

## Appendix 3: FMM Reports

The FMM will supply a monthly report containing 6 columns of results for each registered site:

1. The site's results
2. The results of a chosen competitor set
3. The results for the all sites in the company  
(for multi-site operators only)
4. All private operators in the pool
5. All public operators in the pool
6. The national combined results

It should be noted that the access to these results will be determined by the joining company at the outset. It may be the case that certain personnel will only be able to view site and national statistics (i.e. columns 1 and 6), whereas other personnel may be able to access more or all of the columns.

### Standard reports to be generated:

For each of the 6 segments listed above the following results will be itemised:

#### Memberships

- Closing count for all live members
- % change in total memberships from prior month
- % change, 12 month like-for-like memberships (i.e. Jan to Jan, Feb to Feb etc., where and when available)
- New members joined in the month
- % change in new members from prior month
- % change, 12 month like-for-like memberships
- Total leavers in the month
- % change in leavers from prior month
- % change, 12 month like-for-like leavers (where available)
- Leavers' ratio: calculated by leavers in the month divided by the month's opening membership (closing count of live members minus new members)
- % change in leavers' ratio from previous month
- % change, 12 month like-for-like leavers' ratio

#### Monthly Revenue Analysis

- Total membership subscriptions paid in the month
- % change in total membership subscriptions from prior month
- % change, 12 month like-for-like membership subscriptions (where available)

- Average monthly subscription paid per 'live member'
- Average joining fee/admin fee per live member joined in the month
- Membership subscription as a % of total revenue in the month
- Pay-as-you-go/guest fees as a % of total revenue in the month
- Joining fees/admin fees as a % of total revenue in the month
- Joining fees/admin fees as a % of total membership income in the month (i.e. membership subs + joining/admin fees + pay-as-you-go/guest fees)
- Additional spend as a % of total revenue in the month.
- Average additional spend per live member in the month

### Optional Reports provided for those companies submitting the relevant metrics:

#### Memberships

- Closing count for all live junior members
- % change in total junior memberships from prior month
- % change, 12 month like-for-like junior memberships (where available)
- New junior members joined in the month
- % change in new junior members from prior month
- Total junior leavers in the month
- % change in junior leavers from prior month
- % change, 12 month like-for-like junior leavers (where available)

#### Monthly Revenue Analysis

- Total junior membership subscriptions paid in the month
- % change in total junior membership subscriptions from prior month
- % change, 12 month like-for-like in junior membership subscriptions (where available)
- Average monthly subscription paid per 'live junior member'

#### Attendance

- Total number of visits in the month
- Average number of visits per live member in the month

#### Staffing

- Staff costs as % of total revenue (private gyms only)
- Staff costs per live member (private gyms only)