

5.	Site Details	
5.1	What name would you like the site to be known by? (Please note if the site is currently included within the ALDP2017 please use the OP site number)	Shepherds Retreat
5.2	Site Address	Fields 2, 3, 4, & 7 Woodend Farm Peterculter
5.3	Postcode	AB14 0NS
5.4	Have you any information for the site on the internet? If so please provide the web address:	No Details:
5.5	Is the site currently being marketed?	No Details:
5.6	Site Location Map (Please include an OS Map with the Boundary of the site clearly marked)	Details: shepherds Retreat-OS.pdf was uploaded
5.7	Please provide the National Grid reference of the site.	
5.8	What is the current use of the site?	Grazing land
5.9	Has there been any previous development on the site? If yes please provide details	No Details:

6. Legal and Planning History			
6.1	Please indicate the relationship to the Proposer or Person / Organisation they are working on behalf of, has with the site.	Sole owner	X
		Part owner	
		Option to purchase	
		No legal interest	
6.2	Is the site under option to a developer?	No Details:	
6.3	Is the proposed site included in the ALDP2017?	No Details:	
6.4	Is the proposed site included in the Aberdeen City Centre Masterplan?	No Details:	
6.5	Has the site been subject of previous discussions with the Council or any agent there of?	No Details:	
6.6	Has the site been subject of previous Planning Applications? (Please provide a planning reference)	No Details:	
6.7	Has the site been subject of a previous Bid to a previous LDP? (Please provide the bid reference number)	No Details:	
6.8	Are there any legal restrictions on the title deeds such as rights of way, way leaves etc.	No Details:	
6.9	Are there any other legal factors that might prevent or restrict development? (e.g. ransom strips / issues with accessing the site etc.)	No Details:	

7.	Your Proposal (Please provide as much detail as possible on your site proposal)	
7.1	Proposed Use	Housing
		Employment
		Mixed Use
		Retail
		Other (Please Specify) – Tourism
7.2	Do you have a specific occupier in mind for the site?	No Details: If approved the proposer would develop the site for the proposed use and run it.
7.3	Site Area (hectares)	6.537 ha
	Housing	
7.4	Approx. no of units.	
7.5	Proposed Mix and Number (Number of Flats / Terraced / Semi-detached / detached etc.)	
7.6	Affordable Housing Percentage	%
7.7	Affordable Housing Partner (Details of any partner organisation, Registered Social Landlord etc.)	Yes / No Details:
7.8	Tenure (Details of tenure type, Private Rental Sector / private sale / Housing for the elderly etc.)	
	Employment	
7.9	Business and Office	m ²
7.10	General Industrial	m ²
7.11	Storage and distribution	m ²
7.12	Other Please specify	m ²
	Mixed Use (Please provide as much detail as possible on each use class)	
7.13	Housing	No of units and type:-
7.14	Employment	m ²
7.15	Retail	m ²
	Retail	
7.16	Approx. floor area	m ²

	Other (Please Specify examples could include retailing, tourism, renewable energy, sports, leisure and recreation, institutions and education.)	
7.17	Details of proposal	Tourism- Luxury camping/'glamping' by the development. Placing 36 no. [shepherds] huts with main building for residential workshops and courses. See supporting information for full details.
7.18	Approx. floor area	1500-1600 m ²

8.	Engagement and Delivery	
8.1	Has the local community been given the opportunity to influence/partake in the development proposal?	If there has been any community engagement please provide details of the way in which it was carried out and how it has influenced your proposals. If no consultation has yet taken place please detail how you will do so in the future. No Details: But could be done as part of LDP process.
8.2	Will the proposed development be phased?	Yes Details: Phase 1- Infrastructure (roads), main building, and huts to North field. Phase 2- Plots to fields to South
8.3	Expected development start post adoption of the plan in 2022	Year, 0-5, 6-10, 10+ 0-5
8.4	Expected development completion	Year, 0-5, 6-10, 10+ 0-5
8.5	Is finance in place and if so what form? (Secured Loan, Grant Funding etc.)	No Details: Details of finance to be confirmed
8.6	Are there any other issues with the delivery of the site that we should be made aware of? (These should include any issues which may prevent or impact on the deliverability of the site.)	No Details:

9.	Sustainable Development and Design		
9.1	Have you applied principles of sustainable siting and design to your site? The City Council has produced a Sustainability Checklist which provides guidance on the principles of sustainable siting and design and other issues which can be found on www.aberdeencity.gov.uk . Please provide the following information:		
	Orientation		
9.2	Exposure:- (does the site currently have)	Little shelter from northerly winds	
		Some shelter from northerly winds	
		Good shelter from northerly winds	X
9.3	Aspect:- (is the site mainly)	North facing	
		East or west facing	
		South, south west or south east facing	X
9.4	Slope:- (do any parts of the site have a gradient greater than 1 in 12?)	Yes	
		If yes approx. what area (hectares or %)	
		No	X
	Flooding & Drainage		
9.5	Flooding (is any part of the site at risk of flooding or has it previous flooded, if so provide detail You can view the SEPA flood maps at http://map.sepa.org.uk/floodmap/map.htm)	Yes (If yes please use the SEPA flood maps to determine the risk)	
		Little or No Risk	
		Low to Medium Risk	
		Medium to High Risk	
		If yes approx. what area (hectares or %)	
		No	X
9.6	Has a flooding strategy been developed for the site?	No Details: Not required for this type of development.	
9.7	Have discussions been had with the Council's flooding team?	No Details:	
9.8	Have discussion been had with Scottish Water?	No Details:	
9.9	Is there waste water capacity for the proposed development? http://www.scottishwater.co.uk/business/Connections/Connecting-your-property/Asset-Capacity-Search)?	No Details: N/A- All to be dealt with by private system	
9.10	Is there water capacity for the proposed development?	Yes Details:	

	http://www.scottishwater.co.uk/business/Connections/Connecting-your-property/Asset-Capacity-Search)?		
	Land Use, Built and Cultural Heritage		
9.11	Built and Cultural Heritage (would the development of the site lead to the loss or disturbance of archaeological sites or vernacular or listed buildings?)	Significant loss or disturbance	
		Some potential loss or disturbance	
		No loss or disturbance	X
9.12	Natural conservation (would the development of the site lead to the loss or disturbance of wildlife habitats or species?)	Significant loss or disturbance	
		Some potential loss or disturbance	
		No loss or disturbance	X
9.13	Landscape features (would the development of the site lead to the loss or disturbance of linear and group features of woods, tree belts, hedges and stone walls?)	Significant loss or disturbance	
		Some potential loss or disturbance	
		No loss or disturbance	X
9.14	Landscape fit (would the development be intrusive into the surrounding landscape?)	Significant intrusion	
		Slight intrusion	
		No intrusion	X
9.15	Relationship to existing settlements (how well related will the development be to existing settlements?)	Unrelated (essentially a new settlement)	X
		Partially related	
		Well related to existing settlement	
9.16	Land use mix (will the development contribute to a balance of land uses, or provide the impetus for attracting new facilities?)	No contribution	
		Some contribution	X
		Significant contribution	
9.17	Contamination (are there any contamination or waste tipping issues with the site?)	Significant contamination or tipping present	
		Some potential contamination or tipping present	
		No contamination or tipping present	X

9.18	Will the site impact on any water courses?	No Details: All foul and surface water systems to be private v soakaway(s).			
9.19	Does the development site contain carbon-rich soils or peatland? http://www.snh.gov.uk/planning-and-development/advice-for-planners-and-developers/soils-and-development/cpp/	No Details:			
9.20	Is the development site within the airport safety exclusion zone?	No Details:			
9.21	Is the development site within the airport 57dB LAeq noise contours?	No Details:			
9.22	Land use conflict (would the development conflict with adjoining land uses or have any air quality or noise issues?)	Significant conflict			
		Some potential conflict			
		No conflict	X		
9.23	If there are significant conflicts, what mitigation measures are proposed?	Details:			
Transport and Accessibility					
9.24	Has contact been made with the Council's transport team?	No Details:			
9.25	Is access required onto a Trunk road and if so has contact been made with Transport Scotland?	No Details:			
9.26	Accessibility (is the site currently accessible to bus, rail, or major road network?)		Bus Route	Rail Station	Major Road
		More than 800m	X	X	
		Between 400-800m			X
		Within 400m			
9.27	Proximity to services and facilities (How close are any of the following?)		400m	400-800m	>800m
		Community facilities			X
		Local shops			X
		Sports facilities			X
		Public transport networks			X
		Primary schools			X
9.28	Footpath and cycle connections (are there any existing direct footpath and cycle connections to	No available connections			
		Limited range of connections			

	community and recreation facilities or employment? Give the Core Path number if core path is present https://www.aberdeencity.gov.uk/services/environment/core-paths-plan)	Good range of connections	X
9.29	Proximity to employment opportunities (are there any existing employment opportunities within 1.6km for people using or living in the development you propose?)	None	
		Limited	
		Significant	
	Infrastructure		
9.30	Physical Infrastructure (does the site have connections to the following utilities?)	Electricity	
		Gas	
9.31	Does the development have access to high speed broadband?	No Details: Not yet but this would be proposed.	
9.32	Does the development include a Heat Network/District Heating Scheme?	No Details:	
9.33	How is the development proposing to satisfy the Councils Low and Zero Carbon Policy?	Details: Proposed to meet 'Green Tourism Business Scheme' through Visit Scotland.	
9.34	Are there any further physical or service infrastructure issues affecting the site?	No Details:	
	Public open space		
9.35	Will the site provide the required level of open space as per the current LDP (Please provide details of your calculations)	Yes / No Details: Not applicable but development as seen in the master plan provides plenty of open space.	
9.36	What impact will the development have on the Green Space Network?	Enhance the Network	X
		No impact on the Network	
		Negatively impact the Network	
		Please justify your response: Site falls outwith the GSN but is within the Green Belt. The proposal is to blend in to the existing landscape. Refer to supporting statement for full details.	

10.	Education	
10.1	Have discussions been had with the Council's Education Department?	No Details:
10.2	Is there currently education capacity for the proposed development? https://www.aberdeencity.gov.uk/services/education-and-childcare/schools-and-education/schools-pupil-roll-forecasts	Yes / No Details: n/a

11.	Community benefits	
	Community benefits can include new community facilities (such as local shops, health, education, leisure and community facilities), affordable housing, green transport links and open spaces. Include elements which you anticipate may be required as developer contributions from the development. (Please note, specific contributions will have to be negotiated with the Council on the basis of the proposal.)	
11.1	Does the development proposal give any benefits to the community? If so what benefits does the development bring, and how would they likely be delivered?	Yes Details: Local businesses would provide supplies and services. Persons staying in the huts would use local services and visit local attractions. The proposal would generate some employment for local people. Refer also to supporting statement.

12.	Masterplan Development Framework	
12.1	If you have prepared a framework or masterplan showing a possible layout for the site, please include it with this form.	Yes Details:

13.	Additional attachments		
	No site is going to be perfect and the checklist above will inevitably raise some potential negative impacts from any development. Where negative impacts are identified, please provide details of their nature and extent and of any mitigation that may be undertaken. Listed below are examples of further information that may be included in your submission;		
		Included	Not Applicable
13.1	Contamination Report		X
13.2	Flood Risk Assessment		X
13.3	Drainage Impact Assessment		X
13.4	Habitat/Biodiversity Assessment		X

13.5	Landscape Assessment		X
13.6	Transport Assessment		X
13.7	Other as applicable (e.g. trees, noise, dust, smell, retail impact assessment etc. please state)		

14.	Development Viability		
14.1	Taking into account all the information provided above, and the requirements of the Aberdeen Local Development Plan 2017 and supporting Supplementary Guidance, please confirm that you have assessed the financial viability of your proposed development and found it to be viable for development in the timeframe set out above.	I confirm that I consider the site to be viable as per the details provided above.	Yes
		Please provide details of viability: The proposer has a clear and deliverable tourist destination concept that is viable and has a business plan- see supporting statement.	

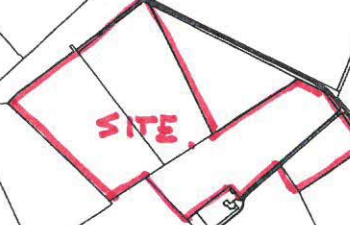
LUXURY 'GLAMPING' + EDUC. RETREAT.
SHEPHERDS RETREAT

MAY 2018

LOCATION

1:10000

TO WESTHILL



SITE

N.

WOODEND FARM

A
W
P
R.

TO BANCROFT

PETERLICK

TO ASHLEY



- || = LODGES.
- = TOILETS.
- = NEW INTERNAL TRACK [FOR VEHICLES]
- ≡ = PARKING/LAYBYS



EXISTING TRACK/
ACCESS

PERIMETER
WALK/JOGGING
CIRCUIT

ADJOINING
WOOD.

PEDESTRIAN TRACKS

LANDSCAPED AREAS.
[TREE PLANTING ETC.]

EXISTING TRACK/
ACCESS

CENTRAL PIT
TO LODGE
GROUP

EXTERNAL
ACTIVITY AREA

TERRACE

FARM.

CLUBHOUSE

PARKING

MAY 2018

[LUXURY 'GLAMPING' + EDUCATION - RETREAT]

SHEPHERDS RETREAT

PROPOSED LAYOUT

1:2000



Shepherds Retreat

Luxury 'Glamping' and Edu-Tourism Destination on Royal Deeside

Introduction

Due to the unique nature of this development bid for inclusion in the Aberdeen Local Development Plan 2022 this document contains supplementary information for this project to add to the Tourism economy within the area in a way which is not currently available to tourists and visitors to Aberdeen.

It takes the increasing trend of 'glamping' within the staycation and international visitor markets and offers a bespoke, quaint and characterful holiday experience maximising the local environment for couples and groups of adults. It also supports local businesses, visitor attractions and services in Peterculter and the surrounding area which are not always readily accessed by visitors currently. In addition new employment opportunities will be created. The main benefits of this proposal include:

- Creating a unique, characterful holiday and short break destination very much in keeping with the agricultural heritage of the area
- If zoned the site is deliverable and can be developed in a timely fashion to make a significant contribution to the diversity and range of holiday accommodation available in Aberdeen and the surrounding area
- If zoned the construction and associated disruption on the site is minimal and the natural landscape will be enhanced with additional habitats for wildlife, and will provide them with additional natural corridors to travel between nearby areas of existing woodland.
- Making a contribution to the 'couple's retreat' and 'romance break' market with a unique and characterful choice not currently available in Aberdeen
- Drawing people to a part of Aberdeen and its outskirts which is often missed by tourists, but has a lot to offer
- Providing a venue for education and experiential holidays focusing on ancestry; traditional crafts and skills; local history; arts and crafts; wellness; appreciation of the environment and countryside and attracting a new group of tourists to the area who might not otherwise explore it
- Adding a significant, currently 'missing element' into the mix of accommodation on offer to visitors
- Collaborating with many other local businesses, places of interest and services, who can add to the visitor experience of the area, which in turn helps sustain and grow these businesses and services thus have a positive impact on them and the wider local economy
- There are employment opportunities for local people both in terms of jobs within the hospitality sector but also for self employed people with expertise in specific areas wanting to spread their knowledge and skills through running workshops

and courses, or therapists, beauticians and practitioners who could provide a range of treatments/experiences etc to add to the quality visitor experience

- Opportunities for local people to take part in new and interesting experiences via courses and workshops they would never try, or would have to travel a significant distance to take part in.
- Excellent access from major routes from Banchory direction and West Aberdeenshire (via Carnie) from Malcolm Road which is a few hundred yards away from the site, and most notably a short, under 1 mile, direct route from the new AWPR Milltimber junction, both north and south directions, and North Deeside link Road which is due to open imminently. Therefore visitors will not be adding any strain on minor or less major routes locally, but staying on major, well sign posted routes.

The Concept



The proposal is to create a luxury 'Glamping' (glamorous camping) destination and short break retreat for adults. The proposal bid is for a high quality 5 star 'glamping' holiday retreat experience both in terms of accommodation and substantial well designed and

managed landscaped open spaces where people can come to relax and unwind or be creative or learn a new skill at a residential on-site workshop or course. The indicative site plan shows up to 36 Shepherd's Hut holiday units within the site in landscaped grounds. These units, in the visual style of traditional temporary accommodation for shepherds as they tended their flocks are now manufactured as themed fully functioning holiday units like caravans or other mobile homes with small kitchen areas, a shower room and toilet, lounge or seating area, a wood burner feature and bedroom area. Along with each unit there is a secluded private patio area for enjoying the fresh air and where a private hot tub is located.



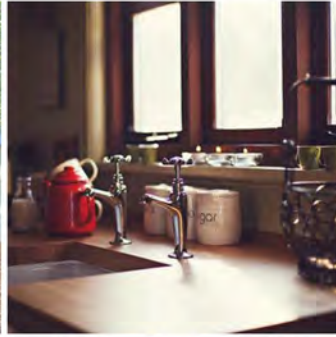
Shepherds Huts can be purchased as 'ready to go' hospitality units with all the interior facilities already in place. Extremely durable and constructed to exceed all legislation in terms of energy efficiency.



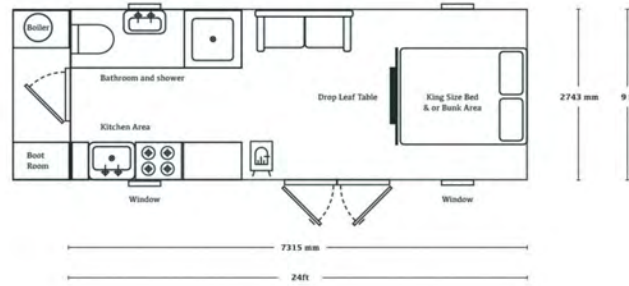
Interiors can be themed to suit the style of business or the aspirations of particular target audiences.











It is anticipated several of these units on this site would be specifically manufactured for guests with specific accessibility requirements. These would be in line with the National Accessible Schemes' Standards set out by the industry to ensure a best quality experience and stay is enjoyed by all our guests.

Each unit has specifically decorated bedroom areas



Each unit is fitted with a luxurious shower room/toilet and a high quality kitchen area











Although each unit has its own toilet facilities the plan shows one or two additional luxury toilets around the site which can be used in a more convenient location by any outdoor experience/course/workshop participant or guest.



Outdoors, each Shepherds Hut would have it's own private 'garden' area or patio, along with a private hot tub which will be screened via landscaping and planting to provide a tranquil, secluded and private atmosphere, whilst still providing views of Deeside and the beautiful rolling countryside from all Shepherds Hut positions.





The Club House and facilities

Proposed site of Club House



Although at this stage the indicative plan only shows a potential position of the Club House it is envisaged that this would be built in the exterior character of a traditional Aberdeen/Aberdeenshire farm building in a vernacular style, so that it will blend in with the countryside surrounding it. The aim is to create a look as though it had always been there and reflects where farm animals could have lived, to also be keeping with the whole theme and ambiance of Shepherd's Retreat as a holiday destination.

The Clubhouse Lodge - comprising of:

- Guest reception
- Games/recreation room
- comfortable lounge and seating area for opportunities to socialise with other guests or workshop/course participants
- larger room suitable as venue for celebrations, small weddings and family gatherings which would also be available to hire by local residents with overnight accommodation in Shepherds Huts available if required
- classroom/workshop space for experience breaks - photography, ancestral, painting, crafts, heritage, traditional skills etc
- Small shop selling 'essentials' and everyday items
- area for crafts people to make, produce and sell their products as well as run craft workshops open to both tourists and locals. Several craft shops across Scotland

operate a similar system, although often lack the space to host the workshops and classes they would like to.

- Spa - treatment rooms and themed relaxation area for guests to enjoy a range of bookable holistic therapies and beauty treatments during their stay, provided by local beauticians and therapists/practitioners renting the space. Non residents would also be able to access the spa facilities.
- Laundry and drying facilities
- Outdoor space for outdoor activities ranging from anything from a morning or sunset yoga class to willow weaving and sculpture making to a family social gathering celebrating a milestone birthday.
- Terrace to sit and enjoy panoramic views of Deeside and the local landscape
- Annexe for site servicing caretaker accommodation.

Landscaping and Enjoyment of Outdoor Space

Trees already border the site to the north, however it is proposed to plant landscaping features and woodland areas throughout the site generally to add to the 'into nature' ambiance where pedestrian tracks provide relaxing and interesting walks throughout the site. In addition this will enhance wildlife habitats which will support expected wildlife in the area and also species which have been introduced such as Red Kites at Linnmoor, which can be seen flying overhead on a regular basis.

The natural landscape will be protected and substantially enhanced by the development with the local natural environment being improved with the additional planting and creation of new wildlife habitats.

Natural landscaped zones / garden 'rooms' will be created with native tree species, rich meadow habitats, hedgerow and natural flower meadow.

Additional screening will be provided

The management and creation of new habitats will encourage new insect and wildlife to the area. One of the key objectives of the development is to create a species rich environment maximising the potential for wildlife creating a unique setting for holiday accommodation.

In addition to this

- each Shepherds Hut will have its' own secluded 'garden room',
- an external activity area for a wide range of uses will be adjacent to the ClubHouse
- A perimeter walk will be a feature for visitors to use for quite stroll and also as a jogging circuit.

- As part of the circuit a secluded 'outdoor gym' suitable for adults can be incorporated into a clearing or meadow area. The examples below are situated in an urban setting of a public park in Edinburgh, but manufacturers have equipment which they site in woodland/forest and rural settings which can blend into the environment there.



- A quiet contemplation/meditation relaxation garden with seating etc will also be incorporated in the design which can be enjoyed by guests independently or for

specific activities as part of yoga, taichi or mindfulness and wellness themed courses or retreats.

The car parking has been positioned organically through the site so as not to appear regimented. Strategic planting will also help screen and soften areas where parking spaces are adjacent to each other. The parking spaces have been located adjacent to each other to create natural passing places which reduce the amount of road within the development. It is envisaged a one traffic way system will operate within the site.

The Views

The site has spectacular views of the Deeside Valley and is currently used for grazing sheep. This tranquil setting provides an ideal site for a low density holiday destination of Shepherd's Huts which compliment this idyllic rural setting, which is fact is less than a mile from the Village of Peterculter and the AWPR Milltimber Junction which provides convenience of access and superior travel links to the north and south. It is also just several hundred yards from Malcolm Road which is the main route to Westhill and Aberdeenshire.

The site provides a unique panoramic view of the Scottish landscape on the lower Deeside valley, with the hillsides and ranges further away in the background which guest can enjoy from their Shepherd's Hut and experience the changing landscape atmosphere and beauty with differing weather conditions and seasons.





Or in the evenings guests can witness some spectacular sunsets sitting on the terrace or in their private hot tub. Thus makes the most of this particular location.



Specific Niche Markets

Retreat for Couples

There is an increasing UK wide trend in romantic mini breaks, and in particular 'glamping' ones for couples of all ages from people in their 20s and 30s looking for a more luxurious camping get-away than those experienced during their festival going days, to couples looking for a romantic bolthole short break to escape from the hustle and bustle of busy daily life without children, to more mature and retired couples looking for a relaxing short break with a difference. Celebrities and even engaged royal couple Prince Harry and Megan Markle have helped 'glamping' become a very 'on trend' thing to do, although because of the homely comforts and luxurious nature of a traditionally more rustic accommodation, this trend is not predicted to wane and is in fact likely to increase in popularity.

For more mature couples the very high standards of comfort with the Shepherds Huts allows them to relax together in very comfortable surroundings whilst enjoying a themed break which is something just a little bit different. Tweaks in the manufacturing and kitting out of the interior of huts can accommodate people with a wide range of needs such as mobility issues or sight and hearing impairment so everyone can enjoy their holiday experience with comfort and ease.

There has also been a trend in providing more 'grown-ups' only destinations to cater for people looking for a quieter break away from children, activities based around young families and any associated noise during their holiday. One national example this is

“Warner Leisure” who have numerous styles of accommodation and themed holiday breaks across the country exclusively for adults.

With everyone living busy, stressful lives, and not always making time for each other, the holiday comparison website ‘icelolly.com’ recently investigated the ‘romantic retreat’ market sector and surveyed the nation to find out if there is any evidence to suggest holidays and short breaks away together actually improve relationships. The results showed that 79% of couples are happier after a holiday together. Almost eight in ten couples who had intentionally booked a break in order to improve their relationship admitted that they were happier together after their holiday. The real key to success lies in the type of holiday taken. New research has revealed that couples looking to bring back the good times in their relationship should book a foodie or activity holiday where they do something different together, learn a new skill or explore a hobby more. Although beach and city breaks were the most common choices for those hoping to rescue the romance the research showed these settings have the least successful outcome. Relationship experts said: “One of the best ways to create and maintain chemistry is through joint experiences”. Emma Hart, content outreach coordinator at icelolly.com said: “Taking a much needed break together can help couples who are struggling build on the romance and reignite their passion for one another, leading the way to a happier relationship in the long run.”

Editor of Wired for Adventure magazine, Rob Slade told couples holiday website “Love2Stay” why glamping has become such a popular holiday idea for couples. “I think that often in a couple you’ll have one of the two who is more into the outdoors than the other. So glamping enables both parties to be happy, as it’s a nice compromise.”

“Of course, people also view it as incredibly romantic, which is why some couples now use glamping on honeymoons. This is a growing trend. There are fewer people around, stunning views and cosy accommodation options with romantic extras such as hot tubs. It’s the sort of thing you see sometimes in films, only now couples can have a slice of that through glamping. People can get out into nature, enjoy the outdoors and then at the end of the day they can return to their dreamy accommodation, use a hot tub and chill by a wood burner. “ “ It is clear now, more than ever, that glamping is giving newlyweds an experience which is the perfect antidote to the manic period leading up to and including their wedding day.”

Edu Holiday breaks

In addition to providing opportunities for couples or groups to relax, recharge and reconnect with family and friends or enjoy an annual get away with old friends. The Shepherds Retreat can provide a quality destination in the edu-tourism market. Not something that is done to any great extent in the area currently, but there are popular centres in the central belt of Scotland, and in particular in England.

This is where guests can enjoy a short or longer stay whilst at the same time learning a new skill or developing an interest, such as sketching, painting or wildlife and landscape photography. They can be inspired, be creative or delve into their family history or Scottish heritage. They may book as individuals, couples or groups of friends. In addition these activities along with the other onsite facilities are a point of difference which are also suitable for late teens and young adults, an age group generally poorly catered for in the 'family holiday' offering. Courses and workshop within areas of personal interest means different generations in the family, or groups of friends can spend quality time together learning a new skill, being creative, exploring Scottish culture, heritage and their own family history or developing an area of interest.

In the past six years, there has been a 230% rise in the number of women-only groups organising get together breaks and holidays. The girls-only-getaway arena is a lucrative market and cover a wide range of age groups. Women are increasingly seeing the value of holidays with their friends. Often they pick a 'theme' and are keen to try a educational or craft based holiday experience by doing activities together and sustaining strong friendship bonds. Recognised benefits include:

- strengthening friendships and creating lasting memories
- feeling liberated and more relaxed by removing self from usual setting and domesticity by spending time in an unfamiliar location
- more likely to meet and talk to new people. Couples understandably tend to be more cocooned and less willing to meet anyone outside their bubble.
- In all-female company, you will do more. There is a far greater chance you'll do things you didn't expect and be keen to try something new together.
- In the same way that going on a romantic break can revitalise a relationship, going on holiday with friends can help you remember why you first became friends. You're seeing your best women at their most relaxed, away from the pressures of normal life. It's everyone's respite away from the daily grind, so you're more likely to be on good form.

Activities, workshops, course and Possible topics

This represents a unique niche in the Aberdeen area, although similar projects run extremely well elsewhere across the country in a mixture of environments all year round. Here are a selection of the wide range of courses hosted at other similar styles of location which could be offered at Shepherds Retreat and marketed on and offline including portal sites specific to artisan and special interest holidays.

Craft and artisan courses; jewellery making; lampshade making; pottery; felting; millinery; sewing and dressmaking; weaving and spinning; candle making; bushcraft and forest skills;

mindfulness; watercolour painting; photography; baking; preserves and jam making; creative writing; soap making; willow sculpture; wildlife art and botanical illustration; essential oils; floristry; book binding; family history research; wood whittling; dry stone walling; tapestry; furniture painting; rural skills; chocolate making; the world of scottish gin; yoga; wellbeing; art of massage; perfume making; tai chi.

Local Benefits

Community Benefits

The proximity of the site to Peterculter will provide employment opportunities within the hospitality sector for people close to their homes. There will be a requirement to employ staff to assist with cleaning, laundering, maintenance, landscaping and driving as the site becomes more established and begins to operate at projected capacity.

Shepherds Retreat will also support and collaborate with local businesses by either directly utilising their products and services or by promoting local amenities, suppliers and products. This will have a positive impact on the local economy and create a sense of working in partnership together in the promotion of the local area.

In principle local businesses can supply goods or services to Shepherd's Retreat, to help create a unique, quality holiday experience including:

- On site shop stocking local produce, crafts and gifts
- Morning newspapers delivered by local newsagent
- Local food and drink supplies with produce packs for welcome baskets
- Deliveries arranged by local take aways in Peterculter. There are a wide range available from Italian pizzas, Chinese, Indian or Traditional Fish and Chips
- Breakfast and barbecue packages created by local suppliers and producers
- Opportunities of local people with expertise in particular arts/crafts, traditional skills, local knowledge and encouraging wellbeing as part of a healthy lifestyle to host and run residential workshops, courses or retreats
- Employment opportunities for health and wellness practitioners on a part time-ad hoc basis in spa facilities
- Opportunities for local craftspeople to showcase and sell their work to guests
- Recommendations of places to eat out in the local area from cafes and restaurants to special themed events or festivals being held in the local area such as 'in - venue' murder mystery evening, burns suppers or special dinners/afternoon teas, to other


venues taking part in wider festivals such as Aberdeen Jazz Festival; May Festival; NEOS- art and craft venues open doors event; True North Music Festival or Sound.

- Information on local attractions, museums, castles
- Information on local family history points to explore and collaboration with organisations such as Culter Heritage Centre
- Information on 'what's on', when locally - local Gala and associated activities, Highland Games, Agricultural shows, any charitable or community events such as local panto or theatre club productions, church and faith events, multicultural special events and sporting occasions - marathon, golf classic etc
- Discounts or special offers on green fees at local golf course
- Discounts or special offers at local cafes, pubs, restaurants, delis, food shops and ice cream parlours
- Discounts at local attractions and outdoor activity venues.
- Potential use of Car club scheme endorsed by the City Council with environmentally friendly vehicles available to hire, due to having a battery recharging point on site
- Increased advertising and exposure, as well as the promotion of the local area which in many ways is still relatively 'undiscovered' by tourists, as a destination for leisure, activity breaks, eco friendly activities, relaxation and quality time together with loved ones.

Description of the Site

The site represents 15 acres of agricultural land at Woodend Farm, on Culter House Road, Milltimber. The proposed development has been master planned to make the most of the existing topography, natural features, views and characteristics of the area. The density of development is very low to respect the character and amenity of the surrounding area and the use of Shepherds Huts as opposed to any other type of accommodation was chosen because of their appropriateness to the former use of the site and its agricultural heritage.

Due to the physical nature of the huts they will blend in seamlessly to the environment, with the proposed additional planting, landscaping and creation of secluded 'garden areas' we can ensure that the development provides the landscape and enhanced habitats necessary to the sustainable support of the local wildlife population and native plant life. From the human perspective as well as providing a countryside location with an atmosphere conducive to rest and relaxation, this is also a necessity for guests coming to the destination to take part in traditional skills, heritage, painting and sketching, and wildlife photography holidays. Preserving and enhancing these habitats and ecosystems therefore also meet the requirements and objectives of the business plan. All of the



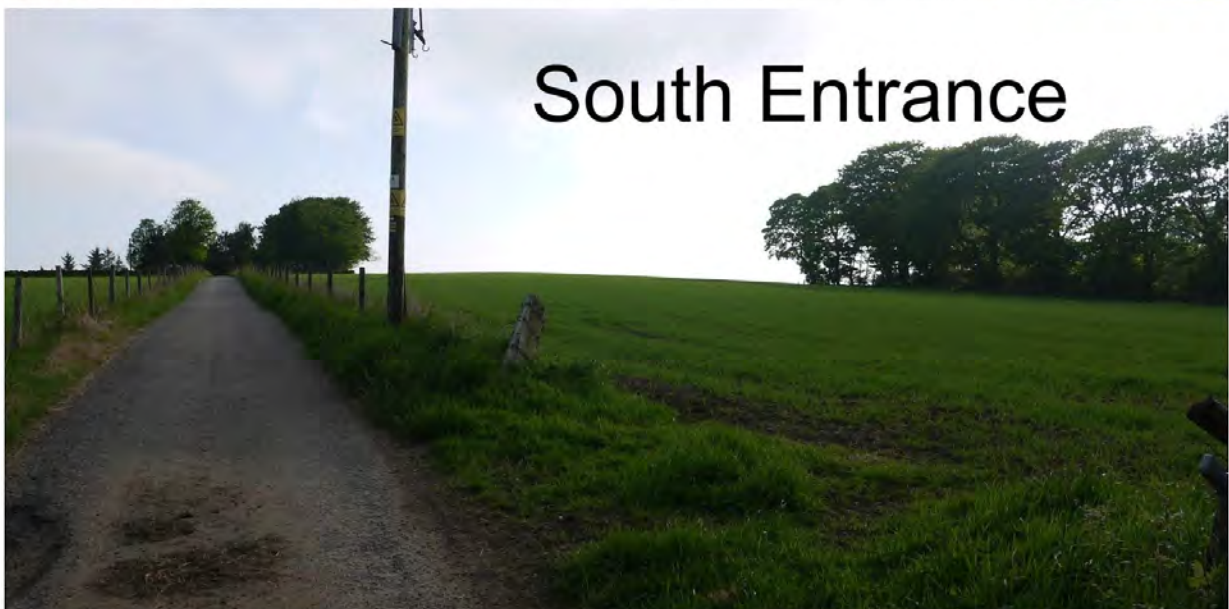
shepherds huts have an aspect positioned looking over a view of Deeside and the local countryside and will be spaced to provide a good level of privacy. Strategic planting will also be used to screen the hut and provide seclusion. Areas of ground will be landscaped to provide additional physical feature and areas of interest.

Due to the nature of the business the Shepherds Retreat has to be in the countryside in a habitat rich area but still be accessible. The site is well related in this respect to the existing settlement of Peterculter and existing major road networks.

The land which makes up the site is of poor quality agricultural land under the control of the proposer. To the north of the site there is an existing woodland, on the north west there is an area of rough ground and belt of trees, masking a small scale Scottish Water pipe storage facility. Additional planting proposed will provide a natural corridor for wildlife travelling between these and other local sites.

The site is less than 8 miles from Aberdeen City centre and less than a mile from direct access to the new AWPR Milltimber Junction which provides excellent and swift transport links by road both north and south.

There are two existing accesses which can be used as entrances/exits to and from the site. Both are well established and have good visibility splays.



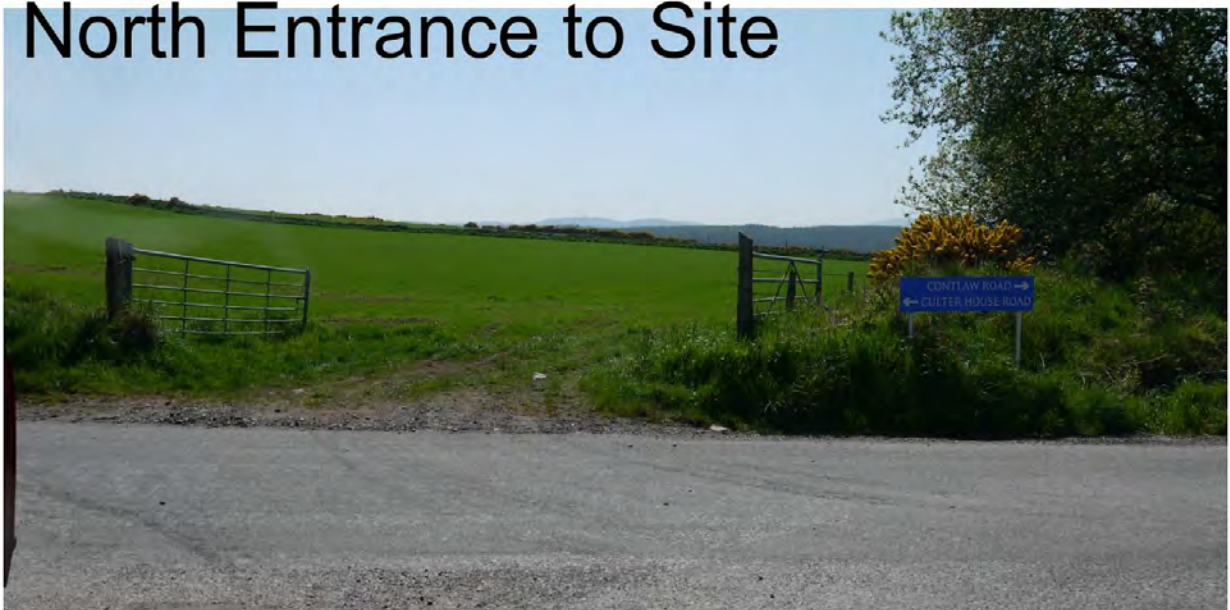


North Entrance





North Entrance to Site



Access and the new AWPR

There is excellent direct access to the site from the AWPR at its Milltimber Junction so there is a short and convenient link for guests travelling from the north and Aberdeen Airport or from the south. Also at the same junction, access is very straightforward for guests travelling from Aberdeen City via the new North Deeside Road link road. Other major routes likely to be used by visitors are the A93 from Banchory or the A944 Alford/Westhill both these routes access the site via a short drive on Malcolm Road, which is a main route in the local area. Therefore visitors will not be adding any strain on minor or less major routes locally, but staying on major, well sign posted routes.

In “Tourism Development Framework for Scotland: Role of the Planning System in Delivering the Visitor Economy” the AWPR is given particular mention in assisting in ‘Improving the Customer Journey’ “This £745m, 28 mile bypass will provide a fast link between towns in the north, south and west of Aberdeen, bringing significant benefits to local communities not just in the city of Aberdeen, but to the whole of the North East **as well as the visitor economy.**”

The impact the traffic will have on the existing road network should be minimal as the users of Shepherd's Retreat will also not all be entering and leaving the site at peak times as a normal residential developments would as people leave and arrive home from work.

The Context and Background

The trend for glamorous camping or ‘glamping’ continues to grow. This is camping with the added comforts of staying where there are proper beds, toilets and washing facilities. Research carried out by the Journal of Outdoor Recreation and Tourism says “glamping has had a stellar performance during the recent global financial slow down”. They have noted that this surprising solid growth in the industry followed the economic slump, which bucked the trend in other sectors. “Family Break Finder” conducted research showing that 32% of British adults intend to try glamping in the next 12 months. Enticed with its ‘best of both worlds’ selling point- by taking time away in a beautiful rural setting, away from the hustle and bustle, which need not come at the expense of comfort.

The Guardian reported in August last year that research carried out by the Office of National Statistics concluded that “One of the biggest changes we’ve seen over the last 20 years is the marked decline in the popularity of two-week holidays and the rise of short breaks,”

In addition in Scotland several documents set out plans for a national tourism strategy. This proposal fits into several of the key themes identified within the documents such as developing niche markets; looking at increasing spend and stays in areas not within the country's key tourist “hot spot” areas, heritage tourism, wildlife tourism and collaborating with local businesses to increase the overall visitor experience within a local context. These documents include

- Tourism Development Framework for Scotland: Role of Planning system in delivering the Visitor Economy. This document explores a variety of issues within the broad themes of ‘Improving the Customer Journey’ and ‘Providing Authentic Experiences’
- Tourism Scotland 2020 by The Scottish Tourism Alliance - a national tourism strategy for 2020
- Ambitions and Aspirations: Our Development Opportunities - VisitScotland

- Spirit of Scotland campaign (#ScotSpirit) a social media strategy

Recent Tourism Strategy Initiatives by Visit Aberdeen/Visit Aberdeenshire

At a conference in March 2018 Visit Aberdeenshire launched its **new 'destination strategy' for Tourism in the City and Shire, along with ambitious plans to boost the local economy by adding £1 billion per year by 2023 through a growth in visitor spend in the region.**

As this development is a unique offering for the area, 'offering something very different' it would be envisaged tapping into such initiative and industry expertise with a vision to collaborate fully with bodies such as Visit Scotland and regional offshoots, Opportunity North East and the Renaissance Agenda for Aberdeen City and Shire. In addition there are many opportunities to add to visitor spend by collaborating with other tourist service providers such as visitor attractions; the NTS properties locally; local tour guides, crafts people, outdoor education facilities and sites of scenic beauty, food and drink manufacturers and local cafés, bars and restaurants, all of whom could benefit from people staying at Shepherd's Retreat.

In the Tourism Development Framework, July 2013 it is noted "Whilst the cities have seen a growth in new bedroom provision, rural locations and small towns have struggled to attract investment. This has been highlighted as a barrier to the future growth of tourism in these areas in the consultation responses. **Consequently, it acts as a constraint on those expanding outdoor experiences, such as walking, mountain biking, wildlife watching and other niche markets which rely on the rural product.**" and as a result included in their "action points plan" In partnership with local and national stakeholders, VisitScotland encourages development planning authorities to consider further accommodation requirements by **setting policy to encourage investment in other forms of holiday accommodation in rural areas such as new self-catering accommodation (where deficiencies are identified), bunkhouse provision, holiday parks and novel low carbon development.**

Resort Development is also being encouraged nationally and can take different forms ranging from luxury hotel and country house resort offerings to holiday parks. Resorts are defined as being destinations where a collection of activities, such as eating, sleeping and recreation, can be undertaken in one defined location. Resort development offers significant economic opportunities to Scotland as a result of the employment which they create, especially welcome in rural areas. The off-site spend and supply chain which they support and the nature of visitor which they attract is also important. Resorts can be located in an urban or rural setting depending on the market being served. Resorts tend to depend on the quality of the surrounding environment for locational choice. However, in certain circumstances a resort has the potential to extend over a much wider area, sharing

a common brand. Resorts can therefore generate tourism interest in the locality including attractions as well as supporting business tourism. New resorts need to be sensitively and sustainably located to benefit the visitor economy and avoid damaging the character of the asset. Influencing factors to attract investment include aspects such as high quality scenic value, heritage value, image and customer awareness, a mix of markets and relatively easy access to international and domestic airports and to rail, road and ferry infrastructure. The Forestry Commission and other estates may have opportunities to further develop forest tourism through the resort model.”

Wildlife tourism is an increasingly important activity for visitors to many parts of Scotland (2013 was the Year of Natural Scotland) and is worth £276M to the Scottish Economy. It is a diverse sector, responding to our abundant range of wildlife and habitats and benefits from world class settings to enjoy wildlife on land, at sea or along the coast. According to the Economic Impact of Wildlife Tourism in Scotland (Bournemouth University 2010), there are over 1M wildlife trips annually to or within Scotland where this is the primary purpose. In reality the scope of wildlife tourism is greater. Wildlife tourism can be a specialist activity but more commonly it is combined with other activities such as walking, cycling, touring or photography. It is an expanding market. It provides business opportunities associated with species or a combination of species in particular habitats from bottlenose dolphins to basking sharks; ospreys to red kites and eagles; red deer to red squirrel and many others.

The proposed location is well situated for wildlife tourism and the site will be planted with native trees and shrubs which will attract birds and butterflies in the summer. Red Kites nest at Linnmoor and can be spotted overhead. Deer and many other native British Wildlife frequent the area.

Niche Markets. Whilst the relative economic impact of these niche markets may be minor in the early years, they can play an important part in the diversity of the tourism economy for many areas. These minority activities can be strengthened over time VisitScotland together with other local and national stakeholders, will review Scotland’s emerging outdoor activities to identify growth potential for the visitor economy.

A Scottish Government paper entitled “Our Rural Future” which was the response to the “Speak up for Rural Scotland” consultation conducted by Richard Lockhead MSP set out the vision: “We want to see a rural Scotland that is outward looking and dynamic – with a diverse economy and active communities. Rural prosperity will increase in ways which make best use of all of our resources – our people, as well as the land, seas, rivers and wildlife. Our rural communities will grow in confidence and diversity, taking control of local assets and providing local services to generate income and employment. Our young people will have the opportunity to build careers and prosperous futures in the area where they grew up”

Experience Breaks and Learning on Holiday

In the UK 40% of consumers would rather spend money on experiences than on buying goods. Increasingly however, there is a drive for authenticity and an experience that can make you feel or learn something. With the world becoming more educated there is also a strong growth in learning experiences, developing a new skill or trying something different or a new sport, whilst at the same time relaxing and rejuvenating.

As time is precious, increasingly people want to get these experiences in short bursts – on regular short breaks. Increasingly these breaks are being taken with a “tribe” or group. With the changing dynamic within families people look outside of this more traditional holiday group to join together with like-minded people on a trip that is organised around an experience such as a a leading experience, art and craft break, golf break, ramblers weekend, a spa weekend, reunions or celebrations.

Where Guest Might Come From

Source : Tourism in Northern Scotland 2011

In 2011.

GB residents took an estimated 3.29 million visits to Northern (incl. Aberdeen/Aberdeenshire) Scotland, staying 12.99 million nights and spending £793 million.

Overseas visitors made 0.77 million trips, staying 3.85 million nights and spending £306 million.

The Seasonality of GB visitors to Aberdeen and Grampian(%) were as follows:

Jan - March, 17%

April - Jun, 23%

Jul - Sept, 33%

Oct - Dec ,26%.

This demonstrates there is a year round market, particularly in UK based short breaks. Opportunities to tap into would be initiatives similar to Autumn Gold breaks of the past, Valentines breaks for couples, Easter, Christmas and New Year.

Regards overseas visitor the majority - 87% arrived by air and 10% by sea.

Where visitors to Aberdeen and Grampian come from and what they spend, the amount spent was £260m.

Region	Trips (%)	Expenditure
England	37	52
Scotland	61	37
Wales	3	10

Overseas Tourists by Country of Residence

Country	Aberdeen		Grampian	
	Trips	Expend	Trips	Expend
Norway	16%	13%	13%	10%
USA	10%	13%	12%	12%
Netherlands	9%	9%	8%	7%
Germany	5%	3%	9%	5%
Denmark	5%	10%	4%	7%
Spain	8%	4%	8%	3%
Australia /NZ/Rest of World	34%	43%	34%	48%

Key visitors came from Norway, England and Wales and other parts of Scotland. These groups are followed by USA and Canada

The average trip Duration was 3.2 days for GB tourists, and 4.8 days for Overseas tourists. 62% of visitors stayed for a short break of up to 3 nights duration.

The Purpose of the trips to Aberdeen and Grampian were broken up as follows:

GB Tourists:

Holiday : 47%

Visiting Friends and Family:19%

Business: 32% (These figures were recorded prior to the economic oil slump, and as such this figure may have been revised since)

Other: 3%

Overseas Visitors:

Holiday: 45%

Business:33%

Visiting Friends and Family: 20%

Other: 2%

Visitors main mode of transport is car, although there is use of train and plane. In the Aberdeen and Grampian area most stayed in hotel accommodation, but there was a consistent level of self catering accommodation used throughout the year.

Mature Tourists

In Britain, life expectancy is predicted to be 85 by 2030, and the current generation of over 60's is also the healthiest and most active on record. With this extended life comes increased opportunities for second families, going on holiday with extended family. People also have many more years to indulge in active and healthy leisure time and holidays. There is also a significant proportion of people who will be looking for non-child orientated holidays, and much higher levels of comfort.

Intergenerational Family Groups and Groups of Friends Holidaying Together

With the rise of smaller and second family households, the traditional nuclear family is on the decline and is being replaced with different mixes of the family group when it comes to holidays. Grandparents will play a larger part in a family's life and enjoy more holidays with their grandchildren, even those in late teens and adulthood. There aren't so many venues catering for that market at the current time. The Shepherds Retreat can provide that point of difference and facilities suitable for late teens and young adults. Courses and workshop within areas of personal interest means different generations in the family, or groups or friends can spend quality time together learning a new skill, being creative, exploring Scottish culture, heritage and their own family history or developing an

area of interest. Lifestyles choices too are changing. With the pressures and stress of longer working hours, increased emotional upheavals in relationships people are showing signs of needing to find a balance in their lives, and it is in their leisure time that they want to do this.

Visit Scotland 'Welcome' schemes

There are several current "Welcome" schemes operated by Visit Scotland that Shepherds Retreat could tap into

CLASSIC CARS - Suitable private parking; knowledge of nearest workshop facilities; list of local garages/mechanics with knowledge of classic /vintage or sports cars; Car wash facilities; Use of car cleaning equipment - rags, soft cloths, old towels, sponge , bucket; Use of car vacuum ; Water supply and use of small watering can /jug; Access for battery charging facility; De- grease hand wash facilities on site; List of accessory shops

ANGLERS -Visitors with an interest in fishing. They appreciate having storage boxes for rods, Freezer facility for bait and catch; facilities for gutting or preparing fish, and facilities for washing fishing tackle. Need to have a positive attitude towards anglers and a desire to meet their needs. Information on local slipways. Ghillie services and permits. Separate place for drying clothes. Information on local shops to purchase bait and tackle

GOLFERS - Visitors with an interest in Golf. Visitors have been coming to Scotland to golf for over 100 years .Golf is a major source of income. Golfers appreciate lockable storage for golf clubs, daily weather forecast, information on local courses and facilities, golf shops and tee-off times. There are many golf courses within the local area and golfers may be keen to play several of them during a trip.

GROUPS - The aim is for Shepherds Retreat is to be a 'go to' venue for family /friends intergenerational and adult trips or gatherings and who are looking for a touch of luxury and a different style of accommodation. Groups can be accommodated in clusters of Shepherds Huts, each having their own private space, but within easy reach of one another and can congregate around a central area for that cluster for socialising or taking part in activities

WALKERS AND CYCLISTS - Visitors with an interest in the outdoors. Walking is the most popular activity undertaken by overseas and British visitors to Scotland. Cycling is a growth area, with an increasing number of cycle routes being developed. People appreciate having wet clothes dried overnight. Things required - separate space should be available for drying outdoor clothing and footwear. Provide a supply of local walking routes information for visitor reference. Lockable covered shed for bike storage.

Market Segmentation

"Tourism in Scotland 2007" identified that 50% of the UK population had taken a short break or holiday in Scotland in the past but approximately 50% had not. This means that there is a huge opportunity to encourage people who haven't yet come to give it a try. Through VisitScotland "Year of..." promotions and various other initiatives there are opportunities to tap into areas or themes for that particular year or current trends.

By providing a high quality product and service we can encourage those who do come, to return and to recommend their visit to others. With the current national and global economic climate, political unrest, terrorist threats and BREXIT these issues have all contributed to uncertainty and a nervousness amongst holidaymakers, which has also been an indicator in the increase in people booking last minute holidays and taking several shorter breaks over a year rather than one, longer major holiday per year. A greater proportion of domestic visitors are opting to spend more holidays at home as the cost of holidaying and travelling abroad becomes more expensive.

We will be focusing on discerning UK customers and those visiting the area as part of a longer trip from overseas. We will encourage repeat visits/loyalty and encourage multiple mini breaks across a 12 month period and encourage weekend, 3-4 day and week long learning experiences and educational holidays and a mixture of breaks at peak periods such as Christmas, New Year, Easter.

Within the two focus areas of breaks for couples, and experiential edu-breaks our target market can be divided into the following groups Identified by recent Tourism industry research:

1. Affluent Southern Explorers (average age 49 , SE England based) spend most nights away on Holiday. Whilst they are affluent high achievers, they are not overly materialistic, and prefer simpler, local accommodation such as b&bs and self-catering. They tend to take longer breaks, both in the UK and abroad, particularly seeking to broaden their mind and mix with locals - they like to engage with, and understand the culture of places they visit.

They enjoy discovering new places as well as returning to familiar places, and are always open to suggestions from articles in newspapers and from reading guide books.

2. Younger Domestic Explorers (25-40, Northern based) are strong advocates of holidays in their own country. They believe that breaks in England and Scotland enable them to get away at short notice, offer good value for money, and offer plenty to see and do. They also believe there is always more of the UK to discover and explore. There are 2 sub segments in this group - couples/singles and families. The families

group, which makes up 36%, will have school age children and will have limited disposable income. They love breaks in their own country and will prefer to stay in self-catering accommodation due to the freedom that it provides them. They love to tour to watch wildlife but also enjoy cultural and educational activities such as visiting museums. For the singles/couples segment, as they are just starting out on their career and enjoying life to the full, they also have limited disposable income to spend on holidays. Breaks in the UK are therefore well suited to this group - they also stay in self-catering, hotel and bed and breakfast. This group is more likely to research their roots, as well as touring, visiting museums and watching wildlife.

3. Mature Devotee are mid and lower affluence (Northern based – 80% Yorkshire and above, average age 50) older couples from the North of England and Scotland, who are particularly committed to holidaying in Scotland, spending most of their nights here of all of the segments. They are a little below average spend. They often take their own car and arranging accommodation directly in a B&B or small hotel, quite possibly somewhere they already know, as they like to revisit special places, explore local area, to tour and watch wildlife

4. Affluent Active Devotees (Northern based - 80%; 48% Scottish High Affluence, average age 50) enjoy living life to the full, taking plenty of short breaks and occasional longer holidays. They are well-travelled experience seekers. They will revisit special places, but also try new destinations, and they make sure they mark special occasions. Whilst they like to plan where they go, they are also quite spontaneous and will often book accommodation close to time of travel. Some of them book online. Scotland is a close destination for them. They are the highest spenders of all on Scottish holidays. This is because they are keen to participate in activities including golf and other sports, but also because they treat themselves to the finer things in life; often preferring to stay in hotels and enjoying good food and drink.

5. Affluent Overseas Visitors looking for a romantic getaway in Scotland at anytime of year, which would involve a short, direct flight to Aberdeen Airport from their own country. Also international visitors visiting Scotland and Aberdeenshire on a longer trip, exploring the wider regions of Scotland with an individual itinerary. They want to experience a 'mix' of everything Scotland and the region has to offer. Staying a traditional Shepherds Hut for a short period of time, enjoying the fabulous scenery, whilst still having many luxuries in terms of accommodation facilities, would tick that box, of something different and create a unique and memorable holiday experience.

Many overseas visitors also want to explore their family's Scottish ancestry and heritage. So staying in a Shepherds Hut and visiting Culter Heritage Centre and other places to find out about their ancestors, where and how they lived in the past in this area could add another very special and individual dimension to their whole experience.

Marketing

In order to attract visitors to the destination a multifaceted approach would be required both on and off line. Because of the niche markets, targeting those visitors would also require a range of approaches including

- Quality Magazines target audience would read
- Through involvement with Visit Aberdeenshire local initiatives and projects and national tourism strategies
- VisitScotland
- Niche Market magazines and subscribers eg. Disability groups, sensory impairment groups etc, People with an interest in particular hobbies/special interests
- Websites – Own, plus listings in others such as portal sites like

www.mrandmrsmith.com

www.greatlittlebreaks.com/romantic-getaways

www.quirkyaccomm.com

www.queenofretreats.com

www.golearnto.com

www.responsibletravel.com - specialising in traditional skills and craft holidays

www.artandcraftholidays.co.uk - for Scottish based destinations

www.travel-quest.co.uk

www.craftcourses.com

Social Media – Facebook , YouTube (virtual tours) and similar

Local Signage

Hospitality industry events and exhibitions

Competitors

No direct competitors in the area, nearest being lodge ownership developments on Royal Deeside and at Stonehaven, although there are 2 guest houses in Peterculter and a caravan site -Deeside Holiday Park, at Maryculter for caravan owners and short to long term mobile home residences.

Accessibility

Accessible Tourism, founded by Visit Scotland in 2010 held events to give disabled people the opportunity to tell the tourism industry about their experiences as a tourist in Scotland and ways in which the barriers faced by disabled tourists can be tackled. It's not just disabled visitors who benefit; but families, older visitors, people with temporary injuries, and many others.

Tourism businesses have doubled their turnover by promoting and delivering their business as an accessible, inclusive quality destination. Australia lead the way in accessible tourism and provides examples of excellence which can be adopted.

A number of Shepherds Huts would be fully accessible and provide facilities to wash and groom assistance dogs. .

Environmental Approaches

Once operational the site would participate in the "Green Tourism Business Scheme" through Visit Scotland. This will allow us to promote the park as a credible sustainable choice for customers

We would aim for a Gold Rating. Areas assessed are: energy and water efficiency; Waste management; Biodiversity; Community involvement; Disposal of Waste; Energy Efficiency

"Green Travel Plans" – collection and drop off at airport and railway station.

In addition this a journey could be as short as to Peterculter or Milltimber and back for connecting with bus pick up and drop off times or a trip to the local shop. As bus times are fixed this may encourage a number of guests to be dropped off and picked up at the same time. Organised excursions to some of the local visitor attractions and sporting activities could be organised for guests, specifically for parties taking part in organised golf outings etc. as well as local pubs and restaurants which will encourage guests to use more of the local businesses and facilities.

The development has been designed to create an environment where people can spend time relaxing and enjoying the immediate area. Informal paths, jogging path/circuit and 'outdoor gym' as well as themed garden areas and landscaping throughout outdoor activity area for group activities beside the clubhouse such as outdoor yoga and exercise . Paths will be cut periodically through the site encouraging tourist to stay on site and enjoy the environment that has been created for them. Planting around each Shepherds Hut will add to the quality of seclusion and privacy within guests own 'piece of the countryside'.

Conclusion

This is a deliverable site which would offer a unique take on the tourism market in Aberdeen and contribute an interesting and quirky element to the more established hotel, guest house, bed and breakfast and self catering mix current available and offers a new and interesting choice to visitors to the area.

It also would contribute significantly to supporting other local businesses, shops and services, and visitor attractions and facilities in the area as well as providing new employment opportunities.

With the creation of the AWPR and the Milltimber Junction such transport advancements mean that this site is more convenient and accessible than ever before with quick and straightforward links direct to the airport and to the south.

The development has chosen a particularly natural, non intrusive, rural and tranquil theme, and with proposed landscaping will enhance habitats for wildlife and local ecosystems. Through educational tourism such as wildlife photography, and traditional skills guests and non residents will be able to gain a great understanding, respect and appreciation of the local environment and what it has to offer.

References

Photographs used are for illustrative purposes only and to create a visual impression and feel of what is possible on this site. Images are of examples of excellence elsewhere, in existing sites across the UK

Credit :

Sugar and Loaf Retreats <https://www.sugarandloaf.com/shepherd-huts-wales>

Roulette Retreat <https://www.quirkyaccom.com/roulotte-retreat>

Classic Glamping

<https://www.classicglamping.co.uk/glamping-site/2975/apple-blossom-shepherds-hut> ;
[ducks-puddle-shepherds-hut](#) and [ladys-well-shepherds-hut](#)

Shepherds Hut Retreat <https://www.theshepherdshutretreat.co.uk/the-huts/>

English Shepherds Hut Company

<http://www.englishshepherdshut.co.uk/bathroom-shepherds-hut.html>

Brosterfield Shepherds Huts <https://www.brosterfieldshepherdhuts.co.uk/>

Ashwood Shepherds Huts <http://www.ashwoodshepherdhuts.co.uk/>.

The Great Outdoor Gym Company

Hailes Quarry Park, Edinburgh

Fresh Air Fitness