

A photograph of a boxing gym. In the foreground, there are three wooden benches with black metal frames. Behind them is a boxing ring with a black mat and blue ropes. To the right, several punching bags are hanging from a blue metal frame. The floor is made of wooden planks. The background shows a white wall with a door and some posters.

## **BUSINESS ANALYSIS**

# INTRODUCTION

Here we have analysed the Community Centre from a business point of view looking at all of the facts and figures, developing a deeper, reliable and more structured understanding of what the current situation looks like.

We have identified strengths, weaknesses, opportunities and some very important threats that are key in the future of the Centre. Going on to establish some low cost high impact solutions that we have found through other correspondence and case studies.

We hope that this document provides an overview of these business aspects that can be used in the future to make important decisions.

# Demography

Post Code NE32	Under 10	11 - 25	26 - 60	Over 60
3HG, 3NB, 3NB, 3NF, 3ST, 3TN, 3TW	20	46	152	34
3SD, 3SL, 3SN, 3UD	27	64	123	125
3QZ, 3RU, 3SG, 3SJ, 3SQ, 3SY, 3SZ, 3TA, 3TB, 3TD	54	59	128	57
3RJ, 3RJ, 3RL, 3RN, 3RR, 3RW, 3RZ NE34: 9PU, 9PZ, 9QA	36	44	109	75
3AE, 3RP, 3RS, 3RT, 3RY, 3SA, 3SB	57	76	141	76
3RF, 3TT, 3TZ, 3UA, 3UB, 3UE, 3UF	40	58	130	58
3TR, 3TU, 3TX, 3TY	59	52	134	41
3RB, 3RD, 3RE, 3RG, 3RH, 3RQ, 3TS	32	66	130	52

# Low Simonside Community Centre SWOT Analysis

## Strengths

- Good staff
- Committed, hard working trustees
- Boxing club
- Reliable income stream from cafe and boxing club
- Range of facilities
- Sport facilities
- Full weekend timetable

## Weaknesses

- Does not open the weekends (Occasionally on Sunday for events)
- No understanding about local
- Poor ventilation in some rooms
- No sponsors yet
- Not properly advertised
- Some of the rooms are so small
- Gym suite under-used
- No computers

## Opportunities

- Better and flexible use of rooms
- Effective advertising
- No recreation facilities in the neighborhood
- Help from the government in terms of training
- Expansion of current businesses: coffee shop into a pub
- Advice from professional members
- Improve collecting data
- Improve external visibility
- Match demand and supply
- Youth engagement

## Threats

- Approved planning permission to turn warehouse on Shaftesbury Avenue into entertainment centre
- Approved planning permission to turn warehouse on Shaftesbury Avenue into a Fitness Centre
- Funding from the council
- Need for new volunteers
- might have bad reputation of area
- Perth Green and Primrose offers more activities and have better facilities

# Proposed Entertainment complex

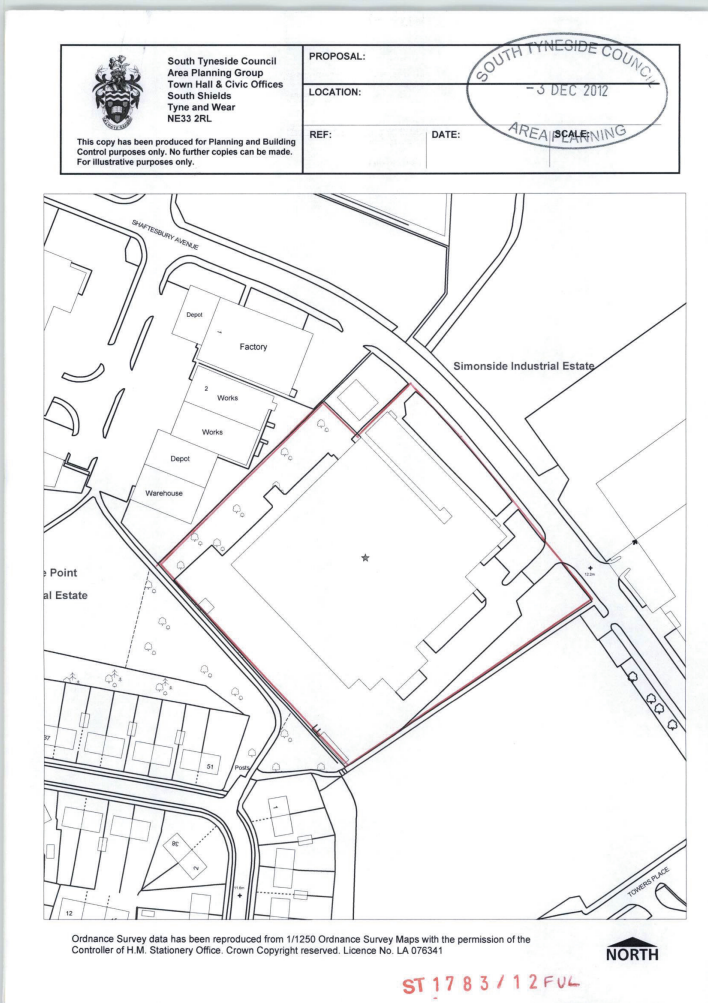


## Planning Applications for Shaftesbury Avenue

Records 71 to 79 of 79

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Application Number	Site Address	Development Description	Status	Date Registered	Decision
ST/1783/12/FUL	Visage House 2 Shaftesbury Avenue South Shields NE34 9PH	Proposed change of use from warehouse for storage and distribution (Class B8) and offices (Class B1) to family entertainment centre (Class D2) comprising soft play area and indoor skate park and offices (Class B1).	FINAL DECISION	12-12-2012	Grant Permission with Conditions



# Proposed Fitness Centre



<div data-bbox="159 1193 539 1289" data-label="Text"> <p>ST/0877/13/FUL</p> </div>	<div data-bbox="584 1078 999 1398" data-label="Text"> <p>Formerly Prestige German Cars 1A Tynepoint Industrial Estate Shaftesbury Avenue South Shields NE32 3UP</p> </div>	<div data-bbox="1057 1134 1328 1342" data-label="Text"> <p>Change of use from a garage workshop to a fitness centre.</p> </div>	<div data-bbox="1415 1193 1612 1283" data-label="Text"> <p>FINAL DECISION</p> </div>	<div data-bbox="1648 1219 1877 1257" data-label="Text"> <p>20-08-2013</p> </div>	<div data-bbox="1917 1134 2119 1342" data-label="Text"> <p>Grant Permission with Conditions</p> </div>
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# Low Simonside Community Centre Business Model Canvas

The Business Model Canvas		Designed for: Low Simonside Community Centre	Designed by: MDI - Northumbria University	On: dd/mm/yyyy
		Iteration #		
<b>Key Partners</b> Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?  PCT NECA South Tyneside Council Local business Low Simonside Community	<b>Key Activities</b> What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?  Sport activities Boxing classes NECA Consultancy Meta Fit Line Dancing Carpet Bowl	<b>Value Propositions</b> What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?  To become the welcoming, inclusive hub of an active, and healthy Low Simonside	<b>Customer Relationships</b> What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?  Low Simonside Community Centre is a place where every resident in and around Simonside feel welcome, respected and valued.	<b>Customer Segments</b> For whom are we creating value? Who are our most important customers?  Low Simonside residents, and other residents around Low Simonside
	<b>Key Resources</b> What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?  Function Halls Gym Class rooms Boxing ring Outdoor pitch Cafe Painting room		<b>Channels</b> Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?  Retail Cafe Vending machine Pay-per event (one off payment)	
<b>Cost Structure</b> What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Running cost salaries Repairs		<b>Revenue Streams</b> For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?  Membership fee, Lettings, Room Hire, event fee, Transport Services		

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**Proposed activities  
(Low Cost High Value)  
Low Simonside Community Centre**

# Recreation and Leisure

By conducting the following activities, the community centre may be able to attract new members that will excel them in arts and crafts. Parents and Children will be given inspiration and creativity by taking part in these activities.

Many different themes can be conducted throughout the year including times of the year and festivals. Children will enjoy making and inventing pieces of work by taking part in these activities. Many of these turn into projects that could be used in, Fashion Shows, Halloween Parties and Drama activities.

Here are activities (low cost high value) that could be conducted in the community centre:

Carpet Bowls	Youth Club
Theatre School	Quiz Night
Kids Club	Pub Game Night
Treasure Hunting (Treasure map)	Design an Outfit Competition
Toddler Group	Painting
Art Class	Sewing class
Sculpture Class	Variety Nights – Comedians and Plays
Card Making	Coffee Mornings
Craft Class	Bridge Club

# Parents and Children activities (cont'd)

Choirs	Women's Institute
Community Cinema	Senior Citizens Drop In
Luncheon Club	Junk Modelling
CREE Men's Group	Archery
Kick Boxing	Hearing Support
Stop Smoking Support	Paper Craft (Card making, Chinese New Year Dragon)

# Education and Training

Adult Learning Courses

Training Events

Language Courses

First Aid

Music Class

WEA Classes

English as an Additional Language

Pre-School

Skills Workshops

ESOL

Howework Club

Literacy and Numeracy Courses

Technology Courses

City and Guilds Qualifications

# Health and Wellbeing

Boxing	Gym
Karate	Dancing
Metafit	Tai Chi
Health Assessments	Weight Loss Group
Football Club	Walking Group
Keep Fit	Alcohol and Narcotics Support Group
Overeaters Anonymous	Zumba
Wushu	Yoga
Kung Fu	Badminton
Boxercise	Circuit training
Stop Smoking Support	Hearing Support

# Support for Employment and Enterprise

Internet Access

Work Placements

Tailored Computer Sessions

Employability Courses

Unemployed Workers Group

Office Space

# Services

Café

Church

Library

Nursery

Room Hire

Room Hire

Country Markets

Welfare Advice – Money and Debt etc.

Live at Home Service

Credit Union Collection Point

Informal Information Centre

Councilor Surgeries

Garden Plant Sale

Christmas Grotto

Garden Plant Sale

Christmas Dinner



# Future Plan

Looking for external stakeholders - Council  
Local economic multiply  
Meals on wheels type business  
Time banking model  
Socialization

## Plan 1

We should adjust the proportions on activities for each age group according to the demographic  
If the youth are accounted for 5% of the total population the activities for this group should also count for 5% of the activities of this group  
The problem for this proposal is that resources might be too overwhelming, because of limited rooms and limited finance  
To gather funds we should gather them from the community first, if they get the benefits from the centre they may be able to get investors

