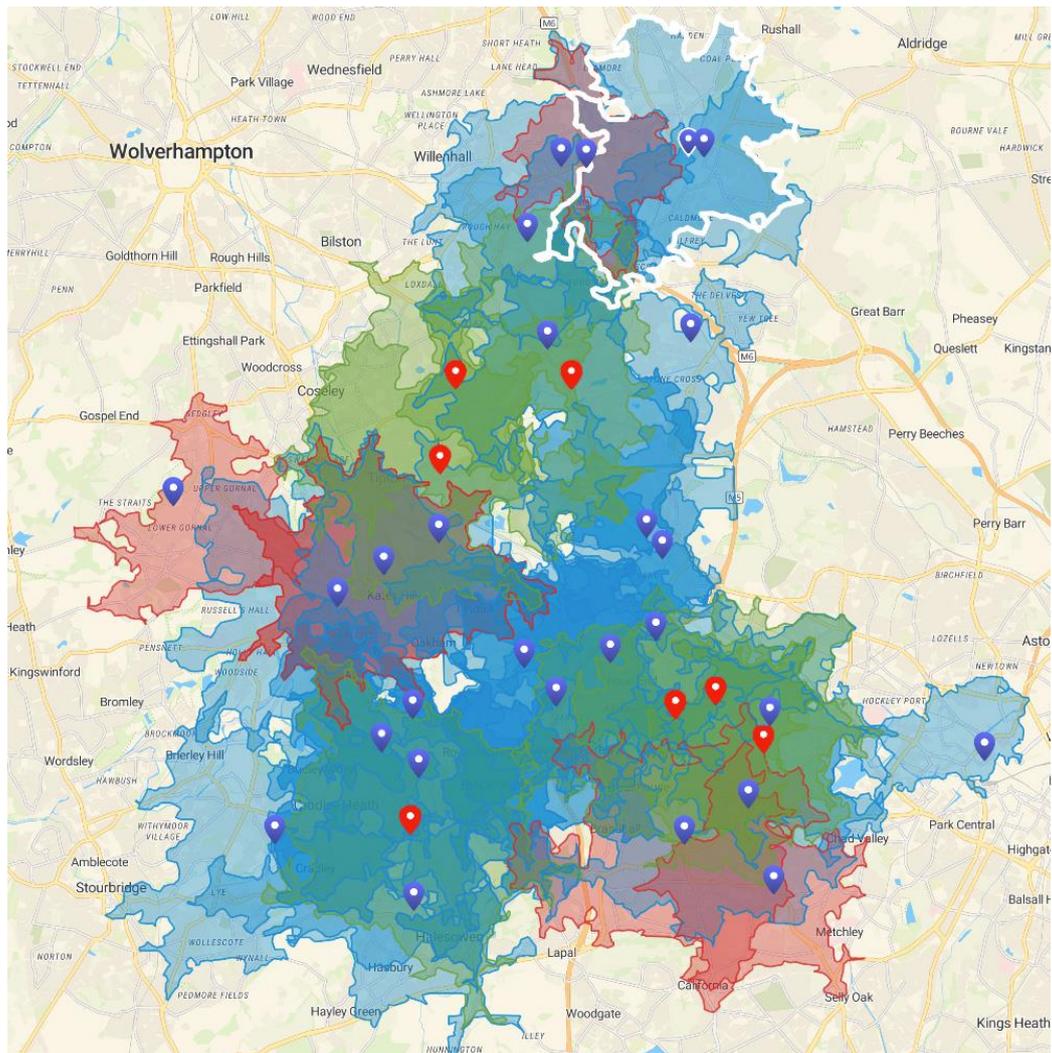


## Appendix 1 – Heat Map



- Full fitness membership catchment with 5-min drivetimes of location
- **Red** place markers are SLT Venues
- **Blue** place markers are Competitors
- Colour gradients red being more expensive to blue indicating less expensive than SLT
- SLT catchment marked in green