THE NEXT BIG STEP FOR FOUNTAINBRIDGE





Following extensive local consultation and a resident survey conducted by the independent research company Diffley Partnership, The Social Hub has now lodged a full planning application to transform a long vacant site in Fountainbridge, moving a step closer to realising the mixed-use masterplan for the area.

We have spent significant time engaging with the community, obtaining your feedback, and refining our plans. The overriding message we heard was a desire to see this long-vacant site, empty for over a decade, finally turned into a productive, vibrant asset that also serves local people. Having listened carefully to your priorities, we are excited to move forward with a hybrid development that brings substantial economic, social, and community value to the heart of Edinburgh.

What the Community Said:

- 55% of local people were positive about the proposed development (30% had no strong views)
- 70% of 18–24-year-olds were positive, viewing the development as a vital driver for jobs, modern facilities and area retention.

What they liked:

- Economic Catalyst: Perceived strengths include job creation, increased local footfall, and the transition of a "long-vacant site" into a commercial anchor.
- The "Hybrid" Appeal: The "something for everyone" model is well-received, specifically the multifunctional nature of the spaces that serve both tourists and locals.

Our Commitment to the Community

Listening to the people of Foundtainbridge is of key importance to The Social Hub, and as we move to the formal planning stage, our doors remain firmly open to ongoing feedback, thoughts, and questions.

September 2026

THE SOCIAL HUB

What is The Social Hub?

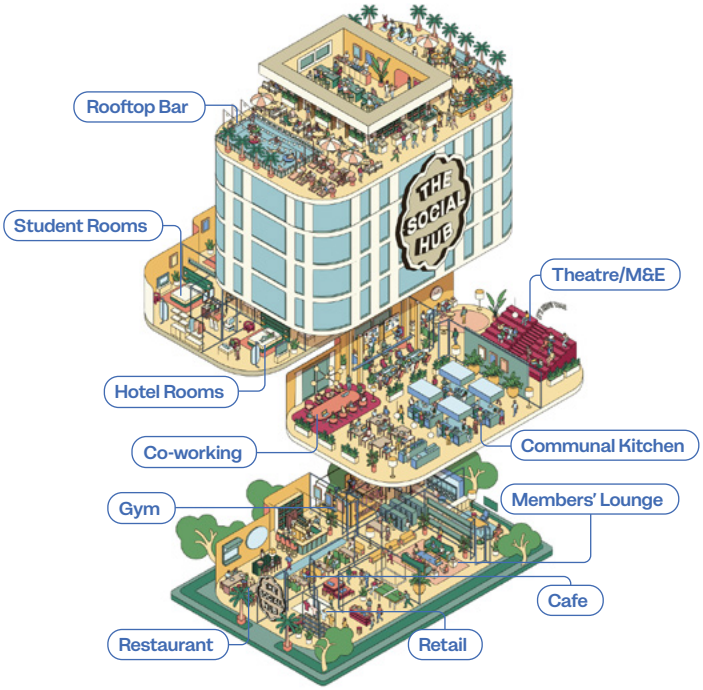
The Social Hub is a B-Corp certified hybrid hospitality model that integrates multiple community and economic uses under one roof. Rather than a standard hotel, it acts as a lively community anchor combining:

Flexible Accommodation: 580 high-quality rooms tailored for tourists, students, young professionals, and extended-stay guests.

Affordable Workspace: flexible co-working spaces and offices to support local startups and small-to-medium enterprises (SMEs).

Community Hub: Publicly accessible meeting and event spaces, a local theatre, a restaurant, a café, and a rooftop bar.

Wellness: A state-of-the-art gym and wellness facility open to local workers and residents alike.



Key Impacts & Community Benefits

As a proud B Corp, The Social Hub believes it should create lasting value for the cities and communities it's part of. Independent research shows that in Glasgow The Social Hub is doing exactly that.

Independent socio-economic modelling demonstrates that The Social Hub creates significantly more social value compared to standard developments.

That includes economic, social and environmental impact on society:

2X The Social Hub will generate twice the social value per square metre of a standard Edinburgh hotel

Once the doors open, the site transforms into an engine for local economic growth:

280 jobs across the accommodation, food and beverage, and co-working sectors

£15.5M Gross Value Added generated per annum

128 entrepreneurs and SME employees supported

The Social Hub opened in Glasgow in 2023 and a recent Real Worth study showed that in one year:

£9.9M in social value was generated for the City

60 community organisations accessed the space

78% of coworkers reported improved quality of work

80% of students believed living at The Social Hub improved their career prospects

JOHN SWINNEY
SCOTTISH FIRST MINISTER



"I can think of no better setting than the city that hosted COP26 just a few years ago, to bring together forward-thinking young leaders, entrepreneurs and changemakers – all working collectively to tackle one of the most urgent challenges of our time: the twin climate and nature crisis.

This event is an example of the positive impact B-Corp organisations in Scotland like The Social Hub can bring to cities like Glasgow. The Better Society Academy is committed to inclusive, action-driven learning, and reminds us of what's possible when we bring like-minded people together to build a better future.

This attitude closely aligns with my ambition to build a better Scotland for generations to come, which is translated into the four core priorities I have set for my Government: eradicating child poverty; stimulating Scotland's economy; ensuring high quality, sustainable public services; and tackling the climate emergency."

Actively Delivering for the Community

We heard clearly from our engagement sessions that community groups want a partner, not just a building. The Social Hub builds deep roots where it operates. Based on the successful rollout of The Social Hub Glasgow, this development will:

- By providing dedicated housing for 552 students and extended-stay guests, The Social Hub directly relieves pressure on Edinburgh's tight private rental market and local Houses in Multiple Occupation (HMOs).
- The Social Hub actively organises resident student volunteering, projected to deliver over 8k hours of community service annually to local charities and groups.
- More than £700k in social value will be generated per year through community events, including neighbourhood dinners, local vintage markets, and educational collaborations open to all Fountainbridge residents.

Next Steps & Open Dialogue

We want to thank everyone who participated in our engagement events. Your voices have directly shaped our final proposal.

As we move forward with submitting our formal planning application to the City of Edinburgh Council, we view this as the next step in an ongoing conversation. We remain entirely open to your questions, suggestions, or requests for a formal briefing.

Let's shape a better Fountainbridge together.

Contact

We'd love to hear from you if you have any comments or questions. Please email us at:

fountainbridge_e2@thesocialhub.co

TESTIMONIALS

Andrew Dobbie, founder of MadeBrave
"Being based at The Social Hub has given MadeBrave an environment that genuinely fuels creativity and connection. Our team thrives in spaces where ideas can spark through chance conversations, and The Social Hub delivers that every day. It's a place that attracts ambitious, curious people, which naturally pushes us to think bigger. It's become far more than a workspace – it's part of our culture."

Damien Toner, Director of Estates, The University of Edinburgh
"The Social Hub business model provides a unique and positive environment for hotel guests, students, and the diverse range of small and medium-sized businesses that occupy its shared workspace. The interaction between students and these businesses is particularly valuable, creating meaningful links between employers and the next generation of talent. We see The Social Hub as a positive addition to Edinburgh's accommodation offering, building on its proven success across Europe and more recently in Glasgow."

Stephen Coleman OBE, Co Founder of Codebase
"We need to encourage our young people in entrepreneurship- that requires an ecosystem and it is clear that across Europe The Social Hub are part of each city's version of that. We look forward to seeing them in Edinburgh."

Jude MacLaverty, director of BAFTA Scotland
"The Social Hub has been a fantastic home for BAFTA Scotland. The mix of businesses, creatives, students, and visitors creates a buzz that keeps us inspired. It's a space that encourages collaboration and makes it easy to bring people together – whether for meetings or events. It's strengthened our sense of community and connection within Scotland's screen industries."

Lorenzo Mele, Senior Arts Producer, Glasgow Life (MCF 2024)
"I just wanted to say a massive thank you for the support from you and everyone at The Social Hub during MCF. It's truly game changing to have TSH in the merchant city and your help and enthusiasm made delivering the festival a joy."

Mfon-abasi Inyang, student at The Social Hub
"When I moved to Glasgow for my Master's, I thought The Social Hub would be just another student accommodation, I had no idea it would end up solving my biggest worry about moving abroad: finding a community. As an international student, one of the hardest things to find is a community. That is exactly what The Social Hub gave me."

John McKellar, Waverley Care
"On behalf of Waverley Care, I want to thank everyone at MAC Glasgow for providing such a wonderful environment for our staff and supporters on the morning of Glasgow Pride. As always, the MAC team shone and were so friendly to everyone there. The Social Hub has really proven to be a mecca for queer activities during Pride Week and we were delighted to be part of their programme of events. It's such a wonderful venue with a welcoming atmosphere. Thank you to all of you for supporting Waverley Care."

Aaron McKenna, Saltire Thistle
"It was great to kick off our pride celebrations spending the morning at The Social Hub visiting MAC for our glow ups. This set us up for a day of celebration, and we are incredibly grateful to the staff of MAC and The Social Hub for being so welcoming and creating a fantastic atmosphere."



The Social Hub Glasgow

Riccardo Atanasio, student at The Social Hub

"I can start by saying that staying here truly changed my life. I'm one of the Changemaker Scholarship recipients, which allowed me to stay here for free for twelve months. This made a huge difference to my academic journey because I could focus on my studies without worrying about financial issues. I'll be forever grateful for this opportunity.

The Social Hub Glasgow is truly an amazing place. I've made so many wonderful memories over the past year, and I would wholeheartedly recommend living here. The community is welcoming, friendly, and makes you feel at home from the very beginning. Looking back, I can't express how grateful I am to have spent my year in Glasgow living at The Social Hub. It's an experience I'll always look back on with love and gratitude."

Testimonial from Florence

Francesco Grazzini, Florence City Councillor

"After more than 15 years of decay and abandonment, the area sadly known as 'Lake Belfiore' has finally been restored thanks to an urban regeneration project [The Social Hub]... an initiative that has brought benefits to the neighbourhood and the city, providing spaces for the Municipality and – not a minor detail – generating almost 6 million euros in urbanization investments for the Municipality, as part of a major recovery effort."

AWARD WINS

Proud Scotland Awards
Inclusive Product / Service Award WINNER

AWARD NOMINATIONS

Glasgow Business Awards
Excellence in Communications NOMINATED 2025

Glasgow Business Awards
Excellence in Communications NOMINATED 2026

MIPIM
Best Hospitality, Tourism & Leisure Project NOMINATED 2026

SKIFT 2026
Industry Innovator, Hospitality NOMINATED 2026

THE SOCIAL HUB

Computer generated image of the current design of the proposed The Social Hub building

