

Scottish Land & Estates Membership helping rural Scotland thrive





Who we are

From estates to campsites and from community owners to farmers, our members represent a diverse cross-section of Scottish life. We've acted as our members' voice for over 110 years, helping rural Scotland thrive.

We help our members' businesses to prosper through the knowledge, advice and relationships we're able to provide. Together, we are an association of people and enterprises committed to promoting a healthy and vibrant rural sector.

We also represent members' views to politicians and other decision-makers, to identify opportunities and risks for land-based businesses and rural communities, to celebrate rural successes, and to provide support to those with a stake in land and property in rural Scotland.

Our vision is to have the true contribution of rural land-based businesses recognised and valued both publicly and politically. We work towards this by championing and supporting rural businesses that provide economic, social and environmental benefits to the countryside.

So whether you are a landowner or manager, a professional working with rural businesses or a trade or business offering products and services to the rural sector, together we can help rural Scotland, and your business, thrive.

How we help rural Scotland and your business thrive

Day in, day out, the Scottish Land & Estates team is working to represent our members' and rural communities' interests. We speak regularly with politicians, parliamentary staff, government, civil servants and other stakeholders to ensure that public policy and legislation take into account the often unique requirements of those living and working in rural Scotland.

We have a team of experts on hand who look ahead at future opportunities and risks and provide knowledge and advice to help with your business and property interests. Some of the important issues we have worked hard to influence in the past and continue to do so today are:

- **Economic support for rural areas**
- **Farming support and policy**
- **Connectivity**
- **Responsible access**
- **Housing and Energy Performance Certificates**
- **Planning**
- **Land reform**
- **Wildlife and conservation management**
- **Climate change**

Our members
receive these
benefits*



Advice, information & support

- A personalised membership area of our website with regularly updated industry information, best practice and guidance for your business
- Dedicated support, information and advice over the phone and via email from our policy team
- The opportunity to advance your knowledge at conferences, seminars and social events
- A quarterly subscription to LandBusiness – our sector magazine – keeping you up to date with member information and celebrating rural business successes
- Regular email updates with details of our latest developments and events
- Local representation through an SLE regional committee led by a Chair and supported by a dedicated SLE regional colleague
- Preferential rates on carefully selected products and services

Influencing

- Opportunity to contribute your experience and views towards our influencing work at Holyrood, Westminster, local authorities and with various agencies
- Chance to join our Board, National Policy Group, specific topics groups, your SLE regional committee or hub to help shape our work
- Invitation to our Annual General Meeting to influence the direction of SLE
- Support to lobby your local MSPs and MP on key issues impacting your business or community

Learning & networking

- Extensive networking opportunities across the sector locally and nationally
- The opportunity to build relationships with individuals and organisations through local, regional and national networking events
- Invitations to member-only events and discounts on other SLE events
- Access to the knowledge and experiences of other members through a variety of means such as our Walk & Talk events which offer behind the scenes tours of other members' businesses
- Exclusive roundtable discussions with key regional stakeholders

Business exposure

- Preferential advertising rates for our website, enews and LandBusiness - our sector magazine with a readership of 10,000
- Free entry for professional and trade members in our comprehensive online Business Directory
- Sponsorship opportunities which can include speaker slots at a diverse range of events
- Chance to contribute blog content to our website
- Promotion of your business through our social media channels (more than 10,000 followers across LinkedIn, Twitter and Facebook)

* Subject to membership type

Types of membership

If you own or manage land of any kind or size, run a business in rural Scotland, or supply goods and services to businesses in rural Scotland, then we have a membership option for you, no matter what your size or scale.

We provide a range of annual subscription and benefit options, reflecting the diversity of everyone with an interest or stake in the countryside.

Landowner or Manager

If you own or manage land in Scotland, being an SLE member is extremely beneficial. Membership offers you:

- The opportunity to strengthen your rural business and the rural economy
- Political representation of your property and business interests regionally and nationally
- Your queries handled by our experienced policy team across a range of topics
- Consistent promotion of the rural business sector across regional and national media
- The chance to become involved directly in our policy work to help influence Holyrood and Westminster legislation and regulations

“As a relative newcomer to the responsibilities of managing an estate in the Highlands, I have found Scottish Land & Estates to be an effective networking and supportive membership organisation. It was wonderful to be welcomed and encouraged by others better-established and operating in a similar situation. Scottish Land & Estates is forward-looking and responsive and encourages all those with responsibility for land, at whatever scale, to work together to ensure the best outcomes, not only for themselves and their employees, but also to look beyond to other local stakeholders in the community.”

Joanna Macpherson, Attadale Estate, Wester Ross

Professional

Professional Membership was especially created for organisations that provide professional services to land-based businesses. As a Professional Member, you benefit from being part of the most extensive landowning and rural business network in Scotland. You have the opportunity to increase your business profile and enhance your marketing potential within the sector. You can contribute to member briefings, appear in our online Business Directory as well as extensive networking opportunities at our events. Professional Members have the exclusive benefit to further enhance their profile through sponsorship and speaker opportunities at our member events and Helping it Happen Awards.

"We joined Scottish Land & Estates because their membership and our target markets match. They have helped our company to raise our profile, meet more of those working and living in rural Scotland and even played a role in opening our Inverness office. One thing we have liked is the diversity of events and the opportunities for learning from the experiences of other members. I would recommend becoming a member of Scottish Land & Estates to those whose businesses are aimed at helping rural Scotland thrive."

Hannah Lloyd, Associate Director, GLM

Trade

Being a Trade Member ensures you are part of the most extensive landowning and rural business network in Scotland and will provide you with the opportunity to raise your profile within the rural sector. Our Trade Membership is for organisations that do not own rural land but who provide a range of goods and services to rural customers.

"Our relationship with Scottish Land & Estates just goes from strength to strength. We get serious enquiries resulting in sales which have all been incremental and the membership team can't be more helpful."

Tim Hally, Commercial Sales Director, A. M. Phillip Trucktech Ltd

Equestrian

Whether you own one small paddock and a hobby stable or several acres and a livery yard, the Equestrian Membership is designed to highlight the fact that those with equestrian interests often face the same challenges as those involved in farming, forestry or other land-based businesses and require the same support and advice.

Student

If you are studying a land-based course at a recognised college or university, you can become a Student Member and enjoy many benefits.

Supporter

This option has been specifically created for the many individuals who support the work we do on behalf of our members' businesses and their delivery of a vast range of public benefits.

Membership benefits at-a-glance

	Landowner	Professional	Trade	Equestrian	Student	Supporter
Advice, information & support						
Telephone support, information and advice from our policy team	●	●		●		
The latest information and advice on legislation and regulations	●	●		●		
Full access to our extensive library of information sheets, guidance and case studies on a wide range of topics	●			●	●	
Access to the member-only section of our website containing exclusive content	●	●	●	●	●	
Support from an SLE Regional Chair and SLE regional colleague	●	●		●		
Dedicated membership team	●	●	●	●	●	●
Advice on achieving European conservation accreditation for your landholding by Wildlife Estates Scotland	●	●		●		
Hardcopy of our quarterly LandBusiness magazine	●	●	●	●	●	●
Access to our LinkedIn Group for latest updates, news and making new contacts	●	●	●	●	●	●
Regular e-newsletter to your inbox	●	●	●	●	●	●
Learning & networking						
Extensive networking opportunities across the sector	●	●	●	●		
Invitations to member-only regional and national events	●	●	●	●		
Discounted delegate rates across our extensive events and training programme	●	●	●	●	●	
Behind-the-scenes tours of other members' businesses	●	●	●	●	●	●
Exclusive roundtable discussions with key regional stakeholders	●	●	●	●	●	●



	Landowner	Professional	Trade	Equestrian	Student	Supporter
Influencing						
Chance to join your SLE regional committee to help shape our work	●	●		●		
Invitation to our Annual General Meeting to influence SLE's direction	●	●	●	●	●	●
Opportunity to contribute your experience and views towards our Holyrood and Westminster consultation responses	●	●		●		
Support to lobby your local MSPs and MP and key issues impacting your business or community	●	●	●	●		●

Business exposure

Opportunities to contribute to member briefings	●	●				
Invitation to contribute your stories of success to our Helping it Happen Campaign & Awards	●	●	●	●	●	●
Chance to contribute to articles and features in our member magazine, LandBusiness	●	●	●	●		
Free listing in our online Business Directory		●	●			
Discounted advertising rates in LandBusiness magazine, e-newsletter and website		●	●			
Sponsorship opportunities which can include speaker slots at a diverse range of events		●	●			
Use of our logo	●	●	●	●		
Opportunity to sponsor our Helping it Happen Awards	●	●	●	●		
Chance to contribute blog content to our website	●	●	●	●		
Exclusive offers and discounts on products and services from our Trade and Professional Members	●	●	●	●		
Promotion of your business through our social media channels	●	●	●	●		

Membership frequently asked questions

I only have a small landholding. Can I still become a member?

Yes! Regardless of how much land you own, as a landowner you face the same challenges as any other landowner in Scotland. You will receive the same membership benefits as all other landowner members – regardless of your acreage. Join today and start reaping the benefits of membership.

Many small landholdings are enjoying the benefits of SLE membership.

I live on a family farm. Should I become a member?

Yes! We help protect your property rights regardless of whether you are a tenant farmer or owner. Whatever the activities that take place on your farm, by joining SLE, we can support, advise and represent you, to help your business thrive.

My rural business only operates across part of Scotland, can I still join SLE?

Yes! We have dedicated SLE staff across Scotland's regions, with plenty of local activities taking place. You will have the opportunity to sponsor local events and attend networking sessions with other SLE members in your area. You will also benefit from all the other things that SLE membership offers.

I don't yet own the estate, but I am working within the business. Should I become a member?

Yes! It's highly beneficial to be a member and to enjoy all the benefits which SLE membership brings. We can advise and support you as you embark on important future business succession plans.

The recognition you deserve

Wildlife Estates Scotland

As an SLE member, we will assist you in working towards being accredited by Wildlife Estates Scotland (WES), a programme which allows landowners and managers to show their conservation efforts through a mark of quality, regardless of the activities taking place on the land.

WES-accreditation is only given to those who demonstrate the very best in habitat and wildlife management practices including peatland restoration, hedgerow planting and native woodland planting. WES has a hugely diverse membership covering a total of over 1.3 million acres including farms, forestry, tourism businesses and nature reserves as well as land with a hunting interest. WES is managed by Scottish Land & Estates and supported by NatureScot and the Scottish Government and is the Scottish iteration of the Wildlife Estates programme which takes place in 19 countries across Europe. Wildlife Estates is the largest private conservation label in Europe.



Helping it Happen Awards

Our annual awards programme celebrates and showcases the very best of rural Scotland. From championing those members who are working with their local community or promoting education programmes to awarding efforts in conservation and business diversification, our Helping it Happen campaign and awards enable members to promote the fantastic work they are doing across rural Scotland to their local communities, politicians and potential customers.



How to join

If you are not already a member and you are ready to take the step to become part of the most extensive landowning and rural business network in Scotland, and help rural Scotland, and your business thrive, simply go online at www.scottishlandandestates.co.uk/membership/join and fill in your details.

Contact our membership team

If you have a question about becoming a member, or if you are already a member and want to find out more about getting the most out of your membership, please contact our dedicated membership team on **0131 653 5400** or membership@scottishlandandestates.co.uk



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