

Charity Report

Worshipful Company of Butchers Charity Committee Meeting

23rd September 2026

Presented by Isla Roebuck – Sponsor for Aberlour Children's Charity

The partnership aims to:

- Reach disadvantaged young people in rural and urban communities
- Create up to 12 unique experiences with Liverymen and their businesses annually
- support Aberlour's programme of diverse activities for young people across Scotland, from Dumfries & Galloway to Moray.

Impact

This year, we have **supported 611 young people** through youth related work.

Where there was an identified support need, the following outcomes were achieved by young people following their support:

- 78% reported improved wellbeing
- 89% experienced improved access to the local community
- 78% improved attendance at school, college, training or work
- 80% reported improved self esteem
- 82% felt empowered and confident to make to decisions about their future
- 100% felt they were less socially isolated

Activities with supporting Liverymen and businesses:

1. Partnership launch – “Build your own Burger” event

On 2nd March we launched the partnership at Aberlour's Youth Club in Glasgow with the Master and Head of Charities as our guests.

Aberlour held a burger-making workshop with **four supported young people**. They prepared, cooked, and served Scotch beef, lamb and venison burgers for guests. The workshop was kindly organised and facilitated by Gordon Newlands, Brands Development Manager at Quality Meat Scotland.

Thank you to Quality Meat Scotland, Highland Game and Campbells Prime Meats for supplying the food and guiding our young people through the workshop. It was a super opportunity to make introductions, build connections and give thanks to the Worshipful Company of Butchers and supporting Liverymen.

Attending organisations included: Dunbia Highland Meats, Dovecote Park, Highland Game, Gilmour Butchers, Fleshers of Glasgow, Quality Meat Scotland, Scottish Association of Meat Wholesalers and Scottish Craft Butchers.



Pictured left, Aberlour young people wearing Worshipful Company of Butchers aprons (kindly provided by Highland Game) with Isla Roebuck, Justina Murray – Aberlour CEO, Gwyn Howells, Master, and Mark Winston, Head of Charities.

2. McDonalds visit

On 14th April, four Aberlour young people, aged 16 to 19 years, visited McDonald's Grangemouth for a behind the scenes' experience. Aberlour Youth Worker, Lisa, said: *"It was an excellent balance of education and fun."*

Young people gained skills in:

- Customer service and communication
- Teamwork
- Time management
- Food preparation and hygiene
- Responsibility and reliability
- Adaptability
- Confidence and independence



3. Farm Visit

On 8th April, during the Easter holidays, four families with eight children, enjoyed a lambing experience at a farm in Kirkintilloch, facilitated by Royal Highland Education Trust.

"The family had a really nice time. Mum said the kids loved it, didn't want to leave and want to go back. The family used to live on a working farm in Cornwall, so they were happy to be back around that lifestyle for a short while and see all the animals." – Aberlour Family Worker.



4. Royal Highland Show

On Friday 19th June, four young people experienced one of Scotland's biggest celebrations of agriculture, food and rural life.

From seeing livestock and learning about farming practices to discovering more about the journey food takes from farm to fork. The young people were able to ask questions, explore the different areas of the show and experience first-hand the sights, sounds and atmosphere of this much-loved event.

A special thank you to liveryman Gordon Newlands and Quality Meat Scotland for their hospitality and helping us understand more about Scotland's red meat industry!



5. Campbells Prime Meat

On 28th July, three young people enjoyed a visit to Campbells Prime Meat with liveryman Iain Brown. They gained an insight into the food supply chain and the work involved in bringing quality meat from farm to consumer. They were blown away by the variety of jobs, equipment and specialist skills involved at a national meat and fish supplier.



Aberlour Service Manager, Mary Page said,

"The young people were fascinated by everything. A highlight was meeting Campbell's staff who shared their own journeys to employment - starting part-time roles at Campbell's and then being supported through apprenticeships into careers they genuinely love. It was such a powerful message for our young people to hear and showed them that there are so many different routes to success."

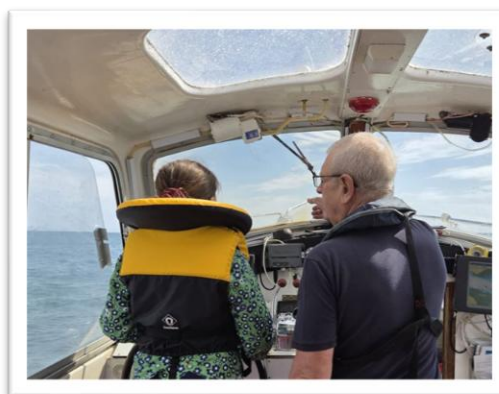
6. All other activities

Children and young people have enjoyed a variety of activities this year, including:

Outdoor survival, ceramic painting, bonsai cultivating, horse riding, dirt and quad biking, paddle boarding, skiing, ice-skating, cooking, splatter art, art club, gardening club, boat trips and Blair Drummond Safari park to name a few.

"I'm getting good at ice skating, I was asked to help someone new, that was quite scary, but they never fell and said they were happy they didn't have to hold on the rails; they let go and were actually skating!" - young person.

"I was a bit afraid to drive the boat, but after seeing the other children do it, I then had confidence to try it. I had a lot of fun." - foster child.



Activities planned over the Autumn/Winter:

Aberlour young people are looking forward to additional visits with food and farming related industries including: Cosmos Pizza, Supermarket behind the scenes, Farm visits and burger making experience (facilitated by QMS) in Dumfries and Elgin, and further McDonald restaurant experiences.

Additional connections, partnerships and funding:

We are delighted to have received support from the following organisations who are championing this initiative:

Glasgow Fleshers, Quality Meat Scotland, Aubrey Allen, Association of Independent Meat Suppliers, Scottish Association of Meat Wholesalers, Aberdeen Fleshers, Glasgow Trades - Incorporation of Bonnet Makers and Incorporation of Masons, Scottish Craft Butchers.

Coverage and partnership promotion

- The launch and partnership was featured in Farming Online (with thanks to Colin Ley PR) <https://farming.co.uk/news/-worshipful-company-of-butchers-press-release-colin-ley>
- Promotion of the partnership and activities through social platforms including LinkedIn
- Website news article promoting the partnership
- Representing Aberlour, Rachel Deuchar attended the Glasgow Fleshers Choosing Dinner on 20th March with Master, Gwyn Howells, and liverymen Isla Roebuck, Iain Brown, Amanda Buitelaar and Alistair Donaldson. Pictured below left.
- Aberlour Autumn Newsletter – double page spread

Inspiring Scotland's young people

A unique partnership with the Worshipful Company of Butchers will provide £60,000 over the next three years to support young people across Scotland through a range of activities, including unique food and farming experiences.

Since the partnership launched in January, young people have benefited from fun, engaging and hands-on experiences designed to broaden their horizons and support their personal development. This included a behind the scenes work experience in a McDonald's restaurant and visit to Campbells Prime Meat.

Kitted up in McDonald's staff uniforms, the young people were taken through each station from taking orders to preparing meals. They learned and developed a range of skills including communication, teamwork, time management, responsibility and independence.

A young person who took part in the McDonald's experience said:

"Without Aberlour, I would never have experienced this, and this was a chance not to be missed!"

Lisa, Aberlour Routes Falkirk Youth Worker, said:

"It was an excellent balance of education and fun."

The visit to Campbells Prime Meat gave them an insight into the variety of jobs, equipment and specialist skills involved at a national meat and fish supplier - including holding a lobster that was older than all of them put together!

Thank you to the Worshipful Company of Butchers, Liverymen and businesses for inspiring Scotland's young people.

Mary, Aberlour Routes Falkirk Service Manager, said:

"The young people were fascinated by everything. A highlight was meeting Campbells' staff who shared their own journeys to employment - about leaving school without qualifications or a clear plan, starting part-time roles at Campbells' and then being supported through apprenticeships into careers they genuinely love. It was such a powerful message for our young people to hear and showed them that there are so many different routes to success."

My favourite part was learning about all the kinds of meat and seeing the steaks air drying. I also liked that they deliver to football clubs."

Young person who visited Campbells Prime Meat

Thank you to Dunblae Highland Meats, Campbells Prime Meat, Cosmos Pizza, John Gilmour Butchers, Highland Game, Quality Meat Scotland, Dovecot Park, Husband Business Consultancy, Scottish Association of Meat Wholesalers, Scottish Craft Butchers, The Association of Independent Meat Suppliers (AIMS), The Incorporation of Fleshers of Glasgow and The Fleshers of Aberdeen.

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Worshipful Company of Butchers 2mo • Edited • [Follow](#) ...

We are proud to be part of such a worthy cause and provide young people with amazing opportunities.

Aberlour Children's Charity 2mo • [Follow](#) ...

Recently, we celebrated our new three-year partnership with the Worshipful Company of Butchers with an exciting launch event.... more




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The Worshipful Company of Butchers (WCB) has confirmed that Aberlour Children's Charity will receive funding support totalling £60,000 over the next three years.

#WCB #aberlourchildrenscharity #meatindustry

WCB presents £60,000 to Scottish children's charity
meatmanagement.com



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Donna-Marie Edmonds • 2nd Chief Executive Officer at The Clink Charity 6mo [Follow](#) ...

Congratulations 🎉 looking forward to hearing more about the partnership.

John Roberts PhD • 2nd Verified 6mo [Follow](#) ...

Well done

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"Without Aberlour, I would never have experience this, and this was a chance not to be missed!" – young person

Young people supported by our Routes team in Falkirk were able to visit a local McDonald's restaurant for some fun and educational behind the scenes work experience.

Kitted up in uniforms the young people were taken through each station from taking orders to preparing meals. This was a wonderful opportunity to learn and develop a range of skills including teamwork, communication and time management.

This visit was thanks to our partnership with the [Worshipful Company of Butchers](#) who are providing £60,000 over the next three years to support young people across Scotland through a range of activities, including visits like this.



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Aberlour celebrates partnership with the Worshipful Company of Butchers

4 May 2026

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Aberlour Children's Charity celebrated the launch of a new partnership with the Worshipful Company of Butchers which will provide the charity with £60,000 over the next three years to support children and young people across Scotland.

Justina Murray, Chief Executive at Aberlour said:

"We are delighted to be chosen as the charity partner of the prestigious Worshipful Company of Butchers for the next three years. Our young people will, as a result, have wonderful opportunities to participate in a diverse range of activities including those related to the food and farming sectors.

"Thank you so very much to everyone involved for your generous contribution. It is very much appreciated."

The donated £60,000 will support children and young people across Scotland, as well as fund various activities for young people – including unique food and farming experiences.

To celebrate the new partnership, Aberlour held a burger-making workshop with four supported young people alongside Gwyn Howells, the Worshipful Company of Butchers Master. Young people were invited to prepare, cook, and serve delicious Scotch beef, lamb and venison burgers for guests at the launch event. The workshop was kindly organised and facilitated by Gordon Newlands, Brands Development Manager at Quality Meat Scotland. Thank you to Quality Meat Scotland, Highland Game and Campbells Prime Meats for supplying the food and guiding our young people through the workshop.

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