



COLINTON VILLAGE ENTERPRISE 2019

**THE SHED PROJECT
BUSINESS PLAN**

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Colinton Village Enterprise aims to establish a Community Heritage Hub on the banks of the Water of Leith Walkway. We are working to create a community meeting place which inspires practical participation, creative projects, and social exchange, between all age groups in Colinton and visitors to the area.



Our immediate ambition is the Shed Project, in which we acquire an historical building in Spylaw Park and regenerate its use by the community. We want to involve the whole community in creating a Heritage Hub - which promotes the area we live and work in and provides opportunities for educational and creative activities within the natural environment of Colinton Village.

Building on Colinton's reputation as the inspirational dwelling place of 19th and 20th century artists such as Robert Louis Stevenson, Phoebe Traquair, Robert Rowand Anderson, Robert Lorimer, and Edwin G. Lucas, we believe Colinton's Heritage Hub in this historic building has the potential to inspire all kinds of art and artists and enhance the quality of life for all concerned, whether resident in the immediate neighbourhood or working in and visiting the area, from Edinburgh and beyond.



About the Area

Colinton sits between the adjacent areas of Wester Hailes to the north, Firrhill to the east and Juniper Green to the west. Immediately to the south is the Edinburgh by-pass.

It is an important area of south west Edinburgh whose mixed population includes families of all ages, working parents, retired couples and individuals, local traders and home-based professionals. There are many families with pre-school and school-aged children and many single elderly people living in a number of supported or sheltered accommodation facilities close to the village centre.



Colinton's unique heritage

Historical sites

Colinton is a designated conservation area with several sites of historic interest:

A long-established settlement (over 1,000 years), Colinton evolved as a population centre due to its location being near a convenient fording point on the Water of Leith.

Colinton Parish Church is on the site of an 11th century church, Church of Hails (Hailes) founded by one of Malcolm III and Margaret's sons, Ethelred. The modern early 20th century architecture supports a 17th century structure and an unusual feature is evident at the entrance to the church: a lychgate, rare in Scotland although common in Southern England. One unique grave within the adjacent cemetery is a Norwegian War Grave.

The village is also host to one of Scotland's top private schools, Merchiston Castle (which moved to the Colinton House/castle site from Bruntsfield in 1930). In its grounds can be seen the remains of the 15th century Colinton Castle. Like many in the 16th century, this fell victim to Oliver Cromwell's invasion of Scotland. Unusually, it was then partially demolished by the artist and designer, Alexander Nasmyth in order to create a picturesque ruin.

Colinton is also the site of a monument to the Covenanters, a movement supporting the 1638 National Covenant which confirmed popular opposition to the interference by the Stuart kings in the affairs of the Presbyterian Church of Scotland.





Built Environment

The Water of Leith was one of the most industrialised rivers in Scotland, supporting around eighty mills producing textiles, snuff and paper, along ten miles of water.

Some mill buildings along the river have been converted into modern dwellings, as have the mill cottages in Spylaw Street originally occupied by mill workers employed by the Merchant Company of Edinburgh, acquired under the will of James Gillespie, in 1799.

The village itself is notable for the number of innovative Arts and Crafts style cottages, built in the 1900s by the architect Sir Robert Lorimer. Railings on Bridge Road, designed by the artist Phoebe Traquair are maintained by the Colinton Community Conservation Trust.



Railway Tunnel

A further environmental feature of interest is Hailes Halt, which was the local station of the Balerno branch line of the Caledonian Railway. This spur line connected to Slateford and Balerno was established in 1874. It carried passenger traffic until 1943, and given the level of local mills producing textiles, snuff and paper, carried freight until the 1960s when the Beechings closures took effect. A local community group, The Colinton Tunnel (<http://colintontunnel.org.uk/>) SCIO , has embarked on a large-scale mural project to

provide a striking visual record of the former railway line links to our community's social, industrial, literary and artistic heritage. A multi-skilled team of muralists, led by Edinburgh-based Chris Rutterford (<https://www.chrisrutterford.com/>), has been appointed to develop the design and deliver the mural.

Notable People in the Past

Notable figures with connections to Colinton include the philanthropist and snuff manufacturer James Gillespie, architects Sir Robert Rowand Anderson and John James Burnet, and Arts and Crafts artist Phoebe Traquair, who all lived in the village. Robert Louis Stevenson, who spent the summers of his childhood at the manse when his grandfather was the village's Parish Minister, is commemorated by a statue and a poetry trail erected by The Colinton Community Conservation Trust.



The Natural Environment

The village sits close to the Water of Leith with Colinton Dell, Spylaw Park and nearby woodlands providing a natural stopping off point for those residents and visitors who enjoy outdoor pursuits: walking, cycling, and sports. Colinton Village is linked to the centre of Edinburgh and to the neighbouring suburbs of Juniper Green and Balerno by the Water of Leith cycle route, which passes alongside Spylaw Park, with direct access to The Shed. Routes such as the Water of Leith are used by commuters as well as for leisure. Edinburgh has the highest share in Scotland of journeys to work on foot or by bicycle. Promoting walking and particularly cycling as means of transport is a priority for the Council under its Transport 2030 Vision, which aims to increase the percentage of journeys made by bicycle to 15% by 2020 (currently 4%). A citywide cycle hire scheme has recently been launched. Under these policy initiatives, usage of key cycle routes such as the Water of Leith is likely to increase.





Community participation

Colinton hosts a number of community organisations which play a significant part in our privileged local environment:

- Colinton Community Council - a statutory body to ascertain, co-ordinate the views of the community which it represents
- Colinton Amenity Association: Voluntary association for improvement of local public spaces and transport.
- Colinton Care: Volunteer transport service coordinated by Colinton Parish Church.
- Colinton Community Conservation Trust: Registered charity working to preserve natural and cultural heritage around Colinton.
- Colinton Garden Club: Membership club, meets monthly during the summer and organises open gardens and an implement loan scheme.
- Colinton Literary Society: Group founded by Colinton Parish Church. Holds regular meetings with lectures and discussions.
- Colinton Local History Society: meets twice monthly and organises lectures.
- *Colinton Village Events Group: organisers of social, seasonal and cultural activities and events
- *Colinton Village Ventures: investigating ways to create a central forum for community interaction.



Colinton Village Enterprise

This group has been formed by amalgamating two of Colinton's community organisations - *Colinton Village Events Group (CVE) and *Colinton Village Ventures (CVV) into a Scottish Incorporated Charitable Organisation, with common purpose to advance the development of the Colinton community's rich heritage by promoting social, artistic, recreational and commercial interaction.

Immediate Aims

- To acquire an historical building in the area and develop/regenerate its use by the community
- To create a community hub where local heritage inspires creativity, connection and participation
- To deliver a multi-functional quality welcoming space to provide a daily sense of community
- To support an inclusive community space in Colinton Village which will reduce social isolation, and encourage social, creative and commercial interaction
- To work collaboratively with others in Colinton and beyond



Membership

We realise that the changing nature of work patterns and leisure time, together with the large population of retired professionals, with time to pursue new learning activities, means that Colinton has a reservoir of inspirational talent and creativity, to draw on and share. We recognise the benefit (as articulated in the Age UK Report into loneliness and isolation) of “involving older people at every stage, including planning, development, delivery and assessment.” Members are involved in the Shed project from the very start, as members, volunteers, board members, fundraisers, investors, promoters and participants in a social enterprise. More than just a provider, our Hub will ensure a more personal experience, a way to meet your neighbours, to work together, to develop individual creativity, to welcome visitors and become involved in the regeneration of the area, with its unique environment and heritage.



The Shed in Spylaw Park

About the Shed

The Shed is an historic building in Spylaw Park – a well-used green space in the heart of Colinton.

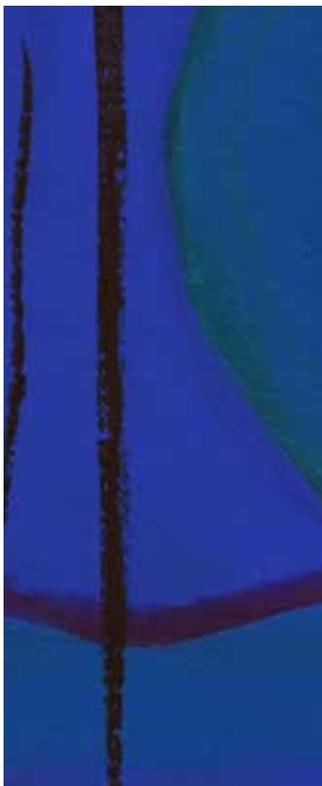
Although it is off the main high street, its location in Spylaw Park is convenient for walking and cycling routes along the Water of Leith, and used frequently for dog walking, cycling and taking children to play outdoors.

The Shed was first used as a coach house for Spylaw House (now converted into flats), then as a station shed and a public toilet. It is now in occasional use for storage and during events such as the long-running ‘Art in the Park’, organised by Colinton Village Events Group. In the last ten years the Shed has had limited use as a storage workshop for Colinton Village Events Group. In 2012 CVE negotiated with the Council to install electricity and complete some of the basic repairs required to make the building safer for use (since not all necessary repairs were carried out). More recently in 2018 some work was carried out to assess water damage and look again at the structural repairs required to stop any further deterioration (identified in 2012).

In the summer of 2016 Colinton Village Ventures was formed by local people in response to the evident and sustained deterioration of the village’s high street and withdrawal of essential services. Following a period of extensive community consultation, the need for a neighbourhood visitor centre and small community space in Spylaw Park was identified.

A community & heritage visitor centre based at The Shed would have the potential to bring greater attention to the history of the area, and would be able to draw on research carried out by the Local History Society, the Colinton Community Conservation Trust and others. By developing The Shed in this way, the group proposes to preserve the building, currently underused and at risk of gradual decay.





Plan of action

Colinton Village Enterprise aims to develop the Heritage Hub in three phases with community involvement at every stage.

Phase One; Acquisition and refurbishment of the building:

Applications to buy and raise funds to refurbish the building are in process with the following :

- The CEC re the Community Asset Transfer Scheme.
- COSS – Community Ownership Support Scheme
- The Land Fund – Stage 1 application
- Heritage Lottery Fund
- Historic Environment Scotland
- The Edinburgh Palette
- Local Architects – David Moore (mda-studio Colinton)
- Rob Goodburn (Goodburn Baillie (Architecture) Ltd)

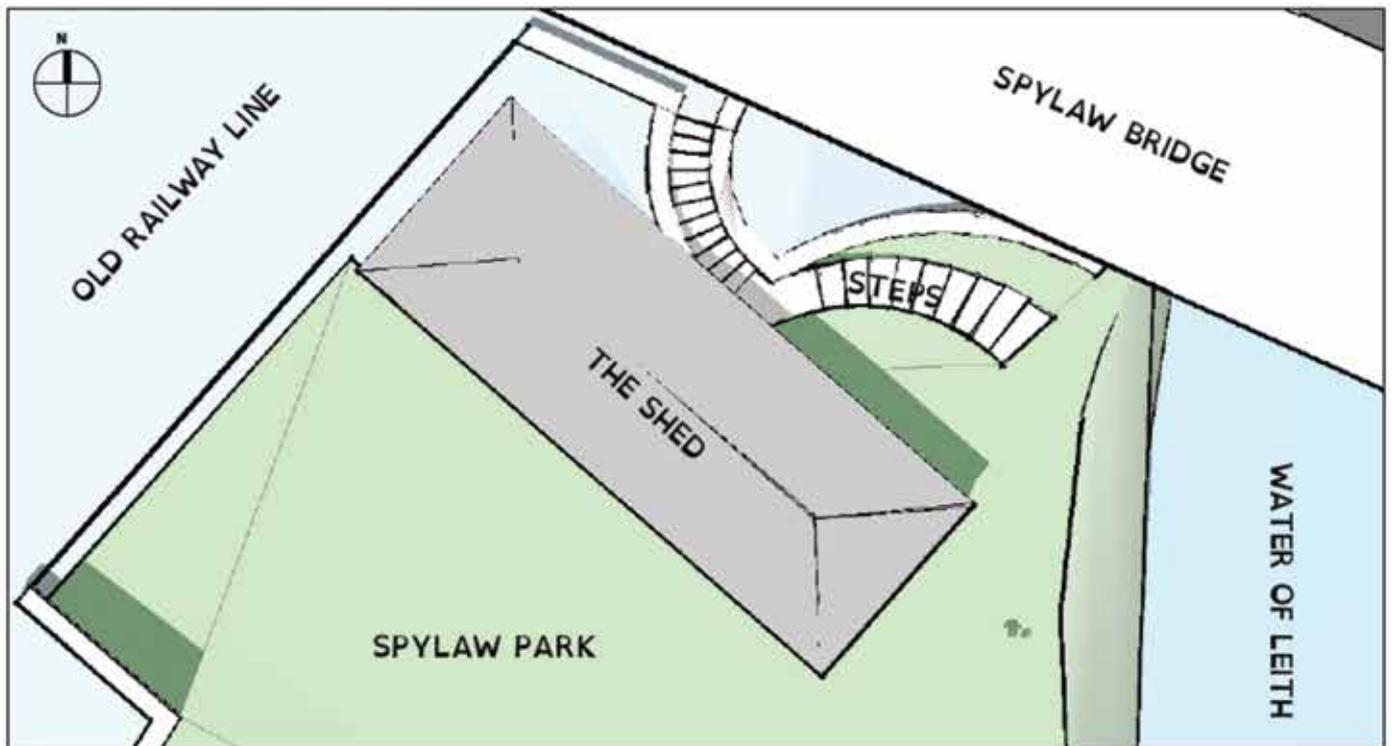
Estimated costs

An overview of refurbishment costs has been assessed and agreed by local architects. See the following four pages.





P E R S P E C T I V E O F M A I N E L E V A T I O N



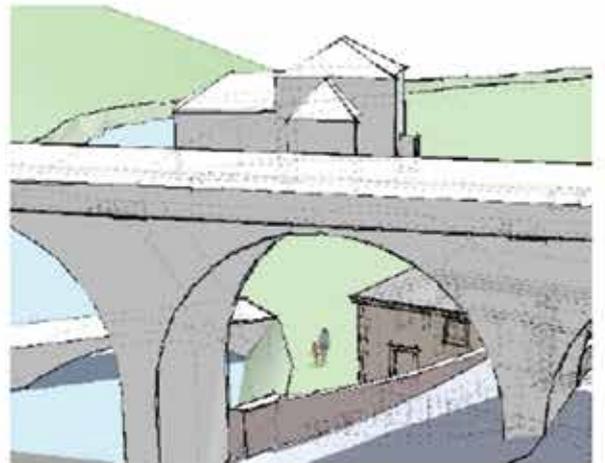
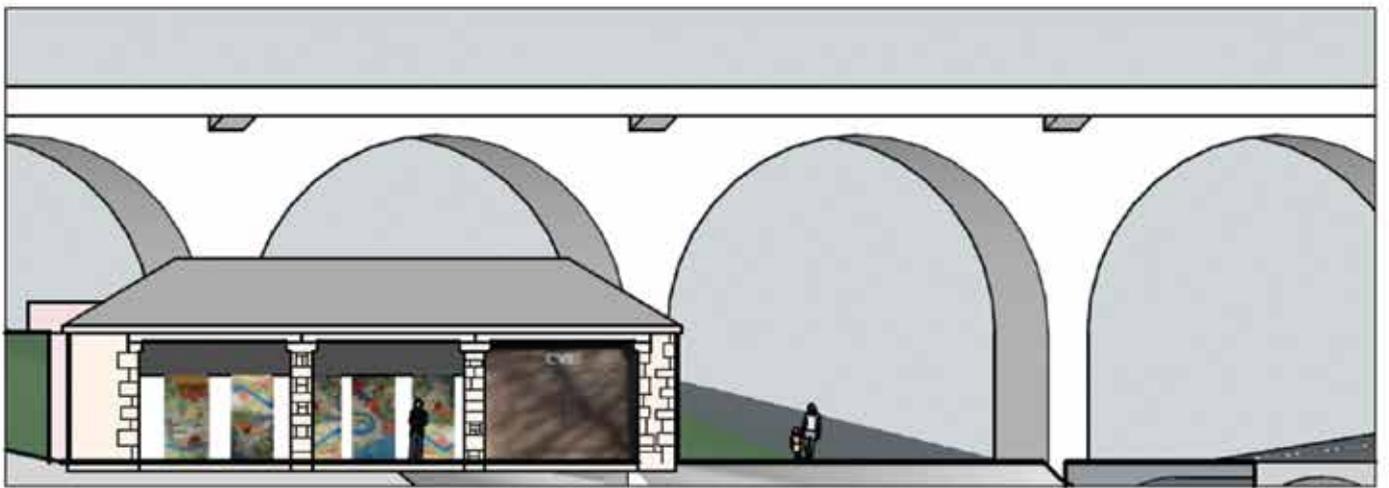
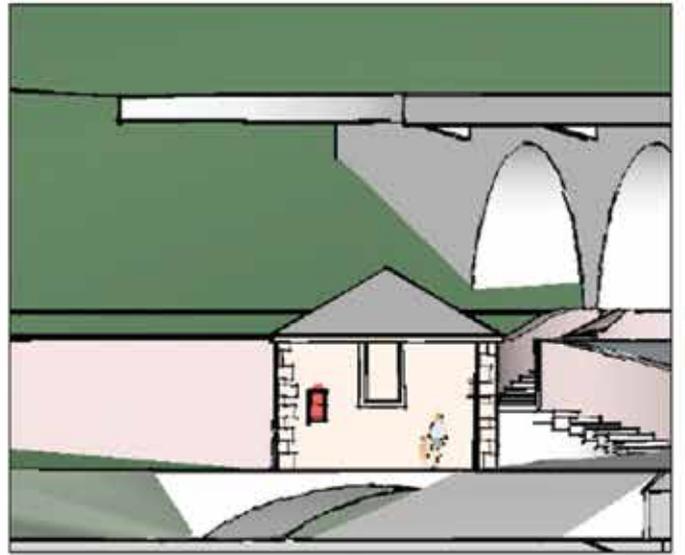
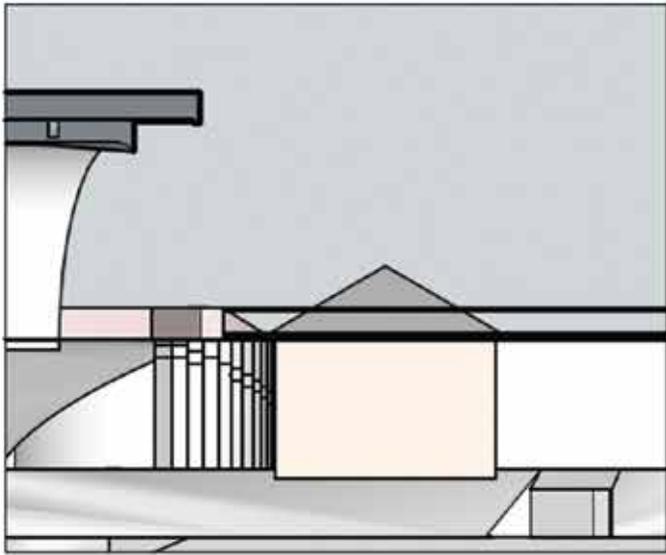
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"THE SHED" ~ SPYLAW HOUSE COACH HOUSE

EXISTING DRAWINGS



SPYLAW SHED REFURBISHMENT PROJECT ~ MARCH 2019



SPYLAW SHED REFURBISHMENT PROJECT ~ MARCH 2019

SPYLAW PARK SHED REFURBISHMENT COSTS

WORKS	VALUE	AREA	RATE/m ²
• Ground Work & Insulation	7,591.61	110.02	69.00
• External Walls & Insulation	10,122.15	85.25	118.73
• Roof & Insulation	15,183.23	1,308.09	11.61
• Internal Joinery & Insulation	16,448.49	120.85	80.50
• Doors, Windows & Roof Lights	18,979.03	53.55	354.42
• Electrical Work	6,326.34	110.02	57.50
• Plumbing & Heating	5,061.08	110.02	46.00
• Water & Drainage	3,795.81	110.02	34.50
• Finishings	26,570.65	110.02	241.51
• Fittings	16,448.49	110.02	149.50
TOTAL	126,526.88	110.02	1,150.04

SPYLAW PARK SHED AREA & RATES

LENGTH	WIDTH	SQM	WITH ADDITIONAL FLOOR
17.40	6.33	110.02	
AREA	RATE	TOTAL	
110.02	1,150.00	£126,526.88	TOTAL 180m ² INTERNAL AREA

SPYLAW PARK SHED FEES

PLANNING	£401.00
WARRANT	£1,240.00
QS	£3,500.00
ENGINEER	£4,500.00
ARCHITECT	£8,500.00
TOTAL	£18,141.00



SPYLAW SHED REFURBISHMENT PROJECT ~ MARCH 2019

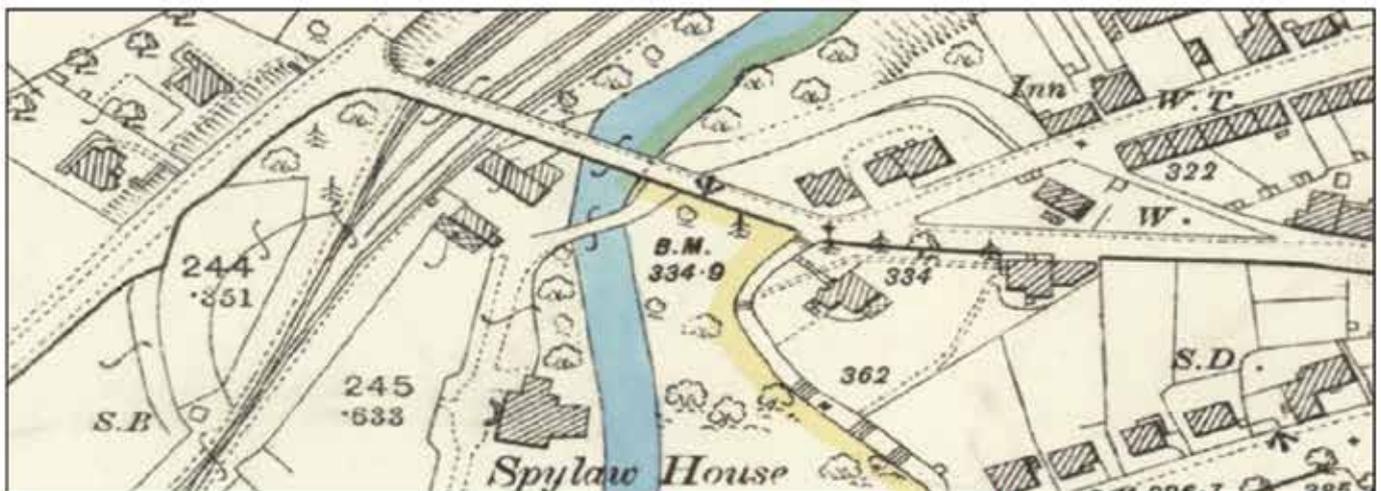
PROJECT DESCRIPTION

THE PREVIOUS TABLE SHOWS A BASIC COSTING SCHEDULE FOR THE PROPOSED REFURBISHMENT OF THE SPYLAW PARK SHED (COACH HOUSE). THE PROPOSED USE OF THE SHED WOULD BE AS A COMMUNITY EVENTS CENTRE USED FOR MULTIPLE TYPES OF EVENTS AND CATERING FOR SMALL AND LARGE GROUPS. IT IS PROPOSED THAT THE COMMUNITY WOULD BE INVOLVED IN THE REFURBISHMENT, SOURCING LOCAL MATERIALS AND FOLLOWING HISTORIC ENVIRONMENT SCOTLAND GUIDE LINES, USING AND LEARNING ABOUT TRADITIONAL MATERIALS AND CRAFTSMANSHIP WHERE POSSIBLE.

EACH ELEMENT OF WORKS HAS BEEN GIVEN A VALUE BASED ON THE AREA INVOLVED AND A RATE/m² WHICH GIVES A TOTAL SQUARE METER RATE OF £1,150 WHICH IS RELATIVELY LOW FOR HISTORIC REFURBISHMENT WORKS. THE TABLE HAS NOT ALLOWED FOR UNFORESEEN STRUCTURAL/ENGINEERING PROBLEMS.

THE END PROPOSAL IS FOR A SECURE BUILDING WHICH SITS WELL IN ITS HISTORICAL SETTING. IT WILL BE USED COMFORTABLY FOR EVENTS, CLASSES AND MEETINGS THROUGHOUT THE YEAR. IT WILL HAVE WELL DESIGNED HARD WEARING FIXTURES AND FITTINGS WITH APPROPRIATE FINISHES FOR THE STYLE OF BUILDING.

ACCOMMODATION: CATERING FACILITIES 30m² - ADEQUATE TOILET FACILITIES 25m² - STUDIO SPACE 60m² - WORK SHOP SPACE 75m² - STORAGE AREA 30m² - ADDITIONAL STORAGE AREA 60m² - EXTERNAL LANDSCAPING/EVENT SPACE 180m²



OS Map circa 1893 - Spylaw House and outbuildings



In addition the costs of roof timber and wet rot treatment were assessed by McFadyen Preservation for CEC in 2018 £7,855.

Total Phase One Costs

Basic repairs	£7,855.00
Refurbishment	£126,526.88
Fees	£18,141.00
TOTAL	£142,522.88

Our intentions to raise funds:

- We are designing a fundraising campaign to cover materials and a build project involving local trades, local builders, volunteers, young trainees etc. We already have the support of the Edinburgh Palette who can advise us on this, as well as help with the basic structure and building.
- We are seeking support from suitable Charitable Trusts and Grant awarding bodies such as The Robertson Trust for disabled access, and Creative Scotland – Awards for All – to engage an architect-artist to design the interior space, and provide equipment and ideas for the space.
- We will build on the success of current events such as Art in the Park and Tea in the Park to raise funds for particular aspects of the project. (see EVENTS page 16)
- We will invite pledges and donations from the whole community via our social media platforms, websites etc. which will appear on a campaign chart displayed locally, as well as on-line.
- We are in encouraging discussions with Historic Environment Scotland re-applying for a Repair Grant, and with the Heritage Lottery Fund regarding the community engagement aspects of our project.





Phase Two: Development of the uses of the building with voluntary community participation

Using the restored ground floor spaces, we will create:

1. A heritage centre and tourist bureau for the local area, services, facilities and attractions, particularly the Robert Louis Stevenson Trail, Colinton Dell, The Pentlands Nature Reserve, the Water of Leith walkway and cycleway, and the Colinton Tunnel Mural, with leaflets and maps for visitors to the area.
2. A gallery for exhibitions about the local area's natural and built heritage and culture, and for rolling programmes of exhibitions by local and professional artists and historians.
3. An activity and performance studio for regular lunchtime lectures and presentations or hands-on creative workshops led by lovers of heritage and guest artists such as painters, authors, musicians, dancers; and daytime classes for specialist interest groups
4. A refreshment pit-stop for walkers, cyclists, and users of the Water of Leith Walkway and for those attending exhibitions, classes, workshops and performances.

As soon as is feasible, we aim to develop the uses of these areas to include daytime, evening and weekend opportunities for fundraising events, charity sales and seasonal and week-end family events, which bring the community together and attract visitors to discover and explore our unique heritage.

Phase Three: Inspirational developments

Artists Residencies

Building on the successes of Phase Two we aim to attract artists to work within the community to develop an outreach programme of daytime creative opportunities for older residents in the local retirement homes and complexes in Colinton, and to inspire after-school art workshops for children and young people in the area.

Recording studio and sound archive

We aim to preserve and document the personal stories of Colinton residents about "Living in Colinton." by creating a sound archive for visitors to Colinton to listen to.

We hope this will encourage reminiscence projects and vintage "exchange and mart" displays/exhibitions.

Pop-up traders showcases.

We aim to provide regular hire opportunities for small businesses and start-ups to present their wares for display and sale, eg: mountain bike skills/electric bikes/arts and craft traders.



PROJECTED RUNNING COSTS for five years

Colinton Village Enterprise - The Shed Project

Projected Income based on

10 Months per year

Rental from large studio

Per hour	Hours per week	Weekly Revenue	Monthly revenue	Annual Revenue
15	25	375	1,500	15,000

2 self contained Studios

	2	450	900	9,000
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Workshop/Gallery

Per hour	Hours per day	Weekly Revenue	Monthly revenue	Annual Revenue
10	4	200	800	8,000

Café Souvenir Sales

Customers per week	Revenue per customer	Weekly Revenue	Monthly revenue	Annual Revenue
50	3	150	600	6,000

Weekend Event Space

Pitches	Rental per pitch	Weekends	Annual Revenue
10	20	10	2,000

Family Events

Sessions	Participants	Per Ticket	Annual Revenue
	10	40	400

Current Community Income

3,000

Total projected Annual Revenue from Year 3

43,400

Note reduced revenue years 1-2 until introduction of business development manager

Operating Costs

	Per Month	Annual
Advertising	100	1,200
Accountancy	100	1,200
Repairs and Maintenance	120	1,440
Supplies	1,000	12,000
Phone/Internet	70	840
Utilities	100	1,200
Security/Alarm	70	840
Water/Waste	45	540
Miscellaneous	75	900
Total Expenses	1,680	20,160

From year 3

Business Development manager introduced	1,667	20,000	40,160
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Annual Income Projection

	Annual Variation				
Revenue	0.4	0.45	1	1.1	1.15
Operating Costs	0.9	1	1	1.07	1.1
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	17,360	19,530	43,400	47,740	49,910
Costs	18,144	20,160	40,160	42,971	44,176
Surplus	(784)	(630)	3,240	4,769	5,734



EVENTS AND FUNDRAISING

Building on the success of events mounted by CVE in Spylaw Park and on seasonal occasions, we intend to increase their frequency as part of our fundraising drive for Phase one of the project and beyond.

Recent Examples in 2018

MAY: Tea in the Park with Colinton Village Enterprise.

Our inaugural event as a combined group was Tea in the Park, held In Spylaw Park in May 2018, where we displayed models and ideas for the development of the Shed in the Park and received comments and suggestions from approximately 100 residents and visitors who attended. Local musician, Ian Boyter's New Orleans Jazz Band made the whole afternoon go with a swing and there was much discussion of our ideas which could transform the Shed into a Neighbourhood Community Hub and Visitors Centre. 11 people volunteered their skills for future help.

INCOME

Mug sales £303.40

Expenses: £ 60.54

Profit = £242.86

SEPTEMBER: Art in the Park

Our bi-annual village fair was a huge success with approximately 3,000 visitors participating in a wide range of attractions and activities.

AitP 2018 Income and Expenditure

Income	£
Stalls	1,405.00
Train	50.00
Food Stalls	1,044.90
Main Sponsor	500.00
Brochure Adverts	250,00
Fundraising Activities	2,585.74
	£5835,64





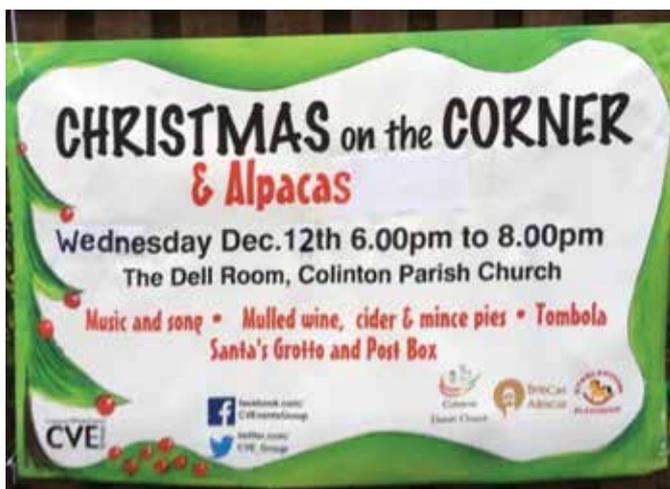
Expenses	£
Marketing Licence	179.50
Insurance Prem	56.00
Brass Band	100.00
Co-op Wine	50.00
Lorraine	539.22
Jennie	383.46
Elizabeth	78.91
Mandy	65.41
	£1452.50
 Surplus	 £4383.14



NOVEMBER Books in the Park

An impromptu book sale was organised in the Shed for two hours on Saturday 17th November.
59 people attended.

Income	
Donations	£ 4.25
Mug sales	£30.00
Book sales	£82.05
 Total raised	 £116.30



DECEMBER Christmas on the Corner

This popular family event was busier than ever with alpacas, Santa's grotto, guest performers and local school children at its heart.

INCOME	
Total Raised	£1,187.50
Expenses	£502.91
Profit	£684.97



Increase of Events 2019

May: Tea in the Park Too

Music, Plant sale, Tea and Chatter – and an opportunity to meet the artist Chris Rutterford, who has been commissioned to design and paint the Colinton Tunnel Mural by the Colinton Tunnel SCIO. CVE strongly supports this project and is collaborating with the Tunnel project leaders to aid their community engagement work, as well as practical assistance when the artwork begins in coming weeks.

September: Curry in the Park

A tasty opportunity for Colinton residents and families to experience a range of curries cooked in the authentic style of a village celebration whilst chatting about the Shed project.

Autumn: An Art Competition/Exhibition

Paintings by neighbourhood artists selected by a guest panel to be exhibited and sold with commission offered to CVE.

Community consultation

Colinton Village Ventures has carried out extensive consultation within the community since 2016, to assess the needs and determine support for a community-run venture, including a survey which received 250 responses (Appendix A) a public meeting in October 2016, attended by over 194 people and a further public meeting in June 2017.

Consultation has also been carried out at 2018 events such as 'Tea in the Park' and 'Art in the Park' organised by Colinton Village Events and Colinton Village Ventures.

The results gathered have steered us towards our current focus of acquiring an asset to develop as a community space, and towards The Shed as the preferred option. Key findings from research include 87% support for a community owned facility in Colinton; 41% interested in community activities/classes.

Community survey 2018

In October 2018 we were enabled by Community Enterprise to obtain more information on the types of activities that people of Colinton support and would make use of at the The Shed (available separately).

In total this community survey represented a total of 141 individuals: 41 children aged 17 or under and 100 adults. 85% were residents of Colinton or the surrounding area, while 12% were visitors.

Virtually all respondents visited Spylaw Park : 22% used the park most days, 40% once a week or more, 14% once a month and 23% occasionally. Comments referred to reasons for visiting the Park: the most common themes were outdoor activity and exercise i.e. walking, cycling or jogging (mentioned in 77% of the comments) and visiting with children (40%).

The survey indicated strong support for the redevelopment of The Shed as a community facility: 83% of respondents were very supportive, 11% a 'bit' and 3% were against the idea.

Most comments were supportive of community ownership; in





particular, a third of the comments reflected a feeling that the building was currently 'going to waste' or would be at risk of becoming run-down if left undeveloped. Most people agreed that the project would contribute to a range of positive outcomes, in line with CVE's objectives, for specific activities and facilities in the Shed. Of the options presented, 'activities and support for older people' received the highest support (92%) This was followed closely by 'space for exhibitions', 'workshops for children' and 'meeting space for local groups', all at between 90 and 91%. Support for all options was relatively high, however, with even the lowest option ('space available for private hire') at over 70%.

Competitive and Partnership Analysis

There is strong support for a project based in The Shed, which is seen as an opportunity to enhance the area and draw in visitors to the Park, as well as preserving a building of historic value. CVE has considered the competition with existing facilities and local businesses and focussed their plans on heritage related cultural pursuits.

Community spaces

Colinton Village has several existing community spaces, including:

- Scout Hall near the entrance to Spylaw Park – can be hired for children's parties.
- Dreghorn Loan Hall, which belongs to Colinton Parish Church and is used for meetings and events by multiple local community groups. Available for events bookings at £25.00 an hour. The ground floor of the Hall is used by a private nursery school during the day.
- Colinton Parish Church (Dell Room) is used for meetings and events by local community groups, and organises the volunteer-run Swing cafe, open Monday – Friday 10.00am – 2.00pm
- Colinton Library has a community room with access to computers
- Colinton Bowling Club has a clubhouse which hosts its own activities as well as local organisations and private functions.
- St Cuthbert's Episcopal Church runs outreach services including a monthly service in two nursing homes, regular contributions to local foodbanks and weekly volunteering at the Veranda Tearoom in the Royal Edinburgh Hospital

Slightly further afield

- Juniper Green Village hall and Community Centre is owned by CEC and hosts playgroups, fitness and sports, ceilidh kids, social clubs, the Community Council and the Astronomical Society of Edinburgh. There is also a community garden.
- Oxgangs Neighbourhood Centre is a community hall and community café, open week-days 10.00-1.30. and runs a programme of clubs and activities throughout the year.
- Colinton Mains Community Centre hosts a range of classes and groups which are provided by voluntary, charitable and private organisations.



- Pentland Community Centre organises a regular programme of classes in Balerno.

Visitor information and/or heritage centre

Colinton does not currently have a visitor centre, though interpretative material has been installed around historical sites in the village. The Water of Leith Conservation Trust runs a Visitor Centre in a renovated school house 1.4 miles away and is interested in the partnership potential of a facility in Spylaw park.

Gallery and Exhibition space

Colinton does not currently have dedicated artist and studio/workshop space. The private and public galleries in the area are:

- Colinton Arts: A private shop and gallery exhibiting works by a number of artists alongside handmade jewellery and ceramics
- Colinton Library: Exhibition space offered within the library, targeting local artists
- The Dell Room at Colinton Parish Church: some exhibition space in community cafe room

Refreshments

There are several cafes and pubs along Colinton Road close to the site of the Shed, along with

- a community cafe at Colinton Parish Church (Weekdays in school term-time 10.00 -2.00pm)
- Java Moment: cafe, snacks and light lunches Mon- Sat 10.00 – 15.00
- Dante’s: Licensed Italian restaurant. Tuesday till Friday evenings till 21.00. Sat and Sun lunchtimes and evenings till 21.00
- Spylaw Tavern: Pub and licensed restaurant. Undergoing refurbishment but keen to establish links with the Shed.
- Colinton Inn: Mon – Sun.

Arts and crafts workshops

There are some activities and workshops currently available in the Colinton area and nearby:

- Colinton Library – regular children’s activities including Bookbug and Chatterbooks, reading groups, children’s knitting group, craft session, Lego club, workshops for adults: IT support, family history
- Juniper Green Village Hall and Community Centre: playgroups, ceilidh kids, ballet for adults: Taekwondo, Zumba, Yoga, Astronomical Society, Scottish Women’s Institute, Senior Citizens Club, board games group.
- The Space Station – a project in which Juniper Green Community Council is in the process of developing a project to build a small creative workspace
- Longstone Community Centre – youth clubs





- Colinton Mains Community Centre – adult art and design summer classes, yoga and African dancing
- Pentland Community Centre for children: dance group, youth group; for adults: adult education programme including ESOL and IT, Pilates, Taiichi, Highland dance, creative writing, men’s group
- Monkey Drama: drama classes for children, 8-week term £48.00 or £86.40 for siblings – in Balerno

PARTNERSHIP POTENTIAL

Our ambition to transform the Shed into a Heritage Centre not only takes into account what currently exists in or near Colinton Village but also considers what will make it a unique facility for the community and visitors to the area, with the potential for partnership with other businesses and organisations in the area. We believe, with its location in Spylaw Park has the potential to become:

A Community Heritage Hub:

- Though interpretative material has been installed around the historical sites in the village, Colinton does not currently have a visitor information or heritage interpretation centre. Partnership with the Water of Leith Visitor Centre and the Pentlands Nature Reserve, would stimulate heritage outreach.
- Such a centre would also be attractive to Colinton’s B&B / Airbnb trade and attract tourist and visitors from Edinburgh.
- A gallery space for permanent and curated exhibitions by professional and local historians and artists in collaboration with the Library, Colinton Local History Society, Colinton Parish Church and local schools.
 - A natural destination for those visiting the Colinton Tunnel Mural (a work in progress) and the Spylaw Tavern (under new ownership and undergoing a complete refurbishment in April/May 2019), as well as other businesses in the village
 - A performance space for audiences to enjoy small scale theatre, music, dance presentations by both professional and local groups, an inspirational facility for cultural pursuits.
 - An additional events venue for the Pentlands Book Festival and similar organisations.
 - The nerve/resource centre for small and large-scale community events such as Art in the Park, Christmas on the Corner and other community events.
 - A simple take-away refreshment Pit-Stop, a welcome resource for walkers, cyclists and visitors to the Centre, supplied by local producers.





Marketing Strategy

Our marketing message is that the Heritage Hub is to be developed and run by the community for the benefit of the community.

Membership

Membership is open to everyone over 16, and with membership comes the chance to vote on all issues to do with the business, elect a new committee at the AGM and have a voice in how it is run. A membership drive is in progress. Associate membership is being made available to the other organisations and groups in Colinton involved in the regeneration of the area.

Volunteers

To begin with, The Heritage Hub will be staffed by volunteers with a view to employing a part-time manager if necessary, to develop its uses. We already have a list of 150 volunteers with a wide range of skills to offer.

Opening Hours

As a multi-purpose enterprise, the hub will aim to be utilised both in day and evening times to optimise use, social interaction and income.

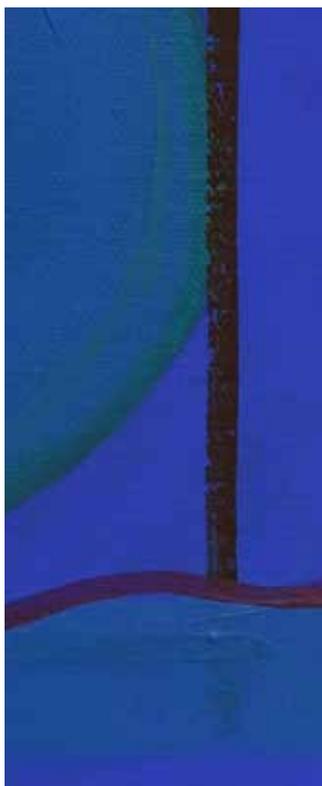
The Shed Marketing Plan

The project has a range of stakeholders from grant funding bodies, trusts, social financing, angel investors to members of the community. In order to raise the investment needed, the fundraising approach will be supported by a marketing strategy for the three phases of the project.

Phase 1:

MARKETING TO SUPPORT THE FUNDRAISING STRATEGY FROM SPADE IN THE GROUND TO DOORS OPEN

- A CVE website is under development www.CVEenterprise.org which will be the digital home of the CVE Group and will outline the aims, mission and values. A page within this site is dedicated to The Shed with clear calls to action on the homepage to find out more, get involved by becoming a member or attending an event and with a donate option to be implemented once the fundraising has progressed.
- We will develop a content strategy for the CVE Facebook group so it continues to promote events, local news, heritage stories and the arts and the project. It's important that The Shed begins to have its own identity as a business from the early stages allowing for engagement with the finished hub to start early, bringing the audience along on the journey and having a central point from which all communication stems.
- The CVE will decide at which point a landing page or website and social pages are created for The Shed and a plan for managing this





with volunteers created accordingly.

- We will conduct a review of the CVE brand across touch points before approaching funding bodies and rolling out a community fundraising campaign. Branding of both CVE and the Shed Project is key to providing stakeholders with confidence; clarity of the project and the team managing it; and the engagement of the community in the fundraising efforts.

- The branding, organisation versus project structure, and digital presence will provide sound building blocks on which to roll out a fundraising and marketing strategy.

Phase 2

We will employ the full marketing mix to support activity

PR

- Village publications
- Edinburgh publications

Digital

- Mailchimp – bi monthly updates on the project
- Facebook – project and finally venue page, targeted ads for donations, content supporting phases of the fundraising project
- Website – landing page and or eventually it's own site, fundraising total, meet the team, meet our key funders, blog
- Email addresses – streamline email addresses

Community

- Village noticeboards
- The Shed - Signage around The Shed detailing project and how people can get involved, project progress
- Village groups
- Village events
- CVE Events
- Door to door

Fundraising assets

- Fundraising brochures for different stakeholders
- Posters
- Flyers
- Email signatures - call to donate
- Collection tins

Phase 3

Appointment of Business Development Manager Development Manager who will inspire additional marketing strategies.



Risk Analysis

Colinton Village Enterprise is established as a Scottish Charitable Incorporated Organisation (SCIO) set up entirely for the broader interest of the community with any surpluses used for the benefit of community

The Shed will only be used for the benefit of the community.

An asset lock, a legal clause that prevents the assets of a company being used for private gain rather than the stated purposes of the organisation, will apply to the acquisition and running of the building, which will be owned by the community through Colinton Village Enterprise. An asset lock is incorporated into the formal structure of the SCIO.



Risk	Probability	Mitigating Action
Market: Slow uptake of new users; potential users opt for other venue	Medium	Analysis of targeted / segmented groups; phased promotion of CVE across variety of channels; develop partner and affiliate organisations as well as simple advertising; good occupancy rates goes some way to offsetting this risk.
Operational: Damage or system failure	Low	Capital investment for identified repairs and maintenance will be secured prior to transfer. Therefore major issues unlikely in medium term.
Not enough volunteers	Low	Invite feedback from local residents and users on a regular basis – be overt in delivering community benefit; survey questionnaires should ask for volunteers or those with particular skills / experience in line with a gap analysis previously conducted; seek very limited time from a broad base of professionals.
Staff / volunteer training absent or inadequate	Low-Medium	Establish through multiple sources what training is required, for whom, why and by when. Identify & prioritise training need. Certify as each staff member / volunteer completes relevant training; recertify annually.
Financial: Insufficient reserves	Medium-High	Drive income from increased occupancy as quickly as possible; incentivise regular payment by direct debit so user groups pay promptly and avoid falling into arrears; seek all available grants and funding sources open to charity status companies so as to offset as many costs as possible.
Managerial: Poor Trustee dynamics and decision making	Low	Existing trustee team has considerable experience. Proper policies should formalise approaches and best practice; decision making only upon vote once quorum present – ensure decisions not taken by any one individual. Regular reviews and <u>minuted</u> meetings with clearly assigned actions.



Appendix 1.

1. Questionnaire 2016 results

In 2016 a Questionnaire was designed by Colinton Village Ventures to identify community priorities, which was circulated widely in local shops, and inserted in the local Colinton Magazine, which is delivered to every household in Colinton. Over 250 responses were received with positive interest expressed in the idea of a community space where residents could access local produce, pop-up shopping, educational workshops, and social activities.

The results:

What are Colinton resident's interests?

- 60% like food and drink
- 51% like books
- 40% health and wellbeing
- 33% gardener/environmentalist
- 30% sports
- 28% good at making things
- 26% local history
- 19% conversation and debate
- 18% musician/artist/dancer
- 15% computers/IT
- Multiple other options given in free text

Support for CVV's proposal

This would be good for Colinton 87%

Interested in a community space for activities/classes 41%

Not sure, want to hear more 10%

Interested in flexible office or workshop space 13%

Interested in shopping outlet 35%

Not interested 2%

Basic Demographics

Age

< 18 2%
 18 - 30 4%
 30 - 40 14%
 40 - 50 17%
 50 - 60 22%
 60 - 70 21%
 70 - 80 13%
 80 - 90 4%
 >90 1%

Male 13%

Female 55%

Employed 30%

Self-employed 13%

Working from Home 11%

Not working 18%





Top “likes” to suggestions in our questionnaire

- Local Produce 59%
- Educational workshops/classes 52%
- Social activities 43%
- Pop-up shopping 42%

Support for other suggestions in questionnaire

- Vintage second hand exchange and mart 32%
- Creative activities for children 30%
- Upcycling furniture initiatives 34%
- Music making/teaching 24%
- Skills exchange 24%
- Hot-desking 9%
- Yoga/Pilates/holistic health 37%

Top additional proposals from “free text”

- Bigger café
- Museum/local interest/visitor centre
- Bike shop/sports

Positives (free text comments – summary)

- Village needs more vibrancy
- Help get people walking to village again
- Create a space to ‘meet and greet’
- Space with easy access
- Bring more people into the village
- Outlet for local people to sell products & services

Challenges (free text comments – summary)

- Parking
- Not needed as Co-op coming
- Lots of classes already available
- Will community financially support it?
- Already spaces available to hire/meet/provide info

2. Art in the Park September 2016

CVV was invited by CVE Group to host a stand at the largest community event held locally, Art in the Park, at which community response was sought regarding the idea of establishing a neighbourhood hub/shop run by the community for the community. As questionnaires were completed many free text ideas were



offered, including a vintage and second-hand exchange and mart, creative activities for children and young people, upcycling furniture initiatives, music making and teaching, skills exchange holistic health practice.

Further proposals were added, including a bigger cafe, a local museum and visitors' centre, and even a bike hire/maintenance shop.

3. First Public meeting

In October 2016, a public meeting was held, to present the results of the questionnaire /survey and assess potential support for continuing with the idea of creating a community hub/shop in one of the empty premises on the village high street. 194 Colinton residents attended and offered support as volunteers and advisers with specific skills.

Morven Lyon from Community Shares Scotland explained the funding possibilities of a Community Shares scheme, which received widespread interest and support at the meeting.

A successful application was made in the same month to the local government's Pentlands Neighbourhood Partnership for limited start-up funds to continue CVV's work.

4. Second Public Meeting

In June 2017, we held another public meeting to consider CVV research and findings and present the community with three options:

- A Village Community Hub using the old RBS Bank building on Bridge Road
- An Indoor Village Market using the former Mathur's Convenience store
- A Neighbourhood Hub/Visitors Centre in the Shed in Spylaw Park.

The outcome of this meeting was a clear preference for The Shed in the Park to be developed as a Neighbourhood Visitor Centre, with support for our idea that a new community-led and community-owned enterprise has the potential to bring renewed energy and vitality to the village as a whole.

Appendix 2

Community Enterprise Research report: The Shed: A potential Community Hub for Colinton



