





#### POPULATION 2,910

Gullane is in East Lothian. It is a seaside residential town with leisure facilities.

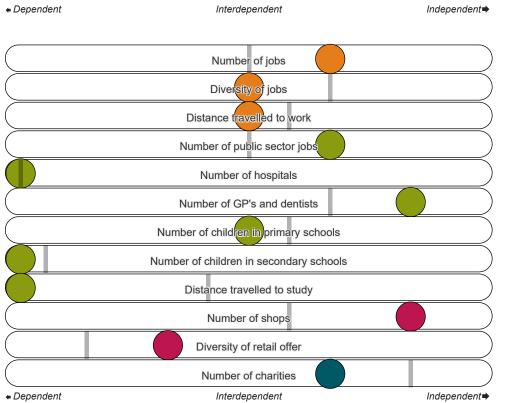
In this and similar small towns, the population is commonly older. The group has higher social grade status than other groups, a higher proportion are owner occupiers and car ownership is also higher.

Gullane is an interdependent town.

Its most similar towns are Balloch, Comrie (Perth & Kinross), Doune, and Fortrose.

To gain more insight into Gullane, compare it to any of the other towns included in USP.

# **Inter-relationships**



Gullane is an interdependent town.

Combining inter-relationships and typology, Gullane is grouped with 8 other towns. It has similarities to these towns in terms of the number of hospitals, children in primary schools, children in secondary schools, jobs, public sector jobs, GP's and dentists, and diversity of retail offer. It also has similarities in the distance travelled to work.

Gullane differs most from its group in the distance travelled to study.

- Employment
- Public
- Commercial
- Social
- Average for the category



# Population change 2011 to 2022

13%

▼ Less than similar towns per head of population

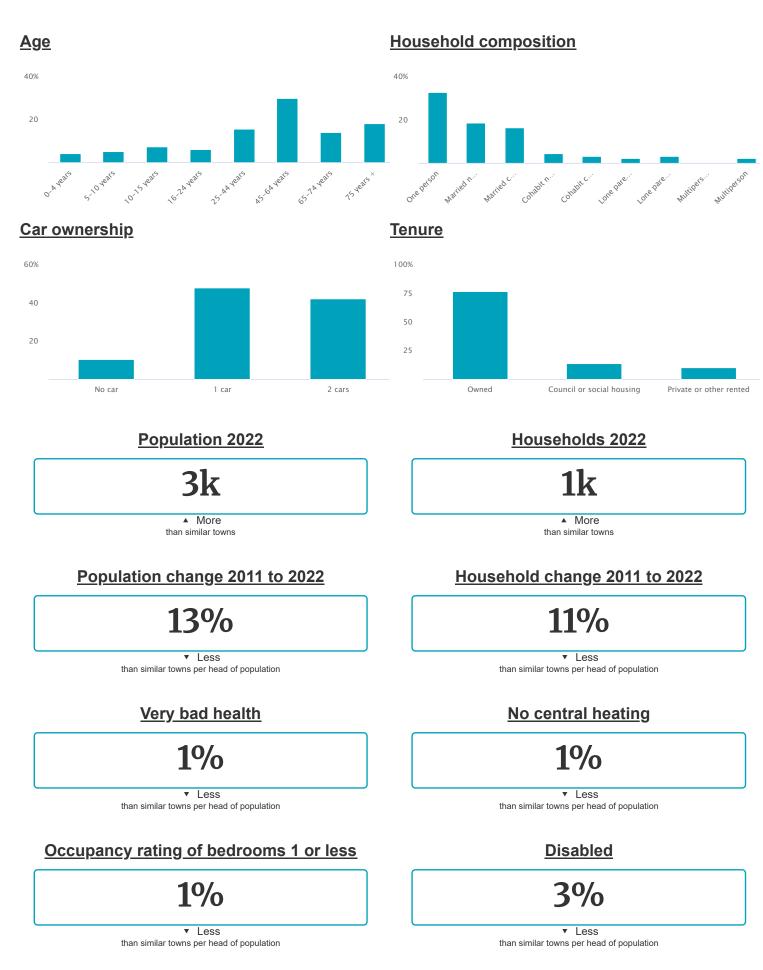
# Household change 2011 to 2022

11%

▼ Less

than similar towns per head of population







#### **Jobs**

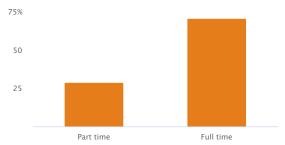
# 800

▲ More

than similar towns per head of population

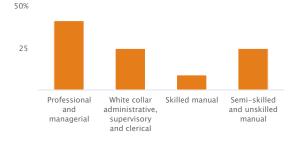
## **Employment type**

(% working full time vs part time aged 16-74)

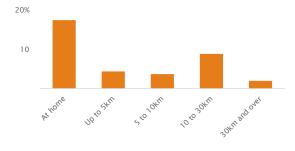


## **Social Grade**

(% households aged 16-64)

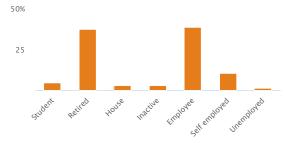


#### Distance travelled to work

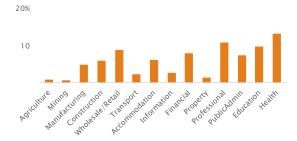


# **Occupation**

(% aged 16-74)



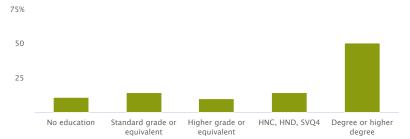
### **Sector Diversity**







(% all people aged 16 and over)



## **Children in primary schools**

240

▼ Less than similar towns per head of population

## **Hospitals**

0

The same as similar towns per head of population

# **Children in secondary schools**

0

▼ Less

than similar towns per head of population

## **GP's and dentists**

10

▲ More

than similar towns per head of population



# Number of people per shop

▲ More

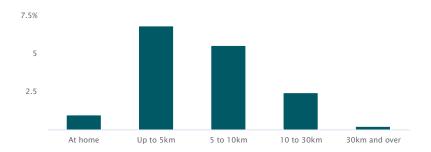
than similar towns per head of population

# **Diversity of retail offer (%)**

▲ More than similar towns per head of population



# **Distance travelled to study**



# Number of residents per charity

291

▼ Less

than similar towns per head of population



Households with D, E, F
energy performance
certificate rating

30%

▼ Less

than similar towns per head of population

<u>Households with green</u> <u>energy heating system</u>

3%

▼ Less than similar towns per head of population

Average house price (£)

571k

▲ More than similar towns per head of population