

# INVESTABLE PROPOSITIONS TEMPLATE



## Investable Propositions

*It is not expected that your investable propositions are fully formed and that if they were to be taken forward, additional information and depth would be required. At this stage, your investable propositions are primarily a learning exercise that will enable you to use as an alternative means of generating resources to traditional grant funding. You will hear at 18<sup>th</sup> February workshop and 5<sup>th</sup> April programme conference the emerging concept around the Impact Coalition in East Birmingham for which drawing up investable propositions will be a key component.*

### 1. Describe your investable proposition.

(Type your answer – up to 500 words. You may include an additional graphic or diagram to support your description, but this is not mandatory!)

Our investable proposition is extending the rear property of ACP, 21-23 Grantham Road, Sparkbrook, Birmingham to create a multi-functional community hall capable of accommodating 100 people and a fully equipped community training kitchen.

This space will serve as a hub for enhancing our existing services using an integrated and coordinated approach, offer participatory and engagement activities, offering a venue for social activities, training, support services, and professional advice. The added space will enable partner organisations to bring events to ACP, fostering collaboration and productivity. Additionally, it will serve as a space for networking events, and essential community and public meetings.

The kitchen will provide meaningful training opportunities and promote healthy cooking, the prepared meals will be provided to vulnerable individuals, addressing food poverty and promoting social cohesion. This expansion will increase the range of services ACP can offer, allowing for a greater spectrum of grant opportunities and commissioning activities. By creating a dedicated space, we will reduce our reliance on third-party venues, ensuring cost efficiency while enhancing accessibility.

The new indoor space will complement our large outdoor area and Our vision is to transform our building into a vibrant community hub, welcoming people of all ages and backgrounds beyond our core services. By making better use of our existing spaces, we will provide a warm, inclusive environment where individuals, families, young people, and older adults can connect, learn, and thrive.

We will host **coffee mornings** that foster social connections and combat isolation, as well as **wellbeing and fitness activities** to promote physical and mental health. **Cooking classes** will bring people together to learn new skills, share cultural traditions, and encourage healthier eating habits. Additionally, we will organize **community events** that celebrate diversity, encourage creative expression, and strengthen local networks.

To ensure accessibility for all, we will create welcoming, flexible spaces that can be adapted to different needs, offering free or low-cost participation where possible. By collaborating with local organizations and residents, we aim to make our building a true **community space**—a place where people of all ages can come together, feel valued, and build lasting connections.

And , which can host up to 200 people for community events, cultural celebrations, and public engagement activities. There is no other unique space like this in one of the most densely populated locations, where hiring alternative venues is prohibitively expensive for small community and voluntary groups.

This development will foster stronger community relationships and create a sustainable space that supports social stability and economic well-being and promoting community resilience.

To ensure the long-term viability of this project, we will conduct a comprehensive feasibility study to develop a strong business case. This will include a sustainability plan to secure revenue streams, maximise the return on investment, and ensure the ongoing financial stability of the space.

## **2. How does your investable proposition fit with the outcomes of the mapping you've done and the vision and themes for your Quarter?**

(Type your answer – up to 300 words, noting that the workshop on 18<sup>th</sup> February will include a session exploring the vision and themes for your quarter)

ACP has been working with Loconomy to conduct a series of mapping exercises covering the three themes by the Impact Coalition. Clear evidence has been determined the need for large, place, space locations to serve people with positive outcomes and activities. The Community Hall and Kitchen directly align with our findings and recommendations aligning with the broader vision for social inclusion, economic empowerment, and improved well-being. Social engagement A more connected community, bringing people together, reducing isolation, activities that celebrate culture, Bridging between new jobs and the local community - Recruiting local people Training and education programmes, Skills development Job readiness programmes, local companies committing to recruit locally, work with the community to improve job readiness.

Creating a dedicated large community space, we will facilitate more impactful interventions, ensuring that the community remains resilient and supported.

The barriers to social and economic barriers faced by communities the hotdesking area will encourage to commence addressing these barriers on a large scale by the critical mass of engagement promoting entrepreneurship and professional development, while job fairs and networking events will provide valuable employment opportunities.

The integration of our large outdoor space for community gatherings will further extend opportunities for participation and outreach. This initiative will drive footfall to the area, creating opportunities for local businesses and community-led activities while ensuring an affordable venue for grassroots organisations.

### **3. How has the engagement with, and feedback from your community and stakeholders helped to shape the proposition?**

(Type your answer – up to 300 words. You may include 1-2 photos from your community events)

We have conducted 3 engagement and stakeholder events with communities. The findings with our community have highlighted the need for accessible spaces where individuals can gather, learn, and receive essential support within walking distance from home. Feedback from stakeholders has emphasised the importance of having a localised neighbourhood provision as most existing provision are not well attended due to distance and trust within the community. The cost of living has devastated families and a dedicated community kitchen to address food poverty and a hall to host activities that foster social cohesion will be critical in future years.

Additionally, local businesses and local organisations have expressed interest in utilising hotdesking spaces, conduct sessions, and have meeting rooms to enhance local economic activity and collaboration.

There has also been significant demand for a flexible and affordable venue that accommodates both indoor and outdoor events. The lack of accessible, cost-effective spaces has been a barrier for many small organisations, and this expansion will provide a much-needed solution.

### **4. How has being part of the Coalition for Impact programme helped to inform the proposition?**

(Type your answer – up to 250 words)

The Coalition for Impact programme has provided valuable insights into community-driven solutions, investment strategies, and sustainable development.

Loconomy have been critical to provide the necessary insight and support to create and nurture this design concept. Through participation, we have gained a deeper understanding of how to create an investable proposition that aligns with funding opportunities, operational sustainability, and social impact. The knowledge acquired has shaped our approach to ensuring that this project is both financially viable and socially impactful, especially to achieve a return on the initial capital investment.

Furthermore, engagement with other coalition members and partners has helped us refine our vision, incorporating best practices from similar successful projects. This has reinforced the importance of multi-use spaces that integrate advice services, co-working opportunities, and job facilitation to enhance community resilience and development.

## 5. What are the next steps that need to happen?

(Type your answer – up to 300 words)

Conversations have taken place with Loconomy and their partners and we need to develop a business case to present a strong argument of purpose, need and impact.

This will require the following

- Conduct a **feasibility study** to develop a strong business case and sustainability plan.
- Investigate planning or regulatory requirements approvals for the extension.
- Develop detailed architectural, including occupancy, effective use of space or combining various capital structures to create a meaningful and effective space.
- Clear Financial plans and management controls systems to successfully make the transitions to adapt the building to its desired objectives.
- Engage with potential investors, grant bodies, and commissioning partners.
- Launch a community engagement campaign to raise awareness and support.
- Begin construction and operational setup.
- Establish partnerships with local organisations for program delivery, including advisory services, employment support, and event hosting.
- Design and implement a booking system for hotdesking, meeting rooms, and event space rentals.

## 6. What resources are needed to make it a reality? As an investable proposition, what is the investment needed for? Buy a building? Working capital to set up a new service?

(Type your answer – up to 300 words)

Capital investment is required for construction, kitchen equipment, furniture, and changing the front to keep to environmental and ecology requirements

Revenue investment required to prepare the necessary documentation and plans, conduct health and safety assessment and calculate project time and plans for the transition

Specific needs include:

- Capital investment for building expansion and renovations.
- Kitchen appliances and catering equipment.
- Furniture and technology for hotdesking spaces and meeting rooms.
- Front Face replacement – branding, re-imagining of the facilities
- Staffing costs for management, facilitators, and advisory personnel.
- Utilities, maintenance, and operational expenses.
- Marketing and outreach efforts to promote the space.
- Infrastructure to enhance the large outdoor space for events and gatherings.
- Funding for a feasibility study to ensure a sustainable financial model.

## **7. Will it generate an income? How?**

(Type your answer – up to 200 words)

Yes, the community hall and kitchen will generate income through:

- Hall rentals for events, workshops, and training sessions.
- Catering services and food sales from the community kitchen.
- Hosting funded programs and grant-supported activities.
- Hotdesking memberships for freelancers, small businesses, and community organisations.
- Events, Meeting and training, employment support programmes, networking events supported by businesses and agencies.
- Collaborations with stakeholders, local businesses and organisations for shared-use agreements.
- External stakeholders using long term services at the centre.
- Hold private events, celebrations and exhibitions to generate incomes streams during the summer, circa 500 participants to winter, circa 100 people.

The feasibility study will further refine these revenue streams and explore additional opportunities to maximise the return on investment.

The creation of a self-sustaining model, this expansion will not only enhance community services but also establish a long-term income stream to support

future growth and impact of the charity but also generate substantial social impact improving community aspirations and prosperity.