



North Berwick Community Development Company

Building a Sustainable, Connected Future for Our Town

Questions that have come up & open for discussion

Presenter: **Nick McCashin**



The Current Reality

No Stable Income

NBCDC currently has no income stream. Would look at grants that are unpredictable, slow to secure, and insufficient for long-term sustainability.

Council Budget Cuts

Ongoing austerity means community buildings face being sold off or left to deteriorate without local intervention.

Time for Action

If we want control over North Berwick's future, we must generate our own income and manage these vital spaces sustainably.

We can't wait for funding — we must create revenue ourselves.

How Do We Create An Emotional Buy In?

Rebrand? What is at stake here? Why should people care?

The Assets At Stake

Three critical community buildings need immediate attention, investment, and local ownership to survive and thrive.

1

Hope Rooms

Prime seafront building with tremendous potential, but desperately needs roof repairs, proper insulation, and a complete layout overhaul to become functional.

2

Community Centre

Large facility showing its age with significant ongoing maintenance costs. The old Nursery, yard and courtyard spaces remain underutilised despite their potential.

3

Library & Museum

Currently under review as part of the council's "Area Hub" strategy. Represents a potential later phase once initial assets are secured.

All require **investment, imagination, and genuine local ownership** to survive this critical period.

Which Asset?

Should we focus on just one? Which one does everyone want here? Are we all focused on the North Star?

Hope Rooms: From Neglect To Opportunity

This seafront landmark is currently leaking and energy-inefficient, but holds enormous potential as a multi-use community and commercial space.

Investment Required To Bring Back To Life.

£100,000–£200,000 for comprehensive refurbishment including roof repairs, layout redesign, insulation upgrades, and solar panel installation. Potential high insurance costs.

Idea: Dual-Purpose Model

- **By day:** vibrant café and community hub, potentially partnering with local hospitality operators
- **Once a Month:** premium venue for weddings, private events, art exhibitions, and celebrations

Business Idea

CDC owns and offers lease or runs a profit share model.

Early open, breakfast, brunch hours only

Need for suitable lease holders to make work

My personal experience - my parents ran a cafe/bar for 7 years in New Zealand.

Revenue from Hope Rooms would drive sustainability with other assets like the Community Centre.



Community Engagement & Membership Idea



Skool Platform Launch

Our digital community hub connects North Berwick residents for updates, collaborative planning, polls, and real-time discussions about asset development & community events, alongside an email list. We can have multiple admin and a central hub for communication and action from Board & committee members.



North Berwick Together Card

Affordable two tier membership card £5-£10 per month includes exclusive perks, creating both recurring revenue and demonstrable community support. 500 members = £30,000 per year. 16 Local businesses signed up and 4 Edinburgh based expressed interest.



Visible Movement

Building a base of 500+ active members strengthens grant applications and Community Asset Transfer proposals significantly.

Central place for information, community engagement driving revenue and 500 active locals online equals a movement, not just a board.

North Berwick Together Card



Launch Through Skool

Test demand and prove model. Fast, low cost way to launch card and add value to community engagement. All billing taken care of in the beginning. Easy to manage, high profit margin 95%

**Physical card and membership number for annual purchases

**I can build a specific app later if needed



North Berwick Together Card

£5 per month/ £50 annual - Individuals - Local discounts & Offers

£10 per month/ £100 annual - Household Membership 4cards - Individual + Monthly Giveaways + Exclusive Events

500 members = £30,000 revenue per year minimum



Businesses Already Interested

Steampunk Coffee, Bass Rock Mortgages, Whitekirk Hill, Jamies Backyard Pizza Slice, Erin Taylor Yoga and many more to approach...

Creates both recurring revenue and demonstrable community support.

What can I do and can not do?

I am new to board positions but want to create with speed.

Ideas: Diverse Income Streams

We need a strong business plan as per the ELC, we need to go beyond the room rental revenue.

Micro-Retail Studios

Rent compact units to local makers, artisans, and small businesses seeking affordable town-centre space (Like the Mart)

Membership & Merchandise

Branded goods/merchandise plus subscription income create predictable monthly revenue and community identity (rebrand).
Community artwork competition?

Space Rental Portfolio

Long-term leases, short-term hires, equipment rental (e-bikes, paddleboards), and storage lockers (Although the Harbour Trust may have thought of this)

Endless Amount Of Opportunities

- Golf simulators & practice labs
- Kids' zone & teen hangout space
- Gaming lounge & VR experiences (F1)
- Indoor surfing simulator
- Indoor Bowling Alley
- Music studio & podcasting facilities
- Art lounge & creative workshops
- Corporate sponsorship opportunities
- Art, 3D printing & maker space
- Science exhibitions & STEM activities
- Cooking classes & food village
- Float pods & massage therapy
- Micro accommodation pods
- Local subscription boxes
- Coastal campus & retreat programmes
- Venture Fund or Entrepreneur Fund



The Path Forward



Start with Membership Card

Prove the business model works, establish sustainable income, then acquire asset.



Leverage One Channel - Skool Community

Use digital platform to drive engagement, gather feedback, and demonstrate strong local support for funding applications + develop membership income. Look to acquire thisis_northberwick Instagram or work with Jen Richardson & work with existing organisations: NBYP, Coastal communities, ELC email list.



Consider Rebranding

Does the "NBCDC" resonate locally? Would a fresh identity like *Our North Berwick* or *North Berwick Together* inspire faster community buy-in and emotional connection?



Emotional Campaigns

Frame future initiatives with compelling narratives: "Save the Community Centre" style messaging that resonates and mobilises support/personnel

We're not just saving buildings, we're creating belonging.