

# AGENDA ITEM 5

## APPENDIX I

2015/0011/DET

APPLICANT'S  
SUPPORTING  
STATEMENT

## **Cambus o'May Creamery ; proposed expansion to include a farm shop & café facility**

### **1. Background**

Since opening the Creamery at Cambus o'May in 2012, we have been inundated with a variety of visitors ranging from fans of our award winning cheeses to general road/pathway users interested in our facilities. Whilst good use has been made of the viewing area built into the original design of the creamery, we've had to accommodate visitor requests by developing a reception/sales point facility and establishing protocols to allow guided tours of our cheese maturing rooms. Feedback on the quality of the Creamery visit experience has been positive but we've also had comments that a higher quality of experience could be achieved if the Creamery premises were expanded to incorporate a farm shop and café facility. We also see a potential opportunity for a facility expansion to attract even more visitors and trade to the Creamery and also to the Royal Deeside and Cairngorms area through both word of mouth and a targeted advertising campaign.

As a result, we have commissioned Gerry Robb Architectural Design Services to prepare plans for expanding the existing building and site infrastructure to be able to offer this additional service capability at the Creamery and submit these plans to the planning authorities for consideration.

### **2. Basis of design of premises expansion**

As previously stated, we've recorded the interest in expanding our Creamery facility from a wide range of customers and visitors to our site. We've kept a database of visitor details mainly for sales and marketing purposes but this database also provides a breakdown of the range of potential customers who would make use of a farm shop/cafe at our site. This customer range includes;

- UK wide customers of our award winning cheeses
- Local community
- Tourists visiting Royal Deeside and the Cairngorm National Park
- General North Deeside Road users
- Cambus o'May forest trails users
- Weekend visitors from Aberdeenshire
- Deeside Way path users
- Winter skiers.

The database also contains information on visitor feedback which has allowed us to estimate the scope and scale of the farm shop/cafe. It has also allowed us to finalise the internal layout of the facility so that we can offer customers a unique experience at the Creamery. The internal layout will include traditional products and services available in other regional farm shops and café's but with a particular twist or connection to our award winning cheese and smokehouse products.

The internal layout will include facilities to offer the following services ;

- Deli cheese cabinet
- Our own raclette cheese (on bread and potato bases)
- Our own smokehouse products
- Cheese fondues
- Fine coffees and teas
- Home-made soups, sandwiches and a simple menu designed around our cheese products
- Complementary regional food and drink products such as chutney's, oatcakes, beers, wines and whiskies.
- Cheese related merchandise including books, cheeseboards and utensils.

### **3. Other considerations**

3.1 The nearby café business at the Crannoch is obviously a consideration here but we envisage a farm shop/café offering retail products and services that complement our existing Creamery business and don't see a significant overlap or conflict with the Crannoch's business. In fact we hope to develop a synergistic relationship with the Crannoch using their artisan bread products with our cheeses. Initial discussions with the owner of the Crannoch have been held in this regard.

3.2 Our existing cheese room staff are employed full time on activities such as cheese making, marketing and processing cheese orders. Therefore we envisage employing and training an additional 3 to 5 local staff in the farm shop/café including a chef and waitresses working under the management of the Creamery owner's wife who is a trained restaurant manager. The number of employed staff is envisaged to be seasonal with the busiest times being around summer, school and Christmas holidays. The farm shop/café staff would also be trained in certain aspects of the cheese business to allow us to better manage busy times in the Creamery involving specialised cheese product manufacture, marketing activities and cheese product packaging & processing.

3.3 Recognising that visitors to our Creamery are predominantly road and Deeside pathway users, the expansion of our premises includes increasing the car parking capacity and incorporating a bicycle parking area to cater for bike users of the Deeside Way.

The above is a precise of the main aspects of the proposed design of the Creamery Farm Shop/Café. Further details are available on request.

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