



# DRUMLANRIG

## CASTLE

DRUMLANRIG AS A VENUE

20<sup>th</sup> March 2024

# THE VISION



Buccleuch's long term business objective is to generate sustainable revenues capable of funding its ongoing stewardship responsibilities.

This requires the continuous appraisal of new commercial opportunities across its rural estates, to finance extensive maintenance commitments over a diverse portfolio of heritage assets.

These include Grade A listed structures such as Drumlanrig Castle along with numerous features of the historic design landscape, including bridges and ancillary estate buildings.

The aim is to build on the popularity of the Castle and Gardens, the adventure playground, mountain bike trails, assault courses and events program, with a range of new facilities and partnerships to attract visitors in all conditions. The result will be a commercially sustainable first-class visitor attraction, to complement the facilities currently rated five stars by VisitScotland.

## QUEENSBERRY ESTATE

Situated in Dumfries and Galloway's picturesque Nith valley, the magnificent 17<sup>th</sup> century Drumlanrig Castle lies at the heart of the Queensberry Estate. Built from a distinctive pink sandstone within a spectacular surrounding landscape, the Castle is home to exceptional artworks from the Buccleuch Collection and attracts tens of thousands of visitors annually.

The Castle sits within forty acres of formal gardens opening on to broad expanses of wooded parkland, featuring miles of waymarked walking trails and cycle tracks. The wider estate extends to 75,000 acres, with extensive woodland, river and loch environments hosting a huge variety of wildlife.

The estate supports Buccleuch's diverse rural enterprises including agriculture, forestry, renewable energy, hospitality and tourism, and sporting.





## QUEENSBERRY ESTATE: A VISITOR DESTINATION

Queensberry Estate is readily accessible by road from Edinburgh (90mins) and Glasgow (60mins), suitable for day visits or extended stays.

The site plays host to a number of existing visitor events and attractions, including:

- Historic Drumlanrig Castle and Gardens
- Adventure Playground
- Scottish Assault Course
- Year-round events such as seasonal fairs, Tough Mudder,
- Seven holiday cottages
- Luxury 11-bedroom exclusive use Dabton House
- 10 miles of fishing on the River Nith and 3 Estate Lochs

Increased collaboration would support these activities and offer the opportunity for the estate and the region to flourish.

## QUEENSBERRY ESTATE: EVENTS DESTINATION

With Drumlanrig Castle providing a spectacular backdrop alongside an attractive accommodation offer, Queensberry Estate offers the perfect stage for year-round events.

These include holiday focused events such as the Christmas Fair, Easter and Halloween pumpkin trails as well as Tough Mudder adventure races, equestrian and dog trials.

Queensberry has also hosted the Galloway Country Fair for ten years, a celebration of rural life attracting 12,000 visitors over the weekend.

In May 2023, Extreme E came to Queensberry Estate and thrilled an international TV audience with its environmentally focused electric racing format, staged at the Glenmuckloch Pumped Storage Hydro site.

Each of these larger events introduces new audiences to the local area and brings attendant economic multiplier benefits.



## QUEENSBERRY ESTATE: A PLACE TO STAY



Our team want to share the stunning estate and invite guests to come and stay at one of our seven beautifully refurbished holiday cottages.

Providing high-end accommodation for couples and groups of up to eight people in one cottage, there is something to suit everyone who wishes to stay a little longer and explore the estate and wider Dumfries and Galloway.

For the larger groups, Dabton House offers luxury accommodation for up to 24 guests in a secluded setting just 3 miles from Drumlanrig.



## DRUMLANRIG CASTLE & QUEENSBERRY ESTATE: SOCIAL AND ECONOMIC IMPACT

To demonstrate the wider benefits of Drumlanrig Castle and the Queensberry Estate to the local community and economy, Buccleuch commissioned BiGGAR Economics in 2019 to conduct a social and economic impact assessment across the business.

A summary of the findings below show the wider contribution of the business on an annual basis.

### Through spending

- £3 million on supplies of good and services
- £2 million on capital projects
- £2 million on colleague earnings



### Forestry, hosting tenants and agriculture supported

- £15m Gross Value Added (GVA)
- 340 jobs locally



### In Dumfries and Galloway, the estate

- Contributed £20m GVA to the local economy
- Supports 500 jobs



It preserves an important local heritage asset, builds a sense of community and gives access to valuable green spaces for locals and visitors



## DRUMLANRIG CASTLE & QUEENSBERRY ESTATE: EVENTS SPACES





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## CASTLE

MASTERPLAN FOR THE FUTURE

# Vision Statement

“Building experiential stays whilst protecting and promoting our Heritage.”

Over the next two years, the estate will expand its current castle accommodation by introducing four new holiday lets and two unique luxury glass pods in conjunction with the wider accommodation strategy. In the longer term, we aim to develop the estate's facilities to support greater engagement with the local community and to provide educational experiences within the key industries that we support.



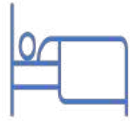
# Zones



## BLHT

Aligning the use of the castle with the aims and objectives of the trust.

Create an exhibition and educational space



## Accommodation

Increase our accommodation model with a bespoke and unique offering

Work closely with the wider Accommodation Strategy Group



## Events

Provide bespoke events tailored to our key markets Family, Corporate and High Net Worth .



## Outdoor Activities

Increase activities for day and overnight visitors and promote the estate to the corporate and overseas markets.



## Outdoor Education, Environment & Community

Utilise our assets to benefit the local community through outdoor learning programmes and educational partnerships.



## Family Hub

Expand on using our Larchwood central hub for day visitors with refreshment and activity space



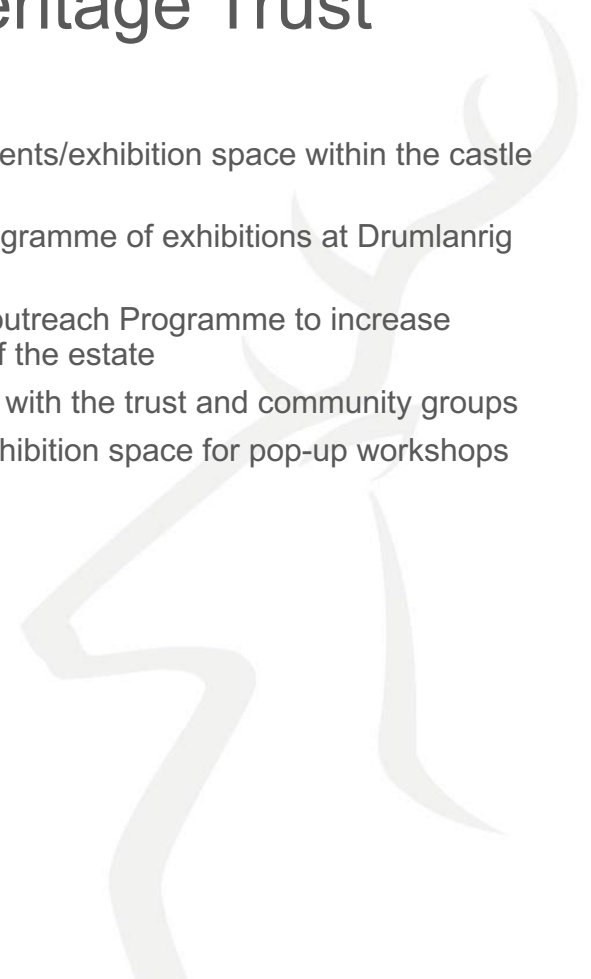
## Heritage, Protection and Promotion

Careful promotion of our heritage to increase estate-wide appeal while protecting exclusivity.



## Buccleuch Living Heritage Trust

- Create an events/exhibition space within the castle stable yard
- Enable a Programme of exhibitions at Drumlanrig Castle
- Develop an outreach Programme to increase awareness of the estate
- Work closely with the trust and community groups
- Utilise the exhibition space for pop-up workshops





## Accommodation



External accommodation experts will develop the estate's accommodation strategy, and any proposed additions will be managed alongside their approach.

- Create four more castle flats over the next 3 years
- HNW Clients – review our Castle offer and any requirements to deliver these
- Deliver two luxury and unique OOD houses with saunas at Slatehouse (dependent on wider accommodation strategy timescales)
- Low Gardens as a potential Leisure Village which will enhance the accommodation offer
- Create an area which supports caravan hook-up and camping



## Events

- Tough Mudder/Outdoor Partnered Events
- Christmas/Easter/Summer Market/Fairs
- Pop-up restaurant evenings
- Picnic tours on the hillside
- Whisky Tasting
- Mobile Food and Beverage facility to support events across the estate
- SSDA collaboration to maximise Event offer
- Training suite for corporate Meetings
- Use the Larchwood Cabin for bespoke events





# Outdoor Activities

Use the Estate as an outdoor activity centre to create packages for

- Accommodation Visitors
- International Travel Clients
- Corporate Groups
- Educational Visitors
  
- Promote and develop simulated clays to be the best in Scotland – shoot school
- Work with the Scottish Assault Course to attract corporate clients
- E-bikes / Trails / Fishing
- Galloway Canyoning Partnership
- Further explore new Partnerships via SSDA/Visit Scotland



# Outdoor Education, Environment & Community

Over the next 5 years we want to develop the following activities:

- Outdoor activity School at Drumlanrig Mains & Policies – with accommodation
- Cook School in tearoom
- Hospitality Centre of Excellence
- College links
- Forest Schools
- Community Groups
- Educate the heritage of the estate
- Bushcraft
- Orienteering



## Family Hub

- Centre of Family Activities
- Increase Cabin opening times
- Increase food offering and tailor to clientele
- Expand existing outdoor playground in the next 2-5 years
- Upgrade Electrical Supply
- Seasonal activity trails around Easter, Halloween and Christmas
- Upsell Cabin use for pop-up events, i.e. INEOS
- Links to other outdoor activities and accommodation visitors



## Heritage, Promotion and Protection

- ❑ Castle opening times – other operational activities to support the seasonality of this
- ❑ Castle tours – increase private tours throughout the year
- ❑ Castle shop and ticket location – review flow of visitors
- ❑ Stable yard re-purpose to complement accommodation and heritage
- ❑ Align the wider accommodation strategy and High Net Worth Clients