

Project Relaunch



MAPA SCIO Memorial And Preservation Association



Consulate General
of the Republic of Poland
in Edinburgh



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The People of MAPA

DIRECTORS



Grzegorz Kościelak

DIRECTOR GENERAL

founder of the Polish School Konieczynka in Peebles. The individual responsible for initiating the event and overseeing the organization. The coordinator of collaboration among different parties involved in the project.



Gustaw Fit

DEPUTY DIRECTOR GENERAL

Engineering Director at Zoopla, Chairman of FCA Association, Deputy Director General, entrepreneur and a skilled and experienced manager.



Katarzyna Kościelak

DIRECTOR OF SCHOOL PARTNERSHIPS AND EVENTS

Director and teacher at the Polish School Konieczynka in Peebles. Experienced in public relations, responsible for cooperation with the projects involving the Polish side and social media.



Katarzyna Fit

DIRECTOR OF POLISH-SCOTTISH INTEGRATION PROJECTS

Graphic and motion designer, project coordinator for multiple charitable events, Polish-Scottish integration projects.



Barony Hotel

LIASON WITH BARONY HOTEL
TBC

TRUSTEES :



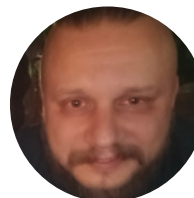
Magdalena Rozmysłowska

Long time contributor to various charitable work across West Lothian, Senior Data Manager Visit Scotland and trustee of FCAA



Urszula Ślusarz

Long time contributor to various charitable work across Edinburgh, the head of revision committee for Polish Reservists Association in UK



Przemysław Korecki

Entrepreneur, owner of Bar Mleczny Edinburgh

Historical context



The map project was led by Jan Tomasik who was part of the 1st Polish Armoured Division, under the command of General Stanisław Maczek, during World War II. The project was intended as a form of recognition and tribute to their service and to provide a lasting connection between their homeland and Scotland. The creation of the map began in 1974 and took several years to complete, reflecting the commitment and craftsmanship. It was ready in 1979.

After the Barony Castle hotel closed in 1985, the Great Polish Map of Scotland fell into disrepair. In 1994, Professor Trafas mentioned the map at a meeting, leading to its "rediscovery." In 2010, Mapa Scotland was formed by volunteers dedicated to its restoration. Initial efforts included events in Penicuik Town Hall, and the map gained Category B-listed status in 2012. Restoration began in 2013, and Mapa Scotland became a charity, aiming to preserve the map as an educational and cultural landmark. The restoration was completed in December 2017, with a grand opening in April 2018.

A few years ago, Grzegorz decided to establish contact with Mapa Scotland, initiating discussions about collaboration.

The Polish School Konieczynka in Peebles, where Grzegorz serves as the director, began working on the event "MAPA," marking the beginning of the largest Polish community event involving numerous schools, organizations, distinguished guests, and over 3,000 attendees.

Here is a link to video of the first event led by Grzegorz:

<https://fb.watch/vDDvFxXDjq/>



The Great Polish Map of Scotland and MAPA in stats today



AS IT IS TODAY

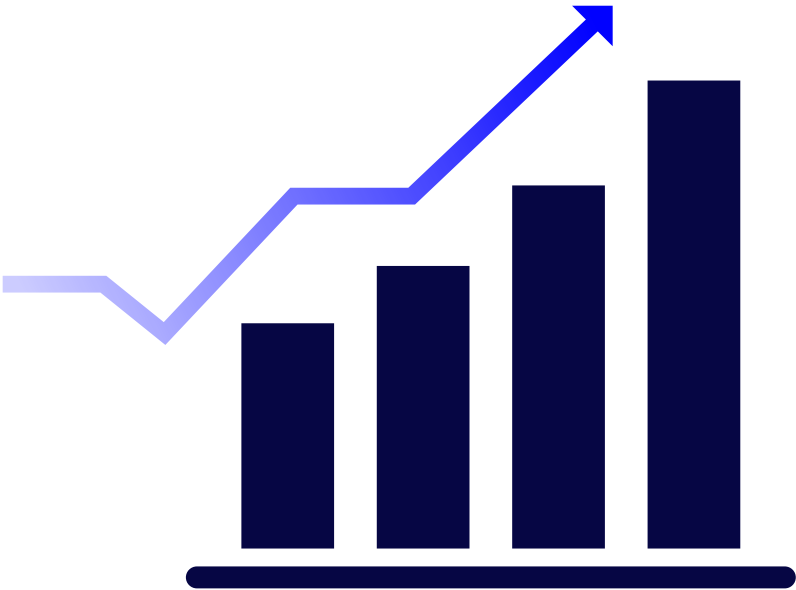
- reviews at 4.5 stars on Google Maps
- About 35 low intent visitors per holiday and weekend day and about 15 per weekdays (average: 20 low intent visitors per day)*
- Barony Castle Hotel looking for new partners
- 147 followers on the facebook MAPA
- 14 subscribers on the YouTube Channel “Connected by the Map”
- Mapa Scotland charity looking for new caretakers
- Polish Consulate General in Edinburgh supporting MAPA SCIO

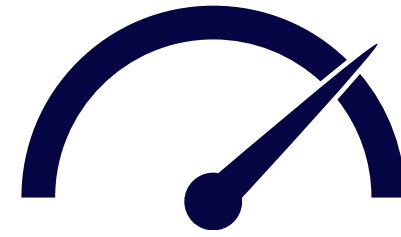
**Based on information collected by MAPA
Low intent visitor spending intent is less than 10 GBP*

TOTAL ADDRESSABLE MARKET*

- Up to 2000 high intent visitors per day
- 500,000 Youtube subscribers
- 500,000 Facebook followers
- Enough space for a conference centre, cultural exchange centre
- Wins over Loch Ness as a joint Polish-Scottish link and can be leveraged as a cultural exchange centre
- TAM (pessimistic): 21,900,000.00 GBP pa
- TAM (optimistic): 36,500,000.00 GBP pa

**Assessed based on Loch Ness as benchmark
High intent visitor spending intent is 30-50 GBP*





21-36 mln GBP

It's a sizeable opportunity, which can boost local economy and benefit local businesses.

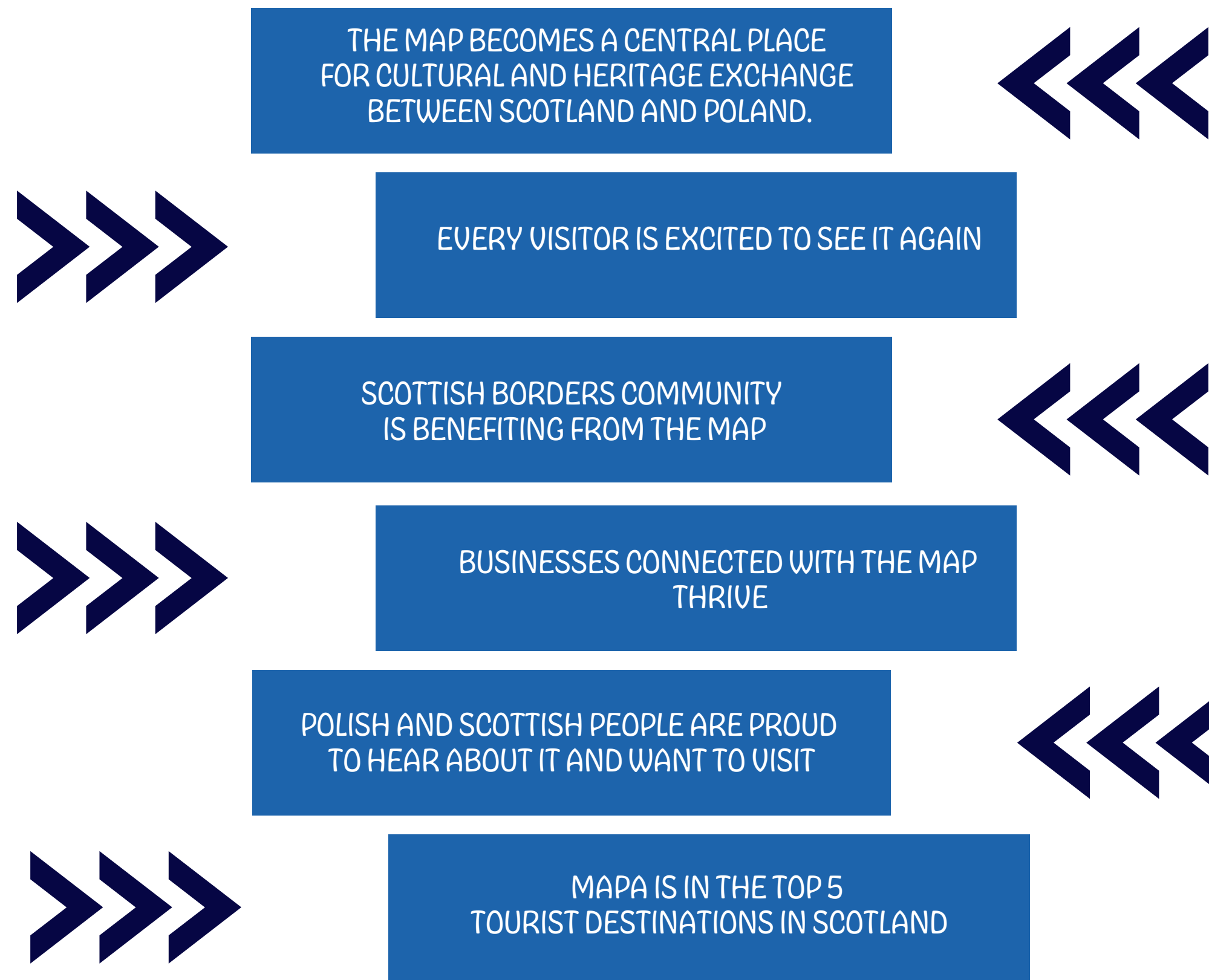
TAM is calculated as daily visitors*
spending intent*365 days

Our 10 year target is to get to 10% of TAM

***It's a heritage site,
that can self-fund itself***



The Vision



What help do we need?



- WE ARE LOOKING FOR INVESTORS
- WE ARE LOOKING FOR SPONSORS
- WE ARE LOOKING FOR GRANTS
- WE ARE LOOKING FOR INFLUENCERS
- WE ARE LOOKING FOR VOLUNTEERS
- WE ARE LOOKING FOR HELP WITH
DEMOGRAPHIC RESEARCH AND MARKET RESEARCH
- WE ARE LOOKING TO MAKE A LASTING IMPACT