



# Minehead EYE

Naomi Griffith – Chair



## **Brief history**

Story began in 2003 – Minehead Coastal Towns Initiative

Somerset County Council stakeholder engagement

Myplace funding - £3.2m

Opened August 2010



## **Myplace in West Somerset**

£3.4m capital build

Open 3 years

Out-performing on Lottery outcomes

- 2000+ young beneficiaries
- 150+ young volunteering opportunities
- 700 young members
- cross-community partnerships

Flexible and adaptable not-for-profit business model



## What we deliver – just a few examples!

**Skatepark** – skateboard, scoot, BMX, inline, diddy dudes, veterans, girls

**Café** - games, IT suite and youth centre

**Courses** – Making it in the Music Industry, Graffiti, Skate skools, animation, workshops

**Events** – Battle of the Bands, Rollerdiscos, Competitions, Oasis showcase, 6<sup>th</sup> Form Prom

**Exhibitions** – Exmoor Exchange, Job Fair, Sustainability Show, Model Railway

**Music rooms** – studio, rehearsal space, lessons, courses

**Support and advice** – Mind, Seniors lunch, mum's club, health training, signposting

**Youth Clubs** and **CLOWNS**



## **Social Enterprise model**

**Economic impact-** £200k turnover, 20 jobs, visitor draw

**Diverse income streams** – membership (5%), entry charges (20%), café (25%), shop (5%), events (5%), courses (20%), youth clubs (10%), private hire etc (5%), other (5%).

**Expenditure** – staffing (40%), youth clubs (10%), utilities and rates (7%), insurance (7%), stock (12%), course expenses (10%), other (14%).

**Adaptable approach** – courses, youth clubs, bouldering, cost saving!



## **Doing things differently**

Social enterprise

Young people led and influenced

Not traditional youth work

Non-institutional environment

Taking over SCC Youth club provision

Not easy!!



## **The future is bright.... against all the odds!**

Strengthening position by:

- Continued delivery of huge range of services
- Distilled focus on extreme/alternative sports to maximise benefits to locals, maximise appeal to tourists and linkages to wider economy
- Bouldering, slack-lining, Sports England partnership bid
- West Somerset youth provision review
- Commissioning opportunities and county-wide profile



## Questions and answers....

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