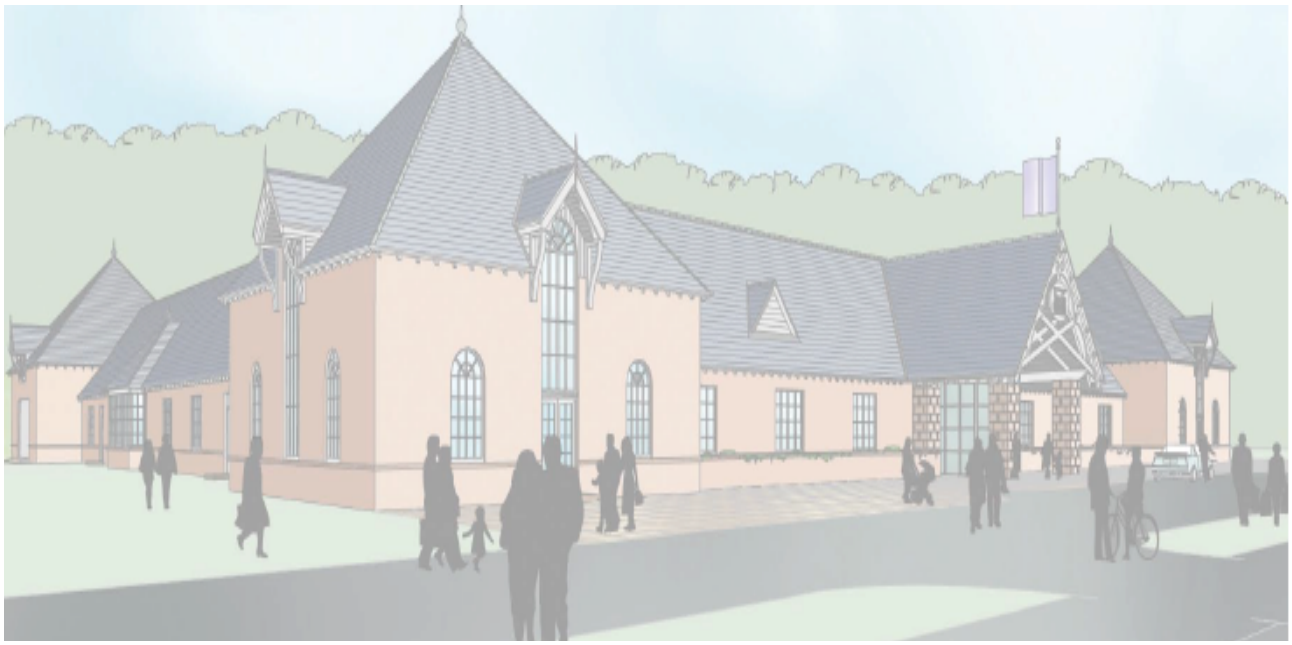
Client:	Brodie Countryfare
Project:	Drumoak
Location:	Royal Deeside, Aberdeenshire



Background:	Brodie Countryfare is a family owned tourist retail business based in Morayshire. The business was founded 36 years ago and continues in the same family under the management of the second generation.The family's strong roots in Royal Deeside have driven their long held aspiration to bring this business concept to rural Aberdeenshire. A planning application for the development was originally submitted in 1999 and referred by Aberdeenshire Council to the Scottish Government where it was subsequently refused permission in 2004. Aberdeenshire Council's policy towards tourist retail has in this time evolved to recognise tourism development in rural areas and as such their policy now supports such a development in their soon to be adopted Local Development Plan (LDP) 2012. The development comprises: • 41,000 sq. ft retail sales space • 150 local jobs • Designated tourist information point • Family restaurant, café bar, foodhall and delicatessen • Extensively landscaped outdoor space
Strategy:	PPS was appointed from the outset to implement and manage the communications and consultation strategy. Given the history of the previous application it was essential that our consultation and engagement was all encompassing, transparent and robust. As such we ensured there was early engagement with the local community, business and political stakeholders. Going forward we have support from a multitude of stakeholders including the Aberdeen and Grampian Chamber of Commerce, Scottish Enterprise and Visit Scotland. Recently we undertook extensive consultation in 4 locations across Aberdeenshire and to date have received 69% public support for the project.
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