

Community Hub and Sports Facility at Seaton Park, Arbroath.

Business Plan

Showcase the Street

August 2020

Contents

- 1. Contents**
- 2. Executive Summary**
- 3. Funds Required**
- 4. The Charity - Organisation**
- 5. The Charity - Services**
- 6. Project Analysis and Strategic Plan**
- 7. Implementation Plan**
- 8. Marketing**
- 9. Revenue Streams**
- 10. Financial Forecasts**
- 11. Social Impact**

2 EXECUTIVE SUMMARY

In 2017 Showcase the Street gained full planning permission and a Community Asset Transfer of Seaton Park in Arbroath. The plan was to develop a community facility with a full size 3G pitch attached, a fly through 3D image of the fill proposal can be found here –

(link to 3D drawings of proposed facility) <https://vimeo.com/131180247>

The original application gained full community support and a great deal of consultation locally was carried out via local resident's associations and community officers at the time, as well as wider consultation with the Arbroath Community Council and final presentation to Councillors with Angus Council.

At that time, however funding was difficult to obtain as funding through Sportscotland and others reduced and the project was at that time put on hold.

In March, 2020, Showcase the Street held a meeting at the Scottish Innovation Centre in Hamilton where we met with senior representatives from Zero Waste Scotland, The Chaffinch Trust which is headed by Princess Ann, and other industry leaders in the area of renewable building materials and building methods. At that time, it was proposed that Showcase the Street take the lead in identifying a site where the UK's first Community Facility made entirely from recycled building materials could be built. The one condition was that the site should go in an area of deprivation and be used to regenerate the area.

Zero Waste Scotland gave their full backing to the Seaton Park site and this has been further backed by the Chaffinch Trust, with both bodies agreeing to support the project both financially and also with drawing in several major private sector companies to provide in kind support in the build and associated costs.

Currently we are aware the original Community Asset Transfer request has diminished however the original planning permission is in place and has been extended to April next year due to the current Covid 19 pandemic.

Our intention would be to follow the original idea of developing the Community Facility shown in the original plans and also the adjoining 3G playing surface, again we are aware at present no 3G facility exists in Arbroath at this time.

The community facility and relevant pitch would all come from recycled materials making the site unique in the UK and Zero Waste Scotland believe it can be held up as a show piece for people to view from all over the UK and beyond.

Since the application in 2017 Showcase the Street have developed wider services than the dance and arts based services we were once known for.

The use of sport and wider developments in Virtual Reality and Technology has also been added to our community approaches and the community benefits below will reflect this. Showcase already have a community facility in Dundee

which was opened in 2014. Spread across three warehouse units the centre includes two dance studios, two indoor 3G pitches, a roller hockey rink, large reception, offices, and in 2018 we added a Virtual Reality Centre. The centre based in the Maryfield area has won local regeneration awards and educational awards.

Showcase the Street have also been working closely for several years now with both Arbroath Academy and local Abbeyview Primary (formerly Hayshead Primary) and both schools would welcome this new facility as it would allow their pupils to work more closely with us. We intend to develop a Virtual Reality and Technology Centre inside the new community facility to match our current centre in Dundee.

A full five year income and expenditure is attached to this report.

3 FUNDS REQUIRED

The anticipated build cost and relevant fees attached was expected to be in the region of £1.5million in 2017. Relevant revenue streams are also attached in a five-year cash projection, this is based on the experiences of Showcase running the new Dundee facility and staffing and costs involved. Further work is ongoing to project a new cost for the facility at this time a bid has been submitted to Innovate UK for £60,000 to support further involvement from local architects Voights to add in the factors of using recycled building materials which will cost more than normal building materials and also to take into account market changes since 2017. We do anticipate however that with additional changes in these areas and including technology and other applications the cost will double to nearer £3 million.

4 THE CHARITY ORGANISATION

Showcase the Street is a Scottish Charity SC035025 and Limited Company registered in Scotland company number 287964.

History

Showcase was developed in 2003 when the founder responded to a demand from local young people to provide a dance facility in Arbroath.

Since that point, Showcase has achieved many different approaches to supporting the community including community dance classes, schools based projects, several community projects which support vulnerable youngsters, vulnerable families, young people with disabilities, employability training, and many more.

Major funders such as the Big Lottery, The Robertson Trust, Inspiring Scotland, The Scottish Government, Cashback for Communities and local trusts such as

The Matthew Trust and the Northwood Charitable Trust have supported the work of Showcase.

In 2014, the charity took over three warehouse units in the Maryfield area of Dundee and the award-winning facility has now seen thousands of people pass over its doors using the facilities which include two indoor football pitches, two studios, a roller hockey surface, a café and in 2018 a Virtual Reality Centre. The running of this centre has also allowed Showcase to generate revenue streams of its own which are reinvested into wider projects and social impact which in 2018 saw the Charity nominated as Scottish Enterprise of the Year.

The charity is run by a board of Trustees who include –

A former police officer for thirty years who spent much of his time in the Community Safety Unit where he worked on local and national project and strategies around Youth Justice, Drugs and Alcohol and Crime Reduction. He is well known in Angus Council. He is a former pupil of Arbroath High and stayed in the town for twenty years having supported Locals Against Drug Abuse and the Oasis Centre as a volunteer before setting up Showcase the Street in the town.

A senior lecturer at Abertay University who leads the Master's Degree Course at Abertay University in Computer Gaming which hosts students from all over the world. He has a long background in the games industry and is a valuable volunteer on our board as we look to expand our interest in this area.

Another has worked in the financial sector for a long period of time and also has an extensive history of working in the charity sector including being a former Trustee of Volunteer Dundee. Currently working in the financial support area of the Citizen Advice Bureau, He also supports another sports charity in Dundee which recently developed its own facility to include a new full size 3G facility.

Another has worked in senior management positions in the private sector and now runs her own successful business in pre-school activity as part of a national franchise. She has a great expertise in HR and also around business modelling and child development knowledge.

Another stays locally, a former police officer, having served in the armed response unit, and is also an ex-serviceman having served in the RAF Police and now works in the Social Care sector in Arbroath having retired from the police.

Mission

Showcase the Street was developed to meet the needs of all young people and communities but especially those from areas of deprivation and rural isolation. Our aim is a simple one, to take the arts and activity to the very hearts of

communities so they can access all we offer in a way that is affordable and inclusive.

Progress to date

Angus Council Community Ambassadors 2010 and again nominated in 2012

Angus Council Learning in Partnership Award 2013.

One of only 23 organisations in Scotland to secure funding from the national body Inspiring Scotland.

Members of Dundee Dance Partnership

Scottish Community Foundation Award winners 2008

Angus Volunteer Centre Arts Winners 2008

Several mentions in HMEi inspections at schools and Community Education inspections to show best practise

Scottish Under 18 Streetdance Champions, 3rd placing in UK newcomers, 2nd place in recent MAD Scottish Championships

Developed a new arts, sports and technology centre in the Maryfield area of Dundee in 2014.

Winner of the Community Regeneration Awards in Dundee in 2015

Nominated as Scottish Enterprise of the Year in Scotland in 2018.

First charity in Scotland to develop VR simulated experiences to support employability training.

5. PROJECT ANALYSIS AND STRATEGIC PLAN

Showcase is seen as having a number of strengths, these include a growing reputation in technology for all communities, listening to young people and communities, growing revenue streams which move us away from grant funding, an ability to develop dance projects quickly to meet community need, our style of dance (Hip Hop) being hugely popular at present, and committed Directors with a wide breadth of knowledge most at a National level so allowing great strengths in Strategic thinking.

The new facility will be a first in the UK it's its build and design and will provide a great focus on Arbroath and the wider Angus area and will also attract many visitors as it will be held up as a showcase for future builds. This

will also bring wider revenue streams to the local area as well as a fantastic base for developing training in areas of new forms of technology and the renewables sector two growth areas which are seen as drivers at national level as well.

The facility in Arbroath has several benefits to our Dundee building. The pitch size will be big enough to host 11 a side football. In the SFA plans youngsters playing football are encouraged to play 4 a side up to nine years of age, and seven a side up to 11 years. This opens up a host of opportunities not just for clubs in Arbroath but a wider Angus base and there is no such indoor facility in existence out with Aberdeen and Glasgow that can boast an eleven a side pitch so this also opens up use to clubs from further away with direct access from major networks. An 11 a side pitch can also be split into three seven a side pitches or numerous four a side, this increases potential for festivals, as well as regional and national events for football, rugby and other sports, this again would add greatly to the local economy.

7. IMPLEMENTATION PLAN

Showcase the Street are keen to embrace the community benefit within such a facility, a great deal of consultation was done in 2017 within the community through ARCH and also through Angus Council and the wider community at both a sport and third sector level, this is listed below –

2007 and 2012: ARCH surveyed all local residents regarding the development of Seaton Park. Over 200 residents responded. Overwhelmingly the view of local residents was that Seaton Park should be developed as a recreational space with facilities for the community. Overwhelmingly the view was opposed to the area being used for housing and was strongly in favour of community use. ARCH has retained all the responses.

2013: the then Community Planning department conducted a more generalised survey regarding the Clifftown/Hayshead area. This was a 'face to face' survey where 25% of doors were visited and people answered face to face. The survey addressed areas such as safety in the community, refuse and litter, housing etc. as well as looking at local leisure facilities etc. The development of Seaton Park came 'top of the list' in terms of comments/responses.

2015: prior to the planning being submitted ARCH asked all local residents through their quarterly newsletters, how a community indoor facility could be used by the local community. Suggestions for use were included. Very positive responses have been received suggesting a wide range of activities such as: Pilates, Aerobics, Walking Football, Yoga, Senior Citizens Club, Youth Club, Jazzercise, Basketball, Indoor Bowls and Zumba.

A presentation was also made to a group of local football clubs in November 2015, with a view to them supporting and using the new facility under a new Umbrella group of Seaton park Football Clubs. The SFA are currently supporting this with a view to establishing a steering group to achieve the 'Development Status' organisation and the quality mark level.

The following local sports organisations have pledged support towards the facility and are key members of the steering group:

*Arbroath Football Club
Arbroath Harp
Arbroath High School FPs
Arbroath Lads Club
Arbroath Vics
FC Porty
St Murdochs FC*

The local schools and colleges (primary, secondary and D&A College) have also pledged support, and discussions have been held with the main contact for Physical Education in Angus/Arbroath.

- The Arbroath and District Boxing Club has also expressed an interest in the utilisation of the indoor hall.

The project has received a high level of support from the local community, Arbroath Community Council and Angus Council. There has been a significant dialogue with the local and wider community throughout the project which has allowed the design and project to be delivered to take account of this.

More recently we have engaged with the Head teachers at the new Abbeyview Primary School and also Arbroath Academy, and both are fully supportive of the project. Head Teacher at Arbroath Academy sent her words of support as follows

—

"The (Community Police Officer in Arbroath) made me aware that you might be in touch. I know that you have emailed one of my deputies, but as she is not aware of the previous work that has been done for this I thought it would be better if I replied.

Like the HT at Abbeyview Primary I would gladly support this to see a community facility and full 3G sports pitch for community use.

This end of Arbroath really needs some good quality leisure and community facilities where young people and families can access and use. We have a large number of young people that engage in sport, through our highly effective health and improvement faculty, and go on to pursue careers in the leisure industry. We have increasing numbers of young people identifying with mental health issues and a number of our young people involved in anti-social behaviour. Having such a venue in the local community would allow more varied and engaging experiences to be developed with the potential of intergenerational work.

We have had a group of young people that were identified as young people disengaging or may disengage with education participate in VR sessions at Showcase the Street in Dundee. The feedback from these young people was very positive and the difference it could make having such a facility in the local community would allow even more young people to have this experience, without the hindrance of travel.

The potential of having such a venue with the use of technology allows many exciting opportunities to be explored in relation to preparing young people for the world of work”

Showcase intend to support the early stages of the project with key posts, some of which would be in place before the facility opens, this includes a Facilities Manager, and a Communities Manager to ensure a correct balance of use and involvement in the building well before the doors open. A users group from both the community, young people and sports clubs would be formed included members from Angus Council Communities Team and wider partners such as Active Schools.

When opening the facility would form a mix of day time use through schools, colleges, the community and specific projects designed to use arts and sport as a tool to improve the outcomes for the wider community.

A robust booking system for both the pitches and community hub would be in place ensuring the community benefit is at the front, this would be closely managed by the two management posts. Further connections would be made with regional and national bodies to attract discussion and use of the facility to boost income for the area and widen the skills and experiences of those using the facility.

8. MARKETING

Objectives

Enhance the awareness of the facility on a local, regional and national level.

Enhance the number of local people and wider communities gaining benefit from the facility

Develop new users in Angus through our sports provision and enhance community cohesion through the community hub

Increase the facilities profile in the local authority and wider agencies

Increase the number of deprived residents who can benefit from our services

Increase our ability to ensure facility is self-sustaining and less dependent on grant funding.

To ensure the objectives are met Showcase the Street will develop the following marketing plan -

Using the prominent location of the building to promote the facility with appropriate signage and media applications.

Work closely with user groups, community groups and local community groups.

Ensure website, facebook and twitter applications are utilised, we are currently revamping our current site with providers to include a better social media interface, a shop, development of new areas such as a Youtube channel, greater interface for young people, and an expansion of information feeds to show new and expanding areas.

Work closely with active schools and sports development in Angus to develop awareness of the new facility.

Develop links with Local Authority Community Planning Teams and Community Education teams to raise awareness.

Developed links into Arbroath Sports Hub to raise awareness to numerous football and other sports clubs about the new 3G surface and wider facilities

Develop links with other relevant agencies so they are aware of the new development especially those whose clients would benefit from using same.

Link closely with local media and radio.

Link in with local sports clubs, etc to raise awareness of the new indoor facility.

Develop a launch of the facility.

9.REVENUE STREAMS

The new facility would offer a number of revenue streams from the dance, community and sports facilities created these would include –

dance classes run weekly

Potential sub lets of community space by other community groups or sports groups

A community cafe

The hire of the 3G sports pitch with an emphasis on local use first

Sports classes on two evenings a week.

Child parties in both the dance and sports side, provision of party rooms.

Partnership working with Angus Council examples can be contracts delivered through Opportunities for All Training and a venue to host Friday Night Projects, which are used across Angus to divert children.

Regional and national events

A virtual reality centre similar to Dundee

Joint initiatives with the SFA including a venue for Fun Fours and Seven a Side leagues as well as leagues for over 35's

Funding from local and national trusts

10 FINANCIAL

The Arbroath building is expected to cost in the region of £3million to build and have the relevant floor surfaces laid such as the 3G full size pitch and multi-use hall for etc. The sources of funding are expected to include –

Urban Regeneration Fund - £1.5million

Innovate UK - £1million

Postcode Trust - £250000

In-kid support via the Chaffinch Trust - £250000

A five-year income and expenditure projection is also attached, this is a live document and figures can change as the project develops.

11 SOCIAL IMPACT

PROMOTE/ IMPROVE ECONOMIC DEVELOPMENT OR REGENERATION

The new facility will be the first building of its kind in the UK to be built entirely from recycled building materials, Zero Waste Scotland at their CEO level have given complete backing to the concept as has the Chaffinch Trust headed by Princes Ann. What this effectively means is that a unique structure which will attract Eco based interest from all over the UK and potentially Europe will be based in one of the most deprived areas of Angus. It is our intention to work with

Zero Waste Scotland and Angus Council to develop a learning hub within the facility which will also create pathways into the renewables sector and relevant industries through opportunities in education, training, and placements into local and national companies for those taking part.

The facility will also form strong links with both Arbroath Academy and its feeder primary schools (Showcase already have a strong record of working with the Academy and Abbeyview Primary School), and again the building will enhance their own facilities with access to elements of the Virtual Reality and Technology Hub we will build inside the facility as well as the 3G facility as well, again something that has been lacking for the area.

The footprint of the building will also regenerate the surrounding area, we will work closely with local community and third sector bodies in the area to support their work and also make use of the facility in a way that complements and enhances their delivery.

We are also aware that national employability provider Street Leagues are also starting to work in Arbroath, we know this organisation well as they have offices in our Dundee facility. We will further ensure that their work is again based from the facility and offers the best possible services it can for young people aged 16-25 years who access its service.

The facility will also provide new employment for the area we anticipate at least twenty new full and part time jobs with wider opportunities for the community with schemes developed for training, work experience and of course volunteering also on offer. Showcase again have a good background in qualifications and accreditation, our current Dundee facility is and SQA approved training centre and has seen hundreds of young people pass through a number of schemes using the arts, sport and technology as tools.

The use of Virtual Reality, Augmented Reality and Technology has been a growing area for Showcase in past three years and has seen as develop a new virtual coffee shop which allows people to work in the hospitality centre before moving into the real-life experience. We are also working on a new VR product in developing skills around CV writing and Interview skills. Much of our work in this area has already shown benefits to the local area in Arbroath with a dedicated Technology Officer working in Abbeyview one day a week and wider VR projects which recently ran with Arbroath Academy and Police Scotland. We have also developed strong links with Abertay University and their world-renowned Master's Degree in Computer Gaming. Again, we will use this expertise to increase skills in technology and movements towards both A.I and wider tech in the workplace.

PROMOTES OR IMPROVES PUBLIC HEALTH AND OR SOCIAL WELLBEING-

We are very aware of the significant inequalities that exist in the area of Seaton Park through deprivation, health inequalities, generational unemployment and wider issues such as drugs and alcohol and crime. We feel this new facility will lift the area, it will show local people there are new and exciting opportunities through the training and projects we run and will increase confidence and aspirations for many.

The new facility will provide space for services that support general wellbeing be that mental health or drugs/alcohol and we hope to deliver partnership programmes with other agencies using the arts, sport and technology as we have already done within our Dundee facility.

The new 3G sports surface is something that has long been needed in Arbroath and would be available for use to local schools as well as the community in a way that is affordable and sustainable. We have already consulted with a number of local clubs who would be keen to use the surface, and we have also spoken to the SFA and Angus Alive who would also be keen to see a professional surface and supporting facility be in place. We also intend to use our sport for change model in the facility offering free play sessions for young people in the area with coaches and links to local clubs and further advancement on offer as well. This approach is one we have seen in a significant way being offered by similar groups such as Edinburgh Spartans. In a similar way, we would also link in with Police Scotland to develop Friday night alternatives for local youngsters to support wider anti-social behaviour issues.

Showcase of course started in Arbroath with dance and whilst we do not have a current facility in the town it would be our intention to start our community base again in this new facility something at its height that regularly drew around 300 youngsters in the town and also supported some into further education and employment.

The siting of a new community facility in the area will we feel also offer community cohesion and support isolated and elderly groups, we intend to have a small coffee shop on site and will use this to promote regular events to bring people together as well as supporting isolated parts of the community. Again, in our Dundee facility we have seen several successful projects in this area from young mum's groups to pensioner forums meeting, chatting and planning events and activities.

Also Showcase have been doing joint work with a veteran's project called Stand Easy who work within our Dundee building using drama and the arts to support former Veterans returning to the community. We have discussed the potential new facility in Arbroath with them and again they are keen to be involved with the local links to HM Condor.

PROMOTE OR IMPROVE ENVIRONMENTAL WELLBING –

The facility will be the first community facility in the UK to be built entirely from renewable building materials and building methods will also be aligned to this. Renewable energy systems will also be used and even the 3G sports surface will come from recycled products. This will not only be a unique structure but due to developments in building materials and methods it can also involve the community its build and development it is truly a unique and exciting concept.

Showcase in partnership with Zero Waste Scotland and private sector partners brought into the project by both Zero Waste Scotland and the Scottish Innovation Construction Centre will work closely in this area with a view to developing a showpiece which can also attract visitors from the UK and beyond to learn more about its design and build. The local community will also benefit as we develop a sympathetic approach to develop the facility in a way that complements and increases the regeneration of the area which also builds confidence and aspirations of the community.

Environmental projects will also be developed in the facility around education, developing skills for a new renewables workforce giving the local community a lead in this sector and access to new opportunities locally and nationally.

The original planning application which was approved followed a similar pattern looking at scrubbed areas, landscaping and general appearance which at the time was also met positively by the community.

REDUCING INEQUALITY LOCALLY

So, from our original work set in 2017 and relevant consultations led by ARCH, Arbroath Community Council and the local authority we were fully aware of the wider inequalities of the area around health, deprivation, unemployment, drugs/alcohol issues, vulnerable families and wider issues around negative outcomes such as school attainment, exclusion rates, and uptake of further education and training from local residents.

Having described many of our projects and related work we intend to develop in the facility we feel we will address many of those inequalities in a way that provides growth and positive outcomes for many people locally.

Showcase was set up in Arbroath in 2003 after young people approached us looking to access the arts such as dance in an affordable and achievable way and that ethos continues to run across all our work with our main aims always aimed at areas of deprivation and rural exclusion.

The unique nature of the new facility will improve people's understanding of the renewables sector, will give many the opportunity to access training and work experience in a sector which will only grow as the Scottish Government plan

looks to deliver this sector, and will also provide a new local facility that the whole community can use in a way that is indeed affordable and sustainable for them.

Giving access to areas like technology, Virtual and Augmented Reality and both experiences and education in those areas will again give many deprived people access to something they could never normally afford and will also open up learning opportunities again in an industry which will only grow in the future with wider links to established courses within Abertay University.