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PROPOSAL FORM

#GlasgowCommunities

PEOPLE
MAKE
GLASGOW
COMMUNITIES

Name of building / venue / facility		
Easterhouse Sports Centre		
Name of your organisation		
Rocks In The Community		
Please provide details of the legal status of your organisation		
Charity (please provide Charity No if applicable)	<input type="checkbox"/>	Currently a Community Interest Company but in the process of converting to a SCIO.
Scottish Charitable Incorporated Organisation (SCIO)	<input type="checkbox"/>	
Company Ltd by Guarantee	<input type="checkbox"/>	
Community Club/ Sports Club	<input type="checkbox"/>	
Other (please specify)		
Do you have a formal constitution/ governance documents? (please provide a copy)		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
<p>Tell us about your proposal for the building/ venue/ facility and how you see this operating. Provide some detail as to why your organisation is well placed to deliver the benefits that will flow from the proposal.</p> <p>Glasgow Rocks are Scotland's only professional men's basketball team competing in the top level of UK basketball – the British Basketball League. We are currently tenants at Emirates Arena and regularly have attendances over 1,000. Since 1998, we have since been using basketball as a tool to serve the community and push Scottish athletes to the elite level of the game.</p> <p>Basketball is an accessible and non-divisive sport with a total family focus, over 60% of our tickets are purchased by females, it tends to be mothers buying for families, a sport with no boundaries where everyone is welcome and can feel safe enjoying professional elite sport indoors.</p> <p>Glasgow Rocks would look to make the Easterhouse Sports Centre their home as a professional sports franchise operating at a UK level and also to bring the facility alive for the community for leisure, sport, social activities etc. We would look to engage with other partners for access for other sports and activities, we see the facility being open 7 days a week with full access to the community for activities as well as socially.</p> <p>We currently operate youth teams, a women's team, a dance squad and a wheelchair team on top of our professional squad.</p> <p>Glasgow is the home of the Rocks and it is important for us to remain in the city. We are currently based at The Emirates in the east end of Glasgow and we have a great affinity to the area. Moving to Easterhouse would continue the legacy of working in the east end. Having spoken to many organisations in the area, and the very positive feedback we have had for our proposal, further enhances our belief that Easterhouse and Glasgow Rocks are a perfect fit for each other.</p>		

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We are aware that the car parking at the sports centre is not adequate for our needs. Glasgow Fort have intimated to us that their car parking facilities would be available for spectators. We will have similar discussions with Morrisons supermarket.

It is not sustainable for us to remain a tenant at The Emirates and having our own facility would enable us to unlock the full potential of the organisation both on and off court.

Through our community work we have delivered mentoring programmes to local schools and organisations via our players and coaches, much of this has taken place in Easterhouse and we would look to expand that in our new home, for the avoidance of doubt our ambitions for this facility are to FULLY immerse ourselves in the community.

Tell us about the benefits that you expect to generate from this proposal and how these might meet an existing need. Will your proposal benefit the local community, a community of interest or both?

We are truly committed to working with the people of Easterhouse and all the relevant agencies/organisations that are active in the area. Collectively we will aim to improve the physical, mental and social wellbeing of everyone we engage with. We have had positive conversations with the following local organisations: Connect Community Trust, FARE, Gladiator Weightlifting, Provan Hall Community Management Trust, Pavilion Youth Café, Platform and several housing associations. We have also had positive dialogue with the centre director at Glasgow Fort and the community sports hub officer. All organisations are very keen for us to take over the facility and are committed to working in partnership with us.

We are aware that not everyone is engaged with local organisations. To address this we will hold 3 community engagement events to provide an opportunity for residents to tell us their hopes and aspirations for the venue. These will be promoted through housing association newsletters and with our local partners.

Benefits will include:

- We will recruit local people for run the venue
- We will offer accredited volunteering opportunities to enhance employment opportunities
- We will address mental health issues in the area by delivering emotional resilience, strength and mindfulness sessions
- We will develop accredited training programmes/modern apprenticeships for catering/hospitality/sport utilising our community café/sports bar/multipurpose sports arena
- School holiday programmes
- Fitness classes in partnership with our basketball coaches
- Dance classes in partnership with our cheerleaders The Rockettes

The older generation in the community will be just as important as everyone else. Activities for them will include:

- Lunch clubs
- Body Boosting Bingo
- Walking basketball/netball/football
- Emotional resilience, strength and mindfulness sessions

Previously Glasgow Rocks players have delivered basketball sessions to local schools as well as educational modules on healthy lifestyles, mental health and wellbeing. All Easterhouse residents will be offered the chance to do similar.

Other key partners will include Age Scotland, SAMH, The Prince's Trust, Show Racism the Red Card, SWG3, Glasgow Wood Recycling and our numerous sponsors and media contacts. Our current sponsors also include our education partners Glasgow Kelvin College, who have a campus in Easterhouse, and University of West of

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Scotland. These partners will also bring a plethora of benefits to Easterhouse and plans will be developed as soon as we are given the green light.

We have recently recruited a full time community development officer who will lead on our community activity and fundraising. He has over 25 years' experience in the charity/sports/social enterprise sector and brings a real working knowledge to our business.

Our vision and aspirations for the venue will mirror all of the 7 themes of Glasgow City Councils Strategic Plan for 2017 – 2022. They will be:

- A Thriving Easterhouse
- A Vibrant Easterhouse
- A Healthier Easterhouse
- Excellent and Inclusive Education for all Easterhouse residents
- A Sustainable and Low Carbon Venue
- A Resilient and Empowered Easterhouse
- A Well Governed facility that listens and responds

What are your plans to generate sufficient income/ grants to be able to sustain the ongoing operating costs of the building/ venue/ facility?

We currently operate a successful and financially viable sports franchise, and have done so for approaching 25 years. We will bring at a minimum 20 home games to Easterhouse from August through to May, which in itself brings ticket sales, merchandise sales, sponsorship, hospitality, and food / beverage takings. The league is also covered extensively by Sky Sports, and each team is currently guaranteed home games. This brings attention to the arena, the area and commercially allows us to get sponsors with the increased viewership. We play in a league with teams from Newcastle, London, Manchester, Sheffield and Leicester to name a few who will bring travelling fans when we play against them.

The venue will enable us to unlock our potential to bring a sporting community and culture to our home. We'll regularly host our sell-out basketball camps, our pre-game camps, birthday events etc. Our players have previously worked with the jr NBA programme, and to have the most successful league in the sport associated with Easterhouse will be a great benefit.

A host of other events can also be held at the venue including other sporting/cultural/social events that will bring in an income stream. Other income can be generated from an arena naming rights sponsorship and we have already had initial dialogue with some of our local Glasgow based partners about this.

The club is also looking to develop our own players and as a professional sporting franchise this opens up the opportunity to collect transfer revenue. Rocks have also recruited in the past young elite athletes from some of the worlds best programmes including Georgia University and the University of North Carolina known for developing basketball legend Michael Jordan.

We are very well backed by the business of Glasgow already, and would be bringing a current and growing portfolio of 30+ sponsors to the area, many of whom have their own community development aspirations.

Our community development officer will submit substantial funding applications as well as engaging with the local community which will bring income in the form of grants to fulfil the projects.

Glasgow Rocks have an income to support the running of this facility but would need support in getting the facility back to a level where it can open for business, we would hope this would come from Glasgow Life, Glasgow Council and Sport Scotland and have had initial positive conversations about this.

Tell us about any experience you have in managing a building/ venue/ facility.

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The ownership at the Rocks have extensive experience in running facilities, offices, leisure venues, pubs and restaurants. This knowledge will be utilised to ensure the facility is run professionally and will be commercially viable.

Rocks have been tenants with Glasgow Life for over 15 years. Currently we are responsible for putting events on throughout the season including camps, games, practice etc. we have full responsibility for the organisation, management and delivery of these events.

What help and support from the council family would you require for this proposal?

We would require financial assistance to bring the facility up to the standard where it is fit for purpose to reopen for sports and leisure, this would be in the form of initial capital assistance not ongoing revenue support.

We are confident that with a fit for purpose venue, we could deliver enough income to support the facility.

Please provide us with any other information that you feel is relevant to your proposal.

It would be our intention to expand the facility in time with a view to increasing the number of seats for the arena as well as additional changing facilities, toilets etc.

Should we be unsuccessful in our ambitions on this facility we would need to seriously consider a full relocation to another part of Scotland.

We have previously had conversations with other cities that appreciated the value that an elite UK sports franchise like the Rocks could bring to the area. This is not our preference, we don't want that we are GLASGOW Rocks!

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