

The 'glorious twelve' benefits of grouse shooting

Conservation of globally threatened habitat

Heather moorland is rarer than rainforest
75% is found in Britain because of grouse moor management

Time and money invested into conservation

Almost **£100m** estimated annual value of grouse shooting in England, Wales and Scotland



Landscape scale management

79%

of the Pennines and N.Yorks moors' Special Protection Areas are managed for grouse

Conservation of globally and nationally important species

UP TO 5 TIMES

more threatened wading birds supported on moors managed by gamekeepers

Breathtaking scenery and wildlife for everyone

90%

of English grouse moors fall within a National Park or an Area of Outstanding Natural Beauty

Preservation of the UK's biggest carbon store

Managing heather helps preserve and protect

UK'S BIGGEST CARBON STORE

in peat

Strengthening local communities and businesses in the uplands

Grouse shooting in England, Wales, and Scotland supports the equivalent of

over 2500 full time jobs

Fresh water sources and reduced flood risk

70%

of the UK's drinking water comes from the uplands

Wellbeing and social benefits

AT LEAST 40,000 people take part in grouse shooting annually and the average shooting day brings 40 people together



The Moorland Association



The British Association for Shooting & Conservation