

OB VILLERS BOCAGE

1 club operated · VILLERS-BOCAGE · company founded 2023-12-19

1

club

Villers-Bocage

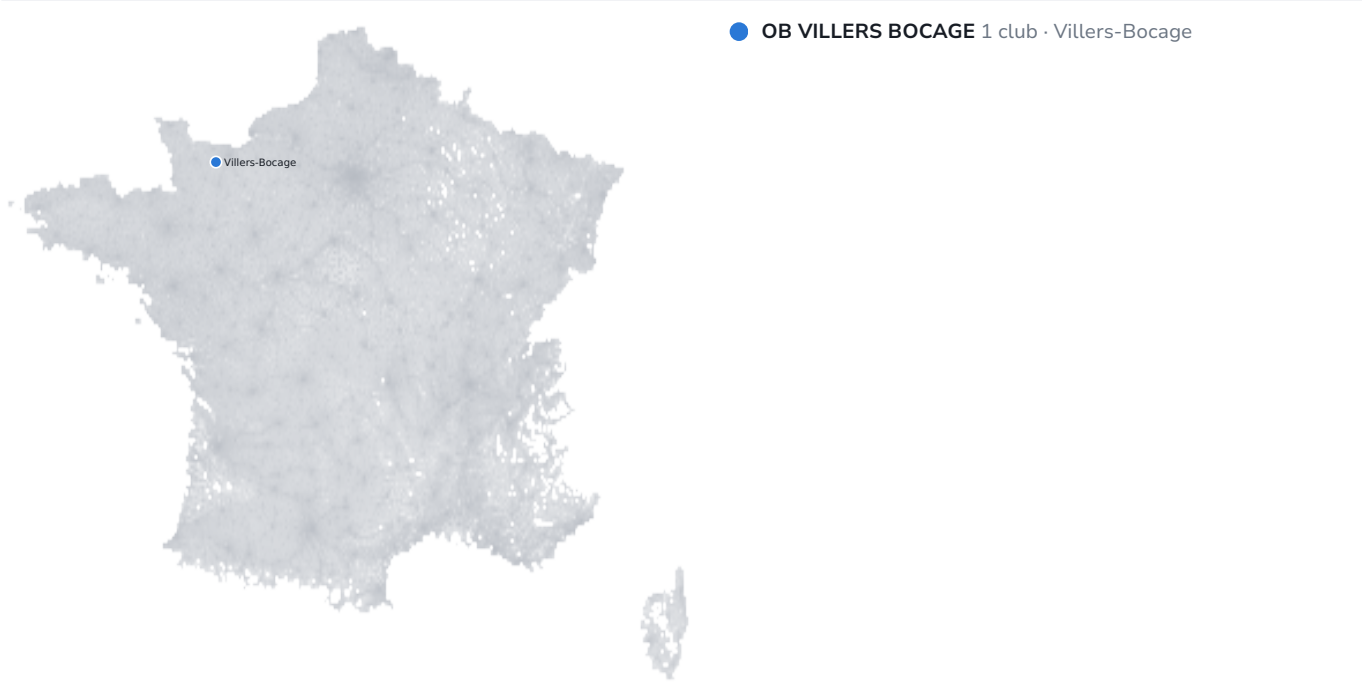
opened 2023–2023

—

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
OB VILLERS BOCAGE	Villers-Bocage 14310	2023	1 → 1	2 → 2	521 → 521	2,611 → 2,611

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	OB VILLERS BOCAGE
SIREN	982764581
Founded	2023-12-19
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	SARL F & CF (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.

OB VILLERS BOCAGE Villers-Bocage

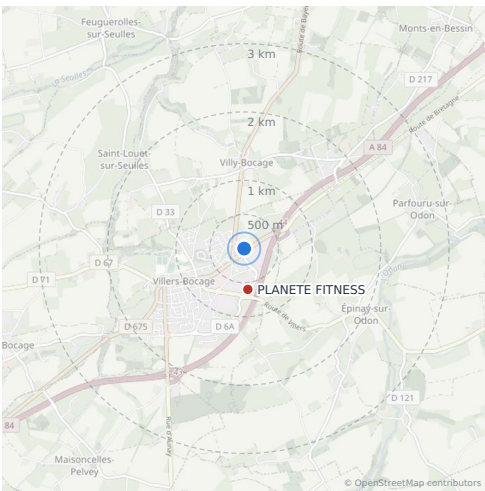
9 ROUTE DE CAEN 14310 VILLERS-BOCAGE · opened 2023-12-19 · SIRET 98276458100012

CHANGE SINCE OPENING — 2023 → today

	AT OPENING	TODAY	CHANGE
Location score	42.7	42.7	0.0
Gyms within 1 km	2	2	0
Gyms within 2 km	2	2	0
Competition weight, 2 km	1	1	0%
Capture, 2 km	2,611	2,611	0%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2023-12-19 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



1 gym floors, 0 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%	19 500 m	515 people	23	288 aged 18-64 + 228 workers = 515 over 0.79 km2 = 656/km2
	2 km	4,126 people	16	1,979 aged 18-64 + 2,147 workers = 4,126 over 12.57 km2 = 328/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%	24 500 m	521 people	27	380 residents + 141 workers, demand within 500 m against every competitor within 3 km
	2 km	2,611 people	22	1,853 residents + 758 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 518 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 17.6 LQ
	2 km	not measured	—	catchment of 3,602 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.5 LQ
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%	59 500 m	0.98x	59	21,880 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.98x	59	21,880 EUR against 22,380 nationally, median of 1 IRIS within 2 km

NEAREST GYMS — 1 within 3 km; ▲ opened after 2023

0.6 PLANETE FITNESS
Planete Fitness 2023

ACCESS — straight-line, GTFS

Rail Audrieu — 15016 m
Bus Calvaire — 140 m
Footfall Audrieu — 15016 m, 32,667 travellers/yr SNCF
Shops 6 within 150 m INSEE BPE