



Ramsgate Leisure Centre FeelGood Factory

Location: Ramsgate
Kent

Operator
Your Leisure

Organisation type
Leisure Trust

Suite opened
July 2013

Shapemaster members
430+ (2015)

Shapemaster stations
12

Dedicated space
55m²

The FeelGood Factory at Ramsgate Leisure Centre is a fantastic success, providing a significant financial return for Leisure Trusts and huge health and fitness benefits for their members.

Demand has been so high that Ramsgate have recently decided to extend the FeelGood Factory opening times.

As of October 2015, the suite has 436 members, each paying £25 per month.

£10k+
per month

400+
members over 18 months

ROI
achieved in the first 18 months

Membership reached an initial target of 100 new members within six months of opening before seeing accelerated growth to 400+ over the subsequent 18 months. This was achieved through simple marketing, including word-of-mouth incentives and free trials. At £25 monthly membership, the suite is currently generating over £10k per month.

Our financial modelling from this level of growth suggested income of around £72k over the initial 18 month period, which returned the capital investment on a suite of 12 Shapemaster stations and allowed budget for preparing the room and initial marketing.

“I don’t even have to think about the suite, it practically runs itself”

Gavid Vickers, Indoor Leisure Manager

“Shapemaster customers generally stay for a coffee after their exercise, so the contribution to catering income that the suite provides cannot be understated”

Contact us

If you would like to know more about how Shapemaster could work for you, please contact our team on:

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