UK Government

Dunure Kennedy Park Centre Estimates

This paper provides initial estimates for running the new heritage and community centre.

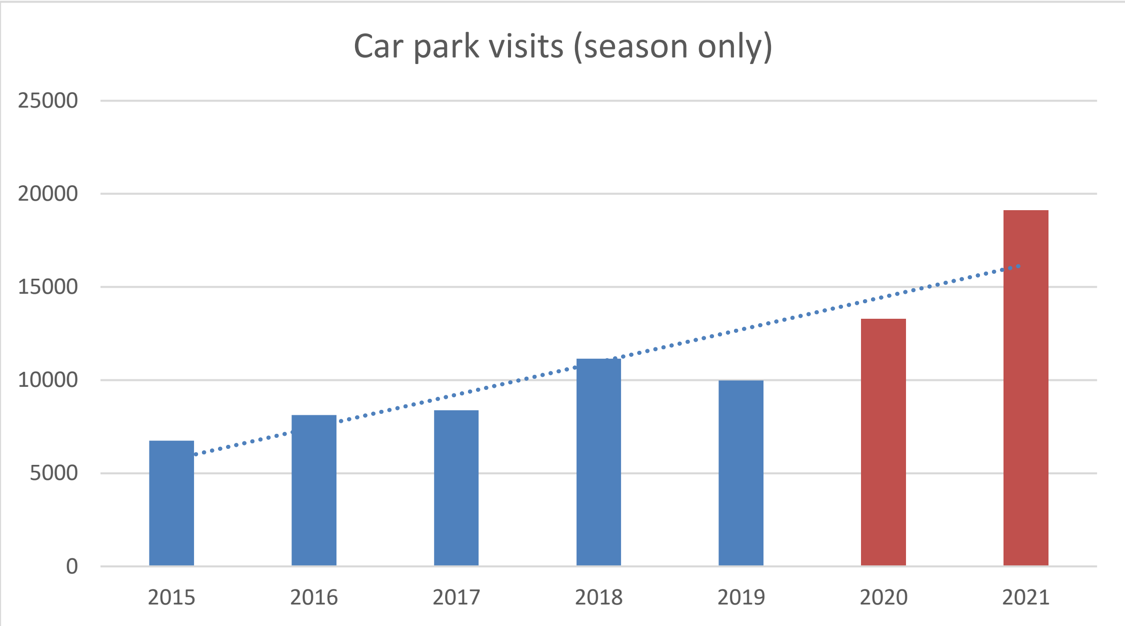
The objective is to have a multi-purpose hall similar in size to the current hall and then a triple divisible space which can either be one big space or three smaller ones (or one small and one medium). This flexibility would allow it all to be used as a café when it is busy or separate off a small meeting room when that is needed or as an exhibition space. The sketch plans show some of this functionality. All these spaces benefit from the panoramic views. Behind this there are spaces for administrative use, storage, kitchen etc. the plans include:

- Permanent exhibition area
- Toilets
- Storage
- Kitchen
- Shop
- A single point reception/ shop/ servery area, which could be staffed by one person at quiet times.

Visitor numbers

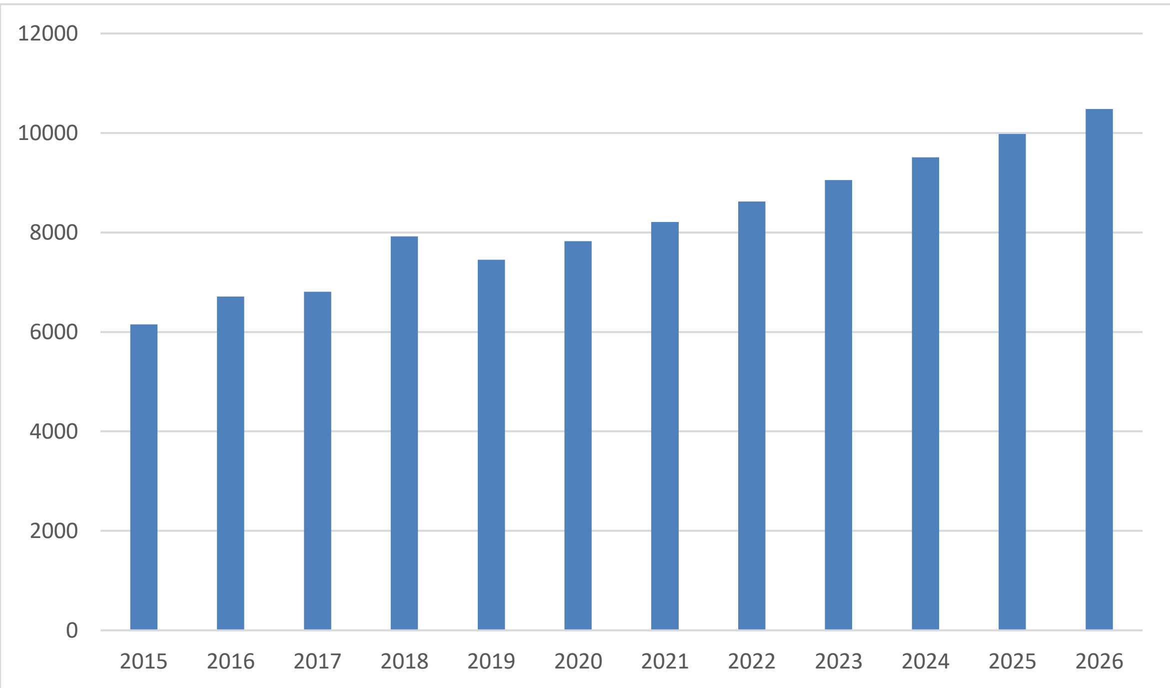
Visitor numbers for a new facility are currently difficult to predict (more so now than usual). The experience of the past couple of years, with huge fluctuations in patterns of visiting, will not provide a reliable base for projections. However car park data for the site provides a reasonably accurate means of estimating *minimum* visitor numbers. Even before COVID disruption (red columns), the number of cars visiting Kennedy Park had been growing by an average of 5% year on year (Figure 1).

Figure 1 Number of cars - historic



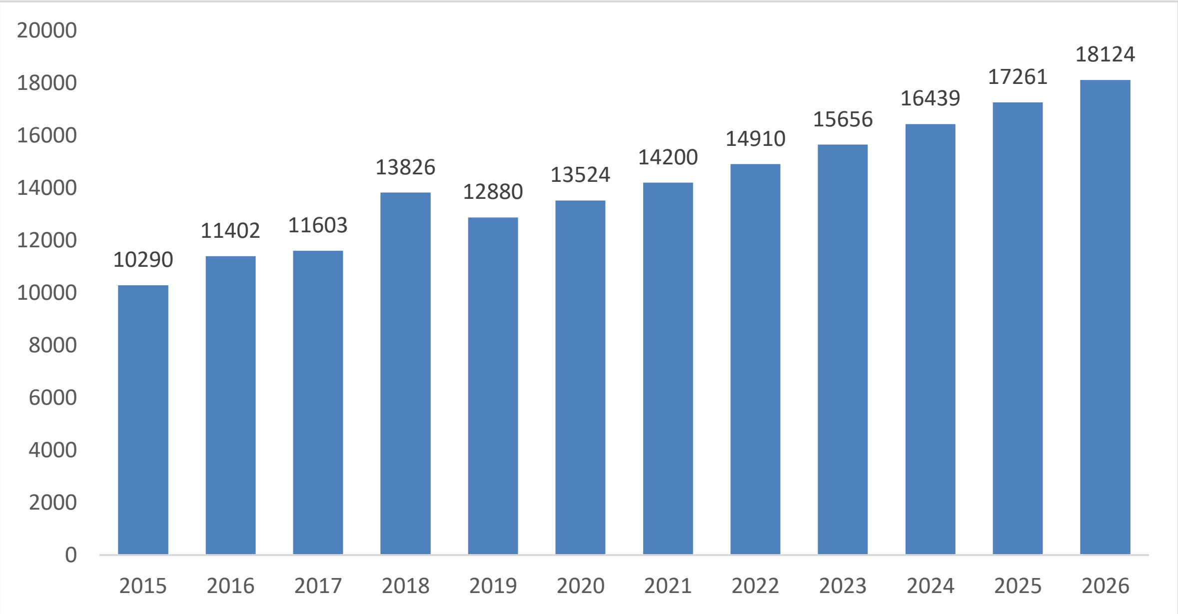
Parking estimates are based on existing records and extrapolating to off season (records not kept). A plausible basis for estimating future numbers uses 2015 to 2019 data extrapolated, with additional estimates for out of season cars (Figure 2) and uses a modest 5% increase year on year as a base case.

Figure 2 Projected cars - without new centre, based on 2015 to 2019 data extrapolated



So, even without the added attraction of the centre, it is likely there would be a **reliable base of around 15000 to 18000 visitors** arriving by car each year – with a marked peak in July and August. The numbers arriving by other means – cycling walking or public transport are likely to be relatively low in comparison but will still add to the total. The estimates include estimates for arrival by public transport and active travel, and visitors using free parking in the village.

Figure 3 Projected car-borne visitor numbers (2 per car)



Neighbouring attractions and comparators

Close to Dunure are the three most popular paid visitor attractions (with available data) in Ayrshire:

- Culzean Castle and Country park 333,965 admissions[1] - 7.5 miles south
- Robert Burns Birthplace Museum 261,283 paid admissions[1] - 6 miles north
- Heads of Ayr Farm Park 170,000 paid admissions[2] - 3.5 miles north

Anecdotally, Dumfries House (21 miles NE) also attracts very significant numbers and has taken business from Culzean because of its free-entry policy and its highly regarded catering. However the Foundation does not publish its visitor numbers.

Therefore, given the geography and road layout, there is a 'day visiting potential' passing Dunure of several hundred thousand people a year and ample demand for an alternative destination for local people and visitors. The numbers estimated here suggest a market

[1] VisitScotland Ayrshire and Arran Factsheet 2019
[2] https://www.headsofayrtickets.co.uk/about-the-farm

HALL AITKEN

penetration of 6 to 10 percent, which is credible. The coastal road itself is a popular tourist road because of the Electric Brae and access to both Croy beach and Culzean. Between Dunure and Ayr are the Heads of Ayr Farm Park and the massive Craig Tara holiday park . Within a few square miles, North Carrick has a significant concentration of existing major attractions and infrastructure making it an established destination.

Visitors – estimates

The Visitor Attractions Monitor suggests that nearly half of visitors to attractions in Ayrshire and Arran are from out-of-area, including a significant proportion from overseas. This suggests that the area (and particularly North Carrick) already features on visitor itineraries, even if the visitors are staying elsewhere (such as Glasgow).

Given the high volume of visits to attractions in North Carrick, we can make some broad assumptions:

a) The volume of day visits to South Ayrshire in a 'normal' year is estimated at 5.9 million[3] spending £284m. Given the proximity of major attractions to Dunure, it would be reasonable to estimate at least 1 in 6 visiting North Carrick – so a base of 1m visits to tap into. The Carey-Wardrop report estimates a population of 2.8m million within 90 minutes' drive so there may be potential to increase market penetration.

b) The number of staying visitors in Ayrshire and Arran is estimated at 626,000 with a spend of £661 million for domestic trips (average spend £191 per trip) and 61,000 overnight visitors spending £24 million (average spend £384 per trip). Our estimate is around 55,000 bednights in N. Carrick each year. Trump Turnberry is significant destination in its own right and skews the numbers somewhat.

c) The number of overseas staying visitors is relatively low – VS identified a drop to only 60,000 for Ayrshire in 2019 and this will not have recovered to any significant extent. Assuming 20% of these stay in North Carrick would give a figure of 12000 visitors.

d) It is easy to confuse estimates for visits and bednights as the number of visits is the number of bednights / length of stay. Length of stay is notoriously difficult to capture as many visitors will stay in several locations while on holiday. However official figures give a length of stay for domestic holiday visitors of 3.6 nights (GBTS) and for overseas holiday visitors 6.3 nights (IPS/ONS for Ayrshire and Arran)

[3] 2017-19 average , GB Day Visit Survey via Ayrshire and Arran Factsheet 2019

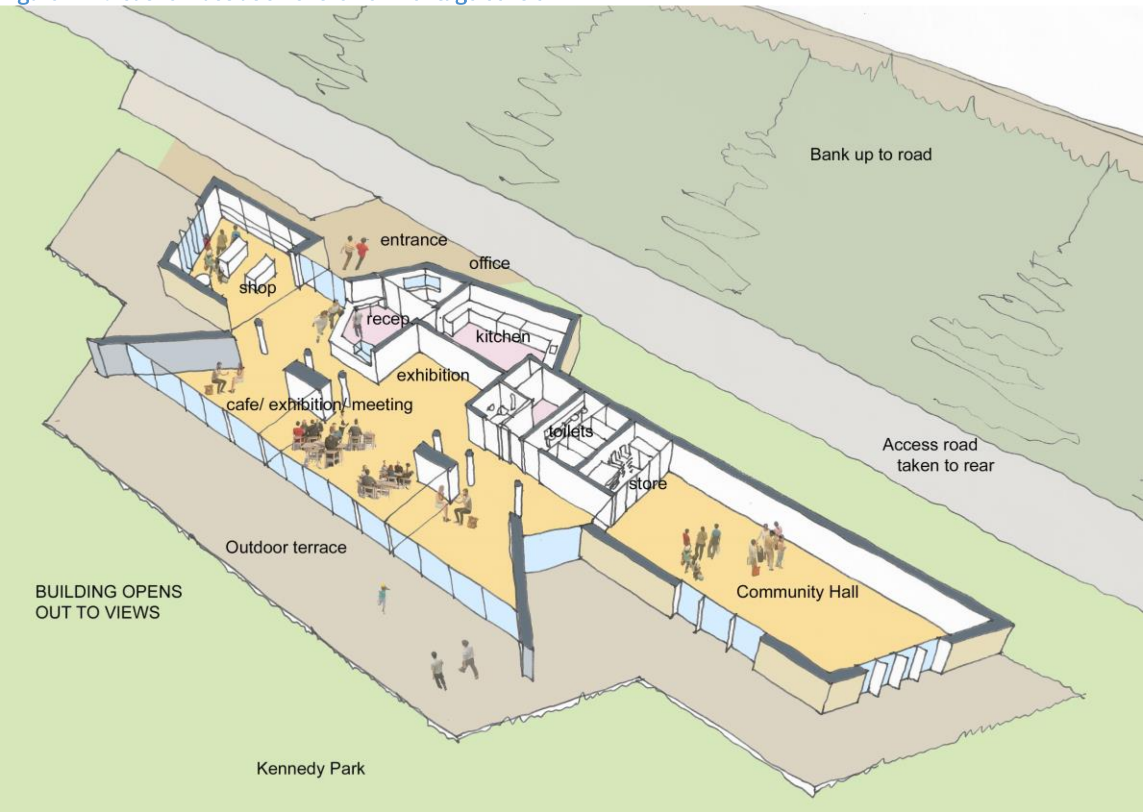
The added draw of a heritage centre

The number of additional visitors attracted by a heritage centre to Kennedy Park is based on a set of assumptions:

- The centre is open all year (variable opening depending on season).
- There is a cafeteria and toilets for visitors.
- There are organised activities and events to complement the static interpretation centre.
- Interpretation is passive (display boards; table-top graphics) and virtual (e.g. AR/VR available through phones) to provide a rich experience.
- Facilities for activities, including water-based, cycling and walking is integrated into the Kennedy Park experience.

In some circumstances the simple addition of a place to sit and have coffee has a dramatic effect on numbers. The visitor centre at Whitelee Wind Farm has around 200,000 visits a year (enjoying the view, walking/dog walking, cycling, mountain biking, cross-country skiing when it snows) and has extended its car park to cope with demand. It also has a café, basic interpretation, toilets and bike wash. So the number of visitors could be much higher than we are able to project, if it becomes an established destination and activity hub for day visitors in west central Scotland.

Figure 4 indicative illustration of the new heritage centre



Possible income streams

Assuming the centre is free to enter and income is derived from:

a) Car parking

b) Hall lets to community groups and other users such as weddings, performances.

c) Retail from the shop

d) Catering including take-away drinks and ice cream, and event catering

e) Potentially pop-ups or mobile units using the park.

Firming up the estimates

There are many assumptions underpinning these early estimates and as the project develops it will be possible to improve the accuracy of figures used.

Key areas for refinement will be:

a) Lifecycle costs, running costs based on the ARPL outline.

b) Improving the estimates for community usage, rental income, additional catering and other events that might take place, like weddings.

c) Setting out scenarios around opening hours and staffing/volunteer numbers to see how robust staffing estimates will be

d) Identifying other sources of income

e) Phasing development as opposed to a 'big bang' project

f) Identifying how best to support and manage activities on the site

At present we are confident that the projections below provide a reasonable basis for planning on the basis of current information.

Visitor estimates and income/expenditure

Visitor estimates				
Vehicle numbers		Scenario 1	Scenario 2	Scenario 3
	Notes			
Car park	1			
Cars	2	5096	10381	15572
Camper vans	3	890	1100	1100
Coaches	4	180	265	398
Non-paying cars	5	2102	2738	3285
Total vehicles		8267	14483	20354
Total visitors				
Cars	6	10192	20762	31144
Camper vans	7	1780	2199	2199
Coaches	8	5400	7950	11925
Non-paying cars	9	4203	5475	6570
Other transport	10	2157	3639	5184
Total visitors		23732	40025	57021

Income estimates				
Car park				
Cars	11	£15,288.00	£31,143.51	£46,715.27
Camper vans	12	£10,677.60	£13,194.00	£13,194.00
Coaches	13	£2,160.00	£3,180.00	£4,770.00
Non-paying cars	14	£0.00	£0.00	£0.00
Total car park		£28,125.60	£47,517.51	£64,679.27
Visitor Centre				
Spend per head	15	£65,263.17	£110,068.68	£156,808.47
Catering spend per head	16	£56,956.94	£96,059.94	£136,851.03
Community use	17	£12,960.00	£12,960.00	£12,960.00
Additional catering spend (from lets)	18	£8,640.00	£8,640.00	£8,640.00
Cost of sales (catering)	19	-£6,480.00	-£6,480.00	-£6,480.00
Cost of sales (retail)	20	-£29,561.27	-£47,483.47	-£66,179.39
Total income		£107,778.84	£173,765.14	£242,600.11
Overheads	21	£147,310.13	£147,310.13	£147,310.13
Margin		-£39,531.28	£26,455.02	£95,289.98

Notes

Scenario 1	12-month opening with vehicle numbers similar to 2020 plus some camper vans and coach traffic, and extrapolated to 12 months
Scenario 2	12-month opening with vehicle numbers similar to 2021 figures plus some camper vans and coach traffic, and extrapolated to 12 months
Scenario 3	12-month opening with vehicle numbers 50% than 2021 figures plus some camper vans and coach traffic, and extrapolated to 12 months

Notes and assumptions

1	Car Park is automatic barrier/ANPR with no staffing.
2	Operating all year
3	6 camper van spaces
4	3 bus/coach spaces
5	Cars parked elsewhere in the village
6	Average group size of 2
7	Average group size of 3
8	Average group size 30
9	Cars parked elsewhere in the village
10	Public transport, bike, boat, walk
11	Cars average £3 parking fee
12	Campervans £12 overnight
13	Coaches £12
14	Assumes free parking remains elsewhere in village and people coming through from pub car park
15	Spend per head (non-catering) £2.75 based on Visitor Attractions Monitor 2019 adjusted for inflation
16	Spend per head (catering) £2.40 based on Visitor Attractions Monitor 2019 adjusted for inflation
	Note catering income depends on offer, opening hours, number of covers etc.
17	Community use is a rough estimate based on current use and a generic charge of £30/hour - so this can be refined
18	Additional catering spend from community use (ie not visitors) and will depend on eg weddings, events, etc so this figure is just a rough estimate
19	Cost of sales (catering) estimated at 30%
20	Cost of sales (non-catering) estimated at 40%
21	See overheads sheet - obviously these will increase to some extent with more visitors or longer opening
	Assumes 2 staff members and a cleaner with all other staffing by volunteers.