

The Foundry

ENTREPRENEURIAL CENTRE

THE PROPOSAL

SOCIAL ENTREPRENEURIAL

The proposal is to develop a ‘Social Entrepreneurial Centre’ within the heart of Saracen Street in Possilpark. This is an area which has recently been successful in becoming a Community Improvement District, approved by the Scottish Government on March 2022 – ‘Remaking Saracen’ which is the first ‘Community Improvement District’ in the UK and the first to be hosted by a Housing Association. It has been recognised by the Scottish Government, and widely reported on, as an exemplar project. As a result of the Housing Association’s continued work with Scotland’s Towns Partnership and UnLtd, the Association has been at the forefront of developing opportunities for entrepreneurs (further details in section 11).

Ng Homes undertook a series of post Covid workshops coupled with an extensive public consultation exercise with all elements of the local community to gauge what improvements could be made to the existing service and importantly, discover what were the missing elements within the area to facilitate greater economic activity.

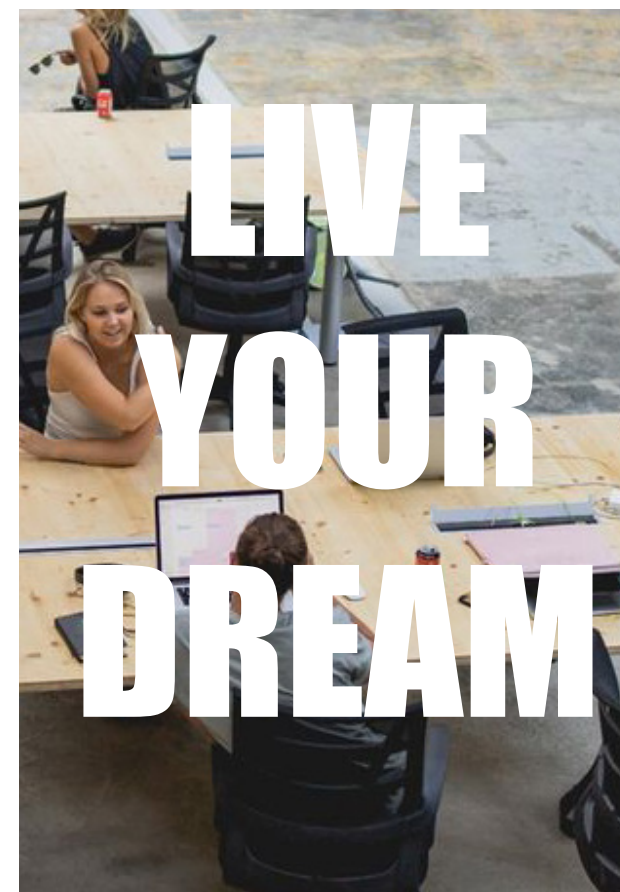
The aspirations of a number of community residents were highlighted to the Housing Association ‘post covid’ as they clearly identified their skills and experiences which they ultimately hope to develop and deliver locally. This initiated a process where ng homes received a number of requests and further developed the consultation process and support. ng homes held a number of community consultations and partner meetings with prospective entrepreneurs at 252 Saracen Street.

The initial feedback from interested parties was the aspiration to have a bespoke facility to within the Possilpark area, with 252 Saracen Street specifically being identified as the preferred location.

This property is located within the Community Improvement District, with excellent public transport links and has the shared space and associated resources which, the prospective entrepreneurs have identified as being ideal for them to develop and thrive. Given the high profile and location of the property, the space itself would be symbolic in terms of economic and community renewal post pandemic. The creation of a new entrepreneurial centre would also compliment the recent development of Saracen House and the significant Public Realm Improvement works undertaken by the City Council.

The project supports the local regeneration plans and has a strategic fit within the Glasgow North Strategic Development Framework: Working North, Liveable North, Connected North and Green North. It also has a direct fit within the Place Principle as this asset would be utilised and managed by the people who live and invest here, namely local residents and ng homes which helps to create a sense of local identity and purpose. It is directly in line with the Town Centre Toolkit as services, assets and communities are working together to support inclusive and sustainable economic growth.

It will further support the ‘Community Wealth Building’ through the development of more local and social enterprises thus helping to tackle long standing challenges and inequalities and working together with ng homes as an ‘anchor organisation’ and other strategic partners to redirect wealth back into the local economy and local people.

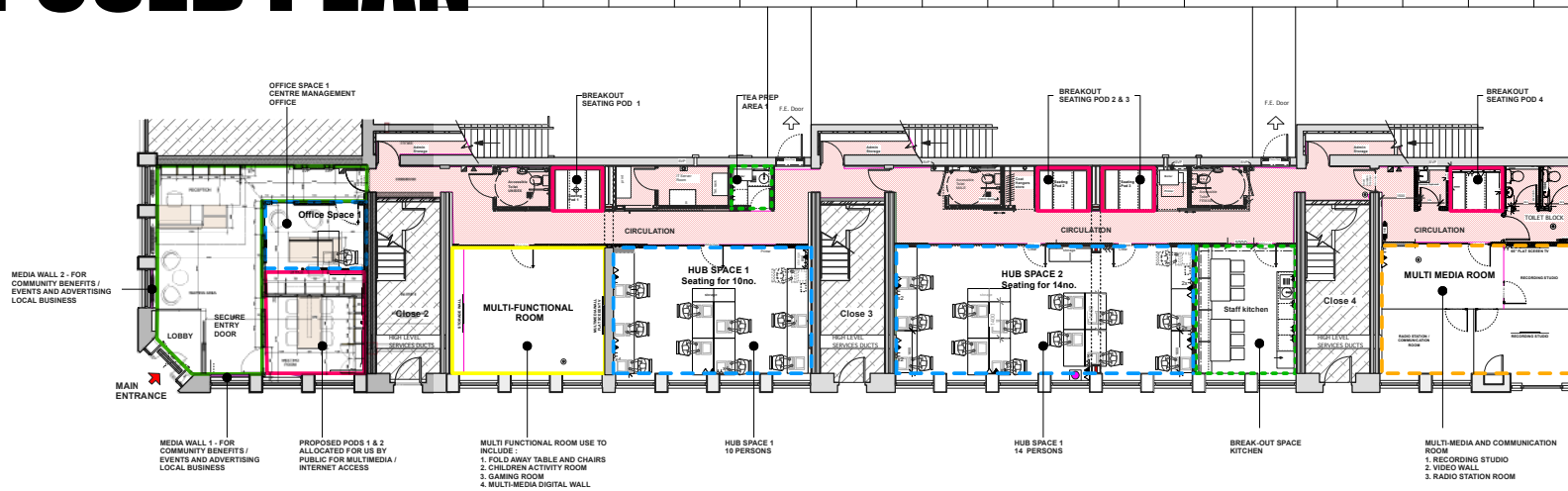


THIS PROJECT WILL DELIVER

- * Major opportunity to develop 379sqm / 4075.84 sq. ft. of social entrepreneurial space within a bespoke building in Possilpark;
- * Creation of fully equipped multi-media room;
- * A network of support for facilitating 24 local social entrepreneurs;
- * Allowing a currently underused asset to become a centre for support, innovation and growth;
- * A space for the most social excluded residents from disadvantaged communities to meet, support and innovate together provide a springboard for the creation of an enterprise centre for future opportunities;
- * Introduce new and diverse social business into the community;
- * Support 20-minute neighbourhood aspirations;
- * Create a stronger local community/"shop local" initiatives;
- * Support inclusive economic growth and create more successful places;
- * Complement wider plans for the Possilpark area such as the shop front project and environmental work linked to Community Improvement District/Remaking Saracen
- * Support the model of "developing and operating shared workspace" providing spaces for local entrepreneurs and a range of other benefits to individuals and community.

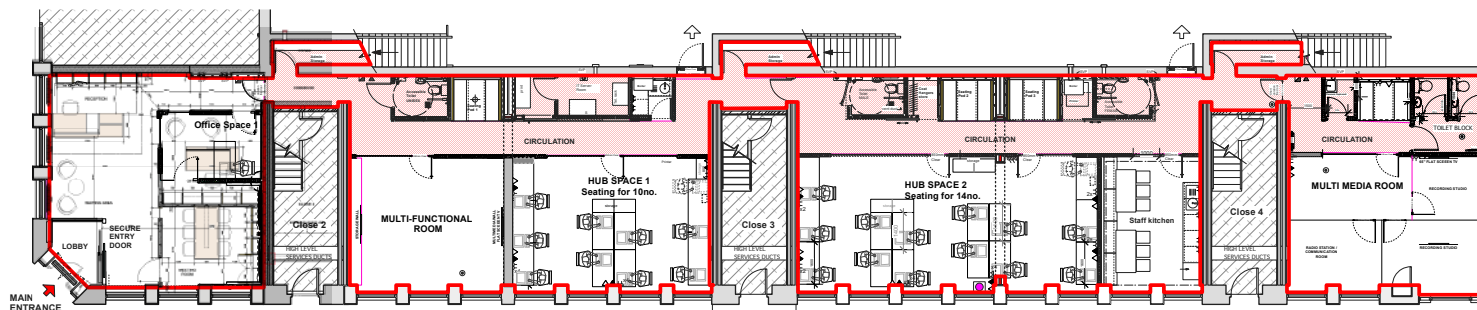
PROPOSED PLAN

CAR PARK /
CYCLE STORE



PROPOSED PLAN - NET SQM AND USE

	SQ M	SQ FT		SQ M	SQ FT
OFFICE SPACE -	101 M2	1473.85 SQ FT	OFFICE SPACE 1	9.79 M2	105.39 SQ FT
MEETING ROOM AND PODS -	22 M2	535.06 SQ FT	HUB SPACE 1	36.25 M2	390.21 SQ FT
KITCHEN / TEA PREP -	20.6 M2	224.9 SQ FT	HUB SPACE 2	54.88 M2	590.77 SQ FT
RECEPTION / WAITING AREA -	42 M2	450.65 SQ FT	MEDIA ROOM	36 M2	387.49 SQ FT
CIRCULATION / TOILETS AND STORAGE AREAS	110 M2	1181.78 SQ FT	MULTIFUNCTIONAL ROOM	28 M2	300.25 SQ FT
TOTAL NET	359.6 M2	3866.24 SQ FT			



PROPOSED PLAN - GROSS TOTAL - 379 SQ M / 4075.84 SQ FT

PROPOSED UPGRADES

Windows

Supply and fit new windows

Office areas

Flooring - uplift, prep and supply and fit

Carpets, Acoustic flooring and Vinyl

Reception area

Seating / Watling area

Reception desk

Lighting and security

M&E

Ventilation and M&E

Aircon

Circulation of air

Media Room

Electrical

Audio

Rooms

Signage

Digital Signage and Communications

External Signage

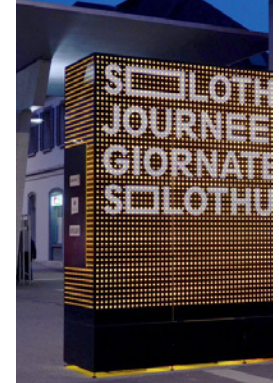
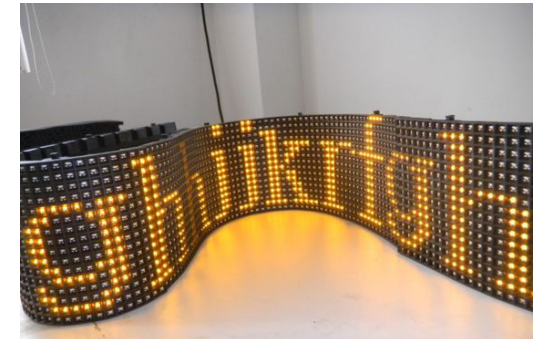
Window mounted digital screens with changeable digital content

PROPOSED EXTERIOR UPGRADE

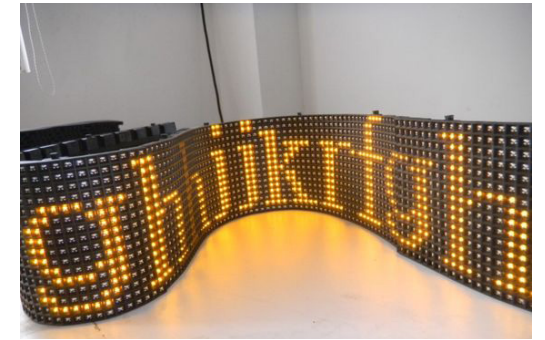
EXISTING EXTERIOR



VISUAL 1



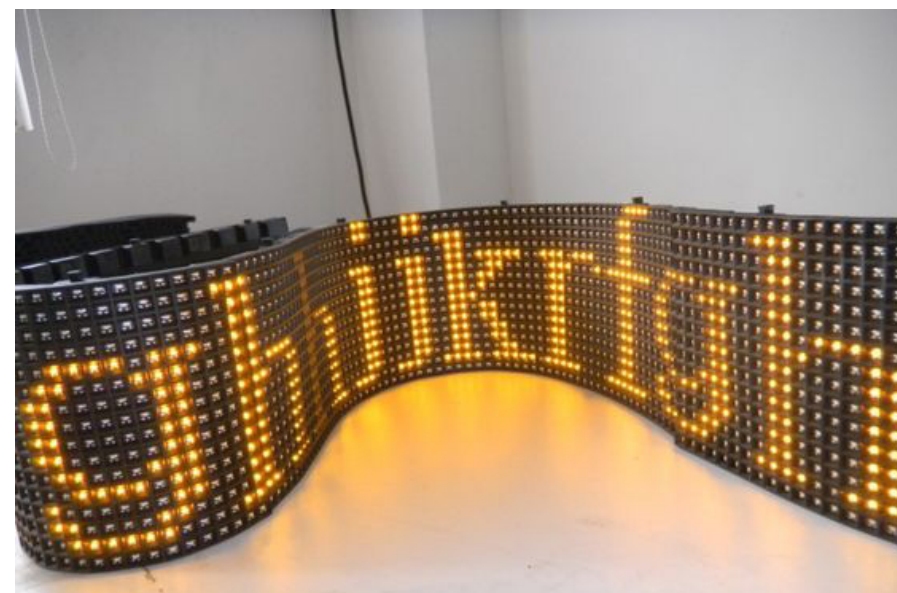
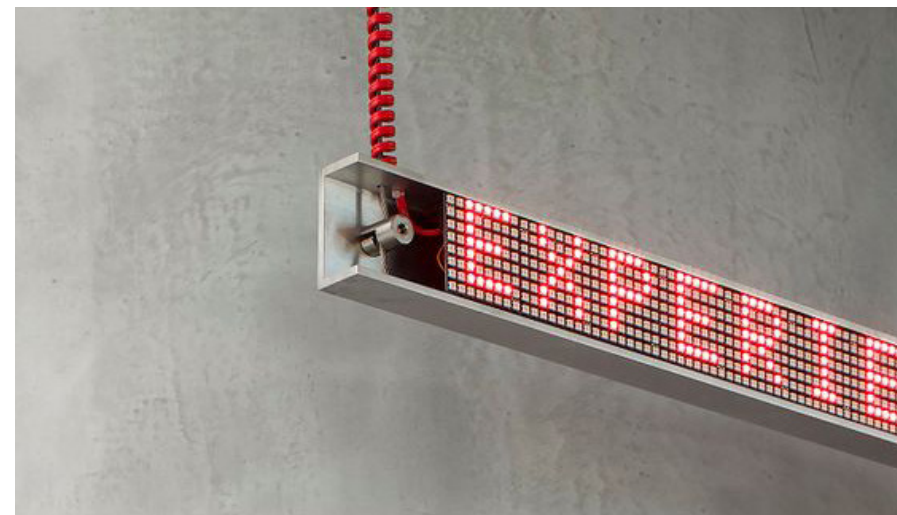
VISUAL 2



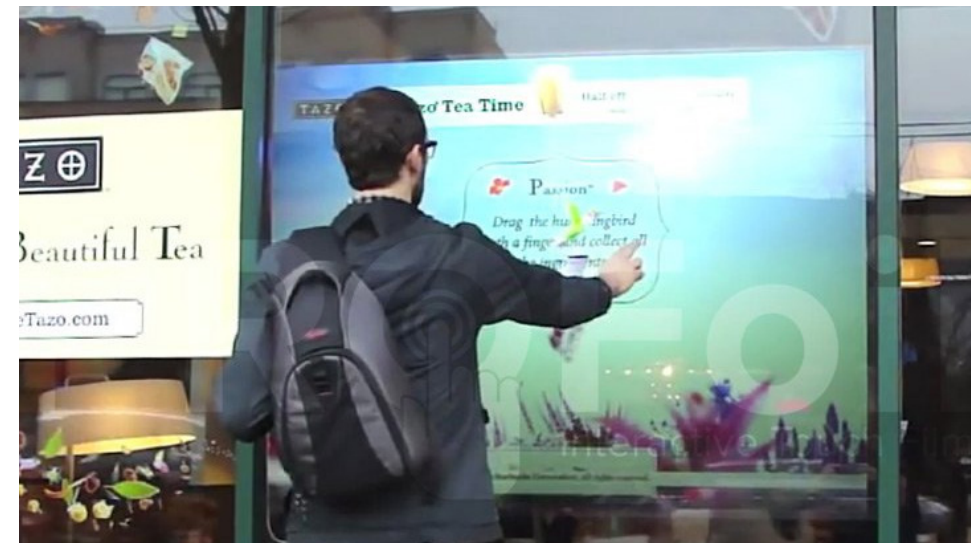
VISUAL 3



TICKER TAPE EXAMPLES



DIGITAL DISPLAYS

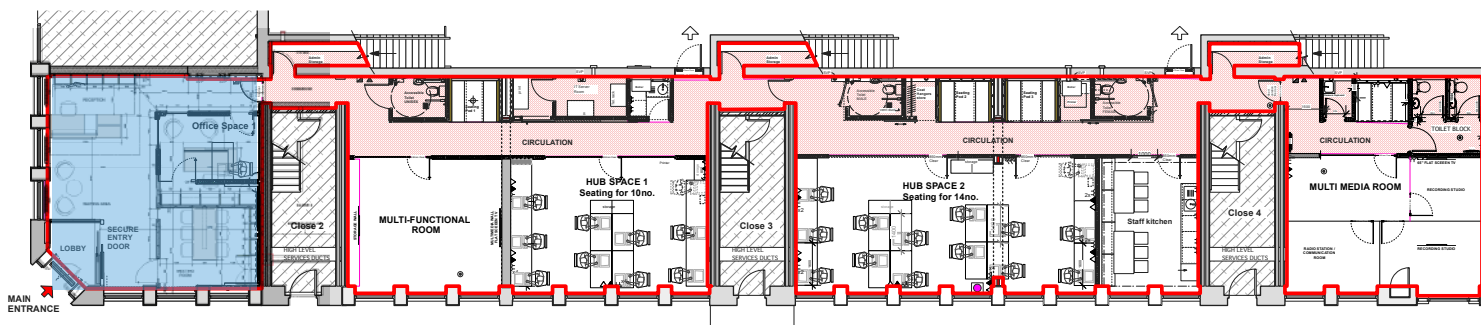


INTERIOR UPGRADES

EXISTING INTERIOR



RECEPTION



KEY



RECEPTION AND MEETING SPACES

VISION

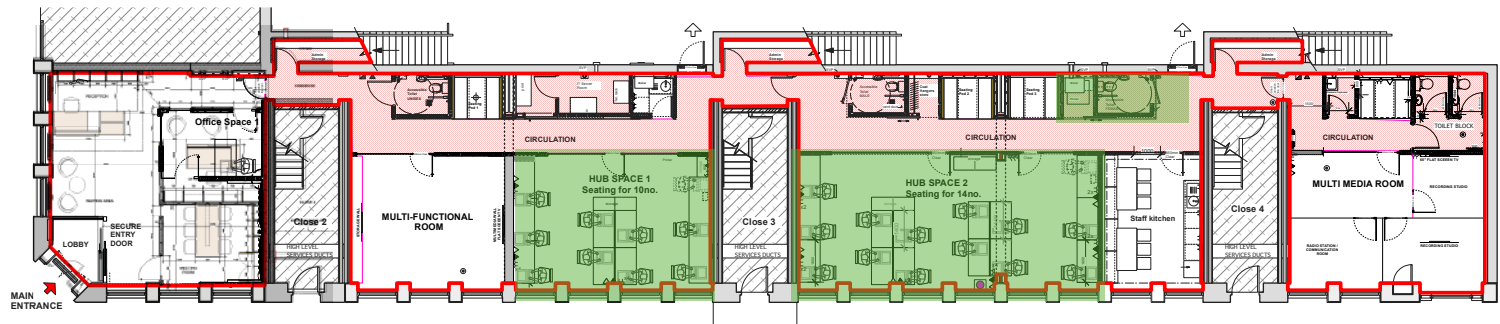
The space to be developed is situated at 252 Saracen Street in the heart of one of the most deprived communities in Scotland.

The physical space itself would be symbolic in terms of economic and community renewal post pandemic and for the first time provide a dedicated bespoke space for Social Entrepreneurial activity and innovation in this area.

This physical space will become a beacon for residents of the Possilpark area to develop and express their currently untapped social and economic ideas and allow a space for those ideas to be developed and supported.



SOCIAL ENTREPRENEURIAL WORKSPACES



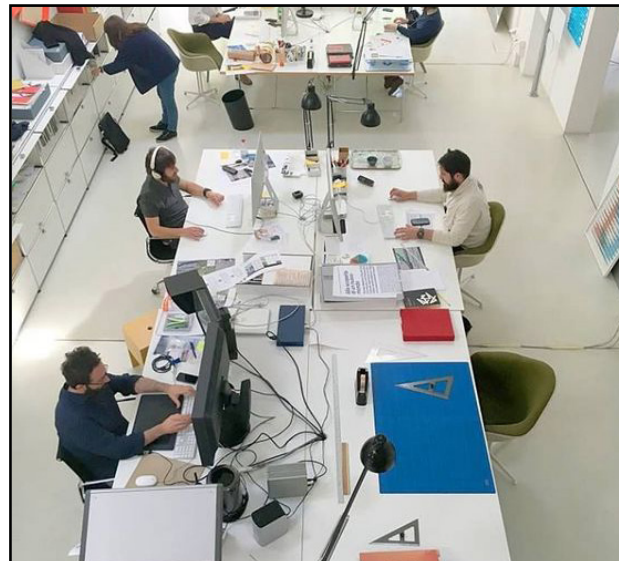
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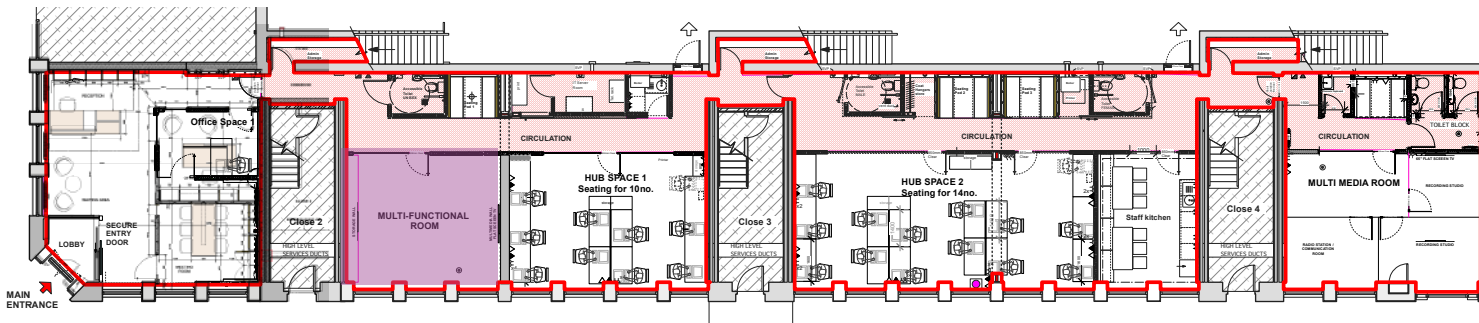
WORKSPACE

VISION

Through ng Homes work and engagement with communities across Glasgow North, it became clear there was a real lack of support or opportunity for local social entrepreneurship. There were a number of willing entrepreneurs who wanted to address social and in some cases socio/economic issues, but there was no physical space for people to gather, co-design, share and encourage ideas and innovation. ng homes looked at ways it could support this growing aspiration, especially amongst the most excluded groups in the area and identified the opportunity to re purpose the space at 252 Saracen Street as an ideal location to create a Social Entrepreneur Centre.



COMMUNITY SPACE



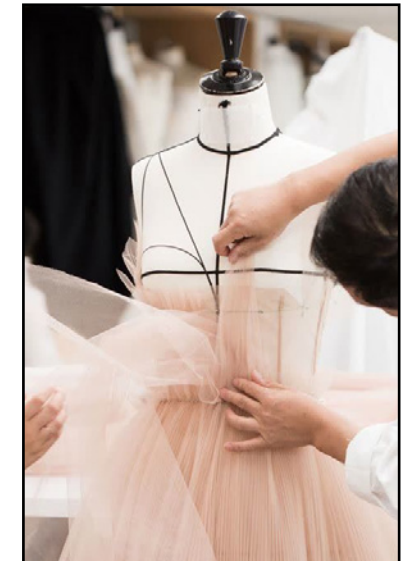
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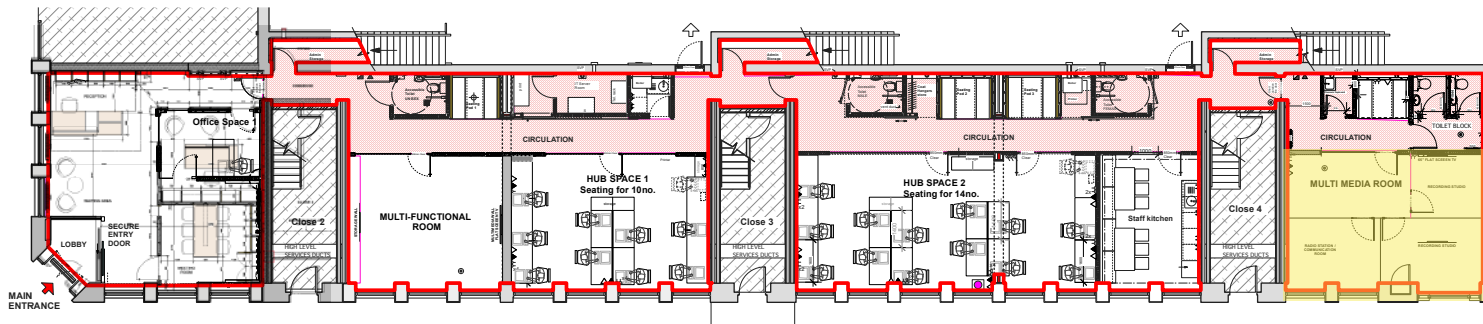
COMMUNITY ROOM

VISION

Proposed ideas include; Community Fitness Fun and family to help social anxiety, Fit4All, a social enterprise where families of ethnic minorities address stigma, Global dance music and fashion, African and European Attire together, mending, alteration, sewing classes and clothes hire service, African food stores and cookery.



SOUND STUDIO



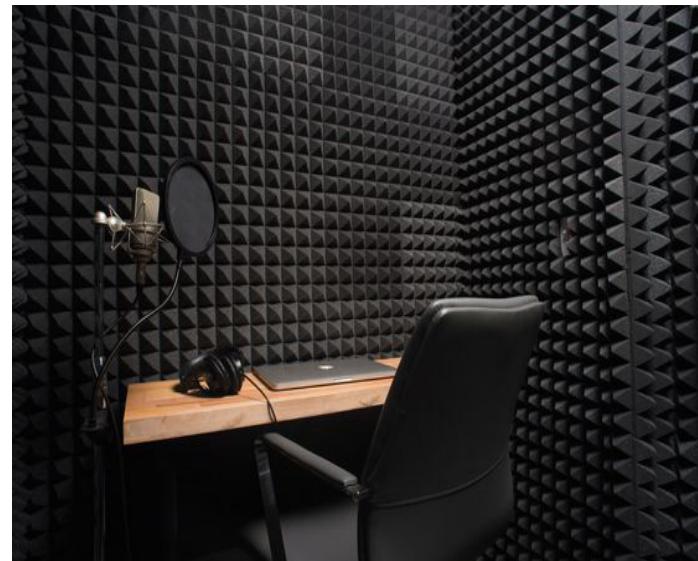
KEY



WORKSPACE

VISION

Creation of fully equipped multi-media room



ENTREPRENEURIAL CENTRE - TALENT



KAREN DUNBAR

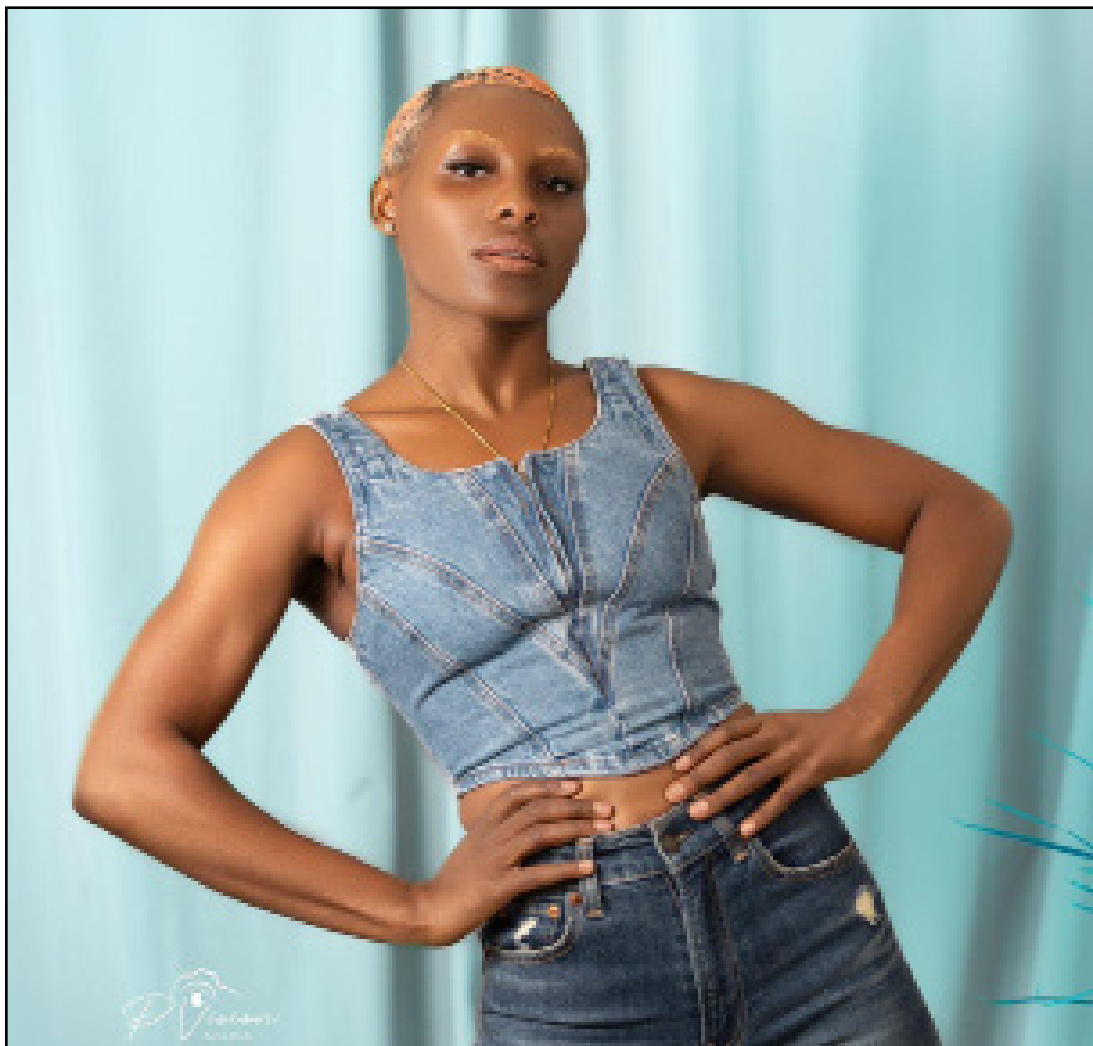
ng homes first connected with Karen during the pandemic to work with local people who were feeling isolated. Working over Zoom, Karen and the groups created RAP (Rhythm and Poetry) pieces, focusing on how they felt during the pandemic and the importance of social connections.

Post pandemic, Karen further developed work with various groups. She was supported by ng homes and UnLtd Scotland to establish her own social enterprise 'Beats Therapy'. Karen has participated in the consultations for the entrepreneurial centre and fully supports the opportunity to develop more entrepreneurs to the area. She said:

"The partnership, encouragement and opportunities through ng homes and UnLtd have been instrumental in setting up my social enterprise 'Beats Therapy'. I doubt it would exist without their support and I am extremely grateful. The resources, such as access to venues, mentoring and working with other up coming entrepreneurs cannot be underestimated"

Most recently Karen completed a BBC documentary with Director, Rachel Coburn which was televised earlier this year and followed the stories of five older women from North Glasgow in telling their stories through RAP. This was a great example of harnessing the amazing creativity that runs through North Glasgow. The documentary, which was filmed in 252 Saracen Street, has been further recognised with the older women participating, The Rapping Grannies from Possilpark, being recognised by Glasgow Times Community Champions award in the Senior Category, at a ceremony being hosted by Lord Provost at Glasgow City Chambers on 5th December 2023.

ENTREPRENEURIAL CENTRE - TALENT



DIVINE TASINDA

Divine Tasinda lives in Possilpark area and is an excellent example of someone who has focused her talent and passion to develop herself and create a social business.

Divine was one of a collective of 3 young people who answered a call from ng homes and Building Futures Fund in 2016, aimed at young people to set up their own social enterprises. Divine was 18 years old at the time and took this opportunity for funding and mentoring support to start up a dance company with another three young people, Levent Nyembo, Kemono L Riot and Adam McMillan. Divine has now established her own businesses, Three 60 Dance company and House of Kungi.

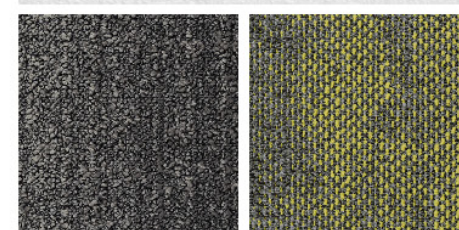
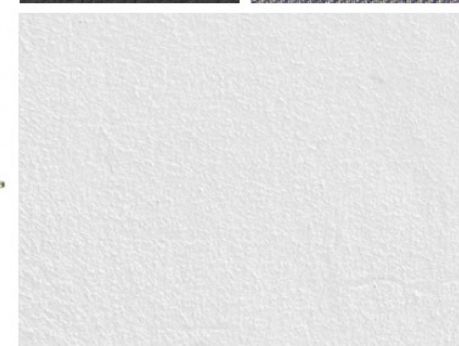
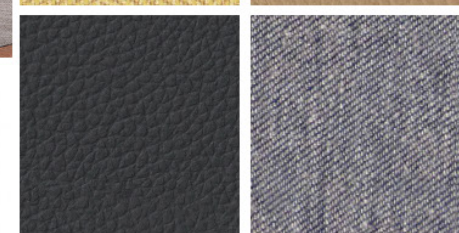
She was the organiser of 'Scotland Fashion Week – Unheard Voices' launched at Saracen House, Possilpark by Lord Provost of Glasgow. This brought a unique community collaboration of fashion design, music and art for up coming entrepreneurs to showcase their work.

Divine has been a key element of the consultations alongside other members of Three 60 and House of Kungi and also serves as a mentor for others who are inspired to start up their social businesses.

Their goal is to support under-represented young people to develop their own businesses and social enterprises by highlighting the creative talent already in place within North Glasgow and to support aspirations for others to pursue their creativity, bringing this to a wider audience. She said: "We very much appreciate the support we got and hope to keep building our community and open up more doors for the next generation. We now work with a range of artists from art, dance, music, fashion and beauty. Some of them are looking to start up their own businesses, and some also wish to showcase their work and creativity. A centre in the heart of Possilpark would be incredible and bring a spotlight to the incredible talent that is present within North Glasgow. Divine has been featured within a short film to demonstrate the impact of Community Improvement District.

<https://www.youtube.com/watch?v=mIrGVWC56pk>

MATERIAL PALETTES



MATERIAL PALETTE



THE BRAND

HERITAGE



SARACEN FOUNDRY

For hundreds of years, the area in the North of Glasgow now known as Possilpark was a country estate.

This was until the mid-1860s, when Walter MacFarlane of W MacFarlane & Co. Ltd who was looking to extensively expand his Saracen Foundry company purchased 100 acres of the estate, on which to build a vast new works.

It was MacFarlane who renamed the estate Possilpark, which grew from a population of 10 people in 1872 to 10,000 by 1891, leading to the area being incorporated into the city officially.

MacFarlane oversaw the redesign of the estate, removing all of the woodlands and after creating railway access to his foundry, he laid out the rest of the parkland as a grid plan of streets and tenements, including naming the main street running through the new suburb “Saracen Street”.

W MacFarlane & Co. Ltd was the most important manufacturer of ornamental ironwork in Scotland creating a series of decorative iron works, from railings and water fountains to park bandstands many of which can still be found across Britain today..



Saracen Cross Drinking Fountain Canopy

Located on Millenium Square at Saracen Cross the canopy was restored by Heritage Engineering to commemorate Walter MacFarlane, & Co. Ltd's important place in Glasgow's history.

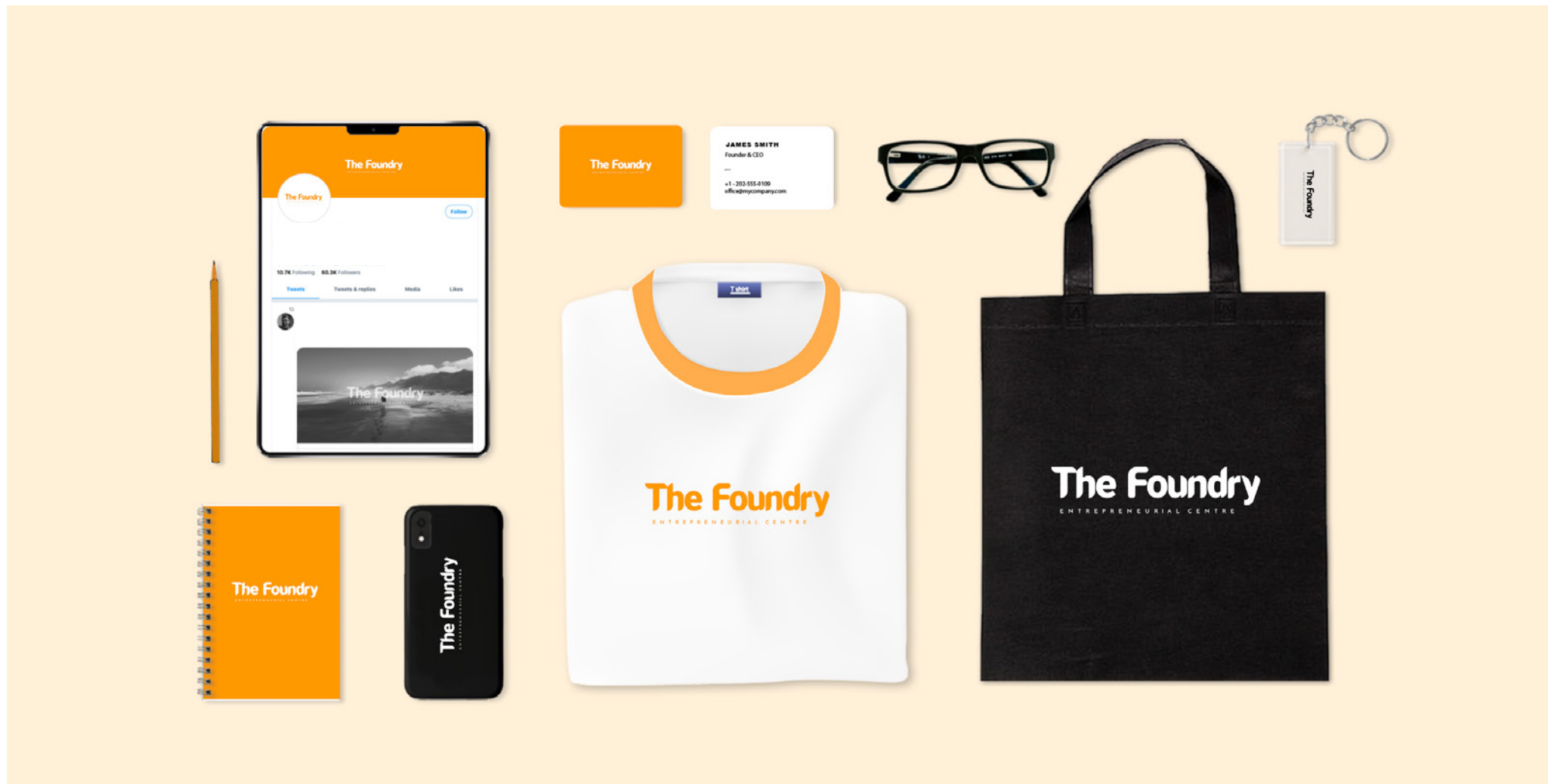
Seated on a two-tiered octagonal plinth, the canopy is painted in green and gold, the colours of Glasgow City Council, and features decorative birds, foliage and the helpful instruction – “keep the pavement dry”.

BRANDING



SHAPING NEW FUTURES

BRANDING



BRANDING



BRANDING - OTHER NAMES



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