ABERDEEN

City of Opportunity | City of Transformation | City of Investment



ABERDEEN CITY REGION

A vibrant, entrepreneurial place in the North East of Scotland, the Aberdeen City Region is home to a unique mix of business opportunities and specialist skills across a variety of sectors including energy, technology, life sciences and food and drink.

Aberdeen is regularly ranked in the UK's top ten most attractive cities for foreign direct investment. Investors choose to locate here thanks to the presence of a highly skilled talent pool, extensive research base, and well-connected business environment.

Over the past eight years more than £7.2 billion of investment projects have been successfully completed in Aberdeen City and Shire. £30 billion of public and private infrastructure investment is due to be delivered across the Aberdeen City Region over the next decade, marking an exciting time to be part of a genuine world-class business location.

The Aberdeen economy remains strong with the city in the UK top



ABERDEEN - The Place

Aberdeen is a city famed around the world for its wealth of culture, outstanding heritage, skilled workforce, and innovative spirit.

The city's quality of life is built around good value homes and top schools, but also a love of the great outdoors, wide open spaces, a passion for culture and a true sense of community. Our coastline was named one of the 20 most iconic landscapes in the world by National Geographic, with 208km of unspoilt coastline and incredible beaches.

Aberdeen regularly hosts internationally acclaimed events such as the Tour of Britain, the European Pipe Band Championships, and the Nuart street art festival, alongside nationally significant festivals like SPECTRA: Scotland's Festival of Light and the Granite Noir crime writing festival.





ABERDEEN - Connectivity

AIR - Aberdeen International Airport serves over 30 destinations with great onward connections to the rest of the UK and further afield. The on-site North Sea heliport is one of the busiest civilian heliports in the world.

RAIL - Frequent fast and reliable services connect to major cities across the UK, including Glasgow, Edinburgh, York, Newcastle and London.

SEA - As a key international hub for energy, trade and tourism; with world-class facilities at Port of Aberdeen and the new South Harbour, Aberdeen can support projects of all sizes. Port of Aberdeen is Scotland's largest berthage port with more than 7,000 metres of quayside. It will become the UK's first net zero port by 2040.

ROAD - The region is a sector leader in delivering net zero transport solutions and cutting carbon emissions on its roads. Aberdeen has the world's largest demonstration of hydrogen fuel cell buses, backed by public and private sector organisations from the UK and Europe.

DIGITAL CONNECTIVITY - Full Fibre provides ultrafast fibre connectivity to the region, meaning your business will benefit from world-class digital infrastructure. Aberdeen has the ambition to become a Smart City, and exciting projects are in progress to deliver 5G networks to support 5G technology opportunities in the region.

ABERDEEN - Workforce & Education

If you are looking for a talent pool of highly skilled and highly educated workers, then look no further than the Aberdeen City Region.

Aberdeen is home to two world-class universities that have produced entrepreneurs, world business leaders, Nobel Prize winners and award-winning scientists, writers, and industrialists. They support research and innovation, supplying talent to companies active in energy, life sciences, architecture, engineering, medicine, health and creative industries. Local colleges also play a crucial role in educating the next-generation workforce, providing employers with a wide spectrum of vocational training and education aligned to the needs of the businesses in the region.

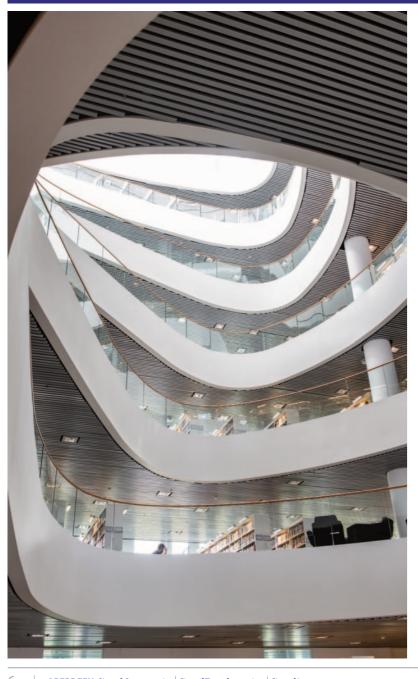
As a longstanding hub for the UK energy industry, the Aberdeen area possesses the talented workforce, local expertise, transferable skills, infrastructure, and supply chain as the industry needs for the sector to transition from oil and gas towards renewable energy.

This region can offer you a unique workforce of talented engineers, scientists and academics.





WORKFORCE & EDUCATION Educational Institutions





Robert Gordon University (RGU)

- · Strong industry partnerships and employer-led curriculum.
- High graduate employability rates, particularly in Scotland and the UK.
- · Significant online learning capabilities.



University of Aberdeen

- · Prestigious institution with a global reputation.
- Diverse student body and research-focused environment.



North East Scotland College (NESCol)

- Provides vocational training and education aligned with industry needs.
- Focus on modern apprenticeships in sectors like engineering, construction, and healthcare.



Scotland's Rural College

 Catering for the rural sector, the Rural College's Aberdeen Campus provides a supply of talented graduates equipped with valuable agriculture, organic farming, countryside, and environmental management skills.



The James Hutton Institute

The James Hutton Institute is a well-respected and globally recognised research organisation delivering innovative and transformative science for sustainable management of land, crop and natural resources.

DEVELOPMENT & INVESTMENT OPPORTUNITIES



GENERATION ABERDEEN



DEVELOPMENT & INVESTMENT OPPORTUNITIES **54 GALLOWGATE**

This city centre brownfield site is cleared and primed for Savills **Vacant development site** development. The site, extending to approx. 0.95 acres Developme has previously been granted planning permission in Planning for 140 residential units extended until 2028 principle for approximately 140 residential units with an Site of approximately 0.95 acres affordable housing waiver. Single ownership The development site was a former office building, which Available to purchase has now been demolished and the site cleared and ready for development. The site is suitable for a variety of alternative uses subject to planning. The site remains under single ownership and is available

DEVELOPMENT & INVESTMENT OPPORTUNITIES M&S, ST NICHOLAS STREET

Flagship store which forms part of St Nicholas Shopping Centre in the heart of the City Centre.

The property is arranged over three floors totalling 7,260 sqm (78,152 sq ft) of accommodation.

The property is located just off Union Street, close to the new market building development and will benefit from the improvement works being carried out on the central section of Union Street.

The building would be suitable for a wide variety of uses subject to planning.

• Large retail store in a prominent position

Will benefit from the investment into the Streetscape improvements and the new market on Union Street

Site of approximately 1.00 acres

Opportunity to purchase a flagship store in the core city centre



Savills



BON ACCORD

DEVELOPMENT & INVESTMENT OPPORTUNITIES 101-103 UNION STREET

101 – 103 Union Street is a traditional terraced retail unit on ground and 1st floor with vacant storage on lower and upper floors.

The properties are adjacent to the new market building development on Union Street and can offer the potential for a variety of alternative uses subject to planning.

Project Promoter: **Aberdeen City Council**

Project Type: Redevelopment of vacant upper floors

Location: **Aberdeen City** Vacant upper floors and lower floor onto the Green

• Suitable for a variety of uses

Single ownership



ACC

The North Deeside Business Quarter is advantageously located to the immediate south of the city centre and well positioned in relation to public transport routes.

As established in Aberdeen City Council's City Centre and Beach Masterplan, the North Deeside Business Quarter has seen many new office developments constructed; Bridge View, Consort House, Freedom House, Pilgrim House, Adrent West, Admiral Court, and Annan House.

The change is set to continue with the Local Development Plan's

• Ambitions to transform the North Deeside Business Quarter into a high-quality mixed-use development

Aims to be a Net Zero development

Planning applications granted close to the proposal site including Ardent East (Grade A office accommodation), Liberty House, The Grande Phase 2, (a 210-bedroom Hotel), and South Esplanade West

Cromdale



DEVELOPMENT & INVESTMENT OPPORTUNITIES NORTH DEESIDE BUSINESS QUARTER



DEVELOPMENT & INVESTMENT OPPORTUNITIES FORMER SHELL HQ, WELLINGTON ROAD

The former Shell North Sea headquarters buildings in the industrial area of Tullos have recently been demolished and the site cleared.

Shell has relocated to the Silver Fin Building in Union Street in the centre of Aberdeen and the site is now surplus to requirements.

The site is designated for Business & Industry Land within the Local Development Plan and will be suitable for a number of alternative developments subject to planning.

- Prominent Site on main arterial route into Aberdeen
- Potential for mixed use development subject to planning
- Demolition completed Q1 2025
- Site area in excess of 10 ha
- Site located within the Energy Transition Zone







ABERDEEN City Centre & Beach Masterplan Project Sites

- 01 UNION STREET CENTRAL
- 02 MARKET STREETSCAPE
- 03 BELMONT QUARTER
- SCHOOLHILL + UPPERKIRKGATE
- 05 UNION STREET WEST
- WEST END
- UNION STREET EAST
- CASTLEGATE
- QUEEN STREET
- 10 GEORGE STREET
- 11 ABERDEEN MARKET
- URBAN PARK
- 13 EVENTS PARK
- BROADHILL
- RECONFIGURED BEACH LANDSCAPING
- NEW LEISURE FACILITY
- BEACH BALLROOM
- 18 JUSTICE STREET ROUNDABOUT
- BEACH BOULEVARD
- PEDESTRIAN SPINE
- BEACH BALLROOM PLAZA



KEY PROJECT LOCATIONS

PROJECT UNDER CONSTRUCTION **NEW MARKET BUILDING**

Developing the former vacant BHS with attractive market-style floorspace to create a destination venue featuring food & drink outlets.

Commercial marketplace elements will promote local produce and goods alongside continental style delicatessen, cafes, and food outlets.

Project Promoter:
Aberdeen City Council

Project Scale: c£42M

Project Type:
Commercial Food Retail and Leisure

Location:

Union Street, Aberdeen

Investment Type: Part funded by UK Government

Programme: 2022-2027



Construction

Phase





PROJECT UNDER CONSTRUCTION **NEW MARKET BUILDING OVERVIEW**





Background

The new market building will provide a showcase for the city by developing vacant retail into a community focused food, drink and entertaining destination.

The new market building will offer a mixture of flexible spaces for pop-up seasonal events and permanent food and drink offerings, by creating inviting indoor and outdoor spaces connecting Union Street to The Green and the public transport hubs of the train and bus station.

- Linking with active travel and pedestrian priorities for the City Centre
- Increased footfall in the City Centre
- Providing urban realm improvements
- Creating pedestrian connectivity between Union Street and the bus and railway stations.

Location

The building is located in the city centre with pedestrian linkages being created between Union Street, Market Street, and The Green. The outdoor spaces will integrate with the urban environment and improve accessibility providing flexible public event space.

Promoter & Partnerships

This development is led by Aberdeen City Council and is part funded by the UK Government through levelling up funding. The new market building will be operated by The McGinty's Group, one of Scotland's best-known independent hospitality companies.





PROJECT UNDER CONSTRUCTION UNION STREET CENTRAL

A transformative regeneration of the streetscape on Union Street between Market Street and Union Terrace. Changing the way that current and future residents

and visitors experience and view Union Street. Improved public realm spaces, accessibility and active travel routes

Project Promoter: Location: **Aberdeen City Council**

Project Scale: c£17M

Project Type:
Road Infrastructure

Union Street Central Investment Type:

Part funded by UK Government

Programme: 2022-2026



Construction



PROJECT UNDER CONSTRUCTION UNION STREET CENTRAL OVERVIEW





Background

Union Street is being transformed to create a pedestrian-friendly focal point for the City Centre, recognising its rich cultural heritage and status as the principal street within Aberdeen. Buses, taxis, and service vehicles will be able to use the full length of Union Street, ensuring access for all. The significant reduction of general traffic on the central section of Union Street allows more space to be prioritised for walking, wheeling, and cycling.

Union Street Central is the linchpin streetscape project in the heart of the city which enables key movements both east and west, and north and south. Existing streetscape reapportioned in favour of pedestrians and public transport whilst allowing service vehicle access.

Location

The reallocation of space on Union Street Central allows for pavements to be widened, facilitating safer and more comfortable pedestrian movement while providing opportunities for trees, planting, play, art, and furniture to be integrated into the streetscape.

Promoter & Partnerships

A project led by Aberdeen City Council with stakeholder input from groups such as the Disability Equity Partnership (DEP), Aberdeen Cycle Forum, Accessible Transport Users and Providers (ACTUP), Community Councils, and business groups such as Aberdeen Inspired.





PROJECT UNDER CONSTRUCTION **BEACHFRONT – STAGE 1**

Background

The beachfront redevelopment offers a unique opportunity to create a transformational new waterfront destination.

Stage 1 is now under construction and includes a class-leading beach park, a large events field and the enhancement of the iconic Broadhill landmark as part of the biggest investment in the city's beachfront for 35-years. Preparations are also under way to demolish the former beach leisure centre to make way replacement, improving links to the city centre and propos upgrading and improving the Beach Ballroom.

Project Promoter: **Aberdeen City Council**

Project Scale: c£58M

Project Type: Public Realm

Location: **Aberdeen Beachfront**

Investment Type Regeneration

Programme: 2021-2026







PROJECT UNDER CONSTRUCTION BEACHFRONT STAGE 1 - OVERVIEW

Beach Park

The principal purpose is to provide an active environment. The Beach Park will contain play and other interactive equipment within the overall development. The Beach Park will contain a series of defined 'zones' each with a different purpose in terms of play and interactivity.

Events Park

The Events Park is an area of approximately 2.5ha and is intended as a flexible space capable of holding events, festivals, larger concerts etc. but also to provide a large, grassed area for day-to-day use including informal sports and games and passive recreation such as picnicking.

Broad Hill

An area of approximately 5ha of open natural space with an existing network of formal and informal paths, with tree planting on the west side of the area. The objective is to enhance the natural environment of Broad Hill through additional planting, increasing the diversity of habitat and ecological value of the area.

Location

The Beach Park and the Events Park will be delivered within the boundaries of the Queens Links park areas.



Promoter & Partnerships

The development is being led by Aberdeen City Council with stakeholder engagement carried out with groups such as the Disability Equity Partnership (DEP), Aberdeen Cycle Forum, Accessible Transport Users and Providers (ACTUP), Community Councils, and local businesses.







COMMITTED PROJECTS QUEEN STREET URBAN PARK OVERVIEW

Background

The Queen Street Urban Park works include new paved vehicular and pedestrian routes, street furniture, totem signage and public artwork, new tree planting and planting beds, and incidental works to the existing underground services.

It will contribute to:

- Health and wellbeing of all residents and visitors to the city
- Attracting new visits to the City Centre, potentially through hosting events particularly in relation to the cultural centres in the immediate area
- Improve active travel in the City Centre and promoting walking and cycling, creating pedestrian and active travel dominated areas, taking advantage of the City Centre location and proximity to local transport hubs
- Consolidating the heart of the city and provide for appropriate green space and amenity which is complementary to the surrounding historic environment
- Increasing City Centre population and footfall across all age groups
- Creating 20-minute neighbourhoods in the City Centre
- Aberdeen City Council's journey to Net Zero Carbon



Location

The Queen Street Urban Park will complement the established improvements in neighbouring Broad Street and the stunning architecture of Marischal College, the second largest granite building in the world and now the headquarters of Aberdeen City Council, along with the imposing baronial style of Aberdeen Town House.

Promoter & Partnerships

Workshops have been held with the Council Leadership Group and DEP and presentations provided to ACTUP, the Community Council Forum, Culture Aberdeen and Castlehill and Pittodrie Community Council.



COMMITTED PROJECTS **CASTLEGATE**

The project sets the ambition to re-establish Castlegate as a central civic location, providing a high-quality space which creates a destination at the end of Union Street and encourages sustainable economic activity.

The design drivers for the redevelopment of Castlegate will aim to reposition the space as both the social hub within the locale for residents, whilst allowing it to reach out to the city and act as a wider attraction.

living nearby.



Project Scale: c£14M

Project Type: **Design & Build Development** Agreement (DBDA)

RIBA 2 Design Complete

Public Realm Programme:

Aberdeen City Centre

Investment Type:

Location:

2024-2025





COMMITTED PROJECTS **CASTLEGATE**

Background

The project comprises the construction of an improved highquality streetscape environment between Union Terrace and Market Street. Castlegate is a large stone paved civic open space within the Aberdeen city centre conservation area.

- The Promenades the streets around the square will become multi-faceted, dynamic spaces - affording opportunities for spill-out, seating, dwelling and unobstructed movement.
- Mercat Square utilising the Mercat Cross as its anchor, this space celebrates the civic and historic nature of Castlegate. This space will be flexible and provide an area for events to take place.
- Castlegate Gardens nestled behind the monument lies an enriching space which will provide opportunities for seating and rest, play, all situated amongst a rich biodiverse environment
- Castlegate landing the welcome space, fronting on to Union Street. A space to pause, for meeting and events and for appreciating the iconic views west, along Union Street, and east towards the Citadel and beyond.
- Castle Street through-routes are provided for service vehicles and cyclists with opportunities for pedestrians and events to occupy the dedicated service route outwith servicing windows.



Location

Key features of Castlegate include the Citadel; the Mercat Cross, situated within the centre of the space; and predominantly historic building façades along the northern and southern boundary of the space.

Promoter & Partnerships

As part of the ongoing design development, meetings have been held with:

- Local businesses and residents
- Community Council Forum
- · City Centre Community Council
- Aberdeen Inspired Business Networking
- Disability Equity Partnership
- Northeast Sensory Services (NESS)
- · Cycle Forum Representatives, and
- Children and Young People





FUTURE PROJECTS **QUEEN STREET DEMOLITION**

The demolition of the former police headquarters building in Queen Street will open up a significant area for redevelopment next to the planned Urban Park. An internal 'soft strip' of the building has already been successfully completed in preparation for demolition.

The site also sits next to the Lemon Tree live music venue

Project Promoter: **Aberdeen City Council**

Project Scale: **N/A**

Project Type:
Design & Build Development
Agreement (DBDA)

Location:

Aberdeen City Centre



Enabling

Works

Underway





FUTURE PROJECTS THE SHORELINE REGENERATION (PHASE C)

The Shoreline Regeneration (Phase C) work comprises of seven interventions. This shoreline phase of the Masterplan provides the combined opportunity to build on the existing features of the area which includes the beach and leisure facilities, whilst complementing the proposed Phase A and B Public Realm work and enhanced active travel routes that form the core part of the masterplan.

- Beach Interface
- Esplanade South
- Safer Swimming Area
- Boardwalk
- Esplanade North
- Events Field
- Core Play Park

RIBA Stage 2

Location: Aberdeen Beachfront

Aberdeen City Council

Project Promoter:



FUTURE PROJECTS **BEACHFRONT – STAGE 2**

The Beachfront redevelopment offers a unique opportunity to create a transformational new waterfront destination.

Proposals include construction of infrastructure, the refurbishment of the Beach Ballroom and construction of new leisure facilities.

Project Promoter: **Aberdeen City Council**

Location:

Aberdeen Beachfront

Project Scale: c£58M

Project Type: Public Realm







FUTURE PROJECTS **BEACH BALLROOM**

The Beach Ballroom project falls within the context of the Aberdeen Beach Masterplan. This sits centrally within the Beach Masterplan and forms a primary focal point in the proposals for the beach due to its central position and its cultural significance.

The objectives of the re-imagined Beach Ballroom are for a return to its former glory when it was known as the "People's Ballroom". This needs to recognise the buildings heritage and historic significance whilst equipping it for the future as a modern events venue.

Project Promoter: **Aberdeen City Council**

Project Scale: c£47M

Project Type:
Design & Build Development
Agreement (DBDA)

Location:

Aberdeen Beachfront

Investment Type:
Public Realm

Programme: **2024-2027**

RIBA
Stage 2









GENERATION ABERDEE



INDUSTRY & INNOVATION



ENERGY TRANSITION ZONE

The Energy Transition Zone (ETZ) will comprise a significant majority of revitalised brownfield accommodation alongside a new release of development sites, providing businesses with the unique opportunity to invest in Scotland's largest dedicated energy transition complex.

A comprehensive investment programme is underway to deliver market-ready 'net zero exemplar' properties and development sites for high-value manufacturing and the broader energy transition supply chain.

The ETZ has been extensively master planned to optimise the worldclass Aberdeen South Harbour by delivering premium development

- Repositioning North East Scotland to become the Net Zero **Energy Capital of Europe**
- A 250-hectare site in close proximity to the new Aberdeen **South Harbour**
- Investment Zone status awarded by the UK & Scottish Governments
- 40-hectare catalytic greenfield development sites, alongside specialist campuses for offshore wind, hydrogen, innovation and skills





WORKFORCE & EDUCATION

As a longstanding hub for the UK energy industry, the Aberdeen area possesses the skilled workforce, local expertise, transferable skills, infrastructure and supply chain as the industry transitions from oil and gas towards renewable energy.

Work is also underway on Scotland's state-of-the-art first dedicated Energy Transition Skills Hub, to help 1,000 people into energy-transition focused jobs over the first five years in a collaboration supported by the Scottish and UK Governments, Shell UK and North East Scotland College.

These initiatives are fundamental to developing the existing energy expertise to meet the emerging opportunities. This region can offer you a unique workforce of talented



HYDROGEN







ONEBioHub



ONE BioHub







SeedPod SeedPod



ONE SeedPod

ONE SeedPod is a £27 million investment in the growth of North East Scotland's industry-leading £2.4 billion annual-turnover food and drink sector to deliver regional and national growth ambitions.

Opened in April 2025, ONE SeedPod provides a unique combination of food-safe manufacturing units, commercial facilities, access to deep sector expertise, entrepreneurial support and mentoring – creating an environment where entrepreneurs, founders and business leaders can achieve their growth ambitions and successfully scale innovation-led enterprises.

- 11 food-safe manufacturing units
- New product development kitchen
- Demonstration kitchen
- Food-safe pilot plant and process-testing space
- Entrepreneurial education, mentoring and sector expertise





