November 18 2026, 10:00 (CET)

The Social Hub unveils 'a new model for belonging' across Europe with launch of membership at transformed Barcelona hotel

Following successful pilots in Florence and Rome, The Social Hub launches its next-generation membership proposition in Barcelona, creating a blueprint for how community, work, wellbeing and culture will come together across its European network



Amsterdam, Netherlands (18 November 2026) – The Social Hub has launched a new membership model in its Barcelona hotel as the hospitality group begins building a Europe-wide network of communities bringing together work, wellbeing, culture and social connection under one roof.

The launch of The Social Hub Membership follows successful pilots in Florence and Rome and coincides with a complete transformation of The Social Hub Barcelona Poblenou, making it the first location to be fully redesigned around the new membership proposition.

The successful pilot programmes in Italy saw more than 750 members attend more than 150 events, with growing waiting lists and positive member feedback reinforcing demand for the model.

The Social Hub Amsterdam City and Glasgow are among the next locations planned for early 2027 as The Social Hub begins rolling the model out across its European portfolio.

The Social Hub Membership makes a major evolution of the brand's model and arrives in response to growing demand amongst new generations for community, collaboration, shared experiences, and meaningful connections among people living and working in Europe's cities.

Rather than organising members around profession, industry or social status, The Social Hub Membership brings together people around shared interests and values spanning entrepreneurship and learning, arts and culture, social impact, health and wellbeing, and travel and exploration.

Its application process is designed to help build a broad and diverse community, bringing together different perspectives, experiences and ideas from across the city, with an emphasis on what people care about, what they can contribute and their willingness to participate.

Members have access to coworking, wellness facilities, cultural events, social experiences and a year-round programme designed to create opportunities to meet people they might not otherwise encounter, including short and long-term hotel guests.

The ambition is to make each hub feel less like a conventional members' club and more like a traditional neighbourhood – a place members can move through over the course of a day, from an early morning workout or focused work session to dinner, drinks, talks and events, with different people, activities and ideas continually crossing paths.

That thinking extends to the design of the buildings themselves. Rather than treating work, hospitality, wellbeing and social spaces as separate functions, The Social Hub brings them together within a single environment inspired by social ideals and communities, using design to

create natural points of interaction and encourage conversation, collaboration and chance encounters.

In Barcelona, dedicated spaces for focus, wellbeing, connection and culture sit alongside the members' Clubhouse, Jim wellness space, rooftop pools, flexible workspaces and social dining destinations open to the general public including SíSí and Grandmother.

The result is intended to create the conditions for connection without scripting it – allowing a conversation over lunch, an introduction after a class, an encounter at an event, or a debate about art or what music to play become as important to the membership experience as the facilities themselves.

Tasha Young, Chief Membership Officer at The Social Hub, said: "*This is a new model for belonging that rips up the rule book on membership. For too long, membership has been about elitism and creating barriers – we believe its future is about creating connections.*

"*The Social Hub Membership is for people who want to find their people, discover new ideas and feel part of something bigger than themselves. We won't ask what somebody's job title is, but we will ask what they care about.*

"*The response to our pilots confirmed what our research had already shown – people are looking for places where they can build genuine relationships and connections.*

"*But creating those communities takes more than simply opening the doors. It requires thoughtfully designed spaces, meaningful programming and dedicated community teams. Our membership model allows us to invest in all of that, so members aren't paying for exclusivity – they're investing in an environment designed to help meaningful connections happen.*"

Charlie MacGregor, Founder & CEO of The Social Hub added, "*As we expand across Europe, we're building communities where belonging matters more than status, participation matters more than performance, and every member helps shape the culture of the hub and the city around it. This is the natural evolution for The Social Hub brand and we believe it's going to completely change the way people think about member's clubs.*"

Alongside community and facilities, programming is equally central to the model, with a year-round calendar spanning wellbeing, entrepreneurship, arts and culture, sustainability, and diversity and inclusion designed to bring different parts of the community together.

The membership model is also designed to remain connected to the neighbourhoods surrounding each hub. Through the “Dear Neighbour,” initiative local residents and community organisations can access a complimentary programme including a free coffee every Sunday, community events, volunteering opportunities, local experiences and an annual Open Hub gathering. Community organisations can also access spaces to host initiatives creating positive local impact.

More than 1,700 people across Europe have signed up to Dear Neighbour, reflecting The Social Hub's aim to ensure the growth of its membership communities strengthens rather than separates them from the cities around them.

As The Social Hub Membership proposition expands, hubs across The Social Hub's European portfolio will continue to evolve through the same lens, bringing together spaces, programming and communities designed to inspire meaningful connections and belonging.

For more information: The Social Hub Membership

About The Social Hub

The Social Hub is a European hospitality brand that blends traditional hotel stays with a vibrant, community-focused experience for guests, coworkers, and locals. Founded in 2012 by entrepreneur Charlie MacGregor, the company redefines the role of hotels in cities – offering spaces where people from all walks of life can learn, stay, work, & play... but more importantly, connect with each other.

Headquartered in Amsterdam and a Certified B Corporation, The Social Hub is built on a commitment to social and environmental impact. Its unique hybrid model combines premium design-led short and long-stay hotel rooms with student accommodation, coworking spaces, meeting and event facilities, restaurants and bars, 24-hour gyms, and open-to-the-public spaces like rooftops, parks, and cultural venues.

With more than 10,000 rooms across 21 hubs in Europe's most dynamic cities – including in Amsterdam (two hubs), Barcelona, Berlin, Bologna, Delft, Eindhoven, Florence (two hubs), Glasgow, Groningen, Maastricht, Madrid, Paris, Porto, Rome, Rotterdam, San Sebastian, The Hague, Toulouse, and Vienna – The Social Hub creates inclusive environments that bring together diverse groups of people under one roof.

The Social Hub also leads a wide-ranging social impact programme, including the TSH Talent Foundation – which is supported by a pledge to donate 1% of the company's annual global revenues – and hosts more than 6,000 community-centric events each year across Europe, helping spark new ideas and lasting connections in every city.

Two new hubs are currently under development in Lisbon and Turin as well as a proposed development in Edinburgh.
For more information, visit www.thesocialhub.co.

Contact details

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