



Your Market Intelligence Dundonald Gymnastics Club



8 September 2018

Scottish Gymnastics Membership Number 71604



Minimum Average
£2.04

Minimum Range
£0.80 - £6.25

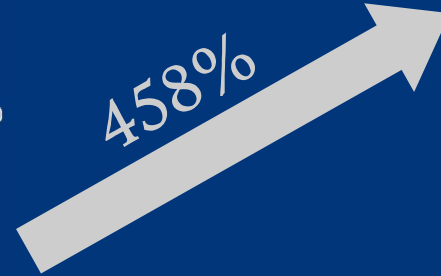
Average Session
Hourly Charges

£3.84
Maximum Average

£2.00 - £7.00
Maximum Range

Average Scottish
Club Charges

Source: 2015 Scottish Gymnastics Club Survey



When moving into a facility in Scotland clubs have more than doubled their membership, they experience **rapid growth** in the first 12 months. One club experienced 458% growth.

What is the value of a dedicated facility project to the local economy?

“Using the Sport England Economic Benefits model, a dedicated gymnastics facility project can give a total benefit to the local economy in excess of £1 million. This includes GVA (Gross Value Added) and wider benefits such as volunteering and health. Combined with the large increased user numbers, customer demographic and potential for all day use, this makes a dedicated gymnastics space an attractive offer to local authorities. British Gymnastics estimates that the average annual turnover for a dedicated gymnastics facility is around £250,000”

Benefit of
Dedicated
Facility

Source: Top: Scottish Gymnastics Bottom: British Gymnastics, Facility Strategy 2017-2021)

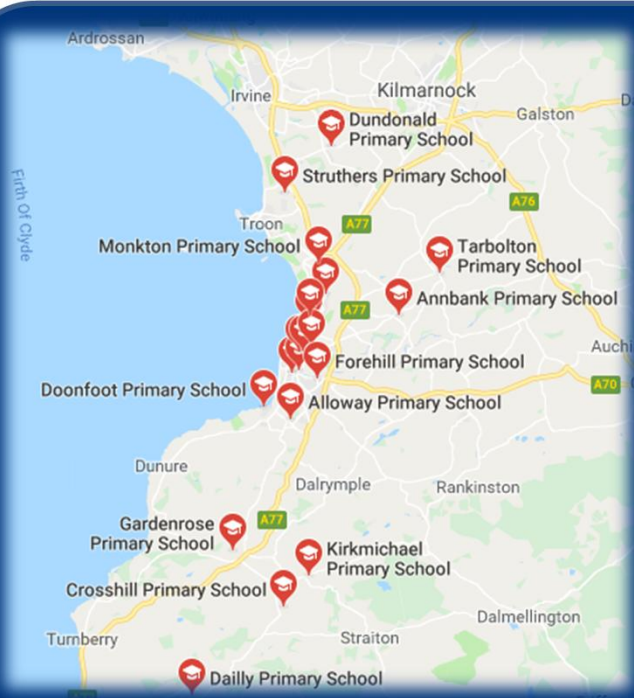
SIMD Map of
Troon



Most Deprived 20%

Muirhead Activity
Centre

Source: www.simd.scot September 2018



Primary Schools

48

[Primary Schools in South Ayrshire](#)

Secondary Schools

8

Nursery Schools

5

Nursery School Partnership Centres

10

Special Schools

2

South Ayrshire Schools



Scottish Housing News

For the latest news, events and jobs

290 New Homes Approved



Scottish Health Survey
2017

HOLYROOD

SCOTLAND'S AWARD-WINNING CURRENT AFFAIRS MAGAZINE

600 Affordable Homes



Local Development Plan

Local Market
News

South Ayrshire Population

112,400

Decrease of 0.1% from 2014

South Ayrshire = 2.1% of Scotland
Population

Population Projections 0-15 Years Old

Year	Projected Population	% Difference on Previous
2017	17,595	/
2022	17,765	0.96%
2027	17,650	-0.64%
2032	17,542	-0.61%
2037	17,035	-2.89%

Troon Population

14,750

Source: 2011 Census

South Ayrshire Population Age Range 0-15

Total 17,798



9,113



8,685

15.8% of South Ayrshire
Population

South Ayrshire Births

Total 1,033



518



515



6.49%



15.9%

Comparison 2013 to 2014

The population aged under 16 in
South Ayrshire is projected to
decrease by 3.18% over the next
20 years

Source: National Records of Scotland 2014

South Ayrshire Mental Health

21,695

Prescribed medication for anxiety, depression
or psychosis in 2014/15, this is

19%

which is higher than Scotland overall at 17%




Source: ScotPHO: Public Health Information for Scotland



Physical Activity Mental Health
Benefits...

-  Reduced anxiety and happier moods
-  Reduced feelings of stress
-  Clearer thinking
-  A greater sense of calm
-  Increased self-esteem
-  Reduced risk of depression

Mental Health Impact on Physical
Conditions...

-  Twice as likely to die from heart disease
-  Four times as likely to die from respiratory disease
-  On average, likely to die between 10 and 17 years earlier than the general population

Mental Health
Statistics South
Ayrshire

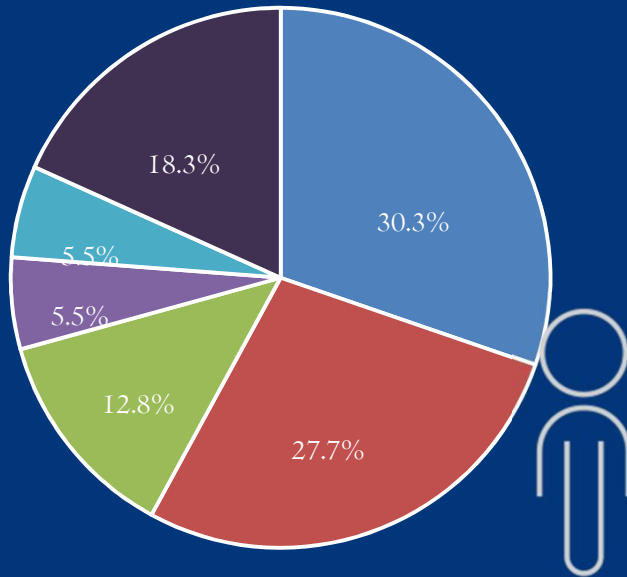
Source: Mind.org.uk

South Ayrshire Deaths

1,404

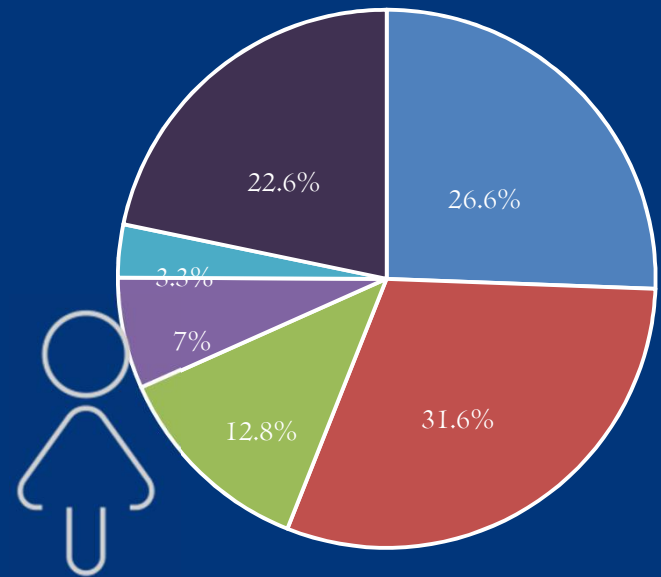
Decrease of 2.54% from 2012

South Ayrshire Causes of Death 2014



- Cancer
- Circulatory Diseases
- Respiratory Diseases
- Digestive Diseases
- External Causes
- Other

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South Ayrshire
Death Statistics

South Ayrshire
Average
Household
Income

Average Salary 2011	Area	Average Salary
	Scotland	£20,862
	North Ayrshire & Arran	£20,604
	Central Ayrshire	£22,300
	Kilmarnock and Loudoun	£19,067
	Glasgow South	£22,686

Source: The Guardian 2011

Social Benefits as Proportion of Household Income 2013

Area	Social Benefits
South Ayrshire	26.8% (second highest in Scotland)
Scotland	21.0%

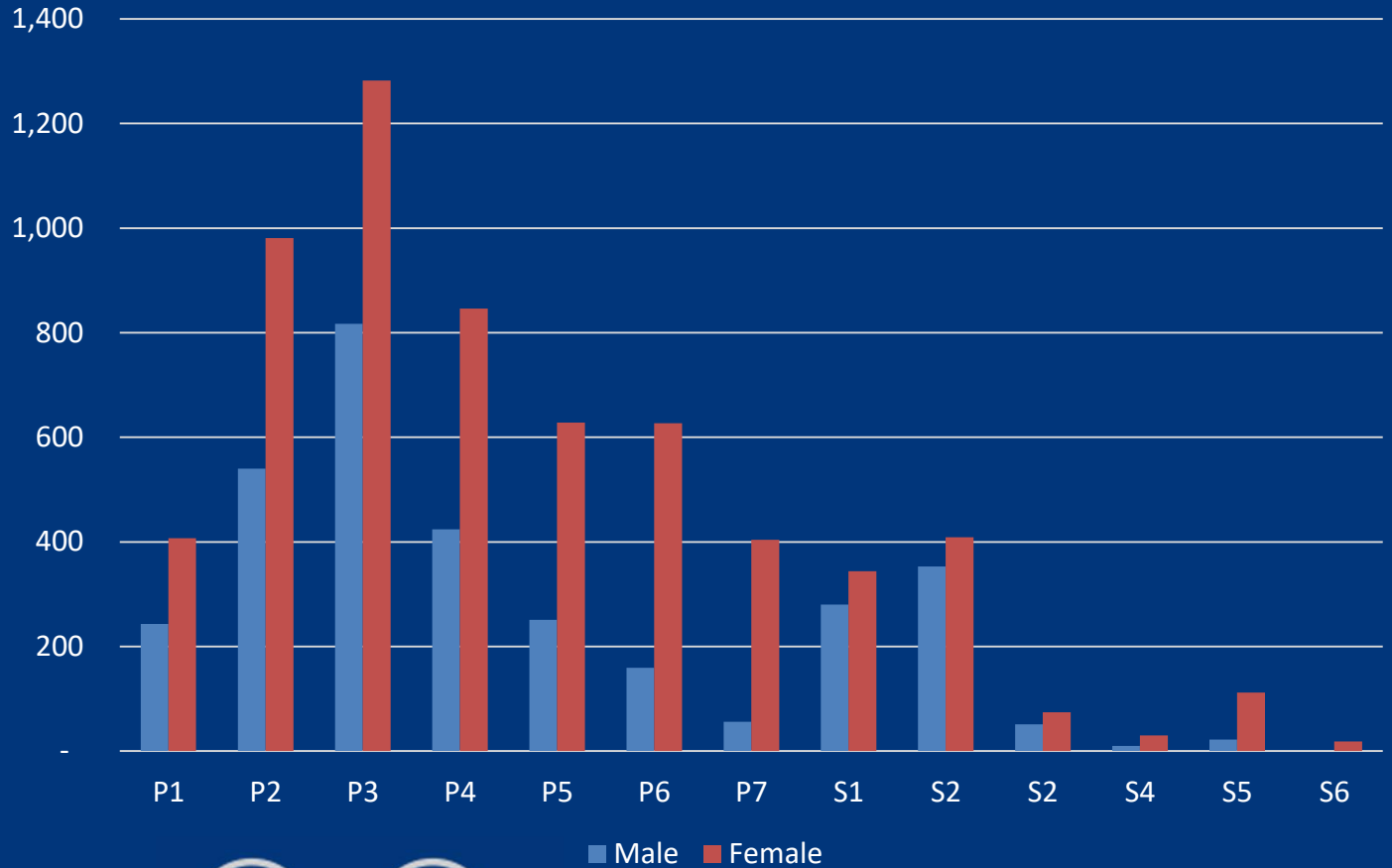
Disposable Income 2013

Area	Disposable Income
South Ayrshire	£17,569
Scotland	£17,039

Definition: Disposable Household Income is the amount of money households have available for spending or saving after tax and National Insurance contributions are made

Source: Scottish Parliament Information Centre 2013

2016 Gymnast Participant Sessions*



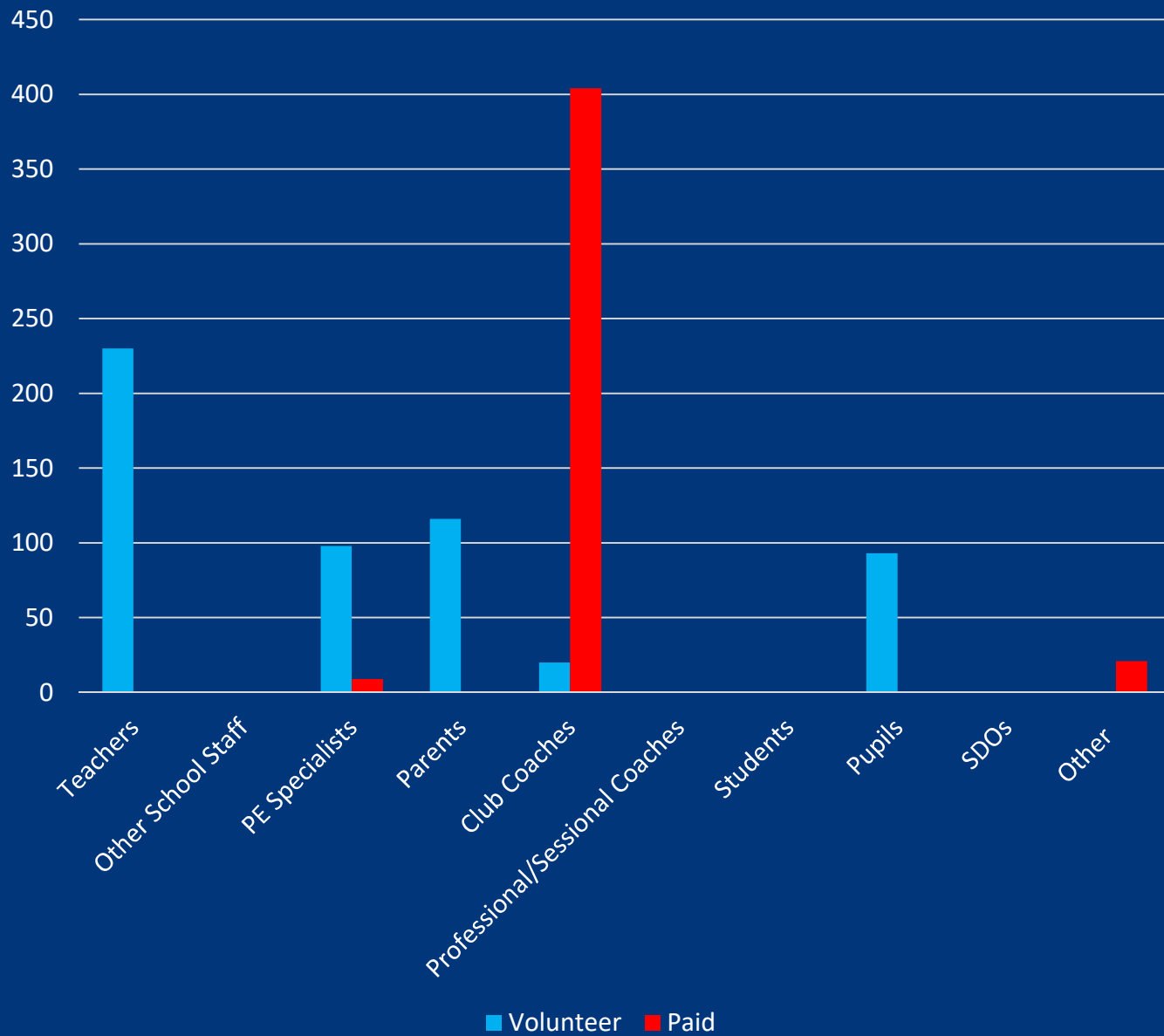
3,206

6,162

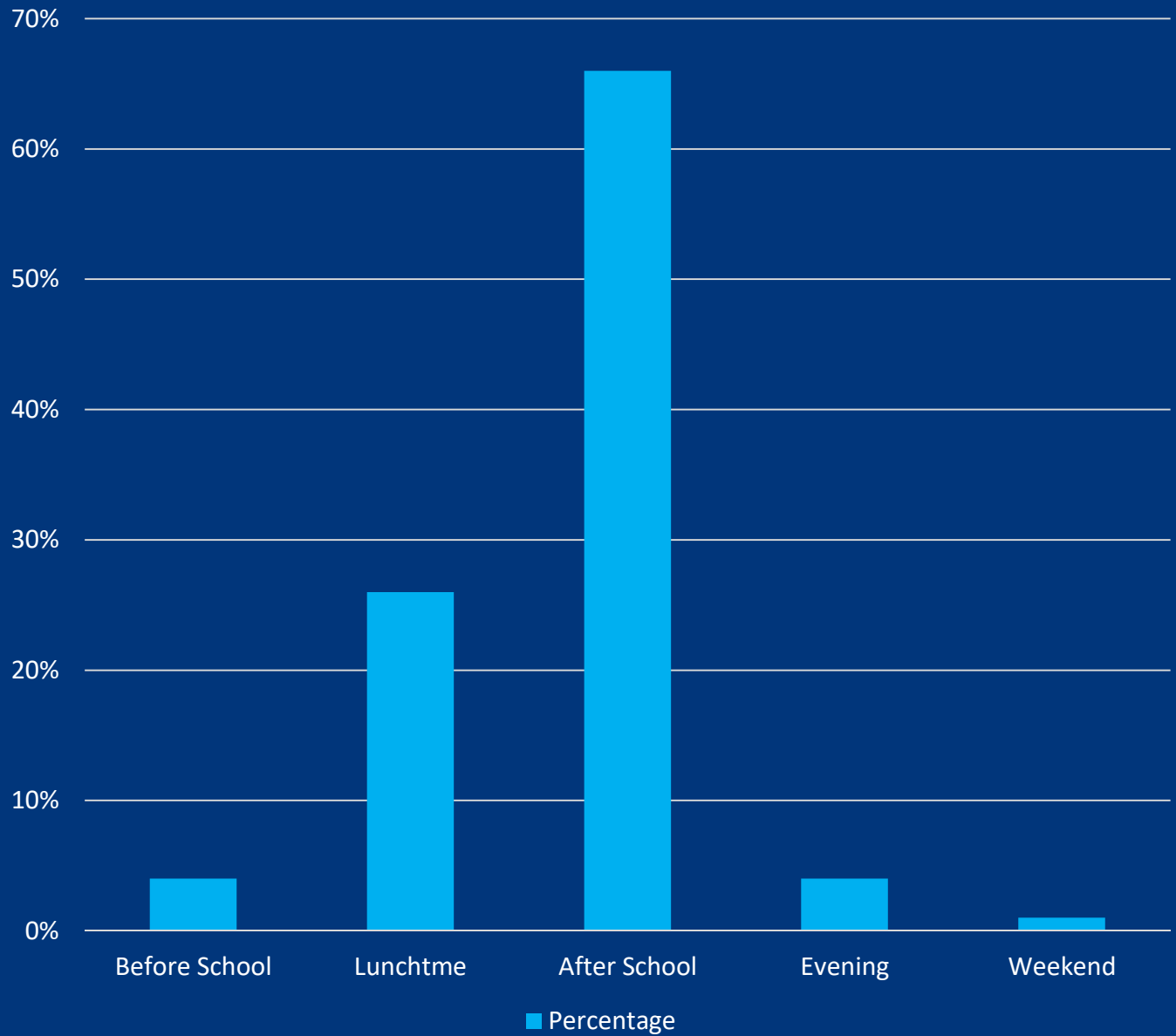
Active Schools
Monitoring
Online Data
South Ayrshire


*Participant sessions are the 'visits' pupils have made to activities. They do not represent the number of pupils who take part therefore should only be used as an indication of extra-curricular participation supported by active schools.

Deliverer of Sessions in Schools 2016



2016 Percentage of Block Involving...





The evidenced growth in gymnastics throughout Scotland is mirrored by the clubs 10 years of experience within the sport. We have immediately filled any new class we have added to our program and sustained it over a period of time. Despite continual growth in all areas our waiting lists continue to grow and we are unable to satisfy continual demand.

Membership interest is constant but also spikes during period of major sporting events such as Commonwealth Games, World and European Championships which Glasgow has recently hosted. The public profile of the sports top athletes is also increasing with participation in programmes such as Strictly Come Dancing and Question of Sport again elevating the profile of the sport.

Upcoming coverage of the sport via a new format on Sky Sports will undoubtedly to boost the sport profile even further with an anticipated knock on effect on membership applications. We liaise with our neighbouring clubs and council providers who all report similar membership numbers and an inability to cope with general demand in our local area.

Gymnastics provides key physical literacy skills and for this reason is a compulsory part of the school curriculum maintaining a constant awareness throughout the target market for the sport.

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