42 Theobalds Road

London,

WC1X 8NW

**Planning Statement;**

**Proposed Change of use from A1 to D2 - Personal Training Studio**

***FitStudioZ*** *(trading name for Easy Studios Limited)* ***works on one core principle;***

***“offering a successful and rewarding health and fitness journey for the immediate local community”***

Tired of witnessing the big corporate gyms focus solely on membership numbers and not overall experience, FitStudioZ created a tech based solution to debunking the myths and fads in the industry. Putting Personal Trainers on the high street in plain sight with direct access, helps local residents improve their health and fitness in the easiest possible way. Whether they choose to train daily or just pop in for free tips and tricks, the trainers ooze passion and the desire to help!

I am writing to request the approval for change of use from A1 to D2 - Personal Training Studio.

The premises will be used for private personal training. There shall be partition walls throughout, providing 'booths'. (floor plan provided) Each booth will be between 20-25 sq m. Within each booth is the equipment required to enable a trainer to give their client a sufficient hourly session.

I'd like to stress from the off set;

\***WE ARE NOT A GYM.** We DO NOT pose a threat of inconvenience, excessive footfall, traffic or noise pollution.

\* This will be our third premises, all works will meet correct standards and have obtained relevant approvals. Not overlooking soundproofing, which we aim to meet a 7-10db target.

\*We do not have excessive weights or loud equipment. We offer a bespoke, boutique environment in which clients pay a premium for top quality personal training sessions. **Noisy, dirty gyms is NOT our image.**

\* All sessions are conducted on a private 1-1 basis. At any one point there would be a maximum of 5 trainers and 5 clients.

\* We do not offer the space to the public to use on their own. Again, we are not a gym, but better seen like a physiotherapy or dentist. Offering a bespoke service.

The property being proposed has been vacant since 07th August 2017. I can confirm that the agent(s) representing the property have done all they'd be expected to let the property over this time.

I feel all parties would agree the vacancy of this property and the ‘tatty’ look of it, is nothing but an eyesore. Furthermore it has a detrimental effect on neighbouring businesses.

Being vacant for 28 months is far from an ideal scenario for any side, Easy Studios are prepared to secure the property over an 8 year lease and commit this period of time to improving the area for the immediate community.

I needn't stress to yourselves how the high street is changing and that demand for services are outdoing those of products/goods. We speak from experience that our services offer a direct gain to the local community. We promote health and fitness to all ages, offering bespoke packages that the entire community can gain. Furthermore we go the extra mile to 'give back' to the community. Such as sponsoring local sports teams, getting involved in local school fetes and offering free drop in health and fitness guidance.

We will maintain a visible shop front. Quite rightfully there's a growing concern that the high street is no longer an aesthetic row of window displays. We DO NOT obscure the entire window frontage. In fact we offer a waiting area for our clients that replicates the image of Foxtons estate agents. A stylish and plush array of furniture and amenities.

***We hope you can review this application with the same excitement and passion we have to offering an exciting service to the community that promotes the huge demand of health and fitness!***

***Seb Ferrari***

***CoFounder of FitStudioZ***

*Please refer to images of our existing locations to obtain a better understanding of our brand and layout.*

****

******

**