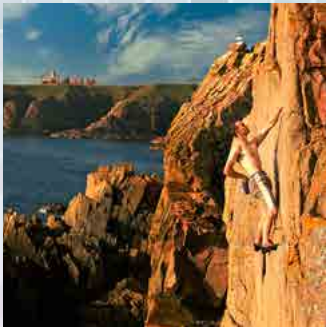


Aberdeenshire

To Live ▲ To Work ▲ To Invest ▲ To Visit



Welcome to Aberdeenshire



Foreword

from the Provost of Aberdeenshire,
Cllr Hamish Vernal

I love Aberdeenshire and I am privileged to be in a position where I can travel around the area, enjoying the diversity of our industries, landscapes, communities and people.

Aberdeenshire has a rich cultural history and has developed its economic base from traditional industries like agriculture and fishing, yet it has positioned itself to take full advantage of the opportunities presented by the modern world; oil and gas, renewable energy, tourism and food and drink.

It is an area that exudes a quiet confidence, it knows how fortunate it is to benefit from breath-taking scenery with mountains, rivers and coasts,

whilst maximising employment and development opportunities afforded by oil and gas.

Our communities are diverse; bustling market towns, castle and whisky trails, world-class golf courses and an outdoor lifestyle that is the envy of the world. And, of course, on our doorstep is Aberdeen, which offers everything you'd want from one of Scotland's largest cities: shopping malls, concerts, theatres and art galleries.

Whether you want to live, work, invest or visit Aberdeenshire, it has something to offer everyone. Once you've arrived, you'll never want to leave.



Aberdeenshire Life

Aberdeenshire is a beautiful and historic region in the North-East of Scotland, encapsulating the rugged mountains of the Cairngorms and breath-taking coastal scenery.

It is a predominantly rural area, traditionally economically dependent on agriculture, fishing and forestry. Over the last 40 years, the development of oil and gas has broadened Aberdeenshire's economic base.

We enjoy the best quality of life in Scotland, performing consistently strongly across a range of indicators including employment, education, health and climate.

The local housing market is very buoyant and has withstood recent economic pressures. There is a range of housing



to suit all needs and budgets, with major new housing developments ensuring a good supply of housing is available.

WORK HARD - PLAY HARDER

Aberdeenshire's excellent quality of life can be partly explained by the wonderful outdoor lifestyle residents and visitors enjoy.

The North-East coastline was voted among the most beautiful in the world by National Geographic magazine. A world-wide 'destinations rating' survey placed the stretch of coastline from Peterhead to Inverness in the top 20 iconic coasts.

Two of Scotland's five ski areas are in Aberdeenshire, and the Cairngorm National Park was described as 'one of the last great places on earth' by National Geographic Magazine. There are numerous nature reserves, forests, beaches and dramatic seascapes where you can view dolphins and whales. The River Dee is one of Scotland's greatest salmon rivers



and is a designated Special Area of Conservation for its salmon, freshwater pearl mussel and otter populations.

The area is home to the Royal Family's Scottish residence at Balmoral, as well as boasting many more castles for visitors to explore.

Aberdeenshire has easy access to Scotland's third largest city – Aberdeen, with its shopping malls, theatres, sporting events and concerts.

Aberdeenshire has a number of bustling market towns offering a more individual shopping experience.

Peterhead (pop 17,790)
Fraserburgh (pop 12,540)
Inverurie (pop 11,590)
Westhill (pop 11,220)
Stonehaven (pop 10,820)
Ellon (pop 9,910)

Aberdeenshire Work

Aberdeenshire has adapted swiftly to the challenges of North Sea oil and gas, adding significant value to the industry. Our economy is diverse, encapsulating oil and gas exploration, infrastructure support, subsea and renewable technologies, research and development capability, decommissioning and an entrepreneurial spirit.

Rich and traditional economies of agriculture and fishing remain. Peterhead is North East Scotland's principal deep water harbour and is Europe's main white fish landing port. Fraserburgh is the UK's main port for landing nephrops.

Aberdeenshire is the lead area in Scottish cattle finishing and is a major arable provider. Much of this is barley, a vital ingredient going to produce whisky in one of Aberdeenshire's eight distilleries.

LEARNING

With a first-class education system, Aberdeenshire provides access to skills and a knowledge base for a wide range of vocations and professions. Our schools perform well against others in Scotland and pupils consistently achieve good pass results. There is also access to private education

and the opportunity to study the International Baccalaureate.

Higher and further education is available at the North East of Scotland College, The University of Aberdeen and The Robert Gordon University, all adding to the culture of learning that helps the area to secure more employment opportunities for new graduates than anywhere else in the UK.



Aberdeenshire Invest

Investing in Aberdeenshire is a compelling case, built on a good supply of development land, business parks and a highly skilled and motivated workforce.

Whether your business focuses on one of our key economic strengths of oil and gas, infrastructure, subsea and renewable technologies and R&D capability, fishing, agriculture or food and drink, Aberdeenshire much to offer.

BUSINESS SUPPORT

The Aberdeenshire business community is supportive. Networks including the Chamber of Commerce and the

Grampian Food Forum are successful in working together to promote their joint business interests in the area.

Aberdeenshire Council is also a principal player in Aberdeen City and Shire Economic Future, an influential private/public partnership driving economic development.

IMPROVING CONNECTIVITY

Access to the region is first class. Air, road, rail and sea routes are amongst the best in the country, with a travel time of under 90 minutes by air to any of London's airports, or to 25 European destinations direct from



Aberdeen. By 2018, a new Aberdeen bypass will have opened.

We understand the importance of global connections supported by technology, which is why Aberdeenshire Council has committed £16m to improve broadband coverage, mainly through increasing the reach of fibre optic cable.



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ENERGETICA

Scotland's Energy Corridor - thriving in a natural environment

Energetica covers an area 30 miles long extending from Bridge of Don in Aberdeen, north to Peterhead and west to Aberdeen International Airport and is a collective programme of projects to create an exemplar low carbon, energy development corridor.

The Energetica programme is being delivered by a public partnership managed by Scottish Enterprise and

involving Aberdeenshire Council and Aberdeen City Council. Many of the projects are being progressed in collaboration with the private sector, with exciting energy developments in a number of key areas, for example the proposed Offshore Wind Deployment Centre (EOWDC) in Aberdeen Bay. The partnership aims to attract £750million of investment over the next ten years, resulting in significant economic benefits for the area.

The £13 million terminal redevelopment at Aberdeen International Airport and approval of the Aberdeen Western Peripheral Route are infrastructure developments

accelerating and unlocking the area's huge potential.

Energetica seeks to capitalise on potentially significant areas of growth, using both the extensive infrastructure and wide skills base and talent pool in the area.

Significant investment is being made in business parks located within Energetica. Eight sites are on offer – some already well established and others in the pipeline.

Energetica



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PETERHEAD

Peterhead Port is one of the UK's most versatile, providing deepwater berthing facilities and serving a broad range of industries including oil and gas, renewables, fishing and leisure.

It is increasingly becoming the subsea operator's port of choice with deep water, 24-hour access and significant recent investment.

Peterhead is hugely significant in that its location and facilities lend themselves to servicing both the offshore renewables and decommissioning markets. Operations and Maintenance (O&M) activity can be serviced from Peterhead due to its proximity to sites offshore.

The town has also been shortlisted as one of two sites preferred by the UK Government to develop the world's first commercial scale natural gas carbon capture and storage (CCS) project. Shell is developing the project which would see up to 10 million tonnes of carbon dioxide emissions captured from Peterhead Power Station and transported by pipeline offshore for long-term storage deep under the North Sea.

A development framework for the area south of Peterhead is looking at the potential to deliver national developments in electricity transmission.

There are at least three advanced developments in electricity transmission infrastructure which could see the area could become an electricity transmission hub for the export at of conventional and renewable energy from Peterhead Power Station and North of Scotland offshore renewable sources to the north of England and Scandinavia. This would involve building convertor stations to the south of Peterhead as well as onshore and offshore cables.



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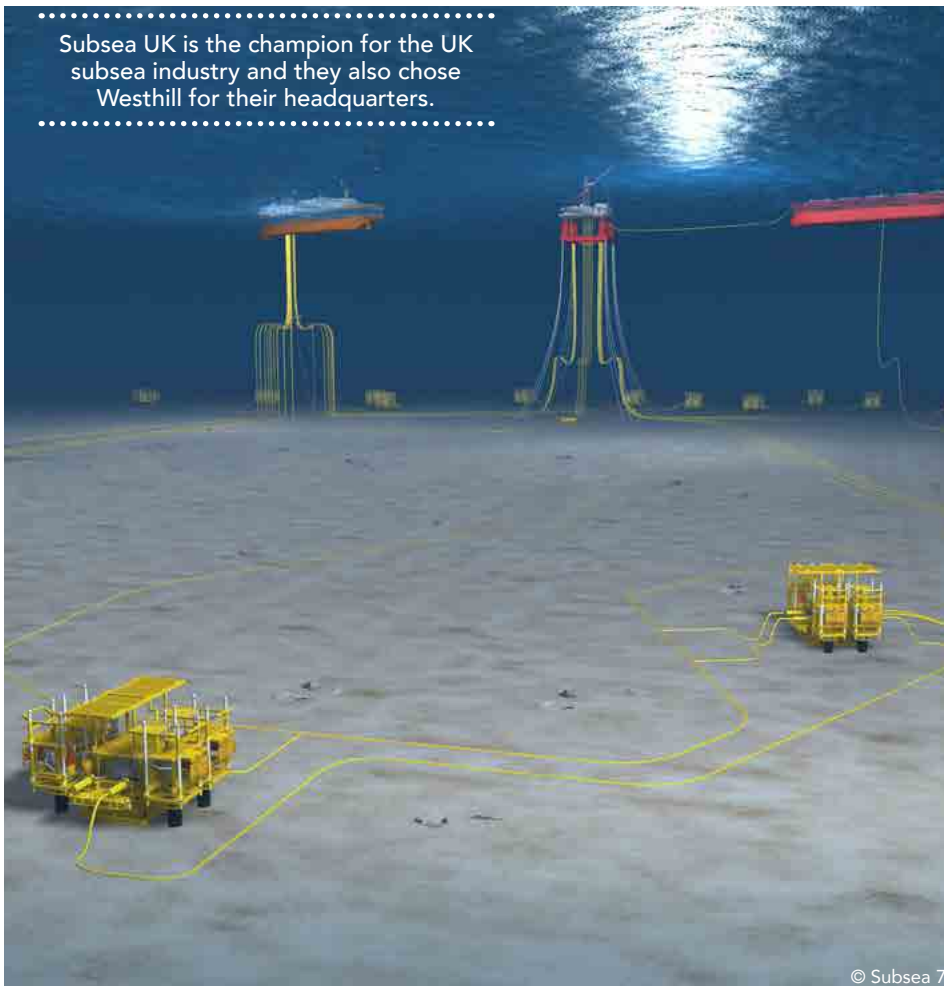
WESTHILL

The UK's subsea industry generates over £6billion per annum and supports 50,000 jobs. There are around 290 subsea companies in the region – many located in Westhill, accounting for some 6,000 employees and acknowledged as the global centre of excellence in subsea engineering.

The area is acknowledged for transferring technology, skills and know-how around the world. Major players like Technip and Subsea 7 have headquarters in the area, encouraging smaller home-grown entrepreneurial engineering and technology firms like Trittech International, Forum Subsea Technologies and NCS Survey.

The UK subsea industry grew by 40% between 2007 and 2010. Extracting the world's remaining hydrocarbon resources will increasingly fall to the subsea industry – already almost 45% of UKCS production comes from subsea wells, with 70% coming from the planned new developments. Over 50% of the UK's subsea output is attributable to exports.

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Subsea UK is the champion for the UK subsea industry and they also chose Westhill for their headquarters.
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Renewable Energy

With over 40 Megawatts of biomass boilers in operation, a robust supply chain of wood chip producers and two wood pellet plants in production, Aberdeenshire is well placed to provide locally sourced renewable fuel for heating, which accounts for some 45% of Scotland's primary energy demand.

With over 300 Megawatts of onshore wind power consented and some 108 Megawatts in production, the area is at the forefront of medium scale wind turbine developments, with around half of the installed capacity of wind turbines in the area locally owned; probably the highest degree of local ownership in the country.

Satisfying the energy needs of the area will mean using a mix of technologies and the Council has set itself demanding targets for reducing emissions, its dependence on finite resources and its overall demand for energy.



Aberdeenshire Visit

Surrounded on two sides by 100 miles of unspoilt coastline and on the third by the wilderness of the Cairngorms, Aberdeenshire offers sand dunes, cliffs, mountain and heather moor, granite towns, slate-roofed villages and local folk proud of their own special culture – and all ready with a genuine welcome.

This is in many ways the heartland of what people expect Scotland to be - malt whisky, salmon and trout-stocked rivers, golf links, moors home to stag, grouse and eagle, castles at every corner, Highland



Games and unpretentious people with their own speech and identity.

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Aberdeenshire is the perfect place whatever the season and whatever your interests.
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Winter snow conditions at the Lecht and Glenshee can be excellent. After an après-ski ceilidh, dark skies provide ideal sky-watching conditions for stars and never-to-be forgotten Northern Lights.

With more castles to explore than anywhere else in Scotland, Aberdeenshire has plenty to do whatever the weather.

The Banffshire Coast has stunning natural scenery and clifftop and beach walks, while thousands of tourists flock each year to Royal Deeside, to follow in the footsteps in Queen Victoria's favorite Scottish trails.

The Scottish Traditional Boat Festival brings historic Portsoy harbour to life as the venue for a plethora of small sailing craft, steam launches and restored boats with great food and traditional international folk music from NE Scotland, the Northern Isles, Scandinavia and the Europe.



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During August, our country shows and Highland Games welcome thousands of visitors.
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There's also a fantastic marine aquarium in Macduff, featuring hundreds of local sea creatures from the rocky shores and kelp reefs.

There is no better place to be for golfers – with over 50 golf courses in the area offering dramatic scenery, the highest 18 hole golf course in the UK and a number of links courses.



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Aberdeenshire
COUNCIL

