



SOCIAL IMPACT AUDIT

The Cabrach Trust, Inverharroch, Lower Cabrach, AB54
4EU
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THE CABRACH TRUST

IMPACT AUDIT

SOCIAL, ENVIRONMENTAL, ECONOMIC, CULTURAL

This audit takes a look at the proposed activities of the Cabrach Trust and assesses the difference that the development of a micro distillery and heritage centre at Inverharroch Farm together with the redevelopment of the Acorn site as a community facility and training centre will make to the businesses, individuals and communities of the Cabrach.

The audit is intended to be a review of the Trust's core social purpose. The aim is to provide greater clarity in what the Trust is intending to do and how it will achieve this. The social impact audit will provide a systematic structure to capture, record, analyse and report data on the Trust's core social purpose, and will help to identify opportunities for improvement, growth and development.

The social impact audit will provide an effective way to account for and report to trustees, stakeholders and funders on the social impact the Trust is making.

1. CORE SOCIAL PURPOSE

THE CABRACH TRUST

The Cabrach Trust was established in 2011 in response to a need to regenerate the Cabrach area in order to safeguard the region's rich cultural heritage and support its remote communities.

In 2013 the Trust was gifted ownership of the historic Inverharroch Farm and its 170 acres of land. The Cabrach Trust is currently working on an exciting regeneration project to develop a historic distillery and heritage centre on the historic Inverharroch site, celebrating the rich heritage and culture of The Cabrach.

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. In addition to this the Trust is in the process of acquiring the adjoining Acorn site through a Community Asset Transfer.

The Cabrach Trust is a social enterprise and all profits generated by the distillery will be reinvested to further the social aims of the Trust of providing jobs and services to regenerate this remote rural community.

The work of the Cabrach Trust is guided by a Ten Year Masterplan

The Cabrach Trust is a membership organisation representing the interests of residents of the Cabrach and its adjoining settlements.

MISSION

The purpose of the Cabrach Trust is to achieve the regeneration of the Cabrach.

It is recognised that the community of the Cabrach is not well served in terms of public assets and facilities. Residents have repeatedly highlighted, over a number of years, their concerns over this on-going loss and decline with some making direct links between population movements and a lack of facilities. However, the Trust's activities present an excellent opportunity to revitalise what was once the heart of this remote dispersed community and create a set of buildings which are modern and fit for purpose, together with the provision of services and facilities which are both fit for purpose in today's modern world but which also sit comfortably with the values and traditions of the past.

People who live in the Cabrach want to see new people, new vitality and greater access to services. The community are united in favour of these activities in order that:

- a) existing benefits are at retained and improved and
- b) new economic opportunities can be taken forward.

VISION

Our vision is to develop a thriving highland community in the Cabrach offering opportunities for both residents and visitors to enrich their lives.

The Cabrach Trust believes that the Cabrach is a unique and beautiful location with a rich cultural heritage and history, which visitors will want to share and enjoy.

The activities of the Cabrach Trust will revitalise a declining community and lift local moral, providing access to shared space, a place to do business,

opportunities for social contact, improved infrastructure, employment, housing and skills training.

The Heritage Centre will be a vibrant, successful, energetic space, bringing new people to the area and raising the morale of the communities of the Cabrach.

Our vision is that:

- People who live in the Cabrach feel proud of their locality
- People who live in the Cabrach enjoy their locality
- People who live in the Cabrach enjoy the same level of access to services as other locations
- Visitors are given the opportunity to experience and appreciate the beauty and grandeur of the Cabrach
- Visitors to the Cabrach enjoy high quality experiences and have access to good quality amenities during their visit.

VALUES

At the core of everything we do are three key principles:

- Learning – we believe this is the key to the future and to achieving our potential
- Inclusion – we will seek to engage with everyone in the community
- Place - we will use the assets of the Cabrach to positive effect

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.

2. OBJECTIVES

The Cabrach Trust has ten key objectives as part of a ten year masterplan (2016 – 2026):

- Development of a historic distillery which will be in operation by 2018
- Conversion of a traditional farm steading into a Visitor/Heritage Centre which will be in operation by 2020
- Acquisition and redevelopment of the Old Cabrach Hall in order to provide a permanent community facility
- Safeguarding of the cultural heritage of the Cabrach
- Promotion of the local area, its landscapes, heritage and history
- Provision of visitor accommodation at Inverharroch Farmhouse and the Old Schoolhouse
- Provision of local income and employment
- Delivery of education and skills training, through placements, internships, courses and volunteering
- Showcasing high quality local goods and products by sourcing of goods as locally as is feasible.

3. ACTIVITIES

The Cabrach Trust will operate:

1. Historical Distillery
2. Café and Gift Shop
3. Heritage Centre
4. Community Facilities
5. Holiday Lets
6. Skills Training

4. SOCIAL VALUE & IMPACT

Through our activities we will:

- ✓ Make the Cabrach better known
- ✓ Engender pride in the Cabrach
- ✓ Generate a sense of ownership amongst local community
- ✓ Involve community in decision making
- ✓ Empower local community
- ✓ Increase skills capacity in community
- ✓ Involve community in decision making
- ✓ Increase knowledge of the Cabrach
- ✓ Create a shared heritage experience
- ✓ Provide learning opportunities
- ✓ Provide training opportunities
- ✓ Provide volunteer opportunities
- ✓ Connect people
- ✓ Bring different groups together
- ✓ Create jobs

CONSTRUCTION PHASE AND CONVERSION OF EXISTING BUILDINGS

- Create a historic record
- Provide training in traditional buildings conservation
- Provide employment

DISTILLERY

- Showcase local heritage
- Celebrate local history
- Generate an income
- Provide money to support the Trust's social purpose
- Be a sustainable business
- Provide jobs
- Bring new people to the area
- Bring new economic activity to the area

CAFÉ & RETAIL

- Showcase local foods
- Sell local goods and produce
- Sell cultural goods

- Provide an outlet for local businesses to sell goods
- Provide jobs
- Provide training opportunities
- Provide a meeting space for local community
- Provide a contact space for local and wider community
- Generate an income
- Provide a hub for other local activities including walking and heritage tours
- Provide a link/signpost to other local services such as the Grouse Inn

MUSEUM & EXHIBITION SPACE

- Provide opportunity for people to explore the heritage and history Cabrach
- Tell the story of illicit distilling
- Tell the story of World War I and the Cabrach
- Tell the story of education & religion in the Cabrach
- Explore the historic importance of drove routes and roads through the Cabrach
- Celebrate the history of Inverharroch Farm
- Broaden understanding of the special qualities of the Cabrach
- Strengthen community's sense of place
- Strengthen community's sense of belonging

- Provide opportunity for schools and colleges to explore the heritage of farming, distilling and life in the Cabrach
- Provide opportunity for visitors to understand the heritage of the Cabrach and how it fits in to the Scottish history.

ENVIRONMENT

- Improve the image of the local area
- Improve the immediate environment
- Improve biodiversity though wildlife friendly planting
- Put peer pressure on others to improve local infrastructure and land management
- Showcase renewable technologies and local energy generation
- Train people in conservation buildings skills

5. BASELINE

The Cabrach has a resident population of approx. 70 people. The area has lost basic services such as Primary School church, post office, post box, public phone, village shop and outdoor sports pitch. Broadband and mobile phone connectivity in the area is poor. Poor geographic access to services in the Cabrach gives the area an extremely low score on the Scottish Government Index of Multiple Deprivation (SIMD) making the area comparable to some of the more remote Scottish islands.

It is recognised that the community of the Cabrach is not well served in terms of public assets and facilities. There is no local bus service and residents have repeatedly highlighted, over a number of years, their concerns over this on-going loss and decline with some making direct links between population movements and a lack of facilities.

The nearest shops and community services in Dufftown are nine miles away via the A941 which passes through remote countryside and there is no public transport. Currently the Cabrach has some local employment in primary industries (over 19% are employed in agriculture - mainly tenant farming) and the service industry (tourism and field sports) but less in higher value tertiary activities.

At present the only significant businesses providing any local employment in the Cabrach are the Grouse Inn, the local estate and Barrel Creations, an artisan business recycling whisky barrels into bespoke furniture. There are a number of other residents operating as sole traders mainly in trades and artisan crafts. In the Cabrach output area, for the 2011 census, over a quarter of economically active people reported being self-employed. (In comparison with Scottish average of 7.5%)

The current state of the Cabrach and its communities has been well documented in a number of internal and external reports, including:

Savege, S (2016) *Community Consultation*. The Cabrach Trust

McKee, A (2016) *Vibrant Rural Communities; The Cabrach case study*. The Hutton Trust.

McKee, A (2014) *Summary of household interview responses regarding 'future aspirations for the Cabrach'*. The Hutton Trust

Scotland's Rural College (2014) *A Socio-Economic Profile of the Area of Benefit for The Vattenfall Clashindarroch Wind Farm Community Fund*. Foundation Scotland

Brown N (2013) *Former Cabrach Primary School; a feasibility study for adaptation*. Cabrach Community Enterprise Ltd.

HIE (2010) *Cabrach Community Consultation Report*. Highlands & Islands Enterprise.

Brown, N (2008) *The Cabrach; a baseline study*. Highlands & Islands Enterprise.

The activities of the Cabrach Trust are guided by key strategic management documents including:

Distillery and Heritage Centre Business Plan (2017)

The Cabrach Trust Master Plan 2016 - 2026 (2016)

The Acorn Site Business Plan (2016)

The Cabrach Trust, *Mission, Vision, Values (2014)*

6. STAKEHOLDERS

The activities of the Cabrach Trust impact on a wide range of stakeholders and stakeholder groups.

The Trust will work closely with its primary stakeholders who are the residents of the Cabrach and its neighbouring settlements and with other key stakeholders. We will:

CONSULT WITH:

- Residents
- Neighbouring settlements
- Farmers
- Landowners
- Visitors
- Cabrach Trust Board Members
- Cabrach Community Association
- Whisky industry members
- Local councillors and officers
- Funders

ENGAGE WITH:

- Highlands & Islands Enterprise

- Moray councillors
- Moray Council Executive Officers
- Lord Lieutenant/Provost
- Historic Scotland
- Outdoor activity (users/providers)
- Historic/Archaeological Societies
- Local schools, colleges & universities
- The Community of Interest and those who have moved away from the area over the years

INFORM:

- Neighbouring communities outside of our area of interest
- The Moray Council
- Cairngorms National Park
- Visit Scotland
- TSI Moray
- Scottish Government
- Aberdeenshire Council
- National Galleries and Museums
- Moray Speyside Tourism

7. OUTPUTS

- We will build a Heritage Centre
- We will renovate the Old Cabrach Hall to create a modern bright community facility with community hall, kitchen, garden and office
- We will renovate the Schoolhouse to provide accommodation for trainees and holiday makers
- We will make use of the Community Hall and Schoolhouse to run an educational training facility
- We will build a historic distillery
- We will create a sustainable income for social benefit from the distillery
- We will provide two placements for distillery trainees per annum
- We will provide two placements for hospitality trainees each year
- We will provide one graduate internship per year
- We will support 10 volunteers across all of the activities of the Trust
- Each year up to 20,000 visitors will have learnt about the cabrach, its people, landscapes and rich distilling history
- We will run 6 training courses in distilling, heritage, conservation skills and rural skills each year
- We will employ 12 people

- Local income will be improved and every £1 spent at the distillery and heritage centre and visitor accommodation will have a local value of £4



Artist's impression of the Cabrach distillery and heritage centre

8. OUTCOMES

A revitalised Cabrach community with a sense of place, pride and belonging which

- a) Halts decline
- b) And brings about a long term social, environmental, economic and cultural impacts which benefit the Cabrach.

CULTURAL

The Heritage Centre will help to document and safeguard the cultural heritage and illicit distilling history of the Cabrach.

Cultural tourism is a growth industry in North East Scotland and the Heritage Centre will contribute to growing this economy.

ECONOMIC

The Cabrach Distillery will be a major contributor to the local economy with income will derived from a sustainable combination of sale of Cabrach whisky, distillery tours, café and shop sales, events, courses, and accommodation.

Local procurement will benefit small local businesses

Letting of high quality accommodation at the Old Schoolhouse will provide a sustainable income for the community hall.

ENVIRONMENTAL

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.

The Heritage Centre will act as a signpost to for visitors for opportunities for outdoor recreation in the Cabrach such as cycling and walking.

The local path network will be better used and better maintained.

SOCIAL

The Heritage Centre will be a vibrant, successful, energetic space, bring new people to the area, raising the morale of the communities of the Cabrach and contributing to a sustainable future for the people of the Cabrach.

The community facility in the Old Cabrach Hall will provide community with a permanent place for social contact, events, meetings and training.

The program of training, placements, internships and volunteer opportunities will have increased learning and skills and given young trainees early career opportunities.

9. MEASURING IMPACT

We will measure what difference we have made; proving and improving through a dynamic process.

We will measure our impacts through:

- Online surveys and polls
- Social media comments
- Feedback forms
- Questioning and interviews
- Local indicators
- Monitoring visitor numbers
- Measuring the quality of visitor experience through feedback forms and social media polls
- Local tourism and economic data
- Number of jobs provided
- Number of trainee days
- Monitoring what difference the training experience has made to skills, wellbeing and careers
- Community planning
- Collecting feedback at community events

We will review feedback, survey results and interview material together with local and economic data to assess and measure the impacts of our work.



Trustees and others discussing landscape design plans for the Cabrach distillery and heritage centre

10. TELLING PEOPLE ABOUT THE DIFFERENCE WE HAVE MADE

- ✓ We will keep people informed on a regular basis by posting updates on activities and progress through our social media channels, website and e-newsletter
- ✓ We will keep local residents informed by providing monthly updates to the Cabrach Community Association
- ✓ We will use opportunities such as community events hosted by the Trust to inform and update local stakeholders
- ✓ We will inform other key stakeholder of updates and progress through face to face meetings and presentations
- ✓ Members of the Cabrach Trust will be informed at the AGM of progress against the social impacts of the Trust
- ✓ We will produce an Annual Report for OSCR reporting and for general circulation