

health club management

FEBRUARY 2013

INTERVIEW

BILLY GARRETT

Glasgow Life's sports operations
manager on driving lifestyle change

EXERCISE NON-RESPONDERS

Will some members never see
results from their workouts?



A leisure media
publication



Health Club Management
is IHRSA's European
Strategic Media Partner

The online customer

TOP TIPS FOR AN EFFECTIVE ONLINE SALES STRATEGY

EVERYONE'S TALKING ABOUT...

GROUP EXERCISE GYMS

ARE STANDALONE GROUP EXERCISE FACILITIES THE WAY FORWARD?

Click here to subscribe
to the print edition

www.healthclubmanagement.co.uk/subs



Turn on the tap

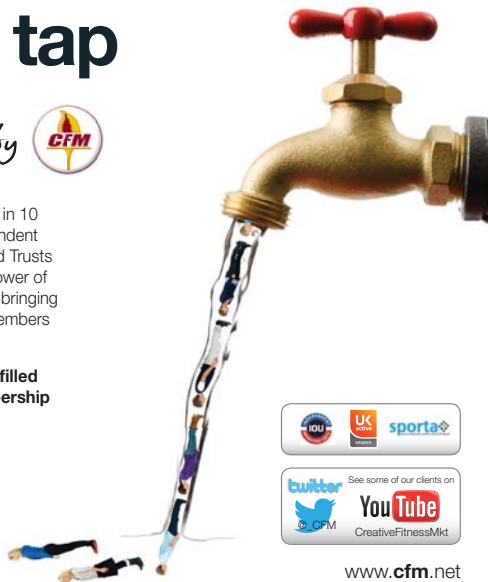
member*drive* by

CFM Memberdrive provides the Budget, the Manpower and the Time to really turn on the Membership Tap for you in your Market.

In a 6 week period, we pour £50,000.00 - £100,000.00 on your bottom line with No Outlay to you.

For over 22 years in 10 countries, Independent Clubs, Chains and Trusts have all felt the power of a CFM campaign bringing a flood of New members through the door.

Isn't it time you filled up YOUR membership bucket?



CALL NOW on 0115 777 3333 or email us at uk@creativefitness.net



www.cfm.net

I may not be there yet... but I'm closer than I was yesterday



**Progress is motivating
Awareness is powerful
Feedback is vital**



Visit www.myzonemoves.org or call 0115 777 3333 to engage, reward, and retain your members with results!

MYZONE® is marketed by





Engaging the public

Is the health and fitness industry currently doing all it needs to do to genuinely engage with today's consumer?

As physical activity options continue to proliferate, the challenge of getting more than 12 per cent of the population engaged with gyms is becoming even tougher. As technology in particular helps people take control of their own workouts, the competitor pool for the traditional fitness facility is expanding to encompass independent, 'out of gym' exercise powered by the likes of iPhone apps and Nike Fuelbands.

If you're in any doubt about that, just take a look at the media. When the UK's newspapers and magazines rolled out their usual 'new year's resolution' editorial last month – homing in, inevitably, on ways to get fit and shape up – where were the high street gyms? The coverage focused on diets, gadgets, home-based exercise, occasionally on fitness getaways abroad... Health clubs should have been at the very heart of this, but they weren't. And it wasn't just the tabloids: titles such as *The Guardian* and *The Economist* also weighed in with a spot of gym-bashing – heavyweight criticism that we ignore at

our peril. Meanwhile *Cosmopolitan's* new offering, *Cosmo Body* – a magazine dedicated entirely to shaping up, losing weight, looking and feeling good – barely mentions gyms at all.

So is the fitness sector currently the B2C industry it needs to be? Are gyms, and even equipment manufacturers, really thinking of themselves as consumer brands jostling for space in an increasingly diverse marketplace?

If gyms want to survive, they must drive a deeper level of engagement with consumers. That will in part come from a more proactive relationship with the media, not only reacting to negative coverage but also actively driving

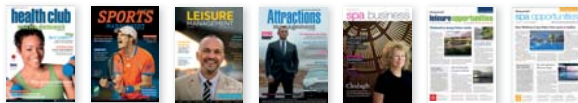
The fitness industry must recognise, and respond to, the growing remoteness of consumers – the fact that people no longer need the reassurance of dealing with businesses enclosed by four physical walls

respect for the fitness offering. But it's not just about PR and communications. In today's market, it's about recognising, and responding to, the growing remoteness of consumers – the fact that people no longer need the reassurance of dealing with businesses enclosed by four physical walls. Gyms must give people a reason to engage: a sense of community driven by 'clubs in clubs' and group exercise sessions, for example, or a focus on expertise. As part of this, gyms must latch onto the new generation of fitness gadgets: selling them, educating members in their use, incorporating them into workouts. It's about making sure the gym acts as the hub of people's fitness existence rather than being sidelined – a place they go to get the expertise, guidance, inspiration and community they can't get by themselves or online.

It's also about reaching deeper into the community. Talking to Glasgow Life for this month's interview (see p30), and hearing about the organisation's extensive outreach schemes – from partnership with the NHS to 'grey market' classes and childhood obesity initiatives – I was genuinely inspired to recognise new ways in which the sector could evolve its offering to engage new users.

As consumers become less dependent on bricks and mortar businesses, we need to work harder to remain relevant. That means getting out into the local community; it means creating a role for ourselves alongside – rather than in competition with – new technology; it means a strong focus on creating a sense of club; and it means proactively championing our offering to the consumer media.

Kate Cracknell, editor – katecracknell@leisuremedia.com / twitter: @HealthClubKate
To share your thoughts on this topic, visit www.healthclubmanagement.co.uk/blog



NEWS AND JOBS UPDATED DAILY ON THE INTERNET leisureopportunities.co.uk

CONTACT US The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Hertfordshire SG5 1DJ UK
SUBS Tel: +44 (0)1462 471915 Fax: +44 (0)1462 433909 © Cybertrek Ltd 2013

Subscriptions

Denise Gildea
+44 (0)1462 471930

Circulation Manager

Michael Emmerson
+44 (0)1462 471932

Editor

Kate Cracknell
+44 (0)1462 471906

Editorial Director

Liz Terry
+44 (0)1462 431385

Assistant Editor

Katie Barnes
+44 (0)1462 471925

News Editor

Tom Walker
+44 (0)1462 471934

Product Editor

Kate Corney
+44 (0)1462 471927

Designers

Andy Bundy
+44 (0)1462 471924

Ed Gallagher

+44 (0)1905 20198

Sharon Hale

+44 (0)1462 431385

Website Team

Dean Fox
+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917

Michael Paramore

+44 (0)1462 471926

Publisher

Jan Williams
+44 (0)1462 471909

Sales

John Challinor
+44 (0)1202 742968

Astrid Ros

+44 (0)1462 471911

Stephanie Rogers

+44 (0)1462 471903

Julie Badrick

+44 (0)1462 471919

Financial Administrator

Denise Gildea
+44 (0)1462 471930

Credit Controller

Rebekah Scott
+44 (0)1462 733477

WELCOME TO HEALTH CLUB MANAGEMENT



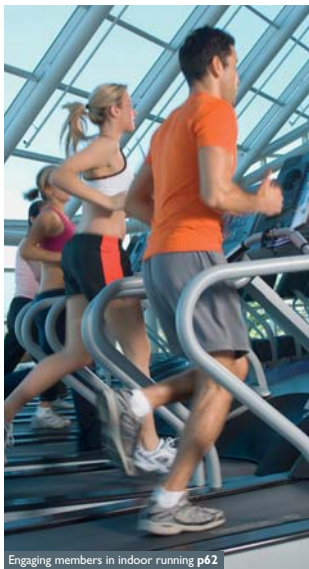
Premium in Paris: Pure Club Med Gym p36



The rise of the group exercise-only gym p28



Billy Garrett on population-level change p30



Engaging members in indoor running p62

CONTENTS

03 Editor's letter

Is the sector doing everything it needs to do to engage with today's consumer, asks Kate Cracknell

06 Letters

Research from Us Girls shows body image is still a barrier to exercise for young girls, says programme manager Karen Keohane

08 News round-up

Mytime Active acquires MEND, local authorities' public health budgets are announced, and DW Fitness unveils new club in Lincoln

16 International news

Fitness First Middle East opens its 32nd club, and DiR in Barcelona launches a triathlon 'club in club'

18 People news

ukactive announces new board members, and Beattie leaves énergie

20 IHRSA update

Bill McBride considers how clubs can best communicate their USPs, plus a preview of next month's IHRSA Annual Convention

24 ukactive update

David Stalker outlines the music usage agreement reached between ukactive and PPL

26 Competitive edge

Ski the World event for Make-a-Wish, and a trek to Machu Picchu

27 Diary dates

A round-up of the leading health events over the next few months

28 Everyone's talking about... Group exercise gyms

Will the current influx of standalone group exercise studios be a lasting trend or just a passing fad? We ask the experts

30 Interview

Billy Garrett

The sports operations manager for Glasgow Life talks to Kate Cracknell about driving a culture of physical activity, and making positive changes at a population level

36 Bastille bijou

Kate Cracknell visits the new Pure Club Med Gym, a high-end fitness offering in central Paris

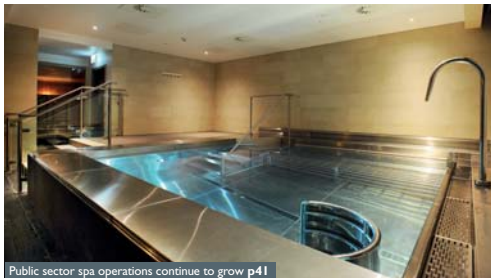
41 Going public

Across the UK, the momentum is growing behind the public sector spa. David Thompson looks at the facilities leading the way

46 Interview

Mike Kelly

The director of public health at NICE tells Julie Cramer why the organisation is determined to get GPs prescribing exercise



Public sector spa operations continue to grow **p41**



Technology trends of the future **p54**



Creating a successful online sales strategy **p50**



Club refurbishment success stories **p75**

READER SERVICES

50 The online customer
payasUgym.com's Neil Harmsworth offers his thoughts on delivering an effective online sales strategy

54 Technology trends
What do operators consider to be the future of technology in health clubs? Jon Nasta reports

58 Exercise non-responders
What happens if some members' genetic make-up means they won't get results from their workouts? Kristoph Thompson reports

62 The great indoors
Advice for capitalising on the rapidly increasing popularity of running

70 Rise above it
Testing a person's ability to rise from a seated position on the floor is an indication of longevity, according to the latest research from Brazil

71 Fitness-kit.net
Secondary spend
The latest supplements and items that can help generate additional revenue for your club

75 That's what gets results
Abigail Harris looks at a number of recent participation-boosting club refurbishment projects

82 Show preview
Professional Beauty
A look ahead to the event at London's ExCel this month

84 Show preview
The Cleaning Show
With cleanliness a retention issue, clubs should check out this event

91 Lightweights
A pop-up spa, elephant poo coffee, and a face-slapping 'facelift' treatment from Thailand

Digital turning pages:
See Health Club Management online healthclubmanagement.co.uk/digital

News & jobs:
For jobs and news visit the Health Club Management website at healthclubmanagement.co.uk

Attention buyers!
Use our search engine to find suppliers and get innovation updates fitness-kit.net

Subscribe:
Sign up for Health Club Management at leisuresubs.com, or call: **+44 (0)1462 471915**

Buyers' guide:
For suppliers of products and services in the health club and spa markets, turn to **p86**





Negative body image remains a key barrier to exercise

Negative body image is associated with low self-esteem, emotional distress and depression, as well as being a risk factor for eating disorders. Us Girls has recently commissioned its own research

Karen Keohane
National programme manager, Us Girls

Kevin Yates
Head of fitness, retention and marketing. Leisure Connection



© STOCKLITE/SHUTTERSTOCK.COM

This New Year
it's as easy as



to fix your business
energy prices

Fixed 1 2 3

Fixed-term contracts for 1, 2 or 3 years

When it comes to more certainty for your business - we mean business.

Energy costs fluctuate, it's unavoidable. Or is it? Fixed 1 2 3 gives small businesses like yours the opportunity to fix electricity and gas prices* giving you more control of your energy budget and more time to focus on your business.

So, if you 'mean business' about taking control of your energy budget, you need to consider Fixed 1 2 3.

nPower

Fix today! visit www.npower.com/fixed123
or phone 0800 294 1197 for more information

*The prices will be fixed for a 1, 2, or 3 year contract period agreed with you and will remain fixed for the period unless information used to price your contract was incorrect or there are any legal, regulatory or third party changes or increases that occur.

Gym expansion at Devon leisure centre opens

Torbay Leisure Centre in Devon opened its £200,000 gym extension last month, following three months of construction.

Completely refitted with Precor equipment, the gym was extended by 50sq m (538sq ft) and now offers 75 stations.

The leisure centre includes a swimming pool, squash courts, sports hall, AstroTurf pitch, indoor cycling studio, and sauna, steamroom and spa.

Since the 2 January opening, there has been a reported increase in casual use and membership sales.



The centre is now due to re-open in March 2013

Medina Leisure Centre relaunched delayed

The completion of the first phase of the upgrade at Medina Leisure Centre on the Isle of Wight has been delayed, with the Newport facility now set to re-open on 1 March 2013. The delay is due to additional works required on a steel structure that will house a new ToneZone gym, exercise studio and dry-dry changing rooms.

The current ToneZone gym remains open while works continue. The gym upgrade is the first of three phases of a multi-million pound refurbishment funded by the Isle of Wight Council.

Online community launched to get women active

A national campaign to get the UK's women more active, more often has been launched by the Women's Sport and Fitness Foundation (WSFF).

Introduced to appeal to women whose New Year's resolution is to get more active, She Moves aims to create an online community where users can access advice, tips and support on improving fitness.

The campaign comes as WSFF releases new figures revealing just 33 per cent of women under 65 consider exercise to be a regular priority.

Sector improves call handling

Gyms have radically improved the way they answer the phone to customer, according to the sixth annual National call-Focus Survey, carried out by Leisure-net Solutions.

In the 2012 survey – which tested and scored all aspects of a telephone membership enquiry against industry benchmarks – the national average score had increased by 10 per cent compared to 2011.

Overall scores across the 70-plus health clubs and leisure centres taking part had risen to 79 per cent (compared to 66 per cent in 2011). Scores for answering the phone were up significantly, with 65 per cent picking up within five rings or fewer; 99 per cent used a standard greeting.

Mike Hill, Leisure-net MD, says: "Learning what we're doing right and wrong with our telephone customer service, and how we can



Telephone customer service is still a "crucial element" to a club's success

do it better, remains a crucial element of our industry's success.

"Our 2011 survey saw operators getting the worst score in call-Focus's six-year history, so it's encouraging to see that the tide is turning as operators realise how vital a sales tool the telephone remains."

More women needed as personal trainers

Britain needs more female personal trainers, figures from the Register of Exercise Professionals (REPs) reveal, with women only making up 35 per cent of the profession.

There are currently 5,256 women among the 13,770 trainers registered with REPs. This is despite the fact that a career in personal training can fit around the demands of raising a family.

Chief executive of the Women's Sport and Fitness Foundation (WSFF) Sue Tibbals says female personal trainers act as sporting role models for women and girls: "It's a great time for women to get involved in the fitness industry – successful female athletes, like Jessica Ennis and Laura Trott, have made it aspirational to be fit



Only a third of all PTs are women – a figure WSFF wants to change

and healthy, and women's fitness is finally entering the mainstream."

Personal training academy The Training Room takes in around 2,500 people each year, but the proportion of women on its courses is approximately 22 per cent.

Fitness Express to expand Hethersett leisure centre

A Norfolk leisure club, at Park Farm hotel Hethersett, has celebrated its 21st birthday with the official opening of a new extension.

The club, run by Fitness Express, features a new spa pool, refurbished swimming pool and a carbon neutral biomass boiler

system, which heats the hotel as well as club facilities. Fitness Express was founded 26 years ago by industry veterans Steve Taylor and Dave Courteen and largely provides gyms for hotels, commercial premises and student accommodation.

Edited by Tom Walker. Email: tomwalker@leisuremedia.com

New health budgets confirmed

The government has confirmed the two-year budget that local authorities will work within when they take over public health responsibility from the NHS in April of this year.

The transfer of responsibility aims to help people live "longer, healthier and more fulfilling lives" by tackling wider determinants of poor health such as housing, planning, licensing, transport and leisure access.

For 2013/14, a budget of just under £2.7bn will be distributed among authorities. This will increase to just under £2.8bn in 2014/15.

Health secretary Jeremy Hunt says: "By putting local authorities in charge of public health, we are giving them the power, freedom and the funding to tackle the issues that blight their local areas and help improve the lives of their local communities."



More GPs should prescribe exercise to their patients, says a new report

Earlier this month, a report by the Local Government Information Unit (LGIU) and London's Westminster City Council made recommendations for how councils could make the most of their new responsibility for public health. Among other recommendations, it said more GPs should prescribe patients exercise at council leisure facilities, in an effort to get communities more active (see p12).

Mytime Active acquires MEND

Social enterprise Mytime Active has acquired healthy lifestyle provider MEND, which will save the weight management business from going into administration.

MEND (Mind, Education, Nutrition, Do it!) delivers over 200 healthy lifestyle programmes throughout the UK for children and families in local communities.

Since being founded in 2004, MEND has helped more than 55,000 children and adults across the world to improve their health and their lifestyles.

As part of the acquisition, a number of staff will transfer across, including dietitians, physical activity specialists and psychologists. In addition to the wealth of knowledge within



Steve Price, CEO of Mytime Active, which has acquired MEND

the business, MEND has developed a 20-year research partnership with Great Ormond Street Hospital for Children NHS Trust and University College London Institute of Child Health. Details: <http://lei.sr?a=S1x2E>

£6m redevelopment of Anlaby leisure centre

Haltemprice Leisure Centre, in Anlaby, Yorkshire, has been given the go-ahead to provide a number of local services under one roof, including a doctor's surgery, library and customer service centre, as well as a health club and sports facilities.

The £6m makeover of the leisure centre was given planning approval on 18 December by the East Riding of Yorkshire Council, which owns the facility. The scheme will see a Tone Zone fitness suite extended, and the pool and sports hall refurbished.

Council to consider AT7 Leisure Centre extension

Coventry City Council will consider a proposal for the addition of an aquatic centre at the AT7 Sports Centre which, if approved, locals fear will see the closure of nearby Foleshill Leisure Centre.

An item put before the planning committee on 10 January recommends permission is granted for the development of a 25m pool, a learner pool, racing slides, spa, sauna, steamrooms, changing facilities, conference facilities and offices at the Courthouse Green centre. Last year, a petition calling for the preservation of the Foleshill facility attracted 10,000 signatures. The outcome of a public consultation document regarding its future and the city's leisure facilities is expected in spring.

The planning committee item states the Foleshill centre is not suitable for development as it is too small to accommodate the required range of facilities.

The extension to the AT7 centre will see a football pitch replaced with 216 parking spaces, which Sport England has approved as more people are likely to use swimming facilities than the pitch.



RLSS has called the figure an "incredible result"

Royal Life Saving Society: 'no pool deaths in 2012'

According to the Royal Life Saving Society (RLSS), there were no drowning deaths in public swimming pools anywhere in the UK during 2012. RLSS says that, as the annual number of swimming pool deaths has fluctuated between five and 10 in recent years, the figure is a great achievement.

Tara Dillon, executive director of RLSS's trading subsidiary IQL, adds: "The news of no pool drownings in 2012 means that all those involved in pool lifeguarding should be very proud."

"It is testament to the hard work, commitment, passion and dedication of pool lifeguards, trainers and approved training centres all working together to achieve this incredible result."



WHAT'S SHAKIN' IN YOUR CLUB AT 1 PM?

PACK YOUR CLUB WITH A BOOMING COMMUNITY DURING OFF-HOURS

Active older adults want excitement, camaraderie and healthy activities as part of their weekly schedule. The Zumba Gold® program gives them just that with exciting world rhythms and easy-to-follow moves at just the right pace. It also creates bonds and friendships that keep members coming back. And it's a great way for clubs to fill up classes during slower late morning and early afternoon hours. Add Zumba Gold classes to your schedule and turn active older adults into a growing (and groovin') community in your club.

BRING THE ZUMBA GOLD® PROGRAM TO YOUR FACILITY:

zumba.com/gold

[facebook.com/zumba](https://www.facebook.com/zumba) twitter.com/zumba

Copyright © 2012 Zumba Fitness, LLC. Zumba®, Zumba Fitness® and the Zumba Fitness logos are trademarks of Zumba Fitness, LLC.

Eighth club for Movers & Shapers

Health club operator Movers & Shapers has invested £200,000 in the launch of its eighth UK studio in Balham, south London.

The 232sq m (2,500sq ft) site features three different zones and includes space for cardio fitness, core strength and general wellbeing.

The Cardio Zone will offer 30-minute high intensity, instructor-led cardio classes using cross-trainers in small groups, while the Core Zone will feature Power Plate classes as well as a range of sessions from boxing to circuits and cardio. The Functional Zone has been kitted out with equipment including TRX, kettlebells and VPR, and will offer circuit training for instructor-led small groups.

Ben Margolis, CEO of Movers & Shapers, says: "There will also be therapy rooms



The group has invested £200,000 in the new facility in south London

offering a range of complementary services, from physiotherapy to beauty.

"In addition, we're running our own nutrition programmes, with personalised online or face-to-face options. This is being launched this month across all studios."

£3m DW Fitness club to open in Lincoln

DW Sports Fitness is set to launch a new £3m gym in Lincoln, UK, in March.

Located on the city's Triton Road, the fitness centre will be kitted out with Technogym equipment and will house a free weights zone and a large functional training area.

The 1,579sq m (17,000sq ft) club will also house a swimming pool, spa pools, sauna and steamroom.

A spokesperson for the chain says: "We are delighted to be opening a new full-service DW Fitness club in the city of Lincoln.

"It is a fantastic area that is thriving at the moment, and we feel we can offer the residents of Lincoln a new sporting experience unlike any other in the area."



Facilities at the new club include a large area for functional training

DW Sports Fitness was set up in 2009 after Dave Whelan bought JJB fitness clubs and the adjoining sports stores. Lincoln will be the 68th club in the group's portfolio.

Trust calls for youth feedback on leisure facilities

Cumbria-based charitable trust Lakes Leisure is taking an innovative approach to get young people's feedback on the region's leisure facilities. The trust is asking youngsters to design their ideal facility to replace the current centre in Kendal. The competition brief states

the existing centre will soon require replacing, and calls for creative entries that include high quality, environmentally-friendly facilities.

Lakes Leisure business manager Derek Jones says the entries will be used to shape ideas for future leisure development in the town.

KEISER®
THE POWER IN HUMAN PERFORMANCE

**M3 INDOOR
CYCLE
M5
ELLIPTICAL
AIR
RESISTANCE
RANGE**



"Feedback from members has been that the Keiser bikes provide a much smoother ride. The magnetic resistance seems far superior to the previous bikes. Also the general design and set up of the bike is simple. Our members have commented that by having the screen you work much harder and more consistently through a 45 minute or hour class."

Becky Cruickshank
Group Exercise Co-ordinator
Mid Suffolk Leisure Centre
(SLM Ltd.)

Keiser UK Ltd
0845 612 1102

 @KeiserUK



www.keiseruk.com

Pop-up bike store concept 'creates a community'

In a twist on the popular retail pop-up store concept, independently-owned indoor cycling brand Beatbike has established a pop-up studio in St. Albans.

Through word of mouth, it has attracted 200 regular participants within three months. Co-founder Victoria Robertson says the studio gives her and business partner Sian Brice a chance to perfect their business model and build a loyal fan base before establishing a permanent space.

The pair started with one class a day, but are now teaching 11 a week.



GP referrals are a form of preventative healthcare

Report recommends increases in GP referrals

A new report has recommended that the prescription of leisure activities at council facilities become widespread, as local authorities prepare to take over public health responsibility from the NHS.

A Dose of Localism: The Role of Council in Public Health welcomes the transfer of responsibility, set to happen in April, saying local government services such as planning, licensing, welfare and leisure play a role in preventative public health measures.

The report, produced by think tank Local Government Information Unit and London's Westminster Council, states that several local authorities already allow GPs to prescribe physical activities at council swimming pools, gyms, yoga studios and walking clubs.

Gym Group: A 'top UK employer'

Low-cost health club operator The Gym Group has been recognised as a top UK employer by Best Companies, the organisation that compiles the annual *The Sunday Times* 'Top 100 Companies to Work For' list.

The Gym Group has been granted three stars under the organisation's accreditation scheme, which is based on workplace engagement and determined through a company-wide questionnaire and employee survey.

Gym Group chief executive John Treharne says: "The staff are absolutely our key asset and we work very hard to ensure we provide all the support and development they need to feel happy, content and rewarded in their day-to-day roles."

The Sunday Times' Top 100 Companies to Work For list will be announced at a London



John Treharne, Gym Group chief executive, says staff are a 'key asset'

awards ceremony on 27 February, and will be made public on *The Sunday Times* website on the first weekend of March.

The accolade comes just months after The Gym Group was recognised as an Investors in People organisation (in October 2012) – a kitemark associated with 'exceptional commitment' to staff development.

Women 'train harder' with gym buddies

Almost two-thirds of women work out harder when they exercise with a friend, according to new research.

A study of 1,000 women found that 64 per cent of women who run, go to the gym or attend group classes with friends will push themselves harder than if they go alone.

Women who have an exercise partner train for longer, burn more calories and work out more regularly. More than 30 per cent of women say their friend provides the motivation they need to stay in good shape.

The study shows that, during the average exercise session, women who exercise with friends burn up to 236 calories, compared to 195 for those who work out alone.



Women who train with friends burn more calories

A spokesman for Virgin Active, which carried out the research, says: 'We all have a need to socialise and be with other people – it's written into our DNA.'

Retail, hospitality & leisure innovations – all under one roof

Retail Business Technology Expo offers hospitality and leisure operators the solutions to their current challenges

**RETAIL BUSINESS
TECHNOLOGY EXPO**

DIARY DATE:

12th-13th March 2013
Earls Court
London, UK

CONFERENCE &
SEMINARS
250+ SUPPLIERS
...all FREE to attend



HOSPITALITY
& LEISURE



REGISTER FREE at www.rbtexpo.com



MATRIX

SHAPING THE FUTURE OF FITNESS



View our latest products and meet the Matrix Fitness team at IHRSA – Stand 1325

MATRIX



HERE'S
HOW WE
DO IT!

For more information contact us on:
0800 389 6078
www.matrixfitness.co.uk

PPL-FREE* LICENCE-FREE



- No PPL licence required†
- No programme licence fees
- No on-going quarterly attendance expenses
- Low-cost update options:
CD + DVD + online videos or
CD + online videos~
- Every programme features two versions - one for ETM instructors and another for personal trainers and gym instructors†
- Online bridging course for Les Mills instructors (only £75^ - includes CD and online videos)
- 16 REPs CPDs



Reebok
EASYTONESTEP

NEW

blend functional training with cutting-edge, athletic exercise sequences designed to improve body composition, fitness, core strength and balance

jump fx

no-nonsense aerobic & interval training designed to accelerate fat loss & maximise fitness gains

fight fx

punch and kick your way into knockout shape with the ultimate martial arts-inspired workout

groove fx

dance yourself into shape with hip-hop, Latin, disco and club routines

blast fx

bodyweight-only conditioning routines that promise to shred fat & boost fitness...fast

pump fx

a complete resistance training workout featuring a bar and weight plates set to the latest chart & club anthems

stomp fx

basic, athletic step routines designed for maximum calorie burn & fitness improvements

*from v13.1 onwards - may exclude Reebok EasyTone Step Episode One Series One

~ CD + online video option unavailable for Reebok EasyTone Step

^ excludes blast fx and Reebok EasyTone Step

† excludes groove fx

VISIT WWW.FITNESS-FX.COM OR CALL 0845 257 8573

SUPPLIER & TRAINING

New entertainment for easyGym

Budget club operator easyGym has partnered with fitness equipment supplier Precor to offer its members the option to buy a personalised entertainment package at its new Birmingham and Cardiff health clubs.

The packages will be delivered by Precor using its networked fitness software Preva and its 880 line of CV equipment. Members at Birmingham and Cardiff will be offered the chance to upgrade their membership to include the Preva Media Package, which includes access to a wide range of media – including TV, iPod connectivity and internet access – while exercising.

easyGym's new £1.5m Birmingham site covers 20,000sq ft and offers large free weights, cardio and resistance areas. There is also a group exercise studio offering an extensive class timetable.



Members can pay extra to access a wide range of media via the consoles

easyGym Cardiff club is a 18,000 sq ft site based in the city's Capitol Shopping Centre, which opened at the end of December. Birmingham and Cardiff are the third and fourth easyGym sites to launch, following the success of its other gyms in London and Slough.

Precor is part of Finland-based Amer Sports, which also owns brands such as Wilson, Atomic, Suunto and Salomon.

Hypopressive Method fitness comes to UK



The method focuses on abdominal tone and appearance, as well as post-pregnancy muscle function

Health and fitness education provider Premier Training International is bringing a fitness training method, used in Spanish and French speaking countries since 1990, to the UK. The Hypopressive Method programme focuses on strengthening the pelvic floor, abdominal and core muscles, with exercises that stimulate reflex muscle contractions.

Hypopressive instructor and perinatal fitness expert Kaisa Tuominen will lead courses across four training levels, which are scheduled for February, March and May at Premier's London Academy. Premier Training International's research and development

director Julian Berriman says: "Not only is the method new to the UK market, but in the way the techniques address posture, abdominal tone and appearance, core strength and post-pregnancy muscle function, it has benefits that will translate extremely well to everyday health and fitness."

Meanwhile, Premier Training International has described its 2012 financial results as "recession-busting", with a 14 per cent increase in turnover on the previous year. For the year ending September 2012, the company had a turnover of £10m and revenues up 10 per cent, consolidating its upward growth since 2011.

WHAT DO YOU THINK ARE THE SECRETS OF A SUCCESSFUL GYM?

1 GYM DESIGN

2 EQUIPMENT

FLOORING

3

4 TRAINING

ESCAPE'S DIAMOND SYSTEM –

four elements designed to aid member retention and gym success.

Visit escapefitness.com/hcmgymsolution to see the Diamond System in action or call 0800 294 2803.

escape



STAY CONNECTED

IN BRIEF...

HealthCity opens in Boulogne

HealthCity International opened its latest club in France in November.

The club is located in Boulogne Billancourt, on the outskirts of Paris – an area with a high sociodemographic profile which currently has, according to a HealthCity spokesperson, a distinct lack of health club provision.

The new 2,000sq m HealthCity International club is a Premium facility offering a fully-equipped CV and resistance gym kitted out by Matrix. There's also functional training, a group exercise studio and a separate group cycling studio.

These facilities are complemented by a towel service, a sauna and hammam in each changing room, and a members' lounge. Membership costs €80 a month.

Inaugural willPower studio

The willPower Method opened its first exercise studio last month, in Denver, US – The willPower Fit Studio.

The company, famed for its barefoot workouts, offers a variety of its classes at the new studio, including its barefoot CV workout willPower & grace class. Participants are all barefoot, or at the most can wear a very lightweight training shoe in which the toes are separated.

"We educate our students on the intricacies of foot fitness and the psychology of willPower," says Jennifer Schumacher, vice president of The willPower Method and co-owner of the new studio.

Further growth for GoodLife

Canada's largest gym chain, GoodLife Fitness, has acquired seven new locations, bringing its total to almost 300.

The seven clubs were previously independently owned Gold's Gyms.

"We are excited about acquiring these new locations in Alberta and Ontario to further grow the options of locations for our members and to welcome the Gold's Gym Members to the GoodLife Family," says David Patchell-Evans, GoodLife Fitness founder and CEO.

Fitness First: Third Saudi facility

Fitness First Middle East has opened its third club in Saudi Arabia – the chain's 32nd club in the Middle East.

Exclusively for men, the new facility has a 1,675sq m footprint, including group exercise studios, stretch zones and

dedicated free weight and cardio areas.

In addition to offering the full range of Les Mills programming, the club offers a range of freestyle classes including TRX, ViPR, kettlebells and Power Plate sessions. Personal training is also available.

There's also an exclusive members' lounge offering complimentary drinks and wifi access, while the changing rooms also include a sauna.

George Flook, chief operating officer for Fitness First Middle East, says: "Our strategic expansion in key locations that lack fitness facilities reflects our commitment to offering convenient and world-class options to communities in the Middle East."

Fitness First Middle East is a franchise owned and operated under license by the Landmark Group in the MENA region.



The new club is the chain's 32nd site in the Middle East, and is for men only

milan opens concept club in Munich

Fitness equipment manufacturer milan has launched a new club – known as CIRCLE – in Munich, Germany.

Opened in October, it's the inaugural site for a new inner-city club concept. Designed for a space of around 400sq m, the high-end model uses exclusively milan equipment, with a focus on service and limited member numbers. The training space includes four milan circuits: strength, strength-endurance, vibration and CV. A movement-based circuit is an optional extra. Other facilities include a lounge, consultation area and changing rooms.

milan plans to roll out the concept on a franchise basis, starting with Germany before expanding internationally.



milan's model is high-end, and there are plans to roll out the concept on a franchise basis

First Bangalore site for Vivafit franchise

Vivafit – the women-only, express exercise franchise – opened its first club in Bangalore, India, on 22 November.

The 300sq m club has the capacity for 600+ members, and offers a number of different membership options: circuits-only for either a six-month or a year upfront payment (equating to around £30 or £27 a month), or Gold membership including group exercise, again on either a six-month or a year deal, equating to around £40 or £35 a month.

The business aims to open 50 sites in and around Bangalore over 10 years.

Vivafit now has three master franchises operating in India. The first – in Delhi – has one club open and will launch a second this month. Meanwhile Guwahati in Assam is the latest territory to be signed, with a first site due to open next month.

Vivafit currently has a presence in six countries: Portugal, Spain, Cyprus, India, Malaysia and Uruguay. The clubs offer dual programmes encompassing nutrition and exercise, with customers having access to personalised diet plans and programmes, plus online support to help maximise their weight loss.



Sailor Anna Corbella and professional triathletes Cesc Godoy and Xavi Llobet at the launch

DiR launches triathlon club

Barcelona-based health club chain DiR has launched a new triathlon club, TRIDIR, introduced as a result of growing interest and participation in triathlon among DiR members.

TRIDIR adopts a 'club in club' format using existing DiR facilities: the swimming sessions take place at the Diagonal club, which has a 50m swimming pool, while the running and cycling take place outdoors, in the urban environment of Barcelona. Cycling training is also delivered within the various DiR clubs, in the shape of group cycling sessions.

The club is aimed at amateurs as well as those who have already participated in some competitive events. It is open to

non-DiR members (€149 a year) as well as DiR members (€79 a year).

Benefits of TRIDIR membership include a personalised training timetable, access to clinics run by triathlon professionals, and nutritional advice. In addition, TRIDIR members have access to places in several triathlon competitions throughout the year. They are also able to enjoy discounts on a number of triathlon brands, such as Zoot and Sailfish, which offer triathlon-specific equipment, from bicycles to wetsuits and running shoes.

Optional extra training sessions will also be laid on by the fitness team for those wanting to prepare for specific triathlon events and competitions.

UFC GYM acquires LA Boxing

UFC GYM has continued its expansion with last month's acquisition of the LA Boxing franchising platform – a portfolio of 81 locations across the US.

Founded in partnership with New Evolution Ventures (NeV), UFC GYM currently has five full-service facilities in California and Hawaii, averaging 35,000sq ft. It has also started pre-sale on locations in New York Metro and Sydney, Australia, which will open by April 2013. UFC GYM will now begin to transform the boutique LA Boxing facilities, which average 5,000sq ft, to the UFC GYM format, introducing its

'Train Different' philosophy – the best of traditional fitness combined with mixed martial arts – to the LA Boxing facilities.

UFC GYM now plans to roll out this new model of boutique clubs globally, through franchise agreements. The first location under the new ownership opened in Chicago, US, late last month.

"We were drawn to LA Boxing based on the similarities in our brand DNA. We are thrilled to partner with the existing LA Boxing team and their franchisees in expanding our shared vision worldwide," says Mark Mastrov, chair of NeV.

The
Green System
designed to
turn human
energy into
usable power



SportsArt revolutionary system that Saves Cost and Generates Green Energy

The SportsArt Green System is not just a concept but the first solution of its kind for health club owners and leisure centres who want to use cardio equipment to offset energy costs with human power.

The energy generated through the Green System products will reduce the building's energy consumption and therefore reduce costs. The more 'pods' you install, the more energy savings you will achieve.

SportsArt
FITNESS

For details of our **Green System**
Telephone Today:

01282 779234

email:
info@sportsartfitness.co.uk

2 Dean Court, Unit 10, Shuttleworth Mead Business Park,
Padiham, Lancashire BB12 7NG

Visit our website:
www.sportsartfitness.co.uk



Harris joins Xn Leisure in a brand new role

David Harris named IT director of Xn Leisure

Leisure industry technology specialist Xn Leisure has named David Harris as its new IT director. Harris joins the company from global procurement group Achilles, where he held a number of roles – most recently group infrastructure manager.

Harris' role is a newly created position, put in place by Xn Leisure in a bid to produce a "driving force behind the technical teams".

Harris says: "My role at Xn Leisure is to ensure that the products and support we deliver to our customers maintain the solid foundation of quality and trust."



Beattie is leaving *énergie* to pursue 'personal goals'

Founding director of *énergie* leaves company

David Beattie, a founding director of fitness chain *énergie* Group, has left the company to pursue new opportunities. He spent 10 years with the company, with his latest role being brand and marketing director.

"The company is about to embark on a new chapter and on a journey that will transform the organisation," Beattie says.

"It is therefore the ideal time for me to take the opportunity to pursue my own personal goals across a broader portfolio of ventures."

Roberts returns to Pure Gym

Budget health club operator Pure Gym has announced that it has re-appointed company founder Peter Roberts as its chief executive.

Roberts, who moves from the role of deputy chair, takes over from Tony Harris, who is leaving by mutual agreement after six months in the role.

Roberts founded the company back in 2008 and the chain has since grown to 38 clubs in the UK.

"I would like to thank Tony for his time with us," Roberts says. "His hard work and corporate discipline have been much appreciated and I wish him the very best in his next venture."

"I'm very pleased to be stepping back into the role of chief executive to continue to drive the business forward as a market leader in the sector."



Pure Gym was founded by Roberts in 2004 and now has 38 UK clubs

According to Pure Gym's latest financial reports, turnover in the year to February 2012 was £16.4m, up from £6.3m in the previous year. EBITDA was £5.2m, up from £1.5m in 2011.

ukactive announces new board members

Fitness industry body ukactive has named the five senior professionals who have been elected onto its board.

Andy McCabe, operations director of GLL; Martin Seibold, MD of Fitness First; and John Treharne, CEO of The Gym Group will all represent multi-site operators. Meanwhile, Dave Wright, chief executive of CFM, has been re-elected as the member for independent operators. Nigel Wallace, client services director of training provider Lifetime, has been named as the board representative for educational suppliers.

Commenting on the new appointments, ukactive CEO David Stalker says: "Following a successful rebrand in 2012, we enter this period



Lifetime's Nigel Wallace is one of the new ukactive board members

with renewed focus and energy. I'm delighted to welcome our new board members and I'm looking forward to working closely with them over the next three years."

Premier Global appoints Jon Haywood as new FD

Premier Global has appointed Jon Haywood as its new finance director.

Haywood, who has previously held a number of similar roles at large organisations, has been tasked with overseeing the line management of the finance and IT divisions

of all of Premier's three companies – Premier Training International, Active IQ and Active IQ Academy.

He will work alongside Premier Global's CEO, Debra Stuart, to deliver the group's three-year growth strategy.

PEOPLE PROFILE



Anthony Cooper

Cooper lost both legs in a bomb blast in Afghanistan. Despite being told he'd never walk again, he recovered and was named David Lloyd Leisure's PT Hero of the Year 2012 – and hopes to become a Paralympian

You were seriously injured on duty in Afghanistan. What happened?

While out on foot patrol, I stepped onto an IED (improvised explosive device). It was a large one and I was flown back the UK to die on British soil.

I was in a coma for nearly five weeks and the doctors told my family I had the worst blast brain injury they had seen in 25 years.

Somehow, however, I survived, and with the help of my family and rehab facility Headley Court, I've got to where I am now: training at a David Lloyd gym and hoping to compete in Iron Man and the Paralympics.

When did you decide you'd try and qualify for the Paralympics?

At Headley Court they chat constantly about the future and sports. When they said I could train for the Paralympics and possibly get into the Paralympics GB team, I was excited and wanted to get on it straight away.

At the 2012 Games, the Paralympics GB team demonstrated tremendous courage and showed the world that disability can't hold you back if you are willing to keep going forward. I would be proud to be a part of that – and to show all those who thought I would never do anything due to the extent of my injuries that I am a fighter and will never give up.

I'll be medically discharged from the army eventually and have always enjoyed sport. Being injured has given me a lot of opportunities that may never have come my way otherwise. As they say, when one door closes, another opens.

Have you singled out a particular event you will aim to qualify in?

Running. I've always enjoyed running and I used to be pretty fast, so I intend to get back to it as soon as I'm on my running legs. They do say that you can't run before you can walk – and in my case, I know exactly what they mean.

Other than the Paralympics, do you have any other future sporting plans?

I've always enjoyed running and want to continue, so as I say, I would also like to take on the Iron Man challenge one day.

Where are you with your training at the moment, in relation to competing?

I'd love to be at the next Paralympics in 2016, and would like to take part in an Iron Man in two years' time. I only started walking this year and, with Rob's help [a personal trainer at David Lloyd Leisure], using my legs in the gym to help build the muscle.

I'm currently off my legs for about a month as I've just had surgery to have down my right knee. I also had a nerve removed from my leg and put into my left hand to try and get some feeling in my fingers. I won't be able to attend the gym until I've recovered from these operations, but as everyone who knows me knows, as soon as I can I will be back there at the gym working towards my goals again.

Have you always been into fitness?

I joined the army at 16 and that's when my fitness training really started. I went on a run daily, sometimes carrying various weights up to about 42kg in my backpack as part of training. I joined David Lloyd last January for the first time because of the extensive equipment they have.

How often do you get to visit the gym for training sessions?

I only get home every four weeks and then I try for a daily session. Even when Rob is on a day off, he tries to get in to help me continue with my routine.

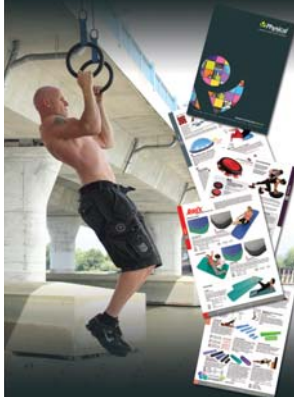
What is your favourite film?

I enjoy war films.

What is your favourite motto in life?

Never say never.

2013 CATALOGUE OUT NOW!



**FUNCTIONAL FITNESS
EQUIPMENT SPECIALISTS**

ESTABLISHED IN 1989

**REPS ACCREDITED
TRAINING PROVIDER**

UK DISTRIBUTOR OF:

**THE
HUMAN
TRAINER**

FREEFORM
freedom to move

STOTT PILATES
BLENDED • HEALTH • FITNESS

BOSU®



01494 769 222

physicalcompany.co.uk

sales@physicalcompany.co.uk





Are you selling, or compelling?

• Bill McBride • President & COO, Club One / IHRSA chair

Recently, I've been trying to reconnect to the basics of this business in a more insightful way. The core question: What's happening at the consumer level when individuals are deciding whether to join a club?

My inquiry was aided by the book *Predictably Irrational* by Dan Ariely, a professor of behavioural economics at the Massachusetts Institute of Technology, and by an article, *Getting Customers to Choose You*, on the Harvard Business Review Blog Network, written by Art Markman, a professor of psychology and marketing at the University of Texas.

What I found interesting is that people generally make buying decisions on the basis of 'comparables' – attributes, qualities, data and other factors they can use to compare one product (A) to another (B). The process is informed both by facts (for example, 'car A gets 24 miles per gallon; car B gets 32') and personal preferences and beliefs ('car A looks like grandad's; car B looks cool').

Comparables, moreover, come in two distinct forms. Products have alignable differences (ones that can be easily compared, such as the price of a club membership) and non-alignable differences (ones where there's no simple

match-up of major details – for example, a large multi-purpose club versus a CrossFit 'box').

Similar properties are easy to compare. The challenge for any given club is to demonstrate the ways in which it's special – to pinpoint the things that make it the "right" choice. Here are a few ways to do so:

- Describe the common features shared by your club and the competition in a way that emphasises your enhanced offerings.
- Help prospects identify the elements that are shared by your club and other facilities, transforming non-alignable into alignable differences and, in the process, better positioning your brand.
- Explain how your club's unique features address the prospect's needs, wants and desires, and are critical to their exercise success.
- Educate them about any new features or programmes you've introduced.



The challenge for any club is demonstrating exactly why it is special

- Encourage them to appraise clubs on a personal, individual level, rather than relying on an evaluation that is based solely on comparisons.

Ultimately, knowing more about how people make use of comparables can help you make better decisions.

Ask the experts: 24-hour opening



What are the pros and cons of keeping a health club open 24/7, and what other factors do you need to consider if you do decide to go this route? Steve Krum, general manager of Spectrum Clubs in El Segundo, California, US, offers his thoughts:

"The fact that you are asking these questions shows that you are doing the proper due diligence.

"First of all, don't do it just because the competition is open 24 hours a day. We recommend a cost-benefit analysis in which you study the demand of your market and, obviously, the direct costs associated with 24-hour operation.



Opening 24-hours is not right for every club

"In particular, you will measure the variable costs of payroll, utilities, supplies, and even check insurance costs that may be associated with a 24-hour operation.

"The other cost to consider is the intangible opportunity cost of not being open all night. Determine whether or not your market includes a significant number of customers demanding to work out around the clock. This will be somewhat of a gut feeling based on your knowledge of the area. In addition, conduct a survey and do some research on the competition in your area that is open 24 hours a day. How many people are actually taking advantage of this offering?

"The dilution factor is also a real concern; as we all know, sometimes less is more, and trying to be all things to all people is not the right path."

Read more answers to this question at ihrsa.org/industryleader



The brand has taken only 10 years to reach 2,000 units – less than half the time it took McDonald's

Anytime Fitness opens 2,000th site

Anytime Fitness, the world's largest co-ed fitness club chain, opened its 2,000th club in December in the Netherlands. Founded in 2002, it took Anytime Fitness only 10 years to reach 2,000-units – less than half as long as franchises like Subway (23 years) and McDonald's (32 years).

"Some businesses focus on quick growth and others specialise in earning customer loyalty," says Chuck Runyon, Anytime Fitness CEO and co-founder. "We take great pride in having achieved both of those accomplishments simultaneously. We've done so by focusing

first on the needs of busy people who simply want to lead a healthier lifestyle, and then by providing our franchisees with the practical tools, technology and educational support to help members achieve their goals."

Anytime Fitness' 2,000th club, and the eighth in the Netherlands, opened in Neele, 90 miles east of Amsterdam.

The Anytime Fitness model – 24-hour access, affordable membership, a friendly atmosphere and personalised programmes – is now available in markets as diverse as Qatar, Japan, Australia and Spain.

NEWS IN BRIEF

Recognition for Zumba

In December, *Inc.* magazine named Zumba its Company of the Year for 2012. With 14 million people taking classes in 186 countries, Zumba is designed to be fun and contagiously energetic. "But behind the addictive routines, the tireless instructors and the upbeat music is a compelling business model," according to *Inc.* "Zumba makes money by licensing instructors and by keeping the instructors tied into the Zumba system."

It also has a line of clothing that, by *Inc.*'s estimates, is already a US\$100m business. And then there's music: a Zumba CD just went platinum in France. This company is more than just fitness; it's a lifestyle.

Accreditation for ACE

EHFA's standards council has designated the American Council on Exercise (ACE) an EHFA-accredited training provider, meaning that fitness professionals holding ACE personal trainer or group fitness instructor certification can now join EREPS.

EREPS is an independent body for fitness instructors, trainers and teachers working across Europe. "EHFA accreditation gives ACE personal trainers and group fitness instructors currently practising in more than 75 countries globally the portability to work throughout Europe," says Todd Galati, ACE's director of credentialing.

Events diary

Visit www.ihrsa.org/calendar

7 March 2013

Webinar: Increase Member Retention by Creating a Positive Experience

19–22 March 2013

IHRSA's 32nd Annual International Convention & Trade Show – Las Vegas, Nevada, US

5–7 September 2013

Latin American Conference & Trade Show – São Paulo, Brazil

17–20 October 2013

13th Annual IHRSA European Congress – Madrid, Spain

Exercise in short bursts is effective

Bids to lower body weight and improve health could be achieved via activity lasting less than 10 minutes, says a study in *Medicine & Science in Sports & Exercise*.

From 2008 to 2010, researchers assessed the physical activity of 2,109 men and women enrolled in a larger, long-running study of CV risk factors. On average, participants engaged in 30 minutes of moderate or vigorous exercise a day, of which approximately 19 minutes involved short bouts of less than 10 minutes.

Compared with non-compliant subjects, all those who performed at least 150 minutes of exercise a week in bouts of 10 minutes or more – regardless of how the 150 minutes were accrued – had significantly lower triglycerides, waist circumferences and BMI, and improved cholesterol scores.

About IHRSA

Founded in 1981, the International Health, Racquet & Sportsclub Association is the only global trade association, representing more than 10,000 health and fitness facilities and suppliers worldwide.

To learn how IHRSA can help your business thrive, visit www.ihrsa.org. Locate a quality IHRSA club at www.healthclubs.com

Get ready for IHRSA 2013

Next month, exciting Las Vegas will host IHRSA's 32nd Annual International Convention & Trade Show

In 2013, IHRSA will be held for the first time at Mandalay Bay, an upscale venue that will serve as the location of all event programming and the trade show – in one building, on the same level.

More than a dozen sessions will be translated into both Spanish and Russian, including all four general sessions outlined below. Here are just a handful of the highlights that are not to be missed:

General sessions

Optimism Can Take You Anywhere – Tuesday 19 March

Bert Jacobs is co-founder and 'chief executive optimist' of the Life is good® Company. A privately held business based in Boston, US, Life is good spreads positive vibes through its colourful collection of apparel and accessories, and through its social mission to help kids overcome poverty, violence and illness.

In 1994, with a combined sum of just US\$78 in the bank, Jacobs and his brother John officially launched Life is good. Today, their products are sold by over 4,500 retailers nationwide. The Jacobs brothers are living proof that "optimism can take you anywhere."

Connected: The Surprising Power of Our Social Networks & How They Shape Our Lives – Wednesday 20 March

Nicholas Christakis, MD, PhD, MPH is an internationally recognised authority on how social networks affect our behaviour and wellbeing. One of fewer than 10 people in the US trained as both a sociologist (PhD) and a physician (MD), he specialises in health and social networks and other social factors affecting health, healthcare and longevity.

He is the co-author of *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*, which describes the profound influence social networks have on who we are, what we do, and how we feel.



The convention in Las Vegas will feature speakers who are leading lights in the wellness industry

PEAK: How Great Companies Get Their Mojo From Maslow – Thursday 21 March

No hotel executive in the world has overseen the development and creation of more boutique hotels than Chip Conley, founder of Joie de Vivre, California's largest independent hotel company and America's second largest boutique hotelier.

At the age of 26, with no industry experience, Conley transformed a seedy 1950s 'no-tell motel' into the world-renowned Phoenix Hotel, a legendary Rock 'n Roll hotel that catered to the likes of David Bowie, Linda Ronstadt and Nirvana. Today, Joie de Vivre consists of over 40 unique and award-winning hotels, restaurants and spas across California, over 3,000 employees, and annual revenues approaching US\$250m.

FLIP: Creative Strategies for Turning Challenge into Opportunity, and Change into Competitive Advantage – Friday 22 March

Peter Sheahan is known internationally for inspiring innovative business thinking and creating lasting behaviour change. He has established himself as a highly successful entrepreneur with his international thought leadership practice, and as the CEO of ChangeLabs™ – a global consultancy building and delivering large-scale behavioural change projects

for clients such as Apple and IBM. Sheahan has worked with some of the world's leading brands, including Google, News Corporation, Harley Davidson and GlaxoSmithKline. He is also the author of six books, including international bestsellers *Flip* and *Generation Y*.

Trade show

Taking place on Wednesday 20 and Thursday 21 March, from 11.00am–6.00pm both days, the trade show will be hosted at Mandalay Bay's South Convention Center.

The show will celebrate the innovation, technology and entertainment of the fitness industry. Exhibitors will provide hands-on opportunities in group classes and one-to-one sessions, as well as demonstrations as delegates make their way across the show floor. And if you are ready to purchase, show-only special deals will also be available on the latest equipment, supplies and services you need to make your club an incredible experience for your valuable members.

Visit www.ihrsa.org/trade-show for a current list of confirmed exhibitors.

For details and to register for IHRSA 2013:

Call +1 (617) 951-0055

Email intl@ihrsa.org

Log on to www.ihrsa.org/convention

Miele
PROFESSIONAL

It takes a machine
this tough
to produce a towel
this soft



Miele Professional laundry solutions are engineered to keep on running – wash after wash, year after year. Simple to use and taking up as little as a square metre (even stackable) a Miele will take whatever you throw at it and turn out perfect results every time.

Call **0844 893 0777** or visit
www.miele-professional.co.uk

COMPLIANT
WITH MACHINERY
GUIDELINE
2006/42/EC



WRAS
APPROVED
PRODUCT

PPL reforms – so what's next?



In September, ukactive and PPL reached an agreement to reform PPL's Exercise tariff. David Stalker, CEO of ukactive, outlines the next steps

It was announced in September 2012 that, after four years of negotiation, ukactive and PPL have reached an agreement to reform PPL's Exercise tariff, which covers the use of PPL recorded music as an accompaniment to fitness classes.

What is PPL?

PPL is a not-for-profit organisation: the letters stand for Phonographic Performance Limited. Under the Copyright, Designs and Patents Act 1988, if recorded music is 'played in public' – ie played in any context other than a domestic one – every play of every recording requires the permission of the owner of the copyright in that recording, usually a record company. Record companies transfer their rights in recorded music to PPL, which issues licences to businesses for these recordings to be played in public, including the use of radio and TV.

Breakdown of the reforms

1) The sole responsibility for holding a valid PPL licence for group exercise classes in fitness centres will be with the operators of those facilities. Fitness instructors will only be required to hold a valid PPL licence for any classes that they hold in premises other than fitness facilities (for example, hired halls, offices).

2) The new tariff, Exercise To Music – which is due to be brought into effect on 1 May 2013 – will see PPL fees eventually rising to a broad level of parity with those of PRS for Music over a five-year period. The tariff fee will start at 95p per class, rising to £1.25 in May 2014, £1.50 in May 2015, £1.75 in May 2016 and £1.88 per class in 2017. Indexation will apply from May 2018 at the earliest.

3) As an operator, you need to have a valid licence by your official start date. Invoices can be generated and paid 28 days ahead of that point. Payment is mandatory within 28 days of your licence start date.

Things to bear in mind

Determine your start date:

- If, as an operator, you already hold central PPL licences on behalf of your instructors, your start date for the new tariff will begin on the renewal of those licences.
- If holding a licence is currently the responsibility of your instructors, and as an operator you do not hold any central licences on their behalf, your licence responsibility will begin from 1 May 2013.

Determine your class number:

- Refer to your schedules, timetables and records in order to establish the annual number of classes that you operate.

Take account of instructor licences:

- For each centre's applicable licence start date for the first year of the tariff, you must take into account any classes still covered by an instructor's ongoing licence, and any classes not covered in the interim between an instructor's licence expiring and the centre's licence starting. You'll need to gather the in-house or freelance instructor licences already in place and record their end date. A calculator tool will provide you with an adjustment figure for your new licence invoice – <http://tinyurl.com/atlcwya>

Complete your return:

- To generate your invoice and secure the licence, you will need to go through the declaration process, which will be live on the ukactive website from 1 March 2013.
- You must list each of the sites for which you are responsible, and the number of classes likely to be held at that site over the course of the next year, and reference the outcome from your adjustment figure.

ukactive's role

As a result of ukactive's negotiations with PPL, existing licences – whether held by your instructors or as an operator – can be taken into account if they expire after the 1 May 2013 start date. We will be playing an active role in the collection of licence fees – the purpose of which is to be able to offer a discount to ukactive members of 10 per cent off the overall price of their annual licence.

We feel we've secured a positive outcome to negotiations, which could have proved far more costly to the fitness sector. But these reforms do represent significant changes, and we urge operators to ensure appropriate planning is underway within their organisations.



Exercise to Music tariff: ukactive is on-hand to advise operators on the changes

For further information

www.ukactive.com/
ppl@ukactive.org.uk



CoreFitnessRoller™

A UNIQUE COMBINATION OF STREAMLINED DESIGN AND UNLIMITED VERSATILITY

Just four months ago, CoreFitnessRoller™ (CFR) reached the shores of the UK and you were advised that it was must-have equipment for institutions, therapists and personal trainers. That it was ideal for all demographics and the most versatile piece of kit for all areas of fitness. Most of you had heard this many times about other equipment and continued as before: but some of you were intrigued, researched further and attended CFR Foundation courses and then purchased your first CFR.

Now your diverse client base is telling you what you already know: that CoreFitnessRoller™ opens new market sectors, represents fantastic value for money and is great for elite sportsmen, ante natal rehab, fitness fun for the healthy and is a life saver for the active ageing population.

Perhaps we should hear why they have joined the CoreFitnessRoller™ Revolution:

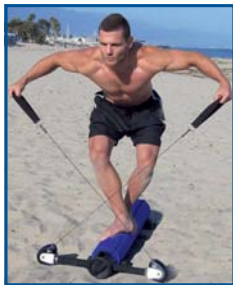
"For those of us who are over 55, who know what fitness is... weight loss is secondary to muscle control for us. Poor posture is the first sign that we have given up and moved into ageing without grace. Loss of stamina is the next most important sign that we have given up and cannot see our physical condition improving.

"If we give up, the impact on our psyche is almost irreversibly damaging. I believe

the CoreFitnessRoller™ has reversed the effects of these two issues for me... this is a great (if not the best) piece of equipment... I have only lost a few pounds over the last several weeks, but I have gained self-confidence, and that will make all the difference for how I approach the next several years of my life."

Basha Millhollen (Retired)

"As a triathlete, having a strong core is vital to being able to compete for long distances. Using the CoreFitnessRoller™ really pushed me and strengthened my core better than anything else I have tried. It is also great for building all the muscle



groups. I've never used a product with so many different ways to work out. If you want a compact, functional training device and want a challenging, fun way to improve your fitness, whether you are a beginner or seasoned athlete, then you need the CoreFitnessRoller™"

Jim Johnson, Ironman Triathlete

"After 20 years of teaching singing plus two 'C' sections, I was well aware of my core, but was afraid I would never have the core strength I had before the birth of my children. I thought the muscles were simply too compromised from the trauma. The CoreFitnessRoller™ was an answer to my prayers. After only five weeks of training on the CFR I began to see definition and have renewed stamina. What I learned and developed on the CoreFitnessRoller™ plus what I already teach my students regarding how we use our bodies in singing was a match made in heaven... The biggest surprise is my improved balance. Better balance changes everything, not how we move but how we optimise all of our activities. I feel 10 years younger.

"My car wouldn't start a few days ago and I immediately hopped on my bike and rode seven miles to my CoreFitnessRoller™ class because I couldn't imagine the day without this experience. I'm hooked!"

Kimberly Ford, Vocalist and Mother.

To experience CoreFitnessRoller™ and attend a CFR foundation workshop, call +44 (0)1993 517000 or email info@mbodiesacademy.com
For product information or to buy your CFR, call +44 (0)1386 859551
or visit www.fitness-mad.com/FMCoreFitnessRoller


COREFITNESSROLLER®



HEALTH CLUB MANAGEMENT HANDBOOK 2013

The 9th edition of the Health Club Management Handbook is being distributed in January 2013. The handbook is a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

WHAT'S IN IT FOR YOU?

FOR INDUSTRY SUPPLIERS

- Multiple listings of all industry suppliers by:

- A-Z
- Phone book
- Web address book
- Product selector

- Company profiles including key information, contact details, images of products and a picture of your company contact

- Vertical strip adverts in the address book section

FOR INDUSTRY OPERATORS

- Who's who? of key industry personnel in the UK and Europe:

- Private sector operators
- Public sector operators
- Industry organisations

- Features and reference material

- Predictions for 2013 from key industry figures

- Industry statistics

- Development pipeline – details of forthcoming projects across the sector

- Consumer and industry trends for 2013

- Diary dates – a guide to all industry events, shows and networking opportunities

ORDER YOUR COPY NOW!

call: +44 (0)1462 431385

email: displaysales@leisuremedia.com

POWERED BY
fitness-kit.net
The search engine for fitness buyers

The Health Club Management Handbook is available to purchase at £30 per copy and all content will be available online at www.healthclubhandbook.com

**health club
management**
Bringing you the
Health Club management magazine

COMPETITIVE EDGE

14-17 MARCH 2013

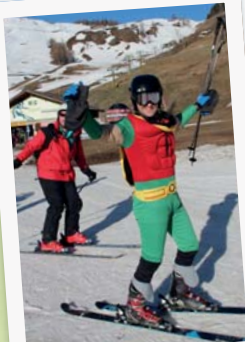
Ski the World

Half price registration – £100 down from £199 – is available for this Make-a-Wish Foundation challenge.

In its second year, the Ski Solutions-organised event in Champoluc, Italy, is setting the target of skiing the combined height of the largest peak in each continent across a weekend. That's the equivalent of 43,314 vertical metres over three days – but you can share the distance between two of you.

Minimum sponsorship is £1,600 per person. Make-a-Wish grants 'magical wishes' to children who are fighting life-threatening conditions.

Details: www.make-a-wish.org.uk



The event spans three days

13-22 SEPTEMBER 2013

Trek to Machu Picchu

This trek in Peru takes you from Cusco, the ancient capital, to the iconic ruins of Machu Picchu – 'the lost city of the Incas'. The 10-day route goes through the remote, and rarely visited, Lares Valley – a unique alternative to the busy Inca Trail.

After acclimatising to the high altitude by visiting local Inca ruins and Spanish colonial churches, the real trek begins. Walkers will meet Andean farmers, and see dazzling blue glacial lakes and the Baños Del Inca hot springs.

Registration costs £495 and minimum sponsorship is £3,995.

Details: www.charitychallenge.com



Racers must carry 30lbs over 30 miles

14 SEPTEMBER 2013

Exmoor 30:30

This is a race over 30 miles of Exmoor, with participants carrying 30lbs on their backs.

It was first co-ordinated by personnel from the UK services in 2009 to raise money for The Royal British Legion (RBL).

This is now the fifth year that teams of five will compete, including triathletes, farmers, Afghanistan amputees and Special Forces soldiers. Last year, a slightly easier 30km route was introduced. It costs £50 to sign up and £500 for sponsorship.

Details: www.exmoor3030.org.uk



Machu Picchu: 'Lost city of the Incas'



© ANDREW ARNDT/SHUTTERSTOCK.COM

IHRSA's event in Las Vegas will take place at the Mandalay Bay Hotel

FEBRUARY

21-23 | FORUMCLUB

Venue Bologna, Italy

Summary

International congress and expo for owners and managers of health clubs, aquatic centres and sports facilities.

Web www.forumclub.it

24-25 | Professional Beauty London

Venue ExCeL, London, UK

Summary

An exhibition focused on the UK's health and beauty industry.

Web www.professionalbeauty.co.uk

28-3 March | IDEA Personal Trainer Institute

Venue Alexandria, Virginia, US

Summary

Bringing together a limited number of personal trainers with world-class presenters, and including pre-conference sessions, lectures and workshops.

Web www.ideafit.com/ptrainer

MARCH

4 | SMMEEX

Venue Wembley Stadium, London, UK

Summary

A chance for buyers and specifiers to meet up with suppliers of unique products and services in a relaxed, informal environment.

Web www.smmexevent.com

7-10 | ECA World Fitness Conference / OBOW Show

Venue New York City, US

Summary

ECA World Fitness is an international organisation representing the fitness and wellness sectors. The show highlights new ideas, products and concepts.

Web www.ecaworldfitness.com

12-15 | ACSM's 17th Health & Fitness Summit & Exposition

Venue Las Vegas, Nevada, US

Summary

ACSM's signature fitness conference gives students, fitness enthusiasts, personal trainers, certified professionals and others the full spectrum of programming, from scientific insights to practical application. The largest sports medicine and exercise science organisation in the world, ACSM has more than 45,000 members.

Web www.acsmsummit.org

19-22 | IHRSA Annual International Convention & Trade Show

Venue Mandalay Bay Hotel, Las Vegas, Nevada, US

Summary

The 32nd IHRSA Annual Convention & Trade Show takes place at the Mandalay Bay Hotel – the first time in many years that the general sessions, educational concurrent sessions, exercise programming and trade show will be located in one building.

Web www.ihrsa.org/convention

**AWARD
WINNING
PRINT**
MARKETING
LEAFLETS
MAILINGS
PROMOTIONAL
ITEMS
STARTER PACKS
BANNERS



PRINTWELL
communicating in print

020 8687 9234
printexperts@printwell.co.uk
www.printwell.co.uk

Everyone's talking about . . .

Group exercise gyms

Standalone group exercise studios – offering dance classes, yoga or cycling – aren't new, but the rate at which they are popping up seems to be getting faster. So is this a lasting trend or a passing fad?

The great thing about group exercise studios is that they require very little kit: it's a simple formula and inexpensive to roll out. Added to this, group exercise has a universal appeal thanks to the camaraderie it builds, with members who do group exercise also more likely to remain with a health club than a gym-only exerciser. No surprise, then, that operators are starting to investigate the potential of standalone group exercise studios.

Fitness First Middle East is one of the big players to cash in on this trend with a new group exercise-only concept, The Studio by Fitness First. According

to group operations and marketing director Mark Botha, the appeal for Fitness First is that these 4,000sq ft facilities can be opened up quickly and slotted into areas where the demographics make a full gym inviable.

So are group exercise-only facilities set to become a lasting trend, or will they just be a passing fad? Will the likes of Zumba lose their allure, or will the popularity of these studios in fact ensure there is constant innovation in group exercise programming?

Could this even be the key to pushing up the industry's market penetration, as people who are put off the idea of a full gym membership might commit

to taking part in a group exercise class once or twice a week? Or will traditional gyms lose members who joined primarily for the exercise classes?

The trend may even encourage gyms to revise their own internal group exercise model, charging booking fees to reserve a place in busy classes for example – as at New York cycling club SoulCycle – or even creating a boutique, added-fee area within the club.

Will we start to see some of the big names going into towns which would be too small for a full gym, but which could support a studio, or will it be entrepreneurs who drive the trend? We ask the experts for their thoughts.

ARE GROUP EXERCISE-ONLY FACILITIES THE WAY FORWARD? EMAIL US: HEALTHCLUB@LEISUREMEDIA.COM

Phillip Mills

Les Mills International • CEO



“Unlike budget gyms, the growth of the micro gym has not negatively impacted traditional clubs. That these clubs have grown without eating into traditional membership rates suggests that either a new breed of consumer is being welcomed into the fitness industry, or those with gym memberships are also adding a micro gym experience.

Group exercise has always been one of the most powerful ways to tap into the touch-points of community, motivation, convenience, time and results, and micro gyms have focused on this. Some of the new-style micros like Crossfit are even attracting young men and others to whom club stereotypes may not appeal. And they are happy to pay a premium.

But in the long term, I feel our industry may follow other sectors: people generally prefer to shop at a supermarket, with access to a host of products, rather than selecting individual items at small local stores. Traditional clubs should see this as an opportunity to profit from their group training – for example, by creating boutique spaces and charging members who want to reserve a place in high-demand sessions. SoulCycle charges US\$30 a class and an extra US\$30 to reserve a place.”

Doyle Armstrong

Indoor Cycling Group • Product specialist



“Group exercise facilities are here to stay – especially in London, where we are seeing more studios springing up which focus on one type of activity, like cycling or yoga. No-one has yet done the full works, with a mix of group exercise options, but I think they will in the future, especially outside of the London area.

For this concept to work, the quality of instruction is of prime importance, with great instructors supported by CPD. Rather than necessarily increase market penetration, I think group exercise studios will probably attract existing gym members who only use the classes at their club. The good thing is that these people tend to be frequent attendees.

In terms of the impact this trend will have on the industry, I think it will make operators look at how they provide group exercise and encourage them to invest in this area, especially in the education of their instructors. For many clubs, the current quality of class delivery needs to be addressed.

I don't think chains will react by launching studio brands – I don't think it's a scalable business model, so I think the trend will be driven by independents rather than chains.”



There are many people who would never join a gym, but who could be attracted by the camaraderie of a group ex facility

Mark Botha

Fitness First Middle East/North Africa • Operations director



“One of the lessons we have learned in the Middle East is that many people don’t want to join a gym and aren’t interested in weights or treadmills, but will happily pay £15 for a single group exercise class. Around 40 per cent of Fitness First’s attendance in the Middle East is for group exercise.

The trend for group exercise-only facilities will absolutely improve market penetration: it’s more appealing for those to whom the gym will never appeal. Also, there is the camaraderie of group exercise and engagement with the instructor, all of which help drive retention.

For the industry, this is an exciting opportunity which operators should embrace. I think we will see more clubs diversifying, as there’s no reason not to launch a separate membership for group exercise, just as many local authority and private clubs already offer for swimming. Unless we change with the times, we will always get what we have always got.

Members want innovation and convenience, not inflexibility, and they want to pay only for the services they use. The industry should move fast on this, otherwise lot of freelance concepts will spring up, fracturing the market.”

David Cooper

Gymbox • Operations director



“All in all, I think group exercise-only studios is an exciting and interesting trend, and it’s an avenue that Gymbox might be interested in exploring at a later date.

For these studios to work, it’s important that they offer something unique and different from what gyms are offering. They need to be specialised

— without being so specialised that they only appeal to one market — and offer excellent instruction.

People don’t want to do the same thing all the time — they want to have progression — and I think these studios can be small enough to adapt quickly to their customers’ needs and offer the next curve of fitness.

With a unique product offering, I think they will be successful in pulling new customers into the industry, especially those who have preconceptions of gym workouts being boring. However, until the concept matures, it will stay in the major cities rather than spreading to provincial towns.

It’s more likely that entrepreneurs will drive this trend than the larger chains, as it’s entrepreneurs who break the mould. But the chains are going to have to move fast to keep up.”

BILLY GARRETT

THE SPORTS OPERATIONS MANAGER FOR GLASGOW LIFE TALKS TO KATE CRACKNELL ABOUT DRIVING A CULTURE OF ACTIVITY AND MAKING A DIFFERENCE AT A POPULATION LEVEL



It's not about increasing our share of the pie, but about making the pie larger," says Billy Garrett, sports operations manager at Glasgow Life – the independent charitable organisation that manages the culture and leisure services on behalf of Glasgow City Council. That's a claim I've heard a number of times from within the health and fitness sector, not always with much justification. In this case however, as Garrett elaborates on the broad range of initiatives being spearheaded by Glasgow Life, it rings true.

He says: "Our mission is very much reflected in our name: Glasgow Life. We want to enhance the lives of Glasgow citizens, creating a city which allows people to grow, develop themselves, and enjoy life in this fantastic, dynamic city."

"It's about delivering healthy lifestyles across the board. We operate 32

sports and leisure centres, with 27,000 direct debit members and 6.2 million attendances in 2012, but it's not just about sport. We also operate arts and culture venues across the city – 50 sites in total – and research shows that going to a museum or the theatre can also bring about positive outcomes in terms of people's health and wellbeing. We see ourselves as a health service in the broadest terms, looking to make a population-level impact in Glasgow."

Consistent investment

But although Glasgow Life's remit is a broad one, sport and physical activity is a key part of its offering. "Sports and leisure has always been a focus for Glasgow, with a massive investment over the last 10, 15, 20 years," says Garrett. "That's been a consistent strategy for the local authority, rather than

simply a reaction to being awarded the Commonwealth Games in 2014.

"I've been with the organisation since the early 1990s, when we were still a department of the local authority, but since 2006 when Glasgow Life became an independent unit and I moved into the sports team, I can't remember a time when we weren't building new facilities."

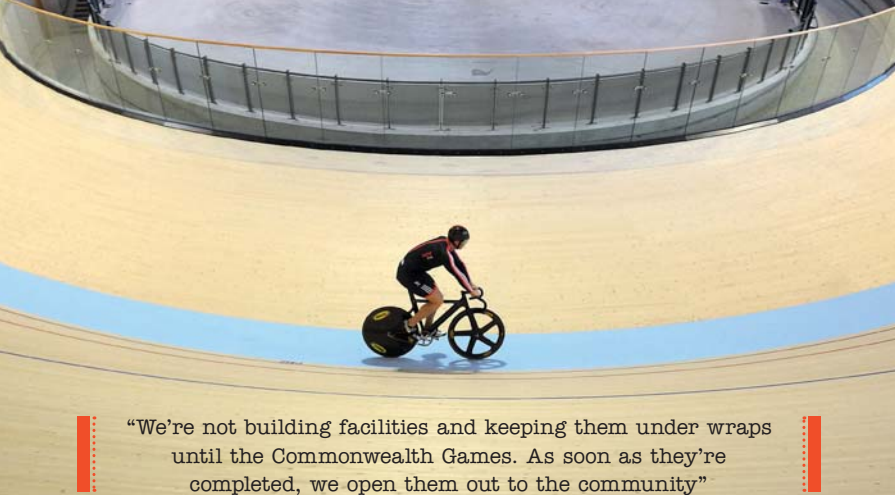
The latest offering in the Glasgow Life estate is the £113m Emirates Arena, Europe's largest dedicated indoor sports arena, which opened in the east end of the city in October 2012. Among its impressive list of facilities are the Sir Chris Hoy velodrome, a 6,500-capacity sports arena, and a 1,000-capacity arena that can turn into a suite of community sports halls when not hosting an event.

Indeed, community use is a key theme for Glasgow Life. Although the Emirates Arena is one of a number of its facilities that will be used as a Commonwealth Games venue, Glasgow Life's belief is that public access is equally important.

"We don't see any distinction between facilities for elite versus community use," explains Garrett. "All of our buildings cater for both audiences, and in fact the first people to use all of our Commonwealth Games facilities will be Glasgow citizens. We're not building facilities, keeping them under wraps until the Games so they're first used by elite athletes, and only then rolling out to the public. As soon as they're completed, we open them out to the community – I think we may be unique in doing that."



Glasgow's Sir Chris Hoy velodrome will be a key Commonwealth Games site



“We’re not building facilities and keeping them under wraps until the Commonwealth Games. As soon as they’re completed, we open them out to the community”

▲ Sir Chris Hoy takes to the velodrome, which has been named in his honour

And the community has responded extremely positively. In its first seven weeks of operation, the 600-membership target originally set for the Arena for the end of March 2013 had already been easily surpassed, not to mention all the pay-as-you-go usage. The venue has also already hosted elite events but, as Garrett explains: “The Arena is located in an area of real social deprivation, and 66 per cent of those who have joined are locals. That’s just as important to us as elite use.”

Fitness and spa

Alongside the sports facilities at the Emirates Arena is an 80-station gym equipped by Technogym and Jordan, which overlooks the velodrome and indoor arena. This is complemented by three group exercise studios, with additional sessions taking place in the various sports halls and outdoor spaces.

“We’ve placed a big focus on developing our health and fitness offering over the last five or six years,” says Garrett. “Most of our 32 sites include health and fitness facilities, all operating under our Glasgow Club brand – Glasgow Club members have access to all of our venues across the city.

“For us, the recent FIA rebrand to ukactive is very apt – we don’t see a division at all between sports and fitness. We simply have a commitment



The Emirates Arena gym is kitted out by Technogym and Jordan

Treatments at the Refresh spa are 'as affordable as possible'

- ▶ to creating a culture of physical activity generally across the city of Glasgow, whether that's getting people into our gyms, our sports facilities, our outdoor boot camps, our volunteer-led city walks, or indeed into someone else's community sports club."

The Emirates Arena also offers a full day spa offering Elemis and Murad treatments – a first for Glasgow Life. Operating under the Refresh brand, it is, hopes Garrett, a concept that will be rolled out to more sites. So how has a luxury spa concept gone down in what he's already acknowledged is a community facing tough social challenges? "Very well actually. I think people's perception of spa is changing – it's a fast-growing part of the overall industry – and we've created this in response to customer demand. We've always offered steamrooms, saunas and so on, so really this is evolution rather than revolution."

The spa has been made "as affordable as possible" – for example, a 50-minute, full-body massage costs £45 (Glasgow Club members receive discounts) while spa membership, giving unlimited access to the heat experiences, costs around £25 a month. But, says Garrett: "It's still a touch of luxury. Why shouldn't people here have access to that though?"

He adds: "From our perspective, spa also offers the possibility of bringing in new people to our facilities. The biggest challenge is always to get new customers – it's then down to us to signpost new pathways to get them engaged in other aspects of our offering."

Towards a revolution

It's in the face of this challenge – breaking into new markets – that Glasgow Life's diversity really comes to the fore. "There are a number of ways people come across us," explains Garrett. "We might build a new sports facility in their area,



Reaching out to the grey market: Functional training at the Bellahouston club

of course, and we have a strong focus on our Glasgow Club brand through marketing and PR. We're easily the biggest sports and fitness operator in Glasgow, and therefore arguably enjoy greater visibility than other public sector operators might do in their respective catchment areas.

"Being part of a large cultural association also means we have the opportunity to talk to customers using our libraries and arts centres, for example. Some libraries are actually incorporated into our leisure centres, but even where that's not the case, we're able to pool our resources to try and engage prospective new members.

"We also do a lot of community outreach work, including partnership projects with the NHS Health Board and the Glasgow Housing Association, for example. For me, if we're going to take the sector beyond the 12 per cent penetration at which we've been stuck for years – if we really want to make a breakthrough to a wider population base – we need to do things very differently, and partnerships will be key to that.

"Other sectors such as retail and the media have experienced genuine

revolution over recent years, but the physical activity sector is more or less doing things as it's always done. What's going to be our revolution? I believe we could make a huge impact on the public health agenda, for example, but we're currently only scratching the surface.

"As a sector, we must think beyond the bricks and mortar of our facilities. We can't expect people to come to us: we have to take our offering to other locations in the community, going out to where the people we want to reach actually are. We have to use new technology to move beyond our centres and into people's everyday lives. Partnership work is key."

Partnership programmes

Garrett continues: "We've established a very close partnership with the NHS Health Board, setting up programmes designed to help prevent disease and reduce the cost to the NHS of treatment further down the line. Initiatives include our GP referral scheme, our Vitality programme – classes that have been designed to be suitable for people with a range of physical abilities and medical conditions – and weight-loss scheme ▶



Attracting the Industry's most prominent Operators & Suppliers for over 16 years!

What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
- Pre-set appointments with buyers of your choice
- Limited competition
- 2 full days of exceptional networking
- Unparalleled value for money
- High Quality Seminar Program



SIBEC¹³
UK

21-22 May 2013

The Belfry, Wishaw, West Midlands, UK

www.sibecuk.com



SIBEC¹³
Europe

13-16 November 2013

Don Carlos Leisure Resort & Spa,
Marbella, Spain

www.sibeceu.com

For more information about **SIBEC** please contact:

David Zarb Jenkins

Email: david@questex.com

Tel: +356 9944 8862



SIBEC
www.sibec.com



HOTEC
www.hoteceu.com



SPATEC
www.spateceu.com



Councillor Gordon Matheson, leader of Glasgow City Council, at the official opening of the Emirates Arena

“Our velodrome coaching sessions are booked up months in advance. We can absolutely trace that to the Olympics”

Shape Up, to name but a few. We deliver those within Glasgow, but also help the NHS to deliver them outside of Glasgow.

“Our GP referral programme is very successful, with about 4,500 individuals referred to us every year. A high percentage of those then convert to membership at the end of the scheme: we offer a discounted membership to encourage them to maintain their new, healthier lifestyle. When we launched the scheme, we visited every GP practice in the city – Glasgow Life and the NHS together, making a joint pitch to the GPs and the practice nurses – and we continue to work very closely with them. We’ve seen a significant uplift in the number of people being referred to us, including for mental health problems.

“There’s still work to do at a national level though, addressing the issue of QOF points so GPs are recognised for referring to exercise, and ensuring the benefits of activity are incorporated into GP training in the first place.

“We also have our ACES programme, which works with about 26,000 children with serious obesity. As with our GP referral programme, it’s entirely bespoke to each individual, and encompasses activity, nutrition, counselling. And at the other end of the age range, we work with Glasgow Housing Association to offer programmes like Silver Deal Active – a range of easy exercise and arts classes for older residents delivered in residential centres, church halls, care homes, etc.

“Our aim now is to scale up these interventions so we can deliver outcomes at a population level, rather than just among a few thousand people. We never rest on our laurels – we’re always looking to move programmes on.”

Activity legacy

So returning to the idea of growing the pie, how has Glasgow fared in that respect recently? Certainly perceptions of the city among outsiders are, I venture, of a very sedentary population with huge health challenges and social inequalities. But as Garrett explains, the picture isn’t all doom and gloom: “We certainly face tough challenges. Glasgow has some of the poorest health indicators in the country, and the economic conditions have been tough – we’ve had to cut £10.5m from our budget in the last three years, and need to save about another £5m in the next two. But we’ve met these challenges without closing facilities or making any compulsory redundancies.

“Glasgow itself is also an exciting place to be at the moment, with a lot of new development and a real buzz about the place. It was even voted one of the top 10 cities in the world for sport recently, based on a range of criteria including not only provision but also participation.

“Off the back of the Olympics, we saw increased attendance and participation of around 10 per cent across the city – not just at our facilities, but also at local sports clubs. Some sports, such as those

in which Scots did particularly well – Andy Murray in the tennis, for example, and Sir Chris Hoy in the velodrome – have seen even more of an uplift. Our velodrome coaching sessions at the Emirates Arena are booked up months in advance. We can absolutely track that back to the Olympics.

“We’re now focusing on the 2014 Commonwealth Games. We’ve been working on that legacy project for a couple of years, because it’s not just about increasing participation after the Games but also in the run-up. We’re focusing heavily on getting coaching standards up to scratch, making sure the capacity’s in place and so on.

“The experience of hosting the Games will build valuable competencies among our staff and others working in this sector: That skill set will be a part of the Commonwealth Games legacy, and we’re very much hoping it will help in Glasgow’s bid to host the 2018 Youth Olympics.

“The legacy’s not just about how many people come to our facilities, though – it’s a city-wide initiative, and this goes back to my comment about growing the pie generally. It’s about getting more people into local sports clubs, boosting school sport and so on. We’re very involved in sports clubs across the city, even if we don’t operate them: we work with them to source funding, improve coaching standards and create development channels for juniors.

“For us, it’s about improving the city’s overall physical activity offering – a key goal within the legacy is to ensure we don’t leave anyone behind. We’re working hard to develop a cradle-to-grave offering that gets us out into the hard-to-reach groups, really driving the population-wide impact we’re hoping to achieve. ●



TAKE IT FROM
HOLLY
MINDBODYONLINE.COM/HOLLY

MINDBODY MAKES ME A BETTER TRAINER



Holly Holton

Owner, Pink Iron
MINDBODY Client Since 2008

With MINDBODY software, Holly has the time to give her clients the personal attention they deserve. We're devoted to her success, so she can be devoted to theirs.

SOFTWARE FOR YOUR GYM
020 7871 2400 | MINDBODYONLINE.COM/HOLLY





BASTILLE BIJOU

Kate Cracknell pays a visit to Club Med Gym's latest new opening – the high-end Pure Club Med Gym, located on Paris' Place de la Bastille

“Budget clubs have not killed the market. There's still plenty of space for mid-market

and luxury operators,” states Franck Gueguen, CEO of health club operator Club Med Gym, which operates 22 sites across Paris, as well as 23 clubs in Switzerland under the Silhouette brand. Twenty-one of the Club Med Gym sites are mid-market, although five – operating under the Waou Club Med Gym brand – are premium mid-market.

In spite of this current bias towards the mid-market, Gueguen is very clear in his opinions: “The future of the sector is high-end,” he says. And the success of Pure Club Med Gym – the company's first venture into high-end facilities, which opened in June 2012 – certainly suggests there's some truth in this statement.

Creating ‘bien-être’

Gueguen had, he explains, wanted to launch a high-end gym concept for some time, but realised location was the key. “Club Med Gym has been around for

34 years and we already had 21 clubs across Paris, with a 22nd in the pipeline that will open in April 2013. That made it particularly hard to find the right location for a Pure Club Med Gym.

“Then an opportunity arose in the Opéra Bastille – our new club is located within the Opéra building, in a basement space formerly occupied by a book/music store. As the Opéra belongs to the State, we had to go through a public bid process. It took two and a half years to secure the site, which we now rent from the Opéra. But we were confident it was the location we needed to launch our new concept.”

He continues: “In Paris, there are very few luxury clubs, and in the 12th arrondissement – Bastille – the demographics are high-end. It's a very fashionable residential area experiencing a lot of growth. We knew the demand was there for a truly premium club.”

Indeed, in the first six months, the club – which has set a cap on member numbers, limiting it to 2,000 to maintain a sense of exclusivity – had already signed up 1,245 members, split roughly 50:50

men to women, paying €150 a month. Interestingly, 67 per cent of these had never been gym members before. “You have to remember that, in France, total market penetration is only 5.4 per cent,” says Gueguen. “Nevertheless, with Pure Club Med Gym, we've created a model that's very specifically bringing new people into health and fitness. We've created a space where people feel good – a club to which they want to belong, where they feel comfortable and want to spend time.”

That sense of feeling good – of ‘bien-être’, as they say in France – lies at the heart of the Pure Club Med Gym concept, as Gueguen explains: “It's about making our members feel at home, not necessarily in the décor or the feel of the club, which has been designed with a private members' club in mind, but in the attention to detail.

“When members come into the club, every single one is greeted by a member of staff who comes out to welcome them in. We have a partnership with Babyliss, so we can lend members anything they might need – hairdryer, straighteners and so on. We have iPads in our lounge area, as well



A curved wall of light with a tree motif uplifts the mood in the gym

as newspapers and magazines and bowls of fruit, so people can relax with a coffee after their workout. We've already found that Pure Club Med Gym members spend, on average, 25 minutes more at the club than members spend at our other sites.

"So yes, we focus heavily on service – that's a key USP for us. We offer dry cleaning, free towels, discounts on parking. There's a member of staff on the gym floor at all times, and they really do talk to members. When it's time for a class, rather than people having to queue, the instructor will go and find them, and we limit classes to a maximum of 30 people. Similarly, we offer a 15-minute, small group abs/stretch class every hour, and again the instructor

will go around the gym encouraging people to take part – people don't stretch properly otherwise, and it's very important.

"For us, high-end is determined less by the facilities and more by training staff how to properly treat members. That's been our biggest challenge, as we've never done high-end before, but we have 20 full-time staff on-hand to make sure our members receive the attention they need.

"In line with this philosophy, although our club is clearly premium, we haven't opted for luxury at all cost. We spent €4m on the new club, but we didn't want to be ostentatious. We've used nice, tactile materials – leather sofas and chairs in the lounge, good quality wooden floors and so

on. But a lot of the work we've done to make the club really welcoming has been behind the scenes – the sort of things people might not immediately notice.

"For example, our air is filtered so it's very clean, and we have diffusers of very gentle scent throughout the club. Each locker is also individually aerated. Meanwhile, our audio system allows us to split the club into four distinct areas, so we can play different music in different zones to create distinct moods.

"We also worked very hard with our lighting engineers to ensure that, even though the club is located in a basement, it offers a warm welcome. We wanted to create an immediate sense of calm when



Gueguen: "The future is high-end"



The lounge area offers iPads for members to use while they have a coffee



Attention to detail:
Each locker is
individually aerated

- people walked into the club from the busy Place de la Bastille."

Lighting masterpiece

The lighting is, in fact, the aspect of the club of which Gueguen is most proud, and you can see why. It's gentle and calming – no glaring 'you must work out now' spotlights or fluorescent strips – but at the same time it successfully creates an uplifting, positive feel throughout the club. The light is adjusted throughout the day to help maintain this sense of calm.

Club Med Gym management worked closely with architectural firm Studio Marc Hertrich & Nicolas Adnet to create distinct spaces throughout the club, each offering a different atmosphere – again helped by the lighting. As you walk down the stairs into reception, the lounge to the right is mellow and inviting. Next to the lounge, behind a glass wall, is the main group exercise studio – a lovely 130sq m, dark wood sprung-floored space where the lighting, although adjustable, never seems to interfere with the relaxed feel in the lounge. A second smaller, open-fronted studio space sits alongside, equipped by NOHRD for the stretching/core sessions, which maintains an intimate feel in spite of the lack of door.

Meanwhile, in the changing rooms, you come to a relaxation area – featuring pale stone recliners and a waterfall wall – on the way to the sauna, steamroom and ice fountain. This area is peaceful and bright, but with such a warm light that it feels immediately soothing.

But the lighting *pièce de résistance* is located in the gym, which lies straight ahead as you come down the stairs into reception. The 74-station, Technogym-equipped fitness suite uses the bold colour scheme of the entire club – black, granite, red, grey – with padded red leather pillars that splay out into round sofas at the bottom. But what grabs the attention is the far wall – a curved wall of light, overlaid with a mirrored tree motif, which is made brighter or darker depending on the light conditions outside; if it's raining, the light in the gym is brighter. Not only is this very effective in creating a positive feeling, but the wall itself is a beautiful art installation.

To the right of the gym lies a weights area with heavier lifting options – Pure Strength from Technogym – benefiting from cooler air conditioning. To break this space up further, so people don't feel packed in together, there's equipment at the bottom of a stairwell, more machines halfway up the stairs and more at the top.

Beyond this weights area is a functional training zone – Pavigym flooring, an adidas punchbag (the club has an exclusive five-year partnership with adidas for its staff uniforms), a Reebok rebounder and hooks for TRX suspension training – and a PT studio. Over 10 per cent of members currently do PT, at €70–80 an hour.

As a result of all these distinct areas, while only 1,400sq m in size, the club feels larger – an effect which is assisted by the use of mirrors throughout. And with the uncramped layout of the gym, as well as

the way space has been made for living areas, it's easy to see how it's successfully appealing to both experienced and new gym members, enticing people to work out as well as hang out at the club afterwards.

Expanding the brand

So given his comments about the future of the fitness sector being high-end, and the success of Pure Club Med Gym to date, what are Gueguen's plans for the brand going forward? "I'd like to create more Pure Club Med Gym sites: depending on the demographics of the area, I'd prioritise Pure over standard Club Med Gyms. But as I've said before, it's all about the location.

"One option might be to upgrade some of our *Wauou* clubs, but that's yet to be decided. We could also potentially upgrade some of our *Silhouette* clubs to launch the Pure brand in Switzerland.

"But it all depends on financing: 21 Centrale Partners, the private equity fund to which Club Med Gym currently belongs, has been instrumental in our expansion in the last five years, allowing us to acquire *Silhouette* and open Pure Club Med Gym and the upcoming Club Med Gym in April.

"Longer term, who knows? In my own dreams, I'd like to go into new markets where there's real potential – China, India. But even if that doesn't happen, we have a strong urban concept, so at the very least I'd like to go into other European capital cities, as well as continuing to expand Pure Club Med Gym across Paris." ●

POWER UP FOR 2013

with the best in functional
fitness equipment.

**Functional
Fitness.**

Designed by us...
Inspired by you



COMBAT



CORE



STRENGTH



Lifeline^{usa}

SAQ.

Main UK Stockists & Exclusive
Distributors for the UK & Europe

- +44 (0)1945 880257
- www.jordanfitness.co.uk
- sales@jordanfitness.co.uk

jordan[®]
Functional Fitness Specialists

Sign up for a JC Leisure
Planned Maintenance Contract
and receive a...



To take advantage of this offer call on
01376 513246 and quote offer
code: **TRAINING1** or email at
sales@jcleisureolutions.com



3G Moss Road, Witham, Essex CM83UW
Tech helpline 01376 533606

*Terms and conditions apply
www.JCLeisureSolutions.co.uk



Take the cost out of recruitment ...

...with a **FREE** apprentice recruitment
service from Lifetime.

Our tailored package includes:

- A dedicated account manager
- Vacancy advertising
- Pre-screening and short listing
- Job and skills matching
- Interview support



Call our recruitment team
0870 120 1207

www.wvc.co



UPGRADE YOUR LIFE



A new measure of function and comfort

- New formula for effective hygienic protection
- Sustainability through durability
- New sizes: now 78 inches / 200 cm long
- New colors: Charcoal, Terra, Platinum

More information: www.airex-mats.com





GLI: Spa helps the site compete against high-end private operators

Going Public

ALL ACROSS THE UK, THE MOMENTUM IS GROWING BEHIND THE PUBLIC SECTOR SPA. DAVID THOMPSON REPORTS

Forget traditional perceptions of conservative local authority operations: today a growing number of partnership operators and leisure trusts are evolving the public sector offering.

Spa is a particular case in point, with brands such as Everyone Active, One Leisure and Glasgow Life changing consumers' impressions of local authority facilities and services ever since the trailblazing GLL Spa London and Pendle Wavelength developments broke onto the scene in 2007 – and they are reaping the rewards.

GLL director of operations Andy McCabe believes that "social trends evolve rapidly, and what was once considered unattainable luxury can quickly be perceived as a basic necessity and lifestyle choice". Sarah Watts, MD of Alliance Leisure, goes further, saying: "Local authorities' agendas have changed dramatically over the last decade with regards to leisure. Provision is no longer just about traditional sports; instead, it focuses on wellness and social cohesion.

Leisure facilities are becoming community hubs that aim to address health issues. Essentially they are places of enrichment."

Attracting new markets

This new spa market promises a variety of benefits to the forward-thinking operator. "A high quality health spa offering means you can compete against the high-end private membership and also help retention when challenged by the budget gym at the cheap end of the market," says Sally Barnes, operations manager at GLI for leisure trust Aspire.

In addition to competing for existing customers in the spa market, Phil Storey, CEO of Pendle Leisure Services, has seen a new demographic at the Pendle Wavelengths site: "Many people will not have the opportunity to experience a private spa. Inside Spa has enabled us to bring health and wellbeing spa services to everyone at an affordable price."

"It's an inclusive, holistic approach to health," agrees Alison Norman, contract manager for Everyone Active's new Westminster Lodge centre.

"Traditional leisure customers find the services valuable, plus there's a whole new demographic that is attracted and introduced to our wider offering."

Alliance Leisure, among others, also cites complementary spa products as valuable contributors to the overall user experience and member retention. GLL's 'Gym & Tonic' treatment, for example, is designed for pre/post workout, and in this way expands and complement the existing range of services. "This is in contrast to the private sector model, where spas have traditionally been standalone or within hotels," says McCabe.

In addition, Pendle Leisure Services, Alliance Leisure, One Leisure and Everyone Active all agree that spas offer considerable revenue generation opportunities, and some relate this to supporting loss-making swimming pools.

Recipe for success

Heinz Schletterer, CEO and owner of the Schletterer International Group, says: "Public spas that are particularly successful are focusing on health



Pendle's affordable Inside Spa has attracted a whole new demographic

elements, such as mineral- and trace element-enriched baths, healing liquid applications, relaxation programmes, steam and aroma baths, light and sound therapy. The public sector must not make the mistake of providing uninspired community wellness facilities for the sake of it, but needs authentic and competitive concepts in order to be successful."

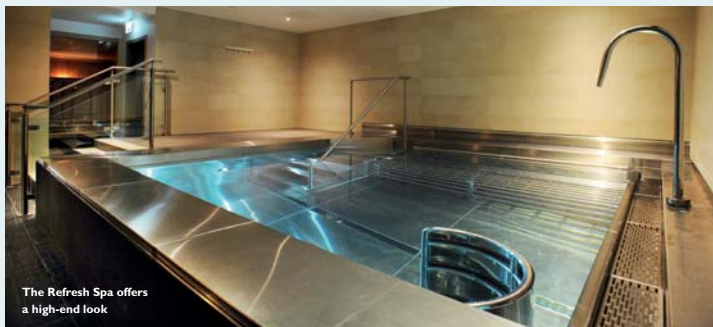
"Capital spend has to be controlled and linked to the affordability identified in the business plan," adds Watts. "In our experience, capital costs of over £1.2m may not be viable in terms of creating a sustainable bottom line."

Growing momentum

Not everyone agrees with the current move towards public sector spas. "Most

council areas aren't able to invest and maintain top-end facilities," states Barr and Wray's Lorne Kennedy. Competitor Dalesauna sees things differently however, with sales director Gerard McCarthy saying: "Public sector facilities are allowing people to embrace wellbeing activities as part of healthy lifestyles, not just guilty pleasures."

Certainly there are a number of examples of successful public sector spa developments across the UK, from Glasgow and Pendle in the north to St Albans in the south. As demand and public opinion continues to evolve, perhaps the question isn't if the UK public sector will catch up with the holistic health and wellbeing offer of its continental counterparts, but when. ●



The Refresh Spa offers a high-end look

CASE STUDY I

ENHANCING THE MEMBERSHIP

Refresh Spa at the Emirates Arena, Glasgow, UK

Glasgow Life's state of the art sports and leisure complex includes the operator's first major spa facility. There are four treatment rooms, dedicated manicure and pedicure area, caldarium, sauna, steamroom, sanarium (herbal aroma sauna) and vitality pool. A new membership has been introduced to allow existing Glasgow Club members to add the spa to their membership

for £25 a month, giving them access to the hydro and thermal areas.

"As the Glasgow Club continues to compete successfully with the private sector in the city, and grows its membership [see also p30], there is anecdotal evidence to suggest that this addition to the offer will enable a range of supplementary promotions, incentives and offers to give marketing, financial and staff motivation opportunities," says Spa Developments Consultancy's Colin Cameron, who works with Glasgow Life's management team at the spa.

The facilities at the Refresh Spa were designed to compare directly to the top hotel spas in Scotland, while pricing was matched to high street spas and beauty salons. Research was conducted

to select facilities, treatments and products (provided by Elemis and Murad), in order to attract existing luxury spa customers who may be tightening their purses, as well as introducing a new market to the wellbeing benefits of a spa.

"Ultimately it will be a combination of the spa's aesthetics and standards of service – in terms of staff knowledge and experience – that will play a very important role in attracting and retaining Glasgow Club members," adds Cameron. "The range of services and treatments will enhance membership options, adding a new layer of service opportunities to increase usage levels, enhance activity and encourage loyalty."



ESPA Life at Corinthia, London



THERE ARE THOSE
WHO SAY THEY LEAD
AND THOSE WHO
GENUINELY DO.

Why not ask our clients?
www.espaonline.com/portfolio

To offer ESPA's results driven product
range to your customers, please email
partner@espainternational.co.uk
Or call us on +44 (0)1252 742 800



ESPA
ESPAONLINE.COM

CASE STUDY 2

BROADENING THE CATCHMENT

Verulamium Spa at Westminster Lodge Leisure Centre, St Albans, UK

Everyone Active's brand new £24.7m Westminster Lodge centre, operated in partnership with St Albans City & District Council and opened in late 2012, houses the leisure provider's first spa.

The Verulamium Spa consists of a tepidarium (warm room), laconium (hot room), sauna, steamroom, aroma room, hydrospace relaxation pool, relaxation area (with heated benches, loungers and poolside beds) as well as an outside relaxation terrace and treatment rooms. The spa has dedicated changing rooms and its own bistro, and was fitted out by Dalesauna. Everyone Active has since opened its second spa, at the new Westcroft Leisure Centre.

"The spa feels very different from the rest of the centre," says Alison Norman, Everyone Active contract manager for St Albans. "We use separate branding for everything in the spa and, combined with the

luxurious feel of the design, fittings and service, this helps create an atmosphere of exclusivity and escape."

The spa facilities were specified by the council before the tender process began, with the aim of attracting more people into St Albans from London and the surrounding areas, as well as offering affordable wellbeing to local residents that rivals any private offering in terms of facilities and treatments.

Memberships can be purchased separately or together with use of the gym, sports or swimming facilities at the centre; combined members receive a 10 per cent discount on spa treatments. Alternatively, users can access the spa – with a choice of over 30 spa and beauty treatments – on a

pay-as-you-go basis by registering for a free Everyone Active card.

The Verulamium Spa has also partnered with local hotel St Michael's Manor, which sells spa packages in conjunction with its luxurious accommodation.

"Sales of Clarins, Espa and Jessica treatments and products are proving very successful," says Norman. "We are also seeing more usage of the bistro, where spa customers meet friends and family who may be using other facilities at the centre. Such a comprehensive wellbeing offering under the same roof creates a real health and wellness hub for the local community, as well as a destination for those from further afield."

One Leisure's Pure Day Spa brand is set to add a flagship third site in April 2013, located in St Ives, to complement its existing spas in St Neots and Huntingdon. With installation by Milk, the St Ives site will have six treatment rooms, nail pods, four heat treatment rooms, heated relaxation beds, water beds, foot baths and tropical showers. It will occupy the top floor of the new leisure centre, complete with its own lounge area, changing facilities and reception. Dedicated staff, management and branding will help create a private health club-style environment, while still maintaining local authority affordability and inclusivity for the community.

"The key to the Pure Day Spa offering is our TEA strategy – Theatre, Experience and Advice – from the moment the customer enters reception," says Gemma Bonnett, brand and marketing manager at One Leisure. "The retail side is also important, with profit lines being very high. Customers are keen to learn about the Decléor products we offer. The staff have to be

well-trained. They receive continual training to ensure they have the knowledge to provide the best service and advice."

Spa membership is offered as a standalone service or can be bolted on to other pre-paid leisure activity memberships, and casual usage is also available. The bolt-on option includes a discount for beauty treatments to entice existing members and cross-promote the centre's leisure offers.

"Spa and wellbeing complement the more traditional sport and fitness opportunities we provide," continues Bonnett. "Local authority cannot appeal to the luxury hotel or spa customer, and there's no reason to even try to compete in this market. The Pure Day Spas deliver a high-end customer experience, attracting a previously untapped demographic."

"Retention, repeat usage and up-sell of other services have proven the success of the first two sites, and growth of the current product is fundamental to its success as a brand and income generator."



Separate branding makes the spa stand out from the rest of the centre

CASE STUDY 3

AN UNTAPPED DEMOGRAPHIC

Pure Day Spa at St Ives Leisure Centre, UK



Repeat spa visits are key to success



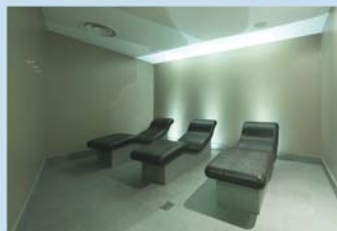
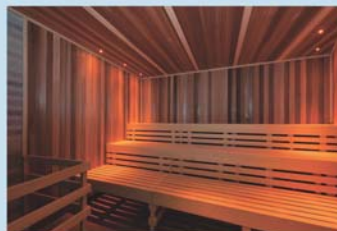
Crisp and clean.....

Have you noticed that there has been a move away from the curvy, swirly, look in spa's recently?

We certainly have, and yes, those curves are going...in favour of the sharper, sleeker, cleaner, and dare we say "more modern" look.

Gone are the mountains of mosaic tiles and in are the smooth contemporary finishes of the large format tiles as seen in our most recent installations.

If it's still mosaics that you want, we have them...but why not take another look at what we can offer?



DALESAUNA

WELLBEING, WELL DESIGNED, WELL LOOKED AFTER

Grimbald Crag Close, St James Business Park
Knaresborough, North Yorkshire HG5 8PJ

E: sales@dalesauna.co.uk W: dalesauna.co.uk

T: +44(0)1423 798630 F: +44(0)1423 798670



MIKE KELLY

Professor Mike Kelly, director of the Centre of Public Health Excellence at NICE, tells Julie Cramer why the organisation is determined to get GPs prescribing exercise and physical activity

“We’re not talking about a new virus or germ – it’s something

within our grasp to do something about, in a fairly straightforward kind of way,” says Mike Kelly, director of the Centre of Public Health Excellence at NICE (the National Institute for Health and Clinical Excellence).

Kelly is not referring to some infectious disease requiring the attention of the medical community, but to the newly-defined set of lifestyle diseases – Type 2 diabetes, cardiovascular disease, hypertension – that are linked to obesity and physical inactivity and which now urgently require a wider approach.

“We’re facing an epidemic of non-communicable diseases related to the way we live our lives – the diets we consume, the physical activity we don’t do,” says Kelly. “It’s not that we [as leaders] don’t know what to do. It’s the fact that we haven’t so far taken a systematic approach across the whole of society.”

The grim predictions by government health officials are that by 2050, more than half of the adult population in England will be obese. Current trends show that 26 per cent of adults and 16 per cent of children are now classed as obese – a condition that can have grave consequences for their long-term health, as well as placing a huge cost burden on the NHS (currently over £5bn a year and rising rapidly).

In its role as health watchdog, NICE is there to offer independent, evidence-based guidance on ways to prevent and treat illness and poor health, not only to the NHS but also to local authorities and anyone with responsibilities in healthcare, public health and social care.



Should we expect exercise advice from GPs?

Kelly says the kind of scientific evidence and data related to lifestyle diseases that NICE has been reviewing in recent years is now pointing to one very significant conclusion: “The evidence about the benefits of physical activity and the disbenefits of not being active are now scientifically utterly compelling. The issue is now one of implementation.

“We can argue about exactly how much physical activity, plus there’s an ongoing debate about weight loss and physical activity [calories in or calories out], but the problem is not a scientific one – it’s the will to make it happen”.

GP FRAMEWORK

NICE has therefore recently taken the significant step of recommending that

physical activity be included in the QOF (Quality and Outcomes Framework) indicators for GPs. GPs are currently incentivised financially to optimise and record treatment to patients for a range of health issues such as asthma, mental health, diabetes, coronary heart disease and hypertension. Exercise is not currently on the list of incentivised treatments, but given what is known about its physical and mental benefits, offering patients exercise advice would be a major step forward.

Kelly explains: “QOF is a complex system that doesn’t involve NICE directly. NICE lines up the sort of things that could go into the QOF and then the Department of Health in the four home countries and representatives from the medical profession negotiate on them. But given the compelling evidence, physical activity is something that we will be continuing to push to the foreground as a candidate for QOF.”

The changing political health landscape is another area where Kelly sees more opportunities. Health powers will become devolved with the advent of the Health and Social Care Act, and the formation of health and wellbeing boards within local authorities on 1 April 2013 will present more ways to tackle the issue.

Kelly says: “The changes to local authorities’ responsibilities represent the biggest change in public health since the 1970s. I believe there’s a really big appetite to do it well. Effectively, prevention of heart disease and diabetes become the responsibility of the local authorities.”

To assist, Kelly says NICE will publish a series of public health briefings to help identify things local authorities can do quite quickly to improve the public health agenda.



© SHUTTERSTOCK/ALBERTO CREMONA

People need to be more informed on the risk of conditions like diabetes

“PEOPLE GET THE MESSAGE ABOUT DIET, BUT THE DANGERS OF INACTIVITY ARE NOT WIDELY UNDERSTOOD, ESPECIALLY THE PROTECTIVE BENEFITS”

Firstly, the institute has published a new pathway aimed at policy makers, commissioners, practitioners and other professionals, setting out how communities can help prevent overweight and obesity. These include schemes to prevent harmful drinking, nutrition advice and the appointment of local ‘obesity champions’.

LIFESTYLE CHANGES

While targeted campaigns aimed at reducing salt in packaged foods, as well as the traffic light food labelling system, may be achieving traction, Kelly says much more needs to be done on a systematic basis to fully integrate changes into people’s lifestyles: “People get the message about diet, although they still find it difficult to follow a good diet, but the dangers of inactivity are not widely understood, especially the protective benefits.”

To get people moving, there’s a new set of guidelines on walking and cycling, in which NICE is advising people to make shorter journeys by foot or bicycle rather than by car. Whether it’s walking to school,

work or the corner shop, the message is that these small journeys can really have a positive and accumulative effect on health.

To encourage these changes, however, Kelly says it will be up to the local authorities to modify the built environment to make it more amenable to daily physical activity: “Many things that make walking and cycling easier are within their grasp because they control traffic flow, planning regulations and so on.”

Kelly insists he is not talking about expensive infrastructure changes, but simple things to remove barriers – for example, employers offering showers at work for employees who cycle, secure parking spaces for bicycles, and for walkers, safer pavements and well-lit streets.

He admits the UK is some way off the level of the Netherlands with its enthusiastic cycling habits, but upholds as good examples cities like York and Oxford which are especially cycle-friendly, and central London’s rent-a-bike scheme.

While some solutions may seem relatively easy, Kelly also points out

that things will only work if all parties are on board. “We all have to own this problem and not assume that obesity is someone else’s problem – it’s not just for doctors to sort out.

“It requires concerted efforts involving the medical profession, government, the food industry, the exercise industry, planners of transport systems, as well as all of us taking responsibility for our own health too.”

JOINING FORCES

The increasing dialogue between the medical and fitness industries is one that Kelly welcomes, and it’s a rapprochement that he sees as vital to the future.

“There are a number of medical and fitness leaders around the country who are working tirelessly to make this happen, and I’m optimistic that we’re moving in the right direction. It’s very likely that, in the next five to 10 years, we’ll see more of this work incorporated into the medical curriculum and the training of GPs.” ▶

"WE ALL HAVE TO OWN IT AND NOT ASSUME OBESITY IS SOMEONE ELSE'S PROBLEM – IT'S NOT JUST FOR DOCTORS TO SORT OUT"

► Many experts have drawn a parallel between the detrimental effects of smoking and the dangers of a sedentary lifestyle. After the publication of the Doll and Hill study into the link between smoking and lung cancer in the early 1950s, Kelly says that most doctors changed their own smoking habits almost overnight: "Even today it's still very rare to see a doctor, in the UK at least, who is a smoker. They've been fantastic role models for us all."

"GPs have been one of the major ways we've achieved success in the cessation of smoking. It leads us to assume that if they can become as single-minded in their recommendation of physical activity, they could play a very important part in the whole process."

CARROTS AND STICKS

An added complication with treating the so-called lifestyle diseases is that they involve tackling the complex issue of human behaviour. To this end, Kelly says NICE is currently updating its 2007 guidelines on behaviour change. "It's one thing to resolve to change your behaviour and quite another to have continuing beneficial behaviour," he explains.

In terms of such behaviour modification, Kelly seems to be in favour of both the carrot and the stick: "Nudge is one of the approaches, because it picks up on an important dimension in human

behaviour: our response to cues in our environment which don't require much perception or cognitive activity.

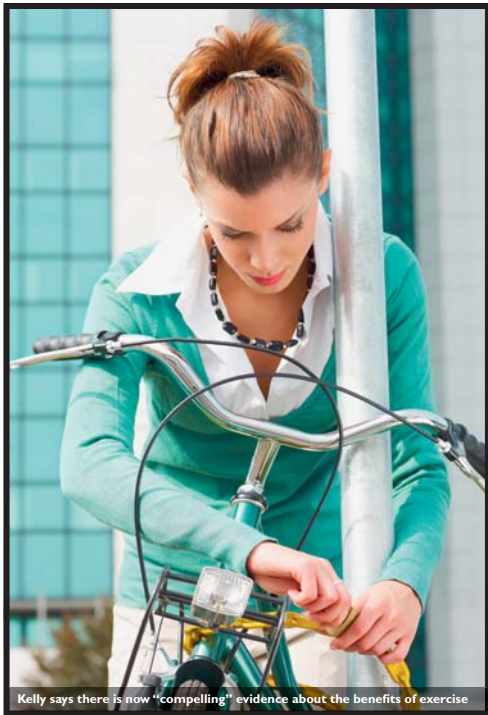
"But nudge isn't the whole story. We're also rational-thinking human beings and need information on which to base our decisions. Sometimes we can't be nudged without the right kind of framework being put in place."

BRIEFING: PROFESSOR KELLY

Professor Kelly is director of the Centre of Public Health Excellence at NICE, where he leads on the development of public health guidance. He is a public health practitioner, researcher and academic. He studied Social Science at the University of York, has a Masters degree in Sociology from the University of Leicester, and undertook his PhD

in the Department of Psychiatry at the University of Dundee.

His interests include evidence-based approaches to health improvement, coronary heart disease prevention, chronic illness, disability, physical activity, health inequalities, behaviour change, social identity and community involvement in health promotion.



Kelly says there is now "compelling" evidence about the benefits of exercise

© DEEO GINO SHUTTERSTOCK.COM

To return to the case of smoking, Kelly points out that across the decades there have been some very effective public education campaigns, a gradual 'denormalising' of the act of smoking, increasingly fearful advertising, the banning of ads on cigarette packets, and ultimately the ban on smoking in public places.

"All of these things together have led to a remarkable improvement in people's health with regards to heart disease, cancer and chest illnesses," he says. But these changes took 60 years to happen and Kelly acknowledges that with the obesity and lifestyle disease 'time-bomb', we cannot afford to spend as long forming a solution.

He admits it may take a while for some GPs and other professionals to embrace the message of physical activity, but says: "The decisive change hasn't happened yet – it's been a rather slow burn – but I'm optimistic we're talking about the medicine of the future." ●

The reason I
joined this club?
Pilates.

YOUR CLUB.

YOUR MEMBERS.

OUR FULL SUPPORT.

Balanced Body® and Pilates will change your members and your business.
Find out more at pilates.com/fitness_mgmt.

Stocked in the UK for fast,
cost-effective delivery.



00 800 7220 0008 | +1-916-388-2838
pilates.com | info@pilates.com | [f](#) [t](#)

Membership Management Made Easy

Hundreds of clubs outsource payment collection to us:
We can save you time, money and stress –

why not try us?

- ✓ Our experienced customer service team resolves issues quickly and efficiently.
- ✓ Booking Classes System + Join Online facility: Integrated facilities added to your website FREE of charge.

Increase secondary spend!
Using our integrated touch screen till, all transactions can be collected via Direct Debit!



✓ We create leads for you by emailing consumers interested in joining independent gyms.

✓ Gym Websites:

Get a great value feature-rich website, tailored to independent gyms.

ASHBOURNE
MEMBERSHIP MANAGEMENT



Call us or email us TODAY
to find out how Ashbourne
can help your club.

0871 271 2088

www.ashbournemembershipmanagement.co.uk
memberships@ashbournemembershipmanagement.co.uk





THE ONLINE customer

Amid challenging market conditions, an increasing number of operators are looking at new ways to increase their online sales capability. Neil Harmsworth offers his advice on delivering an effective online sales strategy

Customers have fundamentally and irreversibly changed the way they buy, which means the health and fitness industry has to change the way it sells in order to stay relevant. Operators that respond to these changes have the potential to gain market share rapidly, while those that cling to outdated marketing methods will be left behind just as quickly.

WARNING SIGNS

When customer buying habits start to change, the warning signs are fairly easy to spot, even at an individual club level. As one sales channel becomes more effective, another will inevitably diminish, and this is reflected by an increase in customer

acquisition costs. This measure is a simple calculation, dividing what you spend on attracting customers versus the number of actual members you sign up as a result.

As customers change the way they buy, they become less responsive to traditional marketing channels, making these less effective and therefore more expensive. Membership acquisition costs then start to increase as operators have to fight harder just to stand still.

THE GROWTH MARKET

Over the last two years, the volume of online searches for 'gym membership' and related search terms has increased by 64 per cent. At the time of writing, the indications are that January 2013 will have

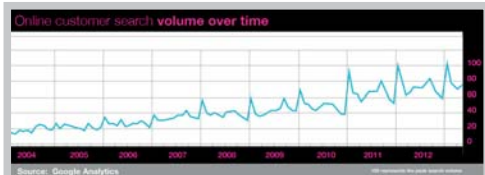


FIGURE 1: Increasing pace of growth clearly demonstrates the online sales potential



FIGURE 2: The three main phases involved in making an online buying decision

"A CUSTOMER WHO IS PREPARED TO VISIT YOUR CLUB HAS PROBABLY ALREADY DONE THEIR HOMEWORK ONLINE."

set a new record high for the industry, up a further 33 per cent compared to January 2012. While traditional seasonal data spikes can be seen in customer demand (Figure 1), the increasing pace of growth clearly demonstrates the potential of the online sales channel.

These impressive growth figures are partly down to the increased availability and affordability of devices which enable online search, such as smartphones (UK ownership is up 192 per cent in two years, according to Ofcom data) and tablets (UK ownership up 550 per cent in the last 12 months, reports PCPro). However, these statistics simply reflect the provision of hardware which facilitates the wider cultural and behavioural shift towards online buying.

The internet is attractive to customers as it provides the anonymity, information and independent consumer advice that empowers them to make a buying decision without the hard sell that many (rightly or wrongly) expect from the health and fitness industry. It's therefore vital that operators take the time to understand these behavioural changes and ensure that their sales and marketing strategy really has the capability to influence the customer during their decision-making process.

VANITY DATA

While many clubs are effective at converting a customer into a member once on-site, too few pay enough attention to the other factors that may prevent a customer from visiting their club at all. As Figure 1 clearly demonstrates, an increasing number of customers prefer to do their homework online in advance. A 70 per cent conversion rate on-site is therefore just a vanity number if you are actually losing 90 per cent of your potential customers before they even visit the club.

In this context, a customer who is prepared to visit your club has probably already done their homework online, and they are likely to buy regardless of the sales process you have on-site – which does raise a question regarding the value of a sales resource in the future.

THE NEW DECISION PROCESS

So what is the decision-making process that an online customer goes through, and what can we do as an industry to more effectively influence it? In order to bring this to life, it's often useful to visualise the steps you go through personally when preparing to purchase a similarly priced product (£400+) such as a holiday or a new TV.

Figure 2 demonstrates the three main phases that people go through when making a buying decision online. It is this process that operators need to understand and address if they want to influence the growing online market.

1. SEARCH ONLINE

When a customer goes online, their first impression of a club will not be the great local signage, the beautifully clean reception area or the high spec gym equipment. It will be whatever they can find online. While most operators put a lot of pride into the physical appearance of their club, this effort is wasted if customers are put off by something they see online.

The challenge for operators is therefore to make sure customers can actually find them online, and that what they find is appealing enough for them to want to see more. Tips for helping to bring this about include:

- Make sure customers find your club online: A small investment in 'cost per click' advertising is a quick way to do this (see adwords.google.co.uk)
- Make sure your club appears in the same places as your competitors, so they don't have an advantage. You can check search results such as 'gyms near [your town]' to see where they are promoting. ▶

Most Trusted Source of Recommendation*

1.) Friends & family

2.) An anonymous internet user

3.) Gym's own website

4.) Sales staff at the gym

5.) Adverts for the gym

x15.4

more effective than adverts for the gym

x8.8

more effective than sales staff in the gym

x3.2

more effective than the gym's own website

The Impact of Customer Reviews**

20%

of people will only buy if all comments are positive

30.5%

of people would buy as long as negative comments had been responded to by the gym

49.5%

of people would buy as long as there are more positive comments than negative comments

The Financial Implications***

Having 4-5 customer reviews on your gym will increase your sales by

60%

More than 5 customer reviews will increase your sales by a further

150%

If your gym is rated at an average score of 3 or more (out of 5) then your sales will increase by

25%

*Source: Survey carried out by payasUgym.com to 1,066 gym users in May 2012 / **Source: Survey carried out by payasUgym.com to 1,121 gym users in June 2012 / ***Source: payasUgym.com customer feedback analysis August 2012

FIGURE 3: The influence of online customer reviews – and the subsequent impact on sales – cannot be underestimated

- Think about re-focusing some of your staff to maintain your online presence as well as keeping the physical club clean and tidy.

2. GET A RECOMMENDATION

Having found your club online, the customer then seeks out impartial advice to help them make the right decision. Word of mouth remains a powerful tool for an industry that relies heavily on referral, but this conversation has moved online. In this context, operators need to identify where their clubs are being talked about and know how to effectively participate in the conversation.

During the summer of 2012, payasUgym.com carried out a survey of gym users in order to understand whose advice they trust when considering a new gym – see Figure 3. As part of this analysis, we also studied the financial impact of online customer reviews in order to understand the revenue potential for operators.

The results show that anonymous internet users have a significant effect on your business through comments posted on internet forums, social media and review sites. We also found that online feedback is even more influential for women, and the effectiveness is enhanced as the price of the gym increases.

Many operators approach customer feedback with a degree of trepidation, but it's interesting to note that nearly half of all customers would still buy from a

club with negative feedback provided the management had responded to it. We also found that a club with average feedback can offset negative comments by providing more photographs of the actual facilities.

In addition, customers understand that no service can be perfect all of the time, and not all of them agree on 'bad' points. Where one person may complain that a swimming pool was full of children, another will interpret this as 'good for families'.

To help secure a recommendation:

- Make sure your club is listed on review sites and forums that enable people to talk about gym use by searching Google for 'gym reviews in [your town]'.
- Set up a Google alert so you receive an email from Google when people are talking about your club, and try to respond quickly and positively (google.co.uk/alerts)

3. LOOK FOR A DEAL

At this stage, the customer still hasn't set foot in the club, but is now seriously considering it. Therefore the challenge is to provide just enough of an incentive to get them to follow up their interest with a site visit – without discounting unnecessarily.

The key to offering effective deals is to ensure that the online channels or websites through which you promote them specifically target the type of customer you are trying to attract with each deal. The promotion or discount you offer should also be no more than the bare minimum that will get them through the door.

It's important to:

- Consider the relevance of the audience when you offer a promotion online to maximise conversion to full members.
- Try to avoid 'daily deal' or group buying sites that aren't specific to the health and fitness industry. These sites offer diminishing returns and significantly devalue your product in the eyes of the customer.

CONCLUSIONS

Customers have fundamentally and irreversibly changed the way they buy, so fitness operators have to change the way they sell. This doesn't mean traditional methods need to be abandoned, but it does mean clubs have to understand their customers' decision-making process before tailoring their next ad campaign. ●

ABOUT THE AUTHOR



Neil Harmsworth is co-founder of the online lead generation and gym sales website, www.payasugym.com.

As a National Business Award Finalist in 2012, payasUgym.com works with almost 1,000 gyms and health clubs across the UK to maximise online sales and lead generation opportunities.

Contact: neil@payasugym.com



Recouping lost membership fees the easy way

Trafford Community Leisure has saved £44,000 in one year using Gladstone EFT module

When I took on the role of administrating Gladstone's Plus2 system it quickly became evident that the Trust was losing money through people cancelling direct debits without giving us the correct notice, so I decided to take matters into my own hands. I set up 'chasing' letters as well as changing the terms and conditions of memberships, clarifying the cancellation period and what was required in order to cancel a membership.

Gladstone supported us with training on its Electronic Funds Transfer (EFT) module, enabling us to use wizards to manage the debt collection process. The wizards are really easy to configure and cut down a lot of the processes by putting them all in one place, allowing the user to action a range of different things with just a couple of clicks of a button. As well as being able to add reception notes and correspondence to the member record, it also means a copy of any letters sent are kept on

When you think of leisure management software direct debit's probably not the first thing that springs to mind, but Gladstone Health & Leisure has been supporting us in collecting our debts for more than seven years.

the members' account too, so anyone accessing their details can see the status of their membership.

Our membership debt management service is now highly effective. In 2007 we collected £37,000 from people who cancelled at the bank without giving the required notice or whose direct debits were rejected, and in 2011 this increased to £44,000.

Last year our rejected direct debits made up around 2.5% of all requested collections and once we have chased the debts and collected the payments our actual rejection comes in at only 1% of the total direct debit collection.

By providing this service ourselves

through Gladstone's software we are not paying a third party a percentage of the debts they reclaim, and I'm not sure why anyone would pay a third party when the EFT module does it all so effectively.

We have certainly invested time and resource into developing the way we use Gladstone's Plus2 for debt collection, but the return against this investment through enhanced collection rates is significant for Trafford Community Leisure.

Cerys Woodhams, Membership IT Manager at Trafford Community Leisure.

www.gladstonemrm.com

TECHNOLOGY

TRENDS

What do operators consider to be the future of technology in health clubs? Jon Nasta reports

Last year, we asked some of the industry's leading technology providers where they saw the future of technology in health clubs (see *HCM* Oct 12, p57). Now it's the turn of the operators to share their thoughts on this topic.

So what can we expect to see in health clubs come 2023? That's a tough question of course – were you able to predict, 10 years ago, what the scenario would look like today? Did you expect to see low-cost clubs opening their doors in 2013 with over 5,000 memberships sold during a six-week presale? Did you imagine some

clubs would be getting 100 per cent of their members to join online? Did you envisage your members competing with members from other countries, in real time, while exercising? Or did you imagine that a 140-character messaging system would become one of your most effective CRM tools?

Crystal balls are never the most accurate tools, but we do know the next 10 years will be an era of unprecedented connectivity. Successful operators understand that we are in the relationships business. As people's connections grow wider and more intimate, so will the frequency of

their connectedness – and as such, operators' understanding of just what kinds of relationships are possible will be stretched and revolutionised as much as any piece of technology.

When it comes to adapting and implementing new technology in our gyms, the biggest challenge remains the need to understand – and effectively communicate – what these technological advances bring to our customers' hearts and minds. It will be this humanisation of the benefits that helps the traditional gym evolve and get more people, more active, more often – both within and beyond its four walls.

PHILLIP MILLS



CEO
Les Mills International,
New Zealand

Technology offers enormous opportunities; the challenge is in understanding what it is able to bring to the heart and mind of the customer. At the end of the day, it comes down to the fundamentals of motivating people to work out. In that sense, technology is a tool which can be

deployed to create high motivation, high stimulation environments.

My latest club in Auckland, New Zealand, has a NZ\$1m-worth of plasma screen mosaics pumping out music videos. In my view, AV entertainment will continue to be the most important technological opportunity for clubs to entertain and keep spaces energised.

Globally, convenience is key, and virtual workouts where participants are guided by on-screen instruction will become prevalent. Originally I was something of a cynic on non-instructor-led exercise, but having trialled a virtual product at Les Mills I am now a convert.

Allowing members the convenience of receiving a group exercise experience at any time of the day is compelling.

Our research has also revealed a correlation between members moving on to live group exercise classes after trying virtual workouts. In that sense, technology will act as a feeder to the live experience. For clubs, it's a massive way to add value as facilities increasingly become 24/7 operations.

Social media has been a boon to the industry. It has given clubs the ability to deepen their relationships with members and become a part of people's lives. Its importance will only grow and it's imperative that clubs continue to evolve online as technology develops.

Apps will also play a deeper part in the exercise process. Personally, I feel it will be apps that create experiences, rather than results-focused apps, which prosper. Although results help motivate people, the apps that bring people together, forming communities and bonds that go deeper than shedding calories will have longevity.

In combination, online, smart and AV technologies can enhance the fitness experience, and clubs will need to work out how best to deploy these tools.



Virtual trainer-led sessions can be a feeder to live group exercise classes, says Mills



Greater connectivity
could bring individual
members closer
together in future

© OSHA IMAGES/SHUTTERSTOCK.COM

RASMUS INGERSLEV



CEO
Fresh Fitness,
Denmark

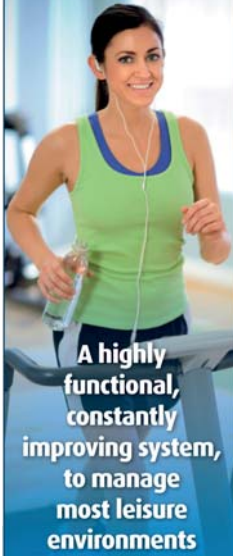
If I try to project forward and imagine myself as a health club member in 2023, I believe the three most remarkable changes compared to today will be: firstly, the services offered will be more flexible and not dependent on the four walls of the club; secondly, the services offered to me will be more individualised; and thirdly, training will have become more social again.

All of these changes will be technology-driven. In 2023, my club knows me better as they have done extensive data mining, which means they know my interests and goals, and have tracked my past performance and activity. I have also had a thorough preventive health check-up including DNA analysis, which means that my club knows my exact medical predispositions and which types of activity can prevent me from developing life-threatening diseases. Based on this data, I'm receiving individually-tailored suggestions about what I can do, when I can do it and who I can do it with – whether that's PTs, other members with similar goals, or a virtual trainer via my mobile device.

I can do the classes I want, whenever I want, with the best instructors in the world – whether that's with a live instructor in the club, by following a class streamed over the internet with a thousand other people, or by doing a pre-recorded class.

If I want to do an outdoor activity, I can easily team up with the gym-buddies I've been linked with by the club's data-mining system. And if I just want to work out at home one day, I can easily get a recommendation on what to do – or just follow a programme or a class in my living room in front of my internet-connected smart TV.

The future will be more personalised, more flexible and more social. ▶



A highly functional, constantly improving system, to manage most leisure environments



- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Spa management

Contact us on:
+44 (0)1423 873873
www.sportsoft.co.uk



JON WRIGHT



MD
Xercise4Less,
UK

The technology already exists to gather a staggering amount of data about our members.

We can see if a member has paid their membership, what type of membership they have, their email address, home address, telephone number and how many times they have used our gym recently. With that information, we can target gym members with bespoke emails pertaining to their recent gym adherence, and we can run advertising and marketing campaigns based on the geographical regions of our members.

Going forward, we can expect to see new, niche social networks emerging to match particular interests. Could a fitness-specific social network captivate the masses in the same manner that Facebook, Twitter and YouTube have done in recent years? Such a network, catering for gym users, could allow gyms

that subscribe to create a profile comprising gym photos, videos and apps to download. It could even become a quasi-mandatory part of being a gym member, in the same way that being an online user is now a must to receive full benefits of being a gym member today.

Of course, even the internet is adapting to meet the needs of a mobile user: we expect any prominent exercise network to be an app. Xercise4Less intends to produce an all-encompassing app with a booking system, running maps, exercise journals, calorie expenditure calculators. Meanwhile The Colonel – the character who represents our brand in marketing channels and YouTube videos – will remain at the forefront of engaging members in our latest technology, sharing health tips, exercise guidance and online videos with home exercisers.

Finally, what technology can we expect to see in the gym itself? By 2020, we look forward to seeing greater technology on the screens of cardiovascular equipment. How long will it be before gym members can virtually see themselves running through customised environments linked to Google Street View?



Could a fitness social network allow members to connect outside of the gym?

© DOTSHOCK/SHUTTERSTOCK.COM



Will tech developers be as important as gym instructors in the clubs of the future?

© NALDO CANO/SHUTTERSTOCK.COM



the IT Partner of Choice

A leading provider of Leisure Management Solutions with over three decades of experience as the technology partner of choice across the public, private, trust, facilities management and education sectors.

BJORN JOHANSSON



CEO
Top Quality Clubs,
Sweden

The first ever website was launched in 1991, so the first 100 per cent internet generation – the digital natives – was also born in the 90s. This generation embraces advertising and information in a whole new way, which of course affects the operation of a successful gym. In 10 years' time, this generation will begin to pass 30 years of age and technology will have a natural dominance in everyday life.

As a club operator, you always target new ways of making money in the areas of marketing, sales and customer loyalty. Technologies must be employed in the context in which they will have the most impact. As an example, most managers have too much faith in Facebook. This is a tool where you mainly interact with 'super fans' – those who already love you. It's important to communicate with this audience, as they can be your best salespeople. But in the future, the web will provide far more efficient channels to energise your brand advocates than Facebook.

We know that, on average, the gym industry attracts about 15–20 per cent of the population. Where can we find all the others? They sit on the couch surfing the net. Will this situation decrease over the coming 10 years? No: it will of course increase so, with the help of technology, we need to use targeted marketing to reach the inactive individual and introduce our services.

Does your gym dominate on the internet? Probably not: the majority of health club operators do not have a

strategy, knowledge or the right resources for optimal presence. What operator could have predicted that the most important people in his company would be web designers, usability experts, app developers, webinar teachers and social media content managers?

Many PTs and group exercise instructors have only a secondary role to play in the success of the gym of the future – even in the service area, technology is taking over. A high-service club is not only judged by staff-to-member interaction, but also on the possibilities that technology gives you. A definition of high customer service now also involves:

- 1) Accessibility: More or less everything should be available 24 hours a day.
- 2) DIY: A member needs to be able to do tasks via smartphone, computer and tablets, whether that's related to bookings, programming, buying, cancellations, education or motivation.
- 3) Simplicity: Access should not only be available all the time, but just as important is the simplicity of the process. It needs to be extremely easy to become a customer, buy more services, cancel membership and so on.

As an operator, don't follow the masses and do the same as everyone else. Evaluate every new technology and use the right element in the appropriate area. Make sure you're using activities and tools that truly create revenue – then the possibilities will be endless.

ABOUT THE AUTHOR

Jon Nasta is director of Retention Management EU, the specialist retention provider.

Email

jon.nasta@retentionmanagement.com

Twitter @jonnasta

- A portfolio of solutions to include 'Award Winning' self service modules to leverage of your existing resources, increasing profitability and efficiency.
- A local or hosted enterprise solution. Wizard based membership with market leading reporting and control of estate wide data.
- Bookings EPOS, course and session management, prospecting - a powerful yet intuitive solution.
- Online Bookings - Sessions, courses and activities can be booked online.
- Mobile Bookings App - book and manage account direct from a smart phone. Includes Social media integration.
- Online Memberships – extend your membership sales team by allowing visitors to your website to join online.
- Additional functionality allows existing members to renew their memberships, aiding your cash flow.
- Self-Service – award winning solutions allowing customers to self serve, from checking in for a course through to rebooking a session kiosks.
- On Course – State of the art course management solution with IPOD based registers, web e portal for progress tracking and payments.

Xn Leisure Systems Ltd

115M Milton Park, Abingdon, Oxfordshire OX14 4RZ

Tel: +44 (0) 870 80 30 700

Fax: +44 (0) 870 80 30 701

Email: info@xnleisure.com

LinkedIn: xn-leisure-systems-limited

Twitter: @xnleisure

In one training study, the worst responders actually lost 2 per cent muscle size



GABRIELLE TRETTICO.COM

Exercise NON-RESPONDERS

We all know how important results are in motivating members. So what happens if people's physiology means they struggle to get results in certain areas? Kristoph Thompson reports

Exercise non-responders: it seems an improbable term. Can it really be that there are people whose physiological make-up means they struggle to improve their fitness, despite regular training?

Although initial reviews of the research could be interpreted to show that exercise non-responders account for a significant proportion of members, most studies investigate just one of many possible adaptations to exercise. In fact, the good news is that, even if someone doesn't respond in one area, such as VO_2 max, they're likely to respond in another.

Nevertheless, non-response is a phenomenon of which operators should be aware. Recognising an individual's ability

to respond to exercise across the various measures, and adapting programming where necessary, will be key to ensuring each member sees results and remains motivated.

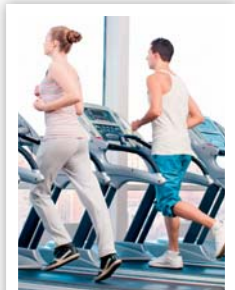
AVERAGES AND OUTLIERS

Health-based research has historically dealt with averages, examining changes in the majority of subjects: when trying to produce a simple health promotion message, the most appropriate and practicable approach is to assess average change across groups of subjects. If the majority show a significant improvement, the intervention is deemed successful.

It's generally accepted that for a given trait, the results will follow a bell curve, or normal distribution. The majority of



Gyms must recognise the ways in which individuals respond, and programme accordingly



individuals will lie in the middle, clustered around the average, with a small number located at either end with particularly high or low scores. The individuals at either end are known as outliers, and for the majority of research purposes are lumped together with the rest of the population, or in some cases ignored altogether.

We spent last summer watching the fantastic sporting exploits of the world's best outliers – because the majority of Olympic teams are made up of the small percentage of people who possess exactly the right combination of physical and psychological attributes to reach the top. While we're all aware of the lucky few with outstanding trainability – the ability to respond to and adapt to training – an understanding of those who make little or no adaptation to training has been developed relatively recently.

THE RESEARCH

The term 'non-responder' was first used by researchers looking into responses to altitude training. Studies reported that, although the majority of $\dot{V}O_2$ max scores increased as expected, a small number of subjects made no improvement.

A 1998 paper published in the *Journal of Applied Physiology* suggested that non-responsiveness could be attributed to a physiological pathway required for the necessary adaptations to take place. The authors suggested that genetic factors could be responsible for the differences noted as a result of this pathway, citing research conducted in 1978 as an explanation. The significance of the latest research, led by professor James Timmons of Loughborough University, is the ability to predict exercise non-responsiveness by taking a cheek swab DNA test.

AEROBIC CAPACITY

Prof Timmons explains that, for many of the physiological outcomes derived from regular aerobic training – such as

“RESEARCH SHOWS THE BODY'S ABILITY TO INCREASE STRENGTH AND MUSCLE SIZE ALSO HAS A GENETIC COMPONENT”

increased aerobic capacity, enhanced endurance performance, improved insulin sensitivity and reduced blood pressure – there is a large range of observed improvements. No matter which of these measures are studied, non-responders are readily seen. For some of these variables, such as insulin sensitivity, some studies have found non-response to exceed 20 per cent of the study population.

Early attempts to explain individual differences, and the absence of improvements in $\dot{V}O_2$ max, suggested that these were related to programme compliance, or that the programmes themselves were inappropriately devised or supervised. However, Timmons' studies showed that – despite tailoring exercise intensity to the individual participant, ensuring all sessions were supervised by exercise physiologists, including continuous and interval-style training and ensuring full programme compliance – around 20 per cent of all subjects demonstrated improvements in $\dot{V}O_2$ max of less than 5 per cent, compared to an average improvement of around 14 per cent.

STRENGTH TRAINING

Research also shows that, while some people respond well to strength training, others barely respond. In some studies, certain subjects didn't respond at all.

A 2005 University of Massachusetts study showed that 12 weeks of progressive dynamic exercise resulted in a wide range of responses. The worst

responders actually lost 2 per cent of their muscle size and didn't get any stronger; the best increased muscle size by 59 per cent and strength by 250 per cent. This isn't the only study to show such results. Subsequent work at the University of Alabama showed that 16 weeks of progressive resistance training failed to bring about any gains in muscle size in 26 per cent of subjects. Both studies were conducted among healthy subjects, none of whom had undertaken any resistance training recently – ie improvements could realistically have been expected in all participants.

It was shown that gains in muscle size were related to satellite cells surrounding the muscle fibres. These cells respond to the microtrauma caused by resistance training, helping to regenerate damaged muscle tissue. Those who saw the greatest gains in muscle size had the highest levels of satellite cells, and an enhanced capacity to produce more satellite cells via training.

Work by both Dennis (2009) and Timmons (2011) also showed that the ability to respond to resistance training was influenced by the presence of certain genes. This body of research shows that the body's ability to increase strength and muscle size has a genetic component and that, while some hit the genetic jackpot, others are much less fortunate.

BODY COMPOSITION

The emergence of an 'obesity gene' some years ago highlights the likelihood that a ►



Factors such as sleep, nutrition and stress levels can all affect exercise response



“WHAT WORKS FOR ONE PERSON MORE THAN LIKELY WON'T WORK FOR ANOTHER. TRAINERS SHOULD HAVE ACCESS TO A RANGE OF ALTERNATIVE APPROACHES”

▶ percentage of the population are more prone to weight gain and find it more difficult to lose weight. Previous research had already identified genetic influences. Early research by Bouchard (1990) involved overfeeding pairs of twins, resulting in a weight gain that varied wildly from 9.48lbs to 29.32lbs.

Bouchard and Tremblay (1990) estimate that 40 per cent of the variability in metabolic rate and energy expenditure is genetically related. Various authors have since shown the contribution numerous genes make to predisposition for weight gain. In fact, Tercjak (2010) suggests that over 100 genes influence obesity, while Faith (1999) found evidence that genes play a role in calorie intake.

WHAT DOES THIS MEAN FOR EXERCISERS?

At face value, the term 'non-responder' may be taken to mean that any positive adaptations to exercise are unachievable, and that exercise undertaken to improve health is a waste of time. Indeed, as previously mentioned, a superficial review of research offers an alarming figure of up to 30 per cent of members potentially classed as non- or low responders.

Thankfully this is far from the full picture: while it's true that a large percentage of the population may be classed as a non-responder in one outcome measure, they are perfectly capable of making gains in others. This was the subject of a 2010 presentation published in the journal

Acta Physiologica. The authors argued that, while an individual may not see much improvement in their VO_2 max, there are hundreds of other potential adaptations that occur. They cite research published in 2009 by Vollaard and colleagues which showed that, although some subjects did not increase their VO_2 max in response to aerobic exercise, they still showed positive adaptations at a muscular level.

" VO_2 max is only one measure of fitness," says Steve Collins, fitness manager at Freedom Leisure in the UK. "Besides, it's been shown that VO_2 max scores don't determine who's going to win a race – there are plenty of other factors that can influence performance."

Therefore, a client with an interest in running, but with low VO_2 max responsiveness, shouldn't be discouraged from taking up the sport. "By improving their running technique, economy of movement or lactate threshold, it's still possible to improve their running performance without a change in their VO_2 max," adds Collins.

What the research really highlights is the need for a bespoke approach to training. "What works for one individual more than likely won't work for another," says Daniel Sheppard from training provider Sideways8. "The genetic influence only serves to strengthen this point. Trainers and operators should be able to measure progress and have access to a range of alternative approaches to help a client reach their goals."

EFFECTIVE PROGRAMMING

With this in mind, if one approach isn't working, it's time to try something new in order to see results. "One person might respond to following the standard food pyramid to lose weight, but another may not. At this point it's time to change your approach – as a trainer, you need to be flexible," says Collins. "Maybe they will respond better to a low carbohydrate, moderate protein, high fat diet, or maybe they need less protein and more fat or intermittent fasting. "This applies to training too: some people need less cardio, more weights. Everyone is human, but there are going to be some genetic variations. Don't assume that what has worked for you will work for your clients as well."

The ability to suggest a range of alternatives may, however, extend beyond the knowledge of the 'average' PT or instructor. "A good PT will have a thorough understanding of the wide range of different methods of training they can use. They will also understand the need for regular evaluation of how their client's body is responding to the exercise and nutrition programme and adapt accordingly to reach their goals," explains Dan Reilly, lead tutor at The Training Room personal trainer academy.

This need for a sound knowledge base extends beyond those working on the gym floor. "We recommend studio classes to a lot of our members because of the social element and the group support they offer," explains Michelle Bletsos,



Not everyone will be a top athlete like Mo Farah, but all clients can get fitter and stronger

© GETTY IMAGES.COM

group fitness development manager for Everyone Active in the UK. "This means that group exercise instructors need to be communicating and interacting with members in the same way as PTs and gym instructors – they need to be able to suggest changes and progressions to their customers. I often see members doing two or three classes in a row. The instructor needs to challenge the member to work harder in the first class and push them outside of their comfort zone."

And trying a different approach has been shown to work. Sisson and colleagues (2009) reported that, when the amount of exercise increased, the percentage of VO₂ max non-responders went from 43 to 15 per cent. Knowing when, and how, to take a different tack can be the most challenging thing for staff.

CLIENT MONITORING AND FEEDBACK

In determining whether a particular approach is having the desired effect, regular assessments are needed. "We repeat our test measures every two to three weeks," says Tom Whitehead, PR manager at UP Fitness. "One of the tools we use is Biosignature Modulation to assess hormonal balance within the body. This allows us to create a bespoke nutritional, supplement and exercise plan and make any changes every few weeks."

"If you're not assessing, you're guessing," adds Collins. "I use a functional movement screen, as this often highlights poor movement patterns that can hinder

progress. Getting the fundamentals in place is necessary with some clients before they can make any progress."

A PT will be able to closely monitor a client's progress, but will regular gym-goers receive the same level of attention? "There's no reason why not," says Bleto. "It's a case of raising the bar of expectations for all staff. We've developed our own tool to measure staff interactions with clients, because we know those following a programme are much more likely to reach their goals. We can track the length and quality of each interaction, and its impact on a client's goals."

WORK WITH WHAT YOU'VE GOT

Finding the right programme can be challenging for some, but that doesn't

mean exercise is a lost cause. "Nutrition, digestion, quality and quantity of sleep, and stress levels all influence how someone responds to training," says Whitehead. "We can influence these – and when we do, people start seeing results."

"Everyone can improve and respond. They may not be Mo Farah or Jess Ennis, but everyone can get fitter and stronger," concludes Collins.

Nevertheless, in his 2011 paper Timmons says that, although the chances of being a non-responder for numerous traits is very low, it isn't zero. When scaled to the human population as a whole, we can't rule out the existence of tens of thousands of global non-responders. Identifying these individuals and helping them reach their goals is a wholly different challenge. ●

REFERENCES

- Booth, F.W. and Laye, M.J. (2010). The future: genes, physical activity and health. *Acta Physiol.* 199:549-556
- Bouchard, C., Tremblay, A. (1990). Genetic effects in human energy expenditure components. *Int. J. Obes.* 14(1):49-55. Discussion:55-8
- Bouchard, C., Tremblay, A., Despres, J.P., Nadeau, A., Lupien, P.J., Theriault, G., Dussault, J., Moorjani, S., Pinaut, S., Fournier, G. (1990). The response to long-term overfeeding in identical twins. *N. Engl. J. Med.* 322(21):1477-1482
- Chapman, R.F., Sray-Gunderson, J., Levine, B.J. (1998). Individual variation in response to altitude training. *J. Appl. Physiol.* 85:1448-1456
- Dennis, R.A., Zhu, H., Kortebein, P.M., Bush, H.M., Harvey, J.F., Sullivan, D.H., Peterson, C.A. (2009). Muscle expression of genes associated with inflammation, growth, and remodeling is strongly correlated in older adults with resistance training outcomes. *Physiol. Genomics.* 38(2):169-75
- Faith, M.S., Rha, S.S., Neale, M.C., Allison, D.B. (1999). Evidence for genetic influences on human energy intake: results from a twin study using measured observations. *Behav. Genet.* 29:145-54
- Hubal, M.J., Gordish-Dressman, H., Thompson, P.D., Price, T.B., Hoffman, E.P., Angelopoulos, T.J., Gordon, P.M., Moyna, N.M., Pescatello, L.S., Visich, P.S., Zoeller, R.F., Seip, R.L., Clarkson, P.M. Variability in muscle size and strength gain after unilateral resistance training. *Med Sci Sports Exerc.* 37:964-972
- Scoggins, C.H., Doekel, R.D., Kruger, M.H., Zwillich, C.W., Weil, J.V. (1978). Familial aspects of decreased hypoxic drive in endurance athletes. *J. Appl. Physiol.* 44:464-464
- Sisson, S.B., Katsmarzyk, P.T., Earnest, C.P., Bouchard, C., Blair, S.N., Church, T.S. (2009). Volume of exercise and fitness nonresponse in sedentary, postmenopausal women. *Med Sci Sports Exerc.* 41(3):539-45
- Timmons, J.A. (2011). Variability in training-induced skeletal muscle adaptation. *J. Appl. Physiol.* 110(3):846-53
- Tercjak, M., Luczynski, W., Wawrusiewicz-Kurylonek, N., Bossowski, A. (2010). The role of FTO gene polymorphism in the pathogenesis of obesity. *Pediatr. Endocrinol. Diabetes Metab.* 16(2) 109-13

THE GREAT

INDOORS

RECENT FIGURES BY RUN ENGLAND SHOW THERE ARE MORE THAN 5 MILLION RECREATIONAL RUNNERS IN THE UK. ALISON BLEDSOE EXPLORES HOW THE SECTOR IS MAKING THE MOST OF THIS INTEREST IN RUNNING

At a keynote session during Leisure Industry Week 2012, David Stalker, CEO of ukactive, led a rallying call for the sector to capitalise on the nation's enthusiasm for running: "If we do not engage with the outdoor running community, there's a danger our treadmills will be swapped for paths and roads. However, if we can add value by supporting this community through the provision of safe, indoor training facilities and qualified experts offering performance-enhancing and injury prevention advice, then we are suddenly looking at a huge opportunity."

Geoff Wightman, project manager for Run England, echoes this sentiment: "The running boom shows no sign of slowing up and 2012 was another strong year, with more than two million people in England running at least 30 minutes each week."

"Apart from it being a quick, simple and inexpensive form of exercise – which helps during recessionary times – there is no doubt that the more people of all ages, shapes and sizes who are seen running at



Third party companies can develop apps that link to the new tablet consoles on Life Fitness CV equipment

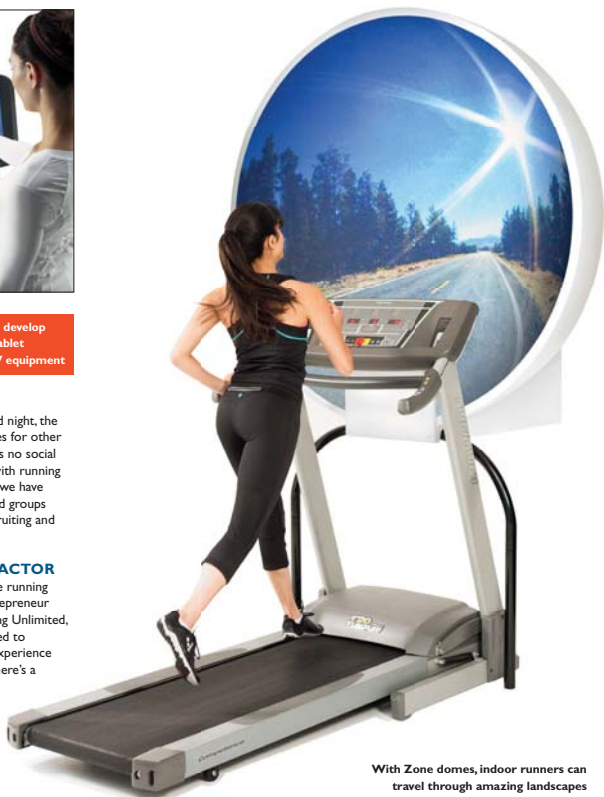
different times of the day and night, the more comfortable it becomes for other newcomers to join in. There's no social embarrassment associated with running these days. It also helps that we have more than 1,600 Run England groups in operation, proactively recruiting and welcoming newcomers."

ENTERTAINMENT FACTOR

The growth in the size of the running community has spurred entrepreneur Kevin Hewitt to start Running Unlimited, developing a product designed to bring the outdoor running experience indoors. Hewitt explains: "There's a huge opportunity for gym operators to embrace the growth of running, especially as over half of all gym members use treadmills. So we set the challenge: how can we help people love indoor running?"

"After two and a half years of research and development, we launched the Zone dome, which has been described as 'an IMAX for a treadmill'. We wanted to change the game for gym-goers by delivering a truly immersive experience that brought the outdoors in."

"Using the very latest technology, the 1.5-metre diameter dome screen immerses people in the world's most inspirational destinations. Imagine passing elephants, giraffes and hyenas in Tanzania's Serengeti, or running through the awesome structures of America's Monument Valley, over the rolling grasslands of Mongolia's Himalayan foothills or across Australia's 'Red Centre' at Uluru (Ayers Rock). With Zone it feels like you're actually there."



With Zone domes, indoor runners can travel through amazing landscapes – all without leaving the gym

"Zone aims to allow members to benefit from all the positives associated with outdoor training without worrying about the weather, pollution or personal safety."

Meanwhile, in 2011, Matrix Fitness entered into a partnership with Virtual Active to provide high quality video footage for the integrated screens on its CV equipment. Exercisers are virtually transported to some of the globe's most spectacular destinations – all without leaving the comfort and safety of a gym. Users not only see amazing landscapes in video content displayed on the console, but they also feel gradual terrain changes under their feet and hear ambient sounds through their headphones. Users have

reported running steadier and longer than they do on equipment without Virtual Active, as they become immersed in the experience. For the first time this year, Virtual Active software is integrated into T3xe and T1xe treadmills, making it a feasible financial option for any facility.

DRIVING INNOVATION

There has also been innovation in terms of treadmill design. David Barnickle, business development manager at Cranlea – the distributor for Woodway treadmills in the UK – explains: "Treadmills feature in almost every fitness club in the world, and for years people have been lined up in front of ▶



11 - 14 April 2013 | Koelnmesse - Exhibition Centre Cologne

FIBO 2013

The Leading International Trade Show for Fitness, Wellness & Health



FIBO Niederlassung der Reed Exhibitions Deutschland GmbH ·
Völklinger Str. 4 · 40219 Düsseldorf · Germany · Tel. +49 211 90191-300 · E-Mail: info@fibo.de

www.fibo.de



Be Green.
Run Clean.

CURVE

Burn calories. Not electricity.

The WOODWAY CURVE is an all green,
non-motorised treadmill that lets members
burn their calories, not your electricity!

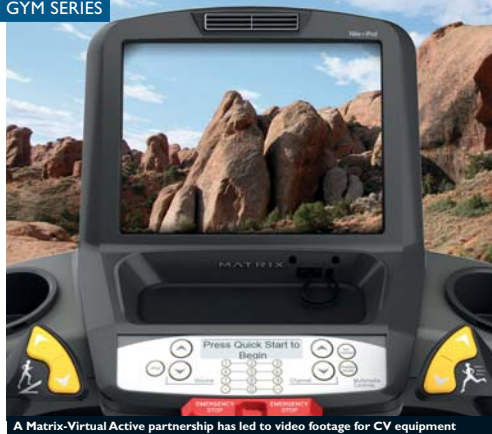


Sole UK Woodway Agents

CRANLEA 
HUMAN PERFORMANCE

Tel: 0121 472 0361 e: info@cranlea.co.uk www.cranlea.co.uk

For The Long Run
WOODWAY
www.woodway.com



A Matrix-Virtual Active partnership has led to video footage for CV equipment

- ▶ television screens walking, jogging or running on the everyday 'conveyor belt' treadmill. Over the last 18 months, UK clubs have shown an increased interest in trying to offer members something a little different – something that sets them above their competitors through improved member engagement."

It's this desire to offer something more aligned to the outdoor running experience that fuelled the development of Woodway's Curve treadmill. This treadmill is completely self-powered, with no need for a motor. The user controls the speed by positioning their body along the curved running surface: as the user moves up the curve, the speed increases; to slow down, the user drops back towards the rear curve.

Following extensive research and development, Precor has also created a treadmill that emulates running outside and enables users to get maximum benefit from their workout without risk of injury. Miles Rimell, marketing director EMEA & APAC for Precor, explains: "Our patented Ground Effects® Impact Control System helps reduce fatigue, enables users to maintain an even speed and also provides cushioning where

feet land and stability where they push off. This is enhanced by an Integrated Footplant Technology belt system, which adjusts velocity 100 times a second to match natural changes in foot speed. The overall result is that impact is absorbed and adjusted to natural fluctuations in stride, reducing the jarring impact that can stress joints and cause injuries."

Meanwhile, based on research which showed that 95 per cent of users wanted access to online content while on CV equipment, Life Fitness has launched its new Discover™ SE and Discover SI tablet consoles. The new Swipe Technology™ touchscreens enable third party companies to develop applications that link to the Life Fitness treadmills – so consumers can track their runs in the gym as well as when running in the park.

UNTAPPED POTENTIAL

As more cutting-edge equipment becomes available to runners, the question is: how can the sector monetise the trend in indoor running? New technology is helping to drive footfall, leverage member sales, boost equipment usage and improve retention – but PTs also have a crucial role to play. ▶

"For years, people have lined up in front of TV screens on 'conveyor belt' treadmills. Clubs are now showing an increased interest in offering members something different"

TOUCH THE FUTURE

Introducing Discover.

New technology that allows users to change up their routine at the swipe of a finger. Move from laps to e-mails to movies in seconds. This innovation in cardio training will keep them energised, motivated and up-to-date with their life online.

CHOOSE YOUR OWN GO.



Touch the future at
WWW.LIFEFITNESS.CO.UK/DISCOVER

01353 666017



Life Fitness
WHAT WE LIVE FOR

“There’s an opportunity to improve the instruction provided to members who currently use treadmills to train”

► Research from ukactive, IHRSA and The Leisure Database Company identified that only 5 per cent of gym members make use of personal trainers – yet around 50 per cent of members use treadmills. Through the provision of education, operators are presented with opportunities to grow their revenue by improving the indoor running experience.

Hewitt explains: “Maintaining motivation through entertainment is just a part of the story. In order to fully enjoy a running experience both indoors and out, and ensure that people remain injury-free, education is an important factor. Correct technique makes running more efficient and halves injury rates. There’s an opportunity to improve the instruction provided to members who currently use treadmills to train.”

Indeed, research from Harvard University found that 80 per cent of amateur runners are injured annually, and this is driven by incorrect technique. A growing number of companies within the sector therefore offer coaching for both novice and experienced runners who want to improve their technique and remain injury-free.

For example, Running Unlimited has partnered with Lee Saxby – one of the world’s top running experts – with the long-term intent of developing a national running curriculum. Its first step towards this is to provide expert guidance on running technique and training plans to fitness clubs’ PTs and fitness instructors, delivered by Saxby’s training clinic team. These two-day Running Specialist courses are REPs-accredited, delivering all-important CPD points.

Alternatively gyms could offer specialist classes, with the option of charging extra. Rob Beale, head of sports, health & fitness at David Lloyd Leisure, says: “We have certainly seen an interest in members



Operators could offer outdoor running clubs supported by gym-based training

wanting to be involved in running clubs. In response, we’ve been able to offer more specific training programmes. These range from trekking classes – which take place indoors on treadmills – through to outdoor running clubs and triathlon clubs.”

TEACHING PEOPLE TO RUN

Operators might also learn from external running specialist companies such as Full Potential, which coaches and educates runners on technique. According to director Richard Coates, the company has seen a significant growth in first-time charity runners over the last 12 months: “Since re-launching our website, we’re taking a much higher number of bookings each day. We offer free training days for events such as the London Marathon and plan to increase these while expanding our reach around the country.”

“We also provide private coaching and tailored training packages. For under £50, runners can receive a 14-week training plan, expert advice, support and regular updates for their target race at the end of the training programme.”

And for those members who can’t afford personal running coaching, step

forward Star Trac Coach™ – virtual running coaching, accessed via the treadmill’s integrated screen, led by professional coach Kimberley Shah. Shah explains: “The treadmill has increasingly become a piece of equipment that members are using not just for a warm-up but as a key focus of their workouts. The main objectives of Star Trac Coach were to make it easy to use, and to provide motivation and education.”

To address the common practice of indoor runners simply hitting the ‘quick start’ button, the programme engages with users, focusing on technique and form and also allowing them to formulate a proper, personalised cardio workout. Shah continues: “While going at one pace for an entire workout can be beneficial, the body will adapt over time. Star Trac Coach offers variety in a motivating manner.”

Suppliers are certainly leading the way, offering equipment and entertainment options that enhance the indoor running experience. Operators now need to maximise this opportunity, engaging members and personal trainers alike to ensure the treadmill remains at the heart of people’s running habits. ●

DECADES IN THE GYM,
**AND WE'RE
JUST GETTING
WARMED UP.**



StairMaster®



SCHWINN FITNESS

**Visit us at IHRSA
Booth #673**

As we celebrate 30 years of StairMaster leadership and 10 years of Schwinn Education, our focus on quality and innovation is stronger than ever. The most demanding fitness enthusiasts won't settle for anything less – and neither will we.

UKSALES@STAIRMASTER.COM / 03333 440 607



StepMill 5



StepMill 3



StairClimber 5



AC Performance Plus



AC Sport



IC Pro



Pulse used hi-tech thermographic imaging to test the I-train's exercise hotspots

LATERAL THINKING

Pulse's new lateral trainer offers a radically different cardiovascular workout, designed to target muscles other machines fail to reach. National sales manager Richard Sheen explains why the I-train has the power to shake up the gym floor

While today's cardio fitness equipment may be constantly upgraded and remodelled, there has been surprisingly limited innovation in CV equipment for decades – until now, says leading equipment brand Pulse Fitness.

Almost 20 years on from the arrival of the elliptical trainer, Pulse Fitness has introduced a groundbreaking CV machine called the I-train (lateral trainer). When this newcomer gains traction in the market, Pulse Fitness believes it will revolutionise the way people train on the gym floor in the future.

"After the Stairclimber in the mid-1980s, the industry had to wait another decade for the arrival of the elliptical trainer," says Richard Sheen, national sales manager for Pulse Fitness.

He adds: "We identified a need for an innovative training product – something that was completely different compared to other products in the market, and that truly delivered on members' goals of body conditioning and maximum calorie-burn, while being fun to use."

Most CV equipment, such as the treadmill and cross-trainer, works on a front-to-back exercise motion, explains Sheen, and therefore has a limited training range. He continues: "The I-train works on a unique rotary principal, allowing for a fluent 360-degree range of motion. Users can work out in a figure-of-eight motion, go clockwise or anti-clockwise, and there is greater targeting of the inner and outer thigh muscles and glutes for better lower body conditioning."

Visitors to FIBO in April 2012 and to LIW later that year had a sneak preview of the I-train prototype in action. Extensive user testing is now underway at numerous operator sites in the UK, after which Pulse is expecting a steady roll out as operators and their members embrace how unique and effective the product is.

L-TRAIN RESEARCH

Extensive research and development lies behind the I-train launch. It was first tested on subjects – and a report produced – at Tampa University in Florida, US, and results were extremely impressive.

"The I-train enabled users to reach their heart rate training zone of 65 per cent – the training zone for ultimate fat-burning – 23 per cent faster than when using a cross-trainer," says Sheen.

The researchers also recorded 50 per cent increased muscle use in the outer thighs, 37 per cent more in the inner thighs, and 55 per cent more in the oblique muscles, meaning the upper body and abs were also better engaged compared to a cross-trainer.

Testing continued in conjunction with the BiMal Medical and Sports Clinic in the UK, using thermographic imaging analysis to detect the hotspots where muscles were working harder. Those tests, in conjunction with kinematic (video) analysis, showed that by adopting a position only possible on the I-train, the gluteal and hip adductors were significantly more engaged. In turn, the workout helped stabilise the pelvis, enabling more power for a host of sporting activities without overloading the joints.

When no hand support was used, the core and spinal stabilisers were also more active, aiding core stability and limiting the risk of spinal and pelvic conditions – making the I-train also suitable for rehab situations.

Following testing, BiMal's director, physiotherapist Alan Watson, said: "In my view, the I-train offers more than any other piece of CV equipment, as it can progressively and extensively provide a total body workout in a unique and challenging way."

In addition, the I-train has been shown to burn calories twice as fast as a cross-trainer, so members need only spend



The figure-of-eight motion is unique to the I-train



The machine is compact and cordless, with a host of features

half the amount of time on their CV workout – making it a valuable training aid that will not be a passing fad, but rather a piece of kit that will appeal to time-pressed members.

POSITIVE FEEDBACK

Sheen says: “We wanted to design a commercially viable product that was time-, space- and cost-efficient for clients.

“We see the I-train as a real door-opener that will create a lot of excitement on the gym floor. When in use, it stands out as something quite different and will certainly get members talking.”

The company is currently monitoring feedback from I-train trials at high footfall gyms in a number of facilities. Initial results from the first feedback site have shown that, out of a sample size of 68 people who were asked to rate the I-train on a scale of one to five (with five being the best), 82 per cent scored it a four or five. Sixty-three per cent of people scored it a five for the effectiveness of its workout, and 53 per cent expressed a desire to use the machine again. Seventy-six per cent of respondents said they'd prefer to use the I-train over a cross-trainer, and 60 per cent said they'd be interested in a group class on the I-train.

“The gym space is really changing with the advent of functional training, and we believe the I-train is going shake up the mix even more. There will also be possibilities for I-train zones and group classes,” says Sheen.

As a global provider of pioneering fitness equipment, serving over 3,000 gyms in 30 countries, Pulse has ensured the I-train blends aesthetically into its existing fitness range and offers all the functionality you'd expect from a leading fitness equipment supplier (see information panel). However, Sheen is so confident about future take-up of the I-train that he expects it to become a direct replacement for Pulse's cross-trainers as sales continue to grow.

PRODUCT EFFICIENCIES

In addition to its evident usability, the I-train also represents a low-cost option for gyms, comparable in price to a cross-trainer. Thanks to its small footprint (around 3sq m), operators can also fit many more into their gym space. For example, Sheen says that, on 50sq m of gym space, operators could fit four more I-trains compared with cross-trainers or treadmills in the same area.

Given that members can get a more challenging workout in less time, the I-train also has the potential to increase machine turnover and member flow at peak times – ultimately improving member satisfaction.

The I-train is cordless, meaning it's easy to place, and also energy-efficient (it comes with a self-powered TV): the estimated energy saving per product per year equates to approximately £150 compared to a standard plug-in product. Meanwhile, there will be one model available with a locking device, making it a more inclusive product, safe for use by all user groups.

A host of marketing materials – including leaflets, banners, T-shirts plus a video – will help clubs promote the new machine. A master trainer from Pulse will also train gym staff, although Sheen says that, while the equipment looks very different, it's simple and intuitive to use.

From the initial production models there are currently I-trains at three Accor hotels, five local authority sites, and several private health clubs and education gyms in the UK. Given current user feedback, it's likely that visitors to FIBO and LIW 2013 will be able to see a full group training class in action, adding yet more possibilities to the gym floor.



PRODUCT FEATURES

- Multiple workout positions and programmes
- Small footprint
- Ergonomic handles
- Quick access controls
- Oversized pedals
- Storage buckets
- Multi-media entertainment, including Freeview, TV, iPod and iPhone compatibility
- Optional bolt-on TV screen
- Wireless energy saving
- Individual or group-compatible workouts
- Pulse SmartCentre-enabled
- Compatible with heart rate pulse sensors and Polar heart rate belts
- IFI stage 2 accredited
- Precision engineering and quality components for ultimate durability

Tel: +44 (0)1260 294610 Email: info@pulsefitness.com

Research round-up

Testing a person's ability to rise from a seated position on the floor is an indication of their longevity, say Brazilian scientists

Rise above it

A group of researchers from Clinimex – an exercise and medical clinic in Rio de Janeiro, Brazil – have discovered that older adults who need help and support to stand up from a seated position on the floor are 6.5 times more likely to die over a course of six years than those who have less difficulty in performing the activity.

The new test could be an effective measure for doctors, physiotherapists and fitness professionals to consider when assessing a person's health and fitness.

Traditionally, health clubs have used the 'sit and reach' test to define how flexible a person is, but in 2009, a study revealed that the test could also be used as an indicator of how stiff a person's arteries are, and how likely they may be to suffer from a heart attack or stroke (see *HCM* Nov/Dec 10, p46).

Now this sitting-rising test (SRT), in addition to assessing how easily a person might be able to carry out important actions – picking up vital items such as medication or a phone that have fallen on the floor, for example, or getting up after a fall – could also be used to predict longevity.

Aiming for perfection

The study* was based on 2,000 men and women aged 51–80 who were asked, in their own time and pace, to sit down on the floor from standing and then rise up straight again. They were assessed on the ease with which they could carry out the actions, aiming for a perfect score of 10: five for sitting down and five for standing back up. They were deducted points and half points if they needed support in the action, such as placing a hand or knee on the ground when pushing off or putting a hand on their knee to steady themselves.



Sitting-rising test: A one-point rise in score was linked to a 21 per cent drop in mortality

What's the score?

Unsurprisingly, how well someone did on the test was linked to how old they were. Over half the participants aged 76–80 failed the test, with a score of 0–3. In contrast, about 70 per cent of those aged 60 or below scored 8–10.

However, even when scores were moderated based on multivariate-adjusted (age, sex, BMI) hazard ratios, there was still a continuous trend for longer survival among those performing better in the SRT. Over the 6.3-year follow-up, a total of 159 study participants died, but those in the 0–3 group were 6.5 times more likely to pass away than people with a score of 8–10. Participants in the 3.5–5.5 range were 3.8 times more likely to die; those who scored between 6 and 7.4 were 1.8 times more likely.

Claudio Gil Soares de Araújo, who worked on the study, was quoted on Yahoo! Health as saying: "Just two subjects who scored 10 died in the follow-up of about six years." He explained that, if someone aged 51–80 scored a 10, their "chances of being alive in the next six years are quite good", and added: "A one-point increment in the score was related to a 21 per cent reduction in mortality."

Araújo concludes: "It is well known that aerobic fitness is strongly related to survival, but our study also shows that maintaining high levels of body flexibility, muscle strength, power-to-body weight ratio and co-ordination are not only good for performing daily activities, but have a favourable influence on life expectancy."

*Soares de Araújo, CG et al. Ability to sit and rise from the floor as a predictor of all-cause mortality. *European Journal of Preventive Cardiology*. December 2012

fitness-kit.net

the search engine for leisure buyers



Wherever you are in the world, find the right products and services 24/7 by logging on to *Health Club Management's* free search engine www.fitness-kit.net

Natural supplements by The Protein Works

The Protein Works has launched a supplement range which uses natural flavours and colours, without fillers or thickeners. The products include a variety of protein blends, both high and low glycemic index carbohydrates, a range of amino acids and single herb extracts, vitamins and minerals. The products are manufactured in-house and are available online. The Protein Works has also launched a 'create your own' formula feature to allow customers to design and buy a personalised blend.



fitness-kit.net KEYWORD
protein works

Fitlinxx Pebble for member engagement

FitLinxx is offering a white labelled application that enables club operators to provide a branded activity tracking experience to their members. Members can use it to track their fitness activities online. The FitLinxx Pebble device – which captures all types of activity data during the day, including walking, running, cycling and more – lets club members log on to the facility-branded site to see how they're getting on and to engage with fellow members. The product is designed to support member engagement and increase member loyalty, improve member results and drive secondary spend.



fitness-kit.net KEYWORD
fitlinxx



USN Vooma gel introduces new flavours

USN Vooma Gel has been relaunched in Mocha and Vanilla Caramel flavours in 36g sachets. The energy product is caffeine-free and contains 66g of carbohydrates per 100g, with L carnitine and creatine monohydrate. It contains both short-chain and long-chain carbohydrates and is designed for energy re-load and availability. A sachet costs £1.59 and a box of 24 costs £37.99.

fitness-kit.net KEYWORD
usn



Energieau hydrates the low-cost market

RFL Management has begun growth plans for Energieau in 2013. The subscription-based Energieau hydration station is targeting low-cost health clubs like Active4Less. Brandon Harris, owner of Active4Less Hove, says: "I was looking for ways to improve and sustain my secondary income. My members clearly value the electrolyte and vitamin drink, as we already have 500 paying £1.50 a week to use it."

fitness-kit.net KEYWORD
energieau



Multipower launches Fit Protein Flapjack

European sports nutrition company Atlantic Multipower has launched a new protein flapjack designed to provide a convenient protein and fibre-rich snack to be sold in gyms and online. The 70g Fit Protein Flapjack snack contains 18g of protein and retails at £1.49 a bar or £26.82 for a box of 18 (£23.99 online price). It comes in two flavours: chocolate, and yoghurt with cranberry.

fitness-kit.net KEYWORD
multipower



Cobell develops beetroot-based sports drink

Exeter-based juice importer Cobell has created a beetroot juice-based drink called PWR+, which is available for health clubs and gyms to sell to members. Beetroot is used due to its reported ability to improve blood flow. The drink also includes cherry and blueberry juice and coconut water. PWR+ is used by Exeter Premiership Rugby Club, Exeter City Football Club and the Wales Rugby squad.

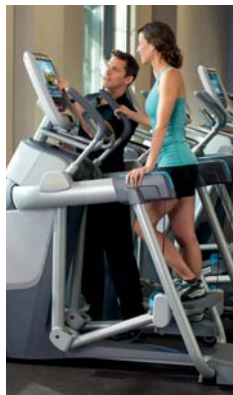
fitness-kit.net KEYWORD
cobell



Fresh meals for members by Body Plus Nutrition

Body Plus Nutrition is supplying three different ranges of hand-prepared fresh convenience meals to gyms and clubs for members to buy whenever they want, without signing up to a diet course. The ranges – which have been designed to cater for various dietary requirements – are Muscle Gain, Weight Maintenance and Weight Loss. The meals can be eaten cold or microwave re-heated. Body Plus Nutrition provides free branded fridges and marketing materials, handles delivery, and offers stock control and removal of unsold units.

fitness-kit.net KEYWORD
body plus nutrition



Preva Business Suite used to generate spend

Preva networked fitness, the latest development from Precor, is being used to create opportunities for secondary spend. Preva Message Manager – which projects messages onto the screens of Precor's P80 consoles while members are exercising – is being used to advertise a member offer for £12 cholesterol tests at Wellington Health and Fitness Club, Berkshire, directing users to ask instructors for information. This mechanism has already been shown to work well: in the space of 30 minutes, around 50 per cent of exercisers at the Park Inn Hotel club in St Helen's responded to a competition that appeared on their consoles.

fitness-kit.net KEYWORD
precor

Can protein taste like paprika?

inkospor® Active Protein Chips

- snack after sports
- ideal portion
- high protein 43%
- less carbs
- low fat



inkospor®
Active

available at: NUTRITION FIRST, Derby
+44 1332 299911 - sales@nutritionfirst.uk.com



When it comes to the design and fit-out of health and fitness facilities, few companies offer the breadth of services or experience that

Concept Corporate Interiors provides. Managing director David Kirby tells us more



A PERFECT FIT

Designing and fitting out leisure facilities is a specialist field. How did you get involved?

When Concept was established in 1994, we focused on commercial environments. It wasn't until 2007, when we pitched for and won our first project to design and fit out a corporate leisure facility for Invesco Perpetual – being run by Nuffield Health – that we expanded into the health and fitness arena. We still complete a lot of commercial projects, but our health and leisure division is thriving and we haven't looked back.

What kind of projects have you been involved in within the fitness industry?

Everything from health club franchises to university leisure facilities and state-of-the-art fitness gyms for large corporations.



Concept's first gym project was for Invesco Perpetual

What's the key to your success in this industry?

I think there are two key factors. Firstly, we offer a range of property services that add real value – more than just design and fit-out. Secondly, our approach is very different from other fit-out companies. We approach projects from a commercial perspective. We don't just want to create inspiring interiors – we want to add commercial value to every project, and I think a lot of clients find that very refreshing and helpful.

What services do you provide?

Over the years, we've invested in and built up our team so we can provide a complete turnkey property service. That means we can offer gym owners a site-finding service and then assist with pre-sale matters such as lease negotiation and even financing the fit-out. We have a very experienced design team that can turn even the most undesirable site into an inspiring fitness environment, and our project management team will then oversee every aspect of the fit-out to ensure it's completed on time and on budget. We can even help promote a club or facility with incredible 3D fly-throughs.

Where do you think you add the most value?

That depends on the client and what their project involves. Each one is different and we can get involved at various stages. We've helped gym owners at every step of their journey, from finding them a property to creating the visuals that will help them promote the facility to new members. For other clients such as Imperial College, we've transformed an existing space into a state-of-the-art facility, and for one of our corporate clients we converted an old printing facility into a health club.

Our clients value the fact that we're a close-knit team, and because we offer such a comprehensive range of services in-house it makes life a lot easier for them. They don't have to



The Energia gym
at Imperial is
now a bold space



Anytime
Fitness fit-out,
Kings Cross

liaise with lots of different companies and people. It also helps them to control their budget, which is absolutely critical to the success of a project.

How do you add commercial value to a fit-out?

We understand that every project is a significant investment and we see our role as ensuring that investment reaches its full potential. With nearly 20 years of experience in the property arena, we can provide guidance and advice to help our clients avoid the many potential pitfalls that might cost them additional money or slow the project down.

When we work with commercial clients, our first step is to ensure a client's property plan matches its business objectives. That's an approach we've transferred to our health and leisure clients. We start by looking at what they want to achieve in the short and long term and go from there.

What do you find are the challenges of working in the health and fitness market?

A lot of the knowledge and skills we've developed from the commercial property arena are transferable to this industry, but admittedly our first fitness facility involved a very steep learning curve. There are obviously some very specific space requirements and legislation to be understood, but these are now second nature to us and our experience within the industry means we can ensure a design is completely fit for purpose.

You mentioned gym franchises. I expect they have some very specific requirements too?

Yes, when you work within a franchise you need to understand the brand to ensure each franchise meets specified guidelines. The joy is, once you've done one, you can then transfer your knowledge to other clubs within the franchise and instantly add

value. We've done that with Anytime Fitness, for whom we have completed several projects in the last couple of years.

What are your plans for 2013?

We will continue to build on our experience in the health and leisure industry and on the relationships we've formed. Over the years, we've been working closely with a number of manufacturers such as Matrix, Precor and Life Fitness, and have designed gyms that have used Cybex. We have also worked with a number of management companies including European Corporate Wellbeing and Nuffield Health.

Our hope is to continue our relationship with Anytime Fitness, and to help them achieve their objectives, and we also want to continue to attract independent clientele. We're currently working with a social club in the south-east and would love to talk to anyone who is considering opening or refurbishing a health and leisure facility this year.

concept
inspiring workspaces
T 01494 465847 WWW.concept-plc.com

David Kirby – Managing Director
Concept Corporate Interiors Plc – Capital House,
Westbourne Street, High Wycombe, Bucks HP11 2PZ, UK

Tel: +44 (0)1494 465 847 Fax: +44 (0)1494 463 880
Web: www.concept-plc.com



SPORTS & LEISURE FACILITIES FORUM

20th June 2013

Royal Berkshire Conference Centre
Madejski Stadium

The Sports & Leisure Facilities Forum will provide an insight into the latest technology, innovations and developments across all aspects of the sports facilities business and is designed to help advance your projects and increase ROI, regardless of where you are in the buying cycle.

This event is a relaxed and stress-free way for sports & leisure procurement professionals to discover the most cost effective solutions in a series of one-to-one business meetings, interactive seminars and valuable networking opportunities.

For supplier companies, you have the opportunity to meet, network and create future business relationships with potential clients who have a genuine need for your company's products & services

For further information or to book your place contact:

Delegate: Oliver or Scott

Supplier: Lucy or Emma

01992 374100

sports@forumevents.co.uk

www.forumevents.co.uk

Main Sponsor

Media Partner

forum
Events



SPORTS
MANAGEMENT

THAT'S what gets RESULTS...

As 80s pop group Bananarama once sang: 'It ain't what you do, it's the way that you do it'. Abigail Harris takes a look at a number of fitness facilities living by the lyrics and responding to the diverse needs of their existing members and potential customers. From remodelled spaces to fully functional flooring, these refurbishments are actively driving participation...



© PETERLIN/SHUTTERSTOCK.COM

BOXING CLEVER

Leisure design and build specialist Createability was tasked with redeveloping the old snooker and squash club in Lewsey Park, Luton, to provide a new complex with much-needed fitness, squash and boxing facilities.

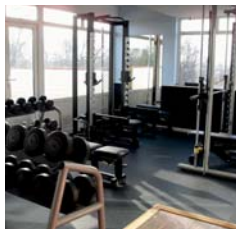
The £1.5m project followed a feasibility study – including discussions with Sport England, as well as part-funders the Amateur Boxing Association for England and English Squash & Racketball – which revealed a lack of accessible facilities in the area.

Lewsey Sports Park, managed by Active Luton, opened early in 2012 and is now the base for Lewsey Boxing Club, Luton and Dunstable Squash and Rackets Club is also using the centre.

Four original squash courts remain, but the former two-floor snooker room has been converted into a heavy weights room on the ground floor and boxing facilities above. Two studios, changing rooms and a 70-station health and fitness suite with glazed wall overlooking the parkland have been created.

Helen Barnett, Active Luton's chief executive, says: "Lewsey has had inadequate sports facilities for far too long, leading to worryingly low participation levels, so this has been a massive boost for the local community. We've seen a rise in participation, plus increased use of the adjacent swimming pool, driven up by customers taking joint gym/swim memberships. Boxing participation is increasing too."

The centre required major remodelling, according to Createability MD Ian Cotgrave, who says: "This was a



Lewsey Sports Park: Boxing facilities, heavy weights and a 70-station gym

challenging project as is always the case with older buildings, but the end result has delivered a community hub, which has seen large numbers with 'roaming' memberships migrating to Lewsey."

RIDGEWAY FURNITURE



Changing solutions to suit every budget



UK BASED SUPPLIERS OF:

Wooden & laminate lockers
Toilet cubicles & IPS systems
Reception counters
Any other wood based product

www.ridgewayfm.com

Tel: 0870 4207818

Email: sales@ridgewayfm.com

CLUB REFURBISHMENT



ZONED FOR PERFECTION

According to Lincoln locals, Yarborough Leisure Centre – once home to two of Britain's Olympic swimmers, Mark Foster and Lizzie Simmonds – is one of the town's best kept secrets. But that's about to change following a £150,000 refurbishment of its 3,000sq m gym.

Sport and exercise charity Active Nation, which manages the centre, has launched an Exercise Experience encouraging 'supporters' (its term for members) to focus on short, 30-minute exercise sessions on a regular basis, rather than lengthy workouts.

The overhaul includes all new Precor cardiovascular equipment – showcasing Precor's new AMT with Open Stride as well as treadmills, bikes and elliptical cross-trainers – with the aim of providing as much choice as possible to assist motivation. The gym also includes a new layout for free weights and an improved zone for core workouts,

featuring pieces from Precor's compact S-Line strength range.

Programme cards have been designed for specific goals and experience levels, and sections of the gym zoned to create areas for small group training and core/strength or circuit-style workouts.

Active Nation's group commercial manager Stuart Martin says: "We're undergoing refurbishments to make our gyms look 'best in class'. Precor understood exactly what we were aiming for and showed us visuals of how we could make that happen. Our Precor account manager is an integral part of our team and has been key in laying this out, stretching our thinking and imagination regarding what we could do.

"The refurbishments are focused around the delivery of our Exercise Experience and the result is like the pick 'n' mix sweet counter. Supporters can pick and choose the areas and the exercises they want to do. The gym layout is key to this, and is helping supporters make a longer-term habitual commitment to sport and exercise."

GETTING BACK TO FITNESS

As part of a plan to bring physiotherapy provision in-house, David Lloyd Leisure upgraded existing facilities at six of its sites last spring, creating dedicated physiotherapy treatment rooms which already get around 40 bookings a week.

The three key sites – Basildon, Gidea Park and Southampton – required major work to convert existing shop areas into professional physiotherapy suites. The six-week redevelopment programme was broadly similar across each location, including the installation of new lighting, power data, flooring and ceilings.

However, as PE Contracts MD Dominic Evans explains, his company faced a number of unexpected challenges in completing the refurbishment project: "The external condenser units for one HVAC [heating, ventilation and air-conditioning system] had to be housed within an outsourced nursery



playground inside the club. However – with the team well-versed in the highest standards of health and safety, as well as with the demands of working within an operational leisure environment – we effectively phased and segregated the work area to minimise disruption and ensure a smooth path to completion."

Elsewhere an existing shop had a large glazed front, which needed to be removed. PE Contracts worked out of hours to ensure the club was ready to welcome members the next morning.

John Mullen, director of construction at David Lloyd Leisure, says: "PE Contracts was able to be responsive to a moving brief, limited budget and tight programme, with an ability to react."



leisure media STUDIO

Industry-leading marketing and design services

With more than 30 years' experience, **leisure media studio** will work with you to create bespoke print and web solutions to power your marketing

- ▶ Web design
- ▶ Email marketing
- ▶ Contract publishing
- ▶ Graphic design
- ▶ Digital turning pages
- ▶ Image retouching
- ▶ Illustration
- ▶ Advertising design
- ▶ Direct mail
- ▶ Print

LET US QUOTE YOU

Contact Tim Nash
Tel +44 (0)1462 471917
timnash@leisuremedia.com



The dynamic club floor forms part of the workout

9-5 BECOMES SIX3NINE

SIX3NINE in London's Covent Garden is a unique space where the floor is designed to act as a piece of fitness equipment.

"From the 10-metre track and clock face to the agility ladder and TRX grading lines, the markings enable our trainers to use the club in ways our clients least expect," explains James Conci-Mitchell, the ex-army officer, personal trainer and visionary behind SIX3NINE, which opened in May 2012.

Looking for high quality flooring and equipment, backed up with the knowledge and expertise needed to offer the right solution for the former office space, Conci-Mitchell contacted Escape Fitness.

The existing floor was not equipped to cope with the rigours of a fully-functioning gym, so the area had to be levelled and screeded before any flooring was installed. The floor colours were then matched with the gym's branding and designed to include specific floor markings, including a sprint track and the gym's logo, which

had to be superimposed. The sprint track also had to be hand-painted with polyurethane paints, rather than printed on – all of which created a totally bespoke installation.

Paul Lipscombe, international flooring projects manager for Escape Fitness, says: "Working on the SIX3NINE studio was incredibly challenging as James wanted to create perfection for the facility, which is exactly what was achieved. The floor is amazing – no longer just a space to put the equipment on, but a visual masterpiece with cool functional training markings."

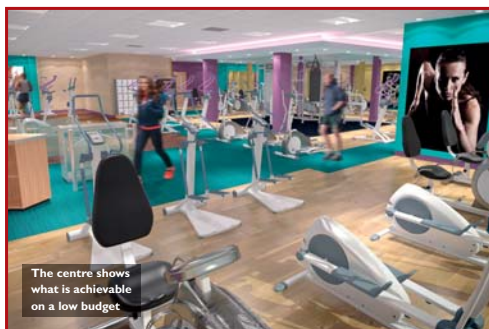
PRIVATE STANDARDS ON A PUBLIC PURSE

The £2.8m redevelopment of Llantrisant Leisure Centre in Mid Glamorgan, Wales, is a good example of the effectiveness of public-private partnerships, demonstrating how new leisure facilities can be created at a low cost and within council budgets.

Rhondda Cynon Taf Council appointed development partner Alliance Leisure to carry out the refurbishment and manage the three-stage project, while leisure, design and build contractor Createability was brought in to execute the building work, which started in September 2012.

Phase one, which opened in December, includes a 90-station, 450sq m family fitness suite with interactive bikes, dance mats and the first Life Fitness SYNRGY functional equipment in South Wales. There is also a new studio and refurbished changing rooms.

Opened in January, phase two saw 394sq m conference facilities created on



The centre shows what is achievable on a low budget

a mezzanine floor above the fitness suite, which will double as a multi-purpose studio and bar/meeting room.

The third phase of the project, which includes a new swimming pool changing village, reception and cafe area, completes next month.

Paul Cluett, Alliance Leisure's commercial director, says: "The first phase has been very well received by customers, with 150 memberships sold in the first two weeks. We hope this will inspire more people to become active, reaping the physical and social benefits."



Available
in print
& online



HEALTH CLUB MANAGEMENT HANDBOOK 2013

The 9th edition of the Health Club Management Handbook is being distributed in January 2013. The handbook is a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

WHAT'S IN IT FOR YOU?

FOR INDUSTRY SUPPLIERS

- Multiple listings of all industry suppliers by:
 - A-Z
 - Phone book
 - Web address book
 - Product selector
- Company profiles including key information, contact details, images of products and a picture of your company contact
- Vertical strip adverts in the address book section

ORDER YOUR COPY NOW!

call: +44 (0)1462 431385

email: displaysales@leisuremedia.com

FOR INDUSTRY OPERATORS

- Who's who? of key industry personnel in the UK and Europe:
 - Private sector operators
 - Public sector operators
 - Industry organisations
- Features and reference material
- Predictions for 2013 from key industry figures
- Consumer and industry trends for 2013
- Industry statistics
- Development pipeline – details of forthcoming projects across the sector
- Diary dates – a guide to all industry events, shows and networking opportunities

The Health Club Management Handbook is available to purchase at £30 per copy and all content will be available online at www.healthclubhandbook.com

POWERED BY
fitness-kit.net
The search engine for fitness buyers


Brought to you by Health Club management magazine

Show preview

Professional Beauty

We preview this year's Professional Beauty show, which takes place in London this month

Industry experts and representatives from some of the world's leading spa operations will congregate at the Professional Spa & Wellness Convention and the World Spa & Wellness Awards, taking place alongside Professional Beauty London 2013 – the UK's largest beauty show – on 24–25 February.

The convention's stage awaits some of the world's foremost authorities on spa including: Andrew Gibson, director of spa for the Mandarin Oriental Group; Sharon Barcock, director of spa for Hilton Worldwide; and Virgin Active's head of health & beauty, Charlie Thompson.

Spa owners and directors, senior spa managers, hoteliers, health and fitness operators, investors, government agencies, architects and consultants will be among the 200+ delegates expected to attend over the two-day event.

Convention and show floor

This year there is a firm focus on wellness and preventative treatments, exploring health issues such as obesity, stress, smoking and life-changing emotional challenges. The convention will also explore the potential for wellness tourism and how to generate demand from far afield. Delegates will learn from the experiences of spa leaders who have increased business by tapping into the corporate market, as well as creating attractive offerings for younger, busier consumers.

The Spa Pavilion on the show floor sees all the major spa skincare houses exhibiting: names such as Clarins, Darphin, Decléor, Dermalogica, Elemis, Caudalie, Aromatherapy Associates, Yon-Ka, Comfort Zone, Repêchage and Payot will all have a high-profile presence at this year's event.

Other major spa suppliers – including the nailcare giants Jessica and OPI, and the non-surgical solutions specialist CACI – all use Professional Beauty London as their major launch-pad for the coming year.



For spa businesses around the world, London is the place to be in February

Fitness equipment suppliers and spa furniture distributors are also in full force on the show floor. Catering for the smaller day spa, as well as the international destination spas, visitors can see bespoke relaxation couches, treatment beds, manicure and pedicure stations, as well as wet and dry equipment.

Spa awards

The World Spa & Wellness Awards, held on the Sunday evening at the Hilton Park Lane, reward the very best in hotel and

destination spas from around the world. The judging criteria are unlike any others, in that these spas are judged by industry experts and therefore focus on bigger strategic matters – such as customer retention, marketing and operational issues – rather than purely on the facilities. The winners really are the best in the world at what they do.

London in February is increasingly being seen by the international spa market as the place to learn, network and discuss this resilient sector of the industry. ●



All the major skincare brands will be exhibiting at the show

For further information

Dates: 24–25 February 2013

Venue: ExCeL London, UK

Tickets: Professional Beauty

London tickets are free for visitors

who register online in advance and

avoid the £30 admission on the day

Web: www.professionalbeauty.co.uk

24-25 February 2013
ExCeL, London



Europe's leading spa convention

Providing a bespoke experience for your clients

- Take home practical ideas to immediately improve your spa operation
- Unparalleled networking opportunities with leading spa owners from across the globe
- Identify new revenue opportunities

Limited places available, book your one day or two day pass, visit: www.professionalspawellness.com/book


**PROFESSIONAL
spa
& wellness**
CONVENTION 2013

FORMERLY KNOWN AS
european spa
CONVENTION



Alla Soboleva



Anna Rysman



Jeff Butterworth



Joanna Zhang



Karina Stewart



Sharon Barcock



Andrew Gibson



Joanna Berry



Neil Greay



Catherine Ferris



Elzbi Bogachova

www.professionalspawellness.com/book

Show preview

The Cleaning Show

With cleaning a key issue for clubs, operators should check out this event at the NEC next month

The countdown is on to the opening of the world's leading showcase for products and services used in the cleaning and support services industry. An essential event for health club managers, The Cleaning Show 2013 – set to be the largest in the event's history, with pre-registered visitors up by 70 per cent – will take place on 19–21 March at Birmingham's NEC.

With more than 200 exhibitors showcasing a broad range of equipment and services, and over 12,000 visitors expected – plus a host of new features for 2013 – The Cleaning Show is the must-attend event of the year.

Exhibitor line-up

Delegates can expect to find a wealth of products, information and ideas designed to help them to lower costs, improve standards, tackle problems such as pests and chewing gum, improve hygiene and cleanliness to stamp out MRSA, as well as advice on issues concerning insurance, employment legislation and the latest environmental information.

The 2013 event has also attracted a significant number of high-profile companies exhibiting for the first time, including the Independent Washroom Services Association, KGS Diamond International, The Malish Corporation, Reintec and TVH UK.

Martin Scott, exhibition sales director, says: "We expect The Cleaning Show 2013 to attract a record-breaking number of visitors and exhibitors. Exhibitors have one opportunity every two years to get their products in front of a massive buying audience, and they are certainly grasping this opportunity with both hands."

New features

The popular window cleaning competition returns for 2013. Window cleaners may pit their skills against the clock for a daily cash prize and the chance to compete against the world's



More than 200 exhibitors will showcase products and services at the event

fastest window cleaner, Terry Burrows, in a bid to take the world title.

Several new features have also been introduced to the 2013 event, further increasing the benefits of visiting the show. The Innovation Zone celebrates the growing success of The Cleaning Show Innovation Awards. Exhibitors have been entering their innovations online, across a range of categories, for the 2013 awards. For the first time, these will be featured in an Innovation Zone at the show. Judging, by a team of industry professionals, will take place on the opening day.

An exit survey at The Cleaning Show 2011 revealed that green products are a major area of interest for visitors, and as such, a new Green Zone has been introduced to help companies to source more environmentally-friendly products and services.

The Business Hub Zone will introduce show visitors to essential services and will feature companies within the insurance, finance, recruitment, IT, marketing & PR, design and training sectors. Facing the internet café, this is sure to be a busy area.

Also brand new for 2013 is the Laundry Zone, a showcase for companies making or supplying products and services for the textile care industry. ●



THE FACTS

Dates: 19 – 21 March 2013

Venue: NEC Birmingham, UK

Web: www.cleaningshow.co.uk

For more information: Call

+44 (0) 1737 855086 or email

martinscott@quartzltd.com

Visitors should pre-register on the

website, www.cleaningshow.co.uk,

to receive free parking at the NEC

(usual cost £10), plus a free priority

pass allowing quick and easy

entrance to the show.

**WE ARE DELIGHTED TO
ANNOUNCE THE JUDGING PANEL
FOR NEXT YEAR'S AWARDS...**



IN PARTNERSHIP WITH

health club
management

...1,000,000*
HEALTH CLUB MEMBERS

In 2013 over **1 million members** will have the chance to rate their fitness facility. Make sure your customers don't miss out on the chance to participate.

Visit www.healthclubawards.co.uk today and sign up for **FREE!**

* In 2012 over 400 clubs took part with an average membership of 2,500 per site

For just over £20 per issue you can access over 10,000 motivated leisure professionals committed to the industry

To book your space call the sales team on
Tel: +44 (0)1462 431385

architects/designers

MASS
DESIGNERS

HEALTH CLUB & FITNESS DESIGNERS

t 0844 344 5566

w massdesigners.com

zynk
interior architects
zynkdesign.com
t 020 7193 1430

m
www.milkleisure.co.uk

MILK LEISURE
LEISURE & WELLNESS
DESIGN & INSTALLATION
BESPOKE MANUFACTURE
STYLE IN WELLNESS

AV/sound

Lightmasters

- › Wireless Cardio Cinema
 - › Wireless Audio for Spin Classes
 - › Full PA & AV Systems
 - › LED & Fibre Optic Lighting Systems
- Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

AV/sound

AB Audio Visual
Leisure & Commercial Light and Sound
PA & Background Music Digital Signage
Cardio Entertainment Large Screen TV
Mood & Motivational Lighting



www.abaudiovisual.co.uk
Email: info@abaudiovisual.co.uk

club operation support

make fitness your
business with
Britain's leading
fitness
franchisor **energie**
group

0845 363 1020
www.energiefranchise.com

clothing & merchandise

BEAT

Leading specialists for bespoke
uniforms & promotional merchandise

**The one stop shop for all
your fitness uniforms and
promotional products**

- The latest designs and quick-dry fabrics
- Services for all clubs, small or large
- Unique, easy online ordering system

Get in touch today!

T: +44(0) 208 206 2299

E: sales@beatconcepts.co.uk

W: www.beatconcepts.co.uk



Boost your clubs' secondary income!



- 100% cotton prewashed towels retailing for £4
- Over 100% mark up for your club
- Free POS unit
- Easy online ordering

E: towels@fitanddry.com
W: www.fitanddry.com

FitDRY
TOWELS



Gym Starter Packs

- UK & Global Sourcing & Promo Products
- Towels • OS Bags • Water Bottles
- Ruc Sacs • Ear & Head Phones • Padlocks
- In Stock Fast UK Delivery

The Complete Uniform Management Service

- Dedicated Account Managers.
- In-House UK Production.
- Fast Lead Times.

Taylor Made Designs
Clothing & Merchandise Solutions

let us quote you today...
www.taylormadedesigns.co.uk
0102 473311 sales@taylormadedesigns.co.uk



LEISURE WEAR & STAFF CLOTHING SOLUTIONS

PRICE, QUALITY, SERVICE

Tel: 0114 251 3512 for more information **www.corporate-trends.co.uk**



brightlime
sharp web based
membership management

0844 800 8350 www.brightlime.com

A highly functional, constantly improving system, to manage most leisure environments

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Spa management

Contact us on: +44 (0)1423 873873 www.sportsoft.co.uk



SPORTSOFT

ClarityLive™

One POS interface - endless benefits

Bookings, loyalty, reporting, membership, online & more

- Impress your customers
- Raise staff productivity
- Increase operational efficiency

For a demo call 01732 525870
leisure@omnicogroup.com

www.omnicogroup.com



To book your advert call
the sales team on
+44 (0)1462 431385

customer engagement



THE ONE STOP SOLUTION FROM A SINGLE SUPPLIER
0800 072 6411
e: sales@clubwise.com w: www.clubwise.com

WHATEVER YOUR SECTOR...



Need a management solution?
Get in touch and find out how you can start saving and making money, year after year...

+ 0844 841 5821 **ez runner**
e: info@ez-runner.com management software - mobile app
w: www.ez-runner.com

Get Members. Keep Members.




www.cfm.net

MYZONE
MAKING MOVEMENT MEASURABLE

Phone: 0115 777 3333

direct debit collection

Over 6,000 health clubs choose Club Solutions from Fiserv.

Connect with us at
+44 (0) 845 013 1000 or
visit www.clubs.fiserv.com

fiserv.

Club Management Software in 12 languages
www.4igofigure.com

HARLANDS GROUP

High collection, low cost
high quality membership collection
from the direct debit experts

e: 0845 2301636
e: sales@harlandsgroup.co.uk
w: www.harlandsgroup.co.uk

Harlands Services Ltd
1st Floor • 4th-6th Westbourne Road
Newquay, Devon • PL4 8AA • 01629 2186

- Managed Direct Debit Collections
- Automated Member Enrolment
- Integrated Member Management
- Integrated Member Check-in

ALL FOR A SINGLE, LOW COST
RATE PER COLLECTION

**THE ONE STOP
SOLUTION FROM A
SINGLE SUPPLIER**

0800 072 6411

e: sales@clubwise.com
w: www.clubwise.com

the standout
leisure software provider



Legend

www.legendware.co.uk 0800 031 7009

To book your advert call
the sales team on
+44 (0)1462 431385

exercise equipment

bodycore BODYCORE FUNCTIONAL
evolution of training TRAINING PLATFORMS

www.bodycore.com info@bodycore.com
+44 (0) 1256 316180

FAST, FUN & FUNCTIONAL
"Plyometrics without the impact"

"The FreeMotion Dual Cable Cross" ...

Like the **Swiss Army Knife** this is the
ultimate multi functional Machine for all
your functional training needs

We think you will agree it's the
Swiss Army knife for your gym

Call us now to get the
latest deals on 01204 541 710
or visit www.fitnesssystems.co.uk



Product Service

**TESTED TO
EXTREME**

**TÜV APPROVED
DUMBBELLS**

Escape's SBX T600 Dumbbells are now best in class
thanks to their new TÜV certification – a globally
recognised standard and a world first!

To kit your gym out with the best
call **0800 458 5558** or visit
escapefitness.com/hcddb

escape

The future of
functional training

total gym



T: 01494 458970 W: www.gravityuk.net

ST FITNESS

SALES AND SERVICE
NEW/RECONDITIONED RESISTANCE,
CARDIO VASCULAR AND FREE
WEIGHTS EQUIPMENT.
TEL: 01204 668687
WWW.ST-FITNESS.COM

To book your
advert call the
sales team on

+44 (0)1462 431385

exercise equipment (continued)

Physical
CONTACT
FORWARD TRAINING FITNESS EQUIPMENT

**2013 CATALOGUE
OUT NOW!**



**SCAN HERE
TO REQUEST
YOUR COPY**

T: 01494 769 222
W: physicalcompany.co.uk
E: sales@physicalcompany.co.uk

Jordan
Functional Fitness Specialists

**FUNCTIONAL
FITNESS
EQUIPMENT**

Tel: +44 (0)1945 880257
www.jordanfitness.co.uk



SCIFIT
Scientific Solutions For Fitness



THE LEADER IN
INCLUSIVE & SPECIALIST
CARDIO EXERCISE

Tel 01344 300 022
www.SCIFIT.uk.com



ServiceSport

Service and sales of equipment

- o Fitness Equipment Servicing
- o Sportshall Servicing
- o Equipment Sales
- o Parts Sales



Call: 0845 402 2456 www.servicesport.co.uk

TGS TOTAL GYM SOLUTIONS **FATTECH**
The Best Technology... The Best Performance

IS YOUR GYM UNDERGOING A REFURBISHMENT?
We specialise in gym clearances and fitness equipment.
WE WILL BEAT ANY LIKE FOR LIKE QUOTE-GUARANTEED!
We buy any gym equipment at competitive prices and also supply NEW
and refurbished equipment at unbeatable value for money.
Call: 07951 875523 - Email: totalgymsolutions@hotmail.co.uk
www.fattech.co.uk

exercise equipment (continued)

TRX

TRX
Suspension Trainer™

**Evolution in training,
evolution for your clients.**

For more information just
visit trx-fitness.com

escape

flooring

**LOOKING TO BUY
FLOORING?**

For more information just visit
escapefitness.com/hcmfloor

escape

group exercise

6 LICENCE-FREE GROUP-EX PROGRAMMES
FROM THE UK'S LEADING PRESENTERS



VISIT WWW.FITNESS-FX.COM OR CALL 0845 257 8573

Jump fx Fight fx Groove fx Blast fx Pump fx Stamp fx Fitness fx

gym mirrors

gymmirror.co.uk

WE SUPPLY & INSTALL GYM MIRRORS

- ✓ Stock & bespoke sizes
- ✓ Installation service
- ✓ Fast reliable nationwide delivery

Call the experts at Aspect Safety Mirrors
01223 263555
email: info@aspect-safetymirrors.co.uk

ASM
Aspect Safety Mirrors

insurance

Bespoke Insurance Solutions

fml

GYM INSURANCE

Individual Approach
Individual Advice
Individual Premiums

Tel: 01702 437800
Fax: 01702 437788

Email: tomfrisky@fmliinsurance.com
Web: www.fmliinsurance.com

Book your advert on
our website and be seen by
over 26,000 buyers every
month from as little as £240.



**CALL THE SALES TEAM
TODAY TO DISCUSS
YOUR BOOKING
01462 431385**

www.healthclubmanagement.co.uk

lighting

Lightmasters

- Wireless Cardio Cinema
 - Wireless Audio for Spin Classes
 - Full PA & AV Systems
 - LED & Fibre Optic Lighting Systems
- Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

**To book your advert call the sales team on
+44 (0)1462 431385**

lockers/changing rooms



FITLOCKERS
Quality Affordable Timber Lockers

T: 01923 770435
sales@fitlockers.co.uk www.fitlockers.co.uk

lockers/changing rooms (continued)



Kit Lock
Coded Locker Solutions

Quick retrofit solution, control and convenience without a key – simple!

Tel: +44 (0)1635 239645 Email: sales@kitlock.com Web: www.kitlock.com

sales and marketing



RIDGEWAY FURNITURE
CHANGING SOLUTIONS TO SUIT EVERY BUDGET

Tel: 0870 420718
Email: sales@ridgewayfm.com

www.ridgewayfm.com



memberdrive by CFM

Want an extra 200 - 700 new members for free?

Call: 0115 777 3333



SAFE SPACE

Lockers
Locking Systems
Cubicles
Washrooms
Servicing
3D Design
Rendering

info@safespaceclackers.co.uk
www.safespaceclackers.co.uk
Telephone: 0870 990 7989

THE CHANGING ROOM EXPERTS



The QR code has changed its spots...
Evolve to the QR code you can change, track and analyse.

They are dynamic – you can remotely control and change the promotional content they deliver. They are trackable – for the first time you can measure and analyse their effectiveness.

Glyfco QR codes are the new way to reach new customers. So call +44 (0)20 7953 0214, email info@glyfco.com or visit www.glyfco.com

To book your advert call the sales team on
+44 (0)1462 431385

training

Upskill your team with on-going training

Courses include:






Fitness Instructor Children's Obesity Life Coaching Kettlebells

www.fitnessindustryeducation.com | 0845 257 8570

COPYRIGHT NOTICE

To subscribe to Health Club Management, log on to www.leisuresubs.com, email: sub@leisuremedia.com, tel +44 (0)1462 471915, fax +44 (0)1462 433909. Annual subscription rates: UK £41, Europe £52, rest of world £73 and students UK £20. Health Club Management is published 11 times a year by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts, SG5 1DX, UK, and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA. POSTMASTER Send US address changes to Health Club Management, c/o PO Box 437, Emigsville, PA 17318-0437. The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder.

Printed by Warners Midland. © Cybertrek Ltd 2013 ISSN 1361/351

Lightweights

HEALTH
CLUB SPA



POP UP SPA, BAR AND BEACH IN BARKING

The pop-up shop trend has made its way into the spa scene with London's Barking Bathhouse.

Built by Something & Son – the designers behind Farm: Shop, the famous “first farm in a shop” in London – the affordable spa charged for treatment time slots beginning at 15 minutes for £10, going up to an hour for £35.

The spa was part of the Mayor's Outer London Fund projects for Barking and Dagenham, and was inspired by an original bathhouse in the area dating back to 1899. Intended as a social, chillout space, it opened last summer and had a bar serving healthy cocktails under a growing canopy of cucumbers and man-made shingle dunes for relaxing on.

It was dismantled from its original location in September, but has already ‘popped up’ at the Barking Learning Centre for the winter months. Here, two seminar rooms have been transformed into treatment spaces in line with the original concept. Details: www.barkingbathhouse.com



BREW'S UP FOR ELEPHANT POO COFFEE



Eight per cent of coffee sales go to Anantara's elephant foundation

Guests at Anantara spas in the Maldives and Thailand's Golden Triangle can now savour the most expensive and excremental coffee of them all – elephant poo coffee – sold at a reported US\$54 a cup.

Yes, that's right. Officially called Black Ivory Coffee, it's the rarest in the world. It's made when an elephant eats a coffee bean, digestively refines it – taking out proteins responsible for the bitter taste – and then deposits it. The elephant trainers pick out the beans, with around 10,000 needed to produce 1kg of roasted coffee – which has a retail price of US\$1,100. Details: www.anantara.com



TOILETRIES INSPIRED BY THE BRITISH MUSEUM

Clubs wanting to give spas and changing rooms a playful touch might look to idoqueido™ – a range of toiletries inspired by plants vital to civilisations and made in association with The British Museum.

First in the range, which means ‘longitude-latitude’, are three soaps. The first, named 30° Beautiful, relates to Babylon, Alexandria, Kyoto and Luoyang – an ancient capital of China. It features rose otto oil, known to balance the hormones and associated with Cleopatra, the ruler of Alexandria, as well as vitamin C-rich green tea extract, a health remedy of Yang Guifei – a famous Chinese beauty.

There's also 40° Invigorate, relating to cities of Athens, Rome, Madrid and New York at 40° latitude; and 50° Cocoon, reflecting stories of London, Paris, Berlin and Kiev. Details: www.idoqueido.com

Face slapping spa treatment

A facial massage which involves slapping the face to provide a ‘natural lift’ has been introduced at new day spa in San Francisco, US. What's more, the technique, offered at Tata Massage, has been priced at US\$350 for just 15 minutes – and for just one half of the face!

The beauty treatment, known as face slapping, is traditional to Thailand and is meant to make the face slimmer, pores smaller and reduce wrinkles – to the

extent that it is, apparently, an alternative to plastic surgery. Hmm.

As well as the claimed results, the reason for the expense of the treatment is that it's administered by Tata, the Thai co-owner of the day spa, who's the only woman in the western hemisphere trained in the technique. The spa requires that all those undergoing the treatment take before and after photos. Details: www.tatamassage.com

THIS IS NOT AN ELLIPTICAL IT'S BETTER

THIS IS THE CYBEX ARC TRAINER

3 MACHINES IN ONE

BURN CALORIES • BUILD POWER • GAIN STRENGTH



CYBEX®

CYBEX INTERNATIONAL UK

T: 0845 606 0228

E: info@cybexintl.co.uk

W: www.cybexintl.com

**GET THERE
FASTER**