

**Nudge Community Builders
are a local grassroots
community benefit society
transforming Union Street
for lasting local benefit.
nudge.community**

**Eat Work Art revitalise
disused buildings
transforming them into
workspaces for
independent creative
communities to grow.
eatworkart.com**





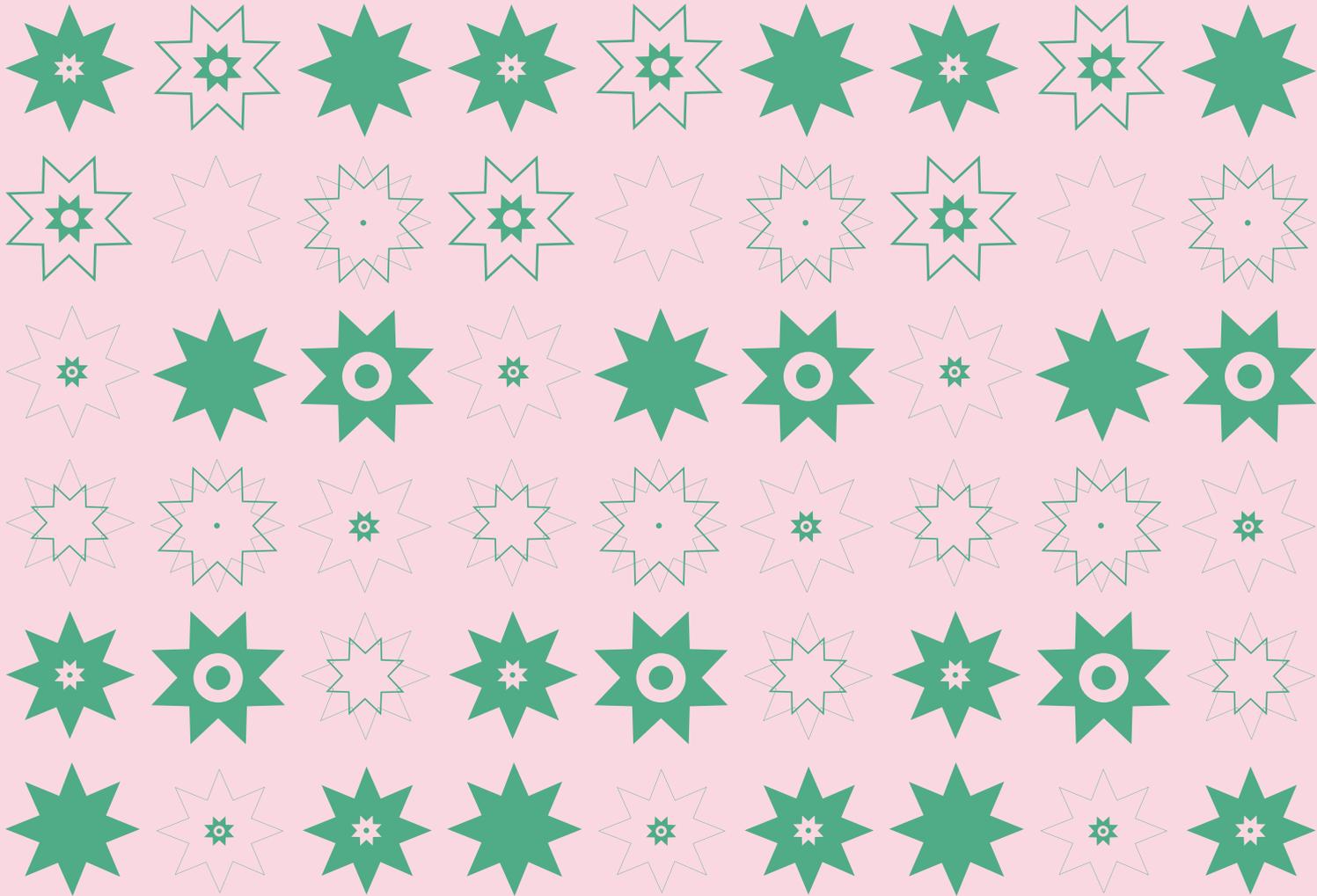


We know that bringing this building back into use is important.

How that happens, who benefits and keeping it in productive use are equally important.

This building will contribute to our vision to **‘make Union Street a street the whole world loves’**.

This little book sets out our steps to making lasting change in this building in caring and enterprising ways that build a strong local community and economy.



We aim to create an exceptional venue for music and other cultural activities, supported by day time uses that contribute to the local economy we make a building that benefits our community and the city.

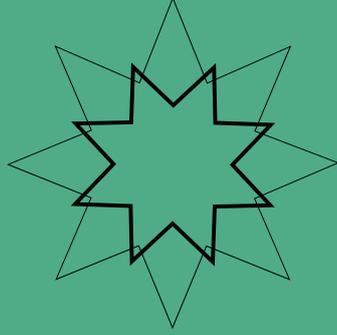


Local, national and international talent and audiences will choose to come time and time again to this unique, memorable community owned venue.

We promise we will play our part to put Plymouth on the map for music and culture.



PEOPLE





**— 12.5% of
construction
workers are
women
(2019)**



People

— Invest in music and events industry talent

These super skilled specialists have had a tough time, many have diversified and many moved into construction to keep working. This mix of skills and experience is exactly what we need and welcome.

— People working in live performance and recording studio work lost 80% income in 2020

(U.K. Music survey 2020)

— Lift up women working in construction

As a female led organisation Nudge will proactively support more diversity in the development and construction industry.

— Invest in our community

We will employ local people, we value resilience and local connection alongside skills and experience. We take care to involve people so they can leave their mark and have opportunities to grow.

— Create collective ownership

From how it's used, who invests, who takes space and who benefits - coming together is at the heart of this building. There's enough room for everyone and grass roots venues are stronger together.

— Bringing people together

Music is fun, social, and plays a key role creating change. It helps our health and wellbeing. We don't compromise on accessibility of all kinds. After what we have all been through - we all need a few good tunes.



An ode to Union Street

**Union Street,
a street the whole
world loves,**

**A place full of
character, inspiration
and hugs.**

**A key that connected,
three towns of old,**

**But now a
great new story
about to unfold.**

**There's a Corner,
a Clipper, and a Plot,**

**This street is
getting hot.**

**We think it's time
to leave behind
the judge,**

**And visit a street,
that's getting
a little Nudge...**

by 51 Studio

PLA E



— 28% of venues
have closed in
Plymouth in the last
10 years, it's time
for change.
(MTV report 2019)





Place

—— Culture Plan (2021 - 2030)

We support the city's Cultural Strategy by collaborating, sharing and creating a new place for local bands and other experimental forms of music and cultural activities.

—— Experiment, learn and embed

Circular economy approaches to construction and how the building runs will be seen as essential. Innovation is welcome and we support the city's 2030 Carbon reduction target.

—— Look back and look forward

It was built as the best, we will take our lead from the original design. It has survived despite decades of little care and now it needs to work even harder for future generations.

—— Be good enough

We don't need a fancy spec to make this a go to destination, we need to celebrate the traces of memories in this building and let it speak for itself.

—— Step by step, piece by piece

Past experience has shown us how important it is to take time to find our way, be open, listen and invite people to get involved early.

—— Be more than good neighbours

Making choices and adding value that supports local businesses and residents. Inviting people to discover and be curious about what's happening outside our walls as well as inside.

—— Bring the international to local

We will reach out to the wider network this building was part of, across Europe and Canada and invite in new inspirations, perspectives and talent.

**Reusing a building
can have really
p★sitive enviro★nmental
impacts. It's a giant
recycling pr★ject.**



POWER



— We spend and employ locally. Every £1 we spend in our community adds £1.64 to our local economy. (NEF research)

wearethenative.com

Power

— Take risks

Organisations and businesses will be encouraged and supported to be brave, creative and resilient alongside us.

— Use spending power

We prioritise spend within 1 mile and then in Plymouth, investing in our local economy. We choose small businesses and local people, this care and connection has a lasting economic impact.

— Be comfortable with discomfort

Doing things differently isn't easy but we are ok with that. How things work now hasn't looked after our community and has left this building empty.

— Share and be generous

We support others locally and nationally, this includes sharing learning, resources and using Nudges equity in the building in enabling ways.

— Use local knowledge to make good choices

Real expertise lies in our community with memories of the past and hopes for the future. We listen, connect and lift them up to make the change they need.



J IN IN



— The more voices,
the more care and the
more we pull together
the greater the
contribution of this
building will be.



Join In

— Invest

Collective ownership is important for capturing the economic and social impact of change.

— Visit

Come for a tour or the events happening to discover this exciting space for yourself.

— Millennium is a working title only

Every generation refers to the building by a different name. Call it what you like for now, and we'll decide together xxx

— Thanks

Thank you to the Rank Foundation and Power to Change for all your support getting us this far.



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