

**URBANFITNESS®**  
LONDON



**LANDLORD OVERVIEW PACK**





# INTRODUCTION

## **URBANFITNESS** LONDON TAKES A UNIQUE TO APPROACH TO HELPING MEMBERS ACHIEVE AND BENEFIT FROM AN ACTIVE LIFESTYLE

Unique emanates from our core philosophy around people. In an industry that pays lip service to its employees and members, we at **URBANFITNESS** London live, breath and sleep our passion around a healthy, active lifestyle.

Our ownership team have over 60 years sector experience and we select our people from all walks of life and from all ages but with one common thread, a desire to succeed through hard work, enthusiasm and respect for their members through empathetic and outstanding customer service. This as you would expect drives our USP, loyalty... from both staff and members, a point sadly ignored by our competitors.

At **URBANFITNESS** London we have something for everyone but delivered in such a way that expresses both style and class. No cheap gimmicks, no shock imagery but a brand that prides itself in offering first class facilities and lifestyle education for those who want to reap the benefits of feeling good about themselves and each other every day of their lives.

This is reflective in the locations we are looking for (requirements contained overleaf) and also the search for projects that are 'off plan' in order to ensure our unique brand dovetails with any new developments.

Our future plans are bold and exciting in order to create 10+ sites within TFL zones 1 - 4 over the next 5 years and roll this concept out to other capital cities in years to come. Hopefully the venue or 'new build' that you may have in mind will suit an **URBANFITNESS** London location. We certainly welcome the opportunity to discuss this further with you.

Yours in Health & Fitness

Jonathan & Charles  
Co Directors - UFL GROUP LTD

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# COMPANY SPECIFICS

## COMPANY

URBANFITNESS LONDON GROUP LTD

## CONCEPT

**URBANFITNESS** London brings a unique community driven training environment blending a diverse range of high energy group exercise programmes with a fully functional gym floor space. Our clubs are entirely evidence based in their design and therefore align with member needs.

## SENIOR EXPERIENCE AND TEAM

- » 60+ years of sector experience
- » Project management of a combined 80+ Health Club builds and launches
- » Operational Management of 100 unit chain
- » Specialisms in elite exercise science, commercial operations, finance and marketing

## URBANFITNESS LONDON

- » Unique and empathetic 'build' ethos
- » Evidence driven member centric concept
- » Contemporary and vibrant brand
- » Ethically priced
- » A minimum of 9500 visits per month



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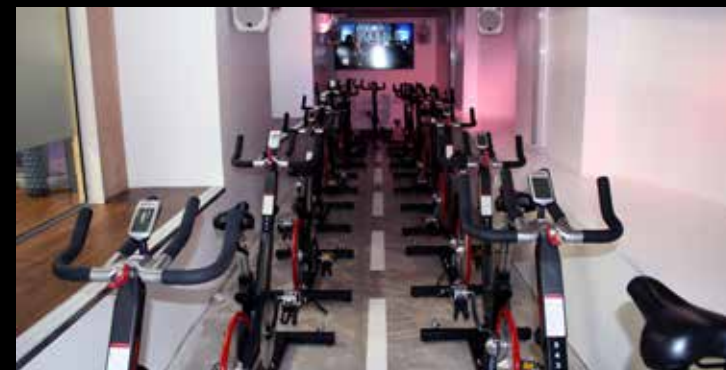
# URBANFITNESS LONDON – SUGAR HOUSE, ALDGATE

## KEY STATISTICS

- » Open to the public on the 8th February 2016
- » Membership base at 1800 by late March 2016, this is 20% over the budgeted amount
- » Expected to be at 2500 capacity by October 2016



**URBANFITNESS** London – Sugar House  
75 Hooper Street  
Aldgate  
London  
E18BP





# REQUIREMENTS AND LANDLORD BENEFITS

## FINANCING

Funding secured for ten central London locations, both freehold and leasehold considered.

## DESIGN

Build and layout with the modern city user in mind.

## MARKETING

Targeted at the London active lifestyle community.

## REQUIREMENTS

- » TFL zones 1 - 4
- » 8,000 - 20,000 square feet
- » 2.7m minimum ceiling height
- » 5kN/m<sup>2</sup> floor loading
- » D2 use preferred - other uses will be considered, subject to planning
- » Leasehold 15 years
- » Basement and first floor considered
- » Single floor preferred, however will consider premises over two floors



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# KEY CONTACTS

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