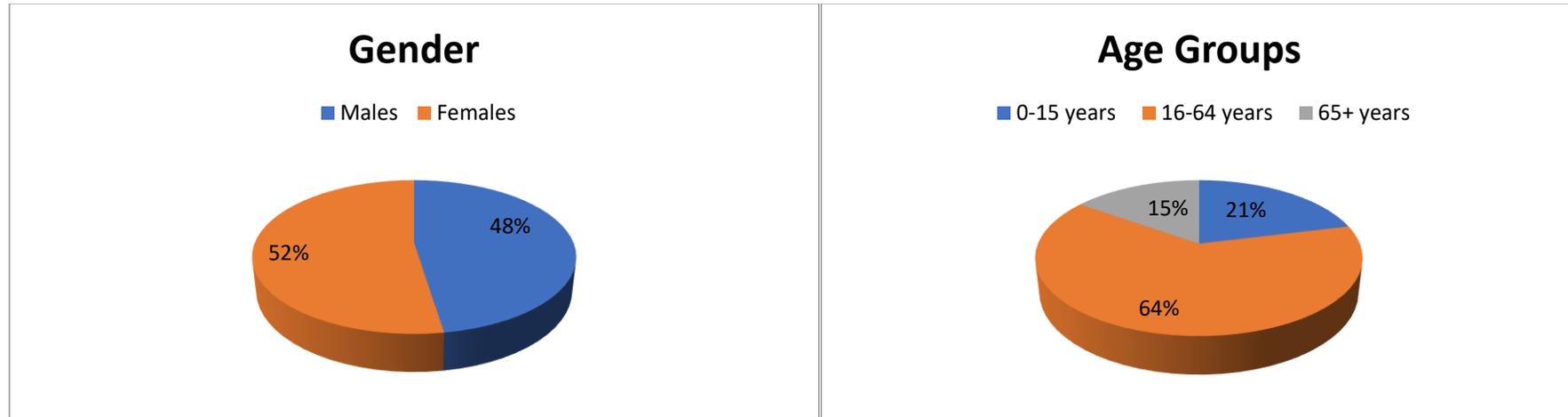


Market Research

Demographic Context and Trends

Tullibody is a former mining village which has grown significantly since the 1950s when it became a settlement for those working in industries based in the surrounding areas of Stirling and Alloa. Since 2001 the population has increased by over 20% and is now estimated to be 9,370 (Clacks Council, 2016) meaning that once a village, Tullibody has now reached town status. However, despite this change in status, this growth in population has not been matched by investment in related infrastructure to meet community needs. There are pockets of significant deprivation in the town as identified by SIMD, 2016. In fact Tullibody North and Glenochil and Tullibody South are reported to have some of the most significant concentrations of deprivation in Clackmannanshire and are within the 20% most deprived areas in Scotland (4 deciles) two of which are also within the highest 10% of areas of deprivation in Scotland and as a combined area constitutes 29% of the town's population.

Demographic information demonstrates that the gender split in the town is consistent with that of Scotland as a whole; however, the town has a higher population of children aged 0-15, with much of the community (98.6%) categorised as white.

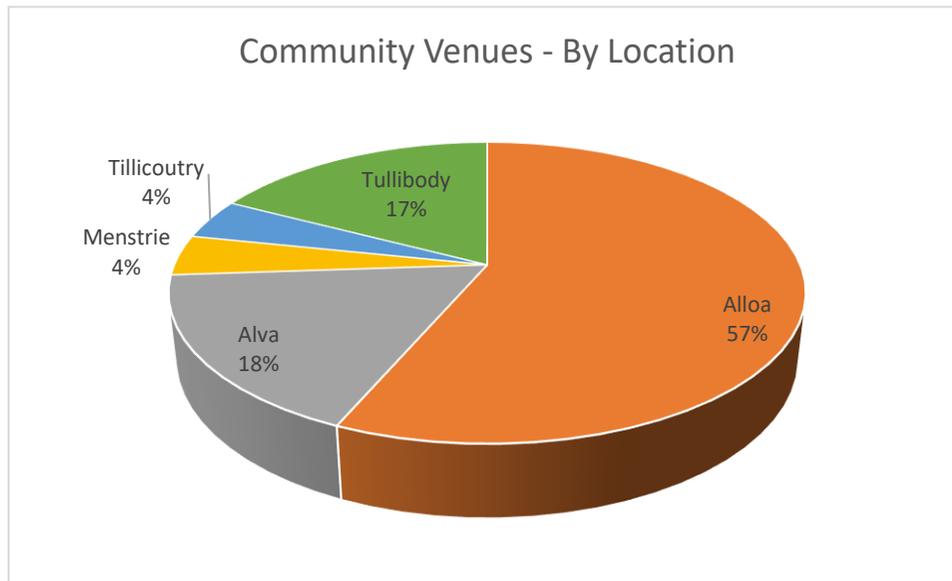


Mapping of Facilities and Services

In order to assess the need for the facility to remain open a mapping exercise was carried out to ascertain the availability of similar facilities and services in the locality.

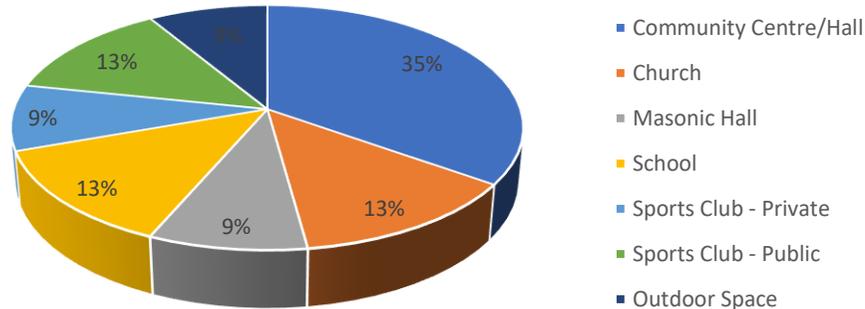
Community Venues

For the purposes of this report a community venue has been defined as those facilities that groups or individuals can let space and/or come together for a common social or recreational purpose. As a result data has been gathered on the availability of community centres, churches, sports facilities and schools located in Alloa, Alva, Menstrie, Tillicoultry, as well as Tullibody, given their proximity to the Town and confirm that there are 23 such facilities. The Civic Centre was excluded from this exercise in order to demonstrate what would be available to residents if this was not moved over into community ownership.



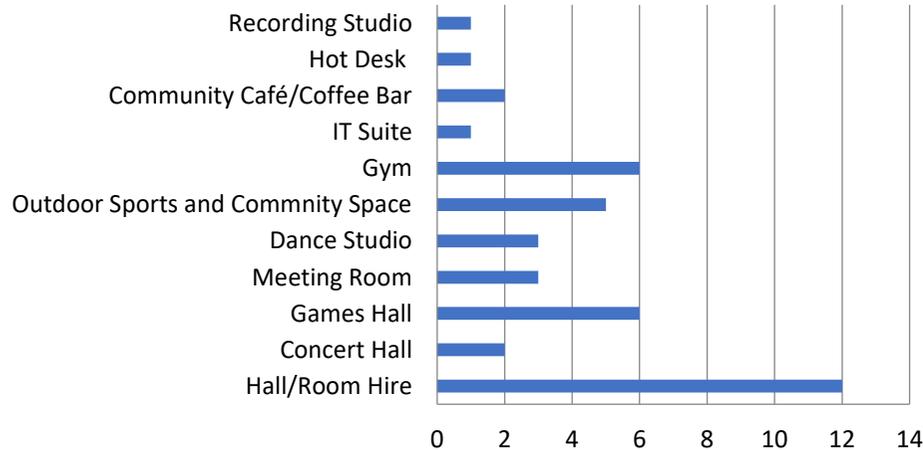
Analysis by location, demonstrates that more than half of all community venues within a five mile radius are located in Alloa, followed by Alva and then Tullibody. Other than the Civic Centre the community are in walking distance of four venues, none which offer general recreational or sporting uses and have limited availability for lets. Individuals seeking to undertake sports activities need to travel by bus or car to Lornhill Academy outside the town where such facilities can be access these out with school hours.

Venue - By Type



Community Centres and Halls are most prevalent and account for more than one third of venues identified, with churches, schools and public sports venues being the next most commonly mapped venue. Outdoor space is the least available type of community 'facility' accounting for only 9% of spaces mapped. No other community centres are within walking distance for Tullibody residents although there are 3 halls in the town these have limited opening hours and have a regular programme of lets.

Types of Space to Let



Venues mapped included those offering a variety of spaces to let and for different purposes and these have been conveyed in this chart. This demonstrates that there are approximately 42 types of space available for community hire across all 23 venues. Community Centres and halls for hire are the most available types of space (12), followed by gyms/fitness suite (6), Games Hall (6). Apart from the Martial Arts Centre in Tullibody there are no other sports facilities within walking distance for Tullibody residents.

[Football Pitches](#)

An analysis of available football facilities indicates that there are 11 venues and 13 pitches located in the local area (not including the pitches adjacent to the Civic Centre) which includes 3 artificial pitches based in local schools.

Available Grass Parks & Football Pitches with Pavilion		
West End Park, Alloa	3 Pitches	3 Pavilions
King George Park, Clackmannanshire	1 Pitch	1 Pavilion

Available Grass Parks & Football Pitches: No Pavilion	
Abercromby Park, Tullibody*	2 Pitches
Alva Johnstone Park, Alva	1 Pitch
Banchory Park, Tullibody	1 Pitch
Coalsnaughton Park	1 Pitch
Fishcross Park	1 Pitch
Fairfield Park, Sauchie	1 pitch
Hillfoots Park, Tillicoultry	1 Pitch

***Changing facilities at Tullibody Civic Centre**

Available Artificial Football Pitches		Changing Facilities
Alloa Academy	1 Pitch	Yes
Alva Academy	1 Pitch	Yes
Lornhill Academy	1 Pitch	Yes

The local area has a thriving football scene with 32 different clubs and initiatives running in the surrounding area which encourage participation for adults, children and those with a disability. Teams play across a range of leagues and tournaments and demonstrates significant footballing activity and the need for accessible pitches with changing facilities for matches and also training. These include;

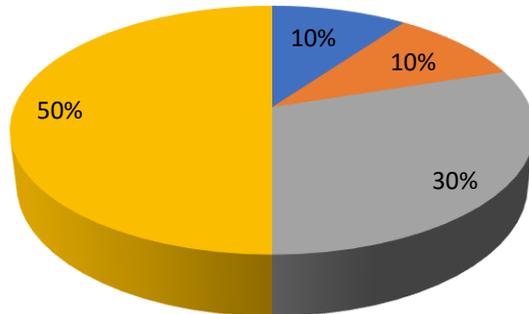
- East Premier League
- Forth Valley Football Development League,
- RJM Sports Stirling & District AFA
- Semi Professional Club – Scottish Championship
- SFA's Advanced Youth Programme
- Stirling and District AFA,
- Stirling and District Saturday Amateur League
- Stirling and District Second Division
- Sunday Central AFL

Gym/Fitness Suites

Research has identified 10 gyms or fitness suites within 5 miles of the Civic Centre with the nearest based one mile away at Lornshill Academy. The farthest away include The Peak at Stirling Sports Village and the University of Stirling which are approx. five miles away and have been included on the basis that these are currently used by the Tullibody community. Of the 10 gyms identified half are privately operated and just under one third (30%) are in local schools and the remainder equally split between the university and Council operated venues. All school provision is within a 4-mile radius however access is limited to evening and weekends. There is a private gym located within 2 miles, however, this is a private gym where annual membership can cost between £385 and £434 per year.

Gym - By Type

Public University School Private



Fee information was available for 8 venues and highlighted that all offer a variety of membership packages on although only 5 offer pay as you go options either per session, or per day.

Where comparable fee information is available data suggests that the average peak membership fee per month is £22.08 and the average pay as you fee is £3.60. These figures consider a range of venues types and quality of facility.

Office Space

As at November 2018 a search for offices for rent across Tullibody, Alloa and Tillicoultry demonstrated that there were 18 for let, the majority of which were in Alloa, and within 3.7 miles of the Civic Centre in Tullibody. Of note, no other space as identified in Tullibody and 6 of the office units listed were located within the same unit at Glasstown House. Where specifications were readily available this demonstrated most of the space available (81.25%) was less than 400 sqft (adequate for 4 -5 people) 92.3% of which was advertised as serviced office accommodation. The benefits of serviced office space vary from office to office and can include:

- 24 hour access
- Car parking
- Cleaning
- External and internal maintenance
- Heat, light and Power
- Kitchen Facilities
- Meeting facilities
- Reception Services
- Refuse and Recycling
- Security Alarm
- Water

Consideration of 8 offices (where pricing information was available) demonstrates that the average cost is £11.42 per sqft with the lowest quoted as £8.58 for serviced accommodation within Glasstown House and the highest £16.02 for serviced accommodation at Office D9 in Menstrie.

Local Shops and Services

Tullibody offers residents a range of shops and services within walking distance of the Civic Centre. These offer a fairly rounded selection of opportunities for managing daily life to include a health centre, pharmacies, dental practice, barbers, hair and beauty salon, pubs, butchers and convenience stores. However despite the availability of a number of outlets to provide food to takeaway (fish and chips, Chinese and Chill Express) there is a distinct lack of places for people to sit in and enjoy food (out with 2 licensed premises) with only one café identified. This mapping exercise was complemented with telephone interviews with members of the community who reported on those café's that they enjoyed visiting and all of those mentioned are out with the town and include; Hideaway Café (Bridge of Allan), Inn (Cambus), D-Nisi, Tilly Tearoom and Dobbies Garden Centre and Mill Café (Tillicoultry).

Community Events

Local community venues are often home to regular events such as farmers markets, and antique and craft fairs. Research was undertaken to assess availability of such events in the local area highlighted:

- Farmers markets occur the second Saturday of each month in Stirling (5 miles away) and 4th Sunday of the month at Sterling Mills (4.8 miles away). These events provide the opportunity to sample and buy a wide range of Scottish produce including Highland beef, pork, lamb, fish, venison, baking and breads.
- An Antiques Fairs takes once per month in Stirling with 75 stalls available. Admission is £2 and free for children.
- The nearest regular car boot sale takes place each Sunday at Falkirk Stadium and is promoted as "Central Scotland's Biggest and Busiest Car Boot Sale". Research demonstrates that an indoor car boot has taken place in Alloa but a lack of up to date information indicates that may have been a one off event.
- One local crafting event has been identified that takes places at the Thistles Shopping Centre on selected dates across three months of the year and brings together local craftspeople, artisans and small business owners.

Children and Young People

Community consultation has highlighted a lack of facilities and services for children and young people in Tullibody. Market research has identified the following activities:

- Two youth groups (The Way Ahead and TeenZone) are run from St Serfs Church on a weekly basis; Fridays and Sundays respectively. These groups provide somewhere safe to go and something to do for those aged 6 upwards. Other than these two groups children and young people need to travel up to 8 miles away to find other dedicated youth club provision and include groups at Clackmannan Primary School, Dollar Academy and Sauchie. In all cases groups run on specific weekday evenings for up to 3 hours.
- The local Scout Hall is used exclusively by the Scouting and Guiding Associations which provide weekly sessions for girls and boys aged 5-14 years, through Beavers, Clubs, Scouts, Rainbows and Brownies.
- Children and young people who have an interest in martial arts can attend regular classes at the dedicated centre in Tullibody (i.e. karate, TaekwonDo etc)

- The Civic Centre currently provides space for a twice weekly Under 5s Group.

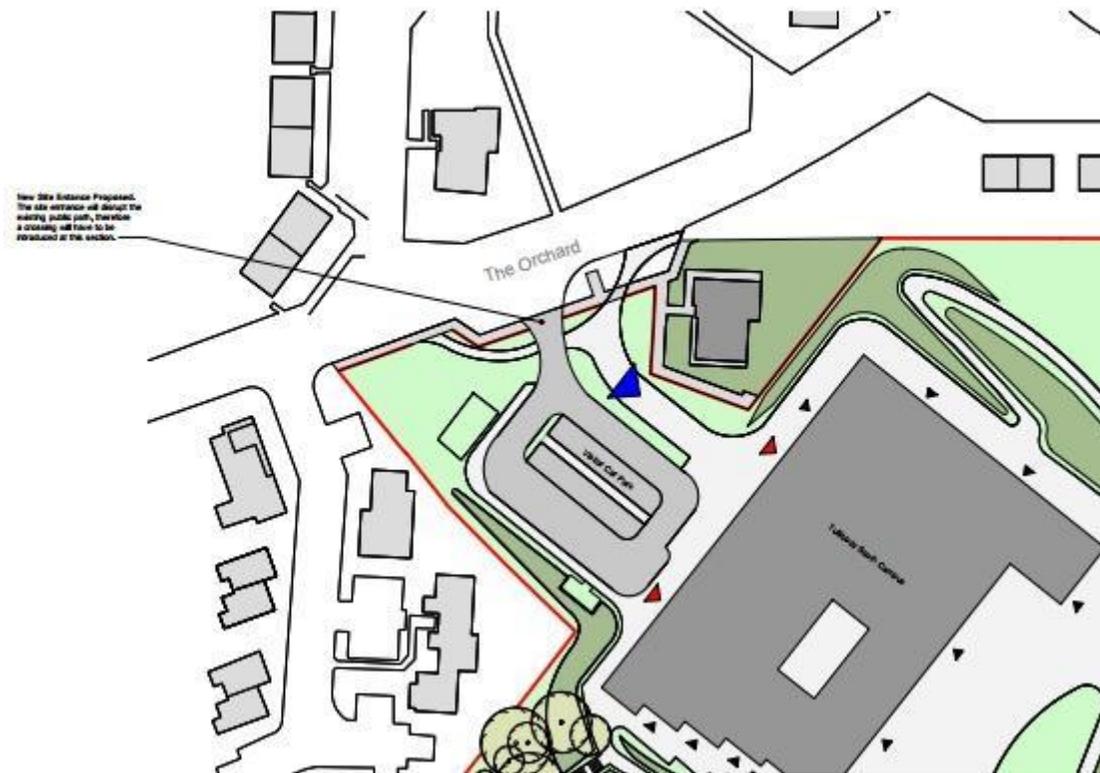
New Developments

Tullibody South Campus is a £15m development incorporates a new build of Abercromby and St Bernadette's Primary Schools will include two gym halls, meeting spaces, immersive room and relocate the library from its current home within the Civic Centre. External developments will enable the location of artificial football pitch, external play areas and space for netball.

The Campus will be located at Abercromby Primary School which is a few hundred yards from the Civic Centre and is scheduled to open in August 2019.

Aspects of the building including meeting rooms and library will be available for community use however no sports or recreational facilities will be available for the community although initial consultation indicated that this may be the case.

The co-location of both campuses with a projected school roll of 538 will increase the flow of local community past the doorstep of the Civic Centre five days each week.



Evidence of Demand

Evidence of demand has been informed through consultation with the community over several years:

- Online Survey (Spring 2017) completed by 500 residents.
- Tullibody Community Action Plan consultation.
- Community Survey 1 (October 2018) was completed by 196 individuals.
- Community Survey 2 (January 2019) gathered more detailed results on potential usage and spend in a community owned Civic Centre. This was completed by 54 respondents - many of whom had completed the first survey.
- Open day Exhibition Event (January 2019) – options appraisal event where the community voted on their preferred option for the redevelopment.
- Telephone Interviews with (5) community members (May 2019).
- Local organisations/ Groups (October 2018) was completed by 24 individuals (also completing survey 1).

Personal details were collected for respondents to community survey 1 only therefore results gathered reflect the opinions of:

- 74% Female and 26% Male.
- Aged under 25 (4%), aged 25-64 (78%) and aged 65 and over (18%).
- 62% in some form of employment and 25% are retired.
- Average number of people in household is 2.9 people.

Overall Need for Centre

An online survey (Spring of 2017) was completed by approx. 500 residents and indicated strong support to save the Civic Centre and plan for its future with nearly three quarters having a preference for renovation and upgrade of the existing building; a fifth (20.98%) citing a preference for a new building and only 1.34% stating that no community building was required. At this point the preference was for the building to be funded by the local council (44.10%) and just under one third (32.29%) cited that community ownership was the best option. Overall 98.42% felt that the facility was worth saving.

The need for this project is denoted within the Tullibody Community Action Plan (2018-2023) as a prominent aspect of the community's shared vision for Tullibody and expressed as "a community hub which is open, accessible and affordable to all members of the community". This vision was reinforced by the fact that only 20% of the community stated that they 'liked' facilities in Tullibody, and 20% disliked the lack of community facilities. As a result, community facilities are denoted as a key priority of the Plan.

Current Civic Centre

The first survey provided the opportunity for the community to comment on their perceptions about the Civic Centre in its current state and structure. This demonstrated strong consensus that the building is run down and to a lesser degree not fit for purpose. Of 13 issues identified 7 of these related to the infrastructure of the building and the remainder operational challenges.

Issue	Number Stating
Building is run-down	76
Building is not fit for purpose	21
Opening times	13
Building is uninspiring	11
Layout	11
Price	8
No activities/facilities of interest	7
Cleanliness	5
Booking system	2
Too large	2
Floor in games hall too hard	2
Steps	1
Council staff	1

Organisations were asked to comment on why they did not currently use space at the Civic Centre which demonstrated that the greatest barrier was financial, followed by availability and opening hours. When asked about alternative venue use 9 other venues were located out with the town in sports facilities and included a high street coffee shop.

Reasons for not using the Civic Centre	Number of People
Availability of space	3
Hire charges too expensive	8
Opening hours	2
Space available doesn't suit our requirements	1
It's not open when we require the space	3
Other - No bar in facility	1

When asked about they liked about the building respondents were able to come up with 17 different things with the most popular being location followed by community hub and space. Of note 12 of the 'like' categories were mentioned by less than 5% of respondents.

What People Like – Civic Centre	Number Stating
Location	64
Community Hub	30
Space	25
Multi-purpose space	18
Green space	13
Exercise classes	8
Sports Hall	6
Parking	5
Football facilities	4
Accessibility	4
Size	3
Activities	3
Heritage Centre	3
Availability	2
Staff team	2
Layout	1
History	1

Multi-Purpose Function Hall

Survey 1 highlighted that flexible multiple space was in greatest demand with 86% stating “yes” that they would use this which rises to 96% if those stating “maybe” are added. 9 local organisations and groups also stated a requirement for such space and 3 have stated a requirement for storage which may be linked with use of a function type space. Perhaps unsurprisingly, these spaces were most likely to be used occasionally (Community Survey 2). Consideration of the types of activities that individuals would like to see run from the centre are appropriate for delivery in standard multipurpose space. Survey results indicate that the average price per use of this space is £13.55 per visit.

Heritage Centre

In survey 1 over half of people (56%) stated that they would use the heritage centre, and when “maybe” responses are added this rise to 80% and on par with sports and leisure related spaces. However, usage of this space is more likely to be occasional as demonstrated by community survey 2 where 65% stated that they would use it occasionally. Individuals indicating use of this space are willing to pay an average of £3.69 per visit.

Football Pitches

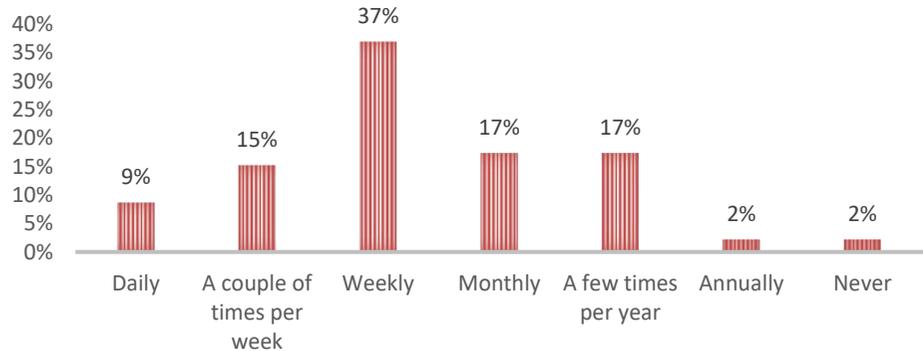
Survey 1 results highlighted that 48% of respondents would use an all-weather football pitch and survey 2 respondents confirmed that they would use this at least weekly (37%) or occasionally (14%). The survey also reported demand for an Astro pitch with weekly usage confirmed (38%) and occasional usage (16%).

A few organisations provided greater detail with regards to their requirement to use football pitches with 100% (5) requiring usage on at least one occasion each week. Feedback indicates that the average price per use for the football pitch is £9.55 and £9.52 for an Astro pitch.

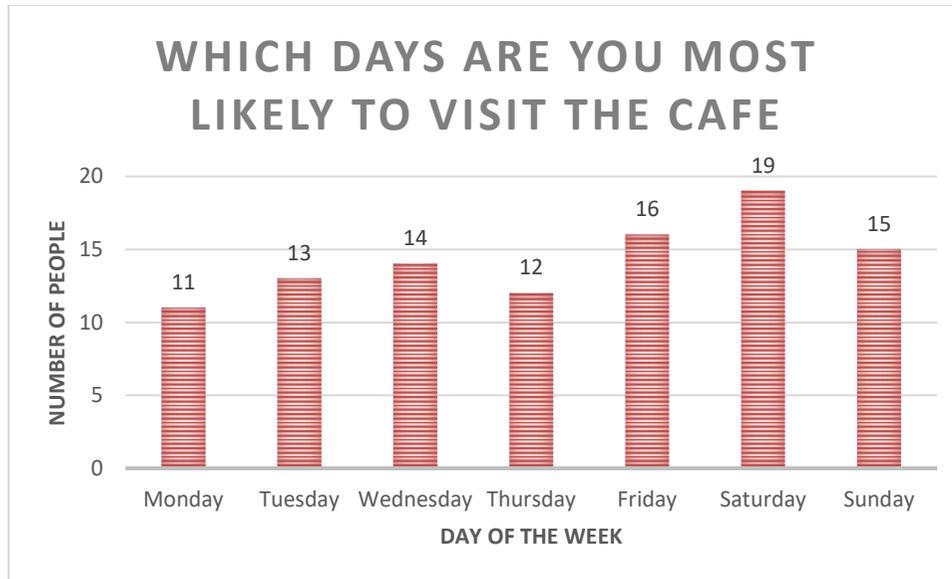
Café

The first survey revealed strong demand for the location of a café at Civic Centre with over three quarters (79%) stating that they would use this space, rising to 96% when all “maybe” responses were added. Telephone interviews highlighted demand from 100% of interviewees although one would only use this on the basis that this was a child friendly environment with toys and highchairs available. The second survey went further asked how often individuals would visit a café and responses revealed that weekly usage was cited by 37%, 9% said they would visit it daily and only 2% said they would never visit the café. Location of a café in the centre may also provide the opportunity to meet demand for cookery classes as evidenced in survey 1. Finally, respondents were asked what they thought their likely spend per person would be in the café per visit. 41% of respondents thought they would spend between £1-5 per head per visit with a further 39% thinking they would spend £6-10 per head per visit. 19% thought they would spend over £11 per head per visit.

PLEASE INDICATE HOW OFTEN YOU WOULD VISIT THE CAFÉ AT THE CIVIC CENTRE



The survey also asked which days of the week they were most likely to visit the café and individuals were able to select multiple options. The results revealed that Saturday is the most popular day with 19 people out of 46 saying they would visit on this day, and this was followed by Friday (16) people and Sunday (15). Conversely, the least popular days were Mondays (11) and Thursdays (12) people.



Respondents were then asked what time of day they would be most likely to visit the café. 11am-2pm were the busiest sessions with 55% stating they would attend, 43% also stated they would attend between 2-5pm. After 5pm was the least popular with only 9% stating they would visit then, and this was followed by 9-11am with only 11% saying they would visit during this time period.

The inclusion of a café on site could also help fulfil the requirement for kitchen space which was indicated by 3 out of 18 organisations providing more details on their space requirements. In each case the requirement was aligned with meeting or function room use therefore this demand may only be for tea and coffee making facilities which may be achieved through a dedicated tea prep area.



Telephone interviews allowed for exploration of views on current café usage and demonstrated that the town is poorly served with cafes, or places to simply have a coffee. Individuals reported that they would be most likely to use a café at the Centre on the basis of quality of produce, atmosphere, cleanliness, sale of ice creams, soup, sandwiches, and takeaway options. Furthermore, when specifically asked about the potential food offer the following preferences were given:

- Decent home baking
- Small selection of meals and snacks (e.g. soup and sandwiches)
- No meals, but healthy snacks and sandwiches (paninis, soups etc)
- Good coffee and teas (x2)
- Good kids' menu

Office Space

Given the demographic a surprise result for survey 1 was demand for office space with 48% of individuals stating that they would use this and 4 local organisation citing a requirement for this. More information gathered from organisations demonstrated that one organisation required an office for 4 people on a permanent basis.

Meeting room/Counselling Room

Survey responses indicate demand from local organisations (8) for meeting space and also counselling/interview space (3). Interest in hiring this space was followed up in order to gain a greater understanding of need and this demonstrated that of 7 organisations responding that 4 were required a weekly let with the remainder seeking monthly or occasional use. Individuals are willing to pay an average of £10.56 for treatment within a complementary therapy room (which could be delivered in designated counselling space).

Sports and Leisure

The first survey asked about usage of a gym is located within the Civic Centre and this was a popular option with just under two thirds stating that they would use this, rising to 92% when all “maybe” responses are added. The second survey demonstrated that the gym was the most popular regular use facility with nearly three quarters (74%) stating that they would use it very frequently and 3 people saying they would use it daily. The average cost that individuals are willing to pay per gym visit is £5.40.

When asked about usage of available Sports Hall space results which highlighted greater demand for smaller space (1 badminton court size) with 57% based on “yes” responses and 81% when “maybes” were added. Larger space (2 badminton court size) was marginally less popular with 50% demonstrating demand for this, however when “maybe” responses are added this rise to 80% and only 1% less than the demand expressed for the smaller space. These results reflect demand from organisations and groups with a greater demand for the larger space (8) than the smaller space (6). It should be noted that a requirement for storage from (3) organisations might also be related to use of Sports Hall space.

Interest in hiring Sports Hall space was followed up to garner a greater understanding of need and this demonstrated that 8 organisations required such space with 87.5% looking for weekly use to meet the needs of up approx. 188 people. Interviews with 5 members of the community a perceived need for children and teenagers in Tullibody as there is nothing to do for them (1) and that there was demand from a netball group currently using Alloa Academy but seeking a larger space on Monday and Thursday evenings. Other potential uses for the space included: badminton, classes and gym and weights and interviewees felt that they would use the Sports Hall at the Civic Centre over the other venues based on:

- better netball courts
- choice of classes,
- convenience,
- facilities,
- price,
- qualified and component instructors

The average price per use for the Sports Hall varied because of the size of space; 3 badminton court size (£8.27), 2 badminton court size (£8.75) and badminton court size £7.10.

Changing Facilities

Survey 1 reported that 49% of respondents would use the changing facilities which rises to 70% when the maybe responses are included. Individuals are willing to pay an average of £2.55 per visit to use the changing facilities.

Changing Places Toilet

Based on feedback from survey 1 a Changing Places Toilet was added to survey 2 in order to gauge demand. This revealed that 39% of respondents would use this facility at least once each week.

Other Suggestions

An open-ended question allowed individuals to make alternative suggestions for facilities to be located within the Centre which have since been removed from the plan based on level of demand and viability, or the fact that activities could be providing within flexible space within the building. These included:

- Cinema
- Climbing Wall
- Space for bowls
- Swimming pool

Services and Activities

Survey 1 offered the community the opportunity to share what activities they would like to see taking place within the centre which demonstrated strong demand for exercise classes (73%), arts and crafts (53%), and children's summer clubs (53%). Lesser but reasonable demand was expressed for cookery classes, kids afterschool and table tennis and pool (38-39%). When all "maybe" responses are added to these results all 9 activities suggested are of interest to at least 50% of respondents.

Activity	Yes only %	Yes Only Rank	Yes and Maybe %	Yes and Maybe - Rank
Exercise classes	73%	1	93%	1
Arts and Crafts	53%	=2	83%	2
Kids summer clubs	53%	=2	65%	5
Cookery classes*	39%	=4	76%	3
Kids afterschool	39%	=4	54%	7
Table tennis and pool	38%	6	64%	6
Hair and beauty	36%	=7	68%	4
Activities for over 60's	36%	=7	50%	9
IT Training	28%	9	51%	8

*Healthy cookery classes was also mentioned in a telephone interview.

Other ideas for services (where not mentioned above) were given by lower numbers of people from the survey and individual interviews to include:

Other Service/Facility Suggestions	Number of people
Teenager clubs / Youth clubs	7
Clubs - Dementia, elderly, lunch meet up clubs	4
Library area	4
Car Boot Sales	4
Community Events such as galas, Christmas Fayre	4
Cinema nights	2
Groups for vulnerable people. (substance misuse)	2

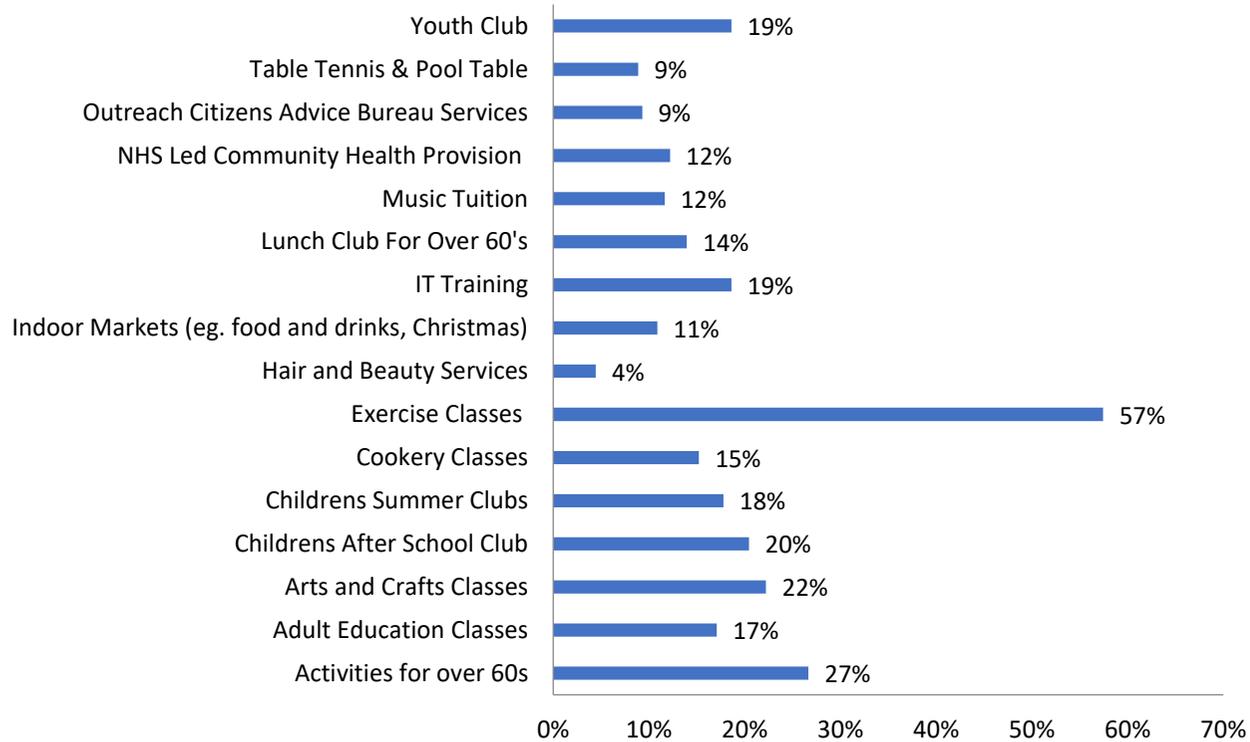
Astro pitches	2
Adult classes - yoga etc.	2
Adult education and employability	2
Gym - indoor & outdoor	2
Activities - Slimming World Classes	1
Additional needs groups	1
Changing places accessible toilet	1
Charity shop/sales	1
Children's book corner/book bug sessions	1
Classes for older generation, walking netball, hockey and badminton etc.	1
Community Choir (Rock Choir)	1
Disco	1
Drop in – substance misuse support	1
Gymnastics club	1
Hall hire - not just for block bookings	1
Health Centre	1
Indoor bowls	1
Indoor children's play area	1
Indoor sensory play equipment	1
Local History Society and Heritage Centre	1
Music Tuition - sound proof room	1
Polling station	1

Social support - community café	1
Soft Play	1
Swimming	1
Tools and equipment hire	1
Wrestling	1
Youth Club	1

Services and Activities – Usage

Respondents were asked which activities they would use. The chart below combines the results for the most frequent use (daily, a few times a week and weekly) and demonstrates the; most popular activities for most frequent use are Exercise Classes at 57%, Activities for over 60's at 27% and Arts and Crafts Classes at 22%. Conversely, the least popular are Hair and Beauty at 4% since statements that individuals would use it weekly or more followed by Table Tennis and Pool and Outreach Citizen and Advice Bureau Services both at 9%.

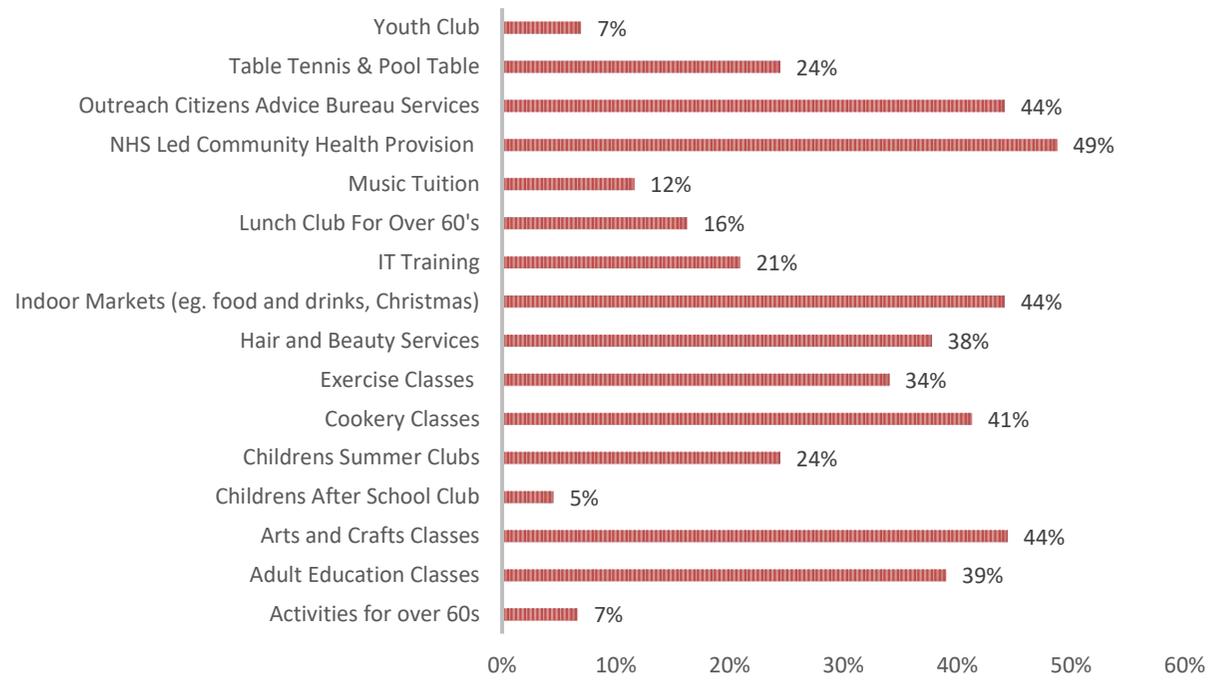
% of Respondents stating they would use Activity At Least Weekly



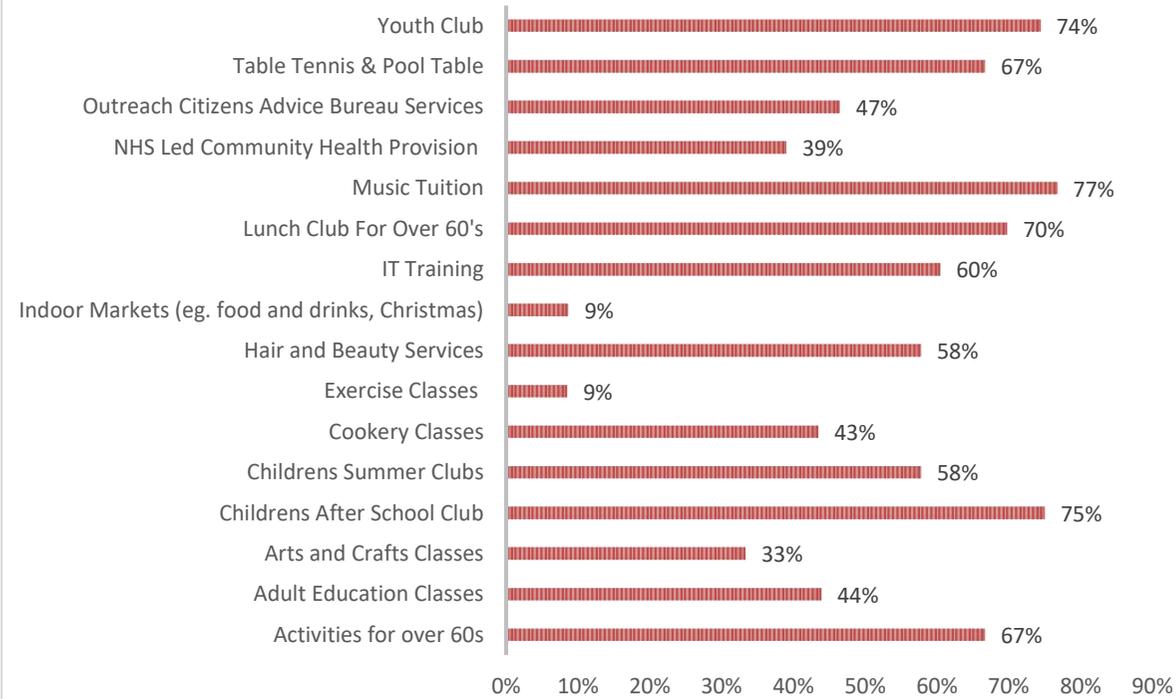
The chart below shows the activities that have been identified as most attractive for occasional use (more than monthly and no less than annually) which demonstrates that in order of popularity; NHS Community Health Provision (49%), Outreach Citizens Advice Bureau Services, Indoor Markets and Arts and Crafts Classes (all 44%). All of these activities could take place in the Flexible Meeting space.

Respondents were also asked which activities they would never want to access. The most frequently selected activities were Music Tuition (77%), Children's After School (75%) and Youth club at (74%). These statistics need to be treated with caution on the basis that the family circumstances of respondents are unknown. The most popular activities for use at all frequencies are Indoor Markets and Exercise Classes at 9% and Arts and Crafts Classes at 33%.

% of Respondents stating they would access activity Occasionally



% OF RESPONDENTS STATING THEY WOULD NEVER ACCESS ACTIVITY



Payment for services

Respondents were asked what they would be willing to pay to access activities which would normally have a price attached to them. The results of the average payment are shown in the table below:

Activity	Average Price to Access
Hair and Beauty Services	£11.32
Music Tuition	£11.10
Cookery Classes	£6.82
IT Training	£5.53
Kids After School Club	£5.17
Kids Summer Clubs	£5.05
Youth Club	£4.92
Arts and Crafts Classes	£4.77
Table Tennis & Pool Table	£4.53
Indoor Markets (e.g. food and drinks, Christmas)	£4.35
Exercise Classes	£4.30
Adult Education Classes	£3.75
Activities for over 60s	£2.77

This shows that people are most willing to pay the most for are Hair and Beauty £11.32, Music Tuition £11.10, and Cookery Classes £6.82. The activities people feel they would spend less on are Activities for Over 60's £2.77, Adult Education Classes £3.75 and Exercise Classes £4.30.

Income Streams

Income streams have been predicted based on:

- Existing income streams,
- Analysis of opportunities to increase existing streams evidenced through community consultation, business development activities and market research

The key income streams that TCDT have identified for the Civic Centre are detailed below.

Multi Purpose Function Hall Income

The multi-purpose space will be able to be leased for a wide range of activities. Examples of activities and numbers the spaces can accommodate are detailed below:

- Evening entertainment, family events and parties - building regulations would count this space as an assembly space and suggest that the capacity is around 230 people. However, given the need for some tables and chairs it is reasonable to expect the occupancy to be more realistically around 150 people.
- Exercise Classes – each individual space (there are 3 in total) will be able to accommodate in the region of 15 to 20 people depending on the kind of exercise class and how much space people need
- Conferences and meetings - the maximum number of attendees would be around 100 people in all the space and around 25 people in each individual space depending on room layout requirements.

Café income

The café income comes from a mixture of TCDT running a café and renting the space to additional groups, out of hours. The café has seating for at least 44 people (there is space for more) inside and an additional 40 outside on the terrace. The café will provide catering for eating in the café as well as takeaways. The café will offer a range of hot and cold drinks and food. Consultation activities have highlighted that café demand is high at the weekends, because of the football pitches. The football activities provide TCDT with a captive market.

In addition, out of hours the café area will be available to rent by other organisations for group activities such as a youth café, life-skills training etc. It may also be possible to rent the café out over night to local small food manufacturers.

Office Space Income

The new space will provide 2 separate office spaces which can be rented to individual organisations. The offices are:

- A 4-person office = 18.5 sq. (199 sq. ft)
- A 2-person office = 13 sq. m (140 sq. ft)

Preference will be given to organisations with a community/social/recreational mission, however if necessary, the space will be rented to any organization. Interest in the office space had been shown in the consultation activities with 33 people highlighting their interest in one survey and 4 groups highlighting

interest. Rental income is based on average rental yield taken from the valuation survey produced on behalf of TCDT. Graham and Sibbald estimated current rental based on local rents and condition of building to be £6 per sqf. Given, that the building is being totally refurbished it is expected that this could rise to between £8-10 per sqf.

Meeting room/Counselling Room Income

Meeting room and counselling income is based on the use of the meeting space for meetings up to 10 people this will include Clackmannanshire Councilor surgeries, community group meetings and tenant use. The counselling space will be rented to NHS, charities, social enterprises and private companies/individuals on a minimum of one hour at a time basis. It is expected that it will be booked in blocks on a regular basis e.g. an afternoon a week.

Sports and Leisure Income

Gym income is based on community consultation and analysis of national gym attendance figures. In the first survey conducted 105 people out of 498 said they would like to use the gym, equating to 21% of respondents. National figures indicate that 8.37% of the population go to the gym. Given a population of 9360 then 8.37% would equate to 783 of people living in Tullibody should be going to the gym. If it is presumed that 20% of those people would choose to use a gym close to where they live then this would equate to 156 people using the gym at the Civic Centre. The gym income has been estimated based on monthly membership and pay as you go option.

Event Space for Family Events

Through the consultation activities a need for event space for family events such as children's parties, birthdays, weddings, naming ceremonies, funeral teas etc. has been repeatedly evidenced. The multi-function hall and café will allow such events to take place at the Civic Centre thus meeting a local need as well as helping to make the Civic Centre sustainable. The events space can comfortably hold events for up to 150 people and this could increase if the café is used as well.

Evening Entertainment

The event space will also be able to be used for all types of entertainment including discos, dances, comedy nights, bingo etc. These events may be organized by TCDT or external agencies who will rent the space and sell tickets independently. Where it is an external organization TCDT will help with them to market the event using their own marketing channels.

Complementary to Existing Provision

The project is complementary and links with other developments undertaken locally and thus does not duplicate existing provision. Since the closure of the Civic Centre, and in particular the Sports Hall, groups have had to move their activities from Tullibody. Most, if not all, of these groups are committed to returning to the Sports Hall once it is re-opened. Income predictions are based on analysis of previous bookings, community consultation and trustee input.

Project Development Opportunities

The first new key projects that will be developed as a result of the new build being completed are detailed below.

- Projects for young people. Consultation has highlighted that there are not enough activities for young people in the area and as such TCDT plan to set up a range of projects including a youth space, youth café and youth coaching activities.
- Projects for older people. Consultation has highlighted the demand for more activities for older people and so TCDT plan to develop further sporting activities such as walking netball as well as regular events in the café such as pensioner lunches.