

Welcome to our first public consultation event

WELCOME!

This is THE SOCIAL HUB

We are defiantly open

You are definitely welcome

Shakers, makers, movers, groovers

Curious creatives, daydream believers

Visitors, locals and dear neighbours

We stand for what draws us closer

Creating moments that matter

Connections worth keeping

Friends worth having

Memories worth repeating

It goes without saying

We make love

To the irresistibly human

We are the social kind

It wouldn't be the same without you

Introduction to the event

This is the first of two consultation events we will be hosting. At this one, we want to provide you with information on our ideas for the development of Plot E2 within the Fountainbridge masterplan.

Overview of the process

We are aiming to submit our planning application in March 2026. We will be hosting a second consultation on the 26th January, where we will present more refined designs – and respond to the feedback we hear today.

We want to hear from you!

We are 2 months into a 5 month design process and we are really keen to hear your feedback to help inform the emerging designs at this early stage. We are here today to listen and discuss the proposals. The Social Hub want to be good neighbours – and that starts now by working together collaboratively and engaging socially.



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Welcome to The Social Hub



Charlie MacGregor
Chief Executive Officer and Founder



TSH talent foundation

1% of our profits go to programmes for those who face significant educational barriers but possess the drive and potential to change the world



Sponsorships

We contribute €350k a year through spaces for social initiatives and charity events



Community Events

We host more than 9,000 events for our community a year across Europe, engaging over 100,000 people



Better society academy

This learning platform enables changemakers to master new skills, expand their network and collaborate to amplify their collective causes

Our mission

At The Social Hub, we strive to create a better society for everybody. It's a bold ambition; but small steps create big change. That's why we work every day to build and run our hubs responsibly and to engage with communities effectively. We believe hospitality has the power to shape a fairer future. We believe a better society is created when people with vision and talent come together from all walks of life. United by a shared mindset, our community is shaping a brighter future, and having fun doing it.

Social at heart

'Social' is not only at the heart of our name, but also our philosophy. We care about diversity, representation and well-being. Not just for our own network of changemakers, but for society as a whole. We support those without a voice, create fair opportunities and help people grow personally and professionally.

Benefit for all

We recently reached a major milestone: we have become certified as a B Corp. The B stands for 'Benefit for All'. B Corp companies meet high standards of social and environmental performance. To get certified, every aspect of our business was screened: from how we build and operate our hubs to what social impact we make on our guests, employees and society. We're now joining a community of like-minded companies that also use business as a force for good.

Our story

Our first hub opened in Rotterdam in 2012, and since then we've opened 21 hubs across Europe. Closer to home - our Glasgow hub has been welcoming people since 2024, Fountainbridge will be our second hub in the UK, and as Edinburgh is his home town it's a hub that's close to Charlie's heart.

A space to live, work and connect

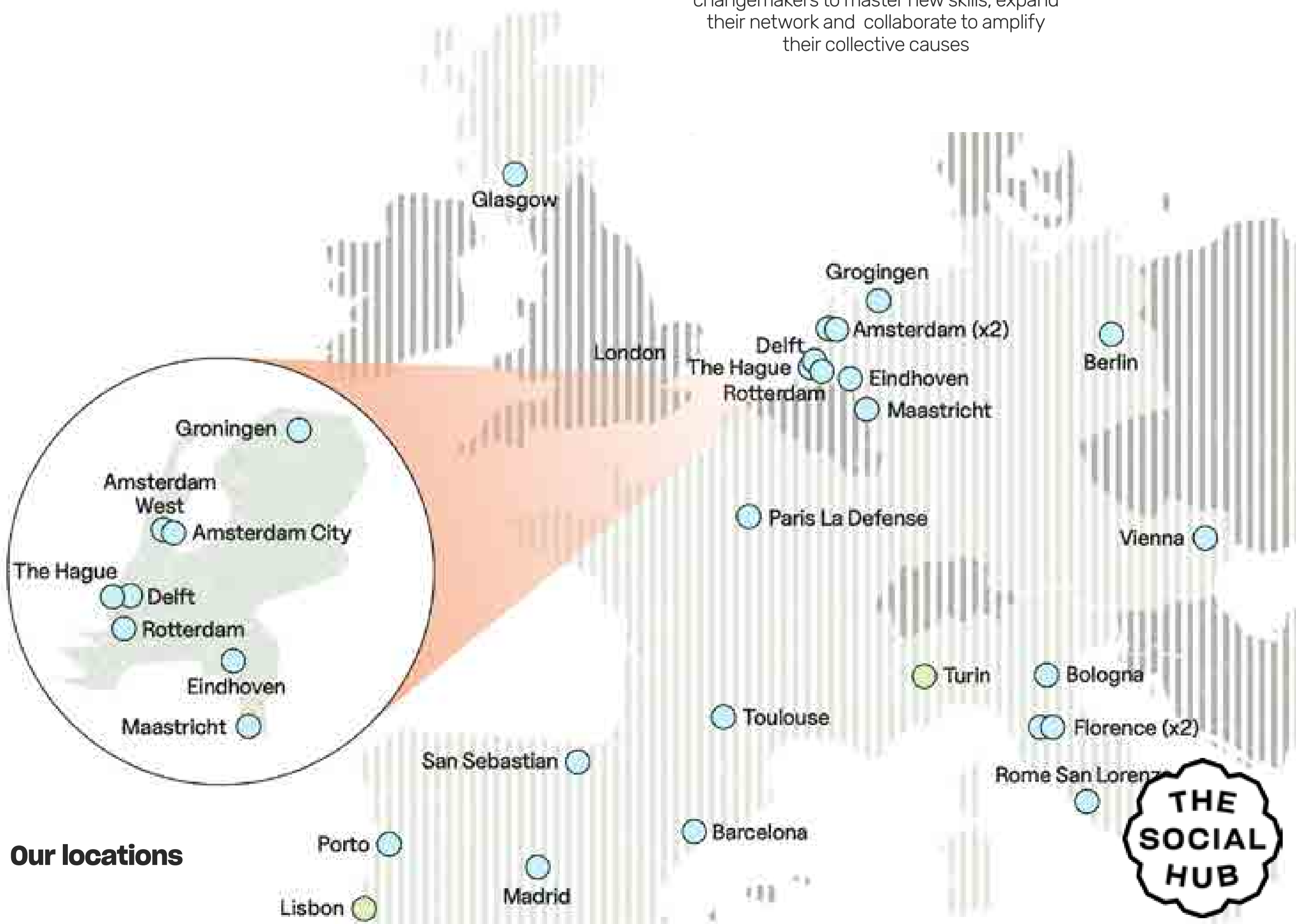
Whether you're with us for an hour or a year, we're a space for locals, digital nomads, travellers, students, coworkers and everyone in between. From work to play, there's an adventure for you at The Social Hub.

Fountainbridge vision

In Edinburgh's Fountainbridge, we're creating a vibrant destination that brings people together in engaging and inclusive ways. Our hub will feature an exciting mix of uses: a welcoming hotel, flexible co-working spaces, extended-stay options, and a lively food and drink offering with a restaurant, rooftop bar and café. Guests and locals alike will enjoy our clubhouse lounge and gym—spaces designed for connection, creativity and well-being. It's more than a place to stay; it's a community built for living, working and thriving.

Community experience

From community dinners to activities with senior citizens and volunteering, we host hundreds of community experiences every month across our hubs.



Our locations

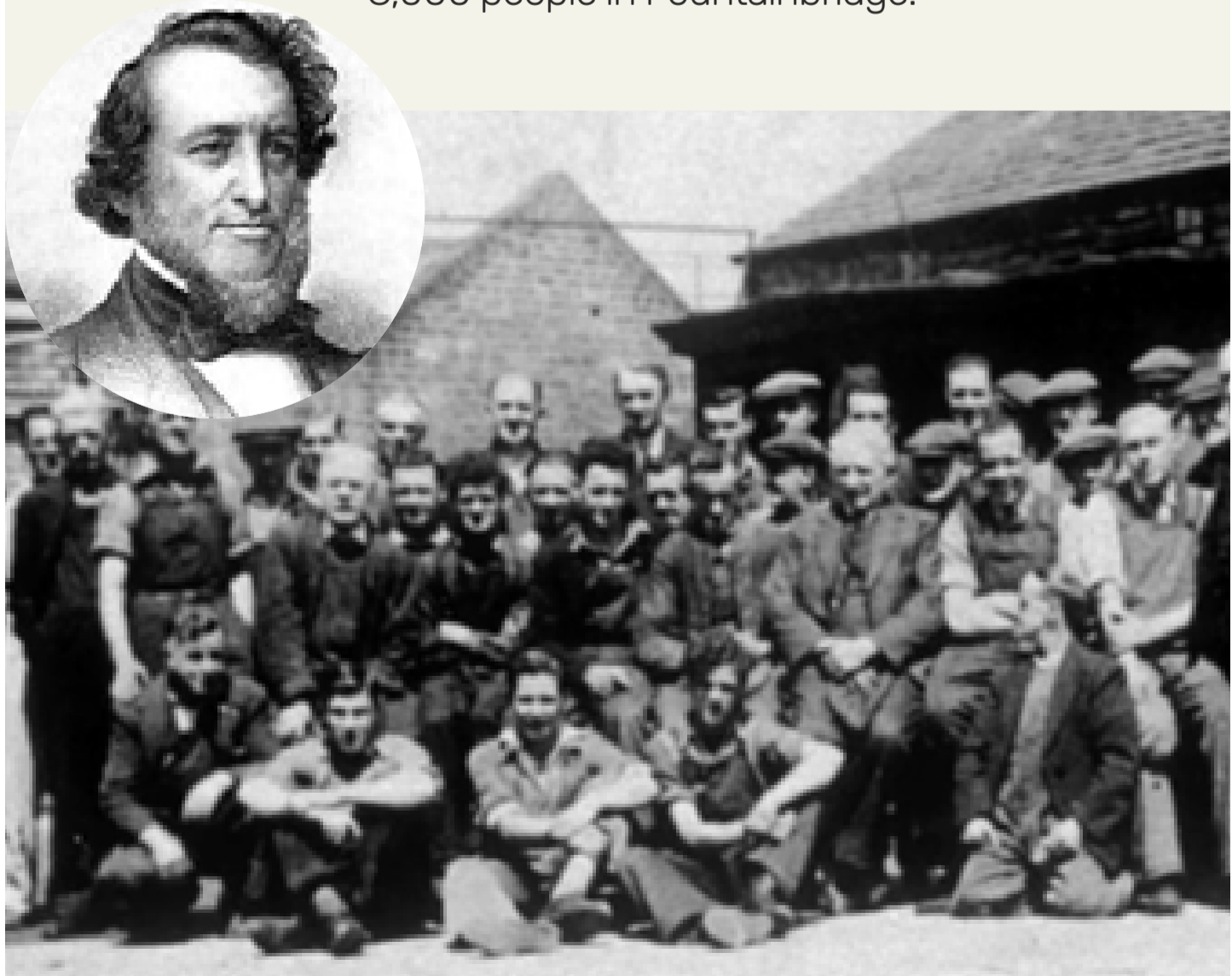


Fountainbridge – the place and the people



“You didn’t just work at the Rubber – you belonged to it.”

In 1856, innovative American businessmen and boot-makers Henry Lee Norris and Spencer Thomas Parmelee acquired a large plot of land, formerly the Castle Silk Mill close to the Union Canal at Fountainbridge. The North British Rubber Company produced a diverse range of goods from wellington boots, golf balls, hot water bottles and combs to hoses, rubber sheeting and equipment for heavy industry. At its peak in WWII the company employed ~8,000 people in Fountainbridge.



‘Benefit for all’

Despite the stench, the pride of those who worked for ‘the rubber’ was strong. In part this was due to Henry Lee Norris’ aim to bring ‘benefit for all’ and secure a lasting legacy of culture, education, recreation, civic infrastructure and social cohesion for his workers. These are aspirations that The Social Hub share today and is demonstrated by its ‘B Corp’ status. The ‘B’ stands for benefit – and the certification is awarded to companies who balance profit with purpose and consider the impact of their decisions on all stakeholders, including workers, communities, customers, and the planet.



Palais De Danse, Fountainbridge

The Palais was an infamous dance hall in Fountainbridge. It evolved from a roller rink and cinema (The Coliseum) in the early 1900s and become a beloved social hub for decades, with Ronnie Scott and Sean Connery enjoying nights there. It was famous for its lavish dances and romantic encounters. It closed in the early 1970s and was demolished around 2015. Jean Stirrat, greeted thousands of ballroom patrons during her tenure as hostess and taught many of them how to dance.



McEwan’s Brewery The Tartan Club

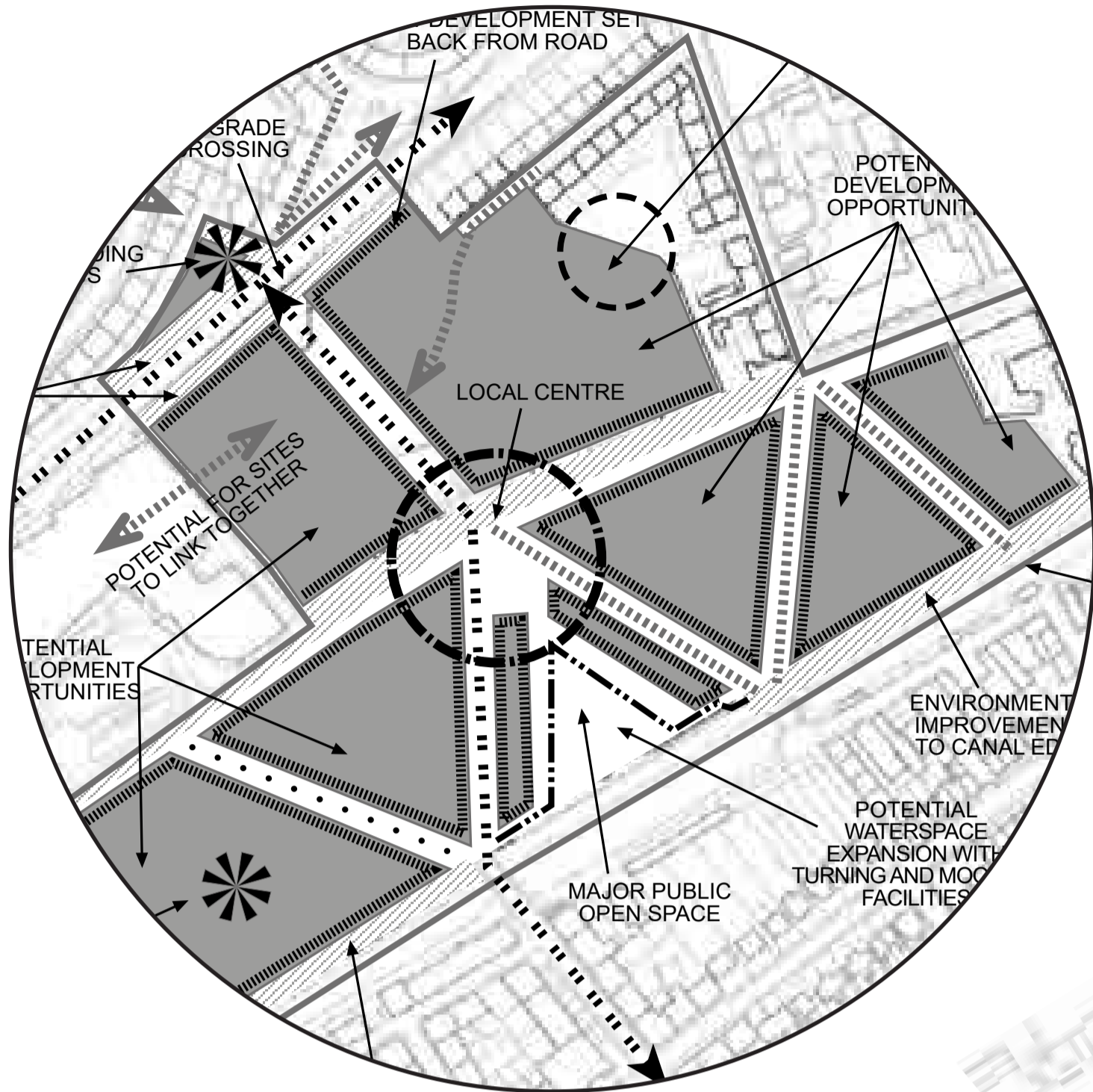
“The Tartan Club” was a social club located within the McEwan’s Fountainbridge Brewery. It provide concerts dancing, meals, a bar and sports. It offered conversation ritual and belonging for workers.

“I had my first beer there on a sat morning, my dad was captain of the domino team, and I remember collecting the employees monthly allowance of 48 cans of beer from the shop next to the entrance” – Dave Clark



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Fountainbridge - the context



Fountainbridge development brief 2008

The development brief for the wider Fountainbridge area was developed by the Council through consultation with local communities, this can be seen above. The objectives were:

Sense of place - the creation of an outstanding environment where people can enjoy living, working and relaxing - and which utilises the unique quality of the canal.

Integration - to enable the integration of developments into the surrounding communities, through increased permeability and appropriately located uses.

Movement - to improve north south linkage and enhance access for pedestrians and cyclists to key transport nodes. Transport requirements must be incorporated within high quality public realm.

Heart - the creation of a new focal point through a mix of community and commercial uses, forming a strong relationship with the waterspace and Fountainbridge.

Space - the creation of a number of high quality civic and public open spaces. These could be integral to the overall urban form and should be safe, usable and accessible.



Previous planning consent 2014

This plot was previously consented for hotel and office use under a Planning Permission in Principle (PPiP) application for the wider CEC owned Fountainbridge site. This consent has now lapsed and so The Social Hub proposal will be submitted for planning approval as a new detailed application.



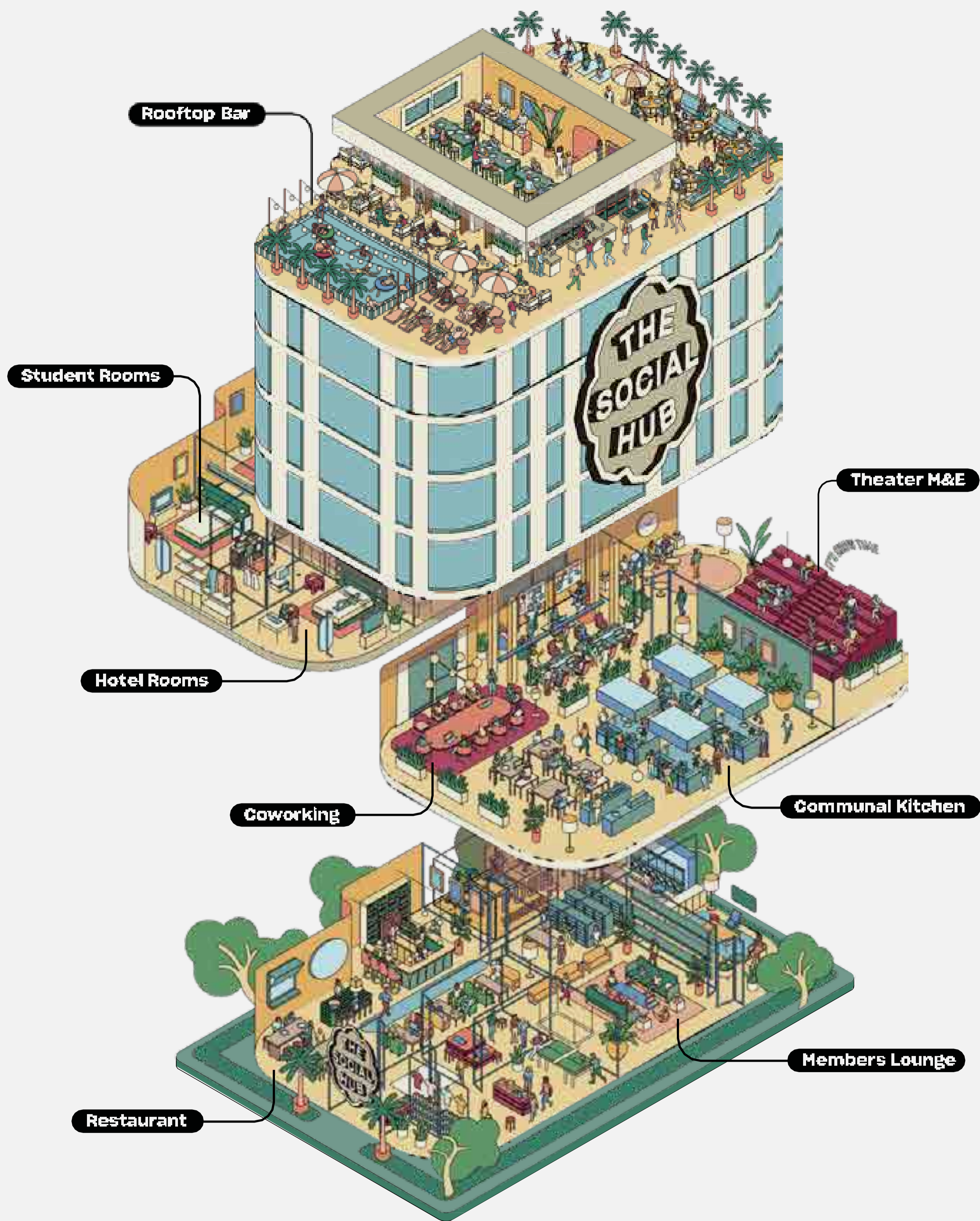
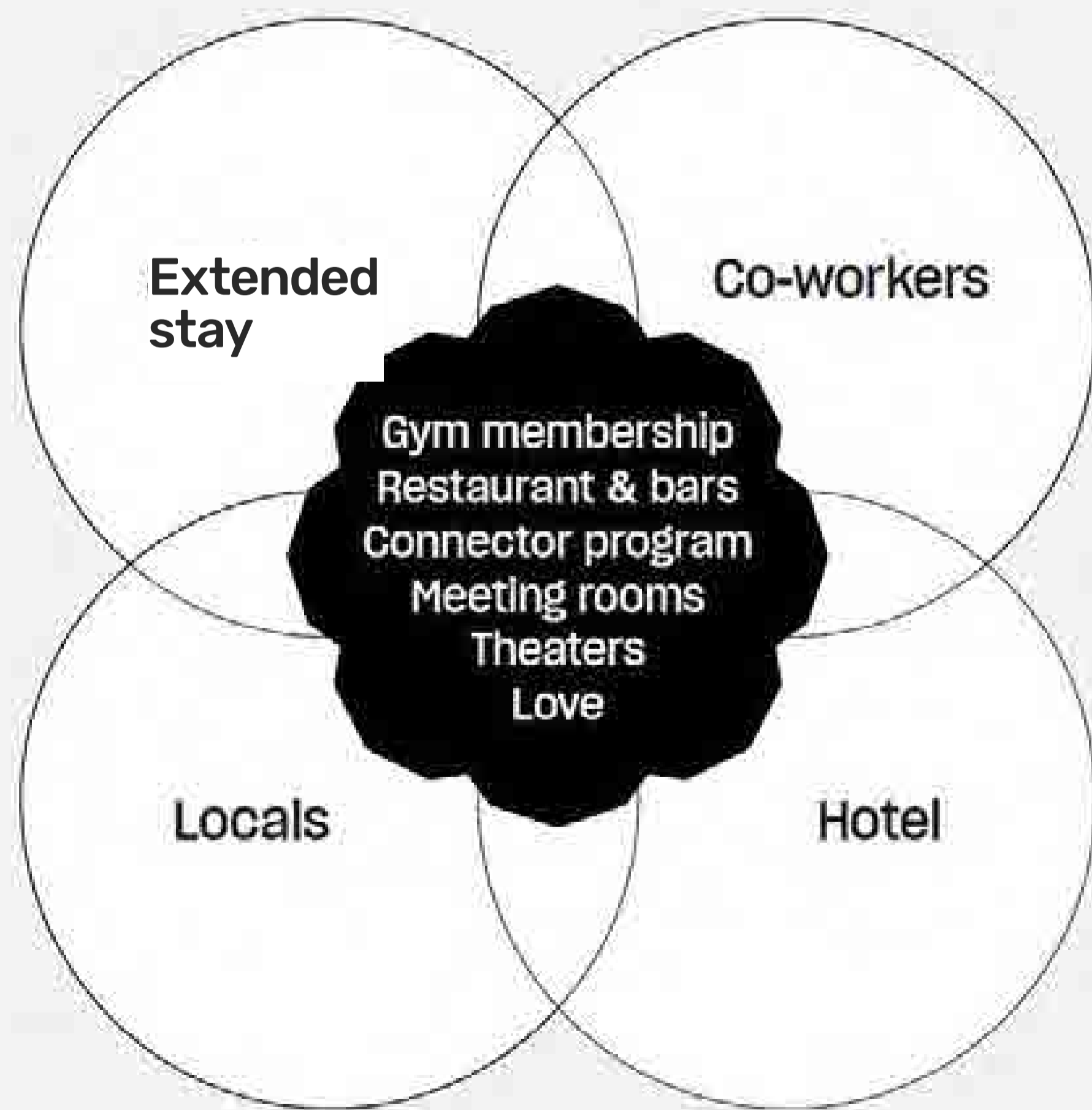
A new heart to the public space

The detailed proposals for Leamington Square have been developed through a co-design process with the local community. This has planning approval as part of the consent for the adjacent housing development. The public realm around The Social Hub site will be delivered by Cruden Homes and Buccleuch Property, who are the Council's joint venture delivery partners for this area.



Actively bringing people together

- Better Society Masterclasses
- Group Sports
- Arts & Crafts
- Food & Drinks Workshop
- Community Dinners
- Culture Club



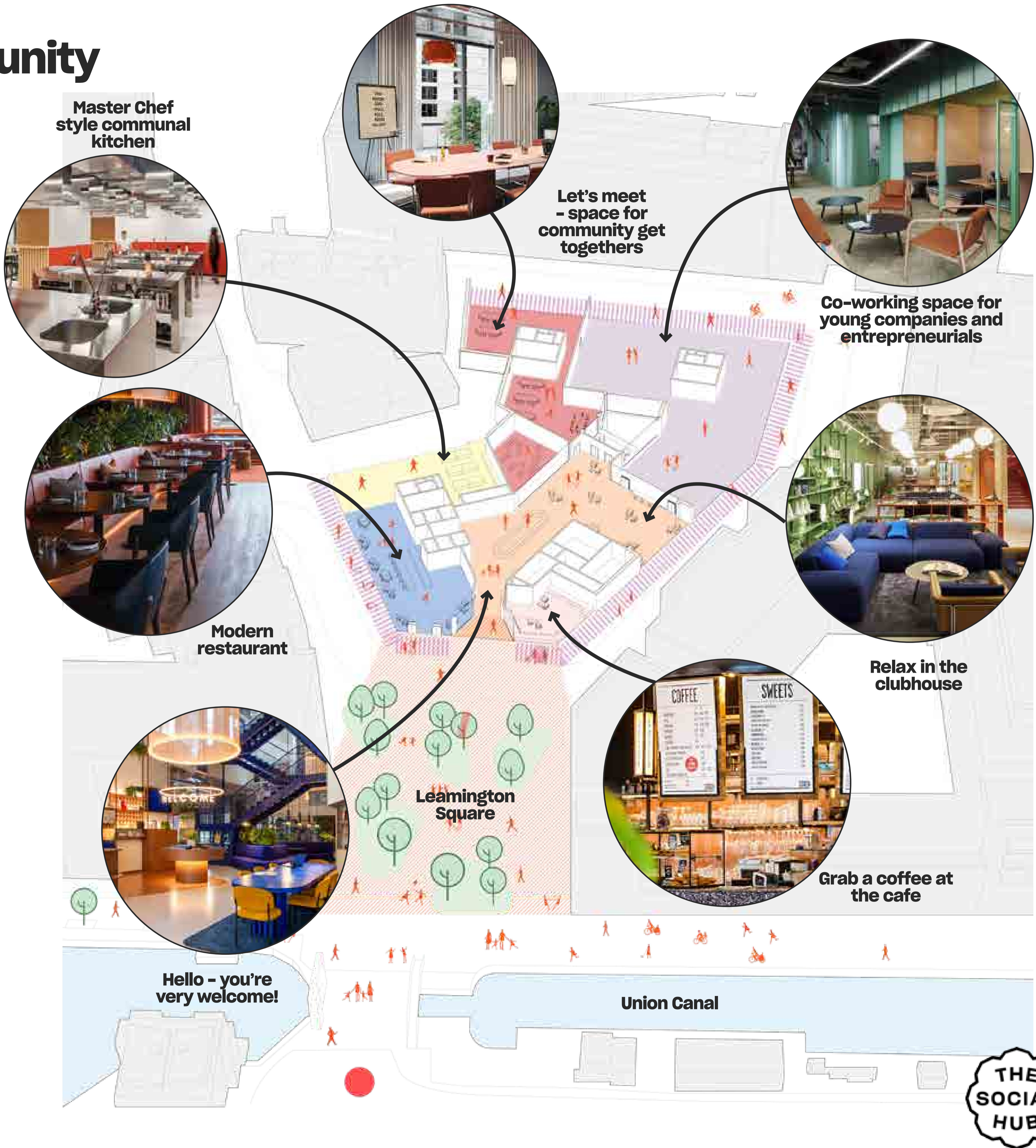
A hub for the wider community



We inherit the past to build our future.

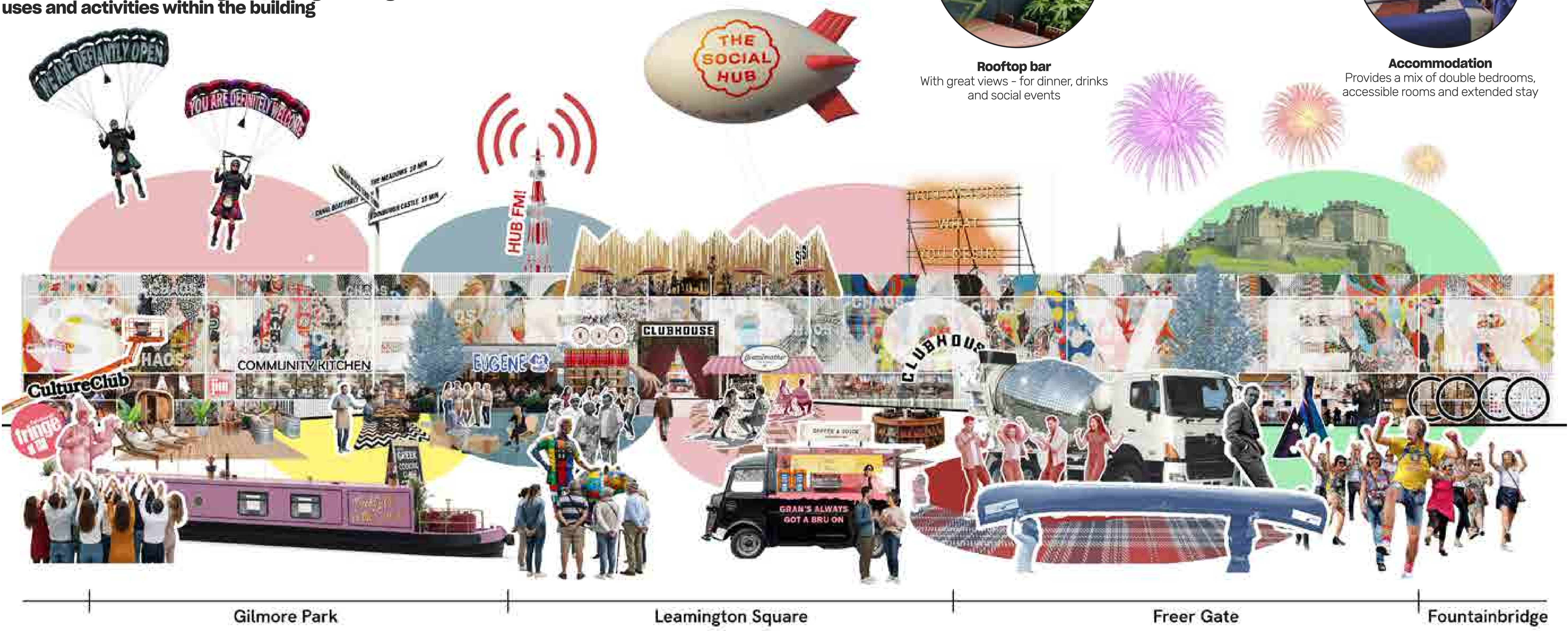
Not as nostalgia but, once again, as a model for future belonging: with roots in place where creativity, connectivity, care, hope, unity, identity and collective energy meet.

And create benefit for all.



Creating something special

This is an elevational collage capturing the range of uses and activities within the building



Provided at upper levels:



Rooftop bar
With great views - for dinner, drinks and social events



Accommodation
Provides a mix of double bedrooms, accessible rooms and extended stay

Provided at ground floor:



Meeting and events
A range of size of meeting rooms, and a large flat floor flexible event space, with catering provision



Restaurant
A modern European restaurant, open to guests and locals alike from morning through to evening



Clubhouse
Central social space providing check in and guest support functions, alongside a shop and space to relax



Cafe
A traditional Italian style cafe with locally produced cakes and pastries



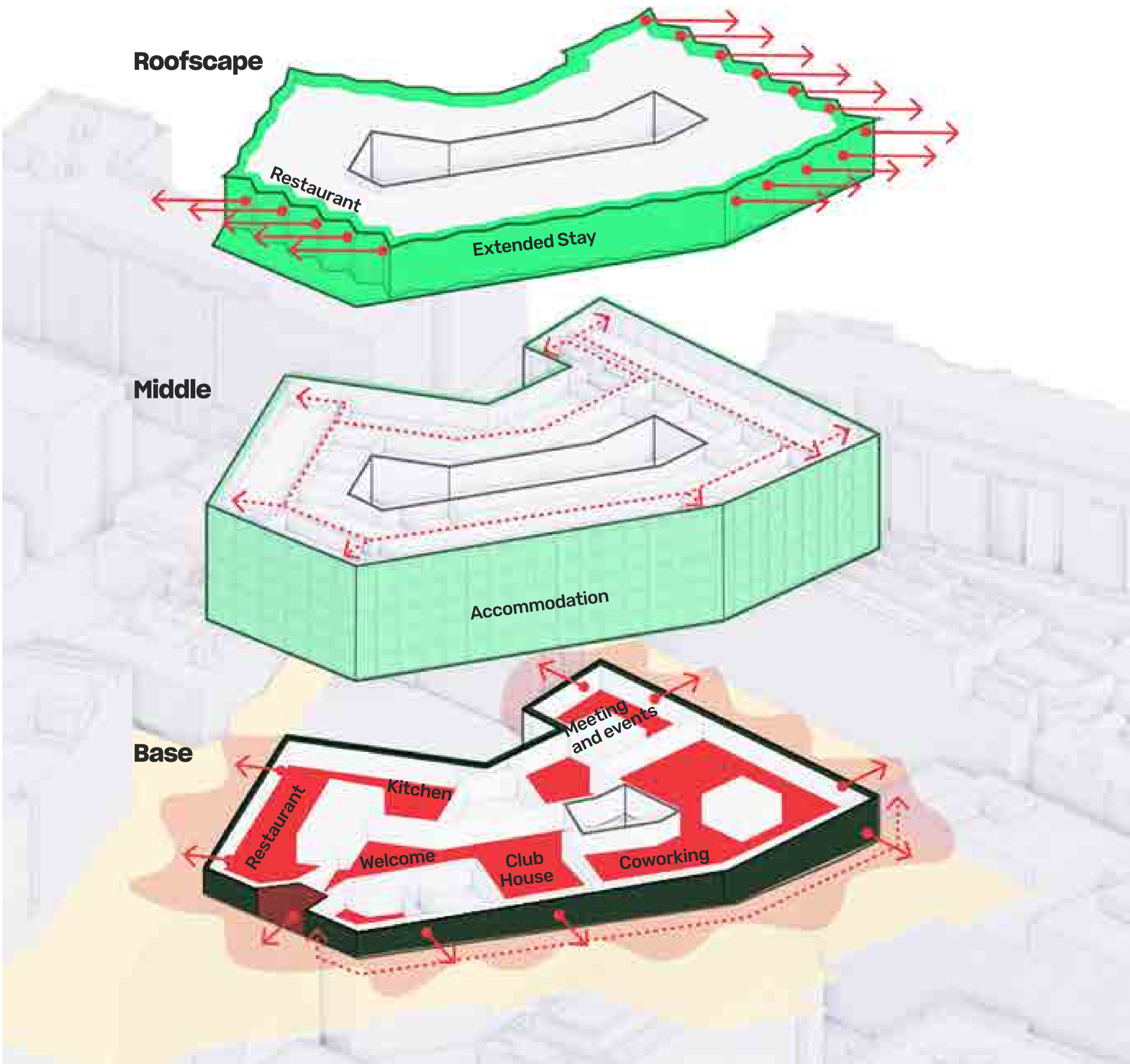
Gym
A large format gym and wellness facility, potentially providing a sauna and plunge pool, alongside a fitness studio.



Coworking
A range of small scale flexible workspaces for start ups and entrepreneurs



Creating something special



The building has 3 key components:

The roofscape - we think there is an opportunity to have an exciting and distinct roofscape reflecting the heritage of expressive roofs in Edinburgh.

The middle - is where the majority of the bedrooms are located, this includes extended-stay rooms to ease pressure on Edinburgh's housing stock, hotel suites, and rooms for students. The design intent for this section is for it to be quite rational and restrained.

The base - is made up of the lower and upper ground floors. These engage with Fountainbridge Road to the north and Leamington Square to the south and provide most of the publicly accessible spaces. The design intent is for the base to be visually open and engaging. The cafe and restaurant will have their own identity and have direct access to help energise local streets.

Integration of artwork - we are keen to incorporate artwork through the building fabric or light well, this could be achieved in a number of ways, see some example images below.

ROOFSCAPE	Unique and Distinct
MIDDLE	Rational
BASE	Active and Welcoming

Examples of expressive rooflines



Napiers, Bristo and Teviot Place



Former Bourroughmuir High School



Grassmarket



Bruntsfield Place



Usher Hall



National Children's Library

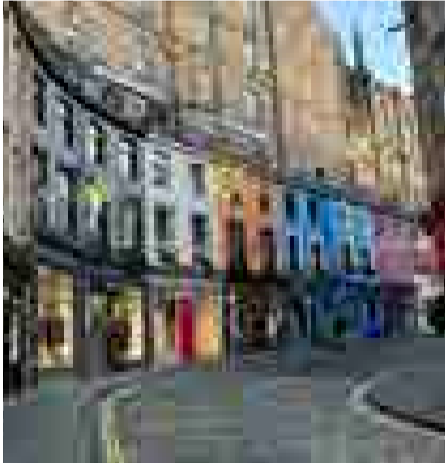
Examples of active street frontages



Former Bourroughmuir High School



Bruntsfield



Victoria Street

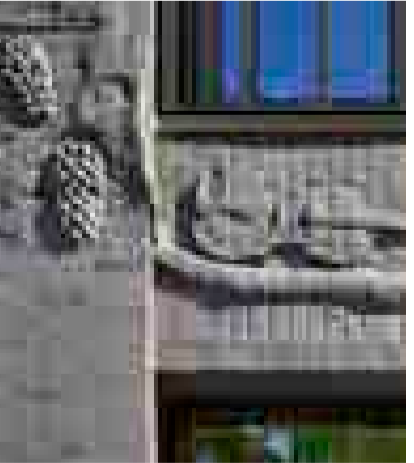
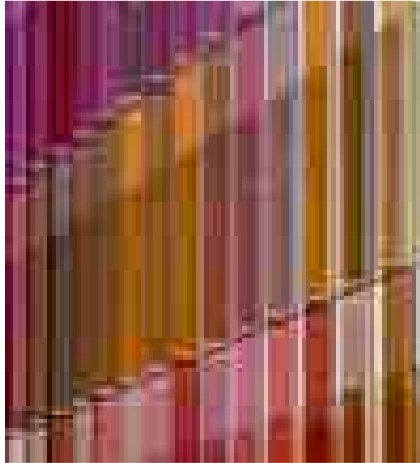


Fountainbridge



Fountainbridge

Examples of embedding stories through artworks



View from Leamington Square



View along Fountainbridge

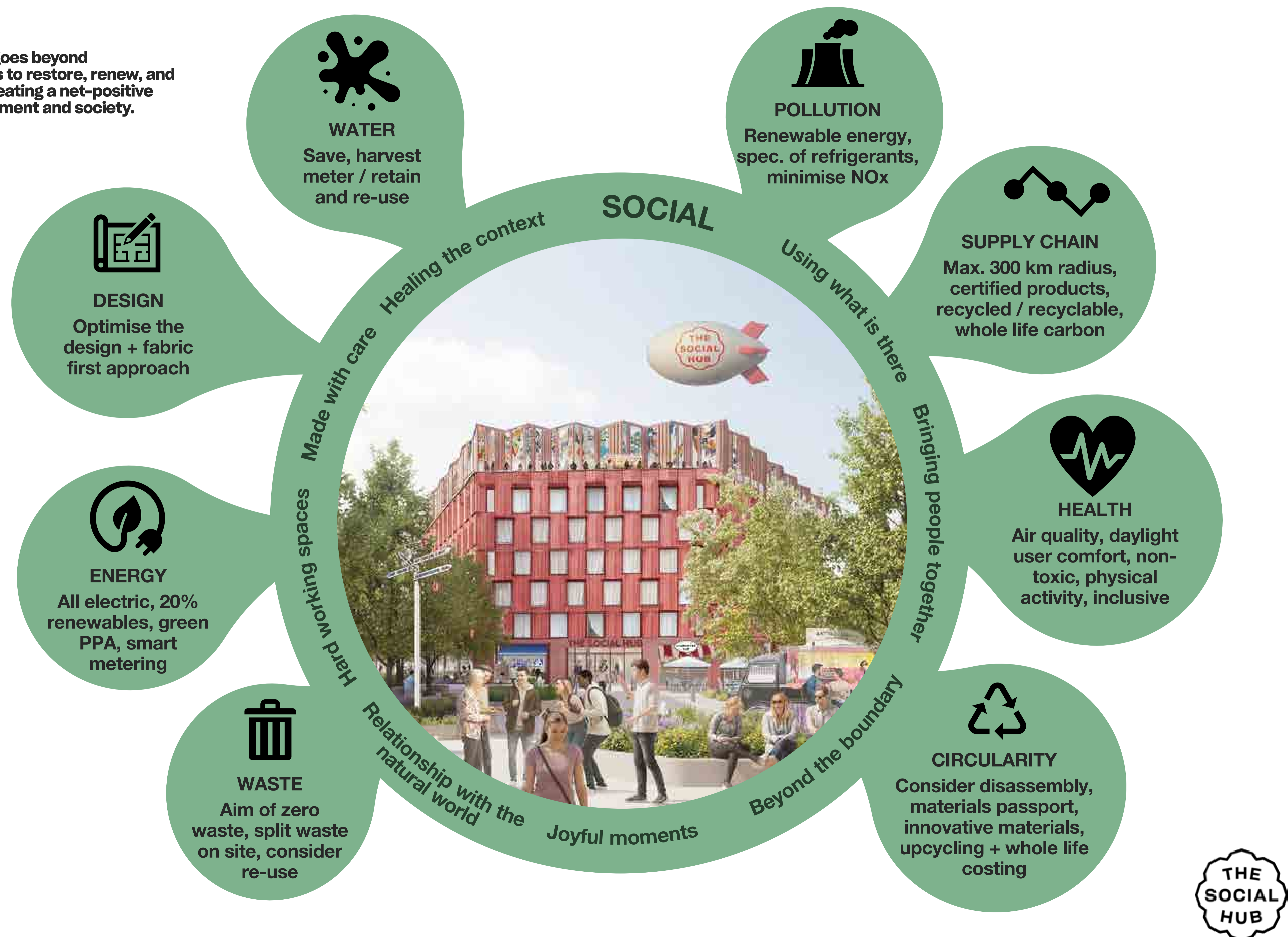


An initial sketch view





Sustainable and regenerative design


Regenerative design goes beyond sustainability – it aims to restore, renew, and revitalize systems, creating a net-positive impact on the environment and society.





Learning from Glasgow

 Opening: Feb 2024


 490 Rooms


 200,000 sq ft GFA


 18-25 sq m Avg. Room Size


 Freehold

 3,200 sq m Connect

 1,400 sq m Co-Working

 800 sq m F&B

 1,000 sq m Meeting & Event Spaces

 Sui Generis Hotel Planning Use

- First The Social Hub Hub in the UK
- Full suite of The Social Hub amenities including large co-working spaces, restaurant / bar, bike parking, gym and rooftop bar

Booking Scores



Community and events

Since opening, TSH Glasgow has hosted more than 300 events, many focused on the local community. TSH Glasgow is fostering a thriving community of local businesses, over 200 people work from TSH Daily, including:

- 50 flexible desk members
- 65 dedicated desk members
- 21 occupied offices

The coworking was fully let within a year and now has a long waiting list. TSH fosters growth and innovation through networking events and employment opportunities with both co-workers and students.

We have received fantastic local support



Aileen Crawford
Head of Tourism and Conventions at Glasgow Life

"The Social Hub has played a key role in enriching our city's appeal. It's a catalyst for connection and innovation."

"Tourism in Glasgow is on the rise and incredible spaces like The Social Hub play a big part in that. It's been wonderful to see how in just a year, it's become a landmark venue, connecting visitors to the city with the community."



Marc Crothall
Chief Executive Office at The Scottish Tourism Alliance



Sarah Shaw
Head of Planning Neighbourhoods, Regeneration and Sustainability, Glasgow City Council

"I am always using the Social Hub as a good example of mixed use within the city centre which generates a real buzz around the area, regenerating a vacant site in the heart of the city."

"It's a real creative hub and we're already making brilliant connections to support us in our mission to inspire and celebrate the future of creative screen talent in Scotland."



Jude MacLavery
Director at BAFTA Scotland



Have your say and next steps

Ways to get involved:

1

Check out the models

There are a couple of models on the tables – one shows the proposed building form in its context. The second is a concept sketch model demonstrating the activity and uses happening at the ground floor level.

2

Give us your feedback

Please leave a comment digitally. To do this open the ‘camera’ app on your phone and hover over the QR code (to the right) – a link will appear to complete the digital form. Alternatively, there are paper copies in the café – please complete this and post in the comments box.



3

Share your memories of Fountainbridge

It could be a happy memory, a recollection of a place now lost, or a favourite community gathering – it’s totally up to you! Please feel free to draw or write on the table.

4

Speak to us

There are representatives in the room from The Social Hub and their design team, please feel free to ask us a question – or discuss your thoughts with us.

Next steps
The Social Hub are aiming to submit a detailed planning application for this site in Q1 2026. We hope to receive a planning consent by the end of 2026. This would enable construction works to start in 2027 and the building to open in the summer of 2029.

Public consultation
The next public consultation event will be held in the Edinburgh Printmakers on Monday 26th January – 3pm > 7pm. We hope to see you there!

