

## **Location Location Location**

**Lorna Robison, People Manager, Asda Distribution, Falkirk.**

### **1. What were the reasons for Asda building a second distribution centre in the Falkirk area?**

*Since the Grangemouth Distribution Centre was built in 1989, the business has gone through a huge amount of expansion, particularly within Scotland. The depot was handling the distribution of the ambient, chilled and frozen goods to all 35 Asda stores across Scotland and including Carlisle. With the creation of the new Falkirk Distribution Centre, in April 2003, we are able to distribute all the frozen and chilled goods to our stores more efficiently. This means that all the ambient goods are distributed through the Grangemouth depot, ensuring that all the products get to the superstores in plenty of time.*

### **2. Why was the Falkirk area chosen as the location for the new distribution centre?**

*Falkirk was chosen because it is close to the Grangemouth Distribution Centre making sense from a logistics perspective. Falkirk is a very central location for distribution throughout Scotland and it has great motorway links. Asda has a very good relationships in the Falkirk area – having had a distribution presence for over 15 years and very strong relationships with the local job centres and employment agencies.*

### **3. Where would you say the majority of the Falkirk Distribution Centre employees live?**

*The majority of the Asda employees live locally in the Falkirk area and have a short commute to work. There are a lot of generations of families that work within Asda which gives both depots a real family atmosphere.*

### **4. What advice would you give to someone setting up a business in the Falkirk area?**

*It is vital to liaise closely with Falkirk Council; they are extremely useful and can help with many local issues. I also believe that networking within the local community and local businesses helps integration within the community as a whole. This can be extended to include schools, colleges, job centres and employment agencies. Asda is heavily involved in local community projects. Through our "Get Involved" in the community initiative, we are currently helping to decorate an area in Thornhill Court to allow residents an area to meet and socialise with their families.*

### **5. How would you describe the business community in Falkirk in three words?**

*Dynamic, Diverse with a great Community Spirit*

### **6. What would you like to see happen in the area in the next 5 years?**

*While I feel there has been a great deal of businesses involved in community projects. I would like to see this to continue and to see greater business to business networking so that all companies in the Falkirk area get involved in community activities.*