



THE Cumbrae Wave

PROJECT OVERVIEW

May 2022

WHERE WE STARTED?

The wish to maintain the Watersports Centre and its activities as an asset for the community.



WHAT DID WE DO?



PUBLIC CONSULTATION



Online consultation in April 2021:
373 responses, 97% in support of a
Community Asset Transfer, 70
offering volunteer support.

STEERING GROUP

Island residents and non-residents, local
elected members, local business owners.

Supported by the local authority.

The group has been meeting fortnightly
when possible.

WHAT DID WE DO?



FIRST BUSINESS PLAN



Based initially on the idea of leasing from SportScotland and operate the site whilst making the necessary application for a Community Asset Transfer.

FUNDING APPLICATIONS

March 2021: North Ayrshire funds for start-up expenses (£1,5k).

June 2021: North Ayrshire Venture Funds to cover the cost of a part time Project Development Officer for 2 years (total amount £30k).

December 2021: Pre-approval for Repurposing Land Grant for the feasibility study (£25k)

Hospitality & Tourism

Sport / Fitness /
Wellbeing activities,
Complementary
therapy, Community
space

Retreat &
accommodated
courses

Learning
development ,
Working placement,
Educational Programs

Environment /
sustainability,
Green initiatives

Community
events

Community
services - Pre-
school, Health &
Care, Transport

Business - Social
enterprise

WHAT IDEAS DID WE GENERATE



DEVELOPMENT IDEAS EXAMPLES

Camping &
Campervan site /
Caravan park /
Lodges / Pods /
Café / Bar / 'Feed
the ferry' service /
Tourist Information
Outpost...

Non powered
water sports /
Sailing with a third
party / Diving /
Wild swimming /
Gym / Exercise
classes (incl. Social
prescribing) /
Wellness centre /
Yoga classes etc...

Alternative health
therapies retreat /
Crafting tuition
retreats / Organic
gardening /
Photography /
Outdoor bush craft
skills...

Collaboration with
colleges for work
experience
qualification
/ Evening and
weekend courses to
develop the theory
of sports /
Programs for
young..

DEVELOPMENT IDEAS EXAMPLES

Sustainable energy sourcing for the island / Passive house standard built / Plastic free island / Reusable plastic supplier...

Annual Triumph owner motorbike camp / Christmas fair / Invite chefs to do monthly special meal...

Creche / Nursery / Care home / Charitable end of life facility / Minibus / Island-mainland access: fast passenger only boat...

Gift shop & branded goods / Retail centre / Parcel drop delivery / Lockers / Logistic centre / Storage areas / Workshop areas...

THE LAST 9 MONTHS



THE COMMUNITY ASSET TRANSFER

To complete the CAT we need:

1. A financially feasible plan.
2. The people to deliver it.



THE SITE AND ITS NEEDS



Significant amount of investment to make use of the full site.



Buildings not fit for purpose, need extensive repairs or just removing.



Ongoing staffing requirement for safety and maintenance.



Linking into and supported by the community. Benefiting, not taking from the community.

**ESTIMATED
RUNNING COSTS
BEFORE ANY
ACTIVITY**



Business objective = £250k/year

The charitable use of the site can at best break even, so the core running costs need to be generated by trading income.

CORE INCOME GENERATING IDEAS

CAMPING / CAMPERVAN SITE

Potential caravan site income
between £42k and £70k
before staffing costs

18 campervan on site

At any given time for 36 weeks a
year

13 weeks main occupancy (children
off), estimated 75% occupancy

Price per night between £15 and
£25



CAFÉ / RESTAURANT FACILITIES

Objective turnover £312k
+ Capital expend to turn the place into a café

Coffee shop turnover in the UK is between £100k and £150k

22% all café & coffee shop achieving this

5% have a turnover of up to £25k

12% make over £250k *

* According to
Business sakes
platform Bizdaq
– via Sage

CAFÉ / RESTAURANT FACILITIES

Objective turnover
£312k

6480 hours between
high season / mid-
season / out of
season

3 staffs = total cost
£77k excluding
holiday pay etc.

4/4/4/4 ratios ($\frac{1}{4}$
food $\frac{1}{4}$ staff $\frac{1}{4}$
overhead $\frac{1}{4}$ profit)

6200
customer/year on
average (£5 a
cover)

WHAT HAS THIS SITE TO OFFER
THAT IS GOING TO ENABLE US TO
BE ONE OF THE 12% OF COFFEE
SHOPS IN THE UK THAT ACHIEVE
A TURNOVER OF £250K?

IN SUMMARY



We need £250k to keep the site opened



We can anticipate £50 from campervan / camping site



Café turnover / income £50k to £70k if we can achieve



Where does the balance come from?

WHERE ARE WE NOW?

Mismatch between income generation and the needs of the site.

Struggle to maintain a core working group that could deliver the project.

Run out of time with SportScotland.

To move the project forward - complete CAT & negotiate with SportScotland - we would need a "big" idea that we can build on.

Out of time for the original plan with Sports Scotland. How can we access the site?

Can we do anything? If so what with the current WAVE project?

WHERE DO WE GO FROM HERE?

WHAT WERE THE COMMUNITY EXPECTATIONS?

COMMUNITY SURVEY APRIL 2021

The Cumbrae WAVE carried out a survey in April 2021, to over 375 participants, to value the community interest in acquiring the Watersports Centre for the benefit of the island and its residents.



COMMUNITY SURVEY APRIL 2021

“Does this closure impact you
or your family?”

19% visited the centre less than 5 times a Year

7% visited the centre more than 5 times but less
that 12 times a year

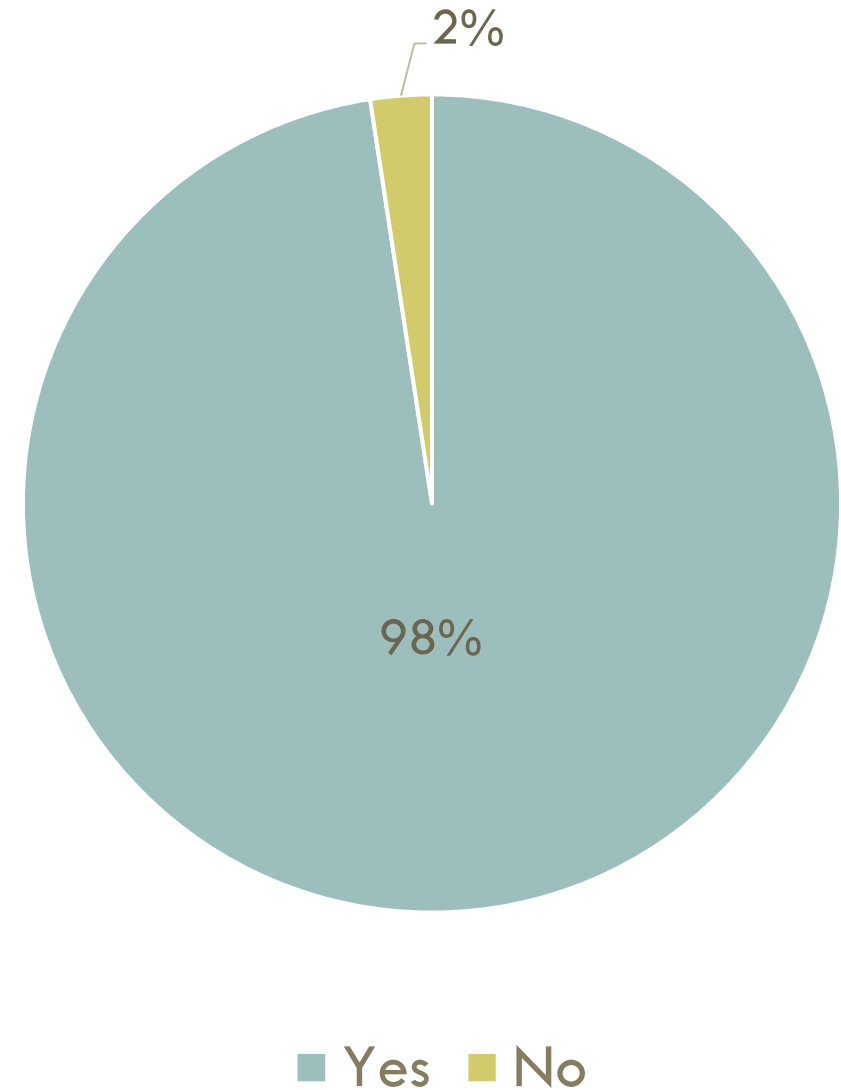
7% visited the centre more than 12 times a year

7% worked at the centre/member of my family
worked at the centre

50% none of the above

COMMUNITY SURVEY APRIL 2021

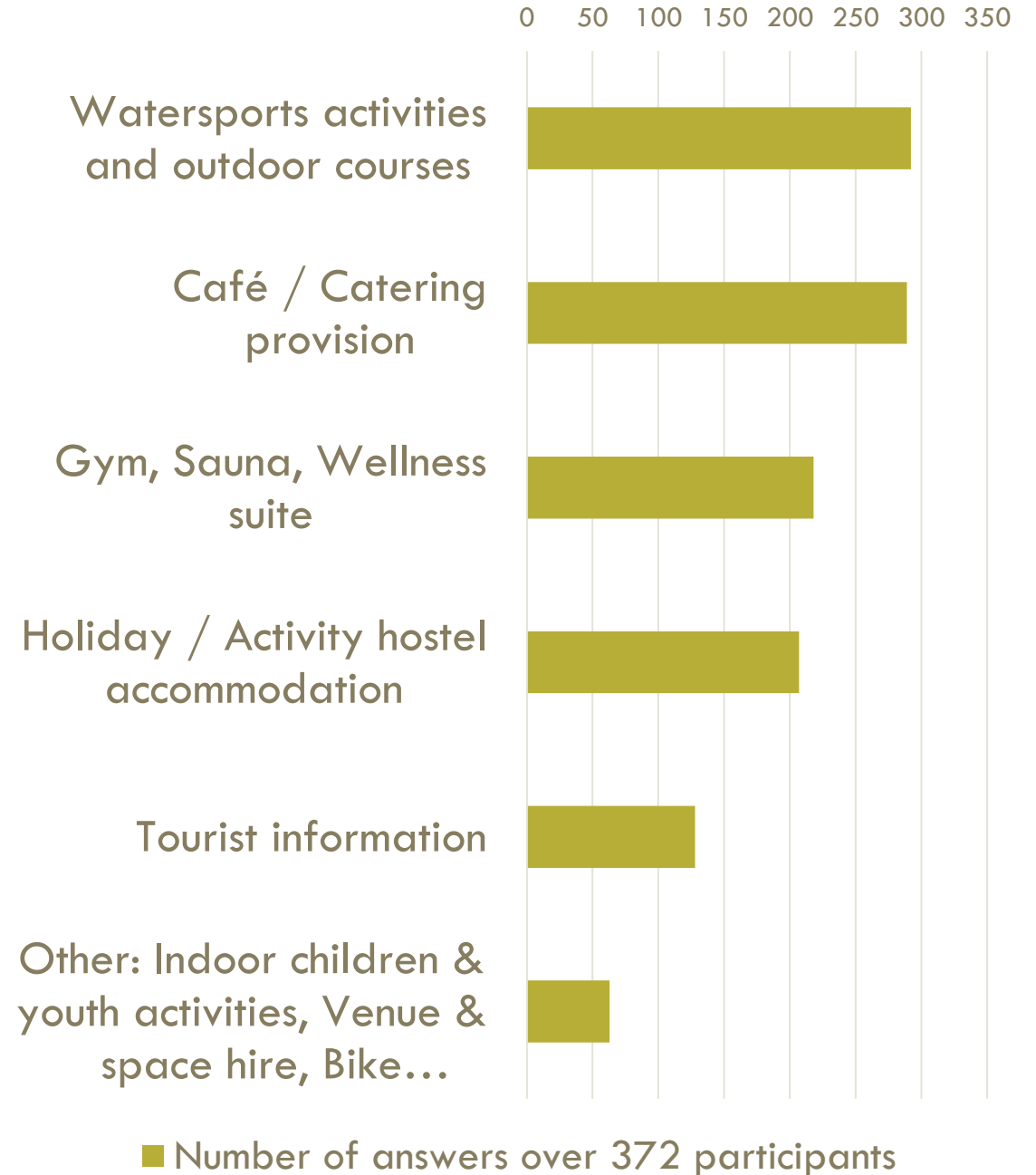
“Would you like to see the site retained for **use by and for the benefit of the community** and to **support tourism** to the island?”



% over 372 participants who knew the Watersports centre had closed

COMMUNITY SURVEY APRIL 2021

“What type of activities would you be interested in attending at the centre?”





**WHO WOULD DELIVER THESE
ACTIVITIES?**

WORDS FROM THE CUMBRAE WAVE'S CHAIR

“From the outset we have had the benefit of a strong group of individuals who have put a great deal of energy into trying to find a means of securing the future of the Watersports Centre site.

We have been assisted in this process by Officers of North Ayrshire Council who have attended our meetings and who also provided us with some much-needed financial support.

The current Working Group has an excellent skill set and has met regularly , mostly on a weekly basis. There have also been several site visits assisted by SportsScotland whose staff has also been very supportive to us.

I'd like to pay tribute to the members of our Working Group for the hard work and dedication they have shown to the cause. I have no doubt that in our attempts to find a solution to this issue, no stone has been left unturned.”

Alan Hill, Chair



CONTACT US

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