



# The Old Abbey Taphouse Social Value Report



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*Disclaimer - WORK IN PROGRESS -*

*This report was originally meant to take a month to complete with three supporting academics working on it. Due to recent actions it remains a work in progress.*

*Rachele Evaroa & Craig Thomas*

## **Galivantes Productions**

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### **About the Old Abbey Taphouse: a STEAM 'hub in a pub'**

Abbey Inn is a pub located in Hulme, an area that has a vibrant social history and is now recognised as a key innovation centre in the North West. Until we took on the venue it was used primarily as a lunch time eatery for workers on the MSP.

Over the past two years we have reinvested all of our profits to create a cultural hub that promotes science, technology, arts and maths (a 'STEAM hub'). We have made connections between businesses, the universities and local communities in Hulme and Moss Side. In recognition of our ongoing efforts, in 2018 we were awarded the Outstanding Public and Community Engagement Initiative' award by the University of Manchester.



## About Galivantes Productions

Galivantes Productions is the limited company which holds the lease on The Old Abbey Taphouse. It is run by directors Craig Thomas and Rachele Evaroa.

### Craig Thomas

Craig works with academic partners through the Centre of Urban Resilience and Energy (CURE) at the University of Manchester. Craig has drawn on connections to the academic community to build Galivantes Productions as a nexus for academic and creative events. Before moving to Manchester in 2010 Craig owned and ran a catering company in Leeds that specialised in lunchtime deliveries across the city centre.

### Rachele Evaroa

A personal licensee from a young age, Rachele set up her first bar at the age of 21 in Brighton and went on to manage two more venues in Manchester whilst studying as a student. She now works on a freelance basis for local charities, venues and projects in cultural production, event management and marketing. From her work in the industry Rachele has a good network of contacts in these areas to draw on.

[www.galivantes.co.uk](http://www.galivantes.co.uk)



## SOCIAL, COMMUNITY & CULTURAL VALUE

The Old Abbey Taphouse has turned a building which was previously derelict for a significant period of time into a vibrant community venue which bridges the business and creative communities whilst offering a place where start up ventures and local social action projects have the space to flourish. The social value that The Old Abbey Taphouse currently provides is divided into three broad categories. These are: investment in the local economy, opening a public / private community space and services to the community.

### INVESTMENT IN THE LOCAL ECONOMY

In their first two years of trading at the Old Abbey Taphouse Craig and Rachele have focused on building the reputation of the venue as a 'STEAM hub'. In its first year of trading the business grew rapidly, with £149,000 turnover in its first year financial year. So far, with two months left of the second financial year, the company has a turnover of £182,000.

The company employs local people and its directors have re-invested all their profits back into the business. Currently, ten staff are employed from the local community, putting money straight back into the local economy. The payroll for the past 12 months is £117,000, not including national insurance or pension scheme contributions. In addition the pub supports local professionals including sound engineers, carpenters and plumbers with ongoing maintenance and support work for the space and events.

A significant amount of the turnover goes to SME's, also providing direct benefit to the local economy. Over the past 12 months a total of £77,000 has been spent on small and medium enterprises in the local area. This includes £21,000 with local food and drinks wholesaler Pedlars, £6,000 with Salford-based Brewer Outstanding Beers and over £6,000 paid directly to up and coming bands.

Because of its close links with the University and its commitment to community engagement, the Old Abbey Taphouse is well placed to attract funding for the Hulme and Moss side areas. This side of the business remains in the early stages,



and the company recently put together a proposal for a funding manager that would work on attracting more funding aimed at building up the community and social aspects of the venue. In the first two years it received the following funding:

- £5000 investment plus £5000 training and consultation from UMIP, UoM. This was used to renovate the bar and cellar equipment, invest in kitchen equipment, and receive training for kitchen staff as well as accounting and business consultation for the directors.
- £1000 UoM School of Environment, Education and Development community engagement funding. This was used to employ a local carpenter who built planters and prepared them with soil so that the pub could begin building a community garden. The local Webster Primary School was contacted and they now run classes (via 'Three Bees Recycling') on gardening and sustainability, which includes a class planting the beds and another maintaining the plants once they have grown. The classes are seasonal. Plants are donated via Manchester Science Partnerships.
- £2,000 funding was raised from Just Social to put on the first series of STEAM events.
- £5,000 was awarded by One Mcr to develop the garden area into a Community Events Space that can be covered all year round.
- £4000 was awarded via the ESRC accelerator fund to research how the Old Abbey Taphouse can be best used to facilitate connections between businesses on the science park, local communities and the universities. The project, due to be completed in August 2018, will stakeholder-map customers on the science park and assess the social return on investment that the venue provides.



## OPENING A 'PUBLIC / PRIVATE' COMMUNITY SPACE

In recent years Manchester City Council has experienced been subject to savage budget cuts. In addition third sector organisations have seen their funding streams reduce significantly. This has heightened the need for economically-sustainable, community-minded organisations to provide public spaces that communities can use. As a STEAM-focused community hub, The Old Abbey Taphouse addresses this need through provision of overlapping spaces that are shared by both community and private stakeholders. The opportunities afforded by the overlaps between the spaces - and the interaction between business, academic and community stakeholders - produces exciting and unexpected opportunities.

The spaces, which are free to use for the community and available at a small fee for private stakeholders, are:

- An affordable cafe/restaurant serving science park residents, the universities, wider local businesses and customers from further afield who see this as a destination venue.
- A catering business servicing events across the public, private and voluntary/community sector both on and off site.
- Event spaces for arts and cultural activities including popular, diverse live music events. These include a 150-capacity outdoor community events space with stage, pa and lighting, a 40-capacity indoor space with pa and a 20-capacity room with piano.
- A recording studio.
- A microbrewery.
- A health and wellbeing space.
- A meeting room, available at no charge to community groups.
- A STEM science lab in partnership with FarmLab.



## SERVICES TO THE COMMUNITY

In a political context of austerity and cuts from central government to council budgets it is vital that private-sector stakeholders step into the breach and support communities by providing services that help people to flourish. At the Old Abbey Taphouse, this is central to our aim to provide a STEAM-hub. As well as providing free venue hire to not-for-profits, charities, community groups and groups working with hard to reach and BME the Old Abbey Taphouse provides the following services:

### Job-seeking services: supporting Individuals Back to Work

- We helped two people who had been unemployed for over 2 years get back into work. From this, one went on to launch his own pizzas business.
- We supported one individual with autism to gain a job in bookkeeping.
- We have hired staff who have had personal issues which have affected their employability along a range of issues including some from foster back grounds. We believe in them and support them when other people have given up on them.

### Outreach services: supporting women

The Old Abbey Taphouse has been able to capitalise on supporting women to achieve their social and economic potential, not least being co-founded by a women it is developing as a social enterprise by forming as a Community Interest Company, becoming part of the Social Enterprise movement where over 40% of enterprises operating in this space are known to be led by women. In comparison only 10-15% of private sector start ups are led by women. Ways we have sought to further this agenda include:

- We have provided free kitchen and venue hire to Lady Pedal and supported them from their inception - an organisation advocating more women getting into cycling. Avg. Kitchen hire costs for a kitchen our size is £300 p/d. We estimate we have given £900 in support.
- We have regularly hosted events for free by Flourish CIC such as From Local to Global Woman Change Makers which Rachele has spoken at. Over 150 women changemakers from this network have attended events at The Old Abbey Taphouse in the last year.
- We enabled women led social enterprise Cook Inspire Change and 4 Lunch founded by University of Manchester Graduate Amy Win, to trial a Pop Up restaurant at The

Old Abbey Taphouse to celebrate 4 years of operation. Over 40 people attended and 3 start-up chefs who were previously unemployed were able to promote their skills and start up businesses

- Helped Kathleen Allen , now in Temporary Accommodation but previously on the streets for three years, start to set up her social enterprise business. We paid for her ticket to the Flourish Networking event and introduced her to Crackin' Good Food. Kath has valuable insights into the homeless community and how charities can effectively target this group.



- Supported Maggie Joan Haggis “a golden oldie” on her quest to turn her properties into a Co-Op for foster families, young people and vulnerable. Maggie is 70 and has unlimited energy but is held back by her lack of computer skills which Rachele has been supporting. Rachele has attended and set up meetings with the Mayor of Salford office as he is the lead on Homelessness and Housing and they have an interest in Maggie’s project and is helping Maggie with her business plan.

- Helped support other woman towards setting up their own businesses. This includes Rachele providing free Website Building Classes and general advice drop in sessions. This was unfunded and was given out of Rachele’s own free time.

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**CASE STUDIES** :“Rachele at The Old Abbey Taphouse has been a fantastic help as I've embarked on the daunting journey of setting up my own business. I was worried about setting up a website and how complicated it would be but with Rachele's help I created a basic home page very easily and I'm confident that I can now add to it at my leisure, so it's no longer overwhelming!

I love how The Old Abbey has become this great community hub where like-minded people are connecting and helping each other on a number of levels; socially, entrepreneurially & supporting the local community.”

Sheryl Hamilton, For The Love of Paws & local resident

**“I had the pleasure of meeting Rachele less than 3 months ago, and I was not in the best place in my life! I was really struggling in my work life, working with people who don't have the same values or morals and being driven into the ground running someone else's business for them with no appreciation or support from the directors!**

**I told Rachele about my ideas and what I wanted to do and instantly she wanted to help, she got so much information for me, being a fellow female in the entrepreneur industry, she came across alot of the struggles herself and has given me the confidence and resources to now go about setting up my own business. Rachele even paid for me to attend a Flourish conference, course, in which women in business come together to help each other and share their stories and success'. I am currently setting up my own catering business with the help and support of Rachele. Things would not have progressed**



so rapidly, efficiently and as well as they are if it wasn't for Rachele. I owe her a lot! She is a very inspiring female and we've formed an amazing relationship and I'm proud to call her my friend."

Charlie Lightfoot, Social Entrepreneur

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## Services to LGBTQ community

We host many events and provide an inclusive safe space which supports the LGBTQ community. We also offer

We have given over £2,000 in kind in support to these groups through free venue hire.

Highlights include :

- Alt Femme a regular Queer night which explores gender and is open to all.
- Good Afternoon Collective who fundraise for LGBTQ charities.
- Providing an inclusive space where all are welcome and feel comfortable to be themselves - especially Trans people.
- International : We regularly host musicians from climates where being gay is still illegal. For example we have Malaysian LGBTQ band Shhh Diam!!! Coming on August 11th supported by local Bangladeshi / BME champions Ajah UK and local Hulme band the Crabs.

## Services to BME & Minority Communities

- We regularly put on musicians and work with promoters that reflect the diversity of the local community.
- With the closure of The Junction we took on the Reggae Jam night. This was a famous Hulme reggae night supported by charities such as Age Concern as it was run by older people from the Caribbean community and helped deal with social isolation.
- Sadly, in 2017 two members of the original band passed away from cancer. We hosted the memorial for Rubber - an influential and much loved leader in the Caribbean Community and donated money towards his funeral costs and helped support his daughter during this hard time.
- We have been helping people affected by The Windrush Scandal such as Ronald Richard by going to meetings with them, taking notes during legal sessions and

providing free entry to nights and events to help with their wellbeing during the process.

- We have regularly worked with Gaskill Garden Project and helped support Jany, from the Democratic Republic of Congo an asylum seeker of 8 years by helping him build a website to support his application, paying his travel costs to London, provided storage space for his documents, keeping him well fed and generally being there for emotional support.
- We have hosted fundraiser which support Kurdish Women.
- July 15th 2018 : We hosted a delegation of STEM pioneer academics from the Global South working on a UN Research Project "Sustainable and Inclusive Development at a Transnational Level". They were really impressed by The Old Abbey Taphouse and our discussing how this format could work in their home countries.

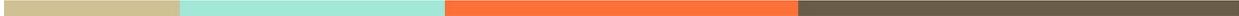


Services to the third sector: Community groups, charities, CiC's and Not for Profit organisations

We offer venue hire and our expertise in events and promotions for free to all these groups. We have helped network diverse groups and individuals as well as help them towards finding funding and build bridges with the local community.

HIGHLIGHTS :

**PLACE CAL Partner** Age Concern and Hulme Council project to engage older people. We run numerous events that are listed on here and aimed at clientele. These include Klezmer Jam, Blues Jam, Board Games Night, Iron Age Day - Arrowhead making and pottery.



**Reel Manchester - Spirit of Hulme** Bringing together former residents of Hulme and the Greenhey's Estate in a documentary and hosted wrap party. Provided a subsidised BBQ. Brought together the people who lived in the houses surrounding the pub and the family who had the pub for over 30 years. Many of these people are in their 80s and 90s and loved the fact the pub was once again a functioning pub.

**Cracking Good Food - Memorial for Bernadette Tynan** Bringing together doctors of the NHS, nutritionists, grief counsellors, women affected by Ovarian Cancer for a day of awareness about Cancer and how to deal with death.

## Sustainability services

### **Gaskill Garden Project**

Helping raise money for legal action to refugees. We give away our kitchen space for free to the group every month.

### **Recycle Bees / Local Schools Carbon Neutral Project**

Co partnered projects with the local school children that helped teach about sustainability. The local school children maintain our herb garden. We also supplied 100 potting plants to the school through CSR with MSP.

### **Hulme Community Garden Center**

We work closely with Hulme Community Garden Center on numerous events. Last year we put on a live music event in their Gardens. We donated £1,000 in venue hire to the space and brought electricity to the furthestest part of the garden meaning they could do more workshops.

## Educational services: providing an experimental site and learning hub

Its proximity to Manchester's two main Universities, the University of Manchester (UoM) and Manchester Metropolitan University (MMU), makes the Abbey Inn an ideal venue for innovative applied research and outreach projects. We already have a well-established network of contacts across both institutions, through which a range of projects could be facilitated.

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***A case study of how this has worked well to date includes providing an alternative venue and networking space to the Universities where staff, students and researchers can meet, carry out peer learning activities and develop collaborative projects in an innovative way. In 2017 we ran a joint university social enterprise networking event in partnership with UnLtd, Flourish CIC, The University of Manchester, MMU and Salford University attended by over 60 people from across the North West and endorsed by the Social Responsibility team and UMIP at The University of Manchester. This stimulated a further follow on event supported by the universities, at which staff and students with entrepreneurial solutions to social issues were able to pitch for cash and support. The winner of cash and support on the night was Michaela Parnell, University of Salford Student who is developing a campaign and global support network for sufferers of Hidradenitis Suppurativa (HS) a chronic and misdiagnosed skin disease which affects about 1 in 5 people. She received £200 to help develop a website and online support group and has received mentoring support from Flourish CIC for 2 years. Michaela was back speaking at the Local to Global Women Changemakers conference supported by The Old Abbey Taphouse showcasing her progress as an inspirational speaker and in the process of securing investment to help her concept progress through investment from research and health investors. A huge achievement given a year ago she had very little confidence when pitching her idea.***

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## Experimental site

There is great potential in positioning the Abbey Inn as a Living Lab, a real-life experimental space in which new technologies are tested, evaluated and disseminated. This brings research directly to its users, with benefits for MSP businesses and communities, and opens up academic funding streams. Existing partnerships are:

- CityVerve
- University Living Lab
- Manchester Energy
- Ecosystems@Manchester



Possible themes include smart technology in the built environment, urban agriculture, energy and mobility, green infrastructure and fungiculture.

### Applied learning site

Applied students projects are essential across disciplines, with mutual benefits to communities and students alike. The Abbey Inn will serve as a case study for such projects, bringing in knowledge and interest from the student body and offering volunteering opportunities around topics such as:

- Flood risk management
- Green space development
- Urban design
- Urban agriculture
- Sustainable retrofit

### Public engagement with science

Science communication and public engagement is a key concern for research institutions and a priority for funders. The Abbey Inn can be positioned as a unique science-culture venue for a range of audiences:

- Site for academic outward-facing engagement activities
- Networking events bringing together academic and entrepreneurial partners
- Venue for city-wide festivals (Manchester Science Festival, ESRC Festival of Social Science, Manchester Policy Week)
- Venue for art-science collaborations (Cafe Scientifique, Bright Club Manchester)

## **WORKING WITH MANCHESTER SCIENCE PARK**

This month, Manchester Science Park has activated a clause in the lease which means that the pub will close in three months. All of its spaces and the services provided here - which are in high demand - face closure. The speed at which this has happened makes it particularly difficult to relocate.

We would like to work closely with MSP and current users to offer a space with real cultural capital where people of different disciplines can meet and exchange ideas.



In keeping with MSP's mission statement, we would like to attract outside visitors and groups who are innovative and creative to help build new connections and crossovers between the corporate, academic and not-for-profit sectors.

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