

[illegible]

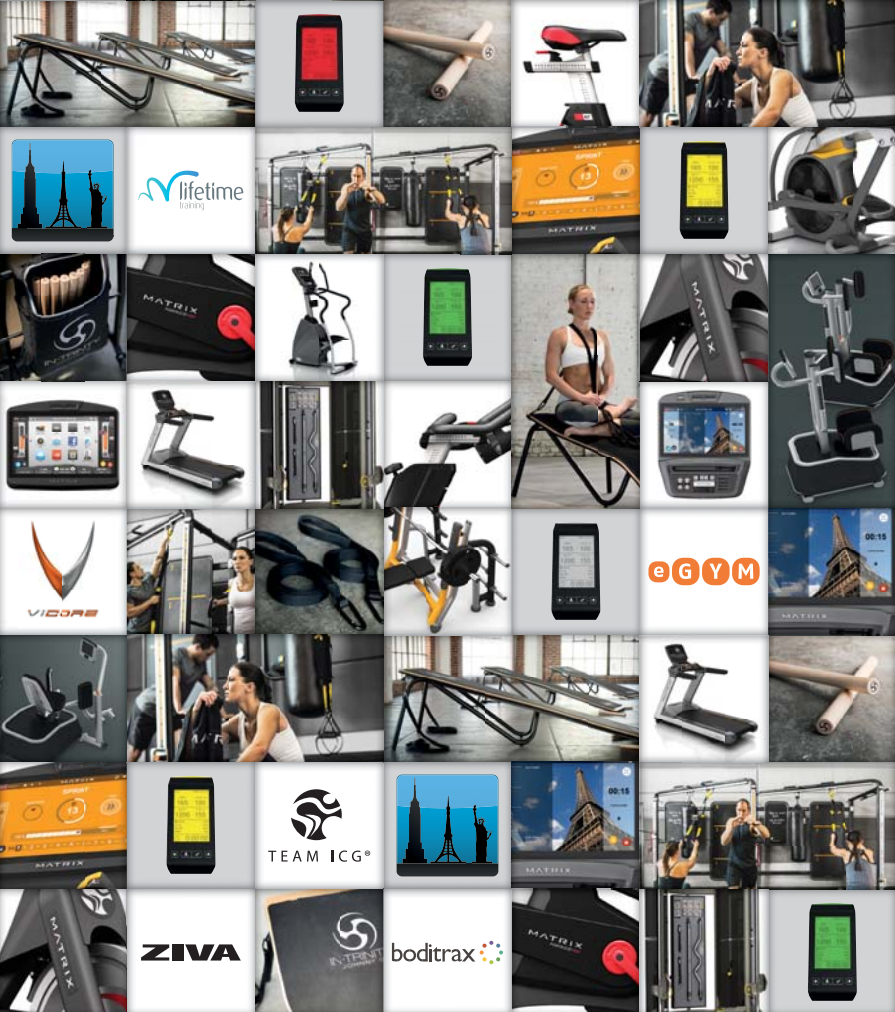
INTERNATIONAL SHOW

22-23 SEPT THE VOX | BIRMINGHAM



**LEISURE
INDUSTRY
WEEK**

FITNESS &
NUTRITION ZONE
SPONSORED BY
MATRIX



MATRIX



SEE US ON STAND E48



**LEISURE
INDUSTRY
WEEK**

FITNESS &
NUTRITION ZONE
SPONSORED BY
MATRIX

health club management

SEPTEMBER 2015

No 228

ON A MISSION

Tanni Grey-Thompson
and Steven Ward:
Leading the charge
to get the UK active

SIR GRAHAM WATSON

Transforming fitness
from the 'Cinderella
of physical activity'

JOANNA ROWSELL

Data is king
in the run-up
to Rio 2016

DALEY THOMPSON

The Olympic legend is putting the fun into fitness



Member motivation on the go.

Get the revolutionary MYZONE MZ-3 physical activity belt and new MYZONE app to engage and retain members like never before. With the MZ-3, your members can track their effort and stay connected with your club no matter where they are.

Visit myzone.org to learn more.



Designing for dementia



We know society is ageing. We know exercise offers the potential of a healthier – as well as a longer – life. The problem is, by classifying anyone over the age of 50 as 'old, the fitness industry is missing a trick.

Because the decades after 50 can constitute half of a person's life, and encompass everything from full mental and physical fitness through to muscle loss and dementia. So where are the clubs that cater for the truly old and frail? The answer: they're few and far between, and even where they do exist, the focus is often on the physical – mainly falls prevention – and the social, offering companionship and community.

But what about the direct mental impact of exercise? One topic that's getting a lot of attention among the scientific community is dementia, and the positive impact exercise can have on this devastating condition – we review some of the latest research on page 124.

But as yet, few fitness facilities have focused on this wonderful benefit of exercise. Step forward UK-based community interest company LiveWire, which has just had plans approved for a £16m neighbourhood leisure, culture, health and wellbeing hub in Warrington. Set to open in Q3 2016, it will be LiveWire's first dementia-friendly facility.

Lockynne Hall, LiveWire's innovation and leadership manager, explains what

that means: "The person with dementia has difficulty remembering things, so you can't rely on them building up a familiarity with where things are – you need appropriate signage. Their more recent memories are lost first, so if your toilet signs are a variation on the stick man that became common in the 60s, it might be meaningless to someone whose memory stops before then.

The big message is that we're at the point of no return. We have to act today, because tomorrow's challenge is already upon us

"You need appropriate fittings too, because the person with dementia also has difficulty working things out. They may not understand how to use clinical-style taps and mixer faucets in toilets. Unfamiliar plumbing will cause delays and confusion that could lead to incontinence and distress.

"You also need a well thought-out colour and décor scheme. If someone has developed problems with depth perception and visual processing, a pattern on the floor may appear to be a trip hazard: this momentary confusion can cause them to stumble and fall."

Equally importantly, LiveWire trains its staff – and members of the local community – to understand the condition. It's piloting a number of programmes too: early onset dementia groups, for example, offering healthy

walking classes and tai chi. "We're also developing a 'lessen your chances' programme of activities," adds Hall.

There are lessons to learn from other sectors too, with evidence to suggest that environments which stimulate longer-term memories can be beneficial. For example, the Jamtli museum in Sweden has created the environment of a 1970s house, designed to jog dementia sufferers' memories of happy, younger years. Engagement levels are reportedly high, and the individuals are also calmer and more content in this familiar environment.

As the population gets older, the need to be dementia-friendly will be inescapable. "The big message," concludes Hall, "is that we're at the point of no return. We have to act today, because tomorrow's challenge is already upon us."

Kate Cracknell

Editor

katecracknell@leisuremedia.com

@HealthClubKate



ON THE COVER

This month we talk to Olympic decathlon legend Daley Thompson about putting the fun into fitness at his new gym – see p64

Photograph courtesy of www.lucykane.co.uk

To share your thoughts on this topic, visit www.healthclubmanagement.co.uk/blog or email healthclub@leisuremedia.com

T: +44 (0)1462 431385

E: HEALTHCLUB@LEISUREMEDIA.COM

WWW.HEALTHCLUBMANAGEMENT.CO.UK

SUBSCRIBE: WWW.LEISURESUBS.COM



PHOTO COURTESY OF WWW.LUCKANE.CO.UK

64

Daley Thompson returns to 'old-school' fitness

Mark Beaumont on elite use of tracking technology



56



48

Does doing team sports actually mean your child is fit?

05 EDITOR'S LETTER

With dementia a growing concern in our rapidly ageing society, fitness and leisure operators must learn to cater for people with this condition, says Kate Cracknell

10 PEOPLE PROFILES

We talk to adventurer Sean Conway, new Pure Gym ambassador Sir Chris Hoy and creator of Flow Play, Derek Beres

16 LETTERS

The five-a-day message is well understood, but people are still very unsure about recommended activity levels, says Martin Guyton, CEO of Tonbridge and Malling trust

20 NEWS ROUND-UP

Pure Gym takeover of LA fitness given go-ahead, Under Armour's latest acquisition, and should selfies be banned in gyms?

32 INTERNATIONAL NEWS

The first Space Cycle music and fitness-based studio concept launches in Taiwan, while boutique fitness brand Barry's Bootcamp unveils plans for further international expansion

34 IHRSa UPDATE

An in-depth study of health club retention in North America identifies the factors that spell the difference between winning and losing

36 UKACTIVE UPDATE

Executive director of ukactive, Steven Ward, presents a sneak preview of the Flame survey findings, which will form part of the inaugural *Consumer Insight* report due this September

37 DIARY DATES

Leisure Industry Week takes place at Birmingham NEC this month, while Marseille, France, hosts the IHRSa European Congress in October

40 INTERVIEW

GETTING THE UK ACTIVE

Steven Ward and Tanni Grey-Thompson, executive director and chair of ukactive, are challenging the activity sector to strive for greater things. Kate Cracknell reports

48 TALKBACK

A TESTING TIME

Is fitness testing in UK primary schools the answer to the ticking timebomb of childhood inactivity and soaring obesity rates?

52 BOUND FOR SUCCESS

Jak Phillips visits Oxygen Freejumping in Acton and explores whether it can jumpstart the UK's fledgling trampoline park market

56 TRAIN LIKE A CHAMPION

How are elite athletes using activity tracking devices to make progress? We talk to four well-known names



52

Stalker and Turok jump into new venture



40

Tanni Grey-Thompson: Getting the UK active



10

Flow Play's Derek Beres, adventurer Sean Conway and Olympian Sir Chris Hoy talk about their latest ventures



Have you embraced virtual fitness classes?

78

60 INTERVIEW

SIR GRAHAM WATSON

The former Lib Dem MEP and now president of EuropeActive talks to Kate Cracknell about transforming the 'Cinderella sport' of fitness

64 A DALEY DOSE OF FUN

Jak Phillips visits Olympian Daley Thompson's new gym in Putney to see how he's putting the fun and old-school values back into fitness

70 WARM WELCOME & FOND FAREWELL

Are your reception staff your most undervalued retention resource? Dr Mervyn Hillsdon investigates

74 VIRTUAL FITNESS HERE TO STAY

Early adopter operators of virtual classes have used the technology to maximise use of their studios. Is it time for your club to go virtual?

78 FITNESS-KIT.NET SPECIAL VIRTUAL FITNESS

A round-up of some of the main suppliers bringing virtual classes to the health and fitness market

82 SUPPLIER SHOWCASE

We look at recent installations from Technogym and Total Gym

88 LIW 2015 SHOW PREVIEW

Leisure Industry Week relaunches this month having been acquired by BodyPower. We look ahead to what's on offer this year

96 LIW EXHIBITOR NEWS

Find out about the latest product launches and innovations to be showcased at LIW this month

124 MIND & MOVEMENT

Several international pilot studies look at the link between exercise and dementia across a lifetime

READER SERVICES

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 leisuresubs.com +44 (0)1462 471915

BUYERS' GUIDE p119

For suppliers of products and services in the health club and spa markets



The Team

Email: contact's full name
@leisuremedia.com

EDITOR

Kate Cracknell
+44 (0)1462 471906

EDITORIAL DIRECTOR

Liz Terry
+44 (0)1462 431385

ASSISTANT EDITOR

Katie Barnes
+44 (0)1462 471925

NEWS DESK

Jak Phillips
+44 (0)1462 471938

Helen Andrews
+44 (0)1462 471902

Tom Anstey
+44 (0)1462 471916

PUBLISHER

Jan Williams
+44 (0)1462 471909

SALES

John Challinor
+44 (0)1202 742968

Astrid Ros
+44 (0)1462 471911

Julie Badrick
+44 (0)1462 471919

DESIGN

Paul McLaughlin
+44 (0)1462 471933

PRODUCT EDITOR

Kate Corney
+44 (0)1462 471922

SUBSCRIPTIONS

Denise Adams
+44 (0)1462 471930

CIRCULATION MANAGER

Michael Emmerson
+44 (0)1462 471932

WEB 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

FINANCE

Denise Adams
+44 (0)1462 471930

Rebekah Scott
+44 (0)1462 733477



health club management

Choose how you read
Health Club Management



Download the
latest issue



PRINT

Health Club Management
is available in glossy print
on subscription. You can
sign up any time at
leisuresubs.com



DIGITAL

Read Health Club
Management free on
Digital Turning Pages
and enjoy extra links
and searchability



PDF

The magazine is also
available as a PDF
edition for readers
who want to read
offline or on a tablet

OTHER RESOURCES FROM HEALTH CLUB MANAGEMENT

Health Club Management Handbook

The latest industry stats, trends and
analysis all in one place: The Health
Club Management Handbook is a
reference guide and global resource for
decision-makers across the industry.

Read online healthclubhandbook.com ▶
PDF version healthclubhandbook.com/pdf ▶

www.healthclubmanagement.co.uk

Health Club Management's website
features daily health club news and
jobs, as well as offering access to digital
editions of Health Club Management
and links to other Leisure Media
magazines and websites.

Visit www.healthclubmanagement.co.uk ▶

Health Club Management ezine

The Health Club Management ezine
brings the best of the week's news
and jobs to your inbox every Friday.
Covering everything from facility
openings to sector investment, public
policy to new research findings.

Sign up www.leisuremedia.com/subscribe ▶

Leisure Opportunities

Our sister title focuses on news, jobs
and training. It has a daily website –
www.leisureopportunities.co.uk – an
ezine and an instant alerts service.

Visit www.leisureopportunities.co.uk ▶
PDF version leisureopportunities.co.uk/pdf ▶
Sign up www.leisuremedia.com/subscribe ▶

fitness-kit.net

Our search engine for buyers
offers contacts and details for 5,000
suppliers. Find all the connections you
need to streamline your buying, and get
news via the weekly leisure-kit ezine.

Visit www.fitness-kit.net ▶
Sign up www.leisuremedia.com/subscribe ▶

Instant alerts & RSS

Get the news as it happens and find
out about the latest job openings and
tenders the second they're posted
online, by signing up for our free,
customisable instant news alerts and
RSS feeds.

Sign up www.leisuremedia.com/subscribe ▶

MORE TO ENJOY...

What's hot in Health Club Management's sister magazines



CLADmag

- * David Rockwell shares the secret of creativity
- * Wild places: The challenges of building on the Galapagos islands
- * Pegasus Capital's Craig Cogut on the global expansion plans for Six Senses



SPORTS MANAGEMENT

- * How the Rugby World Cup will rejuvenate grassroots rugby
- * Could crowdfunding change sports forever?
- * Baku's Olympic Stadium ready for the European Games



SPA BUSINESS

- * Township Yogi Project – spreading peace and wellbeing in South Africa
- * Shiatsu therapy: The founder's grandson on the correct technique
- * Spa Foresight™ 2015: Invisibles, Panama and sexual wellness



ATTRACTIONS MANAGEMENT

- * The Hunger Games: The exhibition – the cutting-edge mobile experience
- * KidZania: The attraction brand that won't stop growing
- * Savage Beauty smashes V&A records

To read or download any of these publications, please visit www.leisuremedia.com



LEISURE MANAGEMENT

- * Ceramic artist Paul Cummins on his Tower of London poppy installation
- * Bristol's plans for an artificial surfing lake
- * Nigel Walker of the EIS on preparing for Rio 2016



LEISURE OPPORTUNITIES

- * CMA clears Pure Gym takeover of LA fitness and its 42 gyms
- * Banksy lets loose Dismaland pop-up
- * Perfectionism linked to 'employee burnout'



SPA OPPORTUNITIES

- * 'Wall-less' spa in central Vietnam
- * Monroe Spas wins US\$20m backing
- * Comfort Zone partners Florence's White Iris Spa



AM2

- * SeaWorld struggles as profits plunge 84 per cent
- * Wanda challenging Disney in battle for top spot
- * National Gallery strike protests privatisation

PEOPLE



If you're thinking you can't run a 5k race, sign up for a 10k. Once the bar is set up there, you take it more seriously



"I'm just the guy from the pub. If I can do it, anyone can," says Sean Conway, the first person to have cycled, swum and run the length of Great Britain.

An unlikely endurance athlete in many ways, Conway isn't ex-military or a former athlete. He had never run a marathon and had no experience of sea swimming prior to starting his challenges. Now 34 years old, he admits to spending most of his 20s being inactive and has a penchant for whisky and ale. He says what makes him able to complete his adventures is his talent for being cold, wet, hungry and miserable.

"I was new to each discipline when I started the Great Britain challenge, but with each one I wasn't breaking any records, so I knew I could afford to get fit on the adventure itself," says Conway. "However, saying that, I have learnt that adventures are far more enjoyable when you're really fit!"

CURING LIFE'S NIGGLES

Previously a school photographer, in 2011 Conway decided he'd had enough of chasing the money. Having already cycled across the UK in 2008 – he thought it would be a cheap holiday and an efficient way to see the country – in 2011 he sold his share of the business to his partner for £1 and became a full-time adventurer, financing his simplified lifestyle with talks and writing books about his experiences.

He completed the swim in 2013 and the seven-week run (which took two

SEAN CONWAY, ADVENTURER



Conway's lifestyle is funded by his talks and books on his exploits

attempts) on 4 May this year. The run is the subject of a Discovery channel documentary that aired on 25 June.

Conway believes the route to contentment is not through accumulating "stuff" but through undertaking challenges that are testing both mentally and physically. "We're all a lot more physically

and mentally capable than we think we are," he says. "Exercise cures most of life's minor little niggles. It really puts your life into perspective."

"If you're running a marathon and hit mile 23, the colour you painted your living room, which wasn't quite right, doesn't matter any more. Being outdoors and



Conway says he spent most of his 20s being inactive before he found adventure

UNLOCK THE INNER ADVENTURER

How can you unleash your members' adventurous spirits? Sean Conway offers his tips for gym operators:

- Find out about and inform members of local challenges, mass participation and charity events – and help people to get fit for those events
- Build links with local groups who run adventurous activities like outdoor climbing, wild camping, kayaking and suchlike, and encourage members to give it a go
- Run technique classes for swimming, cycling and running. Triathlon participation is growing, but what holds many people back is a lack of confidence in their ability in one of the disciplines
- Run more classes outdoors: it's invigorating, whatever the weather
- Involve children in some activities, especially outdoor ones – they are the members and adventurers of the future
- Book a real-life adventurer to visit the club and give an inspirational talk

having a mental and physical challenge can solve many of life's problems.

"I do appreciate we live in a country where it's not always easy being outdoors, but no great adventure started on a fine, sunny day. There's no such thing as bad weather – just the wrong clothes."

AN ADVENTUROUS MINDSET

Even though he did it, Conway claims you don't have to give up the day job in order to find adventure – he suggests looking for the adventure in everyday life. For example, instead of taking the train from Cheltenham to London for a New Year's Eve party, he decided to walk. And rather than fly to Geneva and get a bus to the Alps, he cycled, sleeping under a bivi along the way.

"Adventure in its purest form is just a way of thinking," he says. "My mate Al Humphries always says, you might have to work nine to five, but you've still got the five to nine. There are so many things you can do to challenge yourself on a weekend, or long weekend, to live life more adventurously without sacrificing the people who rely on you."

He also believes everyone is far more capable of completing a challenge than

THE CONWAY FILES

Cycled London to Paris in 24 hours

Cycled London to the Alps in mid-winter, sleeping rough under a bivi

Cycled around the world (getting hit by a truck in America)

Kayaked the River Thames

Climbed Mount Kilimanjaro dressed as a penguin

Three Peaks Cycle

Strongman Run

Arctic Ironman

involve swimming, cycling and running in an ultimate endurance challenge. However, he also likes the idea of organising his own epic Iron Man for others to take part in: "That would fit with my idea of adding experiences to my life. It would be long – the sort of race where you'd need to train for six months solid. I like to be at the far extreme of what's possible. But if I can do what I've done, then anyone can do it. Because I'm not anything special."

Everyone can discover adventure, says Conway

they think they are: "If you have an idea, make it harder and you'll be surprised at how easy it is to get there. If you're thinking you can't run a 5k race, sign up for a 10k. Once the bar is set up there, you take it more seriously."

Conway plans to start his next adventure in September, which is set to





It motivates you more when there are other people around and you've committed to being there; you focus on the training



SIR CHRIS HOY, OLYMPIC GOLD MEDALLIST & PURE GYM AMBASSADOR

What do you think the gym sector does well, and where can it improve?

A couple of decades ago, gyms were seen as places where massive muscle-bound men would go to lift heavy lumps of metal up and down. Nowadays the sector is realising that gyms should be for everyone, and there's a wider variety of exercise facilities and classes and opportunities for people of all abilities.

The sector can still improve on that, though, by making it more accessible and easier for people to start – to not feel intimidated about coming into a gym for the first time, particularly if they're in advanced years or have never trained in that sort of environment before.

Team GB's Olympic success in the velodrome helped inspire an uplift in cycling among the public – but can elite sports honestly inspire more people to go to the gym?

Yes, definitely. I think Team GB's success has helped inspire the British public generally; people are looking for ways to be more active and lead a healthier lifestyle, whether that's going to the gym or taking up a new sport or hobby.

I've also noticed a change in perception about gyms only being for younger people. That's definitely changing now, with a shift in who's going to the gym as a consequence; the gym is for any age, at any stage in your life.

Isn't it just about exercising in a way you enjoy, rather than going to the gym?

It's important for people to be active in any way possible, whether that's walking



As an elite sportsman, Hoy has trained in gyms around the world and knows what works

up the stairs instead of taking the lift, or maybe cycling or running to work.

However, the bonus of going to the gym is that you have other people around you who are also doing the same thing. Their presence alone will encourage you and make you work that bit harder. It definitely motivates you more when there are other people around and you've committed to being there; you focus on the training and get the most out of your session.

Why have you decided to not only become an ambassador for Pure Gym, but actually invest in the business?

I'm passionate about helping people improve their lives by doing more exercise and activity and making it a way of life. The biggest barriers to that are time and affordability. That's why I like the Pure Gym model, with its 24/7 clubs and affordable, contract-free memberships.

I've seen the company's swift expansion over the last few years and I



The Olympian is on a mission to encourage people to make activity part of their lives

firmly believe in its aim of getting people of all ages and all demographics to do more exercise, making it easy, affordable and fun. Its philosophy dovetails with everything I've been doing over the last few years, trying to encourage people to exercise more, be more active, and make that a part of their lives.

What will your role as Pure Gym ambassador entail?

It will involve spreading the word and telling people what Pure Gym is all about. By the time the chain has expanded to where it wants to go, the majority of people across the country will have a Pure Gym near them. That's really going to help people make exercise a part of their daily or weekly routines.

I'll also be advising Pure Gym on customer experience and on supporting members to achieve their goals, as well as advising on new products and services. I've trained at so many gyms in so many different parts of the world over the last 20-odd years, so I know what works and what doesn't work, and I know what customers find enjoyable and positive. I want to filter that knowledge through to improve on the already great facilities available at Pure Gym.

We're also working on a couple of very specific projects that are close to my heart. We'll be able to talk more about

those projects in the near future.

The biggest challenge is probably raising awareness that this kind of gym format exists. Many people's perception of gyms is that you'll be tied into a contract or that budget means 'low quality'. That's absolutely not the case with operators like Pure Gym, and making sure people understand this is key to increasing exercise across the country, as it's more affordable and accessible than ever before.

What do you feel you can bring to the role?

I hope to bring some of my own experiences from having been to so many gyms all over the world, and having spoken to lots of different athletes in various sports – and also to members of public – about what makes gyms good or bad, and what the barriers are.

I want to help Pure Gym create great environments for people of all abilities,



Hoy says Pure Gym is breaking down barriers

fitness levels and age groups, so they can make the most of their time training or exercising in the gym.

Pure Gym already has more fitness facilities around the UK than any other gym company, and I want to help it continue to grow and develop, and get as many people as possible to be more active in the future.



You may not be thinking about the music, but your brain is. It's affecting you chemically even if you don't realise it

DEREK BERES, CREATOR, FLOW PLAY

Derek Beres – a music journalist, yoga practitioner, DJ and music producer – has created a yoga class called Flow Play for fitness company Equinox. The class showcases choreographed playlists that have been designed to incorporate scientific research and understanding about how music and movement influence brain chemistry. The result is a class that exercises mind and body, featuring music that evokes emotions to ensure people get the most out of their workouts.

Launching on 1 October at Equinox locations in New York, Los Angeles, Chicago and Dallas, the class was developed following Beres' experience of yoga teachers unknowingly mismatching songs to poses.

"I'd been in classes before where you're in a flow and they're playing classical Indian music," says Beres. "That kind of music has been shown to lower levels of cortisol in the blood, relaxing you – so

if you're in the middle of a physically challenging flow, it's sending confusing messages to the brain.

"You may not be thinking about the music, but your brain is picking up on it. It's affecting you chemically even if you don't realise it."

APPLIANCE OF SCIENCE

While music has for a long time been used as a motivator and focal point in classes such as studio cycling and dance, yoga has been slow to pick up on it, adds Beres. He has therefore collaborated with three-time Grammy-nominated musician/producer Philip Steir to create a 30-page manual that outlines the relevant science and how to apply it – providing access to an accompanying resource archive of research, videos and books.

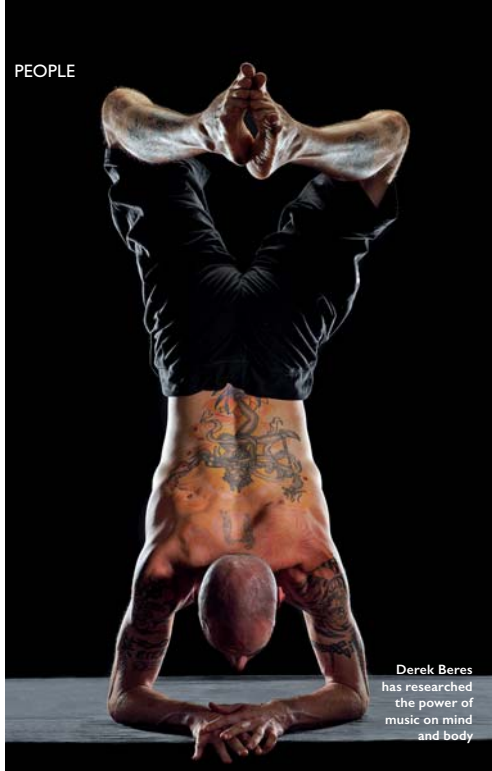
There will be a theme for each month around which to structure new playlists, but within that teachers will be given autonomy over which specific songs to

incorporate. "The goal is to empower teachers with some of that knowledge so they can make the best possible use of the music in class," adds Beres.

Beres himself steers towards mid-tempo electronic music for his yoga playlists, especially with Middle Eastern and African rhythms, and opts for bass and percussion rather than high-pitched sounds and too much treble.

Mainstream music should be avoided: if people recognise a song, they will be taken to places in their lives rather than be there in the moment, he adds.

Beres has devoted his life to exposing people to international music, movement and mythology and has written a number of books including *Global Beat Fusion: The history of the future of music*. In this book, Beres reveals how the trance-like effect on the dance floor has much in common with ancient music forms such as Sufi Dervish and the rhythms of Africa – proving music's power on the mind. ●



Derek Beres has researched the power of music on mind and body

BORN DIGITAL



eGym was founded in 2010. Unencumbered by the past we've always had a digital mind-set. And the result is, as you would expect.



Our 'smart' gym equipment personalises your exercise programme, tracks your activity (in and out of a facility) and automates progression of your workout.



eGym's open digital platform also allows users, trainers and operators to see key data in real time on mobile devices and enables you to connect to other third parties.

Experience the future

Try eGym at the Matrix International Show (the VOX), Birmingham, September 22nd and 23rd, and Stand E48 at the LIW show!

For your individual introduction session please send us an email to:

eGym@matrixfitness.co.uk

Exclusive partner of United Kingdom

MATRIX

T +44 1782 64 44 00

marketing@matrixfitness.co.uk

www.uk.matrixfitness.com

Write to reply

Do you have a strong opinion or disagree with somebody else's views on the industry?

If so, we'd love to hear from you – email: healthclub@leisuremedia.com



The five-a-day message has been a marketing success, but people are unsure of activity levels

The public still doesn't know how active it needs to be

I'm concerned that, despite the efforts of government and our industry, the nation doesn't understand how much exercise it should be doing.

My fears were recently compounded by the results of a member survey we conducted. Of 199 respondents, all but one person knew they should eat five portions of fruit and vegetables a day. However, only 38 per cent thought they should exercise for 150 minutes a week. Half of respondents believed the current activity recommendation is either 90 or 120 minutes a week.

In addition, while 85 per cent knew this exercise should be moderate, only 20 per cent understood the 150 minutes could be broken up into shorter, 10-minute bouts; almost half believed they had to exercise for 30 minutes at time.

What's most worrying is that these are the views of people already committed to exercise – even they don't know how much they should be doing.

The giants of supermarket retail clearly have greater influence over our thinking in respect of our health – witness their full frontal assault on

selling us five-a-day – than the current resources or effort of government in communicating physical activity guidelines.

We need to join together as an industry to sell the Chief Medical Officer's advice to our users and non-users, to help prevent the rising number of premature deaths caused primarily by physical inactivity – as well as by public ignorance of the level of exercise that could save their lives.

Martin Guyton
CEO, Tonbridge & Malling
Leisure Trust

Remove online barriers to get people active

It's vital that we as an industry take full advantage of online marketing channels and software solutions, so it was encouraging to see your 'At the Touch of a Button' feature (*HCM* June 15, p74). Just communicating online isn't enough any more: we have to remove barriers and make it easier than ever to get active.

We have a responsibility to the local communities we serve to encourage people to meet physical activity guidelines. Everyone Active's entire digital presence has just been overhauled for this purpose. Over 50 per cent of members visit us on mobile devices, so responsive design is critical.

In the first month after the site launch in April, we had 2.6 million page views, compared with just 1.3 million in April 2014. The Everyone Active app had 21,000 downloads in its first month, with 324,577 average visits per month.

Operators must be forward-thinking to keep up with the pace of technological progress.

We're proud of ex-ukactive chief executive David Stalker's comments on our new digital presence. He said: "It should be as easy to book exercise classes and other services as it is to book a train ticket or hotel room. These developments from Everyone Active have gone further than this minimum level, and are now supporting their communities using technology both inside and outside their facilities."

Stéph Hibbert
Group Marketing Manager,
Everyone Active



SIBEC¹⁵
Europe

18-21 November 2015

Melia Villaitana,
Costa Blanca, Spain
www.sibeceu.com

“ SIBEC 2014 was the defining, pivotal moment where Universal Pictures Fitness Division emerged as a major player within the European Health & Fitness Industry ”

Jim Semple – European Sales Director, Universal Pictures

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

“ SIBEC enables a succinct way of meeting with key suppliers to ascertain the viability of future working partnerships. It saves time and effort from both sides of the table as it would take me 6 months to meet with that many companies. ”

Chris Scragg – Head of Fitness, Serco Leisure

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



Cycle studios – the missing opportunity

We can't escape the rising success of boutique cycle studios, which are proving to be some of the most lucrative spaces in the fitness sector, with some utilising their studio 80 per cent plus of the time, experiencing thousands of attendees a week. In contrast, in multi activity fitness facilities – cycling is often stagnant with many studios sitting dormant for 80 per cent of the week.

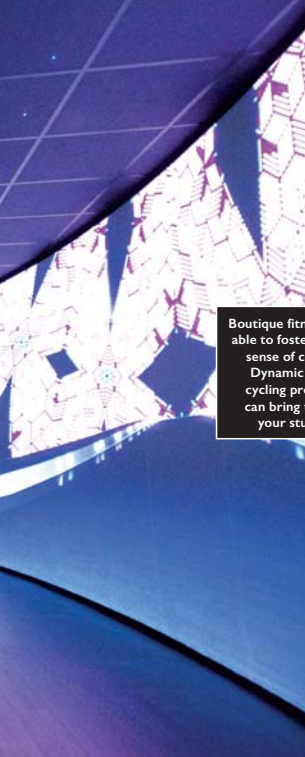
Let's not pretend anymore – boutiques are smashing it. They are popping up everywhere, showing no signs of slowing down and the big names have ambitious expansion plans.

- Is 20 per cent usage in your cycle studio your target?
- Does your empty studio make you proud?
- Why do you let your cycle studio sit empty?
- Is an 80 per cent empty studio your best effort?
- What does your cycle studio cost you while not in use?

Millennials – anyone born between the late 1970s – 2000 are a lucrative audience for this boutique market / concept. Millennials, now the biggest fitness market segment, are swarming to boutiques despite their high prices.

These people are the future of the industry but we cannot cater to them indirectly – we need to give them what they want so they join and ultimately stay.

"Young consumers seem to be heavily attracted to boutiques because they foster a powerful community where people's aspirations, commitments and passions are highly similar," says Steve Tharrett, principal of Club Intel and author of Studio Success.



Boutique fitness clubs are able to foster a powerful sense of community. Dynamic group-exercise programmes can bring this feel to your studio also



“Group Exercise attracts and motivates the masses

“Group Exercise members attend more regularly, remain members for longer, make more referrals, perceive greater value in their memberships (ie will pay more) and do not leave when a budget gym opens nearby!”

Will Phillips, The Retention Breakthrough

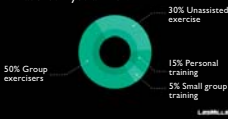
Underpinning their success is that they do one thing and they do it well. For the club, it's easy to sell, and gives focus from an execution and resourcing perspective. For consumers, it's easy to understand. It's a non-complex value proposition.

So what else are these boutiques doing well? What else are they doing that you might not be? What can we do, together, to appeal to them whilst maintaining our current customer / user base?

Benchmark for High-performance facilities

What do the best achieve?

What should you aim for?



There are five areas boutiques are excelling in that leads to their success.

To find out how you can tap into these areas and potentially add thousands of pounds to your bottom line, attend a Les Mills Insight seminar. You will gain the latest insights into this huge global trend and look at how you can capitalise on this opportunity. **Register at:** www.eventbrite.co.uk/d/united-kingdom/les-mills/

UK news update

New £200m investment fund has a lust for leisure

A new £200m investment fund seeking to acquire leisure properties has completed its first three transactions and is on the hunt for further assets.

Property investment company Otium Real Estate, which is led by CEO Ashley Blake, raised £200m in December 2014 for its leisure-focused fund Otium Leisure Ventures, which seeks to add value through active asset management.

Exclusively targeting leisure real estate – such as leisure parks, city centre leisure blocks and standalone assets including cinemas, restaurants, health clubs and bowling alleys – the acquisition of the first three assets totalled £30m.

The three acquisitions were Nuffield Health gym in Cannock for £4m, the Westgate Leisure Park in Wakefield for £12m and, most recently, the Newport Leisure Park at £14m.

Details: http://lei.sr?o=z4j3g_H

Total Fitness eyes growth through acquisitions



NorthEdge Capital's Ray Stenton

Resurgent gym chain Total Fitness is bidding to drive growth through "opportunistic" acquisitions as the company continues its turnaround strategy.

Having hit hard times at the start of the decade, the business is currently 60 per cent of the way through an estimated £18.5m refurbishment of its estate (17 clubs and counting), which has seen membership jump from 76,000 to 90,000.

Private equity firm NorthEdge Capital recently backed a management buyout of Total Fitness with an investment of £11.5m, and NorthEdge partner Ray Stenton said the chain is exploring a number of channels.

"There'll be opportunistic new site openings based on acquisition – we're looking at two or three possibilities at the moment," said Stenton.

For more details of Total Fitness' plans, see our interview – HCM Aug 15, p30.

Details: http://lei.sr?o=A7E4X_H

'No firm plans' for Gym Group IPO

The Gym Group's COO Jim Graham has poured cold water on press reports of an imminent £300m listing on the London stock market, insisting that no decision has been taken by the company's board.

Several reports have surfaced suggesting the chain is poised to go public, citing conversations with city insiders, but Graham told *Health Club Management* that the speculation is premature and that the chain has "no firm plans in place".

Founded in 2007 by John Trehanne with backing from private equity group Bridges Ventures, The Gym Group attracted fresh

investment in 2013 when Phoenix Equity Partners bought a majority stake.

"We're a private equity-backed business, so obviously (floating) is something we constantly look at and have conversations about, but it's extremely early to suggest that a listing is imminent," said Graham, who was operating partner at Phoenix Equity Partners before joining The Gym Group.

"Going public would be a decision for the board to take based on what's best for the business and its investors, but that isn't a decision that has so far been taken.

Details: http://lei.sr?o=8b2k3_H



Jim Graham said speculation was 'part and parcel' of being a growing business

JD Gyms targets 'organic' expansion

JD Gyms is aiming to crank up the ongoing rollout of its gym concept, with plans to open up to three more health clubs nationwide by the end of this year.

Having launched its inaugural site in Hull at the start of 2014, the gym division of JD Sports recently unveiled its second location in Liverpool. The eye-catching health club – within a Grade II listed three-storey property – was innovatively designed to retain the DNA of JD's retail stores and is on course to reach its target of 5,000 members. The latest phase of growth has seen the third JD Gym open in Preston in August, with plans for another two this year.



JD Gyms turned heads with its stylish site in Liverpool

"Obviously with the scale of our brand, there's potential for rapid growth, but we're looking for more organic growth with a view to longevity," said MD Alun Peacock.

Details: http://lei.sr?o=2j9y6_H

Pure Gym cleared for LA takeover



Pure Gym founder Peter Roberts (left), with chief executive Humphrey Cobbold

Pure Gym's takeover of LA fitness and its 42 gyms has been cleared by the Competition and Markets Authority (CMA), paving the way for a full integration of the health club giants.

The green light from the CMA comes just over a year after the same authority chose to further investigate Pure Gym's proposed merger with budget rival The Gym Group, leading to the deal being scrapped.

The full text of the CMA's affirmative decision on the LA fitness merger is due to be published shortly. It is expected to indicate that the fact Pure Gym and LA fitness occupy different segments

of the gym market, and in many cases different geographical locations, means the merger is unlikely to threaten market competitiveness.

It is believed the overall investment from Pure Gym to convert and upgrade the LA fitness portfolio will total £20-30m.

"Our intention remains to convert the majority of LA fitness sites into Pure Gym gyms and work on this has already begun," a spokesperson told HCM. "We expect the conversion process to be complete by summer 2016 and look forward to welcoming many more members."

Details: http://lei.sr?a=w6xSH_H

Swimming sites slip for third year in succession



Swimming pools are on the wane

More than twice as many swimming pools have closed in Britain in the last 12 months as have opened, found the 2015 State of the UK Swimming Industry Report.

The report reveals that the number of swimming sites in the UK fell 0.7 per cent over the 12-month period to the end of March 2015, representing a third straight year of decline. There are now 3,265 swimming sites in the UK, down from 3,287 last year, with private sites closing at a faster rate than public facilities.

Details: http://lei.sr?a=b3C6n_H

PfPL leads charge of local authority budget gyms



The new Places Gym in Corby

Places for People Leisure (PfPL) is scaling up its presence in the budget sector with the launch of its Places Gym in Corby.

Places Gym is the leisure operator's low-cost brand and the new site follows the launch of the debut Places facility in Sheffield, which was a refurbishment of a former Sam Jones health club.

The new Places Gym in Corby features more than 100 stations. The 10,000sq ft (929sq m) club offers Precor CV kit, Matrix resistance gear, Vplates and a large free weights area.

Details: http://lei.sr?a=s7H9K_H

Anytime Fitness targets top spot

Anytime Fitness has reiterated its ambitions of becoming the UK's largest gym chain, having passed the 50-facility mark with two new 24-hour health clubs in High Barnet and Bicester.

Anytime Fitness has close to 3,000 sites across the globe and has been eager to make its mark in the UK since opening its first franchise in 2010. The company hopes to open another 30 clubs in the UK by the end of the year to reach 81 sites and says its has 150 locations secured for future club openings.

"Since we launched in the UK in 2010, we have set ourselves ambitious growth targets and therefore we are delighted to have



Anytime Fitness UK chair Andy Thompson

reached this key milestone," said Anytime Fitness UK chair Andy Thompson.

"A key factor in our success is the passion and enthusiasm of our franchisees"

Details: http://lei.sr?a=r4cSY_H

READY TO RAISE THE BAR?

Take advantage of the hottest female workout trend on the planet.

You know it. Women know it. And even the media is spreading the message: if you want to lose fat you have to lift*. Strong is the new skinny.

But some women are afraid that weight training will lead to unwanted size. LES MILLS BODYPUMP™, the world's most popular barbell class exploits the rep effect. Low weights and high reps are now conclusively proven to consume 29%* more energy than regular weight training, burning more fat and creating lean muscle. No bulking up, just shaping up.

Barbell classes remain a huge growth area for clubs, a significant industry trend outperforming dance in the preferred workout stakes.**

The 'Future of Fitness' white paper*** concluded that RESULTS, entertainment and social bonds are critical to building a sustainable business in a highly competitive market. More than 16,000 facilities around the world have chosen BODYPUMP™ and LES MILLS programmes to power up their business.



WANT TO KNOW MORE?

To Book into a Les Mills Insight Seminar call us on 0207 264 0200

Or email us: LMUK.BUSDEV@LESMILLS.COM

'We have to find new ways to make people fall in love with exercise' Les Mills, 1968

LES MILLS BODYPUMP

*Volume 4, Issue 1, April 2015 | JOURNAL OF FITNESS RESEARCH 21 Research shows participants use over 29% more energy when lifting a 5kg weight with fast reps compared to lifting a 20kg for less reps for the same length of time.

**'Strength and weight' is the most popular group exercise genre – it drives 20% of the total global group exercise attendance, Les Mills Global Scoreboard Survey 2014.

***Nilsen Global Consumer Fitness Survey 2013)

UK news update

Should selfies be banned in gyms?



76 per cent of gym users say selfies are their biggest pet peeves while in the gym

Almost 40 per cent of health club users think that selfies should be banned in gyms, according to new research which reopens the debate surrounding photos and fitness.

New research from Les Mills found that, while a quarter of gym users take in-club selfies, 39 per cent want them banned.

Fitness selfies – sometimes referred to as ‘fitspiration’ – have become a significant fixture on the social media landscape, accounting for a sizeable chunk of the 17 million selfies uploaded to social media websites each week. Selfies were revealed to be gym goers’ biggest pet peeve in

another survey, with 76 per cent of gym users citing selfies as the thing that most annoys them during a workout.

Yet selfies continue to go from strength to strength on social media – particularly among young gym users – and many believe they should be embraced by gyms.

“We can’t escape selfie culture and who wants to; they’re a great way to share experiences,” said Les Mills UK CEO Martin Franklin. “But, there’s a time and a place. Gym-goers need to put in the hard graft to be able to post their selfie with pride.”

Details: http://lei.sr?a=A2q7d_H

SLM puts £500,000 into private venture

Management contractor Everyone Active is investing £500,000 into a football stadium complex as part of a private contract which will see the site become known as the Everyone Active Stadium.

Everyone Active – which is the trading name for Sports Leisure Management (SLM) – has signed a 10-year lease contract to manage Clevedon’s Hand Stadium in partnership with the North Somerset site’s owner Mark Lewis. This is Everyone Active’s first private contract and will see the company invest £500,000 into the stadium. The bulk of the sum will be used to convert one of the interior grandstands into a new 50+ station gym and indoor cycling and group exercise



The Hand Stadium is the home of Clevedon Town AFC

studio, using the leisure operator’s preferred fitness suite renovator, Vincent Stokes.

The gym will feature equipment from Everyone Active’s new supplier Technogym. Details: http://lei.sr?a=R6q4F_H



Hit the Ground Running with an Active IQ Qualification

Discover the opportunities available to you when you become an Active IQ approved centre. With over 100 qualifications to choose from, including the international NASM courses, we will ensure your centre is fully prepared to offer learners everything they need to start their careers in the active leisure sector.



Connect with us
in

#activequalifications

Visit
www.activeiq.co.uk/join
to become approved and get your
first 5 registrations free - quote
‘5REG15’

Independent news

Football star Dion Dublin reopens independent hub



Dion Dublin (left) does the honours

Dion Dublin, the former Coventry City footballer and TV presenter, has cut the ribbon on the newly-refurbished independent leisure hub Sports ConneXion.

The Coventry-based facility has undergone a £150,000 gym refit which was carried out by manufacturer Life Fitness, which saw the installation of a range of new exercise equipment.

The leisure centre, owned by Mike Taylor and Des Slater, was purpose-built in 1981 and opened by the Duke of Edinburgh. It has continued to expand over the years and the latest installation marks a move to diversify the gym.

"We followed a clear vision when upgrading equipment in our gyms and wanted to offer a broad product portfolio to members," said Mike Taylor.

Details: http://leisr7a=g8e7Q_H

1Rebel gets set for second City site



(L-R) 1Rebel operations director Kevin Yates, founders Giles Dean and James Balfour

Boutique fitness chain 1Rebel isn't pulling any punches with its forthcoming second studio, adding a combat-themed class called Rumble to its high-intensity offering.

Due to debut on 1 September at London's Broadgate Circle, the new site is a mere 600m from the first 1Rebel at St Mary Axe, and operations director Kevin Yates says the clubs will complement each other.

"The opportunity with having clubs close together is we now have three unique programmes – Ride, Reshape and Rumble – which offers our guests much more variety and class availability," Yates told HCM.

"We've spent lots of time looking at the growth of group programming, and two key areas we believe the consumer wants more of are yoga and boxing. We've chosen the latter as we believe the market requires a high-end boutique offering a quality workout that incorporates a mixture of mixed martial arts and boxing along with HIIT training."

Yates, who said design remains a key focus at the new 1Rebel site, also hinted at further expansion, revealing that the chain is currently working on a number of locations from London to Scandinavia and Asia.

Details: http://leisr7a=7u2t2_H

Watch our video to see how **ServiceSport** can help you keep your fitness equipment running smoothly.



www.servicesport.co.uk/hcm



www.servicesport.co.uk | 08453 884 662



EZ

RUNNER

Management Software

FOR PEOPLE WHO WANT SOMETHING MORE...

One of the primary differentiations between us and our competitors is not only our flexibility but our huge online offerings as well. Our system can be moulded to your specific requirements. We've been around since the 90's, and built up quite a reputation over the years with over 600 clients world-wide. All of them using some or all aspects of our voucher management, online facilities and automated integrated mass marketing tools.

Book, sign-up and pay-off debt via websites, tablets, and smart phones. All fully integrated into your DESIGN and your ONLINE BRAND.



t: 0844 847 5827

w: www.ez-runner.com

e: info@ez-runner.com

Supplier news

Precor thinks functional with Queenax acquisition



The Queenax training system

Functional training systems provider Queenax has been acquired by Precor parent company Amer Sports, with its products now available through Precor.

The acquisition – for which financial details were not disclosed – provides a boost to the Precor portfolio, which includes traditional strength, cardio and networked fitness offerings. With the popularity of functional training showing no sign of relenting, Precor expects Queenax to enhance its ability to offer all-round fitness solutions.

"Functional training is one of the fastest growing segments in the commercial fitness industry," said Precor president Rob Barker. "The highly configurable Queenax system is the perfect complement to our robust strength and cardio offerings."

Details: http://lei.sr7a=8x4K7_H

Life Fitness acquires SCIFIT



Active ageing is a growing market

Life Fitness has expanded its presence into the fast-growing active ageing fitness market through parent company Brunswick Corporation's acquisition of specialist equipment supplier SCIFIT.

Financial details were not revealed for the deal, which brings SCIFIT the benefit of Life Fitness product distribution.

Details: http://lei.sr7a=z6j4g_H

How One Direction work out on tour



(L-R) Liam, Louis, Niall and Harry are put through their paces with Jordan kit

When a large part of your job consists of energetic stage performances and fleeing screaming fans, it's essential you stay in shape. To that end, global megastars One Direction have enlisted the services of celebrity personal trainer Mark Jarvis and Jordan Fitness to keep in peak condition on their current world tour.

Known to be fans of functional fitness, Louis, Niall, Harry and Liam will be put through their paces as Jarvis uses the full range of Jordan Fitness functional kit.

The band have access to kettlebells, battle ropes, PowerWave cross-trainers, slam balls and powerbands, allowing them

to do a speedy workout in the midst of a packed schedule. "You don't need a gym full of equipment to train correctly. Jordan Fitness' functional equipment allows you to do just that," said Mark Jarvis, who has previously trained a host of A-list celebrities including Keira Knightley and Nicolas Cage.

"The Jordan equipment I train One Direction and 5 Seconds of Summer on is ideal to travel with and can be used in a variety of workouts. I can train the guys in a dressing room, backstage or in a car park. Anywhere there's room to set up a session." Details: http://lei.sr7a=n7q7Y_H

Swimming Nature announces tie-up

Swimming teaching companies Swimming Nature and The Art of Swimming have joined forces to form a partnership under the Swimming Nature name that will reach 25,000 UK clients.

As a company that creates bespoke classes tailored to its pupils, Swimming Nature will team up with the Art of Swimming, which bases its classes on The Shaw Method, a coaching technique which was devised by Steven Shaw.

Formulated 25 years ago, The Shaw Method is based on the Alexander Technique for body alignment and creates a simple way of learning to swim efficiently.

Art of Swimming provides swimming lessons for adults throughout the UK.



Swimming Nature and Art of Swimming join forces

"We're delighted to be expanding our successful operation further by partnering with Steven Shaw," said Eduardo Ferre, founder and CEO of Swimming Nature. Details: http://lei.sr7a=3g9Y_H

Reebok

FITNESS EQUIPMENT

WORK OUT, STAND OUT.

The latest range of tough fitness equipment from Reebok embraces strength, function, aerobic, yoga, and recovery to deliver the experience and results expected from the next Fit Generation. Inspire your members and give them the tools they need to achieve their fitness goals.



D2F Fitness
OFFICIAL DISTRIBUTOR



D2FFITNESS.COM 0845 862 9855

The Coolest Bike on No Wheels



Expresso **HD**

- Build community. Drive motivation
- Member Engagement Programmes
- Monthly Team Cardio Challenges
- Social Referral Management
- Connected Fitness. Done Right

**We will change the
way you exercise...**



For more information please contact React Fitness on +44 (0)20 7272 0770 Email: info@react-fitness.com

www.react-fitness.com [@ReactFitUK](https://twitter.com/ReactFitUK) [/ReactFitnessUK](https://facebook.com/ReactFitnessUK) **React Fitness. Technology + Fitness.**

Technology news

Under Armour continues power-play with latest buy



Under Armour: Raft of consumer data

Sportswear giant Under Armour

has continued its charge into the fitness technology sector with the acquisition of workout-focused search engine Gritiness.

The deal is the company's latest move to establish itself in the fast-growing sector, having recently acquired popular apps Endomondo and MyFitnessPal; it already owned MapMyFitness.

These deals mean Under Armour now has a community of 120 million unique registered users across its portfolio, and a treasure chest of consumer fitness data.

The acquisition of workout search engine Gritiness marks another step in Under Armour's progress towards building a platform and developer network whereby it supplies the apparel, hardware and tracking apps used in a workout, and as well as owning the resultant data.

Details: http://lei.sr?a=x9s6g_H

Ana Ivanovic: Uber for PTs



Ivanovic wants working out to be simple

Tennis star Ana Ivanovic has partnered with a team of investors and entrepreneurs to launch what's been dubbed an 'Uber for personal trainers.'

Ivanovic is co-owner of trainers4me.com, a new digital platform which provides exercise enthusiasts with immediate access to thousands of personal trainers across the globe.

Details: http://lei.sr?a=G8V7h_H

Wellness ring offer health prompts

A 'wellness ring' that uses health stats to make lifestyle suggestions has taken crowdfunding website Kickstarter by storm, raising more than double its US\$100,000 (£88,601, £63,737) target in a matter of days.

Oura, described as a "revolutionary ring-sized wellness computer that helps you sleep and perform better", had raised US\$206,608 (£183,057, £131,686) by Friday 21 August and had more than one month of fundraising still to run.

The ring has been designed to bridge the void between comfort and accuracy of wearable tech. With no screen or

buttons, the ring begins tracking heart rate, respiration, motion and body temperature as soon as you put it on. It then harnesses this data to provide feedback via an accompanying app which makes workout and nutritional recommendations, as well as providing advice on how to improve sleep quality and the wearer's general 'ability to perform'.

The Finnish company behind the product is currently working to refine the user experience and accompanying app, ahead of plans to begin shipping in November 2015. The product will retail for US\$299.

Details: http://lei.sr?a=f4j4W_H



Oura's algorithms interpreting sleep cycles 'closely match' laboratory standards

Density helps analyse gym footfall

Members hate a crowded gym and operators hate an empty one, so a new sensor that can help regulate footfall could well prove to be the answer to everyone's prayers.

Density – which launched in the US in July 2015 – is a sensor and app that counts the number of people in a given building and shares the data in real-time via the cloud. The sensor is a small box that anonymously tracks footfall by emitting an infrared light. This can then be tracked via the app which shows users how busy their favourite gym/bar/club is.

For gym users, this means they can check how busy their health club is without having to leave the house – potentially helping to limit overcrowding and encourage attendance during times they may otherwise have avoided.

The data that Density collects can also be accessed by the developer community and this has already led to a range of innovative



The device is similar to a lift door sensor

tie-ups. For example, Requested is a service that lets users request discounts from local businesses when they are under capacity; gyms (particularly pay-as-you-go models) could automatically blast vouchers over Twitter for discounted rates when business is slow.

Details: http://lei.sr?a=s2p2k_H

People news

Burrows bringing yoga to the masses

Former First Sports Group chair and Nuffield Health Consumer Fitness MD Nick Burrows is trialling a new yoga concept, which he hopes will 'demystify' the discipline and help yoga appeal to the mass market.

Burrows, who has co-founded Wellbeing Yoga, is aiming to scale up the concept to a minimum of five studios across Essex and the home counties by 2017, having enjoyed initial success with the company's first studio in Brentwood.

Housed in the studio space of a local fitness club, Wellbeing Yoga Brentwood offers a wide range of inclusive yoga classes and is run by MD Jessica Livingstone. A passionate yoga instructor with marketing savvy honed from her previous career in PR, Livingstone is an equal partner in Wellbeing Yoga, which she co-founded with Burrows in the second half of last year.

Pointing to the UK market's tendency to adopt trends from the US, Livingstone and Burrows view the UK yoga market – estimated to be worth £760m annually – as having latent growth potential.

Aiming to dispel some of the jargon and mystique which the pair feel have been a barrier to widespread yoga participation, Wellbeing Yoga hopes to bring yoga to the



Burrows says the concept removes traditional barriers

masses by offering consumers a simple and engaging service. "The key thing is recognising the things that create apprehension in customers, anticipating them and trying to provide an approach that makes it more inviting for customers to engage," said Burrows, who is harnessing his 25 years' of leisure industry experience to provide strategic insights as non-executive chair.

"De-mystifying the offer is something I've always believed in, as is having a strong, clear brand and a passionate managing director to lead the business every day."

Details: http://lei.sr?a=g5s7F_H



Pitt was previously sales director

Jordan Fitness sales shake-up sees Zak Pitt named MD

Zak Pitt has been announced as the new managing director of Jordan Fitness, taking over from founder Neil Jordan, who will remain as company chair.

Pitt assumes the top job after eight years as sales director, during which he oversaw sales growth of 500 per cent. Neil Jordan said the new structure will enable him to focus on his "true passion" of product innovation.

Pitt's former role will be split, meaning Jordan Fitness will, for the first time, focus on managing direct and trade sales separately. Dedicated to direct will be Paul Ferreira, who has been made head of UK direct sales, while Scott Lamber will be global trade sales manager.

Details: http://lei.sr?a=y6s2q_H

hattrick
marketing

A passion for
FITNESS*
**and a head for marketing*



0870 609 3216

www.hattrickmarketing.com

Using the health club membership model to revolutionise massage spas

A leading US massage spa chain is to start a revolution in the UK massage industry and is looking for an entrepreneur to be at its forefront

Since applying the membership model used by health and fitness clubs to massage spas, the US has experienced a transformation that's seen massage become a mainstream essential rather than something experienced as a rare treat at a hotel spa.

Massage Heights, a Texas-based franchise with massage retreats across the US and Canada, is bringing this concept to the UK and they're looking for an entrepreneur to lead the charge.

"We've seen a global trend for spas trying to develop new concepts that forge long-term relationships with customers," says Alice O'Donnell at Massage Heights.

"In the US we've successfully transferred the membership model used by the fitness industry to massage spas, so our customers pay a monthly fee for regular

professional massages." But this revolution is based on more than simply having members rather than ad-hoc customers.

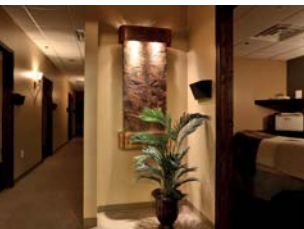
Alice says: "Our aim is to make high quality, professional massage and skincare more affordable and accessible, so it becomes a more frequent experience. We locate our retreats in urban areas and open long hours to increase convenience. As a result, what was once considered a treat is now mainstream."

A rare opportunity to revolutionise an industry

Over the last 10 years, high street massage has become one of the fastest growing industries in the US and now Massage Heights is planning to bring its successful formula across the Atlantic so is looking for a Master Franchisor to grow the chain in the UK.

Alice says: "This is an ideal opportunity for an entrepreneur who's had experience in the health and fitness industry and understands the membership model and why it's so powerful. There is growing demand for massage services as studies continually demonstrate the benefits and we're looking for someone with the energy, skills and finance required to lead an industry revolution by building a franchise network and brand using our proven business model."

Massage Heights, which launched in 2004, has developed a successful model and consequently has a strong franchise network in the USA and a growing network, run by a Master Franchisor, in Canada. Although the UK Master Franchisor will benefit from using this established formula, they will also have the autonomy to sell franchises and grow the



Massage Heights facilities are located in urban areas and open for long hours to increase the convenience for customers



With demand for massage services predicted to grow significantly, the UK has much untapped potential

network using the most appropriate tools for the British market. This makes it a flexible low-risk opportunity with potentially high rewards.

UK market is ripe for expansion

Much like the USA a few years ago, the UK currently has an established luxury market, with an aspirational populace. Massage Heights has identified this as the perfect virgin market ripe for expansion. 'Spa Creators' 2014 UK Spa Market Analysis report reveals that UK consumers made an estimated 6 million visits to spas across Britain in 2014.

Hotel spas dominate the market and account for 41% of the total number of spas, with fitness clubs making up a further 27% of the market.

With demand for massage services predicted to see significant growth, there is a huge opportunity in the UK to fulfil this increasing demand with local, high quality and affordable massage services.

Proven success

Massage Heights' retreats generate more dollars per square foot than their competitors. Alice explains why: "In a nutshell, our success is based on us developing a reputation for providing the best experience in the massage industry. Our franchise network has a culture of customer care and we're all focused on providing high quality, affordable and convenient therapeutic services."

“Our aim is to make professional massage and skincare more affordable and accessible, so it becomes a more frequent experience”



Franchisees upsell popular products

Retreats in the Massage Heights network are designed to bring five-star resort style massage services to the high street and they do this by offering high quality professional massages with well-trained therapists in an environment which mirrors the spa experience from the interior design to the linen.

As customers become members and pay a monthly fee, based on multiple levels of membership, the network of franchisees benefit not only from the recurring income, but also from upselling the desirable product lines and add-on services, much the same as the health and fitness club model.

Help us to drive massage to new heights

Are you the ambitious business leader with the commercial skills to bring this revolution to the UK market?

If so, you could be the person responsible for leading the commoditisation of the spa industry in the UK by rolling out the Massage Heights franchise network.

To find out more about this rare opportunity to be at the forefront of a high street success story not seen since the dawn of coffee shop chains, contact Iain Martin on lain@thefranchisingcentre.com or 01562 261162

International news

Y & MEND to tackle childhood obesity

Y-USA has teamed up with the Healthy Weight Partnership to start offering the Mind, Exercise, Nutrition, Do it! (MEND) programme across the US. One of the world's largest evidence-based childhood obesity programmes, MEND is aimed at empowering seven- to 13-year-olds to reach a healthy weight through two-hour sessions divided between the classroom and physical activity. Several Ys already offer MEND, but this will be expanded to a YMCA version of the MEND programme during the next few years.

With 2,700 Ys and a presence in 10,000 communities, the organisation has the capacity to reach thousands of children and families who struggle to reach a healthy weight.

Details: http://lei.sr?a=k5n6y_O

French Riviera chain opens 10th club

French operator FITLane has recently opened two further clubs in the South of France, bringing the chain to 10.

The 2,200sq m Villeneuve site launched in August and comprises a gym, cardio studio, group exercise studio, group cycling studio and a pool where aquatic courses are offered. A further site launches on 14 September, in Cannes Gare. This 1,300sq m club has the same mix of facilities but without a pool. Membership starts at €49 a month, which allows access to all clubs in the chain and all the activities.

Details: http://lei.sr?a=56t3T_O

SoulCycle and Planet Fitness confirm IPOs

Two major US fitness operators have recently confirmed plans to go public.

Planet Fitness – a forerunner in the budget sector, with 976 clubs in the US – has announced it's set to go public, with ambitious expansion plans for 4,000 sites.

The chain, which has enjoyed strong returns in recent years, is forecast to be valued at around US\$1.58bn in its initial public offering.

At the other end of the price spectrum, premium cycling studio operator SoulCycle has also confirmed plans to float on the stock market. It currently has 40 US studios, with a heavy focus on New York, and is expected to operate around 60 clubs worldwide by 2016.

Details: http://lei.sr?a=2E5R6_O and http://lei.sr?a=D7E2a_O

First Space Cycle launches in Taipei

Space Cycle has launched its first club in Taiwan, located in the heart of capital city Taipei's financial and commercial area.

The new 1,500sq m club includes two barre studios, two indoor cycling studios and two multi-functional private studios. There's also a lounge area with spectacular city views.

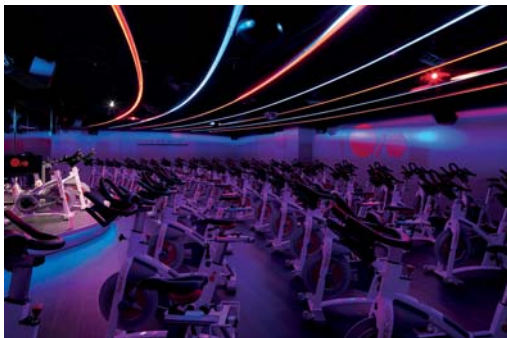
Music is integral to the experience, with founder Matthew Allison previously president of Sony Music in north Asia and CEO of Asia Pacific EMI. According to Allison, Space Cycle is the first club of its kind in the whole of Asia in the way it combines music and fitness.

"Music is the soul of the Space Cycle experience, both at the barre and on the bike," he says. "The club provides a musically inspired social fitness solution that's both a lifestyle changer and a trendsetter."

Memberships start at £51 a month for four classes and can be scaled up.

The club is part of the Space franchise, which operates two other boutique yoga studios and a wellness centre in Taipei, operating under the Space Yoga and Space Wellness brands. Further studios in Taiwan and China are in the pipeline.

Details: http://lei.sr?a=r8V3F_O



Music matters: Space Cycle claims to be the first club of its kind in the Asian market

Red is the new platinum in Dubai

Fitness First Middle East (FFME) recently opened its 31st club in the United Arab Emirates – the first in the region to feature the brand's new, vibrant look with the red logo and fresh colours for the décor.

The 21,000sq ft platinum club at Business Bay, Dubai, offers a wide range of facilities alongside the Life Fitness-equipped gym. Group exercise classes take place in an outdoor GX studio, as well as an RPM

studio. There are also areas for free weight and functional training, an open area for yoga and multifunctional exercises, a Synergy 360 training system, and an Escape Octagon Olympic lifting platform. These are complemented by a Core Juice Bar and relaxation areas.

FFME COO George Flooks says the demand for quality, effective and complete fitness solutions is on the rise in Dubai. The next launch is scheduled for this month at Palm Jumeirah.

Details: http://lei.sr?a=F8g6f_O



Demand is high for quality fitness solutions in Dubai



Barry's Bootcamp set for growth



The plan is to build Barry's Bootcamp into a worldwide premier boutique brand

Boutique fitness brand Barry's Bootcamp is set for further growth following a strategic investment from North Castle Partners, which will allow the brand to penetrate new markets, as well as developing further locations in existing markets.

North Castle – a private equity firm focused on consumer businesses which promote healthy, active and sustainable living – will partner with the existing corporate Barry's Bootcamp team. It has extensive experience in this field: its past and current portfolio includes Equinox Fitness, International Fitness Holdings and Curves

International. MD Jon Canarick says it will leverage its network and industry knowledge to build Barry's Bootcamp into one of the world's premier boutique fitness studio operators and clients.

Co-founder and president of Barry's Bootcamp, Rachel Mumford, says the two companies share the same vision of promoting a modern, healthy lifestyle. "They understand our culture and clients. I'm excited to get to work!" she says.

The company currently has 17 sites in the US, Norway and London, UK.
Details: http://lei.sr?a=S4M8h_O

Hong Kong: Pure Yoga with a view

Pure Yoga has launched its seventh site in Hong Kong – a 16,000sq ft club offering harbour views.

Pure Yoga Hutchison House has a large main studio and two private studios with more than 120 classes each week and 10 different styles of yoga, including Hatha, Wall Yoga and Aerial Yoga.

Other facilities include a chill-out lounge with complimentary wifi. There's also a noodle food juice bar, which sells healthy snacks and pressed juices.

Further sites are being assessed in Hong Kong, Shanghai, Singapore and Taipei.



The new club offers more than 120 yoga classes a week

Read our interview with Pure Group CEO Colin Grant – HCM May 15, p32.
Details: http://lei.sr?a=Y4F7C_O

Eliminate the expense and frustration of lost locker keys!

Stop members personalising lockers overnight!

Craftsman can transform your locking system with the following benefits:

- Retrofitting service
- Unique master code
- Master key override
- Programmes for:
 - Personal use
 - Free use
 - Automatic unlocking
- Battery test indicator
- 3 year warranty
- Locks for chlorine environments



REGAIN CONTROL OF YOUR LOCKERS

CONTACT CRAFTSMAN TODAY!

+44 (0)1480 405396

Email: johnh@cqlockers.co.uk

www.cqlockers.co.uk



One million strong

An in-depth study of member retention in North America identifies the factors that spell the difference between winning and losing. IHRSA's Jon Feld reports

A new IHRSA report – *IHRSA One Million Strong: An in-depth study of health club member retention in North America* – has recently been published and offers a highly detailed, revealing study of member retention in the United States and Canada.

The report is the culmination of an in-depth, 36-month study of the North American fitness industry that reflects the membership experiences of approximately 1.5 million club members. The research was conducted and analysed by UK-based retention expert Dr Paul Bedford.

Perhaps the most telling statistics come from the report's baseline: between 1 January 2012 and 3 February 2015, a total of 722,246 members cancelled their memberships at a rate of 33.6 cancellations per 1,000 members per month. The total loss represented 47.5 per cent of all members. The average length of membership was 20.2 months.

More importantly, though, *IHRSA One Million Strong* identifies and quantifies the factors that led to those numbers,

as well as documenting the impact that member retention has on club revenues, and underscoring the critical need to keep members engaged as long as possible.

FLAGGING RETENTION

The report reveals that retention falls dramatically over time: 67.2 per cent of members retain their membership for at least 12 months, but this drops to 44.4 per cent who stay for at least 24 months.

The other key data point, and one that came as a bit of a surprise: members of independent clubs were 47 per cent more likely to cancel than those belonging to a chain – even after factors such as a member's age, gender and type of payment were taken into account.

"Conventional wisdom has been that, in general, independent clubs have higher retention rates than chains thanks to a litany of factors, including an enhanced member

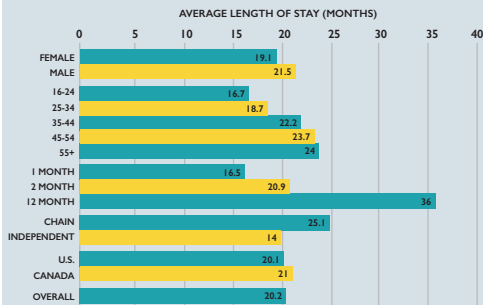
Between 1 January 2012 and 3 February 2015, the average length of membership was **20.2 months**

Gender seems to have little impact on the retention rate, but age does, with higher retention rates among older members. The difference is most noticeable at 24 months, when 37 per cent of the 16- to 24-year-olds still belong to their club, compared to 50 per cent of members aged 55 and older.

experience," observes Brent Darden, owner of Brent Darden Consulting and a former IHRSA chair. *IHRSA One Million Strong* clearly suggests this isn't the case.

"The main reason for this disparity may be that chains are more likely to sell 12-month contracts," Darden

FIGURE 1
THE AVERAGE LENGTH OF MEMBERSHIP OVERALL AND BY GENDER, AGE GROUP, CONTRACT TYPE, CLUB TYPE AND COUNTRY



The research was conducted by UK-based expert Dr Paul Bedford



The gender of members makes little difference to their retention rates

ABOUT IHRSA

Founded in 1981, IHRSA – 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 an IHRSA club at www.healthclubs.com

continues. "Another explanation may be that health club chains offer multiple locations in a single market, helping these operators to retain transient members within a broader geographic area."

"Actually, on every measure, the chains are doing better," adds Bedford.

"This may be because the smaller operators are selling more month-by-month contracts, in order to be competitive with the low-cost operators and boutique facilities, or because they're just not as sophisticated when it comes to their membership data analytics."

ATTRITION FACTORS

The factor that seems to have the most significant impact on attrition is the type of payment plan employed. *IHRSA One Million Strong* found that members who pay on a month-to-month basis are four times more likely to cancel than those on a 12-month minimum term.

What that means in the real world is that, if at the beginning of a month a club had 1,000 one-month members, on average 42 would likely cancel by the end of the month. By way of contrast, if a club had 1,000 12-month members, only 10 would cancel.

Art Curtis, president of consultancy Curtis Club Advisors and a former IHRSA chair, points out that "because longer-term agreements – or 12-month versus month-by-month – have a 35 per cent greater value after 24 months, you can't ignore the economic impact that selling longer-term agreements could have on overall sales".

ACTION ITEMS

One of the most valuable benefits that *IHRSA One Million Strong* offers is the opportunity to benchmark your club's retention data against industry averages.

"If you can't do this easily because you don't currently track the data, you should

make a commitment to accurately collect and maintain it going forward," Curtis advises. "Once you've done so, you'll be able to recognise the critical times when your various member segments are most likely to cancel their membership, and be better able to monitor the effectiveness of the different intervention tools you have at your disposal to intervene effectively."

"Use the report as a checklist, and compare its findings to the results your club's practices are producing," says Molly Kemmer, regional director of Medifit Community Services and IHRSA's current chair. "It can help you decide what you need to measure, what you should start doing, and what you need to stop doing to improve member retention, increase your club's profitability and grow your business." ■

WANT TO READ MORE?

IHRSA One Million Strong: An in-depth study of health club member retention in North America is available for purchase at www.ihrsa.org/one-million-strong – priced at US\$99.95 for IHRSA members and US\$199.95 for non-members

What makes a member more likely to leave?



ukactive executive director Steven Ward gives a sneak preview of the Flame survey findings

For the physical activity sector, understanding data and the insight that can be derived from it has never been a higher priority. Although we don't always notice it, we live in a world dominated by trend analysis, graphs and spreadsheets, all pored over in the name of creating better products, services and user experiences. Knowledge is power, and as many of the world's leading blue-chip companies have found in recent years, it can make or break the success of a business.

INTRODUCING INSIGHT

Recently, ukactive has put a huge amount of effort and resource into building up a robust benchmarking system for operators in the physical activity sector, as well as producing a systematic analysis of physical activity interventions themselves. In line with this, the organisation has set up its ukactive Insight division, created specifically to explore how a data-driven approach to mining the rich – and often under-utilised – information the sector holds could push the physical activity agenda forward.

To identify good practice and get more people, more active, more often, ukactive Insight takes a data-driven approach to:

- Establish how the rich data held within the industry can be used for the common good
- Explore the use of big data to create a more effective and efficient sector
- Provide advice and support regarding what high quality data should look like to any organisation with an interest in physical activity
- Stimulate innovation and investment
- Drive engagement and expand our key supporter base, raising the value of the activity sector
- Understand emerging issues in the UK physical activity sector

FLAME FEEDBACK

This year, for the first time, ukactive Insight took a leading role in the development and data analysis of the Flame awards. As a result, every Flame entrant was

provided with individual benchmarks, enabling them to see how their sites compared with the rest of the sector.

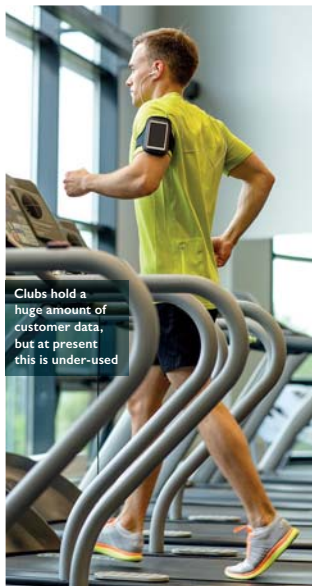
We looked at over 100 sites across the UK – health clubs and leisure centres that entered the Flame awards – encompassing just over 11,700 consumer survey responses. This provided us with a large sample of up-to-date consumer satisfaction information which is now being used to share trends to help create a more effective, more efficient sector and drive engagement.

The consumer survey consisted of 60 questions split into sections relating to customer belonging, staff

Over one-third of the members who were considering leaving felt gym staff weren't interested in them

attitude, customer warmth towards the membership experience, facilities and equipment, customer commitment, most recent activity experience, and loyalty.

One of the key questions we asked consumers focused on the likelihood of them cancelling their membership. Given this information, we were able to isolate those consumers actively looking to leave and explore the main factors influencing this.



Clubs hold a huge amount of customer data, but at present this is under-used

We found that a consumer's likelihood of leaving was primarily influenced by a lack of belonging, with over one-third of members who were considering leaving saying they felt gym staff weren't interested in them.

Similarly, over one-third of those who were considering leaving said they didn't feel socially engaged with their club; ensuring customers feel part of the club and involved socially is of paramount importance.

Education is also key: 41 per cent of members were considering leaving because they didn't receive feedback on their workouts. ●

Want to read more?

An in-depth analysis of this data will form the basis of ukactive's *Consumer Insight* report, due out this month.

HCM's retention series continues on page 70 of this month's magazine.

SEPTEMBER

20-23 | SPATEC Middle East

Venue Mina Seyahi Complex, Dubai
Summary

This event will bring together spa operators in the Middle East region – hotel resort, destination, athletic, medical and day spas – to meet with key domestic and international suppliers in a series of one-on-one meetings.

Web www.spatecme.com

22-23 | LIW

Venue NEC, Birmingham, UK
Summary

Following a broad consultation process, Leisure Industry Week (LIW) will be relaunched for 2015 with a new fitness-orientated focus. This year's event will offer five new, distinct zones on the show floor: The Gym Floor, Young Fitness, Group Exercise, Pool & Spa, and Leisure Facilities Management.

Web www.liw.co.uk

29-2 October | SIBEC North America

Venue Omni La Costa, Carlsbad, California, US
Summary

Operators in the health, recreation, sports and fitness sectors meet with leading executives from national and international supplier companies for one-to-one meetings and networking.

Web www.sibecna.com



FSB is an international trade fair for sport and leisure products

OCTOBER

7-9 | Club Industry Conference and Trade Show

Venue Chicago, Illinois, US
Summary

This independent event for fitness professionals will offer new education, events, exhibitors, tours, and an ideal environment for networking.

Web www.clubindustryshow.com

19-21 | ISPA Conference & Expo

Venue Mandalay Bay, Las Vegas, US
Summary

Three days of speaker presentations covering business strategy, customer service, leadership and management in the spa industry, plus an expo showcasing the latest spa products.

Web www.experienceispa.com

19-22 | Annual IHRSA European Congress

Venue Marseille, France
Summary

The 15th Annual IHRSA European Congress will offer presentations by executives from inside and outside the health club industry, providing thought-provoking commentary on trends shaping business in general, and the fitness industry in particular. Networking events and focus group discussions provide the opportunity to build relationships with colleagues from across Europe.

Web www.ihrsa.org/congress

23-25 | The OM Yoga Show London

Venue Alexandra Palace, London, UK
Summary

The total yoga experience under one roof, including free yoga and pilates classes, a range of workshops, children's yoga and hundreds of exhibition stands covering all aspects of yoga, pilates, ayurveda and naturally healthy products.

Web www.omyogashow.co.uk

27-30 | FSB

Venue Koelnmesse, Cologne, Germany
Summary

International trade fair for products and services of sports and public pool facilities, plus amenity areas. Includes the bi-annual IAKS Congress for professionals in the sports and leisure sector. Also held alongside the Aquanale trade fair for pool and heat experience companies.

Web www.fsb-cologne.com



The event is a family-friendly 5k

THROUGHOUT 2015

Bubble Rush

A new race series in the UK, Bubble Rush events, promise to be the "frothiest 5k in the world". The family-friendly fun runs feature four Bubble Stations along the way, which each spray the course in a different colour. Organisers encourage entrants to "make bubble beards or have a bubble cuddle with your nearest bubbler [participant]". They also suggest you "wear something white and snazzy". Up to eight events are held across the UK, with York and Bournemouth some of the last – in September and October. Details: www.bubblerrush.co.uk



Six-day adventure ends in Geneva

24-29 JULY 2016

TdF Paris to Geneva

This six-day challenge starts with watching the Tour de France finish on the Champs Elysees in Paris before riders set out on their own adventure to Geneva. They pass the Jura Mountains, medieval towns and vineyards enroute. Details: www.discoveradventure.com

BUILT
FOR THE
CHALLENGE.



HOW TO SPOT A DUMBBELL FROM A SMART ONE.



As a supplier and manufacturer of over 9.5 million kilograms of dumbbells to over 80 countries we have learned a thing or two about making dumbbells.

In the interest of raising quality standards of Free Weights and increasing their popularity within the industry, we would like to share with you some of the trade secrets surrounding the production of dumbbells that most manufacturers would prefer remain secret.

We have outlined 6 of our most common issues we come up against to give you a better insight into spotting a DUMBBELL from a SMART one so you're better equipped with what to look for when making an investment in a set of dumbbells that you need to perform.

ISSUE 1: MANUFACTURING FACILITY.

Some free weight suppliers claim to produce their dumbbells themselves. Dig a bit deeper however and you may find they source their products from factories accessible to anyone and have little or no control over the factory conditions or its production processes. It saves on cost to produce in this way but the quality is a lottery where the gym owner may end up paying the price.

Escape is unique in that we have our own exclusive manufacturing facilities to produce our range of free weights that are accredited by TÜV SÜD one of the world's largest testing, certification and inspection organisations.

ISSUE 2: THE DUMBBELL HEAD.

There are many myths relating to the material that suppliers claim is used to coat their dumbbell heads. 100% virgin rubber is a name well used but it is unlikely to be true as it is a clear yellowish material that would not look good or work well on a dumbbell so additives are required.

There are good additives, which cost a little more, and there are bad additives that are cheaper. They both look similar on the surface but the cheaper products are likely to split or crack after year or even sooner.

Escape wanted to get the covering right and we wanted it to last so we commissioned a UK based company that specialises in developing rubbers to create a new formula specifically for our dumbbells. The result was a formulation called SBX™ that is produced exclusively for Escape in an ISO accredited mixing plant.

ISSUE 3: THE HANDLES.

The steel handle is a simple but very important part of the dumbbell. It is the part your members' hands are exposed to as well as being the core part of the dumbbell structure.

There are many different types of steel available but very few are perfectly suited to produce a strong and safe handle.

When the perfect material is found it's even more difficult to ensure that every batch the steel provider supplies is exactly the same.

The raw steel requires machining to tight tolerances to ensure the handle is safely attached to the head. This requires well-maintained equipment, well-trained operators and good inspection procedures.

Another consideration is the chrome plating applied to the handle, as the plating process itself is complicated and a common area where costs are cut.

The purpose of the chrome is to stop the metal rusting and enhance its appearance.

If costs are cut in preparing the metal handle before chrome plating, over time it can rust or even worse, flake, creating chrome splinters in the hands of the user.

Regular documented audits are the most reliable way of ensuring that correct procedures and checks are being adhered to on a consistent basis.

ISSUE 4: THE CORE.

Beneath the exterior of the dumbbell head, you will more than likely find a cast iron core. This is the most common core material for free weights due to its flexibility for producing different shapes, as well as its density and specific gravity. Unfortunately, some manufacturers mix clean cast iron with metal scrap to cut costs. This leads to composition inconsistencies and blowholes

in the material that can lead to huge weight variations as well as a loss of balance in the head. Escape only buys clean, high-grade cast iron for its dumbbells.

ISSUE 5: THE DESIGN OF THE DUMBBELL.

According to industry reports, dumbbells are now one of the most popular pieces of fitness equipment and it's not just its muscle heads that are getting the benefits of using them.

More and more members are starting to get the confidence to stray into the free weight area, historically an area considered to be exclusive to anyone with 20in biceps. In order to facilitate this change it's important that the weights in the space match the profile of the new members you want to attract into this space.

One of the things Escape has invested a lot of time and energy in is the creation of a patented customisable dumbbell design with soft lines and subtle colours to reduce the intimidation factor.

ISSUE 6: A MEANINGFUL WARRANTY.

It's quite common to see bold claims about dumbbell warranties and quality standards. To put a few to the test we ordered sets from 4 well-known companies in the UK and US. The experts at TÜV carried out independent tests against the Escape Dumbbells.

The results of these tests gave us the confidence to issue our SBX Dumbbells with a genuine 2 year replacement warranty and 3 years for our Urethane Dumbbells.

FIND OUT MORE.

We have a lot more to share with you about how to spot a dumb-bell from a smart one, but unfortunately we have run out of space. If you're in the business for free weights and would like the full in-depth report just follow the web link below to download.

Get the full report here:
www.escapefitness.com/hdb



Grey-Thompson is a fierce crusader for physical activity



Ward: Inactivity should be on a par with smoking

Steven Ward and Tanni Grey-Thompson of physical activity association *ukactive* are challenging the activity sector to strive for greater things. Kate Cracknell reports

GETTING THE UK

Active

There are two things that define *ukactive*," says its new executive director Steven Ward. "The first thing is that we're very open and collaborative. We look to work with our partners first and foremost, involving them, engaging with them.

"But the second is that we crack on. If we believe what we're doing is right, we don't prevaricate or sit on our hands. We're willing to make difficult decisions and move things on."

Ward comes into the executive director role with in-depth knowledge of *ukactive* as an organisation: he started out as a self-confessed 'policy geek' in the public affairs department of the then FIA (Fitness Industry Association) in 2006.

Baroness Tanni Grey-Thompson – the Paralympian turned cross-bench peer and *ukactive* chair – is clearly fired up by this chance to 'crack on'. "Our independent nature allows us to

challenge, even to be a little bit edgy at times," she says. "That's something that excites me. We can ask questions.

"But if we're going to challenge other people to be better, we have to make sure we're really good at what we do ourselves. And that's really my mission in this role: to ensure that *ukactive* keeps doing things really well, and also to make sure that the world sees that."

A BROADER REMIT

The organisation is certainly already evolving in line with its 2012 name change from FIA to *ukactive*: most visibly there's a new governance structure, bringing in

representatives from a much broader cross-section of the physical activity sector, as well as notable names such as Grey-Thompson and Dame Carol Black as non-executive directors.

"As we went round the table at the first meeting of the new Member Council, you could hear the different perspectives from the various parts of the sector being voiced in really clear, succinct ways. That enabled everyone to understand where the entire sector was coming from on particular issues," says Ward.

"But crucially everyone signs off on *ukactive*'s mission of 'more people, more active, more often'. That's the force that unites the diverse range of people that makes up the *ukactive* membership base these days – that allows them to co-exist. They know every decision we make is with a view to achieving that mission quicker and more successfully than before. People are able to put aside their own brands, their own segment of the industry, because they all buy into that.

“Our **independent nature** allows us to challenge, even to be **a little bit edgy** at times. That's something that excites me.

We can ask questions”





ukactive wants activity to become a top tier priority in government

SHUTTERSTOCK.COM

"In fact, the Council was encouraging us to become even more of a campaigning body towards that mission. There will always be things we as a trade association want to do to bring benefits to our members, but if ukactive can establish physical activity as a top tier priority in government and society as a whole – quite aside from it being the right thing for society – I believe that really would be the biggest benefit we could bring. It would create a better trading environment for everyone in the sector."

EDUCATING THE EDUCATORS

So with this in mind, what projects is the ukactive team currently 'cracking on' with?

One key area of focus at the moment is childhood inactivity, with the creation of a new ukactive Kids division – the result of a merger with Compass – and the launch of the much-publicised *Generation Inactive* report, which Ward says has had the desired impact: "The shadow health minister has been asking for the public health minister to respond to the report in parliament. People can't ignore it – they have to have a view on it."

But will that translate into policy? "We have to get national breakthroughs," acknowledges Ward. "But actually it's at the local level where the conversations

INTRODUCING THE CHAIR

Aside from the obvious benefits of having Paralympic legend and now cross-bench peer Tanni Grey-Thompson as ukactive chair, I ask her what she believes she can bring to the role.

"I have a lot of resilience to start off with – an ability to keep going that's come not just from sport but from life too. I became paralysed at the age of seven and my father, who was an architect, realised how inaccessible the world was with its cobbles and steps and so on. His view was that I wouldn't be strong enough to live, and to live in this inaccessible world, if I wasn't physically active."

"So that's how it started off for me – I think you can sometimes forget that every Olympian and Paralympian starts off just by being active. But that's actually the tough bit. Sport sort of looks after itself, with its development programmes and talent identification programmes. But I have a 13-year-old, and that's made me realise the really hard bit is just getting people moving."

She continues: "I'm also really passionate about things – I don't like being told I can't do something and I

don't give up easily. Being in politics has also helped me develop useful skills: a lot of it is simply about trying to get people to talk to each other."

"But for me, the really exciting part is that everyone I've met at ukactive events has been talking about solutions. They ask questions like: how can we make a change, how can



we be better, how can we contribute? There isn't any sense of 'oh, it's really hard' or 'oh, I don't know'."

"That's fantastic, because it's why I went into politics – to have the chance to change things."

FLORIANCINO

INTERVIEW

- are really happening – in the local authority tenders and so on – and they're happening because our reports are arming people with statistics and insights they might not otherwise have had."

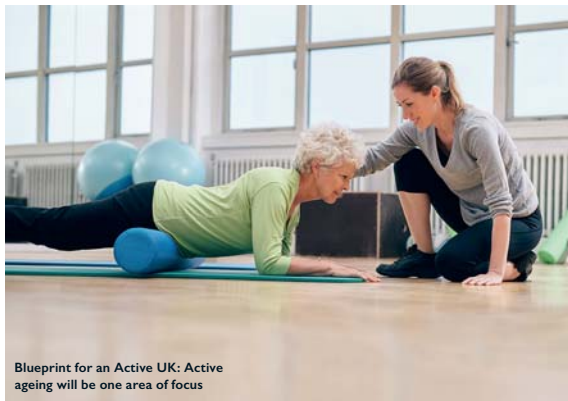
That said, Grey-Thompson believes change is possible at a national level: "I think we could shift the conversation about education quite a lot in this five-year parliamentary term. We need parents to be more demanding: if maths were taught by someone who'd had three hours' introduction in how to deliver it, there'd be uproar."

"But we also need to focus on physical literacy and enjoyment, and on activity throughout the school day rather than just during PE lessons. Because that's great if you're good at PE, but pretty miserable for most people."

AN ACTIVE UK

Given the immediate impact of ukactive Kids, might ukactive consider launching more sub-branded divisions? "It's an interesting possibility isn't it?" nods Ward. "We have the ability over the next few years to look at creating unique forces to deal with other important areas. ukactive Kids focuses predominantly on primary schools, but there's no reason we couldn't address the issue of teenage drop-out in future years, or older adults. Or we could look at specific health conditions. We now have the nation's best policy think tank institute on physical activity and we should be using it."

In line with this, ukactive has also started work on a new *Blueprint for an Active UK* report, due out in November, which will offer policy recommendations in lots of different areas where physical activity can have an impact – from



Blueprint for an Active UK: Active ageing will be one area of focus



If maths were taught by someone who'd had **three hours' introduction** in how to deliver it, **there'd be uproar**



SHUTTERSTOCK.COM

mental health to active ageing to town planning. "We'll be putting a microphone in front of the many, many voices that have something to say and we'll whittle it down to a page or two, no more, on each topic," says Ward. "The final report will present the total picture of the benefits of activity to society, along with some really clear recommendations for each area. We don't mind how people get active, or why, so we can talk across the board in a very neutral and unbiased way."

"If government then wanted to take that on, turning it into a white paper or a national physical activity act, and to

legislate at some point, the report would be a starting point from which to do that."

PROVING OUR VALUE

Another success story is the ukactive Research Institute, which has gained significant coverage for its 'real world' approach – demonstrating the impact of exercise interventions in everyday environments rather than a laboratory.

"The great thing is that the academic community is moving in that direction too," explains Ward. "Now all the big grants have enormous sections in the weighting for scoring on the real world application – on what partners you've enlisted to show that what you do has translational delivery. We have that side of the discussion covered."

He continues: "I believe data, research and the Institute will increasingly be front and centre of everything ukactive does."

"We're undertaking a valuation of the activity sector, for example – one that goes far beyond the thus far accepted figure, which is essentially just the combined direct debit run of fitness facilities' membership fees."

"That direct debit figure undercuts the significance of our sector when we're speaking to financial stakeholders. It's a figure that gets lost in the rounding up of the welfare bill, let alone giving us any status as a standalone industry."



ukactive Kids focuses on primary schools, but teens are on the radar

NEW LINES UNVEILING

LIW 2015

HALL 4-STAND E50



AN INNOVATION IN GYM FLOOR PROGRAMMING

OFFICIAL LAUNCH



► Grey-Thompson agrees: "I think it's really important, because if you start talking about a sum of money – say £10bn a year – that would be a hell of a lot for us sitting in our own bank accounts, but not so much in terms of what we spend as a country on things like hospitals, roads, education.

"We need to understand the context in which we're speaking about ourselves, and we need to value ourselves in a way that tells the whole story – not just memberships, but employment and so on – so people sit up and realise the value of our sector's contribution."

HEADS HELD HIGH

And let's not forget the skills agenda – specifically the current push towards a single, unified workforce development strategy that's being led by ukactive and CIMSPA. How important is it to imbue the sector's skills structure with the 'chartered' nature of CIMSPA, I ask?

"It's about proving to everyone outside the sector that we can hold our heads up – that we have well-qualified, well-trained, good people," says Grey-Thompson.

By having a skills structure that clearly identifies the truly highly qualified, it also offers the tantalising prospect of co-operation with the likes of the RCGP (Royal College of General Practitioners), who will be able to recognise those

A PARLIAMENTARY INFLUENCE

"The good thing about being in the House of Lords is that, even if people disagree with you, they sort of have to listen!" says Baroness Tanni Grey-Thompson with a smile.

With this in mind, her first venture as ukactive chair was to send a letter to every MP on their return to parliament after the summer break, inviting them to engage with ukactive. So what has been the response? "We've set up a few meetings, so that's good, but as much as anything it was about making sure physical activity was one of the things on their desk when they got back. Being in the building also means I can go round and have conversations with people."

From an outsider's perspective, it certainly feels as though the climate in government is slowly changing in regards to physical activity: the last session of parliament saw the first ever parliamentary debate on physical inactivity; Harriet Harman and David Cameron recently duelled over the *Active People Survey* in Prime Minister's Questions; and Cameron has now appointed physical activity advocate and ukactive non-executive director Dame Carol Black to report on long-term health conditions.

So does Grey-Thompson, as an insider, also feel this change? "Yes, although it's hard to put it down to any one specific thing," she agrees.

"London 2012 certainly helped. I think people assumed it was going to change the world, and that was a bit daft really – you can't expect two weeks of the Games to change everything. But it has given us a chance to talk about activity and participation in a different way.

"We also have more opportunity to table our own debates in the House of Lords, and we've had a few debates recently on things like the



Health advocate Dame Carol Black

cost to older people of them not making a lifestyle change.

"There was some work done in the last parliament around female MPs being active too. I'd quite like to do something like that again, because if MPs and peers aren't being active, they don't see how important it is for everyone else.

"But overall I've definitely heard more people talking about cross-departmental work, and the doors of Health seem more open.

"I also think people have started to realise this isn't something you can ignore within a fixed-term parliament. It isn't something that will happen in somebody else's parliament. People are starting to realise we have to do something now.

"Importantly, we can't sit and wait for legislation that's specifically about physical activity. We have to look at how we can bring physical activity into lots of bits of legislation, wherever it sensibly fits – whether that's welfare, education, transport or the built environment."

She adds: "If I talked about activity two years ago, people who didn't come from the sector would look at me as if I were odd. That's different now – there's more understanding of being active."



Grey-Thompson: We have to get people active now – it isn't a challenge that can wait

intenza®



© 2015 Intenza Fitness

Intenza Fitness UK Ltd

+44 (0)3300 241 313

INTENZA.FITNESS.CO.UK

TIMELESS DESIGN

Intenza equipment is made without compromise. No detail is too small and no process is "too much" when it comes to setting a new gold standard for overall customer satisfaction.



People should see activity as a natural part of every single day

► individuals in the health and fitness sector who are able to meet their exacting standards for collaboration.

"It's going to be tough diplomacy and tough work to make it happen, but we'll keep trying because it's the biggest issue we have to nail for the industry," says Ward. "There are people out there in the industry who would already qualify for the new 'chartered professional' status, no matter how high we set the bar. They just have no means, at the present time, of differentiating themselves from someone hot off the production line. That's holding us back in terms of our credibility as a sector."

CREATING A LEGACY

It seems there's plenty on the 'to do' list then. So with all this to choose from, what, I ask, would Ward and Grey-Thompson like their legacy to be when they look back on their time at ukactive?

"That ukactive continues the progress it's made over recent years, to the point where people feel they belong – not just as members, or members' members, but because they share our mission as the nation's physical activity champion and want to be part of it," says Ward.

"Making it so everybody sees activity as a natural part of every single day of their lives. That it's embedded in everything they do – they don't even have to think about it, because it's just there," concludes Grey-Thompson. "It's a big aim, but ukactive is up for the fight." ●

“We need to attribute a financial value to the sector in a way that tells the whole story – not just memberships but employment and so on – so people realise the value of our contribution”

STEVEN WARD ON PUBLIC HEALTH

"In the future, it's clear we won't be able to afford the NHS in its current form: the only option is to manage demand, and that's where our sector can play a role. And things are moving in that direction: Simon Stevens – the new NHS England CEO and former policy specialist on healthcare for Tony Blair, who spent almost the last decade running some of the biggest US healthcare firms – has come back to the UK and says the next five years of the NHS is going to be about moving towards a preventative model."

"For local authorities in particular, leisure for leisure's sake is not going to be good enough. Getting subsidies to keep the doors open, the pool lit and heated and staffed – it's just not going to cut it. You

need to be able to deliver a broader range of outcomes to contribute to the health agenda, the social cohesion agenda, the education agenda. Operators that can meet a much broader range of needs locally will be the ones that survive."

"I believe we can establish physical inactivity as a public health issue on a par with smoking in this five-year parliamentary term."



Ward has high hopes for the sector

What would 300 new members mean to you?

315 NEW MEMBERS AND OVER £300,000 IN REVENUE

"Partnering with CFM proved to be a **great success** boosting memberships in 2 selected resorts during tough market times.

The association with CFM and Change for Life has **raised the awareness of the Champneys brand** positively in the local community by **encouraging many to exercise who have not used the gym/Club before**.

The organisation and professionalism of the CFM staff are excellent. The support has **far exceeded expectations**. Time is taken to understand the brand and even provide **sales training to help maintain sales** after they left.

Highly recommended."

CHAMPNEYS
THE HEALTH SPA

WE HAVE FILLED HEALTH CLUBS WITH AN
EXTRA 10,000 MEMBERS THIS YEAR SO FAR.

Want more members?
Get the experts in.

Call : +44 (0) 115 777 3333
Email: uk@cfm.net



memberdrive

CELEBRATING 25 YEARS
IN THE FITNESS INDUSTRY



SHUTTERSTOCK.COM



Team sports involve a lot of sitting around – your child may not be fit

A TESTING TIME

Fitness levels among British children are lower than ever and getting worse – a ticking time bomb for the NHS. Is fitness testing in primary schools the answer?

A flurry of research over recent months has raised alarm bells about the lack of activity among primary aged children.

Researchers from Essex University in the UK discovered that fitness levels are declining at a rate of 0.95 per cent annually, despite the fact that schoolchildren have a lower BMI than their predecessors, suggesting inactive lifestyles are having a greater impact on fitness than obesity.

Meanwhile ukactive's recent *Generation Inactive* report showed

that only half of seven-year-olds are meeting recommended physical activity guidelines of 60 minutes a day. To make matters worse, only 43 per cent of schools surveyed recorded the length of time children spent being physically active in PE lessons.

Based on its findings, ukactive has made a number of recommendations, including calling for primary schools to test pupils' fitness in the same way that they test English and mathematics, to make sure that all children are meeting basic fitness guidelines.

This is a move that's wholeheartedly welcomed by Doug Werner, who credits

his daughter Abbie's health to school fitness testing. Werner wrote the book *Abbie Gets Fit* about her journey to fitness through walking; he says that, although Abbie was definitely not overweight, her shy nature meant she stood on the sidelines during games, resulting in low activity and fitness levels.

The FitnessGram test is now the official test for the President's Council and is being rolled out at schools across the US. Should the same be happening in the UK? And if schoolchildren are to be fitness tested, who should be doing it – is there a role for the fitness industry? We ask the experts....



STEVE MANN
Research director,
ukactive, UK

Our team is currently conducting research that includes working with focus groups – comprising both parents and children – to find out the best way of delivering fitness tests in a fun, safe, non-invasive and inclusive way.

Whenever this issue has been raised in the past, the opinion of children has never been sought. We've made sure we've asked children what they think and the feedback has been overwhelmingly positive. Also, none of the 500 parents we've spoken to has had an issue with their child's fitness being tested – all provided informed consent.

It would be considered unacceptable not to monitor how well children are performing in literacy or numeracy when they leave primary school, and yet there's no accountability regarding physical literacy or fitness.

The National Child Measurement Programme already tests the BMI of

A slim child doesn't necessarily mean a fit and healthy child – it's important to measure fitness

Steve Mann

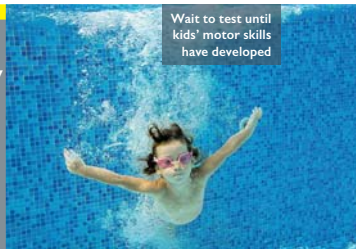
children on an annual basis. However, as a slim child doesn't necessarily mean a fit and healthy child, it's important to extend this programme to also measure physical fitness.

At the moment we're working with children in year four: it's very important not to start too young because the children's motor skills might not have

developed to the level that allows for reliable measurement.

This issue does need a top-down approach and collaboration between a range of stakeholders, but in the meantime it's very important for the health and fitness industry to continue to offer activities in which both children and all the family can participate.

Wait to test until kids' motor skills have developed



DOUG WERNER
Senior manager, Core Health
and Fitness, US and author of
Abbie Gets Fit

Having spent years studying this issue, I'm amazed by the percentage of kids who are unfit, but who are not necessarily overweight.

Most interesting is the phenomenon created by organised sports programmes. The teams in these programmes usually meet for an hour or so, three or four days a week, but with coaching breaks, prepping, player substitutions and suchlike, children are actually moving for a lot less time than we might assume, especially if the sport is a slow moving game like baseball, cricket or golf. Parents of children in organised sport should not at all assume their child is fit.

I'm a firm believer in the need for fitness testing for kids and it's a natural fit for the health club industry to do the testing. We have the manpower, experience, qualifications, facilities and passion to do this.

However, the fitness industry tends to be short-sighted, interested mainly in short-term cashflow. Operators need to look at this as a sincere and genuine



objective to help kids get fit, engaging with the members of tomorrow – and their parents – rather than just looking to make a short-term profit.

There has to be a longer-term vision beyond an admission business model and beyond the four walls of the conventional health and fitness club.

Although there's nothing to stop individual health clubs designing a programme and reaching out to local schools, for this to be broad and impactful it should have government backing and be endorsed from the top. We have to really work to convince the government that we're both capable and genuine in our desire to deliver fitness testing for children.

How about teaching children to count steps each day by providing a local school with branded pedometers?

Doug Werner

There's a PR opportunity here and a chance to engage parents by reaching out to kids. For example, how about teaching children to count steps each day by providing a local school with branded pedometers? That's a good first step to long-term programme design.



DR CHARLES CORBIN

Co-author of *FitnessGram* and professor emeritus of the School of Nutrition and Health Promotion, Arizona State University, United States

Caution must be exercised with fitness testing, because it has the potential to do more harm than good. It's very easy to set the bar too high and make children feel they've failed, therefore turning them off physical activity. Also, with young children, genetics and their physiological maturity makes a huge difference to test outcomes. Fitness tests of primary aged children could be skewed by these factors, so we have to be very careful about drawing conclusions.

With *FitnessGram*, we made sure there was a scientific foundation for everything we did when devising a battery of six tests of health-related physical fitness. These tests can be used in four different ways. In self-testing, you learn to assess your own fitness. Individualised testing is done by an expert to help you to identify how you can improve – much like a personal trainer might do. Personal best testing is done to



see if you're suitable for a team or for an occupation such as firefighting or military service. Finally there's institutional testing, where a large number of kids are tested for determining curricular needs or for research purposes.

There is a place for institutional testing in schools, but it should be used sparingly. It can be intimidating and can be expensive, because it requires many experts and lots of time. The focus

should be on teaching children how to self-test, and encouraging the use of self-tests as a basis for programme planning throughout life. Self-testing is the cheapest and easiest to implement, but also the most sustainable.

We must be very careful when making judgements about children, but giving them the knowledge and understanding to monitor their own behaviour can be very empowering.

SHUTTERSTOCK.COM



GAVIN SANDERCOCK

Director of the Centre for Sports and Exercise Science, University of Essex, UK

Fitness testing is an excellent tool for health. The results can be used to highlight current health conditions, identify potential health risks and design effective activity programmes.

It can also be used to measure physical development of young children, ensuring they develop movement skills – such as jumping, throwing, catching and balancing – which contribute to physical, cognitive and social development.

Fitness testing could easily be implemented as a standardised tool in primary schools. The most important thing is to make sure children are comfortable with the concept, so it must be embedded in PE from day one.

Assessments should be age-appropriate and based directly on clear standards of what children should be able to do by each age. Activities must



Movement skills such as jumping, throwing, catching and balancing all contribute to physical, cognitive & social development

Gavin Sandercock

be accompanied by praise for good performance, as well as feedback on how to improve.

Most importantly, testing should be performed only by an experienced professional. As many teachers can be inexperienced in this field, and have a heavy workload, health clubs could play an instrumental role – offering trained staff and providing a local hub that schools could visit for pupil assessments.



With Pellikaan you create a perfect environment for recreation, education and work



For more inspiration visit
www.pellikaan.co.uk
 or call us on 0208 392 93 55

Pellikaan
 DESIGN ■ BUILD ■ OPERATE



Creating sustainable, supportive long term solutions for leisure operators

The proven STA Swim Academy model is about working in partnership with leisure providers to raise standards and provide more opportunities for people to access swimming lesson programmes at their local pool.

With the STA Academy Programme, you can:

- Raise standards
- Maximise your pool space
- Increase participation
- Develop an exciting, varied aquatic programme
- Increase income

To find out more, and to see how other leisure providers have positively transformed their pool programme, call our Academy team today on 01922 645097 or email sta@sta.co.uk



sta
 Safety. Qualified.
www.sta.co.uk

OXYGEN FREEJUMPING

Bound for Success

Jak Phillips pays a visit to Oxygen Freejumping in west London and explores whether it can help jumpstart the UK's fledgling trampoline park market



Oxygen Freejumping, a new venture helmed by ex-ukactive chair David Stalker and LA Fitness founder Fred Turok, has sprung open the doors of London's first trampoline park in West Acton.

The debut site for the operation was officially opened in July by the mayor of Ealing Harbhajan Kaur Dheer, film star and freerunning legend Sébastien Foucan, and Team GB gymnasts Jenna Barrett and William Cowen.

THE OFFERING

A veritable treasure chest for fans of flips and tumblers, Oxygen Freejumping in Acton features a phalanx of springs, soft landings and fun fillers.

There are 150 connected trampolines on the main floor, along with dodgeball courts, a giant airbag, 'walk the wall' trampolines, basketball hoops and tumble tracks. The West Acton site spans 27,000sq ft; forthcoming parks are due to measure 20,000–40,000sq ft.

Adults taking their kids along can watch from the sanctuary of the on-site café, while those eager to grab a slice of the action can take part in a fitness class. Dubbed O-Fit, the soon-to-launch £10 rebounder classes will be held in both the on-site exercise studio and in the wider park. Having trumpeted NASA research which found that 10 minutes of bouncing on a trampoline is a better cardiovascular workout than 33 minutes of running, Oxygen's hour-long classes will presumably not be for the faint-hearted.

First and foremost though, Oxygen Freejumping is focused on fun. Operating under the tagline 'The air is better up here' and fronted by a whimsical mascot called 'Little O', the park's emphasis is firmly on having a good time.

"I challenge you all to jump on a trampoline and not smile," said Stalker at the opening party. "We look forward to hosting your parties, teaching you to jump, helping you to get fit, learning together how to freerun – but most of all making sure you have a fantastic time."

THE TEAM

The brainchild of founders Stalker and Turok, Oxygen Freejumping has amassed a top team of staff and investors to help realise the dream of a national trampolining empire.

As was the case during their time together at ukactive, Stalker is CEO of the business while Turok is chair. Meanwhile, former ukactive public affairs director Stephen Wilson is also on board as Oxygen's strategy director.

The trampoline concept proved popular with investors from its early stages, with more than £2.5m raised during the venture's fundraising phase with support from Jacaranda Capital Partners and Radius Equity.

It was then announced in May that Former Places for People Leisure CEO Steve Philpott had become the latest

leisure industry heavyweight to back Oxygen, joining as an investor and non-executive director. The arrival of Philpott, who boasts extensive experience across the leisure industry as both an investor and operator, was hailed by Stalker as a major triumph.

"Steve's many years as a senior player in all kinds of areas of leisure makes him a fantastic sounding board on both strategy and day-to-day operations," Stalker told *Health Club Management*.



NASA research found that 10 minutes of bouncing on a trampoline is a better cardiovascular workout than 33 minutes of running



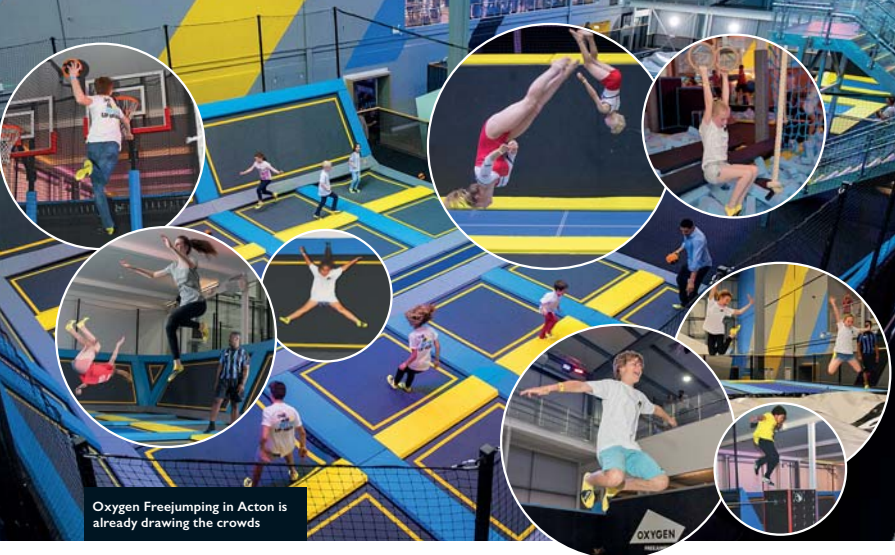
THE FOUCAN FACTOR

The company is no doubt built on solid foundations with its carefully-amassed team of industry veterans, but it was the partnership with a freerunning pioneer and French film star which brought an extra element of excitement to Stalker and Turok's offering.

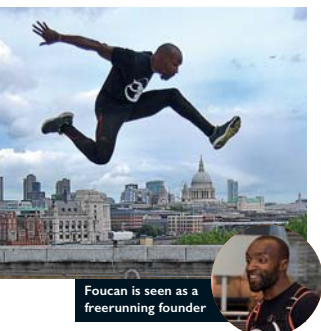
Sébastien Foucan, the man who is credited as one of the founders of freerunning, will oversee a series of academies that will give children and



Stalker and Turok have a wealth of health and fitness experience



Oxygen Freejumping in Acton is already drawing the crowds



Foucan is seen as a freerunning founder

adults the opportunity to experience the sport 'Foucan-style'.

A dedicated 3,000sq ft (279sq m) Foucan obstacle course will feature at every Oxygen trampoline park, which the Frenchman believes will herald the start of a "fantastic journey".

"I'm very excited to be collaborating with Oxygen Freejumping to create a new experience of freerunning," said Foucan, who famously showcased his high-octane skills in the opening sequence to the 2006 James Bond film *Casino Royale* – remember the guy jumping on the cranes?

"What I'm passionate about is developing an environment where people can play with freedom – because for me, activity is vitality." ●

OXYGEN FREEJUMPING - OUR VERDICT

The first thing you have to say about Oxygen Freejumping is that it's a hell of a lot of fun. And that, of course, is precisely the point.

The enjoyment factor means you work up a sweat without even realising, and this is where Stalker and Turok pick up where they left off at ukactive: finding simple ways to get people moving more. At a time when English schoolchildren are less fit than ever before, it's refreshing to see an exciting new activity arise which doesn't require joysticks and a computer screen.

Sticking to your physical activity roots is one thing, but finding a viable business model to nurture them is quite another – and from a business perspective, Oxygen Freejumping is phenomenally marketable. Offering everything from children's parties to workout classes, gymnastics academies to freerunning or even dodgeball, there's literally something for all ages and demographics, so we can expect those trampoline coils to rarely stop springing.

Like barre classes and boutique studios, trampoline parks are another active leisure concept to trickle into our market from the US, where nearly 400 sites have sprung up in the past decade. Expect many more to open across the UK in the next 18 months as operators rush

to tap the sector's latent potential. Stalker is aiming to open six more sites over the next 12 months and says there are already a further 15 in the planning pipeline.

One area where trampoline parks have come under scrutiny in the US



There are six more openings planned for the next year

is over safety, after several deaths and injuries hit the headlines. In this instance, UK operators appear to have learned from their American cousins' mistakes, with parks like Oxygen implementing rigorous staff training programmes, reinforced from a legal perspective by several disclaimers that guests must sign before entering the arena.

Business opportunity

Every successful leisure business strives to provide consistent, high-quality service to its customers. But behind every seamless customer experience there is a raft of back-of-house administrative tasks that are no less essential to business success

Just like the serene swan that paddles furiously beneath the surface of the lake, making sure all these processes run smoothly can put pressure on both your staff and your software. Every business requires software that can meet its operational needs and support its business strategy. But while bespoke software solutions are often prohibitively expensive, off-the-shelf software can be too restrictive and offers no competitive advantage.

To overcome this, Gladstone has developed Business Process Manager (BPM): an off-the-shelf software solution with pre-configured business processes, but which can also be fully customised



BPM is fully customisable for clubs

to meet the individual needs of your business. What's more, with access to the functionality within Gladstone's Plus2 membership management system, links to third-party applications and an internal scheduler, BPM can also be used to automate a whole range of manual tasks, streamlining your business and saving considerable staff time.

Using BPM, operators can stitch together multiple tasks to design complete business processes, which can be scheduled for a specific time or several times each day. For example, if you have availability in an upcoming class, BPM can automatically fill the spaces with members on the waiting list and/or by searching for members who have

"BPM's assistance with direct debit cancellations was a huge win for us"

Everyone Active has been working with Gladstone since 2006 and was already using the company's Plus2 membership management system alongside several of its other products when Business Process Manager (BPM) became available.

As a growing company, we need to streamline procedures, and the capability of BPM to automate many repetitive processes was very appealing. In particular, the fact we could use the system to assist with direct debit cancellations was a huge win for us, as we knew this could save us a massive amount of time and money.

On average, Everyone Active processes somewhere between 8,000 and 10,000 direct debit cancellations every month, the majority via BACS notification (ADDACS). Previously, we would run these notifications through Plus2, but in order to ensure that the direct debits stopped correctly we also had to run several cancellation wizards – for example, to enable us to change a member's status twice (once after their membership was cancelled and then again after it actually ceased) as well as to remove any outstanding member actions, unpaid sales and so on.

Once BPM was installed, Gladstone worked with us to create a process within the system that now does all of this automatically. We estimate this is saving us approximately 50



Everyone Active saves 50 hours' staff time a month

hours of staff time every month – time that can now be spent processing new sales to grow our business.

We're very pleased with the results we've had from BPM so far, and we're now looking at using the system to automate a number of other processes, including filling classes from waiting lists and sending out subscription-specific emails.

Helen Davies, membership services manager, Everyone Active, Sport and Leisure Management (SLM)



If classes have unfilled spaces, BPM can auto-email the waiting list

previously booked the activity but are not currently booked in. The software then emails those members a 'one click to book' link, simplifying the sales process for staff and customers alike.

"Leisure customers today expect to interact with operators using whatever method suits them best," says Gladstone's sales and marketing director, Tom Withers. "Our range of booking platforms, from self-service kiosks to online booking to our smart phone app, is designed to offer something for everyone. But if a customer does fall through the sales net, operators can now rest assured that BPM will proactively sell to them."

BPM's potential is not limited to sales, however. Other possible functions

range from automating registration emails to new customers to streamlining financial processes such as direct debit cancellations. "BPM has been designed to support operators with the smooth running of their unique business offering," says Withers. "Used to its full advantage, it has the potential to become the heartbeat of any leisure business."



TEL +44 (0)1491 201010
www.gladstonemrm.com



BPM enables a range of booking options, from phone apps to self-service kiosks

"Using BPM to fill classes from waiting lists saves us 50 hours a month"

Edinburgh Leisure already uses a wide range of Gladstone products, including Connect, Join@Home and MobilePro, so having looked at some of the functionality available within Business Process Manager (BPM), the decision to add it to the portfolio was an easy one.

After initially trialling it in two locations, we started rolling it out across our 30 sites last March. Although BPM has the potential to automate a whole range of time-consuming administrative tasks, the only feature we have used so far is the one that enables us to send email alerts to customers in order to fill classes from waiting lists – but the results have been really fantastic.

We have found that a large number of our customers cancel out of classes at late notice. This requires our staff to spend a significant amount of time phoning round other customers on the waiting list and booking them into the class if they still want to take part. With BPM, we're now able to email customers on the waiting list en masse, while a link in the email enables them to book directly into the class with one simple click.

During April alone, 2,851 bookings were made in this way. We estimate this is saving us around 50 hours of staff time in a single month, as well as being much more convenient for customers – previously, we found that customers would come along in the hope that someone else may not turn up, inevitably leading to some disappointment. This way, they know they are guaranteed a place in the class before they come.

Getting the software up and running was extremely simple and, including training, took less than a day. We now have the latest version of BPM installed in our test environment and are looking forward to implementing some of the other functions it offers.
Stuart Fairbairn, IT manager,
Edinburgh Leisure

TRAINING LIKE A champion

How are elite athletes using activity tracking devices? We speak to Jazmine Butcher, Joanna Rowsell, Mark Beaumont and Cassie Patten to find out how this technology is enhancing their training

JOANNA ROWSELL

TRACK CYCLIST: CURRENT OLYMPIC, WORLD, EUROPEAN AND COMMONWEALTH CHAMPION



Rowsell got her Wattbike in 2013



The Wattbike data gives Rowsell confidence

What's helped support my training over the past couple of years is using the Wattbike, with its training app, which makes it very easy to download and analyse results.

I have my own Wattbike which is set up to exactly the same position as my track bike. I often use the app to plug into other Wattbikes too, when I'm staying at hotels or when I'm away training with the squad.

I got my Wattbike in 2013 when I'd broken my collarbone and couldn't ride on the road for six weeks. It allowed me to still train intensively even though I had one arm in a sling, which meant I didn't miss out on qualifying for the World Championships.

While I'm pedalling, I'm always looking at the numbers to hit: power output, pedalling speed, heart rate. There's also an interval button, giving the average power for each interval, so I can quickly compare that with my performance in previous weeks and months.

We're now in training for the 2016 Olympics in Rio and want to go faster than we've ever gone before

Joanna Rowsell

We're now training for the 2016 Olympics and want to go faster than ever before. The performance analyst has worked out what power output we need to do and we're gradually building it up in intervals: first we work on getting fast, then we work on maintaining that speed over the 4km.

The more data you have to back up your training, the better. It's difficult to know how hard to train when you're going on feel, but when you have numbers it helps your confidence on the start line. If nerves kick in, you can look at your phone to see your power outputs, so you know you can do it.



Beaumont uses trackers to record his power during his training sessions

MARK BEAUMONT

ENDURANCE ADVENTURER. WORLD RECORD HOLDER FOR CYCLING THE LENGTH OF AFRICA, FROM CAIRO TO CAPE TOWN

When on an endurance adventure, I use activity trackers for two things: to capture my data as I'm usually going for records, and to share my stories via social media, in real time. I carry a system by Trident Sensors, which is completely tamper proof. It also has a Mayday button, so I can alert my home team if I get into trouble in a remote part of the world.

For my day-to-day training, I use a Garmin Edge 1000 and a 920 XT triathlon watch, which is incredibly versatile and gives me notifications. I also use a heart rate band, but I train off power output more than heart rate.

Over the last year, when I was training for Africa, I partnered with the Scottish cycling squad, which put more science behind my training. I started doing shorter, smarter training sessions, as well as working on all-round conditioning with HIT, power training and functional threshold training. I also used the Wattbike to work on power and leg speed, which helps cut down the potential for niggling injuries.

When training, I use the trackers to test my power, and then build on this with structured sessions and directly compare



Marginal gains get smaller the longer you do a sport, so that data becomes even more important

Mark Beaumont

results. I also watch cadence, keeping it at around 90–100 revolutions per minute.

On expeditions I use the Edge to keep an eye on power, making sure I don't go too fast early on in each day. If you rely only on feel, it's easy to overcook it at the beginning of a 16-hour day and feel drained at the end.

Ultimately I'm racing myself. I never compare myself to others but just watch my own data, so I can see improvements and where I need to focus.



ACTIVITY TRACKING



For a 3km swim, Patten needed to be at her maximum heart rate

CASSIE PATTEN

BRONZE MEDALLIST IN THE 10K OPEN WATER SWIM, BEIJING OLYMPICS

My choice of device is a Polar heart rate monitor: it's easy to use, can be worn in the pool and also has a foot pad to measure cadence when running.

When I was training for the Olympics, I used the heart rate monitor to make sure I was hitting the right training zones and to train my energy systems. Unless you're in the right zone, training is ineffectual.

Measuring the recovery was just as important as measuring the heart rate. For a 3k swim I

needed to be at maximum heart rate – 180 – and within five seconds of finishing, this would drop down to 170 or less. I also really like the sleep tracker, because I can see how sleep – or lack of it – affects my training results.

As well as physically preparing me for an event, the heart rate monitor gave me a mental advantage when it came to competing, because I had the confidence of knowing I was at peak fitness and had done all the right training.

Most people with a competitive mindset will tend to over-train; activity trackers and heart rate monitors makes sure their training is informed, to get the best results.

The heart rate monitor gave me a mental advantage, because I had the confidence of knowing I was at peak fitness and had done all the right training

Cassie Patten



Patten won the bronze medal at Beijing 2008



CREATIVE COMMONS



Butcher uses cycling app Strava, as well as MyFitnessPal to track her nutrition

JAZMINE BUTCHER

SLALOM, GIANT SLALOM, SUPER G AND DOWNHILL SKIER WITH THE DELANCEY BRITISH U21 SKI TEAM

I'm still in rehab after knee surgery earlier this year, but am using MyFitnessPal and Strava to help me qualify for the World Junior Championships in 2017.

I started using Strava two years ago, when I began cycling in order to boost my strength and stamina. It records your speed, distance and elevation, and can track your heart rate if you have a compatible monitor – as well as tracking rides via GPS and letting you race other people.

Using Strava makes me work harder each time I go out and makes me more motivated to beat my times. When I started cycling, I could only do short rides up to about 10km, but now I can easily do 50km rides with 1,000m elevations.

MyFitnessPal has helped my diet become much healthier, as it enables me to record the percentage of proteins, fats, carbohydrates, vitamins and minerals I'm eating.

I changed my diet to eat more protein and less fat and found that I had loads more energy

Jazmine Butcher



Last October, before the start of the season, I had stepped up my training and was getting tired. I realised I wasn't eating enough calories and had too much fat in my diet, so I changed my diet to eat more protein and less fat and found that I had loads more energy. I also use it to make sure I have good nutrition before a race and to measure my hydration.

MyFitnessPal is compatible with Strava and has a step tracker to customise your calorie intake goal for that day, depending on your level of activity. I also enjoy cooking, and MyFitnessPal lets you import recipes from the internet so you can see the nutrient content of each meal.

After my operation, I was doubtful of my own ability and didn't think I would be able to do what I was doing before. But looking back at previous data made me motivated to push myself harder. ●





Sir Graham Watson



INTRODUCING... SIR GRAHAM WATSON

Current

- President of the Party of Liberals and Democrats for Europe
- President of the global Climate Parliament

1994–2014

Member of the European Parliament for SW England & Gibraltar

- 1999–2002 - chair of the EP's Justice & Home Affairs Committee
- 2002–09 - leader of the EP's Liberal and Democratic Group
- 2009–14 - chair of the EP's delegation for India

1988–94

Senior executive posts with HSBC Group in Hong Kong and UK

1983–87

Head of the parliamentary private office to the UK Liberal leader

1981–83

Communications executive at a Scottish science institute

1979–81

Interpreter and translator in Berlin, Brussels and London

The former Liberal Democrat MEP and now president of *EuropeActive* talks to Kate Cracknell about bringing added status to the health and fitness sector through international co-operation

What's your background?

Essentially I suppose I'm a communicator. I qualified in languages and graduated as an interpreter. I'd wanted to be an interpreter since the age of 15, but as soon as I became one, I realised I didn't like it at all.

But I'd become quite politically motivated, essentially around the European Union and whether we should stay in – this was around the time of the 1975 referendum campaign. Forty years on we've come full circle.

I returned to Scotland and became involved in the Young Liberals, and three years later I was appointed head of the parliamentary private office to David Steel, then leader of the UK Liberal Party – a role in which I served for the duration of the 1983–87 parliament.

I then had an eight-year career in banking before returning to politics, serving as a member of the European Parliament from 1994 to 2014.

What has been your focus during your political career?

If I had to describe what I did during those 20 years in the European Parliament, and even before that, I suppose it was trying to convince people of the advantages of structured international co-operation. I'm not ideologically federalist. I've simply come to believe you can achieve far more through peaceful co-operation – by increasing trade and cultural links and sporting links and so on – than you can by going it alone and trying to dominate the world.

I think one of the greatest successes of the EU is really nothing to do with legislation. The EU is actually only 5 per cent legislation – the rest is exchange of best practice. It's getting to know each other. It's providing the framework within

which people can come together to exchange experiences and ideas.

You became president of EuropeActive in April 2015. How did that come about?

I imagine EuropeActive wanted someone in this role who was experienced in building international structures.

I've been involved throughout my career in building co-operation between Liberal parties across the EU and around the world. I've also been involved on a



The **challenges** of an ageing society are becoming acute – but you **can't assume** that just because there's a need, **governments will respond**



non-party political basis: I was one of the founders of the Climate Parliament, for example, which is a global network of legislators working on climate issues.

And although I know very little about sport – my learning curve is vertical at the moment – I'm finding it very interesting to work with a group of national federations who believe they can advance their common interests, and the interests of their clients and members, by working together more effectively



Watson wants fitness on the radar alongside other sports

at a European level. I can bring a lot of experience in that respect.

How do you see your role?

I chair the board, and that role involves a certain amount of diplomacy between the different member organisations. They all have a common wider interest, but sometimes they differ on the specifics. I see my job partly as having to build a consensus between them about what they want to see in the organisation of fitness – how they want health and fitness to look at a European level – and representing that vis-à-vis the European institutions.

And do you have a picture yet of how that consensus might look?

In some areas, yes. To give an example, the European Commission has launched a programme on healthy ageing, and the fitness industry can have a huge input on that agenda. Since I've become chair, we've successfully bid to be a partner in various European programmes. It's an area where the interests of business and society intertwine almost completely.

What else has happened since you joined EuropeActive?

One of the things I've persuaded the team to do is move its office much

closer to the European Commission and Parliament. We're trying to set up a more structured, permanent secretariat that's close to the people it's trying to influence.

We're going to share offices with four other organisations that are active in sport and leisure, and we're going to call it the European House of Sport. If EuropeActive is going to work to its optimum, it has to have a central forum in which all of its work is co-ordinated.

What impact do you believe EuropeActive can have?

The European Commission – despite the fact that most people in Britain think it's a monster of bureaucracy sticking its tentacles into every area of their daily lives – is a relatively small outfit. It doesn't want, and indeed doesn't have, the capacity to organise and set standards for and police every industry that's going. It wants these industries to do it for themselves as far as possible.

What we've therefore done with EuropeActive – and this work was going on before I joined – is taken what was essentially a federation of national fitness associations and turned it into a standards organisation. We're saying to governments: we believe these are the standards that are needed for the industry



EuropeActive is setting standards that are needed to ensure the industry runs professionally

to run professionally, and we're developing and monitoring those standards.

I think one of the most valuable things we've done has been setting up the European Standards Council, developing standards in conjunction with the industry.

What's your SWOT analysis of EuropeActive?

The strengths are that the federations have already started to do things together, and EuropeActive has started to engage in discussions with the institutions of government at a European level. The basic platform is there. ▶



SHUTTERSTOCK.COM

EuropeActive has set a goal of 80 million members across Europe by 2025, so it's key to get younger generations involved

- One of the weaknesses – which would apply I think to any organisation in this area – is things are sometimes dominated and swayed by strong characters who perhaps don't always represent the mainstream of opinion in their industry. Part of my job as EuropeActive chair is trying to balance these characters and their wishes with the general needs of the organisation.

Opportunities are huge. The challenges of an ageing society are becoming acute, which means we have to do something about it – but you can't assume that just because there's a need, governments will respond. We're coaxing, cajoling, encouraging governments to respond with the support of the industry.

The main threat to any organisation like this at Brussels level is how to maintain sufficiently regular income and a sufficiently rigorous financial management. Because operations like this normally work on a shoestring. Can you maintain that? Can you be seen to be effectively and responsibly managed, so you're a reliable partner for institutions like the European Commission?

Another threat – I'd call it more of a challenge than a threat – is how do you bring together people who are commercial competitors? How do you balance the relations of people who are desperately competitive? What do you do to engage people on a level where they're intellectually getting something out of what you're offering.

What's your vision for EuropeActive and an active Europe?

At a societal level, across the continent, we need to drive awareness of the need for personal fitness, as well as driving actual levels of personal fitness. Ours is already a growing sector, but can we push it to grow a little faster, creating the conditions in



Health and fitness
has tended to be
the Cinderella of
physical activity. The
vision I have is to **lift it**
to the level of more
recognised sports



which government will support that? If we do, we'll keep down taxes and health costs tremendously over the next 10 years.

Active is a leader in lobbying government in the UK; we now need the federations in every member state to lobby their governments as effectively. If we can then put the icing on the cake at European level, we can achieve a lot.

But that's my vision for society. My vision for the industry is a slightly more limited and I hope a very practical one. I want to make EuropeActive genuinely representative of the whole spectrum of the industry, ensuring members are fully reflective of the industries in their own countries. And I want to make sure we're effective and respected by government, so we're seen as a natural partner.

In July, there was an informal meeting of sports ministers from 28 countries. A number of sports federations were invited to attend – tennis, football, rugby... but we weren't invited. I think, because the fitness sector has been quite decentralised – it hasn't been hugely structured because it involves individuals rather than team sports – it's tended to be the Cinderella of physical activity. The vision I have, and the opportunity I see, is to lift it up to the level of more recognised sports.

EuropeActive has a stated goal of 80 million members across Europe by 2025. Is that achievable?

I think it's perfectly achievable. It's certainly ambitious, but if you don't set your sights high you'll never achieve anything. As Michelangelo once said, the greater danger for most of us lies not in setting our aim too high and falling short, but in setting our aim too low and achieving our mark. Eighty million is very ambitious, but not impossible. With the right level of commitment and the right level of organisation, we can get there. ●



**LIFE FITNESS
ACADEMY**



LEVEL 3 CERTIFICATE IN PERSONAL TRAINING

STARTING NOVEMBER 2015 IN LONDON *

Life Fitness Academy has been a trusted source of fitness education for more than 20 years. We are excited to now offer industry leading qualifications from YMCA Awards, beginning with Level 3 Certificate in Personal Training starting in November 2015 in London.

Contact us for more information and book before the end of September to receive a 10% earlybird discount.

** Participants must have completed Level 2 prior to enrolment*

www.lifefitness.co.uk/LFA
uk.training@LifeFitness.com | 01353 660452

©2015 Life Fitness, a division of Brunswick Corporation. All rights reserved. Life Fitness is a registered trademark of Brunswick Corporation.

LifeFitness

WHAT WE LIVE FOR



**Your Business
Our Solution**

t +44 (0)20 8251 5100
e info@e-s-p.com
w www.e-s-p.com

Allowing our clients to be the best at what they do

Understanding customer preferences and how to service these creatively with minimal operational overheads is at the core of what ESP enables for its clients.

- CRM
- Bookings
- Online & Mobile
- Access Control
- Point of Sale
- Business Intelligence
- Kiosks
- Courses & Achievements



The preferred IT partner driving success, participation
and the highest standards in leisure

A DALEY DOSE OF FUN

Jak Phillips pays a visit to Daley Thompson's new gym in Putney, London, to see how it's putting the fun back into fitness

Daley Thompson reigned supreme in decathlon for nine years, not losing a single event between 1979 and 1987. He dominated the international arena, defeating all comers on his way to two Olympic golds and four world records. Fighting off a relentless pack of high-class athletes for almost a decade without wilting required a ferocious dedication to training and a never-ending supply of motivation. The secret, says Thompson, was simple. "Make it fun."

Like a stick of Brighton rock, 'fun' is a mantra Thompson has sought to imbue right through his first gym venture – Daley Fitness in Putney, south-west London. From the bubbly staff welcome, through to the various zany fitness games created throughout the facility, Thompson was adamant that fun should be a central tenet of all experiences at Daley Fitness.

"There are a lot of people out there in gyms working really hard, but they don't seem to be having a good time while they're doing it," he says. "I think you can work hard and have a bit of fun as well, which in turn keeps you motivated. That's the difference in our approach."

So how does that translate from the track into a gym setting?

"You surround yourself with good people – people you like – and it's easier to go training every day. Ninety per cent of making it fun is the attitude of the people here and the trainers. We try to get

really good staff, because they're the representatives of the business and if they're good, fun people, then hopefully the way they teach is going to be fun too."

Some may see it as naive to say that just making fitness fun is the key to helping members achieve their goals, but in an age when operators are spending millions on scientific investigations to unlock the secret of motivation, the concept offers a refreshing simplicity. And it's certainly an easier marketing message to convey to consumers.

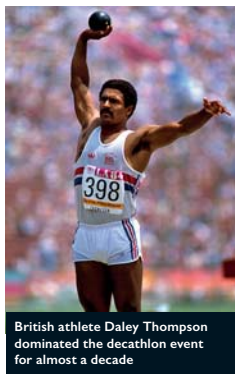
OLD-SCHOOL APPROACH

Thompson's first foray into health clubs has seen him partner with long-time friend and former Great Britain athlete Gavin Sunshine, who is CEO of the business. The pair have transformed a former bed store from a dilapidated nightmare into their dream workout facility, where cutting-edge fitness

equipment is combined with an "old-school approach to training".

Sunshine – who as well as having run a Gold's Gym franchise was previously a star on TV's *Gladiators* – is an effervescent bundle of energy who positively bounces around the club as he leads me on a tour.

On entering Daley Fitness, you feel as though you're entering a chic Scandinavian coffee shop – suggesting the influence of general manager Steve Gutteridge, who away from athletics also worked in the nightclub industry. The 5m-high glass wall panels and light wood



British athlete Daley Thompson dominated the decathlon event for almost a decade

EMILY SPA



You surround yourself with good people – people you like – and it's easier to go training every day



flooring provide an unimposing shell which is filled with scattered seating and a central island containing staff, coffee machines and a Nutribullet bar.

To the right of the entrance room sits a cycling studio, where the glass can be frosted at the flick of a switch should members want privacy for their workout. There are also two bikes in the spot where you would expect to find the instructor; one is set out for 'special guests' from the world of athletics, who I'm told will pop in from time to time.

Virtually everywhere you look there are screens displaying Myzone scores – each member receives a belt when they join – while the basement level gym floor features Star Trac strength and CV equipment, Oartech Sliders, as well as Origin benches, racks and free weights. There are also open pods for ▶



PHOTO COURTESY OF WWW.LUCYKANE.CO.UK

Thompson's new club concept mixes the latest equipment with 'an old-school approach' to fitness



90%

of making it fun
is the attitude
of the people
here and the
trainers





Thompson says he looks for staff with strong interpersonal skills, who can help members have fun while they work out

PT sessions, a physio room featuring InBody composition analysis equipment and Daley Fitness-branded Hit Machines, which are later the cause of my heart rate hitting 100 per cent on the Myzone monitor for a solid six minutes.

Sunshine emphasises the fact that there has been "no expense spared" in the club fit-out – which is evident in details like the Italian marble-walled showers and GHD-supplied grooming stations – but it's the functional studio where Daley Fitness really comes into its own.

Quite literally 'old school', the studio has been designed to replicate the gym hall from Thompson's school. Wall bars, leather medicine balls, climbing ropes, rings and a good old-fashioned vaulting horse pay homage to a classic PE lesson, while modern updates arrive in the form of a Queenax Rig, 20 TRX stations and a Star Trac BoxMaster.

There are also 100 classes a week held across the studio and cycling room, with a wide range of workouts including 'Daley & Gavin's Old Meets New'.

LONG-TERM COMMITMENT

"A fundamental that we're trying to push is that we're not following fads and that kind of stuff," says Thompson. "There are lots of great training regimes out there, and lots of bad ones too. I started off doing all my fitness at school in a

little space just like our studio, where you jump over things and pull yourself up things, and I just think it's about sweating and having a good time and not over-complicating things.


"It's not a bad thing, but so many people want flashing lights and discos and all that. There are a lot of people out there doing that, but there aren't many people doing it like this. I think we're offering that point of difference. We're putting the fun back into fitness."

There's certainly plenty of fun to be had at Daley Fitness, but the premium kit and top-class trainers mean the jolly japes come at a price. Membership costs £1,080 for a one-year contract, and there's also a £200 joining fee – for which members receive their Myzone belt, a selection of gifts and three PT sessions.

At a time when most high-end offerings (albeit often boutique studios) are favouring a 'pay as you play' model, it's

interesting to see Daley Fitness choosing the old school membership model. For Sunshine, it's a case of valuing the product and laying the groundwork for a longer-term relationship with members.

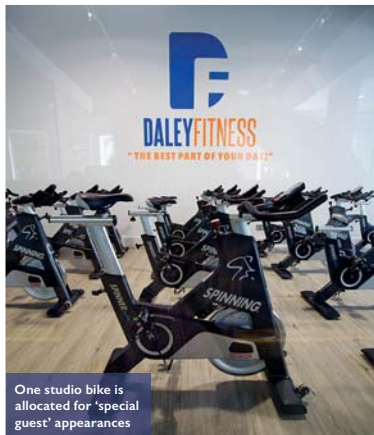
"The reason ours is a contract is that you're buying into a luxury product which is expensive," says Sunshine. "I want people to commit: if you're committing to us, we're committing everything to you. I'm not interested in you getting fit for one month. I'm interested in you being able to chase your grandkids around the garden in 30 years' time."


**I'm not
interested in
you getting fit
for one month.
I'm interested
in you being
able to chase
your grandkids
around the
garden in 30
years' time**

GROWTH PLANS

As with most gyms, bringing on board members for the long haul will be key to the success of Daley Fitness. When we meet on a sweltering day in early July, the club has been open for just over a month. There are 300 members so far and the business aims to attract 1,500 by the end of year one – a feat Sunshine feels is easily achievable given the club's location in the wealthy London suburb of Putney.





One studio bike is allocated for 'special guest' appearances



The club is aiming for 1,500 members in its first year

"It took us two years to find the right site, but Putney is wonderful," he says. "It's an ABC1 area, and these people are cash rich and time sensitive. For your first studio, it's got to be in an area where people are receptive to what you're doing. I don't know if every site will look like this, but we are looking for good growth and we're working with a backer that likes us. As long as we maintain that blueprint, each site will warrant the opening of the next one."

The backer in question is London-based MetroBank which, together with Thompson and Sunshine, makes up the triad of investors in Daley Fitness.

As luck would have it, Adrian Carey – who handles commercial banking at MetroBank – has popped down from the City for a first glimpse of the club in action. So I ask him, what made Daley Fitness an attractive investment proposition?

"First off, we look at the financial aspects of the business plan," says Carey. "They might just be a set of numbers on a piece of paper but that, coupled with 10 years of dealing with Gavin and having seen him deliver those numbers on a regular basis [in a previous gym venture], means there's a lot of trust capital there."

"The non-financial aspect is Gavin and an Olympic legend in Daley Thompson – it's an opportunity for us to get involved



We'll go for big growth. The difficult part will be maintaining this feel of intimacy. We want to be the biggest small gym in the world



with an exciting business which will hopefully grow and develop across multiple sites. This isn't a case of wanting to jump into bed with a celebrity gym – we're not that shallow. This is about the proposition ticking the boxes in terms of financial and non-financial aspects."

The plan to develop multiple sites will see, at least in the mid-term, Daley Fitness seek to inhabit similarly wealthy areas of London. If Putney becomes a proven success, the team plans to open a further three sites; ABC1 areas such as Battersea, Bank and Kensington are touted as possible locations. Beyond that, says Sunshine, there's no limit to their ambitions.

"If we can make five sites work, we can get up to 50 sites in another three or four years. If I get two more sites in the next six months, as I'm hoping, there will be five sites by the end of 2018 and then we'll go for big growth. The difficult part will be maintaining this feeling of intimacy."

"There's a risk of having too much middle management and losing control of what you were at the outset. We want to be the biggest small gym in the world."

CREATING A COMMUNITY

It's a similar concern for Thompson, who feels the biggest challenge to growth will be finding the right staff to retain the

sense of community they've sought to create at the inaugural Daley Fitness site. To that end, he talks about the possibility of setting up a Daley Fitness personal trainer qualification. The idea, he says, is in its infancy, but would broadly follow the curriculum of respected industry courses, but with the business' own influences and ethos incorporated as well.



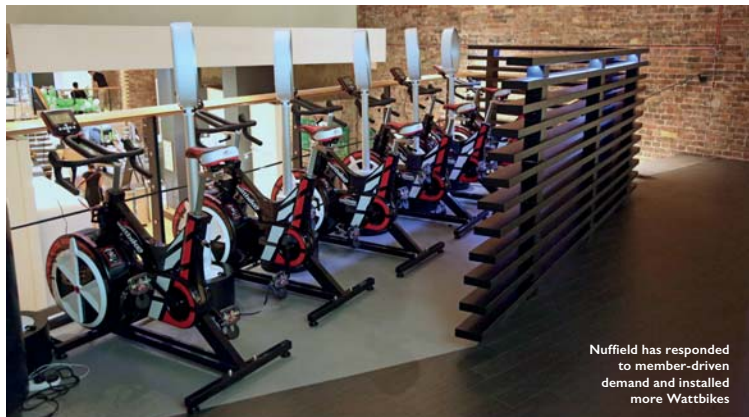
Daley Thompson was on the cover of the first ever issue of *Health Club Management*, back in 1995

"I think staffing will be the biggest challenge moving forward – it's tough finding good staff," says Thompson. "We just look for simple things like people who look you in the eye, people who shake your hand and smile a lot – because most of the information is given off from how much you're smiling at people. It all goes back to being friendly and providing a fun environment."

Having seen off all comers on the track, time will tell whether Thompson can go the distance in the competitive gym market. But one thing's for sure: he certainly plans to have fun along the way. ●

How do you use yours?

Key operators tell us how they maximise the Wattbike



Nuffield has responded to member-driven demand and installed more Wattbikes

NUFFIELD HEALTH

Rick Crawford

National Fitness and Wellbeing
Lead at Nuffield Health

"At Nuffield Health we were early adopters of the Wattbike and we now have Wattbikes in the majority of our gym facilities, medical centres and hospitals. Working with Wattbike was an easy decision for two reasons; firstly, we recognised the rapid increase in the popularity of cycling and triathlon, and Wattbikes provide our members and clients with the best indoor cycling experience they can transfer back outdoors to rides and races.

Secondly, at Nuffield Health we pride ourselves on having the best health professionals in the industry. Our health and wellbeing experts, including our personal trainers, physiologists, and

physiotherapists, have all collaborated with Wattbike to create a set of protocols that have been incorporated across our service lines.

In the last three years, we've also had to respond to strong member-driven demand, as more and more people, hearing that Wattbikes are available in other Nuffield clubs or clinics, have

The Wattbike is a valuable performance tool for in-depth, accurate fitness testing

begun to request them at their own locations. This has led to us placing more and more emphasis on Wattbikes to meet customer demand, and as a result they're now a standard offering in our health clubs.

In our fitness facilities we're now creating Wattbike 'zones', often with digital screens to enable group training, competitive races and 'Power Cycling' classes. Members can benefit from 1-2-1 and group Wattbikes sessions that are both challenging and engaging and in addition can spend time with our personal trainers to accurately measure their current fitness levels and the impact their training is having.

Wattbikes are used extensively by our physiotherapy teams to identify muscle imbalances and as a rehabilitation and recovery tool.

A Wattbike fitness test has also been incorporated into our full 360+ Health Assessments as a measure of a member's current fitness and as an indicator of their future cardiovascular health. For those people who really want to test themselves, our physiologists can also oversee a more vigorous sub-maximal test."



DLL uses its Wattbikes for tasters, power cycling, small group-ex and virtual sessions

DAVID LLOYD LEISURE

Michelle Dand

Group Health and Fitness Manager at David Lloyd Leisure

"We've been using Wattbikes in a number of ways, experimenting to find the best fit in our facilities. At first we put them on the gym floor, but the Wattbike isn't as intuitive as some members were used to, so we introduced Wattbike 'Taster' sessions. These enable members to learn the basics, understanding the technology and seeing the immense benefits they can get from using the bikes.

More recently we've put them into our 'Performance Zone' areas as part of our gym innovation programme, and at a handful of clubs we'll be running a Wattbike area made up of

Members are getting more educated about the benefits of power training and the Wattbike is a perfect fit

programmable tasters, power cycling, small group training and virtual sessions.

We've continued our investment in quality class-based fitness through

an exclusive partnership with The Sufferfest video-based indoor cycling programme, which launched at David Lloyd Southampton and will roll out to selected clubs over the coming months. The Sufferfest programme will run in our studios and Wattbike areas, bringing them to life whilst motivating members and educating them about the bikes.

The main reason we chose the bikes is their ability to cater for the very fit and the very unfit. In the UK we have a growing market of cyclists and triathletes who appreciate the performance elements of training on the Wattbike, but we also have members who are just beginning to understand the benefits of power training."

EVERYONE ACTIVE

Mark Talley

Group Fitness Development Manager at Everyone Active

"We generally put two or three bikes into our gyms where possible to provide options for all our members, but we have found that, although the bikes are well used by a broad spectrum of people, they're especially popular with our members who are keen cyclists or triathletes and looking for more performance orientated training.

For these users the bikes provide powerful performance data to use for training and many already understand



Cyclists know the Wattbike brand

The Wattbikes help us to focus on our members who are keen triathletes and cyclists

the benefits as the Wattbike brand is well established within the triathlon and cycling community.

We are always keen to offer members the latest in innovation and technology. For our more specialist equipment we run workshops to ensure members have the opportunity to be properly introduced to the kit so that they can get the most from all of the features regardless of their current fitness knowledge, levels or personal goals.

With the rise in popularity of small group training, we're also looking at programmes using the Wattbikes. We're committed to engaging as many members in small group activity as possible, and Wattbikes can easily be integrated into our existing programmes.

TEL: +44 (0)115 945 5450

EMAIL: info@wattbike.com WEB: www.wattbike.com

TWITTER: @wattbike

FACEBOOK: [facebook.com/wattbike](https://www.facebook.com/wattbike)

wattbike

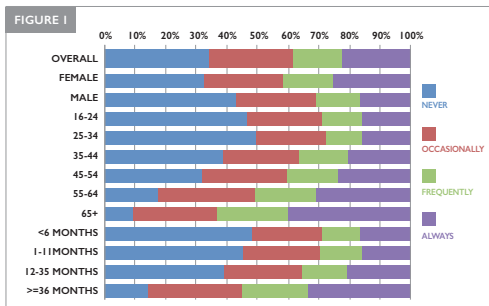
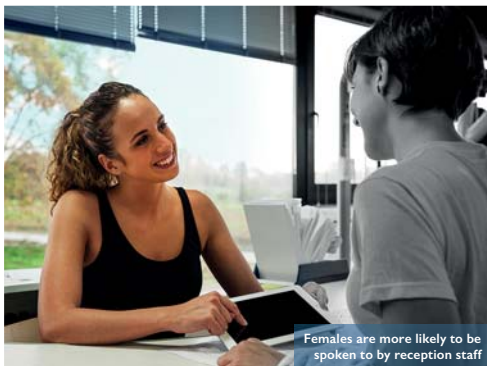
Warm welcome & fond farewell

Are reception staff your most undervalued retention resource? Dr Melvyn Hillsdon looks at the impact this group of employees can have on member retention

Previous articles from the *Health Club Management* / TRP10,000 series of reports have highlighted the value of fitness staff interacting with members, and the considerable impact this has on membership retention. We've also given some indication that reception staff have a role to play in member longevity too.

In this article, we will more fully examine the level of interaction between reception staff and members, whether members value reception staff speaking to them, and whether the level of interaction is associated with membership retention and/or attrition.

In our study, members were asked how often reception staff spoke to them, with responses ranging from 'never' to 'always'. They were also asked if reception staff spoke to them on their last visit. Finally, using a four-point scale, they



were asked how much they agreed with the statement: 'I value reception staff speaking to me.' Questions were asked between July and September 2013, with membership status ascertained between seven and eight months later.

THE VALUE OF INTERACTION

Overall, 22 per cent of members said reception staff always spoke to them – but 35 per cent said they were never spoken to (see Figure 1).

Females were more likely to be spoken to than males, and age had an impact too: reception staff were more likely to speak to older rather than younger members.

Meanwhile, nearly half of new members say they are never spoken to, compared to a third of long-standing members who



Those who are never spoken to cancel at a rate 2.8 times higher than those who say they're always spoken to

PH: SHAWNSHUTTERS/ISTOCK.COM

say they are always spoken to. Members who attend their club more frequently were also more likely to always be spoken to, but the relationship was not that strong (data not shown).

Forty-four per cent of members surveyed reported that reception staff

spoke to them at their last visit to their health club; again this was more common among female, older, long-standing and frequent users.

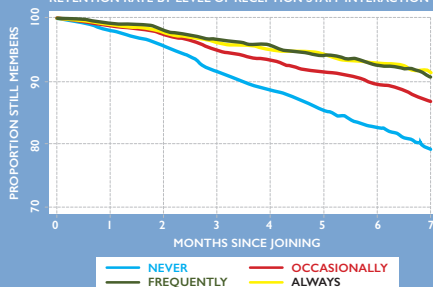
Seventy-four per cent of members agreed or strongly agreed with the statement: 'I value reception staff

speaking to me' – a sentiment that was slightly higher among females.

Across different age groups, only members aged 55 years and older said they valued reception interaction more than the average. Similarly, only the longest standing members and the highest attending members were more likely to value reception interaction compared to the average.

FIGURE 2

RETENTION RATE BY LEVEL OF RECEPTION STAFF INTERACTION



INFLUENCING RETENTION?

Figure 2 shows that fewer members retain their membership if reception staff never or only occasionally speak to them. Similarly, 10 per cent more members retained their membership after seven months of follow-up if they reported in 2013 that reception staff spoke to them at their last visit (data not shown).

Compared to members who say they are always spoken to by reception staff and were spoken to at their last visit, members who are never spoken to and were not spoken to at their last visit cancel at a rate 2.8 times higher. This equates to an extra 21 cancelled memberships each month for every 1,000 members.

This difference in cancellation rate widens further if members who say they



New, younger members who visit infrequently are at risk of leaving

PHOTO: SHUTTERSTOCK.COM

- ▶ value reception staff speaking to them never get spoken to. They cancel at a rate 3.4 times higher than members who value reception staff communication and always get spoken to. This equates to a loss of an additional 29 members out of every 1,000 each month.

Even though a higher number of longer-standing members say they value reception staff speaking to them compared to new members, the detrimental effect of reception staff not speaking to them is less than if reception staff do not speak to new members.

New members who are not spoken to cancel at a rate nearly three times higher than established members who are not spoken to. Similarly, younger members who reception staff never speak to have a much higher rate of cancellation than older members who don't get spoken to.

Although there are differences in the effect of reception communication on retention and attrition according to age, length of membership and visit frequency, in all types of members reception communication equals increased longevity. Independent of



Members who are **always spoken to** by reception staff are **30 per cent less likely to cancel** each month compared to members who are **never spoken to**



age, length of membership and visit frequency, members who report always being spoken to by reception staff are 30 per cent less likely to cancel each month compared to members who say they are never spoken to.

Also, members who say they were spoken to during their last visit are 20 per cent less likely to cancel over the next seven months compared to members who were not spoken to – irrespective of their age, length of membership and how often they use their club.

SUMMARY

Over one-third third of members say reception staff never speak to them; as a consequence, they're twice as likely to cancel their membership each month compared to members who are spoken to at least occasionally. In other words, each time reception staff speak to a member rather than letting them walk by without any communication, the risk of them cancelling next month is halved.

The majority of members say they value reception staff speaking to them – some more than others – but even if they say they don't value it, research shows they still stay longer when they are spoken to. Indeed, for every 58 members who get spoken to, one membership cancellation is avoided.

The proportion of members who report never being spoken to by



Reception staff should always ask members about their visit

6 TIPS ON HOW TO INTERACT WITH YOUR MEMBERS

- 1 Each visit counts, so reception staff should try to speak to all members when they enter and leave the club.
- 2 If possible, efforts to talk to members should focus on new members and those who visit infrequently.

Although the exact nature of the conversation was not assessed in this study, reception staff should:

- 3 At the very least, build rapport and provide both a friendly greeting and a friendly farewell.
- 4 Engage with the member about their experience during that visit – for example, asking how their workout/swim/class was. Take a genuine interest and listen with care.
- 5 Discuss the member's next visit – for example, asking when they will next attend.
- 6 Support the member to make their next visit – encouraging them to make a booking, for example.

reception staff increases among newer, younger members who only use their clubs infrequently – ironically the very members at most risk of cancelling their memberships. Not speaking to these groups of members compounds their already high rate of cancellation.

If reception staff had spoken to all members at least occasionally, we estimate that 30 per cent fewer cancellations would have occurred during the seven-month follow-up period.

Reception staff have the potential to make a significant contribution to retention. At present, the members most likely to be spoken to are those at lowest risk of cancellation; a shift towards speaking to more high risk members would mean even more membership cancellations could be avoided. ●

ABOUT THE AUTHOR

Dr Melvyn Hillsdon is associate professor of exercise and health at the University of Exeter, where he researches physical activity and population health.

Since his landmark retention report in 2001 (*Winning the Retention Battle*), his research into retention and attrition has led to the development of appropriate measures of retention, attrition and longevity. In partnership with TRP, Hillsdon has published numerous reports into the determinants of membership retention.



TRUST THE
**TRAINING
EXPERTS**
TO DELIVER THE
**EXPERT
TRAINING
YOU NEED**



IN-HOUSE TRAINING
RECRUITMENT SOLUTIONS



CORPORATE RATES
NEW HEALTH AND WELLBEING
QUALIFICATION



CONTACT US TODAY
03333 212 092
www.premierglobal.co.uk



HERE TO STAY

Virtual classes have been adopted by most of the world's top 25 health club groups. So what's led this drive into the mainstream and what comes next? Rasmus Ingerslev reports



Few people would argue that building beautiful group exercise and cycling studios and then not running classes in them for the majority of the day makes good business sense – which is one key reason why, over recent years, a growing number of operators have turned to virtual classes.

Martin Seibold, managing director of Fitness First UK, explains: "We're constantly pushing the boundaries of our member experience and virtual helps us do this; it adds value to our studio space and gives members flexibility and more varied training options."

"We see the investment return through its marketing value and improved opportunities to retain group fitness users. Additionally, our club managers are reporting that virtual feeds a lot of new people into our live classes, which increases the value proposition of virtual still further."

In a different segment of the industry, low-cost operator BasicFit uses virtual in the majority of its more than 350 clubs across Europe. CEO Rene Moos explains why: "The

Fitness First has started designing studios with virtual classes in mind

virtual classes allow us to increase our offering significantly at a cost of less than two treadmills. Approximately 25 per cent of our members make use of the virtual classes and it's clear that it attracts members we would not otherwise have had. When you compare virtual to any other service or product, the return on investment is very high."

One of the largest club groups in the world, US-based 24 Hour Fitness, has recently started implementing virtual across its more than 650 studios. "Virtual enhances the overall member experience and is a highly effective member acquisition and digital marketing vehicle," says executive vice president Tom Lapcevic.

"We use virtual for many different applications. Firstly, virtual classes introduce our members to group exercise in a non-intimidating, fun and convenient manner. Second, virtual injects audiovisual energy and powerful member marketing and messaging into our live classes. Third, virtual is the ideal platform to uniformly and simultaneously train our 20,000+ employees scattered across the country. And



Les Mills'
virtual-specific
content includes
on-screen cues

finally, virtual is a powerful communication platform for our third-party sponsors and advertisers."

VIRTUAL SUCCESS

As with all new technologies, getting the application right is a challenge. Although virtual is now fairly widespread and growing fast, there are still significant differences in terms of the level of participation across clubs offering virtual classes.

So what do the operators with the highest participation levels do differently from those with lower numbers? "Club groups that use virtual as a tool rather than a product are significantly more successful, as they understand what's required to integrate virtual into their member journey," says Paul Bowman of Wexer Virtual. "They recognise that the tool is dynamic and ever-evolving, and therefore embrace this with a clear integration and execution strategy. Highest participation is seen when virtual is managed like live programming, through attendance tracking, launch events, and regular new releases and re-launches."

Garrett Marshall from Fitness On Demand agrees. "A great virtual group fitness programme needs implementation, not just installation," he says, adding that promotion that's mindful of the audience and the traffic demands of the particular facility determine overall effectiveness.

Marshall's top tips for virtual success are firstly to tailor programming to the audience – including identifying opportunities to go beyond conventional programming to accommodate special populations.

Secondly, he says clubs must get the right balance of instructor-led classes, pre-scheduled virtual classes and on-demand access – all at the right times of the day – to attract the widest audience. Just as offering a variety of formats attracts a variety of people, so too will offering the right mix of class types, he explains.

While it will
never replace live
instruction, virtual
will continually
progress how
clubs can engage
and support their
membership base

Finally, he recommends clubs fully integrate virtual with live programming. This means using the right language when talking about virtual, educating staff, and presenting one consolidated timetable to members. The desired outcome for the team should be focused on increasing participation across the entire group fitness department.

The team at Wellbeats, another of the original virtual class providers, believes the tipping point for virtual occurred when clubs realised virtual group fitness isn't necessarily a replacement for live, but rather a supplement to it. "While it will never replace live instruction, it will continually progress how clubs can engage and support

more of their membership base," says CEO Jason Von Banks.

"Virtual can remove barriers that exist with traditional programmes: the flexibility to offer a large number of virtual classes means it's possible to offer age-appropriate sessions, as well as programming to serve niche groups. Classes of different lengths can be made available 24/7. And virtual can be more emotionally accessible: letting people try out group exercise without feeling intimidated."

Les Mills International CEO Phillip Mills is both a provider of virtual classes and a club operator. He has implemented virtual programming in his own New Zealand clubs and ▶

VIRTUAL FITNESS

- observed the growing momentum of the trend around the world. "It's actually been the low-tech stuff that's been holding adoption up – the ability to get the studio properly dark and so on," he observes. But when it's done well, the impact can be significant, he adds. "Usage of Les Mills cycle studios has gone up 50 per cent by adding 30 virtual classes a week to the timetable."

NOT JUST VIRTUAL

Creating the right environment is certainly key, as Fitness First's Seibold explains: "Virtual is a key focus in our studios – our Move Virtual schedule includes over 250 classes on demand – and our new clubs include specially designed studios where we can control the ambience through automation of mirror screens, lighting and blinds to create a cinematic feel. We believe that makes the way we deliver virtual classes exclusive to Fitness First."

Tony DeLeede, CEO of Fit 'n' Fast in Australia, is also taking the delivery of virtual in a direction of his own. "We believe that, to maximise the value of virtual, we need to enhance the experience in the virtual room. We've significantly improved the sensory experience in our rooms, stimulating the three main senses: sight, sound and smell. When the member presses the content button, sight (lighting and content), sound (music) and smell (lavender, eucalyptus or frangipani) will be delivered in an automated way to provide what we think is a unique and engaging experience."

ENHANCED CONTENT

But it isn't just about the environment: high quality content is also critical. When virtual emerged, classes were often fairly low-budget productions or re-use of DVD productions meant for home usage. But as virtual has grown, production budgets have increased and with it the quality of the content,



Some members try a virtual class before doing a live class

It's no different from going to the cinema: the cinema can be the best in the world, but if the film isn't great, people aren't engaged

which is now developed specifically for virtual.

Moos was an early adopter and observes: "I believe a significant driver for the rapid growth of virtual is that the quality and variety in content has increased significantly. It's no different from going to the cinema: the cinema can be the best in the world, but if the film isn't great, people aren't engaged and they either leave or they don't come back."

"Every year, we invest

millions filming the latest workouts in a way that will inspire the 100,000 instructors teaching them," says Mills. "We started out repurposing this footage for virtual classes, but now we create virtual-specific content. This includes tailored graphics and cues, along with all the things that we know effectively engage exercisers: fresh choreography, hit music and the world's best instructors."

Meanwhile, a few operators have engaged in producing their own content. DeLeede explains why his operation decided to go down that route. "We were very early adopters of virtual, and the main challenge for us was



Les Mills offers virtual classes in its New Zealand clubs

that the majority of content available at that time wasn't really suitable for our beginner members who would use virtual. We also found that most of the content wasn't produced to fit our scheduled class timeslots.

"Because of this, we started making what we think is the correct type of content for the beginner exerciser – and in more consistent timeframes, so they fit perfectly into our clubs' class schedules."

An alternative to producing your own content is private labelled content, available from suppliers such as ClubJoy. "Big fitness chains put a lot of money into building their brand, so they need virtual content that fits with their look and feel," explains CEO Marc Neijland. "We also deliver the workouts in the native language for each club. The feedback we get is that these two USPs are creating a lot of extra value."



The quality and content of virtual classes has been greatly increasing

VIRTUAL FUTURE

Virtual was initially thought out as a studio-optimising tool – but some operators are now taking it to the gym floor. “We’re seeing first-movers using a virtual set-up on the gym floor to give members programming when fitness instructor interaction isn’t possible,” says Bowman.

Virtual is also expanding outside the four walls of the clubs, with more virtual class suppliers offering – or preparing to offer – streaming services that allow members to do classes online and through apps. This out of the box thinking is a natural development, with clubs already coming up against external technologies: wearable devices, fitness apps and streaming services. “Not only are virtual classes here to stay, but they’re just the tip of the iceberg,” concludes Mills. “As technical capacity expands and creativity fires, there’s huge scope to grow this category.” ●

Virtual classes are just the tip of the iceberg. As technical capacity expands and creativity fires, there’s huge scope to grow this category

ABOUT THE AUTHOR

Rasmus E Ingerslev is the founder and former CEO of two of Denmark’s three largest club groups. He is also the founder and current executive vice chair of Wexer Virtual, as well as the vice chair of IHRSA.



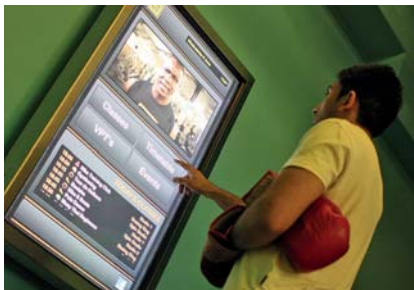
Wellbeats says virtual classes can be easily tailored to niche groups



REALITY
IS
VIRTUAL

The FunXtion Experience Station offers a virtual trainer, with programmes for small group workouts and virtual classes. It starts with the creation of a FunXtion zone with flooring, functional materials and branding and a FunXtion Experience Station. This interactive station displays the FunXtion Virtual classes: members choose from the library of functional exercise videos and challenges, with their results logged in their My FunXtion account.

fitness-kit.net KEYWORD	Function
-------------------------	----------



Fitbox Virtual has launched a technology platform for fitness clubs to introduce Les Mills Virtual group exercise classes. Fitbox Virtual On Demand is provided via a wall-mounted touchscreen: members can take on-demand classes whenever studios are vacant, and the digital workouts can also be scheduled online by the gym. Members can also use the touchscreen to book personal trainers. Fitbox Virtual is developing a Fitbox Virtual scheduling updater based on the operator's existing software.

fitness-kit.net KEYWORD **Fitbox Virtual**

TELEVISION APPEARANCE

ClubVirtual offers virtual fitness programmes through a small brandable media player and LED TV. It's currently developing a touchscreen interface and narrowcasting set-up, where upcoming virtual lessons can be plugged on club televisions. ClubVirtual is in 650 locations in 14 different countries and ClubVirtual Spinning is available in 10 languages. Lessons can be timetabled or started manually; members can start and stop their lessons themselves using an on-demand control panel. Small group training for five to 10 bikes is also available.

fitness-kit.net KEYWORD

Club Virtual



BIG SCREEN PRODUCTIONS

Les Mills Virtual provides movie-like versions of its classes for playing on a big screen whenever members want, outside of timetabled instructor led-group programmes or as part of a scheduled activity. The classes are coupled with chart music for an engaging fitness experience. Les Mills Virtual is designed to give venues such as hotels, apartment complexes, cruise ships or low-budget facilities access to the Les Mills classes. The company says, once a person has done a virtual workout, they're more likely to try an instructor-led class.

fitness-kit.net KEYWORD

Les Mills UK

DOWN WITH THE KIDS

iDEA, a new virtual fitness concept for families, is launching in September 2015, for leisure centres, holiday resorts and schools. It will offer activity sessions on entertainment, fitness and dance crazes, with sessions such as Street Trix and Army Boot Camp. Content is all available on-demand and activities can be delivered in sections or as a series building towards a specific goal, such as certification. Kids' TV presenters are used to help engage families and equipment needed is standard, such as balls and hula hoops.

fitness-kit.net KEYWORD

iDEA



FITNESS ON FILM

Virtual Instructor offers an extensive range of virtual dance instruction for use in aerobics studios. The product features at 400 sites across the UK, including leisure centres, independent gyms and secondary schools. Members can access classes whenever they want, without needing a gym instructor, or instructors can pre-programme classes. The club can also send an Exercise to Music-qualified instructor to Virtual Instructor for the day to film exercise workouts, for free, so members can follow the gym's own classes virtually. The system also ties in with dance mats offered via Cyber Coach to get teens active by playing games.

fitness-kit.net KEYWORD

Virtual Instructor



VIRTUAL FITNESS



WELLNESS ON DEMAND

The Wellbeats virtual group fitness system is a wall-mounted customer interactive kiosk linked to a projector, speakers and a 126" electronic screen (or TV) inside the studio/room. Wellbeats produces and distributes its own group fitness content covering 12 key streams: yoga, pilates, barbells, bike fitness, step, TKO, pregnancy, body conditioning, kettlebells, 50+, express, and dance. It recently launched fitness classes for three- to 14-year-olds for health clubs, leisure centres and schools. Partner content includes Les Mills, Zumba and Virtual Active. Classes are selected by members or pre-programmed to start automatically. The kiosk has a fingerprint reader to record attendance. Pre and post install training and support is free, as are software and upgrades.

fitness-kit.net KEYWORD **Wellbeats UK**



A NEW GENERATION OF VIRTUAL

The Wexer Virtual platform allows clubs to offer an AV experience in group exercise, cycling and open space group fitness areas. Classes can be used as standalone sessions or as live class enhancements, and can be selected by members or pre-programmed by the operator. Wexer Virtual recently launched its Generation III design and interface and has launched the Wexer Virtual streaming plug-in application, which streams content to application-based platforms. It has also recently launched integration with advertising partners, enabling advertising as an ancillary revenue stream for clubs.

fitness-kit.net KEYWORD **Wexer**

PLUG IN TO POWER PLATE

The Cyber Fitness Concept is a virtual training method for small groups using the Power Plate and is available in Germany. A virtual trainer, shown on a flatscreen video wall, leads the class, explaining the Power Plate-based exercises and giving advice on how to improve each exercise and the difficulty options. Users can listen to the training via headphones if the equipment is in a general training area. The gym schedules the classes into its overall programme and users book their place ahead of time.

fitness-kit.net KEYWORD **Power Plate**





Get Your Clients MOTR'n!



Plug and play exercise options for a challenging, unlimited workout.
Simple to store and move. Easy to launch a Group X or Personal Training program.

START YOUR MOTR™ TODAY.

00 800 7220 0008 | +1-916-388-2838

balancedbody.com/MOTR  

 **balanced body®**

[SUPPLIER SHOWCASE]

We take a look at recent projects by Total Gym and Technogym

TOTALLY BESPOKE

CLIENT: Seasons Health Club, Suffolk, UK

SUPPLIER: Total Gym

Simon Cook, owner of Seasons Health Club in Beccles, Suffolk, recently turned to Total Gym to enhance the biomechanical-based training and pilates-inspired classes for which his club is known.

Cook is trained in intrinsic biomechanics and ensures a small ratio of trainers to clients to establish any areas of mechanical weakness in each individual. Bespoke solutions are then offered to each member, favouring one-to-one or small group classes to ensure personalised attention.

This approach means Cook needs exercise equipment that can be tailored to suit each individual. In addition, his philosophy is that exercise programming needs to be based on sound research in order to provide people with real and measurable results.



Using Total Gym, the studio teaches pilates on both an upright and an angled plane

By moving pilates onto the Total Gym glide board, you immediately create destabilisation and can focus on the thoracic region to strengthen the core

The Total Gym GTS equipment, featuring the GRAVITYSystem, offers a turnkey service including a wide variety of tried and tested programming based on incline bodyweight training, while an advocate of pilates-style exercise, Cook is not a fan of matwork or solely standing exercises. With Total Gym, he can teach pilates moves in an upright or angled plane.

"You can't teach core lying down and it doesn't mimic real life or sports movements in this position," he explains.

"By moving pilates onto the Total Gym glide board, you immediately create destabilisation and can focus on the thoracic region to strengthen the core. It's also much easier to adapt the moves and develop progression by adding resistance

or adjusting the incline: this versatility brings a whole new dimension to pilates which clients really enjoy."

A range of moves can be done on the Total Gym, from traditional weight training to functional exercises, plyometric training and the full reformer pilates series.

Not only that, but its versatility means Total Gym can be used to good effect by members of all abilities and fitness levels. Users lie, sit or kneel on the moving glide board and use their own bodyweight as resistance. The percentage of bodyweight being lifted can be adjusted in a matter of seconds between 1 per cent and 62 per cent to suit individual ability.

In addition to delivering the style of training that suits Cook's approach, Total

Gym is designed to expand key growth areas of his business, including group strength, multi-client personal training and pilates, as well as special populations. Seasons Health Club has a small studio, so Cook must use his limited space for equipment that genuinely has multiple uses.

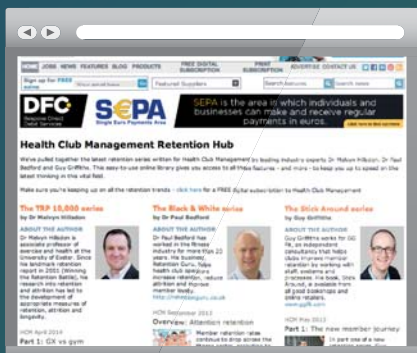
"You hear of kit that can be adapted to suit many people and many training modes, but often there's an element of compromise," he says.

"With Total Gym, I don't believe there's any compromise: the equipment is equally good for pilates, rehab, strength building, resistance training and toning. Every client who walks through the door can use it."

www.physicalcompany.co.uk

Health Club Management Retention Hub

We've pulled together the latest retention series written for Health Club Management by leading industry experts Dr Melvyn Hillsdon, Dr Paul Bedford and Guy Griffiths. This one-stop online shop gives you quick access to the latest thinking, stats, trends and reports in this vital field.



Let the experts keep you up to speed on the latest retention trends
healthclubmanagement.co.uk/retention



The Omnia rig has now been installed in 19 Bannatyne's clubs across the UK

It's pleasing to hear feedback from all age groups that this new addition to the club has helped renew their motivation to visit frequently

The Bannatyne Group has more than 60 sites across the UK under the Bannatyne's Health Clubs brand. March 2015 saw the complete refurbishment and re-launch of the club at Whitworth Street in Manchester city centre, providing members with a brand new look and feel, updated gym layout and a more diverse fitness offering. This includes larger power and functional spaces designed to enhance the member experience through small group training and circuits.

"As part of our extensive 2015 refurbishment plans, it was really important to review the current gym offering and how this could be enhanced for the member. We worked closely with the Technogym Wellness Design team to create a layout for Whitworth Street that would provide a motivational workout space, align with the latest product and digital training trends, and provide an enhanced functional space," says Justin Musgrove, MD of the Bannatyne Group.

Technogym's functional frame, Omnia, is integral to the newly created functional space at Whitworth Street. Designed to

FUNCTIONAL TO THE FORE

CLIENT: Bannatyne's Health Clubs, UK

SUPPLIER: Technogym

bring people together in an interactive and non-intimidating way, Omnia is suitable for all user groups, levels and needs.

Musgrove says: "Firstly, the Omnia frame is attractive from a design perspective – not intimidating as I believe is the case with some equivalent frames. Secondly, the functionality of the frame is excellent: it has eight stations and a wide array of accessories, which is more than some frames twice its size. Finally, the training and support Technogym provides helps our team provide an engaging, enjoyable and results-orientated experience."

The Omnia offering also includes a wide range of pre-designed programming based around the 'move, train, play' training philosophy. 'Play' is about fun and social

engagement; 'move' is aimed at enhancing movement patterns; and 'train' is for high intensity sessions. Two days' training was also provided to the club's fitness professionals and PTs, to help them integrate Omnia into their programming and gym floor-based classes.

Meanwhile, members can access online guidance using NFC technology and via the QR code present on the Omnia frame itself. By downloading the Technogym mywellness app, members can then view single exercise videos online and keep track of their achievements. Musgrove adds: "For many members, this is a totally new method of training, but we've received fantastic feedback. Customer expectations have never been higher, so it's pleasing to hear feedback from all age groups that this new addition to the club has helped renew their motivation to visit frequently."

Based on the success of the initial installation at Whitworth Street, Omnia has since been installed in a further 18 Bannatyne clubs, with a continued focus on education and training to ensure success.

www.technogym.com

Available
in print
& online



HEALTH CLUB MANAGEMENT HANDBOOK 2016

The 12th edition of the Health Club Management Handbook will be 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 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

BOOK YOUR COMPANY PROFILE 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:
 - UK operators – public, private and franchise
 - UK budget operators
 - European operators
- Features and reference material
- Predictions for 2016 from key industry figures
- Consumer and industry trends for 2016
- Industry statistics
- Diary dates – a guide to all industry events, shows and networking opportunities

**The Health Club Management Handbook
is available to purchase at £50**

NEW PRODUCTS FOR 2015...

SHOWCASING AT THE MATRIX INTERNATIONAL SHOW



eGYM

MAKE FITNESS YOUR LIFESTYLE WITH EGYM

eGym is the complete, digitised training solution. eGym's ecosystem of software and smart, interconnected equipment will provide the member, trainer and operator with a pioneering, future proof offering. This electronic strength training system delivers a full-body workout in under 30 minutes, using just eight stations.

The eGym software includes two training methods; 'regular' and 'negative', which are alternated periodically. 'Regular' training utilises a constant weight, akin to traditional training; which is particularly effective in building endurance. 'Negative' training increases weight during the negative (eccentric) phase; helping to prevent muscle injuries, increase muscle strength, and improve coordination.



ELEVATED TRAINING WITH IN-TRINITY®

In-Trinity breathes new life and opportunity into universal disciplines.

With a raised hourglass platform, In-Trinity expands and improves the results of traditional practices like yoga and martial arts.

Only In-Trinity enables training below the board, which allows the body to stretch farther and move in ways not possible on the floor.

Familiar movements will feel new, and users will build strength, deepen flexibility, and improve balance, agility, and coordination.

In-Trinity: A raised platform. An elevated practice. A new paradigm.



CONNEXUS

GET MORE FROM FUNCTIONAL TRAINING WITH CONNEXUS

Connexus is the space-saving solution that lets you offer a wide variety of functional training programming and speciality classes in one training space. Multiple adjustable attachment points offer maximum versatility and easy transitions between exercises.

The expandable and repeatable system accommodates multiple members – all doing the same thing or working out their own ways – at the same time. Choose from wall-mounted and freestanding stations, with optional expansion kits to build exactly what you need for your space, your members, and your budget.

Connexus: It's the system that really shows your strength.



THE **MATRIX** INTERNATIONAL SHOW

TUESDAY 22nd – WEDNESDAY 23rd SEPTEMBER

THE VOX | BIRMINGHAM

EXPERIENCE THE FULL RANGE OF MATRIX PRODUCTS, INCLUDING:

7xi • Sprint 8® • Landmarks • In-Trinity® • Connexus • IC7 Coach by Color®

APPEARANCES FROM:

Lotus F1 Team • Infinity Redbull Racing • Wigan Warriors
Sally Gunnell • Joe Townsend • Matrix Fitness Pro Cyclists

NETWORK WITH INDUSTRY COLLEAGUES AND EXPERTS

REGISTER



SUPPORTING



SEE US ON STAND E48
FITNESS & NUTRITION ZONE
SPONSORED BY MATRIX

FOLLOW



MatrixFitnessUK



MatrixFitnessUK





EDUCATION, INNOVATION & INSPIRATION

Leisure Industry Week (LIW) relaunches under new management this month, having been acquired by BodyPower – the company behind the BodyPower Expo series in the UK, Ireland and India. We look ahead to LIW 2015

An all-new LIW will open its doors at the NEC Birmingham in September, led by a team that has a remit to build on the positives of previous years. The aim: to deliver a world-class trade show and networking event to key associations, brands and decision-makers, and provide an educational programme that brings valuable knowledge and insight to leisure professionals.

LIW CEO Nick Orton says: "We're delighted by the response we've had to our acquisition of LIW. Our philosophy, innovative approach and fresh thinking seem to have been embraced by key personnel and organisations within the leisure sector, and it has created an added air of anticipation before this year's event."

EDUCATION

Feedback from thousands of previous LIW attendees was collated during mid-2015, with the aim of ensuring that the free LIW educational programme delivered the kind of knowledge and practical insights that could be applied by a wide range of employees, from personal trainers to managing directors.

Featuring a plethora of well-known names, the Keynote Theatre will therefore be a headline act at Leisure Industry Week 2015.

Delegates will be treated to a comprehensive programme featuring the likes of Rugby World Cup winner Ben Cohen, former chief of UK Athletics David Moorcroft, the ECB's most successful chair of selectors Geoff Miller, former England football international and



We're delighted by the response we've had to our acquisition of LIW. Our **philosophy and fresh thinking** have created an **added air of anticipation** for this year's LIW

Nick Orton



Under 21's manager Stuart Pearce, and boxing promoter Kellie Maloney – who managed Lennox Lewis to become the undisputed heavyweight champion of the world. This line-up will be complemented by fitness industry heavyweights such as IHRSA director of Europe Hans Muench

and Ray Algar, MD of Oxygen Consulting, which specialises in the fitness sector.

High profile names aside, organisers have gone to great lengths to ensure the education at LIW has received a thorough shake-up. Beyond the Keynote Theatre are two areas dedicated to tackling the most prevalent issues in the leisure industry head-on.

The Operators Conference will be specifically aimed at industry operators looking to increase their knowledge and skills in a wide range of topics, from digital marketing to wearable technology. CIMSPA CEO Tara Dillon, Jaguar Land Rover and Rolex digital expert Chris Woods, and former uKactive CEO Dave Stalker will be among those delivering sessions on wellness, retention, marketing and operations. Meanwhile, for those in a hurry – or with a full schedule of meetings – the quick-fire Industry Theatre will be an interesting prospect. Covering the entire spectrum of leisure, these 30-minute talks will be sector-specific and will deal with issues, trends and future-proofing for all sectors, including wet leisure, play, sport and physical activity, facilities management and much more – all in a slightly less formal environment.

There will also be a dedicated conference for independent operators, as well as a conference solely targeted at personal trainers. ▶



Ben Cohen

Featuring a plethora of well-known names, the Keynote Theatre will be a headline act at this year's LIW



Geoff Miller



Stuart Pearce



David Moorcroft



Hans Muench



Ray Algar



Kellie Maloney



The 2015 trade show will run for two days



Delegates can view the latest products



The LIW pool: At the heart of the show floor



Visit the demo areas for new class concepts

- ▶ In addition, delegates will be able to tap in to the Fitness and Nutrition stream of educational sessions, which will offer training and nutrition knowledge designed to boost professional development. This will include cutting-edge training information and a balanced mix of ideologies and views surrounding the complex topic of nutrition, training and fat loss. These seminars will be delivered by leading fitness professionals including Mark Coles, Jamie Alderton, GB Weightlifting coach Sam Dovey, Commonwealth champion Zoe Smith and many more.

DEMONSTRATION AREAS

This year's show will include a number of demonstration areas – including the Jordan Fitness Functional Zone – that will put a spotlight on the latest trends in group training and functional fitness.

Featuring live workouts and interactive 'have-a-go' sessions encompassing the latest techniques, equipment and trends in functional training, Jordan Fitness will deliver a high-energy programme designed to highlight ways in which leisure operators can maximise the revenue from their fitness classes – and indeed use functional fitness as a secondary spend opportunity.

The LIW pool will take centre stage once again, with a number of live swimming, aquatic, lifesaving and pool plant demonstrations. This year's sessions will include demonstrations from Adam Walker – the first Briton to swim the toughest seven oceans in the world – and Simone Benhayon, former ASA swim teacher of the year.

All sessions are designed to show leisure operators how they can increase participation and swimming frequency to cost-effectively maximise the revenue from their pool facility.

NETWORKING

Given the prominence of LIW as a world-class meeting place for trade professionals in the leisure sector, networking retains huge importance in the revitalised programme. LIW will offer a number of networking events over the two days, including the ukactive VIP Connect programme, featuring a hosted lunch on the ukactive stand, speed networking and a reception on Tuesday 22 September.

LIW will also be running the VIP 1000 Club, sponsored by XN Leisure, which offers exhibitors the chance to register their key clients and accounts for free refreshments and a comfortable meeting lounge off the show floor.

The VIP Lounge is part of a two-day programme run by sponsors Leisure-net Solutions, Right Directions, Bigwave media and Lifetime Training. Leisure-net and Bigwave will also run a seminar for marketing professionals and customer insight specialists, and Right Directions will run a Quest training session.

On Wednesday, the VIP lounge will host an active-net pop-up networking lunch for invited delegates, followed by a quick-fire networking programme consisting of five 10-minute meetings. ●

VISITING LIW

Venue: Hall 4, NEC, Birmingham, UK

Dates: Tuesday 22 and Wednesday 23 September 2015

Opening times: 09:00 – 17:00

Registration: Pre-register for the show for free before 7 September, at liw.online-registration.co.uk

Website: www.liw.co.uk

Get involved using #LIW2015 and by following @L_I_W





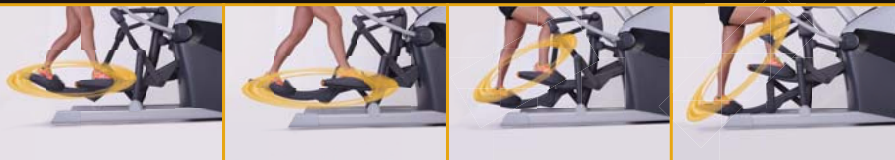
XTOne™

THE ONE CROSS-TRAINER THAT DOES IT ALL

Experience the neXT generation of cross-trainers with the XT-One, the all-in-one machine that lets members move any way they want and target different muscles for customised effectiveness. No more trying to pick and

choose from all the different adaptations of an elliptical – this one does it all in one compact footprint. This ultimate multi-tasker delivers valuable results for members and returns for clubs.

© Copyright 2015. All rights reserved by Octane Fitness.



Visit us at the LIW show - Stand E40

OCTANEFITNESS.COM • 0203 463 8542

UKsales@octanefitness.com

Octane
FITNESS

The content for the classes will focus on engaging kids on three important levels: physically, mentally and socially



Switched on kids

For budget-conscious facilities looking to expand their customer base, virtual classes are still a largely untapped market, particularly in the children and families segment. Classes can be run with little investment, with a facilitator rather than an instructor, and most importantly, can get less sporty kids moving in a fun way

While rising obesity rates and declining physical activity levels represent a huge challenge for government, the problem also presents a great opportunity for leisure providers to become more involved in the public health agenda and deliver potentially life-changing results.

The spotlight has more recently shone on childhood inactivity in particular. There's a generation at risk of longer-term health problems due to sedentary lifestyles, often compounded by the over-use of technology. *ukactive's* recent *Generation Inactive* report, for instance, showed that only 50 per cent of the UK's



While iDEA helps kids to get physically active, there are also classes teaching skills like magic

seven-year-olds are meeting current activity guidelines of an hour a day.

But rather than point the finger at 'culprits' like computers, iPads and PlayStations, more enlightened leisure facilities are starting to embrace the popularity of technology to attract more children and families into their facilities.

Virtual classes, which are becoming established among adults at many clubs and leisure facilities, have the potential to impact on children's programming too.

Children's activity specialist Chris Sharman, who heads up the iKidz Training and Consultancy, is currently developing exciting new content for a virtual kids class product, called iDEA, to be



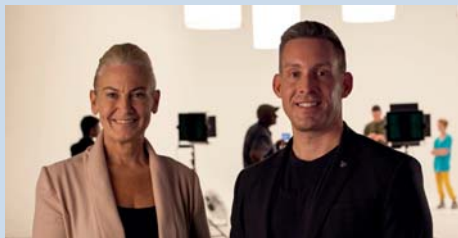
launched (see interview, right) at Leisure Industry Week 2015.

As someone who started out as a lifeguard, rising through the ranks of both public and private leisure operations, becoming head of family activities for the Esporta chain, Sharman is well aware of the challenges of catering to this segment of the market.

He says: "One of the biggest challenges providers face is finding the right people to deliver a variety of kids programmes, and to do it consistently well. It's never been a well paid activity, earnings are commonly close to the minimum wage, so you'll often find that instructors quickly move on to teach aerobics or PT where they can earn upwards of £25 an hour.

"So there's a huge gap in instructor availability, which makes programming extremely difficult. Class cancellations are common due to the reliance on such a small pool of people for just a couple of hours each day, and many classes never get off the ground because clubs don't attract the numbers to make running them economically viable."

By contrast, he says, virtual classes require no specialist instructor, simply a facilitator to run the technology (any internet-enabled device and a screen) and guide the participants enthusiastically ▶



MD and co-founder Jane Maguire and creative director and co-founder Ben O'Hara on the launch of iDEA, their new virtual class concept for kids

What's the idea behind iDEA?

It's about using the latest technology to help people reconnect to family values. Through virtual classes, we wanted to reignite those retro playground activities that mums and dads and grandparents could relate to, but that would also engage today's kids. Our virtual yet traditional concepts include Hula Hooping and Jump Rope, which are now quite current urban sports.

Some of our first concepts were developed for holiday park operator Haven, and were a storming success. The parks saw a massive increase in attendance to these activities and, instead of parents simply dropping their kids off at the club for the day, they were staying to participate, along with grandparents, uncles and aunts.

What are your backgrounds?

We both have around 20 years of experience in the fields of leisure and entertainment having worked for large organisations such as The Tussauds Group and the Thomas Cook Group. We founded The Business Creative in 2010, and specialise in creating and producing world-class entertainment experiences. iDEA is our new virtual class product for the kids and family market and we're so excited to be launching it at LIW this month.

How have you developed the virtual class content?

When we did our research, we felt that some of the offerings for kids were limited and not very current. We've listened to what kids and families really want and iDEA will present content that's exciting, engaging and on trend.

For instance we've been working with Liam Richards from Britain's Got

Talent on our martial arts offering, and with the latest street dance stars.

We'll launch with seven offers that will range from magic tricks to tutting (a kind of dance using intricate hand movements, currently being used by Taylor Swift on her new video), but we'll be filming and adding new content on a regular basis and can be very reactive to what activities are trending and what kids' experts' are in the news.

How flexible is the content?

It's totally flexible, depending on whether it's a school, leisure centre, health club or holiday park using it. A park might want a 45 minute session, whereas a school might want to break the content up into 15 minutes segments to teach as lessons over three days. A lot of our content has been developed in line with the National Curriculum, but the emphasis is always on fun.

Facilities can get really creative with the content and our specialists will help them do that. A health club might want to offer our circus skills class as a series leading to a certification, for example.

We've ensured that classes can be run with little or very low cost equipment, and facilities simply pay a subscription fee of £48 per month.

What's the future for iDEA?

There are so many possibilities. Currently there are three virtual channels, Activate for 5-11 year-olds, Together for families and Zest that can involve the more mature market, either alone or with the kids. In the future we also plan to develop concepts targeted at teens and pre-schoolers and some of the content could even be adapted for use in care homes.

HOLIDAY CLUB FUN

Jamie Thomson
Entertainments experience
manager, Bourne Leisure

I've turned to Jane Maguire and Ben O'Hara (founders of iDEA) to develop virtual kids class content at both my current position with Butlin's, and also my previous role with Haven. Both times what they've put together has proved a huge success.

This is particularly so with Butlin's kids clubs at our three resorts, where we've been focusing on creating their own identity. In my role I've been able to see that being able to offer kids exciting classes like Yoyo or Diabolo has greatly increased the kids clubs' credibility and popularity.

We also noticed that instead of simply dropping off their kids at the club for the day, parents and extended families will start to join in. Classes were often full with around 40-50 people, and when run four times a week for 40 weeks at all our parks, that's a lot of people we've interacted with.

ATTRACTING FAMILIES

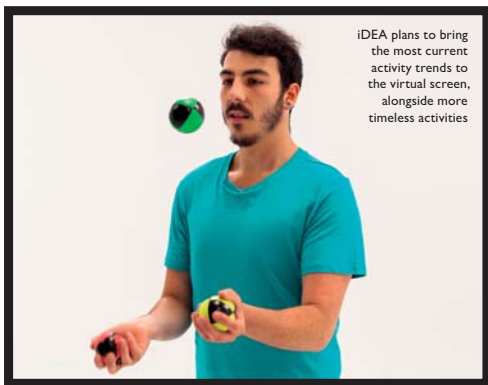
Mark McMahon
GM, Village Hotel, Farnborough

We have a large fitness facility, with around 3,000 members in addition to hotel guests. Because of our business park location, a lot of our members are from the corporate sector visiting through the week.

Our weekends can be quite quiet and that's why I started to look at what we could do to attract the family market. When I came across the iDEA virtual classes it looked like the perfect concept to try.

We'll be starting a pilot at the club within the next few months, offering all seven activity programmes and seeing how it is received. The classes could easily appeal to both our regular members and families staying at the hotel on weekends and holidays.

With increased competition from the budget sector, we must find ways to increase revenues by offering greater value for money and innovative programming.



iDEA plans to bring the most current activity trends to the virtual screen, alongside more timeless activities

► as they follow simple instructions on the screen. Clubs and centres have more flexibility to run these classes anywhere – perhaps in a studio, a conference room or even an old squash court – depending upon the weekly demand.

Sharman continues: "Participating in a virtual kids class should be as easy as watching a YouTube video and following along. Done correctly and timetabled intelligently, I think virtual classes can be a game changer for the children's market."

There is no need to send your instructors off on special training courses the moment a new type of class comes out. They simply need to be versed in the content being screened, and any member of staff could fill this role. This alone could save a centre thousands of pounds each year in training fees."

Sharman adds: "There have also been studies done on club retention, which show that families who exercise together have far greater rates of retention than those who don't."

So it really makes good business sense, he says, to attract families to your facility. While waiting for their kids, parents might be encouraged to try a workout for themselves, or spend more time and money in the catering areas.

"For leisure facilities that are already doing children's programming well, virtual classes can grow their business rather than replace current content. "If kids are visiting twice a week for football and swimming, a virtual class could tempt them to come a third time. "For those sites who struggle with family content, virtual classes could offer a great kick start to attracting this market, at very little investment and ongoing cost."



“Done correctly and timetabled intelligently, I think virtual classes can be a game changer for the children’s market”



The new virtual offer that Sharman is working on – called iDEA – will bring a host of new activities for kids, from magic and card tricks, to martial arts and army bootcamp, and he feels that it's really important that classes should appeal to all children's tastes.

"Many kids today are not at all sporty, so operators should draw them in with other fun offers, like juggling, that don't require any physical fitness or even special equipment, to be enjoyed. "It's essential to engage kids physically, socially and mentally, because their long term

wellbeing is dependent on all these needs being nurtured and developed," he says.

"In doing so, facilities can make a valuable contribution to the health and social agenda, raise their profile in the community, increase their revenues and diversify their business at the same time."



WWW.IDEAGETACTIVE.COM



EXHIBITOR NEWS

The latest news from exhibitors at LIW 2015

Ashbourne Membership Management

Tel: 0871 271 2088 (UK number)
www.ashbourne-memberships.co.uk
 There's no need to waste money on costly monthly licences with our suite of club software, which gives you full entry control and all the recruitment and retention data you need – and it's all part of our All-Inclusive+ service. Ashbourne provides a direct debit collection service and debt recovery with all the software needed to run your club, all for a small fixed fee per member per month, with no hidden extras. Visit us on stand D2 at LIW to find out more about our latest services, including Scheduler+, which allows you to plan facilities, classes and staffing.

SECTION: FITNESS AND NUTRITION

Bodystat Ltd

Tel: +44 (0)1624 629571
www.bodystat.com
 Bodystat is a leader in bioimpedance systems, which measure muscle, fat and water levels. Regular monitoring of

body composition is easy to carry out using the Bodystat 1500 hand-held unit. Our clients use Bodystat as a valuable revenue earner or as a promotional tool, providing a value-added service. With our new optional Windows software program and thermal printer, the system offers a comprehensive service.

SECTION: FITNESS AND NUTRITION

ClubWise

Tel: +44 (0)1844 348300
www.clubwise.com
 Take the heavy lifting out of the administration and management of your memberships with ClubWise. ClubWise integrates direct debit collection, club management software, sales, marketing and retention tools to provide health, fitness and leisure clubs with a truly all-in-one solution. ClubWise allows you to optimise cash flow, generate new business, manage memberships and undertake club management tasks with ease – all stored and managed from a cloud-based system. Find out more about the extensive suite of ClubWise services, including: prospect tracking, member management, staff management, POS, diary and booking, automated communication scheduling with Active CRM, a comprehensive KPI dashboard, reporting, email & SMS campaign creation, promotion management, online joining, online member area (optimised for both desktop and mobile) and our unique member rewards referral programme. Visit us on stand D49 at LIW for product demonstrations, where you can meet our friendly team and learn more about how ClubWise can help you to take control of your business.

SECTION: LEISURE FACILITIES



Cybex will be launching its new SPARC Trainer at LIW 2015

Cybex International UK

Tel: 0845 606 0228 (UK number)
www.cybexintl.com
 Cybex is a leading manufacturer of premium commercial fitness equipment designed to improve physical wellbeing, function and performance. With a full range of cardiovascular equipment and the industry's largest range of strength equipment, Cybex's products are designed to deliver unparalleled results for first-time users to professional athletes, backed by the Cybex Research Institute. Launching at LIW 2015 is the new SPARC Trainer, combining the innovative features of Cybex's Arc Trainer with fan-based resistance to provide immediate resistance with no power requirements. The intuitive 'get on and go' design invites users to simply choose their incline whilst their speed determines their intensity to deliver powerful interval workouts for the most effective resisted cardio workout users will get from any cross trainer. Also on the stand will be equipment from Cybex's Prestige VRS and Eagle NX selectorised strength lines, the Bravo Functional Training system and Big Iron platform. Visitors can also learn more about Cybex Care, the new Web-based asset management system designed to reduce equipment downtime and manage usage efficiently and effectively. British Weight Lifting athletes will also be training on Big Iron platforms adjacent to the Cybex stand.

SECTION: FITNESS AND NUTRITION ►



Bodystat 1500 is a portable device which monitors body composition

BEEF UP YOUR BOTTOM LINE WITH NFC TECHNOLOGY

ELECTRONIC LOCKER SYSTEM



GANTNER electronic NFC locks can be securely opened and closed by presenting an NFC credential (card, wristband, keytag) or NFC-enabled mobile phone to the lock's reader field. GAT ECO.Sidelock utilizes low power technology to achieve a long-lasting battery life of up to 10 years. Acoustic and visual alarm function provide an additional level of security and complete in locker mounting provides a sleek and elegant design. Locks can be programmed for either free or rental modes.

FEATURES

- Up to 10-year battery life (due to Low Power Technology).
- Acoustic and visual alarm function at the locker.
- Operates with all NFC credentials (mobile phone, card, wristband, key tag).

MOBILE CLUB MANAGEMENT



With the new GAT Mobile.Connect, mobility in the leisure industry is redefined. This innovative app, suitable for NFC-compatible smartphones and tablets, offers the ability to check-in, display member information or sell services regardless of location. Thanks to GAT Mobile.Connect, your club management system is now available where and when you need it.

FEATURES

- Check-in capability where and when you need it
- Enhanced member data streams
- Smart phones turn into additional POS



Check us out
on youtube

GANTNER Electronics Ltd.
T +44 1245 69 75 88
info-uk@gantner.com | www.gantner.co.uk



VISIT US AT BOOTH D48

**LEISURE
INDUSTRY
WEEK** 22-23 SEPT 2015
MCC Birmingham UK
HEALTH • WELLBEING • PHYSICAL ACTIVITY

EXHIBITOR NEWS

► DaleSauna

Tel: +44 (0)1423 798630

www.dalesauna.co.uk

DaleSauna is the ideal solution partner for your spa project. Whether you are investing in a new, full service spa with a range of thermal experiences, retrofitting facilities into an existing site or just want to update your offering, we can advise you on the best facilities, design and layout to suit your site, budget and clientele to maximise the return on your investment. We work with operators in both the public and private sector with recent projects including the new Center Parcs Woburn Village, Gainsborough Bath Spa, Spa on

DaleSauna works with operators in both the public and private sector



the Breck and The Abbey spa. We are very proud to announce that we have secured the prestigious industry quality standard ISO9001 for meeting customer expectations and delivering customer satisfaction. We were awarded the certification after demonstrating clear quality standards and a focus on continuous improvement to ensure the best quality products and services for our customers.

SECTION: SPA AND WELLNESS

Gantner Electronics GmbH

Tel: +44 (0)1245 697588

www.gantner.com

Gantner's new battery-operated locking system Ideal for health and fitness facilities, the new Gantner Battery Locking System GAT ECO.Side Lock is a safe and sound choice. It is the world's first battery lock to include up to a 10-year battery life, acoustic alarm function, and can be mounted in the locker rather than on the door, making it vandal-proof and ideal for the high aesthetic demands of architects. To open and close the locker, members simply swipe any available locker with their

Gantner offers a battery-operated locking system



membership card, wristband or NFC-enabled smartphone. Multiple operating modes and easy retrofitting help simplify operations, reduce maintenance and staff costs and increase your non-due revenues. The system offers up to 10-year battery life (due to low power technology); acoustic and visual alarm function at the locker; multiple operating modes – free, personal, and timed; electronic master keys for club operators; and sleek and elegant design. It also operates with all NFC credentials (mobile phone, card, wristband, key tag).

SECTION: LEISURE FACILITIES

M3i

**INDOOR CYCLE
WITH BLUETOOTH
TECHNOLOGY
FOR INTELLIGENT
CYCLING**

"We researched all the bikes on the market before purchasing. Keiser's M3 was consistently thought of as the best bike. When we then tested the new M3i at an exhibition, it was obvious why. Keiser's bikes are built to last, easy to maintain and compatible with IQ technology, providing us with the best performance and minimal maintenance."

Lucy Edwards
Project Manager
Cycle Rhythm



**VISIT US
ON STAND E58**



0845 612 1102
sales@keiseruk.com
www.keiseruk.com

KEISER®
THE POWER IN HUMAN PERFORMANCE



See us at stand
D56

You told us what you wanted in a treadmill. Now it's here.

Our new Experience Series treadmill is designed and built to last. Extensive research and development with operators, technicians and exercisers has resulted in the most robust, reliable and energy efficient treadmill we've ever produced. It's also the quietest and most stable running experience we've ever delivered. So, you enjoy a premium ownership experience, and your members enjoy their run.



See it in action at **precor.com**
08448 480101 · info@precor.com

PRECOR

► Harlands Group

Tel: + 44 (0)1444 449157

www.harlandsgroup.co.uk

Harlands Group is the UK's leading direct debit and membership management provider. Our affordable service includes fully managed collection, call centre, online sign up and debt recovery delivered to a diverse range of clients. Harlands provides third party collection and a bureau service to clients who already have a BACS service user number. Our Snap system introduced online sign up to the UK in 2005 and the recent release of version 2 brings even more features. Our systems integrated seamlessly with many leading CRM solutions, ensuring that administration is maintained at a minimum and the use of technology brings significant efficiencies to your business. Harlands is now the only UK company providing direct debit across the EU using the SEPA platform.

SECTION: LEISURE FACILITIES

Horne Engineering Ltd

Tel: + 44 (0)1505 321455

www.horne.co.uk

Horne Engineering's range of pre-plumbed shower panels provides your most cost-effective solution for new-build or refurbishment projects. Highly robust, easy to install and maintain, Horne offers timed flow control 'group' or user-operated flow and thermostatic control showers as well as for DDA/Equalities Act compliance. Recently installed at Widnes Sports Pavilion and the new Welsh National Sailing Academy, the Dušo, with its striking and robust design is ideal for communal, team, poolside and outdoor settings. Water and energy efficient, Horne showers also offer tax relief via enhanced capital allowances water Technology List. Stand C72.

SECTION: LEISURE FACILITIES

iDEA

Tel: + 44 (0)1273 324418

www.ideagetactive.com

iDEA is on a mission to get people active, physically, mentally and socially. Our subscription-based service provides

on-demand access to entertainment, dance and fitness activities for health clubs, leisure centres, holiday resorts and schools. It is instant and unlimited meaning you can give your customers flexible and easy access to the latest fun and on-trend activities such as street dance and martial arts. It's about maximizing fun, interaction and engagement regardless of customer age or skill level. Plus, to keep things simple all that's needed to run the activities is a facilitator, a bit of space and a screen which can be connected to the internet. Most don't require any equipment, and those that do only need basic things such as hula hoops, skipping ropes or balls. Additionally everything is led by on-screen experts, at the top of their field, so there's no need for qualified in-house staff – activities can be scheduled whenever and wherever needed. All of which means not only is iDEA flexible, but it's also highly cost effective. We'll be showcasing our current range of activities at LIW this year, come and visit us at stand **SECTION: SPORTS AND PHYSICAL ACTIVITY** ►

The latest wooden fitness innovation from WaterRower.



waterrower.co.uk

0208 749 9090

Visit us at LIW stand L44



PARTNER WITH SPEEDFLEX TO ENHANCE YOUR OFFERING

Offer your members a point of difference with Speedflex, the results driven, HIIT, group training concept.

Building on their success, Speedflex is looking to invest in health clubs, leisure centres and gyms nationwide to create standalone studios, featuring the Speedflex concept.

Combining cardiovascular exercise with resistance training, Speedflex training delivers excellent results to keep members motivated and on track with the added bonus of little to no post exercise muscle soreness. Speedflex also encompasses a range of health and fitness assessments, all delivered by experienced Physiologists in state-of-the-art assessment rooms.

TO ENQUIRE ABOUT INVESTMENT FROM SPEEDFLEX:

Call: 0191 212 7450
Email: paul.ferris@speedflex.com
Visit: www.speedflex.com

SPEEDFLEX



SPARC[®]TRAINER

HIGH INTENSITY TRAINING EVOLVED

Cross trainers are a staple feature in every gym's cardio section; but ever since the launch of the Arc Trainer, premium fitness equipment supplier Cybex has been offering a unique training option for the fitness industry.

And now there's something new; launching in the UK this September, the SPARC Trainer combines the innovative features of the Arc Trainer with fan-based resistance providing immediate resistance with no power requirements. The intuitive 'get on and go' design invites users to simply choose their incline while their speed determines their intensity to deliver the most powerful and effective resisted cardio workout users will get from any cross trainer.

BASED ON THE BEST

Modelled on Cybex's Arc Trainer, SPARC incorporates the design features that makes the Arc so iconic; its unique patented Reverse Arc Motion places less stress on the user's knees and is scientifically proven to be gentler on joints, explains Dr. Paul Juris, executive director of the Cybex Research Institute: "Unlike other cross trainers, the Arc pattern of motion allows the hip and knee to move synchronously while the foot stays under the knee - so when the user pushes down and back, the opposite footplate is already up and in position, severely reducing the load and stress levels placed on key joints."

Its activation of the glutes, quads and hamstrings – as a direct consequent of

the biomechanical design of the Arc Motion – means users can work at a higher intensity, resulting in a higher level of calorie burn.

Also integral to the design of SPARC – and another feature that has been adopted from the Arc Trainer - is its ability to provide a multi-faceted workout: "SPARC doesn't just train for cardio and weight loss; users can really boost metabolism, build muscle and gain power by moving faster against the fan resistance to generate over 1200 watts of power," explains Rob Thurston, Cybex UK commercial director.

Where the two differ is what makes SPARC so unique; SPARC is self-powered, aligning itself closer to fan-based rowers and bikes than treadmills



The SPARC's 'get on and go' design makes it suitable for all levels

and traditional cross trainers. And it's this feature, combined with everything else that makes SPARC so revolutionary, that has led Cybex to launch a product that supports one of the industry's current biggest trends; high intensity training.

THE HIT TREND

High intensity training is by no means a new phenomenon; it rose to significance following Roger Bannister's sub four-minute mile success, as he was credited with using HIT training as his preferred and consistent training method. HIT further gained popularity and standing, when, in the 1970s, middle-distance runner Sebastian Coe trained via this method. Then in the 1990s, Izumi Tabata's research evidenced that using HIT protocols generated greater aerobic gains than steady state aerobic training. Interest, and application, of many different protocols have now been adopted throughout the fitness industry utilising a mix of machines, body weight and variety of small equipment.

High intensity interval training (HIIT) remains the most popular training method; so much so that it was named as #2 in The American College of Sports Medicine's (ACSM) Worldwide Survey of Fitness Trends for 2015.

"The concept of HIT has grown in popularity over recent years; it's widely accessible with a vast and ever-increasing number of training protocols and can be used by anyone at any age provided appropriate equipment and methods of monitoring intensity are used," explains Julia Dalgleish, Cybex UK master trainer.

"There's extensive research that proves the health benefits of HIT and it's fast becoming the training method of choice for time-poor gym goers.

"Members are also wising up to the fact that they don't necessarily need to spend hours in the gym to reach their goals; if they train smarter and with focus, they can often achieve greater results in a shorter time."

This booming trend is now starting to impact on how operators and gym owners are designing their facilities: "There is very much still a place for a traditional cardio setup in gyms but more recently, we're seeing an increasing number of facilities creating a space dedicated to circuits and high intensity training for both individual users and for small group classes," adds Thurston.

SPARC & HIT

SPARC has been designed to meet the soaring popularity of HIT; it offers Cybex's quickest, safest and most effective cardio experience and its small footprint, ease of use and 'Touch and Train' console means it's ideally suited for use in training zones and group classes.

"By minimising perceived exertion, SPARC encourages harder work; it differentiates itself from other resisted cardio pieces such as ellipticals with its sprint-like mechanics with exceptional biomechanics," adds Dalgleish.

It's 'get on and go' design means not only can it be incorporated in a traditional cardio area but integrated as part of a functional training zone; combining SPARC with kettlebells, medicine balls, plyo boxes, battle ropes and suspension trainers to create a workout space which challenges even the most devoted gym goer.

OPERATOR BENEFITS

By introducing SPARC, gyms are able to expand their service offering to not only

SPARC TRAINER: BENEFITS

● Record results

Five benefits in just five minute workouts: cardio, shape, strength, endurance, stamina. SPARC does it all

● Exceptional ROI

Get more for less. SPARC's short burst workouts offer maximal results in minimal time

● High interest in HIIT

According to ACSM's worldwide survey of fitness trends for 2015, high-intensity interval training is soaring in popularity

● Get On and Go

Simple to adjust. Simple to use. Simply amazing

● Versatility

SPARC is the perfect all-around high-intensity interval training machine for all fitness members

● Safety

SPARC is biomechanically engineered to be gentler on joints, and a superior choice for long-term health

keep their existing members engaged but to also attract new members who are seeking something different from a training facility.

Its biomechanically correct design and straightforward programme features means that it can be incorporated into a workout for almost all gym users; regardless of training ability or goal.

As the SPARC uses a fan as its primary method of resistance and is self-powered it doesn't require a mains supply; this gives clubs maximum versatility in where it can be used and also permits it to be manufactured and, consequently, sold at a lower price point than most traditional cardio equipment.

"The SPARC Trainer offers health and fitness clubs something that no other fitness equipment manufacturer can," concludes Thurston.

"Its evolution from the Arc Trainer proves its effectiveness as a tool for training not only for cardio and weight loss, but also strength, power and endurance, and its flexibility and versatility will provide operators with the opportunity to transform group exercise and functional training zones."

CYBEX®

Find out more about the
SPARC Trainer by visiting
www.cybexintl.com/sparc

► **Jordan Fitness**

Tel: +44 (0)1553 763285

www.jordanfitness.co.uk

Jordan Fitness is launching its new custom powder coating colour service at LIW, to complement its already extensive range of custom branding options. The custom branding services offered by Jordan Fitness are designed to give facilities the option of ensuring their Jordan product is entirely consistent with their own brand image, and the tone and experience that they are trying to create for their members. The new custom powder coating solution will enable customers to colour all steel elements of Jordan Fitness products and will work in harmony with existing Jordan Fitness custom design and branding options.

SECTION: FITNESS AND NUTRITION

Jordan customises products to keep them in line with clubs' brands



Direct Debit solutions for all clubs

High quality, high success, low cost



Whether your need is for regular collections or a complete administration service, our range of services will provide a bespoke solution for your business.

- Maximum collection on contacted membership
- Low cost collection only solution
- Customer support helpline providing excellent service to your members
- Snap online membership sign up
- Integrated into leading CRM software solutions
- Fee free debt recovery driving profits
- Largest provider of outsourced Direct Debit billing to local authorities and leisure trusts
- Online credit card payment solution

**SPECIALIST
IN SYSTEMS
FOR BUDGET
CLUBS**



NOBODY DOES IT BETTER...



HARLANDS
GROUP

01444 449157

www.harlandsgroup.co.uk
sales@harlandsgroup.co.uk

hg



& RELAX

Your Space. Our Speciality.

With over 40 years experience, we have carved out a reputation as one of the country's experts in the design, installation and maintenance of luxury relaxation spaces; from domestic saunas to commercial steam rooms and spa pools.

From conception to completion, our aim is to make every part of your project as stress free as possible. Please get in touch to see what we can do for you.

DaleSauna^o

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

T: +44 [0] 1423 798630
F: +44 [0] 1423 798670
-
dalesauna.co.uk

NEW LINES UNVEILING LIW 2015

HALL 4-STAND E50

EXHIBITOR NEWS



Master trainers will offer training sessions on the Keiser stand

Keiser UK

Tel: +44 (0)1666 504710

www.keiser.com

At Keiser our passion is to challenge the barriers of traditional thinking to continually expand the limits of human performance. The Keiser stand will feature the Warrior Challenge where visitors can test their strength curve using the Keiser Air Resistance against a conventional weight stack system. Keiser Master Trainers will be putting visitors through a dynamic 90 second power circuit using the Keiser Functional Trainer. The stand will also feature the Keiser M3i studio cycles with Bluetooth technology for connectivity to smartphone apps and virtual cycling projection systems. Today, Keiser is the leader in top sport training across the world.

SECTION: FITNESS AND NUTRITION

Lucozade Ribena Suntory

Tel: +44 (0)1594 812800

www.lrsuntory.com

Lucozade Ribena Suntory Ltd will be showcasing its popular product range, including the UK's number one sports drink Lucozade Sport, and best in class vending solutions at this year's Leisure Industry Week - stand D38. The machines feature cashless payment compatible with Apple Pay and will display a range of product samples including the new Lucozade Sport Mango & Passion Fruit. As front of entrance sponsors at the show, the supplier will be encouraging trial of its portfolio, which also includes Lucozade Energy, Ribena and Orangina, by handing out interactive wristbands which are compatible with its vending machines, allowing visitors to purchase a free drink. With the new Multi-Brand machine now available there is a solution for a wide range of outlets.

Lucozade Ribena Suntory Ltd will also be looking ahead and presenting the vending machines of the future within the Club Showcase area which is not to be missed.

SECTION: LEISURE FACILITIES



Lucozade's product range will be showcased on stand D38

Physical
COMPANY

APEX
series

AN INNOVATION IN GYM FLOOR PROGRAMMING

OFFICIAL LAUNCH



Remove the heavy lifting from the admin and management of your membership



ClubWise integrates direct debit collections, club management software, sales, marketing and retention tools for a truly all-in-one solution.



Join us on stand **D49** at **LIW** for product demonstrations, meet our friendly team, and learn more about how ClubWise can help you to take control of your business.

For more information on the ClubWise product, or to book a meeting with the team at LIW, please get in touch.



01844 348 300



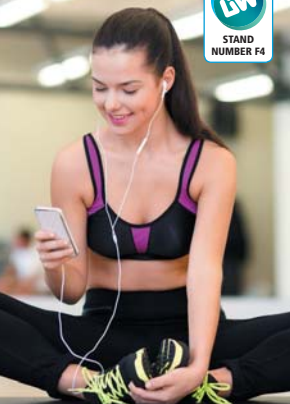
sales@clubwise.com



www.clubwise.com



Xn Leisure Software Solution Provider



A portfolio of LMS solutions to include 'Award winning' self service modules to offer better leverage of your existing resources, increasing profitability and efficiency.

T +44 (0)870 80 30 700

E info@xnleisure.com

xnleisure.com

EXHIBITOR NEWS

► Matrix Fitness

Tel: +44 (0)7870 899 814

www.uk.matrixfitness.com

Matrix Fitness is proud to be hosting The Matrix International Show at The Vox, running in conjunction with LIW 2015. The Vox, a newly opened, purpose built conference centre inside Resorts World is a short walk away from the NEC and is where we will showcase our full range of equipment including our very latest partner products such as In-Trinity, Connexus & eGym. The Matrix International Show will also consist of open education seminars available to all attendees hosted by Lifetime Training, our Education Partner. Take the opportunity to meet and greet our ambassadors and sporting partners who will also be on hand to answer your questions, expand your knowledge, and to help you really understand the Matrix brand. Alongside our ambassadors and sporting partners there will be a Matrix crew available to assist with queries and share knowledge. Not only will we be at The Vox, Matrix Fitness have their very own VIP lounge at LIW (stand E48). Come and see our cutting-edge equipment, our experts, ambassadors and sporting partners who will be available to offer support and expertise, everybody is welcome!

SECTION: FITNESS AND NUTRITION



The Matrix International Show will be held at The Vox

Octane Fitness UK Ltd

Tel: +44 (0)20 3463 8542

www.octanefitness.com

Experience the next generation of Octane Fitness cross-trainers with the XT-One, the all-in-one machine that lets members move any way they want and target different muscles. This one x-trainer does it all in one compact footprint. This ultimate multi-tasker delivers valuable results for members in all clubs. The LateralX brings a new dimension with a 3D lateral movement, nothing else feels like a LateralX. There's also 10 variable width settings to add variety to all users. The 'seated x-trainer', the Octane xR6000 is unique and very different to anything in your gym. The xR6000 can be easy for de-conditioned users or incredibly tough for advanced users. The Pro 3700IFI model was the first elliptical to receive IFI Stage 2 accreditation, making it ideal for beginners, IFI users and GP referrals. Cross Circuit gives a buzz to small group or personal training.

SECTION: FITNESS AND NUTRITION



Octane will be exhibiting the next generation of its cross-trainers at LIW

HYDRO+ MORE THAN JUST A VENDING MACHINE

COME
AND SEE US ON
STAND C57

HYDRO+ THE INTELLIGENT HYDRATION SYSTEM

Hydro+ is a revolutionary INTELLIGENT DRINKS DISPENSING SYSTEM that provides your health & fitness club with a unique solution to generate significant and sustainable secondary spend income, whilst at the same time, providing your members with an optimum rehydration drink containing added vitamins and minerals.

WHAT IS HYDRO+

Hydro+ is a low calorie, low sugar, electrolyte drink, which is available in a range of mouth-watering flavours that can be consumed before, during and after exercise to avoid the negative effects of dehydration.

HYDRO+ MORE THAN JUST OUTSTANDING ROI

Would you like to increase your secondary spend income in an intelligent way?

Hydro+ has proven to significantly generate secondary spend income in excess of £50,000 per annum in some UK Health Clubs. Not only that but hydrated members are more likely to achieve their goals, meaning increased member satisfaction, which increases member retention!

IF THE ABOVE HAS GIVEN YOU A THIRST FOR MORE INFORMATION...

Why not come and see us on STAND C57 and find out how we can help your business substantially increase its secondary spend income.



☎ 01865 987910 ✉ info@hydroplus.co.uk

www.hydroplus.co.uk

Hydro+
more than just water

MAXIMISE YOUR DRINKS SALES WITH LUCOZADE VENDING SOLUTIONS

LUCOZADE SPORT, THE UK'S NUMBER ONE SPORTS DRINK¹

- » Lucozade Sport is an isotonic sports drink which provides carbohydrates and electrolytes to enhance hydration and help maintain performance during prolonged endurance exercise
- » Lucozade Sport Lite is ideal for activities lasting less than an hour



WHY CHOOSE LUCOZADE VENDING?

A Lucozade vending machine offers a great sales opportunity, as it provides availability and visibility of the number one sports drink¹, Lucozade Sport, which meets the nutritional needs of members exercising.

We know that 15% of people will not buy if they can't find the product they want², so it's really important to stock the leading brands.

LUCOZADE VENDING - INNOVATIVE AND MARKET-LEADING

- » Interactive touch screen offers a shopping cart functionality allowing members to purchase multiple products in a single transaction and read nutritional information about the products
- » Cashless payment delivers a 23% sales uplift, providing a solution when members don't have change with them³
- » Lucozade vending solutions are energy efficient and have a large capacity, ranging between 220 – 340 bottles

COMMITTED TO CUSTOMER SERVICE

The maker of Lucozade, LR Suntory, offers the reassurance that your Lucozade vending machines will be maintained – minimising downtime and maximising your sales.

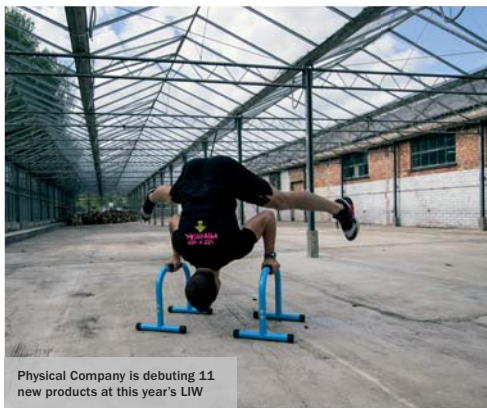
- » Customer Helpline available 7 days a week for technical and general queries
- » UK's largest team of specialist field engineers, meaning a local engineer can be with you quickly – 6 days a week



GET IN TOUCH

Our LR Suntory Support team are available to help answer your questions. Contact them on:

0870 2435599



Physical Company is debuting 11 new products at this year's LIW

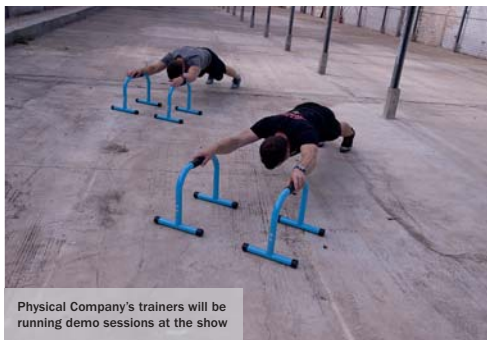
► Physical Company

Tel: +44 (0)1494 769 222

www.physicalcompany.co.uk

Physical Company, producer and distributor of innovative commercial fitness equipment, is unveiling 11 new products and demonstrating its new APEX Gym Floor Programming solutions on stand E50 at LIW. Expanding its ever-growing portfolio, Physical Company is launching a mix of kit manufactured by the company and in partnership with new suppliers to boost its strength and functional training lines. Physical Company is also introducing 'The Bolt' and 'The Forge' – two brand new customisable, modular functional training rigs. The newly-launched APEX Gym Floor Programming Solution will be demonstrated live on the stand throughout the show. Set to revitalise the gym floor, the series of six 30-minute sessions are designed to be delivered by personal trainers ensuring high-level interaction with small groups to give members personal attention without the price tag of a one-to-one session. Master Trainers from Physical Company will also be delivering sneak-peek taster sessions in the Group Training Area for everyone to come and try. The sessions will be at 12:00 and 15:30 each day and people are advised to sign up in advance by emailing education@physical.co.uk to secure their place and avoid disappointment.

SECTION: FITNESS AND NUTRITION



Physical Company's trainers will be running demo sessions at the show



NEW PAVIGYM PERFORMANCE

BUDGET VIRGIN RUBBER FLOORING.



PAVIGYM™ PERFORMANCE is the ideal flooring solution for your Cardio & Fitness area: high resistance, durability, design... and an unbeatable quality-price relationship.

- 100% recyclable.
- Optimise thickness (5,5mm)
- 17 colours available.
- Customization options (designs, logos, markings,...).



CONTACT US:

PAVIGYM UK.

Tel: 01223 969 870

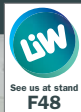
support.uk@pavigym.com

WWW.PAVIGYM.COM



SAFE SPACE

- » 3D Design
- » Rendering
- » Lockers
- » Locking Systems
- » Cubicles
- » Washrooms



Safe Space Lockers Ltd



Please call 0870 990 7989
for more details

E: info@safespacelockers.co.uk
www.safespacelockers.co.uk

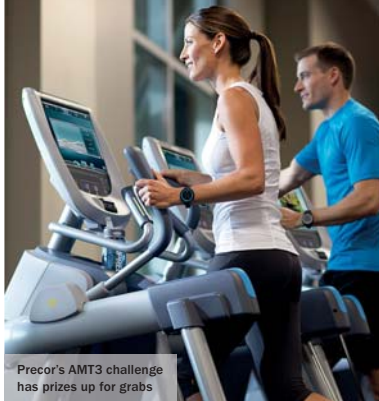
EXHIBITOR NEWS

» Precor

Tel: +44 (0)1276 404900
www.precor.com

Precor challenges the fitness industry to go the distance! LIW visitors are invited to take on the AMT 3 Challenge, brought to you by leading fitness equipment manufacturer and supplier Precor. Open to gyms and health clubs across the UK, the challenge runs from 3 September until 3pm at LIW on 23 September when the winners will be announced.

Participants and LIW attendees are challenged to see how far they can travel in just three minutes on the award-winning Adaptive Motion Trainer by stepping, climbing, striding or sprinting the furthest distance. A selection of prizes are on offer including a bundle of sporting goods featuring items from Salomon, Suunto and Wilson worth over £1,000. Jonathan Griffiths, marketing manager for Precor UK said: "This exciting national campaign is a fantastic way for operators to engage their members, entice new people to sign



Precor's AMT3 challenge has prizes up for grabs

up and encourage existing members back after the summer. Nothing fuels engagement more than healthy competition, particularly when there are great prizes to be won. LIW participants can join in during the show to win prizes and the coveted title of LIW Champion." Visit Precor on stand D56 to meet the team and join in.

SECTION: FITNESS AND NUTRITION

Purus Limited

Tel: +44 (0)113 289 3172
www.purusgroup.com

Purus Limited manufactures stainless steel drainage channels, stainless



Visit Purus Limited at stand B92

steel sanitaryware, interiors and much more. For example, the popular Channel 100 is a stainless steel channel suitable for many floor types, including tiles, which can be installed with a choice of grates including the Tile Insert. Purus' products have been installed at the Wilton Centre Gym, Stoke City FC and Southampton FC training ground. They also offer bespoke and modular systems – giving your leisure project the choice and quality it deserves.

SECTION: LEISURE FACILITIES

Safe Space Lockers

Tel: 0870 990 7989 (UK number)
www.safespacelockers.co.uk

Safe Space Lockers is showcasing a fantastic array of high quality lockers at LIW this year. The products are available in a variety of finishes, including MFC laminate, wood veneer, solid wood and glass. Managing director Dominic Hyett is also offering premium locking solutions from Ojmar, including the OCS Digital Lock and the OTS Electronic Lock. Visit Safe Space Lockers on stand F48 at LIW to discuss your project.

SECTION: LEISURE FACILITIES



Safe Space: A variety of finishes




**OUR KIT.
YOUR COLOURS.**

Customise the equipment in your facility with Jordan Fitness' Custom Branding Service. Hundreds of colours and branding options available across the Jordan product range.

Jordan®

01553 763285 | jordanfitness.co.uk



SEE US AT LEISURE INDUSTRY WEEK 2015, BIRMINGHAM NEC | 22-23 SEPT | STAND C38

A·S·H·B·O·U·R·N·E·

MEMBERSHIP MANAGEMENT



THE COMPLETE DIRECT DEBIT
& SOFTWARE SOLUTION
FOR YOUR GYM, HEALTH CLUB
OR LEISURE CENTRE

ALL FOR ONE SMALL FIXED
FEE PER DD PER MONTH



See all our
services on
stand D2

0871 271 2088

www.ashbourne-memberships.co.uk



► Speedflex

Tel: 0844 543 3631 (UK number)

www.speedflex.com

Speedflex is launching a new business model at LIW. Following the successful national and global launch of Speedflex studios, this unique circuit-based training concept is set to expand its footprint in health clubs and gyms nationwide, creating standalone Speedflex studios within existing facilities. The concept taps into the growing trend of HIT training and group exercise, offering individuals an effective alternative to conventional exercise with exceptional results. With an emphasis on motivational group exercise, each 30 or 45 minute circuit-based group session, which is led by an experienced personal trainer, combines a low impact, high intensity, cardiovascular and resistance workout for optimum calorie burn. Each circuit features a Speedflex machine which will automatically respond to – and create resistance levels based on – the individual's force, enabling users of all ages and abilities to work out together, at their own pace, with a reduced risk of injury and no muscle pain or soreness.

SECTION: LEISURE FACILITIES



Speedflex's circuit-based training concept suits users of all abilities

**SEE US AT LIW
ON STAND C20**

Come and see
the science of

BODY COMPOSITION MEASUREMENT

♦ FITNESS PROFESSIONALS ♦ FITNESS CENTRES
 ♦ SPORTS & LEISURE CENTRES ♦ GYMS ♦ WEIGHT LOSS CLINICS



www.bodystat.com



Leisure, gym, shower & poolside drainage solutions and stainless steel sanitaryware



Standard & bespoke
products for leisure
projects including gyms,
leisure centres, spas and
much more

Visit us at stand B92 at LIW!



PURUS

0113 289 3172
info@purusgroup.com
www.purusgroup.com
 Leisure Industry Week 2015 - Birmingham NEC - 22-23 September - Stand B92

TVS SPORTS SURFACES

Providing practical and
protective flooring solutions



- **FITNESS FLOORING SPECIALISTS**
- **CREATIVE FLOOR DESIGNS**
- **IMPACT ABSORBING MATERIALS**
- **CUSTOMISED COLOURS AVAILABLE**
- **PROFESSIONAL INSTALLATION**

Come and visit us at **STAND F40**
at **Leisure Industry Week** at the NEC
in Birmingham on the 22nd - 23rd Sept 2015
where we'll be showcasing a range of flooring
materials suitable for sports and leisure facilities.

To find out more call us on +44 (0) 1706 260 220
or visit our website at www.floors4gyms.com



Tel: +44 (0) 1706 260 220
Fax: +44 (0) 1706 260 240
Email: sales@floors4gyms.com
Web: www.floors4gyms.com



TVS Sports Surfaces

FITNESS FLOORING SPECIALISTS

► Star Trac / StairMaster / Nautilus / Schwinn

Tel: +44 (0)1494 688260

www.startrac.com and

www.stairmaster.com

Core Health & Fitness is a leader in developing and marketing advanced cardio training and strength training products for the commercial fitness industry. We offer the commercial fitness and health club marketplace an unmatched portfolio of brands including Star Trac fitness equipment solutions, StairMaster cardio products, Nautilus commercial strength products and Schwinn indoor cycling bikes. Today, we are the world's fifth largest marketer and distributor of commercial

fitness products to commercial health clubs, community recreational centers, hotels, governments and more. Headquartered in Vancouver, Washington, US, we employ over 400 people worldwide and serve customers in over 80 countries. We operate regional sales, engineering or service offices in the United States; the United Kingdom; Germany; Spain and Brazil. Our vision is to be focused on the success of our partners. We facilitate their success by being incredibly responsive and easy to work with, and by maintaining the highest level of integrity.

SECTION: LEISURE FACILITIES

All four Core Health & Fitness brands will be on show



TVS Sports Surfaces

Tel: +44 (0)1706 260 220

www.floors4gyms.com

TVS Sports Surfaces is a leading supplier of bespoke flooring solutions to the sports, leisure and fitness industry. Specialising in rubber flooring TVS offers a range of surfaces and elastic layers suitable for commercial health clubs as well as sports halls, synthetic turf pitches, tennis courts, athletic tracks, sprint lanes, basketball and volleyball arenas, sled lanes, cross-fit, strength and conditioning and general multi-activity areas. For customers who want to create a unique look, and stand out from the crowd, customisable floor colours are available on selected products. Precision line marking to designate areas of activity and field of play are also part of what we do while installation is carried out by one of our experienced and professional flooring specialists, ensuring the end result is both fit for purpose and the finish first-class. Products are available for both indoor and outdoor applications.

SECTION: LEISURE FACILITIES



Dušo®

Sports Shower

HORNE

Making Waves



SEE US AT STAND C72



Take the Dušo tour at www.horne.co.uk/Products/dušo

YOU DESERVE MORE FROM YOUR TREADMILL

SEE WHAT WE'RE MADE OF

RELIABILITY
INNOVATION
DURABILITY
EASE OF USE



E-TRxe by Star Trac

The sleek and innovated E-TRxe is the product of 20 years of dedication and experience from Star Trac. At first glance, it boasts having great looks with an eye-catching modern design. Under the surface you will find an abundance of easy to use features that cater to all types of users. This E Series treadmill has fully integrated fitness training and entertainment solutions including an embedded HD 15" touch screen and the Star Trac Coach® personal trainer. The Hot Bar® one-finger controls make it easy to adjust the speed and elevation while on the move. Personal comfort should never be a compromise, so included are dual-adjustable personal fans and Soft Trac® triple cushioning to keep cool and receive maximum shock absorption. The E-TRxe offers the complete user experience with a durable, low maintenance design, ensuring your members and machines will always be running.



COME SEE US AT LIW BOOTH #E10



StairMaster®



NAUTILUS



SCHWINN

WaterRower says it's "the closest thing to rowing without getting in a boat"



WaterRower

Tel: +44 (0)20 8749 9090

www.waterrower.co.uk

The rowing sector is expanding. As fitness professionals and gym members alike wake up to the undisputed benefits of this full body, low impact exercise WaterRower is offering options never seen before on the gym floor. Long regarded as the closest thing to rowing without getting in a boat, recent years have seen the WaterRower presence steadily grow in the commercial gym environment. At the forefront of this expansion is the WaterRower M1 series, crafted from tubular aluminium and available in custom colours. See this and our latest 'Nohrd' range on stand F44 at LIVW this year.

SECTION: FITNESS AND NUTRITION

Xn Leisure Systems Ltd

Tel: 0870 8030 700 (UK number)

www.xnleisure.com

Xn Leisure improves customer service through technology with a range of products designed to work with your business, delivering enhanced service to your customers. Xn is also an integrated part of the Sports Intelligence DataHub; part of an ongoing partnership with 4Global. We provide a centralised set of web business intelligence tools based around consistent sector wide standards. Aligned with NGB participation and programming it allows operators to target and track interventions and monitor outcomes.

SECTION: LEISURE FACILITIES



Xn: Tech to improve customer service

Give your body the workout it craves!

- Running surface unlike any other
- Lower running costs
- Up to 150,000 miles

The Ultimate Commercial Treadmill



WOODWAY
For The Long Run

www.woodwaytreadmills.co.uk
+44 121 472 0361

Follow us on:   

To book your space call the sales team on +44 (0)1462 431385

ARCHITECTS/DESIGNERS

MASS
DESIGNERS

HEALTH CLUB & FITNESS DESIGNERS

t 0844 344 5566

w massdesigners.com

zynk
interior architects
zynkdesign.co.uk
t 020 7193 1430

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.

Leading supplier of professional sound systems, headsets and accessories to the fitness industry...

SOUND
DYNAMICS
YOUR PARTNER IN CLASS
www.sounddynamics.co.uk
01773 82 84 86
support@sound-dynamics.co.uk



SOUND
INSTALLATIONS

www.sound-installs.co.uk
sales@sound-installs.co.uk

- > Gym TV Installations
- > Spin Studio Lighting
- > Fitness Sound Systems
- > Cardio Entertainment
- > Wireless Mic Systems
- > Design & Installation

01773 825 000

CLEANING & HYGIENE



FREE STANDING
ANTI BACTERIAL
WET WIPE
DISPENSER
FOR GYMS



Phone: 0800973165 www.addgards.com

COMPUTER MEMBERSHIP SOFTWARE

the standout
leisure software provider

Legend

www.legendware.co.uk

0800 031 7009

WHATEVER YOUR SECTOR...



Needs a management solution?

Get in touch and find out how you can start saving and making money, year after year...

ez runner
membership software only

t: 0844 847 5827 w: www.ez-runner.com

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

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Web Systems

Contact us on: +44 (0)1423 873 873
www.sportsoft.co.uk



brightlime
sharp web based
membership management

0844 800 8350

www.brightlime.com

TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385

With more than 30 years' experience, **leisure media studio** will work with you to create bespoke print and web solutions to power your marketing

leisure media
STUDIO

Contact Tim Nash

Tel +44 (0)1462 471917

timnash@leisuremedia.com

Get Members. Keep Members.

member
drive by



www.cfm.net

MYZONE
MAKING MOVEMENT MEASURABLE

Phone: 0115 777 3333

DIRECT DEBIT COLLECTION

**HARLANDS
GROUP**

High collection, low cost
high quality membership collection
from the direct debit experts

T: 0845 2301635
E: sales@harlandsgroup.co.uk
W: www.harlandsgroup.co.uk
Harlands Services Ltd
1st Floor, 4-6 St Barnabas Road
Haywards Heath • West Sussex • BN26 1BN

hg

To book your
advert call the
sales team on
**+44 (0)1462
431385**

DRINKS & VENDING

HYDRO+
MORE THAN JUST
A VENDING MACHINE

☎ 01855 987910 ✉ info@hydroplus.co.uk

www.hydroplus.co.uk

Hydro+
more than just water

EXERCISE EQUIPMENT



**DESIGN
MATTERS.**

Find out how the right design for
your gym can revolutionise your appeal
and your revenue potential.

escapefitness.com/design-hcm
sales@escapefitness.com
0800 294 2803

escape

**absolute
performance**
029 2036 2664
www.aperformance.co.uk
WERK SAN | UK SOLE SUPPLIER
Sport International | f t
setting the standard in gym equipment solutions

**C.V. TO
FUNCTIONAL**
WE HAVE IT ALL
FITNESS SYSTEMS
Tel: 01204 541 710
info@gympartnerships.co.uk
www.gympartnerships.co.uk

total gym
The future of
functional training
T: 01494 458970 W: www.gravityuk.net

WeekMethod
RMT Club
EXCLUSIVE UK
DISTRIBUTOR
2015 PRODUCT
CATALOGUE
NOW AVAILABLE
physicalcompany
sales@physicalcompany.co.uk
01494 769 222
physicalcompany.co.uk

SCIFIT
Prescribed for Progress®
The LEADER IN
UPPER BODY & INCLUSIVE
CARDIO EXERCISE
Tel 01344 300 022
www.SCIFIT.uk.com

ServiceSport
Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales

Call: 0845 402 2456 www.servicesport.co.uk

"SPEEDFLEX IS AN INCREDIBLY EFFICIENT WAY TO EXERCISE."

"I CAN TRAIN AT A HIGH INTENSITY ALONGSIDE PEOPLE OF ALL DIFFERENT FITNESS LEVELS AND HAVE NO PAIN THE FOLLOWING DAY"

ALAN SHEARER, SPEEDFLEX AMBASSADOR
WWW.SPEEDFLEX.COM
SPEEDFLEX

FUNCTIONAL TRAINING / FLOORING

FUNCTIONAL TRAINING: REDEFINED.

The Escape Fitness 2015 Catalogue is available now.

Order your copy here...
www.escapefitness.com/2015chcm
sales@escapefitness.com
0800 294 2803

escape

THE PREMIUM FLOORING MANUFACTURER.

TECHNICAL FLOORING.
FUNCTIONAL TRAINING.
EDUCATION.
INTERACTIVE STATIONS.
USER EXPERIENCE.

PAVIGYM UK
01223 969 870
support.uk@pavigym.com

www.pavigym.com

PAVIGYM

MIRRORS FOR TRAINING LTD

• Mirror Installation - Nationwide
• Portable Mirrors
• Bathroom / Washroom Mirrors

01902 791207 or 07737263611
info@mirrorsfortraining.co.uk
www.mirrorsfortraining.co.uk

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@aspectsafetymirrors.co.uk



LOCKERS/CHANGING ROOMS

CRAFTSMAN CQL QUALITY LOCKERS

Create a great changing experience

by providing Craftsman Lockers to fully meet your members' expectations

- Lockers
- Cubicles
- Vanity units
- Bench seating
- Treatment room furniture

Call now:
01480 405396

To draw on the Craftsman experience in helping design changing rooms that work

www.cqlockers.co.uk

CROWN⁺
SPORTS LOCKERS

Tel: 01803 555885
Email: sales@crownsportslockers.co.uk
Web: www.crownsportslockers.co.uk

MORE THAN JUST LOCKERS

Changing Rooms - Treatment Rooms - Washrooms



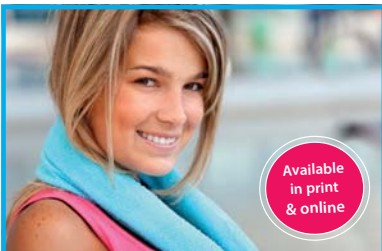
FITLOCKERS

Quality Affordable Timber Lockers



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk



Available
in print
& online

**HEALTH CLUB MANAGEMENT
HANDBOOK 2016**

The 12th edition of the Health Club Management Handbook will be a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.



BOOK YOUR COMPANY PROFILE NOW!

Call: +44 (0)1462 431385

Email: displaysales@leisuremedia.com

The Health Club Management Handbook is available to purchase at £50

Go Keyless. Go KitLock.



No more lost keys!

Fit keyless locks to your lockers.



For a free site visit and consultation please call or email us now!

01635 239645
sales@kitlock.com

Kit-Lock
Coded Locker Solutions



We're No.1 in lockers and cubicles.

- Wide range of locker designs including laminate, glass and timber
- AutoCAD & Revit Facility
- Comprehensive selection of locking systems
- 3D visual rendering available

www.prospec.co.uk
Email: sales@prospec.co.uk
Tel: +44 (0) 1709 377147

prospec
the Perfectionists



SAFE SPACE

Lockers
Locking Systems
Cubicles
Washrooms
Servicing
3D Design
Rendering

info@safespacelockers.co.uk
www.safespacelockers.co.uk
Telephone: 0870 990 7999

THE CHANGING ROOM EXPERTS

**To book your advert
call the sales team on
+44 (0)1462 431385**



memberdrive by CFM

Want an extra 200 - 700
new members for free?



Call: 0115 777 3333

SOFTWARE



+44 (0)20 828 8200
info@esp.com
www.esp.com

The preferred IT partner driving success,
participation and the highest standards in leisure



CRM • Bookings • Online & Mobile • Access Control • Kiosks
Point of Sale • Business Intelligence • Courses & Achievements



ClubAssistant
Membership Software

TAC The
Resistant
Company
www.tac.eu.com



COPYRIGHT NOTICE

Health Club Management is published 11 times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. 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, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally ©Cybertrek Ltd 2015 ISSN 1361/3510. To subscribe to Health Club Management log on to www.leisuremedia.com or email subs@leisuremedia.com or call +44 1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.

**Book your advert
on our website
and be seen by
over 29,000 buyers
every month from
as little as £240.**



**CALL THE SALES TEAM TODAY
TO DISCUSS YOUR BOOKING**

01462 431385



www.healthclubmanagement.co.uk

**With more than 30 years' experience,
leisure media studio will work with you to create
bespoke print and web solutions to power your marketing**



leisure media
STUDIO

Contact Tim Nash: Tel +44 (0)1462 471917 or timnash@leisuremedia.com

Mind & movement

A number of pilot studies look at the link between exercise and dementia across a lifetime – starting with young adults, through to those aged 50-plus

Preliminary pieces of research presented at the Alzheimer's Association International Conference in Washington DC in July highlight the positive impact of exercise on the disease. Results presented at conferences are typically considered to be part of a pilot study until published in peer-reviewed journals. Nevertheless, the initial findings still give some insight into the relationship between fitness in different stages of life and dementia.

Starting young

One study presented at the event showed that people who fail to embrace a healthy lifestyle from the ages of 18 to 30 face a greater risk of cognitive decline – leading to Alzheimer's and other forms of dementia – when they're middle aged.

Study author Tina Hoang and colleagues at the Northern California Institute of Research and Education in the US investigated the association of long-term patterns of low physical activity and high TV viewing time over 25 years with cognitive function in mid-life.

Participants with low levels of physical activity over 25 years had significantly worse cognition in mid-life. Similarly, participants with high levels of TV watching over 25 years also had significantly worse mid-life cognitive function. Participants with both long-term low physical activity and high TV viewing were almost twice as likely to have poor cognitive function in mid-life.

This is one of the first studies to look at physical activity and dementia in early adulthood. Hoang says: "Sedentary behaviours, like TV viewing, could be especially relevant for future generations of adults due to the growing use of screen-based technologies.

"Because research indicates that Alzheimer's and other dementias develop over several decades, increasing physical activity and reducing sedentary behaviour beginning in early adulthood may have a significant public health impact."

Older adults

Three other pilot studies highlighted at the Alzheimer's conference championed



Older people who exercise experience improvements in attention and mental speed

regular exercise to help older adults facing dementia, with each study suggesting exercise can improve mood, memory and cognitive function.

The first – by neuroscientists at the Wake Forest School of Medicine in North Carolina, US – was based on 65 adults aged 55 to 89 with mild impairment issues who didn't exercise.

Over six months, half of the people took part in 45-minute, high-intensity workouts four times a week. They worked at 75–85 per cent of their maximal heart rate for 30 minutes per session. Meanwhile, a control group took part in stretching exercises which did little to raise their heart rates.

MRI scans showed exercise improved blood flow to the parts of the brain associated with memory and thought processing, with other tests corroborating an increase in people's attention span and aptitude to plan and organise things.

It also appeared that those in the exercise group had a reduction in tau protein tangles, which destroy vital

cell transport systems and which are a primary marker for Alzheimer's.

In another study, involving 200 people aged 50 to 90, Danish researchers discovered that anxiety, irritability and depression weren't as prevalent in those who exercised. In the aerobics plan, participants exercised at 70–80 per cent of their maximal heart rate; those who worked out more frequently and vigorously experienced improvements in attention and mental speed.

The third study, by researchers in Canada, was based on 71 people aged 56 to 96. All had previously suffered mini strokes and found it difficult to process thoughts and remember things. Half of the participants attended regular aerobics classes, while the other half did nothing. The memory and selective attention was better in those who were physically active compared to those who were not.

While exercise was found to be beneficial, it was noted that older adults should seek advice from a doctor before embarking on a new routine. ●

PHOTO: WWW.SHUTTERSTOCK.COM/IRILAN QIZOY

AS ONE TEAM *We Will* FUTURE PROOF THE LEISURE INDUSTRY

WORKSHOPS

PANEL DISCUSSIONS

● KEYNOTES

THE FUTURE OF THE PARTNERSHIP BETWEEN
PUBLIC HEALTH & LEISURE

CRISIS MANAGEMENT AND HANDLING EXTREME
SCENARIOS

THE FUTURE FOR CLUBS THAT OPERATE AND
BELIEVE IN THE MID-MARKET

CORPORATE SOCIAL RESPONSIBILITY AND
INVESTING IN GRASSROOTS

BE PART OF IT.



**LEISURE
INDUSTRY
WEEK** NEC Birmingham UK

22nd-23rd September 2015

Follow us:  @l_i_w

 LeisureIndustryWeek

REGISTER FOR FREE NOW!
GO TO: WWW.LIW.CO.UK



See us at stand
D56

You told us what you wanted in a treadmill. Now it's here.

Our new Experience Series treadmill is designed and built to last. Extensive research and development with operators, technicians and exercisers has resulted in the most robust, reliable and energy efficient treadmill we've ever produced. It's also the quietest and most stable running experience we've ever delivered. So, you enjoy a premium ownership experience, and your members enjoy their run.



See it in action at **precor.com**
08448 480101 · info@precor.com

PRECOR