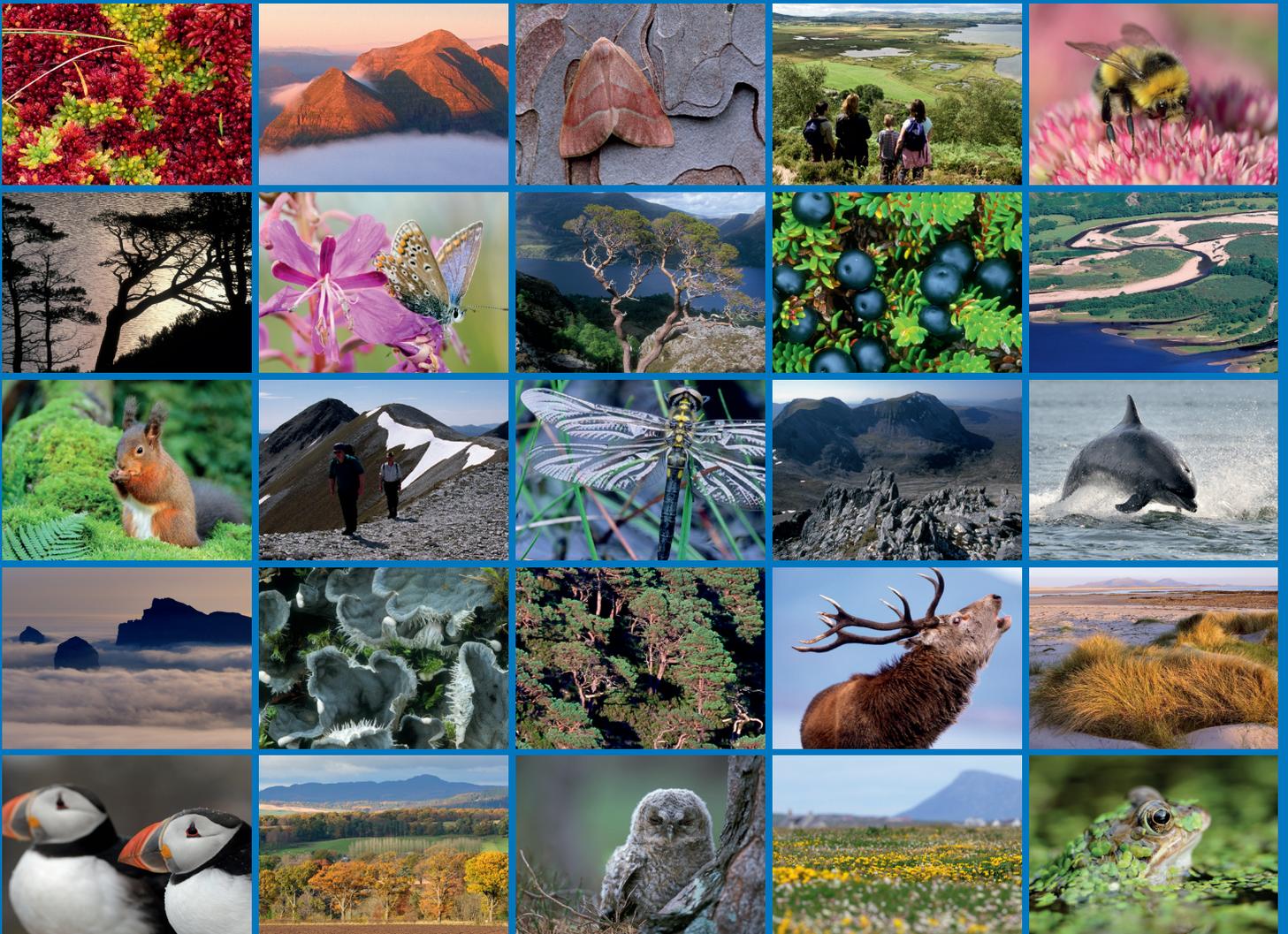


# Review of compliance with the Code of Practice on Deer Management





Scottish Natural Heritage  
Dualchas Nàdair na h-Alba

**nature.scot**

# RESEARCH REPORT

---

**Research Report No. 1095**

## **Review of compliance with the Code of Practice on Deer Management**

For further information on this report please contact:

Jessica Findlay  
Scottish Natural Heritage  
Cameron House  
OBAN  
PA34 4AE  
Telephone: 0300 2449360  
E-mail: [jessica.findlay@nature.scot](mailto:jessica.findlay@nature.scot)

This report should be quoted as:

Granville, S. & Hunter, R. 2019. Review of compliance with the Code of Practice on Deer Management. *Scottish Natural Heritage Research Report No. 1095.*

---

This report, or any part of it, should not be reproduced without the permission of Scottish Natural Heritage. This permission will not be withheld unreasonably. The views expressed by the author(s) of this report should not be taken as the views and policies of Scottish Natural Heritage.



---

## RESEARCH REPORT

# Summary

---

## Review of compliance with the Code of Practice on Deer Management

**Research Report No. 1095**  
**Project No: 016838**  
**Contractor: Why Research**  
**Year of publication: 2019**

### Keywords

Deer; deer management; Deer Management Plan; deer management planning; Deer Code; Code of Practice.

### Background

In May 2018, Scottish Natural Heritage commissioned an online questionnaire to help gather information on usage of, and compliance with, the Code of Practice of Deer Management, often referred to as the Deer Code.

### Main findings

- Awareness of the Deer Code is 98% amongst respondents, with a majority of respondents using the Code on a regular (28%) or occasional (59%) basis.
  - usage of the Deer Code is highest among respondents in upland or combination areas (92% in upland and combination areas, compared to 78% in lowland areas or 60% in urban areas).
  - A majority (59%) claimed to use or refer to this on an occasional basis, and just over a quarter (28%) claimed to use or refer to this regularly. Around one in ten (13%) claimed to rarely use or refer to this.
- Those that claimed not to be responsible for managing deer were made of up 23% of those responding as representative bodies and 14% of owner-occupiers.
- A majority of the owner-occupiers who responded to the questionnaire have a Deer Management Plan (79%); the largest number of whom has a DMG-scale Plan (63%).
- Where it is relevant to them, a majority of owner-occupiers say that they have undertaken actions to meet each of the themes outlined in the Deer Code.
  - 57% have taken actions to manage levels of grazing, trampling and browsing (5% have not and 38% have no designated sites).
  - 87% have taken account of other economic activities when managing wild deer (13% have not taken account of other economic activities).
  - 33% have contributed to co-ordinated action to reduce road safety risks (16% have not; 51% claim road safety risks are not an issue).
  - 79% have taken account of the impacts of management activities on the welfare of deer (2% have not; 19% claim they have no management activities which have an impact on the welfare of deer).

- A majority of respondents (77%) say they have collaborated with organisations or individuals to deliver actions in the Deer Code; and a significant minority have collaborated more since the Code of Practice was introduced.
- A majority of respondents (55%) think the Code of Practice is effective.
- Almost half of respondents (43%) think the introduction of the Deer Code has brought about changes in the way in which they or their organisation manage deer.

---

*For further information on this project contact:*

Jessica Findlay, Scottish Natural Heritage, Cameron House, Oban, PA34 4AE.

Tel: 0300 2449360 or [jessica.findlay@nature.scot](mailto:jessica.findlay@nature.scot)

*For further information on the SNH Research & Technical Support Programme contact:*

Research Coordinator, Scottish Natural Heritage, Great Glen House, Leachkin Road, Inverness, IV3 8NW.

Tel: 01463 725000 or [research@nature.scot](mailto:research@nature.scot)

---

<b>Table of Contents</b>	<b>Page</b>
<b>1. INTRODUCTION</b>	<b>1</b>
<b>2. METHODOLOGY</b>	<b>2</b>
<b>3. MAIN FINDINGS</b>	<b>6</b>
<b>4. COMPLIANCE WITH THE CODE OF PRACTICE ON DEER MANAGEMENT</b>	<b>10</b>
<b>ANNEX 1: QUESTIONNAIRE</b>	<b>36</b>
<b>ANNEX 2: FULL LISTING OF ALL RESPONSES TO ALL OPEN ENDED QUESTIONS</b>	<b>53</b>

## **Acknowledgements**

Thanks to the individuals who took part in this audit and to all at Scottish Natural Heritage who provided input and offered advice as required.

## **1. INTRODUCTION**

Scottish Natural Heritage has a statutory duty under the Deer (Scotland) Act 1996 (as amended) to review the extent of compliance with the Code of Practice on Deer Management (Deer Code) and its effectiveness in promoting sustainable deer management, every three years and to produce a report on the review for Scottish Ministers.

The Deer Code sets out how to deliver sustainable deer management and applies to everyone who manages wild deer, or who owns or manages land where wild deer roam. It specifies land managers' responsibilities and helps them to identify what they need to do to manage deer sustainably. The Deer Code encourages collaboration amongst land owners and managers and supports a voluntary approach to deer management but also outlines how and when SNH might get involved. Responsibilities and suggested management actions associated with wild deer management are set under 4 key themes; deer welfare, the environment, social well-being and sustainable economic development.

In May 2018 Scottish Natural Heritage commissioned an online questionnaire to help gather information on usage of, and compliance with, the Deer Code. The information collected will be incorporated into a report to be submitted to Scottish Ministers.

This report summarises the findings from this questionnaire. Full listings for each of the open-ended questions are provided in Appendix 2.

## 2. METHODOLOGY

In order to reach the widest audience possible, an online approach was adopted. SNH was responsible for distribution of the questionnaire link to representative organisations and owner-occupiers. The use of the term 'owner-occupiers' corresponds to the wording used in the legislation. The questionnaire was distributed to members of the Deer Management Round Table. Representatives of member organisations who had owner-occupier members were asked to forward the questionnaire to their members.

The Deer Code outlines actions that **must** be taken to avoid the risk of being prosecuted in court, actions that **should** be undertaken to avoid the risk of regulatory action, and actions that are **encouraged** as they demonstrate good practice in deer management. The **must** actions are encompassed in legislation and apply to individuals. The key pieces of legislation are listed in the Deer Code and include those relating to firearms. The full report to Scottish Ministers on the Deer Code will include details on any relevant crimes related to this legislation. This questionnaire focused on actions that should be undertaken to avoid the risk of regulatory action, and actions that are encouraged as they demonstrate good practice in deer management.

### Sample

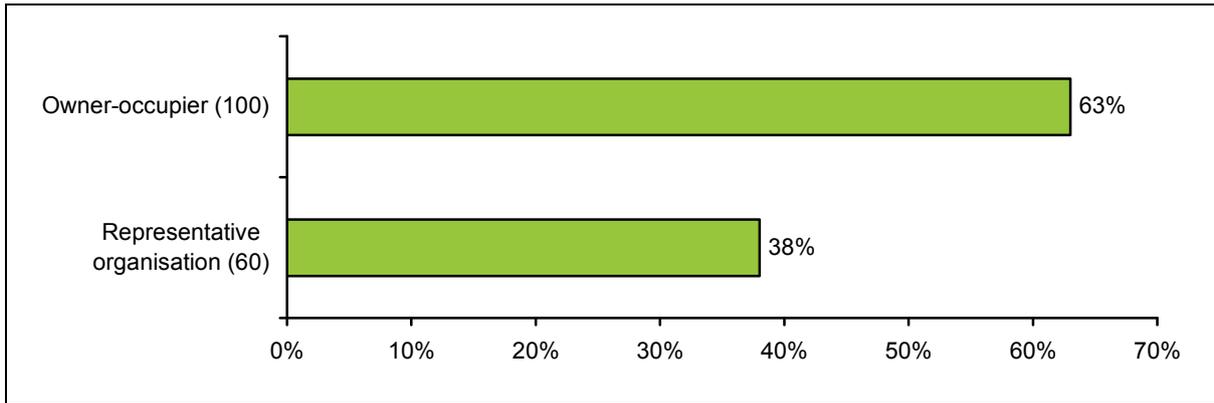
A total of 160 organisations and individuals responded to this questionnaire. The profile of those responding is shown in the following Figures. These questions were asked so that sub-group analysis could be conducted to ascertain whether there were any differences between different types of respondent.

It has not been possible to comment on statistically significant differences due to the large margins of error arising from small sample bases at most questions. However, an initial broad brush analysis revealed very few statistically significant differences between the sub-groups throughout the data.

At the beginning of the questionnaire respondents were asked to categorise themselves as responding either on behalf of an organisation or as an owner-occupier. Depending on which category the respondent selected they were directed to a different set of questions. Those representing organisations were directed to general questions related to views around the Deer Code, whereas owner-occupiers were directed to the general questions and questions about their practical delivery of deer management. As a consequence the sample (base) number of respondents varied between questions. The key sample bases are as follows:

- 160 – this was the total number of those responding to the questionnaire and these respondents answered questions on background information and whether they had responsibilities for deer management.
- 132 – this was the total number of respondents who claimed to have responsibility for deer management who responded either as a representative body or as an owner-occupier.
- 86 – all owner-occupiers who claimed to have responsibility for deer management and who undertake activities in relation to the Deer Code. This sample of respondents answered the full questionnaire, although they may have been routed out at some questions if they were not relevant.

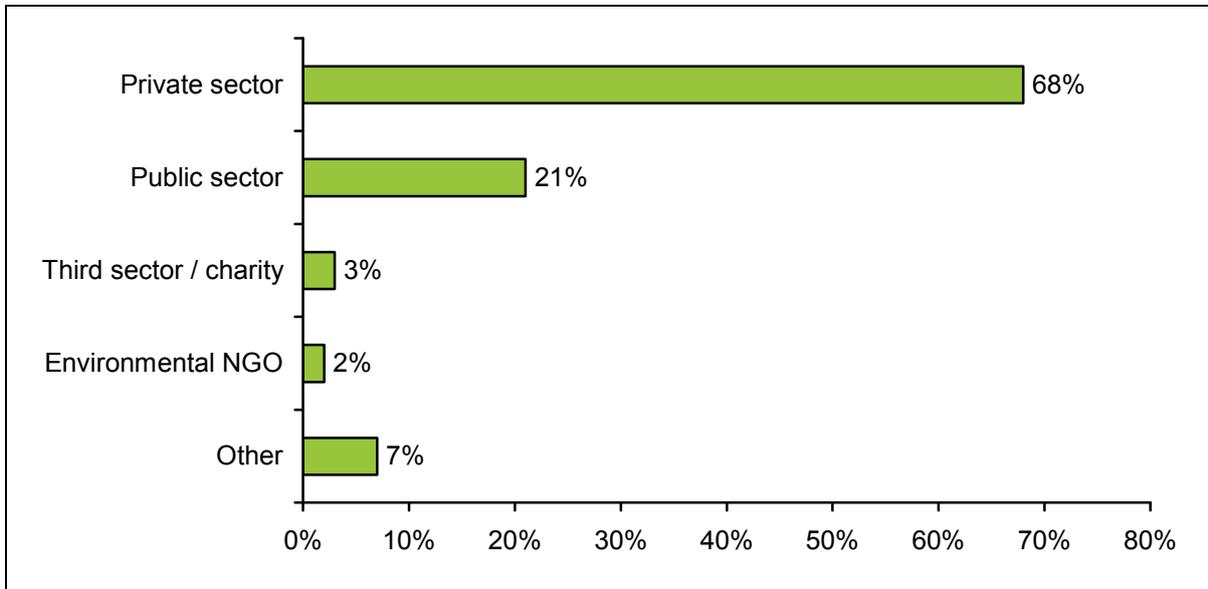
As Figure 1 demonstrates, a majority of those responding were owner-occupiers (63%; 100 respondents) compared to 38% (60 respondents) from representative organisations.



Base = 160 (Base = all respondents): Q1a

Figure 1: Responding on behalf of ....

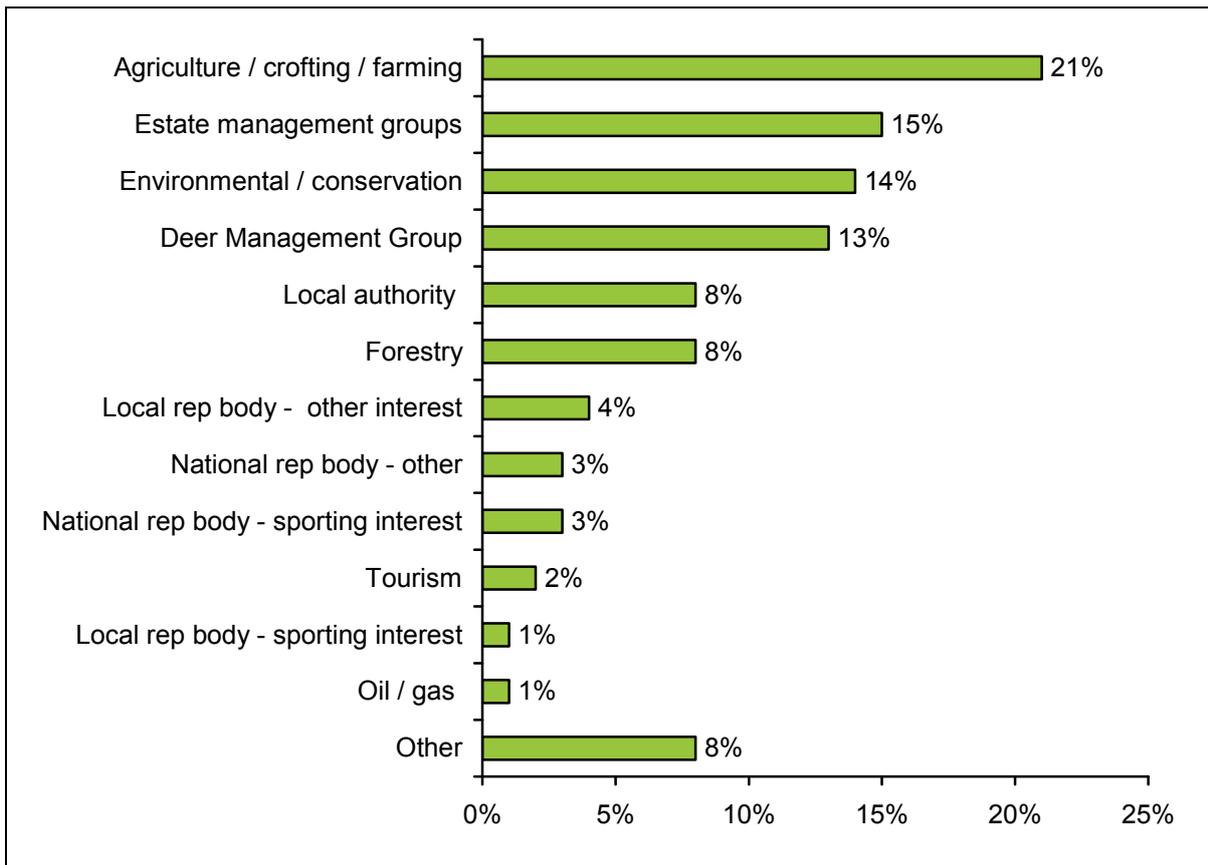
Figure 2 shows that a majority of respondents (68%) worked within the private sector, compared to only 21% working within the public sector, and less than 5% working within the third / charity sector or an environmental NGO.



Base = 160: (Base = all respondents) Q1b

Figure 2: Working within ....

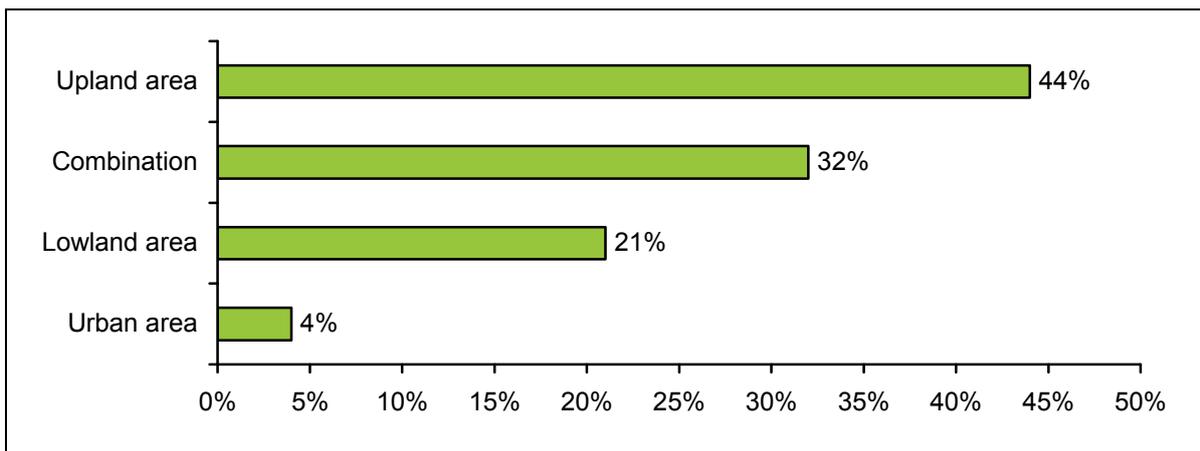
Respondents were asked to indicate the sector in which they work or have an interest, and a wide range of sectors were cited, with 21% working within agriculture / crofting / farming, and around 14% working within estate management groups, environmental / conservation organisations or a Deer Management Group. Less than 10% worked within any other sectors.



Base = 160: (Base = all respondents) Q1c

Figure 3: Sector worked in ....

Figure 4 shows that the highest number of respondents (44%) was based in an upland area, with a further 21% based in a lowland area. Almost a third (32%) worked in a combination area. Only a very small proportion (4%) was in an urban area.

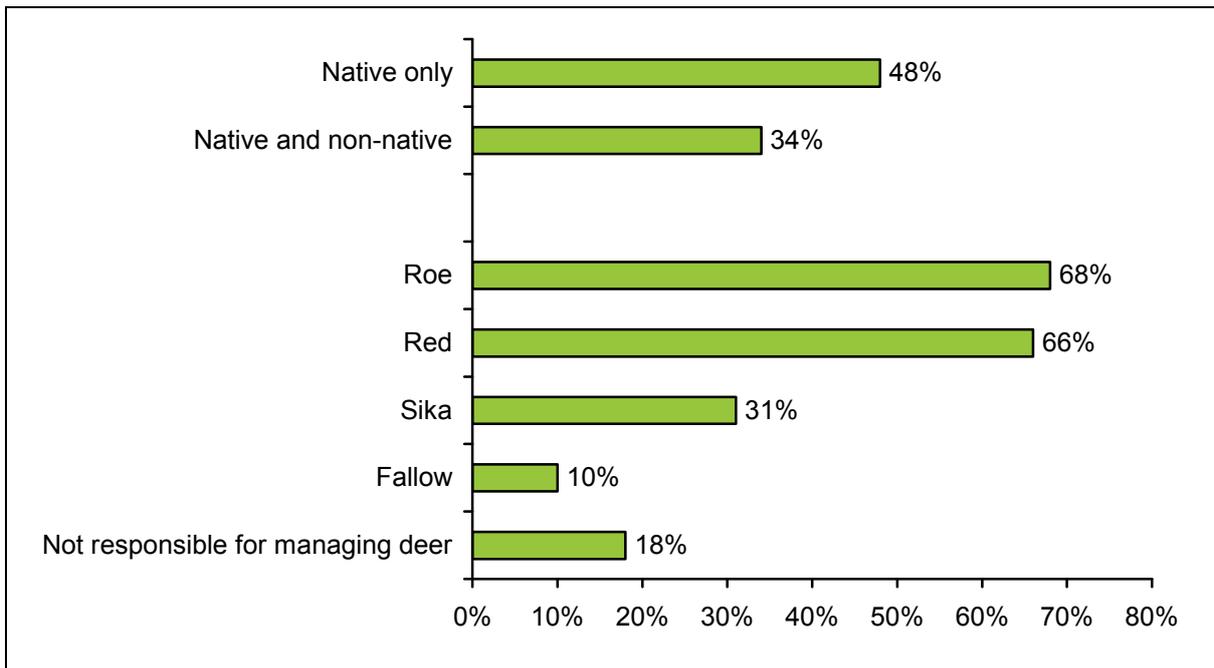


Base = 160: (Base = all respondents) Q2

Figure 4: Broad area type

It is also useful to understand the species of deer that respondents were responsible for. Figure 5 shows that roe and red deer accounted for around two thirds of the species of deer for which respondents had responsibility (68% and 66% respectively), while sika and fallow deer accounted for smaller proportions (31% and 10% respectively). Those that claimed not

to be responsible for managing deer were made of up 23% of those responding as representative bodies and 14% of owner-occupiers.



Base = 160: (Base = all respondents) Q3

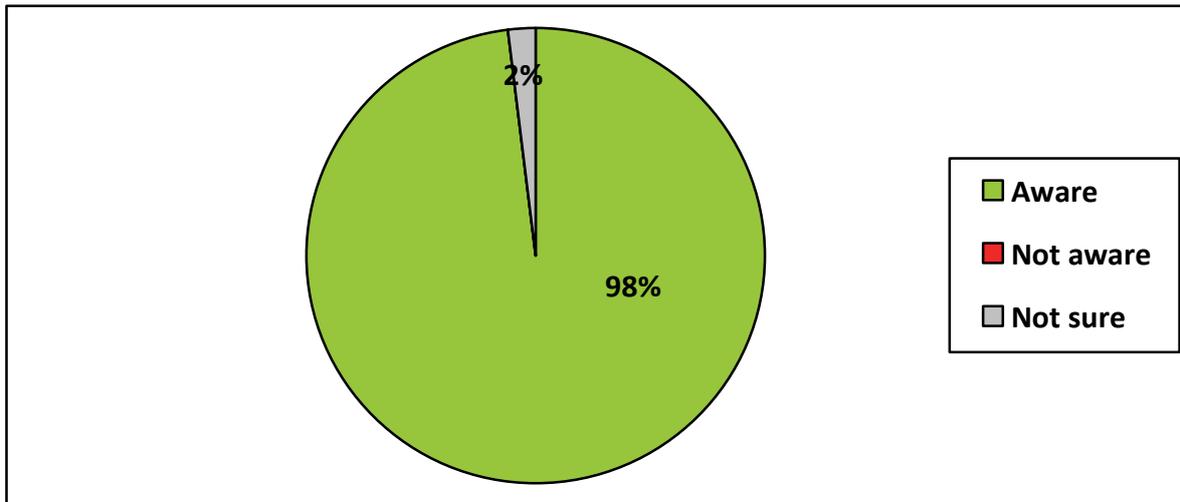
Figure 5: Species of deer for which have responsibility

### 3. MAIN FINDINGS

Some of the questions asked were open-ended and allowed respondents to provide additional text in support of their answer if they so wished. In many instances, only small proportions of respondents provided specific answers and a full listing of all responses to all open-ended questions are provided in Appendix 2.

#### Awareness of the Code of Practice on Deer Management (the Deer Code)

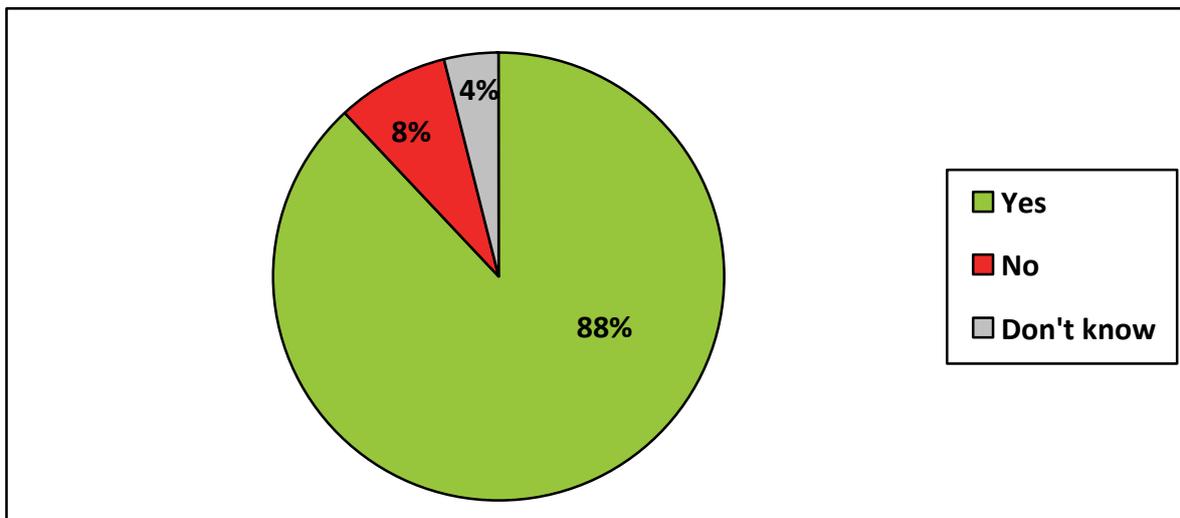
It is important to understand the extent to which there is awareness of the Code of Practice on Deer Management. All respondents with responsibility for managing deer were asked their awareness of the Deer Code. As Figure 6 demonstrates, 98% of respondents claimed to be aware.



Base = 132: Q4a (all claiming responsibility for managing deer)

Figure 6: Awareness of Deer Code

Having ascertained awareness of the Deer Code, it is also important to understand whether the Deer Code is used, and how frequently. Figure 7 shows that a large majority of respondents (88%) use the Deer Code, and only 8% claimed not to.

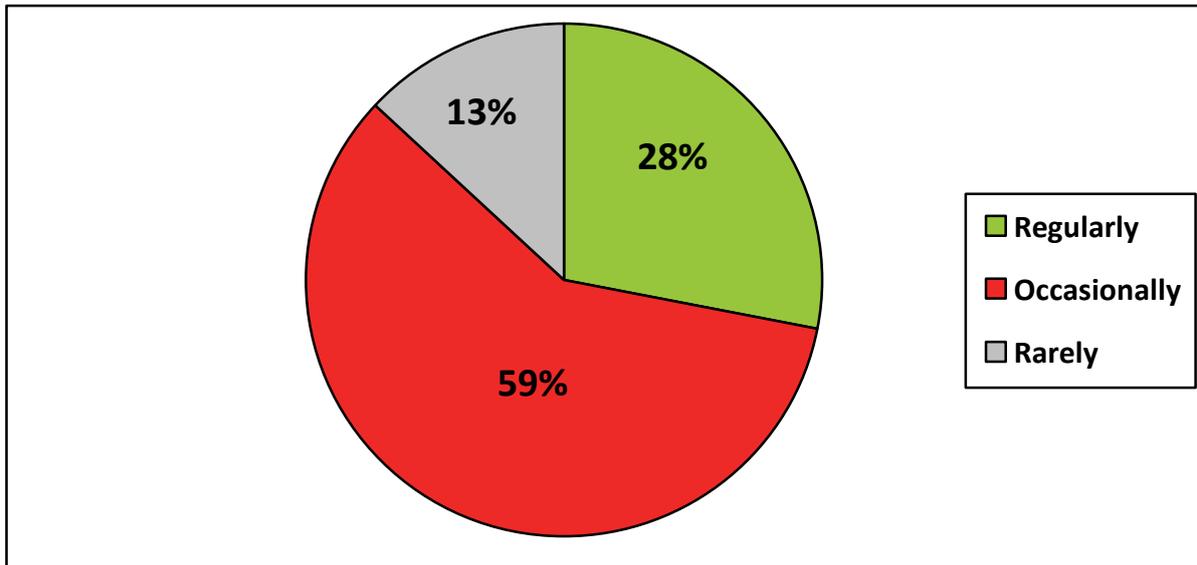


Base = 132: Q4b (all claiming responsibility for managing deer)

Figure 7: Usage of Deer Code

When we examine sub-group data, usage of the Deer Code is highest among respondents in upland or combination areas (92% in upland and combination areas, compared to 78% in lowland areas or 60% in urban areas).

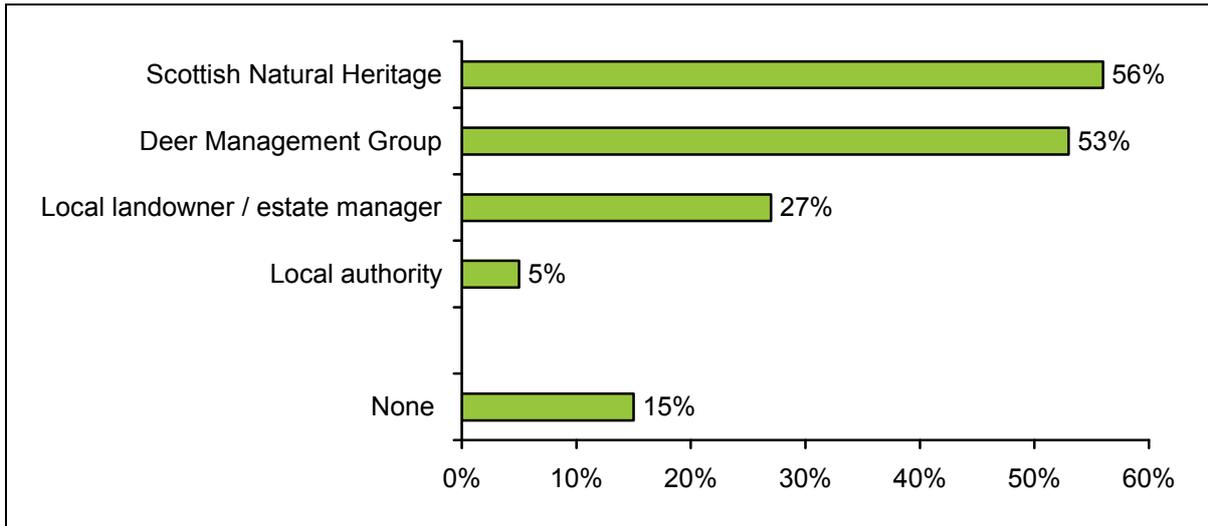
Respondents were also asked to indicate the frequency with which they use or refer to the Deer Code. A majority (59%) claimed to use or refer to this on an occasional basis, and just over a quarter (28%) claimed to use or refer to this regularly. Around one in ten (13%) claimed to rarely use or refer to this.



Base = 116: Q4c (all claiming responsibility for managing deer and who have used Code of Practice)

*Figure 8: Frequency of using of referring to the Deer Code*

Figure 9 shows which organisations, if any, respondents have had any contact with in relation to the Deer Code, for example, to obtain further information or clarify any queries. The two key organisations contacted by respondents were Scottish Natural Heritage (56%) and Deer Management Groups (53%). At lower levels, around a quarter (27%) had contact with a local landowner or estate manager and only a small proportion (5%) had contact with a local authority. Other organisations referred to by very small proportions of respondents included British Association for Shooting and Conservation (BASC) (5%), Forestry Commission (2%), the British Deer Society (BDS) (3%) or a National Park Authority (2%). 15% claimed not to have had contact with any organisation in relation to the Deer Code.

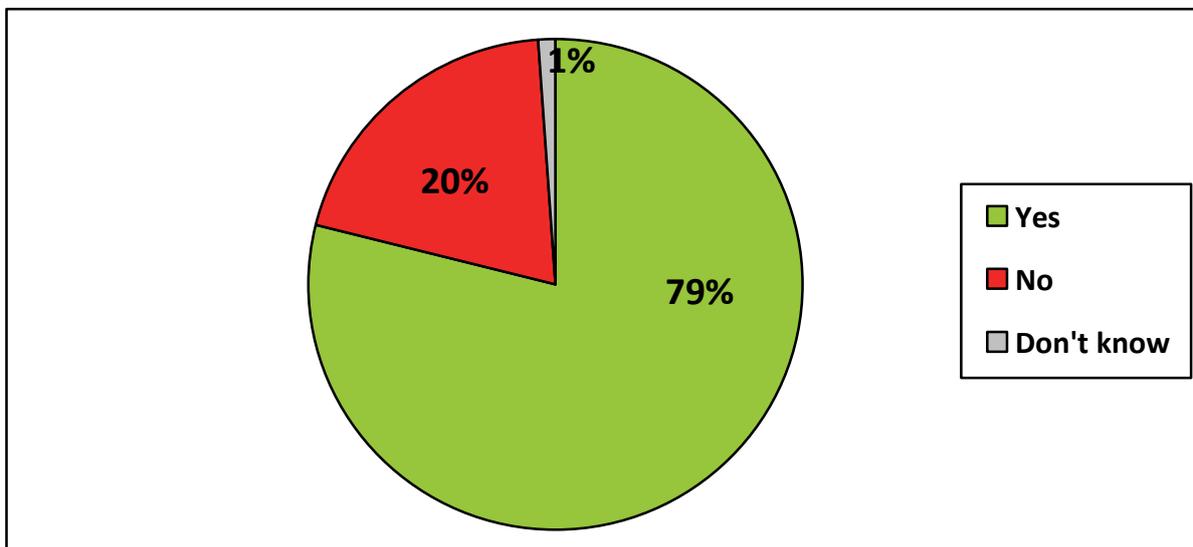


Base = 132: Q5 (all claiming responsibility for managing deer)

Figure 9: Organisations with which respondents have had contact in relation to Deer Code

When we examine sub-group data, higher proportions of representative organisations have had contact with SNH than owner-occupiers (78% compared to 44%); higher proportions of those working in the public sector have had contact than those in the private sector (95% compared to 48%); and higher proportions of those with a deer management plan (49% compared to 29%).

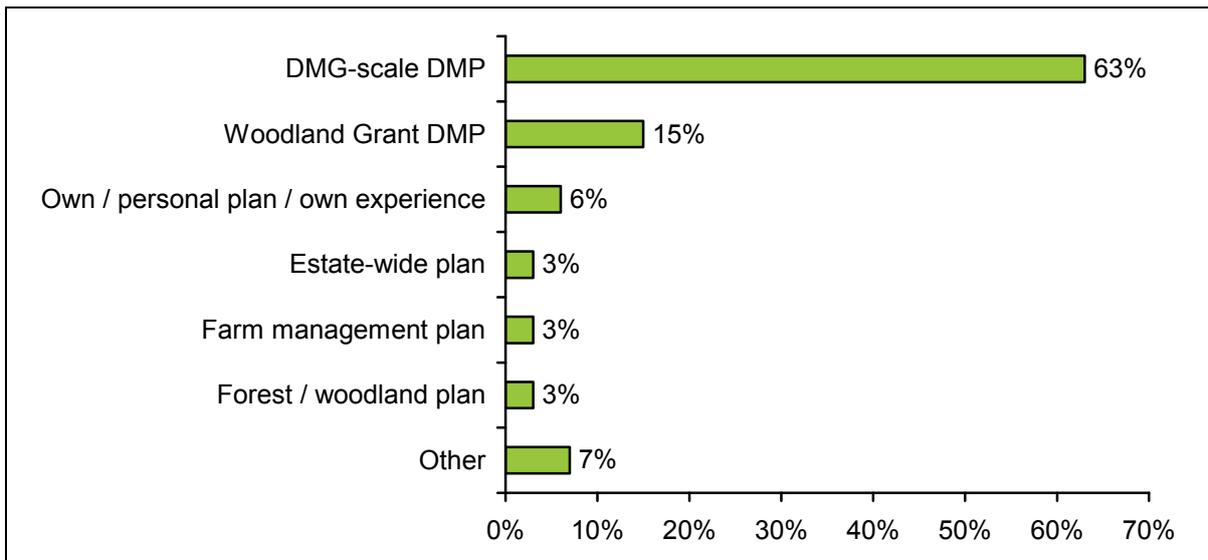
All owner-occupiers with responsibility for deer management were then asked whether they have a Deer Management Plan and a large majority (79%) claimed this was the case, although 20% of respondents did not have a Deer Management Plan.



Base = 86: Q6a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 10: Whether respondents have a deer management plan

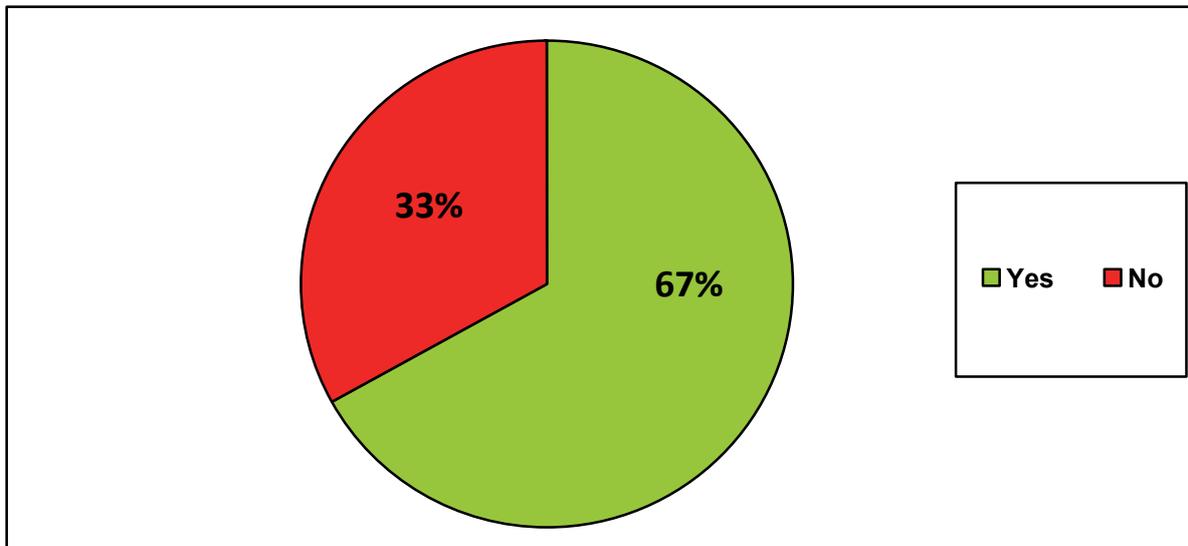
These respondents were then asked the scale of their Deer Management Plan (DMP), with the largest proportion (63%) having a DMG-scale DMP. Much smaller proportions of respondents had a Woodland Grant DMP (15%), or any other type of plan.



Base = 68: Q6a1 (all claiming responsibility for managing deer, who undertake activities in relation to the Deer Code and have a DMP)

Figure 11: Scale of Deer Management Plan

Despite the lack of a Deer Management Plan, the data show that deer management planning is considered in any aspect of their work by 67% of these respondents, although 33% of respondents do not consider deer management planning in any aspect of their work.



Base = 18: Q6b (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code but who do not have a Deer Management Plan)

Figure 12: Whether deer management planning is considered in any work aspect

#### 4. COMPLIANCE WITH THE CODE OF PRACTICE ON DEER MANAGEMENT

The online questionnaire explained that there are four themes in the Code of Practice on Deer Management. Under each of these themes there are a number of actions that must be undertaken to avoid the risk of prosecution, there are some actions that should be undertaken to avoid the risk of regulatory action, and there are other actions that organisations are encouraged to do because they demonstrate good practice in deer management. Owner-occupiers with responsibility for deer management were then asked a number of questions in relation to actions that should be undertaken or that are encouraged, under each theme.

##### **Theme: ACTIONS THAT SHOULD BE UNDERTAKEN TO PROTECT AND ENHANCE THE ENVIRONMENT**

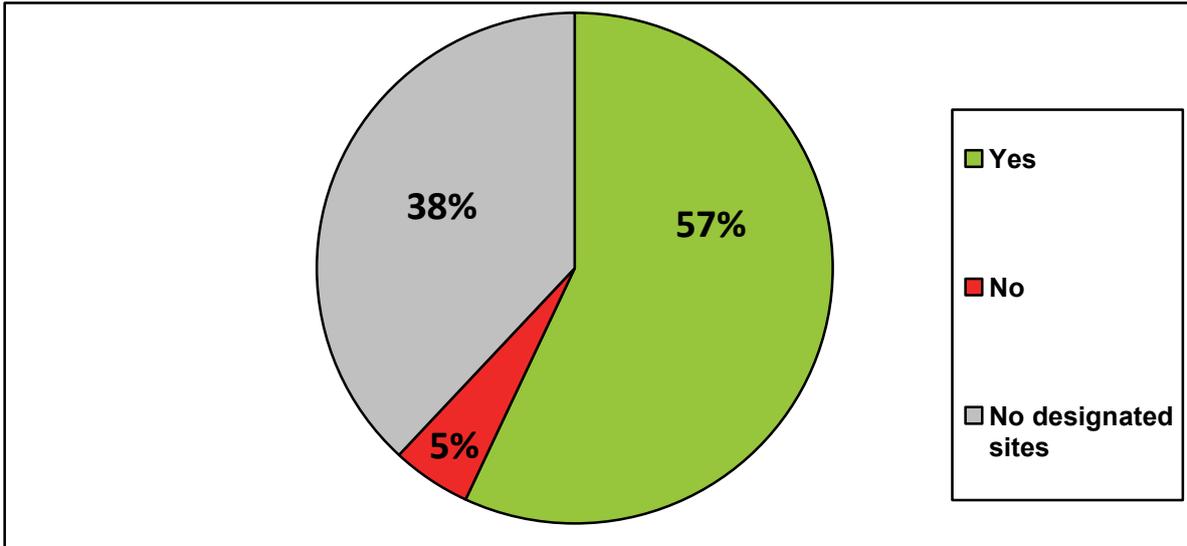
Actions that should be undertaken under this theme include to:

- Manage levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites.
- Manage grazing levels designed to prevent loss or damage to Scotland's biodiversity, especially those key species and habitats identified in the Scottish Biodiversity List.
- Prevent damage from deer to wider ecosystems e.g. water quality and carbon stores in peatland.
- Follow the Invasive Non-native Species Code to prevent further establishment of non-native species.
- Protect designated historic features from being damaged by deer e.g. by trampling.

*The Deer Code notes that wild deer are an integral and important part of Scotland's wildlife. However, deer can cause damage to the environment such as restricting woodland regeneration or causing erosion. The Deer Code identifies actions which can help deer managers strike a balance between the benefits deer bring and the damage they can cause.*

##### **Managing levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites**

Respondents were asked to indicate if they had undertaken to manage levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites. As Figure 13 shows, over half of these respondents claimed this was the case and only 5% claimed not to undertake this action. A further 38% had no designated sites.

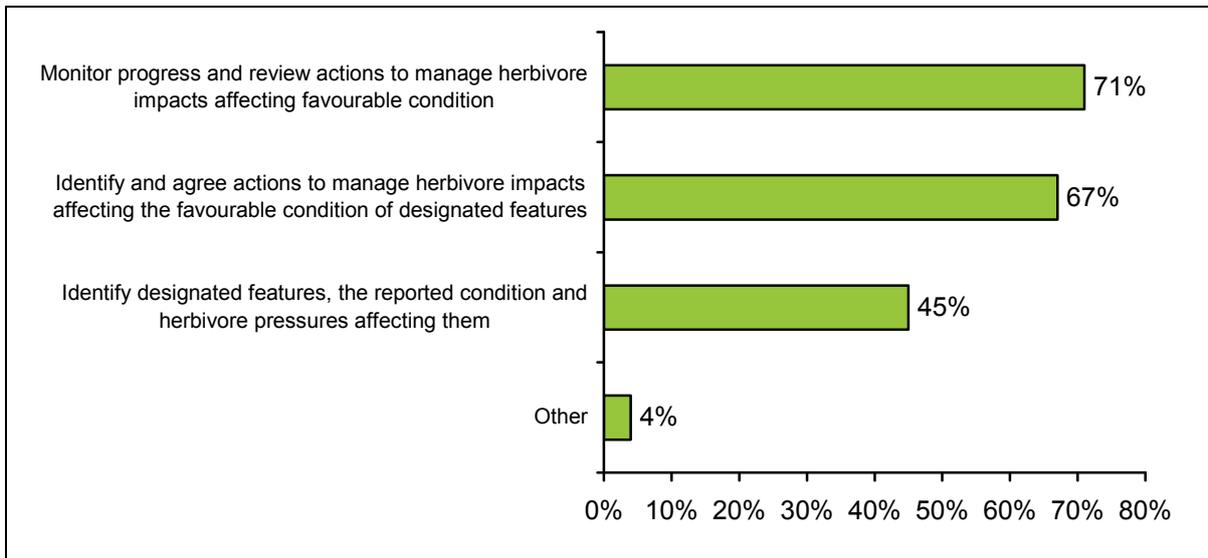


Base = 86: Q7a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 13: Whether activities are undertaken to protect and enhance the environment

Respondents then went onto indicate which actions had been undertaken to manage grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites.

The key action cited by 71% of respondents was to monitor progress and review actions to manage herbivore impacts affecting favourable condition. Slightly fewer respondents (67%) had identified and agreed actions to manage herbivore impacts affecting the favourable condition of designated features. Just under half (45%) of respondents had identified designated features, the reported condition and herbivore pressures affecting them.



Base = 49: Q7b (all claiming responsibility for managing deer and who have undertaken actions to manage grazing, trampling and browsing)

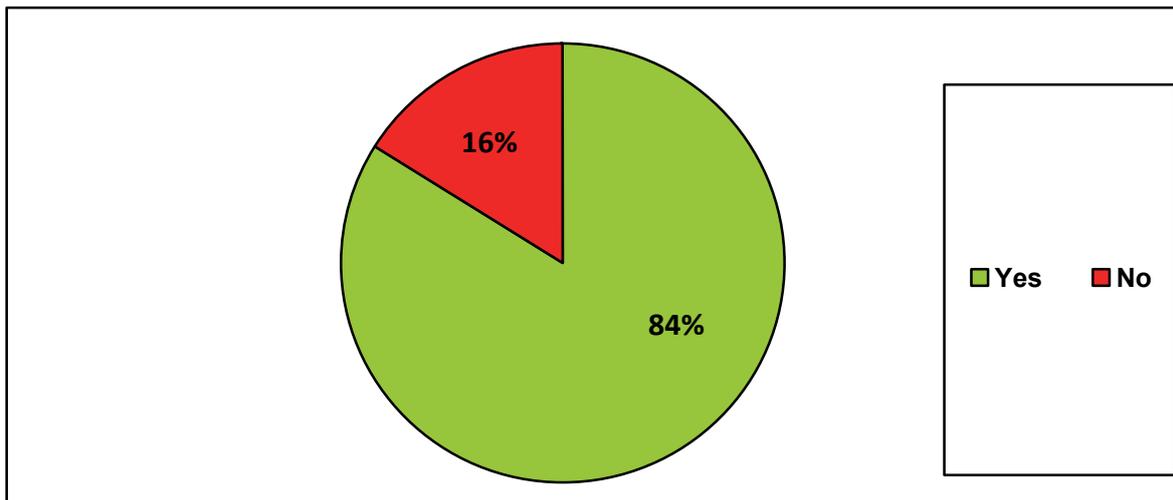
Figure 14: Actions undertaken to manage grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites

The 4 respondents who had not managed levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites were asked to give their reasons for this. They were:

- Not a deer-related issue (one mention)
- Purpose of the deer management plan is to ensure there are sufficient stags in the DMG to ensure that all members can get the number they wish. Individual members have individual variations & different aspirations according to their designated sites (one mention)
- Waiting for the Local Authorities to take the lead on delivering the code on their grounds (one mention)
- Don't know (1 mention)

### **Managing grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems**

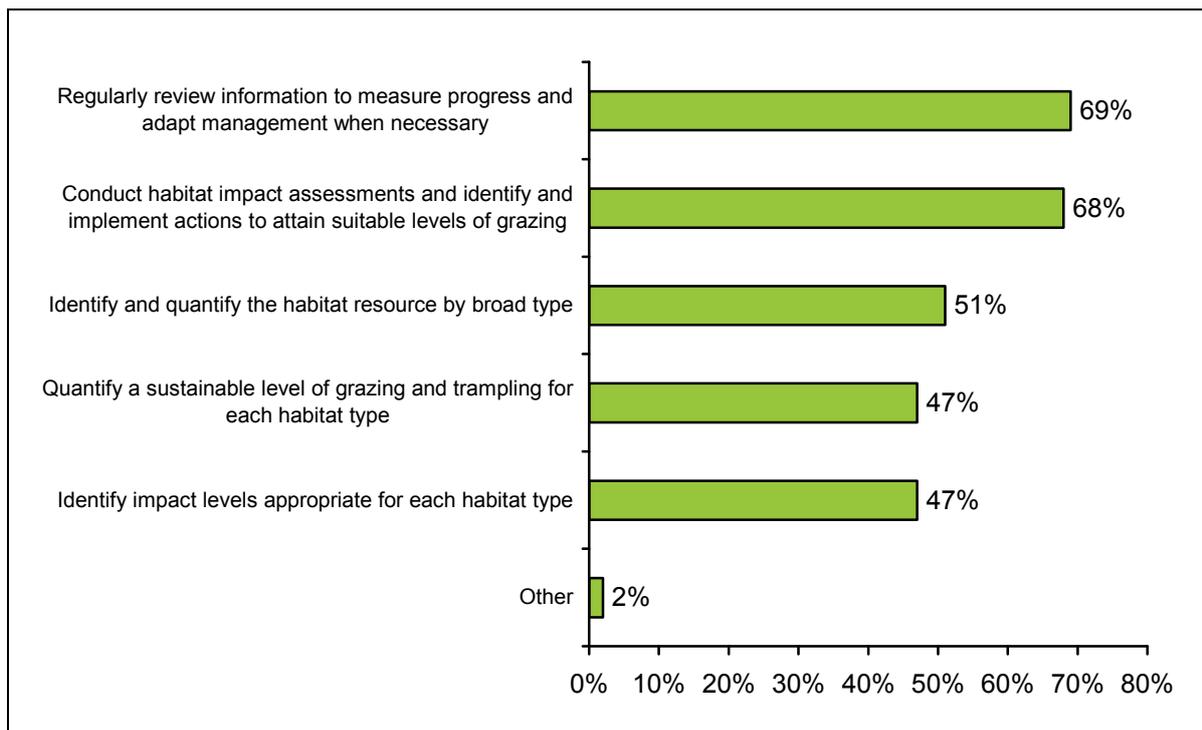
Respondents were also asked to indicate whether they manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems. As Figure 15 demonstrates, a large majority (84%) of respondents claimed this is the case.



Base = 86: Q7d (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

*Figure 15: Whether respondents manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems*

Figure 16 shows that the two key specific actions undertaken to manage grazing levels designed to prevent loss of damage to Scotland's biodiversity and wider ecosystems were regular reviews of information to measure progress and adapt management when necessary (cited by 69% of respondents), and conduct habitat impact assessments and identify and implement actions to attain suitable levels of grazing (68% of respondents). Around half of the respondents also undertook to identify and quantify the habitat resource by broad type (51%), to quantify a sustainable level of grazing and trampling for each habitat type (47%) or to identify impact levels appropriate for each habitat type (47%).



Base = 72: Q7e (all claiming responsibility for managing deer and undertaking actions to manage grazing levels)

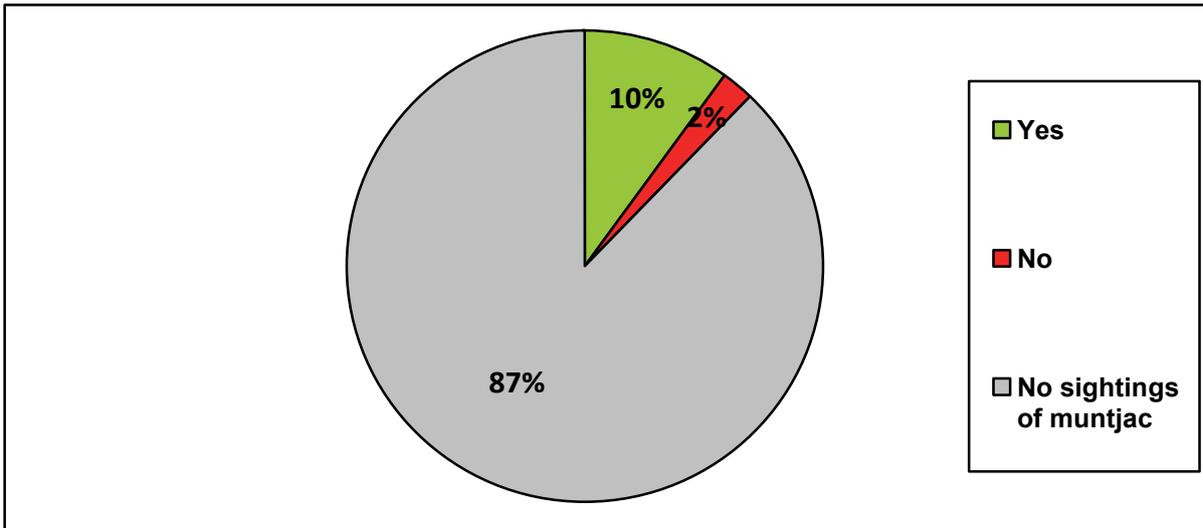
*Figure 16: Actions undertaken to manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems*

The 14 respondents who did not manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems were asked to give their reasons for this and cited a range of reasons. Those cited by more than 1 respondent (a full list of responses is listed in Appendix 2) included:

- Disagreement that there is loss of biodiversity due to grazing or that reduced deer numbers means there is unlikely to be damage to biodiversity (cited by 4 respondents)
- The (overriding) priority is to limit damage to trees, shrubs, forests / protection and that management of grazing not a priority (cited by 3 respondents)
- Not applicable for my ground / little if any grazing ground (2 respondents)

**Following the Invasive Non-native Species Code to prevent further establishment of non-native species by reporting any sightings of muntjac**

Respondents were also asked to indicate whether they follow the Invasive Non-native Species Code to prevent further establishment of non-native species by reporting any sightings of muntjac. Figure 17 shows that a greater proportion of respondents do follow this Code than do not, although most respondents (87%) claimed not to have sighted any muntjac.



Base = 86: Q7g (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

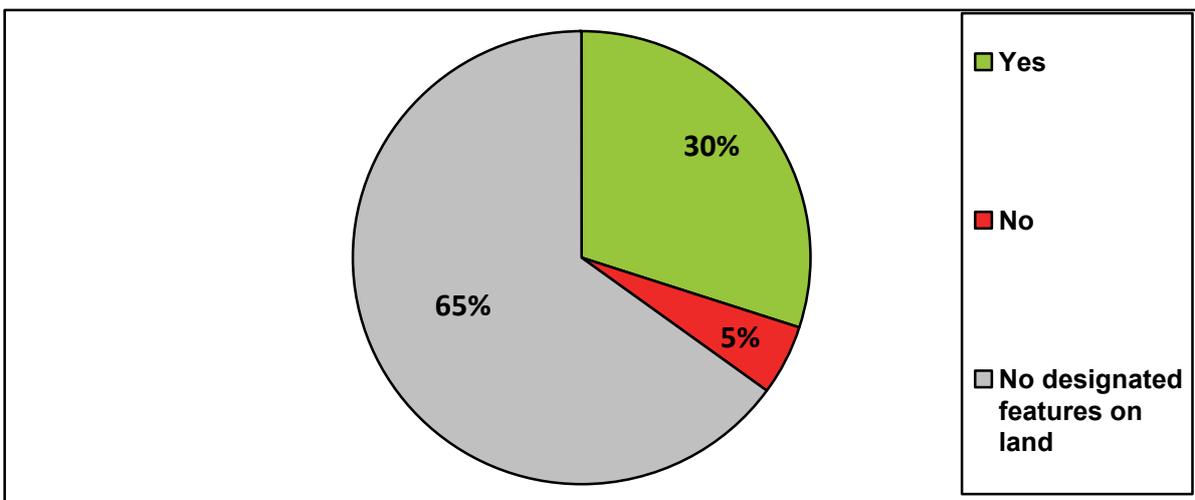
Figure 17: Whether respondents follow the Invasive Non-native Species Code to prevent further establishment of non-native species by reporting any sightings of muntjac

The reasons given by the two respondents who did not follow the Invasive Non-native Species Code were that:

- They do not bother about them
- Muntjac are no more non-native than sika or fallow deer, or that they live on an island

### Protecting designated historic features from being damaged by deer

Respondents were then asked to indicate if they protect designated historic features from being damaged by deer e.g. by trampling. Figure 18 shows that a majority of these respondents had no designated features on their land. Of those respondents who do have designated features on their land, a far greater proportion protect these from being damaged by deer than those who do not (30% compared to only 5%)



Base = 86: Q7h (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 18: Whether respondents protect designated historic features from being damaged by deer e.g. by trampling

The 4 respondents who had not protected designated sites from being damaged by deer were asked to provide their reasons for this. Their reasons were as follows:

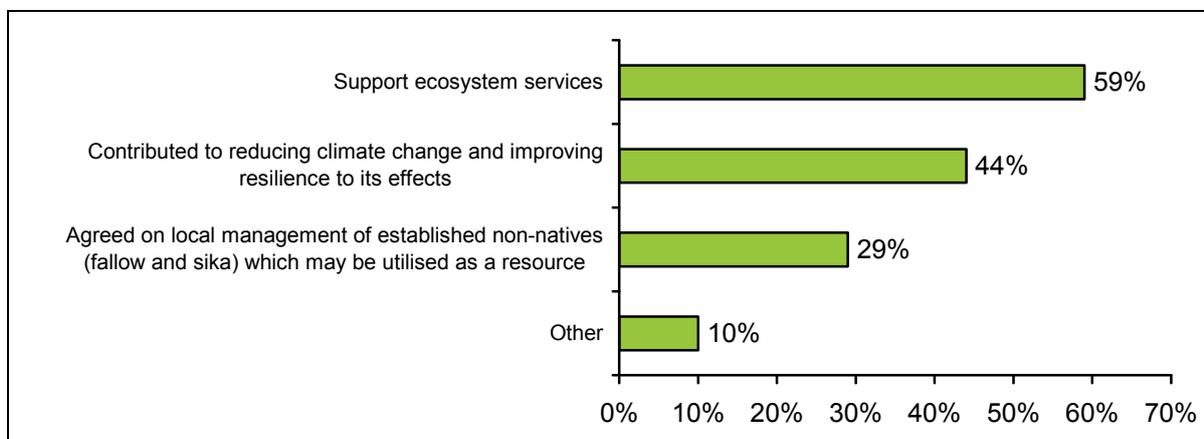
- Sites are not susceptible to deer trampling / not an issue
- Do not know enough about the sites / whether there are any on my land
- Trampling damage is a result of walkers making the deer run / making deer move unnecessarily
- Have brought our SSSI's from unfavourable to favourable condition (involved all herbivores, not just deer)

**Theme: ACTIONS THAT ARE ENCOURAGED TO PROTECT AND ENHANCE THE ENVIRONMENT**

**Making a wider contribution to, and supporting, the delivery of public policy in relation to wider land management and environmental objectives**

The online questionnaire explained that owner-occupiers are also encouraged to make a wider contribution to, and support, the delivery of public policy in relation to wider land management and environmental objectives. It then asked respondents to indicate whether they had undertaken any specific actions in relation to this.

As Figure 19\* highlights, the most popular action was the support of ecosystem services e.g. flood reduction schemes, riverbank restoration or forest habitat networks, with over half of the respondents (59%) referring to this. Under half (44%) had contributed to reducing climate change and improving resilience to its effects. The least popular action was that of agreeing on local management of non-natives (sika and fallow) which may be utilised as a resource (29%). A full listing of other actions mentioned by respondents is in Appendix 2.



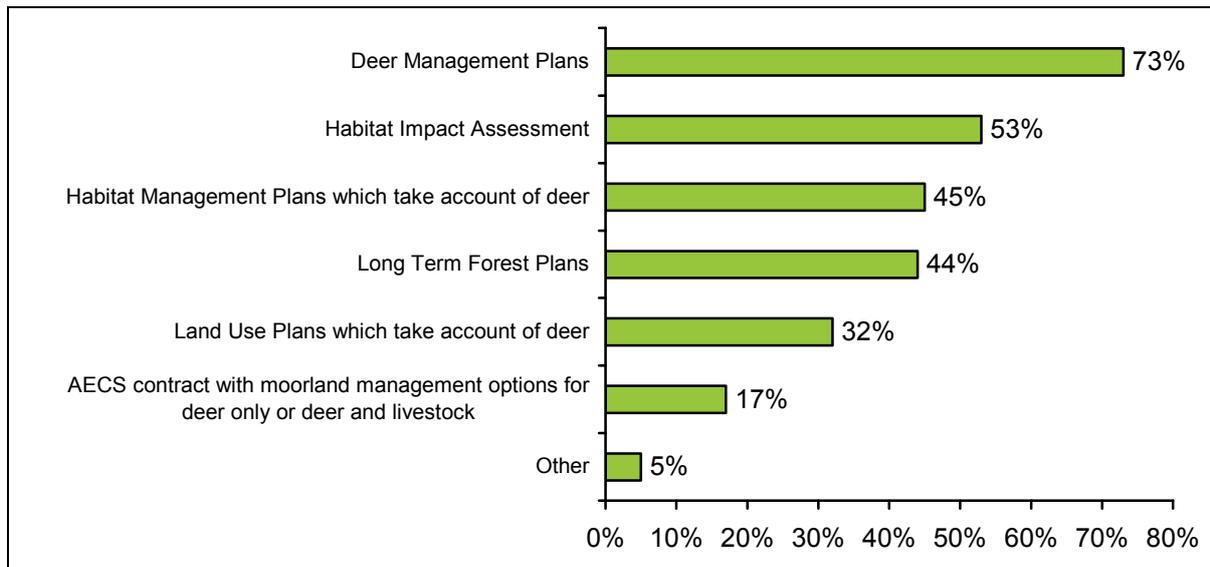
Base = 78: Q7i (all claiming responsibility for managing deer and undertaking actions to make a wider contribution to, and support, the delivery of public policy in relation to wider land management and environmental objectives)

\* Percentages do not add to 100% as respondents could choose more than one option

*Figure 19: Actions undertaken to make a wider contribution to, and support, the delivery of public policy in relation to wider land management and environmental objectives*

Respondents were also asked to indicate what activities, plans or policies they have in place to help deliver these environmental actions. As shown in Figure 20, the key activity, plan or policy in place was Deer Management Plans, cited by 73% of respondents. Just over half of respondents (53%) referred to Habitat Impact Assessment, and just under half (45%) referred to Habitat Management Plans which take account of deer or Long Term Forest Plans (44%). Smaller proportions of respondents referred to Land Use Plans which take

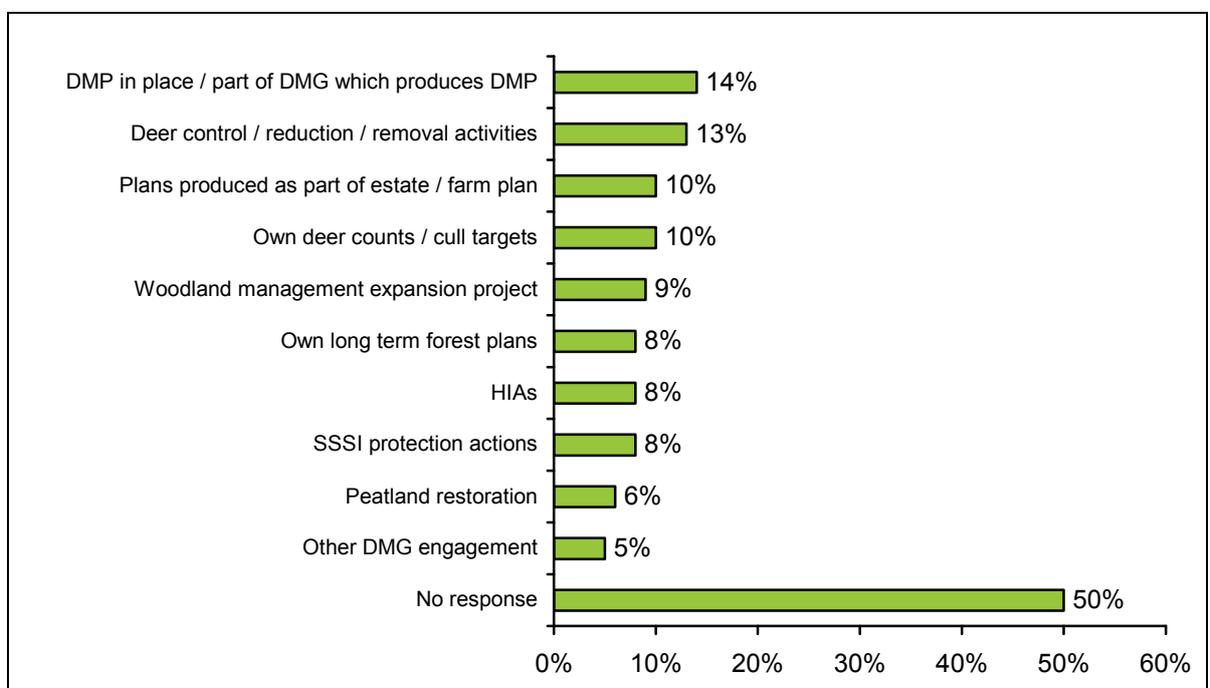
account of deer (32%) or AECS contract with moorland management options for deer only or deer and livestock (17%).



Base = 78: Q7j (all claiming responsibility for managing deer and undertaking activities, plans or policies to help deliver environmental actions)

Figure 20: Activities, plans or policies in place to help deliver environmental actions

When asked to provide details of these activities, plans or policies, half the respondents opted not to provide any further detail. Of those who did provide a response, a wide range of measures were cited. Key actions cited by 5% or more of respondents are shown in Figure 21 below. A full listing of these is in Appendix 2.



Base = 78: Q7k (all claiming responsibility for managing deer and undertaking activities, plans or policies to help deliver environmental actions).

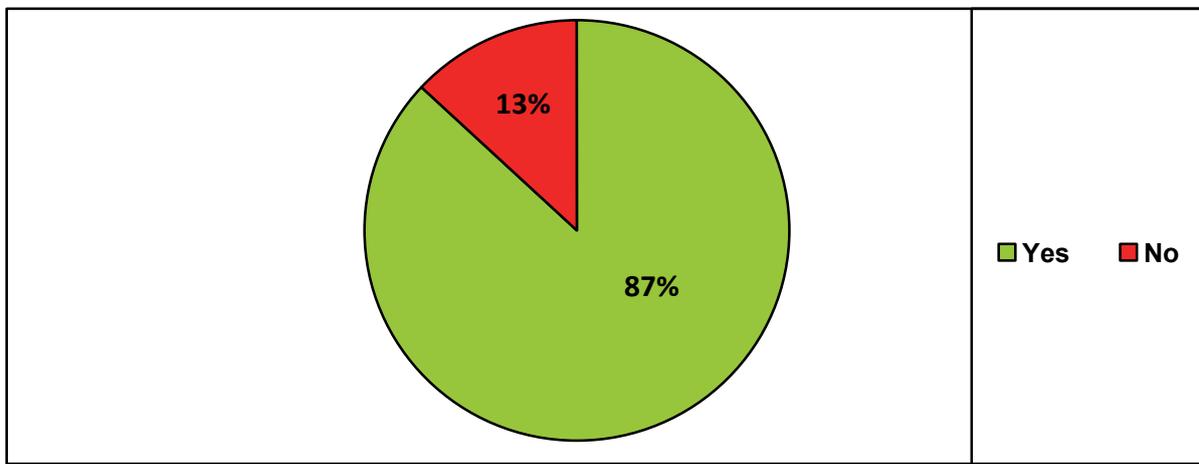
Figure 21: Details of activities, plans or policies in place to help deliver environmental actions

**Theme: ACTIONS THAT SHOULD BE UNDERTAKEN TO SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT**

*The Deer Code notes that wild deer can play an important role in promoting and sustaining economic activity, especially in rural areas where they can contribute to businesses, particularly tourism and food production. However they can also create costs to other land-use objectives and have a negative impact on other economic activities including agriculture and forestry.*

**Taking account of other economic activities when managing wild deer and minimising negative impacts on them**

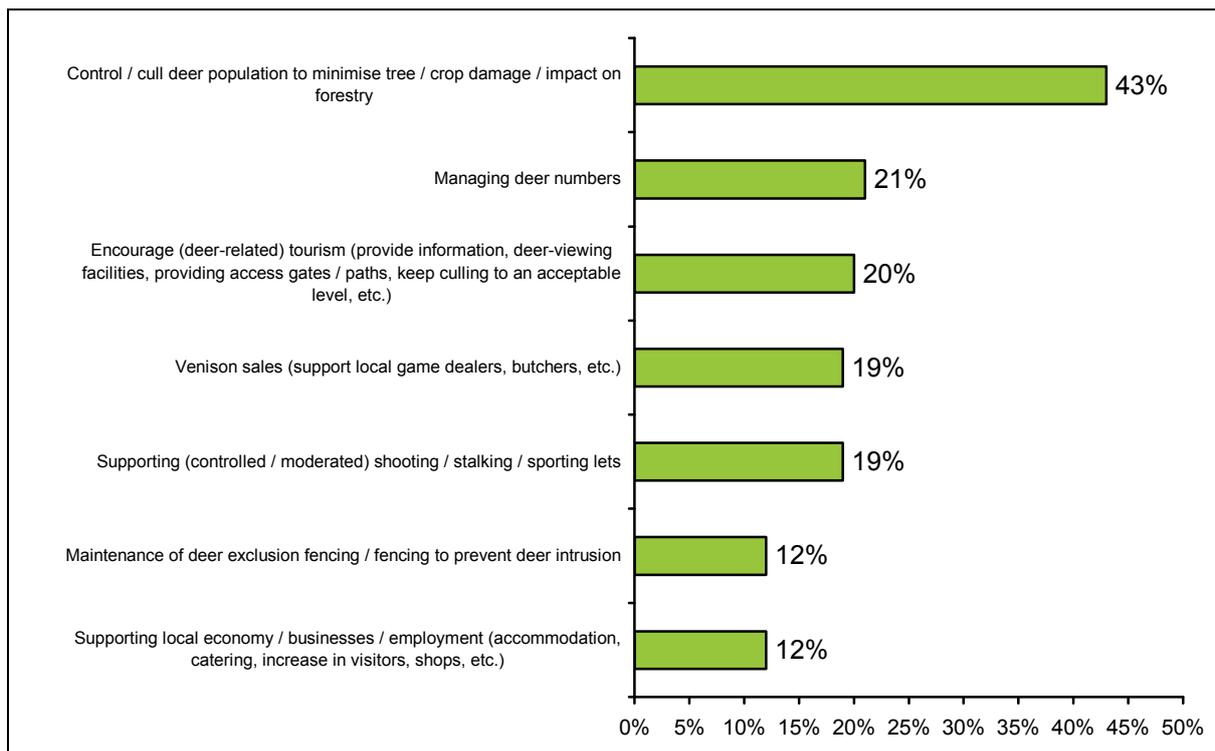
The online questionnaire explained that individuals should take account of other economic activities when managing wild deer and minimise negative impacts on them, for example, food production, forestry, tourism and other rural businesses. Respondents were asked if they had done this and Figure 22 shows that a large majority of respondents (87%) had done so.



Base = 86: Q8a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

*Figure 22: Whether respondents have taken account of other economic activities when managing wild deer*

Respondents were then asked to indicate what specific action they have taken to meet this action, and a wide range of measures were cited. Key actions cited by 5% or more of respondents are shown in Figure 23 below, with a full listing in Appendix 2.



Base = 75: Q8b (all claiming responsibility for managing deer and undertaking actions to support sustainable economic development)

*Figure 23: Details of actions taken to support sustainable economic development*

The 11 respondents who had not undertaken any activities were asked to give their reasons why. These included:

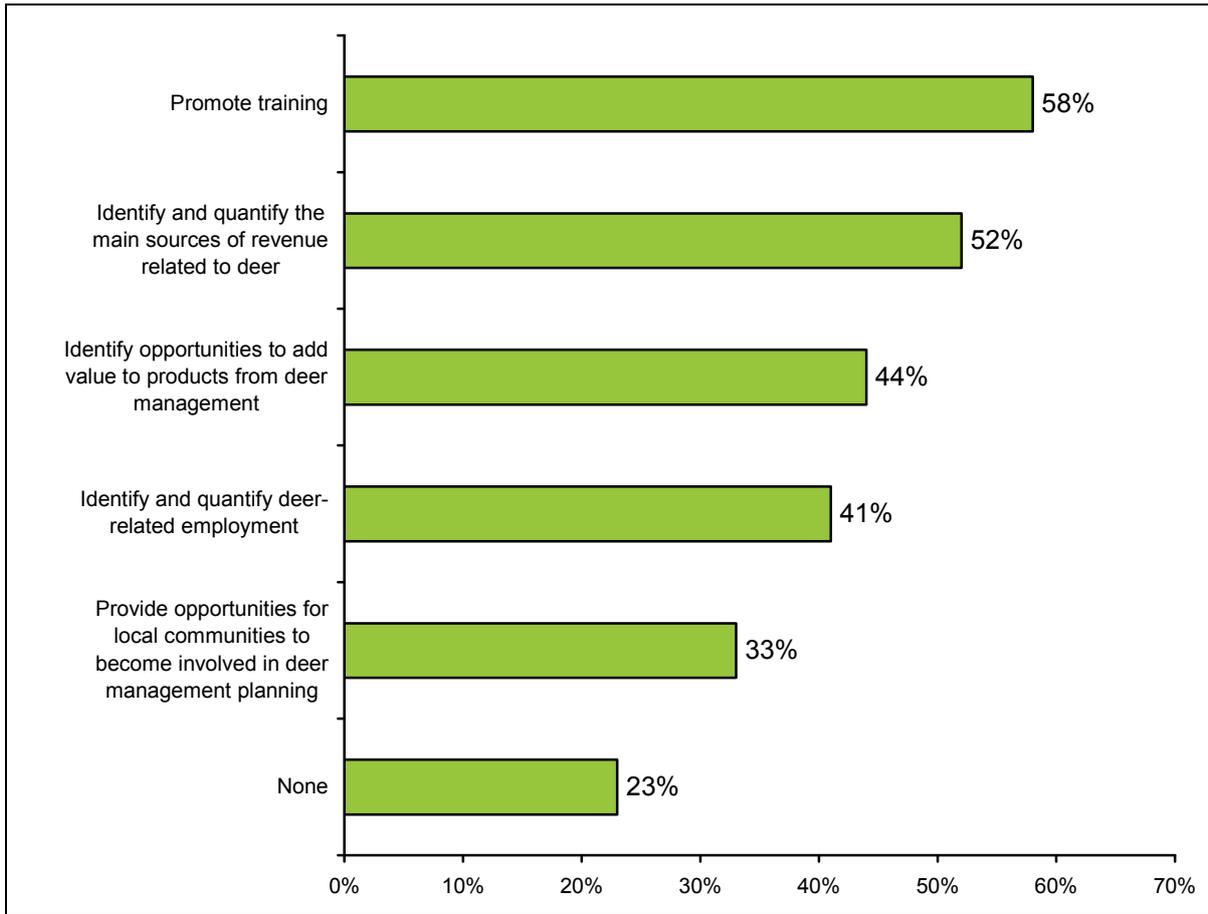
- This is not relevant to their situation or that no other activities conflict with deer (6 mentions)
- Focus has been on protecting young woodland / allowing natural regeneration of woodland / only forestry involved (2 mentions)
- DMP is conflicted by the Land Reform Act and open access to the public (2 mentions)

### **Theme: ACTIONS THAT ARE ENCOURAGED TO BE UNDERTAKEN TO SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT**

#### **Maximising economic benefit, promoting training opportunities and seeking opportunities to add value**

The online questionnaire then went on to explain that individuals are encouraged to maximise economic benefit, promote training opportunities and seek opportunities to add value. Respondents were asked to indicate which, of a number of activities, they had undertaken.

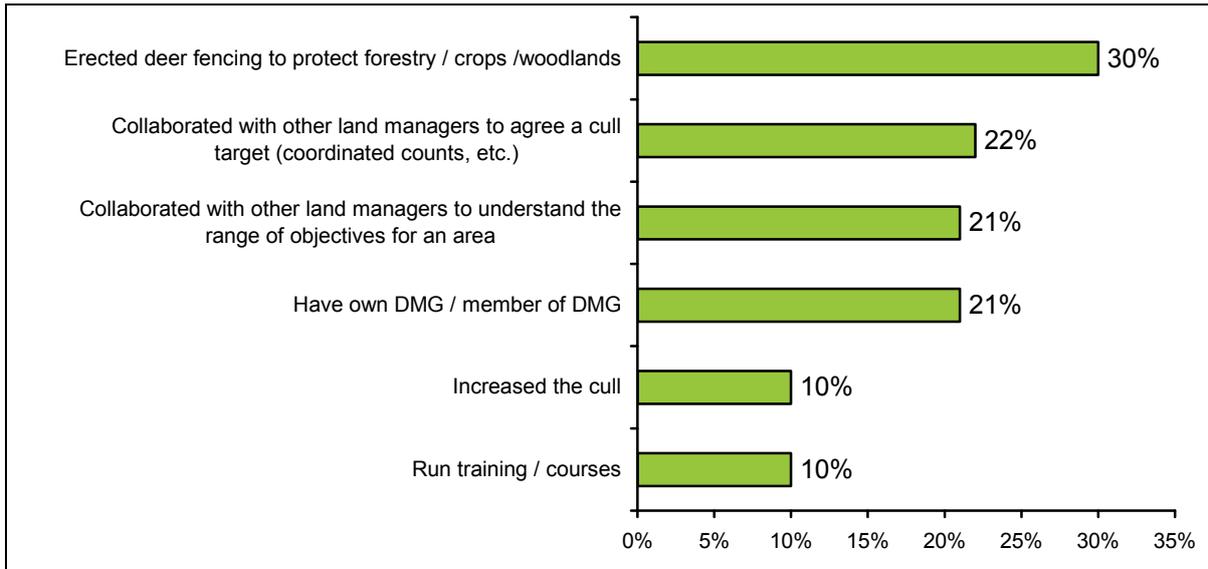
As Figure 24 shows, over half the respondents had promoted training (58%) or identified and quantified the main sources of revenue related to deer (sport, tourism etc.) (52%). Slightly fewer had identified opportunities to add value to products from deer management such as Scottish Quality Wild Venison, venison branding etc. (44%), or identified and quantified deer-related employment (41%), and around a third had provided opportunities for local communities to become involved in deer management planning. Almost a quarter (23%) had undertaken no activities in relation to this issue.



Base = 86: Q8d (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

*Figure 24: Details of activities undertaken in relation to maximising economic benefit, promoting training opportunities and seeking opportunities to add value*

Respondents were then asked to provide some examples and further details of how other economic activities have been taken account of. The following Figure highlights examples cited by 10% or more of respondents. Erecting deer fencing to protect forestry, crops or woodland was the most popular action and cited by 30% of respondents. Around a fifth had collaborated with other land managers to agree a cull target, collaborated with other land managers to understand the range of objectives for an area, or were part of a Deer Management Group. A full listing of all responses to this question can be found in Appendix 2.



Base = 86: Q8e all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 25: Examples and further details of how other economic activities have been taken account of

**Theme: ACTIONS TO SUPPORT SOCIAL WELL-BEING**

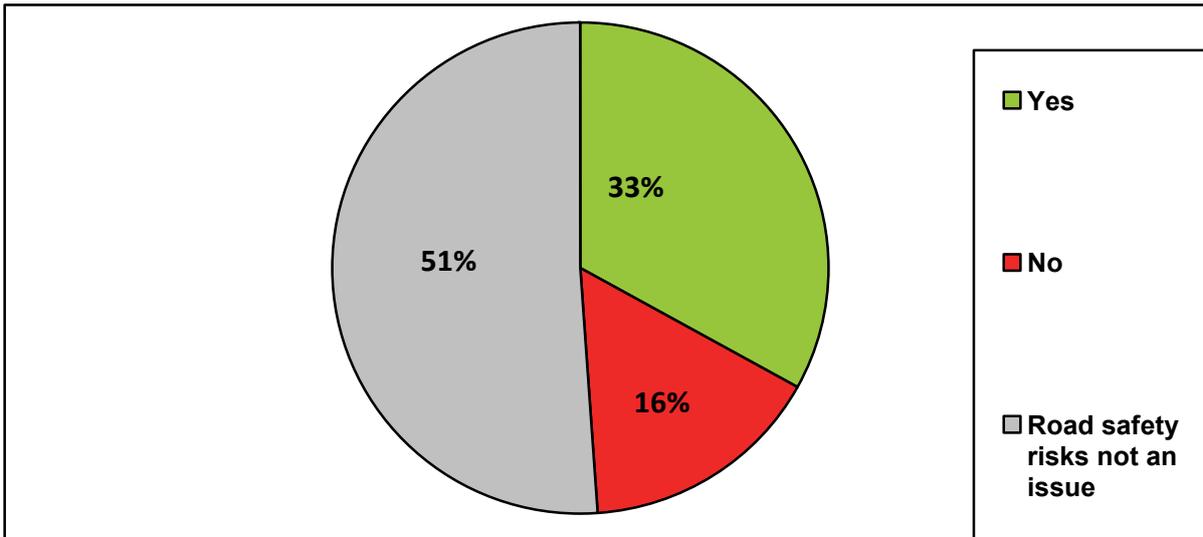
*The Deer Code notes that deer are one of the reasons that people enjoy the outdoors. Deer can be seen in a country park, on the fringes of a city or on the high tops of a remote mountain. Venison is also a healthy meat enjoyed by many. Deer can also lead to health and safety risks e.g. road traffic accidents and deer related disease e.g. blue tongue, Lyme disease, Johnes disease, TB and Foot and Mouth. We need to work together to minimise these risks and increase the opportunities for people to enjoy and benefit from deer.*

**Theme: ACTIONS THAT SHOULD BE UNDERTAKEN TO SUPPORT SOCIAL WELL-BEING**

The questionnaire noted there are a number of activities that should be undertaken in relation to supporting social well-being.

**Contributing to co-ordinated action to reduce road safety risks**

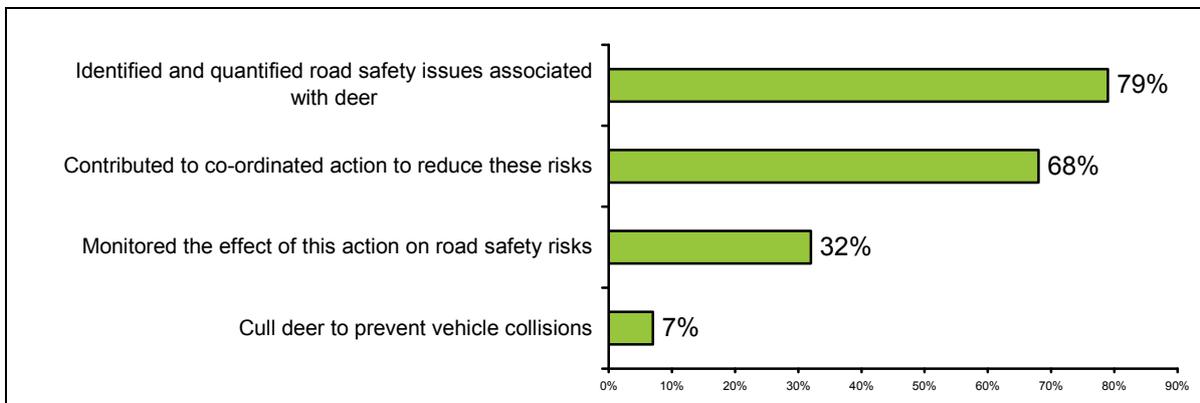
All respondents were asked to indicate whether they had contributed to coordinated action to reduce road safety risks. As the following Figure shows, just over half these respondents noted that road safety risks are not an issue for them. Of those for whom road safety risks are an issue, a majority claimed to have contributed to coordinated action to reduce road safety risks.



Base = 86: Q9a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 26: Whether respondents have contributed to coordinated action to reduce road safety risks

Respondents were then asked to indicate what types of actions had been undertaken. As Figure 27 shows, a large majority (79%) claimed to have identified and quantified road safety issues associated with deer, slightly fewer (68%) have contributed to coordinated action to reduce these risks and 32% have monitored the effect of this action on road safety risks.



Base = 28: Q9b (all claiming responsibility for managing deer who have undertaken action to contribute to co-ordinated action to reduce road safety risks)

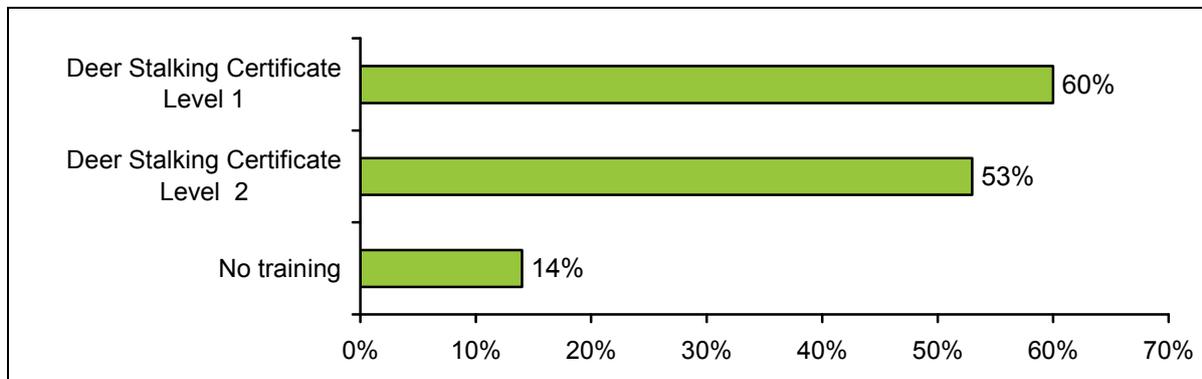
Figure 27: Types of action undertaken to contribute to coordinated action to reduce road safety risks

Again, the small number of respondents (14) who had not contributed to coordinated action to reduce road safety risks were asked to give their reasons. These were:

- Road safety is not an issue (cited by 8 respondents)
- This has not been considered (3 respondents)
- A lack of local interest (no discussions, etc.) (2 respondents)

## Appropriate training, equipped, and aware of health and safety risks

All respondents were asked to indicate if they are appropriately trained, equipped and aware of health and safety risks associated with their deer management. A wide range of different types of certification were cited, and those with highest levels are shown in Figure 28 below. A majority (60%) have Deer Stalking Certificate Level 1 and slightly fewer (53%) have Deer Stalking Certificate Level 2. Only a small proportion (14%) have no training.



Base = 86: Q9d (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

*Figure 28: Training associated with deer management*

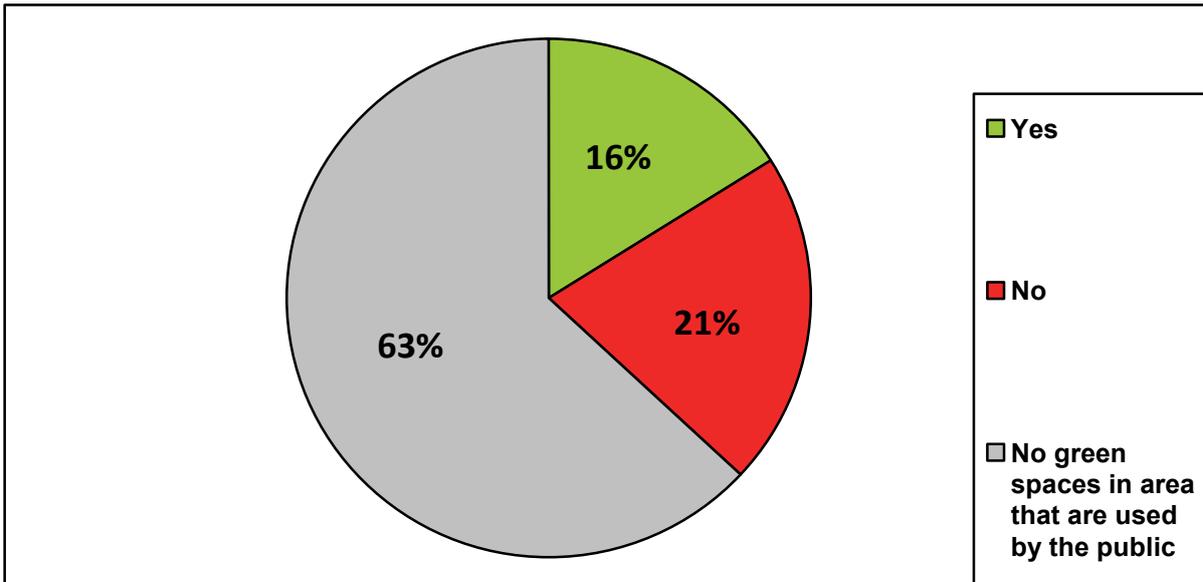
A range of other types of appropriate training associated with deer management were cited by respondents and a full listing is provided in Appendix 2.

The 12 respondents who were not appropriately trained were asked to provide their reasons for this (see Appendix 2 for a full list of all responses). These included:

- Not directly involved in deer stalking / it is contracted out, delegated to (qualified) staff / stalkers – cited by 8 respondents
- Many years of experience / aware of the rules – 3 respondents
- In process / currently undergoing training – 2 respondents
- Disagree with qualifications indicating better H&S than those who are experienced / qualifications not fit for purpose – 2 respondents
- Too expensive / can't afford it – 1 respondent

## Contribution to action to reduce the negative impacts of deer on green spaces used by the public for their well-being

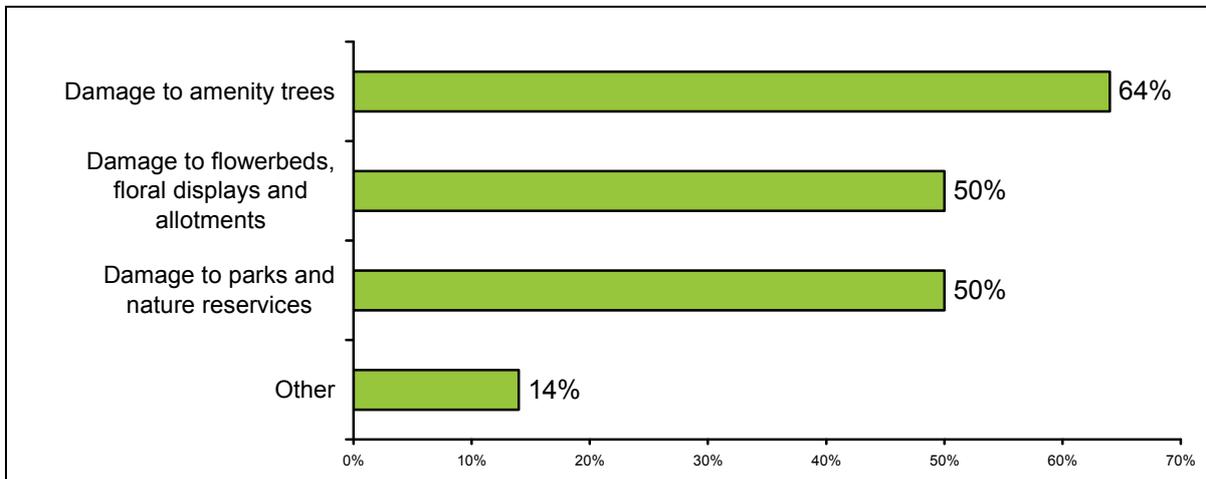
Respondents were asked to indicate if they have contributed to action to reduce the negative impacts of deer on green spaces used by the public for their well-being. As Figure 29 illustrates, a majority of these respondents claimed to have no green spaces that are used by the public. Of the minority who do have green spaces, numbers were relatively evenly split between those who do contribute to action and those who do not.



Base = 86: Q9f (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 29: Whether respondents have contributed to action to reduce the negative impacts of deer on green spaces used by the public for their well-being

Respondents were then asked to indicate in which situations they have undertaken any actions to reduce negative impacts of deer on green spaces used by the public for their well-being. As Figure 30 shows, a key action has been where there is damage to amenity trees (64%). Other action undertaken by 50% of these respondents has been in instances where there is damage to flowerbeds, floral displays and allotments, or damage to parks and nature reserves.



Base = 14: Q9g (all claiming responsibility for managing deer and who have undertaken actions to reduce negative impacts of deer on green spaces used by the public)

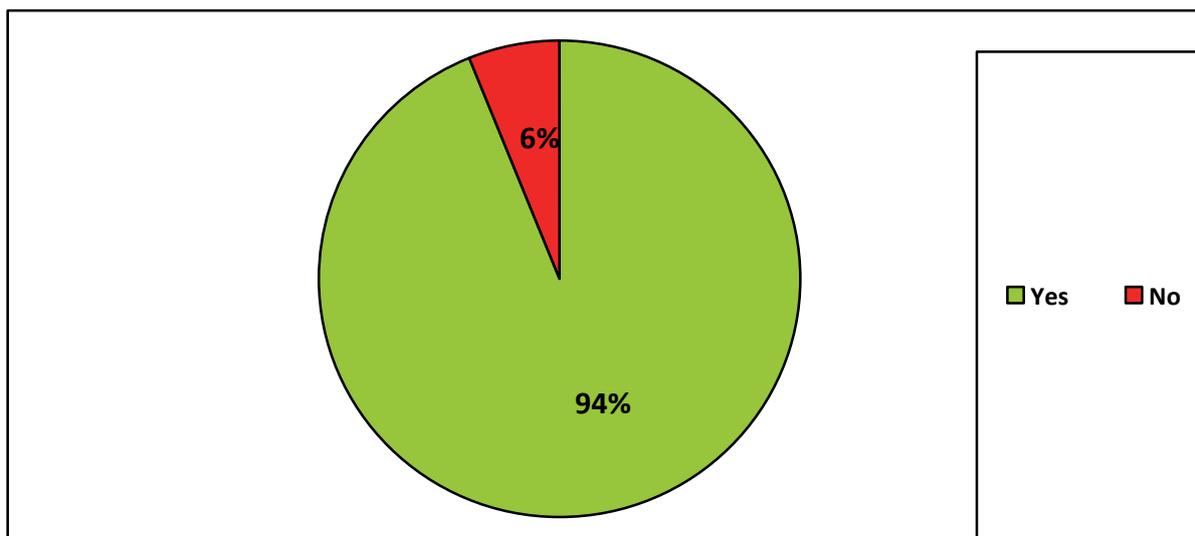
Figure 30: Situations in which actions have been undertaken to reduce negative impacts of deer on green spaces used by the public

Respondents (18) who had not contributed to actions to reduce negative impacts of deer on green spaces used by the public were then asked to indicate their reasons why. Their reasons included:

- Disagree with taking action / most public like to see deer / enhance the area (5 respondents)
- N/A / no public parks in our area / nothing in our location (4 respondents)
- No opportunity to do locally / not had the chance (3 respondents)
- Local green spaces aren't impacted by deer (3 respondents)
- Not interested (1 respondent)
- Control deer before they enter public green space (1 respondent)

### Following the Scottish Outdoor Access Code

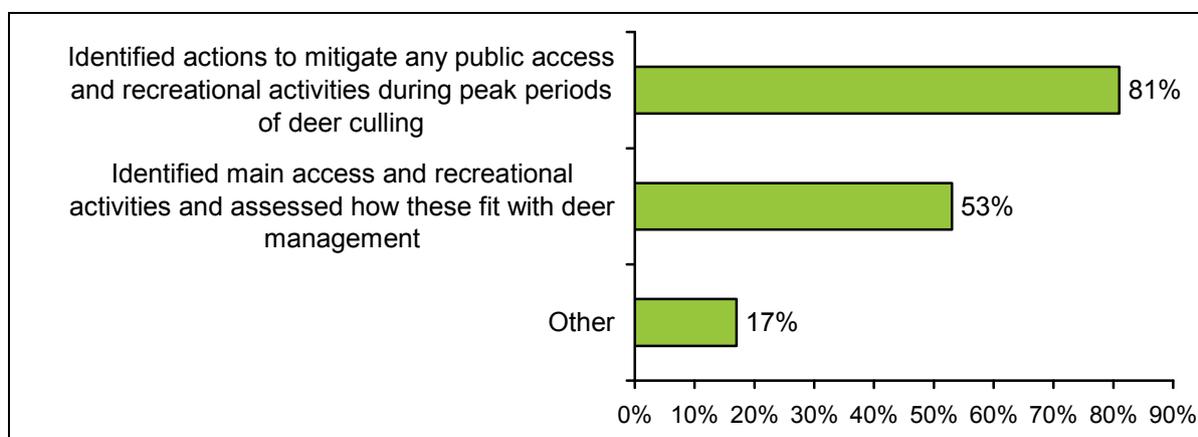
Respondents were asked whether in their role in managing deer, they follow the Scottish Outdoor Access Code, and almost all (94%) claimed this is the case.



Base = 86: Q9i (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 31: Whether respondents, in their role as deer managers, follow the Scottish Outdoor Access Code

Respondents were asked to indicate which of a number of types of actions they have undertaken to follow the SOAC. As Figure 32 shows, a large majority of respondents (81%) have identified actions to mitigate any public access and recreation activity during peak periods of deer culling. Just over half (53%) have identified main access and recreational activities and assessed how these fit with their deer management.



Base = 81: Q9j (all claiming responsibility for managing deer who have undertaken to follow Scottish Outdoor Access Code)

Figure 32: Type of actions undertaken to follow Scottish Outdoor Access Code

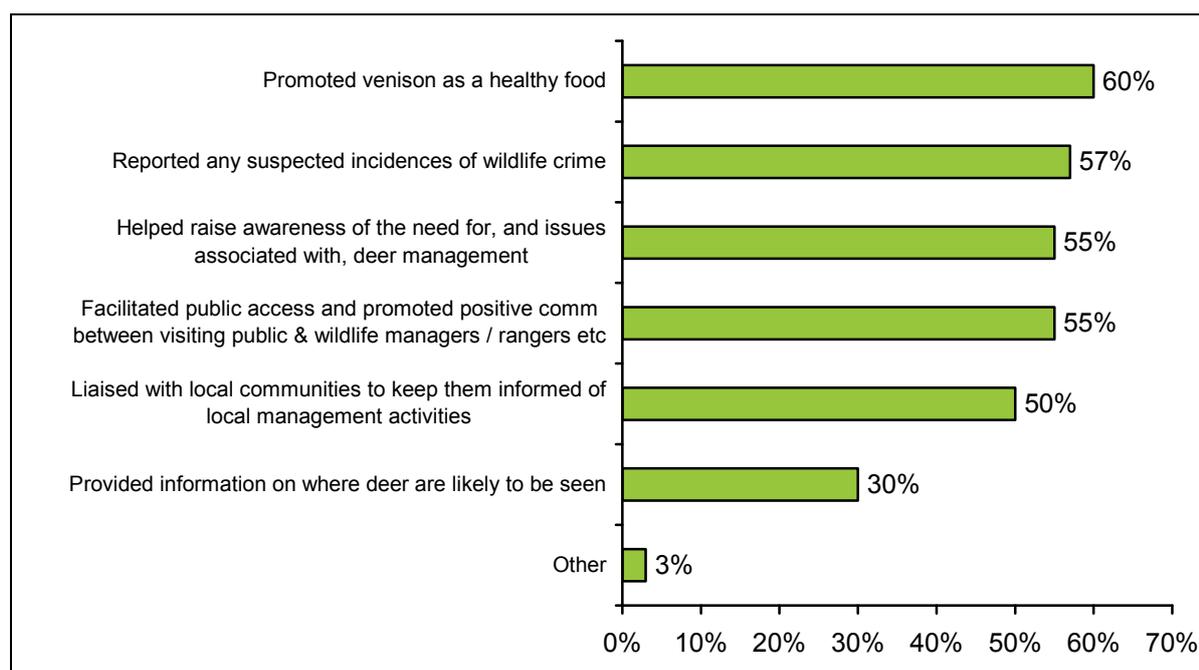
The 5 respondents who do not follow the Scottish Outdoor Access Code were asked to provide their reasons for this. Each was cited by 2 respondents and these were:

- Not interested / no effect on me
- Unaware of what SOAC is
- Don't get (many) members of the public on my land (no footpaths, attractions)

**Theme: ACTIONS THAT ARE ENCOURAGED TO SUPPORT SOCIAL WELL-BEING**

**Contributing to initiatives to tackle wildlife crime and involving others to learn about and see deer**

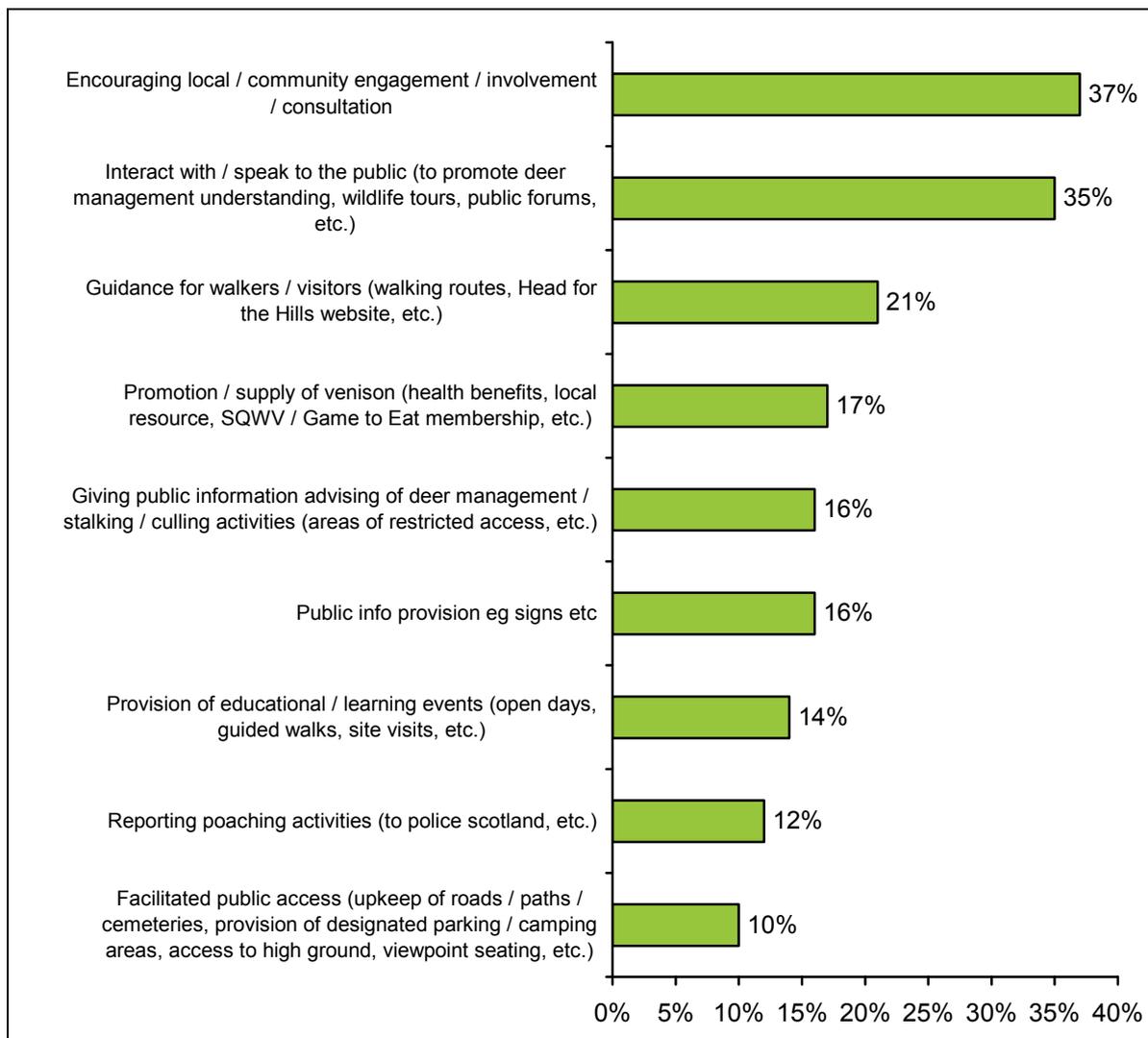
Under the Deer Code, individuals are encouraged to be involved in contributing to initiatives to tackle wildlife crime and involving others to learn about and see deer. Respondents were asked to indicate which activities they have undertaken in relation to this. As illustrated in Figure 33, the key two activities undertaken by respondents have been promoting venison as a healthy food (cited by 60%) and reporting any suspected incidences of wildlife crime (57%). Slightly fewer also helped to raise awareness of the need for, and issues associated with, deer management (55%), facilitated public access and promoted positive communication between the visiting public and wildlife managers / rangers etc. (55%) and liaised with local communities to keep them informed of local management activities (50%). A smaller proportion (30%) has provided information on where deer are likely to be seen.



Base = 86: Q10 (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

*Figure 33: Activities undertaken to tackle wildlife crime and involve others to learn about and see deer*

Respondents were then asked to provide details on activities, plans or policies which demonstrate how they have taken social well-being actions into account. The following Figure shows all activities undertaken by 10% or more of respondents, with a full listing provided in Appendix 2. Key activities were encouraging local / community engagement and involvement (37%), interacting with or speaking to the public (35%) and providing guidance for visitors and walkers (21%).



Base = 86: Q10a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 34: Activities, plans or policies which demonstrate how social well-being actions are taken into account

### Theme: ACTIONS TO ENSURE THAT WILD DEER WELFARE IS SAFEGUARDED

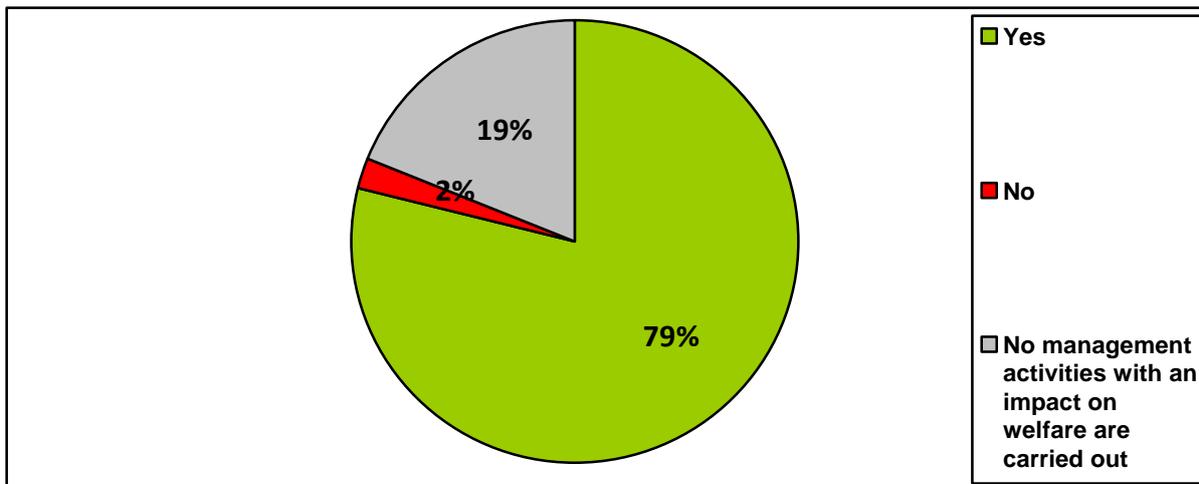
*The Deer Code notes that the definition of welfare in relation to wild deer is 'concern for their physical and psychological well-being'. This definition can be applied to both the individual animal and population level. Wild Deer Best Practice Guidance states that with increasing intervention (e.g. fencing, feeding, culling, development) comes increasing responsibility for their welfare.*

The Deer Code outlines a number of actions that should be undertaken to ensure that wild deer welfare is safeguarded. It does not outline any actions that are encouraged to be undertaken.

### Taking account of the impacts of management activities on the welfare of deer

In the first instance, respondents were asked to indicate whether they have taken account of the impacts of management activities on the welfare of deer. As Figure 35 illustrates, a large

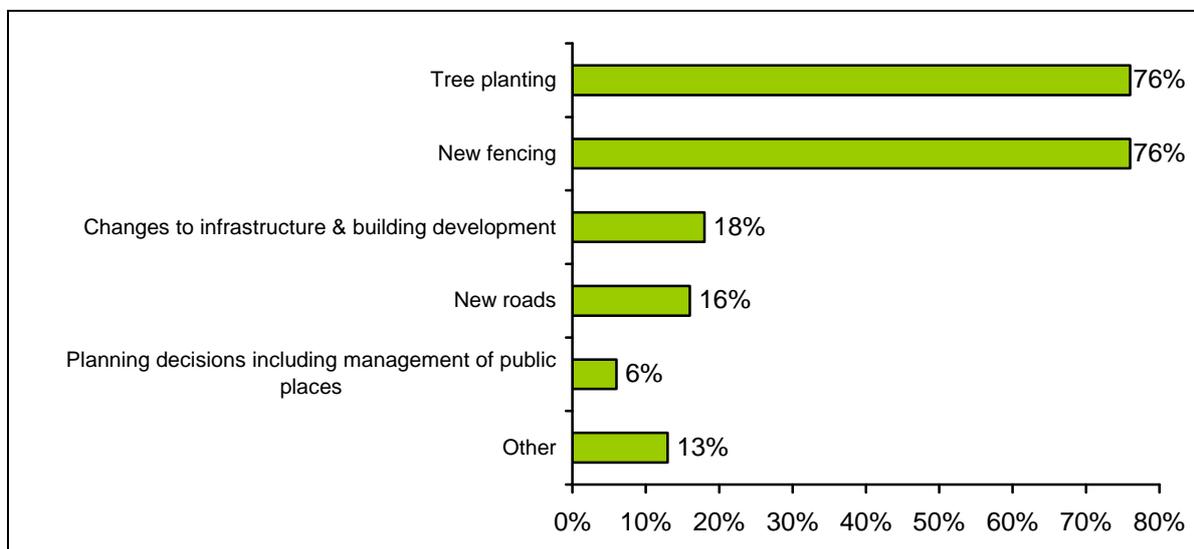
majority of respondents (79%) confirmed they have undertaken activities; and 19% claimed no management activities with an impact on welfare are carried out.



Base = 86: Q11a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 35: Whether taken account of impacts of management activities on the welfare of deer

Respondents were then asked to indicate whether they have considered the impacts of a number of issues on the welfare of deer. Figure 36 shows that the impacts of tree planting and new fencing have been considered by a majority of respondents (76%). Impacts considered by much smaller proportions of respondents included changes to infrastructure and building development (18%) and new roads (16%).



Base = 68: Q11b (all claiming responsibility for managing deer and considering the impacts of issues on the welfare of deer)

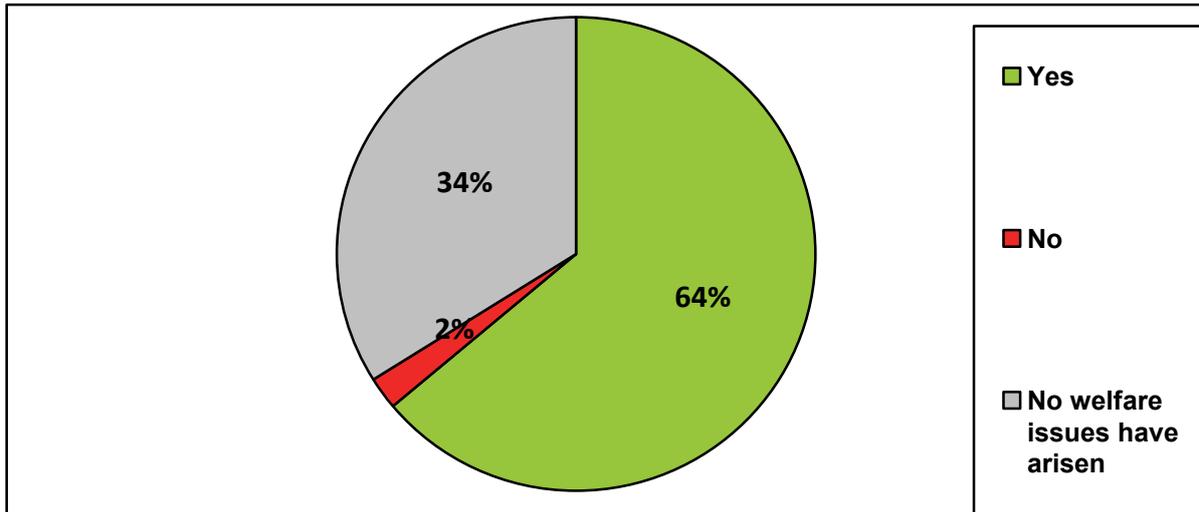
Figure 36: Whether considered the impacts of issues on the welfare of deer

The 2 respondents who had not taken account of the impacts of management activities on the welfare of deer were asked to provide their reasons and these were:

- Lack of interest
- Too small a cull

### Tackling welfare issues as, and when, they arise for individual deer

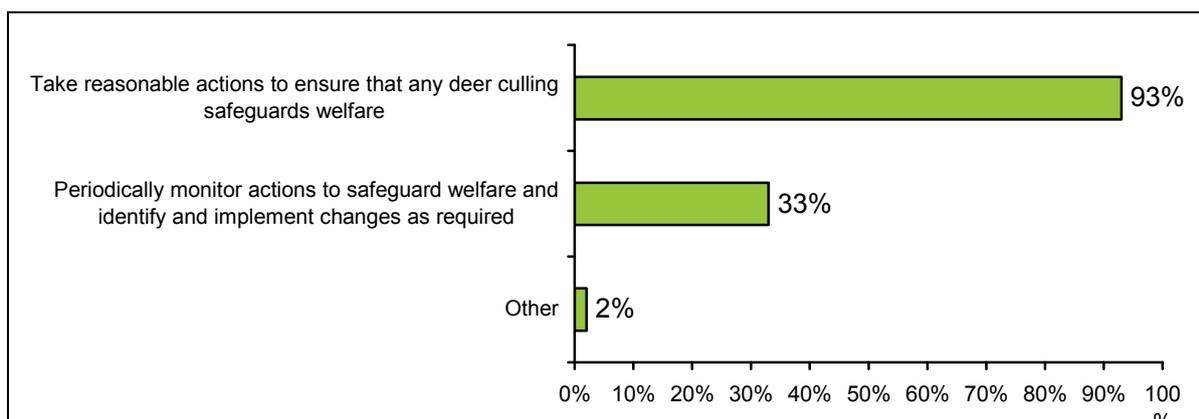
Respondents were then asked if they have tackled any welfare issues as, and when, they arise for individual deer and a majority (64%) claimed this was the case. A significant minority noted that no welfare issues have arisen.



Base = 86: Q12a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 37: Whether tackled any welfare issues as, and when, they arise for individual deer

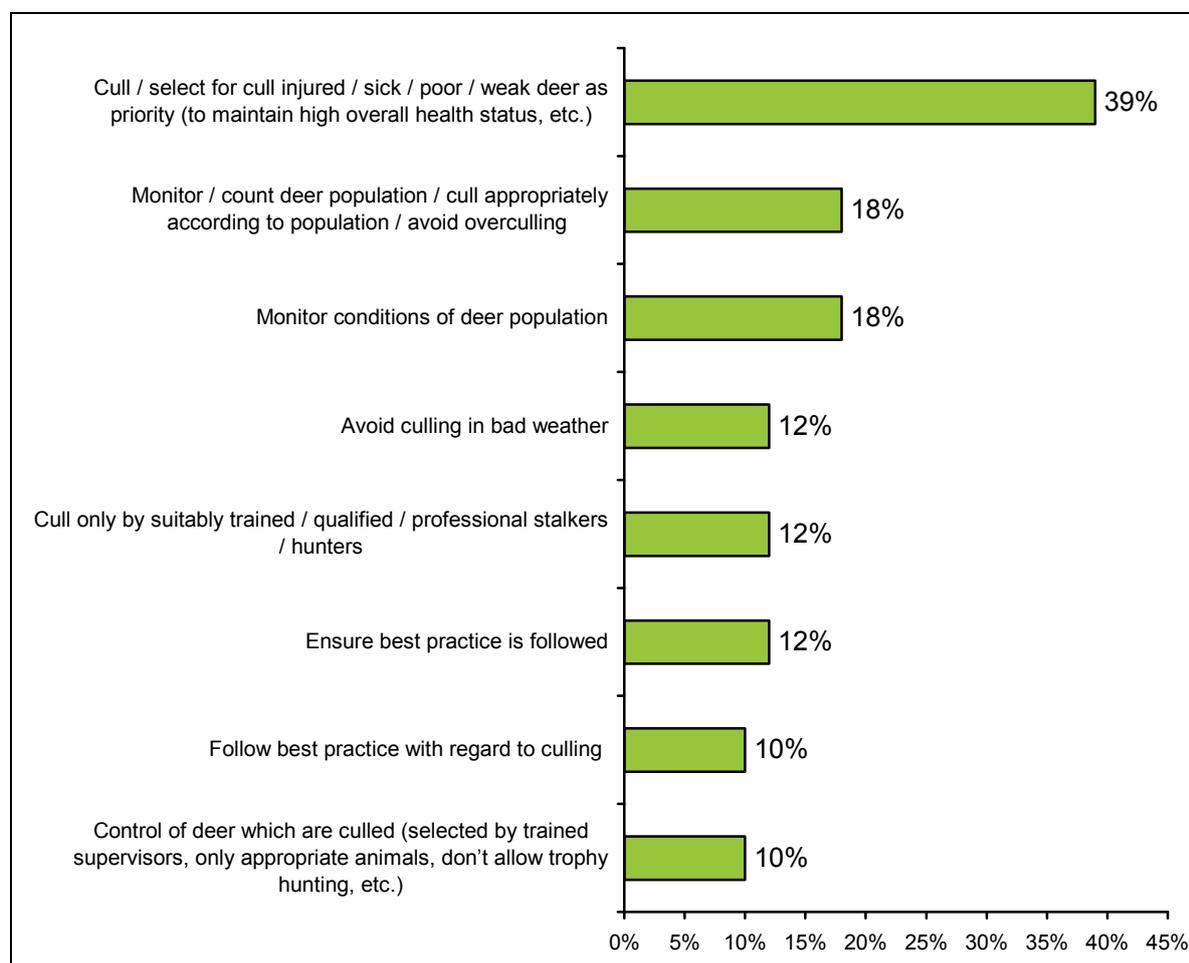
Respondents who had taken any actions were then asked to indicate what these were. Figure 38 shows that the key action was to ensure that any deer culling safeguards welfare (cited by 93%). A smaller proportion (33%) noted they periodically monitor actions to safeguard welfare and identify and implement changes as required.



Base = 55: Q12b (all claiming responsibility for managing deer and undertaking actions to tackle any welfare issues)

Figure 38: Types of action undertaken to tackle any welfare issues as and when they arise for individual deer

Those who noted they had taken reasonable actions to ensure that any deer culling safeguards welfare were asked what these actions were. Figure 39 shows the range of answers given by 10% or more of respondents, with the key action being to cull or select for culling, the injured / sick / poor / weak deer as priority to maintain high overall health.



Base = 51: Q12b2 (all claiming responsibility for managing deer and undertaking action to ensure any deer culling safeguards welfare)

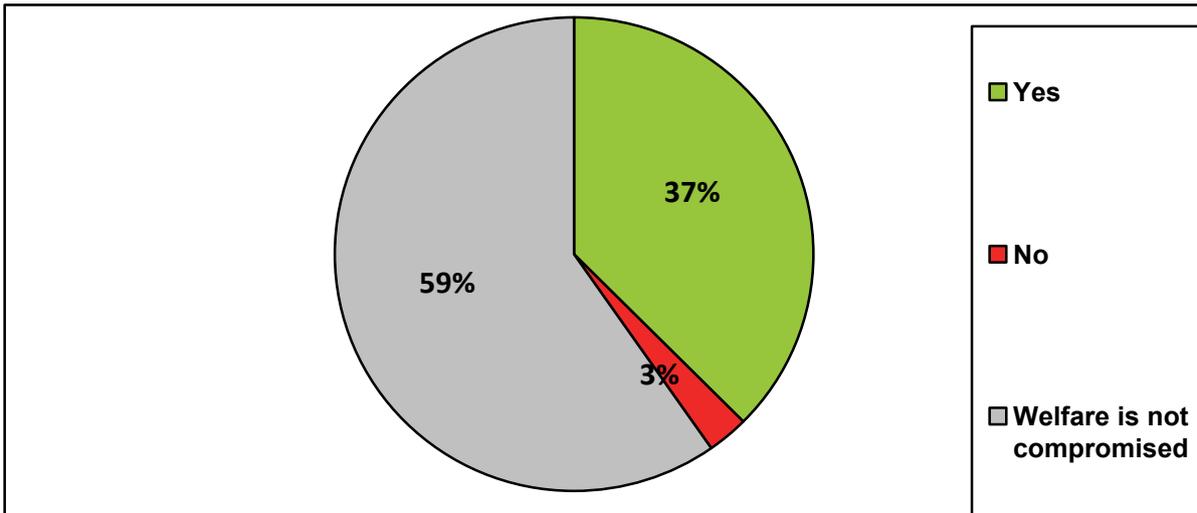
Figure 39: Types of reasonable action undertaken to ensure that any deer culling safeguards welfare

Only 2 respondents had not tackled any welfare issues as and when they arose for individual deer:

- Not applicable (1 mention)
- Working at a population level (1 mention)

### Adjusting management action when the welfare of the local population of deer (rather than the individual animals) is being compromised

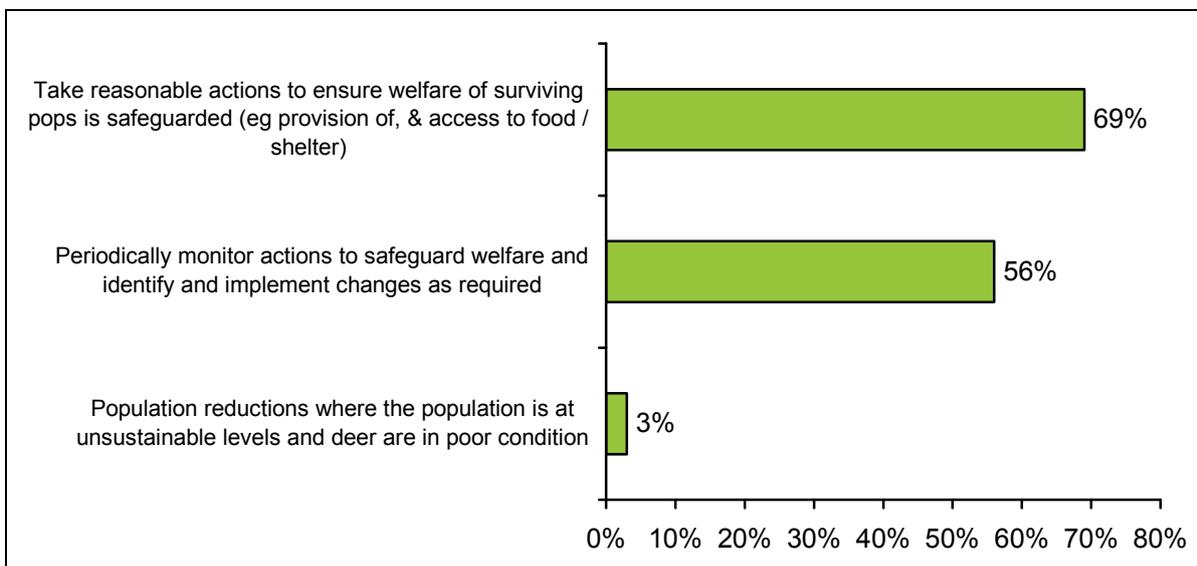
As shown in Figure 40, when considering the adjustment of management action when the welfare of the local population of deer is being compromised, a majority of respondents (59%) noted that welfare is not compromised. However, for those instances where welfare is compromised, most have adjusted management action.



Base = 86: Q12d (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 40: Whether have adjusted management action when the welfare of the local population of deer (rather than the individual animal) is being compromised

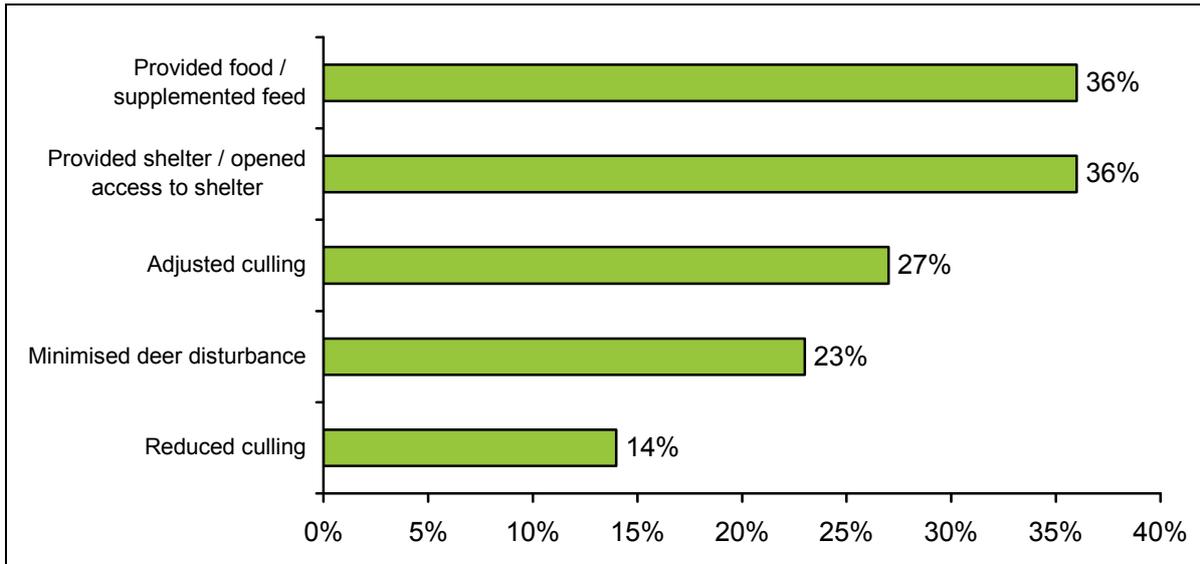
As shown in the Figure below, a majority of respondents take reasonable actions to ensure the welfare of surviving populations is safeguarded (e.g. provision of, and access to, food and shelter) or periodically monitor actions to safeguard welfare and identify and implement changes as required.



Base = 32: Q12e (all claiming responsibility for managing deer and undertaking management action when the welfare of the local population of deer is being compromised)

Figure 41: Types of management action adjustments undertaken when the welfare of the local population of deer is being compromised

Respondents were then asked to indicate what the reasonable actions were that had been undertaken. These included the provision of food / supplemented feed, the provision of shelter / opened access to shelter, adjusted culling, minimised deer disturbance and reduced culling.

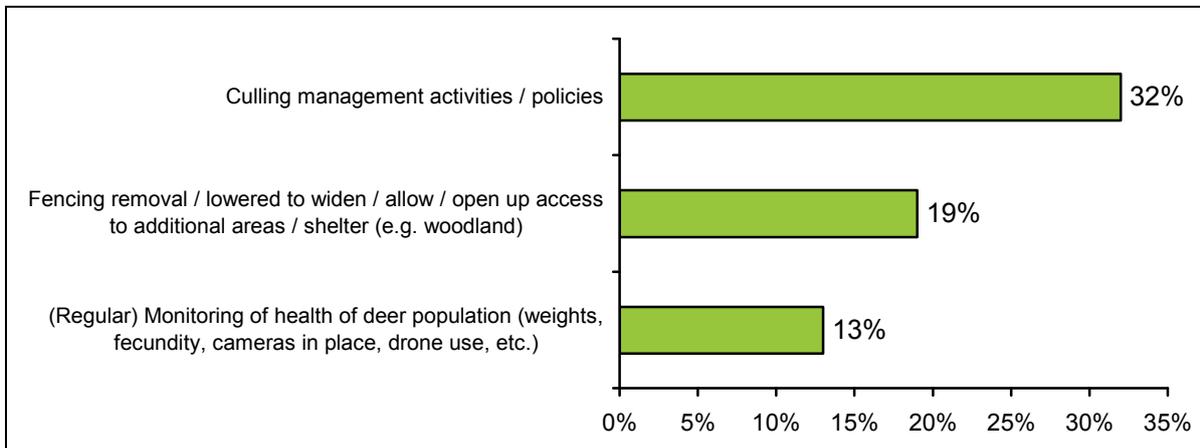


Base = 22: Q12e2 (all claiming responsibility for managing deer who have undertaken reasonable actions)

Figure 42: Reasonable actions undertaken

The 3 respondents who indicated they had not adjusted management actions when the welfare of the local population of deer is being compromised noted they did not need to adjust their approach.

Respondents were also asked to provide details of activities, plans or policies which show how they have taken these deer welfare actions into account. Figure 43 shows the key action related to culling management activities, with fewer respondents referring to changes to fencing or monitoring the health of the deer population.



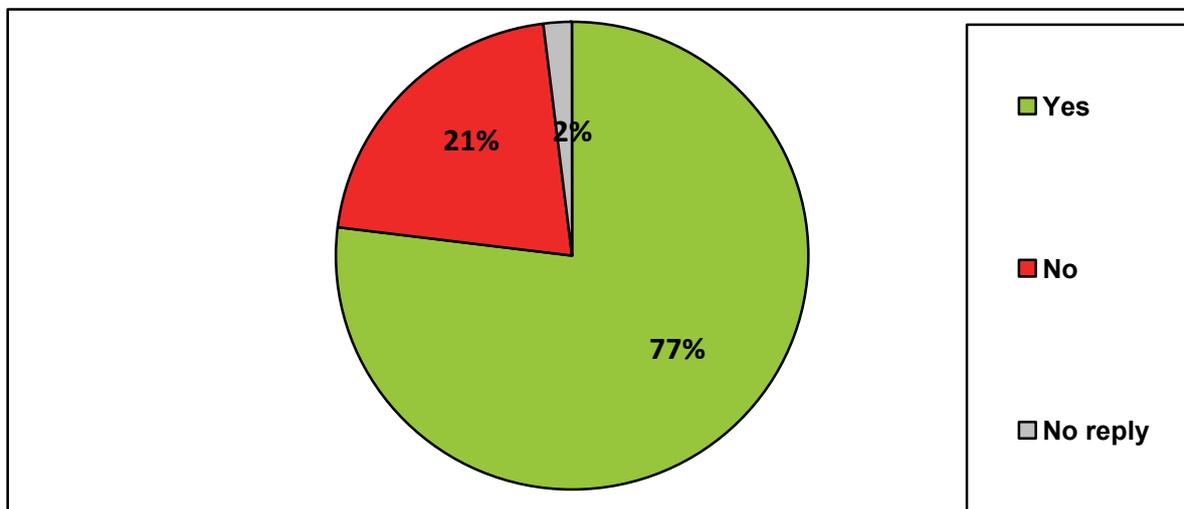
Base = 77: Q12g (all claiming responsibility for managing deer and undertaking deer welfare actions)

Figure 43: Details of activities, plans or policies which show how deer welfare actions have been taken into account

## The impact of the Code of Practice on Deer Management

### Collaboration

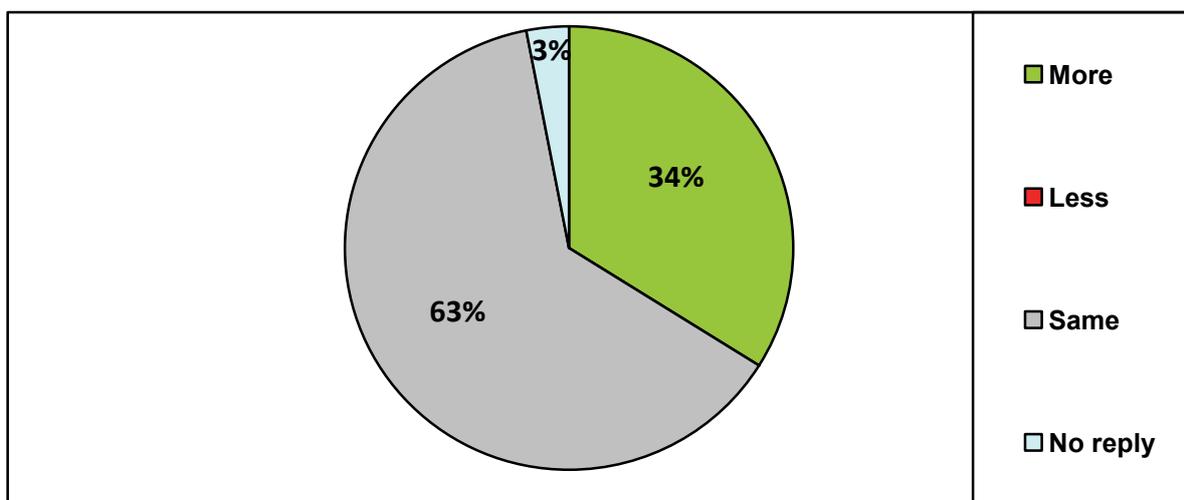
Respondents were asked whether they collaborate with organisations or individuals to deliver any actions in the Code of Practice on Deer Management and a majority (77%) claimed this is the case.



Base = 86: Q13a (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 44: Whether respondents collaborate with organisations or individuals to deliver any actions in the Code of Practice on Deer Management

Respondents were then asked to say whether they have collaborated more, less or the same with other organisations or individuals since the Code of Practice on Deer Management was introduced. A majority of respondents noted that collaboration has remained at the same level, although where there has been a change, this has been for more collaboration.



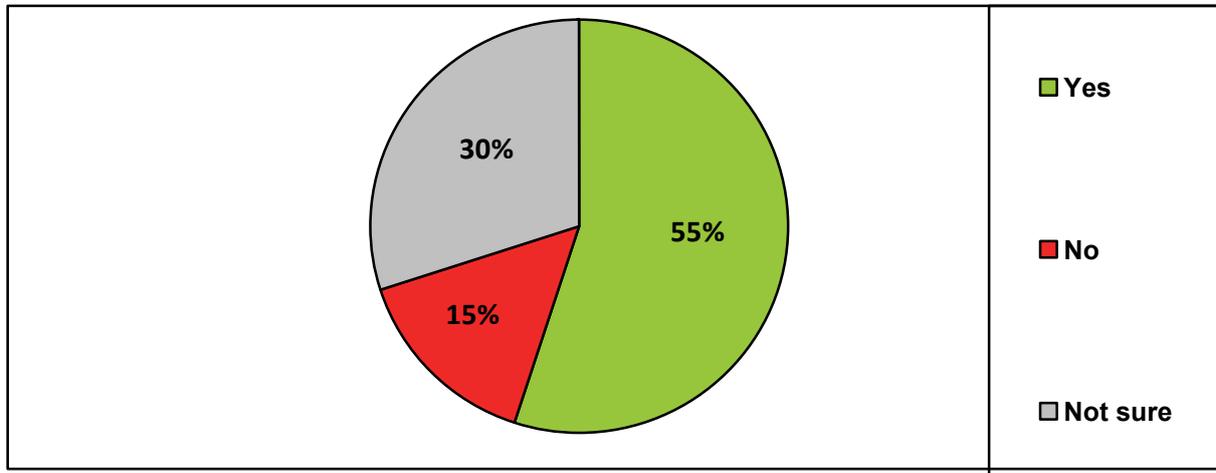
Base = 86: Q13b (all claiming responsibility for managing deer and who undertake activities in relation to the Deer Code)

Figure 45: Whether respondents have collaborated more, less or the same with other organisations or individuals since the Code of Practice on Deer Management was introduced

## The effectiveness of the Code of Practice on Deer Management

Respondents were asked to indicate whether they felt the Code of Practice is effective and just over half of all respondents (55%) felt this Code is effective.

Figure 46: Whether the Code of Practice on Deer Management is effective



Base = 132: Q14a (all claiming responsibility for managing deer)

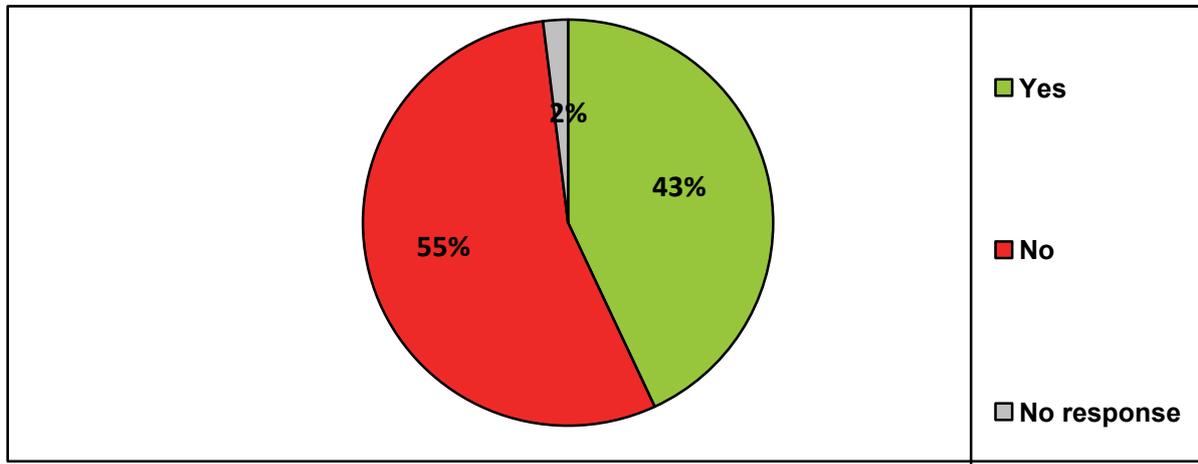
The key reasons given by respondents for thinking the Code of Practice is effective or ineffective are shown in the table below. A full listing of all responses is provided in Appendix 2. Those who think the Code has been effective tended to focus on it providing a good baseline for deer management as well as providing clarity in its guidance on the actions deer managers should be undertaking.

Table 1: Key reasons for thinking the Code of Practice is effective / ineffective

Key reasons for thinking the CoP is Effective (cited by 8%+)	Key reasons for thinking the CoP is Ineffective (cited by 8%+)
<ul style="list-style-type: none"> <li>It provides a good template / framework / starting point / baseline for deer management / provides generic boundaries / standards for deer management = 21%</li> <li>It provides clarity / clear guidance on processes / what deer managers should be doing = 14%</li> <li>It has raised awareness / made people / organisations more aware of their responsibilities for deer management = 12%</li> <li>It has enabled / encouraged collaborative / cooperative deer management = 11%</li> <li>Useful to refer to = 8%</li> </ul>	<ul style="list-style-type: none"> <li>Code of Practice is not followed properly = 14%</li> </ul>

## Changes to behaviour since the introduction of the Code of Practice on Deer Management

All respondents were asked to say whether the introduction of the Code of Practice on Deer Management has brought about changes in the way in which they or their organisation manage deer. More respondents (55%) felt this has not brought about change, compared to 43% who claimed this has brought about change.

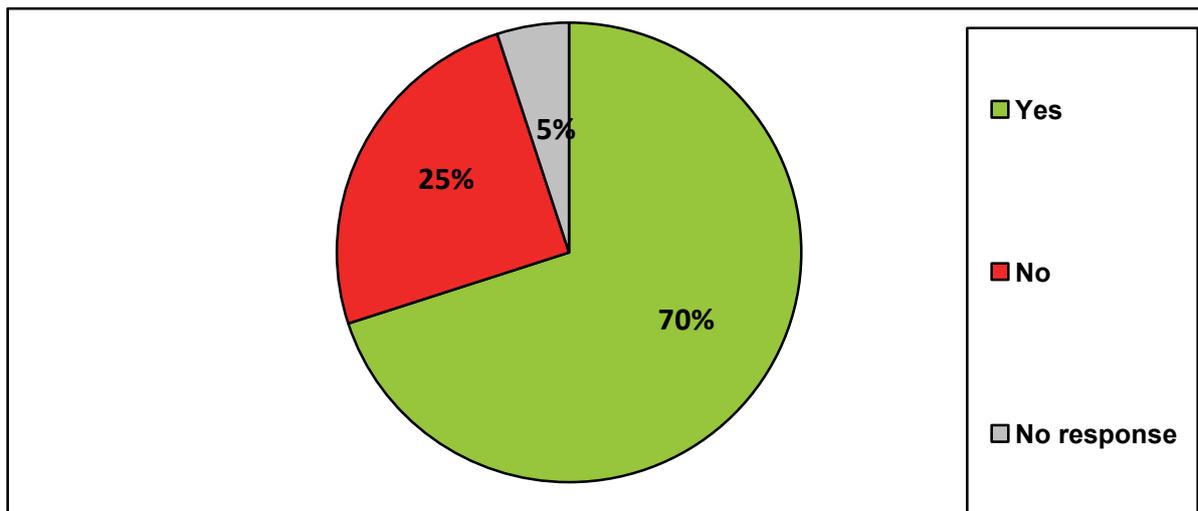


Base = 132: Q15a (all claiming responsibility for managing deer)

Figure 47: Whether the introduction of the Code of Practice on Deer Management has brought about changes in deer management

Claimed changes to their practice were higher among representative organisations than owner-occupiers (57% compared to 36%).

Interestingly, the assumed impact on other organisations is higher, and 70% of respondents felt the introduction of the Code of Practice has brought about changes in the way other organisations manage deer.

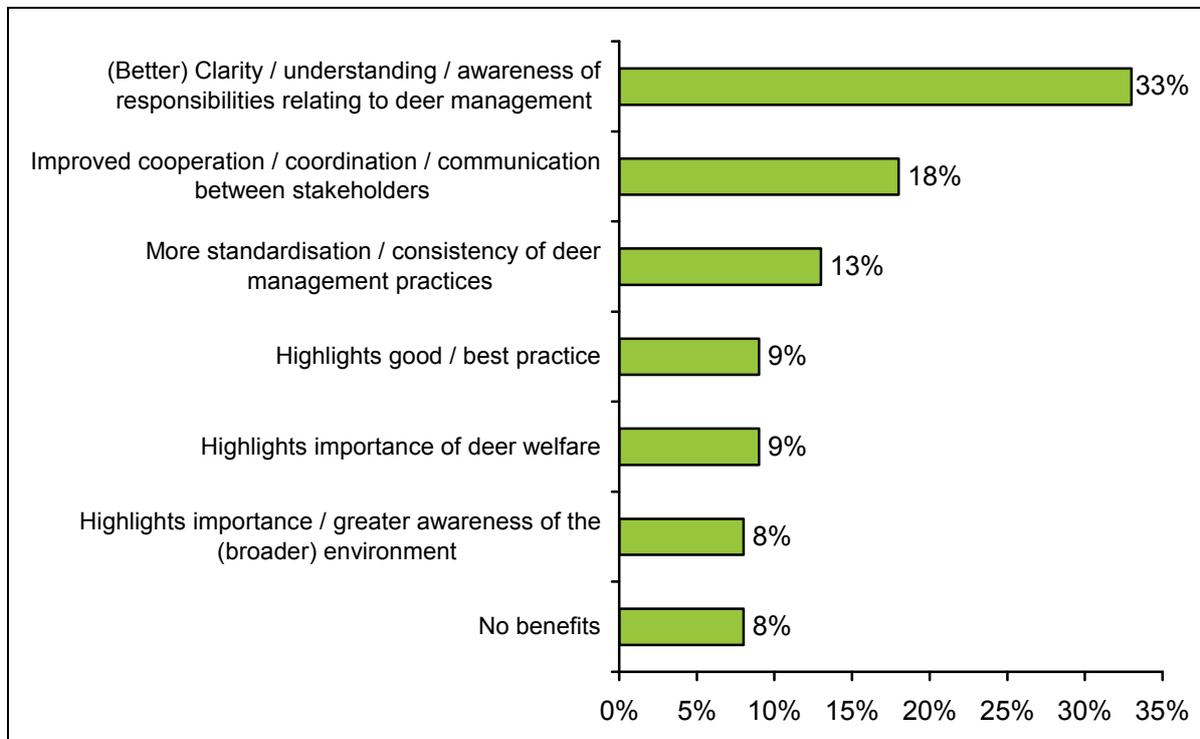


Base = 132: Q15b (all claiming responsibility for managing deer)

Figure 48: Whether the introduction of the Code of Practice on Deer Management has brought about changes in the way other organisations manage deer

## Benefits introduced by the Code of Practice

When considering the benefits introduced by the Code of Practice, respondents key focus was on having a better clarity, understanding or awareness of responsibilities in relation to deer management. Other benefits included that this has led to improved cooperation, coordination and communication between stakeholders and more consistency and standardisation of deer management practices.



Base = 132: (all claiming responsibility for managing deer) Q16 (cited by 8% or more of respondents)

Figure 49: Benefits introduced by Code of Practice on Deer Management

## ANNEX 1: QUESTIONNAIRE



### **Review of Compliance with the Code of Practice on Deer Management**

Scottish Natural Heritage has a statutory duty under the Deer (Scotland) Act 1996 (as amended) to review the extent of compliance with the Code of Practice on Deer Management (Deer Code). This on-line audit has been commissioned to help gather information which will be incorporated into a report to be submitted to Scottish Ministers.

This confidential audit is hosted by Why Research, an independent market research company.

The information you provide will be confidential and no response will be individually reported.

If you would like to submit any additional comments or if you have any queries about the survey, please contact Sue Granville at Why Research (sue@whyresearch.co.uk) or call 0131 524 8171.

We would be grateful if you could submit your response no later than **THURSDAY 25TH OCTOBER**.

Thank you in advance for your time and support, it is greatly appreciated.

## **ABOUT YOU**

PLEASE NOTE: We are interested in any activities undertaken.

The questions marked \*\*\* specifically require you to enter an answer to move onto the next question and ensure you are directed to questions appropriate to you.

- Q1a** Are you responding on behalf of a representative organisation or an owner-occupier? \*\*\* PLEASE CLICK ONE CIRCLE ONLY
- Representative organisation
  - Owner-occupier

**Q1b** Do you work within the public or private sector?

- Public
- Private
- Other

**Please specify:**

---

**Q1c** Which of the following best describes you or the sector you work in:

**Please click one circle to indicate which of the following best describes your sector**

- Agriculture / crofting / farming
- Forestry
- Local Authority
- Environmental / conservation
- Estate management groups
- Deer management groups
- National representative body – sporting interests
- National representative body – other
- Local representative body – sporting interest (e.g. moorland group)
- Local representative body – other (e.g. community land ownership group)
- Other

**Please specify:**

---

**Q2** Are you located in .....

- A lowland area
- An upland area
- An urban area
- A combination of any of the above

**Q3** Which species of deer are you responsible for managing?

- Sika
- Fallow
- Roe
- Red
- Not responsible for managing deer

## **AWARENESS OF THE CODE OF PRACTICE ON DEER MANAGEMENT (THE DEER CODE)**

**Q4a** Are you aware of the Code of Practice on Deer Management?

- Yes
- No
- Don't know / not sure

**Q4b** Have you used the Code of Practice on Deer Management?

- Yes
- No
- Don't know / not sure

**Q4c** How often do you use or refer to the Code of Practice on Deer Management?

- Regularly
- Occasionally
- Rarely

**Q5** And which organisation(s), if any, have you had any contact with in relation to the Code of Practice on Deer Management, for example, to obtain further information or clarify any queries? (please tick the relevant box(es) below)

- Scottish Natural Heritage (SNH)
- Local authority
- Deer management group
- Local landowner / estate manager
- Other (please write in below)
- None

**Other:**

---

**Q6a** Do you have a Deer Management Plan? \*\*\*

- Yes
- No
- Don't know

**Q6a1** What is the scale of your Deer Management Plan?

- Woodland grant DMP
- DMG-scale DMP
- Other

**Please specify below:**

---

- Q6b** Do you consider deer management planning in any aspect of your work?
- Yes
  - No
  - Don't know / not sure

There are four themes in the Code of Practice on Deer Management. Under each of these themes, there are a number of actions that **must** be undertaken to avoid the risk of prosecution; there are some actions that **should** be undertaken to avoid the risk of regulatory action, and there are other actions that organisations are **encouraged** to do because they demonstrate good practice in deer management.

The following sections of this audit look at actions that **should** be undertaken or that are **encouraged**, under each theme. The audit is composed of tick box questions with a request for links to relevant plans, policies and examples of activities which substantiate the responses to these questions.

#### **THEME: ACTIONS TO PROTECT AND ENHANCE THE ENVIRONMENT**

There are a number of actions that should be undertaken to protect and enhance the environment. \*\*\*

Which of the following have you undertaken?

**Q7a** Manage levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites? \*\*\*

- Yes
- No
- No designated sites

**Q7b** Which of the following types of actions have you undertaken to manage levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites?

- Identify designated features, the reported condition and herbivore pressures affecting them
- Identify and agree actions to manage herbivore impacts affecting the favourable condition of designated features
- Monitor progress and review actions to manage herbivore impacts affecting favourable condition
- Other

**Please specify:**

---

---

**Q7c** What are the reasons you have not managed levels of grazing, trampling and browsing to deliver the favourable condition of natural features within designated sites? \*\*\*

**PLEASE WRITE IN**

---

---

---

---

---

---

**Q7d** Manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems? \*\*\*

- Yes
- No

**Q7e** Which of the following types of actions have you undertaken to manage grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems?

- Identify and quantify the habitat resource by broad type (peatlands, woodlands, water quality, freshwater and wetland, farmland and lowland)
- Identify impact levels appropriate for each habitat type
- Quantify a sustainable level of grazing and trampling for each of these habitat types
- Conduct habitat impact assessments and identify and implement actions to attain suitable levels of grazing
- Regularly review information to measure progress and adapt management when necessary
- Other

Please specify:

---

---

**Q7f** What are the reasons you have not managed grazing levels designed to prevent loss or damage to Scotland's biodiversity and wider ecosystems? \*\*\*

---

---

---

---

---

**Q7g** Follow the Invasive Non-native Species Code to prevent further establishment of non-native species by reporting any sightings of muntjac? \*\*\*

- Yes
- No
- No sightings of muntjac

**Q7g1** What are the reasons why you haven't followed the Invasive Non-native Species Code to prevent further establishment of non-native species by reporting any sightings of muntjac?

---

---

---

---

- Q7h** Protect designated historic features from being damaged by deer e.g. by trampling? \*\*\*
- Yes
  - No
  - No designated features on land

**Q7h1** What are the reasons why you haven't protected designated historic features from being damaged by deer e.g. by trampling?

---

---

---

- Q7i** You are also encouraged to make a wider contribution to, and support, the delivery of public policy in relation to wider land management and environmental objectives. Please tick the relevant box(es) below to indicate whether you have undertaken any of the following activities in relation to this?
- Support ecosystem services e.g. flood reduction schemes, riverbank restoration or forest habitat networks
  - Contribute to reducing climate change and improving resilience to its effects
  - Agreed on local management of established non-natives (Sika and fallow) which may be utilised as a resource
  - Other
- Please specify:**
- 
- 

- Q7j** Please indicate what activities, plans or policies you have in place to help deliver these environmental actions.
- Deer Management Plans
  - Long Term Forest Plans
  - AECS contract with moorland management options for deer only or deer and livestock
  - Habitat Management Plans which take account of deer
  - Land Use Plans which take account of deer
  - Habitat Impact Assessment
  - Other activity or plan
- Please specify:**
- 
-

**Q7k** Please provide further details of these activities, plans or policies.

---

---

---

---

---

---

**THEME: ACTIONS TO SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT**

**Q8a** Under this theme you should take account of other economic activities when managing wild deer and minimise negative impacts on them (e.g. food production, forestry, tourism and other rural businesses). Have you done this? \*\*\*

- Yes
- No

**Q8b** What action have you taken?

---

---

---

---

---

---

**Q8c** What are the reasons you haven't taken account of other economic activities when managing wild deer and minimising negative impacts on them? \*\*\*

---

---

---

---

---

---

**Q8d** You are also encouraged to maximise economic benefit, promote training opportunities and seek opportunities to add value. Please tick the relevant box(es) below to indicate which activities you have undertaken in relation to this?

- Identify opportunities to add value to products from deer management (Scottish Quality Wild Venison, venison branding)
- Identify and quantify the main sources of revenue related to deer (sport, tourism etc.)
- Identify and quantify deer-related employment
- Promote training
- Provide opportunities for local communities to become involved in deer management planning
- Other (please specify below)
- None

**Please specify:**

---

---

**Q8e** Please can you provide some examples and further details of how you have taken account of other economic activities; such as, providing a brief explanation of how you have taken account of impacts on other economic activities e.g. erected deer fencing to protect forestry / crops / woodlands or increased the cull, collaborated with other land managers to understand the range of objectives for an area and agreed a cull target.

---

---

---

---

---

---

## **THEME: ACTIONS TO SUPPORT SOCIAL WELL-BEING**

There are a number of actions that should be undertaken in relation to supporting social well-being. Which of these, if any, have you undertaken to support social well-being?

**Q9a** Have you contributed to co-ordinated action to reduce road safety risks? \*\*\*

- Yes
- No
- Road safety risks are not an issue

**Q9b** Which of the following types of actions have you undertaken to contribute to co-ordinated action to reduce road safety risks? Please tick the relevant box(es)

- Identified and quantified road safety issues associated with deer
- Contributed to co-ordinated action to reduce these risks
- Monitored the effect of this action on road safety risks
- Other

**Please specify:**

\_\_\_\_\_

\_\_\_\_\_

**Q9c** What are the reasons why you haven't contributed to co-ordinated action to reduce road safety risks? \*\*\*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Q9d** Are you appropriately trained, equipped and aware of health and safety risks associated with your deer management? \*\*\*

- Yes – have Deer Stalking Certificate Level 1
- Yes – have Deer Stalking Certificate Level 2
- Yes – have other certificate / training
- No

**Please specify your other certificate / training below:**

\_\_\_\_\_

\_\_\_\_\_

**Q9e** What are the reasons why you aren't appropriately trained, equipped and aware of health and safety risks associated with your deer management? \*\*\*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Q9f** Have you contributed to action to reduce the negative impacts of deer on green spaces used by the public for their well-being? \*\*\*

- Yes
- No
- There are no greenspaces in my area that are used by the public

**Q9g** In which of the following situations have you undertaken any actions to reduce negative impacts of deer on green spaces used by the public for their wellbeing? Please click the relevant box(es)

- Damage to flowerbeds, floral displays and allotments
- Damage to amenity trees
- Damage to parks and nature reserves
- Other

**Please specify:**

---

---

**Q9h** What are the reasons why you haven't contributed to action to reduce the negative impacts of deer on green spaces used by the public for their well-being? \*\*\*

---

---

---

---

---

---

**Q9i** In your role in managing deer, do you follow the Scottish Outdoor Access Code? \*\*\*

- Yes
- No

**Q9j** Which of the following types of actions have you undertaken to follow the Scottish Outdoor Access Code? Please click the relevant box(es)

- Identified main access and recreational activities and assess how these fit with your deer management
- Identified actions to mitigate any public access and recreation activity during peak periods of deer culling e.g. use of hill phones and websites
- Other

**Please specify:**

---

---

**Q9k** What are the reasons why you don't follow the Scottish Outdoor Access Code? \*\*\*

---

---

---

---

---

---

**Q10** You are also encouraged to be involved in contributing to initiatives to tackle wildlife crime and involving others to learn about and see deer. Please click the relevant box(es) below to indicate which activities you have undertaken in relation to this?

- Facilitated public access and promoted positive communication between visiting public and wildlife managers / rangers etc.
- Provided information on where deer are likely to be seen
- Liaised with local communities to keep them informed of local management activities
- Helped raise awareness of the need for, and issues associated with, deer management
- Promoted venison as a healthy food
- Reported any suspected incidences of wildlife crime
- Other

**Please specify:**

---

---

**Q10a** Please provide details on activities, plans or policies which show how you have taken these social well-being actions into account.

---

---

---

---

---

---

**THEME: ACTIONS TO ENSURE THAT WILD DEER WELFARE IS SAFEGUARDED**

There are a number of actions which should be undertaken in to ensure that wild deer welfare is safeguarded. Which of these, if any, have you undertaken? \*\*\*

**Q11a** Taken account of the impacts of management activities on the welfare of deer? \*\*\*

- Yes
- No
- No management activities with an impact on welfare are carried out

**Q11b** Have you considered the impacts of the following on the welfare of deer?

- New fencing
- Tree planting
- New roads
- Changes to infrastructure and building development
- Planning decisions including management of public places
- Other

**Please specify:**

---

---

**Q11c** What are the reasons why you haven't taken account of the impacts of management activities on the welfare of deer? \*\*\*

---

---

---

---

---

---

**Q12a Tackled any welfare issues as, and when, they arise for individual deer? \*\*\***

- Yes
- No
- No welfare issues have arisen

**Q12b Which of the following types of actions have you undertaken to tackle any welfare issues as and when they arise for individual deer?**

- Take reasonable actions to ensure that any deer culling safeguards welfare
- Periodically monitor actions to safeguard welfare and identify and implement changes as required
- Other

**Please specify:**

---

---

**Q12b2 What are the reasonable actions which have been taken?**

---

---

---

---

**Q12c What are the reasons why you have not tackled any welfare issues as, and when, they arise for individual deer? \*\*\***

---

---

---

---

---

**Q12d Adjusted management action when the welfare of the local population of deer (rather than the individual animal) is being compromised? \*\*\***

- Yes
- No
- Welfare is not compromised

**Q12e** Which of the following types of management action adjustments have you undertaken when the welfare of the local population of deer (rather than the individual animal) is being compromised?

- Take reasonable actions to ensure that the welfare of surviving populations is safeguarded (e.g. provision of and access to food and shelter)
- Periodically monitor actions to safeguard welfare and identify and implement changes as required.
- Other

**Please specify:**

---

---

**Q12e2** What are the reasonable actions which have been taken?

---

---

---

---

**Q12f** What are the reasons why you have not adjusted management action when the welfare of the local population of deer (rather than the individual animal) is being compromised? \*\*\*

---

---

---

---

---

**Q12g** Please provide details of activities, plans or policies which show how you have taken these deer welfare actions into account.

---

---

---

---

---

**Q13a** Do you collaborate with organisations or individuals to deliver any actions in the Code of Practice on Deer Management?

- Yes
- No

**Q13b** Would you say you have collaborated more, less or the same with other organisations or individuals since the Code of Practice on Deer Management was introduced?

- More
- Less
- The same

**Q14a** Do you think the Code of Practice on Deer Management is effective?

- Yes
- No
- Not sure

**Q14b** And why do you say that?

---

---

---

---

---

---

---

**Q15a** Has the introduction of the Code of Practice on Deer Management brought about changes in the way in which you or your organisation manage deer?

- Yes
- No

**Q15b** And do you think the introduction of the Code of Practice on Deer Management has brought about changes in the way in which other organisations manage deer?

- Yes
- No

**Q16** Overall, what benefits have been introduced by the Code of Practice on Deer Management?

---

---

---

---

---

---

---

It is possible that we will be conducting a series of more in-depth discussions with a small number of people who have responded to this survey. Would you be willing, if selected, to take part in a telephone discussion with one of our researchers?

Comments made during these discussions will not be attributed to individuals in our reporting.

- Yes
- No

**Please Provide:**

Your name: \_\_\_\_\_  
\_\_\_\_\_

Your organisation's name (if applicable): \_\_\_\_\_  
\_\_\_\_\_

Contact email: \_\_\_\_\_  
\_\_\_\_\_

Best telephone number to contact you on: \_\_\_\_\_  
\_\_\_\_\_

Preferred time of the day to contact you:

- Morning
- Afternoon
- Evening

Thank you very much for taking the time to complete this survey. We value your views and would like to thank you for participating.

Please click 'SUBMIT' below to complete your response.

## ANNEX 2: FULL LISTING OF ALL RESPONSES TO ALL OPEN ENDED QUESTIONS

**Q1c Which of the following best describes you or the sector you work in:**

	%
Agriculture / crofting / farming	21
Forestry	8
Local Authority	8
Environmental / conservation	14
Estate management groups	15
Deer management groups	13
National representative body – sporting interests	3
National representative body – other	3
Local representative body – sporting interest (e.g. moorland group)	1
Local representative body – other (e.g. community land ownership group)	4
Other	7
Retired	1
Tourism	2
Oil / gas industry	1

### AWARENESS OF THE CODE OF PRACTICE ON DEER MANAGEMENT (THE DEER CODE)

#### THEME: ACTIONS TO PROTECT AND ENHANCE THE ENVIRONMENT

**Q7e Which of the following types of actions have you undertaken to manage grazing levels designed to prevent loss or damage to Scotland’s biodiversity and wider ecosystems?**

Base = 72	%
Identify and quantify the habitat resource by broad type (peatlands, woodlands, water quality, freshwater and wetland, farmland and lowland)	51
Identify impact levels appropriate for each habitat type	47
Quantify a sustainable level of grazing and trampling for each of these habitat types	47
Conduct habitat impact assessments and identify and implement actions to attain suitable levels of grazing	68
Regularly review information to measure progress and adapt management when necessary	69
Integrated management other herbivores (sheep, mountain hares, rabbits, grouse).	1
Take advice from farmers and land owners about local damage	1

**Q7f What are the reasons you have not managed grazing levels designed to prevent loss or damage to Scotland’s biodiversity and wider ecosystems?**

Base = 14	%
Disagree that there is loss of biodiversity due to grazing / reduced deer numbers means there is unlikely to be damage to biodiversity	29
The (overriding) priority (over damage to biodiversity) is to limit damage to trees, shrubs, forests / protection and management of grazing not a priority	21
Not applicable for my ground / little if any grazing ground	14
Not relevant - unspecified	7
Not had the opportunity (difficult to get shooting in Scotland, etc.)	7
Unsure what is meant by ‘wider ecosystems’ / deer are a part of the diversity	7
Grazing is under control of crofters, not the landowner	7
Deer browsing is managed as part of the DMP	7
Waiting for LA NGO to lead the way / will follow LA DMP	7
Don't know	7

**Q7i You are also encouraged to make a wider contribution to, and support, the delivery of public policy in relation to wider land management and environmental objectives. Please tick the relevant box(es) below to indicate whether you have undertaken any of the following activities in relation to this?**

Base = 78	%
Support ecosystem services e.g. flood reduction schemes, riverbank restoration or forest habitat networks	59
Contribute to reducing climate change and improving resilience to its effects	44
Agreed on local management of established non-natives (Sika and fallow) which may be utilised as a resource	29
Other	5
Woodland regeneration/ expansion	4
Local control of natives (roe deer)	1

**Q7j Please tick the relevant boxes to indicate any activities, plans and policies which substantiate your answers above.**

Base = 78	%
Deer Management Plans	73
Habitat Impact Assessment	53
Habitat Management Plans which take account of deer	45
Long Term Forest Plans	44
Land Use Plans which take account of deer	32
AECS contract with moorland management options for deer only or deer and livestock	17
Muirburn	1
SRDP	1
Own local directions	1
Tree planting outwith grant schemes	1

**Q7k Please provide further details of these activities, plans or policies.**

Base = 78	%
DMP in place/ part of DMG which produces a DMP / collaborative approach to produce DMP	14%
Deer control / reduction / removal activities (eg. removal within fenced woodland, reduction to 10 deer / sq hectare, maintenance of sustainable deer population, keep deer trampling to a minimum)	13%
(Own) Deer counts / culls / cull targets / management of deer numbers	10%
Plans produced as part of estate / farm plans	10%
Woodland management expansion projects / action - unspecified	9%
Own long term forest plan(s) in place	8%
HIAs (eg. static / subjective HIAs for woodland monitoring, determination of herbivore grazing / trampling)	8%
SSSI protection actions (eg. SNH monitoring / reporting, ensuring favourable / recovering condition, shaping culls around SSSI protection)	8%
Peatland restoration	6%
Other DMG engagement (membership, issue resolution, knowledge sharing, etc.)	5%
Deer impact assessments (e.g. browsing damage limits)	4%
Participation in AECS (eg. contract for deer management, cattle grazing / annual environmental audit for AECS)	4%
Other environmental management actions (moorland, grazing, wildlife corridors, use of external habitat monitoring services, etc.)	4%
DMG reports / plans (counts, culls, etc.)	3%
Everything covered / too many actions to stipulate	3%
Native woodland regeneration / planting	3%
Forest regeneration using fenced areas	3%
Natural forest regeneration (eg. without fencing)	3%

Rewilding areas (eg. rewetting flow country)	3%
Meetings to discuss results of DMP (e.g. with SNH)	1%
Use other long term forest plans (e.g. forest owners' agents plans)	1%
Management of commercial plantations	1%
SNH Habitat Management grant received	1%
Other community actions (working with schools, giving courses, working with other local groups, etc.)	1%
Renewable energy actions (eg. hydro turbine, solar panels)	1%
Sheep reductions plans / actions	1%

### THEME: ACTIONS TO SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT

**Q8a Under this theme you should take account of other economic activities when managing wild deer and minimise negative impacts on them (e.g. food production, forestry, tourism and other rural businesses). Have you done this?**

**Q8b What action have you taken?**

Base = 75	%
Control / cull deer population to minimise tree / crop damage / impact on forestry	43
Managing deer numbers (e.g. so they don't impact other activities like walking, mountain biking / so they aren't near roads)	21
Encourage (deer-related) tourism (provide information, deer-viewing facilities, providing access gates / paths, keep culling to an acceptable level, etc.)	20
Supporting (controlled / moderated) shooting / stalking / sporting lets	19
Venison sales (support local game dealers, butchers, etc.)	19
Maintenance of deer exclusion fencing / fencing to prevent deer intrusion	12
Supporting local economy / businesses / employment (accommodation, catering, increase in visitors, shops, etc.)	12
Liaison / communication / consultation with other local stakeholders (neighbours, landowners, local DMG, farmers, gamekeepers, etc.)	8
Promoting forestry / woodland (replanting for benefit of / shelter for deer, removal of fences to allow deer free rein, etc.)	8
Followed the DMP / managing deer sustainably	7
Diversionary feeding of deer (away from sheep feeding areas, roads, etc.) / feeding deer in winter	4
Assessments of land use (e.g. grazing, population density, carrying capacity of land, habitat surveys)	4
Support / encourage local community to get involved in deer management	3
Improving habitat condition (e.g. flood management / conservation)	3
Food production – unspecified	3

Training / courses (food management and handling, bullet placement, deer stalking, etc.)	3
Other	3
Consideration of other impacts (farming, woodland, farm-related research projects, etc.)	1

**Q8e Please can you provide some examples and further details of how you have taken account of other economic activities; such as, providing a brief explanation of how you have taken account of impacts on other economic activities e.g. erected deer fencing to protect forestry / crops / woodlands or increased the cull, collaborated with other land managers to understand the range of objectives for an area and agreed a cull target.**

Base = 86	%
Erected deer fencing to protect forestry / crops / woodlands	30
Collaborated with other land managers to agree a cull target (coordinated counts, etc.)	22
Collaborated with other land managers to understand the range of objectives for an area	21
Have own DMG / member of DMG / regularly engage with DMG community	21
Increased the cull (to protect woodlands, reduce deer entering local settlement, etc.)	10
Run training / courses (e.g. DMQ level1, training young deer stalkers, DSC1, DSC2, educate community on deer management)	10
Focussed / varied / balanced cull (as required to protect woodlands, according to deer numbers / density, according to habitat changes, etc.)	9
Supply of venison (locally, provides employment for ghillies, member of SQWV QA scheme, registered as a food business operator, larder facilities, etc.)	9
Monitor / maintain fencing to protect forestry / crops / woodlands / farmland	8
Provision for wildlife/ deer tourism (allowing access for public viewing, deer parks, etc.)	6
Undertaken training (e.g. DSC1, DSC2, DMC)	5
N/A / no deer impact issues / very few deer	5
Provision of stalking lets (provides local employment, etc.)	5
Opening up / creation of forests / woodland / land for grazing (for deer shelter in winter, keeping deer away from areas needing protection, etc.)	5
Other	3
No / none	2
Peatland restoration	1

**THEME: ACTIONS TO SUPPORT SOCIAL WELL-BEING**

**Q9b Which of the following types of actions have you undertaken to contribute to co-ordinated action to reduce road safety risks? Please tick the relevant box(es)**

Base = 28	%
Identified and quantified road safety issues associated with deer	79
Contributed to co-ordinated action to reduce these risks	68
Monitored the effect of this action on road safety risks	32
Cull deer to prevent vehicle collisions	7
Deer fence to stop deer straying onto roads	4

**Q9c What are the reasons why you haven't contributed to co-ordinated action to reduce road safety risks?**

Base = 14	%
Road safety not an issue (no land with deer near a road, road safety risks not highlighted in DMG plan, etc.)	57
Don't know (not considered it, don't know whats happening in my area, etc.)	21
Lack of local interest (no discussions, etc.)	14
Not possible to take action (huge mileage of unfenced roads, etc.)	7

**Q9d Are you appropriately trained, equipped and aware of health and safety risks associated with your deer management? \*\*\***

Base = 86	%
Yes – have Deer Stalking Certificate Level 1	60
Yes – have Deer Stalking Certificate Level 2	53
No	14
On fit and competent register / SNH approval	6
BDS / British Deer Society deer management qualification / course	5
Experience-related (50 years in field, DCS long term membership, etc.)	5
First aid in the field / forestry endorsement	3
Deer management course / qualification – unspecified	3
Food / game handling / hygiene (certified)	3
Other	2
Accredited witness	2
Assessor qualification	2
Other specified deer management course / certificate (Thurso College, Jelen)	2
Lantra approved / certificate	2
DMQ	2

**Q9g In which of the following situations have you undertaken any actions to reduce negative impacts of deer on green spaces used by the public for their wellbeing?**

Base = 14	%
Damage to flowerbeds, floral displays and allotments	50
Damage to amenity trees	64
Damage to parks and nature reserves	50
Gardens and public safety reducing rtc	7
Manage deer on SSSI in accordance with DMP	7

**Q9j Which of the following types of actions have you undertaken to follow the Scottish Outdoor Access Code?**

Base = 81	%
Identified main access and recreational activities and assess how these fit with your deer management	81
Identified actions to mitigate any public access and recreation activity during peak periods of deer culling e.g. use of hill phones and websites	53
Use signs to advise public (on deer / game management, etc.)	5
Maintain public access routes / priority over stalking (suspend culling, etc.)	5
Communicate / maintain awareness of access use (conversations, direct contact, etc.)	4
Other	2
Not needed	1

**Q10a Key activities, plans or policies that demonstrate respondents have taken social well-being actions into account include;**

Base = 86	%
Encouraging local / community engagement / involvement / consultation (e.g. in deer group meetings, community council involvement, cooperation with neighbouring landowners)	37
Interact with / speak to the public (to promote deer management understanding, wildlife tours, public forums, etc.)	35
Guidance for walkers / visitors (walking routes, Head for the Hills website, etc.)	21
Promotion / supply of venison (health benefits, local resource, SQWV / Game to Eat membership, etc.)	17
Public information provision (signs, leaflets, website, etc.)	16
Giving public information advising of deer management / stalking / culling activities (areas of restricted access, etc.)	16
Provision of educational / learning events (open days, guided walks, site visits, etc.)	14
Reporting poaching activities (to police scotland, etc.)	12
Facilitated public access (upkeep of roads / paths / cemeteries, provision of designated parking / camping areas, access to high ground, viewpoint seating, etc.)	10

Don't understand the question / don't know / refuse to discuss	9
Liaison / discussions with schools / giving schools access / educational visits	9
Input to media coverage (local papers, social media, TV, etc.)	8
Active in DMG	7
Communication with local police / wildlife crime police officers	6
Provision of visitor accommodation (holiday cottages, etc.)	6
Wildlife provision / encouragement (e.g. feeders, engagement with wildlife managers / rangers)	6
None / N/A	5
Measures to mitigate / report wildlife crime (monitoring suspicious activity, etc.)	3
(All aspects covered in) DMP	3
Research / survey work (e.g. Lyme Disease and impacts, fauna / flora surveys)	3
Having / deploying qualified staff (e.g. DSC qualified deer managers / stalkers, DMQ assessor)	3
Other	2

**THEME: ACTIONS TO ENSURE THAT WILD DEER WELFARE IS SAFEGUARDED**

**Q11b Have you considered the impacts of the following on the welfare of deer?**

Base = 68	%
New fencing	76
Tree planting	76
New roads	16
Changes to infrastructure and building development	18
Planning decisions including management of public places	6
Deer culling (levels / management	6
Other	6
Farming activities	1

**Q12b2 What are the reasonable actions which have been taken?**

Base = 51	%
Cull / select for cull injured / sick / poor / weak deer as priority (to maintain high overall health status, etc.)	39
Monitor / count deer population / cull appropriately according to population / avoid overculling / only when necessary / stop overpopulation / monitor winter / spring mortality	18
Monitor condition of deer population / herd to spot welfare issues / disease (in specific / individual deer)	18
Cull only by suitably trained / qualified / professional stalkers / hunters	12
Avoid culling in bad weather (so as not to drive the deer from shelter, etc.)	12

Ensure best practice is followed (follow deer management code, safe shooting, humane shots, not spooking deer, limiting period in which deer are under stress)	12
Follow best practice with regard to culling of females / hinds (with dependent young, avoiding unnecessary disturbance, only cull if the calf can be shot as well, ensure no orphans, etc.)	10
Control of deer which are culled (selected by trained supervisors, only appropriate animals, don't allow trophy hunting, etc.)	10
Ensure stalkers are practised / run regular rifle training / practice on targets	8
Humanely treat deer after road traffic accidents / accidents with fences (get SSPCA involved, cull humanely, etc.)	8
Upkeep of fencing (contribute to costs, check regularly, etc.)	6
Cull to minimise road traffic accidents / numbers of deer near roads / settlements	6
Encourage coordination / communication about deer culls (e.g. with estate offices / head keepers, community council, inform visitors)	6
Cull before onset of winter / only at certain times of year	4
Ensure (shooting) equipment is in working order / zeroed regularly	4
Control of dogs (e.g. attended training on tracking dogs)	4
Other	4
Not stated / don't know	4
Reported rogue staff for not taking individual deer welfare into consideration	2

**Q12e2 Reasonable actions which have been undertaken**

Base = 22	%
Provided food / supplemental feed (in winter, severe weather)	36
Provided shelter / opened access to shelter (woodland, mature trees, in winter, taken down fencing, etc.)	36
Adjusted culling (e.g. restricted to early season, ensuring population within carrying capacity, won't cull at sheltered / feeding sites)	27
Minimised deer disturbance (in severe weather / at critical times)	23
Reduced culling (in bad weather, etc.)	14
Provided nutrient blocks / vitamin licks	9
Stopped culling (in bad weather, etc.)	5
Improved grassland	5

**Q12g Key activities, plans or policies which show how deer welfare actions have been taken into account**

Base = 77	%
Culling management activities / policies (culling old / weak animals, based on mortality / population counts, to reduce competition for food, to reduce chances of vehicle collisions, no shooting out of season, no deer shot which would orphan young, reduce culling in bad weather, etc.)	32
Fencing removal / lowered to widen / allow / open up access to additional areas / shelter (e.g. woodland)	19
(Regular) Monitoring of health of deer population (weights, fecundity, cameras in place, drone use, etc.)	13
N/A / not relevant	8
Contained within DMP / follow our DMP	8
Providing other or unspecified winter feeding (hay, nuts, etc.)	8
Not stated	6
Coordinated with our DMG / follow DMG code of practice	6
Leave / ensure deer are undisturbed (in bad weather)	6
(Regular) Checking of fencing / fence repairs / new fencing controls	5
No welfare issues	4
Built into our own business plan / management plan (updated to account for deer welfare, etc.)	4
Contained within other specified plan (e.g. HMP, management model agreed with SNH, Section 7)	4
Providing salt licks / nutrient blocks (in winter / bad weather)	4
Liaison with local community / landowners / farmers / crofters to inform of deer welfare issues	4
Ensured suitable / qualified deer management teams (DSC qualified, ensure training undergone, etc.)	4
Grown / planted / matured extra woodland (to the stage where they can't be damaged by deer) for deer habitation	3
Other	1

**Q14b Why the Code is seen as effective / ineffective**

Base = 132	%
It provides a good template / framework / starting point / baseline for deer management / provides generic boundaries / standards for deer management	21
It provides clarity / clear guidance on processes / what deer managers should be doing	14
Code of Practice is not followed properly / unevenly applied / lack of adherence (too many people do what they want, many stakeholders not engaged with CoP, etc.)	14
It has raised awareness / made people / organisations more aware of their responsibilities for deer management	12

It has enabled / encouraged collaborative / cooperative deer management (brought together neighbours / land users to manage deer, etc.)	11
Its useful to refer to / a valuable aide memoir (useful information, full spectrum of topics, etc.)	8
Its beneficial to deer welfare	7
Other priorities (often) take precedence (e.g. overall management of a piece of land, deer management only a small aspect, training personnel properly)	7
Needs to focus on best interests of deer (e.g. reduced to vermin in some eyes, too focused on habitat protection, unacceptable numbers shot in dark, poaching issues, hygiene re. venison industry)	7
It is effective if / when adhered to / when followed (we have always acted in compliance, etc.)	6
It is not fit for purpose / makes no difference to day-to-day deer management / inappropriate / common sense dominates actions	6
Its too vague / imprecise / open to interpretation (e.g. too many 'coulds' and 'shoulds', links between deer code and DMP production could be more explicit)	6
Other	6
Don't know / don't know enough about it (only a small piece of land, don't need to use it, etc.)	6
Its beneficial to the environment	5
Its not widely known / poorly promoted / advertised (e.g. needs to be more integrated with education, grant aided schemes)	5
It represents good practice / best practice	5
It's accepted / an accepted ethos for management across (all) stakeholders (e.g. across private and public interests)	5
It has enabled more effective deer groups / DMGs (better attended, sets standard we work to, etc.)	4
Its educational / good for training (e.g. on why / why not deer need to be culled)	4
It's practical / relevant / links regulation to practice	4
It's poorly understood (too long, etc.)	4
It encourages deer to be managed sustainably / as a sustainable resource	3
Non enforceable / non statutory / few statutory penalties for non-compliance / voluntary only	3
Its too bureaucratic / yet more bureaucracy / another burden	3
Helps with (cooperation on) health safety / hygiene (e.g. when entering venison to the food chain)	2
It has enabled more effective Deer Management Plans / DMPs (more effective implementation of code of practice, etc.)	2
Deer managers are aware that SNH / the authorities will refer to the CoP if issues arise (to see whether CoP has been followed or not, etc.)	2
Its too political / politicians / quangos need to stay out of it	2
Some parts require (continual) updating / needs kept up to date	2
Its effectively communicated / everyone knows about it	1

**Q16 Overall, what benefits have been introduced by the Code of Practice on Deer Management?**

Base = 132	%
(Better) Clarity / understanding / awareness of responsibilities relating to deer management (e.g. stakeholders thinking more about how they operate)	33
Improved cooperation / coordination / communication between stakeholders (e.g. partnership working, taking a broader range of factors into account, between DMGs, easier conflict resolution)	18
More standardisation / consistency of deer management practices (ensures all parties are managing deer appropriately, all have same objectives / purpose, etc.)	13
Highlights best / good practice	9
Highlights importance of deer welfare / deer welfare benefits	9
Highlights importance / greater awareness of the (broader) environment (e.g. woodland, Habitat Impact Assessment)	8
None / no benefits	8
Higher standards / raising the importance of higher standards in deer management	7
Economic benefits (associated with good deer management) / awareness of economic impacts (e.g. sporting, tourism, local communities)	6
Hygiene improvements (e.g. carcass preparation / handling, venison standards, deer larders)	5
Identifies legislative / regulatory requirements (regarding deer management)	5
Negative comments re. abuse of the system / code (some stakeholders unprepared to abide by it, lack of oversight, few have adopted it, etc.)	5
More transparency / public accountability (need to explain actions, etc.)	5
Don't know / not stated	5
Education / training benefits (staff becoming better trained, etc.)	4
Negative comments about more paperwork / bureaucracy / box ticking	4
Better awareness / increased information on culls / culling (counts, time of year, locations, more humane dispatch, etc.)	3
Other factors have been more beneficial for improving practice (new DMPS have superceded CoP, trained stalkers, intense scrutiny by parliament, not the only catalyst of change, etc.)	3
Sustainable deer management / increasing awareness of benefits of sustainability	2
Few benefits - unspecified	2
Other	2
Need to enlighten the public / doesn't help enlighten the public (on deer management practices)	2
Many benefits - unspecified	2
Easy access to information / an aide memoire	2
Code is unenforceable	2
Reduction in poaching (game dealers more compliant, etc.)	1

[www.nature.scot](http://www.nature.scot)

© Scottish Natural Heritage 2019  
ISBN: 978-1-78391-590-3

Great Glen House, Leachkin Road, Inverness, IV3 8NW  
T: 01463 725000

You can download a copy of this publication from the SNH website.



Scottish Natural Heritage  
Dualchas Nàdair na h-Alba  
**nature.scot**