A new cinema, leisure and retail destination for historic Ayr

A prime town centre location in the largest town in the south of Scotland
Ayr: An Introduction

Easily accessible on the west coast of Scotland, Ayrshire & Arran is the region that gave us Robert Burns. With sandy shores, countryside towns and island life, as well some of the finest local produce in Scotland, visitors experience the best of what Scotland has to offer.

Ayr is a historic market and harbour town with a rich tradition of cinema and performance with strong visitor appeal. The area plays host to a wide range of major events like the Scottish Open, the Scottish International Air Show, Burnsfest and Burnsfringe. As the hub town in Ayrshire and the largest town in the south of Scotland, it’s a prime location for a new cinema. It pulls from a wide catchment area, particularly from the South and East, which have no comparable cinema, leisure or retail offer within easy reach.

The Council is showing strong leadership with a vision to position Ayr as a premier destination that promotes a ‘town centre first’ approach. 2020 targets for Ayrshire visitor numbers and economic impact have already been exceeded. There is significant development planned, with a scheme to reinvigorate the riverside, improve the public realm and move the leisure centre to a central position. The Arran Centre will also be enhanced with a wider leisure offer. These will complement an exciting new cinema opportunity in what was The Kyle Centre.
The vision for Ayr town centre is to be a premier retail and entertainment destination for residents and visitors. The new development plan will:

- Ensure Ayr town centre becomes a hub for shopping, working, living and socialising
- Enhance and capitalise on the quality of the built and natural environment
- Promote links to other town assets (e.g., University, College, racecourse, Burns Cottage & Museum, seafront)
- Put the town centre at the heart of investment decision-making, policy-making and resource-targeting
- Encourage vibrancy, equality and diversity
About Ayr

+ Market town for 800 years
+ Vital hub town for the area with strong and varied leisure offer
+ 1.2m tourist visits, 9.5m pedestrians to the town centre p.a.
+ 25% of local jobs located in town centre
+ A broad mix of independent & national retailers (63% vs 37%)
+ One of the UK’s busiest street markets
+ No cinemas south of Ayr through Girvan and Stranraer
Drive times & population

Drive times & population for new development

- 10 minutes: 46,851 customers
- 20 minutes: 91,304 customers
- 30 minutes: 232,746 customers

Nearest cinemas

Ayr pulls beyond a traditional catchment area to the South and to the East where there is no significant leisure or retail offer. Kilmarnock and Glasgow are the nearest competitors. The Odeon experience in Ayr was originally built in the 1930s. It is obsolete and requires replacement.

1. Odeon Ayr
2. Odeon Kilmarnock
3. Premier Leisure Cinema
4. Odeon Luxe Glasgow Quay
5. Cineworld Silverburn

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Ayr Constituency

Key Information:

+ Ayr has a population of around 49,300 people
+ Town centre population increased 13% in the last 10 years
+ 80% own their home outright (v 64% UK wide)
+ Employment is in line with the Scottish average

Higher Education in Ayr

The University of West Scotland - Ayr Campus
+ 2,420 UWS students
+ 5 UWS academic schools
+ 10 minutes walk to Ayr town centre

Scotland's Rural College (SRUC) - Ayr Campus
+ In Ayr town centre
+ £81 million facility
+ Degrees awarded by Edinburgh University

Ayrshire College - Ayr Campus
+ 3 building campus & apprenticeships schemes

Town centre attractions

+ Gaiety Theatre 65,000 admissions p.a
+ Citadel Leisure Centre circa 300,000 admissions p.a
South Ayrshire Council
Plan 2018 – 2022

Objectives:

- Ensure our places are the best they can be, and ensure the joined-up progression of regeneration activities across our five towns
- Establish Town Centre Project Officers, who will review our activities in town
- Continue to attract mobile investments seeking to build on Ayrshire’s strengths in respect of aerospace, creative industries, manufacturing and food and drink
- Establish an Ayrshire Development Board to drive economic development across the region
- Develop Ayr in an integrated manner to enable the best possible regeneration outcome
- Develop a new South Ayrshire communications strategy to generate greater awareness, interest and pride in the area
- Ensure maximum economic impact, working with the iconic Gaiety Theatre, Scottish International Air Show, Burnsfest and Burnsfinge.

### Ayrshire and Arran visitors

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>Overall change</th>
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</thead>
<tbody>
<tr>
<td>Visitor numbers (m)</td>
<td>3.89</td>
<td>3.94</td>
<td>4.08</td>
<td>5.8%</td>
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<tr>
<td>Economic impact (m)</td>
<td>£444</td>
<td>£462</td>
<td>£484</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

*Data from Scottish Tourism Economic Activity Monitor

- Economic impact per visitor has increased 23% increase since 2011
- 2020 visitor targets of +5% are already being exceeded
“Our people and places make South Ayrshire and we have a clear and ambitious vision of what we want to achieve for them and what we will do as a Council to support them”

DOUGLAS CAMPBELL,
LEADER OF THE COUNCIL
Ayrshire
and Arran

+ £484m p.a in tourism revenue
+ The Scottish International Air Show attracts 160,000 people p.a.
+ Burnsfest and Burnsfringe attract between 10,000 and 12,000 visitors each year
+ 60,000 visitors attend the Scottish Open and the Ladies Scottish Open each year; they generate £4m for the local economy
+ Ayr Racecourse hosts over 30 race days a year, including the Scottish Grand National
We are delighted at the prospect of a new cinema - it will complement the theatre and help Ayr Town Centre become a major cultural and leisure destination. Ayr has almost unparalleled underdeveloped potential. A significant proportion of the local population has good levels of disposable income, there are many heritage assets and a great coastline that attracts a substantial numbers of visitors.”

JEREMY WYATT, CHIEF EXECUTIVE, GAITY THEATRE

**Ayr is well connected:**

- 5 minutes by train from Prestwick. 15 minutes from Troon and 20 minutes from Irvine and Kilwinning. 4 trains per hour to Glasgow
- 4 miles south of Prestwick International Airport
- 1,900 town centre parking spaces
- Buses between Glasgow and Ayr Town Centre run every ten minutes
- High car ownership
What makes Ayr a place that people want to live, work and visit?

High number of listed buildings; 15 Category A listed buildings

The esplanade and sandy beach has been awarded Blue Flag status by Keep Scotland Beautiful every year since 2012

Ayr town centre scores well against Place + Quality Impression KPIs

+ The town is a crucial retail and service hub with a strong visitor economy
+ The town centre accounts for 25% of the town’s jobs
+ 63% of retailers are independent, with 37% part of a larger chain
+ Bars and pubs make up 50% of the evening economy
+ Evening entertainment includes a theatre, a leisure centre, an ice rink, two nightclubs, a bowling alley and one cinema that is obsolete and requires replacement

Ayr Farmers’ Market was one of the first in Scotland

Ayr is a hub for arts, sports and culture, with the Scottish Open, the Scottish International Air Show, Burnsfest and Burnsfringe, the Illuminight Festival and the Harbour Festival of Light

1. Inside Burns Cottage, Robert Burns Birthplace Museum
2. Red Arrows returning after a display at Portrush during the Scottish International Airshow, 2015 © The Scottish International Airshow

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2. Red Arrows returning after a display at Portrush during the Scottish International Airshow, 2015 © The Scottish International Airshow

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A new leisure, cultural and retail destination for Ayr

The redevelopment plans will totally transform what was The Kyle Centre. An enhanced retail and food and beverage offering, a new entranceway on the high street, and the creation of a new urban square will give the development a real ‘wow factor’.

In such a premium location with such easy transport links, it will drive increased footfall and revenue opportunities. It will be an all-weather, all-year visitor attraction as a leisure, cultural and retail destination.

Facilities
+ 375 space car park (adjacent)
+ Bus & train links (5 mins walk)
+ Gym
+ Swimming pool
+ Competitive socialising
+ Food & drink
+ Hotels & restaurants
+ Theatre

Cinema forecast
+ Potential for 8 screens (planning approved)
+ 950 seats
+ 300,000 ticket sales p.a
+ Cinema NLA: 27,265 sq ft
Masterplan

South Ayrshire Council are focusing on the riverside site, residential, a compact retail and leisure area, and improvements to the streetscape and urban realm. This hub will extend the active hours of the town centre.

The Riverside Block: a new attraction will draw people to the town centre and act as a catalyst for the town

The Arran Mall: a chance to create a leisure hub in the centre of town

The Public Realm: high quality, active outdoor spaces to suit a variety of events and encourage people to come together

We want to build on Ayr’s character and encourage growth for our town by strengthening the existing assets, such as the connections to the river and waterfront and the lanes and vennels connecting the major routes.

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A NEW CINEMA FOR AYR
However, these figures underestimate the potential for Ayr and the Ayrshire market because:

1. Ayrshire has limited cinema provision, in particular to the South and along the coast, where Kilmarnock and Glasgow take the lion’s share of ticket sales.

2. There is an extended catchment area to the South because customers have to drive past Ayr to reach Kilmarnock or Glasgow, and to the East where the leisure offer is distinctly lacking.

3. Ayr town centre plays a prominent civic, economic, tourist and academic role but less than 20% of Ayr’s regional box office is generated at a cinema that has seen limited investment in decades and is facing closure.

Why Ayr for a cinema?

There are 102,691 people living within 40-minute restricted drive time of Ayr town centre (including to the south and Girvan), and if multiplied out at UK per capita levels, could generate an admissions levels of 300,000 per annum.
“This truth finds honest Tam o’ Shanter,
As he from Ayr one night did canter;
Old Ayr, which never a town surpasses,
For honest men and bonny lasses.

*TAM O’SHANTER,*
*ROBERT BURNS, 1790*