

# 5 Harben Parade, Finchley Road, Swiss Cottage

## Planning Statement

**on behalf of David (AF) 4 Ltd t/a Anytime Fitness Swiss Cottage**

June 2019



## Contact

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Job reference no: 34203

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## Appendices

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## 1.0 Introduction

- 1.1 This Planning Statement has been produced by Nexus Planning on behalf of David (AF) 4 Ltd t/a Anytime Fitness Swiss Cottage ("the Applicant") to support the following development:

*Change of use and subdivision of the unit from A1 (retail) use class to form one independent A1 (retail) use class unit and one independent D2 (gymnasium) use class unit at ground floor level and D2 (gymnasium) use class on the lower ground floor level, with associated minor external alterations to shop front ("the Proposed Development") at 5 Harben Parade, Finchley Road ("the Site").*

- 1.2 The purpose of this report is to set out the main features of the Proposed Development and provide an assessment against the relevant policies of the development plan and other material considerations.

### Application Documentation

- 1.3 The planning application documentation submitted in support of this planning application includes:

- Application form and certificates
- Existing floor plans
- Proposed floor plans
- Existing elevations
- Proposed elevations
- Planning Statement

- 1.4 This statement comprises the following sections and should be read in conjunction with the submitted drawings and documents:

- **Section 2** provides details on the Site location and the surrounding area;
  - **Section 3** outlines the relevant planning history of the site;
  - **Section 4** describes the Proposed Development;
  - **Section 5** outlines the planning policy context;
  - **Section 6** assesses the Proposed Development against the relevant planning policies;
  - **Section 7** provides an overall summary and conclusion.
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## 2.0 Site Context

- 2.1 The application Site comprises the ground floor and basement level of 5 Harben Parade, Finchley Road. It is located on the south/west side of Finchley Road along Harben Parade. Access to the Site is gained off Harben Parade which is a main high street.
  - 2.2 The Site is located within a highly sustainable location due to its proximity with Swiss Cottage underground station 170m to the south and Finchley Road underground station 360m to the north. There is also a bus stop within 30m of the Site along Harben Parade which is frequently serviced and provides journey to a range of locations including South Hampstead, North Finchley, Edgware and Brent Cross (service numbers 187, 13 113, C11 respectively).
  - 2.3 The Site has been vacant for more than 12 months but was previously in use as by Argos (A1 retail use).
  - 2.4 The Site is located within the Finchley Road town centre and is within a Primary Shopping Frontage designation. The Site also lies within a District Centre having regard to the London Plan.
  - 2.5 The three floors above the Site are used for residential (C3 use class) and the adjacent units are occupied by commercial operators.
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### 3.0 Relevant Planning History

Table 3.1 below summarises planning applications relevant to the Site.

Applicant reference	Application proposal	Decision
2018/6271/P	Change of use of ground and lower ground from A1 to D2. Alterations to ground front elevation	Refused 02/01/2019
2011/2735/A	Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign to front elevation at ground floor level.	Approved 16/04/2002
9580033	Display of internally illuminated fascia sign to measure 2180mm x 645mm and internally illuminated project box sign to measure 450mm x 850mm x 150mm both located at ground floor fascia level as shown on drawing number D1023001/B	Approved 21/02/1995
8580135	Display of an internally illuminated fascia box sign measuring 9.25m x 1.05m and an internally illuminated projecting box sign measuring 1.05m x 1.05m both with an overall height of 3.65m over pavement level as shown on unnumbered drawing.	Approved 29/05/1985
8500856	Installation of a new shop front	Approved 20/05/1985
8580070	1.Display of an internally illuminated fascia panel measuring 2.7m x 0.64m overall to read "Argos" affixed to the existing non-illuminated fascia. 2.Display of an internally illuminated projecting box sign measuring 915mm x 500mm x 200mm	Approved 19/03/1985
8500373	Installation of a new shopfront as shown on drawings No.1035/4C 5A and 10.	Approved 04/03/1985
CTP/H7/10/B/18316	The installation of a new shopfront at 5 Harben Parade	Approved 18/04/1974

CA/999/A	A non-illuminated red mosaic fascia 61' x 2'6" (18.6m x 0.8m) reading 'Woolworth' and standard symbol in white illuminated lettering 17 3/4" (0.4m) high. (2) An illuminated projecting box sign measuring 2'6" x 3'3" (0.8m x 1m). The sign to display woolworth Standard Symbol and name in white letters on a red background.	Registered 20/02/1974
CA/999	Set of 21" high internally-illuminated yellow letters to read WOOLWORTH. Length of display 38' and sited on fascia with overall height of 10'6".	Approved 05/04/1968

Table 3.1: Summary of relevant planning history

- 3.1 The planning history of direct relevance to the Proposed Development is application reference 2018/6271/P which sought planning permission for a change of use of from A1 to D2 on the Site. The application was refused by the Council on 2<sup>nd</sup> January 2019 as it was determined that the loss of a retail unit would undermine the retail function of Finchley Road Town Centre and harm the character, function, vitality and viability of the Town Centre.
- 3.2 Despite the application being refused it did establish a number of important principles which are relevant to the Proposed Development as follows:
- The proposed alterations to the entrance are acceptable in terms of their design, scale and sitting and would not detract from the character and appearance;
  - noise impacts and mitigation set out within of the change of use application would be acceptable;
  - the 24 hour use would not create significant noise or disturbance to the neighbouring residents; and
  - no harmful transport impact would be caused to the wider area.
- 3.3 The Officer's Report for application 2018/6271/P will be referenced throughout this Planning Statement and can be found at Appendix 1.

## 4.0 Proposed Development

- 4.1 This planning application seeks permission to subdivide the Site into two separate commercial units. At the ground floor level, the existing unit will be sub-divided to create two individual commercial units, each with their own access. One unit will remain in class A1 use (retail), with the remainder of the unit proposed for D2 use (gymnasium). The street frontage will be split approximately 50% for retail use and 50% for gymnasium use. At the lower ground floor level, the D2 use is proposed.
- 4.2 The Site current has an established A1 retail use but it has been vacant for more than 12 months. An A1 use will be retained through a smaller unit which is proposed to operate as a coffee shop /juice bar. The Applicant proposes to operate this business as well. Therefore we can be certain that this unit will be in full use.
- 4.3 Planning permission is sought to allow the use of the gymnasium 24 hour a day, 7 days a week in line with Anytime Fitness' standard operation and business model, reflecting modern 24/7 lifestyles and demand.
- 4.4 It is anticipated that the gymnasium aspect of the Proposed Development will support five salaried staff, six full-time self-employed staff and 15 part-time self-employed staff (class instructors).

### **Background to Anytime Fitness**

- 4.5 Anytime Fitness was founded in 2002 and since then has maintained robust growth rates, to become one of the world's largest and fastest growing, 24 hour fitness franchises.
- 4.6 Anytime Fitness has over 4,500 clubs open worldwide, with over 4 million members. Open 24 hours a day, 365 days a year, on all 7 continents of the world Anytime Fitness prides itself on providing its members with convenient and affordable fitness options in well maintained facilities which feature top-quality exercise equipment and state-of-the-art security and surveillance systems.
- 4.7 Currently there are 160 Anytime Fitness gyms operating within the UK.
- 4.8 The ability to access the gym 24 hours a day in combination with the location of Anytime Fitness gyms in highly accessible locations means that gym members can work out at a time convenient to them.
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#### 24/7 Opening Hours

- 4.9 Because the gyms operate 24 hours a day, members do not have to rush to access the facility before it closes or wait for it to open. Active members gain access with a unique swipe entry key fob which is linked to their member account. The extended trading hours of Anytime Fitness gyms reduces demand for parking in comparison to other gyms as use is spread throughout the day. Members can access the facility at all hours and not just on the way to or from work like at most gyms, lessening the peak usage times during the typical rush hours of 7am – 9am and 5:30pm – 7:30pm.

#### Health & Safety

- 4.10 Security and safety are of paramount importance to Anytime Fitness. All our gyms are monitored using CCTV in all areas, and remotely monitored via a system that has audio and visual access to the facility. This system is in operation both during staffed and non-staffed times. The surveillance cameras offer adaptable camera positions using a three access system. For added security a smoke coloured dome is placed over the camera to conceal the direction its lens is pointing, and there is a dedicated high resolution camera positioned by the entrance.

#### Personal Health & Safety

- 4.11 On average, approximately 5% of members choose to work out at Anytime Fitness Clubs between the hours of 10:00pm and 5:00am. Using advanced member tracking software, we know there is rarely only one person in the club during those hours. Even so, the use of personal security devices (PSDs) is strongly encouraged by club owners during non-staffed hours.
- 4.12 PSDs offer instant emergency notification in the event of an accident or illness. When a PSD button is pressed, the security monitoring company will immediately call the alarm retrieval centre (ARC), and next they will contact the facility/club owner. As previously mentioned, for the member's safety and peace of mind each club is fitted with high resolution surveillance cameras, as well as emergency buttons that will provide a direct link to emergency and law enforcement services.

#### Entry Procedure

- 4.13 The main member entrance door is equipped with a proximity access control system. To gain entrance, the member holds their key fob or membership card in front of a device called a proximity
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reader. As the member enters, they pass by a mechanism called a tailgate detection system. This system validates only one person to enter the facility at a time.

### Existing Gym Usage

4.14 The following graphs illustrate the typical usage at several other Anytime Fitness clubs. In general, gym usage between the hours of 12am and 6am represents a small portion of total member visits (typically between 1% and 5%). The figures below clearly demonstrate that the usage of the gyms have a similar pattern, the peak hours generally being 5am/6am - 9am and 4pm – 8pm. During the weekends usage between 12am and 6am tends to be lower than the weekdays and normally doesn't exceed 2% of recorded visits.

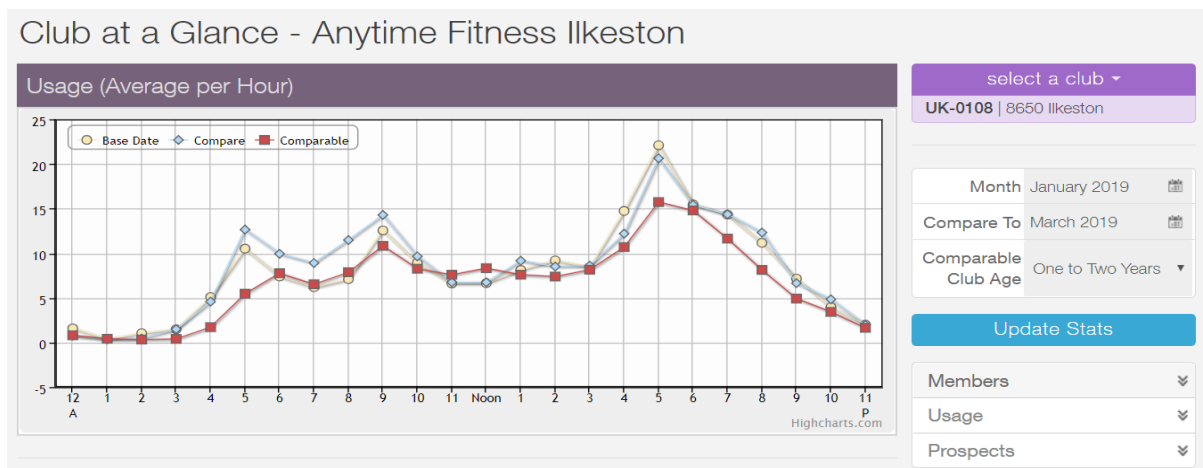


Figure 4.1 Average use per hour at Ilkeston

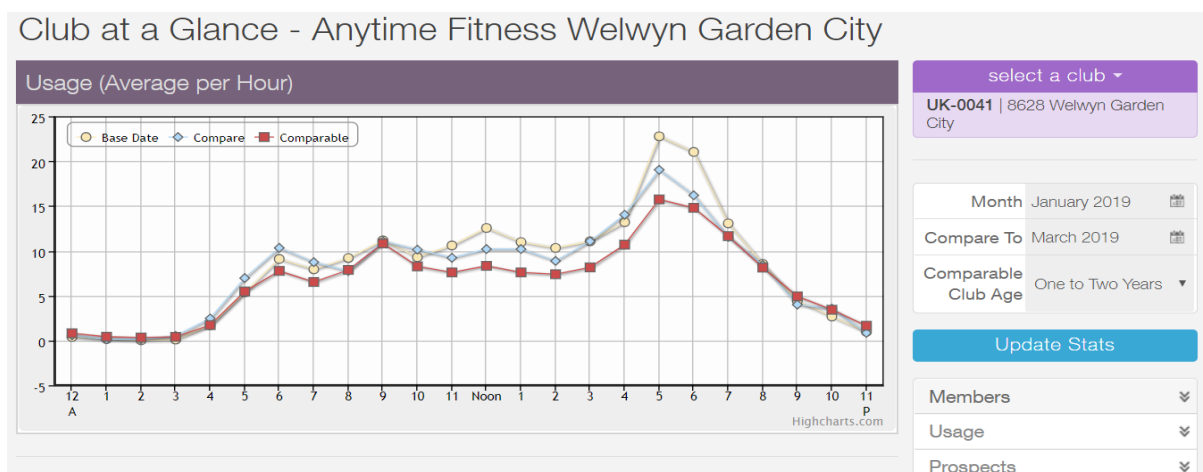


Figure 4.2 Average use per hour at Ilkeston at Welwyn Garden City

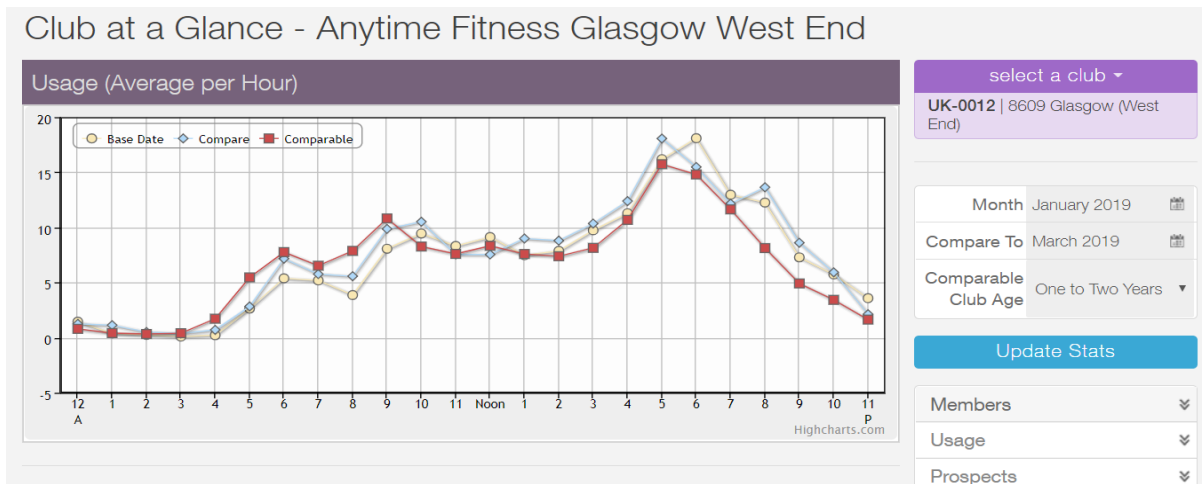


Figure 4.3 Average use per hour at Glasgow West End

4.15 Taking these examples into account, night time usage of these gyms is consistency low and the extent of usage between 12am and 4am is generally 1-2 visits per hour. Typically the people using the gym at these times are regular members from the local community that are keen to maintain health and fitness. They predominately consist of people who work abnormal hours such as nurses, shift workers, police and fire officers.

#### Anticipated Usage at Proposed Gym

4.16 It is anticipated that the usage of the proposed gym would follow a similar pattern to the gyms outlined above.

#### Anytime Fitness Members

4.17 Members who use Anytime Fitness clubs outside normal hours often comprise of shift workers such as community servants, nurses, shift workers and correctional/police/fire officers. Most members are residents of the surrounding area, people who work in adjacent commercial units, and other members of the local community who are keen to maintain their fitness and well-being. Many members walk to their club from either home or work, reducing their dependence on driving. Our data tells us that the vast majority of members in this location will attend the centre on foot, from either their home or place of work.

4.18 Between the UK and Ireland, there are a total of 160 Anytime Fitness gyms that have successfully adopted the Anytime Fitness operating model, with more than 30 operating within Greater London.

## 5.0 Planning Policy Context

5.1 This section of the Planning Statement summarises the planning policy context relevant to the Proposed Development. Section 6 provides a more detailed assessment of the application proposals having regard to the relevant planning policies.

### National Planning Policy Framework

5.2 The Government published the updated National Planning Policy Framework (NPPF) in July 2018 which was then revised in February 2019. The NPPF sets out the Government's planning policies and how these are expected to be applied.

5.3 Paragraph 11 of the NPPF sets out the presumption in favour of sustainable development. For decision taking this means:

- approving development proposals that accord with an up to date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out of date, granting permission unless:
  - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
  - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessing against the policies in the Framework are taken as a whole.

5.4 Paragraph 85 identifies that planning policies and decisions should support the role that town centres play at the heart of the local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should, amongst others define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters.

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## **Development Plan**

5.5 For this planning application the development plan comprises the Camden Local Plan (2017) and the London Plan (2016).

5.6 The Council also has a number of adopted planning guidance documents, which include:

- CPG Amenity (2018)
- CPG Town Centres (2018)
- CPG Planning for health and wellbeing (2018)

## 6.0 Planning Considerations

6.1 In this section of the Planning Statement we assess the Proposed Development against the relevant planning policies having regard to the key issues as follows:

- Principle of development
- Design considerations
- Transport considerations
- Amenity considerations

### Principle of Development

6.2 The Site is located within the Finchley Road / Swiss Cottage town centre and a Primary Shopping Frontage as defined by the Camden Policies map (updated March 2019). Within paragraph 9.12 of the Camden Local Plan it sets out that the Council will ensure that development in its centre is appropriate to the character and role of the centre in which it is located and does not cause harm to neighbours, the local area or other centres.

6.3 Policy C1 of the Local Plan relates to improving and promoting strong, vibrant and health communities through ensuring a high quality environment with local services to support health, social and cultural wellbeing and reduce inequalities.

6.4 Policy TC2 of the Camden Local Plan identifies that the Council will:

- seek to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located;
  - provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
  - make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area and focusing such uses in King's Cross and Euston Growth areas, Central London Frontages, and Town Centres; and,
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- support and protect Camden's Neighbourhood Centres, markets and areas of specialist shopping, local shops; and
  - pursue the individual planning objectives for each centre, as set out in Camden Planning Guidance, and through the delivery of environmental, design, transport and public safety measures.
- 6.5 The Proposed Development comprises A1 and D2 use classes, which are town centre uses having regard to local and national policy. At a high level, the Proposed Development is therefore in principle acceptable at the Site.
- 6.6 Policy TC2 further states that the Council has designated Primary and Secondary frontages in its centre and that they will:
- protect the Primary Frontages as locations with a high proportion of shops (A1) in order to maintain the retail function of the centre; and
  - Protect the Secondary Frontages as locations for shops (A1) together with a broader range of shops, services, and food, drink and entertainment uses which support the viability and vitality of the centre.
- 6.7 The supporting text within paragraph 9.18 identifies that Appendix 4 sets out that at least 75% of the units along the Primary Frontage are to be in retail use. The Officer's Report for application 2018/6271/P identified that there are a total of 19 units along the Primary Frontage and that at present 15 units are in retail use. Numerically this equates to 79% of the frontage in retail use, but it is noted that the Council calculated this on a distance basis and therefore calculated the extent of retail frontage to be 62.5%.
- 6.8 Since determining the previous application, it is understood that number 18 on Harben Parade 'The Hive' had a D2 use but the tenant has now vacated the unit, with potential for it to revert back into A1 use, which would further increase the extent of retail development within the Primary Frontage. Indeed, on a numerical basis this would increase the number of retail units to 16, equating to 84% of total units.
- 6.9 The Site has been vacant for more than 12 months and therefore in its current state makes no contribution to the vitality and viability of the shopping frontage. In fact, it is a detractor. At paragraph
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3.14 of the Officer's Report the Council accept that a class D2 use, such as the proposed gym, would be acceptable in land use terms in this location as it is a town centre use and importantly that it generates activity. Nevertheless, the physical loss of a retail unit along the frontage was considered unacceptable.

6.10 In this context, the revised proposals now retain A1 retail use, albeit within a smaller unit. It is considered that this unit will function as a viable and stand-alone business. In addition it should be noted that the Applicant does intend to operate this unit as well as an A1 use. It will be operated as a coffee shop / juice bar. This will ensure that the unit will be occupied at the earliest opportunity, in the event planning permission is granted.

6.11 Given the above, the Proposed Development would not result in a net loss of retail choice along Harben Parade, with the only change being a slight reduction in the extent of the frontage specifically used for A1 retail purposes. However, in the context of the entire Primary Frontage, the loss of 5 metres for retail use would not be material. Furthermore, the additional unit, in D2 use, would be complementary to the shopping frontage and generates its own activity.

6.12 Paragraph 3.8 of the Officer's Report sets out that the Council will not grant planning permission for development that it considers would cause harm to the character, amenity, function, vitality and viability of a centre or local area. The report then outlines that harm is considered to arise when an impact is at an unacceptable level, in terms of:

- trade and turnover;
- vitality and viability;
- the character, quality and attractiveness of a centre;
- levels of vacancy;
- crime and antisocial behaviour;
- the range of services provided; and
- a centre's character and role in the social and economic life of the local community.

6.13 As the Proposed Development would not result in the loss of an A1 unit, it is considered that no material affect will arise upon choice along the shopping frontage from a retail perspective. The extent of retail frontage will only be marginally reduced and in any event complemented by an active town centre use which is likely to increase the diversity and vitality of the area and draw in additional

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patronage to other units along the shopping frontage. Furthermore, it would enable the occupancy of an otherwise vacant unit.

- 6.14 It is noted that the Council has referenced the presence of other gyms in the general area. Please note however that the Leisure Database Company's State of the UK Fitness Industry Report for 2018 (Appendix 2) evidences that gym membership in London equates to just over 20% of the population (page 2). Within a very conservative radius of this property (1.5km or 0.93 miles) there is a residential population of 97,238 people. Therefore there is demand from approximately 19,448 people who live in this area for a gym membership. This does not even consider the daytime population of those who work in the area. Therefore the 19,448 number is likely very prudent. The two fitness clubs referenced in the Council's report have an aggregated membership base of less than 10,000. The data therefore suggests there is very significant unmet demand for the provision of gym and fitness facilities in the locality from residents, particularly given the existing gyms do not operate on a 24 hour basis.
- 6.15 Overall, it is considered that these revised proposals offer an ability to bring a vacant unit back into use through a development that would preserve the character, amenity, function, vitality and viability of the shopping frontage. It would also offer economic benefits through job creation.
- 6.16 The Proposed Development has therefore overcome the reason for refusal relating to application ref. 2018/6271/P and the principle of development acceptable.

### **Design considerations**

- 6.17 Policy D1 of Camden's Local Plan outlines that the Council will require all developments to be of the highest standard of design and will expect developments to consider character, setting, context and the form and scale of neighbouring buildings and the character and proportion of the existing building. In addition, it should integrate well with the surrounding streets and contribute positively to the street frontage.
- 6.18 The Proposed Development involves the replacement of the existing entrance doors with two new unit frontages with their own access in the form of folding doors between glazed panels.
- 6.19 It is considered that the alterations to the frontage would be sympathetic to the character and appearance of the area.
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### **Transport considerations**

- 6.20 Policy T1 of the Local Plan sets out that the Council will promote sustainable transport by prioritising walking, cycling and public transport in the Borough.
- 6.21 The Site is located within a highly sustainable location in close proximity to two stations which provide access to the under and overground services. There is also a bus stop within 30m of the Site along Harben Parade which is frequently serviced to South Hampstead, North Finchley, Edgware and Brent Cross (service numbers 187, 13 113, C11 respectively). Due to this highly accessible location it is anticipated that the majority of users will attend the gym by walking or using public transport, and therefore no car parking provision is required. This approach was considered accepted by the Council in respect of application ref. 2018/6271/P.
- 6.22 The Site benefits from a PTAL rating of 6a which further demonstrates the sustainability of the Site.
- 6.23 It is acknowledged that the Site is not providing cycle parking as requested within the London Plan. However for security reasons, the entrance to the gym consists of pods that can only admit one person at a time, and a disabled door which only staff and disabled users can access. Therefore it is not possible to take cycles into the unit through this type of door. This was regarded as acceptable under application 2018/6271/P. In any event, a number of communal cycle spaces existing along Harden Parade within a short walk of the Site.
- 6.24 For the reasons outlined above, it is considered that the Site is within a highly sustainable location and would not give rise to any adverse transport impacts, a position also taken by the Council in respect of the previous planning application.

### **Amenity considerations**

- 6.25 Policy TC4 of the Local Plan seeks to ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the amenity of neighbours. The policy notes that the Council will consider:
- the impact of the development on nearby residential uses and amenity and any prejudice to future residential development;
  - noise and vibration and vibration generated either inside or outside of the site; and
  - the potential for crime and antisocial behaviour .
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- 6.26 The Application Site is located within a busy town centre, surrounded by other commercial uses. Anytime Fitness operates 24 hours a day which would help ensure the town centre is lively during the day, but also in the evening, without creating problems of crime and noise which are often associated with some late night leisure uses such as pubs and nightclubs.
- 6.27 Due to the 24 hour operation of the gym, potential noise and disturbance are of particular importance. The standard Anytime Fitness specification includes a number of measures to minimise any disruption to neighbouring occupiers. These include:
- No loud bass beats typically associated with most gyms, rather, the proposed gym will have low volume background music playing throughout, which is set and locked by the manager in the administration office. All the cardiovascular equipment has individual television screens and members wear headphones to listen to the sound.
  - All the equipment is designed for members to use individually and without the need for constant monitoring by a personal trainer, thus encouraging a controlled use.
  - High impact resilient flooring will be used under the free weights area to absorb the impact of dropping weights onto the surface, and to mitigate any potential noise.
  - Group exercise classes will not occur during night time hours and outside of staffed hours.
  - All windows are non-operable and fixed shut at all times, with air conditioning supplied to filter air.
- 6.28 Group classes will only occur during staffed hours, with the last class concluding at, or before 9pm. In addition, all Anytime Fitness gyms have control equipment that sets music to levels that do not exceed 71dBA in the gym, and do not exceed 80dBA in the studio. The control equipment is tamperproof and stored in the manager's office. Music with a high bass content or beat will be avoided, and low level music will be played outside staffed hours. Moreover, in keeping with the Anytime Fitness model, gym users will be encouraged to use their own personal headsets.
- 6.29 The previous planning application was supported by a Noise Impact Assessment (16<sup>th</sup> November 2018) and an Environmental Noise Survey (7<sup>th</sup> December 2018), both prepared by Paceconsult. The
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Applicant can confirm that the mitigation measures set out within the report will be complied with for the Proposed Development.

- 6.30 As a result of the measures in place there will be no impact on the amenity of neighbouring properties as a result of the Proposed Development, therefore the Proposed Development should be considered acceptable in terms of amenity.
- 6.31 As set out within paragraph 5.4 of the Officers Report for application 2018/6271/P (see Appendix 1), it was considered that the 24 hour development would not result in a material impact on the amenity of neighbouring properties in terms of noise. As the Proposed Development is materially the same as application 2018/6271/P in terms of noise impacts, it should also be regarded as acceptable. The two noise surveys submitted in support of application 2018/6271/P have been submitted to support this application as the Proposed Development will operate within the same parameters of these reports.
- 6.32 For the reasons set out above, it is considered the proposal is acceptable in terms of amenity.
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## 7.0 Conclusion

- 7.1 The Proposed Development offers the potential to secure the occupation of a currently vacant unit. It involves the retention of the existing A1 use but through the subdivision of the existing unit, would also enable the introduction of a new unit for use as a gymnasium (D2 use class).
- 7.2 In the context of the previously refused planning application ref. 2018/6271/P, it is important to note that the Proposed Development will no longer result in the loss of an A1 retail unit along the shopping frontage and therefore no material affect will arise upon choice along the shopping frontage from a retail perspective. Furthermore, the extent of retail frontage will only be marginally reduced by somewhere in the region of less than 5 metres and in any event complemented by an active town centre use (gymnasium) which is likely to increase the diversity and vitality of the area and draw in additional patronage for other units along the shopping frontage.
- 7.3 Notwithstanding the presence of other gyms in the area, Anytime Fitness considers that there remains substantial demand for additional gym facilities in this locality per data presented in section 6.14 above.
- 7.4 Overall the revised proposals offer an ability to bring a vacant unit back into use through a development that would preserve the character, amenity, function, vitality and viability of the shopping frontage and are considered to have overcome the reason for refusal relating to application ref. 2018/6271/P.
- 7.5 As with the previous application, the Proposed Development is considered to be acceptable in all other respects and accordingly, planning permission should be granted without delay, in accordance with paragraph 11 of the NPPF.
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**Appendix 1: Officers Report**

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	13/02/2019
		N/A / attached	<b>Consultation Expiry Date:</b>	28/01/2019
<b>Officer</b>			<b>Application Number(s)</b>	
Sofie Fieldsend			2018/6271/P	
<b>Application Address</b>			<b>Drawing Numbers</b>	
5 Harben Parade Finchley Road London NW3 6JR			See decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
Change of use of ground and lower ground from A1 (retail) to D2 (gym). Alterations to ground front elevation.				
<b>Recommendation(s):</b>	Refuse planning permission			
<b>Application Type:</b>	Full Planning Permission			

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Decision Notice</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>01</b>	No. of objections	<b>01</b>
<b>Summary of consultation responses:</b>	<p>A site notice was displayed near the site from the 04/01/2019 (consultation expiry 28/01/2019).</p> <p>One objection was received from 15 Fairfax Place which can be summarised as follows:</p> <ul style="list-style-type: none"> <li>• Loss of retail unit which will not bring shoppers to the area</li> </ul>					



## Site Description

The ground floor and basement levels are currently in A1 use with residential units above. The site is on the south/west side of Finchley Road, located along Harben Parade. The current unit is vacant but it was previously occupied by Argos.

It is not within a conservation area and the building is not listed. It is within the Finchley Road Town Centre, and falls within a primary shopping frontage.

## Relevant History

### Application site

None relevant.

## Relevant policies

National Planning Policy Framework (2018)

London Plan (2016)  
Draft London Plan (2017)

Camden Local Plan (2017)

- G1 Delivery and location of growth
- A1 Managing the impact of development
- A4 Noise and vibration
- C1 Health and wellbeing
- D1 Design
- CC5 Waste
- TC2 Camden's centres and other shopping areas
- TC4 Town centre uses
- T1 Prioritising walking, cycling and public transport
- T2 Parking and car-free development
- T4 Sustainable movement of goods and materials

Camden Planning Guidance

- CPG Amenity (2018)
- CPG Town Centres (2018)
- CPG Planning for health and wellbeing (2018)

## Assessment

### 1.0 Proposal

1.1 This application seeks planning permission for a change of use of the ground floor from retail use (Class A1) to a D2 use (gym). The application relates to approximately 410.4sqm of floor space.

### 2.0 Assessment

2.1 The main considerations in relation to this proposal are:

- The principle of development
- Design considerations
- Impact on the residential amenity of nearby and neighbouring residential properties
- Transport considerations

### 3.0 The principle of development

3.1. The Local Plan notes that the Council will ensure that development in its centres is appropriate to the character and role of the centre in which it is located and does not cause harm to neighbours, the local area, or other centres. The application site is located within the 'Finchley Road' Town Centre, as defined by CPG: Town Centres and Retail (2018), and forms part of a designated Primary Frontage.

3.2. Policy TC2 of the Local Plan notes that the Council will:

- (a) seek to protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located;
- (b) provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice;
- (c) make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area and focusing such uses in King's Cross and Euston Growth areas, Central London Frontages, and Town Centres; and,
- (e) pursue the individual planning objectives for each centre, as set out in Camden Planning Guidance, and through the delivery of environmental, design, transport and public safety measures.

3.3. The policy goes on to note that the Council has designated primary and secondary frontages in its centres and will:

- (f) protect the primary frontages as locations with a high proportion of shops (Class A1) in order to maintain the retail function of the centre; and
- (g) protect the secondary frontages as locations for shops (Class A1) together with a broader range of other town centre uses to create centres with a range of shops, services, and food, drink and entertainment uses which support the viability and vitality of the centre.

3.4. In Appendix 4, it is noted that within the Primary Frontages in 'Finchley Town Centre the Council will aim for a minimum of 75% retail (Class A1) uses.

3.5. At the time of the officer's site visit (16/01/2019), the current uses in the frontage were as follows:

Harben Parade (No.)	Unit	Use class
1	SAI Houseware	A1
2	Eye Emporium	A1

3	AK Printers	A1
4	Vision express	A1
4	McDonalds	A3
3-5	Superdrug	A1
5	Argos (Application site)	A1
6	British heart foundation	A1
7	PSA Pharmacy	A1
8	Santander	A2
9-10	WH Smith	A1
11	Holland and Barrett	A1
12	Costa	A1
13	Amy's Hardware	A1
14	Boots	A1
15	Essentials	A1
16	Smile Studio	D1
17	Vodafone	A1
18	The Hive	D1

3.6 The above table shows that, currently, of the 19 units in the frontage, 15 are in retail (Class A1) use, which represents 62.5% of the frontage. The proposal will result in 14 units in retail (A1) use which would mean that the frontage would not comply with the requirement in Appendix 4 of the Local Plan for at least 75% of the units in the Primary Frontage to be in retail use.

3.7. Policy TC4 of the Local Plan notes that the Council will ensure that the development of food, drink, entertainment uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours and it notes that the Council will consider:

- the effect of development on shopping provision and the character of the centre in which it is located;
- the cumulative impact of food, drink and entertainment uses, taking into account the number and distribution of existing uses and non-implemented planning permissions and any record of harm caused by such uses;
- the Council's expectations for the mix and balance of uses within frontages for each centre; and
- the individual planning objectives for each centre, as set out in the CPG.

3.8 The Council will not grant planning permission for development that it considers would cause harm to the character, amenity, function, vitality and viability of a centre or local area. We consider that harm is caused when an impact is at an unacceptable level, in terms of:

- trade and turnover;
- vitality and viability;
- the character, quality and attractiveness of a centre;
- levels of vacancy;
- crime and antisocial behaviour;
- the range of services provided; and
- a centre's character and role in the social and economic life of the local community.

3.9 CPG Town Centres identifies Finchley Road / Swiss Cottage as the third largest town centre in the Borough after Camden Town and Kilburn High Road. It is designated as a district centre in the London Plan. The main shopping area of Finchley Road/ Swiss Cottage runs from the O2 Centre, with its concentration of food, drink and entertainment uses, to Swiss Cottage Underground Station.

Finchley Road/Swiss Cottage provides a significant convenience goods role in the Borough, serving local needs and those from a wider catchment; however, the centre has a more limited comparison role. The main retail offer in this centre is provided in the O2 Centre. Finchley Road/ Swiss Cottage town centre generally serves the local population, a role which is expected to continue.

3.10 The site occupies a large frontage in comparison to the other units within this parade. It is considered that its change of use to a gym would result in a loss of this active frontage and potentially harm the vitality of this part of the town centre.

3.11 It is noted that this area is already served by the Swiss Cottage Leisure Centre which provides a gym and other sports facilities to the local area which is located within 0.3miles or a 6minute walk from the site or Virgin Active (D2) located within the O2 Centre within 0.3miles or a 7 minute walk. Both gyms are open from 6am during the week to 10pm and 10:30pm respectively.

3.12 On the basis of the above, it is considered that allowing the proposed change of use would cause undue harm to the character, function, vitality and viability of the shopping frontage. The proposal would result in even fewer of the premises in the Primary Frontage being in retail use which would further reduce the range of shopping services provided in this part of Finchley Road, which may deter shoppers from coming to this area for the purpose of shopping, which in turn may impact on the remaining shops in the frontage and their ability to attract shoppers / continue operating.

3.13 To conclude, with regards the loss of Class A1 retail use, the proposal would result in fewer than 75% of the units in the frontage being in retail use, contrary to Policies TC2 and TC4 of the Local Plan. As a result, the proposal would cause undue harm to the character, function, vitality and viability of the shopping frontage. The principle of development is not considered to be acceptable and planning permission should be refused on this basis.

3.14 Notwithstanding the above, a Class D2 use, such as the proposed gym, would be acceptable in land use terms this location, given it is a use that generates activity. However, a Class D2 use would not support the Town Centre in the same way as a Class A1 retail use, and the change of use is considered unacceptable.

#### **4.0 Design considerations**

4.1 Policy D1 of Camden's Local Plan outlines that the Council will require all developments to be of the highest standard of design and will expect developments to consider character, setting, context and the form and scale of neighbouring buildings and the character and proportion of the existing building. In addition it should integrate well with the surrounding streets and contribute positively to the street frontage.

4.2 The proposal will replace the existing entrance doors with new automated bi-parting, folding doors in between some new glazed window panels. It is considered that the alterations to the entrance are acceptable in terms of their detailed design, scale and siting and would not detract from the character and appearance of this commercial host property or streetscene.

#### **5.0 Amenity**

5.1 Policy TC4 seeks to ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the amenity of neighbours. The policy notes that the Council will consider:

- (g) the impact of the development on nearby residential uses and amenity and any prejudice to future residential development;
- (i) noise and vibration generated either inside or outside of the site; and
- (k) the potential for crime and antisocial

5.2 Policy TC4 further adds that to manage potential harm to amenity or the local area, we will, in appropriate cases, use planning conditions and obligations to address the following issues:

- l. hours of operation;
- m. noise/vibration, fumes and the siting of plant and machinery;
- n. the storage and disposal of refuse and customer litter;
- o. tables and chairs outside of premises;
- p. community safety;
- q. the expansion of the customer area into ancillary areas such as basements;
- r. the ability to change the use of premises from one food and drink use or one entertainment use to another (within Use Classes A3, A4, A5 and D2); and

5.3 Similarly, Policy A1 of the Local Plan seeks to protect the quality of life of occupiers and neighbours. The factors to consider include: noise and vibration levels; and odour, fumes and dust. Policy A4 also seeks to ensure that noise and vibration is controlled and managed. The policy notes that the Council will not grant planning permission for development likely to generate unacceptable noise and vibration impacts, and will only grant permission for noise generating development, including any plant and machinery, if it can be operated without causing harm to amenity.

5.4 Two noise surveys have been submitted in support of the application. The Council's Environmental Health officer has reviewed the information and considers it to be acceptable. However, it is noted that they do not reference potential impacts from music. If the development was acceptable this could be controlled by conditions. The development would not result in a material impact on the amenity of neighbouring properties in terms of noise.

5.5 A 24hour use is proposed, given the nature of the proposed use as a gym (D2) it is not considered that its operating hours would create significant noise and disturbance to the neighbouring residents. A condition would secure its use as a gym and not include other D2 uses which could create amenity issues.

## **6.0 Transport**

6.1. Policy T1 of the Local Plan promotes sustainable transport by prioritising walking, cycling and public transport in the borough; Policy T2 seeks to limit the availability of parking; and Policy T4 promotes the sustainable movement of goods and materials and seeks to minimise the movement of goods and materials by road.

6.2. The application site has a high PTAL rating (6a) and is therefore easily accessible by public transport. Furthermore, the application site is located within a designated Town Centre which already attracts visitors.

6.3. No off-street parking is proposed, which is acceptable.

6.4 Although the proposal does not provide cycle parking in accordance with London Plan requirements, it is acknowledged in this instance that 8 short-stay spaces cannot be provided given the constrained nature of the site and lack of external space. The gym would be accessed using a code to enter an access pod that can only accommodate one person at a time and it would not be possible to take cycles through this type of door. The applicant has stated that for security reasons only disabled members and staff have access to the disabled doors and so non-disabled members cannot use these doors to bring cycles in to the gym. The applicant had agreed that 2 long-stay staff spaces be provided within the gym, however revised plans were not provided during the lifetime of this application. Highways officers were satisfied in this instance that the provision of 2 long-stay staff spaces would be acceptable and if the proposal were to be granted this could be secured by condition. It would therefore not be reasonable for cycle parking to be included as a reason for refusal on this site.

6.5 Overall, it is not considered that the proposed change of use from retail (Class A1) to gym (Class D2) would cause any harmful transport impacts in the wider area and the proposal is considered to be acceptable in this respect.

## **7.0 Conclusion**

7.1 The proposed change of use from retail (Class A1) to D2 (gym), by reason of the loss of a retail unit, would undermine the retail function of 'Finchley Road' Town Centre and would harm the character, function, vitality and viability of the Town Centre, contrary to the aims of Policies TC2 (Camden's centres and other shopping areas) and TC4 (Town centres uses) of the Camden Local Plan 2017.

## **8.0 Recommendation**

8.1 Refuse planning permission.

**Appendix 2: State of the UK Fitness Industry Report 218**

UNIQUE MARKET INTELLIGENCE



**STATE OF THE UK  
FITNESS  
INDUSTRY  
REPORT**

**2018**



[www.leisuredb.com](http://www.leisuredb.com)



Purchased by Pauline Peck, pauline@aristonefitness.co.uk



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**Report written by:** Charlotte Quesnel

**Editors and Research Team:** David Minton, Natalie Gibson, Jamie Buck, Abi Taylor, Emma Haendiges

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Authenticity and quality of fitness data is essential if our transformational and expanding industry is to continue to attract serious investment. This report yet again sets the industry standard and is the only source of in-depth knowledge and historical trends across the UK fitness industry.

A big thank you to the team behind the scenes who audit the data (a total of 7,038 fitness sites) with patience and diligence each year! It's also been an honour to work with many of the trendsetting brands across the private and public sectors over the past year and it's good to know our unique data has been used in many merger and acquisition transactions.

The consistent methodology of this report, and the robust database that lies behind it, focuses on some key metrics which are all positive for the industry. The total number of fitness gyms is up again and the year on year membership numbers are too. I predicted last year that membership numbers may exceed the 10 million mark and at 9.9 million members, we're getting very close to reaching it! The 2% gain this year was a decrease from last year's whopping 5.1%. Total market value is almost £5 billion (up 2.9%), but short of last year's cracking 6.3%.

The industry remains close to another of my predictions, that the penetration rate would break 15%; but it's sitting just below at 14.9%. From the data, we can see how the penetration rates vary across different areas and how the segmentation of fitness activity changes with the supply. London is now hugely over-achieving with 20%, or 1 in every 5 people being a member of a gym (this compares to the UK average of 1 in 7).

After being widely quoted from last year's report about 'the golden age of fitness', I'm sticking to my prediction that the period up to 2020 remains the time for fitness to continue to break all barriers. It has for the past six years after all and as the consumer gets more personalisation, localisation, seamless booking and payment options, taking part will become easier. The next challenge will be broader consumer adoption... could we aim for 20% penetration by 2020? After all, age is no longer a barrier. Gen-Z and Millennials are merely part of the mix with baby boomers being the new demographic cohort that value their health and have the time and money to invest in it. In the past year, the first serious operators catering for this valuable segment have opened.

Instagram will no doubt help break down some of these barriers to taking part in fitness and will help increase participation. They announced last week they were introducing a new set of features for businesses which will include 'action' buttons. These will allow people to reserve, get tickets, start an order or book classes without having to leave Instagram. With MindBody as one of their partners, that cool new boutique class that just caught your eye in your feed or the new gym that just came up on your Instastories, is only going to become easier and easier to try. Bridging the gap between discovery and action is likely to become one of the best features Instagram could have introduced for the fitness industry.

In five years, online class bookings have jumped from almost nothing to 46% across the private sites, while the public sector stands at an impressive 65%. Although apps have been around for ten years, there's still less than a third of private sites with a mobile app (around a quarter of public sites). The rise of franchisors, low-cost high value sites and national brands across the private sector shows we are in the technology business and these percentages need to rise.

Some operators see fitness as a business, but those that treat it as a movement will realise it's ushering in a revolution. A revolution of sorts is taking place already with potential national boutique studio concepts that appeal and satisfy the consumer desire for new experiences and challenges. This subject will be defined and reported on by us in a separate report later this summer. Meanwhile in the fitness industry the devil is always in the detail and the detail is what is in this unique report. Happy insightful reading.

## Total Market

gyms



7,038



9.9m

members

penetration rate



14.9%



£4.9bn

market value

openings



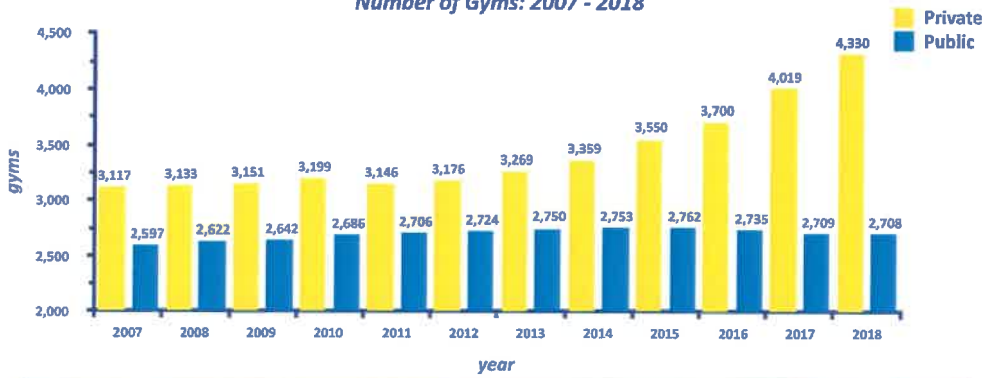
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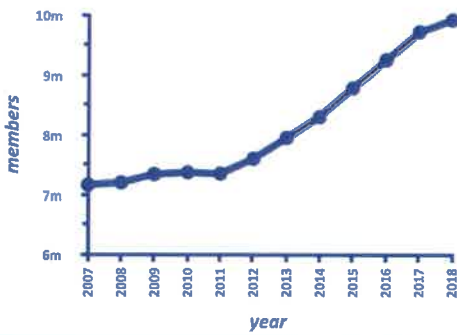
165

closures

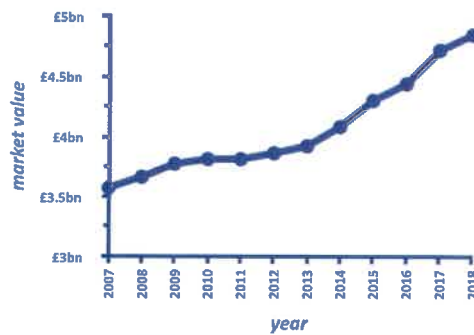
Number of Gyms: 2007 - 2018



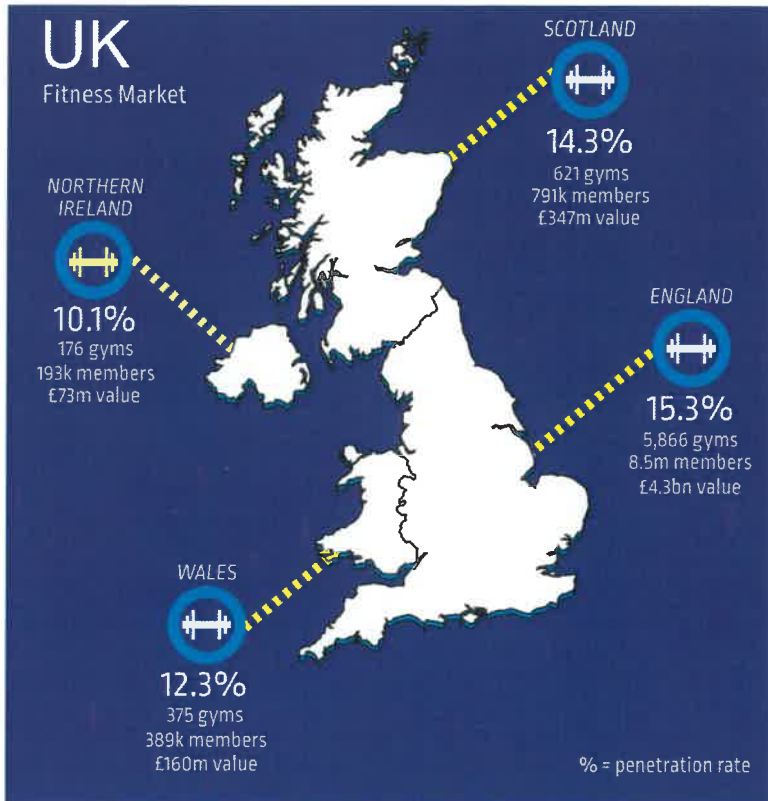
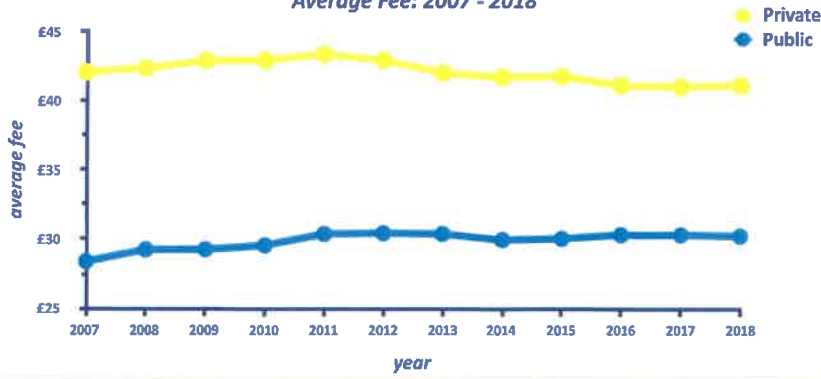
Number of Members: 2007 - 2018



Market Value: 2007 - 2018



Average Fee: 2007 - 2018



## PRIVATE

gyms

4,330



members

6.59m



market value

£3.52b



penetration rate

9.9%

average fee

£41.13

openings

242

closures

119

## PUBLIC

gyms

2,708



members

3.32m



market value

£1.33b



penetration rate

5.0%

average fee

£30.24

openings

33

closures

46

Purchased by Pauline Rees, pauline@anytimefitness.co.uk

## DEFINITIONS

### TOTAL MARKET

**Private Clubs:** All UK private health and fitness clubs with a gym facility available to members of the general public on a pay and play or membership basis.

### CLUB OWNERSHIP

**Independents:** Single site clubs – not part of a brand or group of clubs.

**Multi-Club Operators:** Branded clubs or an owner that operates more than 1 club.

### CHANGE

**New Openings:** New clubs that opened between 01/04/2017 and 31/03/2018.

**Closures:** Clubs that closed between 01/04/2017 and 31/03/2018.

If a club is taken over by another operator this is not counted as a closure or a new opening.

### OPERATORS

**Top 10 / 30 Operators:** Clubs belonging to the top 10 / 30 operators, as ranked by number of clubs. Where operators are tied by total number of clubs, higher ranking is determined by the greatest total fitness membership. Where an operator has more than one brand, these are listed together e.g. Virgin Active Collection are listed under the Virgin Group and Fit4Less are listed under énergie Fitness.

### LOW COST CLUBS

**Low Cost Clubs:** Clubs belonging to a low cost health club chain (2 or more clubs) where the non contract membership option across the majority of the clubs is usually less than £25 a month. For this report it includes clubs from the following operators:

*24/7 Fitness, Active4Less, Buzz Gym, DW Gym, EasyGym, énergie Fitness / Fit4Less, Fitness4Less, Gym4All, GymFit4Less, I-Motion, JD Gyms, Kiss Gyms, Lifestyle Fitness, NRG, Pump Gyms, Pure Gym, Simply Gym, Simply Gym (Bay Leisure), Sports Direct Fitness / Everlast, Sweat!, The Gym, TruGym, Welcome Gym, Xercise4Less.*

### MARKET VALUE

**Market Value:** Market value represents the estimated annual income at an individual club, based solely on the single adult monthly peak membership fee factored by the number of members at the club. This figure takes no account of the different membership schemes available or secondary spend at clubs. Figures are aggregated from an individual site level to estimate total market value.

### AVERAGE FEE

**Average Fee:** Monthly peak gym membership fee on the non contract option, if this is available. If there isn't a non contract option, the rolling peak monthly gym membership fee is taken.

### PENETRATION RATE

**Penetration Rate:** Based on Experian's mid-2016 UK total population estimate of 66,360,642.

**4,330**

clubs

**6.59** million

members

**9.9%**

penetration rate

**£3.52** billion

market value

**£41.13**

average fee

The last 12 months has been another strong year for the UK private fitness market. For the sixth year running, all 4 key metrics have shown year on year growth and have reached all time highs: number of clubs, members, market value and penetration rate.

However, the numbers show that the rate of increase is slowing slightly when compared to previous years. Does this suggest that the expanding boutique studio market is starting to have an effect on the growth of the private sector for the first time? The growth rates in the private market over the next 12 months will be fascinating to monitor.

Despite the slower rate of growth, the private fitness industry is healthier than it has ever been. There are now over 4,300 private gyms, over 1,000 more than 5 years ago.

The number of members has passed 6.5 million for the first time and the industry is now worth over £3.5 billion. The penetration rate didn't quite reach 10% as expected, but sits just below with 9.9% of the UK population now members of a private gym.

The number of members grew by over 3% and market value by over 4%. This compares to over 8% and 9% respectively the previous year.

The leading UK operator remains low cost chain Pure Gym, who have not only become the first brand to reach 200 clubs in the UK, but also the first to reach the 1 million member milestone.

Along with Pure Gym, four other private operators have over 100 clubs: Anytime Fitness, The Gym, DW Fitness First and Nuffield.

There are two notable areas driving the expanding private market; the low cost sector and the franchise sector. All operators that have added more than 4 clubs in the last 12 months fall into one of these two categories.

There are now just under 600 low cost clubs and membership has almost reached 2.5 million across them. This accounts for a huge 38% of the total private membership, equivalent to 3.7% of the UK population.

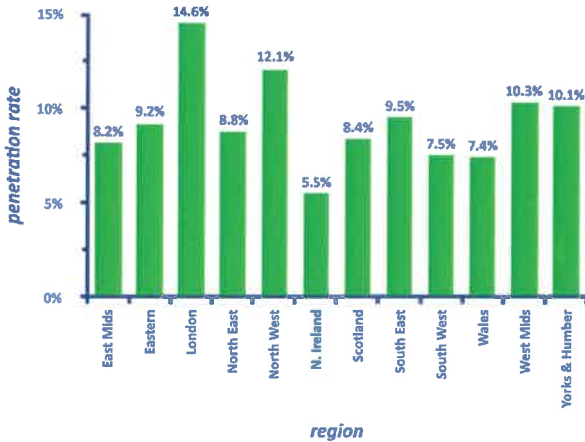
Snap Fitness became the third franchise operator in the top 10 this year, along with Anytime Fitness and énergie Fitness. It has more than doubled the number of clubs it operates. Likewise, Fitness Space also doubled their number of clubs. Combined these four franchise operators now have 289 clubs.

There were 2 large acquisitions over the last 12 months. The Gym Group acquired 18 Lifestyle Fitness clubs and David Lloyd purchased 14 Virgin Active clubs.

## Regional Breakdown

REGION	NUMBER OF CLUBS	NUMBER OF MEMBERS	AVERAGE FEE
East Midlands	324	389k	£33.60
Eastern	382	566k	£40.92
London	537	1.27m	£64.58
North East	173	236k	£33.36
North West	526	882k	£32.95
Northern Ireland	96	105k	£34.00
Scotland	286	466k	£41.98
South East	589	863k	£47.92
South West	415	420k	£39.61
Wales	197	233k	£34.73
West Midlands	421	603k	£34.32
Yorkshire & Humber	384	557k	£32.69

Regional Penetration Rate



### LONDON INSIGHT

- 12% of clubs
- 19% of members
- 28% of market value

Over **1.25 million** members

**14.6%** penetration rate

**1 in 7 people** in London are members of a private health club.

Source: LeisureDB

### UK Average Fee = £41.13

Average membership fees vary regionally and range from: **£32.69** in Yorks & Humber (21% below UK average) to **£64.58** in London (57% above UK average).

### UK Average Membership = 1,523

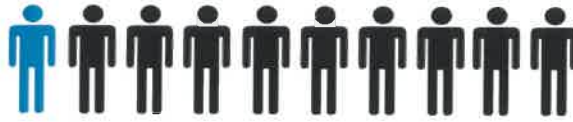
Average membership varies regionally and ranges from: **1,013** in the South West (33% below UK average) to **2,366** in London (55% above UK average).





penetration rate

**1 in every 10 people are members of a private gym**

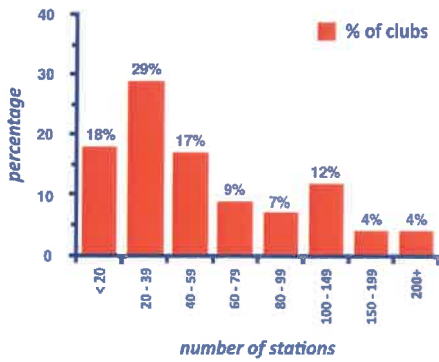


- 9.9% of the UK's 66 million population are members of a private fitness club, that's 1 in every 10 people.
- As the graph below shows, the penetration rate has seen a significant increase since 2012 and is now at an all time high. However, the rate of increase over the last 12 months has dropped. It has increased by 0.1% compared to 0.7% the previous year.
- Is this the start of the private market showing slower membership growth year on year? With the boutique market set to explode, there is more choice for consumers than ever before.
- The penetration rate in the private sector was expected to break the 10% barrier this year but this hasn't happened. Will it pass the 10% mark in the next 12 months?

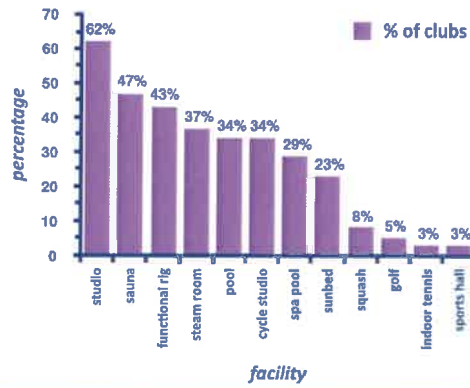
**Penetration Rate: 2005 - 2018**



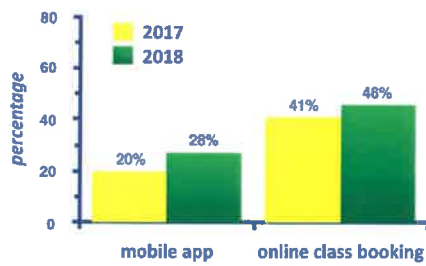
Gym Station Breakdown



Facility Breakdown



Digital



**83%**

Percentage of the total UK population that live within 2 miles of a private health club

61% in 1 mile

RANK	OPERATOR	NO. OF CLUBS	RANK	OPERATOR	NO. OF CLUBS
1	Pure Gym	200	16	The Village Gym	29
2	Anytime Fitness	141	17	Fitness Space	23
3	The Gym Group *	131	18	Vital Health & Wellbeing	20
4	DW Fitness First	121	19	Spindles Health & Leisure	20
5	Nuffield Fitness & Wellbeing	111	20	Total Fitness	17
6	David Lloyd	98	21	JD Gyms	17
7	énergie Fitness	74	22	EasyGym	16
8	Bannatynes	71	23	24/7 Fitness	12
9	Snap Fitness	51	24	Fitness4Less	12
10	Xercise4Less	49	25	TruGym	11
11	Virgin Active	43	26	Feel Good	11
12	Marriott	42	27	Spa Naturel Fitness	11
13	Spirit	39	28	De Vere	11
14	LivingWell	38	29	Soho Gyms	10
15	Sports Direct Fitness	31	30	Pace Health Club	10

\* includes the Lifestyle Fitness clubs acquired but still trading under the Lifestyle Fitness brand

- ❑ Pure Gym, for the third year running, is the UK's number 1 fitness operator (not only by number of clubs, but also by membership). The low cost chain have reached the 200 mark after adding 24 clubs in the last 12 months. This is the first time the UK fitness industry has ever seen an operator reach 200 UK clubs.
- ❑ Franchise operator Anytime Fitness continue to grow quickly and as a result have jumped from 4th to 2nd spot with 141 clubs (up from 111).
- ❑ The Gym Group complete the top 3 and become the fifth UK operator that now has over 100 clubs. They, along with Anytime Fitness, are likely to go over the 150 mark in the next 12 months.
- ❑ These top 3 operators account for just over 10% of all clubs in the UK (the top 10 account for almost a quarter and the top 30 just over a third).
- ❑ Snap Fitness (another franchise operator) has broken into the top 10 for the first time after opening 29 clubs in the last 12 months. They replace Virgin Active who drop down into 11th place after selling 17 clubs and closing 1.
- ❑ Outside the top 10, there are just two operators in the top 30 that had a net gain of more than 2 clubs in the last 12 months. These are the franchise operator Fitness Space and the low cost JD Gyms. They added 14 and 8 clubs respectively and have both moved from outside the top 30 last year into 17th and 21st place.
- ❑ Over 4.56m (nearly 70%) of the total private membership are members of one of the gyms belonging to the top 30 operators.

Please note if a club is taken over by another operator this is not counted as a closure or a new opening.

### openings

242

325k

£96m

£33.48

clubs

members

market value

average fee

### closures

119

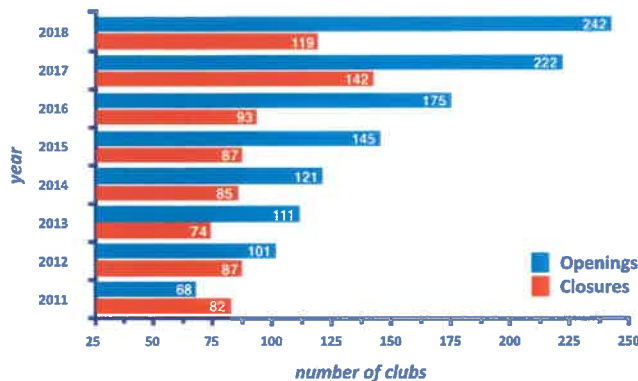
85k

£34m

£31.00

- With 242 clubs opening and 119 clubs closing, there was a net gain of 123 clubs this year (compared to 80 last year).
- This accounted for a net gain of 240k members and £62m market value.
- Overall, private club numbers are up by 311; this includes the net gain of 123 new clubs plus an additional 188 that are due to our ever-expanding coverage of the UK market with the majority being small independent clubs that have now been audited and added.
- Only 2% of the new clubs have a swimming pool.
- 155 (64%) of the new openings are run by multi-club operators (108 by the top 10 operators) but only 39 (33%) of the closures were theirs.
- Average membership fees at the new clubs are 19% below the UK average. 60 of the 242 new openings are low cost clubs.
- London saw both the most club openings (35) and the greatest number of club closures (19).
- Highest net gain in clubs was in the West Midlands (21) and the most significant net loss was in the North East (-3).

Openings and Closures: 2011 - 2018



### CLOSED CLUB CHARACTERISTICS

- fewer stations (26% less than UK av)
- lower fees (25% less than UK av)
- fewer members (53% less than UK av)
- fewer facilities (7% wet, 93% dry)
- more likely to be single sites

# INDEPENDENTS vs. MULTI-CLUBS

Independents

**2,259**  
clubs



market value  
**£676m**



average fee  
**£36.59**



members  
**1.36m**

## INDEPENDENTS:

- Represent 52% of clubs.
- Represent 21% of members.
- Represent 19% of market value.
- Membership fee is 11% below UK average.
- 0.7% decrease in average fee.
- 41 gym stations on average.
- 20% clubs with a swimming pool.

## MULTI-CLUBS:

- Represent 48% of clubs.
- Represent 79% of members.
- Represent 81% of market value.
- Membership fee is 12% above UK average.
- 1.2% increase in average fee.
- 83 gym stations on average.
- 49% clubs with a swimming pool.

Multi-Clubs

**2,071**  
clubs



market value  
**£2.84bn**



average fee  
**£46.07**



members  
**5.23m**

## LOW COST

598  
clubs2.49m  
members£588m  
value£19.85  
av. fee5% wet  
95% dry135  
av. stations

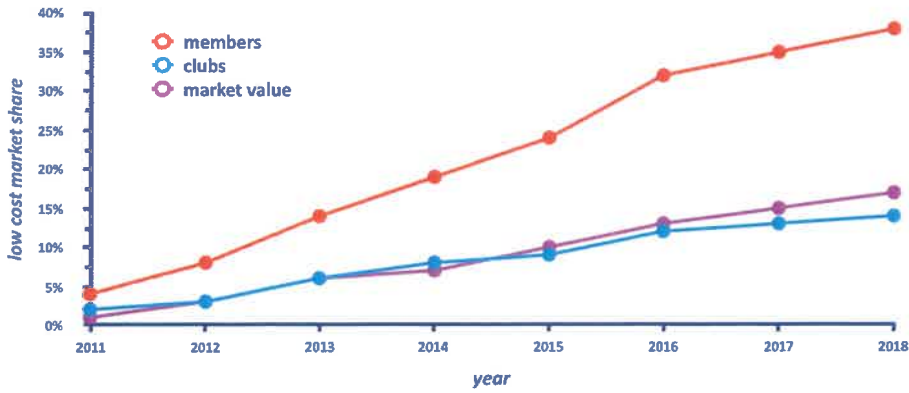
Low Cost Club Numbers: 2011 - 2018



- The private sector growth over the last 12 months continues to be largely driven by the low cost market. All key metrics have increased year on year since 2011.
- There are now almost 600 low cost clubs, membership is close to the 2.5 million mark and total market value is almost £600 million.
- In the last 12 months, the number of clubs across the 27 private low cost operators grew by 16% (+83), number of members by 12% (over a quarter of a million) and market value by 14% (just under £75 million).
- 3.7% of the UK population are now members of a low cost private club (up from 3.4%).
- Almost a third of the increase in low cost gym numbers came from club acquisitions and two thirds from new builds.
- Average membership per club remains above 4,000 (173% higher than the UK private average).
- The average low cost monthly fee is still just under £20. At £19.85, this is 52% less than the UK average. However, just over half of the 27 low cost operators now charge on average over £20 (but less than £25).
- There is also a clear London versus the rest of the UK price divide. In London (21% of the low cost market), clubs charge on average £4.69 more per gym than the rest of the UK. The increasing number of London clubs is pushing up the average low cost fee.
- All regions added low cost clubs in the last 12 months. London (+17) and the North West (+15) opened the highest number. This takes London to 123 low cost clubs, over 40 more than any other region.
- Welcome Gym (4 clubs) and GymFit4Less (2 clubs) are the only new low cost brands that have emerged over the last 12 months.
- 2 low cost brands have disappeared in the last 12 months; Ben Dunne and Rush Fitness (3 clubs each). The former was acquired by JD Gyms while two of the latter went to Simply Gym and one to The Gym.

LOW COST

Low Cost Market Share: 2011 - 2018



This fast growing segment of the private market now accounts for:

- 14%** of all clubs (up from 13%)
- 38%** of total membership (up from 35%)
- 17%** of the market value (up from 15%)

Top 10 Low Cost Average Fee



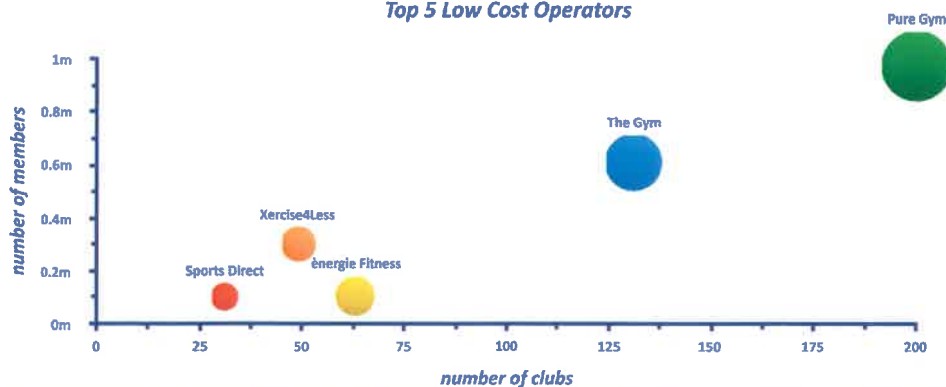
LOW COST

RANK	OPERATOR	NO. OF CLUBS
1	Pure Gym	200
2	The Gym Group *	131
3	énergie Fitness **	63
4	Xercise4Less	49
5	Sports Direct Fitness	31
6	JD Gyms	17
7	EasyGym	16
8	24/7 Fitness	12
9	Fitness4Less	12
10	TruGym	11

\* includes the Lifestyle Fitness clubs acquired but still trading under the Lifestyle Fitness brand  
\*\* only includes the low cost clubs operated by énergie Fitness

- Pure Gym remain the leading low cost operator for the 6th year in a row, after adding 26 low cost gyms in the last 12 months to take them to 200 overall (includes the rebranding of 2 premium LAX clubs).
- The Gym strengthen their dominance in second place after opening 40 clubs (the highest number across all UK operators) and passing the 100 mark for the first time.
- They are followed by énergie Fitness (+5 clubs), Xercise4Less (+2 clubs) and Sports Direct (no change).
- JD Gyms have broken into the top 10 (6th place) for the first time after opening 8 clubs in the last 12 months. They replace Simply Gym.
- The top 10 operate over 90% of all low cost clubs. 4 of these operators charge on average less than £20 per month: Sports Direct, The Gym, Xercise4Less and EasyGym.
- The 2 leading low cost operators, Pure Gym and The Gym, operate over half (55%) of the low cost clubs and have over 1.5 million members between them.

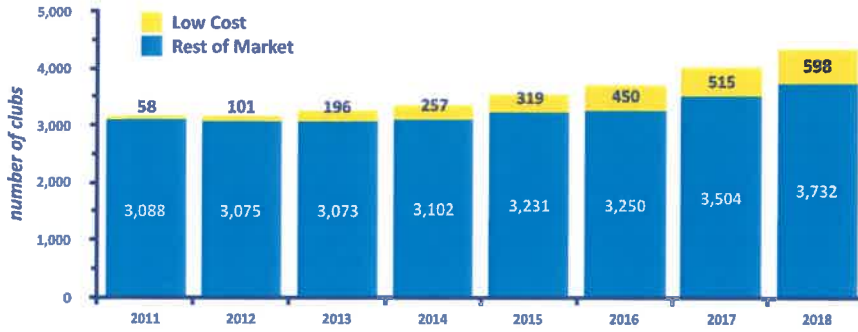
Top 5 Low Cost Operators



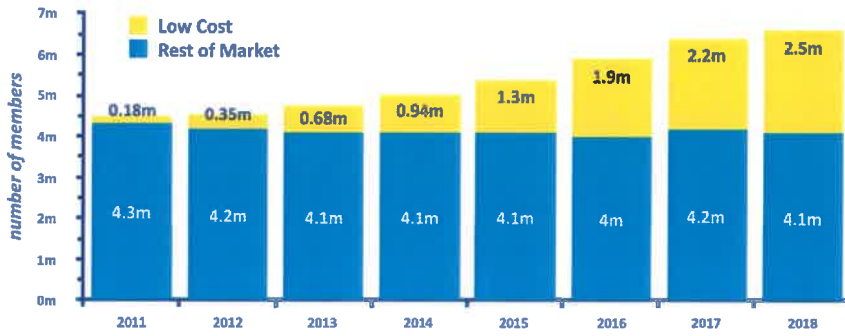


**Low Cost vs. Rest of Market: 2011 - 2018**

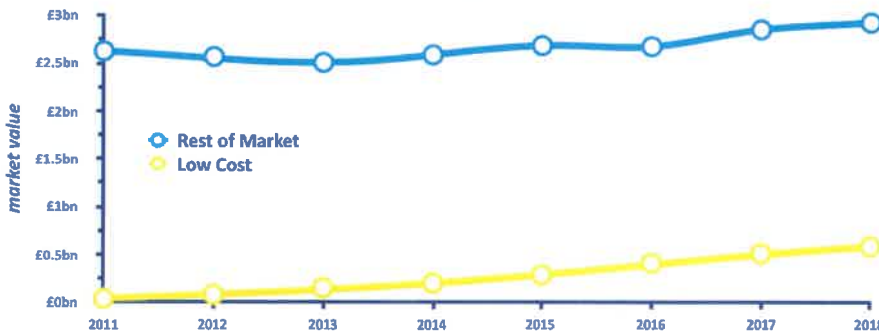
**Clubs**



**Members**



**Market Value**



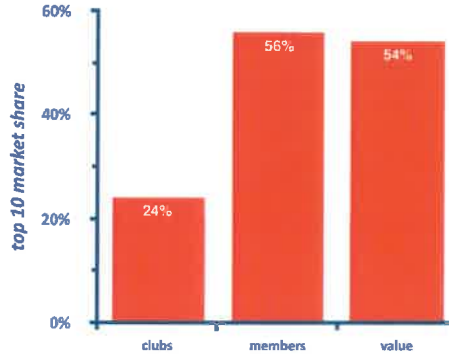
# TOP 10 OPERATORS

Private

1,047 clubs    3.7m members    £1.88bn value    £42.61 av. fee    35% wet / 65% dry    110 av. stations

- After reaching 200 clubs, the top UK operator Pure Gym now operate almost 60 more clubs than any of their competitors.
- The top 10 account for just under a quarter (24%) of private gyms, but have over half (56%) of the total membership and generate 54% of the market value.
- Snap Fitness have moved into the top 10 for the first time (replacing Virgin Active). Over the last 12 months they opened 29 new clubs and now have over 50 gyms. They become the 3rd franchise operator in the top 10 alongside Anytime Fitness and énergie Fitness.
- The Gym (+40), Anytime Fitness (+30), David Lloyd (+15), Bannatynes (+4), Xercise4Less (+2) have also seen increases in their overall club numbers. énergie Fitness and Nuffield operate the same number as last year.
- DW Fitness First is the only top 10 operator to have lost clubs over the last year (-12). GLL (top public operator) acquired 7 of these, Soll Leisure 1 and the remaining 4 closed down.

Top 10 Operators Market Share

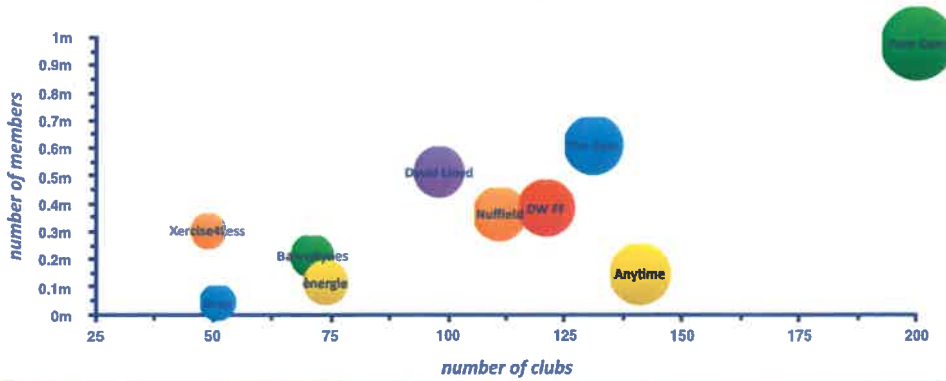


RANK	OPERATOR	NO. OF CLUBS
1	Pure Gym	200
2	Anytime Fitness	141
3	The Gym Group *	131
4	DW Fitness First	121
5	Nuffield Fitness & Wellbeing	111
6	David Lloyd	98
7	énergie Fitness	74
8	Bannatynes	71
9	Snap Fitness	51
10	Xercise4Less	49

\* includes the Lifestyle Fitness clubs acquired but still trading under the Lifestyle Fitness brand

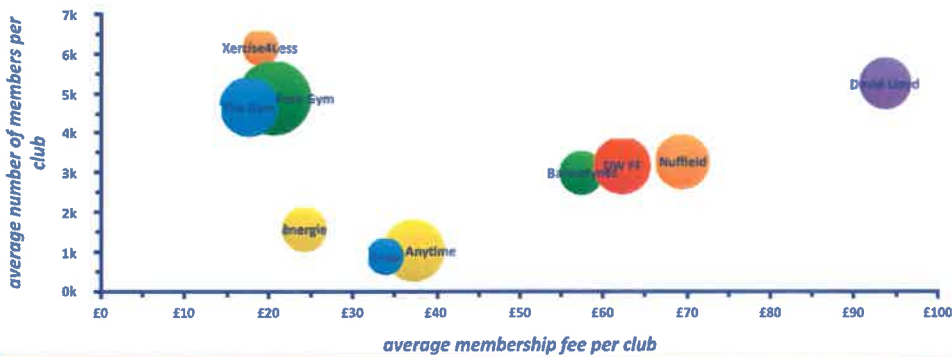
- Will David Lloyd become the 6th operator to have over 100 clubs next year?
- 30% of the increase in gym numbers across the top 10 came from club acquisitions and 70% from new builds.
- Key acquisitions include the sale of 14 Virgin Active clubs to David Lloyd in Q2 2017 and The Gym purchasing 18 Lifestyle Fitness clubs in Q3 2017.
- The top 10 operators charge on average 3.6% more than the UK average fee.
- The average membership at the top 10 operators' clubs has gone down from 3,745 to 3,510 (130% higher than the UK average). This decrease is a result of the smaller membership bases seen at Snap Fitness clubs compared to Virgin Active.
- The top 10 have an average of 110 stations per gym (UK average = 61).

Top 10 Operators - Clubs & Members



- Pure Gym, the UK's top operator by number of clubs (200), also remains the leading operator by number of members. They not only reached the milestone of 200 clubs in Q1 2018 but also 1 million members. They have over 300k more members than The Gym and over 400k more than David Lloyd.
- Snap Fitness, who have entered the top 10 for the first time, are in 9th position by number of clubs (51), but with around 50k members they are the only operator in the top 10 to have under 100k members.
- In terms of average numbers of members per club, Xercise4Less has the highest (over 6,000) and Snap Fitness the lowest (<1,000).
- David Lloyd, Pure Gym and The Gym are the only others to average over 4,000 members per club.
- Although Anytime Fitness are the UK's second largest operator by number of clubs, they have the third lowest total membership across the top 10, averaging just over 1,000 members per club.
- When looking at average membership fees, David Lloyd has the highest (just under £95 per month) followed by Nuffield (around £70 per month). At the other end of the scale, The Gym has the lowest at just under £18 per month. Xercise4Less are the only other operator in the top 10 to charge on average less than £20.

Top 10 Operators - Average Members / Fee per club



# DEFINITIONS

## TOTAL MARKET

**Public Gyms:** All UK public sports centres with a gym facility available to members of the general public on a pay and play or membership basis.

## CHANGE

**New Openings:** New gyms that opened between 01/04/2017 and 31/03/2018 as a result of new-build sports centres, new fitness facilities opening at existing centres or existing fitness facilities opening up access to members of the public for the first time. This does not include fitness facilities which have been refurbished or centres where a new fitness facility has been constructed replacing an existing facility.

**Closures:** Gyms that closed between 01/04/2017 and 31/03/2018.

## OPERATORS

**Top 10 Operators:** Gyms managed by the top 10 operators, as ranked by number of gyms. Where operators are tied by total number of gyms, higher ranking is determined by the greatest total fitness membership.

## MARKET VALUE

**Market Value:** Market value represents the estimated annual income at an individual gym, based solely on the single adult monthly peak membership fee factored by the number of members at the gym. This figure takes no account of the different membership schemes available or secondary spend at gyms. Figures are aggregated from an individual site level to estimate total market value.

## AVERAGE FEE

**Average Fee:** Monthly peak gym membership fee on the non contract option, if this is available. If there isn't a non contract option, the rolling peak monthly gym membership fee is taken.

## PENETRATION RATE

**Penetration Rate:** Based on Experian's mid-2016 UK total population estimate of 66,360,642.

**2,708**

gyms

**3.32** million

members

**5.0%**

penetration rate

**£1.33** billion

market value

**£30.24**

average fee

While the UK private market continues to expand year on year, over the last 12 months the UK public fitness market has shown a slight decline in the 4 key metrics for the second year in a row.

This suggests that last year wasn't an anomaly and instead may be the start of the public market feeling the pressure from the private sector, in particular the low cost market which charges competitively low prices. Will numbers continue to decrease over the next 12 months or can the public market stabilise?

Despite the number of gyms remaining fairly stable (-1), there has been a 0.6% decrease in the number of members from 3.34m to 3.32m. Aside from last year, the previous time total membership dropped was back in 2010.

The penetration rate has fallen from 5.1% to 5%. This equates to 1 in 20 of the UK population being members of a public gym. The last time the penetration rate was below 5% was back in 2012, but there is a chance it may fall below this level again in the next 12 months.

The public industry is now worth just over £1.33 billion, after the market value fell by 0.5% from £1.34 billion in the last 12 months. Average membership fees have also dropped slightly (decreased by 8p from £30.32).

Of the 2,708 gyms, 44% of them are managed by a trust (up 1%), 19% remain under local authority management (down 1%), 18% are managed by an educational establishment (no change) and just 8% by a leisure management contractor (no change).

The trust market share continues to grow; currently 42% (up 1%) of facilities in England are managed by a leisure trust, 35% in Wales (up 2%), 20% (no change) in Northern Ireland and a significant 68% in Scotland (up 1%).

Despite the total public sector market showing signs of decline, the top 10 public operators are showing the opposite, with all key metrics on the rise.

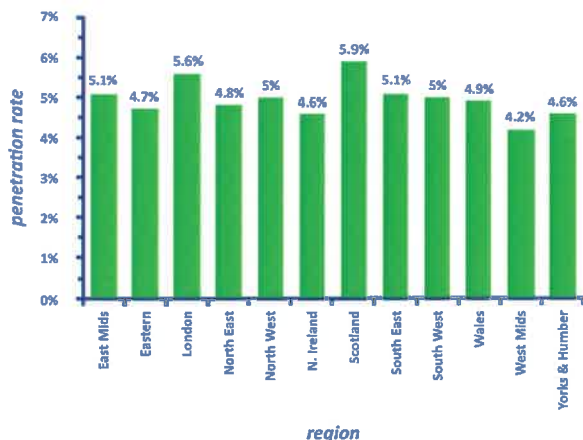
GLL remains the leading trust with 194 gyms and SLM the top leisure management contractor with 130 gyms. No other public operators have over 100 gyms.

The top 10 operators combined now operate 44 more gyms, have gained 83k members and have increased their market value by £35m.

### Regional Breakdown

REGION	NUMBER OF GYMS	NUMBER OF MEMBERS	AVERAGE FEE
East Midlands	191	244k	£28.53
Eastern	242	288k	£32.44
London	268	489k	£34.53
North East	127	130k	£26.11
North West	282	363k	£27.09
Northern Ireland	80	87k	£25.74
Scotland	335	324k	£29.78
South East	345	461k	£34.15
South West	269	281k	£32.12
Wales	178	155k	£30.47
West Midlands	211	244k	£26.90
Yorkshire & Humber	180	253k	£26.77

Regional Penetration Rate



### LONDON INSIGHT

- 10% of gyms
- 15% of members
- 17% of market value

Over **485 thousand** members

**5.6%** penetration rate

**1 in 18 people** in London are members of a public gym.

(18 million, 1-6-20)

### UK Average Fee = £30.24

- Average membership fees vary regionally and range from: **£25.74** in N. Ireland (15% below UK average) to **£34.53** in London (14% above UK average).

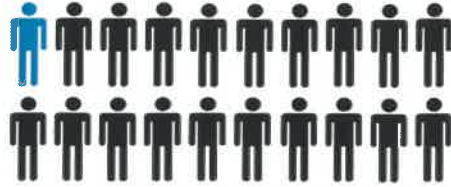
### UK Average Membership = 1,227

- Average membership varies regionally and ranges from: **872** in Wales (29% below UK average) to **1,827** in London (49% above UK average).



penetration rate

1 in every 20 people are members of a public gym



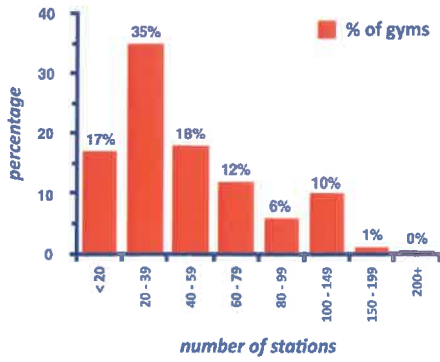
- 5% of the UK's 66 million population are members of a public gym, that's 1 in every 20 people.
- The decrease in both gym and member numbers over the last 12 months has led to the public penetration rate dropping for the second year in a row.

- The last time the public penetration rate was below 5% was in 2012, over 5 years ago. Up until 2017, when it dropped for the first time, it had remained fairly steady just above the 5% mark.

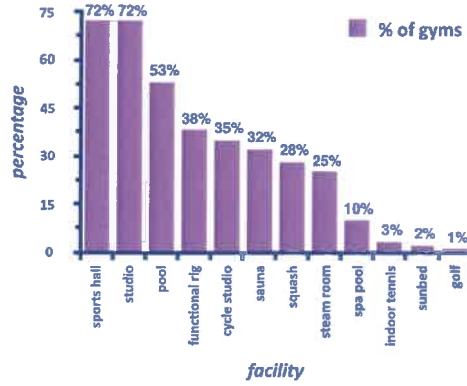
Penetration Rate: 2007 - 2018



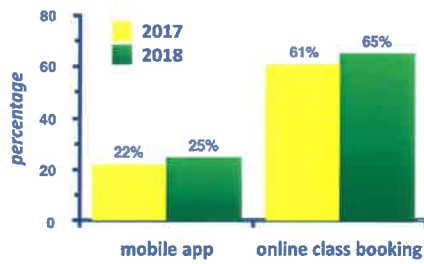
Gym Station Breakdown



Facility Breakdown



Digital



**84%**

Percentage of the total UK population that live within 2 miles of a public gym

60% in 1 mile



# TOP 10 OPERATORS

Public

743  
gyms

1.2m  
members

£497m  
value

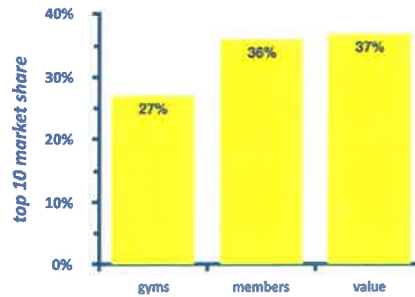
£33.12  
av. fee

66% wet  
34% dry

62  
av. stations

- GLL, with 194 gyms, remains the leading public operator. It operates 27 more gyms than 12 months ago. Will they join the top private operator Pure Gym with over 200 gyms in the next year?
- The top 3 spots remain with GLL, SLM and Places for People for the 5th year running. They operate 43 more gyms between them than they did last year and now account for 15% of all public gyms.
- Freedom Leisure have broken into the top 4 this year after adding 8 new gyms, replacing Fusion Lifestyle (who drop down into 6th place after decreasing the number of gyms they manage by 5).
- The top 10 operators are the same as the previous year with one exception; HighLife Highland has replaced Glasgow Life in 10th place.
- Only half of the top 10 have increased the number of gyms they manage: GLL (+27), SLM (+8), Places for People (+8), Freedom (+8) and YMCA (+1).
- Fusion (-5), Parkwood Leisure (-2) and 1Life (-1) have all lost gyms in the last 12 months.

Top 10 Operators Market Share



- The top 10 operate just over a quarter (27%) of public gyms, but account for over a third (36%) of the total members and 37% of market value. This compares to 26%, 33% and 34% respectively the previous year.
- The top 10 operators charge on average 9.5% more than the UK average fee.
- The average membership at the top 10 operators' gyms has gone up from 1,569 to 1,588 (29% higher than the UK average).
- They have an average of 62 stations per gym (UK average = 48).
- Two thirds of gyms managed by a top 10 operator have wet facilities (UK average = 53%).

RANK	OPERATOR	NO. OF GYMS
1	GLL	194
2	SLM (Everyone Active)	130
3	Places for People Leisure	91
4	Freedom Leisure	68
5	Parkwood Leisure	62
6	Fusion Lifestyle	60
7	Serco Leisure	46
8	YMCA	43
9	1Life	27
10	High Life Highland	22

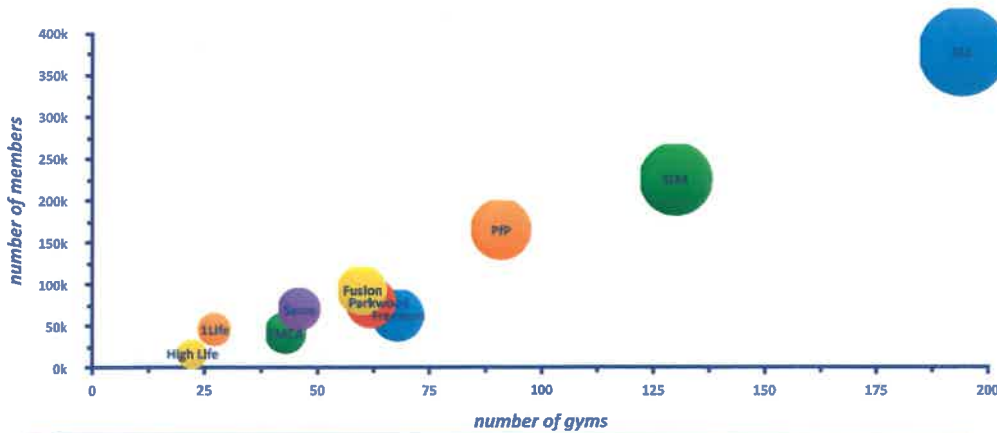
Top 10  
over the last 12 months:

+ 44 gyms  
+ 83k members  
+ £35m market value

# TOP 10 OPERATORS

Public

Top 10 Operators - Gyms & Members



- GLL, the UK's top public operator by number of gyms, also remains the top operator by number of members. With over 350k members they have further strengthened their position at the top. They have over 150k more members than SLM and over 200k more than Places for People.
- GLL and SLM remain the only public operators to manage over 100 gyms and to have over 200k members.
- In terms of average number of members per gym, GLL has the highest (just under 2,000) and High Life Highland the lowest (<1,000).
- When looking at average membership fees, Fusion has the highest (just under £38) but is closely followed by Parkwood and 1Life. At the other end of the scale, High Life Highland has the lowest at just under £20 per month.

Top 10 Operators - Average Members / Fee per gym



## openings

33

45k

£18m

£29.00

gyms

members

market value

average fee

## closures

46

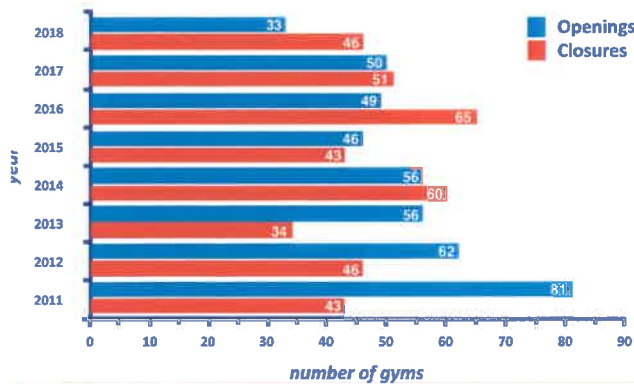
42k

£15m

£27.66

- With 33 gyms opening and 46 gyms closing, there was a net loss of 13 gyms this year (compared to a net loss of 1 last year).
- There was, however, still a small net gain of 3k members and £3m market value.
- Despite there being a net loss of 13 gyms, overall public gym numbers are only down by 1. The other 12 are due to either public gyms changing their access (e.g. dual use education centres being opened up to the public, or our ever-expanding coverage of the UK market).
- 52% of the new gyms have a swimming pool (compared to just 2% of new private clubs).
- 13 (39%) of the new openings are run by the top 10 operators and 14 (30%) of the closures were theirs. The majority of the closures by the top 10 were as a result of a new centre being built to replace it.
- Average membership fees at the new gyms are 4% below the UK average.
- The West Midlands saw the most gym openings (6) and also the greatest number of gym closures (7).
- Highest net gain in gyms was in Wales (1) and the highest net loss was in the East Midlands (-3) and Scotland (-3). Wales was the only one of the 12 regions that saw a net gain in gyms.

Openings and Closures: 2011 - 2018



### CLOSED GYM CHARACTERISTICS

- fewer stations (17% less than UK av.)
- lower fees (9% less than UK av.)
- fewer members (26% less than UK av.)
- fewer facilities (30% wet, 70% dry)

## **AUDIT**

LeisureDB conducts a rolling audit of all private health clubs and public sports & fitness facilities between January and March each year. We also carry out an intelligent audit throughout the year which picks up changes as they happen including new openings, closures, gym expansions and site / management takeovers. The result of these audits are used as the basis for this report. The 12 month reporting period is the 1st Apr 2017 to the 31st Mar 2018.

## **GYM DEFINITION FOR INCLUSION IN THIS REPORT**

A health and fitness facility must have cardiovascular and / or resistance equipment which is freely available to users on a pay and play or membership basis.

## **GYMS NOT INCLUDED IN THIS REPORT**

This report does not include corporate gyms, circuit-based gyms (e.g. Curves), outdoor gyms or boutique studios (e.g. 1Rebel, F45, PT studios, CrossFit).

## **PRIVATE HEALTH & FITNESS CLUB**

Refers to commercially-owned sites with a health and fitness facility that is available to members of the general public on a pay and play or membership basis.

## **PUBLIC HEALTH & FITNESS GYM**

Refers to publicly-owned sites with a health and fitness facility that is available to members of the general public on a pay and play or membership basis.

## **INCREASING AUDIT COVERAGE**

LeisureDB receives market intelligence from a number of sources and continues to broaden its knowledge of the UK health & fitness market each year.

## About LeisureDB

We're passionate about leisure market intelligence because we know that an understanding of your target market and customers enables good decision making, better investments, better strategies for success and happier, more loyal customers. All of which lead to a greater competitive advantage!

We seek to maximise your business potential in the leisure market. Providing the best market data, the best site and customer analysis and the best advice to develop your customer potential, we are the leading leisure market intelligence specialists.

# 01

### Member Profiling

Your business success is dependent on winning and keeping profitable customers. Understanding and realising your customers potential is fundamental to further growth.



# 02

### Site Analysis

In a service business, having the best possible locations will optimise your performance. Understanding the catchment population, competition and market potential for a location is essential.



# 04

### Publications

Annual production of industry acclaimed reports makes us the first source for leisure information.



# 03

### Market Data

Targeting the sports and leisure sector couldn't be easier with our fully customised sports and leisure facility market data.

For more information about our services and reports please get in touch:

Tel: 020 3735 8491

Email: [enquiries@leisuredb.com](mailto:enquiries@leisuredb.com)

Web: [www.leisuredb.com](http://www.leisuredb.com)

## Who are your members?

Your business success is dependent on winning and keeping profitable customers. Understanding key characteristics and realising your customers' potential is fundamental to further growth.

Using the Mosaic segmentation system, LeisureDB can give you a full understanding of the type of people you attract to your facility.

**Do you attract high numbers of singles and families in their 20s and 30s?**

**Does your facility offer activities for children?**



**Are your members older, well-educated couples with high incomes?**

**Does your facility offer classes for older people?**



**Or are your members students & graduates, with links to a university?**

**Does your facility appeal to the millennial market?**



## London Boutique Studio Report

In line with market interest, LeisureDB is diversifying and expanding its coverage of the UK fitness industry beyond traditional gyms to include dedicated fitness studios. We'll be publishing our first report on this fast growing sector in July 2018, which will focus on London where the boutique studio market is exploding.

We'll identify and rank the leading boutique brands and report on the number of studios, estimated market value, pricing, capacity, social media presence and other key sector metrics.

Reporting on the broadest ever coverage of dedicated fitness studios including the following types:



Reporting on the following brands and many more:



# Social Media Platform

LeisureDB is launching a new platform in Summer 2018 which will monitor the Social Media Feeds of all 7,000+ Fitness sites across the UK. The Social Media Fitness Index started as a quarterly report, but following feedback a new platform has been developed in a joint venture with IRIS Worldwide, the participation agency.

The new platform has been loaded with a year's social media activity across the four main channels to provide both instant views of both brand and individual site activity and the comparative activity of their competitors. The new platform will also listen to the consumer, picking up on sentiment and reaction to the offering.

This anonymised, aggregated data will be presented via a new dashboard, under subscription, to operators and owners who are keen to understand how their brand is viewed hour by hour, day by day or any time period against the messages from their competitors.



## SOCIAL RANKING

A real-time overview of gyms online social activity.



## CONTENT EXPLORER

All the content, keywords and themes being used on social in the gym industry



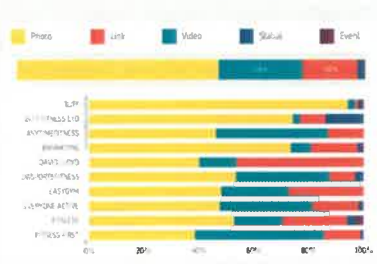
## VOICE OF THE CONSUMER

See the topics customers relate to your brand, outside of your social channels

WHO ARE THE TOP PERFORMERS ON FACEBOOK?

RANK	ACTIVITY	COMMUNITY	ENGAGEMENT
1	SCORSEBLOSS	736	478%
2	24/7 FITNESS LTD	715	1359%
3	NUTRACLIC	677	652%
4	PURE GYM	663	729%
5	LIFESTYLE FITNESS	656	1281%
6	TOTAL FITNESS	642	1079%
7	FREEDOM LOUSURE	572	702%
8	SHAP FITNESS	467	1162%
9	ANYTIME FITNESS	447	950%
10	BAKEMEYNE	428	1065%
11	FITNESS FIRST	398	895%
12	...	392	394%
13	FUSION LIFESTYLE	383	682%
14	GLASGOW GYM	350	837%
15	VIRGIN ACTIVE	260	1263%

FACEBOOK POSTING SUMMARY



## CHANNEL INSIGHTS

Review of the way the gym industry uses Facebook, Instagram, Twitter and YouTube



## GEOGRAPHIC ACTIVITY

Drill down into social content performance across gym locations in the UK & find the hotspots for social activity



AIT helps you manage and communicate your fitness and swimming timetables. We're used by over 800 Leisure Centres and have been providing technology to the fitness market for over 5 years.



- Simple Online Tools**  
 Manage your timetables via a simple website with videos and full FAQs. If you have any questions there's an experienced support team on hand to help.
- Your Website**  
 Adding a timetable to your website takes minutes. It's really easy and instantly benefits your customers. If you change your times, it will instantly update.
- On Mobile?**  
 Customers expect to see your information on their mobiles. We see over 60% of requests from mobiles. We give your customers 2 iPhone apps which they can view your information on.
- Automated Timetable Phone Line**  
 We use the latest tech to turn your timetables into a talking-telephone line that can read out your timetables to callers - Saving you time, money and freeing up your reception staff.
- API**  
 You or your web developers can access all of your data via a modern JSON API. This means you get the freedom to design and present your timetable information exactly how you want to, on whatever platform you choose.
- Complex Scheduling**  
 It's easy to manage complex timetable setups, including holidays, one-off events and cancellations. Adding instructors, levels, categories, class descriptions and keys are easy.

+44 (0)1305 300060

Group Exercise Programme

Timed for Friday 15 August

Time	Session	Facility
12:15 pm - 1:00 pm	<b>BODYPUMP™</b>	Studio 1
12:30 pm - 1:15 pm	<b>Studio Cycling</b>	Studio 2
1:05 pm - 1:50 pm	<b>BODYBALANCE™</b>	Studio 1
5:30 pm - 6:30 pm	<b>Super Circuits</b>	Sports Hall
5:30 pm - 6:30 pm	<b>BODYPUMP™</b>	Studio 1
6:35 pm - 7:35 pm	<b>BODYBALANCE™</b>	Studio 1

Gym iPhone App |  Swim iPhone App

**Live Online Timetables** For just £30+VAT per centre per month (+ one off £100 setup fee), replace those awkward PDF's with our interactive timetables (like the one shown). Delegate responsibility, but maintain control: We make it quicker and easier to organise, manage and update studio, pool or wider activity programming in one place.

**Engage Your Customers** Publish your timetables instantly to multiple digital platforms. Updates to timetable sessions, descriptions, instructors, levels, facilities, cancellations and holidays are synced instantly to your website, gym TV screen, print, phone lines and mobile apps.

**Brilliant Customer Support** We developed AIT together with our customers and have a dedicated team of Leisure experts who will ensure no question goes unanswered. Whether you manage 100 leisure sites or run a community gym, AIT works perfectly for your needs.

For more information please get in touch:

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