



BIRTLEY
COMMUNITY
COLLECTIVE

FROM STIGMA TO STRENGTH.
FROM COMMUNITY TO COLLECTIVE.

Regenerating Community.

Through Sport, Skills & Wellbeing.

From Stigma to Strength. From Community to Collective.

A multi-agency regeneration model for sport, education, wellbeing and social mobility — BCC Community Performance Park, Birtley.

Birtley Community Collective · Community Interest Company · 2026

Five Pillars of Impact

NEFA by BCC

North East Fighting Academy
Boxing · MMA · Elite pathways

NEBA by BCC

North East Beauty Academy
Vocational skills · Funded learners

NESC by BCC

North East Summer Club
Youth camps · FA coaches · HAF

NEWH by BCC

North East Wellbeing Hub
Mental health · Counselling · Support

BCC Enterprises

Commercial engine · NECA trades
Events · Media · Facility hire



What is BCC?

Birtley Community Collective (BCC) is a CIC transforming a formerly troubled site into a flagship multi-agency community hub — combining elite combat sport, vocational education, mental wellbeing and youth diversion.

NEFA by BCC

North East Fighting Academy

Amateur boxing · MMA · Elite pathways · Youth discipline · Championship heritage

NEBA by BCC

North East Beauty Academy

Beauty therapy · Nails · Aesthetics · Barbering · Wellness therapies

NECA by BCC

North East Construction Academy

Trades · Green skills · Apprenticeships · Adult skills funding · Bootcamps

NESC by BCC

North East Summer Club / Soccer Camp

Summer Club (families · HAF funded) · Soccer Camp (football development · FA coaches · talent pathway)

NEWH by BCC

North East Wellbeing Hub

Men's wellbeing · Counselling · Suicide prevention · Trauma-informed care

BCC Enterprises

Commercial Engine

Fight nights · Merchandise · Festivals · Podcast studio · Corporate wellbeing

BCC is a Community Interest Company — every pound of commercial income funds free sport, education and wellbeing provision for the people of Birtley and the wider Gateshead area.

MASTER BRAND



BIRTLEY COMMUNITY COLLECTIVE

PERFORM. BUILD. BELONG.

A family of academies and initiatives working together to create opportunity, develop potential and strengthen our community.



NESCC NORTH EAST SPORTS COLLECTIVE

- Community Sport
- Coaching & Development
- Health & Wellbeing
- Inclusion & Access
- Events & Engagement

NEFA NORTH EAST FIGHT ACADEMY

- Boxing
- MMA
- Fitness & Strength
- Youth Development
- Competitions

NECA NORTH EAST CONSTRUCTION ACADEMY

- Construction Skills
- Training & Qualifications
- Apprenticeships
- Site Experience
- Career Pathways

NEBA NORTH EAST BEAUTY ACADEMY

- Beauty Training
- Qualifications
- Salon Experience
- Career Development
- Industry Pathways

NEWH NORTH EAST WELL BEING HUB

- Mental Health Support
- Wellbeing Programs
- Community Support
- Personal Development
- Holistic Wellbeing



SOCCER CAMP

- Football Camps
- Skills Development
- Holiday Programs
- Tournaments



NORTH EAST SUMMER CLUB

- Multi-Activity Camps
- Youth Programs
- Holiday Clubs
- Community Fun



BLOOM

- Mental Health
- Growth & Healing
- Support & Counselling
- Personal Growth



SPARK

- Youth Support
- Mentoring
- Confidence & Skills
- Positive Futures



FORGE

- Resilience & Strength
- Wellbeing Programs
- Life Skills
- Community Resilience

OUR PILLARS



COMMUNITY

Building a stronger, inclusive North East.



OPPORTUNITY

Creating pathways for all to grow and succeed.



DEVELOPMENT

Equipping individuals with skills for life and work.



WELLBEING

Supporting mental, physical and emotional health.

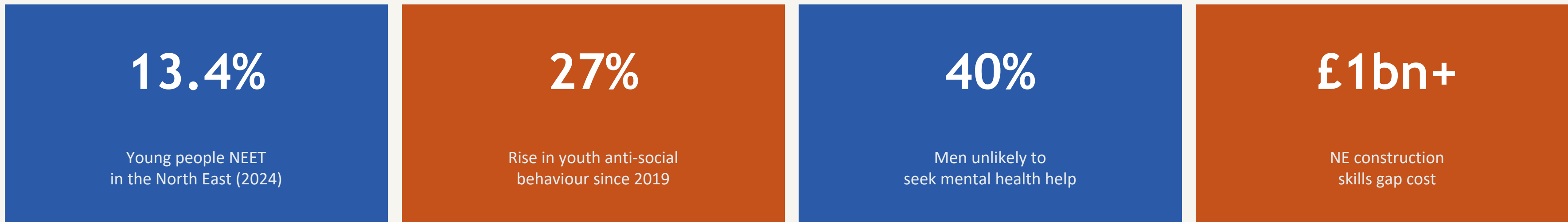


TOGETHERNESS

Working together to build a brighter future.

The Problem We Are Solving

Birtley, like many post-industrial communities, faces converging social pressures that demand a coordinated, place-based response.



CORE CHALLENGES

- Youth disengagement and lack of structured activity provision
- Rising anti-social behaviour in post-industrial communities
- Male mental health crisis — especially 16–35 age group
- Critical shortage of trained tradespeople across the region
- Insufficient affordable sport and leisure provision
- Loss of community anchors in neighbourhood settings

Community Regeneration

NEW GOVERNANCE MODEL

- CIC (Community Interest Company) legal structure
- Independent governance board with external advisors
- Designated Safeguarding Lead — full DBS compliance
- Comprehensive youth protection policy & code of conduct
- Police and Gateshead Council formal partnership model
- CCTV, controlled access and transparent reporting

This represents a complete governance reset.

The BCC Ecosystem

One collective. Six integrated pillars. Commercially sustainable. Community-first.



NEFA by BCC

North East Fighting Academy

Boxing · MMA · Elite pathways · Youth discipline



NEBA by BCC

North East Beauty Academy

Beauty therapy · Nails · Aesthetics · Barbering



NECA by BCC

North East Construction Academy

Trades · Green skills · Bootcamps · Apprenticeships



BIRTLEY
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FROM STIGMA TO STRENGTH.
FROM COMMUNITY TO COLLECTIVE.

NESC by BCC

North East Summer Club / Soccer Camp

Summer Club (families · multi-sport · HAF) · Soccer Camp (football · performance)



NEWH by BCC

North East Wellbeing Hub

Men's wellbeing · Counselling · Trauma-informed



BCC Enterprises

Commercial Engine

Fight nights · Festivals · Merchandise · Media studio



NEFA by BCC – North East Fighting Academy

One of the UK's most successful amateur boxing gyms by competitive results — now reimagined as a community performance institution.

CHAMPIONSHIP HERITAGE — National amateur boxing champions · Championship-pedigree coaches · Proven athlete development legacy · Nationally ranked fighters produced

Amateur Boxing

3 professional rings · Youth & senior programmes · National amateur pathways · Female boxing provision

MMA

Competition octagon · Striking & grappling · Strength & conditioning · Integrated performance training

Elite Pathways

Athlete profiling · Media training · Fight promotion · NX Newcastle events · Documentary storytelling

Youth Discipline

Structured youth programmes · Anti-ASB referral pathway · Mentoring · School holiday camps

Coaching Excellence

- Qualified amateur boxing coaches (England Boxing licensed)
- Former professional fighters as senior mentors
- Championship-level technical trainers
- Strength & conditioning specialists
- Safeguarding-trained youth coaches (all DBS cleared)
- Female coaching inclusion — qualified female coaches
- Sports rehabilitation and injury support

Recovery Performance Zone

Ground floor facility — integrated into gym

- Sauna (ground floor)
- Ice bath / cold water immersion
- Structured recovery programming
- Athlete performance tracking

NECA by BCC – North East Construction Academy



Flagship employability engine

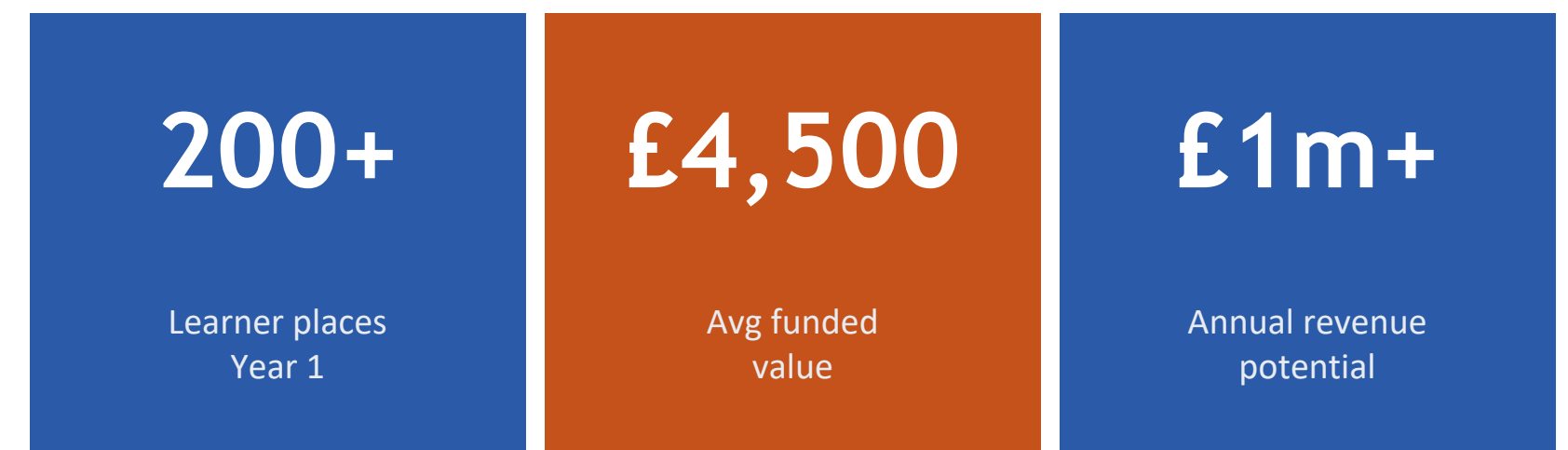
Trades & Programmes

- Joinery
- Plumbing
- Brickwork
- Electrical Pathways
- Groundworks
- Site Safety (CSCS)
- Green Skills & Retrofit
- Construction Bootcamps

12 garages converted into 6 practical training workshops — classroom + hands-on trades facility model

NECA Funding & Revenue Model

Pathway / Source
Level 1–2 Learners
Higher Technical Trade
Construction Bootcamps
200 learners × avg £4,500
Employer Partnerships & Apprenticeships



NEBA · NEWH by BCC



North East Beauty Academy and North East Wellbeing Hub — education, confidence and community mental health delivered under BCC.

NEBA

North East Beauty Academy



- Beauty therapy & holistic treatments
- Nail technology & gel artistry
- Aesthetics pathways & cosmetic treatments
- Barbering & grooming
- Wellness therapies & coaching

Aim

120 Learners

NEWH

North East Wellbeing Hub



- Trauma-informed coaching & mentoring
- Positive masculinity programme
- Counselling partnerships (free rooms)
- Community mental health support model
- Dedicated upstairs therapy suite

Aim

500+ Funded sessions



NESC by BCC – Two Parallel Programmes

NESC operates two complementary strands under one brand: a community-focused summer club for families, and a structured football development camp for young players.

NESC North East Summer Club 

For Families · Multi-Sport · Community Inclusion · HAF Funded

- Open to all children aged 5–16 regardless of ability
- Multi-sport sessions: football, athletics, boxing tasters
- HAF (Holiday Activities & Food) funded provision
- DBS-cleared, safeguarded coaching team
- Nutritious meals included for eligible families
- Leadership & confidence modules for older youth

Aim

100 Children a day

VS

NESC North East Soccer Camp 

Football-Focused · Talent Development · Performance Pathway

- FA & UEFA B qualified head coaches
- Technical skills, tactical understanding & positional play
- Birtley Town FC & local club partnership pipeline
- Weekly fixtures, tournaments & development matches
- Video analysis and individual player feedback sessions
- Pathway into grassroots & semi-professional football

Aim

100 Children a day



**TRAIN.
PLAY.
BELONG.**

A COMMUNITY HUB
FOR SPORT, GROWTH
AND OPPORTUNITY.

SOCCER CAMPS
& TRAINING

SUMMER CAMPS
& CLUBS

WORKSPACES
& MEETING

EVENTS &
COMMUNITY

FOR EVERYONE.
ALL YEAR ROUND.

DEVELOP
 INSPIRE
 CONNECT



A SAFE SPACE
Where young people
can grow and belong.

SKILLS & DEVELOPMENT
Building confidence,
focus and teamwork.

HEALTH & WELLBEING
Promoting physical and
mental wellbeing.

COMMUNITY FIRST
Bringing people together
across Birtley and beyond.

YEAR ROUND
Programs, training
and activities all year.

Youth Diversion Pathway



BCC provides a structured intervention model connecting at-risk young people to positive, structured provision.

REFERRAL SOURCES

- Schools & Colleges
- Police & Youth Justice
- Parents & Families
- Community Referrals
- Self-Referral



BCC Intervention Hub

- Initial assessment
- Mentor match
- Programme enrolment
- Progress tracking
- Family engagement
- Multi-agency review



PROGRAMME PATHWAYS

- Sport & Mentoring
- Vocational Training
- Summer Camps
- Wellbeing Support
- Education Pathways

Target outcome: Every referred young person leaves BCC with a qualification, a sport, a skill — or all three.

BCC Community Performance Park

One site. Multiple services. A genuine community anchor for Birtley and the wider Gateshead area.

GROUND FLOOR

Boxing Hall & 3 Professional Rings

Community Café & Social Space

Reception & Concierge

Changing Rooms & Shower Block

Recovery Zone — Sauna & Ice Bath (ground floor)

FIRST FLOOR

MMA Academy & Competition Octagon

NEBA Beauty Academy Classrooms

NEWH Wellbeing & Therapy Suite

Strength & Conditioning Suite

EXTERNAL AREAS

NECA Trade Workshops

12 garages → 6 practical trade training units

Sports Pitches

Football · Youth sport · Summer camp provision

Summer Camp Zone

Outdoor activities · Leadership · HAF delivery

Festival & Events Space

Fight nights · Community events · Fundraisers

Governance & Safeguarding Framework

Built for police confidence, council approval and grant compliance — designed to the highest institutional standards.

CIC Board

Independent directors · Transparent reporting · Annual accounts at Companies House · Member accountability

Designated Safeguarding Lead

DSL appointed · Full DBS compliance · External audit cycle · Mandatory training for all staff

Multi-Agency Advisory Board

Police liaison · Council representative · Sport England · Education partner · Independent scrutiny

Youth Protection Policy

1-to-1 protocols · Incident reporting · Parent engagement · Behaviour intervention framework

Security & Access Control

CCTV throughout · Controlled entry · Safeguarding registers · Anti-exploitation measures

Trauma-Informed Approach

All staff trained · Trauma-aware youth engagement · Community safety outcomes framework

Police Confidence Operating Model:

- Quarterly risk register · police SLA
- Incident protocol with direct police liaison
- Public liability + professional indemnity
- Annual independent safeguarding review

Partnership Ecosystem

Twelve strategic partners across public sector, sport, education and community health.

Education

- Gateshead College — vocational qualification delivery
- Newcastle College — higher technical pathways
- Local employer academy partnerships

Sport & Governance

- Sport England — capital and revenue grant support
- Combat sports governing bodies — compliance & pathways
- Birtley Town FC — shared pitches & community sport

Funding Bodies

- The National Lottery Community Fund
- Levelling Up / UK Shared Prosperity Fund (UKSPF)
- Holiday Activities & Food (HAF) Programme

Health & Community Safety

- NHS Wellbeing Partners — therapy referral pathway
- Youth Justice & Diversion Services — referral MoU
- Gateshead Council — asset transfer and oversight

Community Impact Dashboard

Year 1 targets across all five BCC pillars — measurable, reportable, fundable.



Impact Breakdown by Pillar

BCC Pillar	Primary Impact Area	Year 1 Target	Funding Source
NEFA	Sport, youth diversion, discipline	400+ members	Memberships, events
NECA	Employment, skills, trades	200+ learners	Adult Skills Fund
NEBA	Education, employment, confidence	120+ learners	Adult Skills Fund
NESC	Summer Club (families) & Soccer Camp (football)	300+ young people	HAF grant, camp fees, FA funding
NEWH	Mental health, male wellbeing	100+ interventions	NHS, Lottery grants

Social Return on Investment

Every £1 invested in BCC is projected to generate £4–£7 of measurable social value for the community.

£4-£7

social value
per £1 invested

*HM Treasury Green Book framework
New Economics Foundation methodology*

Youth Engaged

500+ per year across all programmes

Qualifications Delivered

200+ vocational awards annually

Jobs Created

50+ direct and supply chain roles

Crime Diversion

Young people redirected from ASB pathways

Mental Health Interventions

Free counselling and peer support

Community Participation

1,000+ attendees at annual events

BCC Scholarship Programme



Ensuring cost is never a barrier to participation — targeted bursaries for those who need BCC most.

Disadvantaged Young People

Free or subsidised membership, kit and course access. Means-tested application. Youth worker referral route.

Low Income Families

Household income threshold trigger. Sibling discounts. Free summer camp places via HAF programme.

Ex-Offenders

Referral pathway from probation service. Structured reintegration programme. Mentoring and trades training.

Veterans

Armed forces community priority access. Trauma-informed support. Fitness and vocational reskilling pathways.

Female Participation

Female-only boxing sessions. Female coaches. Women in trades pathways. Inclusive beauty and wellness provision.

Neurodiverse & SEND

Adapted programmes. Specialist coaching where appropriate. Partnership with SEND support services.

BCC Scholarship Fund — How It Works

1. Referral or self-application

2. Eligibility assessment

3. Scholarship confirmed

4. Full BCC access granted

36-Month Delivery Roadmap

Phased launch to manage risk, build community trust and demonstrate governance at each stage.

<h2>Phase 1</h2> <p>Months 0–6</p>	<h2>Phase 2</h2> <p>Months 6–18</p>	<h2>Phase 3</h2> <p>Months 18–36</p>
<ul style="list-style-type: none"> ■ NEFA launches — boxing, MMA, youth discipline ■ NEWH wellbeing rooms & counselling partnerships ■ Community café opens to the public ■ CIC governance board formally established ■ Safeguarding framework fully implemented ■ Police and council liaison commenced 	<ul style="list-style-type: none"> ■ NECA trade workshops open (6 units) ■ NEBA beauty academy launches ■ First adult skills funded cohorts enrolled ■ Sport England grant application submitted ■ Employer partnership agreements signed ■ NESc Summer Club & Soccer Camp pilot delivery 	<ul style="list-style-type: none"> ■ NESc summer camps at full HAF capacity ■ Premium fight events at NX Newcastle begin ■ BCC Enterprises commercial arm activated ■ Festival series & annual events calendar ■ Podcast and media studio launch ■ BCC Scholarship Programme fully operational



BCC Enterprises – Commercial Engine

A sixth arm providing commercial revenue to reinforce the sustainability of BCC's community delivery.

Premium Fight Nights

NX Newcastle events · Professional promotion · Ticket sales · Broadcast rights · VIP packages

Corporate Boxing Programmes

Team building events · White-collar boxing · Corporate wellness partnerships · Sponsored fight nights

Festival Series

Annual BCC Festival · Community open days · Music and sport events · Sponsorship activation

Podcast & Media Studio

BCC podcast production · Fighter documentaries · Sponsored content · Community storytelling

Merchandise & Brand

BCC apparel · NEFA branded kit · Online store · Community merchandise

Trade Workshop Hire

Commercial workshop hire to local tradespeople · Weekend tool access · Trade community hub

BCC Enterprises revenue target: £200,000+ in Year 1, scaling to £500,000+ by Year 3 — fully reinvested into community delivery.

An Invitation to Partnership

BCC is not seeking a subsidy. We are inviting partners to co-create a regional institution with long-term sustainability.

Asset Transfer / Long Lease

Formal transfer or long-term lease of site to BCC CIC — the foundation of the project

Grant Support

Capital fit-out funding · Revenue grant for Year 1 free community delivery

Educational Partnerships

Funded learner places via Adult Skills Fund and college partnership agreements

Police & Community Safety

Formal liaison MoU · Youth diversion referral pathway with youth justice services

Capital Regeneration Funding

Levelling Up · UKSPF · Sport England capital investment in BCC Performance Park

Corporate Sponsorship

Local employer sponsorship of facilities, scholarships, fight nights and events

This is an invitation to build something that Gateshead and the wider North East can be proud of for generations.



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— FROM STIGMA TO STRENGTH. —
FROM COMMUNITY TO COLLECTIVE.

Not simply reopening a gym.

Rebuilding a regional institution.

From Stigma to Strength. From Community to Collective.

Birtley Community Collective · Community Interest Company

BCC Community Performance Park, Birtley, Gateshead

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