

CURL AYRSHIRE CHARITY

BUSINESS PLAN



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Registered
Charity
SC053445

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1. Executive Summary

Curl Ayrshire Charity is a new, not for profit company set up in 2024 to build and operate a new, modern curling rink in or around Ayr.

The aim of this plan is to deliver a new, international standard, energy efficient four sheet curling rink in South Ayrshire. To not only meet the demands of Curl Ayrshire's 340 members and associated visitors, but to introduce the sport to people who have never curled and to grow the number of people of all ages in South Ayrshire who will regularly participate in the sport. It will be designed to be fully inclusive to people with disabilities. Off season, the building could, if viable, be available for various other ice sports or to other community groups or local sports organisations by melting the ice pad.

Curling in Ayr ceased due to the shareholders of Ayrshire Curlers Limited, who owned Ayr Ice Rink, putting the private limited company into voluntary liquidation on 26th September 2023. This meant the end of curling, ice skating and ice hockey at Ayr Ice Rink.

A Steering Group was formed to examine the possibility of creating a new ice rink, primarily for curling use in the winter but available for other sports in the summer. The rink would be constructed, allowing for improved technology in ice management, enhanced energy efficiency and greater environmental considerations which would make it sustainable.

The organisation has moved forward with its plans and, to date has registered Curl Ayrshire Charity's Articles of Association with Companies House as a company limited by guarantee with no shareholders; has achieved charitable status with the Scottish Charity Regulator (OSCR); has appointed directors; and has opened a new charity bank account with Virgin Money.

Consequently, Curl Ayrshire Charity is now looking ahead to fundraising and securing a suitable site in Ayr to build the new curling rink. Having looked at a significant number of possible locations it has been concluded that in/around Ayr is the best location, not only for existing members but to attract new members to grow the business.

The expected build cost will be approximately £3m and has considerable backing from Scottish Curling and South Ayrshire Council, as well as strong interest from local politicians and existing 340 members. The business plan will be presented to various national and local funding bodies to support this highly ambitious project.

Curling is built around the ice, but more importantly around the social bonds it creates. The new facility will include seating areas, bar and catering facilities which will help to retain and attract new members.

2. The History of Curl Ayrshire Charity

Curl Ayrshire Charity was established in 2024 to build and operate a new ice rink, primarily for curling. It will, however, also be able to cater for other indoor sports and community activities.

With the closure of Ayr Ice Rink in September 2023, a Steering Group was set up to look at the feasibility of building a brand-new ice rink to provide curling opportunities for the people of Ayrshire (Appendix 1). A detailed process was undertaken, leading to a proposal to dissolve Ayr Curling Club and transfer all its assets and members to Curl Ayrshire Charity. This proposal was presented at a Special General Meeting of Ayr Curling Club on 8 October 2024, where it received overwhelming support.

Consequently, Curl Ayrshire Charity is now forging ahead (Appendix 2) with fundraising and with the search for a suitable site in Ayrshire in which to build the new ice rink.

What has happened so far?

- Formed a Steering Group with a membership consisting of a cross section of representation of Ayr curling clubs
- Taken legal advice and support
- Registered Curl Ayrshire Charity's Articles of Association with Companies House as a company limited by guarantee and has no shareholders

- Achieved charitable status with the Scottish Charity Regulator (OSCR)
- Appointed directors of the company (Appendices 3 and 4)
- Used World Curling Federation specifications to seek costings on construction and equipment
- Investigated several possible sites
- Engaged with Scottish Curling
- Engaged in discussion with South Ayrshire Council regarding sites and planning permissions
- Held a Curl Ayrshire Charity, Information Sharing meeting on 6 August 2024 for Ayr Curling Club members
- Participated in the AGM of Ayr Curling Club held on 27 August 2024
- Reported regularly to Ayr Curling Club members on progress throughout the past year
- Held discussions with other local community and sporting organisations

Curling in Ayrshire has a long and distinguished history (Appendix 5), and Curl Ayrshire will continue to build upon those successes.

3. Market Research

The Royal Caledonian Curling Club (RCCC), trading as Scottish Curling, was established in 1838 and serves as the National Governing Body for the sport in Scotland. With approximately 10,000 members across 550 clubs, it is one of the largest sport's governing bodies in the country.

Ayr had an ice rink that opened in March 1952, before moving to Limekiln Road. Ayr Curling Club has hosted international visitors since 1952.

Scottish Curling has a vision for a future with a nationwide network of "Thriving Curling Communities".

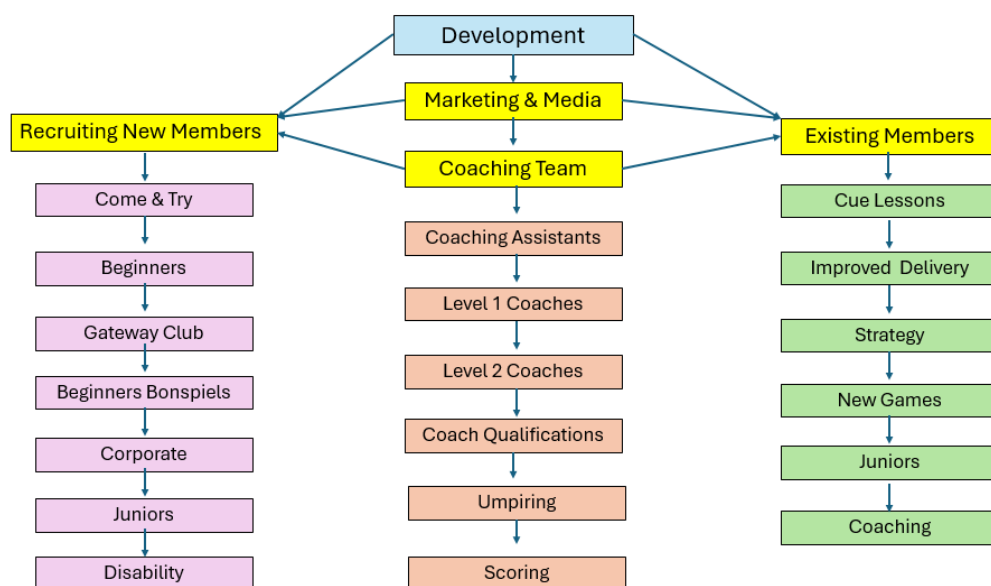
Curling is played and enjoyed in communities across Scotland, and is renowned for its proud history, traditions and strong friendships. Participating in sport can improve the quality of life for individuals and communities, promote social inclusion, improve health and raise individual self-esteem and confidence.

Scottish Curling is committed to promoting the sport and increasing participation levels among all ages, sexes and abilities. Its mission is to develop a robust infrastructure of clubs and facilities to support the growth of the sport, increase the number of people who enjoy curling in Scotland, and sustain medal success at world class levels.

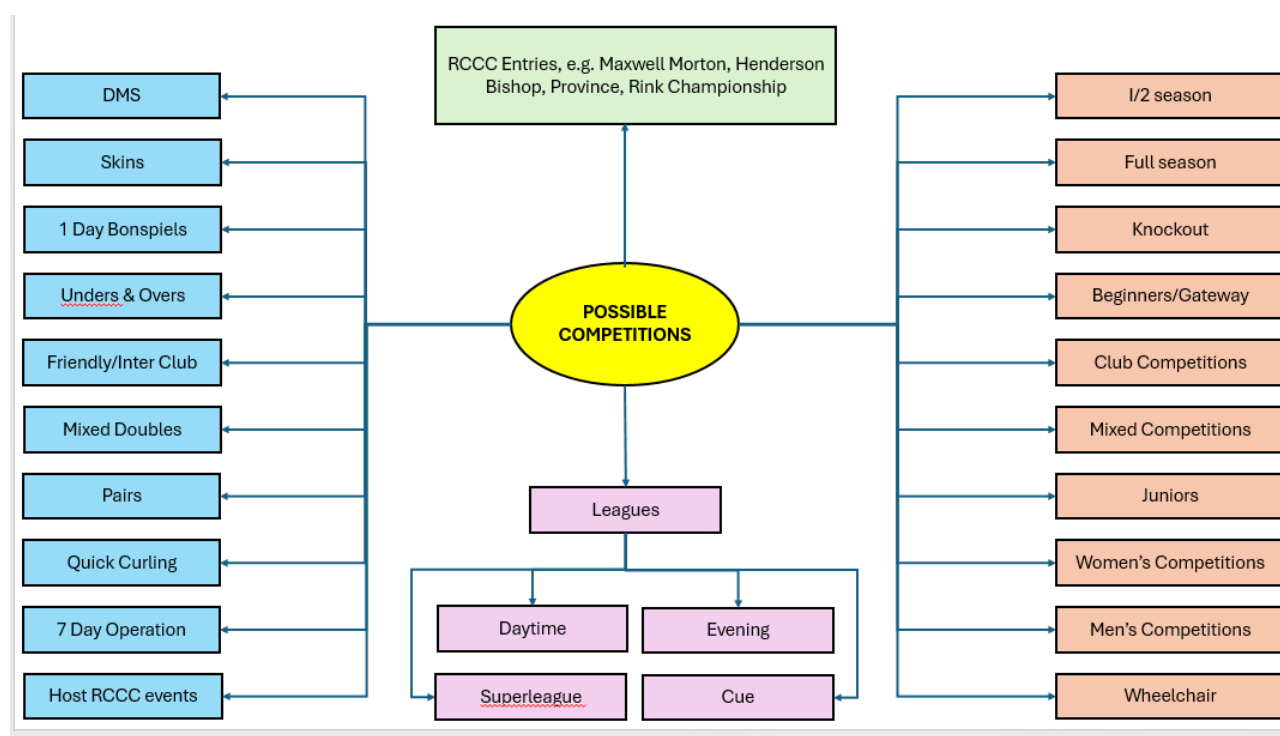
Over the years Ayr has produced a long and proud list of Olympic medallists, World and European Champions as well as Scottish champions both at senior and junior levels in Women's and Men's curling competitions (Appendix 5).

All this will sadly be lost if this project does not happen. Curl Ayrshire plans to establish a local rink in Ayrshire that it can call its own and to replicate the friendly, family-orientated atmosphere which had been enjoyed at the old ice rink in Limekiln Road. Through this, the goal is to build and grow membership for the benefit of local communities.

Key to this is development is having a structure in place to recruit, coach and retain members:



We will have opportunities for all and will deliver a wide range of weekly and annual competitions. Recruiting new members from the local community will be key for the long-term viability of the project and linkages will be formed with local schools, sports clubs, colleges and the wider community.



Once the new Curling Rink is established it is envisaged that it will be of international standard and able to accommodate Royal Caledonian Curling Club competitions, and international visitors

A detailed Marketing Strategy will be developed and implemented (Appendix 6).

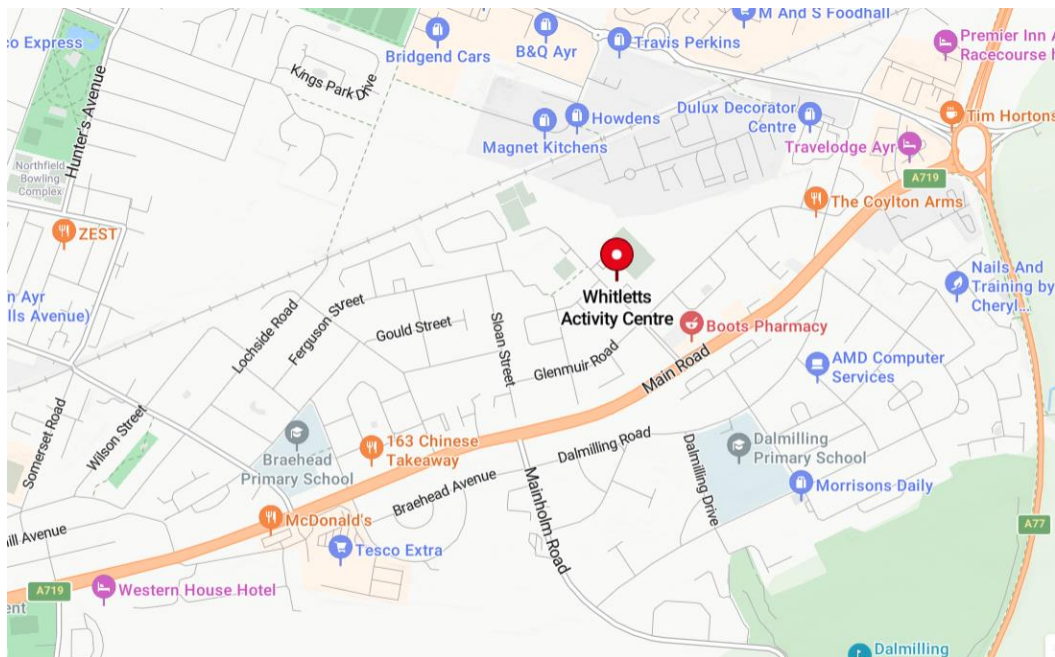
4. The Project

The key aspect of the planned development is that the new rink will be significantly smaller than its predecessor, which had two rinks, was energy inefficient and became unviable.

A modern, purpose-built facility will be considerably more energy efficient due to improved insulation, air conditioning, and computer-controlled ice management.

As this rink will be used exclusively for curling during the winter, the ice temperature will remain constant, unlike the old rink in Ayr where it varied depending on whether hockey, skating or curling was taking place.

The location of the preferred site for the new development is in Glenmuir Place, adjacent to Whitletts Activity Centre, an existing sporting area and home of Whitletts Victoria at New Voluntary Park.



Site image below.



A superimposed architect's image of the possible building and associated carpark is shown below:



Interior of Building:

- Basic Ice Pad Dimensions:
Length - 45.72 metres
Width - 19.00 metres

Additional In Ice Hall requirements:

- Workshop/water room/storage area for Ice Technicians: e.g. spraying equipment, nipper, power scraper, tools, pebble
cans and heads, hot and cold water, snow shovel, snow bin, racks for stone moving, blow torch, drill, etc.
- Side of rink walkways down the side of the Ice Pad approx. 2 x 1 metre and including emergency exits.
- End of the ice, beyond the Back Board, approx. 2 x 1.5 metre, with scoreboards to rear of each rink.
- Storage hook for the measure for six-foot radius of the circle and the measure for within the heads; probably wall-hung. Storage for coaching and development resources.

In addition, we will provide the following:

- Changing rooms, ensuring disabled access
- Toilets and possibly showers (men and women) ensuring disabled access
- Multi-use office for Ice Rink Manager, Clerical Support and Ice Technician/s
- Catering kitchen with pantry and equipment storage Bar/Servery with equipment and stock storage
- Meeting Room to seat circa 12; in addition to meetings, possible use for yoga/pilates type activities
- Chairs and tables for lounge viewing for each of four rinks
- Tables and chairs for lounge eating/drinking etc
- Storage for items such as additional tables and chairs for functions, and other sports/community activity storage for out of curling activities.

To view the Project Outcomes (Appendix 7), with Project Costs outlined (Appendix 8).

5. Sporting Benefits

Currently, there are no curling facilities within South Ayrshire. It is essential that this is rectified, as without one, the existing 340 members will likely stop curling in a few years. Most importantly, young people in South Ayrshire will have no opportunity to take up the sport.

The region has such a strong connection to curling, with curling stones hand-crafted at Kays Curling workshop in Mauchline, Ayrshire. Using granite from the island of Ailsa Craig, Kays Curling, which was founded in 1851, are the exclusive supplier of curling stones for competitions sanctioned by World Curling and have supplied stones for the Winter Olympics since the Chamonix Games in 1924.

Scotland has a world class reputation in curling, consistently achieving success on the international stage. We have 2 men's teams, who are currently ranked in the top 5 of world rankings, while Scotland's women's teams regularly challenge for honours at Olympic and World Championship levels. In the recently held World Wheelchair Curling Championships, the Scottish team secured their place in the 2026 winter Paralympics and the Mixed Doubles team gained a Silver Medal and secured their place in the 2026 winter Paralympics in Milano Cortina.

The provision of this facility is essential not only for adult fitness and health, but also as a social hub for many older and single members who are now without a dedicated space for this. Curl Ayrshire will offer lessons for children as young as eight, making it an inclusive and family orientated organisation. There is equality of opportunity for members in terms of age, experience and ability.

The facility will create social cohesion through games and competitions, including single sex teams, mixed teams, in addition to mixed aged teams, and events for both able bodied players and those with disabilities. Unlike many older curling rinks, this state-of-the-art building will be designed to be completely disability friendly. Participating in any sport can improve the quality of life of individuals and communities, promote social inclusion, improve health and raise individual self-esteem and confidence.

Curl Ayrshire Charity is committed to promoting the sport of curling in Ayrshire and increasing participation levels among all ages, sexes and abilities. Curl Ayrshire Charity will work closely with South Ayrshire Council and the sport's governing body, the Royal Caledonian Curling Club (RCCC). An article describing the club's plans and progress to date was published in its online magazine in October 2024.

Curl Ayrshire Charity currently has 340 members. We are confident that once we start fund raising and have secured premises that number will grow steadily to over 500 in two years and more once we start working with the local community who in the past have not been a target market.

Despite Scottish Curling having over 10,000 members across Scotland, retaining and increasing participation and membership has become increasingly challenging. Scottish Curling has concluded that change is required. Curl Ayrshire Charity is part of this development approach, aiming to build a new home for Ayrshire curlers with a highly structured programme of events and development opportunities for all. The new partnership approach and development structure will greatly help us to encourage participation across all age groups and abilities.

There is already a strong commitment to developing the sport which will grow because of this project. We will grow the participation in junior curling and develop a pathway for volunteer coaches and officials. We will provide much needed opportunities for those with disabilities, developing the performance pathway and organising curling camps and events. This new approach from Scottish Curling will help us move forward and we fully endorse the 7 key areas outlined by Scottish Curling:

1. Conversion – Converting participation to membership from introductory programmes such as Curling's Cool and Try Curling- targeting ages 8 to 80+.
2. Secondary School – Targeted work at secondary schools close to ice rinks to improve the engagement rate among 11–18-year-olds.
3. Retention of School Leavers – A specific focus to make it easier for junior curlers to continue their curling in new places during the major transition period of leaving school.
4. Targeted Recruitment Campaign for 50+ – Launching a national marketing campaign, delivered at local rinks, to attract new participants over the age of 50.
5. Capitalise on High Profile Events – Strategically planning to better engage with the increased media profile around major curling competitions such as Olympic/Paralympic Games and World Championships and ensure we are better prepared to provide welcoming environments that will attract people into curling.

6. Scottish Curling Membership – Review and improve how we demonstrate the value and benefits of the membership offered to our current members and create a more attractive and customer focused experience.
7. Engage with local community groups and sporting organisations.

The challenges noted above have been compounded by the continued rising energy costs, which are a significant expense for ice rinks. The new rink at Ayr will use energy efficient equipment to ensure effective energy cost management and provide a sustainable future.

A great number of households live within walking distance of our preferred location at Glenmuir Place. This would enable individuals and families to readily participate in curling for the first time, resulting in a wider and more inclusive membership. Outwith the curling season, there will be increased opportunities for community driven use of the facility.

Glenmuir Place is effectively a sports hub which would be further enhanced by the addition of a Curling Rink. Crookmoss Bowling Club is located nearby, and as outdoor bowling is a summer sport and curling is a winter sport, it's common for bowlers to curl and curlers to bowl. This location would provide a ready opportunity for individuals to be involved in sport all year round, resulting in increased levels of physical activity and socialisation by bringing people together and making a positive contribution to building a healthier, happy, safer and stronger community.

An additional benefit could be to increase membership at Crookmoss Bowling Club with curlers participating during the summer months. This would help to support and secure the future of another sporting facility and tradition. Ayr has both a University and a College Campus. In addition to providing additional leisure opportunities to all students attending either of these institutions, we have had experience working with UWS Sport Coaching and Development (BSc) students, in affording these students Placement Learning Opportunities. This has enabled more young people to try the sport, resulting in a larger pool of coaches and coaching assistants being available to the sport of curling. Based on previous practice, this also gives younger coaches an opportunity to work with our primary school's programme providing the sport with a younger image.

South Ayrshire has in the past provided Scotland with a long list of champions at International and National level (Appendix 5). This project will allow that to continue and hopefully grow.

6. Community Benefit

Ayr North Place Plan 2021 was prepared by the Ayr North community, South Ayrshire Council and other partners. The plan sets out the local community's priorities and actions for making Ayr North a better place to live, work and visit. "*The community in Ayr North should have access to good quality natural spaces and a range of opportunities for play and recreation to improve health and wellbeing*".

There is evidence of the direct impact of the sports sector on the economy (largely in terms of gross value added or job creation). More evidence exists on the indirect impact of participation in sport and physical activity on the economy (reduced healthcare costs due to a healthier population, reduced crime, reduced sickness absence, improved productivity and improved employability).

The need for place-based approaches to public health is well documented. The most recent Programme for Government commits to working with local government to take forward 20-minute neighbourhoods - the creation of liveable, accessible places with thriving local economies, where people can meet their daily needs within a 20-minute walk from their home.

This presents a significant opportunity for local government to enhance local environments and access to physical activity infrastructure and services. Physical activity is integral to the development of many dimensions that form a 20-minute neighbourhood including sport and recreation facilities.

The preferred site for the new development is adjacent to Whitletts Activity Centre, an existing sporting area and home of Whitletts Victoria at New Voluntary Park in the Ayr North Ward of South Ayrshire Council.

Ayr North is at the very heart of what makes Ayr the town it is and is home to prominent local landmarks such as Ayr Racecourse, Ayr United Football Club's Somerset Park, and the University and College at Craigie. It is predominantly residential, but it also has a wide range of other land uses. The population of Ayr North is 21,726 with 81% under 65 years.

Some parts of Ayr North have faced significant social issues and increasing levels of deprivation in recent decades.

Ayr is an area with varying levels of deprivation. It ranges from some areas in Ayr North Ward of high deprivation where 100% of the population is classed as living in the most deprived quintile according to the Scottish Index of Multiple Deprivation 2020, to Alloway and Doonfoot in South Ayr where 0% of the population is classed as living in the most deprived quintile. This compares to 29% for Ayr overall and 17% for South Ayrshire.

There is a 13-year range in life expectancy for both females and males between Ayr North and areas in Ayr South despite the two areas being only a few miles apart.

There are large differences in the mortality rate in younger people across Ayr. The mortality rate for people aged 15-44 is 8.5 times higher in some Ayr North areas compared to areas in the south of Ayr.

Just over one-in-five children are living in poverty in Ayr. This ranges from over one-in-three (36.9%) in Dalmilling in Ayr North Ward to just over one-in-twenty (6%) in Alloway and Doonfoot

There is a combination of social inequalities including that 41% of the working age population are in receipt of out of work benefits in Ayr North Harbour, Wallacetown and Newton South. This compares to 6% in Alloway and Doonfoot. The Scottish Index of Multiple Deprivation (SIMD) 2020 indicated that Ayr North has 11 SIMD 2020 zones in the first decile i.e. the top 10% most deprived area in Scotland.

The Ayr North Locality Plan April 2024 has five main priorities which includes *"Improving outcomes for young people"* and *"Building healthier communities"*.

Priority One of South Ayrshire Council Community Plan 2023-2028 states that within *"Play, Sport and Recreation"* everyone can access a range of high quality, safe, well maintained, accessible places with opportunities for play, sport and recreation.

Community led local economic development, and a place-based economic strategy is a core driver in the SAC Strategic Economic Plan. It seeks to create vibrant communities and economic growth that is inclusive, enabling as many people as possible to contribute to, and benefit from, economic growth.

Scottish Curling is committed to promoting the sport and increasing participation levels among all ages, sexes and abilities. Its mission is to develop a robust infrastructure of clubs and facilities to support the growth of the sport and increase the number of people who enjoy curling in Scotland.

According to Public Health Scotland there is robust evidence that regular physical activity provides a range of physical, mental, social, environmental and economic benefits, including:

- Reducing the risk of many long-term conditions.
- Developing and maintaining physical and mental function, enabling people to retain independence in later life.
- Supporting social inclusion.
- Helping maintain a healthy weight and reducing inequalities, particularly for those with long-term conditions.

In addition to the multiple health benefits of physical activity, societies that are more active can generate additional returns on investment.

More specifically, physical activity can positively contribute to several policy areas including Education and Children's Services, Strong, Safe and Sustainable Communities, Health and Social Care, Local Economies, Inclusive Growth and the Environment.

Sport and physical activity can enhance the contribution of local government to education and children's services through:

- Supporting physical and cognitive development.
- Promoting physical and health literacy, laying the foundations for lifelong participation.
- Improving educational attainment, either directly (improved grades, school engagement, behaviour and reduced absenteeism) or indirectly (by enhancing skills such as self-control and concentration, team working and time management).

What can Curl Ayrshire Charity do about it?

We realise the importance of helping the local community and by building the ice rink right in the middle of an area of deprivation, which is already a sporting hub, with football, bowling, gymnastics etc. this gives us the chance to help support new initiatives in this area.

To this end, we have set aside £10,000 per year to act as a subsidy for people in the local area to come and try curling.

Appendix 1 - SWOT Analysis of the Planned Project

Strengths	Weaknesses
<ul style="list-style-type: none"> • Building on previous organisation successes • Good membership despite recent events • Backing from National bodies • Strong Board • Diverse offering • Considerable local benefits • Use of unused land • Plenty of ice available to increase curling usage at no extra cost • Indoor winter sports activity • No local competition 	<ul style="list-style-type: none"> • Funding • Time – the longer the wait, membership will decline • Finding a suitable location • Ageing profile of existing membership • If we require a loan, interest charge hits Profit & Loss (£500K @ 4% = £20K pa)
Opportunities	Threats
<ul style="list-style-type: none"> • Growth programmes by governing body • National competitions • Success of Scottish teams to assist with marketing • Volunteering opportunities • Higher bar sales • Introduce less well-off local people to curling through subsidised curling 	<ul style="list-style-type: none"> • Planning requirements • Energy usage is much greater • Energy prices increase (unlikely, we have used 28p per kWh) (Appendix 10)

Appendix 2 - Funding Matrix

Potential Funders
Asset Finance available on plant and machinery (loan)
Ayrshire Clubs who would have shares in Ayrshire Curlers
Ayrshire Curlers Limited – balance of funds
Business Energy Scotland - £100,000 (grant/loan)
Carrick Futures (Foundation Scotland)
Community Enterprise Scotland Loan/Grants
Crowdfunding (500 members)
Foundation Scotland
Foux Foundation
Greene King IPA
Lottery Funding Peoples Post Code
North Carrick Community Benefit Company
Peter Harrison Foundation
Potential Benefactors – Wm Grants, HNW
Robert Barr's Charitable Trust
Scottish Land Fund – Stage 1 (may not be of use)
Scottish Land Fund – Stage 2
South Kyle Windfarm Community Benefit Fund
Sports Scotland
The Beaverbrook Foundation
The Bill McLaren Foundation
The Christina Mary Hendrie Trust
The Clothworkers Foundation
The Coalfields Regeneration Trust
The Garfield Weston Foundation
The Green Hall Foundation
The Hobart Trust
The Hugh Fraser Foundation Grant
The Inchrye Trust
The Mainhouse Charitable Trust
The Mickel Fund
The Stanley Morrison Trust
The Weir Charitable Trust
World Curling Loan – soft loans, Low Interest, Scottish Curling would act as Guarantor

Appendix 3 - Current Board Members Profiles

First names	Surname	Address	DOB	Occupation
Andrew McQuaker	Baird	2 Mochrum Court Prestwick KA9 2JA	14.11.1962	Car sales delivery driver Former Ice Technician
Robert Walter	McKay	73 Fairfield Park Ayr KA7 2AU	13.12.1935	Retired Part owner and director of steel fabrication company
Colin Ross	Naismith	26 St Leonards Rd Ayr KA7 2PT	10.12.1949	Retired Local authority Economic Development Manager
Isla Jean	Robison	Dinwoodie Lodge Hollybush Ayr KA6 6EY	03.12.1969	Housewife Former Nurse
Neil	Sands	24 Kilmaurs Road Knockentiber Kilmarnock KA2 0DY	30.09.1967	Farm Stockworker
William Charles	Steele	57 Auchendoon Crescent Ayr KA7 4AT	16.02.1954	Retired Self-employed, own business
Alison Mary	Young	73 Fairfield Park Ayr KA7 2AU	19.08.1949	Retired Quality Improvement Manager, Education Department, Ayr North shire Council

Appendix 4 – Review of Governance

Initially three subscribers were elected as directors of Curl Ayrshire Charity. Additional directors were appointed as deemed appropriate by the Board. Generally, directors will be elected at the AGM for a period not exceeding 3 years. At each AGM, the incumbent directors stand down but are eligible for re-election by the Curl Ayrshire Charity membership. Throughout their term of Board membership, each director will work with a subgroup related to taking forward their designated duties. Subgroups will vary in size as deemed appropriate.

Chair

This office bearer will conduct the executive role within the Curl Ayrshire Charity, overseeing the strategic direction and governance. This involves balancing Curl Ayrshire Charity's charitable purposes with effective management practices, ensuring long-term sustainability and community impact. They lead the Board of directors, oversee the governance framework, chair Board meetings, support and guide fundraising efforts, and promote stakeholder & community engagement.

Matches, Competitions and Social Events Director

This office bearer will function as the public figurehead for Curl Ayrshire Charity represent Curl Ayrshire Charity meetings with Scottish Curling and other official bodies. Supported by a subgroup, they will ensure a range of innovative curling opportunities and social activities for existing members. They will liaise with the Curl Ayrshire Charity's Director of Curling Development to meet the development needs of volunteers, coaches and members, and to support Curl Ayrshire Charity's objectives as laid out in the Articles of Association.

Finance Director

This office bearer will oversee the financial dealings/management of all Curl Ayrshire Charity's accounts. They should always be fully aware of the financial position of Curl Ayrshire Charity, and keep the Board informed of all financial trends and any areas of concern. This role is critical in ensuring that Curl Ayrshire Charity's resources are effectively managed to support its charitable purposes and community initiatives.

Company Secretary

This office bearer, supported by a sub group, is responsible for the smooth running of the Curl Ayrshire Charity's administrative functions and governance and involves managing communications, maintaining records, supporting the Board, and ensuring that Curl Ayrshire Charity complies with legal and regulatory requirements.

Curling Development Director

This office bearer, supported by a subgroup and the inclusion of a marketing officer, is responsible for recruiting new members, developing the knowledge and skills of the coaching team and associated volunteers, and supporting the development needs of existing Curl Ayrshire Charity members. Marketing strategies should ensure Curl Ayrshire Charity's visibility, engage the community and encourage participation.

Commercial and Community Director

This office bearer, supported by a subgroup, is responsible for maintaining strong relationships between Curl Ayrshire Charity and the local community. They oversee the development and execution of strategies to drive revenue generation, strengthen partnerships and enhance Curl Ayrshire Charity's financial sustainability. They will liaise with the Curl Ayrshire Charity's Curling Development Director and Finance Director to ensure the continued development and achievement of Curl Ayrshire Charity through the operation of commercial interests, events, sponsorship and volunteers and to support Curl Ayrshire Charity as laid out in the Articles of Association.

OSCR Liaison

This role aims to ensure the effective development and management of all aspects of Curl Ayrshire Charity in meeting its legal duties and responsibilities under the 2005 Act. This is the Charities and Trustees Investment (Scotland) Act 2005. They will be the principal point of contact for the charity with the Office of the Scottish Charity Regulator (OSCR) and liaise with all Curl Ayrshire Charity Office bearers regarding their areas of responsibility and ensuring compliance with Curl Ayrshire Charity's Charitable Purposes.

Safeguarding Officer

It is our responsibility to create an open, enjoyable and safe environment within our sport, to promote safe practice and to protect all members, especially children, young people, adults and adults at risk from harm, poor practice, exploitation and abuse. The Curl Ayrshire Charity's Safeguarding Officer will be the point of contact for all to ensure that all members (e.g. administrator, club official, coach, parent, friend and participants) are aware of the contact details of the Safeguarding Officer. The Safeguarding Officer will act as the Protection of Vulnerable Groups (PVG) ID checker within the club.

Disability and Inclusion Adviser/s

From the design stage onwards of the new facility, Curl Ayrshire Charity will consult with members who are wheelchair users, and those experiencing other forms of disability to advise and ensure that all aspects of the new build are Disability Discrimination Act compliant and offer the best possible opportunities for the local community.

N.B. Scottish Curling are currently developing a Curling specific Disability Inclusion course and we will fund coaches and coaching assistants to undertake this training in preparation for offering appropriate opportunities for all.

Appendix 5 - Ayr's Champions

Success comes in many different shapes and forms and over the years Ayr has shown great success at many levels of the game at National and International level:-

Ayr's Olympic, World and European Medallists

Winter Olympic Games Medallists (Women)

2002 Gold *Margaret Morton*

Winter Olympic Games Medallists (Men)

2014 Silver *Scott Andrew*

World Men's Curling Championship Medallists

2013 Bronze *Scott Andrews*

2012 Silver *Scott Andrews*

2011 Silver *Scott Andrews*

World Women's Curling Championship Medallists

2002 Gold *Sheila Swan*

European Curling Championships Medallists (Men)

2013 Bronze *Scott Andrews*

World Junior Curling Championships Medallists (Men)

2010 Silver *Scott Andrews*

1987 Gold *Lindsay Clark*

World Junior Curling Championships Medallists (Women)

2007 Gold *Barbara McFarlane*

World Junior B Championships

2019 Gold *Coach - Alison Cunningham*

World Mixed Curling Championships Medallists

2017 Gold *Billy Morton, Barbara McFarlane*

European Mixed Curling Championship

2013 Silver *Karen Barthelemy*

2012 Gold *Karen Strang*

Ayr's Scottish Champions

Scottish Champions Men

2017 *Scott Andrews*

2013 *Scott Andrews*

2012 *Scott Andrews*

2011 *Scott Andrews*

1985 *Billy Howat, Robert Clark, Robert Shaw, Alistair Henry*

Scottish Champions Women

2014	<i>Barbara McFarlane</i>
2002	<i>Sheila Swan</i>
2000	<i>Margaret Morton</i>
1984	<i>Sadie Anderson, Annie Kennedy, Martha McFadzean, Jessie Brown</i>
1979	<i>Beth Lindsay, Anne MacKellar, Jeanette Johnston, May Taylor</i>

Scottish Junior Champions Men

2011	<i>Billy Morton</i>
2010	<i>Scott Andrews</i>
2008	<i>Scott Andrews</i>
1987	<i>Lindsay Clark</i>

Scottish Junior Champions Women

2020	<i>Beth Rowley, Coach-Alison Cunningham</i>
2007	<i>Barbara McFarlane</i>
1998	<i>Kirsty Drummond</i>

Scottish Senior Champions Men

2020	<i>Robert Anderson</i>
2014	<i>Robert Anderson</i>
2006	<i>Ronnie Peat</i>
2000	<i>Jim Bryson</i>
1996	<i>Bill Morton</i>

Scottish Senior Champions Women

2024	<i>Gail Thomson, Alison Cunningham, Gillian King, Sheila Kennedy</i>
2008	<i>Kirsty Letton</i>
2004	<i>Kirsty Letton</i>
2000	<i>Kirsty Letton</i>
1999	<i>Kirsty Letton</i>
1998	<i>Kirsty Letton</i>
1997	<i>Kirsty Letton</i>
1986	<i>Mattie Smillie, Mary Tyre, Joan Connolly, Mattie Wilson</i>
1985	<i>Mattie Smillie, Doreen McGawn, Joan Connolly, Mattie Wilson</i>
1981	<i>Janice Thomson, Mary Hamilton, Sheena Montgomerie, Cathy Fergusson</i>

Scottish Mixed Champions

2024	<i>Neil Kennedy, Margaret Agnew, John Agnew, Sheila Kennedy</i>
2023	<i>Neil Kennedy, Margaret Agnew, John Agnew, Sheila Kennedy</i>
2017	<i>Billy Morton, Barbara McFarlane</i>

National Masters Champions Men

2011	<i>George Lindsay Jr</i>
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National Masters Champions Women

2016	<i>Margaret White</i>
2005	<i>Kirsty Letton</i>
2003	<i>Kirsty Letton</i>

Scottish Pairs Champions

2015	<i>Robert Clark, Murray Stevenson</i>
2012	<i>Neil Kennedy, Richard Goldie</i>
2010	<i>Richard Goldie, Neil Kennedy</i>

Scottish Mixed Champions

2017	<i>Billy Morton, Barbara McFarlane</i>
2014	<i>Billy Morton</i>
2013	<i>Karen Barthelemy</i>
2012	<i>Karen Strang</i>
2008	<i>Alan Smith, Gillian Howard, David Mundell, Karen Strang</i>
1984	<i>Jack Brown, Jessie Brown, Annie Kennedy, Jack Kennedy</i>

Scottish Mixed Doubles Champions

2018/19	<i>Scott Andrews</i>
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Scottish Senior Mixed Champions

2022/23	<i>Robert Clark, Murray Stevenson, Gail Thomson, Alison Cunningham</i>
2019/20	<i>Stuart Wilson, Margaret Agnew, John Agnew, Gillian King</i>
2018/19	<i>Margaret Agnew, John Agnew, Gillian King</i>
2017/18:	<i>Stuart Wilson</i>

In March 2023, Ayr Junior Curling Club had the honour of hosting the International Junior Curling Club Bonspiel at Ayr Ice Rink with teams competing from Germany, Italy, Switzerland, England and Scotland.

24 teams in total competed with some exceptional talent on display.



Support from local businesses, and volunteer coaches made a huge contribution to the success of this event in general, and to the successes of the teams from Ayr who participated.

One of the measurable successes of this event was the number of junior teams who came to Ayr from other parts of the UK and from several European countries.

This event, and the March 2025 World Wheelchair Curling Competition, held nearby in Auchenhavrie, clearly show that there is an appetite for curlers to travel to this area from far and wide to compete at the highest levels.

Appendix 6 - Marketing Strategy

A detailed marketing strategy will be developed and implemented based on the following:

Currently, Curl Ayrshire Charity has 340 members, ranging from ages 8 to 80+, and expects this number to increase to around the 450-500 level within three years, with sustainable annual growth thereafter. This is achievable with the development and eventual opening of the new rink. It is worth noting that, pre-pandemic and the closure of the ice rink, membership was around 450-500 which allows us to believe that we can attract this volume of membership to a new facility.

Curl Ayrshire Charity target market includes everyone from ages 8 to 80+.

As per previous practice, Curl Ayrshire Charity will offer primary school pupils short taster courses during the school day with sessions led by qualified coaches. These sessions will feed into our new Junior Section.

During the day, Curl Ayrshire Charity will target adults, such as shift workers, pre-retiral and those of retirement age with daytime curling sessions. Evening sessions will be aimed at young people, college and university students, and adults of working age.

As a 7-day per week facility, all members will have the opportunity to curl at weekends with the added benefits of enabling family participation.

Curl Ayrshire Charity propose to design the new facility in such a way that it will be truly accessible for those with disabilities, including wheelchair users.

Businesses and Corporate Groups looking for team-building activities or corporate entertainment events will be targeted. We have experience with Hendriks Gin and Peacocks Salt, amongst others, which fundamentally allows us to understand that there is a market there for us to operate in, and one in which we are adept at operating within due to our previous experience..

Additionally, Curl Ayrshire Charity will offer a service that attracts those who may feel isolated and can benefit from group activities.

While most of our members reside in South Ayrshire, a number live in the other Ayrshire regions and beyond.

Eventually we aim to host national and international competitions, bringing in visitors from much further afield.

The local area has high levels of deprivation and high unemployment. We will provide daytime facilities to help reduce isolation and schemes to offer reduce cost/free curling.

Marketing will be through a mixture of media platforms:

- Continue to engage and keep our existing 340 members updated and encourage them to help spread the word using the power of personal recommendation.
- Launch a press campaign in Ayrshire newspapers and online forums.
- Feature in Scottish Curling's newsletters (the marketing arm of the RCCC) and website to gain national attention.
- Develop a "*Why Curling?*" campaign with testimonials from current members.
- Regular posts on Facebook, Instagram, X (formerly known as twitter), and TikTok to engage various demographics.
- Feature "Member Stories" videos showcasing the social and fun side of curling.
- Start a countdown to the new rink opening to build excitement.
- Attend community fairs, farmers' markets, and sports events to spread awareness.
- Host "Try Curling" pop-up sessions at existing rinks (e.g., Greenacres, Hamilton).
- Partner with schools and colleges to introduce curling to younger players.

Appendix 7 - Project Outcomes

Description	Total
Number of full-time new jobs created	4
Number of part-time jobs supported	2
Number of jobs during construction phase – (local contractors)	15
Number of volunteering opportunities	25
Number of training places created through modern apprenticeships (included in full-time above)	1
Number of refurbished buildings brought back into use	0
New Investment	£3m
Amount of space modified – acres	2
Vacant and derelict land remediated, de-risked or brought back into use	2
Number of businesses/enterprises benefiting from supported facilities (based on local suppliers)	10
Number of renewable energy and resource/energy-efficiency projects supported (solar and energy efficient boilers and machinery)	4

CO2 Savings - Solar power, heat pumps and battery storage will greatly reduce the cost of energy and will show considerable CO2 savings (Appendix 9).

Appendix 8 - Project Costs

Project Costs	
Building (fully clad to WCF Spec.)	£500,000
Ice Pad Installation	£350,000
Chiller (Trane design)	£300,000
Heating and Ventilation (A Carr)	£60,000
Site purchase/ planning	£250,000
Car park /site landscaped	£200,000
Misc./ power connections	£250,000
Design and installation of off-ice facilities <i>(to include bar and catering equipment)</i>	£500,000
Hire of site engineer and planner	£100,000
Inflation (5%)	£125,000
Total	£2,635,000
<i>NB costs required for solar panels/battery storage and Boss and other ice making equipment</i>	

The building will be Disability Discrimination Act (DDA) compliant. All such areas as would be expected in a modern ice rink will be included in the plans, for both on and off the ice. Specialist advice will be sought around this.

Proposed Timeline:

Activity	Completed by
Acquire Land	September 2025
Planning Application	March 2026
Ground Works	June 2026
Build and instal	March 2027
Commission and testing	August 2027

Appendix 9 - Carbon Footprint

The new building will be designed to be an energy efficient building, fully insulated, temperature and humidity controlled based on viable models throughout the world:

- It will have an energy efficient ice pad constructed with a concrete base enabling fast freezing and thawing thus reducing energy usage.
- The chiller (Ice Maker) will have the latest computer-controlled controls giving exact ice thickness on the ice pad continuously, thus reducing energy usage.
- It will have solar panels and an efficient boiler to reduce the use of grid electricity for lighting, heating, social and office spaces.
- We will endeavour to use green energy contracts wherever possible.

Why will a new ice rink succeed when the old Ayr Ice Rink failed due to rising energy costs?

The previous Ayr Ice rink opened in 1973 in a converted building. It tried to cater for curling, skating and ice hockey using two ice pads, the smaller only being suitable for skating. The energy usage was enormous compared to other ice rinks, and with the global increase in energy prices in 2021, this was the final straw.

	Proposed New Ice Rink	Old Ice Rink
Building	State of the art design, based on World Curling Federation specification.	Converted dog racing track.
Design	Compact, four-sheet, designed for curling and based on viable models.	Huge carbon footprint, high ceiling, two ice pads.
Disabled Access	Purpose design for wheelchairs.	One small lift installed. No disabled spectator facilities.
Freezing Plant	New, efficient modern design.	Old plant.
Ice Frozen	Six months (October – March) or by other arrangement.	Twelve months (No curling April to September, resulting in low income but high costs).
Energy	Solar panels, battery storage.	Grid supply only.
Insulation	Full insulated, low ceiling on ice pad.	Very poor insulation.
Availability for Curling	7-days a week.	Five days a week.
Marketing	Dedicated team to drive new business, including disabled people, school children, working people who can only play at weekends.	Marketing proved there was demand, but insufficient ice available when needed.
National Competitions	With seven-day curling, there is an opportunity to attract major competitions.	Limited success.

