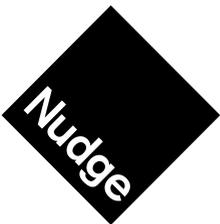




UNION STREET PLYMOUTH

A little intro
to Nudge
Community
Builders



MAKE BETTER CHANGE TOGETHER

Local love.
Local jobs.
Local spend.
Local change.

Nudge Community Builders was set up in 2017 by Stonehouse residents, Wendy Hart and Hannah Sloggett.

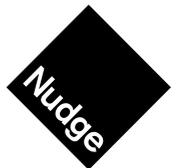
They had been volunteering in the community for over 10 years, kick started the Union Street Party, created Union Corner and were inspired and asked by the community to do more about empty buildings around Stonehouse.

Five years on, Nudge have unlocked 25% of the empty buildings along Union Street and offered spaces for local people to grow. By listening to what local people want and involving the community every step of the way, we make change that is needed and that makes a difference.

Empty buildings are not ok, they need a little Nudge. Discover what a difference a community can make.

Join in

- Choose to use our spaces.
.....
- Support the small businesses in our buildings and along the street.
.....
- Donate and help us do more.
.....
- Volunteer.
.....
- It all helps give the street a Nudge.
.....



What we do and why?

Our mission is to Nudge lasting change in surprising and enterprising ways to build a strong local community and economy.

Our vision is to make Union Street a street the whole world loves again.

We do this by...

- ♥ Nudging local buildings and spaces to be used and loved
- ♥ Nudging local people and businesses to be brave, creative, resilient and healthy, supporting themselves and their local community
- ♥ Nudging local and national change for communities by using our voice and leading by example.

On the street

It all started at the Union Street Party when people started to ask about all the empty buildings. 14 years later the Street Party is a much-loved annual event attended by over 2000 people every September - the street is filled with love, joy and local talent.

Every year we organise markets, pop-ups and creativity on the street. Disrupting how spaces feel and creating opportunities for people to bump into each other and connect.

You can also spot murals and artwork along the street. Funded by the Creative Civic Change programme, we were able to pay 63 local artists and creatives to bring lasting colour and change on the street.



Making a difference

We listen to our community, discuss ideas and learn every day. We join the dots for people so they can make things happen. We know that all the small changes add up to make a big difference.



IN 5 YEARS

2,400 hours of volunteering kept us going last year.

86 people who volunteered or joined in with us, went on to employment!



In five years we have...

Unlocked 25% of Union Street land with derelict and empty buildings on it

Made improvements and brought new uses to 4000sqm of land

Employed six full-time members of staff (five live within one mile)

Employed two part-time members of staff (one lives within one mile)

Spent 96% of our income in Plymouth and 53% within one mile

Supported 87 people to develop projects and businesses in Stonehouse

Hosted 107 interventions and improvements on the Street

Worked with 286 organisations and individuals to host 1479 events, attracting 54,000 people

Created a free WiFi area along the Street, which was used over 2000 times over the course of six months

Supported 112 people during the COVID-19 lockdowns with shopping, regular phone calls and prescription pick ups

Distributed 75 digital devices refurbished by Borrow Don't Buy among local families.

We shared knowledge and skills with 97 other organisations last year.

Nudgers

We are a small staff team of four full-time and four part-time local people, supported by lots of volunteers. We are a Community Benefit Society with a board of nine local people elected from the 595 members of Nudge.



Nadine Proost
Front of House Manager
Find her at The Plot.
Ask her about our gorgeous merch!



Wendy Hart
Co-Founder & Co-Director
Find her connecting people up and making things happen, Nudge by Nudge.



Ross Birchall
Mushroom Grower
Find him building a mushroom farm at C103 and running workshops at Union Corner.



Fiona Ruan
Housekeeper
Keeping our spaces clean and sparkling.



Tom Costelloe
Site Manager
Find him up a ladder.
Ask him how we keep our buildings safe.



Hannah Sloggett
Co-Founder & Co-Director
Find her busy planning future Nudges.



Yvonne Fraser
Financial Manager
Find her doing the numbers and keeping everything in check.



David Tetley
Creative and Brand
Find him drawing and thinking of fun things to Nudge.



Dominic Lynes
Front of House Assistant
Find him at The Plot keeping things running and welcoming you.

Our buildings

We are changing the street building by building, brick by brick. Buildings are important because they make spaces for people to come together, for businesses to grow and homes for people to live in. When buildings are used and looked after, the street feels cared for, safer and like a place people want to visit and spend time in.

Why community ownership is important

Empty buildings in private ownership have caused long-term problems along the street for decades.

An important part of changing the street is making sure some buildings are owned by the community. This means we can use these buildings to create a street that meets the needs of local people and more of the economic impact from changes we make stays in the community.

Collective investment

Community shares are a way of people coming together and using their money to make something happen that they care about. We have people who have invested £50 and people who have invested £100,000 – they all have one vote each. 595 people have invested in community shares in Nudge.

We raised £205,000 on our first share offer for The Clipper in September 2018. We raised £359,000 on our second share offer for The Millennium in December 2020.

SMALL ACTIONS

ADD UP

Union Corner

Union Corner – a space for you to try out ideas and make things happen in your community!

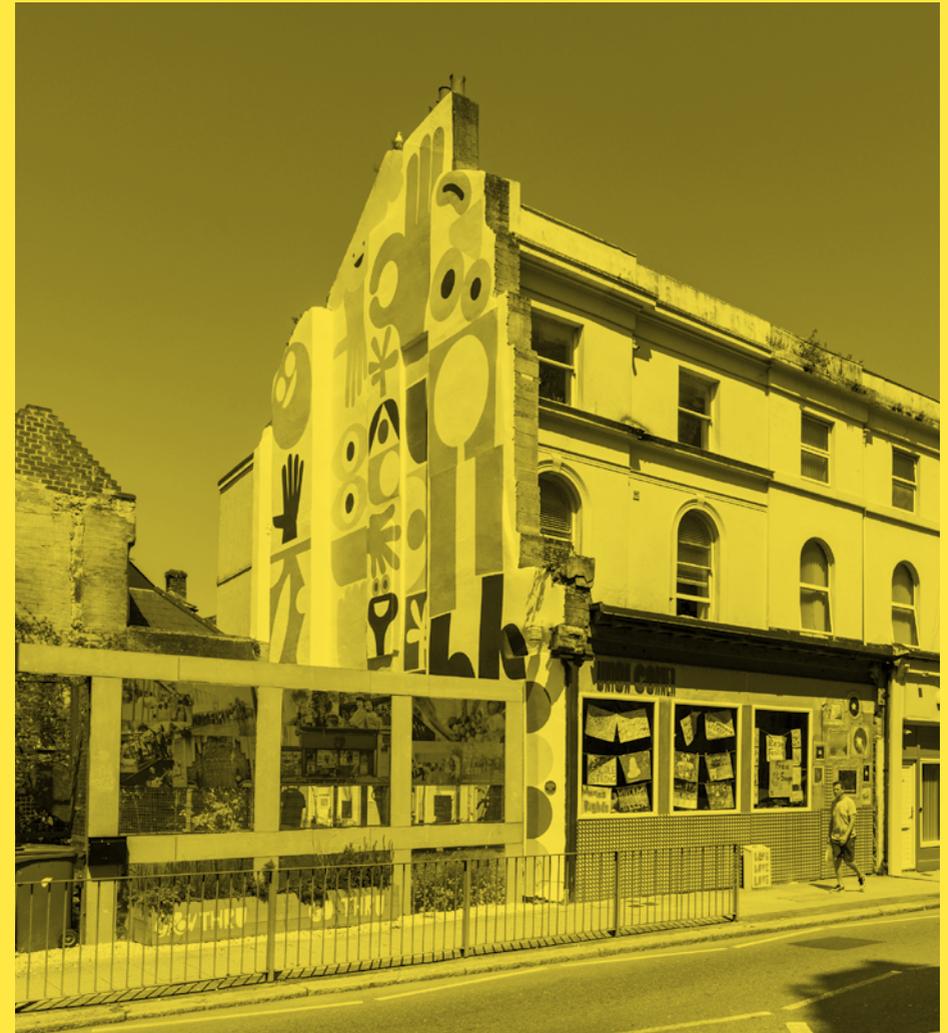
Over the course of two years, we renovated and brought back into use an empty shop on Union Street.

This inspired the foundation of Nudge Community Builders and started us on our journey. As Chair and Vice Chair of Stonehouse Action, the development of Union Corner nurtured our confidence and solidified the knowledge that what we were doing genuinely nudged our area and made a real difference.

Led by volunteers from Stonehouse Action and working with Robert Bedner Research+Design, Flux Metal, Stonehouse Timebank and N J Frod, we transformed the building.

Now you can volunteer with activities there – making soup, looking after the garden or helping at the markets.

You can hire the space for workshops and events, or join in with Timebank or local choirs and art groups.



**UNION
CORNER**

Union Corner

Derelict for: 25 years

Taken over in: 2014

The Clipper

A vibrant café space supporting local businesses to grow and two homes for local people.

The Clipper used to be a 24hr pub that was the only place to drink at 5am in Plymouth. It had been empty for four years before we purchased it.

You can still see all the previous pub owners on the pole inside and a mural called "FRIDAY NIGHT ON UNION STREET". Painted in 1948 by Vincent Bennett, it is based on local characters that used to drink in the pub.

Plymouth Jollof Kitchen are thriving at The Clipper. Maryam used to be at The Plot and became recognised for their delicious African fusion cuisine along with a warm welcome. Plymouth Jollof Kitchen are also available for private hire.



**THE
CLIPPER
EST 2017**

The Clipper
Derelict for: 4 years
Taken over in: 2017

The Plot

Home to 17 small organisations and Jabulani - a fantastic café serving Ethiopian/Eritrean and West African food and Rwandan coffee.

This building is bringing new activity and opportunities into our community and creating a link for local residents living behind on to Union Street.

Inspired by allotments, we are renting out the space patch by patch to local businesses and individuals who want to grow a great idea that benefits our community and the street.

The Plot houses 19 small enterprises and embraces a people-centric approach by hiring young individuals and offering remarkable volunteering prospects. It serves as a welcoming haven where you can truly express yourself, connect with others, and stay engaged.

We have taken on this building because it was moving from one use to another without getting the care it needed. We spent a lot of time clearing, scrubbing and repairing years of neglect to make it somewhere on the street that is a great place to be. You will find a Nudger in the building Tuesday to Saturday 11-5pm.

Pop in and experience how a community can come together to do business, have fun and make a special space for everyone.



The Plot
Derelict for: 2 years
Taken over in: 2019



The Millennium

Built in 1930s as a cinema, it has always been home to music, dance and entertainment. Now, we are working alongside EWA to bring it back into use.

We borrowed money from the Rank Foundation to buy the building with support from Power to Change. Then we raised £351,250 in community shares.

On the ground floor we are busy making units that will bring new opportunities to our community, including a new home for The Albion Workshop CIC.

We are collaborating with the local music scene to explore whether the auditorium can provide the music venue that the city needs. Watch out for some events to test this in 2023!

Taking on a major building on the street was always part of our plan, it's taken a long time with lots of twists and turns.

In April 2023 the building had an Awakening. Nine nights of live music, DJs, cinema and comedy and over 2000 tickets sold.

The building was vacant for 17 years. In 2020, Nudge and EWA jointly acquired the property. In August 2023, planning permission for the ground floor was officially granted.



Millennium

Derelict for: 17 years

Taken over in: 2020



Club 103

A site for housing, activities for young people and indoor growing.

You might know it as JFKs, the Beer Keller, Avis's, Tiff's or remember The Street. For ten years it had been a big grey and very derelict building!

That now changes because it is owned by the community...

We bought it with the support of a local business that wanted to invest in making good things happen, and grant funding from Power to Change funded the process and immediate costs involved in taking a building like this on.

Long-term plans

We are looking at the site in two halves. One half will be space for local organisations working with young people and an indoor urban farm that will create food, training opportunities and local jobs.

The other half will be housing for young people with activities that they can join in with alongside other local people on the ground floor. This might take a bit of time to plan for, so in the short term we are going to get this space in use.



C103

Derelict for: 10 years

Taken over in: 2022

A plan for the street

We are creating a Mistress Plan - an alternative to a master plan - to guide change on the street.

We have spent a year talking to local people, industry specialists and national experts to create a plan that can make a real difference in our community.

Why the Mistress Plan is being produced

Since 2017 Nudge Community Builders has been creating change on Union Street. Building by building change is happening. Local people have asked us to think long term and make sure it's the right kind of change for the community.

Change needs everyone

This plan is not just for Nudge; it aims to spark action in local people, local businesses, the council, property owners, developers, and politicians. It also aims to create partnerships, collaborations, and support networks for us all to work together to create the right conditions for the area.

What are the outcomes?

This plan sets out conditions that anyone can work towards. It does not have defined answers, instead these conditions are open ended.

The plan sets out the conditions the street and our community need to thrive. It hopes to spark everyone to take action. It aims to make sure local people benefit the most. We make lasting change.

THE MISTRESS PLAN



A different kind of change

We don't overpromise and we don't pretend it's easy. There is market failure on the street and half of our community are living in poverty. These are big, important and tricky things to tackle.

We just believe there is a different way of making change, that includes people every step of the way, brings hope and opportunities, and secures lasting local benefit. We also think it can be fun along the way (with some sleepless nights, of course!). It is time to take community-led change seriously.

Check us out

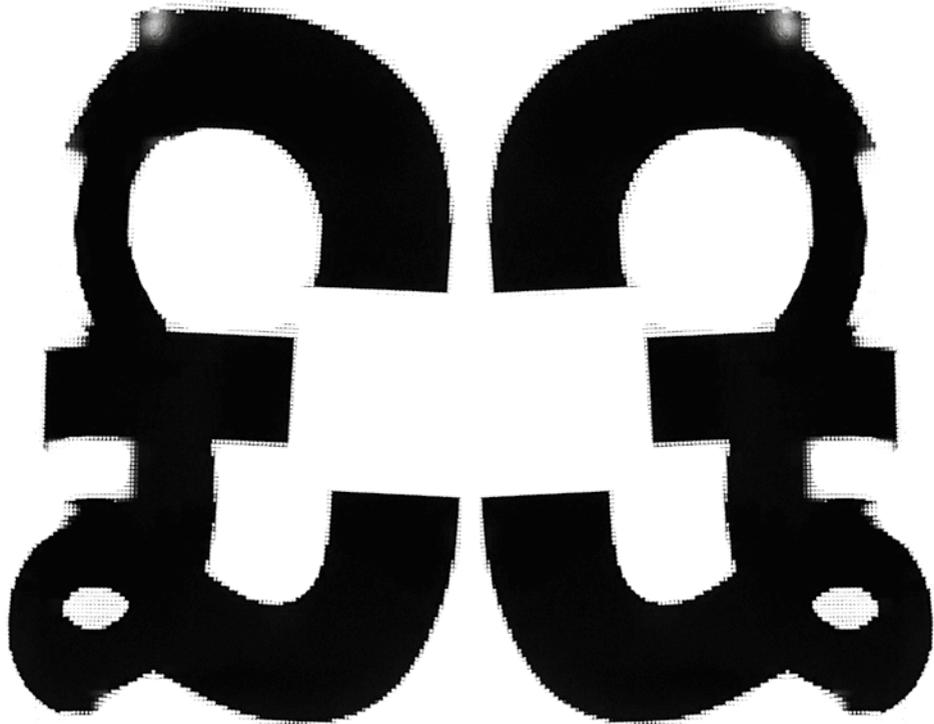
As a Community Benefit Society we work in a really open way. We have a public Annual General Meeting each year (not a boring one, we promise!). You can look at our finances, meet our board, our Financial Manager and other advisors and find out how things are going. We are registered with the FCA.

You can become a member, sign up to our newsletter and follow us on socials for lots of updates and behind the scenes stories.



Total investment into the street over five years = £3,690,577.00!

(starting from nothing)

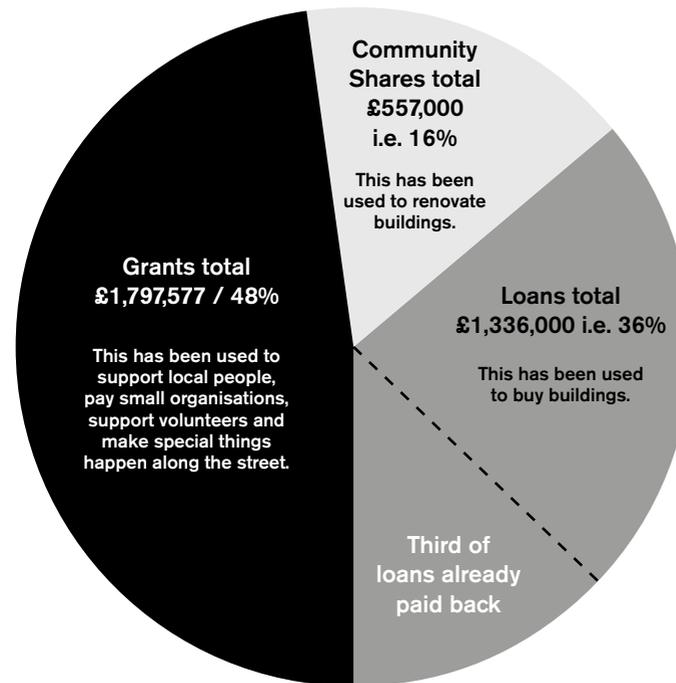


We have worked hard to secure £1,797,577 in grants, 23% of which has been given to other local organisations.

The total in grants given to other organisations is £404,700. That's because we are all stronger when we share resources.

The total in community shares raised is £557,000, that's 16% of investment in the street.

The total in loans we have received is £1,336,000, that's 36% of our investment in the street, and we've already paid a third of the loans back!



To be sustainable we are starting to make money. So far in 5 years, we have made £500k, which we've which we've used to keep everything running and do more.

**We have taken over
4000sqm of buildings on
the street in five years.**

**That's 37.22% of empty
buildings. This is the
equivalent of 347 parking
spaces, 3,183,844
ping-pong balls or
 3.92×10^{50} atoms!**

**6748sqm still stands empty (62.78%).
So there is still lots to do!**



We look after the planet building by building.

By using buildings instead of demolishing them, we have successfully retained an astounding 5.14 million KgCO₂ of embodied carbon. This has the equivalent impact of taking 1,700 cars 🚗 off the road for an entire year.

Other ways we are making an environmental impact

- ♥ Solar panels installed on the roof of The Plot
- ♥ Composting with Snapdragons at The Plot using Bokashi bins
- ♥ Constantly looking at ways to improve energy efficiency
- ♥ Creating spaces to discuss the environment and collaborate
- ♥ Recycling and reusing plastic with Precious Plastic
- ♥ Choosing cleaning products that don't harm the environment.

**BEE
BRI
AVE**

Thanks for looking through our
little Nudge

There is a lot more to do. We are
a small but mighty team making
a big difference. If you'd like to
join in, get in touch.

**We are helped by lots of local
people and businesses. We are
supported by funders such as
The Rank Foundation, Power
to Change and The National
Lottery Community Fund.**

Where

Nudge Community Builders
Union Corner, 96 Union Street
Plymouth, PL1 3EZ

Contact

hello@nudge.community
nudge.community
01752 260710

Socials

@nudge.community

