

Welcome to our second 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 second of the two consultation events we are hosting. Today we want to give our response to your feedback to the first session. We also give an overview of the emerging design proposals 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. TSH would like to open the building to the public in summer 2029.

We want to hear from you!

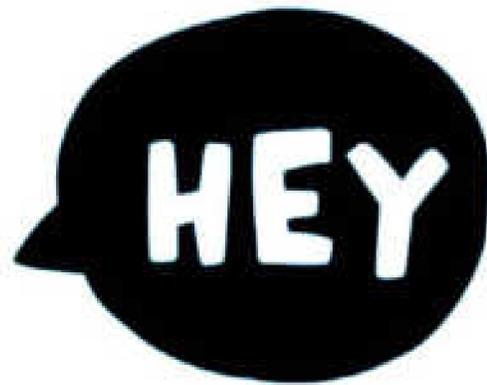
We are really keen to hear your feedback to help inform the emerging designs at this stage. We are here today to listen and discuss the proposals. The Social Hub want to be good neighbours - and that starts now by working together collaboratively.



Welcome to The Social Hub



Charlie MacGregor
Chief Executive Officer and Founder



Community Events

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



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



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.



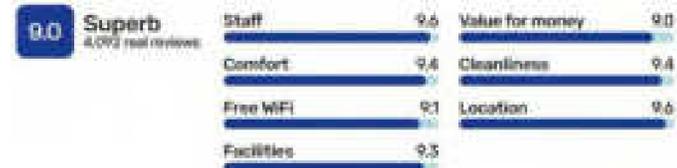
Our locations

Learning from Glasgow

-  Opening: Feb 2024
-  3,200 sq m Connect
-  490 Rooms
-  1,400 sq m Co-Working
-  200,000 sq ft GFA
-  800 sq m F&B
-  18-25 sq m Avg. Room Size
-  1,000 sq m Meeting & Event Spaces
-  Freehold
-  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



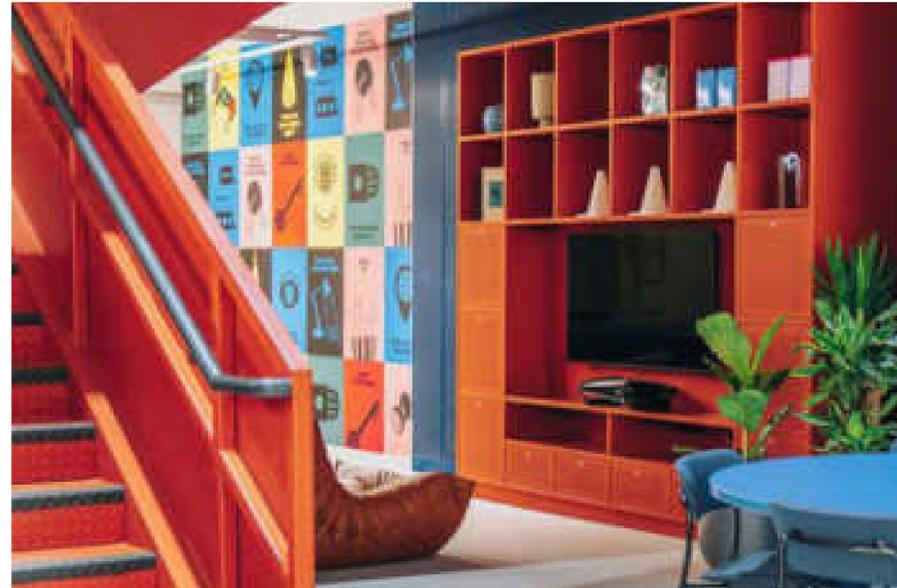
Sarah Shaw
Head of Planning Neighbourhoods, Regeneration and Sustainability, Glasgow City Council

"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



How we've responded to your feedback

Community access & partnerships

You said:

- Strong enthusiasm for publicly accessible, bookable community spaces
- Keep access affordable for local residents
- Requests to work with local groups
- Local businesses interested in meeting and event spaces

Our response:

- A dedicated management team will oversee bookings to ensure fair access for local groups and organisations
- A Community Access & Pricing Policy will be published, including free/low cost hours, concessions, and priority booking for community organisations
- A formal partnership programme will be set up with named local groups, including local community memberships
- The Social Hub will deliver significant social, cultural and economic benefits for Edinburgh by providing inclusive public spaces, cultural programming, co working, and community events - open and accessible to all

Local business & duplication of amenities

You said:

- Concern about duplicating cafés/restaurants
- Potential impact on existing local businesses

Our response:

- The proposal is designed to complement rather than compete with local businesses
- The Social Hub model provides a unique integrated mix of student accommodation, co working, hospitality and cultural programming not available elsewhere in Edinburgh
- The scheme will attract a significant number of visitors and increase the number of residents in the local area, which will help make Fountainbridge a 'destination' within the city contributing to footfall and supporting local businesses
- The Social Hub want to be a good neighbour - and that means collaborating with local businesses, for example sourcing event refreshments and breakfasts locally
- There will also be collaborations with local artists, both to create bespoke works for the community and also to exhibit / showcase pieces in the public spaces

Housing mix

You said:

- Raised concerns that there is already significant amounts of student/hotel accommodation in the area
- Desire for more social/affordable or general rental housing
- Request for comment on rental affordability

Our response:

- Housing delivery (including affordable homes) is already being delivered elsewhere within the wider masterplan, and this site was not allocated for housing by the masterplan
- The proposals are part of a mixed-use vision for Fountainbridge, the delivery of a viable commercial use supports the delivery of the housing components
- This scheme provides greater community benefit than the previously consented hotel/office use, by including co working, events spaces, rooftop access, and regular community events programming
- A Need & Demand Assessment will be submitted to demonstrate the requirement for this type of development
- The Social Hub give 1% of their annual revenue to their Talent Foundation & Grants programme, which supports students from low income backgrounds to access education and accommodation

Height, massing & density

You said:

- Concerns about building height compared to neighbours
- Questions about density and impact on adjacent tenements

Our response:

- A range of technical assessments (daylight/sunlight, noise, visual impact) have been commissioned to inform massing and scale
- Design refinements and mitigation measures will be made where needed to ensure an acceptable level of amenity for neighbours
- The assessments will accompany the planning application

Landscape

You said:

- Need clarity on trees, planting, roof greenspace, and landscape approach
- Support for promoting use of the canal and local groups keen to collaborate
- Questions about lighting impacts and energy efficiency
- Request for swift bricks

Our response:

- The proposal integrates with already approved public realm improvements in the wider masterplan, including upgraded footpaths and active travel routes
- The Applicant will deliver a share of agreed contributions associated with the wider masterplan
- Ongoing engagement with Fountainbridge active travel proposals to ensure alignment
- An ecological assessment will be provided which considers habitats and protected species
- The Applicant will explore opportunities for increased biodiversity and green infrastructure
- The Social Hub is willing to explore additional measures such as swift bricks and other enhancements

Communication & ongoing engagement

You said:

- You want clear, regular updates on programme and job opportunities.
- You are interested in visiting comparable projects
- Residents have offered to stay involved as plans evolve

Our response:

- A visit to The Social Hub Glasgow was arranged on Monday 12 January 2026, with transport and a full tour provided
- Another visit is being scheduled for week commencing 9 February 2026
- Open days, site walks, and further engagement events will be delivered throughout the design process
- Progress will be communicated and relevant milestones will be shared publicly

Construction

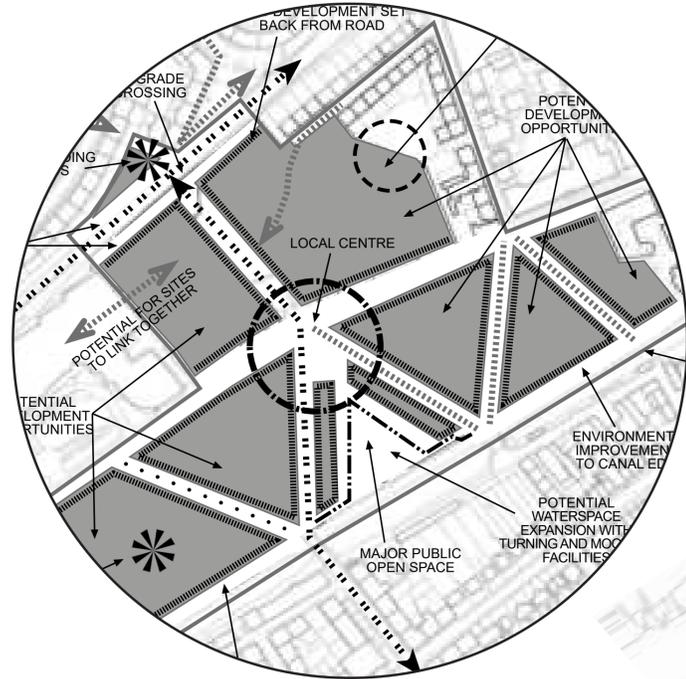
You said:

- You have concerns about construction traffic and disruption

Our response:

- We will develop a detailed Construction Management Plan including restricted construction hours and measures to minimise impacts on neighbours
- A Transport Statement is also being developed, to test the impacts of our operational servicing arrangements and the creation of future traffic
- As a car free scheme with great access to public transport, this will be very limited

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.



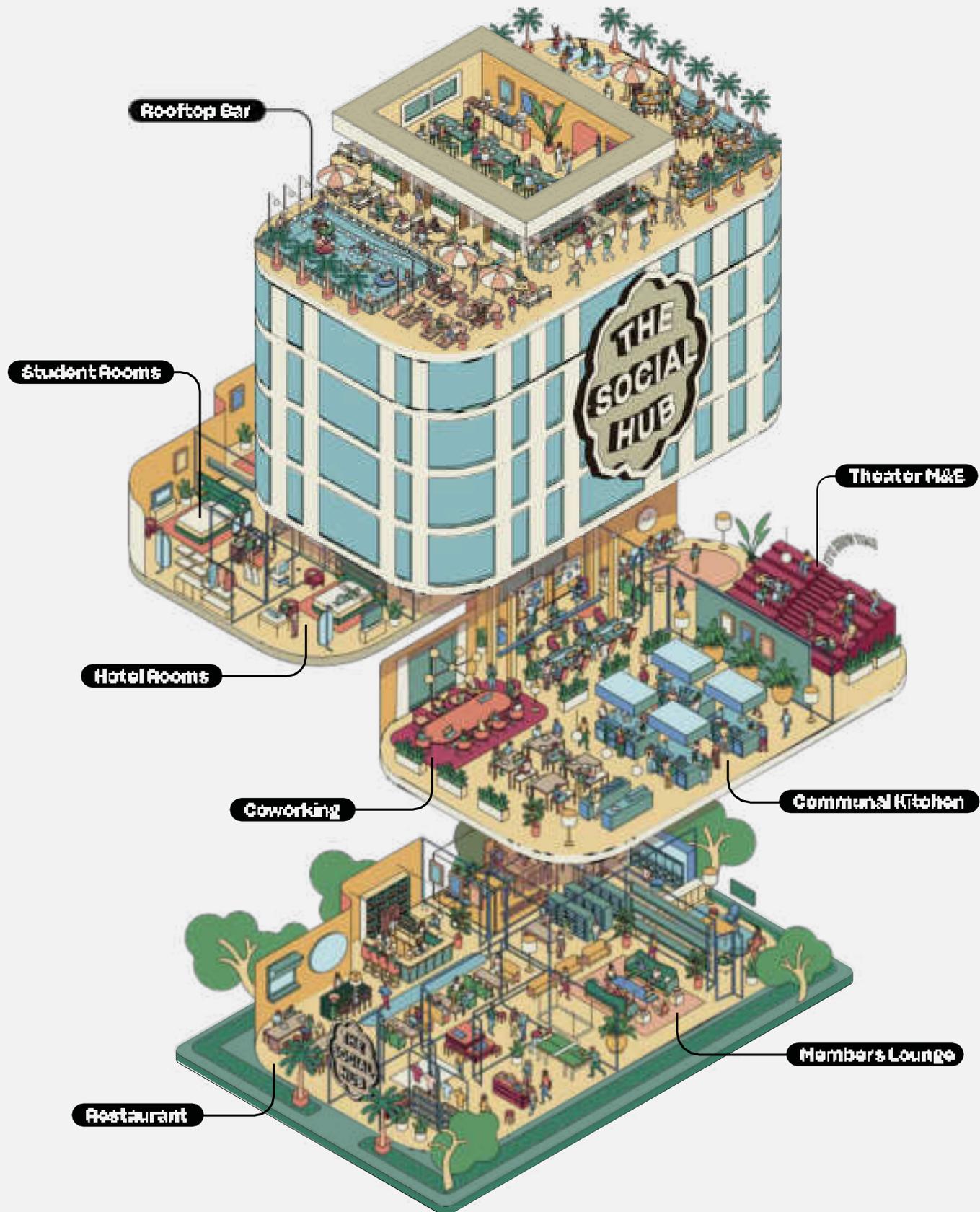
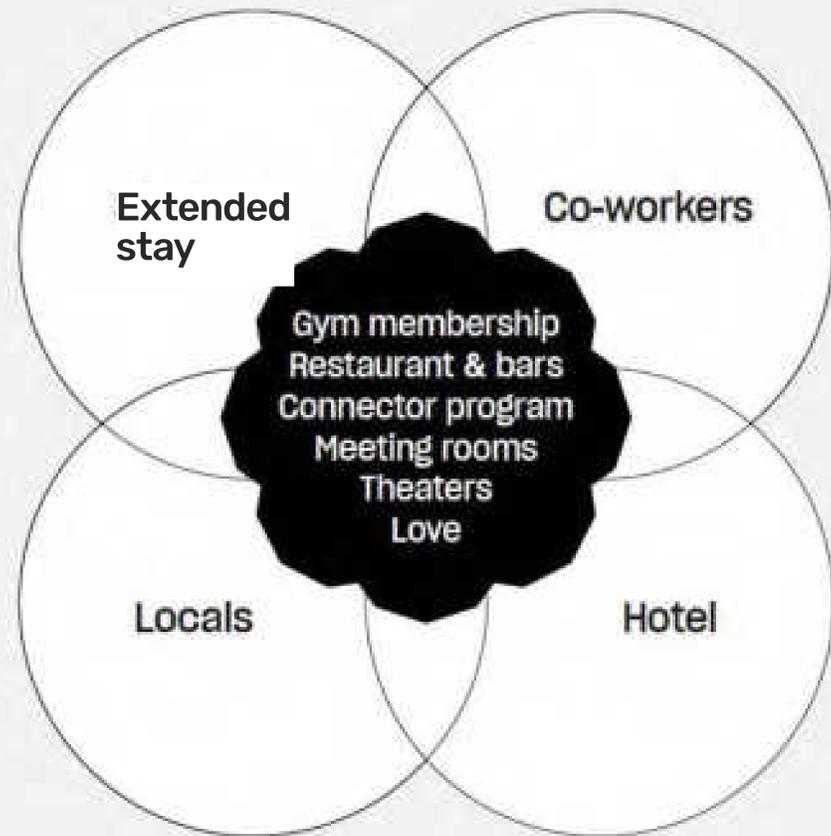
A new heart to the public space

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



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.



A hub for the wider community

Master Chef style communal kitchen



Modern restaurant



Hello - you're very welcome!



Leamington Square



Grab a coffee at the cafe

Relax in the clubhouse



Let's meet - space for community get together



Co-working space for young companies and entrepreneurs



A hub for the wider community



Gym - space to stretch and socialise

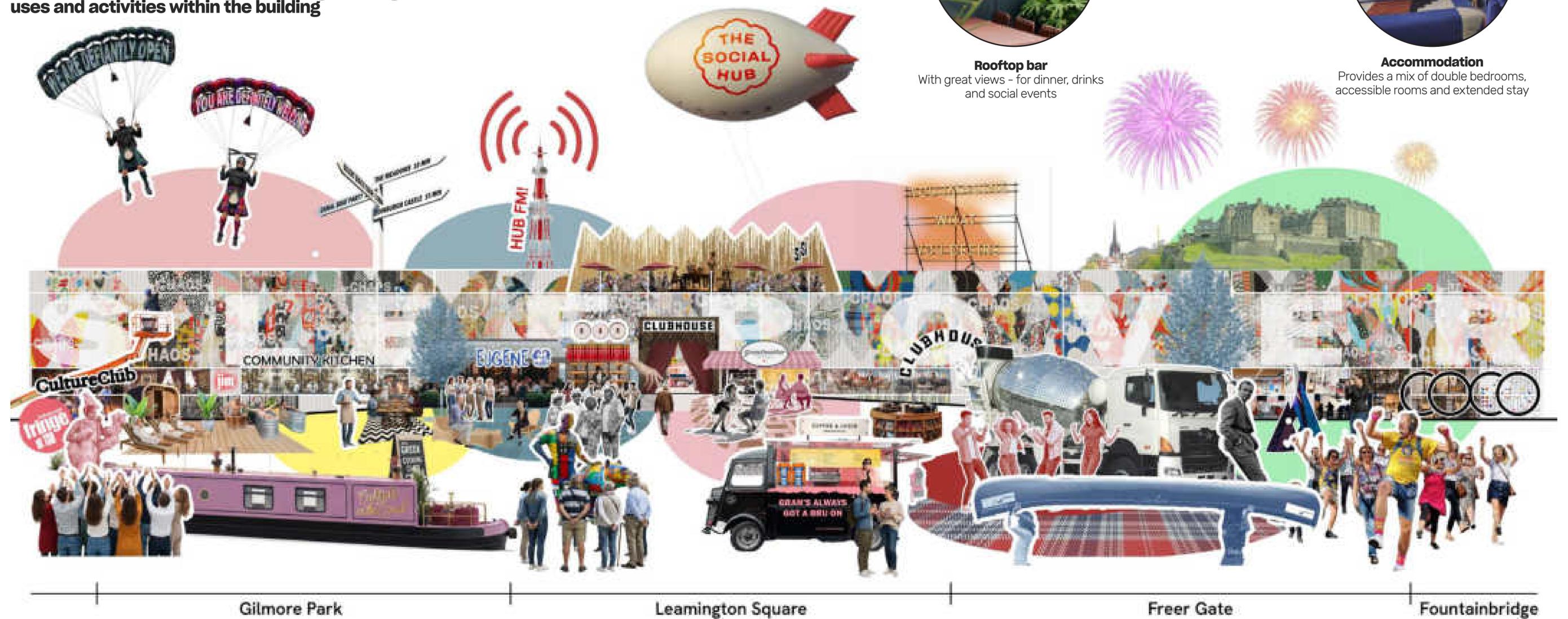


Co-working space for young companies and entrepreneurs



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



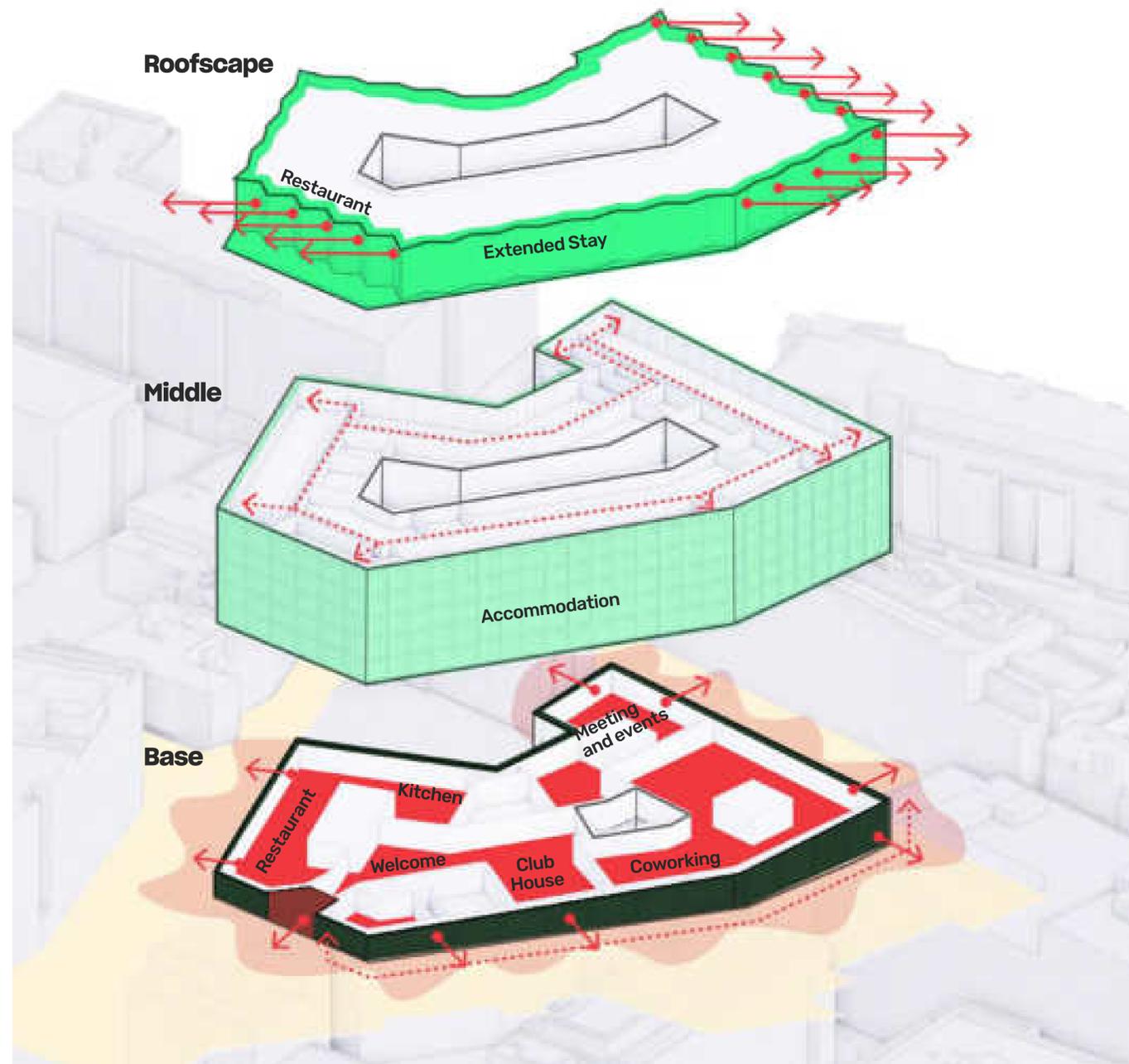
Gym
A large format gym and wellness facility, potentially providing a sauna and plunge pool, alongside a fitness studio.



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



Creating something special



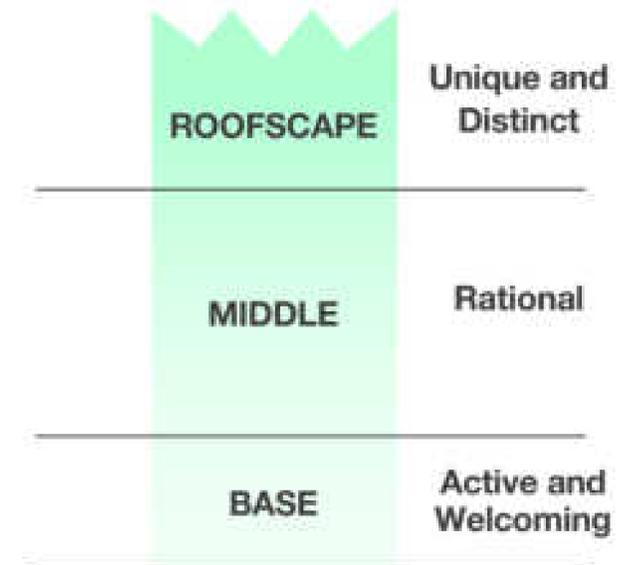
The building has 3 key components:

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.



Examples of expressive rooflines



Napiers, Bristo and Teviot Place Former Broughmuir High School Grassmarket Bruntsfield Place Usher Hall National Children's Library

Examples of active street frontages

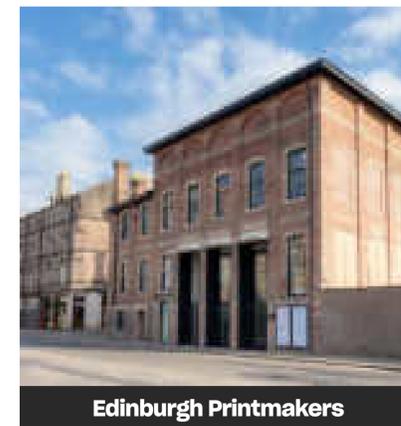
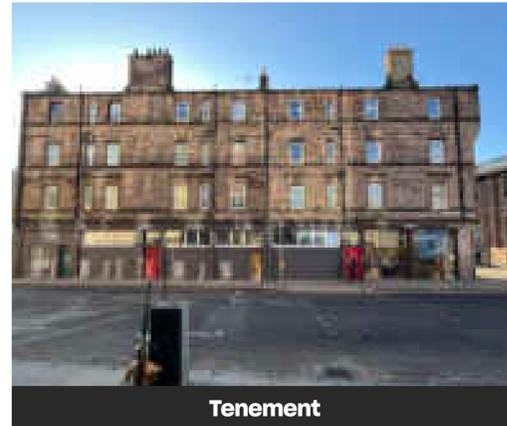
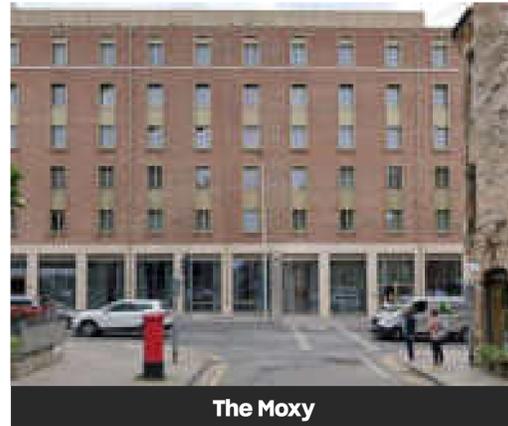


Former Broughmuir High School Bruntsfield Victoria Street Fountainbridge Fountainbridge

Examples of embedding stories through artworks



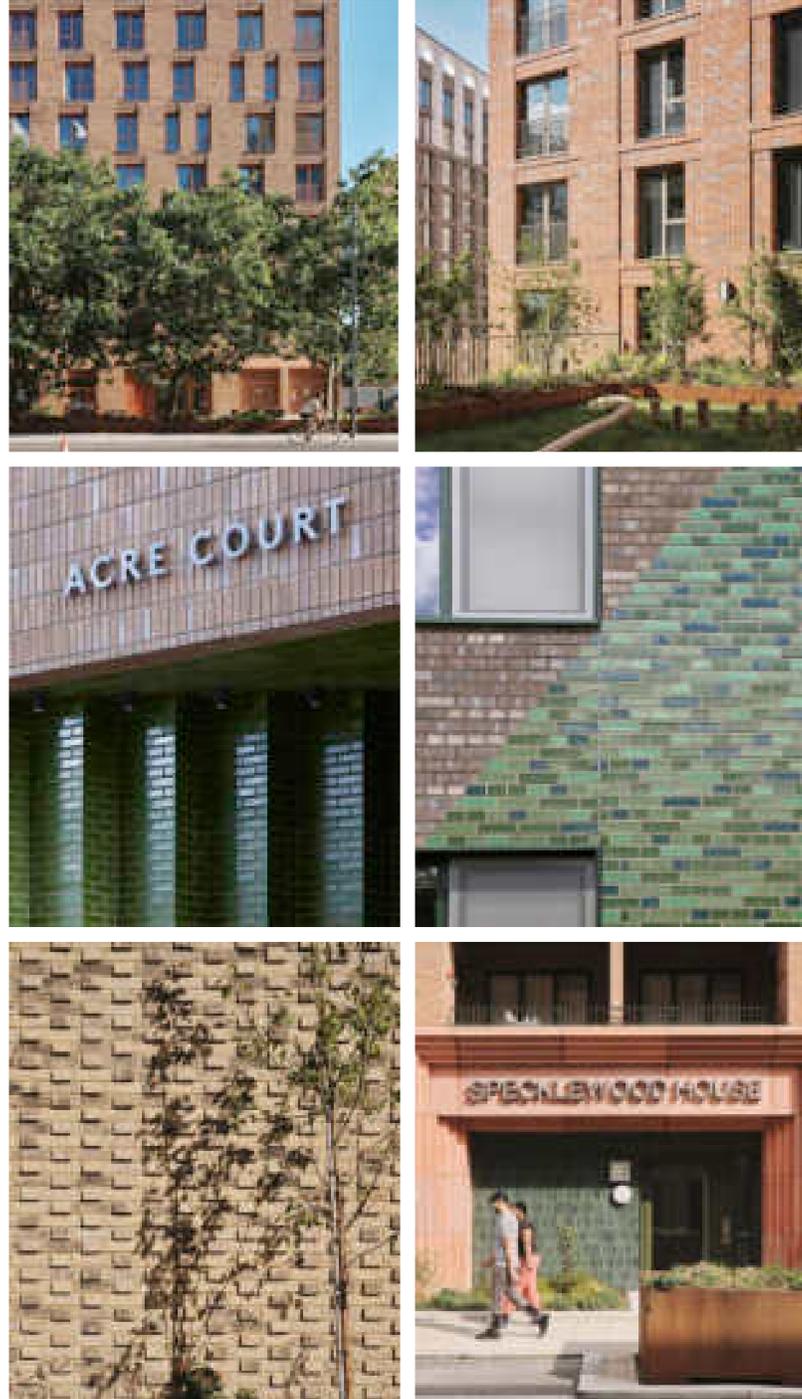
Fountainbridge context



This is a street elevation looking south - along Fountainbridge and Dundee Street



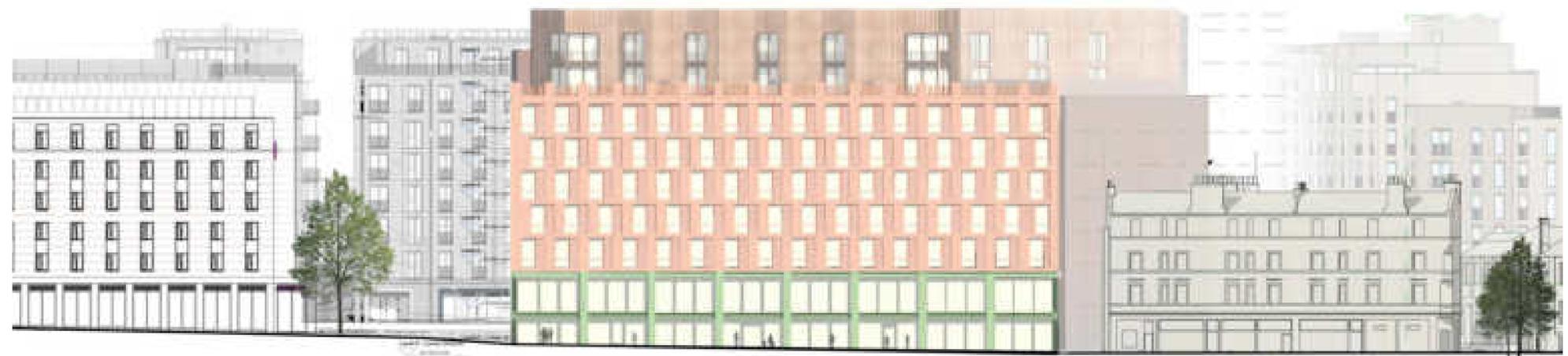
Emerging design



Precedents for materiality and articulation



Leamington Square elevation



Fountainbridge elevation

View from Leamington Square



LEAMINGTON SQUARE



THE SOCIAL HUB

THE SOCIAL HUB

View along Fountainbridge



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. There is also a webpage where you can view the boards and complete the form:

www.montagu-evans.co.uk/public-consultation-the-social-hub-edinburgh/



3 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.

