



# Aim to Sustain

Protect.  
Preserve.  
Promote.

- **Nine rural organisations launch new partnership, Aim to Sustain**
- **10-week 'Have Your Say' consultation at heart of launch**
- **Aim to Sustain will combine expertise of organisations**

## Rural organisations launch new partnership

Leading UK rural organisations have today (23 July) announced the launch of a formal partnership to promote the multitude of conservation and community benefits that make the countryside a better place for all to enjoy.

'Aim to Sustain' has been formed to highlight the crucial role that sustainable game shooting plays in delivering biodiversity net gain through preserving and protecting cherished rural landscapes and a tremendous array of wildlife.

The partnership will also focus on showcasing the contribution that game management makes to sustaining rural communities, providing high quality food and making the countryside a place that visitors treasure year in, year out.

The organisations committed to the Aim to Sustain partnership include the Countryside Alliance (CA), British Game Alliance (BGA), British Association for Shooting and Conservation (BASC), Country Land & Business Association (CLA), Game Farmers' Association (GFA), Moorland Association (MA), National Gamekeepers' Organisation (NGO) and Scottish Land and Estates (SLE). The Game & Wildlife Conservation Trust (GWCT) are acting as advisors.

The organisations will work together to communicate to the public and decision-makers how sustainability is at the core of progressive game management. The partnership will also promote the highest standards of self-regulation and produce credible, robust and focused research.

Aim to Sustain launches with a 10-week 'Have Your Say' consultation that will seek the opinions of the quarter of a million-strong combined membership of the individual organisations.

### The Aim to Sustain partnership issued the following joint statement:

"Aim to Sustain is dedicated to protecting, preserving and promoting the many wide-ranging conservation, biodiversity and community benefits that make the countryside the place we love.

"So many people enjoy the great landscapes and tremendous array of wildlife and there is a colossal effort made to make that happen.

"Modern game management is a crucially important part of that effort and we are committed to demonstrating that high standards and robust self-regulation are the foundation of our efforts in delivering for the environment, species, habitat and food. We hope that this new and exciting partnership can achieve greater recognition of the multiple benefits that are provided as a result of game management and shooting.

"We want those benefits to be secured for future generations and we will continue to play our part in tackling climate change, producing biodiversity gain as well as ensuring the sustainability of wonderful wildlife.

"Rural organisations have stood side-by-side for many years but now, working as a partnership, we can be stronger and louder in highlighting the great work that is being done day in and day out for the benefit of the countryside, the environment, local communities and the people who cherish the sights and sounds of rural Britain."

## Notes to Editors:

The **Value of Shooting report 2014** found in the UK:

- Shooting is involved in the management of two-thirds of the rural land area, with two million hectares actively managed for conservation.
- Landowners with shoot interests spend nearly £250 million a year on conservation projects, undertaking 3.9 million work days on conservation – equivalent to 16,000 full-time jobs.
- Shooting is worth £2 billion annually to the economy, supporting the equivalent of 74,000 full time jobs.

For further press enquiries and to speak to any of the partnership organisations, please email [press@aimtosustain.org.uk](mailto:press@aimtosustain.org.uk)

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**Tim Bonner, CEO CA, said:** “We have stood side-by-side with our fellow rural organisations for many years, but by moving closer together into a formal partnership we can achieve even more and secure greater recognition of the great benefits that come from game management and shooting. This is a critical step for game shooting at a critical time.”

**Liam Stokes, CEO BGA, said:** “Now is the time for co-ordinated partnership working; a modern, forward-thinking approach to safeguarding the benefits we deliver. Acting together, we can build a research-based regulatory shield around our community and more effectively broadcast to decision-makers the invaluable contribution of assured game shooting.”

**Ian Bell, CEO BASC, said:** “Each individual organisation’s input will add to the strength of the partnership. Together we are stronger and our voice louder. By combining expertise and co-ordinating activities, the partnership is an exciting opportunity to highlight the massive contribution that is made to sustainability through game management and shooting.”

**Teresa Dent CBE, Chief Executive GWCT, said:** “Carefully co-ordinating the colossal effort that goes into game management is a very welcome and exciting commitment. The fact that a thriving shoot has the opportunity to be a wildlife haven is well understood, but this partnership can help ensure that this net gain for biodiversity is maximised.”

**Amanda Anderson, Director MA, said:** “People love the countryside, the wonderful landscapes and the breath-taking array of wildlife. Modern game management plays a huge part in making the countryside a better place for everybody. We help tackle climate change, deliver biodiversity gain and conserve wildlife in a sustainable way. That’s well worth shouting from the rooftops and we will do all we can to prove this contribution and build on it. Grouse moor managers are delighted to be a part of this partnership.”

**Liam Bell, Chairman NGO, said:** “This partnership will further improve co-operation between the organisations and strengthen our voice when explaining the inextricable links between sustainable game management, gamekeeping and conservation. It will also promote the roles of the organisations in supporting and bringing together rural communities. We are stronger together.”

**Sarah-Jane Laing, CEO SLE, said:** “We are pleased to join this partnership with friends from across the sector. Our country sports businesses are of vital importance to communities and jobs in some of the most remote areas of Scotland. We will continue to work together to provide constructive and robust representation.”

**Mark Tufnell, Deputy President CLA, said:** “This partnership will bring together key organisations to act together to promote sustainable game shooting. Many of our members manage their land for the benefit of wildlife and conservation as well as shooting. Aim to Sustain will bring together our collective skills.”

**George Davis, Chairman GFA, said:** “Game farming forms one of the pillars on which shooting is based, however we are few. This partnership brings the wider shooting community together and can present the whole picture, with strength, as a result.”

ENDS

**HAVE YOUR SAY**  
A 10-week consultation  
has been launched so that  
you can help direct the  
future of Aim to Sustain.  
Find it here:



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