PINTS FOR PERFORMANCE

Pints for Performance re-imagines rugby remains closely linked to excessive drinking. club culture by promoting social connections beyond alcohol. It blends tradition and team bonding with a modern brewery offering and bonding within the club, alongside other wellness-focused beers and innovative challenges such as the prevalence of injuries alcohol-free options that support recovery, performance, and overall well-being. The project fosters an inclusive, multi- Pints for Performance offers a new model for generational space for health, education, camaraderie, and community.

Pints for Performance is located within well-being of players, members, and the Melrose Rugby Club, in the Scottish Borders, wider community. a town with a strong community identity and proud home of Rugby Sevens. However, rugby culture here, as in many clubs,

Research highlights a strong reliance on alcohol as a primary means of socialising and concussions.

how rugby clubs can evolve becoming more health-conscious, inclusive, and socially sustainable spaces that better support the



RUGBY PLAYERS

beyond alcohol-focused gatherings,



HEALTH ADVOCATES



COMMUNITY



TARGET USERS

"I GET MORE STEAMING WHEN I AM CONCUSSED..."

CLUB MEMBERS



YOUTH AND FAMILIES



TOURISTS

the local community. 'Melrose in Bloom' space that honours rugby traditions space where parents, children, and the visitors, can explore a fresh take on rugby volunteers, for example, can garden and while promoting sustainability, health, next generation can experience rugby culture through local food, drinks, and



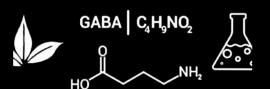




THE INTERVENTION

THE PROBLEM

Rugby culture values toughness, resilience, and tradition — often masking vulnerability and reinforcing well-worn rituals. Peer pressure and alcohol are deeply embedded in post-match activities, making excessive drinking the norm. Interviews also highlighted a lack of education around concussion recovery and its long-term effects, alongside limited spaces that actively support player well-being.



Introducing new adaptogenic drinks and wellness beers which provide healthier alternatives and supports recovery, mental clarity and focus while still maintains the

Wellness Spaces-

social ritual.

The Brew Lab-

Spaces like the Recovery room and Rose room offer calm, restorative environments designed for players and the community to relax

Recreational Zones-

Games room, rooftop garden and padel court creates non-alcoholic, social spaces to promote movement, connection and a balanced approach to recovery and engagement

From Booze to Balance: Shifting The Culture

Alcohol has long been a central part of rugby culture, valued not just as a drink but as a way to bring people together and strengthen team bonds. This makes moving away from alcohol challenging, as alternatives need to replicate the same sense of connection and tradition.

This innovative brewery will focus on providing functional drinks that promote social bonding while shifting away from excessive alcohol consumption. The aim is to preserve the community traditions of socialising around rugby, while encouraging wellbeing and mindfulness.

New options like wellness beers, designed for recovery, offer a healthier choice. These low-alcohol drinks are enriched with electrolytes to support hydration and muscle recovery, making them a better fit for athletes.

In addition, Nootropics and adaptogenic drinks provide another alternative. These beverages aim to mimic the positive effects of alcohol on the brain,

the harm. They target the same neurotransmitter in the brain, the GABA. Nootropics are known to boost cognitive functions like memory, focus, and mood, while adaptogens help the body manage stress and inflammation. Together, they provide benefits such as mental clarity, enhanced recovery, and cardiovascular health, making them ideal for athletes both on and off the field. These drinks appeal not only for their health benefits but also for their potential to create relaxed, sociable environmentskey to rugby culture.







Adaptogens and Nootropics

anxiety, and fatigue. These substances are believed to promote balance and stability in the body by targetin o support the body's response to physical, emotional or environmental stress, potentially improving overal well-being and energy levels. Common adaptogenic plants and mushrooms include ashwagandha, Rhodiola rosea. and reishi mushrooms.

The project will re purpose spent grains from the brewery as fertiliser for a dedicated garden space, cultivating herbs and roots, as well as mushrooms grown beneath the stands. By incorporating sustainable gardening practices, the initiative will engage schools and the local community, offering educational opportunities to learn about the process while sparking interest in trying these innovative, health-focused drinks as an alternative to



ootropics, also known as "smart drugs" or "cognitive claimed to improve mental functions such as memory, focus, creativity, or motivation in healthy individuals These can include natural substances, like herbs and plant extracts, as well as synthetic compounds. Common examples of nootropics include caffeine, ginkgo biloba, and racetams. The goal of using nootropics is often to boost cognitive performance, particularly in challenging r high-stress situations.





energy levels and mental Flavour: Umami, creamy and chocolate Actives: Hericenones, erinacines, beta-glucans

lactones

LIONSMANE



Function: Soothes frazzled minds and relieves stress Flavour: Subtle, bitter and nutty Actives: Multiple alkaloids, saponins and

Function: Metabolic

for a big night

rone, Shogaol

Function: Anti-

booster that primes you

Flavour: Lively, hot and

Actives: Gingerol, Zinge-

inflammatory, regulates

Flavour: Green and grassy

Extraction method: Etha-

with a peppery bite.

nolic extraction

Function: Improves mood



LEMON BALM

Function: Enhances

aerobic performance and accelerates recovery. **Key Actives:** Polysaccharides and cordycepin.

Function: Reduces anxiety

Flavour: Gentle, warming

Actives: Rosemarinic acid,

caffeic acids, chlorogenic

acid, metrilic acid, flavo-

and provides calm

citrus aroma



Function: Enhances cognitive function, supports memory, and reduces anxiety. Flavour: earthy, slightly bitter, and herbal. Actives: terpenoids ginkgolides, bilobalides

GINKGO BILOBA



Function: Boosts energy, enhances stamina, and reduces fatigue. Key Actives: Rosavins and salidrosides.

Examples

Programme

Melrose Rugby club

The starting point of this vision, transforming an underutilised building into a vibrant community hub that preserves traditions while embracing innovation.

Community Interactions

A space where families and friends sense of belonging and providing opportunities for inclusive activities beyond rugby.





Supporting Local Farmers

Collaborating with local farmers to also use spent grains as animal feed, contributing to a circular economy and reducing environmental impact.



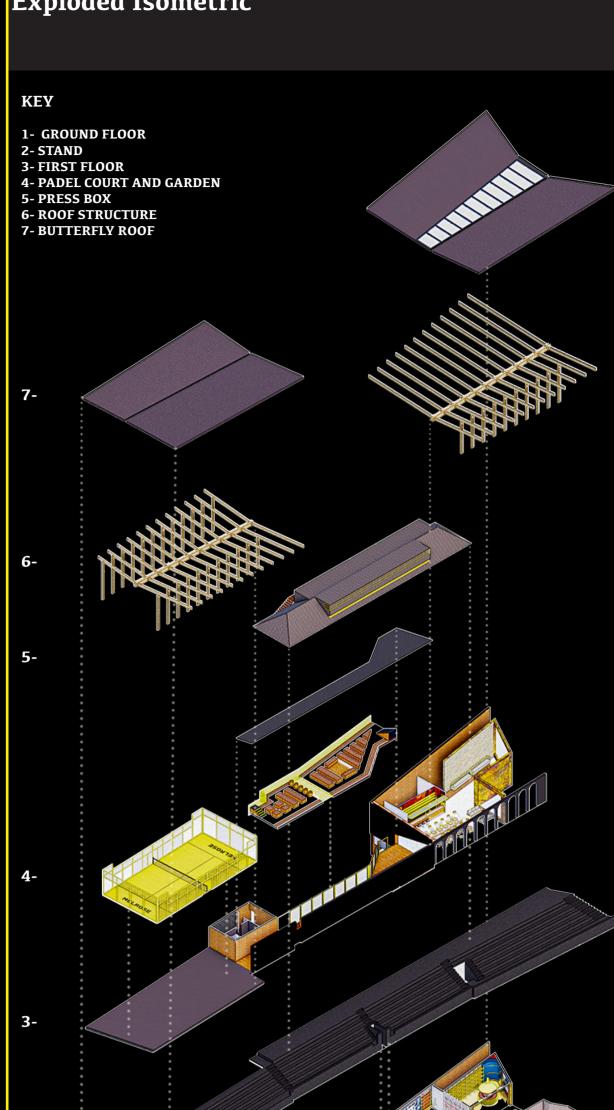
Sharing Food Made with Spent Grains

Spent grains from brewing will be transformed into bread and pizza, encouraging socialising through shared meals and cooking classes connecting the club to the local community.

The Brewery

The brewery will revitalise the club, creating a cultural shift by offering new social experiences while preserving the traditions of the rugby community. It will serve as a hub for gatherings, promote sustainability, and support local initiatives.

Exploded Isometric

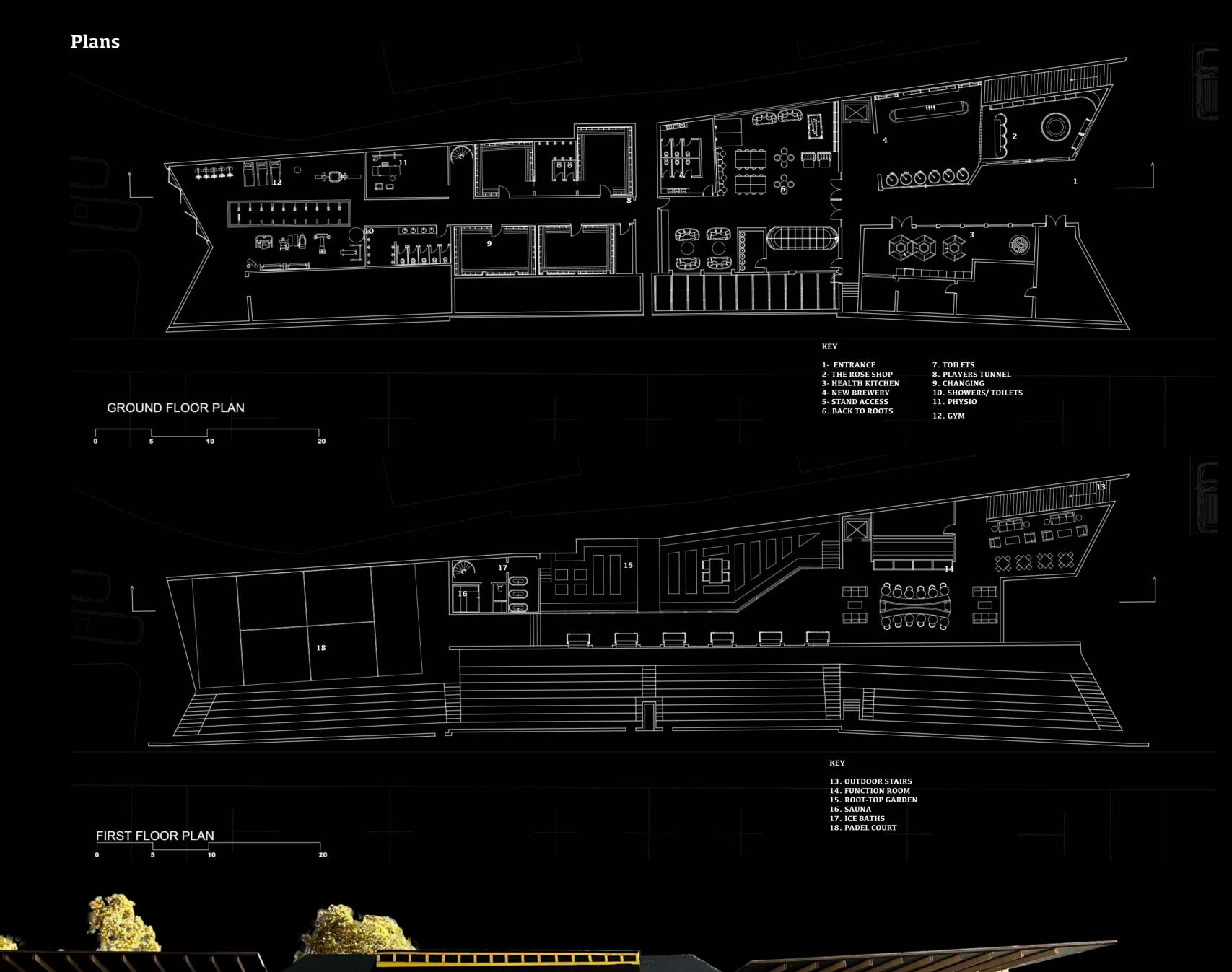


Model Photography









GA.



Pints For Performance

The new entrance, located on the right-hand side of the building, creates a more welcoming arrival point from the main road. Traditionally, the club has relied heavily on alcohol sales for revenue. The new design introduces a shop selling local produce and club merchandise, offering a more diverse and family-friendly source of income. The new brewery is an innovative space that not only produces wellness-focused beers and alcohol-free options but also educates visitors on the benefits of adaptogens, nootropics, and concussion awareness; helping to shift the culture toward health and informed socialising.









The Rose - Function Room

A flexible space that supports daytime use through coworking and coffee meet-ups, while transforming into a vibrant venue for watching rugby and hosting events on weekends. It helps attract a broader audience and generates revenue beyond alcohol sales.

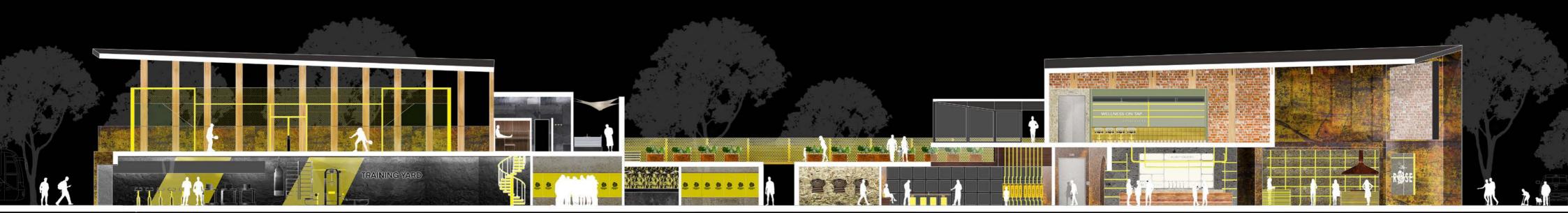
Root-top Garden

A communal rooftop garden encourages socialising across all ages through gardening activities and shared produce. It fosters well-being, strengthens community ties, and contributes to the club's sustainability goals.

Court and Connect

New padel courts offer a fun and inclusive way to stay active and social. The courts encourage regular visits from a wide demographic, helping to build a year-round community hub and providing an additional income stream for the club.







Scrum Cap Bar

The bar design is inspired by the form of a rugby scrum cap as a subtle reminder to players not to drink while recovering from a concussion. The frame is filled with mycelium blocks, linking back to the adaptogenic drinks concept and mimicking the protective padding of a scrum cap. The back of the frame also functions as practical storage for drinks and glassware.

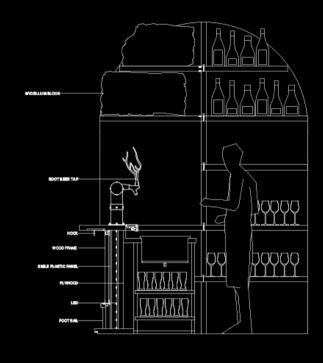






1:20 Section Model

Sketch Development





The main space reflects a "back to roots" atmosphere, reimagining the traditional rugby clubhouse through a contemporary lens. While maintaining a warm, dark, and comfortable environment for socialising, gaming, and preserving team traditions, the space also subtly encourages a shift toward more mindful, health-conscious rituals.

Bespoke furniture and fittings reinforce this concept, blending rugby heritage with conceptual design elements. Lighting draws inspiration from intertwining roots and pipes, seating references tackle bags, and the bar structure echoes the form of a scrum cap.



BAR DETAIL SCALE 1:20

