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EASYGYM UNVEILS FRANCHISE PLANS

The company aims to open more than 500 franchise units globally in the next five years.

easyGym opened its first site in north London in 2011, offering flexible contracts and prices geared to local markets. Today it's heading towards a total membership of 100,000 across its UK portfolio.

Offering access to a technology platform that includes membership management, self-serve biometric access, an online only joining process and 24/7 CCTV monitoring, anticipated payback for the franchise model is three years.

Investors can choose from two formats - the Small Box, which requires £160,000 of liquid capital, and the Big Box,

which requires £380,000 of initial investment. easyGym says it will consider territory by territory deals.

Heading up the operation is Karl Dietrich, formerly UK and Ireland franchise head at gym franchise group Anytime Fitness.

easyGym's first franchisee is co-founder and CEO Paul Lorimer-Wing.

He says: "We ripped up the rulebook on the gym model in 2010 and are now providing an inside track on how to grow a successful fitness business to other ambitious entrepreneurs keen to see results fast.

"I'm so convinced by the payback potential that I'm investing my own money into the easyGym franchise model."

