



Scotland's Wild Deer A National Approach

Action Plan 2010-2013 & Report 2009/10

CONTENTS

THE SUSTAINABLE MANAGEMENT OF SCOTLAND'S WILD DEER	3
PURPOSE OF THE WDNA ACTION PLANS	3
THEMES	3
KEY ACHIEVEMENTS IN 2009/10:	4
OVERVIEW OF ACHIEVEMENTS IN 2009/10	5
PROGRESS INDICATORS	5
ACTIONS FOR 2010/11	6
KEY HIGHLIGHTS IN 2010/11	6
THEME 1: EFFECTIVE MECHANISMS FOR DELIVERING SUSTAINABLE DEER MANAGEMENT	7
THEME 2: WILD DEER WELFARE	9
THEME 4: ENVIRONMENTAL QUALITY AND BIODIVERSITY	14
THEME 5: CLIMATE CHANGE AND RESEARCH	16
THEME 6: SOCIAL WELL-BEING	18
THEME 7: RAISING AWARENESS	21
OUTLINE PROGRAMME FOR 2011-2013	23
ANNEX 1: LIST OF ACTION LEADERS AND CONTRIBUTORS	25
ANNEX 2: STRUCTURE OF WDNA	26
ANNEX 3: DIAGRAM SHOWING RELATIONSHIP BETWEEN THEMES AND WDNA STRUCTURE:	27

The Sustainable Management of Scotland's Wild Deer

Scotland's Wild Deer: A National Approach (WDNA) was published in November 2008. It represents a collective stakeholder and agency vision of Sustainable Deer Management, focusing on three outcomes: a high quality, robust and adaptable environment, sustainable economic development and social well-being.

Purpose of the WDNA Action Plans

This Action Plan is the second in a series of annual plans covering rolling 3 year periods. Each plan will:

- set out actions from a wide range of private, voluntary, public and community sectors to contribute to the delivery of the WDNA for the current year;
- set outline actions for the following 2 years; and
- provide an annual report on the previous years actions

A WDNA Action Group was set up towards the end of 2009 to generate ideas for actions for inclusion in this Action Plan. This group includes representatives from the private and public sector who have a role to play and/or an interest in sustainable deer management. The group has an additional role in overseeing and commenting on all aspects of the delivery of the WDNA.

The DCS/SNH merger is scheduled to take place on 1st August 2010. This will not affect the ongoing delivery of the WDNA, other than that the co-ordinating role will move to the new merged body. This will mean that while those actions which currently have DCS as a lead will change to having SNH as their lead, for the most part the individuals delivering the actions will remain the same.

A diagram of the WDNA and Action Plan structure can be found at Annex 3 on Page 27

Themes

Each plan is divided into seven themes reflecting the principle delivery topics in the WDNA. There are linkages between and across these themes with several actions contributing to more than one them.

Key Achievements in 2009/10:

The key achievements delivered during 2009/10 through the first WDNA Action Plan are set out below:

- **Wildlife and Natural Environment Draft Bill Consultation**

The Scottish Government consulted on a draft Wildlife and Natural Environment Bill from June-September 2009. The consultation on amendments to the Deer (Scotland) Act 1999 was informed by the DCS Review of Legislation and sought to modernise the management of wild deer to help establish a legislative framework which would support the delivery of the WDNA.

- **Protecting Scotland's Designated Nature Conservation Sites**

89% of Scotland's most important nature conservation sites, identified as vulnerable to grazing, browsing and trampling impacts of deer are now in favourable or recovering condition. This equates to 2,072 out of a national total of 2,341 features. This has been achieved through a partnership of agencies and land managers.

- **Eat Scottish Venison Day**

The first Eat Scottish Venison Day was launched on 4th September 2009 by the Scottish Venison Working Group, which included producers, processors, assurance schemes representatives and agencies. This was a flagship event seeking to promote Scottish venison as a brand with a new website launched to connect producers with consumers.

- **Wildlife Watching Workshops**

Two wildlife watching workshops were delivered by Wild Scotland in partnership with DCS in March 2010. These introduced landowners and potential operators to ideas about wildlife watching activities including photography.

- **Scottish Country Sports Web Portal**

The Scottish Country Sports Tourism Group (SCSTG) launched a web portal, www.countrysportscotland.com, providing information on stalking opportunities. The website also has an educational aspect encouraging understanding and awareness of all country sports.

- **Deer in and around towns**

A report on the 'Management of deer in the peri-urban environment' was published by Forest Research in July 2009. This concluded that managing deer/people interactions was critical to the successful management of deer in urban areas. Guidance on how to achieve this was trialled at three sites: Mugdock Country Park, SWT Loch Ardinning, and Beecraigs Country Park.

Further details on the progress against all the actions delivered in 2009/10 are included under each Theme heading below.

Overview of Achievements in 2009/10

During 2009/10 76 actions were carried out by 16 different organisations, including FCS, ADMG, BASC, BDS, SCSTG, Scottish Environment LINK and DCS. The table below shows progress:

WDNA Theme	Action Achieved	Action Carried over into 2010/11	Action Superseded
Effective Mechanisms for Sustainable Deer Management	7	2	0
Wild Deer Welfare	4	1	2
Sustainable Economic Development	8	2	0
Environmental Quality & Biodiversity	11	2	0
Climate Change & Research	6	3	0
Social Well-being	16	4	2
Raising Awareness	4	1	1
Total	56	15	5

The table above shows that 56 actions (73%) were achieved, 5 (7%) were superseded and 15 (20%) were carried over. This is an encouraging start to the delivery of the WDNA and indicates a strong level of commitment to achieving the WDNA vision. The proportion of actions being carried over (20%) is relatively high. This in part reflects the lack of specific annual detail in some of the actions. In future actions will be as SMART (specific, measurable, achievable, realistic and timely) as they can be.

Progress Indicators

A set of indicators have been developed in discussion with the WDNA Action Group, covering a range of economic, environmental and social aspects of deer management. These indicators will supplement the annual reporting process with the aim of understanding the impact of the actions on the vision and objectives of the WDNA. Where possible, links have been made with existing monitoring and the development of new indicators for other strategies. A total of 23 indicators have been identified. The first report on these will be published in September 2010 and placed on the WDNA collaborative portal (www.deercommission.org.uk/wDNA)

Actions for 2010/11

The 76 actions in 2010/11 will be delivered by 23 organisations including SNH, ADMG, Scottish Environment LINK and CNPA. Key highlights are set out below, with further detail within the each of the themes.

Key Highlights in 2010/11

- **Developing a Code for Deer Management**
During 2010/11 a Code for Deer Management will be developed setting out what is expected of land managers in relation to the management of deer on their land. The Code will support the proposed Wildlife and Natural Environment Bill and will be developed in consultation with external stakeholders.
- **Protecting Scotland's Biodiversity**
The number of designated sites vulnerable to deer impacts brought into favourable or recovering condition will increase from 89% to 95% during this year.
- **Publication of the results of The Case Studies on Sustainable Deer Management Project**
During 2009/10 the Case Studies Project gathered views of land managers through a series of over 100 interviews to identify the breadth of views on sustainable deer management at a local level. The analysis and results of this will be published in a report this year.
- **The Rut - Programme of Deer Watching Events**
A series of events around the Red Deer Rut will be delivered by a range of organisations including SNH, FCS, Wild Scotland and LINK to encourage people to experience and develop an understanding of deer and deer management.
- **Increasing Opportunities for Stalking**
The 'Scottish Country Sports Experience', an introduction to country sports including deer stalking, encouraging newcomers to participate and learn about stalking, shooting and fishing. Courses are to be delivered throughout the year in Perth and Kinross and Angus. Further development is planned to take place in other regions of Scotland.

Theme 1: Effective Mechanisms for Delivering Sustainable Deer Management

Wild deer are not confined by human boundaries and as a result often require collaborative management. Effective mechanisms are a core part of collaborative management. Existing deer management mechanisms include Deer Management Groups and other formally and informally constituted groups and forums.

Report on 2009/10 Actions

During 2009/10 there were nine actions under this theme. Of these, six were achieved and three were carried over. During 2009/10 there was a public consultation on a proposed Wildlife and Natural Environment Bill (WANE) covering the package of recommendations submitted to the Scottish Government by DCS. The deer proposals included the development of a Code of Deer Management to help guide practical decisions to deliver sustainable deer management.

Deer management mechanisms continued to be explored through the Case Studies for Sustainable Deer. During 2009/10 views of what constituted sustainable deer management at a local level were gathered from the Case Study areas across Scotland. Further exploration of local issues was carried out by the Cairngorms Deer Advisory Group who started to develop a deer management framework, setting out how the principles and objectives within the WDNA can be applied in the Cairngorms National Park area. This framework will be further developed in 2010/11.

Priorities for Action in 2010/11

The development of a Code for Sustainable Deer Management in support of the Wildlife and Natural Environment Bill will continue. This has been scoped in outline and will be developed further in consultation with stakeholders and agencies in 2010/11.

A report on the Case Studies Project will be published. This work will be built on through the appointment of a Collaborative Deer Officer in early 2010.

Underpinning effective mechanisms for deer management is the availability of appropriate and sufficient funding. The principal source of funding for deer management activities is the Scotland Rural Development Programme (SRDP). To ensure that SRDP supports the delivery of the WDNA DCS and SNH will continue to try and gain support for complex and collaborative deer management and grazing plans.

What will be done in 2010-2011?

Develop Effective Frameworks for Sustainable Deer Management

- Produce the final draft of a deer management framework for the Cairngorms National Park **CNPA/CDAG**
- Publicise the results of the Case Studies Project for Sustainable Deer Management **DCS**
- Develop a Code for deer management in support of the Wildlife and Natural Environment Bill **DCS**
- Ensure consideration of deer and wider wildlife management is included in Scottish Government's Land Use Strategy **DCS/SG**
- Consider how other European countries manage deer/large mammals and how to present any lessons learned to a Scottish Audience **DCS**
- Promote the inclusion of prescriptions within the SRDP for funding deer management activities, including the development of funding options for complex grazing plans and collaborative applications **DCS/FCS/SNH/SG**

Theme 2: Wild Deer Welfare

Wild deer welfare is defined as 'concern for the physical and mental well-being of the population' (Best Practice Guide - Welfare). It is about avoiding exposing animals to suffering and allowing them to exhibit natural behaviour. Current thinking is that increasing intervention in the management of wild deer should place an increased obligation on those who manage deer to safeguard their welfare.

Report on 2009/10 Actions

During 2009/10 there were seven actions under this theme. Of these, three were achieved, one was superseded and two were carried over. A key piece of research undertaken during 2009/10 by Forest Research was the report on the 'Management of Peri-Urban Deer'. This set out a 'Decision making Framework' which included principles on safeguarding wild deer welfare in and around towns and cities. This reflects the increased focus on how best to manage deer, with regard to their welfare, in urban environments.

Training to ensure those managing deer have the skills to safeguard their welfare was another contribution to the activities under this theme. Courses provided included looking at firearms and ballistics. This focus on training will continue into the next year's actions.

Priorities for Action in 2010/11

In 2010/11 agencies and stakeholders will work together to improve the evidence base of welfare issues. This is in recognition that much of the current evidence is anecdotal, and that to build understanding there is a need to gather and analyse meaningful data.

The development of the Code for Deer Management, referred to under the Effective Mechanisms for Deer Management theme, will integrate welfare issues into a general approach to sustainable deer management.

There will also continue to be a focus on delivering training programmes and events to help equip those that shoot deer with the skills and knowledge necessary to safeguard their welfare. There will also be further work exploring the impacts, issues and opportunities on deer welfare of using non-lead ammunition.

What will be done in 2010 - 2011?

Safeguard the welfare of all species of wild deer

- Provide training focusing on skills and knowledge required to safeguard welfare, including bespoke training courses covering Best Practice topics **BDS/BASC**
- Improve understanding of the evidence base of welfare issues **DCS**
- Review current research on the impacts of disturbance on wild deer **DCS**
- Continue assessing the impacts of climate and land use changes on the health and welfare of wild deer populations **DCS**
- Continue to undertake research to investigate the effectiveness of non lead ammunition in safeguarding the welfare of wild deer **DCS**
- Provide advice on welfare issues to assist deer management decisions **BDS**

Theme 3: Sustainable Economic Development

Increasingly attempts have been made to put an economic value on Scotland's natural heritage. Giving economic values to aspects of the natural world can help develop the decision making processes which govern how our natural landscapes are managed and developed. The focus on ecosystem services is one example of this.

Wild deer management in Scotland was estimated in 2005 to be worth over £100 million annually to the economy, with more than 2,500 full time equivalent jobs supported, many in remote and fragile communities. There are opportunities to add value to deer-related products and activities, and to broaden the economic benefits associated. There is also a need to ensure that the economic costs associated with wild deer are managed and to develop further employment, skills and knowledge in the sector.

Report on 2009/10 Actions

During 2009/10 there were ten actions under this theme. Of these, eight were achieved and two were carried over. Those actions that were delivered included a research project looking at the supply chain of venison and the blockages in developing the venison market. Understanding the blockages is a crucial step in developing supply and demand. Venison was added to the Scottish Government Food Strategy to raise awareness of its status as a healthy meat with policy makers and the general public.

Work on encouraging local wildlife watching businesses has also taken place this year. Diversification in making money from wild deer can help local sustainable economic development. In 2009/10 two seminars were held (Wild Scotland and DCS), in Strathfarrar and Skye on wildlife watching. These seminars provided the opportunity for attendees to network and learn new skills as well as to help them set up and develop new wildlife watching businesses.

The concept of ecosystem services is becoming more important amongst policy makers, but the role that deer play in these services is not yet well understood. Understanding will be developed further within the context of the Ecosystem Approach framework for Scotland.

National Occupational Standards have been updated to reflect employers' needs within the deer sector. Having a consistent set of appropriate standards plays an important role in stimulating relevant and focused training to help building skills, knowledge and capacity within the deer sector.

Priorities for Delivery in 2010/11

The economic downturn in 2009/2010 has had an impact on public and private sector finances which will continue to be felt in 2010/11. This downturn illustrates the need to capitalise on the economic benefits wild deer can bring to Scotland.

Venison is a key economic benefit of deer. Scottish Venison will continue to be promoted as a brand and the events such as Eat Scottish Venison Day will be continued.

The PACEC^{*} report provided information on the value of deer management to the Scottish economy in 2005. In 2010/11 further research will be carried out to explore the economic value of deer in more detail. Aligned with this will be a study examining and promoting the support available to deer management for business improvement and estate infrastructure.

Training has both an economic and a social well-being benefit and will be developed and supported through work with training providers including BDS, BASC and Lantra. Lantra will be supporting the development of a Level 2 modern apprenticeship. This will help support young people moving into deer management careers. BDS and BASC will continue to deliver and promote a series of training events and programmes.

Traditional aspects of deer stalking will continue to be promoted through various channels including the ADMG 'stalking to let' section on their website. This core work of deer managers in delivering deer stalking opportunities makes a significant contribution to the economy of Scotland.

What will be done in 2010 - 2011?

Increase the economic opportunities associated with wild deer

- Promote and provide information on country sports activities including stalking opportunities through the SCSTG Country Sports Web Portal SCSTG
- Promote stalking opportunities through 'Stalking to Let' on the ADMG website ADMG

Develop the market and supply chain for venison

- Use a case study approach to make recommendations on improving government policy on venison DCS/VWG

Contribute to the social and economic development of communities

- Undertake research to better understand the national economic value of the deer sector, through fieldwork building on methodology developed in 09/10 DCS
- Review and promote support available to deer managers for business improvement and estate DCS

^{*} The Economic and Environmental Impact of Sporting Shooting – produced by PACEC in 2006 and can be downloaded <http://www.shootingfacts.co.uk>

Minimise costs attributable to wild deer

- Help to tackle wildlife crime associated with wild deer on both a national and local level **(PAWS/DCS/SRPBA)**
- Develop research to develop appropriate forensic DNA applications to assist tackling wildlife crime and with prosecuting deer poaching incidents in Scotland **(Partnership including Strathclyde University/DCS/BASC/SNH)**

Ensure the skills and knowledge required to manage deer as an integral part of Scotland's natural resources

- Support the development of a modern apprenticeship scheme in deer management **LANTRA**
- Support the review of level 4 National Occupational Standards in Game and Wildlife Management **LANTRA**
- Deliver a series of firearms range training events to promote skills and knowledge required to manage deer **BDS**

Theme 4: Environmental Quality and Biodiversity

Deer are a keystone species and an integral part of the biodiversity of Scotland. However, they can also have a detrimental impact on environmental quality and biodiversity and need to be managed accordingly.

Report on 2009/10 Actions

During 2009/10 there were thirteen actions under this theme. Of these, nine were achieved and four were carried over. The bulk of the actions delivered were directed at achieving the target of getting 95% of nature conservation features into favourable condition through the Joint Working sites Programme. Whilst this target was not reached (89% were the total number of sites in the programme at the end of March 2010) considerable progress was made in working towards it.

An important aspect of deer management on Joint Working sites is assessing the habitat to determine its condition and any grazing impacts attributable to deer. A Best Practice workshop was held to provide those who manage deer with a greater understanding of the need for and the skills required to carry out habitat assessments.

Work continued on issues associated with the impacts of non-native deer, including the re-testing of the genetic profile of red deer refugia islands.

Priorities for Action in 2010/11

2010 marks the International Year of Biodiversity. As a keystone species, deer are a celebrated part of Scotland's biodiversity and events will be held this year to mark this celebration.

The main priority for 2010/11 is to continue to work towards bringing 95% of features identified as vulnerable to the grazing, browsing and trampling impacts of deer and other herbivores into favourable condition.

These designated features sit within a wider context working towards enhancing, diversifying and strengthening the biodiversity of Scotland. One of the potential threats to biodiversity comes from the impact of non-native species. In 2010/11 DCS will build on recent research looking at the effects of hybridisation between sika and red deer. There will also be a focus on the refugia islands, to ensure the genetic integrity of the resident red deer populations is safeguarded. Reports of muntjac sightings will be monitored and there will be an exploration of the costs of muntjac control.

Deer distribution will be explored in the Cairngorms National Park with a map of distribution within the Park boundary produced. Loch Lomond and Trossachs National Park will start to develop an integrated land management framework, with deer as an important element.

What will be done in 2010 - 2011?

Minimise further spread of non-native deer species in Scotland

- Monitor and investigate any reports of muntjac in the wild on an on-going basis DCS
- Carry out analysis to improve our understanding of the costs associated with preventing the establishment of muntjac (or similar non-native) versus the ongoing costs of management DCS
- Promote changes to the Destructive Imported Animals Act 1932 and promote extension of 1999 Sika Order under the Wildlife and Countryside Act 1981 (to cover Scarba, the Garvellachs and Lunga) SG
- Explore changes to legislation to licence the movement of wild deer into and within Scotland DCS

Conserve and enhance biodiversity in the wider countryside

- Use the national forest estate as an exemplar of best practice for deer management FCS
- Field test research on simple methodologies for monitoring damage to the woodland environment FR

Secure the favourable condition of features in designated sites

- Agree Joint Working Priorities and ensure project plans are in place DCS/SNH/FCS/SG
- Carry out annual habitat monitoring on 5 S7 sites DCS
- Carry out summer and winter deer census Programme DCS
- Manage Natural Care schemes SNH
- Develop further understanding of Natura case law in EU states through advising on the development of a new EU research project DCS
- Carry out research to assess impacts by deer on vegetated and bare peat in the Monadhliath SAC DCS

Maintain the integrity of natural processes

- Develop understanding of how deer contribute to ecosystem services and promote using language relevant to land managers DCS

Conserve and enhance the cultural and historic environment

- Raise awareness of 'Scotland's Wild Deer - A National Approach' and deer management issues with Historic Scotland DCS
- Highlight the importance of deer to Scotland's cultural identity through work with cultural partners, including a programme of events with Blas Festival DCS

Theme 5: Climate Change and Research

The Climate Change (Scotland) Act 2009 provides a focus for action including the need to reduce emissions in Scotland by 80% by 2050. Grazing, trampling and browsing of wild deer can have positive and negative consequences for the vegetation cover, depending on the level of impact. Grazing needs to be kept in balance if woodland and forest cover are to be increased and peatland protected. The use of sound science to underpin management decisions was identified as a cross-cutting action contributing to all actions in the WDNA.

Report on 2009/10 Actions

During 2009/10 there were eight actions under this theme. Of these, four were achieved and four were carried over. One of those completed was a scoping study on the carbon impacts of venison. Guidance for deer managers on climate change has been published and the report has also flagged up issues for future work.

A climate change seminar was held at the beginning of the reporting year bringing together experts and interested parties to identify how to better understand the relationship between climate change and deer management.

A stakeholder workshop was held in March 2010 to scope the WDNA research needs. This is being used as a basis for the first WDNA research needs report which is currently being drafted. The report will be circulated for consultation during the summer of 2010. The research needs report will then be a tool for allocating public funding for research. It will also consider how research can best be disseminated.

Priorities for Action in 2010/11

One of the actions in 2010/11 will be to analyse long term data sets on climate change. Both the public and private sector have larder records going back many years. Analysing this data may provide us with insights into the impact of climate change on deer and vice versa at both a national and local level. This understanding can then be used to inform future policy and delivery.

To gain a greater understanding of deer numbers at a national level further work will be carried out in 2010/11 to refine a methodology to measure national and regional deer populations.

What will be done in 10/11?

Help tackle and adapt to the effects of climate change

- Explore long term trends in wild deer populations which could be related to the environment, climate change or management factors **ADMG/FCS/DCS**
- Develop and promote further explanatory material aimed at deer managers on carbon impact of venison **DCS**
- Continue to contribute to national work on the links between deer and climate change with particular focus on peatland and heather moorland **DCS**
- Produce a report on green house gas impacts of wild deer **DCS**
- Develop an Integrated Habitat Network for the Loch Lomond and Trossachs National Park **LL&TNP**

Use sound science to underpin management decisions

- Develop a deer research website and produce a WDNA Research needs report **DCS**
- Develop a methodology for measuring national and regional deer populations by refining and implementing previous research **DCS**
- Make recommendations on implementing a unified data system subject to the outcome of the Wildlife and Natural Environment Bill **DCS**

Theme 6: Social Well-being

Social well-being is one of the three pillars of sustainability. It focuses on the needs of people and on the role that the wild deer resource can play in enhancing people's lives by providing them with opportunities to experience wild deer. This can be achieved through, amongst other things, guided walks, through wildlife photography and/or stalking.

Report on 2009/10 Actions

During 2009/10 there were 22 actions under this theme. Of these, thirteen were achieved, seven were carried over and two were superseded. One of the key highlights of 2009 was the first Eat Scottish Venison Day on 4th September. This put the spotlight on venison and provided an excellent opportunity to promote venison as a healthy food.

Two school events were delivered this year at Glen Tanar and Beecraigs to help children understand the chain of deer management and venison production from hill to plate.

Opportunities to bring new people into stalking were built upon with the launch of the Scottish Countryside Tourism Group's new country sports website including information on deer stalking. Further access to stalking opportunities was provided through the BASC Arran stalking scheme.

There has also been good progress with the deer in and around towns project during 2009/10. The project has continued to operate at both a practical (management of roe deer) and strategic level (e.g. trying to embed urban deer issues into Single Outcome Agreements). One of the practical actions delivered within this project was to use thermal imaging to estimate the range and size of deer populations in and around towns. This census method will be rolled out further in 2010/11.

Priorities for Action in 2010/11

Delivering events to schools will be continued and supported with the development of material to promote deer, venison and wildlife experiences in the Curriculum for Excellence. In 2010/11 the Scottish Venison Working Group will develop education material specific to venison but which will incorporate elements of wider deer management. Another priority for 2010/11 is to continue to add value to venison from Scottish wild deer and to raise awareness of venison as a healthy meat.

Reducing the number of deer related road traffic accidents remains a priority. Data will be collated through the national database and this will inform where further exploratory work may be required or mitigation needs to be put in place.

There will be new opportunities for people to get out and see deer through the WDNA Deer Rut Programme in September/October, a series of events aimed at a wide audience.

There will be further testing of the 'Decision Making Framework' for the management of peri-urban deer to evaluate the framework as a management tool for urban deer management to identify any necessary changes before it can be more widely adopted.

What will be done in 10/11?

Promote Venison as a Healthy Food

- Initiate 3 further venison in schools events in new areas to enable stand alone initiatives DCS
- Facilitate the inclusion of venison in the menus of a further two local authorities DCS

Integrate opportunities for outdoor recreation

- Develop a new web based access service SNH/National Access Forum
- Within Loch Lomond and The Trossachs National Park, ensure effectiveness of 'Hillphones' service and support development of new web-based 'Heading for the Hills' service, including pilot and any subsequent developments, and encourage use of national guidance on signage for stalking/deer management activity LL&TNP

Increase Participation in management and enjoyment of wild deer

- Seek opportunities to develop deer-related wildlife watching on the national forest estate/National Nature Reserves FCS/SNH
- Provide stalking opportunities through the deer stalking scheme on the Isle of Arran BASC
- Design and produce educational material on wild deer and deer management throughout Scotland that would support Curriculum for Excellence DCS
- Deliver 'The Scottish Country Sports Experience' BASC/SCSTG
- Promote opportunities for more people to understand and experience deer stalking in the Cairngorms National Park CNPA

- Provide training courses to develop skills, confidence and knowledge in deer management including carcase preparation and inspection, deer watching and estate visits **BDS**
- Deliver a series of events on the Red Deer Rut **SNH/FCS/Wild Scotland/LINK**
- Deliver events to schools encouraging children to develop an understanding of deer and deer management **BDS/BASC**
- Provide networking opportunities to share information on deer **BDS**

Contribute to a safe and healthy environment for people

- Implement a road awareness campaign for the spring dispersal of deer followed up by a reminder for the autumn clock change combined with targeted promotional material in 1 hot spot area **DCS**
- Review understanding of the risk around existing and new diseases (e.g. Chronic Wasting Disease) **DCS**
- Improve understanding of the impacts of wildlife disease on the economy and deer welfare (compare avian flu, TB, Lyme disease) **DCS**

Manage the Impacts of Wild Deer in and around Communities

- Trial the decision making framework in the Linlithgow area and explore options for the management of deer **DCS/CSFT/CSGN**
- Develop a count program for areas with deer in and around towns, primarily in the central belt but with scope to widen this out into the wider area. Conduct thermal imaging counts in prioritised areas to estimate approximate densities and use TI camera as an engagement tool for PR and education amongst Local Authorities and private land owners **DCS**
- Develop Best Practice Guidance on when and how Local authorities and private land owners can manage deer in and around towns **DCS**

Theme 7: Raising Awareness

Raising awareness of deer management should lead to more meaningful and informed public debate which in turn should have a positive effect on deer management.

Report on 2009/10 Actions

During 2009/10 there were six actions under this theme. Of these, four were achieved, one was carried over and one was superseded. Deer management, including the Best Practice Guides was highlighted and promoted at Scone and Moy Game Fairs and at the Royal Highland Show and Black Isle Show.

One of the most successful ways that DCS has raised awareness within the deer sector has been through the Best Practice Demonstration Events. These events have been attended by over 1000 people to date. The Best Practice Project has continued to promote practical, everyday use of the Best Practice guides to all those who manage deer. The Demonstration Event in October 2009 attracted record numbers with over 160 participants over three days, with one day dedicated to college students. Feedback from the event was very positive. Holding smaller workshops on specific Best Practice topics allows a more in depth exploration of issues, and a workshop on carcass preparation Best Practice workshop was held on Skye in March.

The report on 'Management of Peri-Urban Roe Deer', referred to in the Deer Welfare theme, included an analysis on people's perceptions towards deer in and around towns and cities, and highlighted the emergence of an 'urban' audience for managing deer in an urban setting.

Priorities for Action in 2010/11

Awareness and understanding of deer and deer management will continue to be promoted throughout 2010/11. This will include general awareness-raising at the Scone and Moy Game Fairs and topic based awareness-raising through the delivery of two specialist Best Practice workshops.

There will also be work on raising awareness of the work delivered through the Joint Working Programme does and in particular it's successful co-ordination of deer management to contribute to the biodiversity of Scotland. This is a significant part of the work which is undertaken by DCS and private estates along with other government agencies and one which makes a significant contribution to restoring and maintaining the 'favourable' condition of Scotland's most important nature conservation features.

A programme of events will be developed to celebrate deer as a cultural icon and as a keystone species to tie in with the International Year of Biodiversity.

What will be done in 10/11?

Raise awareness and understanding of wild deer and their management

- Encourage estates to develop links with local schools to promote understanding of deer management **ADMG**
- Promote the Joint Working Process **DCS/SG/SNH/FCS**
- Carry out a Baseline Stakeholder Survey on public perceptions in relation to wildlife management services **SNH**
- Review 74 Best Practice Guides and update/develop 6 guides and rerun of complete sets **BP Partnership**
- Run a Best Practice Demonstration Event **BP Partnership**
- Run two in-depth Best Practice workshops **BP Partnership**
- Promote the work of DCS/SNH to practitioners in the deer sector at relevant events and the Game Fairs at Scone and Moy **DCS**
- Provide training for key Park Authority staff (e.g. Rangers) who liaise with both public and deer managers in Loch Lomond and The Trossachs National Park **LL&TNP**
- Highlight the importance of deer to Scotland's cultural identity including a programme of events with Blas Festival **DCS**
- Hold two events celebrating deer as a keystone species **DCS**
- Promote and raise awareness of deer and deer management at relevant events, regional shows and Game Fairs including Scone, Moy and the Royal Highland Show **DCS/BDS/BASC/SNH**
- Publish the Deer Journal quarterly to disseminate deer science and general deer knowledge, advice and current affairs **BDS**

Outline Programme for 2011-2013

Set out below are outline actions for 2011/13. These will be developed into detailed actions for delivery in 2011/13 and will be presented, together with outline actions for future years, in the next publication of the WDNA Action Plan in April 2011.

Effective Mechanisms for Delivering Sustainable Deer Management

- Provide opportunities to engage in deer management planning to all relevant interests, including communities
- Develop understanding of the relative importance of different objectives to different stakeholders and establish mechanisms to address conflicts and enable the appropriate balance of the three outcomes (environment, sustainable economics and social well-being)
- Promote effective local collaborative deer management arrangements where they do not currently exist
- Review and improve the information provided to Deer Management Groups
- Ensure relevant deer management issues are fed into the review of the SRDP

Wild Deer Welfare

- Develop a common understanding of wild deer welfare

Sustainable Economic Development

- Investigate new opportunities and models to increase availability of stalking
- Develop further the capacity to manage deer in woodlands cost effectively
- Explore the possibility of using a Protected Food Name for Scottish Wild Venison

Environmental Quality and Biodiversity

- Integrate biodiversity and ecosystem objectives and data into deer management planning
- Seek the most effective management solutions (using the appropriate management area and timescale) to achieve long-term benefits for these designated sites
- Identify suitable methods to restore blanket bog affected by deer
- Identify the impact of roe deer on woodland biodiversity
- Understand the impacts of removing sheep from the hill on wild deer

Climate Change and Research

- Review the role and potential of grazing to maintain and enhance woodland and open habitats on the national forest estate
- Improve understanding of the robustness of habitats, including soils and water courses, in the face of changing land use, grazing by wild deer, and climate change
- Review the carbon impact of deer management practices and census methodologies and advise on any changes needed
- Review how climate change affects disease and deer.

Social Well-being

- Seek effective collaboration between interests at a local level to engage local communities and businesses in deer management and as a forum to resolve differences
- Roll out the peri-urban Deer Management Framework to the Gartcosh area
- Review the potential for deer management to limit the transmission of disease to humans and livestock
- Hold a Demonstration Day on Wild Venison

Raising Awareness

- Develop prescriptive guidance for information on deer management for use within visitor centres and educational situations
- Develop roe deer activities within the Green Shoots programme

Annex 1: List of Action Leaders and Contributors

Association of Deer Management Groups (ADMG)
Best Practice Partnership (BP Partnership)
British Association of Shooting and Conservation (BASC)
British Deer Society (BDS)
Cairngorms Deer Advisory Group (CDAG)
Cairngorms National Park Authority (CNPA)
Case Studies Steering Group
Central Scotland Forest Trust (CSFT)
Central Scotland Green Network (CSGN)
Deer Commission for Scotland (DCS)
Forest Research (FR)
Forestry Commission Scotland (FCS)
LANTRA
Local Authorities
Loch Lomond and The Trossachs National Park Authority (LL&TNP)
Macaulay Institute (Macaulay)
National Access Forum
Partnership for Action Against Wildlife Crime in Scotland (PAWS)
Scottish Country Sports and Tourism Group (SCSTG)
Scottish Environment LINK (LINK)
Scottish Gamekeepers Association (SGA)
Scottish Government (SG)
Scottish Natural Heritage (SNH)
Scottish Rural Property and Business Association (SRPBA)
Scottish Society for the Prevention of Cruelty to Animals (SSPCA)
Strathclyde University
Transport Scotland
Venison Working Group (VWG)
Wild Scotland

Annex 2: Structure of WDNA

Vision	<p>In 20 years time:</p> <ol style="list-style-type: none"> 1. There will be widespread understanding and achievement of 'sustainable deer management' - the conservation, control and use of all species of deer so as to contribute to: <ul style="list-style-type: none"> • A high quality, robust and adaptable environment. • Sustainable economic development • Social well-being 2. Effective mechanisms will be in place to: <ul style="list-style-type: none"> - assess the management interventions required to achieve the best combination of these outcomes in any area at a given time; and - ensure that these interventions are carried out effectively, in good time and in accordance with best practice. 		
Principles	<p>Wild deer should be managed throughout their range in a way that -</p> <ol style="list-style-type: none"> 1. integrates deer management and other land-use objectives 2. uses collaboration to achieve the management objectives 3. uses a geographical scale and timescale best suited to achieving the management objectives 4. engages and communicates with all relevant interests 5. uses sound science and the best available evidence 6. promotes deer welfare 		
Outcomes	<p>Management of all species of wild deer will contribute to:</p>		
	<p>A high quality, robust & adaptable environment</p>	<p>Sustainable economic development</p>	<p>Social well-being</p>
Objectives	<ol style="list-style-type: none"> a) Safeguard the welfare of all species of wild deer. b) Minimise further spread of non-native deer species in Scotland. c) Secure the favourable condition of features in designated sites. d) Conserve and enhance biodiversity in the wider countryside. e) Maintain the integrity of natural processes. f) Help tackle and adapt to the effects of climate change. g) Conserve and enhance the cultural and historic environment. 	<ol style="list-style-type: none"> a) Increase the economic opportunities associated with wild deer. b) Minimise economic costs attributable to wild deer. c) Develop the market and supply chain for venison. d) Contribute to the social and economic development of communities. e) Ensure the skills and knowledge required to manage deer as an integral part of Scotland's natural resources. 	<ol style="list-style-type: none"> a) Increase participation in management and enjoyment of wild deer. b) Contribute to a safe and healthy environment for people. c) Manage the impacts of wild deer in and around communities. d) Integrate opportunities for outdoor recreation. e) Promote venison as a healthy food.

Annex 3: Diagram showing relationship between themes and WDNA structure:

