Masters Dissertation Scheme
Project form

Company / Organisation Name:	GLL
Team / Department:	Business Intelligence
Address:	Registered office: Middlegate House, The Royal Arsenal, London, SE18 6SX

Provisional title for project:

Predicting Gym Memberships

Short description of the problem that would be addressed by the project:

The project would focus on predicting and understanding gym membership numbers. The aim of the project would be to develop a proof of concept model that given a range of facility attributes, catchment area characteristics and levels of competition could be used to;

- Predict membership numbers.
- Understand the key drivers of gym membership
- Explain the difference in observed membership numbers between gyms
- Explore the impact of changes in facility attributes, catchment area characteristics and levels of competition on membership number

Short description of the data sources that would be used in the project, and how they would be used

The project would principally use the following three data sources;

- Active Places (https://www.activeplacespower.com/). Active Places provides a database of gym and leisure facilities for England and would be used to provide data on facility attributes and competition
- ONS and Census data. ONS and Census data would be used to provide data relating to catchment area characteristics of facilities
- GLL Membership Database – the GLL membership database will be used to provide data on membership numbers and usage at each GLL facility

A range of other secondary date sources relating to facilities, catchment areas and competition may also be used.

Would any work by the student need to be carried out on site at the Company (with the exception of supervisory Meetings)?

No

Any issues of data confidentiality and IPR that would need to be resolved

Data from the GLL database will be strictly confidential.

Essential skills

Predictive modelling including spatial interaction modelling

Desirable skills

Preferred degree programmes (if any)

Any

Preferred selection method

Support and training offered by the company

None

Financial assistance offered by the company

£500

Any other comments

GLL is the UK's largest charitable social enterprise providing leisure facilities to the public. The project would suit someone with an interest is gaining applied experience in the leisure industry.

If there are any questions about the 2023 programme, please contact Richard Arnold at richard.arnold@ucl.ac.uk