



 **Gympanzees**[®]
a world of fun & fitness
for all disabled children

Easter Pop Up 2023

Headline Statistics

Charity number 1189375

What is a Pop Up?

The Pop Ups are smaller versions of our plans for the Gympanzees main centre and where we test our concept. During the Easter and Summer holidays we take over an entire school and fill it with multiple interactive rooms and spaces, designed to get disabled children and young people active, exploring and using their sensory systems.

Easter 2023 was the sixth Gympanzees Pop Up and the busiest yet with 120 bookings a day.

Number of visitors

	EASTER 2022 (12 Days)	EASTER 2023 (12 Days)
No of children bookings	1137	1352
Bookings per day	95	120

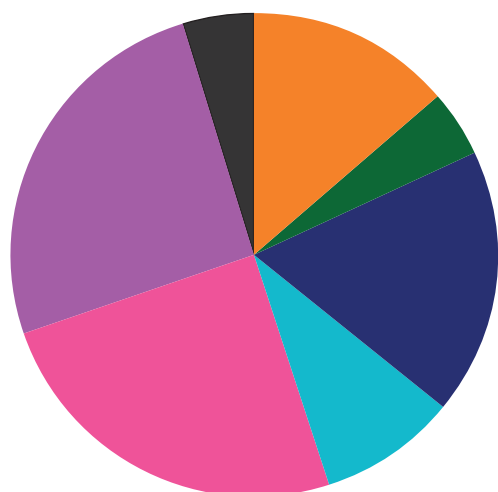
2,704
visits in total

(based on a ratio of 1 adult to 1 child)

Who were our visitors?

Type of Disability

Many children and young people that visit Gympanzees have disabilities that overlap a number of the following categories.



Behaviours that challenge	49%
Medical	16%
Learning Disability	63%
Physical Disabilities	32%
Sensory Needs	88%
Social and Communication Difficulties	91%
Other	16%

Wheelchair/ mobility buggy users

29% of our visitors use a wheelchair or disability buggy.



Ethnicities

English, Welsh, Scottish, Northern Irish	85%
Irish	1%
Gypsy, Roma and Irish Traveller	1%
Any other white background	3%
White and Black Caribbean	2%
White and Asian	1%
Any other mixed/multiple ethnic background	2%
Chinese	1%
African	1%
Caribbean	1%
Any other Black/African/Caribbean	1%
Any other ethnic group	1%

This year we have invested in our marketing and are working with local community centres and charities to ensure we are reaching a more diverse population.





Gender

Male	57%
Female	42%
Non Binary	1%

This figure follows the pattern from previous Pop Ups. A large number of our visitors are diagnosed with ADHD and autism and evidence suggests diagnosis for ADHD and autism in young girls is much lower due to lack of research and girls presenting differently to boys. This could be a barrier to more young girls accessing Gympanzees.

Age

Age 0-10	77%
Age 11-25	23%



We have always had more younger than older visitors. This is expected as the equipment is all portable at the Pop Ups, and much of it isn't suitable for older children and young adults. There is more to suit a teenage and adult audience within the plans for the main centre.



JOY RIDE
Max weight 124kg

Travel

Shortest time travelled:
3 minutes

Longest time travelled:
6-hour round trip

Average time travelled:
26 minutes



We also had visitors from

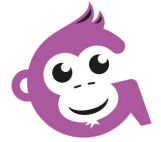
Stroud
Forest of Dean
Cheltenham

Caerphilly
Monmouthshire
Torfaen

Swindon
Cornwall
Teignbridge

Herefordshire
Worcester

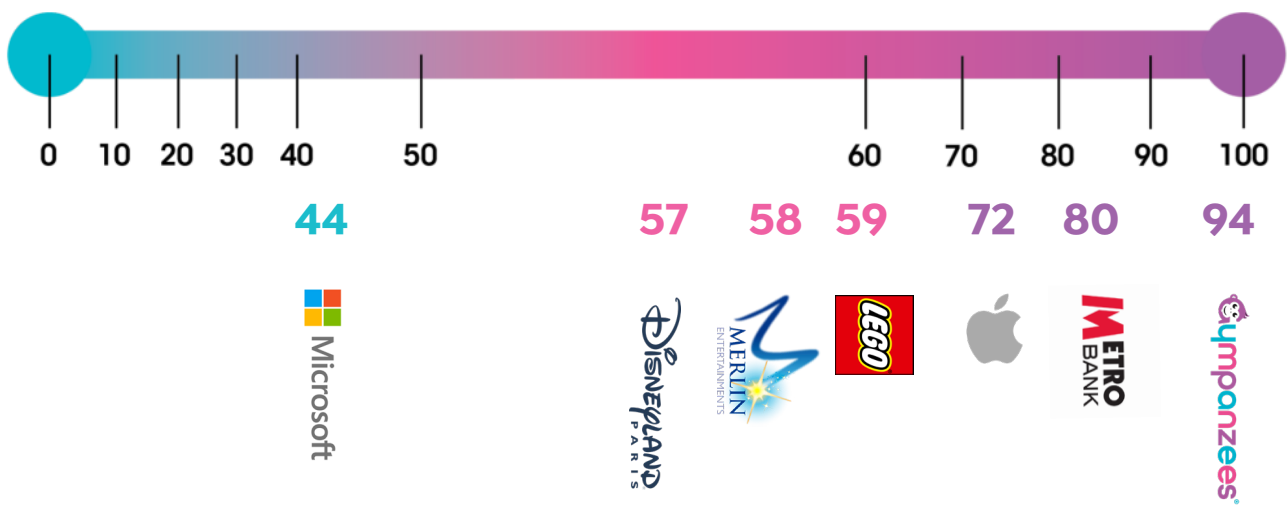
Feedback



Net Promotor Score (NPS) –

Scores between 0 to 30 are typically good, but there's room for improvement. Scores of 30-70 are classified as great and it typically means you have a lot of happy customers. If your NPS is 70 or higher – you are doing an excellent job with a high number of promoters in your customer base.

Gympanzees Easter Pop Up scored 94.



89% of parents/carers reported they felt socially isolated some or all of the time.

77% of parents or carers reported they have experienced mental ill health some or all of the time.

80% of parents/carers said they had been effected by the cost of living.

87% of parents/carers were able to talk to other parents at the Pop Up.

93% of visitors said they loved it and would come back.



Magic Moments



A **47-year-old** had their first time on a trampoline.

A **4-year-old** practised walking for the first time with the help of an Innowalk.

A **6-year-old** who doesn't normally want to leave the house couldn't wait to come to Gympanzees.

An **11-year-old** asked a member of staff for help when they're usually too anxious to speak.

What Parents Said...

“As my son has gotten older the world has become smaller, in regards to the places I can go with him, but no matter how old he gets he's always going to want to bounce on a trampoline, and this is why Gympanzees is so important.”

“We've come up from Cornwall because stuff like this just does not exist, it enables all my girls to play together which is otherwise inaccessible to families like us. Thank you Gympanzees!”

“D and C are at the same school, but this is the first time we've managed to meet up outside of school as it's difficult to think of somewhere safe and suitable. It was so lovely to see them playing together. Gympanzees has changed so many disabled children's lives and their families”



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