



Fitness First

0044 (0)1202 845000
www.fitnessfirst.co.uk

Fitness First, The Grove,
245a Marylebone Road,
London NW1 5JZ

Simon J Davis
BA (Hons) DipTp MRTPI
Principal Planning Officer,
Planning Department,
Arun District Council
Location: 1st Floor,
Arun Civic Centre,
Maltravers Road,
Littlehampton, BN17 5LF

27.01.2015

Dear Mr. Davis,

Application Reference BE/136/14/PL

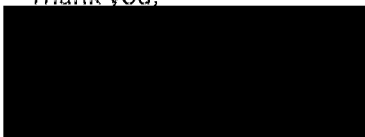
I thought it would be helpful to write to you regarding the above application for planning permission for the change of use of Unit 3 at the Bognor Retail Park for A1 Retail Purposes.

As set out in the application supporting material, our current corporate strategy is to consolidate and refit clubs inside the M25 core area, and whilst we can in the short term sustainably remain in place at the Retail Park, the grant of planning permission on 28th January 2015 will not harm Fitness First in pursuing its core corporate strategy.

In the event of refusal of planning permission, over the longer term we may struggle to justify continued investment in the club at Bognor Regis with respect to existing Membership levels. The site is located on a retail park without other leisure 'anchors' and is therefore a sub-optimal site which is an impediment to continued membership growth.

As such, we do understand the rationale behind the proposed change of use, and that you may consider it to better meet the Council's aspirations to maintain economic growth and enhance employment levels within the town.

Thank you,



Harry Kay
Property Director