



Client: Adelphi Distillery Limited
 Project: Ardnamurchan Distillery
 Location: Glenbeg, Ardnamurchan, Highlands and Islands



Background: In early 2012 Adelphi Distillery Limited took forward proposals to build a Distillery at Glenbeg, Ardnamurchan in close proximity to their head office at Glenborrodale Castle. Adelphi operates as an independent and acclaimed bottler of the finest single cask Scotch whiskies and prides itself on delivering quality over quantity. It has been a long held ambition of Adelphi to take control of the name and quality of their brand and product by delivering a modern boutique distillery to bring the business back into single malt whisky production.

Strategy: In mid February 2012 PPS was commissioned to work with Adelphi on their project to undertake post-submission communications to manage the misinformation that had been circulating from an objector to the distillery project. PPS's strategy was to counteract this negativity with a positive campaign based on the strength of the proposal itself, the considerable economic benefits to the area and the investment in a key, Scottish industry.

PPS's work included:

- Identification and appraisal of key stakeholders to the project
- Implementation of a communication strategy based on appraisal undertaken
- Liaison and correspondence with political stakeholders
- Communication and correspondence with community stakeholders and supporters
- Liaison with nationally important strategic partners
- Relationship building with local and national media
- Strategic advice and guidance

Outcome: Following a positive recommendation from the Highland Council Planning Authority the locally elected members requested a site visit and determination in Ardnamurchan following the meeting of the Planning Committee at Highland Council Headquarters in Inverness. Following the site visit of 17th April, the Planning Committee voted unanimously in favour of the distillery development. Adelphi can now begin work on the distillery this summer in preparation for distillation to commence following the harvest of 2013.

Client comment: "PPS played a highly supportive role in ensuring we secured planning permission for the Ardnamurchan Distillery. They rebutted some very minor but vociferous and effective opposition with a powerful response built simply on the positives of which there were many. They were proactive, creative and fun to work with and we will continue to use them when the need arises."
 Keith Falconer, Chairman, Adelphi Distillery

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Working in the tougher areas of communication