

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council)
2015 Source: ONS 2012 sub national population projections

Calculation used to calculate demand

	2037		
Total population 15+	111,888	2037	
Number of potential members/users of health and fitness clubs		12.1%	
2 above shown as % of total adult population 1. above		13,538	2037
Average user attends 1.5 times per week or six times per month number of visits per week			20,308
Number of visits per week in peak times = 65% of total number of visits			13,200
Number of visits in one hour of peak time = total visits during peak time /34			388

A total number of 334 stations would be required to cater for the predicted demand by potential members/users of any health and fitness facility

2037 demand for Health and Fitness Facilities	388	Current Supply	511	Current Surplus / Deficit in supply	123 Surplus
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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