



City Lofts, Paris Development
Includes Residents' Gym

WHAT COULD A TOP-END GYM AND LEISURE FACILITY MEAN FOR YOUR DEVELOPMENT?

In a competitive market it's the added extras that can make the difference. And no one appreciates that better than developers. Top end developments must really stand out if they're to generate the 'wow-factor' that leads to the highest occupancy rates, and the greatest return on investment.

ARE YOU GENERATING THE WOW-FACTOR?

One way to create that illusive wow-factor is by including a state-of-the-art gym and leisure facility. For occupiers this is a tempting proposition. With

charges for their use often as low as £8 to £10 per month through the service charges they stand to make a considerable saving on their commercial gym membership, which can come to as much as £90 per person per month. This alone can justify a top-end price tag for their flat.

HALF TIDE DOCK: A MODEL DEVELOPMENT

City Lofts Group is one developer that is already benefiting from installing a top-spec leisure facility in its flagship new development.

Half Tide Dock is a striking, nine-storey building situated in Liverpool's iconic waterfront, on the edge of its business district. Its 121 one & two bedroom apartments have been designed to

the highest specifications by internationally renowned architectural practice, Conran & Partners. In short, it's a magnet for young, affluent professionals.



City Lofts
Half Tide Dock
Liverpool

THE BENEFITS OF HIGH QUALITY LEISURE FACILITIES

Stuart Wright, City Lofts Group's Chief Executive understood immediately how important a top-class gym would be to his target market. "Incorporating high quality, communal leisure facilities in our developments is a core part of our vision for city centre living", he says. However he was determined to avoid the mistake of other developers, who often added leisure facilities as an 'afterthought' rather than building them into the plans from the start.

This can lead to poor quality equipment being shoehorned into awkwardly shaped facilities. "Instead we wanted to create well-designed, actively managed facilities, which would attract owner occupiers willing to pay a premium to live in the best building in the city, as well as investors looking to capitalise on the market for professional and corporate tenants."

"The state-of-the-art leisure complex at City Lofts Half Tide Dock gives us a real point of differentiation in the congested Liverpool new homes market", he says. The scheme is "a rare combination of high-quality urban living,

waterfront lifestyle, city centre convenience and top-of-the-range, on-site facilities."

ENTER RCH GYM DESIGN AND MANAGEMENT

City Loft Group have been working with RCH for the past 2 years to plan state of the art leisure facilities for its future developments, the First City Lofts development to benefit from these facilities is Half Tide Dock in Liverpool. RCH are the market leader for boutique, on-site leisure facilities within apartment buildings, RCH has experience of designing

THE BENEFITS OF A STATE-OF-THE-ART LEISURE FACILITY

- Increased apartment sales
- Keeping ahead of the competition
- Higher sales value
- Higher rental value
- Community feel-good factor
- Better use of supposedly 'dead' space

and managing amenities ranging from 500 sq ft unmanned gyms to top-end combined spa, pool and gym facilities with fully trained staff.

DESIGNING THE PERFECT GYM

RCH works with the developer through the three stages of the design and implementation process. An initial consultancy phase includes a feasibility study leading to the creation of design concepts tailored to the individual demographic and budget. These are then brought to life by their 2d and 3d architect drawings. In the second stage, RCH implements the plans through its network of partners, and finally it sets up management structures, hires staff for either manned or unmanned facilities and sets everything in motion.

This process often starts from planning and can take from one to three years. In City Lofts' case, it was two. Stuart Wright was delighted with the results.

RCH now work with many leading property developers and companies throughout the UK and Europe. As well as City Lofts, these include St George Plc, Westcity, Crest Nicholson, Nicholas King Homes, St James and many more.

www.rawcorporatehealth.com



RCH on-site corporate gym, London W1



Nicholas King Homes
The Oaklands, St Albans

‘A magnificent sales tool’

For Susan Jacquest, Sales and Marketing Director at Nicholas King Homes, RCH’s experience was key.

“With the expertise of RCH Gym Design and Management, we will achieve a fantastic looking airy space providing a fully equipped gym.”



The ongoing management package, meanwhile,

“ensures that the gym will be operated well and effectively, giving our residents a sustainable benefit, both for their own initial investment and consequently for future buyers.”

As they understand, in a competitive market these things make a difference.

RCH CAN PROVIDE:

- Concept design to suit the needs of the development
- Health and safety advice
- Insurance
- All equipment supply
- Service contracts
- Management services

The refrain is a common one. Simon Isdell-Carpenter, the Sales and Marketing Director at Westcity Properties notes that the RCH designed and managed gym...



Whitelands Park
South-West London

“is an integral part of the Whitelands Park development, South West London, set in the grade II listed Sir Giles Gilbert Scott Building, creating a sense of community, and was a great sales tool to us as a developer.”

Westcity chose RCH,

“due to their high level of service and track record they delivered the gym from agreeing a contract, in budget, in three weeks, for our press launch and were also involved in our PR.”

• Well being: a state of being happy, healthy and prosperous

- By 2010 many residential buildings will include an on-site gym, and often a spa and pool
- Can you afford not to include a leisure facility in your development?

Make your apartment building the one that everyone talks about....



THE BENEFITS OF A STATE-OF-THE-ART LEISURE FACILITY ON YOUR DEVELOPMENT

- Increased apartment sales
- No on-going cost to the developer
- Keeping ahead of the competition
- Higher sales value
- Higher rental value
- Community feel-good factor
- Better use of supposedly 'dead' space



RCH is your first port of call when you are looking to install an on-site leisure facility and can work with you from planning.

On-site managed leisure facilities in property developments, either manned or unmanned and run as our concierge service.

RCH services include:

Design; supply; management; insurance; health and safety; inductions; personal trainers; and therapists.

- Top end trainers and therapists
- Top end management
- Top end gym design and supply
 - Apartment buildings
 - Corporates
 - Homes
 - Hotels

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