



What are the benefits?

The project will provide up-to-date information to address deer management issues such as:

- effects of public access on stalking activities.
- the role of venison markets.
- legislation and infrastructure barriers.
- training and skills development.
- awareness of deer and their wider impacts.
- costs of managing deer to achieve a wide range of objectives.
- impacts of localised culling on neighbouring populations and on woodlands.
- deer-related road traffic accidents.
- value of deer for tourism and recreation.
- public perceptions of deer and deer management.

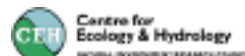
We hope this project will enable those involved to:

- identify new ways to raise awareness and improve understanding of deer and deer-related issues.
- develop a broader network of informed stakeholders and reduce conflicts over deer.
- better understand how to communicate and collaborate effectively over rural resource management.
- improve communication between a wide range of stakeholder groups, at national, regional and local levels.
- identify opportunities for application of the new processes used in this study in other areas of the rural economy .



Who is funding us?

The research is part of the Research Councils' Rural Economy and Land Use (RELU) Programme (Project: RES 227-025-0014). RELU is funded jointly by the Economic and Social Research Council, the Biotechnology and Biological Sciences Research Council and the Natural Environment Research Council, with additional funding from the Department for Environment, Food and Rural Affairs and the Scottish Executive Environment and Rural Affairs Department. Support is also being provided by the Forestry Commission.



Understanding Wild Deer Management

Identifying opportunities
Overcoming barriers



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Who are we?

We are a team of enthusiastic environmental, economic and social scientists from six institutions across Britain. We have a broad range of experience in research and practical environmental management, particularly deer management. Project researchers; Helen Armstrong, Norman Dandy, Stefano Fiorini, Robin Gill, Justin Irvine, Douglas MacMillan, Brenda Mayle, Liz O'Brien, Sharon Phillip, Louise Ross, Jim Smart, Renè van der Wal, Piran White, Rehema White, and Steve Yearley. Contact details can be found on the project's website.



What do we want to do?

We recognise that deer management involves and affects many people with diverse aims and values. Our objective is to understand the issues from the many individual perspectives.

The project aims to identify the influences which determine the opportunities presented by wild deer and the barriers (real and potential) that can prevent the effective exploitation of these at both the national and local level.

We aim to:

- build a picture of contemporary deer issues and management, and identify those involved and who is affected.
- identify opportunities presented by, and the barriers to, effective deer management.
- investigate when and where collaborative deer management exists, identify the stakeholders involved and how successful it is.
- investigate how stakeholders with diverse interests and objectives work together to manage deer.
- find out where stakeholders gain knowledge about deer presence and management.
- identify and address gaps in knowledge that affect the way deer are managed.
- identify the degree to which information is shared, whether this is a barrier and how it can be improved.
- develop approaches to improve deer management and opportunities for application to other natural resources.



How we want to do it

Our approach is to work with individuals and organisations to gain a clear understanding of their aims, objectives, strategies and issues in relation to deer. We aim to obtain new information through an innovative mix of methods including surveys, informal and formal meetings, discussions and workshops with stakeholders involved in and affected by deer management, at six case study locations across England and Scotland. The team will bring together the different types of information gathered in an original manner. Dedicated team members will be working in each of the case study areas.



Whose idea was it?

The project was developed in discussion with deer managers, land owners and regional and national organisations involved in deer management. This highlighted a range of issues that are thought to limit sustainable deer management. The research aims to consult more widely at both national and case study levels to identify any further issues and provide research based information to address them.



Progress will be reported regularly to our RELU funders and through publications in newsletters, trade and scientific journals, and on our website

www.macaulay.ac.uk/deergrant/

The rights of all participants in this project will be protected under the Data Protection Act 1998.