

HOPE FOR OUR CITY



HOPE CITY
CHURCH



“

Praise be to the God and Father of our Lord Jesus Christ! In his great mercy he has given us new birth into a living hope through the resurrection of Jesus Christ from the dead.

1 Peter 1:3

Dear Friends of Hope City,

I am excited to share a significant opportunity I believe God has given us which has the potential to make a lasting difference to Jesus' mission in Scotland, bringing hope to our city and nation. **We have the chance to buy an extraordinary and strategic building: a home for our growing church and a resource for God's wider Kingdom.**

After 15 years in R&D, technology and finance, including senior leadership at Amazon, I had the freedom to begin a new adventure. Following a theology degree from Oxford University and three years on the team at Charlotte Chapel in Edinburgh, I led the team planting a new church, Hope City Church Edinburgh. **That's where I've invested my last eight years.**

Many of you will know Hope City: we are a 2018 church plant whose principal purpose is **"to multiply followers of Jesus"** – and that's the beating heart of all we do: each of us taking everyday small steps to share the hope that we have in Jesus with those around us. We invest in innovative forms of mission and pioneer new ways to help people meet Jesus.

Edinburgh, our city, is a lost city: Church attendance has dropped 54% over the last 40 years and now **95% don't have living hope in Jesus.** Our city needs Jesus – and we see encouraging signs the spiritual climate is changing. Our church has grown 17% a year on average – grown because God has blessed us; grown because we've built our church to scale; grown because we're focused on the mission and creative in how we pursue it.

Our mission is to "win as many as possible" (1 Corinthians 9:19) - the problem is we simply do not have room for them! We are making good use of our existing space with multiple Sunday gatherings and a busy building through the week but **we urgently need more room** to enable continued advance. We have a well thought out opportunity which will open a much bigger door - and our leadership team are united in believing we should pursue it.

With God's help and with your investment, **we can seize the opportunity this significant building represents for Jesus and for his Church for generations** and push forward in his mission to Scotland. My family and I have already given the largest gift we've ever made towards this. I've invested my last eight years free of charge and I'm ready for more. I'm asking you to join me in investing for the Kingdom. I hope you'll read on to find out more.

In Christ,

A handwritten signature in dark ink, appearing to read 'Matt Round'.

Matt Round
Team Leader

HOPE FOR A LOST CITY

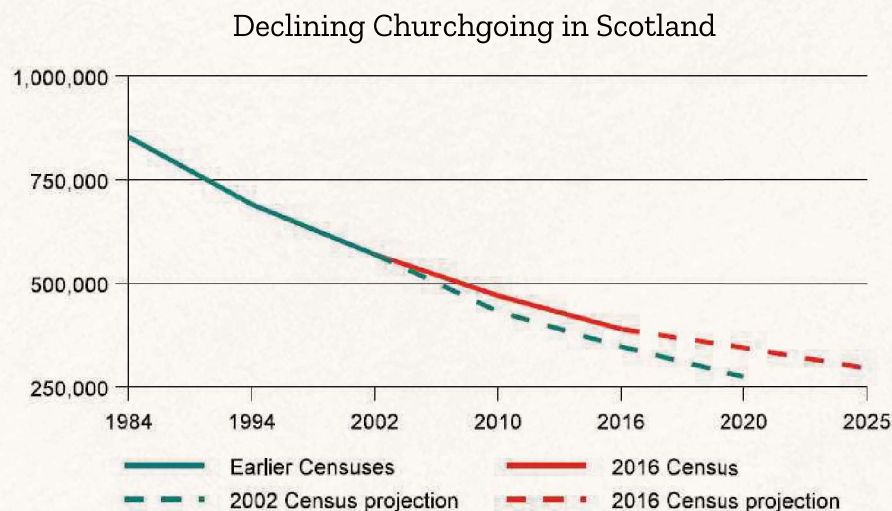
Scotland has an extraordinary Christian heritage. It was known as **"the land of the Book"** - that is, the Bible. Faith extended beyond personal devotion, playing a major role in public life: Scotland's world-leading education system was built so that every child could read that same Book.

Edinburgh, the capital, is central in this. During the Reformation, the city was transformed by firebrand preacher John Knox and it became a key hub for Presbyterianism. This impact endured: centuries later, in 1910, Edinburgh hosted the World Missionary Conference, a pivotal event bringing together over a thousand global leaders which fostered unprecedented cooperation and unity, making it a centre for missional collaboration.



But **things have changed radically**: Church attendance has dropped 54% in the last 40 years and 45% of attendees are already over 65.²

40% less people are describing themselves as Christians in just 20 years, and more than half of the nation now claim no religion.³



Census Year	No Religion	Christian
2001	1.4 million (27.5%)	3.3 million (65.1%)
2011	1.9 million (36.7%)	2.9 million (53.8%)
2022	2.8 million (51.1%)	2.1 million (38.8%)

Beyond what people claim on a survey, **95% of our city lack the hope that comes from a living connection with Jesus**: they don't go to church and read their Bible even once a month.⁴

**OUR CITY
NEEDS THE
HOPE THAT
COMES FROM
A LIVING
CONNECTION
WITH JESUS**

² Scottish Church Census 2016

³ Scotland's Census: 2001: 27.5% No religion, 65.1% Christian; 2022: 51.5% No religion, 38.8% Christian.

⁴ "Transforming Scotland", Barna, 2015

STORIES OF HOPE

At Hope City we have three priorities for everyone: Becoming like Jesus; Being God's family; and Blessing those around us - taking small steps to share the hope that we have.



Calling everyone to share their hope - Cameron

"Hope City is clear about its mission of reaching people in Edinburgh with the good news of Jesus, and we feel extremely encouraged and equipped practically."



Welcoming internationals - Herald

"Hope City to me was home from home and family away from mine. From accompanying my highs and lows, welcoming me into the community to attending my graduation, the experience was beautiful."



Transforming engagement with God's mission - Carolyn

"I just love BLESS and it has been liberating for me, re-orienting my priorities day by day to focus on those God has placed around me who don't know Jesus."



Welcoming those exploring faith - Graham

"I am 100% behind all that goes on in church and could not ask to be in a better place. And I have enjoyed my 3 years in Singergie [community choir]."



Including the next generation - Rachel

"I've formed deep connections with Christian peers and adults that have kept me accountable and encouraged me as I have grown in my Christian walk. Serving on sound and music, I have been included and valued in my church family."



Building community - Helen

"Hope City Church has been an invaluable support to me. Working at home on my own sometimes means I have limited contact with other people, but working at Hope Desk makes me feel part of a community and I am extremely grateful for their support and pastoral care."



Reconnecting church and arts - Jon

"The creative arts and church have a complex and often bumpy relationship. But our commitment to bring together things that are often in opposition – innovation & orthodoxy, excellence & inclusion, unity & diversity – has been a profound catalyst for growth, discipleship & mission."



Being family to God's family - Lorna

"The community at Hope City enabled us to settle in Edinburgh and experience love during very lonely Covid lockdowns. The church cared for us by delivering meals when we moved house, by inviting us into their homes."

OUR HISTORY AT A GLANCE



2018

Launched Hope City in a hotel with 35 adults committed



2019

Leased our current space which has capacity for just over 200 people



2020

Rapidly and creatively moved online with the onset of the pandemic



2024

Went multi-gathering as our space was regularly at full capacity

THROUGHOUT OUR
EXISTENCE WE'VE
SEEN A 17%
AVERAGE ANNUAL
ATTENDANCE
GROWTH

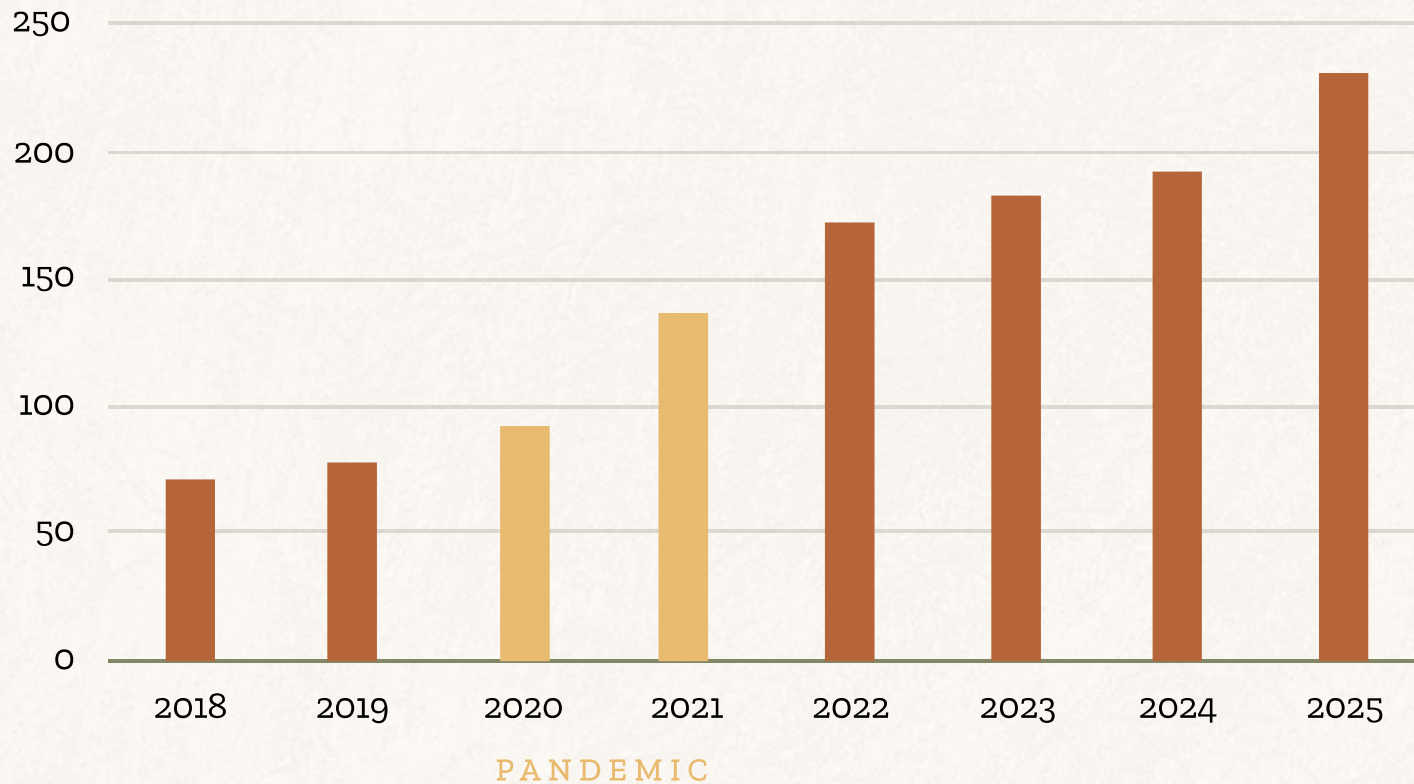


HOPE IN ACTION

A growing church

Since our launch 7 years ago we've seen 17% average annual attendance growth. **Over 100 under 18's are regularly at Hope City.**

ANNUAL AVERAGE ATTENDANCE



Our hope and plan is to be a church that makes disciples (who make disciples) - and a church that plants churches (who plant churches). We remain committed to every-member mission and your investment will help fund our first church plant, planned within 5 years.



We actively engage everyone in Jesus' mission

In our 2025 church survey:

- **83%** felt supported, encouraged and accountable to other Christians in this.
- **75%** said they were actively seeking to multiply followers of Jesus.
- **57%** reported taking small steps in pursuit of this and **43%** got into spiritual conversations as a result.
- **43%** said they were more engaged in trying to share their hope than last year.
- **51** adults have participated in our Step Out lab to be equipped and practice small steps of mission over the last two years.

We've built a thriving "front porch"

- **50+** families have been part of our parents and toddlers in the last quarter.
- **60+** attend Singergie community choir each week.
- **45** people have visited Hope Desk, our prototype co-working space and over half have used it repeatedly.
- **274** people attended a Corner Room concert, with **36** guest artists performing, **11** of whom have contributed to a recording as a follow up, and **7** who have played in a church gathering.
- **15** people explored Christianity through seeker courses we've run.



**Try out
our app**

We are thinkers, innovators and pioneers

- We completed and published qualitative research into the journey to faith for adults in Scotland - journeytofaithscotland.org
- We had **1,091** attendees in Church Online Platform in a 12-week period, total watch time equating to **202** full gatherings with 2 salvation reports.
- We built our own Church App with over **4,000** opens a month and nearly **2,000** media plays this year. **260** active users exchanged over 500 messages in a month.

A strategic building: A home for our growing church. A Kingdom asset for generations.

We launched renting space in a hotel and have flourished in our current leased building but after three years of prayer, research and careful consideration we have concluded we need a larger space.

Weekly rental is unworkable given the set of rooms and consistent availability we need: large hotels prefer events with overnight guests like weddings; conference centres aren't consistently available; schools in Scotland do not welcome church use.

Leasing is difficult as we need high ceiling space for large numbers in an auditorium. Office space has low ceilings, making it unsuitable. Warehouses require expensive internal alteration to meet UK building standards which must be removed at the end of the lease.

Buying land and building on it is prohibitively expensive. Wider market conditions have made purchasing a warehouse very expensive too, but post-pandemic, with the rise of home working, much out-of-town office space is empty – and cheap as a result. While most office space has low ceilings, a few larger buildings have atriums and that's what we've been looking for.

We thought we'd found an adequate option with a small atrium we could expand and make work - but God closed the door as we were hugely outbid. He gives us more than we could ask or imagine, though! During the process, we learned a building we'd written off as too expensive, somewhere much better, might be affordable after all...

2 Lochside Avenue

- A beautiful central atrium that can be expanded to seat 450 at low cost.
- Over 200 parking spaces. Tram, bus and rail links close by. 7 minutes from the airport.
- A highly visible building on a key travel route. Potential for huge evangelistic signage (28x14m) seen by thousands a day.
- Around 10,000 new homes planned within two miles of the building: a new town is being created.
- Much larger than our current needs - nearly 10x our present space.

We see the potential to transform it into a space for the community and the wider Church: a concert and conference facility; a hub for multiplying churches, including our own; a centre for arts and innovation. Your investment will enable us to acquire this asset for the Kingdom for the long term.

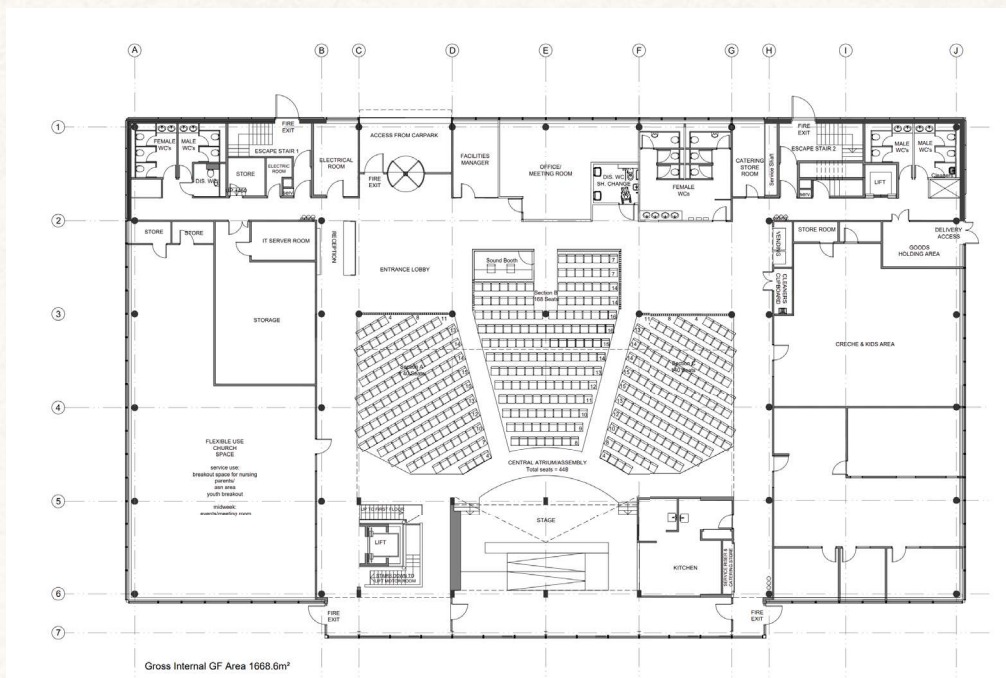
Rebuilding cost £30m. Last sold for £10m in 2010.
Last marketed at £5.5m in 2019.

We have agreed terms to purchase at £1.8m



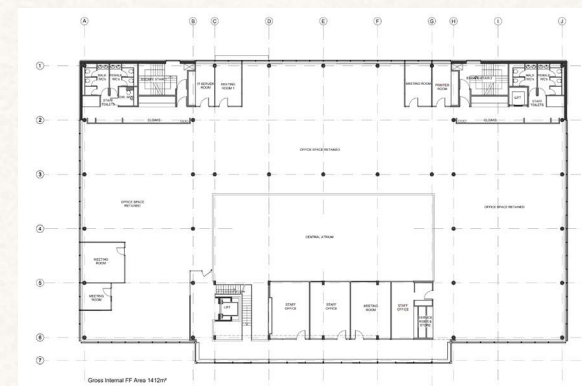
Ground floor draft layout

- 16,300 sqft total, 3,250 sqft atrium
- Atrium will seat over 250 as-is
- Expand to 450 by removing partitions
- Existing rooms suitable for children's ministry



First Floor

- 13,739 sqft
- Currently open plan
- Potential future balcony seating
- Kids' space expansion



Second Floor

- 13,739 sqft
- Currently open plan
- Potential for a suite of rooms for community/church/kingdom use



Seller's marketing video

TIMELINE AND BUDGET

Feb 2026 we agreed terms with the seller:

- Our offer is conditioned on successfully rezoning the building for use as a church which we expect to take 2-4 months (government process)

- The seller accepted this timeline in exchange for us taking holding costs during rezoning, mainly property taxes—reduced by 80% due to our charitable status.
- Once rezoning completes, we pay £1.8m in three six-monthly instalments of £600k

Pre-Sale Costs		
Professional services (£40k), rezoning (£30k), fundraising (£70k), carry costs (£50k), contingency (£10k)	Feb 2026	£200k
First Payment	May 2026	£600k
Works and Fit Out		
AV (£55k), décor (£20k), access control (£15k), safety (£10k), works to achieve expanding capacity to 450 (£40k),	Jun 2026	£160k
Second Payment	Nov 2026	£600k
Cost Bridge		
We must grow to cover operating costs; we will fundraise part of this for 3 years	Dec 2026	£140k
Final Payment	May 2027	£600k
TOTAL		£2.3m

# Donors	Multi-year pledge	Total Cumulative
1	£500,000	£500,000
2	£250,000	£500,000
5	£100,000	£500,000
7	£50,000	£350,000
12	£25,000	£300,000
Many	Various Gifts	£150,000
TOTAL		£2,300,000



Unless the Lord builds the house...

Psalm 127:1

Why not monetize excess space?

Using the space as a church saves significant transaction taxes (£80k LBTT, £360k VAT) and ongoing taxes (£343k per year). Significant monetization will jeopardize these savings and would need to be very lucrative to offset them.

The building is mostly open plan with an unusually large atrium. Enabling multiple occupancy would require construction, adding further cost.

There is little demand for out-of-town office space - nearly a million square feet of offices stand empty within just a few miles, though there may be potential in other charitable uses.



Review our detailed financial model.

These factors - a high tax burden, internal layout, and low category demand - are why the building is so cheap. Nearby office buildings have been demolished due to the tax burden rather than occupied or sold. If the building could be effectively monetized, the current owner would have done so.

Will you borrow money?

We are ready to borrow money during the three-year fundraising process and may need to do so for cash flow reasons. We have approval in principle for a mortgage but cannot draw on this until the final payment as the seller will retain first security. We would therefore welcome offers of friendly debt. We expect to repay all debt within five years.

Invest in a fresh model of church that works

We want to see people growing in love for Jesus, sharing the hope they have in Him through taking small steps with the people around them, and growing as leaders so we can plant new churches.

Pledges can be paid over three years

We are able to accept US tax deductible giving through our partners – please ask for details

OUR TEAM

Elders



Matt Round, Team Leader

BSc Comp Sci (Warwick), BTh Theology (Oxford)
10+ years senior leadership at Amazon



Ian Cameron

BSc MCOptom (Manchester), DipTP(IP), DipCLP
Optometrist and entrepreneur



David Egya

PhD Petro Eng (Heriot-Watt), BSc Geology (Jos),
R&D for Petronas after a university research career



Jon Green

BA English Lit (Salem)
Composer, arranger, producer, multi-instrumentalist



David Patterson

MA Fine Art (Edinburgh)
Retired curator of City Art Centre, Edinburgh



Ed Tulloch

MChB and BMedSci (Edinburgh)
Medical doctor training for ministry

Senior Leadership



Tom Breimaier

PhD Theology (Edinburgh)
Theologian and lecturer now in full time ministry



Carolyn Finlayson

BSc Social Sciences (Edinburgh)
Retired communications exec across broadcasting and banking; oversees leadership development



Jo Rose

BA Hons (Cambridge), BMBCCh (Oxford)
Medical doctor; oversees our Next Generation ministry

Affiliate Membership







HOPE CITY
— CHURCH —

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Questions

Email Matt at matt@hopecityedinburgh.org