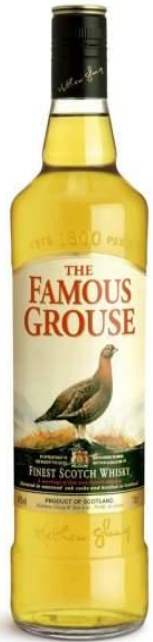




giving
nature
a home



**THE FAMOUS
THE GROUSE**



Celebrating 10 years of A Spirited Partnership

**Alison Connelly
Head of Funding Development
RSPB Scotland**

Objectives

To reflect on how such a ‘dram good idea’ came into existence

- How and why was it set up
- What has been achieved
- What have been the key activities
- Why has it lasted

To consider the key challenges in successfully ‘maturing’ a 10 year old corporate relationship

So how did it begin...

- 2004 – RSPB Scotland centenary



We became a supplier of 'grouse goods'...



And 'win a bottle'
competitions in our
membership
magazine



Then we heard about a plan for 'black grouse'



Real skill is spotting that key which will unlock that opportunity





“What’s in it for me?”

“How can you help me achieve
my objectives?”

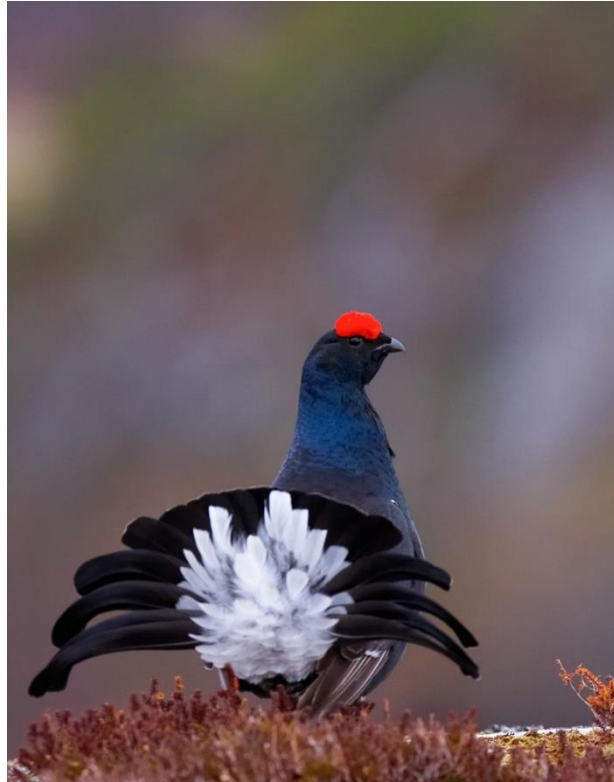
“What are the benefits?”

**P.S. That's the company speaking,
not you...**



The key is spotting what you can do for them!

How do we launch and promote the new black grouse whisky into the ‘mature’ UK Market?”



Their approach...



BUT political climate....



Our Approach...

- Market Research – demonstrated that green messages work with consumers
- Political advantages – supporting a Govt priority species would bring positive relationship with MSPs
- All drinks sponsorship is not ‘bad’!

RSPB was the partner of choice...



We represent over 1 million voices

- Over one million members
- Largest voluntary conservation organisation in Europe
- 3 million people visit our 200+ nature reserves each year
- 13,000 active volunteers
- 1,800 staff across the UK
- Conservation projects in 30 countries worldwide



Over 200 Nature Reserves



We communicate regularly with our million members

RSPB
for birds • for people • for ever

BIRDS

ISSUE 117

© RSPB 2003

SUMMER 2003

RSPB
for birds
for people
for ever

Avian

The RSPB newsletter that means business for birds!

ISSUE 36

Concert aids Harapan Rainforest

In May, the RSPB staged a cultural concert at London's Cadogan Hall to help to raise the profile of the Harapan Rainforest project in Sumatra. The event, sponsored by The Co-operative Bank, was a great success. Richard Hill contacted the City of London Solicitors through pieces by Derek, Nigel and David.

RSPB Chief Executive, Graham Wynn, welcomed concert-goers to the event. He was presented with a cheque for more than £40,000 by Craig Stewart, Executive Director of Conservative Friends. The concert supports the money raised at 2000 from The Co-operative Bank's RSPB credit card. Every time a credit card is purchased using their credit card, a donation is made to the RSPB.

Craig Stewart said, "Although the RSPB's Sumatra project is being given thousands of miles from the UK, the conservation of this rainforest is a global issue. The concert has raised awareness of this issue, and proceeds from the concert will be committed to help save the rainforest's astounding beauty and variety of wildlife."

Graham Wynn expressed his pride for the campaign. Working with our English international partners, Baring Boscawen, we will save nature and enhance an amazing 100,000 hectares more of Sumatra rainforest. We want to show how this amazing wealth of rainforest can be national and sustained, providing rich habitats for precious wildlife and creating profitable income for local people.

We are hoping that the Harper Rainforest project will attract significant support from the corporate sector. If you would like to be linked to one of the most exciting environmental projects for decades, please contact Neil Burton, Business Partnership Manager on 01177 883276 or email neil.burton@rspb.org.uk

The CO-OPERATIVE BANK

In This Issue Rejoining conservation to the community at Sandwell Valley • Suffolk health restored • Race for the albatross • ALSF heading for Dungeness • Bingley and Willford Project • A return to native species at Highness Woods

RSPB
for birds
for people
for ever

SCOTLAND NEWS

AUGUST 2007

© RSPB 2007

RSPB
for birds
for people
for ever

Scotland INVOLVE

The RSPB's volunteering newsletter

Autumn

Welcome

In the second issue of Scotland Involve, and the first edition of the National Involve Newsletter...

Marine Campaign – seabird

Many thanks to everyone who participated in the Volunteer Day marine workshop, where we discussed how we're safeguarding our seas...

Eastern p white-tail

The return of white-tailed eagles to Arran in western Scotland has been one of the conservation success stories of recent times...

Concert aids Harapan Rainforest

In May, the RSPB staged a cultural concert at London's Cadogan Hall to help to raise the profile of the Harapan Rainforest project in Sumatra...

Scotland INVOLVE

The RSPB's volunteering newsletter

Autumn

Scotland Involve has responsibility for all the content listed from our cover to 12th, including Subscribers, and all our staff members. RSPB content that gives the majority of Scotland's news, and the responsibility for this is shared between Volunteer Day and regular publications. The content must be approved by the volunteer and regular publications editors. Volunteer Day, only the content not seen by the volunteer and regular publications editors.

© RSPB 2007

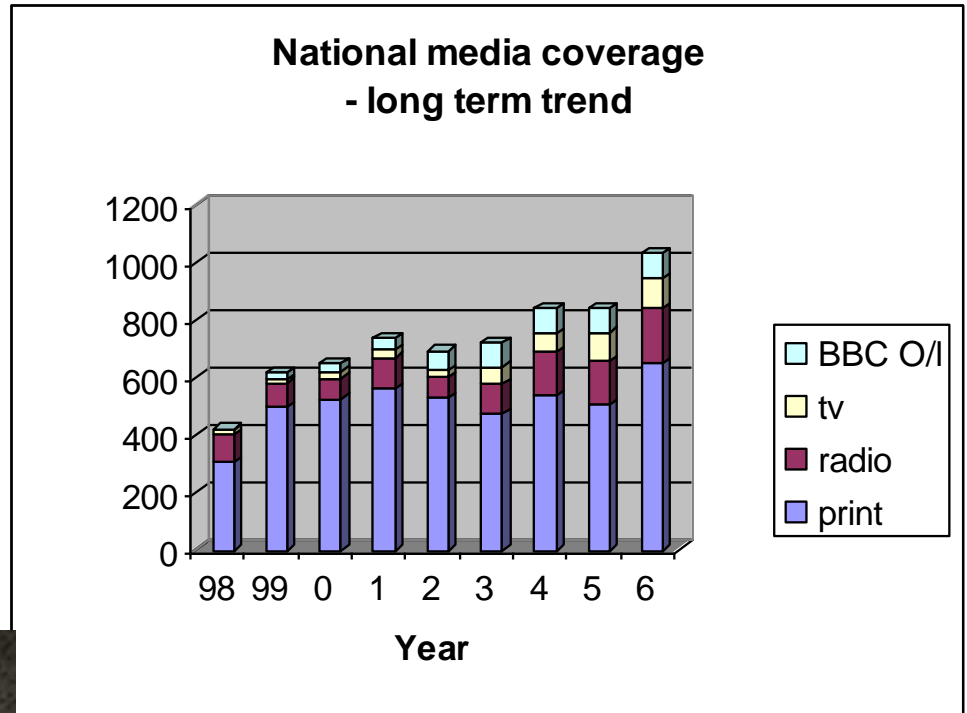
We reach more people

- 77% of the public know about the RSPB
 - 79% - Oxfam
 - 69% - National Trust
- By social grade
 - 90% of AB
 - 82% of C1



Effective PR Team

- Proven track record of generating coverage in all media



Membership profile looks like potential customers:

- 33% of RSPB members say they have drunk whisky in the past year (cf. 25% of the GB population)
- 12% of RSPB members say they have drunk The Famous Grouse within the last year (cf. 9% of the GB public as a whole)
- TGI research shows that one in twenty Famous Grouse drinkers (5.5%) are members of the RSPB
- Potential to expand consumption of the Famous Grouse brand among RSPB members.

(source TGI 2006 © BMRB International)



Opportunities for your staff/contacts to get involved

- Visits to Black Grouse viewing sites at Corrimony and Abernethy in Scotland
- Chance to volunteer on reserves, plant trees etc. to help the black grouse
- 'Team days out' Wales, Scotland and Northern England



**We inspired them and made
them want to help!**



Trial of concept in trendy pubs and bars of Leeds and Manchester!



Direct Link between the bottle and the bird





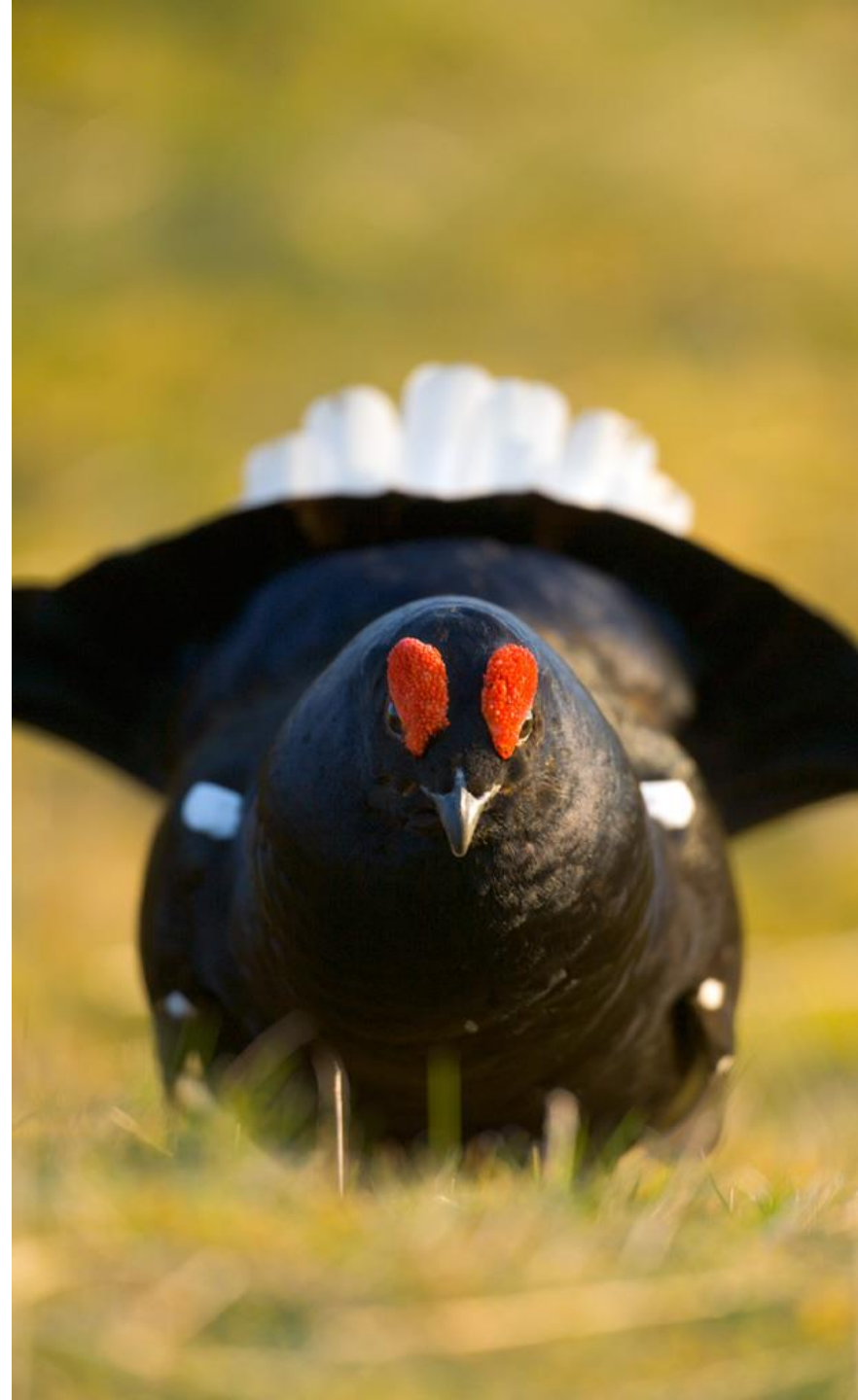
‘Nature’s version of the singles bar’



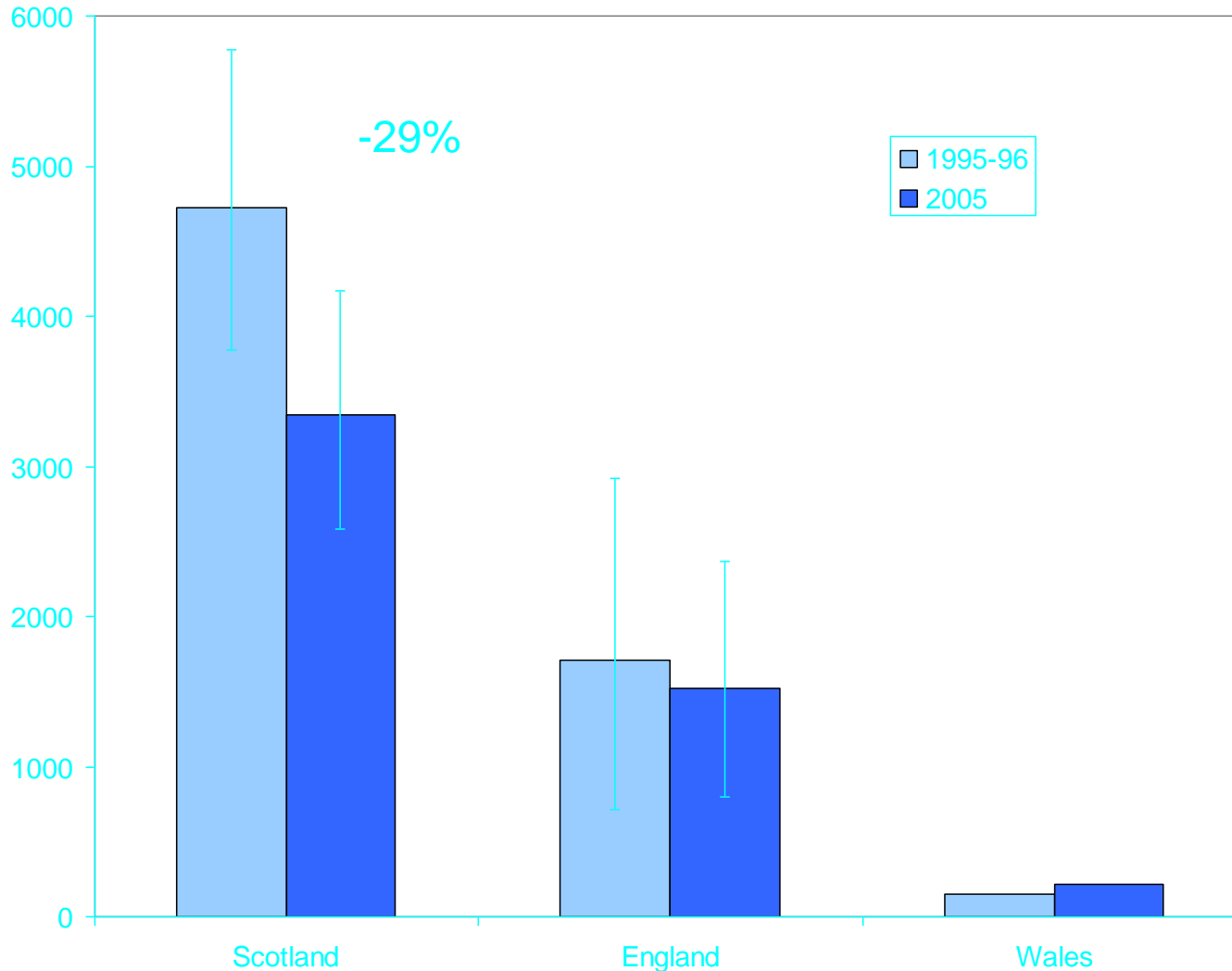
The partnership launched in 2008

With closely aligned objectives....

- The Famous Grouse wanted to sell more whisky...
- RSPB wanted them to sell more whisky - so we could raise money for black grouse conservation
- And so did The Famous Grouse!
(100% owned by the Robertson Trust)



National survey results: Early 1990s: ~ 25,000



Black Grouse Population Distribution in the UK



Specific Ambition to restore 85,000 ha of Black Grouse habitat

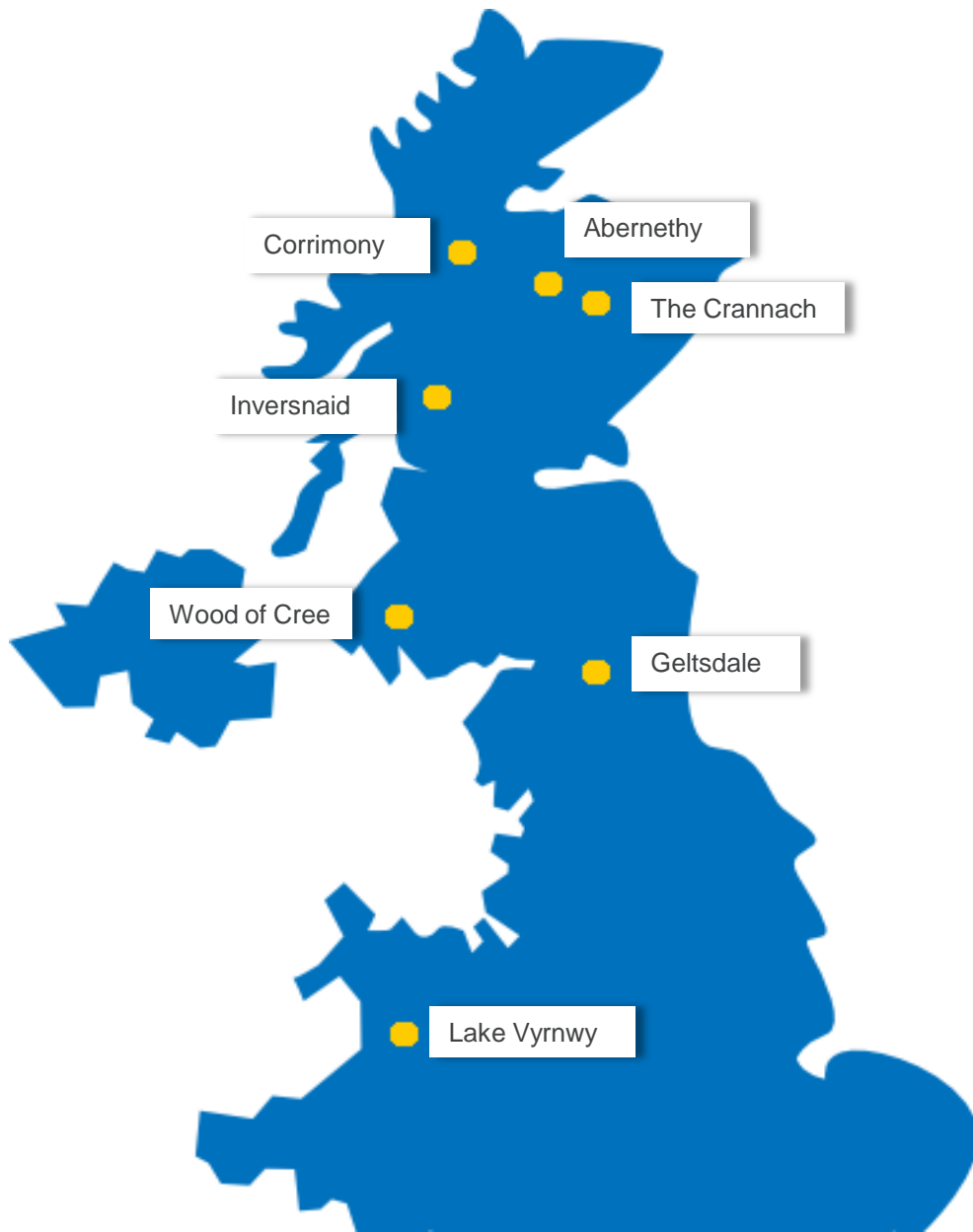
- Habitat objective (bird populations can go down as well as up...)
- Public Access – consumers could come and see the restoration work



Starting points



Objectives



RSPB sites supported by The Famous Grouse Smoky Black

Over £650,000 raised through the partnership so far



Geltsdale

£60,000



Lake Vyrnwy

£78,000



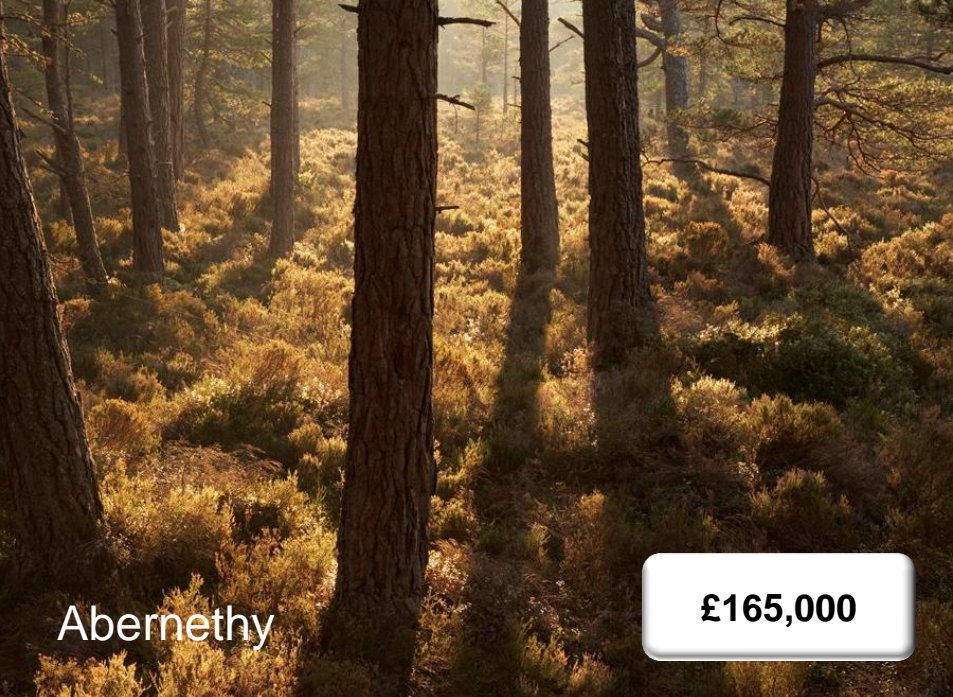
Corrimony

£138,000



Wood of Cree

£54,000



Abernethy

£165,000



The Crannach

£68,000



Inversnaid

£78,000

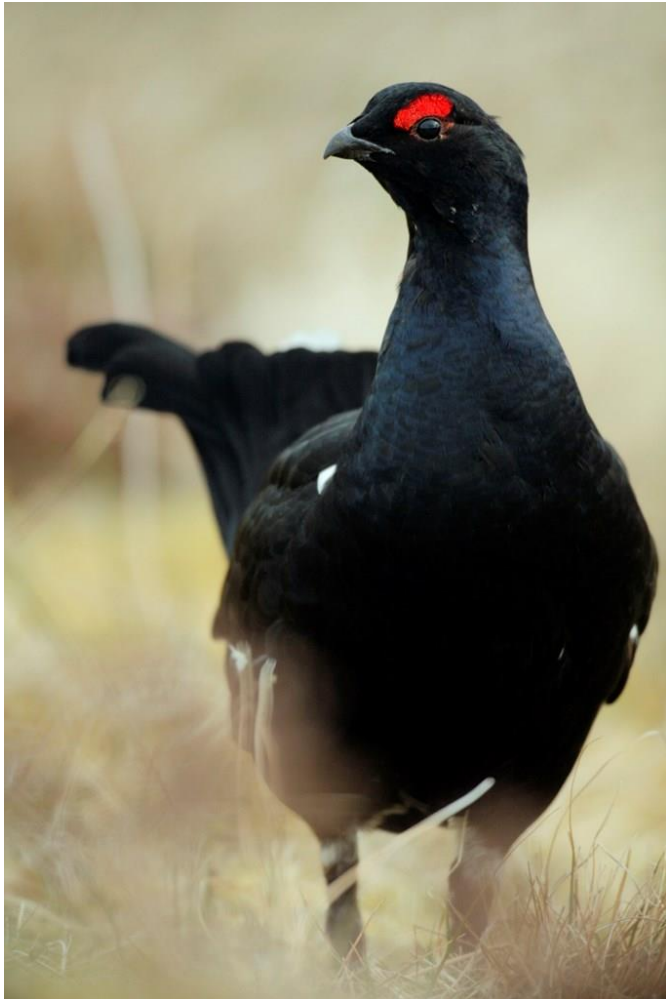
Three new black grouse research projects:

Analyses to understand how new woodland creation benefits black grouse, what has driven population change across the whole of Scotland, and the habitats that are important for chick rearing.

The Famous Grouse named as funder.

£12,000

Conservation achievements so far



- Aim in 2008 was to improve 4 important black grouse sites across the UK, owned and managed by the RSPB.
- Extended to 6 sites and assisted with the acquisition of a 7th (The Crannach) in 2011.
- Funding has enabled us to work in partnership with Scottish Natural Heritage (SNH) and Forestry Commission Scotland to review / identify habitat requirements for black grouse and to prioritise resources across the wider countryside.
- General upward trend in population numbers in northern Scotland during the partnership.
- Focus now on the wider countryside in southern Scotland.
- Population in England has been increasing over the duration of the partnership but population in Wales is yet to respond.

Black grouse response

Year/ Reserve	2009	2010	2011	2012	2013	2014	2015	2016	2017
Abernethy	62	71	77	71	57	66	56	41	28
Corrimony	40	43	41*	40	28	34	43	45	38
Geltsdale	18	38	19	27	27	55	59 °	27	45
Inversnaid	6	7	8 +	4	1	2	3	2	3
Lake Vyrnwy	12	8	19	6	6	6	6	11	1
The Crannach	-	-	-	5 ^	6	4	5	4	4
Wood of Cree	0	0	0	0	0	1	2	2	1

Figures based on the number of males present at leks on our reserves.

* Most leks just off Corrimony reserve recorded increased numbers.

° This is the highest ever count at Geltsdale.

+ New lek formed just off Inversnaid reserve. Numbers across Loch Lomond, Loch Katrine and Glenfinglas area increased.

^ The Crannach was acquired as a reserve in 2011. 2012 was the first year of lek counts.

Reserves see endangered black grouse population grow 50%



By Anna Jackson

It is hoped that Scotland's rare black grouse may have gone from decline after a series of wet autumns.

The national bird club reported in the middle of the winter that the number of black grouse seen in the country has risen by 50 per cent since the start of the year. This is a significant increase on the 2009 figures, which were down by 10 per cent.

The black grouse population in the UK has been declining since the 1970s, with the total number of birds estimated to be around 10,000. However, recent surveys have shown a significant increase in the number of birds seen in reserves across the country.

Conservationists are optimistic that the population will continue to grow, but they warn that the birds still face many threats, including habitat loss and poaching.

Summer weather threatens spectacular breeding ritual

Black grouse numbers are expected to fall this year



Forleking. The adult male black grouse lekking, above, and female high, and with a female below left

By Anna Jackson

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It's lekking good for the rare black grouse

This endangered bird is coming to life in a major comeback performance



By the author

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Here's to survival!

Whisky drinkers help save endangered grouse



By George Blair

PREVIOUSLY suffering a dramatic decline in the 1980s, black grouse numbers in the UK - a 50% of the population in the 1970s.

Black grouse numbers are expected to fall this year

The black grouse population in the UK has been declining since the 1970s, with the total number of birds estimated to be around 10,000. However, recent surveys have shown a significant increase in the number of birds seen in reserves across the country.

Success story: Conservation organisations, including the Black Grouse, are helping black grouse numbers

Bird charity whisky is a dram good idea

Black Grouse sales will aid conservation

A NEW whisky that will help save a rare breed of bird from the threat of extinction is to be launched.

The Black Grouse Whisky is a single malt Scotch whisky made from the finest barley grown in the Highlands of Scotland. It is a 40% ABV (80 proof) whisky with a rich, smoky flavor.

The whisky is being produced by the Black Grouse Distillery, which is a partnership between the Black Grouse Conservation Society and the Highland Malt Distillers. The whisky is being sold in a limited edition bottle, with the proceeds from the sale going to the Black Grouse Conservation Society.

The Black Grouse Conservation Society is a charity that works to protect and conserve the black grouse population in the UK. The society has been successful in increasing the number of birds seen in reserves across the country, but they still face many threats, including habitat loss and poaching.

Dram good way to save black grouse

A WHISKY named after one of Scotland's rarest birds is helping to protect its numbers with a unique partnership.

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One new whisky also resembles an avian glaucous, with its black strapping and trumping each other in a way...



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HELP SAVE A RARE BREED



THE BLACK GROUSE

BLENDED SCOTCH WHISKY

A marriage of fine, peated Scotch malt whiskies and The Famous Grouse

HELP US SAVE A RARE BREED

HOW YOUR DONATION HELPS

OUR COLLABORATION WITH THE RSPB IS HELD TOGETHER BY A SHARED PURPOSE: TO SAVE THE RARE BREEDS OF THE UK. BY BUYING THE BLACK GROUSE BLENDED SCOTCH WHISKY, YOU ARE HELPING TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK. YOUR DONATION HELPS TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.



1. SUPPORTS THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.

2. HELPS TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.

3. HELPS TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.

4. HELPS TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.

5. HELPS TO SUPPORT THE RSPB'S WORK TO PROTECT THE RARE BREEDS OF THE UK.

THE BLACK GROUSE

BLENDED SCOTCH WHISKY

SMOOTH AND SPICY

THE BLACK GROUSE BLENDED SCOTCH WHISKY IS A MARSHALL BLEND OF THE MOST FINEST SCOTCH WHISKIES. IT IS A MARRIAGE OF FINE, PEATED SCOTCH MALT WHISKIES AND THE FAMOUS GROUSE BLENDED SCOTCH WHISKY. THE BLACK GROUSE BLENDED SCOTCH WHISKY IS A MARSHALL BLEND OF THE MOST FINEST SCOTCH WHISKIES. IT IS A MARRIAGE OF FINE, PEATED SCOTCH MALT WHISKIES AND THE FAMOUS GROUSE BLENDED SCOTCH WHISKY.



HELP SAVE A RARE BREED



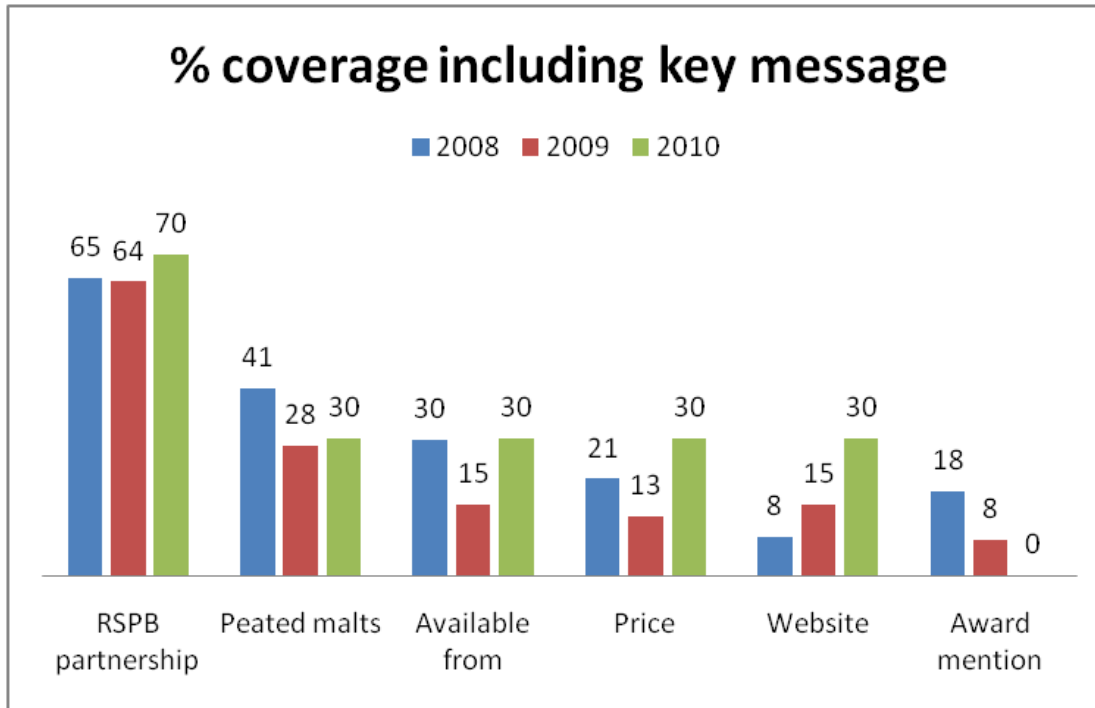
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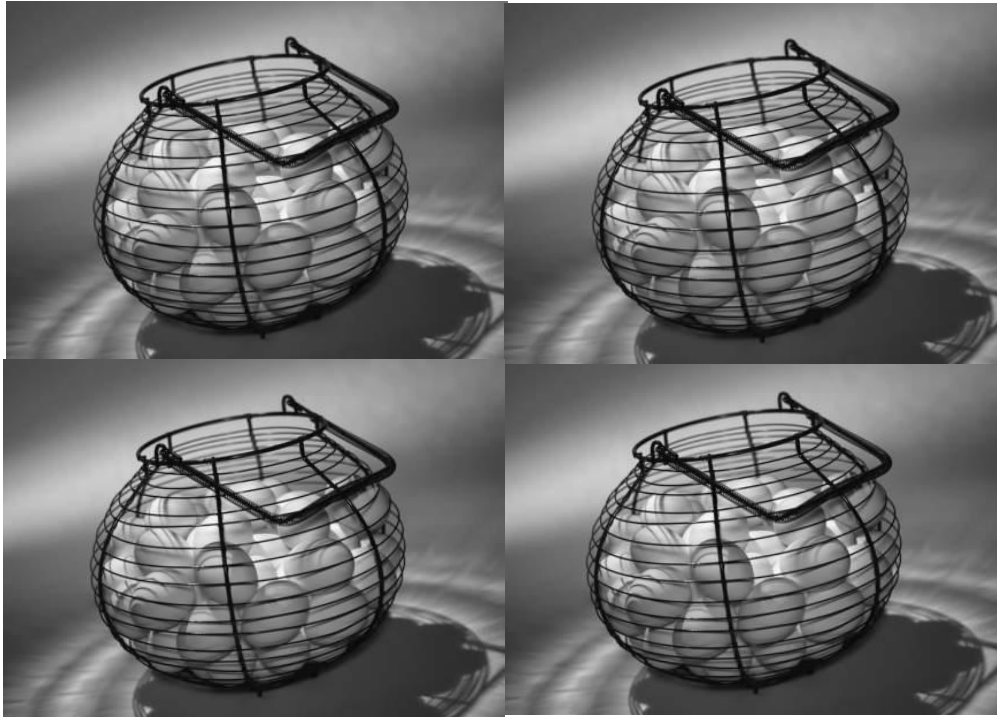


PR RESULTS



- RSPB message has consistently been included in media coverage, underlining importance of message in securing coverage
- Table highlights that media interest in RSPB message is still high, and has in fact increased marginally over the three years

So why has the partnership withstood the test of time?



Diversification



RSPB Visitor post in The Famous Grouse Experience

Black Grouse Ambassadors



Events over the years

- RSPB Members' Weekend in York
- Scotland's Big Nature Festival
- Cairngorms Nature Festival
- Edinburgh Foodies Festival
- Royal Welsh Show
- ... and many more!

Benefits:

- Providing new audiences
- Cost-effective promotion of the brand
- Tastings have the highest conversion rates of all PR methods used

Employee Volunteering



Onsite acknowledgement

Hand-carved interpretative bench at Abernethy listing key funders including The Famous Grouse



Partnership web page

www.rspb.org.uk/famousgrouse



[Home](#) > [Join & Donate](#) > ... > [Corporate supporters](#) > The Famous Grouse



The RSPB and the Famous Grouse first started to work together in 2005, when they collaborated over the production of a 'Famous' grouse pin badge, sold at The Famous Grouse Experience in Crieff to raise funds for RSPB conservation work.

Hyperlink to The Famous Grouse website included

In this section

Aldi and the RSPB

A partnership between the RSPB and Aldi inspiring half a million children to make a lasting connection with nature



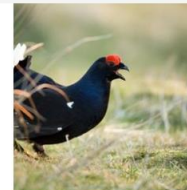
Cemex UK

The RSPB and CEMEX UK began working together in 2009, with the aim of providing more space for nature.



The Famous Grouse

The RSPB and the Famous Grouse first started to work together in 2005 in collaboration of the 'Famous' grouse pin badge



Hurtigruten support RSPB to save nature

Adventure travel company Hurtigruten are supporting RSPB through a three year partnership.



One of 4 partnerships highlighted on our main Corporate Supporters landing page



GIFTS THAT GIVE

Do some of your festive shopping at the RSPB Shop – you'll be helping wildlife as well as delighting the nature lovers in your life.

SHOP WITH US
100% of the profit from everything you buy goes directly to fund vital conservation projects.



▲ **Singing crackers**
Novelty crackers can be a bit hit and miss, but here's a lovely idea: each of these crackers contains a birdsong card, bringing the sounds of UK wildlife to your dinner table. Open the card to release the sound and enjoy a round-table game of "guess the birdsong". You'll also get a joke to read out and a natty paper hat. Six per pack.
● RSPB, £14.99 (R406949)



▲ **Fabulous Forty Christmas cards**
Cover your Christmas list with this pack of cards: two each of 20 designs, exclusive to the RSPB, with all profits going to conservation.
● RSPB, £7.99 (R407004)

► **Crown Derby wildlife**
This porcelain goldfinch and snail are part of a collection of 18 Crown Derby ornamental paperweights. Adorned with gilded decorative details, the range also includes other favourites such as swallow, puffin, fox, red squirrel, mistle thrush, robin, barn owl and blue tit.
● RSPB, from £75 to £225



▲ **Urban bee and insect nester**
Having a stylish, minimalist urban dwelling is no barrier to giving nature a home – this bug hotel from the Urban range will fit right in.
● RSPB, £24.99 (R407073)

► **Chocolate advent calendar**
Kids can count down to the 25th with this winter wildlife scene designed by children's book illustrator David Wojtowycz. Contains Fairtrade chocolate from Ghana.
● RSPB, £4.99 (R407183)



Competition in Nature's Home – Winter 2015

410 entries
6 winners chosen at random each received a bottle of The Famous Grouse Smoky Black



WIN THE FAMOUS GROUSE SMOKY BLACK WHISKY

The Famous Grouse has given its Black Grouse whisky a new look and name: The Famous Grouse Smoky Black. The whisky has donated over £500,000 to RSPB black grouse conservation work. To celebrate, we have six bottles to give away. To enter, e-mail smokyblack@bigpartnership.co.uk with your name, address and contact number, and answer this question: **Name one of the two new whiskies launched in 2015 by The Famous Grouse.** T&Cs at rspb.org.uk/famousgrouse. Please enjoy whisky responsibly, drinkaware.co.uk

Nature's Home

Coverage in *Scotland News* – Autumn 2015

BLACK GROUSE MONITORING

Dance floors at dawn

Monitoring black grouse can be one of the most exciting nature experiences for bird lovers in Scotland. During most months of the year, the male birds will gather at wildlife 'dance floors' to strut their stuff, fight, display, and basically do anything they can to grab the attention of a female.

RSPB Scotland staff and volunteers use these dawn gatherings to carry out annual surveys, which allow us to count how many black grouse are on our reserves, and in the wider countryside, and pinpoint where they are. 2014 was a very successful breeding year, with numbers of lekking black grouse on most RSPB Scotland reserves increasing by

43 per cent on the year before. It's still a little too early to bring you results from this year, but we're hopeful of revealing some positive numbers in a few months time!

Black grouse used to be found across Scotland, but due to habitat loss they're now confined mainly to upland areas. Over £600,000 has been raised for black grouse conservation so far through our successful partnership with The Famous Grouse Whisky Company. The money is being used to increase monitoring of the birds, improve habitats and to provide optimum nesting and breeding sites for the beautiful black grouse.

Positive habitat management is helping black grouse to increase in some areas.



→ FIND OUT MORE

For more information, check out:
[rspb.org.uk/joinandhelp/otherwaystohelp/famousblackgrouse.aspx](https://www.rspb.org.uk/joinandhelp/otherwaystohelp/famousblackgrouse.aspx)

partnership feature

RSPB and The Famous Grouse: A spirited partnership

Celebrating the unique partnership between the RSPB and Scotland's most celebrated whisky-maker.

In 2008 The Famous Grouse launched a new whisky – The Black Grouse – and entered into a partnership with the RSPB to help save the drink's namesake, which was in need of urgent support. The black grouse is one of the UK's most striking bird species, yet in 2005 there were fewer than 5,000 lekking males, a fifth of the number recorded in the 1970s. It was agreed that a three-year partnership would be formed that would

extended for a further three years in 2014. Donations from The Famous Grouse have helped improve grouse habitats across 85,000 acres of reserve land, supported the planting of 185,000 native trees and paid for the mowing of 30 hectares of heather. The fund also helped RSPB Scotland to purchase the Crannach nature reserve, a woodland and upland area nestled within the Cairngorms National Park. The diversity of habitats found at

northern Scotland and so the focus now turns to the wider countryside in southern Scotland. At RSPB Scotland Corrimony, for example, lek counts have increased steadily each year, growing from 28 males in 2013 to 45 in 2016.

Last year the whisky received a full makeover and was renamed The Famous Grouse Smoky Black. What remains unchanged though is the objective of our partnership. Together we are still working hard to continue stabilising and improving black grouse populations to ensure these special birds have a strong, viable future across Scotland, England and Wales.

"The diversity of habitats found in the Cairngorms National Park supports black grouse, as well as Scottish crossbills, red squirrels and pearl-bordered fritillary butterflies."

see 50p from the sale of every bottle in the UK donated to the RSPB, to fund black grouse conservation across four reserves: Inversnaid and Corrimony in Scotland, Geltsdale in northern England and Lake Vyrnwy in Wales.

By 2010 the partnership had broken the £100,000 mark, with sales of the whisky also thriving. A further three-year partnership was entered into in 2011, this time seeing a fixed amount of £50,000 a year donated to the RSPB. This was then

this site supports black grouse, as well as Scottish crossbills, red squirrels and pearl-bordered fritillary butterflies.

The RSPB has also been able to work in partnership with Scottish Natural Heritage and Forestry Commission Scotland to review and identify the habitat requirements for black grouse across the country as a result of this funding. During the life of the partnership, there has been a general upward trend in population numbers of black grouse in



→ FIND OUT MORE

For more information about The Famous Grouse, go to: thefamousgrouse.com

Coverage in *Scotland News* – Winter 2016

First ever partnership feature in *Scotland News* Circulated alongside *Nature's Home* magazine to 85,000 members in Scotland every quarter



giving
nature
a home

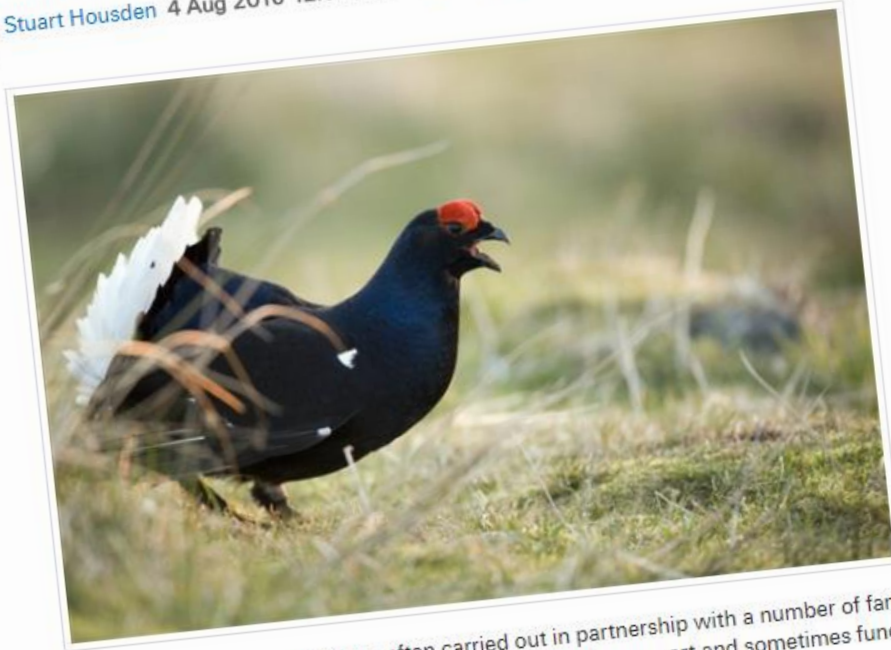
STUART HOUSDEN'S BLOG

Raise a glass to black grouse



Stuart Housden 4 Aug 2016 12:07 PM

0 1



The RSPB's conservation projects are often carried out in partnership with a number of fantastic organisations and this extends to our corporate partners who support and sometimes fund key areas of our work.

We're particularly proud of the partnership between RSPB Scotland and The Famous Grouse which I'm delighted to announce has now raised over £600,000 to support black grouse conservation since its establishment in 2008.

The partnership stands as an excellent example of a relationship between a brand and a charity and has gone from strength to strength over the last 8 years.

The Famous Grouse originally approached us in 2007 to let us know about plans to launch a new whisky in the UK called The Black Grouse. The whisky's namesake, the black grouse took pride of place on the label of the bottle.

We were able to convey to The Famous Grouse the full extent of the problems that black grouse populations faced in the UK, and an opportunity was identified that would not only help to raise the profile of the whisky, but also to help raise funds to support action at a range of sites to help this iconic bird.

Blog entry by Director of RSPB Scotland – August 2016

Powerful partnerships

The Famous Grouse, Smoky Black funding for conservation

- Partners
- The Famous Grouse
 - RSPB

Outcome
This nine-year partnership is delivering over £600,000 for conservation. In Geltsdale, it helped fund a project involving woodland planting and changes to the grazing regime, which saw the number of lekking **black grouse** increase from 18 in 2009 to 59 in 2015.

Funding has also been provided for research projects into **black grouse** population changes and how woodland changes can benefit the species.

Find out more
rspb.org.uk/famousgrouse



Great Crane Project

- Partners
- WWT
 - RSPB
 - Pensthorpe Conservation Trust
 - Viridor Credits

Outcome
Since 2010, 93 birds have been reintroduced into the Somerset Levels and Moors. In 2015, 16 pairs held territories in south-west England and two pairs raised chicks to fledging for the first time in 400 years.

Find out more
thegreatcraneproject.org.uk

Langholm Moor

- Partners
- Buccleuch Estates
 - Scottish Natural Heritage
 - Game & Wildlife Conservation Trust
 - RSPB
 - Natural England

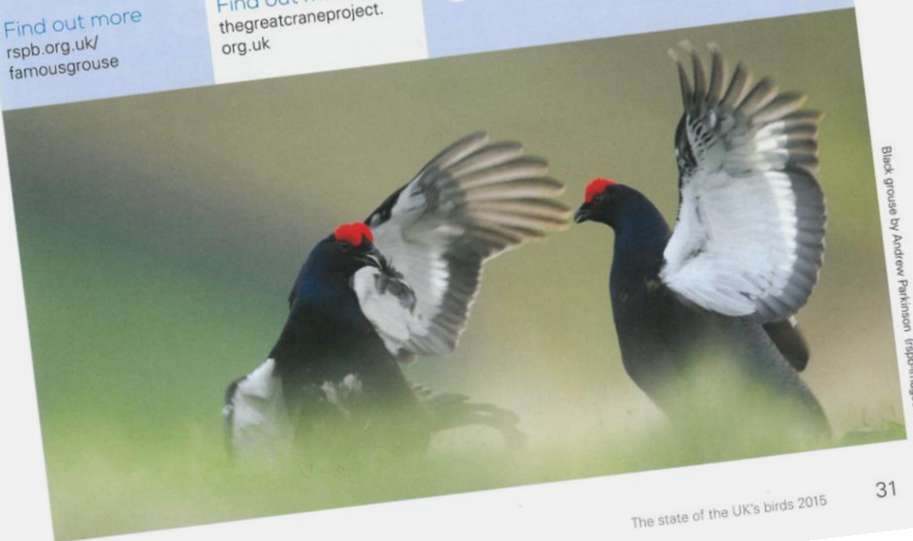
Outcome
Between 2008 and 2014, the number of breeding female **hen harriers** increased from one to 12, fledging 47 chicks.

The number of lekking **black grouse** increased from five to 29 between 2008 and 2015.

Much of this is a result of the dedication of gamekeepers to habitat management and legal predator control, as well as estate commitments to reduce grazing impacts on heather moorland.

Find out more
langholmproject.com

Lekking black grouse increased from 5 to 29 birds



Crane by David Teeling (rspb-images.com)

Black grouse by Andrew Parkinson (rspb-images.com)

State of the UK's Birds report 2015

Powerful Partnerships feature mentioning The Famous Grouse included in the 2015 State of the UK's Birds report



Press coverage and articles

Press release celebrating £600,000 milestone in January 2017

Picked up by 41 publications including:

- scotchwhisky.com
- The Scotsman
- The Herald
- Scottish Daily Mail
- The Times
- slrmag.co.uk
- The Spirits Business
- retailweek.co.uk
- UK Fundraising
- Scottish Business News Network

SCOTCHWHISKY.com

FAMOUS GROUSE RAISES £600K FOR RSPB CHARITY

27 January 2017 by Mellita Kiley

The Famous Grouse has raised £600,000 to support efforts by the Royal Society for the Protection of Birds (RSPB) to protect the endangered grouse species in the UK.



Compassionate collaboration: (L-R) Alison Conielly, head of funding development at RSPB, and Suzy Smith, marketing director for the Famous Grouse

Social media advent calendar campaign

2015 campaign:



Win a
bottle of
Famous
Grouse



facebook.com/RSPBLoveNature

2016 campaign:



Win
Famous
Grouse
Whisky



rspb.org.uk

The 2017 campaign will also feature a bottle of The Famous Grouse, personalised for the winner.

2016 overview:

- Facebook: RSPB Love Nature – total reach of 73,401 people, 3,226 post clicks
- Instagram: @rspb_love_nature – 11,000 impressions, reach 8,073

Other Promotional activities



Using our influence with external organisations

Whisky tasting at Institute of Directors dinner thanks to our contact Richard Powell – former Regional Director, East of England

Coverage in Institute of Directors magazine

An award-winning partnership



Marketing Society Star Awards 2012

Bronze award – Cause Related and Charity

Institute of Fundraising Awards 2010

Best Charity Corporate Partnership – Highly commended

SCVO Scottish Charity Awards 2009

Best Partnership Award - Winner



An award-winning partnership

Nature of Scotland Awards 2016: Corporate Award – Winner



Bottle of The Famous Grouse included in prize draw for 2017 event and listed in the programme

Presentations about the partnership

- Presentation at the International Union for Conservation of Nature (IUCN) UK Peatland Conference in Inverness in 2014
- Presentation at the Institute of Fundraising National Fundraising Convention in London in 2012 – promoting our collaborative work as an example of a great partnership to inspire peers



Other F2F promotion



Drinks receptions at:

- *Nature of Scotland Awards* – November 2015
- *Dover House event* – November 2015

Whisky tasting at:

- *The RSPB's AGM in London* – September 2015
- *Members Weekend in York* – April 2016
- *State of Nature Conference* – January 2016

Whisky tasting at Foodies Festivals across the UK and Scotland's Big Nature Festival in 2015

Miniatures included in the Big Nature Festival 2016 goody bags

2016 RSPB market research

RSPB Insights team produced a full report, including these highlights:

- Approximately **26%** of RSPB members are whisky drinkers; this compares with around **20%** of the general public.
- RSPB Members are more likely than the general public to be drinkers of both malt (**20%** vs **12%**) and Scotch (**16%** vs **13%**).
- In 2016, **8%** of members drank one or more Famous Grouse product (compared with **5%** of the GB public)
- TGI shows that an estimated **10%** Famous Grouse Smoky Black drinkers are current members of the RSPB

TGITM



Source: TGI 2016 © Kantar Media. TGI is a nationally representative consumer survey of circa 25,000 adults in GB aged 15+.

Challenges

- Changes in staff
- Changes in Business and the Whisky Market
- Changes in Branding



Needed to move with the times

- More engagement with other types of grouse, especially red grouse
- Reducing budgets, but could still raise profile, more targeted activity
- Build relationships with new staff
- Raise awareness of the long corporate history
- Be mindful of other business objectives in a period of change
- Unique 'natural fit' always helps...



**Ten year
anniversary in
2018**

**Plenty to
celebrate...**

Celebrating 10 years in partnership in 2018

Black grouse safari at Corrimony

- In March 2018, representatives from The Famous Grouse watched black grouse lekking at Corrimony.

Whisky sampling at events

- Sampling at food festivals across the UK to spread the word about the partnership

Father's Day caption competition

- RSPB Love Nature Facebook page hosted a black grouse caption competition in the run up to Father's Day in June 2018

10th anniversary celebration event

- 25th October 2018 at The Edrington Offices in Glasgow

RSPB publications

- About to launch promotion and coverage of the 10 years....Look out for articles about the partnership in publications such as Nature's Home, Nature Returns, News & Views and on the RSPB web pages and intranet



Conclusions – It is Challenging!

- Our partnership has worked because of:
 - Relationship building across all levels
 - Flexibility
 - Creativity
 - Relentless effort
 - Natural Fit
 - Similar attitudes to time, (conservation and whisky take a long time to mature!)
 - Culture (Philanthropic minded staff)
 - Similar customers, audiences, objectives
 - Not ‘green wash’ – genuine concern and interest
 - Perseverance
 - Success in both primary objectives
 - Rewarding – lots of fun!

Here's raising a glass to another 10 years?

