

**PLACE BASED INVESTMENT FUND
2025/2026**

The closing date for applications is Thursday 19th February 2026 at 5pm.

Please refer to the associated guidance when completing this application form.

All projects must be completed by 30th September 2026

SECTION 1 – ORGANISATION DETAILS

a	Organisation Name	Friends of the Broadway Prestwick
b	Organisation Address	The Broadway Cinema, 80 Main Street, Prestwick, KA9 1PA
c	Website	www.broadway.scot
d	Type of organisation (voluntary organisation, charity, CIC, Ltd. by guarantee, SCIO, unincorporated association etc. or private sector)	Registered charity and company limited by guarantee
e	If a charity or Limited Company, please include your number	Charity No: SC048992 Company No: SC618864
f	Is your organisation VAT registered?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
g	Does your group/organisation have a bank account?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> In progress <input type="checkbox"/>

SECTION 2 – PROJECT DETAILS

a	Project Title	The Broadway Cinema Experience
b	About the Project:	Friends of the Broadway Prestwick want to operate the Broadway for and on behalf of the community for everyone. We want it to be a cinematic living room for the town. A socially inclusive community facility offering accessible, sustainable, and cultural opportunities for all of Prestwick's citizens, and the Broadway has been on a remarkable journey in the last 12 months.

	<p>The iconic front doors have re-opened to a wonderfully immersive and unique indoor visitor attraction, the Broadway Cinema Experience. The original 1,000 capacity auditorium has been revealed once more, with the highlight of the experience being the all-new Broadway Pop-up Museum, curated by heritage experts and volunteers to transport visitors back to the golden age of cinema and the Broadway’s place within it. The foyer now serves as a welcoming information hub and gift shop. The newly constructed ‘projection island’ in the auditorium provides opportunities for workshops, passing the lost art of projecting analogue film on to future generations. And the potential for special events including the return of film has now been unlocked.</p>
<p>c</p>	<p>What community will this project be delivered in and what communities will benefit?</p> <p>The Broadway Cinema is within a 20-minute walk of the entire population of Prestwick, and the Visitor Experience will be delivered at the heart of the community on Main Street. The funding being sought will enable this prominent community owned asset to be brought into use at the soonest opportunity, creating a sense of identity and purpose, and bringing transformative social and economic benefits to Prestwick and our surrounding communities in South Ayrshire.</p> <p>Research by Regional Screen Scotland shows how: <i>“Audiences have reported a range of beneficial effects that go beyond the role of cinema as a form of pure entertainment and escapism. The most widely reported benefits include helping people to feel less alone, fostering a more positive mood or outlook, and helping people to cope with everyday stresses. The feedback also highlights the role of local cinema in building relationships, engendering self-confidence. and inspiring lifestyle changes”</i> [1].</p> <p><i>“Overwhelmingly audience members characterised their cinema as helpful in building a sense of community – describing it as offering a focal point for the community, a safe and trusted place to go, a way of bringing the community together, and an asset for young people locally.”</i> [1]. Investment in this project would bring these fantastic benefits to Prestwick.</p> <p>According to the Understanding Scottish Places platform [2]. Prestwick is an “Interdependent to Independent” town. This means it has a good number of assets in relation to its population. It has good diversity of jobs. Residents largely travel shorter distances to work and study, although some take advantage of excellent connections to travel longer distances. Towns like Prestwick attract people from neighbouring towns to access their assets and jobs. Prestwick also has a strong visitor economy for its size, attracting people regionally and nationally to its coastline, golfing facilities, and other visitor attractions. The Broadway will enhance this capability.</p> <p>Prestwick town has a population of 14,901, rising to over 25,000 when Monkton and the neighbouring villages are included. Prestwick is a large town comparable to Giffnock, Helensburgh, Linlithgow and Bishopbriggs, whose communities, unlike Prestwick’s, are able to benefit from facilities similar to the Broadway.</p>

The Broadway is in a prime location at 80 Main Street. It is exactly halfway along the retail strip. Prestwick Main Street has in the region of 138 retail, food, and drink businesses currently trading. These include 11 bars and restaurants and 7 cafes. Of the 138 businesses 90% are independent. The retail occupancy rate is currently 95% with just 7 shop units vacant at the time of writing. Prestwick Main Street is recognised nationally for its thriving economic performance, winning Scottish Town of the Year at the Great British High Street Awards in 2020. The business community are aware of the significant benefits to the local economy a facility like the Broadway brings, and strongly endorse our plans.

Beyond Main Street the wider demographic profile suggests there are ‘two Prestwick’s:

The first Prestwick enjoys the town’s enviable location on the coast, its proximity to international-quality golf courses, and the transport links which enable high income professionals to work in Glasgow and/or flexibly and remotely. This first Prestwick results in a demographic which is slightly older than the average town in Scotland, with a prevalence of higher incomes. Reaching this wealthier demographic is an essential part of the Broadway’s long-term business case and enables it to sustainably deliver its community mission. The demographic profile of Prestwick is, in fact, better than some other benchmark cinemas who rely on similar audience profiles for their commercial success.

The second Prestwick, however, underlines the economic and social polarisation that can take place in rural communities and the need for a community-focused venue. SIMD [3] highlights Prestwick East as an area higher than the national average in its incidence of social deprivation (Decile 4, Quintile 2). One in ten children live in poverty. South Ayrshire Health and Social Care Partnership data from 2017/18 (published September 2019) shows Prestwick has a higher than national average number of people receiving prescribed treatment for mental health issues including anxiety and depression. This number is increasing. One in four Prestwick residents are aged over 65 with the associated rise in age-related health conditions such as dementia. Surrounding areas including Heathfield, the villages of Annbank, Mossblown, Tarbolton and Coalfields are ranked Decile 3, Quintile 2 on social deprivation indices. The neighbouring town of Ayr has areas ranked in the most deprived 5% of the country. Ayr North, Wallacetown, Newton North, Lochside, Braehead, and Whitletts are Decile 1 Quintile 1.

There are many ‘demographically hard to reach’ people and communities surrounding the Broadway. The project is already actively engaged in reaching them through our co-working with Dementia Friendly Prestwick on the one hand, to our recent National Lottery Young Start Award. This is creating opportunities for young people to have an active role in operating and programming the Broadway. One thousand five hundred of our members are currently under 18.

The Broadway Cinema Visitor Experience has delivered its aim to (initially) re-open the Broadway. We are ‘shovel ready’ and additional funding will provide a near-term step change in the array of experiences, services, and events we can offer to the community.

[1] Regional Screen Scotland, Your Cinema, Your Community, 2016.

	<p>[2] Scottish Index of Multiple Deprivation.</p> <p>[3] Understanding Scottish Places has been developed by a consortium of organisations commissioned by the Scottish Government and led by the Carnegie UK Trust. The consortium includes Scotland's Towns Partnership (STP), the Centre for Local Economic Strategies (CLES), and the University of Stirling.</p>																																				
<p>d</p>	<p>If your project will require maintenance in future years how will your organisation achieve/fund this?</p> <p>Friends of the Broadway Prestwick has a robust funding and revenue strategy which has already delivered the asset into community ownership (£225,000), provided capital funding to support an initial re-opening for the community (approx. £75,000), provide two years employment for a project development officer (approx. £60,000), and a stream of income/revenue to support our fixed yearly costs. The Visitor Experience is essential to our revenue plan and in securing ongoing financial sustainability, independent of grants and other similar funding streams.</p> <p>Our funding strategy, and targets, for 2026 is as follows:</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 20%; text-align: center;">Unrestricted</th> <th style="width: 20%; text-align: center;">Restricted</th> </tr> </thead> <tbody> <tr> <td>Memberships</td> <td style="text-align: center;">£6,000</td> <td></td> </tr> <tr> <td>Donations</td> <td style="text-align: center;">£1,500</td> <td></td> </tr> <tr> <td>Shop</td> <td style="text-align: center;">£2,500</td> <td></td> </tr> <tr> <td>eBay Store</td> <td style="text-align: center;">£4,000</td> <td></td> </tr> <tr> <td>Gift Aid</td> <td style="text-align: center;">£1,500</td> <td></td> </tr> <tr> <td>Visitor Experience</td> <td style="text-align: center;">£20,000</td> <td></td> </tr> <tr> <td>Events</td> <td style="text-align: center;">£5,000</td> <td></td> </tr> <tr> <td>Local Fundraising</td> <td style="text-align: center;">£3,000</td> <td></td> </tr> <tr> <td>Small Grants <£50k</td> <td></td> <td style="text-align: center;">£65,000</td> </tr> <tr> <td>Large Grants >£50k</td> <td></td> <td style="text-align: center;">£150,000</td> </tr> <tr> <td>Capital Funding</td> <td></td> <td style="text-align: center;">£3,000,000</td> </tr> </tbody> </table> <p>An award from this application would permit a significant increase in our ability to drive income from our visitor experience and events offer, securing our fixed cost base, and allowing re-investment in our community mission.</p> <p>Our capital plans for fully restoring the Broadway Cinema have been supported by the Architectural Heritage and Coastal Communities Funds. We will soon apply for the first wave of major capital redevelopment works from funders such as the National Lottery Heritage and Community Funds, Historic Environment Scotland, and Local Energy Scotland.</p>		Unrestricted	Restricted	Memberships	£6,000		Donations	£1,500		Shop	£2,500		eBay Store	£4,000		Gift Aid	£1,500		Visitor Experience	£20,000		Events	£5,000		Local Fundraising	£3,000		Small Grants <£50k		£65,000	Large Grants >£50k		£150,000	Capital Funding		£3,000,000
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<p>e</p>	<p>Can your project demonstrate that your project/organisation needs have been identified through consultation?</p>																																				

Yes No

There is overwhelmingly strong public support for the project locally. **Friends of the Broadway Prestwick was formed from an independent consultation event in 2016. The Broadway was the lead project the community wished to see carried forward.** Today we have over 1,500 members, deliver regular sell-out pop-up cinema events, and Doors Open Days events have had over 500 visitors across single weekends and queues in the street, for the sole joy of walking through the Broadway's doors once again. The project has united Prestwick's community. The people want the Broadway back as soon as possible.

We are receiving support and backing from local businesses, South Ayrshire Council, local benefactors, and third sector groups such as Dementia Friendly Prestwick. We connect with large civic events such as the yearly Prestfest music festival and Prestmas festive lights switch on.

Regular engagement events have taken place since the original town centre charrette in 2016. Post-Covid the project has significantly accelerated. In February 2022, Friends of the Broadway Prestwick hosted a history exhibition at the Ayr town centre Grain Exchange. 858 visitors passed through the doors, including an ex-projectionist who was reunited with a piece of equipment he used to operate. Many other visitors recounted their fond memories of the Broadway and kept reaffirming its special place in the area's collective memory and sense of place. Hundreds visit for foyer open days. We were the most popular attraction in Ayrshire during the national 2024 Doors Open Day. We were the media hub for the large annual Prestfest music festival.

The current proposals for the Broadway have been developed with the community. A major community open-weekend in February 2023 was undertaken by a team of students from Heriot-Watt University under the supervision of a professor with extensive experience in community engagement and participatory design methodologies. For the entire weekend the Broadway's foyer was busy with visitors who came to listen to presentations, discuss their needs and aspirations, and take part in participatory design exercises. The community spoke... and we listened. They were very clear about what they wanted the Broadway to be like. These aspirations formed our brief to leading heritage cinema architects Burrell-Foley-Fischer and, in the meantime, informed how we should design our Visitor Experience.

We have also held several surveys and design workshops with the pupils of Prestwick Academy, as recently as February 2026. Our Academy Board of Directors have taken part in their very own workshop on what their vision for Phase One of the Broadway could, and should, look like to appeal to their generation. Extensive analysis and research were conducted on the needs of young people locally, and how the Broadway can help deliver them.

We have also taken part in other consultation exercises in the town. **The Broadway garnered more votes than all other proposed projects combined, with overwhelming support in favour of prioritising investment in this project.**

f **Which of the following Council plan priorities most aligns with your proposed project:**

	<p>Priority 1 – Spaces & Places <input checked="" type="checkbox"/></p> <p>Priority 2 – Live, Work, learn <input checked="" type="checkbox"/></p> <p>Priority 3 – Civic & Community Pride <input checked="" type="checkbox"/></p> <p>Does your project meet with any of the following objectives?</p> <p>20-minute neighbourhood <input checked="" type="checkbox"/></p> <p>Community led regeneration <input checked="" type="checkbox"/></p> <p>Community wealth building <input checked="" type="checkbox"/></p> <p>Link into your local place plan/community action plan priorities <input checked="" type="checkbox"/></p> <p>If linking into a place plan or a community action plan, please details which priority it will be achieving:</p> <p>The Broadway is a case study in Place-Based Investment. The results of Prestwick’s place plan engagement report showed that ‘facilities and amenities’ and ‘identity and belonging’ were the two highest priorities. The Broadway project is aligned to both. The Visitor Experience is a direct answer to the need identified around ‘local tourism opportunities ignored’, ‘celebration of local history and heritage’, ‘drop in space to accommodate small groups’, ‘lack of youth facilities’, ‘lack of diversity and inclusion’ and, of course, ‘empty premises’ (the Broadway was the largest such premises). This application for funding, therefore, has direct line of sight to both council and community priorities.</p>	
g	Estimated start date:	1st March 2026
h	Estimated completion date: (must be by 30th September 2026)	30th September 2026
i	<p>Is your application submitted in partnership with other organisations? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please detail.</p>	
j	<p>If your project relates to a property or land, please confirm whether you own, or lease the property or land</p> <p>own <input checked="" type="checkbox"/> lease <input type="checkbox"/></p> <p>If lease, an indication that the owner is supportive or aware that plans will be required. Please detail how you will provide evidence of support, ie long term lease</p>	

	<p>If lease, then a copy of the lease needs to be provided.</p>
k	<p>Please tick/populate as appropriate:</p> <p>Are you aware of the appropriate consents required for this project? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Do you have:</p> <ul style="list-style-type: none"> • Statutory consents for your project in place <input type="checkbox"/> • Planning, including listed building and conservation area consents <input type="checkbox"/> • Building Warrants <input type="checkbox"/> • Evidence of Pre application discussion <input type="checkbox"/> Please include your reference number _____ <p>Not applicable <input checked="" type="checkbox"/></p> <p>Copies of any of the above need to be provided</p>

SECTION 3 – PROJECT COSTS

		£
a	<p>How much are you requesting from the Place Based Investment Fund?</p>	£73,528
b	<p>Please provide a full break down of costs for your project.</p> <p><u>*3 quotes need to be provided for proposed works – if relevant quotes are not provided when submitting application, it will not be considered.</u></p> <ul style="list-style-type: none"> • Fire Alarm System Upgrade: £25,500 • Fire doors: £15,268 • Enabling works/repairs to facilitate increases in venue safety, capacity, and functionality: £32,760 <p>Due to the strict insurance requirements of our building only pre-selected suppliers (with approved contractor insurance) can work on the premises. The quotes reflect local suppliers who have already been through a detailed screening process.</p>	

c	<p>Does your group require the full amount applied for your project? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If the fund is oversubscribed, would a part funded offer be considered? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, then would this impact the delivery of the project within the specified timescale?</p> <p>No. The project could still be delivered within the timescale but with reduced impacts and outcomes.</p> <p>If you are successful, will this funding be used as match funding? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, have the other sources been confirmed?</p> <p>The other sources have not been confirmed, but near-term bids to the Architectural Heritage Fund and Pilgrim Trust for the same purposes will highlight/leverage any award from the Place Based Investment Fund.</p>																										
d	<p>OTHER FUNDING. Have you applied for, or received, grants from any other body for your project/activity?</p> <p>If so, please give details of to whom and how much:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Body:</td> <td>South Ayrshire Council's Coastal Communities Fund</td> </tr> <tr> <td>Amount applied for:</td> <td>£4,934</td> </tr> <tr> <td>Amount received:</td> <td>£4,934</td> </tr> <tr> <td>Body:</td> <td>South Ayrshire Council's Participatory Budgeting UK Shared Prosperity Fund</td> </tr> <tr> <td>Amount applied for:</td> <td>£1,430</td> </tr> <tr> <td>Amount received:</td> <td>£1,430</td> </tr> <tr> <td>Body:</td> <td>NATS Community Fund</td> </tr> <tr> <td>Amount applied for:</td> <td>£959</td> </tr> <tr> <td>Amount received:</td> <td>£959</td> </tr> <tr> <td>Body:</td> <td>South Ayrshire Council's Community Empowerment Fund</td> </tr> <tr> <td>Amount applied for:</td> <td>£12,000</td> </tr> <tr> <td>Amount received:</td> <td>£12,000</td> </tr> <tr> <td>Body:</td> <td>Bòrd na Gàidhlig's Taic Freumhan Coimhearsnachd</td> </tr> </table>	Body:	South Ayrshire Council's Coastal Communities Fund	Amount applied for:	£4,934	Amount received:	£4,934	Body:	South Ayrshire Council's Participatory Budgeting UK Shared Prosperity Fund	Amount applied for:	£1,430	Amount received:	£1,430	Body:	NATS Community Fund	Amount applied for:	£959	Amount received:	£959	Body:	South Ayrshire Council's Community Empowerment Fund	Amount applied for:	£12,000	Amount received:	£12,000	Body:	Bòrd na Gàidhlig's Taic Freumhan Coimhearsnachd
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	Amount applied for:	£4,100
	Amount received:	£2,750
	Body:	National Lottery Community Fund's Awards for All
	Amount applied for:	£19,988
	When applied:	12/12/2025
	When decision expected:	16/03/2025
e	<p>Please confirm you have the following documents:</p> <p>Constitution/Memorandum & Articles <input checked="" type="checkbox"/></p> <p>Audited or independently verified accounts <input checked="" type="checkbox"/></p> <p>Last 3 months bank statements <input checked="" type="checkbox"/></p> <p>We ask that you do not upload these documents when submitting your application online due to GDPR regulations. These documents should be submitted via email to grants@south-ayrshire.gov.uk</p>	

SECTION 4 – DECLARATION AND CONDITIONS

I, on behalf of, (organisation name):

- Certify that to the best of my knowledge the information contained in this application is true and accurate and will adhere to the following terms and conditions;
- Understand that making this application does not entitle the organisation to funding as a right;
- Will not commence or commit any expenditure before receiving approval of the funding;
- Confirm that the quotations are bona fide competitive quotes;
- Will provide the External Funding officer with digital colour photos of the work, both before and after the work has been completed. I understand that these images will be kept on record and used for future publicity;
- Understand that this funding award does not cover retrospective work;
- Understand that to make any misleading statement in relation to this application could make the application invalid, or may mean the organisation has to repay the funding;
- Understand that this application is subject to appropriate checks and meets appropriate conditions such as planning, procurement guidelines, and other statutory consents; and
- I have read the associated guidance before completing and submitting this application form.

- Understands that if I do not provide satisfactory evidence of spend then the council may request I repay the grant
- Failure to return or complete and return any evaluations requested then I may not receive any future funding from South Ayrshire Council. I may be asked to repay the funds if I cannot provide evidence that they were used for the purpose intended.

Name of Person Completing Application: John O'Donnell

Date: 19/02/2026

On behalf of: Friends of the Broadway Prestwick

Please submit all supporting information to:

External funding Officer

grants@south-ayrshire.gov.uk