



## Community Asset Transfer Scheme (CATS) for our national forests and land

# ASSET TRANSFER REQUEST FORM

### Introduction

Please read the relevant parts of the [Community Asset Transfer Scheme](#) (CATS) Guidance before completing this form. You may also wish to refer to the Scottish Government's [Asset Transfer Guidance for Community Bodies](#).

The Request must be submitted in writing, either as a hard copy or by email. Please answer all the questions. You can attach additional information as extra sheets or electronic documents. Please be specific. When answering the questions you do not need to repeat any information you have already given, but simply refer to an earlier answer or attached document.

Please return the completed form and supporting documentation to:

**Community Asset Transfer Scheme Team**  
**Forestry and Land Scotland**  
**231 Corstorphine Road**  
**Edinburgh**  
**EH12 7AT**

E-mail: [fls.communities@forestryandland.gov.scot](mailto:fls.communities@forestryandland.gov.scot)

We will confirm receipt of your Request within 5 working days and you will receive a formal acknowledgement letter within 15 working days to confirm whether your Request is valid or requesting further information. We may also ask you for more information during the assessment and evaluation process.

# CATS: ASSET TRANSFER REQUEST FORM

This is an asset transfer request made under Part 5 of the Community Empowerment (Scotland) Act 2015.

## SECTION 1: Information about the community transfer body making the request

### 1.1 Name of the community transfer body making the asset transfer request

Aviemore and Glenmore Community Trust

### 1.2 Community transfer body address

This should be the registered address, if you have one.

Postal address:

Aviemore and Glenmore Community Trust  
Registered Office  
15-17 High Street  
KINGUSSE

Postcode: PH21 1HS

### 1.3 Contact details

Please provide the name and contact address to which correspondence in relation to this asset transfer request should be sent.

Contact name: Kirsty Bruce

Postal address: [REDACTED]

Postcode: [REDACTED]

Email: [REDACTED]

Telephone: [REDACTED]

We agree that correspondence in relation to this asset transfer request may be sent by email to the email address given above. *(Please tick to indicate agreement)*

You can ask the Forestry and Land Scotland to stop sending correspondence by email, or change the email address, by telling us at any time, as long as 5 working days' notice is given.

### 1.4 Type of eligible community transfer body

Please select **one** option and mark with an “X” in the relevant box to confirm the type of community transfer body and its official number, if it has one:

- a Company  and its company number is SC578898
- or**
- a Scottish Charitable Incorporated Organisation (SCIO)  and its charity number is SCO51417
- or**
- a Community Benefit Society (BenCom),  and its registered number is \_\_\_\_\_
- or**
- Unincorporated organisation  (no number)

**Please attach a copy of the community transfer body’s constitution, articles of association or registered rules.**

- If the organisation is an eligible community transfer body under the Community Empowerment (Scotland) Act 2015 go to **Section 2**.

### 1.5 If the organisation is **not** an eligible community transfer body under the Community Empowerment (Scotland) Act 2015:

a) Has the organisation been individually designated as a community transfer body by the Scottish Ministers?

**No**  **Yes**

Please give the title and date of the designation order:

**or** b) Does the organisation fall within a class of bodies which has been designated as community transfer bodies by the Scottish Ministers?

**No**  **Yes**

If yes what class of bodies does it fall within?

## Section 2: Information about the land and rights requested

(see CATS Guidance Section 1.2)

### 2.1 Please identify the land to which this asset transfer request relates.

You should provide a **grid reference** and attach a **map** clearly showing the boundaries of the land to which this asset transfer request. You should also provide any name by which the land is known, and you may also wish to provide additional description. You can contact your Forestry and Land Scotland [Region](#) office for assistance in providing a copy of the map.

Grid reference: NH97710980

Area in hectares: 0.55

Name and description of the land:

Glenmore Visitor Centre Buildings, Land and Car Park.

The Glenmore Visitor Centre is located at the heart of the forest park which is the main gateway to the northern Cairngorms National Park.

**If your request is for a building**, you should provide a street address and the Unique Property Reference Number ([UPRN](#)) if known.

Address: FLS Glenmore Visitor Centre, Glenmore, Aviemore PH22 1QU

UPRN (**if known**): 130147655

## Section 3: Type of request, payment and conditions

(see CATS Guidance Section 1.4)

### 3.1 Please tick what type of request is being made:

- for **ownership** (under section 79(2)(a)) – go to **Section 3A**
- for **lease** (under section 79(2)(b)(i)) – go to **Section 3B**
- for other **rights** (section 79(2)(b)(ii)) – go to **Section 3C**

#### 3A – Request for ownership

What price are you prepared to pay for the land requested (see CATS Guidance Section 2.2)?

Proposed price: £265,000

*Please attach a note setting out any other terms and conditions you wish to apply to the request.*

#### 3B – Request for lease

- a) What is the length of lease you are requesting?
- b) How much rent are you prepared to pay? (see CATS Guidance Section 2.2)  
Please make clear whether this is per year or per month.

Proposed rent: £ \_\_\_\_\_ per

*Please attach a note setting out any other terms and conditions you wish to be included in the lease, or to apply to the request in any other way.*

#### 3C – Request for other rights

- a) What are the rights you are requesting?

NA

Do you propose to make any payment for these rights?

**Yes**  **No**

If yes, how much are you prepared to pay? Please make clear what period this would cover, for example per week, per month, per day?

Proposed payment: £ \_\_\_\_\_ per

*Please attach a note setting out any other terms and conditions you wish to apply to the request.*

## Section 4: Community Proposal

You may wish to refer to relevant sections in supporting documents.

### 4.1 Please set out the reasons for making the request and how the land or building will be used.

This should explain the objectives of your project, why there is a need for it, any development or changes you plan to make to the land or building, and any activities that will take place there.

**AGCT believes that community involvement is crucial to finding effective and sustainable solutions to the Glenmore area's numerous visitor management challenges.**

**Aviemore and Glenmore Community Trust (AGCT) are seeking acquisition of the Glenmore Visitor Centre and Café by way of a Community Asset Transfer Request.** Achieving community ownership of the Glenmore Visitor Centre will be a significant step forward in AGCT's commitment to fostering sustainable social and economic growth in the local community and enhancing the visitor experience in the Glenmore.

**If successful, a community asset transfer will bring substantial benefits for both residents and visitors:**

- AGCT, Glenmore Residents and the wider community will become active stakeholders in the future of Glenmore. This will enable a more inclusive approach ensuring that the community as an operational stakeholder as an equal partner in local decision making relating to visitor management and especially dealing with any impact on resident population. This includes promotion of the area, signage and messaging, environmental protections, and broader issues such as housing and transport. **AGCT believes that community involvement is integral to finding effective and sustainable solutions that benefit everyone.**
- Community ownership would mean all profits generated from the Glenmore Visitor Centre and Café will be reinvested into the building and visitor experience and wider area. This financial reinvestment will create a positive and sustainable impact on the local economy.
- AGCT is dedicated to preserving and promoting the rich history, culture and story of Glenmore. If successful, AGCT will strive to ensure that that story of Glenmore is brought to life and told for the enjoyment of both the local community and visitors to the area.

#### **The Glenmore Visitor Centre**

The Glenmore Visitor Centre is located at the heart of the forest park which is the main gateway to the northern Cairngorms National Park. The centre's premium location is within the easy distance of popular visitor attractions as Cairngorm Mountain, Cairngorm Reindeer Centre, Loch Morlich, An Lochan Uaine (the Green Loch), Meall a' Bhuchaille, and the Alt Mor Trail.

The Glenmore Visitor Centre is owned by Forestry and Land Scotland and visitor numbers to Glenmore are estimated at 500,000 with the door counter at the visitor centre indicating circa 120k visiting the building annually.

The visitor centre site comprises:-

- Reception area and Glenmore interpretation panels to provide visitor information and orientation (currently staffed part-time by FLS with staff who are otherwise out and about at visitor sites around Glenmore)
- A tenanted café (extended until 31st October 2024). The café is operated under FLS brand with an annual turnover estimated to be in the range of approximately £275-£295k.
- Publicly accessible toilets for which the café has cleaning responsibility
- FLS staff offices and meeting rooms
- Car park with 28 spaces with two dedicated disabled bays. Although this is a pay and display car park, parking charge compliance is very low in the Glenmore area, AGCT believe through a combination of better explanations, easier payment and a hands on approach at peak times, the visitor experience and revenues can be improved

The Trust's intention is to apply the same drive that created the Aviemore Ice Rink to developing Glenmore Visitor Centre under its own branding.

AGCT will work in partnership with FLS to ensure FLS continue to have a branded presence within the Glenmore Visitor Centre and in the short to medium term to lease back to FLS office space to accommodate FLS staff based in Glenmore.

The vision for the Glenmore Visitor Centre is to develop a vibrant Glenmore visitor facility under sustainable community stewardship through and to enhance and expand the current offering **whilst committing to FLS's Visitor Strategy mission by:-**

- **Creating a warm a welcoming space for the enjoyment of both of locals and visitors**, by enhancing the centre with improvements to internal decoration, improving flow of visitors, providing additional facilities for outdoor enthusiasts and through family friendly experiences such as:-
- **Further enhancing the visitor interpretation/information centre** bringing to life the rich story of Glenmore for the enjoyment of all
- **Developing a visitor information hub to work with stakeholders** to promote other Glenmore, Cairngorm and wider Aviemore area activities
- **Developing an events space** for talks, workshops and special events for schools, special interest groups etc
- **Developing strong working relationships** with other Glenmore area operators
- **Developing strong partnerships between key stakeholders and community** to create a unified approach to visitor management and to support responsible tourism and environmental protection messaging
- **Committed to improving the visitor centre's environmental impact** by improving the buildings energy performance and reducing amount of waste produced

### **Café Operations**

- Maintaining a café offering will both meet customer demand and deliver an income which will ensure the visitor centre will not become a liability for the community.
- Profits generated from the café will be reinvested in the building, visitor experience and wider area.
- An enhanced café offering will be provided by serving fresh seasonal Scottish produce, by increasing opening times and encouraging visitors to spend more time at the centre
- Links will be developed with local and Highland wide food and drinks producers to source great produce, to support local supply chains and reduce food miles
- Local employment and training opportunities will be created and the café will seek to develop mentorship programmes with other prominent local hospitality providers.
- The café through AGCT will be a Real Living Wage employer

### **Short, Medium and Long-Term Objectives**

#### **Short term**

- Achieve acquisition of building and management of café operations. Small scale internal decoration improvements to café and toilets and visitor information centre.

#### **Mid term**

- To continue to build on menu offering
- To expand and offer outside take-away service, to improve ability to meet the demand of high visitor numbers at peak times.
- Development Glenmore Heritage Centre
- Develop events space and build programme of events and activities
- Make improvements to buildings energy efficiencies and environmental green tourism credentials

#### **Long term**

- Achieve financial sustainability that enables reinvestment into wider community area
- To work in partnership with FLS and CNPA to further develop the Glenmore visitor experience, through outdoor education, interpretation facilities, sustainable transport and modern facilities.



## 4.2 Benefits of the proposal

Please set out the benefits that you consider will arise if the request is agreed to (see CATS Guidance Section 3.2). This section should explain how the project will benefit your community, and others.

*Please refer to the guidance on how the relevant authority will consider the benefits of a request.*

**If successful, a community asset transfer will bring substantial benefits for both community and visitors by way of:-**

- **Community Empowerment:** By securing community ownership through AGCT, Glenmore Residents and wider community will become active stakeholders in the future of Glenmore. This would enable an inclusive approach ensuring that the community has a voice and a seat at the table when it comes to crucial decisions related to the visitor management and wider associated place-based issues. AGCT believes that community involvement is integral to finding effective and sustainable solutions that benefit everyone.
- **Community Wealth Building:** Community ownership will enable all profits generated from the Glenmore Visitor Centre and Café to be reinvested into the building and visitor experience. This financial reinvestment aims to create a positive and sustainable impact on the local economy by redirecting wealth back into the community.
- **Community Identity, Culture and Heritage:** AGCT is dedicated to preserving and promoting the rich history, culture, and the story of Glenmore. If successful, AGCT will strive to ensure that that story of Glenmore is brought to life and told for the enjoyment of both the local community and visitors to the area.
- **FLS Visitor Strategy 2022-2032:** AGCT is fully committed to Forestry and Land Scotland’s Visitor Strategy mission of “looking after Scotland’s forests and land for the benefit of all, now and for the future”. AGCT will work with FLS to create a strong partnership, working together to achieve FLS Visitor Strategy Outcomes, such as ***Outcome 1: Supporting a Sustainable Rural Economy – FLS supports a sustainable rural economy by managing the national forests and land in a way that encourages sustainable business growth, development opportunities, jobs, and investments.*** ***Outcome 3: National Forests and land for visitors and communities – Everyone can visit and enjoy Scotland’s national forests and land to connect with nature, have fun and benefit their health and wellbeing and have the opportunity to engage in community decision making”.***
- **Cairngorms National Park Partnership Plan 2022-2027: B5 Community Assets and Land.** Achieving community asset transfer of the Glenmore Visitor would also support and meet ***CNPA’s Partnership Plan Objective B5 “Increase the number of assets in community ownership or management, the number of social enterprises that generates profit and the area of land where communities are involved in management decisions.***

### 4.3 Restrictions on use of the land

If there are any restrictions on the use or development of the land, please explain how your project will comply with these. Your Forestry and Land Scotland [Region](#) office can provide assistance in identifying any restrictions and how to comply with them.

*Restrictions might include, amongst others, environmental designations such as a Site of Special Scientific Interest (SSSI), heritage designations such as listed building status, controls on contaminated land or planning restrictions.*

The Glenmore Visitor Centre currently incorporates an FLS office, workshops, and trailhead. The purchase of the building will make legal provision for any and all access and servicing arrangements that will be required by FLS.

AGCT's ethos is to work closely with partners to improve community and visitor experience. The Trust has already demonstrated strong links with partners across the area and it is in our interests to support and work closely with FLS in pursuit of its aims to improve sustainability, biodiversity and visitor experiences at Glenmore.

### 4.4 Negative consequences

What negative consequences (if any) may occur if your request is agreed to? How would you propose to minimise these?

*You should consider any potential negative consequences for the local economy, environment, or any group of people, and explain how you could reduce these.*

Visitor numbers to Glenmore are currently estimated at around 500,000 per year, with the visitor centre door counter indicating a 120,000 visitors per year. There are some apprehensions that improved visitor centre facilities may lead to an increase in traffic within the Glenmore corridor.

AGCT is focused on improving the experience of current visitor numbers, rather than looking to increase numbers.

AGCT will work with Glenmore partners and resident community to create a unified approach to visitor management and will work to promote sustainable travel and responsible parking and will consider incentives such as discounts on cafe purchases for visitors who travel by bus, bike or provide proof of responsible parking within Glenmore.

### 4.5 Capacity to deliver

Please show how your organisation will be able to manage the project and achieve your objectives.

*This could include the skills and experience of members of the organisation, any track record of previous projects, whether you intend to use professional advisers, etc.*

Aviemore and Glenmore Community Development Trust (AGCT) is a community-based organisation that **operates solely for the benefit of its community. AGCT is a "not for profit Community Trust"**. The Trust is a company limited by guarantee, registered at Companies House (SC578898) and registered as a Scottish Charity (SC051417).

**AGCT's main objectives are: -**

4.2 To provide or enhance the accessibility of recreational facilities, and/or organising recreational activities which will be available to members of the community and public at large with object of improving the conditions of life the community.

4.3 Advancement of citizenship or community development, including rural or urban regeneration.

4.4 To advance the provision for educational opportunities in the community relating to environment, culture, heritage and/or history.

4.5 To advance environmental protection or improvement including preservation, sustainable development and conservation of the natural environment, the maintenance, improvement, and provision of environmental amenities for the community and or the preservation of buildings, sites or architectural historic or other importance to the community.

***Governance Structure***

AGCT is regulated by its governing document which are registered at Companies House. This outlines AGCT's constitution, objectives, membership criteria, and what directors can and can't do.

AGCT is owned by its members - members are not shareholders. Any revenue generated by the company must be used to further the Trust's main aims and objectives and used to sustain the Trust and its operational businesses and to assist in developing further community projects. There are no shareholders, and no profits can be distributed to either members or Directors.

***Community Accountability***

AGCT is owned and controlled by its members. The community is represented by membership and membership is open to any member of the community. The day to day running of AGCT is delegated to a Board of Directors and the Directors are answerable to the members.

***Community Partners and Stakeholders***

AGCT maintains close links with external agencies such as Cairngorms National Park Authority, Highlands and Islands Enterprise, Highland Council and Forestry and Land Scotland.

The Trust also works closely with other community organisations with a common goal of supporting, enhancing and sustainably developing the communities of Aviemore and Glenmore and has signed MOUs with: -

- Aviemore and Vicinity Community Council
- Aviemore Community Enterprise Company
- Cairngorm Business Partnership
- Cairngorm Mountain Trust

AGCT has also worked with Aviemore Community Transport Company and Voluntary Action Badenoch and Strathspey to set-up, coordinate and manage the community response to Covid-19.

The trust has maintained a close working relationship with both organisations. AGCT is also a member of the Cairngorm Business Partnership, the Development Trust Association of Scotland, Scottish Council of Voluntary Organisations and SCOTO.

### **Board and Staff Team Experience**

Our community owned, not-for-profit status allows us to have a depth of skills and talents on the board which would simply not be financially sustainable for a private business, alongside that the community ownership generates substantial goodwill with customers, the community and suppliers

The AGCT team are embedded within the community and bring with them a range of skills, expertise and community and local market insight. Director and Staff biographies are appended.

### **AGCT Operational Activities**

Aviemore Ice Rink opened in October 2021 after a successfully raising close to £200k in a 10-month fundraising campaign. The rink has quickly become an important facility for both visitors looking for an additional activity offering and for the local community which has enabled many to take up new ice sport hobbies.

At a time when soaring energy and salary costs are causing ice rinks to close, AGCT has successfully created a commercial Ice Rink from scratch and brought it to profitability and sustainability within two years. We have recruited and grown a team of skilled employees, set pricing and marketing strategies and identified substantial improvements.

AGCT have worked hard to mitigate the substantial energy increases and together with extensive works to insulate the rink and the purchase of energy efficient chillers the Trust has achieved significant energy savings and reduction in energy consumption by over 60%.

Aviemore Ice Rink has positively boosted the profile of Aviemore and it is the Trusts ambition to return a modern energy efficient full sized ice rink the Aviemore, which will preserve the local winter sports culture and support the development of Aviemore and Glenmore as a the UK's top winter destination

Aviemore Ice Rink provides direct employment for 8 staff members, some of whom are young people which has provided a first-time work experience.

As a community trust, AGCT have to be mindful of the sustainability of our organisation and its projects, like the Ice Rink we intend to run the visitor centre and cafe as a commercial operation with salaried employees and contractors.

AGCT is a living wage employer.

## Section 5: Level and nature of support

### 5.1 Please provide details of the level and nature of support for the request from your community and, if relevant, from others (see CATS Guidance Section 3.2)

You should describe the community your body represents and include information on the proportion of your community who are involved with the request, how you have engaged with your community beyond the members of your organisation and what their response has been.

You should also show how you have engaged with any other communities that may be affected by your proposals.

Aviemore and Glenmore Community Trust is a member-led organisation formed to benefit the community of Aviemore and Glenmore as defined by the postcode district of PH22 and in accordance with requirements set out in the Land Reform (Scotland) Act 2003, section 34[5].

AGCT currently has over 830 members, comprising of ordinary members, associate members and junior members.

50% - Ordinary Members (those over age 16 and resident in the community) & Junior Members (those aged 12-15 who support the purposes of the Trust)

50% - Associate Members (those not ordinarily resident in the community who support the purposes of the Trust)

The Trust maintains close links with external agencies such as Cairngorms National Park Authority, Highlands and Islands Enterprise, Highland Council and Forestry Land Scotland.

AGCT works closely with other community organisations with a common goal of supporting, enhancing and sustainably developing the communities of Aviemore and Glenmore and has a number signed MOU's with local constituted organisations.

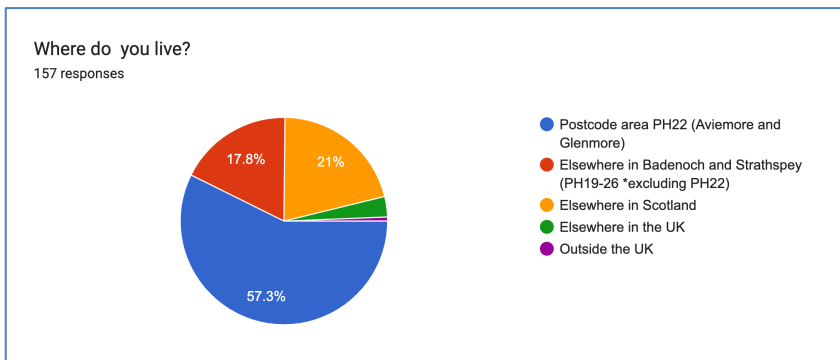
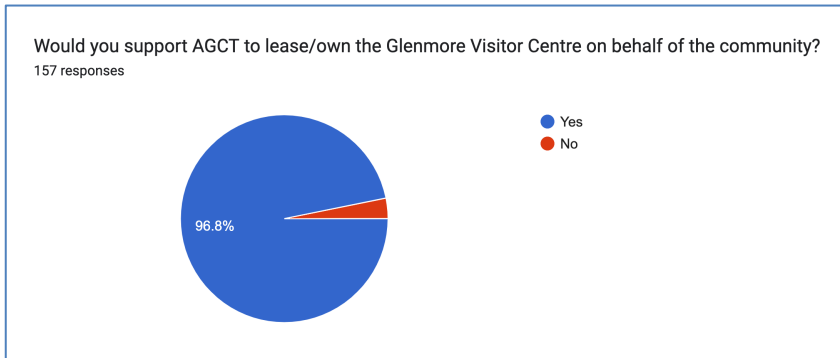
AGCT has, since October 2022 held many meetings with a mix of stakeholders, its members, the Glenmore community, local Councillors, local MSP and MP and other organisations including DTAS, NatureScot, CNPA and HIE. All have consistently indicated good support for AGCT to continue to assess and move forward with an application for community asset transfer for the Glenmore Visitor Centre.

AGCT met with the residents and business of Glenmore on 14<sup>th</sup> June 2023. The purpose of this meeting was to involve and update on AGCT's proposals for achieving a "community anchor" within Glenmore. This meeting was predominantly positive with the Glenmore community supporting the Trust's application for Community Asset Transfer.

In addition to this the Trust carried out a community and public survey from June 2023 to September 2023. This survey was shared directly with the AGCT membership via email and online via Trust's social media channels and on other local community forum pages. The Badneoch and Strathspey

Herald also shared news of the Trust’s ambitions for Glenmore and details of the survey on both their online and print news platforms.

The Trust’s community and public survey has clearly demonstrated an overwhelming response in favour of community stewardship of the Glenmore Visitor Centre and Café.



The Trust have received letters for support for community asset transfer from:-

- Drew Hendry, MP for Inverness, Nairn, Badenoch and Strathspey
- Kate Forbes, MSP for Skye, Lochaber and Badenoch
- Councillor, Bill Lobban – Convenor – Highland Council
- Councillor, Muriel Cockburn – Highland Council
- Councillor, Russell Jones – Highland Council

## Section 6: Funding

Please outline how you propose to fund the price or rent you are prepared to pay for the land, and your proposed use of the land

(see CATS Guidance Section 1.5)

*You should show your calculations of the costs associated with the transfer of the land or building and your future use of it, including any redevelopment, ongoing maintenance and the costs of your activities. All proposed income and investment should be identified, including volunteering and donations. If you intend to apply for grants or loans you should*

*demonstrate that your proposals are eligible for the relevant scheme, according to the guidance available for applicants.*

See attached business plan and cashflow which details café revenue aspirations and a list of funding bodies we have identified with AGCT having the specified eligibility to apply for.


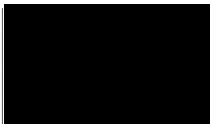

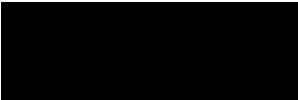
## Signature

Two office-bearers (board members, charity trustees or committee members) of the community transfer body must sign the form. They must provide their full names and home addresses for the purposes of prevention and detection of fraud.

This form and supporting documents will be made available online for any interested person to read and comment on. Personal information will be redacted before the form is made available.

**We, the undersigned on behalf of the community transfer body as noted at section 1, make an asset transfer request as specified in this form.**

**We declare that the information provided in this form and any accompanying documents is accurate to the best of our knowledge.**

1.    Name            Duncan Swarbrick  
      Address          
  
      Date            06.01.2024  
      Position        Director  
  
      Signature      
  
2.    Name            Michael Dearman  
      Address          
  
      Date            06.01.2024  
      Position        Director  
  
      Signature      



## Checklist of accompanying documents

To check that nothing is missed, please list any documents which you are submitting to accompany this form.

### Section 1 – you **must** attach your organisation’s constitution, articles of association or registered rules

Title of document attached:

Articles of Association of Aviemore and Glenmore Community Trust

### Section 2 – any maps, drawings or description of the land requested

Documents attached: Site map attached

### Section 3 – note of any terms and conditions that are to apply to the request

Documents attached: NA

### Section 4 – about your proposals, their benefits, any restrictions on the land or potential negative consequences, and your organisation’s capacity to deliver.

Documents attached: Business Plan and Cashflow

### Section 5 – evidence of community support

Documents attached:

Summary of Community Survey

### Section 6 – funding

Documents attached:

See attached Business Plan