



# SWINTON ESTATE

PRESS PACK 2024



## HOW TO USE THIS PRESS PACK

This press pack is designed to offer a taste of what can be found on the Swinton Estate, but when you have 20,000 acres to explore, there is so much more that we could say.

The pack is split into sections that are designed to make it easy for journalists, travel writers and influencers to use. We don't expect you to read it cover to cover, but rather use the index to quickly find the areas of most interest to you. Whether you are looking to write a feature piece on the Estate or hotel, or include it in a round-up of the "Ten best places to..." you'll have the information at your fingertips.

The 'Contents' is on the next page. If you are looking at an electronic copy of the press pack, all of the pages are hyperlinked for your convenience – just click on the section you want to know more about and it will take you there.

## THE SWINTON ESTATE – IN BRIEF

The Swinton Estate represents 20,000 acres of stunning Yorkshire countryside, with the opulent Swinton Park Hotel – set at its heart.

Located in Masham, just 10 miles from Ripon in North Yorkshire, on the edge of the Yorkshire Dales, and 20 minutes from the A1(M). The Swinton Estate is mid-way between London and Edinburgh, and halfway between York and the Lake District. Northallerton and Thirsk train stations are 25 minutes away.

The private Estate is owned by the Cunliffe-Lister family, who have owned the Estate since the 1880s. The current owners, Mark and Felicity Cunliffe-Lister, are the Earl and Countess of Swinton. They took over in 2000, opening the Swinton Park Hotel in 2001 following extensive refurbishment. In 2006, they inherited the entire Swinton Estate.

The Swinton Estate is a place to relax, explore, play, adventure and dine, whether you are a local looking for amazing experiences on the doorstep, or a global traveller looking for the best and most interesting places to stay. Wild swimming, mountain biking, falconry, clay pigeon shooting and fly fishing are available right on the doorstep. If you arrive on the Swinton Estate for a long weekend, or indeed a longer holiday, you can fill your days with myriad activities without ever leaving the Estate.

It is also one of the top wedding venues in the North, with couples able to create a special day entirely built around them, from eco-friendly intimate gatherings to lavish celebrations where the wedding party takes over a whole castle!

The Swinton Estate has been reimagined with sustainability at its core. From heating provided by on-site biomass boilers, to menus created in partnership with the independent farmers cultivating the Estate, its award-winning green credentials set a new standard for green tourism.

More information and photographs are available at [swintonestate.com](http://swintonestate.com)

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## ARTICLE AND FEATURE IDEAS AND INSPIRATION FROM SWINTON ESTATE

### Wellness at Swinton Park – where the Spa extends to 20,000 acres!

For many hotels, an award-winning spa would be the perfect wellness offering for guests to relax, unwind and pamper, and this is true for visitors to the Swinton Estate, too, whether they be staying in the opulent hotel, holiday cottages or the back-to-nature woodland lodges, or day visitors popping in for a few hours of indulgence.

However, the Country Club and Spa is just the beating heart of a proposition that takes in all 20,000 acres of the Swinton Estate to restore mental, emotional and physical wellbeing; where outdoor spaces are used year-round to embrace all of the elements, whether during the warm summer months, or with blankets, hot water bottles and a fire pit during the winter.

#### Spa facilities

In the great tradition of spa water therapies, Swinton Country Club and Spa provides a host of opportunities for visitors to take the waters, from an 18m indoor pool and hydrotherapy pool, to an alfresco hot tub and bio-filtered pool, all heated by the on-site carbon-neutral biomass boilers, taking care of the planet whilst guests take care of their bodies. to an alfresco hot tub - all heated by the on-site carbon-neutral biomass boilers and outdoor bio-filtered natural pool, taking care of the planet whilst guests take care of their bodies.

The Thermal Suite provides a host of heat therapies. From the dry, wood-fragrances in the Finnish sauna to 100% humidity in the warmth of the aroma steam room which helps relax the muscles and clear the breathing, this luxurious environment is designed for relaxation. A salt room offers halotherapy – a traditional alternative treatment believed to support breathing through the inhalation of tiny salt particles – whilst showers and foot spas use water and bubbles to soften and wash the skin.

Relaxation and mindfulness are at the forefront of the spa concept, with three separate relaxation rooms designed to calm the mind: a sunny relaxation room, a slumber room with cosy niches and subdued lighting, and the sleep room, where waterbeds and darkness wrap guests in warmth and comfort.

Set at the heart of 20,000 acres of stunning North Yorkshire countryside, the fresh, unpolluted air offers its own remedy for guests who nestle in sheepskins and blankets around the outdoor fire pit, with extra warmth available in the alfresco herbal sauna.

#### Spa treatments

No spa day is complete without a treatment in the skilled hands of a spa therapist, and treatments at Swinton Country Club and Spa leave guests feeling renewed and revitalised.

Swinton Estate's award-winning spa offers a range of treatments, including massages, facials, body wraps, and more, all designed to promote relaxation and rejuvenation. The introduction of Bamford products to the spa's offerings



enhances the commitment to sustainable and holistic wellness, with organic skincare products and treatment from a renowned British brand.

The Beauty Cottage also offers a host of beauty and grooming treatments for men and women, from manicures and pedicures to waxing, eyelash and eyebrow tinting.

### Gym and studio

For those seeking active fitness alongside the relaxation, the gym and studio offers a great range of cardio and strength equipment to get the blood pumping, with guests welcome to join regular fitness classes or book a session with a personal trainer.

### Spa Garden, woodland wellbeing and wild swimming lake

The herbal sauna and firepit are just the start of an outdoor experience that takes in parts of the wider Swinton Estate. Immediately outside the spa is a seating area with lounge chairs overlooking the Spa Garden, a space designed for relaxation and feeling at one with nature. Whether joining in a yoga or Pilates class on the lawn, or removing your slippers to walk barefoot through the sensory garden – filled with textures and aromas – guests enjoy fresh air in a peaceful, dedicated relaxation environment.

The natural spa experience extends further with a walk into the nearby woodland, where hammocks hang in the dappled shade from the trees and blankets provide warmth all year around. All year round, a lake with open swimming facilities – including a wooden platform and ladder into the water, and floats available on request – enables visitors to swim in a lake surrounded by trees and the relaxing sound of birdsong. Invigorating during the colder months, and refreshingly cool during the main open swimming season from May to September, this is a superb introduction into freshwater wild swimming.

### Workshops and special activities

Complementing the extensive facilities open to residents, guests and day visitors to Swinton Country Club and Spa is a host of special events and workshops designed to stimulate mind and body.

From sound baths – a deep meditation experience using soundwaves from Himalayan Singing Bowls, drums and the human voice designed to open blocked chakras – to the sound healing experience of reiki drumming, or forest bathing with a guided walk to full immerse participants in the relaxing woodland setting, Swinton Estate offers holistic experiences that leave a lasting impact on participants.

### Outdoor health

Set at the heart of 20,000 acres of land – as far as the eye can see in any direction – Swinton Park Hotel is the perfect start and end point for outdoor exploration, whether on foot or on two wheels, with bicycles and electric bicycles available to hire. Quiet roads, fields of sheep and livestock, lakeside and riverside roads and almost unlimited options to explore without leaving the Estate make Swinton Estate the perfect place to escape the outside world.

And with delicious food and drink available from a host of outlets around the Estate, it is little wonder that visitors consider the Swinton Estate one of the most relaxing places in Yorkshire.



## Opulent hotel experience for dogs (where their owners are also welcome)

A cosy bed of your own (where your human can sleep nearby), in-room water bowl, treats and chews on your pillow, a comfortable seat beneath the table in the Terrace Bar and miles of pathways full of fascinating scents to explore; it is little wonder that the discerning dog chooses Swinton Estate as the location for a fantastic escape from the stresses of everyday canine life.

Four-legged visitors to this 20,000-acre Estate can have the absolute time of their lives, with the comfort provided for the dogs matched for their owners – truly a human-welcome venue. The 62 miles of public footpaths, and a host of additional permissive paths, help visitors explore the glorious North Yorkshire countryside without even leaving the Swinton Estate. Helpful walking guide leaflets offer a host of suggested circular routes around with maps to help navigate and guidance on the terrain.

Visitors can choose from routes exploring the 200-acre heritage parkland – walks lasting up to a couple of hours around the landscaped grounds – or further afield around the wider Estate, including the 32-mile boundary walk, and the Nutwith and Hackfall Walk, which starts and ends at the hotel and features dog-friendly stiles along the way. Muddy paws? No problem – the Boot Room has a great supply of towels for the post-walk rub down.

Some accommodation is restricted to humans-only, but the vast majority caters for people as well as their dogs, including the Swinton Park Hotel and holiday cottages, and the yurts and tree lodges at the Swinton Bivouac glamping site.

Canine visitors are very welcome at the Terrace Bar and on the outdoor terrace, as well as the Bivouac Café. Many of the hotel's rooms public areas – including the Billiard Room, Morning Room, Lower Hall and Estate Shop are welcoming for pups.

For more information, please visit [swintonestate.com/stay/dog-friendly-accommodation/](https://swintonestate.com/stay/dog-friendly-accommodation/)

## Beyond 'green tourism' – sustainability at the core of the Swinton Estate

Many hotels proudly reveal their 'green' credentials, and the Swinton Park Hotel is no different in displaying its achievements: a Gold Standard in Green Tourism and the 2022/23 AA Hospitality Sustainable Business Award to name just two accolades. However, for the Swinton Estate, this commitment to sustainability runs much deeper than simply ticking boxes to call itself 'green'.

Felicity and Mark Cunliffe-Lister took over the Estate in 2000 and kick-started a process of sustainable operation from the start. In 2006, the hotel became the first in the country to have all its heating and hot water powered by a biomass boiler, which achieves a net-zero carbon footprint by using tree thinning and replanting trees or allowing them to regenerate.

Since its installation, the boiler has been replaced with one double the size, expanding its coverage to include the heat and hot water in the Country Club and Spa, including its swimming and spa pools, and the Swinton Cookery School. The water in the natural pool is chemical-free, using special bacteria to filter the water, whilst UV light keeps the use of chemicals in the lap and hydrotherapy pools to a minimum.

Swinton Park Hotel is one of the only hotels in the UK that allows guests to visit the biomass plant room to see it in operation.

Swinton Bivouac – the Estate's glamping and woodland lodge destination – takes its green credentials one step further. The accommodation has no mains electricity, relying on wood-burning stoves to provide heat (using waste wood from the Estate's forestry department), grey water systems for toilets and spring-fed water for showers, and solar-powered lights. The Bivouac has its own biomass boilers for hot water in the shower block. Even the wooden lodges were built using wood from the Estate, rather than imported pine often used in log cabin destinations, and insulated using sheep's wool.

Even hotel laundry is managed on-site, with a purpose built, environmentally-friendly laundry on the Estate that reduced power, water and chemical consumption by 35% compared to a conventional laundry. With all dirty linen transported to the laundry – a stone's throw away from the hotel and just over a mile from the Bivouac – in electric vehicles, the carbon footprint of the laundry service is significantly lower than most hotels. And, of course, guests are encouraged to re-use towels where possible during their stay.

Even the restaurants and cafés throughout the Estate have sustainability in their very DNA. On-site kitchen gardens provide seasonal produce, from fruit and vegetables to fresh herbs and mushrooms. Where possible, produce is sourced from farmers working the Estate to minimise the number of road miles involved in serving each and every plate. Even the kitchens have been designed using top-of-the-range energy efficient appliances from the Eco Chef range to reduce power consumption to a minimum.

Future initiatives include the creation of a discreet solar farm that would generate 35% of electricity for the hotel.



## Food, glorious food! Eating at Swinton Estate

'From Estate to plate' is a mantra that runs through Swinton Estate, making it a food lover's paradise. With its extensive kitchen gardens, foraging areas, and relationships with local suppliers, Swinton Estate provides a unique culinary experience that celebrates the best of Yorkshire produce.

### Chef's Table by Josh Barnes

In unforgettable journey of incredible food and drink, at the heart of the Swinton Estate.

Headed by Michelin-trained chef Josh Barnes, enjoy a fresh culinary experience like no other at Chef's Table; an intimate fine-dining experience celebrating the very best produce grown, reared and foraged on the Swinton Estate, Yorkshire and the North East.

Open for dinner between Wednesday – Saturday, enjoy an opulent drinks reception with champagne and canapes, followed by an eight-course tasting menu cooked in front of you by Josh and his team; a chance to see 'behind-the-scenes' and ask Josh any culinary questions you may have.

### Samuel's Restaurant

Located within Swinton Park Hotel, Samuel's is a showcase of contemporary British cuisine. The menu features dishes that highlight the quality and diversity of locally sourced produce, such as Estate-reared Yorkshire beef and pork, Wensleydale cheese, and fresh estate trout and seafood from the nearby coast. The restaurant also offers an extensive wine list featuring wines from around the world, with a particular focus on organic and biodynamic producers.

The recently refurbished kitchen uses the latest eco-friendly appliances – guilt-free gourmet dining for the environmentally conscious.

### The Terrace Restaurant & Bar

For a more casual dining experience, guests can head to The Terrace. This laid-back venue offers a range of delicious dishes, including wood-fired pizzas, salads, and sandwiches. The Terrace also features a beautiful Terrace garden, perfect for alfresco dining or evening drinks. Diners can also take a seat at the pass to watch the chefs prepare delicious food from local produce.

### Bivouac Café

Informal and friendly, where your family pet is welcome to relax at your feet as you tuck into hearty fare. From doorstep bacon butties for breakfast, to delicious cakes, coffee, sandwiches and soup making a scrumptious lunch, the Bivouac Café offers indoor or alfresco dining in the heart of the North Yorkshire countryside.

### Cookery School

In addition to its restaurants, Swinton Estate offers a range of food and drink experiences for guests to enjoy. The Estate's Cookery School provides hands-on cooking experiences led by expert chefs, using produce from the

Estate's kitchen gardens and local suppliers. The Estate also offers a range of wine and whisky tastings, as well as cocktail making experiences using botanicals from the Estate.

Cookery day and half-day courses include:

- **French Brasserie:** Explore a variety of traditional and modern French dishes. Learn the variety within the five mother sauces of French cuisine to some techniques used amongst some of the current French chefs.
- **Cooking With Fire:** Heading outdoors, participants are introduced to DeliVita wood fired ovens, learning how to light and maintain the fire, delving deep into temperature control and variation for each dish.
- **Modern World Street Food:** Bring the hustle and bustle of a street food market to your kitchen with these crowd-pleasing classics. Get an insight into the latest trend of flavour packed easy to make yet visually stunning snacks. Including American, Mexican, Thai, Chinese, Malaysian Street food styling.
- **Barbecue Essentials:** Suitable for those who want to learn to cook food other than the standard barbecue fare of burgers and sausages, the Essentials Course shows how to use Weber's renowned "lid-on" barbecue technique to grill, roast, smoke and bake, learning how to perfect steaks, roasts, pizzas and even cakes!

The Cookery School also runs courses for budding younger chefs, with classes for mini chefs (6-9 years), junior chefs (10-14 years) and teen chefs (15-17 years) led by expert chef tutors.

Swinton Estate's commitment to sustainability and responsible sourcing is evident in its dining experiences. The Estate's kitchen gardens provide a significant proportion of the produce used in its restaurants, with a focus on seasonality and minimizing food waste. The Estate also works closely with local suppliers to ensure that its meat, fish, and dairy products are of the highest quality and ethically sourced, with the minimum of food miles to get food from field to plate.

## Family-friendly stays and visits

With many spa hotels primarily focused on an adult clientele, the family-owned Swinton Park Hotel, part of the Swinton Estate, makes sure that families are especially welcomed, with unique experiences that the younger visitors will never forget:

- Have a budding Junior Masterchef in your household, or want to make sure that your young ones learn essential life skills in a fun way? Swinton Cookery School offers half-day courses for children aged six to 17, with specialist hands-on culinary fun for mini (6-9 years), junior (10-14 years) and teen (15-17 years) chefs, whether they are kitchen novices or learning more complex skills.
- Rooms with more secrets than Hogwarts! From hidden bunk beds and secret doors leading to adjoining rooms, to the iconic 'Turret', a collection of six bedrooms with a completely private staircase, families staying at Swinton Park Hotel can enjoy an experience that involves so much more than a pull-out Z-bed!
- Dining experiences perfect for family gatherings: enjoy multi-generational fine dining in a private dining room without the stress of disturbing other diners if you have infants or lively toddlers as part of the party. The Bivouac Café and Terrace Restaurant both have children's menus, too.
- Dedicated family time in the main pool at the Country Club and Spa, morning and afternoon (9.30 am to 10.30 am and 4.30 pm to 5.30 pm).
- An intimate cinema within the hotel! Grab your popcorn and watch a movie in our dedicated cinema, with a children's games room next door for a full evening's fun!

The family-friendly Swinton Bivouac is perfect for children, with regular family pizza and movie nights in the Bivouac Café, and children's playground, and younger visitors can also help collect eggs from the hens and feed the resident goats every day. Bike hire is available for exploring further afield.

One of the Swinton Estate's holiday cottages – Swinton Grange – sleeps up to 10, with the outdoor spaces including a miniature football pitch and sunken garden trampoline (as well as a wood-fired hot tub for adults!).

Some of the activities around the Swinton Estate are open to non-guests, too – regular Woodland School sessions run from Swinton Bivouac throughout the year, and family encounters with the Birds of Prey at the Swinton Estate, where participants get to fly up to three different species of birds from their gloved hand, are incredibly popular.

## Four seasons, four different short break experiences

1. Spring is the time to see the grounds awakening as the warmer air refreshes the world
  - Bring binoculars to visit the bird hides in the Parkland and Druid's Temple
  - Lambing season for our farmers, and fawning season in the Deer Park
  - Enjoy a tour of the garden to see the blooming daffodils and tulips with celebrated gardener Dame Susan Cunliffe-Lister, followed by a two-course lunch
  - Sunshine and cool air make the perfect environment for alfresco tai chi in the Spa Garden
  - Take off your shoes and socks for a walk around the barefoot path, and feel the different textures and temperatures as you connect with nature
  
2. The warmth of summer is when the outdoors truly calls
  - On a hot summer's day, lower your temperature with a dip in the wild swimming lake. With dragonflies dancing around, and birdsong from the surrounding woodland, this is the perfect introduction to wild swimming, with tow-along floats available from the Country Club and Spa reception.
  - Wander through unspoiled wildflower meadows, part of the Swinton Estate's commitment to the natural environment, with fields sown with native flowers and grasses that can be harvested in late summer to provide autumn feed for local livestock.
  - Help pick the asparagus growing in our walled garden and then sit at the counter of the Terrace Restaurant to watch as the chefs prepare it for your plate.
  - The moors and hillsides of North Yorkshire burst into colour in August as the heather blossoms – ideal for a stroll through the purple haze.
  - Bring a picnic – or let us arrange one for you! Whether you want to bring a basket and rug from home, or you'd prefer the food to be ready for alfresco dining as you explore the grounds, Swinton Estate has a host of secluded venues for undisturbed dining. Our Bothy Huts can accommodate from two to 20 guests for a picnic stop-off with tables laid ready for your arrival, or we even have a private island with a Georgian-style summerhouse available for hire – ideal for a unique proposal...
  - Fresh strawberries from our gardens are the perfect complement to a cream tea at The Deer House, overlooking the Deer Park.
  
3. Autumn days when the grass is jewelled...
  - ...and the leaves on the trees create a stunning patchwork of vibrant reds, yellows, greens and browns, acorns and conkers to collect and crisp days as the weather cools.
  - Rutting season in the Deer Park – with a wild herd of around 120 that has been on site for around 250 years, see the bucks as they stand by Home Lake; hear the clash of antlers as the males compete for territory and does; and listen to the mating call – a cross between a belch, snore, snort and growl – that they use to attract females.
  - Swim in the outdoor natural pool, an eco-friendly experience with no added chemicals to the water, which is naturally bio-filtered and heated using the carbon-neutral onsite biomass boilers.
- Unplug and unwind with a digital detox retreat in the off-grid Tree Lodges at Swinton Bivouac. Join sound bathing, forest bathing and reiki drumming around the campfire, and then retreat to your lodge with a wood-fired hot tub.
  
4. Escape to open fires and comfort food – winter on the Swinton Estate

- With such a vast area of the Estate with limited light pollution, join a Dark Skies event to explore constellations throughout the cosmos with our expert guides
  - Wander out to the Quarry Gill Waterfall on a frosty morning to see stunning icicles from the bridge.
- Warm your body and soul in the Spa's Thermal Suite, from the dry Finnish Sauna to the 100% humidity of the aroma steam room. You can even keep warm as you enjoy the fresh air, with an alfresco herbal sauna, followed by a relaxing sit down nestled in sheepskins and blankets around the outdoor fire pit.
- Want to strengthen your immune system and decrease stress? Our Wim Hof Retreat can help improve sleep and increase your energy through the three pillar method of breathing, cold exposure and positive mindset. Invigorating yet relaxing in the Tree Lodges at Swinton Bivouac.
- February is the month of snowdrops, and we have thousands throughout the landscaped parkland – a wonderful winter walk.

For more information, visit [www.swintonestate.com](http://www.swintonestate.com)

## Swinton Estate – Listicles

### Four remarkably different wedding experiences

1. **The fairy tale:** if you want to be king and queen of your own castle for your special day, Swinton Park Estate offers exclusive hire of the Castle for you, your retinue and invited guests. Want to arrive by helicopter? No problem! Swinton Estate can cater for your every need, from pre-wedding preparations to the most exquisite fine-dining wedding breakfast experience.
2. **Barefoot wedding:** Ideal for those with a close connection to nature and the environment, where you want to start married life in a sustainable way, Swinton Bivouac weddings include an outdoor ceremony in a clearing laden with flowers and bunting, with a wonderful party venue inside a fabulous Tipi. The backdrop for the ceremony is the Druid's Temple!
3. **Rustic, alfresco celebrations:** If you are looking for an intimate and secluded wedding setting to mark the start of your life together, the Deer House is a perfect venue for an alfresco experience that you'll never forget! By day, enjoy the parkland setting with ancient trees, wide skies and views over the castle and Home Lake. By night, enjoy the magic and romance of a candle-lit setting, with torches to light the way and glowing braziers to ward off the evening chill, with acoustic music to entertain guests or a silent disco for something that little bit different.
4. **Spa garden weddings:** Set close to the Terrace Restaurant and Bar, the walled garden is a wonderfully peaceful setting for any wedding celebration, with guests sitting beneath a sail canopy lit by fairy lights as the smells of fresh herbs surround them.

### Five ways to dine on the Swinton Estate

1. Fine dining in Samuel's Restaurant, overseen by Executive Chef Ruth Hansom.
2. Relaxed, but fabulous Terrace Bar and Restaurant, including seats at the pass to watch the chefs work as you dine.
3. Rustic treats at the Bivouac Café – with doorstep sandwiches and delicious hot drinks and cakes – to eat inside, eat outside overlooking the Nidderdale Area of Outstanding Natural Beauty or take away, back to your yurt or woodland lodge, if you're staying at Swinton Bivouac.
4. Cook it yourself at the Swinton Cookery School! With a host of different cookery experiences to learn about food from around the world – from French gourmet cooking to Thai street food and Japanese Sushi – expert guidance ensures the dishes you prepare will be fresh and delicious!
5. Chef's Table – a unique five-course dining experience where the chef guides you through the process of preparing each and every dish.

### Six ways to relax outdoors on the Swinton Estate

1. Woodland hammock – suspended in the trees within the woodland near the hotel are comfortable hammocks, the perfect place to relax with a book or listening to birdsong, with blankets and hot water bottles available for the colder months of the year.
2. Wild swimming – swim as dragonflies skim the water next to you in a dedicated wild swimming lake, complete with platform and ladder to ease you into the cool, freshwater pool.
3. Sat by the fire pit – a perfect way to end a spa day, wrap yourself in furs and blankets and snuggle down next to a warming open fire to enjoy the fresh air and peaceful setting.

4. Take off your shoes, close your eyes and walk the Barefoot Path, with different textures beneath your feet and a host of different aromas stimulating your olfactory senses.
5. Recharge your energy with reiki drumming – a healing experience where the gentle rhythm, tones and sounds of the handmade drums will help you naturally release stresses and tensions.
6. Become one with the woodland in a forest bathing session, including guided activities and exercises designed to encourage mindfulness, reduce stress and connect with nature.

Seven outdoor experiences on the Swinton Estate you'll never forget

1. **Fly fishing** with the Northern Fishing School under the expert tutelage of Marina Gibson, one of the top female fly fishers in the world! The experiences take place on waters of the Estate that are otherwise closed to the public, including the River Burn and the upper stretch of the Ure.
2. **Shooting experiences** – delight in all the fun of the shoot without using a single shotgun shell! Test your skills by hitting moving clay targets launched at different speeds and heights, and challenge your friends to a contest to see who is the sharpest shooter! Or, enjoy the experience of a moorland shoot without the birds! Taking place outside the shooting season (February to July), these experience days include drives across spectacular heather-covered moorland with fantastic sporting targets. Run by EJ Churchill, these are an ideal introduction to shooting or a way for experienced shooters to keep their eye in ahead of the season.
3. **Nordic walking** – grab some poles and explore the Swinton Estate with a private Nordic walking class. A time-efficient, low-stress, total body workout, which not only is fantastic for weight loss and increasing body tone, but also highly effective for improving joint health and posture, and suitable for all fitness levels with bespoke routes for all participants.
4. **Falconry** – fancy handling an owl or flying a Harris hawk from your arm? Swinton Estate's Birds of Prey Centre offers a host of different falconry experiences for all ages, from taster sessions to half-day experiences to meet all the birds and take one on a walk through the woodland, followed by lunch.
5. **Geocaching** – digital treasure hunts around the Swinton Estate. There are a host of geocache trails around the Swinton Estate – all you need is your mobile phone (with local maps downloaded – some locations on the Estate have poor mobile reception) and then go hunting for unusual geocaches hidden around the 20,000 acres!
6. **Wild swimming** – the perfect location to try out wild swimming, with tow floats available for less confident swimmers or first-timers who want a little reassurance! The main season runs May to September, though the lake is available to hardier wild swimming enthusiasts all year round!
7. **Tour de Swinton** – hire a mountain bike from the Bivouac Café (electric bikes also available) and retrace the routes of the Tour de France and Tour de Yorkshire which came through the Estate, or head off-road on the mountain bike trail, with maps available to plan your route.

## Calendar of events activities on the Swinton Estate: 2024

Our live events calendar on the Swinton Estate is available via our website and is regularly updated with a range of exciting activities, from cookery classes in the Swinton Cookery School to wellness and outdoor adventures, and much more.

## History of the Swinton Estate

### The family

The Swinton Estate land title has been in the ownership of the Cunliffe-Lister family since the 1880s, when Samuel Cunliffe-Lister bought the estate on retiring from his mill in Bradford, Manningham Mills (which at the time was the largest factory in Europe).

The Estate then passed to Samuel's sons and then his grand-daughter Molly and husband Philip Lloyd-Graeme who took the family name on inheriting the estate and the family home, Swinton Park. Philip was a prominent politician who served in 11 Conservative cabinets and was appointed Earl of Swinton in 1955.

Molly's great-grandson Mark is the current 4th Earl of Swinton and is now responsible for the running of the Swinton Estate and, along with his wife Felicity (the Countess of Swinton), converted Swinton Park into a hotel in 2001.

### Swinton Park

Swinton Park was originally a Georgian country house. Typical in its appearance of the late 17th Century, it had five bays and three stories, and a top balustrade and belvedere turret.

It wasn't until when Swinton Park became a "castle" under the Gothic influence, with the addition of castellations, turrets and the large round tower in the early 1800s.

When Samuel Cunliffe-Lister bought the Estate, he carried out further substantial building works – adding on the whole of the second floor, raising the height of the turret and adding the wing that is home to the palatial dining room (now [Samuel's Restaurant](#)).

### Swinton Park

Prior to ownership by the Cunliffe-Lister family, the Estate was owned of the Danby family, dating back to the late 1600s. During the late 1700s the Danby family landscaped the [Parkland](#), creating the [Deer Park](#) and [Deer House](#), five lakes, woodland and gardens.

They also commissioned the construction of the [Druid's Temple](#) folly on the moors (which is now within the Druid's Plantation at Swinton Bivouac). The site contains a main temple along with numerous stone formations dotted around the woodland for eager walkers to find as they explore.





## The Swinton Estate today

After the death of Countess Swinton in 1974, Swinton Park was not lived in as a family home. Instead it was owned and run as a management training centre by Lindley Lodge until 1997.

Then in May 2000 Mark Cunliffe-Lister, his mother Susan, and his brother and sister took the brave step of buying back Swinton. Two weeks later, Mark and Felicity got married and, on return from honeymoon, started a nine month program of intensive building works to transform it into an opulent castle hotel, opening on 19th March 2001..

Since then, development has continued alongside the operation of the Rural Estate. Mark and Felicity have seen the launch of several successful enterprises on the Estate including the Swinton Cookery School (2003), Swinton Birds of Prey (2006), Swinton Bivouac glamping campsite and café (2012), and the Swinton Country Club (2017). In 2019 the permissive paths in the 200 acres of Parkland and Gardens were opened to the public.

## Sustainability

Green is more than a word to us. It's a commitment to protect the environment so there's clean air, fresh water, and unspoiled nature for all to enjoy – today and tomorrow. Honouring that commitment means finding different ways to work, live and travel on the Swinton Estate.

Our vision, as caretakers of the Swinton Estate, is to achieve ground breaking environmental and socially responsible standards. Our responsibility for the wellbeing of future generations is interwoven in the landscape that surrounds us. Our ambition is that we will deliver, amongst other objectives, an environment that is carbon neutral by 2030, and a carbon negative by 2040.

Our standards have been set to ensure that the physical landscape is protected and that the true value of our diverse habitats and ecosystems are recognised. This, combined with the way in which we live and work on the Estate, will have a positive impact as we give priority to ground-breaking technology and solutions that will enable us to regenerate and further develop the Estate in a responsible and respectful manner. We also recognise the value of the current contribution that Swinton Estate makes to the wider environment, and its potential to contribute further.

At the same time, the Swinton Estate is home to a thriving leisure business with over 25,000 visitors coming to the Estate every year, and it is our responsibility to minimise the impact of this. It is our ambition that the Estate be recognised at a national level for both the way we manage this and our commitment to invest in ground-breaking innovation. We are committed to enrich the local community and to create an environment that balances the needs of all those who live, work or visit the Estate in a socially responsible way. Our approach challenges us to embrace every objective that is achievable for the current generation, giving priority to the welfare of the next generation.



## Conservation

### Managing and investing in what we do

Our natural capital is a finite resource. With 7,000 acres of open moorland and 1,700 acres of woodland, we are responsible for protecting and managing a huge swathe of wild open country. We are also actively engaged in protecting habitats to provide better breeding habitats for some of our rarest species.

### Birds

Bird Counts are regularly undertaken on the Estate to measure bird populations and species, and to help identify what steps may need to be taken to improve habitats further. Bird Hides have been built in the Parkland and at Druid's Plantation and live webcams used to show images online of rare sights like nesting hen harriers. The Estate game management team maintains the SSSI moorland environment and a number of winter crops and wetland areas. This creates a balanced environment through predator control and habitat management, and is self sustained by harvesting a surplus of game birds. A large number of endangered birds from ground nesting waders to rare birds of prey flourish in this environment.

### Parkland Deer Herd

Located next to Swinton Park Hotel, the wild fallow deer herd is thought to have been on site since the late 1700s. The herd totals about 120 and roams freely within the confines of the deer park.

### Forestry management

Forestry management helps to improve biodiversity and carbon capture across the Estate. This is achieved by regular thinning of the trees to allow sunlight through to the forest floor and a mix of natural regeneration and replanting where required after felling. The Estate is working towards management with continual cover canopy.

### Rivers

We manage the rivers Ure and Burn that flow through the Estate in conjunction with the Yorkshire Dales Rivers Trust, Environment Agency and Yorkshire Water. Together we invest to improve the water quality and habitat by taking out redundant weirs that block fish movement, planting up banksides and fencing off stock to stop erosion. The Northern Fishing School and their associated charity Cancer and Pisces bring wellbeing to many new and established anglers.

### Moorland management

Moorland management includes re-wetting by grip blocking and sphagnum planting. Wildfire mitigation by vegetation management through controlled burning and cutting. Stopping loss of habitat to invasive species like bracken by spraying, and control of disease carrying pests like tick through sheep management. Much of this is achieved through the Higher Level Stewardship working alongside moorland graziers.

### Research

Swinton Estate is at the forefront of research into the future of the rural landscape, and how the right balance can be struck between farming and food production, and protecting biodiversity and realising the value of our natural capital. It was selected by the Environment Agency to take part in the Natural Environment Investment Readiness



Fund to develop a model to enable ecoservices to be sold on a local and national basis via woodland creation. It has also taken part in DEFRA's Landscape Recovery trial to see how this can be achieved in conjunction with farming tenants.

#### Wildflower meadows

Over the last 10 years, the Estate has planted several wildflower meadows. These play an important part in regeneration of the natural landscape and improving biodiversity, providing habitats for insect life and ground nesting birds. Working with Nidderdale Area of Outstanding Beauty, the Estate has taken part in the donor meadow scheme and as its meadows have flourished the Estate is now a donor – contributing meadow hay to nearby fields that are converting to meadows. Whilst there have always been bee hives on the edge of the moorland, Swinton is supporting a further 60 hives on the Estate. Some of these will be positioned within a short distance of the new Community Orchard to aid pollination and increase the crop for juicing and cider making.

## Working with journalists and influencers

We work very closely with journalists and influencers across the Estate to share our stories with as wide an audience as possible.

If you'd like to be added to our news release distribution lists, please contact [pr@swintonestate.com](mailto:pr@swintonestate.com) and we will be happy to add you.

If you are wanting to visit the Swinton Estate for any of the experiences in this press pack, please do bear in mind that we are often inundated with requests and we are not able to accommodate all requests.

We have a large photo library of professional images available, so if you need a particular image of a person, an activity or part of the Estate, please ask and we'll endeavour to find a suitable shot for publication. We do ask for all images to be appropriately credited.

### Influencers

We collaborate with influencers who have at least 80k followers, and can offer stays and meals if we think that the influencer's audience matches with current communications campaigns being run by the Estate. Please do feel free to pitch an idea to us, in the first instance by emailing [pr@swintonestate.com](mailto:pr@swintonestate.com)

### Journalists and travel writers

We are happy to host familiarisation trips and visits in publications and outlets that match our target audiences. We prefer to host mid-week visits when our marketing team is on-site to welcome you and show you around the relevant parts of the Estate. We will happily set up interviews and tours of facilities on request

### Photographers

We are always pleased to welcome photographers onto the Swinton Estate, and may offer complimentary annual passes to the Estate for photographers keen to work with us.

### Film crews

The Swinton Estate offers myriad places that could be used as sets and backdrops for film and TV, and most recently has been used by the team behind *All Creatures Great and Small*.

Our team has also been involved in TV documentaries, including BBC One's *Countryfile*, highlighting the importance of conservation on the Estate, BBC Four's *Spring Walks*, *Britain's Best Walks with Julia Bradbury*, Sky Atlantic 'Hold the Front Page' and BBC Two's *Amazing Hotels: Life Beyond the Lobby*.

If you are interested in filming on the Swinton Estate, please contact Debra Hinde, Head of marketing and business development, at [d.hinde@swintonestate.com](mailto:d.hinde@swintonestate.com) or call 01765 680910.

### Other media enquiries

For further media information or photographs, please contact:

Email: [pr@swintonestate.com](mailto:pr@swintonestate.com)

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