

BODY TECH

F I T N E S S

Body Tech Fitness Wrexham -Statement Of Operations

Proposed Operating Hours: 24/7

Staffing Levels: Anticipated employment of 10 staff on the permanent payroll, in addition to an estimated 50-60 self-employed personnel.

Additional Branches: Present in Winsford & Ellesmere Port

Expected Utilisation & Class Attendance Levels: Peak times are estimated to see an occupancy of approximately 50, while average attendance levels are projected to be around 30.

Rationale for Establishing Presence in Wrexham Industrial Estate:

The selection of Wrexham Industrial Estate as the site for Body Tech Fitness is strategic, considering it stands as one of the largest industrial zones in Europe. We intend to capitalise on the substantial foot traffic characteristic of such a location. Our overarching aim is to enhance the well-being—both physical and mental—of the local workforce, thereby contributing value to the existing 300 businesses within Wrexham Industrial Estate. We are committed to offering preferential rates to employees of the estate, aligning with our ethos encapsulated in our motto, 'The People's Gym'.

We firmly believe that Wrexham Industrial Estate presents the optimal locale for serving the residents of Wrexham and its environs. This decision is bolstered by the estate's excellent transport infrastructure, facilitated by its close proximity to the M56, A483, and the A55. These transport links enable convenient access to our facilities for individuals residing in nearby regions such as Chester and North Wales. Our commitment to accessibility is further underscored by our proposed operating hours of 24/7, ensuring ease of use for the community of Wrexham and its surroundings.

Our core objective is to not only benefit our members but also make a meaningful contribution to the broader community. Body Tech Fitness Wrexham is projected to require approximately 10 permanent staff members, complemented by an estimated 50-60 self-employed professionals, owing to our innovative personal training framework. Distinguishing ourselves from larger gym chains, we do not impose rental charges on our personal trainers, thereby eliminating a significant barrier to entry for newcomers to the industry or those experiencing difficulties. Additionally, we anticipate roles for café staff, cleaning personnel, maintenance teams, and various other employment opportunities, providing avenues for local employment in Wrexham. Anticipated occupancy levels are estimated at approximately 50 during peak hours, tapering to the 30s during standard operating times.

In conclusion, the establishment of Body Tech Fitness within Wrexham Industrial Estate represents a strategic initiative to not only provide exceptional fitness services to the community but also to foster a culture of health and well-being. With a commitment to accessibility, employment opportunities, and community engagement, we aim to become an integral part of the Wrexham community, enhancing the lives of residents and contributing positively to the thriving industrial landscape of the area.