

APPENDIX 8: DEMAND FOR HEALTH AND FITNESS 2017

Demand Assessment Table - Health and Fitness Facilities (LB BARNET)

2017 Source: ONS Mid 2014 population projections OVERALL POPULATION 2017 135,000

Calculation used to calculate demand

Total population 15+	2017 105,000	2017 14.9%	2017 15,645	2017 23,468
Number of potential members/users of health and fitness clubs 2 above shown as % of total adult population 1. above				15,253.88
Average user attends 1.5 times per week or six times per month number of visits per week				449
Number of visits per week in peak times = 65% of total number of visits				
Number of visits in one hour of peak time = total visits during peak time /34				

2017 demand for Health and Fitness Facilities **449** Current Supply **556** Current Surplus / Deficit in supply **107** Surplus

The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session

Penetration of fitness users is defined using the FIA 2012 Parameters

The average health and fitness session is one hour

65% of use is during peak times

Site Name	Thoroughfare	Post Town	Post Code	Facility Type	Facility Sub Type	Unit	Numb	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
ELMBRIDGE XCEL LEISURE COMPLEX	Waterside Drive	Walton-on-Thames	KT12 2JG	Health and Fitness Suite	Health and Fitness Suite	Stations	120	Registered Membership use	Local Authority	Trust	2006	Yes	2011

If include budget/mid price facilities, with similar membership fees to PIP, situation is:

Site Name	Thoroughfare	Post Town	Post Code	Facility Type	Facility Sub Type	Unit	Numb	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
BANNATYNE SPA WEYBRIDGE	Walton Lane	Weybridge	KT13 8QA	Health and Fitness Suite	Health and Fitness Suite	Stations	56	Registered Membership use	Commercial	Commercial Management	2007	Yes	2010
ELMBRIDGE XCEL LEISURE COMPLEX	Waterside Drive	Walton-on-Thames	KT12 2JG	Health and Fitness Suite	Health and Fitness Suite	Stations	120	Registered Membership use	Local Authority	Trust	2006	Yes	2011
NUFFIELD HEALTH (SURBITON)	Simpson Way	Surbiton	KT6 4ER	Health and Fitness Suite	Health and Fitness Suite	Stations	80	Registered Membership use	Other	Other	1998	Yes	2015
PURE GYM LOCAL (WALTON-ON-THAMES)	The Heart	Walton-on-Thames	KT12 1GH	Health and Fitness Suite	Health and Fitness Suite	Stations	220	Registered Membership use	Commercial	Commercial Management	2011	No	n/a
PHYSIQUE WAREHOUSE	Down Street	West Molesley	KT8 2TU	Health and Fitness Suite	Health and Fitness Suite	Stations	80	Registered Membership use	Commercial	Commercial Management	2011	No	n/a
							556						

This would appear to better reflect the local area and changes under supply to over supply of +27

Under supply becomes a surplus of 964 which seems to better reflect the situation on the ground, based on consultation.

APPENDIX 8: DEMAND FOR HEALTH AND FITNESS 2035

Demand Assessment Table - Health and Fitness Facilities (Elmbridge BC)

2035 Source: ONS Mid 2014 population projections OVERALL POPULATION 151,000

Calculation used to calculate demand

1 Total population 15+	2035 120,000	2035 14.9%	2035 17,880
2 Number of potential members/users of health and fitness clubs			
3 2 above shown as % of total adult population 1. above			
4 Average user attends 1.5 times per week or six times per month number of visits per week			2035 26,820
5 Number of visits per week in peak times = 65% of total number of visits			17,433.00
6 Number of visits in one hour of peak time = total visits during peak time /34			513

2032 demand for Health and Fitness Facilities **513** Current Supply **556** Current Surplus / Deficit in supply **43** Surplus

The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour session

Penetration of fitness users is defined using the FIA 2012 Parameters

The average health and fitness session is one hour
65% of use is during peak times

Site Name	Thoroughfare	Post Town	Post Code	Facility Type	Facility Sub Type	Unit	Number	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
ELMBRIDGE XCEL LEISURE COMPLEX	Waterside Drive	Walton-on-Thames	KT12 2JG	Health and Fitness Suite	Health and Fitness Suite	Stations	120	Registered Membership use	Local Authority	Trust	2006	Yes	2011

If include budget/mid price facilities, with similar membership fees to PFP, situation is:

Site Name	Thoroughfare	Post Town	Post Code	Facility Type	Facility Sub Type	Unit	Number	Access Type	Ownership Type	Management Type	Year Built	Refurbished	Year Refurbished
BANNATYNE SPA WEYBRIDGE	Walton Lane	Weybridge	KT13 8QA	Health and Fitness Suite	Health and Fitness Suite	Stations	56	Registered Membership use	Commercial	Commercial Management	2007	Yes	2010
ELMBRIDGE XCEL LEISURE COMPLEX	Waterside Drive	Walton-on-Thames	KT12 2JG	Health and Fitness Suite	Health and Fitness Suite	Stations	120	Registered Membership use	Local Authority	Trust	2006	Yes	2011
NUFFIELD HEALTH (SURBITON)	Simpson Way	Surbiton	KT6 4ER	Health and Fitness Suite	Health and Fitness Suite	Stations	80	Registered Membership use	Other	Other	1998	Yes	2015
PURE GYM LOCAL (WALTON-ON-THAMES)	The Heart	Walton-on-Thames	KT12 1GH	Health and Fitness Suite	Health and Fitness Suite	Stations	220	Registered Membership use	Commercial	Commercial Management	2011	No	n/a
PHYSIQUE WAREHOUSE	Down Street	West Molesley	KT8 2TU	Health and Fitness Suite	Health and Fitness Suite	Stations	80	Registered Membership use	Commercial	Commercial Management	2011	No	n/a

556

This would appear to better reflect the local area and reduces under supply to 32