



SALVESEN COMMUNITY HUB:
MORE THAN FOOTBALL!
A COMMUNITY HOME.





THIS IS ABOUT BRINGING SALVESEN BACK HOME TO ITS ROOTS. IT'S ABOUT ALL THE PEOPLE WHO LIVE AND WORK IN OUR COMMUNITY. AND HOW THE CLUB CAN HELP THEM IN THEIR DAY TO DAY LIVES.

Graham Buckley, Chair, Salvesen CFC



OUTLINE PROPOSAL



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NEW COMMUNITY HUB AT FORRESTERS & ST AUGUSTINE'S HS

A new community hub will be developed at Forresters HS & St Augustine's HS. This facility will be owned, run and managed by Salvesen Community Football Club.

As part of the hub, the existing 2g pitch at the south end of the school site would be upgraded to 40mm 3g to enable recreational football, hockey and other sports to be played on it.

We would also seek to develop a new clubhouse on current derelict land, on the site of our former clubrooms at the east end of the pitch.

The hub will provide a new home and identity for Salvesen CFC who were displaced from the site at the time of the PPP development over 10 years ago.

The club would seek a long term lease over the site at peppercorn rent. This would underpin viability and enable discussions to be progressed with a range of funders re capital investment. As part of the proposal, Forresters HS and St Augustine's HS would enjoy full access to the pitch during weekday term times from 8am to 5pm.

This is a huge opportunity for the wider club and the communities surrounding the site. Salvesen Community Hub will be open from 9am to 10pm every day with social, community and sporting activity at its heart.



EXISTING 2G SURFACE UPGRADED TO 40MM 3G TO ENABLE FOOTBALL, HOCKEY AND OTHER SPORTS TO BE PLAYED AT RECREATIONAL LEVEL

NEW COMMUNITY HUB TO BE BUILT ON DERELICT LAND WHERE THE ORIGINAL SALVESEN CLUBROOMS WERE LOCATED.



THE SOCIAL & COMMUNITY OPPORTUNITY





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For 60 years, Salvesen had its base and roots in and around the communities of west Edinburgh to the south of Gyle. It's clubrooms were on the site of the newly built PPP schools at Forresters and St Augustine's.

Coming **Back Home** enables us to rebuild our identity with these communities and start to deliver broader social and community development work. It sits within or very close to the residential areas of Broomhouse, Forresters, Sighthill, Wester Hailes, Carricknowe, Broomhall and South Gyle. Some of these areas are amongst the most deprived in Scotland.

Our aim is not to be prescriptive but instead to be open, collaborative and listening to what people and organisations in these communities want to do at the Salvesen Community Hub.

To help lead this, our board will be widened to be truly representative of the communities around the site. Our trustees will include local people who live or work in the area.

And who can therefore help steer our activities and outcomes.

The SIMD map indicates the red and orange areas around the proposed Salvesen Community Hub site which are within the 20% most deprived deciles in Scotland.

This illustrates a concentration of poverty and lack of opportunity. Working collaboratively and in partnership we want to use the Salvesen Community Hub to help tackle this.



THE SOCIAL IMPACT POTENTIAL?



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**PROFITABILITY
AND CASH
GENERATION
ENSURES
SUSTAINABILITY
OF SOCIAL IMPACT**

PARTICIPATION IN SPORT/PHYSICAL ACTIVITY

- Hundreds of children and adults aged 2-75 play sport on a regular weekly basis
- This equates to over 100,000 hours of physical activity each year

PARTICIPATION IN SPORT/PHYSICAL ACTIVITY

- Over 100 girls aged 5 to 17 play regular weekly football and gain physical activity

CITIZENSHIP AND COMMUNITY

- A new Salvesen Hub will enable people to come and meet each other, have a cuppa, laugh, smile and develop new ideas
- Our rooms and buildings will be free to use for local organisations to meet and talk

EMPLOYABILITY OUTCOMES

- 100 unemployed people participate in our employability programmes each year
- In 2022/23 90% achieve a positive outcome into employment/education/training
- 600 SQA qualifications delivered and certificated at 100% each year



SOCIAL IMPACT POTENTIAL?



**PROFITABILITY
AND CASH
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HEALTH & WELLBEING

- Working in partnership with local agencies and organisations we will help people to feel less lonely and more happy/confident through weekly get togethers, walking clubs, youth clubs and our new Salvesen refugee football team

FINANCIAL INCLUSION & LITERACY

- Working in partnership with local credit unions and others we will deliver an ongoing programme around financial inclusion

VOLUNTEERING/WORK EXPERIENCE/EMPLOYABILITY

- Our sporting programmes provide job opportunities and experience for young people at or just leaving school/college/university
- Over 1000 people volunteer 50,000 hours each year to facilitate children playing sport
- Employment of 3 people in Community Jobs Scotland/Fair Start roles in 2022/23

RAISING ATTAINMENT - ALTERNATIVE SCHOOL

- In partnership with Forresters High School, our Alternative School programme has seen school attendance levels increase by over 20% and young people re-engaging positively
- The young people from S2/3 reported 100% feeling more confident and positive about themselves



THE SPORTING OPPORTUNITY



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The club was founded in 1953 and has been offering football to children from the local community for almost 70 years.

At the time of the rebuild of Forresters/St Augustine's schools the Salvesen clubrooms on the new school site were demolished.

Despite assurances that a new base would be built for the club nothing has been progressed and the club's historical links with the area are now invisible. It lacks a base and identity.

At the moment our football activity is spread over 4 different venues across west Edinburgh and beyond.

Our ambition is to create a single site where all of our training and matches can take place. A place to call home. A place that is easier to get to from the home locations of our current and future players.

Development and opening up of the site will introduce new, modern facilities for the area. And in doing so create new opportunities to deliver wider social and community impact.



The images above show the locations of the various venues that people currently have to travel to for training and matches each week. Often these are different places from week to week.

THIS PROVIDES AN OPPORTUNITY TO CREATE A NEW HOME AND IDENTITY FOR THE CLUB.





A PLACE TO CALL HOME WHERE CHILDREN, PARENTS, ADULTS AND FAMILIES CAN COME TOGETHER TO WATCH AND PLAY SPORT. A PLACE WHERE COMMUNITY HAPPENS. EVERY DAY AND EVERY NIGHT.

MORE THAN FOOTBALL.

SUMMARY PROPOSAL



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We believe that this proposal offers a huge opportunity to show how facilities can be owned, developed and managed by a local grassroots sports club working in collaboration with schools, local authorities, funding bodies and local communities.

The land and facilities are within a goal kick of nearby Broomhouseone of Scotland's most deprived areas.....overlooking the empty pitch at Forresters/St Augustine's High Schools. But sadly closed to that community despite it being on their doorstep.

WE WANT TO CHANGE THAT.

This proposal would see new, modern investment in sporting facilities, combined with a new community building asset, that will help create legacy impact for physical activity and many other social and community outcomes for decades to come.

We cannot do this alone. Salvesen Community Football Club will own, run and manage all aspects professionally and with financial and business acumen. But we need the support of key partners at Forresters HS, St Augustine's HS and City of Edinburgh Council.

We look forward to working with you to deliver this proposal for the children, adults, families and organisations who live and work in and around west Edinburgh where Salvesen Community Hub will be based.

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