

The Hidden Costs in Your Personal Training Studios & Gyms Business

What a typical personal training studios & gyms business loses every year — and why most owners never see it

Membership Churn Rate

BIGGEST OPPORTUNITY

Average gym loses 3–5% of members per month; each additional percentage point is real, compounding annual revenue loss.

£12,000–£24,000

est. annual cost

Class Utilisation Below Capacity

Classes running below 50% capacity mean instructors are paid for sessions that do not generate proportionate income.

£6,000–£13,000

est. annual cost

Direct Debit Failure Rate

A DD failure rate of 6–9% creates a persistent bad debt tail and significant admin cost chasing monthly payments.

£4,000–£8,000

est. annual cost

PT Session No-Shows Without Cancellation Policy

Without an enforced cancellation policy, PT staff absorb lost session time with no financial recovery.

£3,000–£7,000

est. annual cost

Reactive Equipment Maintenance

Fixing gym equipment after failure rather than on a PPM schedule doubles repair cost and causes member complaints.

£3,000–£8,000

est. annual cost

Total: £28,000–£60,000 per year

— leaving through gaps most owners never look at

Sector-specific estimate based on benchmark ranges for a typical UK operator in this sector.

Now you know where it's going. Here's how to find yours.

The Diagnostic Assessment — what you receive:

- 10-pillar RAG assessment — every operational area scored
- Every finding quantified in £ — your numbers, not estimates
- Prioritised top 5 actions ranked by impact and ease
- Personal Loom video walkthrough of your findings
- 45-minute live results and recommendations call
- BONUS: 30-day follow-up implementation call (free this month)

The Guarantee

If you don't feel you've received £599 of genuine insight into your business — email us within 7 days for a full refund.

No forms, no questions, no awkward conversations.

At £28,000–£60,000 a year, that is £2,300–£5,000 in avoidable loss every month. The assessment is £599.

Book your Diagnostic Assessment →

flowefficiency.co.uk/diagnostic-assessment

This report is free because we are in our founding-client phase — building sector expertise alongside early clients.

Availability is limited — book your discovery call before the month's slots are taken.

info@flowefficiency.co.uk

Your investment: £599