



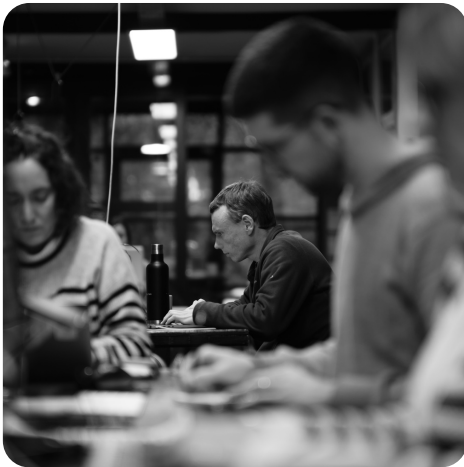
ANNUAL REPORT

2023/2024

A PLACE THAT MAKES GOOD THINGS HAPPEN



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WELCOME TO TRIBE PARTY

WORK | MAKE | SHARE

We are a community coworking and creative events space based in Edinburgh. To be more precise, we are based in the community of Portobello, Edinburgh's seaside. We are a collection of social entrepreneurs, freelancers, charities, SMEs and now more than ever, employees. From photographers to translators, graphic designers to environmental consultants, we have over 145 members and provide offices, studios, permanent desks and hot desking.

Tribe is big on building community and believes that a nurturing environment which sparks creativity and collaboration is good for business, individuals and communities. At Tribe, you will also find a strong community of female run enterprises through our partner, Keystone, as well as a home for circular economy champions like The Edinburgh Tool Library and Velow Bikeworks. Tribe is also big on health and wellbeing and have Portobello Natural Health and The Pilates Studio Edinburgh. To make sure we support the creative sector and business wellbeing, we are home to Oi Musica, GLOcast Sodak and more. Tribe Party is proudly a social enterprise.





MEET A FEW COWORKERS



Community is important to the way we work. At the heart of our ethos lies a deep commitment to community values, shaping the environment of our coworking space. Our design is thoughtfully crafted to foster creativity, promoting the collision of diverse individuals and ideas that spur innovation, knowledge exchange, and meaningful connections.



Tribe Porty is more than just a workspace; it's a creative environment tailored to accommodate the evolving working styles of freelancers, start-ups, and individuals seeking flexible workspaces. Within our vibrant community, we offer a spectrum of coworking opportunities, ranging from dedicated office spaces and permanent desks to versatile hot desks and private call booths.



Reflecting on the past year, we proudly welcomed 67 new members in 2023, with an additional 100 individuals joining us through day passes—a testament to the inclusivity and accessibility of our space. Beyond the workspace, we remain deeply connected with our community through various activities such as coffee mornings, social lunches, art club, our beloved games night and our monthly free Tribe Talks. At Tribe Porty, community is not just a concept; it's a lived experience, and we look forward to the continued growth and vibrancy of our community.



CATRIN EVANS

“Tribe feels like such a community and it was a really easy environment to get to know people. The vibes were always good and the added social events (Thursday lunch, coffee mornings etc) actively encouraged people to get to know each other. I'll be honest, a shared office I went to twice a week was the last place I thought I would make friends when I moved to Edinburgh. Upon leaving I can say that I've made some excellent pals! I don't think there's a single co-working space out there that could hold a candle to Tribe. I'll really miss working there!”



JAKE BURGESS

“I've worked remote for 7 years and coworking spaces keep me sane - and productive! When we moved to Porty, I ditched my place in town within the week and haven't looked back. It's just a lovely place to work. Everyone's super nice and getting to see loads of different jobs, companies and perspectives is inspiring. And so many people bring their dogs, which is class.”





JOE FRANCE

“I was introduced to Tribe by another member, Bob. He knew I was looking for a coworking space with more of a sense of community than where I had been previously - and suggested I give Tribe a try. Everyone was so welcoming on my trial day that it was an easy decision to make. I would have to say the best part about Tribe is the genuine effort that both members and management make to introduce themselves and make others feel welcome. I know from experience not to take such genuine warmth for granted. The coffee's pretty good, too...”



GILLIAN LAZONBY

“I moved up to Portobello from London and was looking for a place to work as my new role is fully remote. I followed Tribe's instagram page before I moved and heard only great things about Tribe from everyone I met here. I love the people, the working space (especially the garden), the sense of community, the opportunity to chat to people with interesting work and lives while hanging out with the many cute dogs. It is a joy to work here!”





LINDA LACE

“The first co-working space I've ever attended, but I'm certain it's one of the best ones out there. I came in for a trial day in Oct '22, and got a monthly pass immediately. The folk running Tribe are the best, and there's some cool neighbouring businesses too (e.g., the tool library, as well as a bike repair shop).

Tribe's got a great vibe, and there's always options for socialising, but if you want to be in your own zone no-one will bother you. There's a mix of freelancers as well as employed WFH people who just need a change of scenery (I'd be the latter). Can't imagine not going to Tribe! We even have a book club now.”



BEN CROSBIE

“I really like the casualness and flexibility of Tribe. The ease at which I've been allowed to switch which plan I have been on, until I found the right balance for me, was great. The kind and sympathetic team running the space, as well as the other co-workers using the space, have always made me feel welcome. I like that everyone has been very welcoming and friendly, but also that it is not in an overbearing way. I have happily been able to work away quietly on my own, while still having interesting folk around who are keen to chat if I am in a chatty mood.

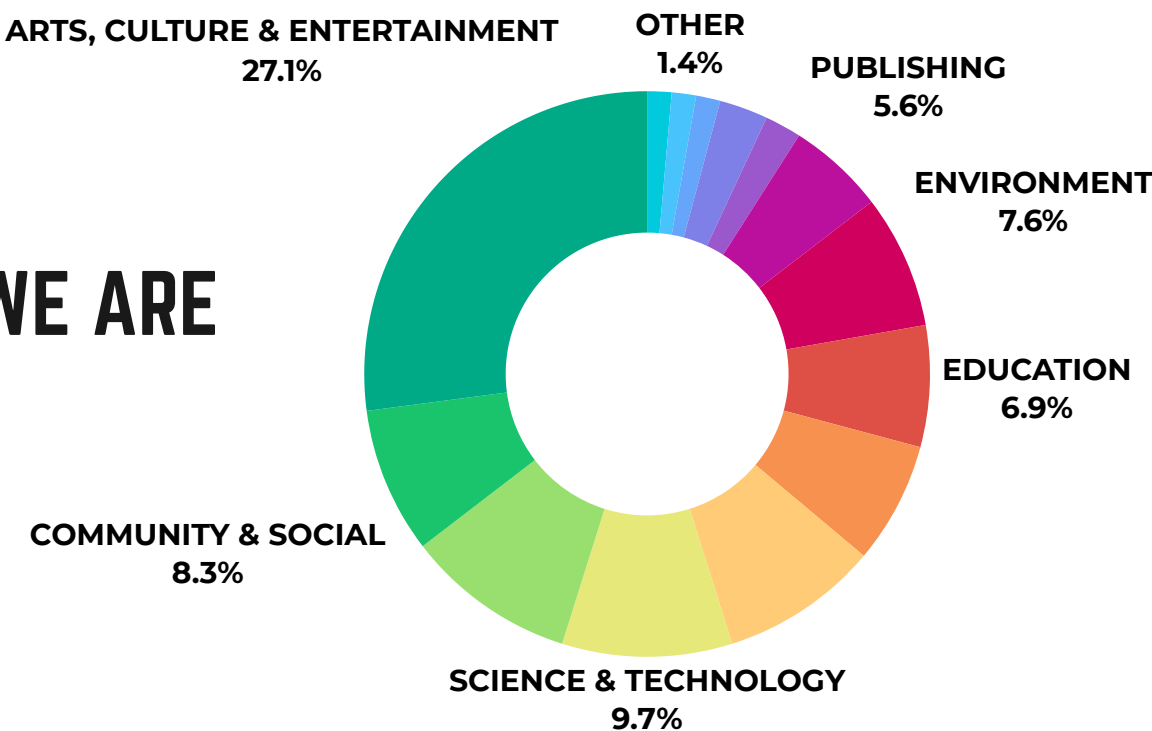
I haven't managed to make it along to any of the social events yet, but I like that it's a thing that is organised here. The social events are an inevitable extension of the friendly welcoming atmosphere that Tribe has managed to forge.”



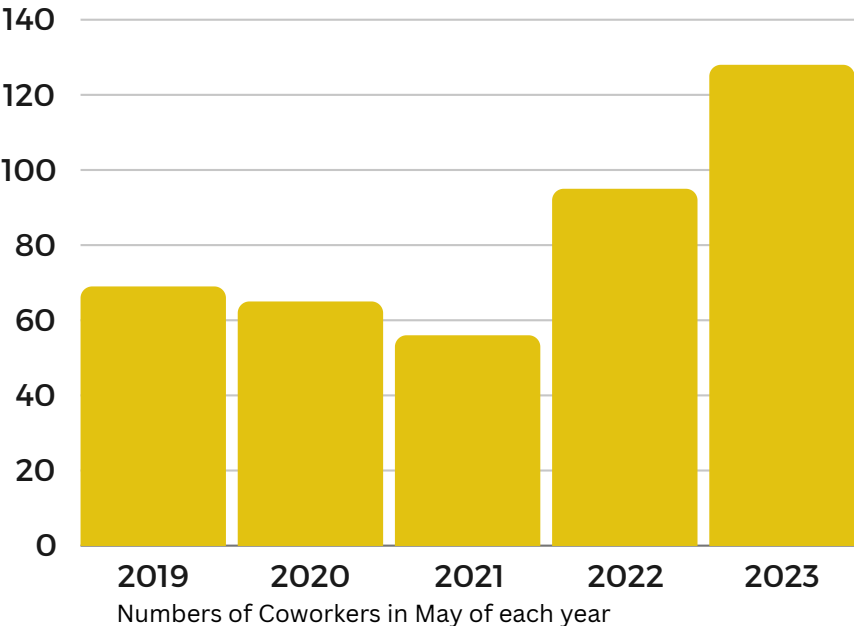


COWORKING STATISTICS

WHO WE ARE



COWORKER NUMBERS OVER 5 YEARS

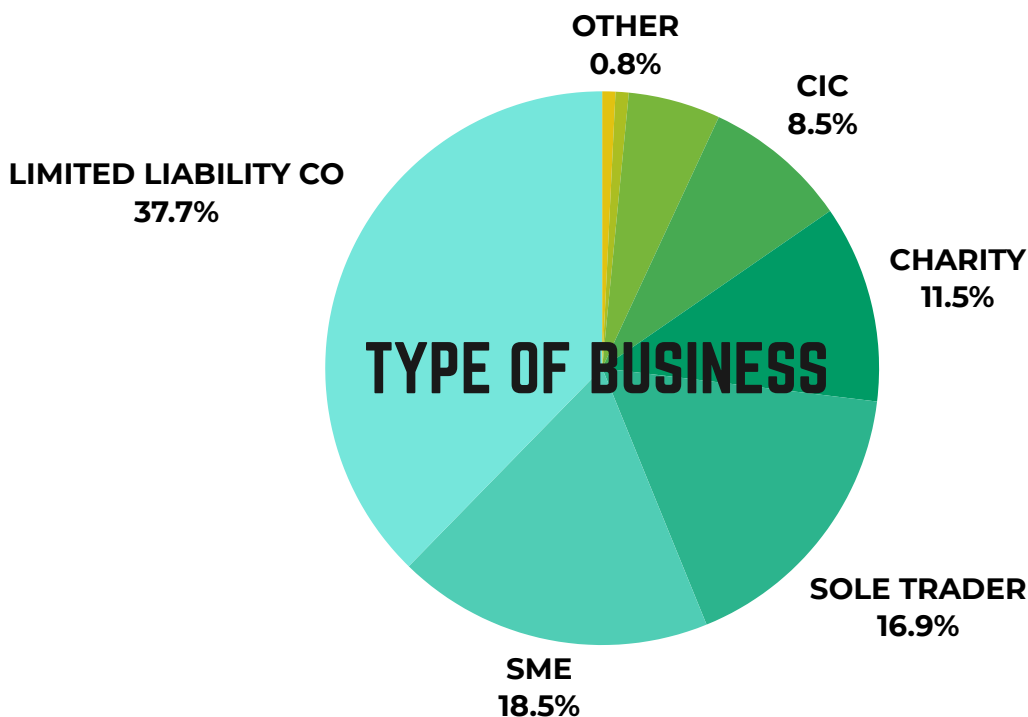
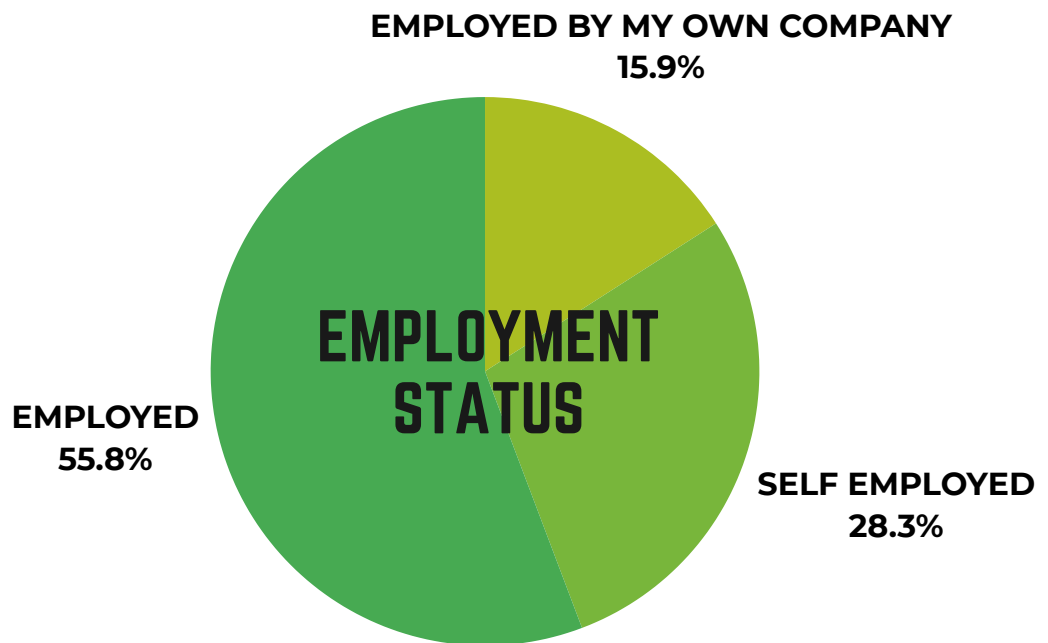


2023 saw another fantastic jump in the number of coworkers using Tribe.

Whilst we have a wide variety of workers at Tribe, Arts, Culture and Entertainment remains our largest demographic. In comparison to last year, the fields of work coworkers are based in remained largely the same.

COWORKING STATISTICS

As seen in last year's coworking figures, the rise in employed users since the pandemic has remained and makes up over 50% of our demographic.



We have also noticed another increase in coworkers working for charities and community interest companies.

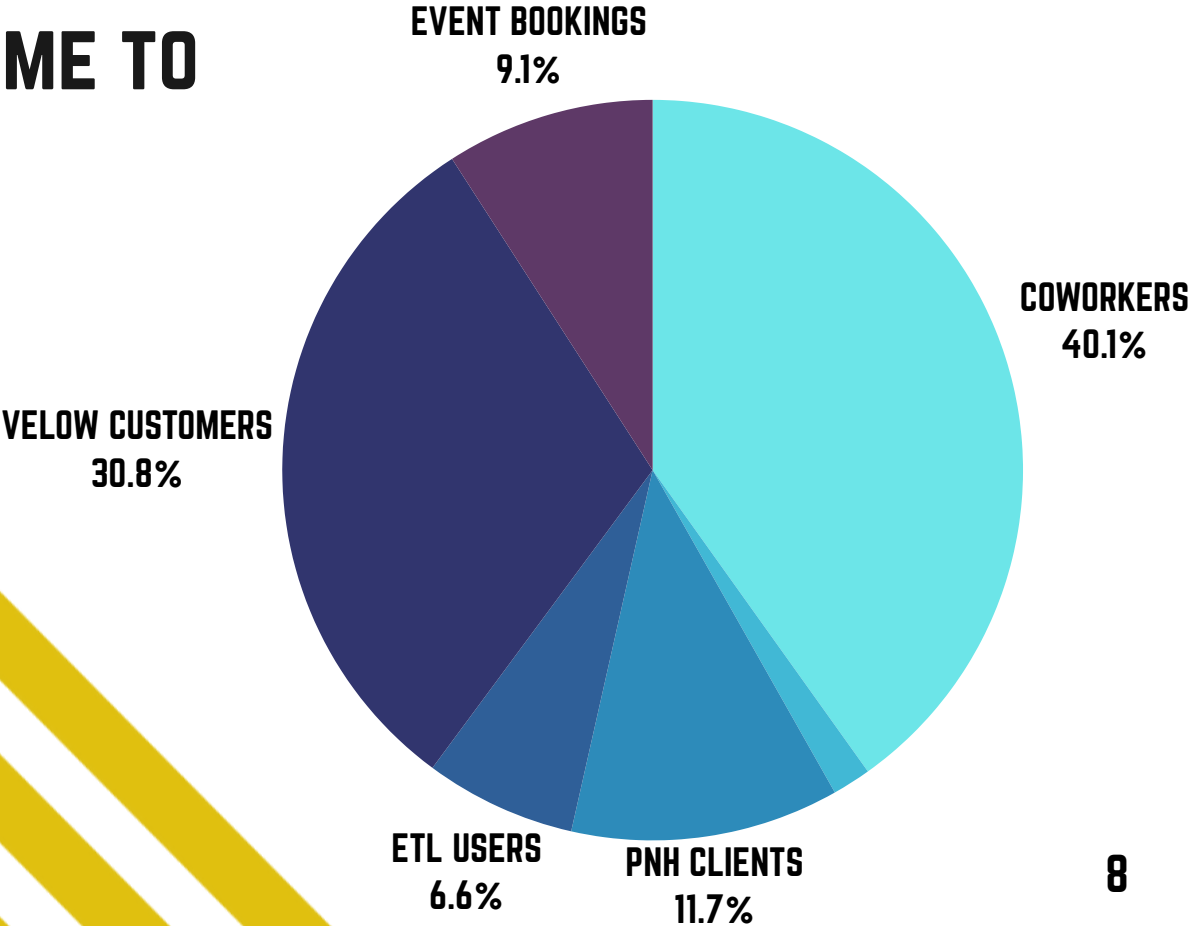




HOW OUR BUILDING IS USED

Tribe Porty is a vibrant hub that celebrates the strength of the community that finds home within our walls. Beyond coworking, we proudly home Velow Bikeworks, Portobello Natural Health, Pilates Studio Edinburgh, and The Edinburgh Tool Library, each contributing uniquely to our dynamic community. While coworkers are central, the impact of Velow Bikeworks stands out—going beyond providing a space for bike enthusiasts to offering sales, servicing, and real-time assistance, showcasing the versatility and interconnectedness of our space. We celebrate the collaborative spirit that defines Tribe Porty.

WHO CAME TO TRIBE IN 2023

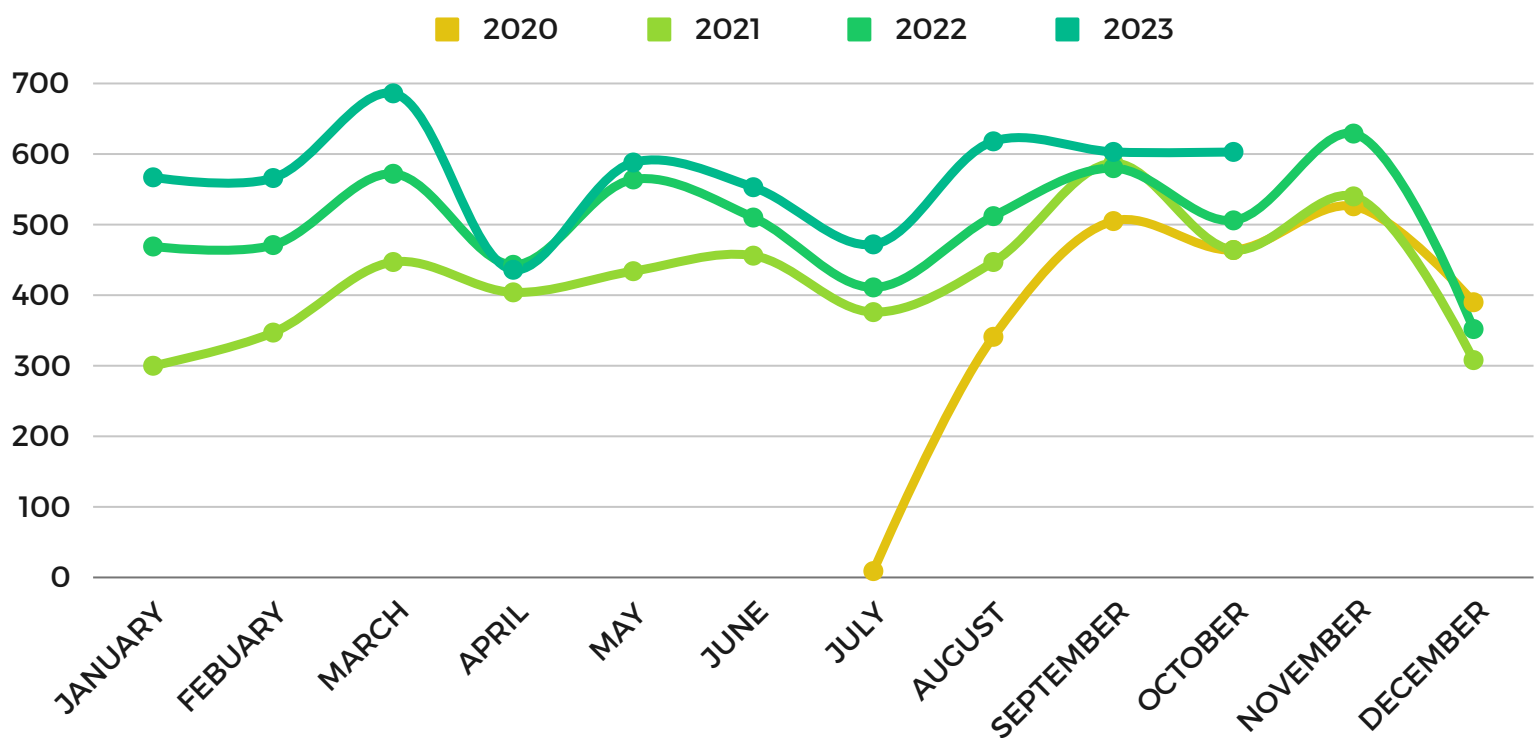


COWORKER INSIGHTS

After collecting four years of coworking data, our team examined the monthly usage of the building. Based on the graph, March, September, and November were our busiest periods, while April and July were consistently slower months. To address these declines in the coming year, we plan to boost our promotional offers on day passes and expand our range of partner share packages.

Our highest recorded month was March 2023, where we had a whopping **686** monthly users.

TOTAL NUMBER OF COWORKERS PER MONTH





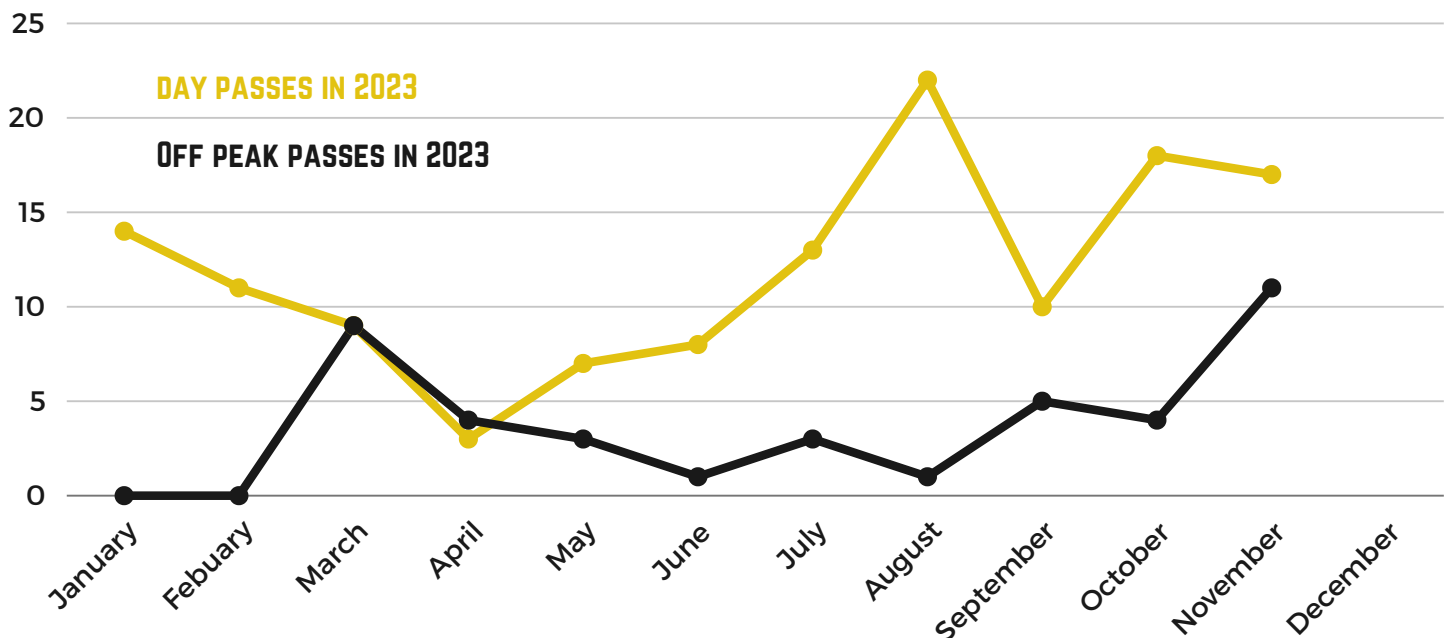
BARRIERS TO COWORKING

This year also saw a new initiative called, Bring Your Own Buddy. Over the months of July and August we encouraged our members to invite a colleague, friend or partner to join us for a free day of coworking. This was not only to thank our members for being a part of our Tribe but to help us share, connect and grow as a community.

We welcomed some new members through our partnership with Creative Informatics. The Creative Informatics Inclusive Innovation Working Spaces Fund is a strand of support providing professional working space for diverse and under-represented creative entrepreneurs and start ups in a number of partner organisations across the city region.

DAY PASSES

We are not a members only club. We strive to actively encourage diversity and understand that a recurring membership is not for everyone. As well as our standard day pass options, this year we launched off peak passes. This allows half day access on select days.



In April 2023, we launched our off peak pass to increase users during our quietest days, these were Mondays & Fridays. We've noticed that our off-peak passes have largely been used by those with children and may not have a full day available. It's been great to see that the addition of the off peak pass has been useful to working parents.

Many coworkers frequently used the off peak pass simply to shake up their day and use it as a change of scenery from working from home—a welcome break from isolation.

“WHY I USE AN OFF PEAK PASS

“I’m a freelance musician. I conduct youth and community choirs and work for various music organisations developing their community engagement. I’m also a mum of two and I need somewhere to do my admin and prep that isn’t a corner of a table strewn with dishes and toys. I try to use Tribe one morning a week with the hope of coming more often once my little one turns one and I start to pick up more work.”

“I had visited Tribe a couple of times for events but hadn’t ever used it as a working space. I use the occasional off peak pass to have a morning to focus on some writing in a space free of the usual distractions of home.”

“I had been working from home for a year and honestly just needed a change of scenery and a reason to get out of the house during the day. Tribe looked nice and I wanted to test it out before committing to a membership. Off peak passes worked great for me whilst self employed, after accepting a full time remote job I signed up for an unlimited package.”



COMMUNITY SNAPSHOTS

In addition to our coworking community, we are home to eight businesses at Tribe. We would like to take this opportunity to touch base with Sodak and Glocast and see what the past year has had in store for them.

SODAK

Sodak is a behavioural design agency with a close-knit team of three core members, bolstered by a network of specialists when the need arises. We've carved out our niche in the UK, with occasional forays into the US market. Our mission is to To help people understand people. To help improve the moral and ethical performance, efficiency, and effectiveness of organisations by improving management and responsible leadership through behavioural insights. We aim to help create nurturing environments that improve the safety, health, and wellbeing, of those at-risk, who work in high-risk industries.

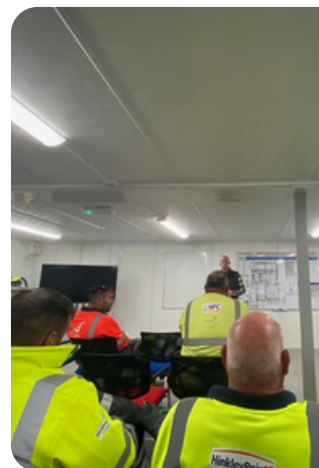


2023 AT SODAK

We're particularly active in the construction industry, where we focus on helping our clients drive improvements in health, safety, and quality, alongside fostering enhanced leadership skills. Since our start in 2013, we've seen steady growth, and 2023 marked our most successful year yet with a 42% increase in turnover.

In 2023, we have worked with 20 Businesses and 30 individuals. From the individual buyers of conversation cards to Hinkley Point C Nuclear Power Station with 10,000 on site workers. In that time we have trained 205 leaders and trained 36 of those as trainers. These trainers have in turn trained over a thousand supervisors and workers in behavioural science. Our Conversation Cards to reduce risk and improve performance have initiated almost a quarter of a million conversations.

Our portfolio of clients is quite diverse in size, more than industry. From a £35 box of conversation cards to creating the Behavioural Improvement Programme for one of the largest most complex projects in Europe, Hinkley Point C Nuclear Power Station. However, one of the best collaborations we have on going at present is with a company that work predominantly in the rail sector. We've been working with AmcoGiffen since 2021 where we took their Executive team through an online (due to the pandemic) version of our main behavioural science for leader's course. We developed a specific behavioural improvement programme for them, which they have rolled out to their offices and sites across the UK. As a result, they have significantly reduced the number of injuries and incidents over the last 2 years, improved client relationships and won a number of industry awards for their efforts.



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GLOCAST

Here at GLO, we are a conference video, live streaming and hybrid event production company. It is our goal to support our clients in creating engaging and exciting video content for their company and support any live stream or hybrid events either in-person or online to engage with their audiences worldwide, and help deliver successful events.



This year we worked in 10 cities across the UK and internationally our team went to Davos, Prague, Cannes, Vienna, and Dubai. With our online events, we reach and engage audiences across the world, including places like Australia, Asia, the United States, and more!

15

6

YEARS BASED AT
TRIBE

200+

EVENTS

60+

CLIENTS

2023 AT GLOCAST

We have worked with over 60 clients this year on over 200 events. As always, we appreciate each and every one of our clients for their support, and it's been fun to work with some new clients this year, and we look forward to creating new relationships in 2024. Next year we will be heading to Texas, and we're currently pitching for some new opportunities in California, Milan, and new companies to support in Davos, and Cannes.

Our stand-out filming projects usually revolve around our international events, which involve extensive filming and quick-turn-around edits. At the event in Prague this year, our team of four handled all event highlight videos, social media videos, and podcast videos. Filming included event sessions, b-roll, drone footage, interviews, vox-pops, and creating a mobile podcast studio as part of an on-trend, podcast-style interview. For the closing show, we delivered a highlight video of the event, several social reels, and lots of interviews and podcasts to be used for future marketing initiatives.

We also collaborated with Vive Events this year to provide live streaming, and hybrid support at the world leading medical symposium in London. This is a fully hybrid event, with every session live streamed, including remote presenters. The hybrid nature was to extend a live streamed surgery via a specialist two-way link to a hospital in Germany.

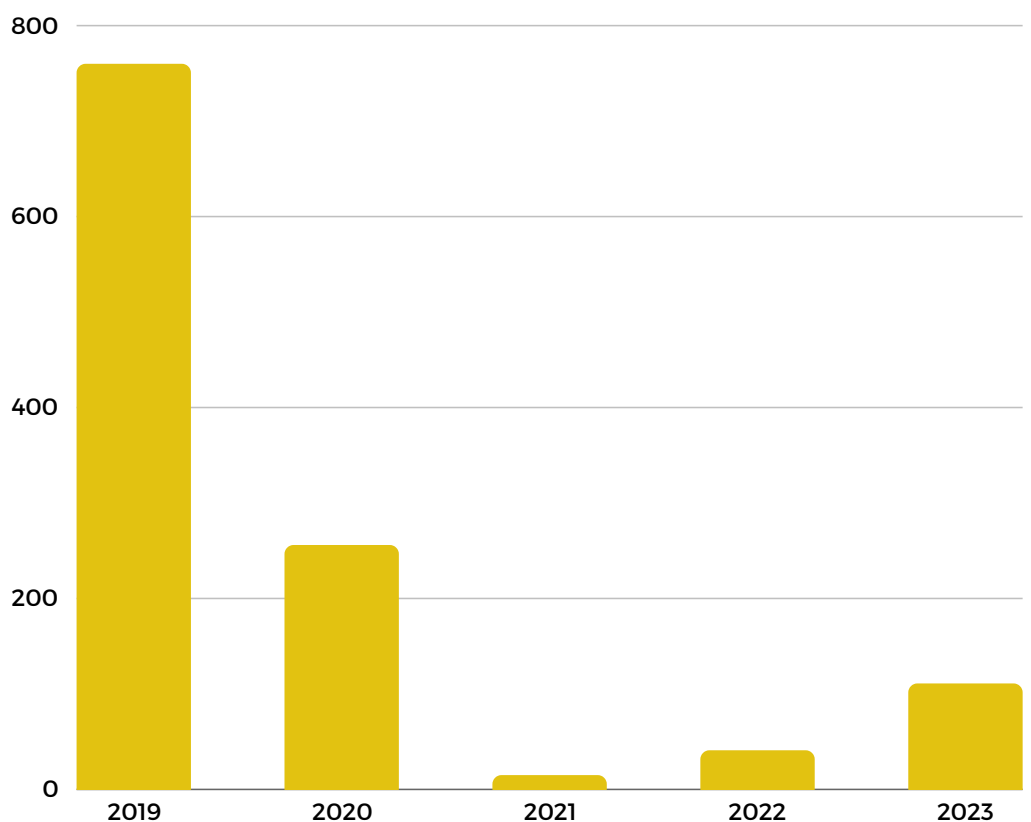
The program consisted of back-to-back sessions from 8am until 6pm across the three auditoriums for three days. With this number of presenters, and such a tight schedule, there was no room for error, and had to run with military precision. The live stream was watched in over 50 countries and allowed viewers to submit questions straight to the top table at the event!



EVENTS AT TRIBE

In addition to providing flexible work and coworking spaces, Tribe Party offers unique and affordable event space for all different kinds of activities which could be ongoing or one-offs. There is a strong community of makers and social shifters who bring brilliant variety to what is on offer here.

NUMBER OF EVENT BOOKINGS EACH YEAR



111

BOOKINGS IN
2023

7

TRIBE TALKS

1,497

ATTENDEES

In 2023, we took 111 event bookings with November being our busiest month. We have secured four new clients as recurring bookings. We love our recurring bookings like the writing retreats from Writers HQ. We also host the Green Party, Porty Pride and Portobello Running Club for their meetings. It was great to see the space used in such a diverse way, non-recurring bookings ranged from workshops to baby showers and was even used as a film set.

As we no longer have The White Hall space it is impossible for us to reach the same level of bookings as seen in 2019. It is fantastic to see a steady rise in our bookings and the past year has encouraged our team to think differently about how the space can be used.

If you want to host a workshop or event, we would be happy to accommodate you. We love a good partnership and bringing people together.





TRIBE TALKS



Tribe Talks are a monthly event hosted by a member of the Tribe Party community. Tribe Talks are always free to attend and all are welcome. Tribe Talks are such an important way for us to connect to the wider community, share stories and form new connections.



The past year has seen us host seven Tribe Talks from both members and friends of Tribe. We have hosted talks of all kinds. For example, we celebrated a book launch from member James Robertson, a talk about self care during menopause from member and Portobello Natural Health practitioner Hannah Swift and a photography workshop from member Jo Tennant.



As well as talks from our members this year saw us extend the invitation to host friends of Tribe. Rise of Happiness originally reached out to Tribe to hold copies of their free wellbeing magazine. Co-founders Rob and Kaigan deliver wellbeing talks internationally and speak openly about their own mental health and wellbeing journeys. The duo hosted an evening on the importance of choosing happiness in our lives and how you can create your path to happiness.



POETRY EVENINGS

This year also saw us think a bit differently about what a Tribe Talk could be. In the lead up to International Women's day we thought about how we could encourage an open dialogue about what IWD means to our members and how we can use the talk to cultivate open conversations. We decided that poetry could provide the perfect icebreaker. We reached out to friend and Keystone alumni Laura Westring.

Laura writes her own poetry which is published on her instagram account, poems for almost lovers. Laura mentioned a few times over the course of the evening that she does not necessarily see herself as a poet but was delighted to be referred to as one for the first time during introductions. Laura's speech took us on a journey through a short poetic journey of love and the feminine from Ur to Sterling.

"As long as there has been the written word, there have been women writing, but, somewhere along the way, we began to value their writing less. We forgot the roles women have played in guiding our understanding of the universe and our connection to the divine.

In my collection Poems for almost lovers, published on instagram for the sheer pleasure I gain from adding to it, I explore what it means to lose and grieve for love as well as how it feels to find even greater loves.

Female love and desire can and should be unapologetically, exquisitely carnal, yes, for therein lies the very font of all creation, but our desires to be heard, to learn, to achieve and to better ourselves are often equally suppressed."

-Words shared by Laura Westring



INTERNATIONAL WOMENS DAY & PORTY PRIDE

Alongside Laura, we were joined by five talented poets. Their vulnerable and beautiful work inspired honest and thoughtful conversations about motherhood, vulnerability, friendship, and the ability to rate oneself despite others' opinions. The event was such a success that we decided to host another evening of poetry to celebrate Porty Pride.

Something we have come to love about hosting poetry evenings is that it allows people to publicly share and recite their work for the first time, it is wonderful to give that opportunity. During the Porty Pride evening, a member of our audience was on a trip from their hometown in Canada. They stumbled upon our event on eventbrite whilst looking for something 'local and queer' to take part in. Before reading their work, they mentioned that if they had not found our event they would not have visited Portobello. Whilst in Portobello they said they noticed all of the Pride flags in shop windows and felt like Porty was a little haven. This really solidified the importance of hosting evenings such as this.



SUMMER PARTY

2023 launched our first community summer party post pandemic. We decided to use our summer party as a way to help raise money for a local lad and friend of Tribe, Jay.

Jay is a happy, brave and loving young man with a wicked sense of humour. Jay was born with Cerebral Palsy which significantly affects his mobility and communication. Jay's a wheelchair user, unable to stand or walk and limited motor function and high muscle tone means it's really hard for him to exercise or participate in physical activities.

As he gets older it's getting harder and harder for Jay to stay fit and strong. His motor function and the weight of his wheelchair means his ability to push himself around is very limited and there are very few exercise options open to him. We used the party to help fundraise for Jay to have his own Innowalk.

"The summer fair at Tribe was a fantastic afternoon. The local community and Jay's friends came along and had the chance to sample artwork, jewellery and wellbeing experiences from Tribe's members as well as great food and an awesome performance from Oi Musica! Jay thoroughly enjoyed himself and it was so special for us as a family to feel the support of our local community.

The silent auction was a great success with the funds raised from the day making a significant addition to Jay's fundraiser. As a result we're now confident that we'll be able to get Jay his Innowalk by the Autumn. A massive thank you to Tribe Party."

-Words shared by Rachel Bhandari,
Jay's mum.

COMMUNITY INVOLVEMENT

We know how lucky we are to have such a kind hearted and enthusiastic community at Tribe. When we put out our original call out for the party, it didn't take long for our Tribe to step up!

Portobello Natural Health open their doors to offer up mini massages and head massages, asking only for a small donation to the fundraiser. The Edinburgh Tool Library welcomed wee ones to free Robot Making Workshops, and The Pilates Studio offered free taster sessions. Oi Musica pulled out all the stops and arranged for Brass Blast to treat us to a 30-minute performance. All of this came together to create a day that was a true celebration of collaboration and community.

We were blown away by the support of local businesses who generously donated 25 fantastic prizes to our silent auction. This raised an incredible £2,317! We also made sure to encourage everyone who attended the party to donate to the cause, making it easy with QR codes.

THANK YOU!

It's difficult to put a number on it, but we can say that the day before the party Jay was at 23% of his target, by the time all Silent Auction bids were submitted Jay had reached 49% of his target!

We are over the moon to say that **Jay met his fundraising goal and now owns his Innowalk!** A heartfelt thank you to everyone that contributed and made this possible.





PODCAST



Working For Progress was created with the intention of celebrating our communities and sharing their individual journeys. We are lucky to have a community of creative people, all doing interesting work and who are also interested in the bigger picture. Their health, their communities, their impact on the world. It is important for us to connect through conversations about how we craft our working life and make progress. Each episode sees us ask our communities questions about their working life, the challenges they've faced and the progress they've made.

It is funny to think back to the initial awkward fears that producing and recording a podcast brings. Alice and Dani are forever grateful to our pals over at Glocast for allowing us to record our trailer episode with them. Perhaps without this as a date in the diary to record we would not now be reflecting on our eleven published episodes!

It has been a joy to listen to the intricacies of people's journeys and without creating the space to reflect there's so much we may have never known! The podcast has made both myself and Dani feel ever more connected to you all. Taking the time to interview each person has served as a valuable reminder of the importance of connection and conversation.



“

DANI REFLECTS: “EACH PERSON BROUGHT THEIR UNIQUE STORY TO THE CONVERSATION, A BIT OF WHERE THEY HAVE COME FROM IN TERMS OF SIGNIFICANT LIFE MOMENTS WHICH HAVE IMPACTED ON WHAT THEY ARE DOING TODAY. THINKING BACK, IT WAS OFTEN A PERSON OR AN INTERACTION WHICH PROFOUNDLY IMPACTED A DECISION OR DIRECTION. SOMETIMES ONLY WITH HINDSIGHT DO YOU NOTICE SUCH INFLUENCES.”

”

Upon reflection of season one, it's striking how many guests expressed the significance of community support and encountering the right people at crucial junctures in their work journeys. Trust emerges as the anchor, intertwining with the courage to place taking risks.

Another overarching theme is around trust -a mix between trusting oneself and extending that trust to others. This narrative seamlessly weaves into the heart of coworking, where Tribe transcends the conventional definition of a workspace.

It's a sacred space (and I don't say that lightly) where connections flourish over lunch, tea breaks, and heartfelt conversations. We all have a profound human yearning for community and connection.

The podcast is a gratitude-infused tribute to the vibrant communities of Tribe Porty and Keystone. It's a celebration of the remarkable, beautifully ordinary individuals who deeply care for each other and our planet. Have a listen! You can find Working For Progress wherever you usually listen to podcasts.



2024 CHALLENGES

THE TEAM

One of the biggest changes Tribe will see in the new year is the change to our team. Our accounts manager, Hannah Ashwell, will be moving on to a new role at Audit Scotland. This will see Community Manager Alice and Founder Dani absorbing some of her tasks. In the near future, we will hire a new member of staff but we are taking the time to consider what Tribe needs and what this new role would look like.

WORDS FROM HANNAH

“I have witnessed Tribe Porty bringing good people together to make good things happen for almost 9 years. So to be writing words of goodbye feels strange. At the end of the year I will be leaving Tribe and Sodak to start a new role at Audit Scotland. Some of you know that 4 years ago I accidentally started a degree at the Open University and in September I finished the 1st year of a Data Science degree. The new role is a next step on the wiggly path that is work and life. I will be working as an Audit Officer helping to provide assurance to the Scottish public on the value and performance of our public services. It really has been a joy and a privilege to be part of this tribe. The roots have grown deep and I suspect that I won't be able to keep away. In time, you may see me back at the hot desk and I look forward to seeing you there.”



THANK YOU FOR THE CONTINUED SUPPORT

A PLACE THAT MAKES GOOD THINGS HAPPEN