

Good morning,

Further to my submission on behalf of the Aberdeen City & Shire Hotels Association in relation to this week's vote on the City Centre Masterplan, I'd like to add a point specifically on behalf of the business that I run, situated on Justice Mill Lane.

The West End of Aberdeen needs more positive interventions alongside the central section of Union Street, Queen Street and the beach front. Whilst the CCMP proposals will no doubt improve the city offering as a destination, as my letter states, I remain concerned that a qualitative imbalance has been created.

The location of The Park Inn by Radisson has strengths in terms of the commercial activity at this end of town, but that becomes secondary when considering the desire of transient guests to be around Union Square and Marischal Square. The hotel's strategic approach to pricing has had to change to grow market share because of this.

There have been plans for years to improve this area with a proposal to part-pedestrianise Justice Mill Lane to Windmill Brae. There are concerns that removing temporary one-way measures on Justice Mill Lane will return the street to an accident waiting to happen. This concern is shared by tenants of the Silver Fin and Capitol office developments, who have garage and delivery access onto Justice Mill Lane. These concerns have been raised several times with Council officers and directly to Sandra Macdonald at one of Aberdeen Inspired's West End Business Network meeting. These local interventions will deliver safety, not just at commuting pinch-points, but for the night time economy as well. The street down to Windmill Brae will be a much safer place at night, and much more welcoming for visitors.

Businesses in this part of town are looking to you to recognise that the environment in which we operate has to improve. The first step would be to formalise the one-way system on Justice Mill Lane as part of the lifting of Spaces for People measures. This should be followed by a second step to progress plans to part-pedestrianise the route down to Windmill Brae.

I am available to any member of the Committee who would like to discuss anything further, you'll find my contact details below.

Thank you



FRANK WHITAKER, General Manager