

Demand Assessment Table - Health and Fitness Facilities (Shropshire Council) 2020

Source: ONS 2019 sub national population projections

Calculation used to calculate demand

	2020		2020
1 Total population 15+	254,403		15.6%
2 Number of potential members/users of health and fitness clubs			39,687
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			
5 Number of visits per week in peak times = 65% of total number of visits			
6 Number of visits in one hour of peak time = total visits during peak time /34			
<i>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</i>			
2020 demand for Health and Fitness Facilities	362	Current Supply	511

2020
59,530
38,695
1138

Current Surplus / Deficit in supply 149 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 2019 Parameters

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

Community accessible fitness stations = 511