

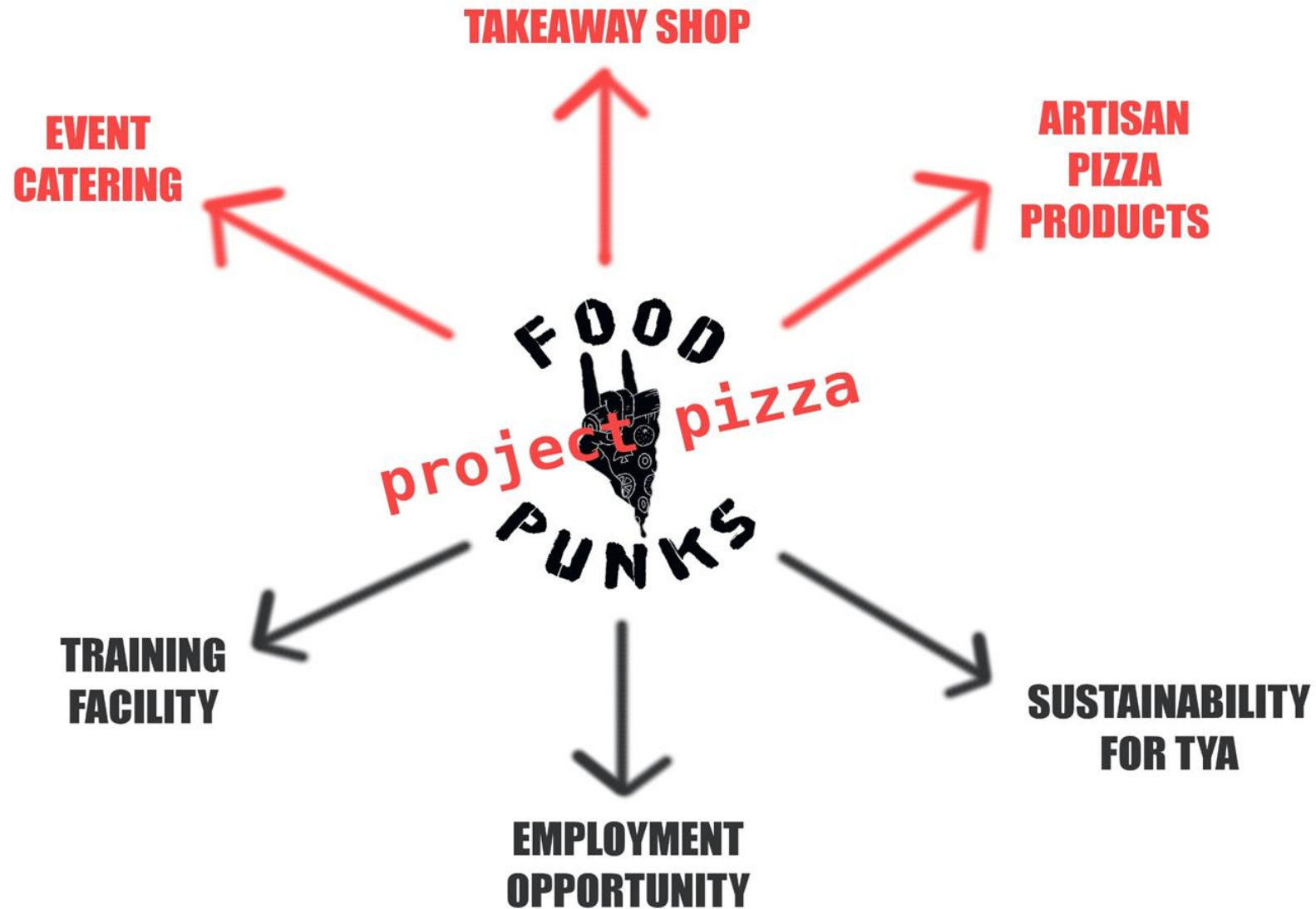
# Project Pizza

## TYA Proposal



# Project Pizza

## Concept



# Project Pizza

## Proposal in brief

Tweeddale Youth Action's Food Punks wish to lease the former Corn Exchange High street shop to open Project Pizza - a training academy and artisan pizzeria selling authentic Naples style pizza.

Our proposal is for an initial 10 months rent free period, followed by a further 6 months at £625 per month (equivalent to £7.5k pa) and the remaining lease period at £1k per month (equivalent to £12k pa) This equates to £5,250 per year over the 3 year period.

Project Pizza will offer training and employment to 16-25's who are **not in education, employment or training (NEET)**.

All profit generated by Project Pizza will support TYA's long term goal of financial sustainability and future certainty of local youth work provision.

Project Pizza will enhance and add value to Peebles High Street. Our product & service are excellent, using high quality, fresh ingredients; branding & design are Instagram friendly

Foodies will travel to come and see us and we will offer visitors, locals and our target audience of School children a healthy alternative to the current limited takeaway food offering.



# Project Pizza

## About TYA

Tweeddale Youth Action (TYA) was established in 2000 through a National Lottery grant to provide young people with a safe space and a sense of belonging.

Every young person deserves to feel valued, respected and listened to. To realise that aim, for the young people of Peebles and the surrounding area, TYA offers drop-in sessions, targeted support to groups and individuals and non-contact support through literature - delivered by trained youth workers and available across our two youth clubs.

We currently welcome and support more than 200 young people through our Innerleithen and Peebles youth clubs and everything we do is free, removing financial barriers to participation. We deliver several learning and skills based projects and through these we have been able to engage and teach disenfranchised young people who **have often written themselves off**.

Peebles High School recognises the value of what we offer and we have a paid service level agreement to offer skills based learning during the school day for those on reduced timetables as well as those who are excluded from and/or who don't attend school.



# Project Pizza

## About Food Punks

We also support (and employ) a number of young people through Food Punks, our catering social enterprise which is a chef led project giving the opportunity to learn cookery, communication and teamwork.

Food Punks was established in 2013 following a piece of work and project around climate change. Our young people came up with the name and they were keen to get hands on with food and cookery to support a lower carbon lifestyle.

Over the years Food Punks has grown into an outside catering and events catering enterprise with a strong reputation for quality and reliability.

10 years on, we are now headed up by talented local chef, Stuart Clink. Stuart has previously held a coveted Bib Gourmand from Michelin and brings considerable flair and excitement to the team. Most importantly, he is a born leader and is highly successful in training and building relationships with young people- some of whom are now employed directly by Food Punks. Please see our Food Punks photo story



# Project Pizza

## The Plan (Phase 1)

Food Punks has been teaching cookery and employability skills to young people through outside and event catering for almost 10 years. We are ready to take the next step and delivery from a fixed site will allow us to achieve more with our Food Punks brigade.

Our proposal is Project Pizza; a high-quality pizza takeaway and training academy on Peebles High Street. A broad outline of what we intend is as follows:

Recruit and employ 16-25 year olds who are (or who are at risk of becoming) NEET (3 initial posts, each for 25 hours, paid at the current living wage)

Train these employees in all aspects of the business, from food preparation and service to business and marketing.

Open our pizzeria for 3 lunch times per week.

Pizzeria will sell authentic, freshly cooked Naples pizza using ethically sourced ingredients.



# Project Pizza

## The Plan (Phase 2)

Train the trainers- teach our former trainees how to teach.

Recruit and employ further 16-25 year olds who are or who are at risk of becoming NEET

Extend opening hours

Sell dough and sauce to home cooks

Sell Project Pizza and Food Punks merchandise such as aprons, t-shirts and bandanas (design and manufacture learning and crossover for business students)



# Project Pizza

## The Plan (Phase 3)

Sell training to domestic customers who want to learn how to make dough and perfect (or learn) their pizza techniques. There are lots of outdoor pizza oven owners out there.

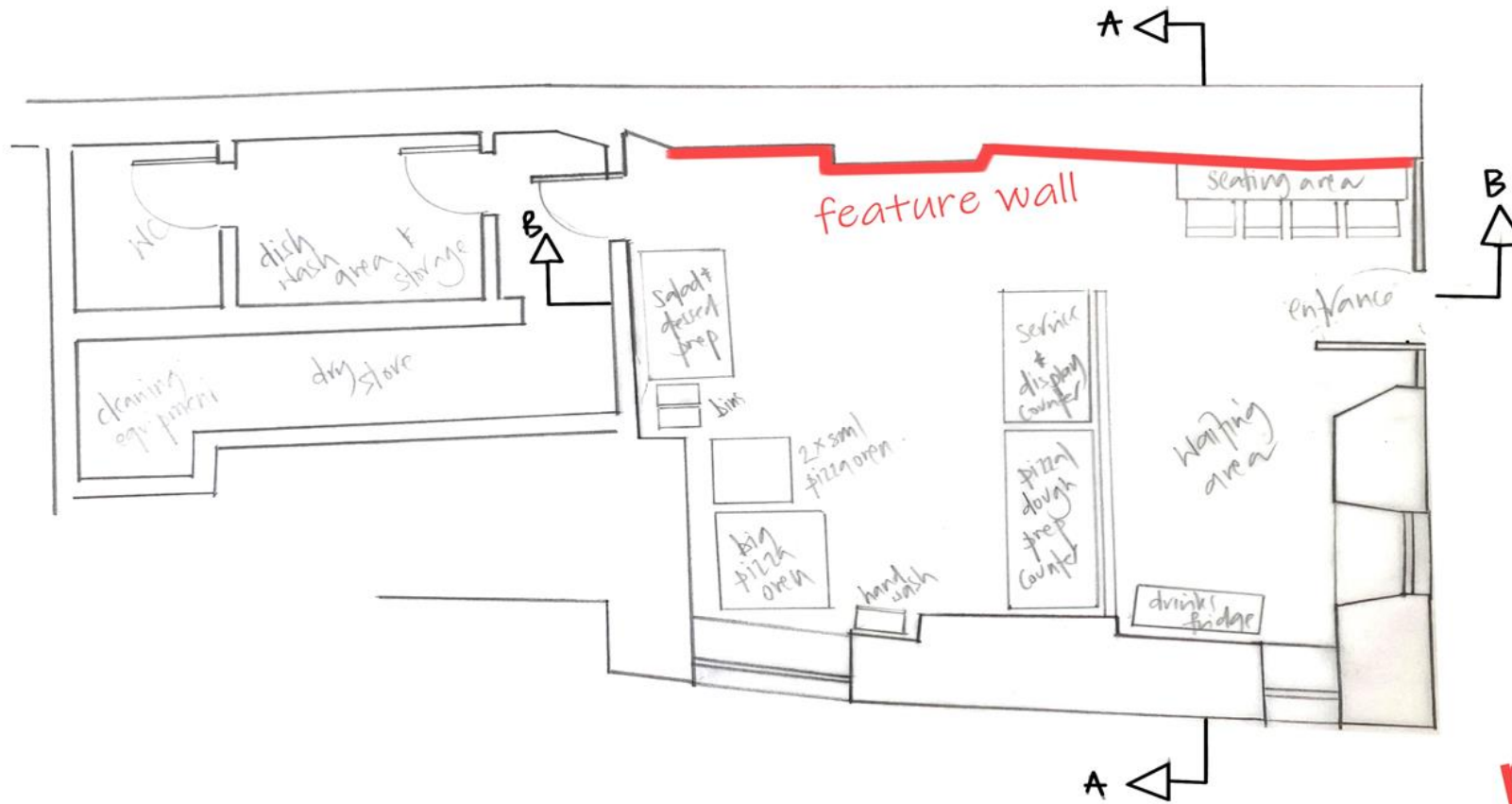
Sell training/employability packages to statutory services such as No One Left Behind, Youth Criminal Justice and other employability/support agencies. We are already selling something similar to Peebles High School for students on blended timetables.





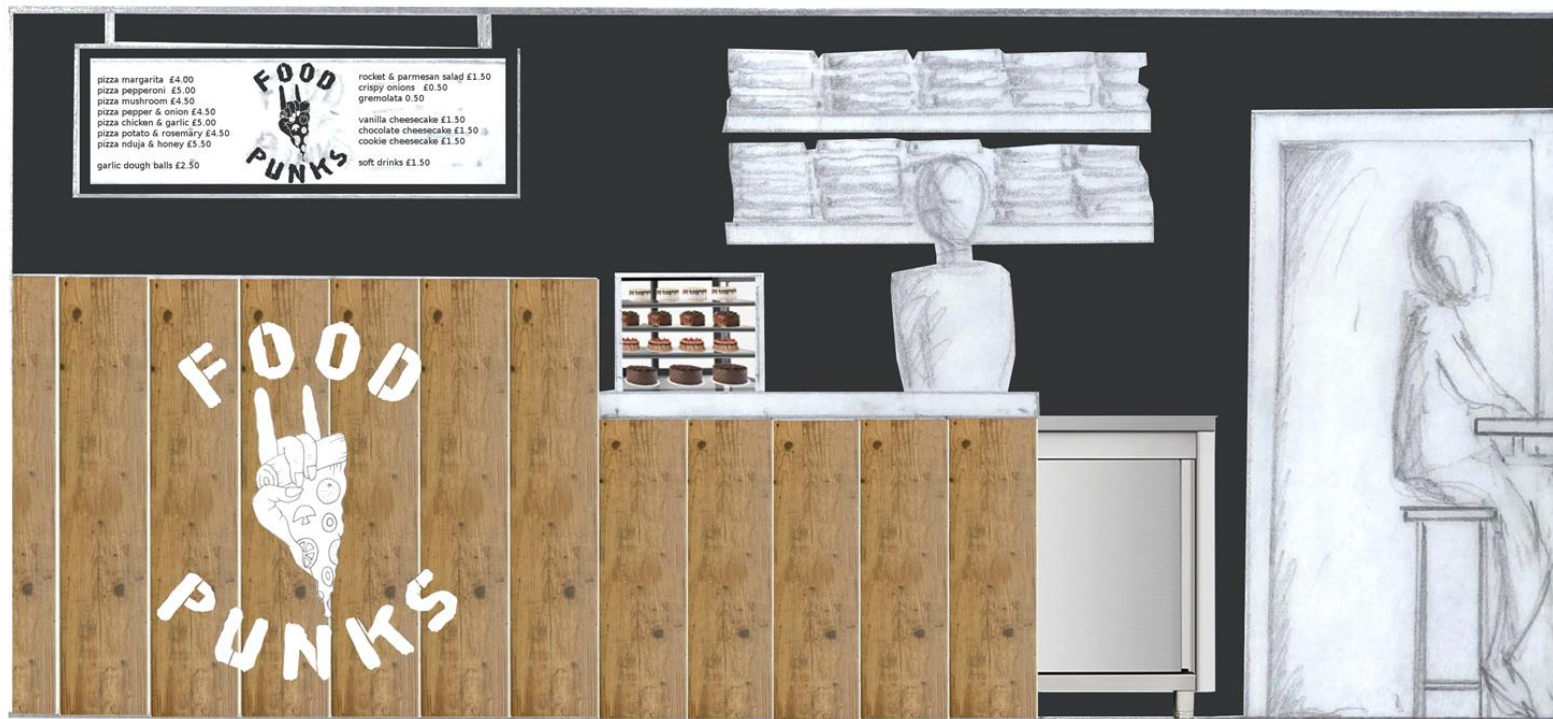
# Project Pizza

## The Design – Sketch Plan



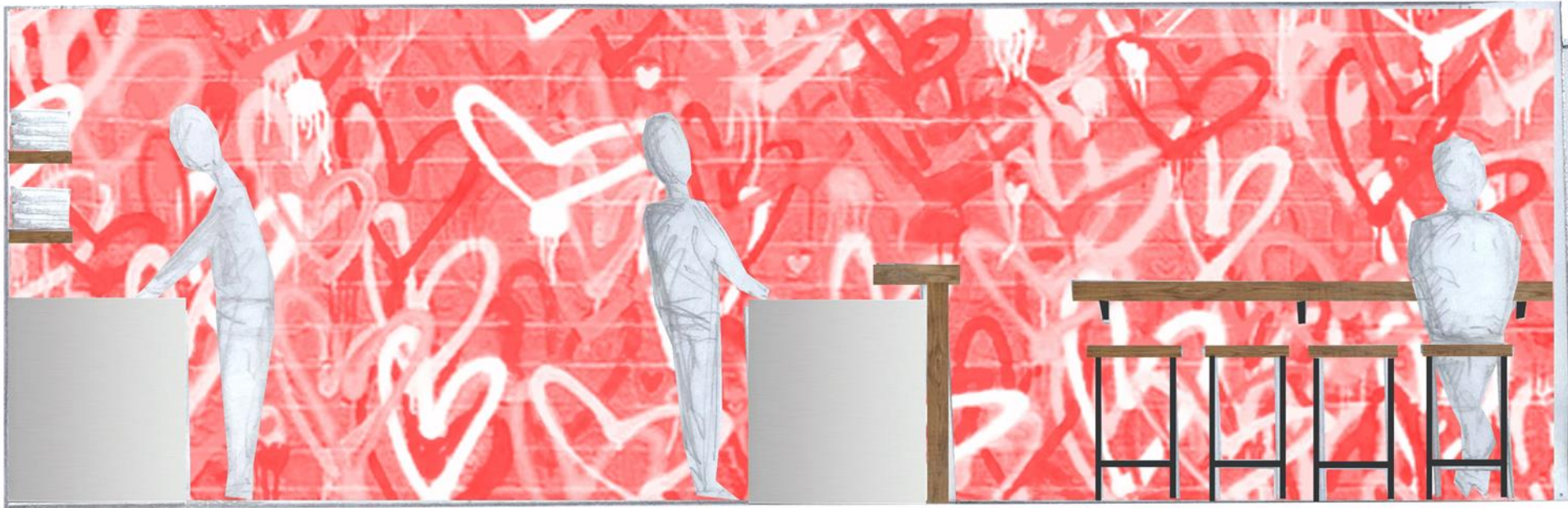
# Project Pizza

## The Design – Sketch Section AA



# Project Pizza

## The Design – Sketch Section BB



# Project Pizza

## Market Research

During June 2023 we undertook 8 lunchtimes of market research, speaking with 460 young people from S1 to S5

Between 300-600 Peebles High School students buy lunch on Peebles High Street each day

Average spend per student is £4.50

Most popular outlets are Sainsburys (£3.50 meal deal) and Greggs (£3.60- £4.80 for meal deals)

Almost all surveyed students said they would like more choice and options- all apart from 2 liked pizza

Queuing time and length of queue is an important factor. Speed of service is key!

Branded soft drinks are important- they don't want cheap versions.

They want to feel welcome and want a waiting space that speaks of young people



# Project Pizza

## Challenges

There are a couple of challenges that it is important to flag. None of these are insurmountable, but they will have an impact on timescales and do represent some small risk.

**Planning:** If our proposal is successful, we will need to go through planning for change of use to hot take-away. We have been unable to access pre planning advice but we feel confident that this change of use would be granted. It is predominantly a commercial area, we do not have residential accommodation above or to either side. There are already hot take-aways nearby.

**Funding:** We have the expertise and the majority of the required equipment but we do still need funding in the region of £25,000 for ventilation, pizza counter, joinery, sign writing and initial revenue costs.

We have identified several SBC funds that are a good fit with what we want to do and we are also accessing support from SOSE. Please see the attached e-mails from Simon Lynch (SBC's Economic Development Team) and Lisa Denham (SOSE).

The funding ask is modest when compared with the long term sustainable training and employment this project will achieve. We are confident in securing the necessary funding.



# Project Pizza

## Benefits

Training and alternative employment pathway for 16-25 year olds not in education, employment or training.

Self sustaining continuation through enterprise and culture of trainees becoming trainers.

Income generation supporting youth work sustainability for Tweeddale Youth Action.

Attractive and exciting independent food offering on Peebles High Street- giving more choice for visitors and locals and adding value to Peebles High Street.

Takeaway food space for High School students. All food is prepared from high quality fresh ingredients that support healthy lifestyles and learning. Ingredients are ethically and locally sourced.

We are in it for the long haul and we intend Project Pizza to become long term, good tenants, Much as TYA have proved to be in the youth club behind.

An opportunity to road test an innovative idea that could be a social game changer!

