

## LAYRD DESIGN

## GYM DESIGN PACKAGE

## INTERIOR DESIGN FOR YOUR GYM SPACE

£4,250  
+ VAT

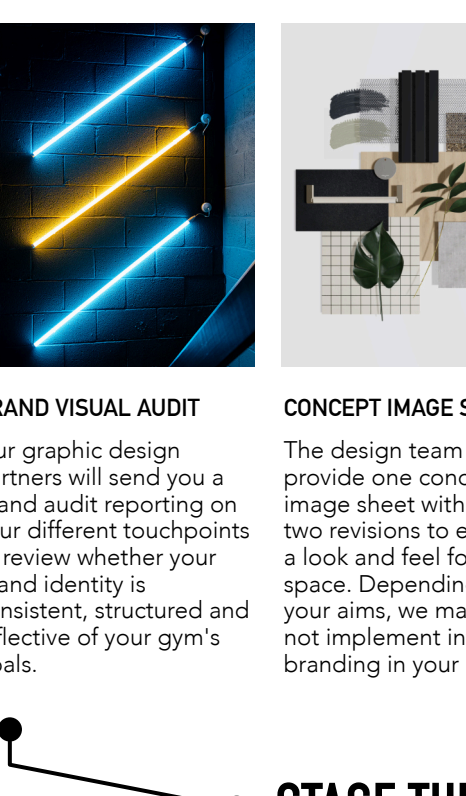
At Layrd Design, we understand how gym design can influence member retention. In today's competitive landscape, gym design shouldn't be an afterthought. It shapes member experience and influences loyalty.

Our new gym design package simplifies the gym design process while maximising impact. We transform your vision into a motivating space that speaks to your unique brand and resonates with your client base.

## STAGE ONE

## DISCOVERY SESSION WITH THE GYM DESIGN TEAM

INSTAGYM

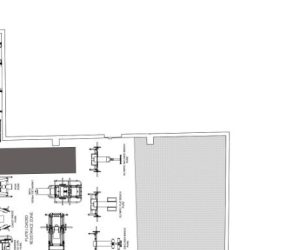
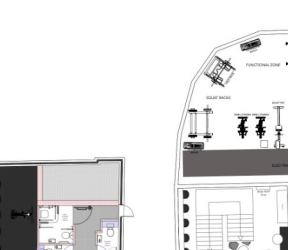
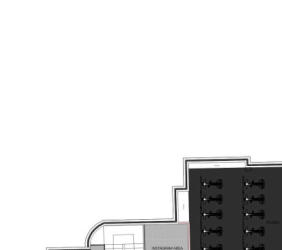


## SITE REVIEW AND ANALYSIS

Our interior design experts will review your current set-up to assess the flow of the space, how users interact with key areas and the layout of your equipment. We'll also establish your client base and business aims. We'll then send you an in-depth summary of the site review and analysis with an outline of the brief, understanding purpose and aesthetics.

## STAGE TWO

## BRANDING AND CONCEPT



## BRAND VISUAL AUDIT

Our graphic design partners will send you a brand audit report on your different touchpoints to review whether your brand identity is consistent, structured and reflective of your gym's goals.

## CONCEPT IMAGE SHEET

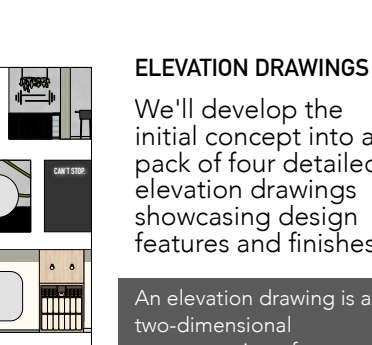
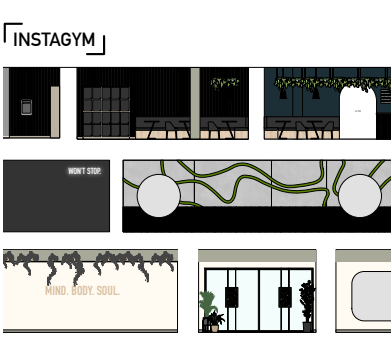
The design team will provide one concept image sheet with up to two revisions to establish a look and feel for the space. Depending on your aims, we may or may not implement interior branding in your design.

## REGULAR CHECK-INS

You'll have a regular point of contact with your interior designer, and we encourage you to be actively involved in the design process. There is plenty of opportunity for input and feedback.

## STAGE THREE

## DESIGN DETAILS

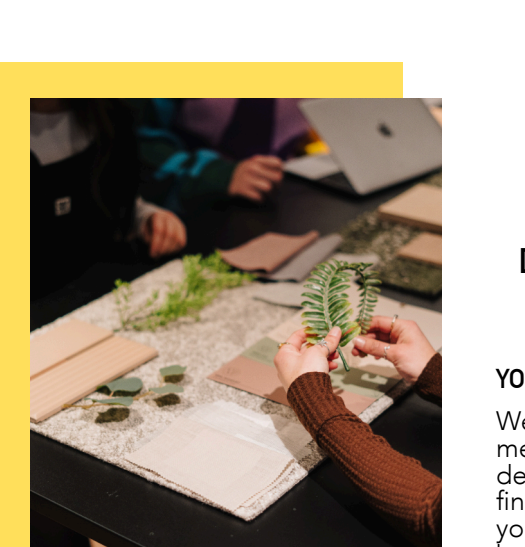


## PLAN DRAWINGS

We'll provide two plan drawings with up to three revisions that detail the scheme layout and flooring finishes.

A plan drawing depicts a space from a bird's eye view, showing the entire layout.

INSTAGYM



## ELEVATION DRAWINGS

We'll develop the initial concept into a pack of four detailed elevation drawings showcasing design features and finishes.

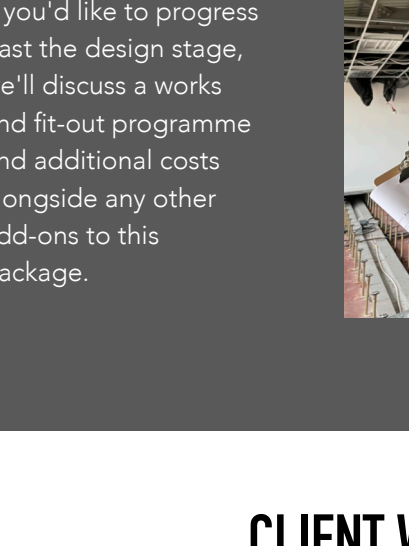
An elevation drawing is a two-dimensional representation of a space. It shows the details of a room as a floor-to-ceiling drawing.

## DIGITAL SAMPLE BOARD

We'll prepare a digital sample board of finishes, including flooring and paint samples.

## STAGE FOUR

## DESIGN SIGN-OFF



## YOUR DESIGN BOX

We'll arrange a sign-off meeting once all design details are finalised. After sign-off, you'll receive a design box with your completed design elements as a printed pack alongside physical samples.

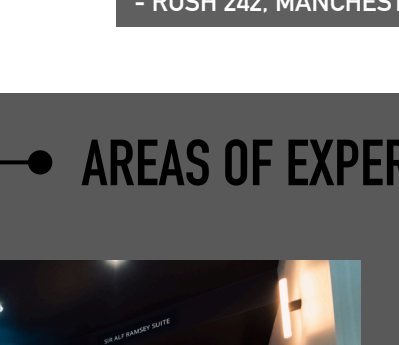
Our designers will hand over the project only when we meet our exacting standards.

## NEXT STEPS

## FIT-OUT AND WORKS

£1,000  
BACK WHEN YOU  
SIGN-UP FOR  
FIT-OUT

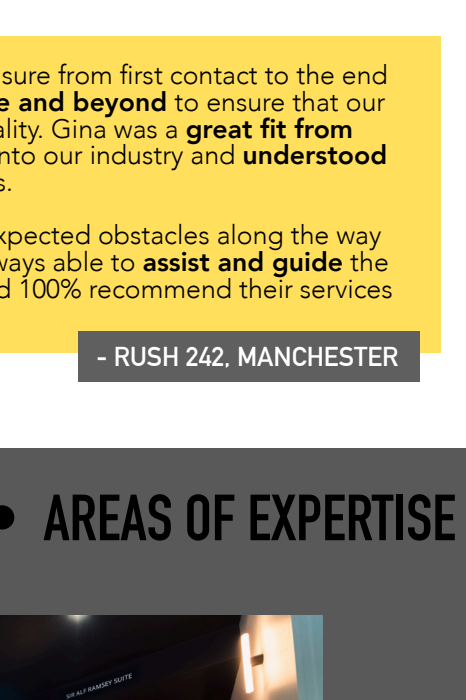
If you'd like to progress past the design stage, we'll discuss a works and fit-out programme and additional costs alongside any other add-ons to this package.



## CLIENT WORDS



RUSH 242



"Working with Layrd was a pleasure from first contact to the end of our project. They went **above and beyond** to ensure that our vision for the space became reality. Gina was a **great fit from day one**, she did her research into our industry and **understood** where we wanted to take things.

We came up against many unexpected obstacles along the way but Gina and the team were always able to **assist and guide** the project back on track. We would **100% recommend** their services to anyone who asked!"

- RUSH 242, MANCHESTER

## AREAS OF EXPERTISE

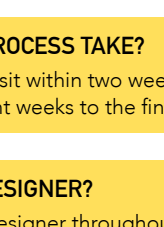
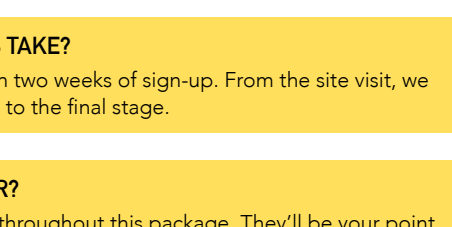
IPSWICH TOWN FC



We don't only consider the design of the gym floor as we also specialise in hospitality and workspace design. We're conscious of the flow of space and interior branding from the reception through to the changing rooms and any breakout areas.

## ABOUT US

Layrd Design is a commercial interior design company specialising in bold and character-driven design packages and fit-outs nationwide. We work closely with you and liaise directly with contractors to ensure our projects run with the highest level of detail. We regularly work with premium fitness equipment suppliers Matrix, Technogym and Gym Gear to ensure our designs implement the latest technology in the gym space.



GINA CLARKE

GYM DESIGN EXPERT

Layrd Design was nominated as a finalist for the Healthcare & Wellness Design category at the 2023 SBID awards for the interior design and fit-out of Eventus22, a trainer-led gym based in Bury St Edmunds. Our designers created an immersive and bold scheme to align with the Eventus22 rebrand.

## FAQS

## DO I NEED FLOOR PLANS?

Yes. If you don't have floor plans, we can conduct a floor plan survey for an additional cost. Check the add-on list for pricing.

## HOW LONG DOES THE PROCESS TAKE?

We aim to arrange a site visit within two weeks of sign-up. From the site visit, we estimate that it will be eight weeks to the final stage.

## DO I WORK WITH ONE DESIGNER?

Yes, you'll work with one designer throughout this package. They'll be your point of contact and guide you throughout the process.

## HOW DO I RECEIVE THE CREATIVE OUTCOMES?

You'll receive digital PDFs throughout the process and upon completion you'll be sent a design box with a finalised printed design pack and physical samples.

## HOW MUCH DOES A FIT-OUT TYPICALLY COST?

Approximately £381 per sqm.

## PRICING

## SET GYM DESIGN PACKAGE

£4,250 + VAT

## Discovery session:

- Site review and analysis assessing space flow, user interactions and equipment layout.
- A discovery session pack.

## Outcomes:

- A branding audit report sent by our graphic design partners separately from our discovery session pack.
- A concept image sheet to establish the look and feel of the space with up to two revisions.
- Two plan drawings detailing the scheme layout and flooring finishes with up to three revisions.
- A pack of four detailed elevation drawings showcasing design features and finishes.
- A digital sample board featuring paint and floor finishes.
- A finalised design box with a design pack detailing all the above alongside physical samples.

## DESIGN STAGE ADD-ONS

Floor plan survey From £800 + VAT

Branding development From £800 + VAT

Developed design From £4,000 + VAT

3D visuals From £1,600 + VAT

Virtual walkthrough From £900 + VAT

## FIT-OUT AND WORKS

Construction pack Available on request

Fit-out Price based on scheme

On-site support Available on request

## TRANSFORM YOUR SPACE

We are always happy to help with inquiries about our services. For more information on this offer, please get in touch.

Website: [www.layrddesign.co.uk](http://www.layrddesign.co.uk)

Email: [info@layrddesign.co.uk](mailto:info@layrddesign.co.uk)

Telephone: 01223 952992