

Periscope® is an Easy-to-Use Location Intelligence and Spatial Analytics Tool for Smart Growth

Whether you're searching for the ideal location, need more detailed analysis of local market demographics, or you want to improve your membership marketing, Periscope® provides the clarity and foresight that your dynamic business needs. Designed by Newgrove, a long-established mapping and data company, Periscope® is our intuitive Location Intelligence platform that exercises smart growth for your business, allowing you to apply intelligent insights to plan and manage the expansion of your gyms, fitness centres and leisure clubs.

Periscope® is an advanced location planning solution



Map Your Membership

Create detailed maps showing the distribution of your current members to understand where they live, and identify areas with high potential for new gym memberships.



Discover Sites for Expansion

Use heat mapping, scoring and ranking to find the best locations for new premises, ensuring you are located in areas with the greatest demand and least competition.



Street-Level Insights

Periscope® integrates Google StreetView to give you an up-to-date, photographic view of any location, helping you assess the retail environment, transport links and local amenities.



Estimate Market Potential

Summarise member and population data using postal geography to model your ideal audience in different areas, helping you target your marketing and outreach efforts effectively.



Comprehensive Data Access

Access a wide range of demographic data to profile and analyse locations, which support your strategic decision-making and segmentation strategies.



Detailed Market Reports

Create in-depth reports on current locations, catchment area demographics and competitor outlets, convert it into actionable insight to assess the potential performance of new locations.

Create, map and profile your search areas

With Periscope® you can build area level datasets that cover the whole country allowing you to rank areas on their potential for new outlets. We call these Search Areas, and they can be built at different levels of granularity using hex or postal geography, enabling you to:

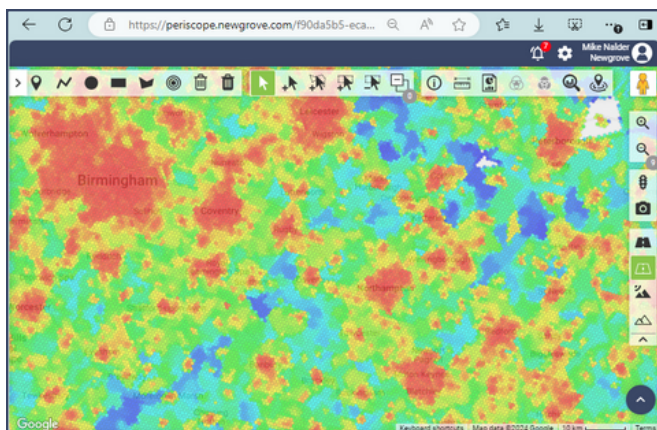
- ✓ Design territories for franchising by simply clicking on the map to combine adjacent sectors or hexs until you have a large enough area to save as a territory.
- ✓ Access a unique database of existing gym locations to calculate the number of competitors or complementary brands by geographic area.
- ✓ Create a database of attributes reflecting the success criteria for a new gym e.g. market size, catchment demographics, existing penetration, competitors and local amenities.
- ✓ Identify your target audience by comparing geodemographic profiles of your existing members with the local residential and workplace population.
- ✓ Streamline the site evaluation process by reducing the time spent on desktop research and site visits, as all the information you need is provided within a single system.
- ✓ Employ scoring techniques to weight and combine attributes into summary KPIs, allowing you to rank areas on their potential and identify top locations to market as franchises.
- ✓ Apply customer and area segmentation across the UK to assess market penetration and potential at various levels of geography.
- ✓ Use the latest 2021 Census population data and Newgrove's Radar Geodemographics to build your Search Areas.

"Periscope® is just what we were looking for – after just 2hrs training we rolled it out across all departments and it has been providing invaluable location based insight ever since. I can't recommend it highly enough."

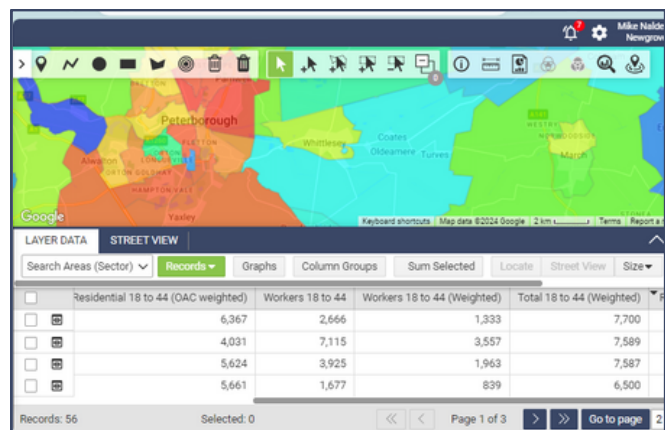
Andy Thompson, Chairman, Anytime Fitness

See Periscope® in action

Modelling Potential at Hex Level



Scoring and Ranking Search Areas



Exercise smart growth for your business with Newgrove