

An aerial illustration of a coastal resort at sunset. The scene features a large, modern building complex with a prominent white, undulating roof structure, situated on a sandy beach. Numerous smaller, arched-roof pavilions are arranged around the main building. To the left, a row of dark, traditional-style houses is visible. The ocean is in the foreground, and the sky is filled with vibrant sunset colors. The text "The Arc" is centered in the upper half, and "EXECUTIVE SUMMARY" is at the bottom. A small number "1" is in the bottom right corner.

The Arc

EXECUTIVE SUMMARY

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What The Arc business will comprise

- A Highly Impactful TV Documentary Series
- A High-End Retreat Centre (incorporating a Restaurant)
- A Unique TV & Film Production Company
- A Specialist Creative Agency




A group of about ten hikers are sitting on a pebbly beach, facing away from the camera and looking out at the ocean. They are wearing various hiking gear, including backpacks and hats. The sky is filled with dramatic, layered clouds, and the ocean stretches out to the horizon. The overall mood is contemplative and serene.

**The problem the
business will address**



The currently used approaches for healing mental health conditions are not particularly effective



- Since the early 2000s, 'second-wave' cognitive behavioural therapies (CBT) have been at the forefront of the 'what works' approach.
- Cognitive-behavioural approaches aim to change core beliefs - these are the dysfunctional ideas that people have about themselves, others, and the world and that act like a lens through which every situation and life experience is seen.
- CBT tries to empower people to control and modify their thoughts and feelings.
- The current approaches achieve modest effects, at best, and there is no strong evidence of reduced reoffending.
- A key problem is that CBT only addresses current problems and focuses on specific issues. As an approach, it does not help people to get to and resolve the root causes of their situation.



The underlying cause of mental health conditions in most cases is unhealed childhood trauma

Trauma is not an event that happens to us. Instead, it is our internal response to what happens. It is an internal psychic wound that forms when something emotionally painful happens that we feel means a basic human need such as safety, validation, belonging, and meaning has not been met.

Trauma limits our capacity to live as fully as we would otherwise do. This is because it causes us to become rigid and inflexible, more shut down, less connected, less feeling, more threatened, more fearful, and more protective of ourselves. Trauma can lead to dysfunctional behaviours and addictions. Without realising it, our lives can become dominated by subconscious fears and pain which we try to avoid or escape from in various ways.

To some extent, all of us carry trauma within us but some do so more than others.



Healing trauma

Trauma can be healed by doing deep self-work to release our traumas and, in so doing, connect with our true selves.

“Whatever you bring out of yourself will free you. Whatever you don’t bring out of yourself will kill you.”

In recent years there has been a lot of interest in the potential to use holistic ‘third wave’ therapies such as Mindfulness and Buddhist-derived approaches. But, generally as a society, we are not applying that knowledge.

The Arc will lead the way in pioneering these approaches to healing trauma.

The TV Documentary Series

The Arc is a proposed 8-part documentary which will take the form of a social experiment, the like of which have never been seen before. It will showcase a powerful way of dealing with mental health based on ancient wisdom in a very visual and simple way. The series will consist of 1-hour episodes, each representing a stage in the setting up and the delivery of the therapy programme.

The series will open with the process of building *The Arc* Retreat Centre in the Isle of Sheppey where the therapy programme will take place. This episode will set the scene by articulating the vision and the philosophy behind the project.

Once the centre has been created, the series follow the progress made during the therapy programme of the five participants. They will be hand picked from the local area and will be a diverse and interesting group who will represent many of the most common traumas, addictions, fears and programming that people are experiencing around the world today. It is anticipated that some of the participants will be young offenders as there a number of prisons located on the Isle of Sheppey.

The TV Documentary Series

The Arc will be produced in a way so that it will be accessible to a mainstream audience. They will connect, relate to and feel common ground with the participants and their struggles. They will be invested and will want the participants to heal their traumas and fulfil their potential.

The series will be emotional and epic. It will serve as a reminder for the audience of what they want for themselves and they will see it as possible.

At the end of the series, the dots will have been joined and the audience will say to themselves: “I can do this too.”

The therapy programme that will be used in the documentary and, later on, at the retreat centre

Over a period of weeks, participants will be taken through a powerful approach that will include the following practices.

Grounding and connection to nature - Understand nutrition - Growing own food - Meditation - Expression artistically to the highest level
Encouragement to work through trauma using creative expression
Building up the body and mind with a rigorous physical programme of Tai Chi, Yoga and other physical practices in readiness for the 'real world'
Building physical energy to work through trauma release on a physical level - Releasing self-hatred, learning, self-forgiveness and the nature of unconditional love - Forgiving the transgressions of others and leading to a life with less conflict - Reconnecting with the self and the ego - Journaling experiences and reading reflections to the group
Performing the music they have written or displaying the art they've created - Expressing themselves to find the voice of the new person
Developing a better connection to their 'higher self' - Turning attention fully inward and developing a communication with the guidance within through a next-level of meditation practice - Developing a true inner knowing and the ability to manifest intentions in the world

Other Therapies - Hyperbaric Oxygen Therapy & Hot/Cold Therapies

A health food restaurant will also be sited within the centre

There is a rising global demand for high-impact Factual Entertainment documentaries such as The Arc

Factual Entertainment is a genre of non-fiction television programming that explores people and the world in a vivid and engaging way.

Original content of this type is an important way that broadcasters and streaming services are differentiating their offerings.

The interest in the genre is now global.

The trend is that topics are becoming much more specific in their focus and the stories told are more personal and, to a certain degree, more extreme.

In particular, programme buyers are looking for shows that deal with health and well-being. They want authentic programmes with storytelling that reflects back on the lives of the viewers.

The Social Experiment format is a growing trend within the Factual Entertainment genre

A social experiment aims to see how people behave in certain situations or how they respond to particular policies or programmes.

Social experiment TV isn't a new style of programming, but there has been a comparatively recent surge that is continuing into the 2020s. The shows are typically designed to spark debate among their viewers.



The TV Documentary Series

Once completed, the series will be sold to TV and streaming companies around the world.

High-end factual entertainment series sell for in the region of £500,000 to £800,000 per hour.

An experienced, ex-senior Mentorn producer is a partner on the project and he is very confident about the prospects of selling this production to a broadcaster such as Channel 4 or a streaming company such as Netflix.

The Retreat Centre

Once the TV documentary has been filmed, the proposal is operate a high-end retreat service at the centre. The service will fit into a very lucrative gap in the market.

The idea is that half the residences at The Arc would be paying customers and the other places would be offered for free to people in the local community who are in need - such as addicts or people holding great trauma.

The revenue from the paying customers and the documentary series will cover the cost of the accommodation and therapy for the non-paying guests and deliver a profit. 10 paying clients a week will equate to annual revenues of £3.5m. Market research indicates this is realistic.

The Retreat Centre property

The plan is to build the centre from scratch. Or if that is not possible, to renovate an existing property.

A strip of coastal land on the Isle of Sheppey at Shellness Beach has been identified as the preferred location. The building will be designed by a leading eco-architect and cutting-edge construction materials and techniques will be utilized to create a unique and stunning 'eco village'.

The majority of the funding will go into property which will assure that the project in its entirety represents a very low risk investment.



Retreats and the wellness industry as a whole is thriving

- The wellness industry reached a value of £4 trillion globally in 2018.
- Within that, the UK retreat industry has seen a spike in demand since lockdown.
- There has been a 1,605% increase in searches for wellness phrases in the last five years:
 - Activity retreats experienced a 928% increase in online searches from 2019 to 2020
 - Yoga retreats saw an 890% increase from January to April in 2020 and searches for meditation retreats have also jumped notably
- A recent study from *Barclays* highlighted that wellness offerings could generate additional revenue of £21.1bn by 2023 to hospitality businesses in the UK.

The Production Company & Creative Agency

Having established the brand through completing *The Arc*, the production company will go to produce and developing other TV and feature film projects in a similar vein.

The creative agency will specialise in serving the needs of social enterprises and ethical organisations.

It is envisaged that some of the participants in *The Arc* TV series will go on to work as creative professionals in these businesses.

Regenerating The Isle of Sheppey

As part of the overall project, the plan is to initiate a regeneration of the Isle of Sheppey which is a beautiful but overlooked part of north Kent.

The plan is to rebrand the area around a theme as the Kent seaside towns of Margate and Folkestone have successfully done in reinventing themselves as centres for the arts and creativity.

Locating *The Arc* on the island will be the first step in the aim of developing the Isle of Sheppey as a centre for wellness. Post-pandemic as a result of the reflection on their lives that many people did, the wellness industry is exploding with demand outstripping supply.

As a coastal area of outstanding natural beauty that is just 42 miles from central London, there is an opportunity to rebrand the island as the UK's wellness hub. The plan is to approach and work with Swale Borough Council to achieve this over a 5-year timeframe.

Management

Josh Cole - Managing Director & TV Series Director

Josh is a world renowned and multi award winning director and photographer who has been at the top of his game for nearly 20 years (joshcole.co.uk). Aged 16 he fell into a bad crowd and became addicted to drugs and started dealing for a number of years. In 1996 he lost a number of close friends to drugs, was raided by drug squad and narrowly avoided prison. He saw this as a wakeup call and he decided to give up drugs and become a photographer.

While studying he became involved in the hip hop scene and through his work he quickly rose to the top of his industry working in advertising for top name brands. In 2011 Josh turned his hand to directing and within the first 2 years he had shot music videos and commercials in dozens of countries, won some of the top awards in the industry and been signed to the top production company in London. After meeting Jeremy Corbyn in 2016 he decided to put his creative talents behind the Labour party and developed an idea for a campaign where real people were given a platform to talk on an emotional level about the effects of austerity. In addition to this Josh also started a party neutral campaign, Rize Up during the election in 2017 to encourage young people from marginalised backgrounds to vote. This has become the most successful vote registration campaign in the UK and Josh has replicated the idea in Austria.

Josh has recently left politics and advertising altogether and is now focused on changing the world with this project and helping ethical companies with their communications.





Management

Steve Roche - Head of Operations

Steve was one of the original directors of Kooth plc, a pioneering and multiple award-winning online counselling service that launched in 2004. The service won the Local Government Award for Innovation in 2005 and the Local Government IT Excellence Award in 2008. Kooth is now the UK's leading digital mental health services provider and the company listed on the London Stock Exchange in September 2020.

Currently, he is one of the most experienced business plan writers in the UK having written over 350 plans. Steve's previous experience includes working in management consulting, medical and healthcare services, and technology plus he covered the Internet start-up scene in the UK as a journalist during the early 2000s. Steve is the author of 'The Multiple Mind Method', a book about the creative thinking process. He co-founded a school-within-a-school in 2013.



Financials

Revenues

- Year 1: £2.24m
- Year 2: £7.55m
- Year 3: £7.55m

Profit & Loss (Net)

- Year 1: £245k
- Year 2: £4.38m
- Year 3: £4.36m

Notes

- Build & Fit Out of the Retreat Centre: £3.5m
- Projected cost to make the TV documentary: £928k (Production - £788k; Equipment - £140k)
- Projected income from the sale of the TV documentary: £4m

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Investment Being Sought - £5m



Contact

Josh Cole

- +44 (0)7834 041419