

Project Brief

Document Overview

This project brief outlines the proposal to establish a creative hub and venue space for creative projects within the 1st floor of the vacant Woolworths Complex. This document includes the objectives, scope, and desired outcomes of the project and what the proposed solutions might look like.

Project Background

Many towns and villages across the UK have seen the loss of public houses, music venues and social clubs. Port Glasgow is no different, however the decline in recent years has been steep.

The decline of “Third Spaces” such as youth clubs, social clubs, pubs, cafes and restaurants is a complex issue that has been attributed to a variety of factors, including changing consumer habits, high operating costs, and increased competition from other leisure activities.

The closure of these spaces has a significant impact on the community, they are often places for people to connect, converse and find respite from loneliness. The impact of COVID-19 has decimated many of these spaces.

The closure of these spaces has been particularly acute in areas that have suffered austerity, economic decline and social loss. These closures are an expression of the erosion of the social capital of an area.

The loss of these spaces can lead to people feeling more divided from one another, more anxious, and in less control of their lives.

While the decline of social spaces is a complex issue it is clear that these spaces play an important role in our lives as we seek to connect with others and build a sense of community.

It is important to support these spaces and work to ensure that they remain vibrant and accessible to all.

The studios will provide a creative collaborate social space, a meeting space, a planning space and a performance space.

The Studios won't just bring together the existing local community but will also act as a catalyst for the integration of New Scots within the local community. Port Glasgow 2025 have reached out to the Afghan, Syrian, Nigerian and Ukrainian communities with a view to using the 2025 celebration and projects as a means to meet, share and collaborate.

Project Objectives / Outcomes

The main objective of the project is to create a vibrant creative hub and venue. A space where New Scots and locals can meet and collaborate on self-produced projects.

Aside from the huge Port Glasgow Town Hall there are very few town centre spaces designed to cater for music, theatre, comedy and other creative ventures. The Studios would be created across the first floor of the Woolworths complex to include the old hairdressers Fringes as office and collaboration space.

Using the stairway of the old Fringes we would create a discrete/new entrance to the upper floors of the Woolworths Complex.

The Studios would be created to achieve the following outcomes and opportunities:

- Produce a creative collaboration, administration and meeting space.
- Create an open membership/network approach to encourage creatives, promoters and entrepreneurs to work in partnership.
- Create a venue space with a stage to facilitate events such as concerts, battle of the bands, theatre, world music, place of worship, comedy, etc...
- The venue would also be available to hire for social occasions such as birthdays, conference space, etc...

The Studios would operate in collaboration with the other proposed projects for the Woolworths complex to include:

- Resource Hub – Retail and sustainability hub
- Colohub – Co-working and incubator space