

ESPACE FORME NORMANDIE (L'ORANGE BLEUE)

1 club operated · FLEURY-SUR-ORNE · company founded 2017-05-23

1

club

Fleury-Sur-Orne

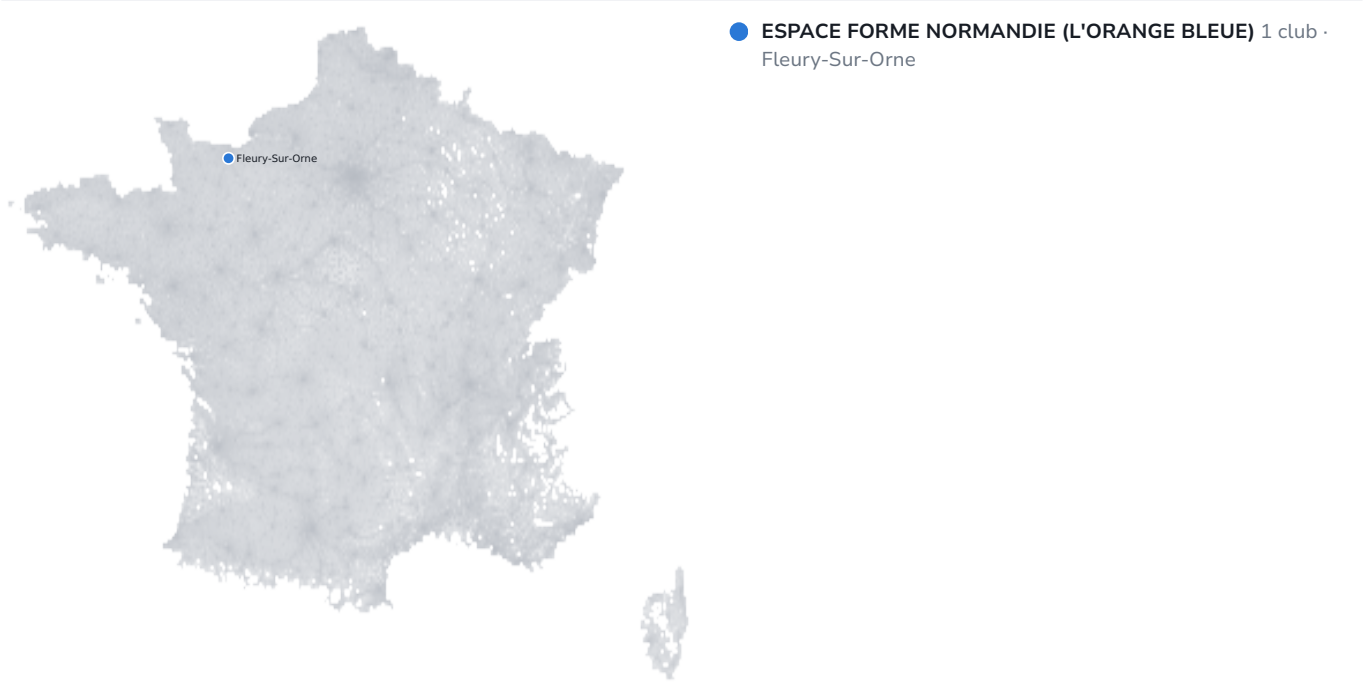
opened 2017–2017

—

accounts

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

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
L'ORANGE BLEUE	Fleury-Sur-Orne 14123	2017	1 → 1	1 → 2	168 → 159	11,856 → 5,026

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.

LEGAL IDENTITY — INSEE Sirene

Legal name	ESPACE FORME NORMANDIE (L'ORANGE BLEUE)
SIREN	829942168
Founded	2017-05-23
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	PAUL JURZAK HOLDING (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — 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.

L'ORANGE BLEUE Fleury-Sur-Orne

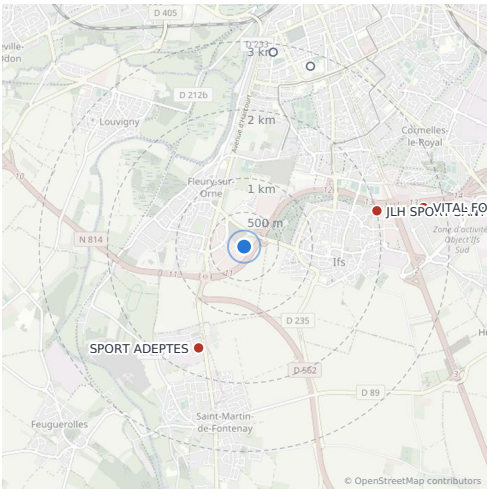
542 AV DES DIGUES 14123 FLEURY-SUR-ORNE · opened 2017-05-23 · SIRET 82994216800016

CHANGE SINCE OPENING — 2017 → today

	AT OPENING	TODAY	CHANGE
Location score	62.4	54.7	-7.7
Gyms within 1 km	1	1	0
Gyms within 2 km	1	2	+1
Competition weight, 2 km	0	1	new
Capture, 2 km	11,856	5,026	-58%
Saturation, 2 km vs national baseline	-100%	-18%	+82 pts

Competitor field as it stood on 2017-05-23 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



3 gym floors, 2 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%	20	500 m	170 people	0 0 aged 18-64 + 170 workers = 170 over 0.79 km2 = 216/km2
		2 km	9,974 people	33 6,568 aged 18-64 + 3,406 workers = 9,974 over 12.57 km2 = 794/km2
Competition weight 15%	88	500 m	0.00 wt	100 0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	1.00 wt	81 1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	30	500 m	159 people	0 0 residents + 159 workers, demand within 500 m against every competitor within 3 km
		2 km	5,026 people	50 3,792 residents + 1,234 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100	500 m	not measured	— no residents within this radius at all, so there is no density to compare — a real zero, not missing data
		2 km	LQ 0.82	100 1 club / 11,083 residents = 9.02 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%	55	500 m	0.93×	45 20,920 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
		2 km	0.99×	62 22,080 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 3 within 3 km; ▲ opened after 2017

1.63 ▲ SPORT ADEPTES 2023	2.01 ▲ JLH SPORT SANTE IFS 2023
2.69 ▲ VITAL FORME 2023	

ACCESS — straight-line, GTFS

Tram	Hauts de l'Orne — 1527 m
Bus	Suisse Normande — 326 m
Footfall	Caen — 4314 m, 4,255,508 travellers/yr SNCF
Shops	37 within 150 m INSEE BPE