



PRESS RELEASE

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SCOTTISH LAND & ESTATES APPOINTS NEW NORTH EAST REGIONAL SUPPORT OFFICER

A new Regional Support Officer for north east Scotland has been appointed by Scottish Land & Estates.

Fiona Van Aardt joins the organisation to support and enhance member activities in the region, including engagement with politicians, stakeholders and assistance in organising events and estate visits.

A business manager with over 25 years' experience of running companies and delivering projects and events, Fiona returned to Scotland with her husband three years ago after spending 13 years running a 5,000 hectare estate in the southern highlands of Tanzania.

Before heading to Tanzania, she was Managing Director of a major event and communications company with a significant government and multinational client base. A key part of her role was the delivery of a flagship government programme for improving the competitiveness of UK business through company visits. Fiona lives on a farm on the outskirts of Aberlour in Speyside with her husband and two dogs.

At Scottish Land & Estates (SLE), Fiona will work alongside north east chairman David Fyffe, SLE's north east committee and staff from the organisation's headquarters in Musselburgh to deliver a newly formed regional activity plan. This approach is being replicated across SLE's regional set-up, with further new additions to the team due to begin work in the coming weeks.

Fiona said: "Scottish Land & Estates is reshaping and revitalising its regional activity and this was an exciting opportunity to begin a role in which I felt my experience could really make a difference to members.

“Relationships and engagement at a regional level are already good but there is always more that can be done to help raise the profile of the positive contribution of rural businesses. The new framework for regional activity should provide another avenue for businesses to be supported in their development by Scottish Land & Estates and I’m looking forward to work getting underway and visiting members throughout the north east.”

David Fyffe, Scottish Land & Estates’ North East chairman, said: “Our regional committees and headquarters have been working hard to develop a new model which gives greater tailoring of activity to meet the local priorities of members. We’re pleased to have that finalised and now have Fiona’s knowledge and skills to help us deliver on that plan.

“Despite the excellent work that is undertaken by businesses within the region, all too often members do not have the time or confidence to explain what we are doing to a wider audience. Fiona will help raise our profile and offer support in many key areas and this will benefit all of us in the months and years to come.”

ENDS

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NOTES TO EDITORS

About Scottish Land & Estates

Scottish Land & Estates is a membership organisation for landowners, rural businesses and rural professionals. Scottish Land & Estates promotes the wide range of benefits land-based businesses provide: tourist attractions, leisure facilities and landscapes enjoyed by the public, as well as, housing, employment, tourism & enterprise and farming opportunities.

For more information, visit www.scottishlandandestates.co.uk