



We want to hear your views on your new Broomhill Road, Aberdeen store

Please complete the feedback form on the back

The **co-operative** food
Here for you for life



The Co-operative Food is part of The Co-operative Group

Since 1844, we have been serving customers at the heart of their communities. We are currently developing proposals for a new convenience Food Store on the site of the former garage showroom at 122/124 Broomhill Road, Aberdeen, AB10 6HX. The store would offer customers high quality fresh produce at great value and would increase choice for local residents. The small store will be focussed on meeting day to day shopping needs.

Despite being comprehensively marketed the site remained vacant. The site has planning consent for change of use to retail although requires significant capital investment to meet the conditions attached to the planning consent and comply with Building Standards.

We are particularly focused on offering:

- Fresh fruit, vegetables and meat
- Ready meals
- In store bakery
- Food to go
- Grocery essentials



We want to provide information and answers to key questions that local people may have about the proposal

Working alongside existing retailers

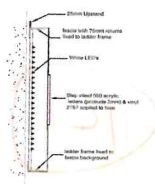
We are a community retailer and want to provide more choice to local people. Our store is intended to enhance local provision and reduce the need to travel to stores further afield.

The store will not contain any concessions or post office so will not compete with the existing facilities and services in the neighbourhood, it will complement these.

The store has been identified as an additional opportunity in the area and is not intended to try and draw custom from out with the existing neighborhood and will not impact on our existing stores at Holburn Street, Fountainhall or Great Western Road, which will continue to trade.



ELEVATION 1 - SIGN A
393mm M5 letters
SCALE 1:50



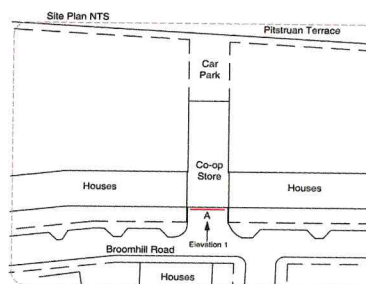
Fascia Section
SCALE 1:10

Signage specification: (Standard)
3mm Aluminium tray panel, 75mm deep on an internal aluminium ladder frame & painted semi gloss pantone green ref 375.

The letters: 'The co-operative' to be a step inlaid Opal 050 acrylic with blue translucent 4529 vinyl applied to the face. Letters to protrude 2mm.

The text 'food' to be a step inlaid Opal 050 acrylic with Matt translucent White vinyl applied to the face. Letters to protrude 2mm.

Internally illuminated by White Sloan V180 LED's.



Employment

The Co-operative Food always seeks to employ from the local community and expects this new shop to create 15-20 full and part time jobs. These will be targeted at local residents, who will benefit from a variety of training and skills programmes.

Increasing product choice and value for money

We are confident our new convenience store will provide an enhanced shopping experience for local customers.

The new store will benefit from an in-store bakery and a focus on fresh produce, providing increased choice in a more spacious, modern environment.

Customers will also benefit from our **Fair and Square Prices** ensuring good value for money across a range of staple items such as bread, milk and eggs.

Respecting the local environment

The property will benefit from extensive investment and will be redeveloped to convert an unattractive garage and showroom into a bright modern retail store to serve the local community. The work will also comprise alterations to the forecourt area and Broomhill Road itself removing the parking bays and replacing with a new entrance with cycle racks, new footpath and on street parking. All of this work has been requested by Aberdeen City Council to improve road safety and will be funded by Co-operative Food.

Community

As a member-owned co-operative our new-look store will also work to establish a distinctive community connection. We are piloting dedicated colleagues called Community Pioneers, a title which harks back to the original Rochdale Pioneers and sees colleagues working to foster real community partnerships, from fundraising initiatives to helping to understand and develop solutions to meet local community needs.

Any feedback?

If you would like to provide any comments or feedback on this proposal, please contact yourviews@co-operative.coop

Please let us know your views

On balance, having seen the proposals, are you in favour of the plans as a whole?

Yes No

114

What are your personal views on the proposed plans?

Neither here or there

Finally to make sure we've got a balanced range of views, please may we have some basic information about you?

Are you:

<16yrs 16-24 25-34 35-44
 45-54 55-64 65+
 Male Female

What's the first part of your postcode eg BH1

AB15

Thank you for taking the time to give us your feedback