

# SURVEY OF STALKING RENTS – RED DEER

ADMG last undertook a survey of stalking rents in 2011. We are repeating that exercise and updating this study to establish current charges and trends and how these vary by stalking experience.

This survey covers only red deer (stags and hinds). However, it may be extended at a later date to include other species.

It should not take long to complete and return. We will also be distributing the questionnaire online and collecting data through to end October 2018. The results will be published in the ADMG Winter Scope (February 2019).

Thank you. I hope that you are able to participate in providing ADMG with the information requested below

**WHERE POSSIBLE PLEASE COMPLETE ONE AGGREGATED SURVEY FORM PER LANDHOLDING RATHER THAN A SEPARATE SURVEY FOR EACH INDIVIDUAL BEAT**

1. On average how many sporting stags do you let per year?

.....

2. Do you let (tick)

by the stag  by the day  by the week  Other

Additional comments: .....

.....

3. On average how many hinds do you let per year?

.....

4. Do you let (tick)

by the hind  by the day  by the week  Other

Additional comments: .....

.....

5. How many days do you let stags in total? .....

6. How many days do you let hinds in total? .....

7. Do you charge extra for a trophy? Yes  No

If yes, what do you charge? £ .....

Additional comments: .....

.....

8. How many let stags do you expect to shoot per day? 1  2  3  3+

Additional comments: .....

.....

9. How many let hinds do you expect to shoot per day? 1  2  3  3+

Additional comments: .....

.....

10. How do you offer your stag stalking and what do you charge on average per guest per day? (tick the most used)

	Charge (£) inc VAT	
With stalker only	<input type="checkbox"/>	£ .....
Stalker plus ghillie	<input type="checkbox"/>	£ .....
Stalker plus 2 ghillies (eg ponyman)	<input type="checkbox"/>	£ .....

Additional comments: .....

.....

11. How do you recover your stag carcasses? (tick most used or more than one if several used)

Pony     ATV     Quad-bike     Drag to vehicle

12. How do you offer your hind stalking and what do you charge on average per guest per day? (tick the most used)

	Charge (£) inc VAT	
With stalker only	<input type="checkbox"/>	£ .....
Stalker plus ghillie	<input type="checkbox"/>	£ .....

Additional comments: .....

.....

13. How do you recover your hind carcasses? (tick most used or more than one if several used)

Pony     ATV     Quad-bike     Drag to vehicle

14. Do you let your stalking inclusive of accommodation?    Yes     No

Additional comments: .....

.....

15. Do you reimburse clients for an unsuccessful stalk?    Yes     No

If 'yes', under what circumstances? .....

If 'yes' what percentage of the fee do you reimburse? .....

16. When does your let stag stalking start? (date) DD / MM / YYYY    end (date) DD / MM / YYYY

17. When does your let hind stalking start? (date) DD / MM / YYYY    end (date) DD / MM / YYYY

18. How do you market your stalking? (tick all used)

	Stags	Hinds
Word of mouth	<input type="checkbox"/>	<input type="checkbox"/>
Repeat business	<input type="checkbox"/>	<input type="checkbox"/>
Advertising including website(s)	<input type="checkbox"/>	<input type="checkbox"/>
Agents	<input type="checkbox"/>	<input type="checkbox"/>
Scottish Country Sports Tourism Group	<input type="checkbox"/>	<input type="checkbox"/>
Other – please specify .....		

19. **Where do your sporting guests come from?** (rank in order of importance, with the highest importance as 1 and lowest as 4. Leave blank where you have no clients from this area)

	Stags	Hinds
Scotland	<input type="checkbox"/>	<input type="checkbox"/>
Rest of UK	<input type="checkbox"/>	<input type="checkbox"/>
Europe	<input type="checkbox"/>	<input type="checkbox"/>
Rest of world	<input type="checkbox"/>	<input type="checkbox"/>

20. **Please use this space if you wish to add any comments on population trends, other species of deer present, winter mortality, numbers of mature stags, presence of walkers, impact of different neighbouring management etc.**

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.....  
.....

21. **Approximate area of ground over which your stalking is carried out:**

Acres ..... Hectares .....

Your name .....

Address .....

County .....

Deer Management Group .....

Contact telephone .....

E-Mail .....

Signature .....

## Thank you for your help.

**PLEASE RETURN YOUR COMPLETED SURVEY TO:**

Helen MacIntyre  
97 Lord Lyell Drive  
Kirriemuir  
Angus DD8 4LF

**Or scan and email to [helentmacintyre@gmail.com](mailto:helentmacintyre@gmail.com)**

This survey is undertaken on behalf of The Association of Deer Management Groups. All information supplied will be treated as confidential and will not be disclosed to third parties, including sponsors, or attributed to specific estates or land holdings, without prior permission being obtained. All retention of data will be in line with ADMG's privacy policy and the terms of the GDPR.

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**[www.deer-management.co.uk](http://www.deer-management.co.uk)**



**Following our sponsorship of the Stag Season Report for some 10 years until it ceased publication in 2015, Knight Frank is now delighted to continue its support of the Scottish deer stalking and land management sector as sponsor of the ADMG Stalking Survey 2018.**

Brexit and other political events, such as land reform in Scotland, point towards a seismic shift in agriculture and rural landownership across the UK.

Outwith the EU's Common Agricultural Policy, landowners face an uncertain and challenging, but potentially very exciting, future. A greater focus on the delivery of public goods and ecosystem services, not to mention a new trading relationship with the EU and the rest of the world, will have profound implications, particularly in the uplands.

Nature will need to be viewed as another crop to be farmed for profit, but this involves establishing new relationships and partnerships with potential 'buyers', while buildings, residential property and land will need to be 'sweated' like never before.

Prospering in this brave new world will require the most innovative and forward-thinking insight and advice. Knight Frank's rural teams, led by former CLA President Ross Murray, can offer farms, estates and other rural businesses strategic advice on how to make the most of their assets on both a long-term and day-to-day basis.

Our teams cover all aspects of rural property ownership, from the buying and selling of farms or estates to specialist consultancy services that include marine property, country house consultancy, compulsory purchase and compensation, renewable energy, mapping, estate management and strategic planning, and agricultural and forestry investments.

Much of our insight is informed by detailed research into agricultural land values and the issues affecting rural landownership. Our research reports, which include English and Scottish agricultural land prices indices and our flagship publication The Rural Report, are available to download from our website or you can read our weekly Rural Bulletin update on [www.knightfrank.co.uk/blog](http://www.knightfrank.co.uk/blog)

Please contact [ran.morgan@knightfrank.com](mailto:ran.morgan@knightfrank.com) if you would like to find out how Knight Frank can help you or to request a copy of our latest research report.