



SWINTON
ESTATE

OUR
SUSTAINABLE
ENVIRONMENT

Our Swinton Family Pledge

The Swinton Estate is situated close to the market town of Masham in Wensleydale, North Yorkshire, and has been in the ownership of our family the Cunliffe-Lister's since the 1880s. It extends from the River Ure across 20,000 acres of rural hill farming countryside up onto the moorland of the Yorkshire Dales.

Between now and 2040 we will be delivering an ambitious strategy which we hope will see the Estate recognised for its stewardship, resilience and service, whilst we progress and understand the importance of the natural capital we have.

As we move forward, we will share openly how we are progressing on our journey to improve our sustainable and environmental position; with the overall aim to make Swinton a better place for our wider family of staff, tenants' residents and visitors.

Mark & Felicity

The 4th Earl and Countess of Swinton



Our 2040 Strategy

Our Values

Stewardship

We aim to improve on what we do, with specific focus on the environment, society, natural capital and wellbeing where we have control or influence.

Financial Resilience

To enhance the Estate and our family around us we must deliver on financial targets to ensure reinvestment and generational improvements continue

Service

By consistently delivering what you need to do for visitors, colleagues, and customers we can gain personal satisfaction and improvement for ourselves and for them.

Our Commitments

Integrity – To believe in what we do and hold ourselves to high standards of openness and honesty

Wellbeing – ensure we maintain and enhance the environment around us whilst increasing accessibility for everyone

People Development – growth and learning through education and training

Investment – responsible, resilient, regenerative

Regeneration – our place and actions within the circular economy

Swinton Estate principal activity

The Core Estate services, The Natural Landscape, Community & Support, Generational Views

Our Core Estate Services

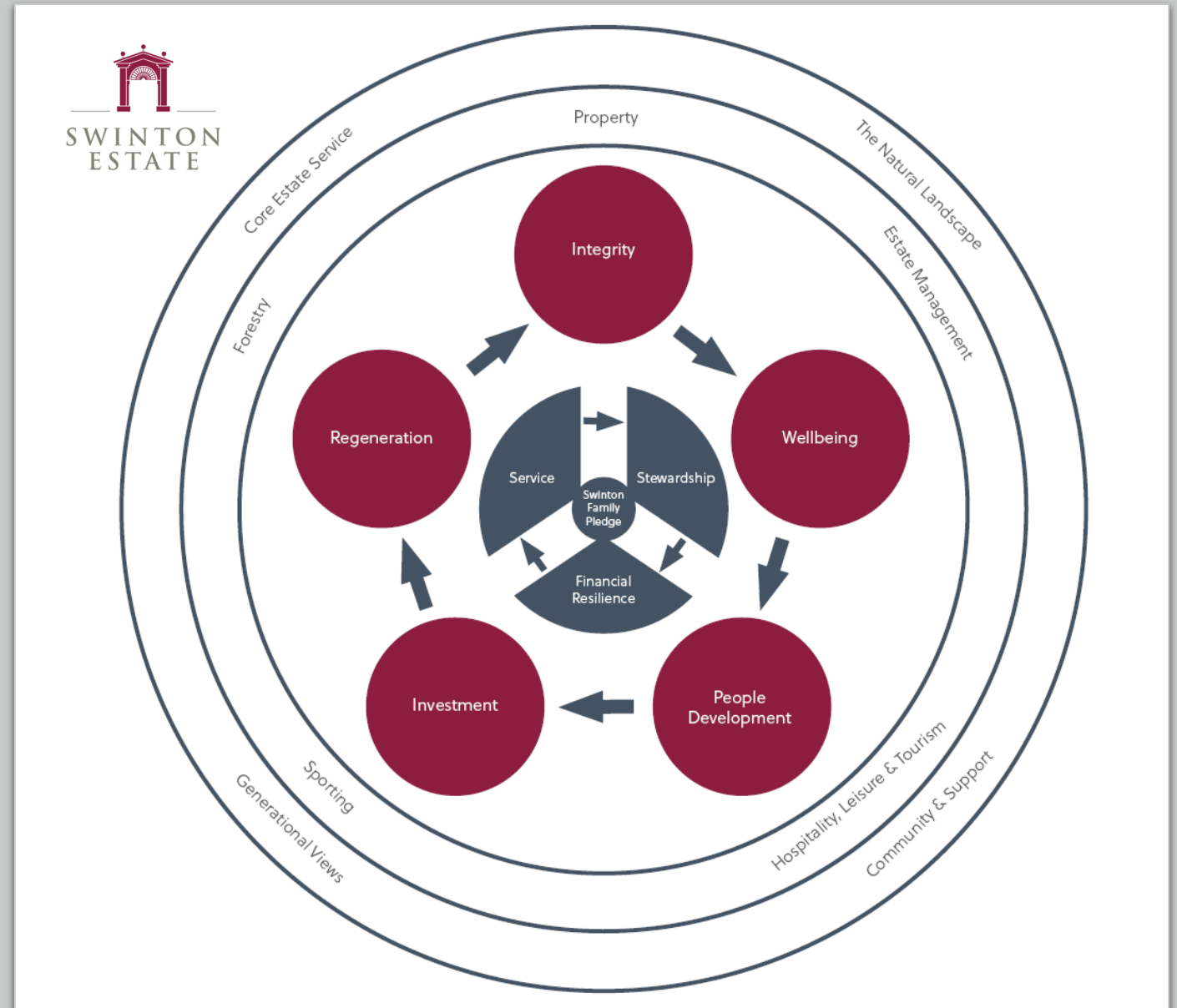
Property - residential, agricultural and commercial.

Estate Management - land stewardship, conservation and preservation.

Hospitality, Leisure & Tourism - Swinton Park Hotel, Country Club and Spa, Bivouac Glamping, Cookery School, Fishing School and Shooting School.

Sporting – fishing, shooting and other country activities.

Forestry - commercial and amenity woodland.





Swinton Sustainable Development Goals



By using the UN framework as a guide, we believe Swinton can achieve its vision and mission by embodying best practice on sustainable development and in doing so, play our part in tackling the global challenges that we face. As such, the objectives of our 2040 Strategy will align with many aspects of the 17 UN goals.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS	3. GOOD HEALTH & WELLBEING	4. QUALITY EDUCATION	5. GENDER EQUALITY	7. AFFORDABLE & CLEAN ENERGY	8. DECENT WORK & ECONOMIC GROWTH	9. INDUSTRY, INNOVATION & INFRASTRUCTURE	10. REDUCED INEQUALITIES	11. SUSTAINABLE CITIES & COMMUNITIES	12. RESPONSIBLE CONSUMPTION & PRODUCTION	13. CLIMATE ACTION	14. LIFE BELOW WATER	15. LIFE ON LAND
	Fostering a 'One Team' mindset	Nurturing an engaged community of employees	Promoting diversity and inclusion	Continue to use Estate woodchip for biomass energy as a main source of heating	Realising sustainable repeatable income streams	Embracing lean principles for our organisation	Fostering a 'One Team' mindset	Development of planning for resilient communities (commercial and residential)	Encouraging new entrants to agriculture	Net zero carbon by 2030	Better understanding of our rivers and lakes	Better understanding of the land on the Estate
	Promoting a culture of feedback and communication	Providing appropriate equipment and training	Being transparent about our priorities and ambitions	Move by 2023 to use green electricity across all contracts	Generating future income streams from new investments	Embracing new technologies and digitalisation	Promoting diversity and inclusion	Continuing our Estate contribution to support local communities	Demonstrating net environmental gain on waste	Better understanding of our natural capital	Developing climate change resilience in relation to water on the Estate	Developing resilient ecosystems where wildlife can thrive
	Integrating health, safety and wellbeing culture into daily activity	Highly skilled and developed people	Facilitating planned succession	Develop renewable energy supply on the Estate (solar, biogas and CHP)	Maintaining our family business ethos	Understanding, anticipating and proactively managing risks inside and outside the organisation	Offering a wide variety of employment options	Developing new approaches for collaboration and mutual benefits	Producing quality food and timber in harmony and balance with the land around us	Developing climate change resilience	Developing resilient river banks where ecosystems can flourish	Adopting continuous cover and multi-species approaches to forestry
	Prioritising employees' mental health and wellbeing	Improving staff knowledge of the Estate, the environment and its impact		Promote and encourage the use of electric vehicles	Operating professional project and risk management					Restoring the peatland, planting and encouragement of moss	Demonstrating net environmental gain	Increasing woodland cover
	Offering increased access to the countryside to all users				Understanding our core and non-core assets					Increasing woodland planting activities	Achieving more regular flows in the waterways	Enhancing soils and natural environment
					Commitment to always pay above the national minimum wage						Helping the resident aquatic life	Measuring biodiversity and modify or change existing practices to improve it
					Regularly conducting independent assessment of working practises							



If you would like to find out more about our current
activities and projects please visit our website or click
[green statement](#)

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