

Rivals Foundation

Charity number: SC046652

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Table of Contents

1. Executive Summary
 - a. Who are we?
 - b. Scale
 - c. Impact
 - d. Values
 - e. Target groups
 - f. People
 - g. Legal structure
2. Where are we now?
 - a. Strengths and weaknesses
 - b. Competition
 - c. Local context
3. Future Project Focus
4. Appendices
 - a. Strategies
 - i. Partnerships
 - ii. Fundraising and sustainability
 - iii. Marketing strategy
 - iv. Finance
 - v. People
 - vi. Technology
 - vii. Premises and facilities

Executive Summary

Who is Rivals Foundation....	
Scale	<p>Rivals Foundation is a community-focused charitable organisation dedicated to improving the lives of individuals through inclusive recreational activities and support programs. Our mission is to provide high-quality leisure, fitness, and social engagement opportunities that cater to people of all ages, backgrounds, and abilities. By addressing barriers such as financial hardship, disability, and social isolation, we create accessible, welcoming environments where individuals can thrive physically, mentally, and socially.</p> <p>At Netherton Community Centre, we aim to transform the facility into a vibrant hub for local residents, offering diverse programs such as martial arts, dance, gymnastics, cheerleading, performing arts, arts and crafts, toddler groups, and women-focused activities. These initiatives not only promote health and well-being but also foster confidence, discipline, and community cohesion. Our holistic approach ensures that everyone, regardless of circumstance, has the opportunity to participate in structured, supportive, and affordable programs.</p> <p>We are committed to long-term sustainability and growth, securing funding through a combination of fundraising, membership fees, grants, and community partnerships. Our strong leadership team, experienced instructors, and dedicated volunteers drive our vision forward, ensuring efficient operations and impactful delivery.</p> <p>Through this project, Rivals Foundation is not just providing activities - we are creating a lasting legacy of empowerment, resilience, and community spirit. By establishing Netherton Community Centre as a dynamic space for recreation and support, we are directly enhancing the quality of life for individuals and families across the region.</p>
Impact	<p>Rivals Foundation is committed to transforming lives through inclusive recreational and social programs. By taking over Netherton Community Centre, we will provide a safe and welcoming space where people of all ages and backgrounds can engage in activities that promote physical and mental well-being. Our programs, including martial arts, dance, gymnastics, cheerleading, arts and crafts, and social initiatives, will help individuals build confidence, improve fitness, and develop valuable life skills.</p> <p>The impact of our work extends beyond individual benefits; it strengthens the community as a whole. By offering affordable and accessible activities, we ensure that financial hardship or personal challenges do not prevent participation. Our focus on young people,</p>

	<p>families, and vulnerable groups creates opportunities for social inclusion, reducing isolation and fostering a sense of belonging.</p> <p>Additionally, our initiatives will contribute to local economic growth by creating jobs, supporting volunteers, and attracting external funding. We will continuously measure our success through community feedback, participation levels, and long-term social outcomes, ensuring that our work delivers lasting change. Rivals Foundation is more than a provider of activities—we are a catalyst for positive transformation, empowering individuals and uniting communities through shared experiences and opportunities.</p>
Values	<p>The values and principles that guide our work are:</p> <p>Empowering our community and promoting better mental health</p>
Target groups	<p>Which specific young people, group or specific areas are you looking to target? What are the ages, backgrounds, issues the community is impacted by, etc.</p> <p>Our target groups are those of all ages and abilities.</p> <p>All of our sessions are inclusive for everyone from disadvantaged and deprived areas to affluent communities.</p> <p>Our members are those in and around the Netherton area,</p>
Legal structure	<p>Rivals foundation has been a registered charity since June 2016 for the improvement in our community, our charity number is SC046652.</p> <p>We have a board of 3 with a chairperson, treasurer, secretary and twenty trustee/members</p>

Where are we now?

Strengths and Weaknesses, Opportunities and Threats

<p>Strengths (internal)</p> <ul style="list-style-type: none"> Established and deeply embedded in local community. Recruitment process that reinforces community ties Local partnerships with other charities and also established relationships with local councils. High and Consistent participation rates Sound financial footing backed up by sound money management and favourable contractual arrangements Multipurpose facilities that allow a variety of regular and one-off events. Unique skillsets of coaching staff Ambitious and Driven leadership team. Structure that empowers staff members. Empowered supporting team. 	<p>Weakness (internal)</p> <ul style="list-style-type: none"> Lack of succession planning. Concentration of knowledge and workload Policies & Processes. Marketing and social media footprint and engagement. Ambitious and Driven leadership team. Expecting other people to do more for us. Thinking we need to be there all the time (Sam and Scott)
<p>Opportunities (external)</p> <ul style="list-style-type: none"> Government sponsored employment schemes. Development of new branch opening and access to a new community. Tackling weaknesses will provide more fundraising opportunities and potentially increased success rate. Increased Mental Health awareness and positive effects of physical activity. Increased awareness of good nutrition will push healthy eating initiatives. Marketing reach and brand awareness Increasing drive for renewable energy should increase funds available for charities through associated charitable commitments. Opportunists to open more facilities to benefit the community 	<p>Threats (external)</p> <ul style="list-style-type: none"> Cost of living crisis could negatively affect participation rates as people look to save money. Contractual situations could be negatively affected by a deterioration of the financial position of counterparties (Energy Company solvency, Sub-let agreements with third parties and lease agreements with landlord. Council funding cuts could impact finances made available to the third sector. Adverse changes in health and personal circumstances of leadership team.

Competition

Rivals Foundation is a local family run organisation steeped in the local community, there is not a lot of other organisations like us or community like us. We are totally unique and pave the way for other establishments to strive towards,

We run projects to help everyone and look to empower as many people as possible. We have a loyal and well-trained coaching staff like no other close to us.

Others who operate in the same sector listed below are all located in Lanarkshire – noted that most do not have their own premises:

- NL gymnastics (delivered at local sports centre)
- XS Taekwon-do (delivered at local sports centre)
- Vision Taekwon-do (delivered at local sports centre)

In gymnastics / dance, the nearest competition is located at Ravenscraig and wishaw sports centres.

Local context

We have various projects and run community consultations, surveys, and feedback questionnaires to find what the local area wants and need. Such as the mental health and wellbeing project we run for teenagers and young adults who are struggling. We aim to base our services on the need of the local people and our members.

Our Organisation - Reduce isolation and loneliness - We will be bringing people together to practice and learn the skills needed for our programmes. With this comes a sense of community and respect for one another. Rivals Foundation is a family run organisation that brings that sense of family to the local community environment encouraging all to work together and support each other.

Addressing Inequalities - We understand that not all young and their families will have access to the best equipment or facilities which is why at Rivals will do our best support those in need. We also work during our projects to help make sure the children from the most deprived backgrounds can have access to our programmes moving forward and do not just get forgotten about at the end of sessions. Any programme we have been involved in have a history of community and bringing people together from all backgrounds and promote respect for all.

Promoting and increasing physical activity - Once young people embark on a training programme within our organisation the improvements in health and well-being that accompany this have been shown to increase continued participation in general physical activity.

Promoting better eating habits - Healthy eating is an important component in all sporting activity and this is embedded in the training ethos that we look to instil to all participants.

Our projects strengthen the people within our community whilst building trusting relationships that last. This will allow our users to connect with each other and build nurturing relationships supporting creativity and building on what we have already achieved whilst growing together.

Future Project Focus

Opportunity 1: Develop Netherton Community centre in to a thriving community hub

Opportunity 2: Open spaces up for new community groups and organisations to increase participation

Rationale: To give our members, and people within the local community more access to various activities.

Opportunity 3: To secure long term contracts to deliver sessions to schools, local authority and employability services (something we already do, but would like to provide more, which we will)

Rationale: To help cover the costs of running the organisation and provide more services to the community

Opportunity 4: Run monthly charity nights as opposed to 3-4 per year

Rationale: To use our events hall and partner up with local charities and be able to raise more funds whilst allowing people to have a good night at the same time

Opportunity 5: To offer more services to the community with additional projects and classes such as morning (after the school run), baby & mummy (or daddy), disability sessions, mindset coaching for employability, looked after and disadvantaged children, anti-bullying after school sessions,

Rationale: To continue to strive for a facility that is suitable for everyone and is an integral part at the heart of the community

Appendices

Strategies

Partnership Strategy

There are a number of partners that we engage with to make our business work. These partners help to develop our organisation in various ways to help us achieve our objectives. They have been added in below:

Active schools
Street league
VANL
VASLAN
North Lanarkshire Council
South Lanarkshire Council
Business Gateway Lanarkshire

Fundraising and Sustainability Strategy

As an operating charity, we often apply for various project-led funds to help develop our services. We are a sustainable business without relying on external funding however, applying for funds helps us to grow quicker and to therefore offer access to our services to a wide range of people across Lanarkshire and beyond.

A list of future funders is listed below:

National Lottery
SUEZ
Foundation Scotland
VANL
VASLAN
Self-fundraising through charitable activities
Sport-Ed
North Lanarkshire Council
South Lanarkshire Council

Marketing Strategy

We rely on a mix of traditional and digital forms of marketing to help grow our brand awareness. These are:

Member – refer a friend.
Word of mouth
Website: *To Launch*
Social media content
Sponsored social media posts.
Social media competitions & give-aways
Local press
Flyers through doors

Out at schools whilst delivering sessions

We understand that we could benefit from some structured advice around marketing, and we are about to start a project with Business Gateway to help us.

Finance Strategy: Costs & Income

As a charity, we are a transparent company and access to our audited account is available on-line or by request.

See attached 12-month cashflow projection for further information.

People Strategy

Our board members and volunteers are our key difference to any competition. We take great pride in low staff turnover and the opportunity to develop staff wherever possible.

In other areas, our overall strategy is to:

Recruit new coaches.
Train current coaches up through our current methods of coaching our members
Recruit an admin team to deal with communications.
Recruit volunteers

Technology Strategy

We take advice from technology specialists when required but try to manage our technology in-house as much possible. Our future focus is to:

Continue to develop our website.
Grow our social media and market more direct for a professional approach
Add a member app, so we can communicate more effectively, and members can access a more premium service

Premises and facilities Strategy

Our aim for 2025 is to develop the community of Netherton within the community centre and more

Delivery of services

- Since launching our full-time martial arts facilities, we have found our offerings of martial arts classes to be the contributing success to both new gyms. We cover 4 areas of instruction (through all proposed activities);
Children's classes
Ladies only
Mixed adults
Youth/teenager sessions
baby and toddler
mums & dads
disengaged youth
- These sessions will work for all the types of services we have spoken about through the market research we have conducted
- Our average membership price is £49 per month

These numbers are very conservative considering we have reached 100 members in our Uddingston facility which only opened June 2024, 170 members in our Airdrie facility which opened in January 2023. Our East Kilbride facility has around 350 members, which opened in November 2022, both gyms have an average membership price of £49

The management of our expansion

- We have strong managerial structures in place, ensuring effective oversight and operational efficiency. The management team for the new venue is well-prepared and experienced, mirroring the successful management frameworks we have implemented across our expanding network.
- We run a leadership programme within our organisation to enhance our ability to learn our team how to effectively coach and aid in our vision to deliver our services.
- We have a fulltime administration team at our HQ and once we open our next facility one of the team members will join the facility manager as a front of house/admin assistant
- Our commitment remains steadfast in delivering a financially viable and sustainable project. We are open to providing any further information or clarification that would aid in the committee's assessment.
- We also have a new cohort of our leader who finish their mentorship this year and are ready to progress up to the next level, Our instructor leader team will help with

the expansion and bring through new leadership teams through the various sites we operate in

Community Proposal

Our reasons for making the request and how the land or building will be used.

Project Objectives: Our request for community space is driven by the vision to establish a vibrant and inclusive hub for the Rivals foundation that actively contributes to the betterment of our local community.

Our project aims to create a multifunctional space that serves as a centre for physical well-being, personal growth, and community engagement.

Need and Justification: There is a clear and pressing need for a dedicated community space that fosters physical fitness, mental resilience, and strong community connections. With increasing concerns about sedentary lifestyles and stress-related issues, providing a venue for people to engage in multi sport and leisure training can offer holistic benefits that positively impact both physical health and mental well-being.

Proposed Development and Changes: To fulfil our objectives, we intend to transform the acquired community centre into a state-of-the-art community space and centre. This will involve interior renovations to create well-equipped training areas, fitness facilities, classrooms for workshops, and social spaces for gathering and relaxation. In alignment with sustainable practices, we plan to incorporate energy-efficient lighting and ventilation systems.

Activities and Programs: The space will host a range of activities and programs catering to various age groups and interests within the community. These will include Regular martial arts classes for children, adolescents, and adults. Self-defence workshops, empowering individuals with valuable skills for personal safety. Health and fitness classes, focusing on physical conditioning and stress reduction. Community seminars on topics like mindfulness, nutrition, and personal development. Inclusive classes for seniors and individuals with diverse abilities. Community events such as open houses, charity drives, and cultural celebrations. Along with sessions for people with ASN and those who come from a disadvantaged background, Dance, performing arts & crafts, Gymnastics, toddler and elderly groups to name a few

Community Engagement: Our project envisions an open-door policy where community members can actively participate, learn, and connect. By collaborating with local schools, businesses, and other organizations, we aim to establish a strong network that supports the growth and development of our community.

In conclusion, our proposal seeks to address the immediate need for a community space that promotes physical and mental well-being while fostering a sense of unity among residents. The transformed building will serve as a beacon of health, empowerment, and togetherness, enriching our community's quality of life.

Benefits of the proposal

The benefits that we consider will arise if the request is agreed to.

The approval of our community request for the establishment of the Rivals Foundation community space will yield a multitude of benefits that positively impact our local community and beyond.

The following outlines the significant advantages that will arise with the realization of this proposal:

1. **Health and Well-being:** The community space will serve as a hub for promoting physical fitness and overall well-being. Regular sessions will encourage active lifestyles, cardiovascular health, muscular strength, and flexibility. As community members engage in these activities, they will experience improved mental health, reduced stress, and increased confidence.
2. **Personal Growth and Empowerment:** Through specialized self-defence workshops and personal development seminars, participants will gain practical skills to protect themselves and enhance their personal growth. These empowering sessions will instil a sense of self-confidence and security, enabling individuals to navigate their lives with greater resilience.
3. **Community Cohesion:** The establishment of a central community space will provide a platform for residents of diverse backgrounds and ages to connect. Regular classes, workshops, and events will foster friendships, support networks, and a sense of belonging. Strengthening community ties will contribute to a safer and more inclusive neighborhood.
4. **Skill Development:** Our proposal will equip participants with valuable skills and development. These skills extend beyond the training mats, positively impacting personal and professional lives. Children, adolescents, and adults will benefit from improved focus, discipline, and determination.
5. **Collaboration and Partnerships:** The community space will encourage collaboration with local schools, businesses, and organizations. This will result in dynamic partnerships that further enrich the community through joint initiatives, workshops, and events. Such collaborations will amplify the positive impact on the local ecosystem.
6. **Community-Led Initiatives:** Our proposal supports community-driven activities by providing a physical space for meetings, workshops, and events initiated by residents themselves. This encourages proactive engagement and empowers the community to address its unique needs and aspirations.
7. **Economic Boost:** The establishment of the Rivals foundation community space will contribute to the local economy. It can attract visitors from neighbouring areas who participate in classes, workshops, and events, thereby boosting local businesses such as restaurants, shops, and transportation services.
8. **Cultural Exchange and Diversity:** By hosting cultural celebrations, workshops, and events, the community space will facilitate intercultural exchange and appreciation.

This will foster an environment of tolerance, understanding, and celebration of diversity.

In conclusion, the approval of our request for the community space will result in a harmonious blend of physical health, personal development, and community connectivity. By focusing on holistic well-being and inclusivity, the proposal aligns with the values of a thriving and vibrant community.