aspect of the business.

These will be promoted locally via community noticeboards, media channels and online forums, and on Buccleuch's social media channels and we would invite members of communities to book time with us.



c) Annual community forums

Buccleuch carefully balances complex economic, community and environmental demands in the course of its estate management duties. In addition to the informal and ad-hoc engagement with members of the public as outlined above, we commit to inviting community representatives (local community/ parish council and other relevant constituted bodies) to meet with our estate managers and other key decision makers on the estates and within the wider business. The purpose of these meetings is to facilitate an open forum for the sharing of views and to discuss current and future projects, ideas and concerns. These meetings will be convened by invitation.

d) Annual open day

Each estate will hold an annual open day, which will provide local communities to visit the estate and see what happens on a working estate day to day.

There will also view maps of the estate area and learn more about the range of activities taking place, with any potential land use changes highlighted clearly.

The annual open days will be advertised locally as widely as possible.

e) Transparency of ownership

We are committed to ensuring that our directors and senior management are visible and accessible to tenants and communities and we always seek to engage in an honest, transparent, and compassionate way with tenants and communities. Contact details of local land-use decision makers, and senior Buccleuch personnel and decision-makers, will be available on the Buccleuch website, as will details of ownership.

f) Feedback

Where a community group or individual has queried or commented on a decision taken by Buccleuch which has an impact on that local community, we will look to respond appropriately within six weeks (as laid out in the Scottish Land Commission's protocol for community engagement).

g) Management plans

Management plans for each of the estates will be available online. These will include any forthcoming major works.

When else will Buccleuch engage with communities?

Before Buccleuch make any operational or business changes, all ideas undergo significant internal debate and discussion, feasibility assessments and investigations to assess the proposal's viability from a number of perspectives. Many proposals will go no further than that but, for those which we may look to pursue, and which will have an impact – whether positive, negative, or neutral – on the local community, we are committed to engaging with the community in an open and transparent manner. The level of engagement Buccleuch enters into will be determined to a large extent by which one of the following categories – as defined by the Scottish Land Commission – the proposals fall into.



a) Levels of community engagement

Consider the whether the proposed land use change/ works will have an impact on the local community:

	Business as usual	Moderate impact	Significant impact
<i>Definition</i>	Day to day decisions relation to land, where the impact on the local community is small or non-existent.	<ul style="list-style-type: none"> - short-term but disruptive activities - activities carried out in irregular circumstances - changes to regular activities. 	<ul style="list-style-type: none"> - long-term or permanent changes with significant impact - long-term disruptive activities, activities which impact significantly on the local economy, society and culture, or environment - decisions likely to alter the local population level or structure, including through intergenerational impact.
<i>Examples of impact</i>	<ul style="list-style-type: none"> - Most deliveries - Repairs and improvements - Pesticide spraying - Muck spreading 	<ul style="list-style-type: none"> - Activities which disrupt transport or business activities - Activities causing significant light, sound or smell pollution - Activities carried out at unusual times, or causing more disruption than usual - Other disruptive activities in both the urban and rural environments. 	<ul style="list-style-type: none"> - Significant long-term changes in land-use, for instance: changes between agricultural land, forestry, nature reserves, green spaces, industry, housing, regeneration and development - A business or service that significantly contributes to local employment or provides vital services - Decisions impacting on the viability of vital local institutions such as schools, doctors' surgeries, sports centres and cultural centres.
<i>Level of engagement</i>	Routine	Informal	Formal
<i>Engagement examples</i>	Regular communications, which should all be covered above.	<ul style="list-style-type: none"> - Written communication by post and/or email to members of the local community; - Post a notice on local community boards/ within community hubs, such as post offices and supermarkets, and/or relevant social media groups and channels; or - Telephone or visit those directly affected 	<ul style="list-style-type: none"> - Meet with local community/ parish council and formally constituted bodies; - Hold meetings with local residents; - Publish a written consultation or survey; - Hold local 'town hall' meetings; - Host site visit(s); or - Carry out workshop discussion(s), chaired by an independent facilitator if necessary



b) Timescales

Buccleuch will commit to giving the local community at least three months' notice of proposed changes which may have a significant impact on the local community so that meaningful engagement can be undertaken.

c) Feedback

Where Buccleuch has carried out formal engagement, we will commit to providing feedback as to the final business or land-use decision and the ways in which we have taken local feedback into consideration when reaching that conclusion. This will be done within six weeks of completing the community engagement activities.

If the decision has been taken to continue with the land use change or business decision, Buccleuch will ensure the community is kept up to date with progress, and that these status updates are factored into the content of the business-as-usual community engagement schedule of meetings and other activity.

Measuring success

Community engagement is a continual process with no start or end points, but we will endeavour to track our performance against these commitments to community engagement by asking for feedback at each of our events and by conducting a biennial survey of community stakeholder groups.

Keeping your information safe

Buccleuch takes the security and privacy of your personal information very seriously. Our full [privacy policy](#) is available on our website and will give you a clear understanding of what kinds of personal information we collect, how we use the personal information that you provide, and our measures for protecting it. The policy also outlines your subject access rights and the options you have to control your personal information and protect your privacy.