

THE SPIRIT OF A KINGDOM.



OVERVIEW

The regeneration of the former Redpath's haulage yard in Wooler, North Northumberland, through the development of a multi-million pound distillery and visitor centre which will create up to 50 jobs.

This is a project initiated and operated by the Ferguson family - a well-known and respected, fourth generation local family who have successfully run businesses in Wooler for over 100 years.

AIMS:

- Transforming and future-proofing the former Redpath's Haulage Yard in Wooler for generations to come.
- To support local families by creating up to 50 jobs in Wooler.
- To draw on local skills and invest in upskilling the local workforce.
- To provide a platform for collaboration with local stakeholders to aid in the future reinvigoration of Wooler and the surrounding areas.
- Create a tourism attraction/destination for visitors, both to call in and to stay overnight, and to capture the passing tourist on their way to Scotland or England.
- Create a new prestige product from Northumberland capitalising on export markets, local, and domestic customers.
- Create a starting point for Scotland's 'Whisky Trail'.

BACKGROUND:

- Redpath's Yard on South Road, Wooler, has been redundant for over 20 years and this marks the transformation of this site as a new entrance to the town.
- This project is the vision of Alan and Eileen Ferguson, and their five children.
- Eileen Ferguson, nee Redpath, is the daughter of John Redpath who operated Redpath's Haulage.
- Fergusons is a fourth-generation family business in Northumberland continuing its connection and commitment to the town, and as a major employer for the coming years.

KEY FEATURES:

- A multi-million pound investment – one of the largest inward investment projects ever seen in North Northumberland, and in Wooler.
- Location next to the A697 is on one of the main North-South routes through Northumberland, at the gateway to Northumberland National Park.
- Ad Gefrin will be set up in the former Redpath Warehouse and Haulage Yard and a former Dye Mill in South Road, Wooler.
- Ad Gefrin will be a diversified business consisting of:

Distillery and production / Storage / Exhibition space / Visitor facilities / Educational support / Car parking

TIMELINE:



BENEFITS:

- Restoration of a redundant site in a key location in the town of Wooler.
- Independently owned and operated by a family who have worked and had businesses in Northumberland for over 100 years.
- Utilising and supporting where possible, Northumberland-based contractors and service providers in development, during, and post construction phases.
- A collaborative project which will provide a platform to highlight, promote, market, and sell products from Northumberland's creative individuals and industries e.g. culture, heritage, and art.
- Providing a much-needed, high quality visitor destination and events space in North Northumberland.
- Creation of up to 50 jobs.
- Encourage the growth of tourist income in the region, increasing the shoulder-season occupancy rates above 50% and the summer season occupancy beyond 80% of overnight stays.
- Adding to Wooler's appeal as a tourist destination and help to reinvigorate its High Street.

FUN FACTS:

- Northumberland's first whisky distillery in almost 200 years.
- Supply and ingredients - local malted barley will be sourced from the Tweed and the Till valleys.
- The site was the 19th Century Salvation Army Steam Laundry for the town, before becoming Redpath's Yard.
- The visitor centre will use and sell local produce.
- The name, Ad Gefrin, is taken from the prehistoric and early medieval capital of the Kingdom of Northumbria, only 4 miles from the site. Ad Gefrin means 'near Gefrin', as it was beneath Yeavinger Bell (Gefrin) - the hill of the goats. It too is a local icon.
- At the Apothecary Bar, visitors will have the exclusive opportunity to create their own blends of botanicals in Aqua Vitae or Gins with our master distiller.
- Over 1.5million visitors to Scottish Whisky distilleries spent a total of almost £50 million last year, having a major impact on their surrounding economies and businesses.