

Appendix 1: Metrics

Core Metrics

Metrics to be supplied by each and every site (health club or leisure centre) registered with FMM:

- Closing count of all 'live' members
- All leavers in the month
- New membership count in the month
- Total income received in the month
- Total joining/admin fees received in the month
- Total membership subscriptions in the month
- Total pay as you go users/guest fees received in the month

Only core metrics will be reported on as national and selected competitor set data.

Optional Metrics

For those opting to input these figures they must be submitted every month and only those inputting these figures will receive information utilising these metrics:

- Closing count of all live junior members
- Junior member leavers in the month
- New junior members in the month
- New junior membership subscriptions in the month
- Total staff costs in the month (private gyms only)
- Number of visits in the month

Additional Metrics

There may be occasions when the industry needs to collect certain data to argue or prove a particular case. An example of this may arise in respect of the government's recent intention to launch free swimming. The FMM would be perfectly able to adapt to these situations and pool data that may prove vital in supporting and endorsing industry claims in either supporting opportunities or defending counter claims or government actions/initiatives. It is impossible to predict when the FMM may ask the pool for such data although it may prove to be a very important additional service. You will be under no obligation to supply additional metrics and the same rules would apply as per optional metrics in returning amalgamated data.

Appendix 2: Definitions for Metrics and Reporting

Live Member:

Anyone who has paid a fee for a period of membership that extends beyond 1 month.

This membership will usually be paid by Direct Debit although the period may be paid for as a lump sum (if paid as a lump sum the fee should be apportioned monthly and applied to the subscription figures).

The membership rights will include but may extend beyond the use of the 'gym equipment' and services contained within the confines of the gym area. For example, if the membership covers gym and swim or gym and racquets, these should be included.

Member is also defined by usage of the gym being free during the period of membership (i.e. should an option be available of reduced membership subscription accompanied by a per use payment then this income should be classified within pay-as-you-go and the client should not be included within the membership count).

The Fitness Market Monitor will only consider 'live' members in the calculation of member count (i.e. those up to date with their payment commitments).

Should the member be paying by DD and the collection fails (whether this failure is due to a known/agreed or unknown reason) in a given month, they should not be counted within the 'membership' figures and should be categorised as frozen or suspended.

Suspended / Frozen Members:

Any member who has failed a DD and is therefore removed from the live membership figures for a given month or period and who subsequently activates payments will return as a live member. In such circumstances the money should be accounted for in the returning month although they should not be classified as a new member. They will, however, now be registered within the total member count for the month.

Leaver:

A leaver should be considered as someone who has:

- Terminated their membership in accordance with their contract terms
- Reaches the end of the contract period without renewing their membership

- Has failed the direct debit run and is no longer considered either suspended or frozen
- Has been ejected from the club for another reason

In allocating the leaver to a particular month it is the actual cancellation date that should be taken. This may mean that the leaving member is counted as a leaver in the month after they actually cancelled as most clubs operate a 2-3 week 'confirmation' period.

New Member:

Anyone who 'joins' the club and has committed to a 'membership period' of at least one month. The access rights granted within this agreement will include but may extend beyond the gym area.

Junior Member:

Memberships that typically have the label of 'child' or 'junior' should be included within this category. Again typically these memberships are classified as under 16 and generally carry a reduced subscription fee and/or a reduced right of access.

Membership Count:

The Fitness Market Monitor will collect Membership Count for all live members. Where membership systems permit it will also collect a figure for all junior members as a number of all live members. The submission of junior memberships will be treated as an optional metric. Live members should also include numbers specified within corporate deals (i.e. whereby a given company pays an agreed sum for a given number of memberships).

Staff / Complimentary Memberships:

Any staff members or other parties who receive complimentary membership should not be included as a live member unless they pay the full membership fee.

Pay-as-you-go Users:

Anyone who is not a live member but pays a fee to use the gym facility.

Subscription Income:

Revenue collected by direct debit or apportioned if paid annually (or other specified periods greater than one month) in respect of a membership to the gym facility. Figures should be net of tax.

Joining / Admin fees:

Any revenue received 'up front' or in respect of joining as a member that falls outside of the direct debit commitment or annual membership payment (or other specified periods greater than one month). This is typically a one off fee classified as a joining or administration fee. Figures should be net of tax.

Total Income:

Sum of all revenue received in the month from all sources. This includes all membership income (including subscriptions, joining/admin and pay-as-you-go fees) plus income from vending, classes, food and beverage, retail, etc. Figures should be net of tax.

Additional Spend:

All revenue received that is unrelated to membership income (i.e. income from vending, classes, food and beverage, retail, etc.). Figures should be net of tax.

Staff Costs:

All payments made to staff paid via the pay roll system. The costs should be the payment made in the month net of all taxes.

Attendance:

All 'swiped' entries by **live members**, pay-as-you-go and guest fee paying users with access to the gym facility.