

EXECUTIVE SUMMARY

2026

Kirkby Creative Employability & Community Hub 2026–2031

v1.0

ALARA COMMUNITY ARTS CIC



About Alara Community Arts CIC

Alara Community Arts CIC exists to ensure that talent is never limited by opportunity.

Based in Kirkby Town Centre, we are transforming 9 Market Square – a 1,145 sq ft retail unit – into a vibrant, multi-purpose creative hub. Through industry-led training, live performance, digital media and community programming, we connect local people with real creative employment pathways.

Founded by Ant and Danielle Canavan, with almost twenty years of professional experience across international entertainment, education and creative business.

Strategic Alignment



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



**MERSEYSIDE
POLICE**



Department for
Digital, Culture
Media & Sport

Supports strategic objectives including town centre regeneration, skills development, community wellbeing, and creative sector growth.



The Case for Investment

40%

of residents live in England's
10% most-deprived neighbourhoods

60%

working-age economic activity
– well below national average

£19.5m

Government investment in
Kirkby regeneration (Plan for
Neighbourhoods)

£145.8bn

UK creative industries
national GVA (2024)

Kirkby regeneration requires social infrastructure alongside physical investment – a creative hub addresses gaps that development alone cannot fill.



Benefits of the Hub



Residents

Affordable creative learning

Reduced isolation

Community connection



Young People

Employability skills

Mentoring & work experience

Leadership pathways



Businesses

Increased footfall

Local talent pipeline

Partnership opportunities



Council

Social value outcomes

Regeneration impact

Skilled local workforce

Why Alara?

More than 5,000 professional performances.

More than 1,000 entertainers trained.

More than 100 professional productions delivered.

More than 150,000 people reached through digital communities.

Experience across seven countries and more than 100 venues.

Our founders went to college. They went to university. They still weren't employable. That experience shapes everything Alara does.

Ant and Danielle Canavan have spent almost twenty years working professionally within the entertainment industry, progressing from frontline performers to entertainment leaders responsible for training teams, delivering large-scale guest experiences and managing complex operations across Europe and North Africa.

Between 2014 and 2018, Ant and Danielle were responsible for delivering pre-season training programmes for approximately 200 entertainers each year across multiple TUI concepts.

Their experience spans international holiday entertainment, live theatre, immersive performance, corporate events, digital media, hospitality, education and community engagement. Together they have trained over a thousand entertainers, managed hundreds of live events and built commercial creative businesses that continue to operate successfully today.

Alara Community Arts CIC has been created to ensure those professional skills are passed on to the next generation through practical, industry-led training rather than purely academic learning.



Why Kirkby?

Kirkby has seen millions invested in buildings.

New shops. New leisure centres. New infrastructure.

But buildings do not create opportunity. People do.

The town has talent, energy and ambition. What it lacks is a dedicated space where creative skills are developed professionally, where young people gain real experience, and where the community can access industry-standard training without leaving the area.

Kirkby does not need another building.

It needs what goes inside one.

The next investment must be in people.

CREATIVE

PERFORMANCE & COMMUNICATION

CREATIVE PRODUCTION

DIGITAL MEDIA & CONTENT

CREATIVE BUSINESS

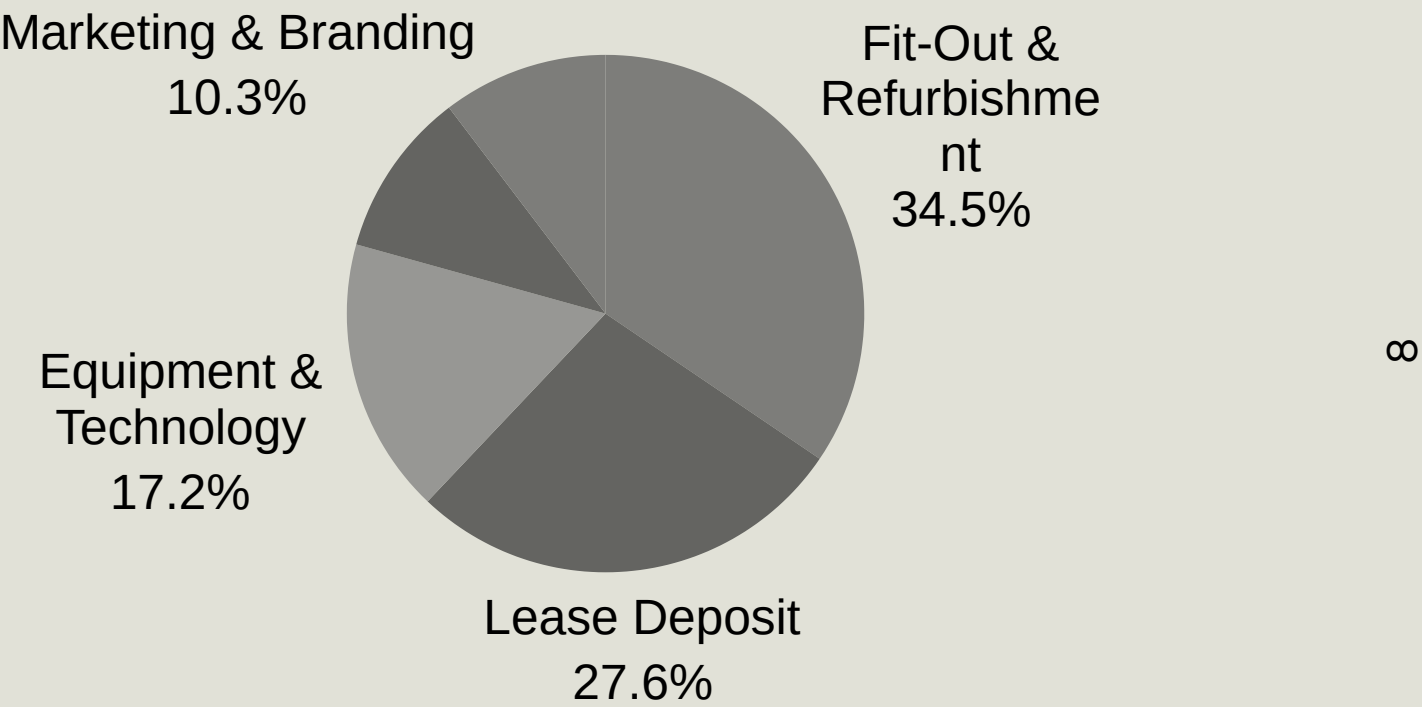
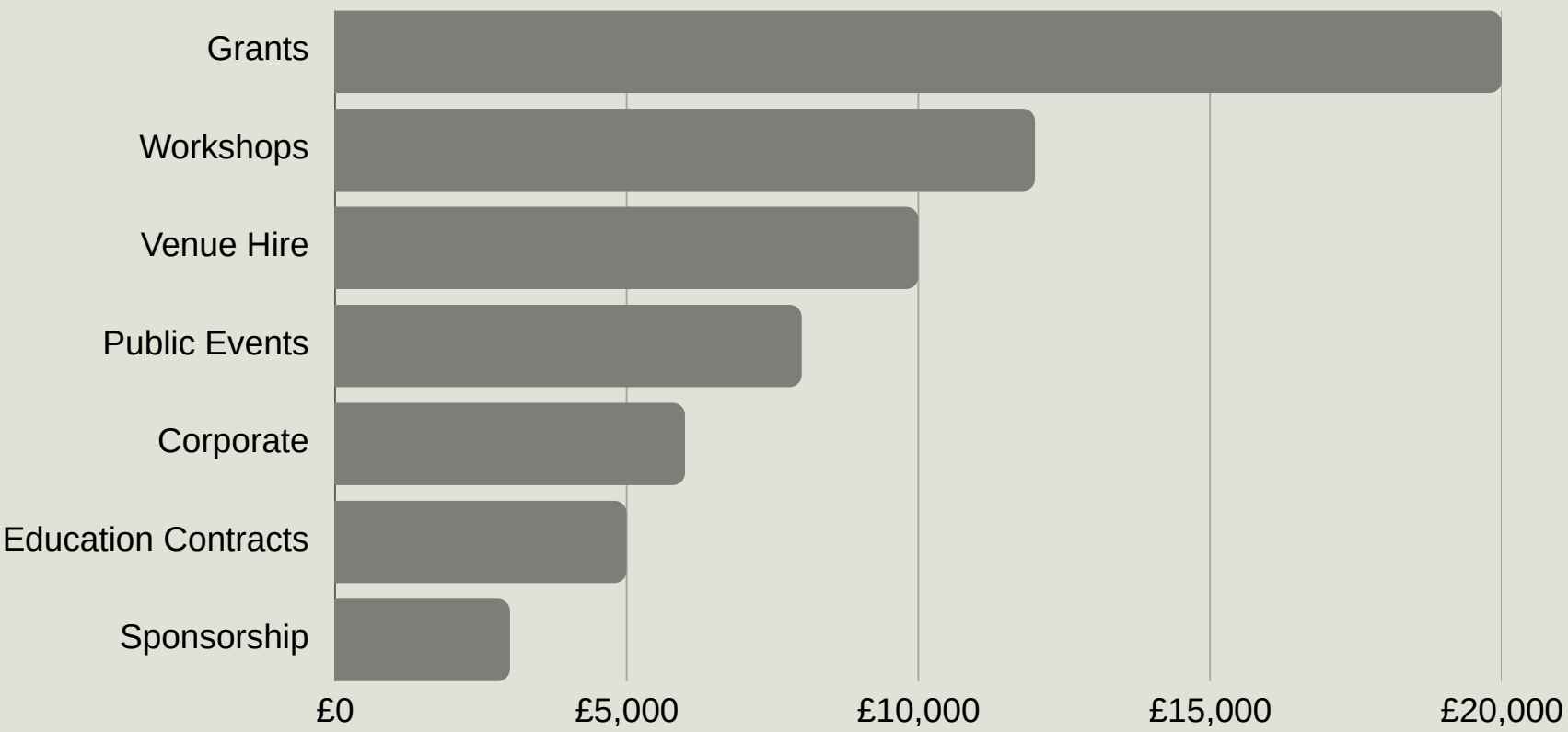
COMMUNITY LEADERSHIP

INDUSTRY EXPERIENCE

ACADEMY

Financial Model & Start-Up Costs

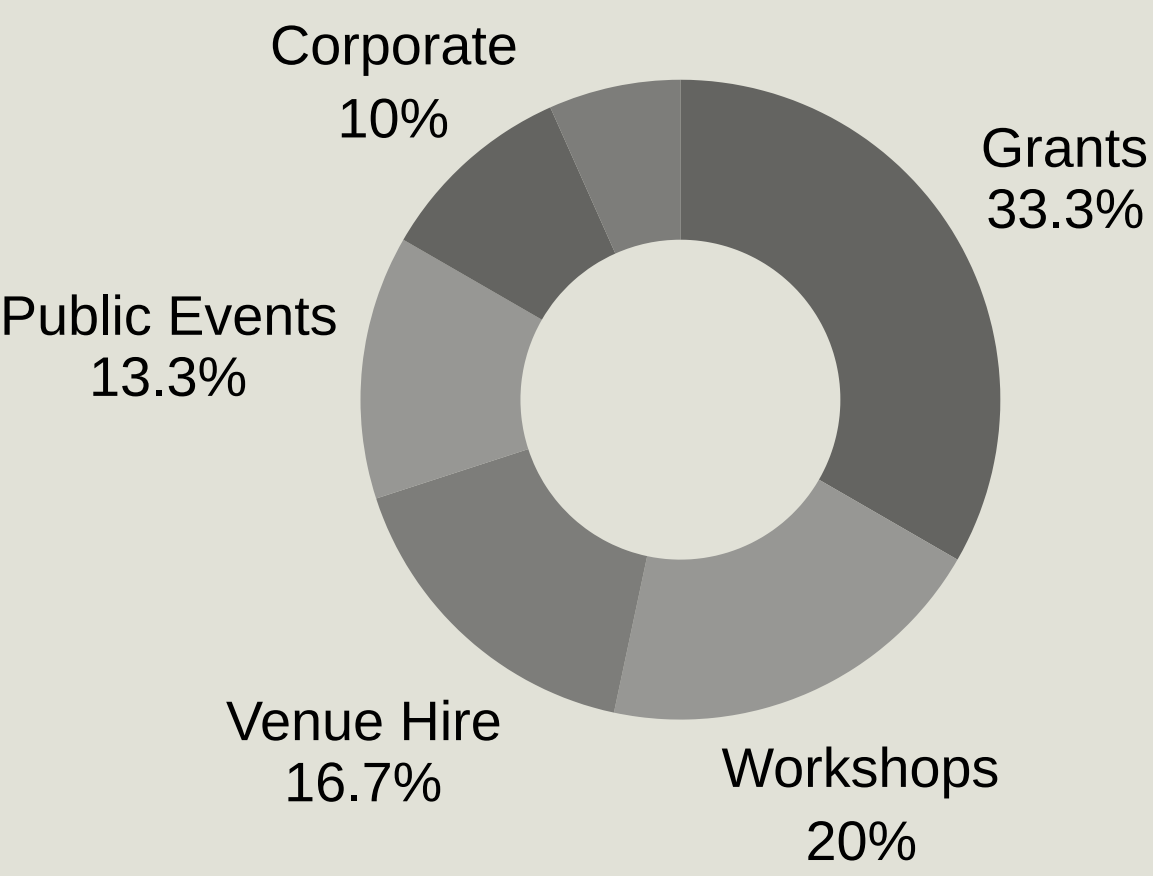
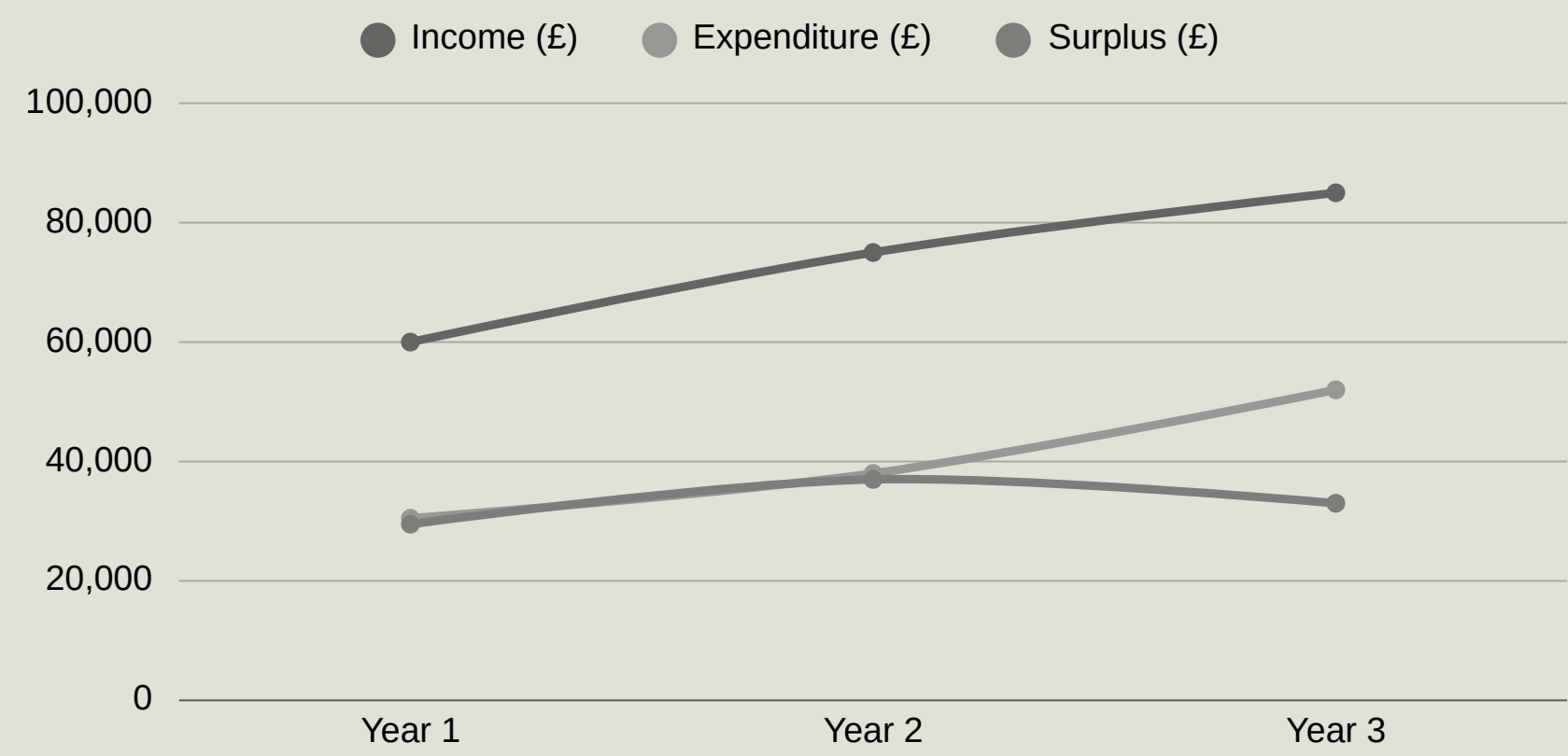
Start-up investment totals £29,000, covering lease deposit, fit-out, equipment, marketing, and contingency. Income is generated through a diversified mix of workshops, venue hire, public events, corporate bookings, education contracts, grants, and sponsorship – ensuring long-term financial resilience and community reach.



Year One Financials & Forecast

Year 1 Income: £60,000 | Expenditure: £30,500 | Surplus: £29,500

Income streams include Grants (£20k), Workshops (£12k), Venue Hire (£10k), Public Events (£8k), Corporate (£6k), and Partnerships (£4k). With a social value lease subsidy applied, the hub projects a strong surplus from Year 1, growing to £33,000 by Year 3 as earned income matures and grant dependency reduces.



Financial Assumptions

- 3 workshops per weekday
- Average attendance 12 people
- £4 average workshop fee
- Two weekend ticketed events per month
- 10 hours venue hire per week
- One grant secured in Year One
- Volunteer-led delivery where appropriate

OUR TARGETS

Year One

500 residents engaged across programmes and events
100 workshops delivered across all six learning pathways
50 public events hosted at 9 Market Square
75 individuals completing structured training
15 direct employment outcomes achieved

Year Three

1,500+ residents actively engaged with the Hub
250+ workshops delivered annually across all pathways
100+ events hosted, including community and ticketed showcases
40 active volunteers supporting Hub operations
25 strategic partnerships with employers, schools & organisations

VENUE OVERVIEW

ALARA COMMUNITY ARTS CIC

9 Market Square – 1,145 sq ft black-box creative studio, configurable for 50 seated or 30 active participants. Features modular staging, professional lighting rig, PA system, mirrored wall, and blackout curtains. Includes a refreshment point and dedicated admin & storage space – a fully equipped hub for creative work.



OPERATING

WEEKDAYS AM: EMPLOYABILITY ACADEMY

WEEKDAYS PM: WORKSHOPS & DIGITAL MEDIA

EVENINGS: DRAMA, YOUTH THEATRE & CHOIR

WEEKENDS: COMMUNITY & FAMILY EVENTS

WEEKENDS: CORPORATE & TICKETED SHOWCASES

SCHEDULE

Governance & Structure

CIC with asset lock: 100% of surplus reinvested into the community

Independent Board of Trustees with professional leaders

- Sub-committees for compliance, finance & community integration
- Clear accountability and transparent reporting

Conflict Mitigation Framework with Alara Entertainment Ltd

- Arm's-length relationship with full recusal policy

VISION 2031

A thriving creative hub.
Hundreds of local people discovering confidence.
Dozens progressing into employment.
A town centre alive after dark.
Creativity at the heart of Kirkby's future.

We don't teach people
how to perform.

We teach people
how to build careers.

Proven Delivery

Trusted by audiences. Proven through experience.



"The whole experience was absolutely fantastic... Fabulous entertainment... The whole experience was excellent."

Bill Currie | Warner Hotels, Nidd Hall



"The cast were all fantastic... created a great atmosphere... everyone had a great time... highly recommended."

Verified Guest | Warner Hotels, Nidd Hall



"Our second year... even better than the first... Alara get it just right."

Ali | Warner Hotels, Nidd Hall



"Brilliantly acted... the actors stayed in character throughout... a truly unforgettable experience."

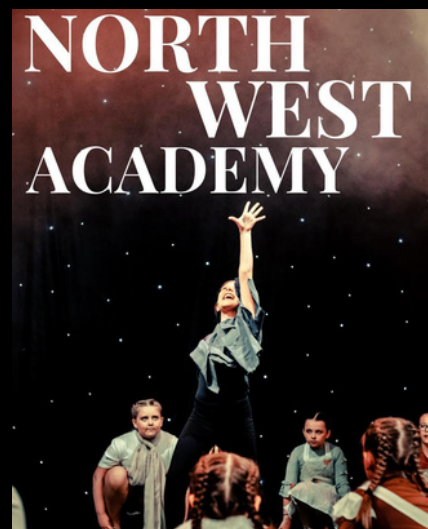
Elizabeth Bowden | Cricket St Thomas, Warner Hotels

Consistently delivering high-quality creative experiences across the UK

✓ Warner Hotels ✓ Boxpark Liverpool ✓ Mikhail Leisure Group ✓ Independent venues nationwide

Our ambition is simple: to bring the same professional standards that delight paying audiences across the UK into a permanent community resource for Kirkby.

Our Partners



BOXPARK LIVERPOOL



Eccleston Arms
— BAR & GRILL —



Building our Board

Seeking trustees with expertise in:

- ✓ Finance
- ✓ Education
- ✓ Community
- ✓ Business
- ✓ Creative Industries