

APPENDIX 3

Schedules of Social and Business opportunities

3.10 Projects and business areas

3.10.1 The government's Social Inclusion agenda has led to a significant growth in the number of agencies delivering projects in the community, and the Centre has already started to be used for these purposes. Based on our experience, it would be reasonable to assume that all of the agency types listed below could use the Centre to meet their objectives:

Table 1: Agency activities – examples of activities

Subject	Activities
Communities	Corsham Area Community Partnership
Disability	Advice Support groups, social events
Elders	Advice sessions Hobbies & interests Healthy living classes Tuesday Club
Employment and training	Advice sessions IT classes
Family support services	Family activities Counselling Anti-poverty work Mothers & toddlers club - active (Barnado's and WHA are already active)

Subject	Activities
Financial inclusion	Credit unions Financial advice Benefits advice
Health	Breakfast clubs Blood transfusion First aid training Healthy eating programmes and promotions Health team drop-ins Community food shop/market Sports activities and classes
Housing advice	Surgeries Tenancy advice
Learning	After school clubs Adult literacy
Police	Surgeries Neighbourhood Watch scheme Youth disco
Youth services	Youth club – the street-based youth team is already active Summer schools

3.10.2 The Centre has a history of social activity based around the Club, and there is potential to host a range of social and business activities, which may include:

Table 2. Social and business activities - examples

Subject	Activities
Café	Socialisation, building neighbourliness
Clubs and societies	Gardening, martial arts, crafts, dance etc
Cultural events	Jazz and other festivals Concerts Art exhibitions
Farmers market	Encouraging healthy eating
Social club	Bar, darts, snooker etc
Venue	Meetings, training, conferences, fundraisers

3.11 Competition

3.11.1 *The audit of local competitors*

3.11.2 We took as our starting point an audit of local competitors and potential customers (see Appendix i). The purpose of the audit was to discover what was on offer in the area; the pricing structures and how the other venues compare to the Centre in terms of facilities.

3.11.3 We talked to over 40 stakeholders and local businesses by telephone using prepared scripts (Appendices ii and iii). We asked them where they currently go; what they think of the current provision; their requirements, and whether they would be interested in trying the Centre.