

Planning Statement
360 Health and Fitness
Unit 20 C, Wren Centre, Westbourne Road, Emsworth, PO10 7SU

Your ref: APP/15/00240

Content:

1.0 Executive Summary

- 1.1 Business Summary
- 1.2 Business Aims

2.0 Business Operation

- 2.1 Hours of Operation
- 2.2 Employees
- 2.3 Site Visitors
- 2.4 Parking Provisions
- 2.5 Disabled Access

3.0 Environmental Summary

- 3.1 Noise
- 3.2 Flood Risk

1.0 Executive Summary

1.1 Business Summary

360 Health and Fitness is a community based healthcare and fitness centre with a focus on rehabilitation and the promotion of physical wellbeing through participation in sport, and preventative healthcare. The name “360” was chosen to describe our 360-degree approach to health and fitness, as we intend to address the person as a whole, and incorporate all our clients health and physical fitness needs under one roof.

The local health profile supports the need for such facilities. Locally, there are high levels of obesity and a poor level of sporting participation, most notably in school-aged children, 37% of whom in the local area could be classified as obese. The report “Sickness Absence in the Labour Market”, published by the Office of National Statistics in February 2014 demonstrated that back, neck and muscle pain accounted for 30.6 million lost working days in 2013 alone, and the World Health Organisations' Global Burden of Disease report (2013) showed that low back pain is now the single largest cause of disability in Western Europe. As such, it is crucial that there is local access to suitable facilities that can provide effective, evidence-based care to help counteract the burden these conditions have not only on families and individuals, but on the local economy also.

This innovative and integrated approach from 360 Health and Fitness provides the opportunity to change the future of locals, providing a much-needed local facility to support Emsworth and the surrounding boroughs.

1.2 Business Aims

Short term:

- To develop a health and fitness facility in Emsworth that provides a range of services within a budget and timetable to suit the clientele.
- To provide 3 full-time jobs for locals.
- To incentivise sustainable transport to the site through promotion of cycling and pedestrian facilities and discounts for those who use sustainable transport to attend the facility. This will reduce the number of vehicles visiting the site whilst also promoting physical exercise and sustainable transport.
- To continue to support and promote FitBeat, a local community sporting event established by company director George Turner.
- To analyse the local competition and determine further areas for growth and opportunity.

Mid-term:

- To expand the business by renting further floor space within the Wren Centre to include a pilates studio and an area for classes.
- To develop a strong local reputation for quality, affordable healthcare and fitness facilities
- To provide a further 3 jobs for locals within 3 years of opening.
- To provide opportunities for local students at sporting colleges or undergoing healthcare training to shadow and observe within the facility.
- To run a series of successful local advertising campaigns to encourage new clients to attend the facility.

Long term:

- To build our company name and reputation through community outreach projects and supporting further local charity events.
- To receive at least 95% positive feedback from our clientele regarding the overall service provided at 360 Health and Fitness.
- To support local economic growth through our business with further job and observation opportunities.
- To have a strong flow of web traffic to our site, utilising our resource pages to continue with self-management and preventative measures at home.

2.0 Business Operation

2.1 Hours of Operation

In order to provide services that are flexible and meet with our client's needs, the centre will be open:

Monday	0600h - 2100h
Tuesday	0600h - 2100h
Wednesday	0600h - 2100h
Thursday	0600h - 2100h
Friday	0600h - 2100h
Saturday	0800h - 1600h
Sunday	0800h - 1200h

2.2 Employees

As an incorporated limited company, we have the opportunity to initially provide 3 local full-time jobs, with a view to expanding and extending our premises and number of employees in correlation with the growth of the business.

We are keen to liaise with local colleges and provide opportunity for students to complete work experience at the venue, with both the personal trainers and fitness director, but also the on-site healthcare practitioners. During their work experience, students will be given the opportunity to develop their business management skills in addition to gaining practical experience.

2.3 Site Visitors

We anticipate that within our first year we will see approximately 200 visitors to the site each month, including clients visiting the on-site health centre.

2.4 Parking Provision

There is currently on-site parking for around 30 vehicles. As part of our business goals, we plan to incentivise the use of sustainable transport to the facility and actively dissuade clients from using their cars to attend the facility, thus leaving parking available for disabled clients.

We have sought funding for bicycle racks at the facility, and will also reward clients who walk, cycle, or use public transport to get to the facility. As covered in section 1.2, this is part of our short-term business goals.

The majority of our clientele will be from the local areas of Emsworth and Westbourne, and the facility is ideally placed to allow pedestrian access.

2.5 Disabled Access

We have taken steps to ensure that all doorframes within the building meet the accepted size and standard for disabled access.

There is disabled access to the building without a need for ramps.

There will be two parking spaces available which are reserved for disabled clients.

3.0 Environmental Summary

3.1 Noise

The Wren Centre currently operates as a range of light industrial and office buildings, and as such there is a degree of background noise from the other units on site. We will not be using any form of amplified music outside of normal working hours. The unit is located 0.12 km from the nearest residential property and as such is well outside the boundary in which this would be a concern.

3.2 Flood Risk

The facility is located 0.08 kilometres from the nearest river and does not sit on a flood plain.

The Wren Centre is not known to be at flood risk and has not previously flooded.