



The Ten Year Plan

The Cabrach Trust and the vision

Vibrant, creative, visionary

The Cabrach Trust is a Social Enterprise and is currently undertaking the development of a historic distillery and heritage centre in the heart of the Cabrach in rural Moray. This will be a major new tourism offering for the North East of Scotland and will safeguard the cultural heritage of a fragile community and a remote landscape.

The Cabrach Trust was established in 2013 to facilitate rural regeneration, for public benefit, within and around the Cabrach area, including the advancement of historical distilling and farming, education and the arts, culture, education and well-being through the following activities:

- Development of a historical craft distillery
- Establishment of Visitor/Heritage Centre
- Provision of accommodation and hospitality
- Promotion of culture, education and well-being

Our vision is to help to develop a thriving community in the Cabrach that offers opportunities for both residents and visitors to enrich their lives. The Cabrach Trust is a social enterprise and all profits generated will be reinvested to achieve the social aims of the Trust.

The Trust's assets and activities

The Cabrach Trust has ownership of the historic Inverharroch Farm, adjacent to the A941 between the towns of Dufftown and Rhynie. The property comprises of farmhouse, steadings, historic smithy, and 167 acres of land. The Trust is also currently in the process of acquiring through a Community Asset Transfer (CAT) a further set of properties known as the Old Cabrach Hall, the School House and the Acorn Centre, which are located in the Lower Cabrach adjacent to Inverharroch Farm.

The Cabrach distillery and heritage centre

“100% history”



The Cabrach Trust is currently undertaking the conversion of Inverharroch Steadings to create a distillery and heritage centre with its other assets (The Acorn Centre, the Old Cabrach Hall and School House) supporting this development.

The distillery and heritage centre is a transformational development opportunity for the Cabrach. It will create jobs, bring new visitors to the area, celebrate and protect the cultural heritage of the Cabrach and generate surpluses which will be reinvested in future phases of development acting as a catalyst to future economic growth.

The Cabrach distillery and heritage centre - Inverharroch Steadings

The traditional steading at Inverharroch Farm will be converted into a historic distillery and heritage centre. The distillery will use historic distilling methods from the 19th century and the heritage centre will house a permanent interpretation centre and, a flexible exhibition and

events space, showcasing the rich heritage and culture of the Cabrach and its illicit whisky distilling history.

The heritage centre will be a lively, creative environment celebrating local culture and promoting high quality local produce.

- A restaurant/café and a shop will retail high quality local goods and produce.
- The whisky produced will be “100% history”, distilled using historic methods and matured on site. The whisky will be offered for sale to visitors and will be available through other channels including online sales, pre-order and other selected outlets and will be esteemed as a heritage craft produced spirit.
- The open courtyard and the flexible exhibition spaces lend themselves to touring performances, art exhibitions, demonstrations and art installations or residencies. The arts and culture offerings will contribute to the vibrancy of the heritage centre and enhance the arts and cultural offerings of Speyside and North East Scotland.
- The distillery and heritage centre will be a major new tourism attraction for the North East of Scotland and will enrich the offer of the Speyside Whisky Trail.

Bonded warehouse, service buildings, offices -The Acorn Centre

The Acorn Centre is located close to Inverharroch Farm. The building will be repurposed for use as a bonded warehouse, service buildings, storage and offices for the Distillery and Heritage Centre.

- Redundant elements of the building will be removed and the surrounding site will be landscaped to improve the scenic value of the site.

- The site on which the school stands is large enough to provide further options for the erection of additional storage without impacting on the local environment.
- Large grounds with hard standing for parking already laid out provide for ample parking space for the Old Hall, School House and heritage centre staff.

Community Facility & Training Venue for the Heritage Centre - The Old Cabrach Hall

The Old Cabrach Hall, which is located adjacent to the Acorn Centre, currently comprises of; open hall with stage, WC, kitchen and store.

- The Hall will be refurbished and extended to provide a community facility for community activities and social events.
- The facilities will also be used as training venue for activities at the heritage centre when not in use by the community, and will be let out for other educational/training/ local needs.

Training, education, accommodation for the heritage centre - The Schoolhouse

The School House is located adjacent to the Acorn Centre and currently comprises: living room, kitchen, bathroom, utility room, four bedrooms, large garden and outhouses.

- The Schoolhouse will be refurbished to provide good quality flexible accommodation for up to 8 people.
- The accommodation at the School House will be used by trainees and other staff at the heritage centre where necessary, and in conjunction with the refurbished Cabrach Hall, may also be used to provide accommodation for educational visits, training courses, events, meetings and conferences.

- When it is not in use for these purposes the School House will be let out as holiday accommodation and has potential to provide c. 800 bed nights per annum.

Inverharroch Farm lands

Sitting at a height of between 280m and 350m above sea level, the 164 acres of agricultural ground at Inverharroch Farm are currently let for hill livestock. The land slopes steeply to the northwest and is bounded to the south by the River Deveron.

- Land immediately surrounding the heritage centre and access roads will be planted for wildlife and conservation. Every effort will be made to enhance the scenic value of the location and The Trust will work closely with the relevant conservation bodies to achieve the maximum conservation gain.
- The remaining land will continue to be let for agricultural use at an affordable rent.
- The Trust will work with other bodies to promote rural skills, making the land available for such uses.

Visitor accommodation - Inverharroch Farmhouse

The four-bed Inverharroch farmhouse is currently let on an affordable local rent and provides family accommodation. This will at a later stage be converted to provide holiday accommodation.

Small housing scheme

It is the intention that a suitable site will be identified on Trust land for the provision of local housing and this will be constructed at a later stage as funding becomes available.

The benefits



The Cabrach Trust is focused on maximising the potential of the project to ensure social, cultural and economic benefit for the local and wider community, thereby reversing the current trend of population attrition due to limited opportunities being available locally.

Our approach is to work in partnership with residents and other key stakeholders to build a sustainable organisation, with sound finances, providing employment and which is in harmony with our environment.

Community

The heritage centre will be a vibrant, successful, energetic space, bring new people to the area and raising the morale of the communities of the Cabrach.

- The Old Cabrach Hall will provide a community facility offering a place for social contact, events, meetings and training.
- Once fully operational the distillery and heritage centre will provide local employment opportunities for up to 10 people.
- During the build phase the Centre will provide opportunities for training in traditional conservation skills and once fully operational will provide skills training placements in a range of activities.
- The heritage centre through a community heritage project will help to document and safeguard the cultural heritage of the Cabrach.
- The heritage centre will promote the local path network and act as a signpost to for visitors for opportunities for outdoor recreation in the Cabrach such as cycling and walking.

Environment

The Cabrach Trust has high standards of environmental commitment. The remote quality of the environment is one of the Cabrach's strengths and The Cabrach Trust aims not just to protect this fragile landscape but is also committed to improving it where possible.

- Landscaping and planting around the heritage centre and its associated building will be both aesthetically pleasing and will seek to provide habitat for wildlife.
- As far as is reasonably possible, the energy needs will be met by renewable technologies and the buildings will be insulated to the highest standards. Water is to be drawn from a private borehole and will not impact on nearby rivers and streams.
- As far as technology allows, any conversion, building works and hard landscaping will use environmentally friendly materials and take into account local environmental needs.

- ° Visitors to the heritage centre will be informed of our environmental standards and encouraged to support us in an environmentally responsibilities.
- ° Materials for the build and goods and produce later sold in the shop and café will be sourced as locally as possible.
- ° The Cabrach is a designated Dark Skies location and light pollution from the heritage centre buildings will be mitigated so as not impact on this.

Economy

The heritage centre will be a major contributor to the local economy. Income will derive from a sustainable combination of sale of Cabrach whisky, distillery tours, café and shop sales, events, courses, and accommodation.

- ° Local GVA will be enhanced through the employment for up to 10 FTE's on the site.
- ° Local procurement will benefit small businesses in the Cabrach, in Moray and Speyside, and in the North East.
- ° Malt whisky tourism is well established in Speyside and the heritage centre will enhance this offer.
- ° Cultural tourism is a growth industry in North East Scotland and the heritage centre will contribute to growing this economy.
- ° Despite its remoteness and the size of its population, there are a number of small businesses located in the Cabrach. The Cabrach Trust aims to support local businesses and where appropriate will procure goods and services locally and will endeavor to signpost others to these services.

The timeline for all of this

The distillery and heritage centre is scheduled for opening in Spring 2020 at an estimated cost of £5.3m

Distillery and heritage centre Estimated Schedule	
2016 - 2017	Current development phase
2018 - 2019	Conversion and build phase
Spring 2020	Centre opening

The Cost of these proposals

The total costs for the proposals are estimated at £5.3 million

Distillery and heritage centre Estimated Costs	
Development costs	£850k
Heritage Centre	£2m
Distillery	£2m
Community facilities and accommodation	£650k



History Heritage Culture

Further information is available from:

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Or by visiting our website

www.CabrachTrust.org

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The Cabrach Trust is funded through grants and generous donations from:

The William Grant Foundation, The Stair Trust, William Grant & Sons