

# Glorious 12th sees new Grouse Moor on the market

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The Glorious Twelfth sees Savills launch the **Cluny Estate** on to the market, a rare and historic sporting property.

Despite turbulence within UK property market over the past five years, prices being achieved for grouse moors have remained steady. According to Savills, this is largely due to a tight supply of what is, for many, the ultimate luxury purchase.

For a closer look at the latest issues facing the market, read this year's edition of **Grouse Moor News**.

## The grouse moor market

While the number of moors changing hands last year reduced, prices remained strong, and a similar trend is expected to prevail for the remainder of 2013.

Says Evelyn Channing of Savills, "Only 15 estates sold in 2012, with a combined total of £44 million, compared to 22 totalling £86 million the previous year. However those sellers who went to the open market were well rewarded, with some spectacularly strong deals done at closing date. The market continues to be tiny in turnover terms, with a higher volume changing hands privately. As with the land market generally, we are seeing a larger proportion of transactions taking place off-market.

"We anticipate a similar market in for the remainder of 2013. The best quality estates are likely to generate strong demand, irrespective of economic conditions, as owning a fine Scottish sporting estate like Cluny is often a lifetime aspiration rather than a business decision.

"Cluny estate (being marketed jointly by Savills and Smiths Gore at o/o £7.5 million) with its magnificent, refurbished A listed castle, grouse moor, renowned deer forest, stalking, pheasant shooting, salmon fishing rights, in-hand farming business, and extensive cottages, comprises the perfect estate package. We anticipate a high level of demand from the city and much further afield."

## Grouse moor prices

Comparing prices from year to year is complex, as each property is entirely unique. However an analysis of component parts (for example houses, land, woodland, and sport) reveals little has changed since the 2007 peak, suggesting fears about prices in an uncertain climate may be unfounded.

"Buyers of grouse moors are first and foremost passionate about shooting amidst the unique moorland countryside. That is the primary driver of a purchase, rather than whether the property will bring them a great return on their investment", says Channing. "In that sense a Scottish sporting estate is very much a luxury purchase by wealthy buyers, and decisions are not tied to the vagaries of the wider economy."

## Moor for lease

Also on the market this year through Savills is **Leadhills Moor in Lanarkshire**, one of Scotland's most productive and well-serviced grouse moors. The leasehold sporting rights for this 18,700 acre turnkey grouse moor was launched on the Scottish market in July. The lease is offered for ten years, with an option for a further five.

## Useful links

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