

Landed Estates Carbon Assessments

SMALL
WORLD
CONSULTING

Landed Estates

Landed estates have a large part to play in addressing the climate emergency. They typically have a wealth of history to reflect on and a responsibility to consider future generations. Landed estates not only manage physical infrastructure from historic and new buildings, but also need to consider the best use for their extensive and varied land holdings. Many estates receive tens of thousands of annual visitors, and with that, a chance to shape perceptions around what a responsible and low-carbon future looks and feels like.

SWC works with a range of landed estates, and our unique blend of skills and expertise positions us as trusted advisors to these special types of clients. Assessments for these estates require a tailored approach, drawing on a range of methods to measure, analyse, and act on the emissions across the entire organisation.

Specialists from our carbon accounting team and landscape assessment team work to deliver a fully integrated and holistic approach to mapping and managing the emissions from the whole estate. We recognise the importance of each estate's unique history, heritage and reputation, while equipping it with the tools and insights needed to navigate an ever-changing environment.



Operations

Stately homes, private residences, commercial buildings, tenant properties, hotels, holiday cottages and visitor accommodation – our carbon assessment team maps the emissions in Scopes 1, 2 and 3 from all the different types of buildings and their operations, whilst being responsive to the needs of each.



Visitors

Visitors' emissions require an understanding of how visitors travel to venues, the activities they take part in, and what they consume whilst they're there.

We measure and incorporate these emissions into the relevant scopes of the total estate footprint, but with specific targets and action plans for hospitality and events teams to engage with.

Landscapes

Farmland, conservation areas, woodlands and wider landscapes are assessed for their emissions and mapped for the opportunities they present for climate mitigation and nature recovery.

We work with specialist partners to assess the estate for carbon and biodiversity credits, at a time when UK landowners have a growing reputation as reliable and high-quality credit providers to investors.



All these different elements combine into a baseline assessment, which provides the basis from which an estate-wide land strategy can be formed, encapsulating the various opportunities for decarbonisation and biodiversity, all while maintaining the estate's reputation and commercial viability into the future.

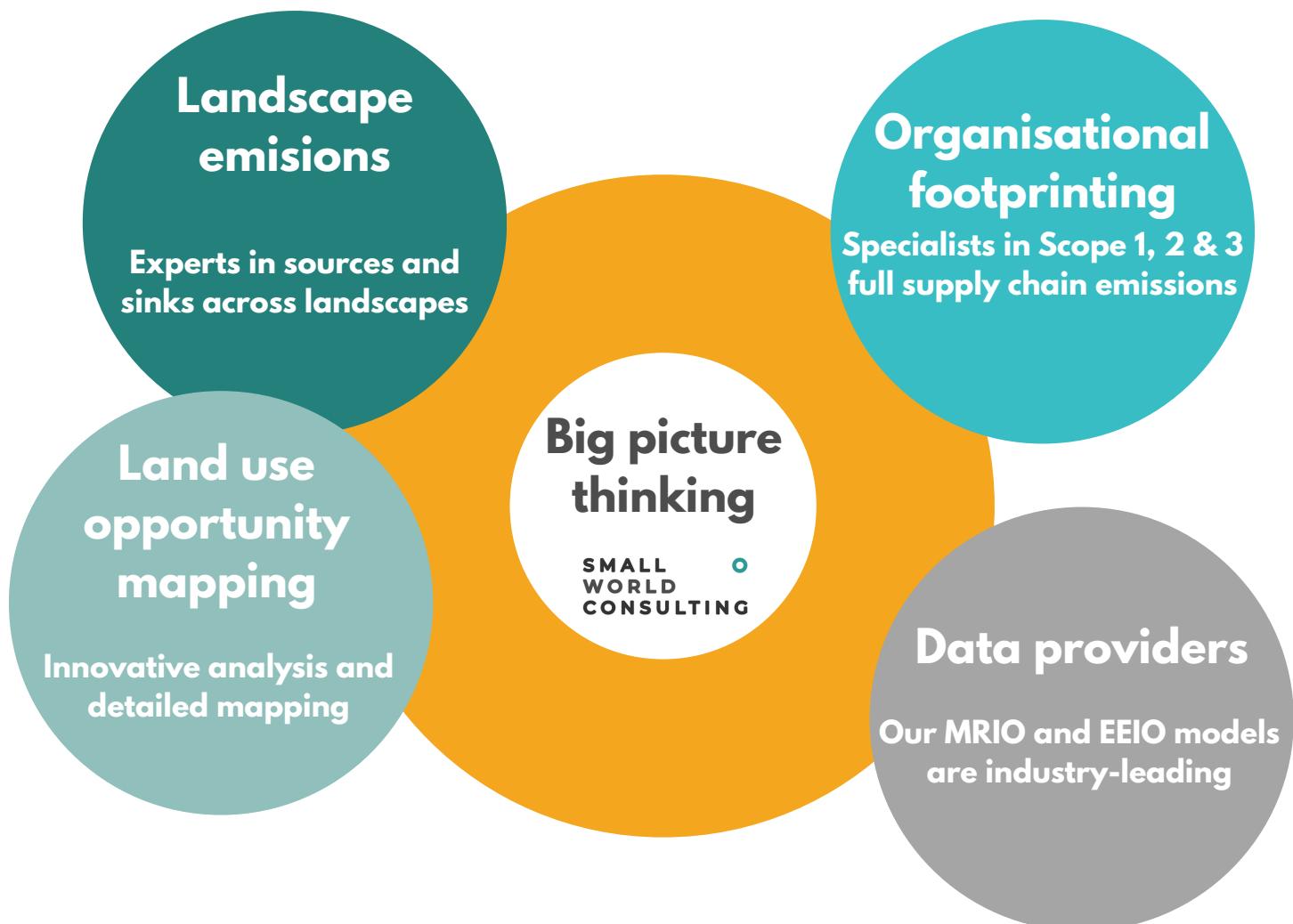
About Small World Consulting

Small World Consulting (SWC) was founded in 2002 by carbon accounting expert Professor Mike Berners-Lee.

SWC are specialists in carbon and sustainability assessments, particularly focusing on upstream Scope 3. We combine a wide background of academic research with client experience.

We are leading experts in estimating and monitoring the carbon footprint of whole landscapes, and setting landscape-specific targets in order to change land use and lower emissions. We use a wide range of national and local datasets combined with our in-house emissions factors.

We work with small individual estates like Holker Hall and Gardens, and Atholl Estates, as well as large landscape areas, including all 15 of the UK's National Parks, several counties, including Cumbria, Gloucestershire and Powys, as well as the Cotswolds, Cannock Chase and all 5 Welsh National Landscapes. Our emissions calculations cover around 20% of all UK land.



Potential work streams for Landed Estates

It can often be difficult to know where to start when progressing the sustainability journey of a landed estate. For this reason, we have provided some details below on workshops and projects that we have carried out for a variety of landed estates in the past.

These help you understand your priorities, hotspots and potential individual and appropriate goals. From this, you can plan your journey towards embedding sustainability and climate goals into your business and management plans.

Sustainability strategy review

This review provides a high-level introduction to the various approaches towards sustainability within the estate, and the possible risks and opportunities that your estate may be facing now and into the future. These sessions are collaborative and short – just a few hours, where we present bespoke information that can inform the next steps towards developing a sustainability strategy that works for your estate. We finish with a question-and-answer session, allowing you to focus on your priorities and clarify your options.

Cost estimate: ~£1k to £1.5k for a bespoke presentation.

Staff / stakeholder climate workshops

Staff workshops are a valuable way to ensure that all the different departments and organisations within your estate have a good basic understanding of the climate emergency and how it specifically relates to landed estates. These workshops are tailored to the needs and context of your estate, can be delivered in person or online (with 2 consultants), and fit into either a day or half a day. The workshop covers:

Context and sustainability knowledge:

- Briefly introduce the context of the climate emergency in an inspiring yet urgent way.
- Present the position of landed estates within that context.
- How landed estates can make a significant positive contribution in multiple ways.
- Cover terminology, key concepts and myths relevant to the estate, with Q&A.
- In the context of the estate, discuss carbon and biodiversity credits and greenwashing.

Estate specifics:

- Discuss how each part of the estate might contribute toward a joined-up sustainability strategy, gathering ideas from staff and their views on priorities.
- Understand the aims and current imperatives of each part of the estate.
- Use the workshop as the basis of a joined-up strategy for the estate, which can inform future targets.

Cost estimate: ~£4,500 to £5,800 excl. VAT, plus approximately ~£300 expenses.

Scoping report and summary

Once landed estates have done some groundwork, they are often keen to move towards a carbon footprint exercise that covers both buildings and land. Because estates generally have a wide range of assets (historic buildings and farms, through to forests, breweries, golfing facilities and commercial housing), it is useful to carry out a scoping exercise to identify the boundary of assets to be included in the assessment, as well as testing samples of data to ensure suitability. Outputs from this exercise reduce the work for your team and SWC once a footprint is underway, making it more cost-effective and efficient.

Cost estimate: ~£1,300k for a bespoke presentation.

Organisational carbon footprint

Once the boundaries are determined and the scoping report is done, SWC carry out an organisational carbon footprint.

A key principle of best-practice carbon accounting is completeness: organisational carbon footprints should cover everything in a company's operations and supply chain (Scope 1, 2 and upstream Scope 3), without any exclusions or double counting. With appropriate methods, this is achievable. SWC specialise in Scope 3 carbon accounting, with proprietary datasets which are also licensed to the industry. We have led the sector in this area since our founder, Mike Berners-Lee, developed the process for in-depth spend-based carbon accounting many years ago.

We work with your staff to gather purchase ledger data, as well as activity data such as kWh used for heating and cooling, and miles travelled by staff commuting, plus surveys which estimate visitor emissions from travel and on-site consumption. From this data, SWC deliver a full and comprehensive report which details emissions from each category within each Scope, as well as identifying hotspots and suggesting pathways for mitigation.

Cost estimate:

Lowest estimated costs are ~£12k to £18k excl. VAT. This would be for a smaller estate, would require centralised organisation of the key data, and would deliver a streamlined report. The higher figure would include work on visitor emissions.

Middle-ground costs are £30k excl. VAT. This would be for a medium-sized estate and may be more realistic for coverage of the entire estate, providing more scope for SWC to compile data from multiple sources, and with a fully written-up report.

Upper-end costs are £40k excl. VAT. This would be the upper-end estimate, should the work include assessment of emissions from an even wider range of organisations, with more opportunity for in-depth Scope 3 relating to each entity.

Land carbon footprint

In general, understanding the greenhouse gas fluxes from the various habitat types and land use practices on the estate can lead to interventions which have not been identified before. Due to the long-term planning required for effective land management, having a baseline footprint for land provides an informed assessment of whether the estate has commercial opportunities or liabilities for offsetting its emissions. Such assessments are also key to helping the estate fulfil its commitments towards tackling the joint climate and ecological emergencies and in bringing benefits to its immediate community.

We utilise our existing suite of modelling tools – refined through our work with the protected landscapes, local government and private estates – to perform a robust assessment of your entire estate, including land in various states of ownership, such as subsidiaries. Our tiered approach focuses on generating a high-level footprint through publicly accessible national datasets as a default, and then increasing the accuracy and specificity by bringing in more granular local and estate-level data. We can also outline opportunities on the land using various open-source and our proprietary opportunity maps to derive pathways for land use on your estate, in line with fair-share contributions to national targets, whilst accounting for your local priorities, funding opportunities and community needs.

Deliverables will include a full report, compatible with the organisational footprint, broken down according to habitat type (e.g. coastal habitats) and, if relevant, ownership status (such as tenant vs. in-hand land).

Cost estimate: ~£5 to £6k for a full carbon baseline, and a further ~£5k for a coherent pathway towards decarbonisation, all excl. VAT.

Visitor communications

A key area for landed estates is visitor engagement and communication around the estate's sustainability efforts. The estates we work with often say this area has been the most effective in terms of increasing visitor numbers, visitor engagement and reducing visitor travel emissions.

Engaging with visitors on sustainability requires much more than an annual report. Our in-house communications specialist will work with your team to accurately communicate your data and actions in an educational and emotional way that fits with your estate brand and story.

Topics can include, but are not limited to:

How the land acts as a carbon sink, how carbon emissions are mitigated by everyday habits, how visitors are central to the estate's efforts, what we can learn from the past, how the estate is looking after future generations, what the long-term plans for the estate are, and how heritage and climate change inform each other.

Your estate already has a story to tell. We help you frame the next chapter of your narrative with innovative storytelling to engage your visitors.

Cost estimate: ~£500 to £1,500 excl. VAT for each topic/subject.

“We’re more grounded in knowledge than spin, and Small World Consulting are people you can trust – knowledgeable, passionate and ethical.”

Andrew Bruce Wootton, CEO, Atholl Estates



We're keen to hear what other services your estate may be interested in or if we could provide a customised package from the options above.

Please let us know if you are interested in exploring some of these options and would like to book an initial meeting.

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