

SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR

1 club operated · LORIENT · company founded 1988-05-01

1

club

Lorient

opened 2014–2014

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



- **SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR** 1 club · Lorient

CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR	Lorient 56100	2014	1 → 3	1 → 5	1,853 → 570	13,492 → 2,236

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage. Duplicate registry rows set aside: SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR.

LEGAL IDENTITY — INSEE Sirene

Legal name	SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR
SIREN	344519251
Founded	1988-05-01
Activity	93.11Z NAF/APE code
Employees	01 Sirene band
Officers	COMMUNAUTE D'AGGLOMERATION DU PAYS DE LORIENT (Administrateur); VILLE DE LARMOR-PLAGE (Administrateur); CHAMBRE DE COMMERCE ET D'INDUSTRIE DU MORBIHAN (Administrateur); BANQUE POPULAIRE GRAND OUEST (Administrateur); CAISSE DES DEPOTS ET CONSIGNATIONS (Administrateur); VILLE DE LORIENT (Administrateur); Annick Angèle Andrée MAURISSEAU (Président du conseil d'administration et directeur général); Caroline Béatrice Nicole VIEILLE (Autre); Didier Thierry Georges Albert GREGGORY (Autre)

FILING & CAPITAL — INPI RNE

Registered capital	<i>not stated in any filing</i>
Years filed	0 of the last 0 on record
Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	<i>not tracked</i> — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

SEM DES PORTS DE PLAISANCE ET EQUIPEMENTS PUBLICS DE LOISIRS DU PAYS DE LORIENT - SELLOR Lorient

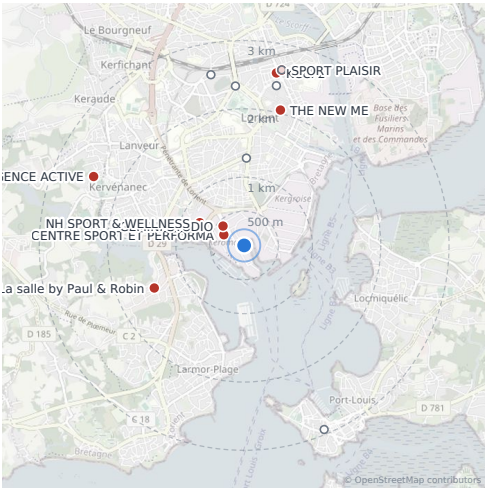
1 RUE LUDOVIC JEGO 56100 LORIENT · opened 2014-01-13 · SIRET 34451925100203

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	79.2	48.4	-30.8
Gyms within 1 km	1	4	+3
Gyms within 2 km	1	5	+4
Competition weight, 2 km	0.20	6.10	+2950%
Capture, 2 km	13,492	2,236	-83%
Saturation, 2 km vs national baseline	-100%	+56%	+156 pts

Competitor field as it stood on 2014-01-13 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



8 gym floors, 6 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	500 m	1,995 people	50	65 aged 18-64 + 1,930 workers = 1,995 over 0.79 km2 = 2,540/km2
	2 km	23,528 people	50	13,321 aged 18-64 + 10,206 workers = 23,528 over 12.57 km2 = 1,872/km2
Competition weight 15%	500 m	2.00 wt	33	2 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	6.10 wt	46	4 genuine gym floors and 7 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	500 m	570 people	30	25 residents + 545 workers, demand within 500 m against every competitor within 3 km
	2 km	2,236 people	15	1,218 residents + 1,018 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 75 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 121.1 LQ
	2 km	LQ 1.56	72	4 clubs / 23,353 residents = 17.13 per 100k against 11.01 nationally
Fit weight 10%	— unit	not measured	—	no floor area recorded for this unit
Rental weight 10%	— unit	not measured	—	no rent or no floor area recorded
Income weight 10%	500 m	0.93×	44	20,860 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.09×	98	24,500 EUR against 22,380 nationally, median of 12 IRIS within 2 km

NEAREST GYMS — 8 within 3 km; ▲ opened after 2014

0.34 ▲ CENTRE SPORT ET PERFORMANCE AEPSILON 2021	0.42 ▲ GEMINI STUDIO 2020
0.73 ▲ NH SPORT & WELLNESS 2019	1.46 ▲ La salle by Paul & Robin 2024
2.05 ▲ THE NEW ME The New Me 2025	2.42 ▲ L'AGENCE ACTIVE 2023
2.57 ▲ KCCF2 Keepcool 2017	2.63 SPORT PLAISIR 2006

ACCESS — straight-line, GTFS

Rail	Lorient — 2755 m
Bus	La Base - K3 — 281 m
Footfall	Lorient Bretagne Sud — 2755 m, 2,066,021 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE