

RETAIL + LEISURE



BLACKDOG

# VISION + OPPORTUNITY

With open A1 non-grocery space totalling 242k sq.ft, once complete, Blackdog will be the largest and most accessible out of town shopping destination in Aberdeenshire.

High spending, affluent catchment – Household incomes are +19% above Scotland average whilst grocery and non-grocery spend is 4% above the Scotland average.

This means Blackdog will be an attraction in its own right with high-quality facilities and landscaping to complement the scheme, as well as innovative spaces to help both established and new businesses to thrive.

Set in a pedestrianised zone, the retail and leisure units are available to pre-let with potential design and build opportunities.

There is little competition from neighbouring towns and cities with Aberdeen being the only major retail hub next to Blackdog. Journeys to other cities where there is a substantial retail centre, such as Dundee and Inverness, are over two hours away by car.

- + Approximately 300,000 sq ft of retail, food and beverage units
- + Generous parking facilities
- + Pedestrianised walkways with attractive landscaping
- + A brand new 6 screen cinema
- + 150 bed hotel
- + Supermarket
- + Additional retail



# BENEFITS + DEMOGRAPHICS

Brand new retail food and beverage units in the centre of Blackdog make up the core leisure hub of the scheme, all designed for maximum exposure and flexibility.



- + Units available to pre-let from 1,500 sq ft up to 50,000 sq ft
- + Modern, open plan space
- + Flexible lease terms
- + Excellent BREEAM energy efficiency rating
- + Easy goods delivery entry
- + Storage space

## LARGE CATCHMENT

Located just 5 miles north of Aberdeen, Blackdog's primary catchment area includes approximately 520,000 people, which is projected to increase to 543,000 by 2021.

That means that average projected footfall is **XX**. Working on CACI information

## MODERATELY AFFLUENT

The average household income in Blackdog's 60 minute catchment is £43k; +18% above Scotland's average.

There is also below average unemployment.

## LITTLE COMPETITION

Within the Post AVPR catchment of 30 minutes, Blackdog's catchment residents are +7% more likely to use cinemas and +10% more likely to regularly use restaurants. The current cinema provision is restricted to central Aberdeen. The proposed 6 screen cinema at Blackdog will benefit from the under-provision of out of town leisure and encourage linked trips for visitors.

# FOOD + DRINK

As part of the scheme, Blackdog will feature a high-quality regional food hall where local producers and farmers are able to promote and sell their food and drink to a wide audience in a market-style setting.

It is ideally positioned within the wider retail scheme to attract and add value to the existing leisure and retail offer.

Furthermore, producers will have access to shared facilities and costs making it an ideal starting point for SMEs and startups to grow their business within the food and drink industry.

The quality offering will also attract visitors from afar, making it a destination for tourists to sample and buy a variety of local produce.



# HOTEL + SPA

A brand new 73,000 sq ft hotel with first-class facilities, including:

- + Conference and meeting rooms
- + XX rooms and XX suites
- + Leisure spa with swimming pool
- + Restaurant and bar
- Need to think about all of this too*
- + Outdoor terraces
- + Landscaped grounds
- + 5-minute walk from the town centre

Available as a pre-let or a design and build opportunity.

# TEAM + CONTACT

TEAM:

A development by

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