

health club

management

OCTOBER 2016

No 240

GLENN EARLAM

DLL could open hundreds of European clubs, says its CEO **p26**

FROM FITNESS TO HOSPITALITY

Equinox outlines its new hotel concept **p52**

BEST IN CLASS

How to hire top quality group exercise instructors **p44**

EXERCISE REST REPEAT

Denmark has a new health club brand for Millennials **p38**

RISE & FALL

Is the mid-market finally on its way out? **p32**

THE GLADIATOR GP

Dr Zoe Williams, former TV Gladiator, on her mission to get the public moving **p58**

Invest in wearable accuracy to help your club **Stand out from the pack.**

If you've been looking for ways to help your club stand out and attract new members—your search is over! The MYZONE system holds the keys to member engagement and retention through trainer integrations, wearable accuracy, game-like point earning, intuitive effort readings, and in-app social features that keep your members and trainers connected.

Visit retainingmembers.com or call us at +44(0)115 777 3333 and see what MYZONE can do to help your club attract and engage with new and existing members.



© MYZONE® 2016,
all rights reserved.





Tech versus bricks & mortar

With technology making it ever simpler for consumers to personalise the products they buy, operators will increasingly turn to tech rather than bricks and mortar to deliver individually curated fitness experiences

Businesses don't get to tell consumers what to buy any more. This was the stark warning from Humphrey Cobbold, CEO of Pure Gym, during the Millennial-focused panel session I moderated at Bloomberg's e-wellness and technology conference recently.

He continued: "We have to maximise the number of options we're offering, and then give people the flexibility to buy exactly the product they want – and none of the things they don't. Mobile devices have put the power into the hands of the consumer."

All around the room were nods of agreement: flexibility is one of the main boxes that businesses must tick if they want to appeal to Millennials. Indeed, new Danish health club brand Repeat (see p38), designed specifically for Millennials, has built its entire pricing model around this insight. Memberships are sold on a weekly basis – pay per visit is also available – and can be cancelled through the app with just that week plus one more week's notice.

But this sort of flexibility doesn't only appeal to Millennials – most customers would love to create their perfect package and then pay only for that. What better way to feel you're getting good value?

Pure Gym has recognised this and is now investing heavily in technology to better cater for all its members, earmarking a significant proportion of the £190m it plans to generate from this month's stock market flotation for precisely this purpose. Specifically, Cobbold says his in-house tech team will be developing systems to deliver new and distinct membership packages, "in much the same way an airline creates different price points for different seats on the same flight".

Specialist clubs will continue to thrive, but there's a digital alternative – using tech to unbundle a full-service offering and deliver curated, personalised experiences

Offering different levels of membership in itself isn't new, but the sheer level of personalisation now possible thanks to technology means consumers expect to have a dynamic relationship with the businesses they use. They want to be in charge on a day-to-day basis, controlling things from the palm of their hand. And as Cobbold says, technology delivers this, allowing people to "make choices about how they want to use the gym – what sort of membership they want and how they want to pay for it".



People expect to control everything from their phones

Using technology to personalise the experience allows operators to very cost-effectively experiment with marketing to the various shared-interest 'tribes' that exist among fitness users. As Pure Gym has already shown with its trial of premium memberships, it's comparatively risk-free to test new ideas in a handful of locations before rolling out across the estate at the touch of a button.

This in contrast to the bricks and mortar approach we've seen so far; although the tribalisation of fitness has accelerated recently, it's primarily been through the launch of Millennial-focused facilities such as CrossFit and the boutiques, all building strong tribes around their niche offerings. This approach requires significant investment, not to mention creating a long-term property liability with less flexibility to adapt to new trends.

No doubt these specialist clubs will continue to thrive, but we're seeing the emergence of a digital alternative – a way to use technology to unbundle a full-service offering and deliver curated, personalised experiences for each and every member within one facility.

Creating points of difference won't be as straightforward as when building a dedicated facility, because members will still be choosing from the same menu of services and facilities. But if marketed well, tribes will naturally form; additional income from new (and more satisfied) users can be invested in improvements and new services; and the flexibility offered by this tech-based approach could serve to future-proof the business.

Kate Cracknell
katecracknell@leisuremedia.com
[@healthclubkat](https://twitter.com/healthclubkat)

CONTENTS

health club management

October 2016



To receive a free digital subscription to Health Club Management

SIGN UP ONLINE

healthclubmanagement.co.uk/digital



26

David Lloyd
Leisure's CEO talks
expansion plans



52

**Equinox sets
its sights on
a new fitness
hotel model**



52

Interview
Verena Haller
& **Aaron Richter**

US-based health club chain Equinox is expanding into wellness-focused hotels. We talk to the brand's design gurus

56

**Calorie-powered
membership**

How Holmes Place Portugal linked up with the Portuguese Cardiology Foundation to raise the issue of inactivity

58

**Zoe Williams on
why activity must
be a GP priority**



03

Editor's letter

Operators will increasingly turn to technology rather than bricks and mortar to deliver individually curated fitness experiences, says Kate Cracknell

09

Letters

Promoting sport for the disabled and making the right food choices for club catering are topics up for discussion

10

News round-up

Pure Gym confirms IPO plans, Fitness First is sold to DW Sports, and Holmes Place deal in Israel cements market leader status

25

Events calendar

We highlight key conferences and events coming up in the 2016 leisure calendar

26

Interview
Glenn Earlam

The CEO of David Lloyd Leisure believes the foundations are now in place on which to dramatically grow the estate

32

Talking point
The mid-market

Amid a growing budget sector, mid-market clubs are still hanging on – but for how much longer? We ask our expert panel

38

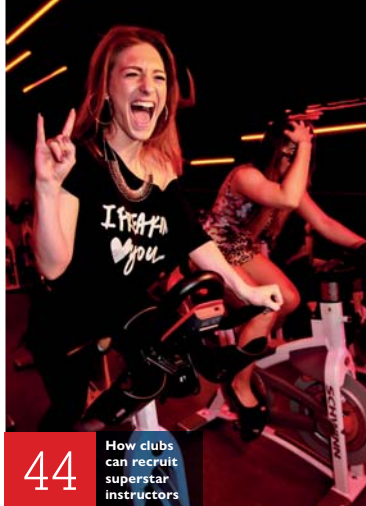
Exercise, rest, repeat

As the first two Repeat health clubs launch in Denmark, Kate Cracknell talks to the team behind the brand about catering for the Millennial market

44

Hiring talent

How do you recruit the very best group exercise instructors – people who will ultimately improve your retention and bottom line? Kate Parker asks the experts



44

How clubs can recruit superstar instructors



Portugal's 'calorie donation' project

56

58

Interview Dr Zoe Williams

Physical activity has been made a clinical priority for GPs. One of the project's clinical champions explains how it will work, and why it's so important

62

Evolution & revolution

Artificial intelligence, active workplaces and in-depth data on consumer behaviour. Welcome to the future of fitness

66

Call of duty

How can clubs use the latest software to improve communication with their staff?

72

Water features

We showcase some eye-catching pools from health clubs around the world

76

Show me the money

Activity providers may be missing out on funding because they don't know how to demonstrate the value of their services

83

ukactive update A world of wellness

ukactive is launching a new project to stimulate the digital development of fitness. Executive director Steven Ward explains

84

IHRSA update Membership patterns

A new report from IHRSA examines health club consumer behaviour. We outline some of the key findings

87

Supplier showcase

We profile recent projects from D2F, Jordan Fitness and Gerflor

92

Fitness-kit.net Best in class

Some of the latest product innovations for your group exercise studio

98

Walk the walk

Office workers can boost their health by taking part in just one walking-based meeting per week, say US researchers

38

The team behind new Millennial gym brand Repeat



health club management

EDITOR

Kate Cracknell

+44 (0)1462 471906

EDITORIAL DIRECTOR

Liz Terry

+44 (0)1462 431385

DEPUTY EDITOR

Steph Eaves

+44 (0)1462 471934

ASSISTANT EDITOR

Katie Barnes

+44 (0)1462 471925

HEAD OF NEWS

Matthew Campelli

01462 471912

NEWS DESK

Jane Kitchen

+44 (0)1462 471929

Tom Anstey

+44 (0)1462 471916

Kim Megson

01462 471915

Tom Walker

01462 471934

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

Email: FullName@leisuremedia.com



CHOOSE HOW YOU READ HEALTH CLUB MANAGEMENT

PRINT

Health club Management is available in glossy print on subscription. Sign up any time at: www.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

HCM Handbook

The latest stats, trends and analysis all in one place – an invaluable reference guide and global resource for decision-makers across the sector.

Read online healthclubhandbook.com ▶

PDF version healthclubhandbook.com/pdf ▶

healthclubmanagement.co.uk

For daily news and jobs, plus 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

Brings the best of the week's news and jobs to your inbox every Friday, covering everything from facility openings to public policy to research.

Sign up www.leisuremedia.com/subscribe ▶

Leisure Opportunities

Our sister title focuses on news, jobs and training, with a daily website, ezine and 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. There's also a weekly 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. Sign up for our free alerts.

Sign up www.leisuremedia.com/subscribe ▶



**health club
management**
Public Affairs Media Partner



Health Club Management
is IHNSA's European
Strategic Media Partner

©Cybertrek Ltd 2016 ISSN 1361-3510 (print) / 2397-2351 (online)

MORE TO ENJOY



Dr Zoe Williams, former TV Gladiator, on the importance of doctors prescribing exercise

David Lloyd Leisure could open hundreds of European clubs, says CEO Glenn Earlam

Rise and fall: Is the mid-market finally on its way out? We ask our panel of experts



Patrik Schumacher, director of Zaha Hadid Architects, on how he plans to keep on innovating

Designing buildings that promote wellness is a growing trend, but it's not always straightforward

Across Asia, architects are creating landmark buildings for the public to exercise in



Hollywood's Hugh Jackman is one of the big name investors in Australian spa resort Gwinganna

Spa Foresight: The virome, dementia-friendly design, Iceland and the power of singing

Actress Gwyneth Paltrow launches a new organic skincare range called Goop



Pop star Björk's travelling exhibition brings virtual reality to the masses

SeaWorld CEO Joel Manby on the future of the company – and life after orcas

Shanghai Disneyland: We go undercover to find out whether Disney delivers

Read all of our latest magazines & back issues online:

www.leisuremedia.com



Great Britain Hockey CEO Sally Munday talks about growth following the Olympics

An in-depth investigation into the cost of each medal won by Team GB

The Football Association talks about its ambitious plans for a grassroots hub



DW Sports swoops for entire Fitness First estate, becoming one of UK's largest gym chains

Judge orders Merlin to pay £5m fine following the major Alton Tower Smiler crash

Pure Gym confirms its decision to float on the stock market and discusses future plans



Alberto Apostoli's Burgundy wellness centre evokes an ancient medieval crypt

Inspiration, networking and a plethora of new products at ISPA Conference and Expo

Annet King and Lisa Heinemann join the US team of British skincare brand Elemis



Jean-Francois Clervoy: Science centres to inspire the next generation of astronauts

Alternative designs for Peter Jackson's New Zealand-based movie museum

Sir Nicholas Serota steps down as Tate director to become chair of Arts Council England



Think Digital

THINK DIGITAL EVENTS DIGITALISING THE TRAINING FLOOR

Email events.uk@egym.co.uk to request an invitation



"eGym has helped my members to manage their own workouts and has removed hurdles that instructors have with progressing individual training programmes in the right way. eGym really manages the customers better and it's proving to keep them motivated."

Dan Morgan, Director
Blue Leisure Management, Oakwood Sports Centre

THE CLOUD-CONNECTED FITNESS SOLUTION

DEVELOPED TO IMPROVE MEMBER COMMUNICATION,
CLUB RETENTION & INCREASE MEMBER UPTAKE

eGym strength training equipment with its digital software interface uses workout data to track training and create a personalised, connected member experience that achieves better fitness results for users.

- Increasing the tension across the muscle with regular strength tests and periodised training variations.
- Automated equipment saves all individual setups, pre-sets speed and reps to the training method and ensures full range of motion for effective training.
- Direct feedback rewards the users and shows progress of the training program.

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

#morethanyousee – Breaking down barriers

I was interested to read *Health Club Management's* recent news coverage which highlighted that Baroness Tanni Grey-Thompson is calling out for an initiative – like the 'This Girl Can' campaign, which targeted women in a bid to get them active – which engages with disabled people.

I felt compelled to respond, as we feel we've already got the ball rolling. Like Tanni, we recognise that – despite the growth and development of the group exercise sector – there's still a gap when it comes to activity participation among those with impairments and disabilities. The 2015 *Inclusive Exercise Movement and Dance Survey* findings showed that 35 per cent of disabled people feel too body-conscious to get active – yet seven in 10 disabled people want to do more.

To break down barriers, we've joined forces with the Wheelchair Dance Sport Association and have recently set up our #MoreThanYouSee campaign, which aims to instil body confidence and self-belief in people of all backgrounds.

Society has many misconceptions when it comes to people's abilities, with many being judged on how they look rather than what they can achieve.

We're encouraging people to engage with the hashtag and share stories of people who have been told 'no', but have ignored prejudices and gone ahead anyway. We're inspiring others to come forward and get involved.

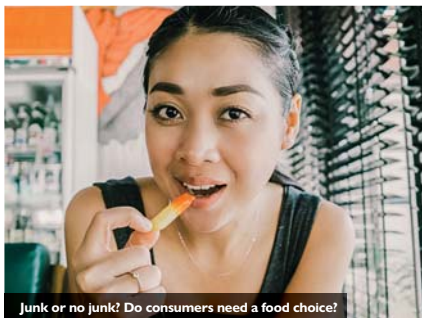
We support Tanni's proposal for a targeted marketing campaign to bring physical activity for disabled people

into the mainstream and believe that #MoreThanYouSee, with its 650,000 reach, is making a great start.

**Ross Perriam, CEO – Exercise,
Movement and Dance Partnership (EMDP)**



Seven in 10 disabled people want to be more active



Junk food – damned if we do, damned if we don't

I read with interest your recent panel discussion article on junk food, and whether the health and fitness sector should stop serving this in its facilities (see *HCM* Sept '16, p68).

I believe the article polarises the issue in question and it doesn't, sadly, seem that strange that – when government can't even make a coherent decision – we as a sector have differing approaches that may compromise our moral beliefs with the harsher practicalities of life.

I applaud Sheffield International Ventures (SIV) in its new initiative – the imposition of a sugar tax in its centres, and the re-investment into obesity and diabetes prevention programmes of any profits arising from this tax. However, I would be surprised if the 20 pence levy actually changes habits. Time will tell. I suspect SIV will have to deal with some disgruntled customers.

While it may seem blindly obvious that we should simply remove junk food options from our catering and vending offer, I recognise loud and clear the view expressed by MyActive's Craig Senior: that today's customers demand choice.

I recently visited a hospital that will remain nameless, but it had a Burger King franchise in the foyer, leaving me also sympathising with Tempus Leisure's Gareth Dix (also in the panel discussion) in believing that only concerted, joined-up action across the wider public health arena will lead to real change.

It will be interesting to hear the outcome of SIV's stance: I hope a positive message comes from it where others can

follow. However, I fear that as individual operators we may find ourselves in a dilemma: 'Damned if we do, yet damned if we don't'.



Martin Guyton
CEO – Tonbridge and Malling Leisure Trust

International news

Nike's 'reimagined running track'

Design studio Bartle Bogle Hegarty Singapore and global sportswear giant Nike have joined forces to open a "reimagined running track" in the centre of Manila, Philippines, where sprinters can race against themselves.

The Unlimited Stadium was shaped as a huge sole print of Nike's newest footwear release, the Lunar Epic.

The zoom track was lined with an LED screen, and up to 30 runners at a time were able to register an avatar with a unique name and colour combination. A sensor was then attached to their shoes, so their competing avatar ran with them on the screen, racing ahead or falling behind depending on the runner's pace.

The digital avatars grew in size the further and faster they ran, encouraging runners

to push beyond their limits.

"We conceptualised the stadium from strategy and creative concept to the stadium architecture and overall user experience bringing it all together with our expert partners," said the designers in a statement. "The Unlimited Stadium was a fusing of the virtual and physical worlds."

Nike has previously delved into the world of design to promote fitness with a special LED basketball court in Shanghai. Dubbed the 'House of Mamba', the court's floor screened graphics, video and real-time player tracking. Using motion sensors to enable interactive visualisations, players were trained and challenged using circuits set by basketball star Kobe Bryant.

Details: http://lei.sr?a=s3Q4u_H



Sprinters could race against their own avatars at the stadium



The data can be used to suggest healthy running routes

Chicago city trackers

The US city of Chicago is installing fitness trackers on lamp posts and to the sides of buildings in a bid to improve both the health of local people and the city's infrastructure.

The Array of Things is an urban project, which consists of a network of interactive sensor boxes that tracks data about the environment. Dubbed a Fitbit for the city, data can then be used to provide scientists and the public with information about the area. The boxes – also known as nodes – collect environmental data including temperature, and sound and light intensity, and can potentially link up to personal fitness trackers to provide users with feedback on daily pollution.

Initially, 500 boxes will be installed across Chicago, with information from the first boxes made public in mid-October.

Details: http://lei.sr?a=j7U3m_H

PHOTO: SHUTTERSTOCK.COM

Virgin's Siam Discovery

Virgin Active has opened its Siam Discovery leisure club in Thailand.

The club is the first of up to 20 new centres planned to open in the next six years. Siam Discovery is Virgin Active's fourth club in Thailand and will build on the company's ambitious plans to invest up to 5.2 billion Thai Baht (£115m) in the country, creating up to 1,500 new jobs.

The company also plans to invest an additional 100 million Singapore dollars (£55m) in Singapore, as the Virgin Active brand expands its presence in south-east Asia.

Virgin Active Siam Discovery covers more than 5,000sq m, and is one of the largest members-only fitness clubs in Asia.

It offers an air-conditioned 20-metre indoor swimming pool, hydrotherapy pool, an ice room and Himalayan

salt inhalation room. Club lounges will serve a range of healthy meals and offer free Wi-Fi and computer stations, as well as business meeting pods and sleep pods.

Matthew Bucknall, president and founder of Virgin Active, comments: "The resounding success of our first three clubs shows that we're creating an unrivalled health and fitness club offering in Thailand."

Details: <http://lei.sr?a=Crfzi>



Virgin founder
Richard Branson

Holmes Place acquires Israel's Future Wave

Health club operator

Holmes Place has acquired Israel's second largest fitness chain, Future Wave Fitness, in a deal worth €23m.

Future Wave Fitness owns and operates the Go Active brand of health clubs, which currently has 10 sites and 15 corporate facilities with a combined membership of 40,000. The Go Active properties are spread across three different segments – family-orientated, premium and mid-market.

According to Jonathan Fisher, CEO of Holmes Place Group, the acquisition will strengthen the company's position as Israel's leading fitness chain.

"There are very attractive synergies to be realised through the acquisition, both from the perspective of

economies of scale and from the strengthening of human resources," he told *Health Club Management* magazine.

"The deal leaves Holmes Place in a very clear position of market leadership in Israel at a time when we're looking to further expand with new openings in this market. This will focus particularly on our family format and our new premium low-cost brand Icon – originally launched in Poland and introduced to Israel in July of this year, with 15 Icon clubs set to open in this market over the next three-year period."

Following the deal, it is expected that the Go Active Family & Premium clubs will be rebranded as Holmes Place facilities over the course of the next 12 months.

Details: <http://lei.sr?a=V5ogW>



Fisher: Deal strengthens market-leading position in Israel



Fitness First Australia's High Performance Club opened in 2015

Fitness First Australia sold

Quadrant Private Equity has agreed to acquire Fitness First Australia from Oaktree Capital Management, in a deal signed on 29 September. The deal creates the largest fitness group in Australia.

Quadrant acquired low-cost gym operator Jetts Fitness in August, for a reported A\$100m, having purchased Goodlife Health Clubs from theme park operator Ardent Leisure in August for AU\$260m. It has also acquired a fourth brand, Hypoxi – a non-invasive body shaping method.

Quadrant created holding company Fitness Lifestyle Group early this year in order to purchase Goodlife and to make other acquisitions in the sector. The portfolio now encompasses 224 company-owned gyms and 188 franchises, with the combined group headed up by Goodlife CEO Greg Oliver.

Details: http://lei.sr?a=j8qpW_H

Genae opens fifth club

French health club operator Genae Club has established its fifth site to grow its burgeoning portfolio organically.

The newest site is a 2,300sq m (25,000sq ft) health and fitness club in the southern French city of Toulouse, located at L'Hippodrome retail park.

The club features a 550sq m (5,920sq ft) gym floor with 50 CV stations and a

weights area, as well as a large functional training space. There are also four exercise studios – two for group classes, one for indoor cycling and one for 'zen activities' such as pilates and family classes. Equipment has been supplied by Technogym, Life Fitness and Escape. There are also 41 Body Bike indoor cycles.

Membership is €49 a month. Details: http://lei.sr?a=V8d4C_H



The newest Genae club is in Toulouse



Steve Gray: Emotional wellbeing services are key

Nuffield Health: New acquisition for emotional wellbeing service

Nuffield Health has acquired cognitive behavioural therapy business CBT Services, enabling the not-for-profit healthcare organisation to add an emotional wellbeing provision to its growing list of health and wellbeing services.

The deal was completed on 30 September, with services initially available to businesses for employee support. The emotional wellbeing service – comprising cognitive behavioural therapy, counselling and general psychological therapies – will then roll out to Nuffield Health's 112 consumer fitness and wellbeing gyms and 31 hospitals over the next few months.

The services – designed to provide coping skills and support for stress, anxiety

and depression – will be available to all, regardless of a gym membership.

Commenting on the deal, Nuffield's chief executive Steve Gray said: "This acquisition provides a missing piece of the jigsaw in our health and wellbeing proposition. Emotional health is just as important as our physical health – it's a vital service. We hope to normalise and remove the stigma associated with asking for emotional health support and enable people to feel good inside and out."

Founder and clinical director of CBT Services, Mick Gillingham, added: "I'm energised by the prospect of working with an extensive range of healthcare

professionals, where jointly we can provide a comprehensive treatment package to patients."

The new service joins the wide range of products and services already available at Nuffield Health's wellbeing gyms, including nutritional therapy, physiotherapy, occupational health, health assessments, fitness training, employee wellbeing, hospital procedures and diagnostics.

The CBT Services purchase also complements Nuffield Health's existing employee wellbeing programme, which includes mindfulness sessions, wellbeing education events on subjects like sleep and nutrition, and emotional resilience coaching.

Details: http://lei.sr/a=GgUzx_H

Virtual fitness: Coming to our living rooms?

Health club members expect wearable technology and Netflix-style workout services to "transform" their traditional gym experience over the next decade.

That is the headline finding of a study commissioned by ukactive and retailer Argos – published as part of National Fitness Day – which quizzed more than 1,000 fitness enthusiasts on what they expect fitness to look like in 2026. Two thirds (66 per cent) of respondents believe

technological advances will help keep them fitter, while more than half think wearable technology will dictate their workouts in the future.

One in five (20 per cent) think virtual reality will allow them to work out with their favourite athletes in their own living rooms and more than half (57 per cent) expect to engage virtually with PTs via their TVs and computers.

There is also an expectation of active travel becoming more commonplace, with one in five (22 per cent) expecting roads to have both jogging and cycling lanes, while 8 per cent think drones will be on hand to encourage commuters to run or cycle faster.

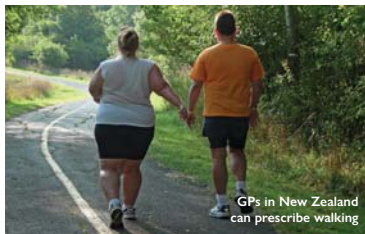
While most predictions centre on how fitness will feature in life beyond the gym, there is hope for clubs too, as 66 per cent cite the gym as their main way of keeping fit – now and in the future.

Details: http://lei.sr/a=2bzz8_H



One in five expect to be using VR for home fitness

Green prescriptions: A lesson from NZ



GPs in New Zealand can prescribe walking

Doctors in the UK are being urged to adopt 'green prescriptions' similar to those which have helped increase activity levels in New Zealand.

Thanks to a scheme introduced in 1998, New Zealand's GPs are able to prescribe walking, cycling and other outdoor exercise activities to patients. The prescriptions are then forwarded to a patient support person, who encourages the patient to be more active through phone calls, face-to-face meetings and organising group meetings with other people who have been given similar prescriptions.

A survey of NZ patients on green prescriptions found 72 per cent noticed positive changes to their health, 67 per cent improved their diet and more than half (51 per cent) felt stronger and fitter.

The Local Government Association now wants British GPs to prescribe similar sessions to get patients moving.

Details: <http://lei.sr/a=U5f6G>

Pure Gym confirms October IPO plans

Budget health club operator Pure Gym has announced plans to float on the London Stock Exchange (LSE) in a deal which could see it raise £190m.

The UK's largest private gym chain said it would use the funds raised through the initial public offering (IPO) to bolster "future growth opportunities".

Humphrey Cobbold, CEO of Pure Gym, said: "An IPO will enable us to be an even stronger counterparty for landlords, further raise our profile by building greater awareness of our strong brand, and provide a mechanism for incentivising the colleagues who have worked so hard to build the UK's leading gym business."

"We have a well-established and committed management

team and are already benefiting from the scale of our 167 gym estate which provides a fantastic platform for future expansion in the fitness and health arena.

"As well as opening more gyms, we will continue to invest in technology and the innovation it supports. Technological capability has been and will remain fundamental to our success and going forward offers opportunities to further differentiate the options and services we provide our members."

Earlier this year, *Health Club Management* revealed that Cobbold pulled the plug on a planned IPO, citing the UK's volatile markets following the Brexit vote believed to



Pure Gym will open more gyms and invest in technology

have caused a halt in plans to float the business.

Those worries have now seemingly dissipated and Pure Gym will follow rival low-cost operator The Gym Group onto the LSE.

Founded in 2008, Pure Gym is currently the largest gym operator in the UK by both the number of gyms (163) and the number of club members (785,770).
Details: <http://lei.sr?a=e1G1>



Olympian Colin Jackson – a Bath Uni Hall of Fame inductee – opened the gym

Performance gym re-opens

The University of Bath has re-opened the high performance gym at its Sports Training Village, following a redevelopment which included the installation of new equipment by Matrix.

New gym kit includes Matrix's S-Drive Performance Trainer, Aura strength products, 7x1 generation machines and Climbmills.

First opened in 2011, the Performance Gym has been specifically designed to meet the needs of individuals and groups of athletes on world class performance programmes.

A number of Team GB Olympians use the Sports Training Village as their base – including swimmer Siobhan-Marie O'Connor, who won the silver medal in the 200m individual medley at this summer's Rio 2016 Olympics.

Details: http://lei.sr?a=X3Qse_H

PHE's clinical champions

Public Health England (PHE) is recruiting more clinical champions as part of its drive to improve health and wellbeing.

The champions' role is to recognise the potential of physical activity and incorporate it into patient care. PHE is seeking six champions – two for London (nurse and midwife) and a GP each for the South East, South West, East Midlands and West Midlands.

PHE launched a national physical activity framework

– *Everybody Active, Every Day* – in October 2014. The document showed that 45 per cent of women and 33 per cent of men are not active enough for good health, and that 26 per cent of women and 19 per cent of men are physically inactive.

The clinical champions programme provides peer-to-peer training with a specialist interest in physical activity through one-off education and development sessions.

Details: <http://lei.sr?a=ldzsg>



33 per cent of men are not active enough to be healthy

DW Sports swoops for all 62 UK Fitness First clubs

DW Sports has become one of the largest health club operators in the UK in one fell swoop with the acquisition of Fitness First UK and its whole 62-club portfolio.

The deal will almost double DW's current 78-club estate to 140 sites, although most significantly it will give the operator a foothold in the south of England which has proved elusive thus far. Both organisations have declined to disclose the value of the deal.

Fitness First's brand will be maintained, and the business will continue to be led by managing director Martin Seibold, who will "work closely" with Scott Best, managing director of DW Sports.

Owner and CEO of DW Sports, Dave Whelan, highlighted Fitness First's "significant investment in its brand portfolio" as a key factor in the deal, and committed his business to "continuing that investment" going forward. Best said that the chain was looking to install swimming pools in some of the larger London clubs.

However, DW only plans to retain 48 of the acquired sites in the long-term, and has exchanged contracts with other unnamed operators for 14 Fitness First sites that are "not core to its future plans". Among those thought to be in the hunt for the surplus sites are The Gym Group and GLL.

Details: http://lei.sr?o=e7R8K_H



Dave Whelan (left) with DW Sports MD Scott Best

David Lloyd opens £10m Glasgow club



Judy Murray attended the new Glasgow club opening

David Lloyd Leisure (DLL) has opened its 93rd club at Rouken Glen, Glasgow.

The opening of the £10m club comes a week after the business unveiled its first ever TV advertising campaign – launched as part of a high profile, £5m re-branding campaign. The 4,900sq m (52,700sq ft) new club is part of a £20m investment made by DLL in its Scottish portfolio during 2016.

The club offers tennis and sports facilities, a health and fitness club, three indoor exercise studios offering more

than 100 classes a week, an 18-hole golf course and driving range, indoor and outdoor swimming pools, a luxury day spa and a dedicated zone for children's activities.

Glasgow is DLL's third new opening this year, following new club locations in Newbury, Berkshire and Antwerp (Belgium).

A fourth new club – in Colchester, Essex – will open in October and DLL is also preparing to launch its first Spanish club in Aravaca, Madrid, in early 2017.

Details: http://lei.sr?o=uqo7C_H

National Fitness Day gets 100,000 people active

This year's National Fitness Day (NFD) on 7 September encouraged more people to get physically active than ever before, with more than 100,000 around the country estimated to have taken part in activities during the day.

In total, the day saw a record number of 18,000 events being held across the UK, with thousands of UK gyms and leisure venues throwing open their doors to engage the public in free physical activity taster sessions.

NFD's main sponsor, retail giant Argos, celebrated across its 800 stores with activity operators hosting a range of fun classes including in-store circuits, Body Jam sessions and outdoor workouts.

Now in its sixth year, the event is organised by ukactive, which wants to establish NFD as the 'most active day of the year' in order to highlight the importance of physical exercise. Steven Ward, executive director of ukactive said: "It's a fun day with a serious message and the important thing now is to build on this momentum and make serious ground in overcoming the UK's physical inactivity crisis."

Details: <http://lei.sr?o=a07v4E>



Thousands of venues and gyms offer free sessions for NFD

A black and white photograph of a woman with her hair in a ponytail, wearing a dark tank top and leggings. She is using a Matrix S-Drive Performance Trainer machine, which is a rowing machine with a large flywheel and a resistance strap. She is in a rowing motion, with her arms extended forward and her legs bent. The background is a blurred gym setting.

MATRIX

S-DRIVE PERFORMANCE TRAINER

You push yourself to the limit and serious training is a part of your daily life.

Redefine your circuit with the Matrix S-Drive Performance Trainer – a machine that provides a wide range of intense exercises to keep you engaged.

More advanced, more versatile, more you.

**Experience the S-Drive at the
Matrix International Show,
Oct 13 & 14 at the Ricoh Arena.**



Scan to register to
attend the show

www.matrixfitness.co.uk

New Fe Fitness studio offers 'metamorphosis'

Fe Fitness, a private members' health club opening in east London this month, is targeting members who are committed to achieving their fitness goals. In fact, anyone who fails to meet attendance targets will have their membership suspended.

The 290sq m (3,121sq ft), independently-owned studio's model is based on a 12-week Metamorphosis Challenge, which will see clients pay £960

for individual diet plans and training schedules designed to maximise their potential.

The club, located in Bethnal Green, opened at the end of last month. It's owned by Justin Maguire, a personal trainer and entrepreneur who believes most people need "severe re-educating" when it comes to diet and fitness.

"We want to create change in those who are committed to greater health and body composition," he says. "It's not about overwhelming those who can't truly commit to the cause."

He adds: "Working in fitness has taught me a lot about the issues most people face in sustaining an active lifestyle. Often, work or family commitments overwhelm clients to the point of not being able to sustain an exercise and nutritional plan."

"Fe not only advocates exercise and diet, but rather



Meet your attendance targets – or get thrown out!

educates clients on how to devise a strategy to fit the demands of ever-changing corporate lifestyles."

The 12-week programmes will feature functional and small group training sessions

using a range of bespoke equipment from UK-based manufacturer Watson. Once the plan is completed, clients can opt in to continue as 'graduate' club members.

Details: http://lei.sr?o=N4z9D_H



Club owner Justin Maguire

Escape transforms testing centre into studio

Equipment provider **Escape Fitness** has transformed its Cambridgeshire test centre into a fitness studio for staff and members of the public.

The Escape gym offers people the chance to use the equipment it develops and work with Escape trainers and fitness professionals.

The Peterborough-based centre provides classes for "all levels and competencies throughout the week", including CrossFit training,

core training and combat fitness programmes such as Battle Fit, as well as the specially-designed high-intensity functional fitness programme called Move It.

Escape hopes the venue will showcase the organisation's "design, commitment to innovation and overriding passion for fitness".

"As the business expanded, I knew I wanted to work with people who were passionate about health and fitness – and I knew we would need our own onsite gym," said Escape customer solutions director Matthew Januszek.

"The Escape lets us work towards our personal fitness goal alongside our friends and co-workers, using the equipment we design and build in-house."

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



Both staff and the public can use the Escape studio



CLICK TO PLAY VIDEO

UNLIMITED FITNESS, ONE SMART KIOSK

Businesses around the world are choosing Fitness On Demand™ to deliver premium group fitness classes to their users. Our products are the perfect addition to fitness facilities, schools, hotels, and more. You can turn the most limited space into a vibrant room with a dynamic workout experience. It's easy to manage—you can pre-schedule classes to play at designated times and allow guests on-demand access. [Contact us today to get started!](#)



OPTIMIZE SPACE

Increase room usage with vast schedule flexibility.



STREAMLINE OPERATIONS

Utilize labor, management, and program resources.



UNPARALLELED VARIETY

More formats, class times, and popular titles.



www.fitnessondemand247.co.uk | 020.3769.5747

£0 DOWN

Start for
£129
a month



The PHE data tool will help promote activity at a local level

New physical data tool launched by PHE

Public Health England (PHE) has produced a new physical activity online tool, which has been designed to support local health improvement by making local data available alongside national comparisons.

The tool brings together physical activity data for the whole of England – including walking and cycling – as well as data on related risk factors and health conditions such as obesity and diabetes. According to PHE, the tool – which is part of PHE's Everybody Active, Every Day framework – will help to promote physical activity at a local level.

"The tool is easy to use and data is presented at local level to help promote physical activity at an organisation, programme and individual level – as well as develop understanding and support benchmarking, commissioning and service improvement," a spokesperson for PHE said.

Details: <http://lei.sr?g=131h>

Pokémon GO wearable device released

As Nintendo and Niantic continue to drip feed new features to maintain the popularity of Pokémon GO, the game's creators have announced the launch of a new wearable device.

Plans for an Apple Watch adaptation for the game has also been revealed.

Pokémon GO, which has now been downloaded more than 500 million times since its release in July – with players walking a combined 4.6bn km (2.85bn miles) – launched its Pokémon Go Plus device on 16 September. The tech piece is worn on the wrist and lets you play the game without using your smartphone.

Connected via Bluetooth, the device needs to be within proximity of the phone, but allows players to collect resources from Pokéstops and catch Pokémon on the go. The device vibrates and lights up, alerting them to press a button to use the stop or catch the Pokémon.

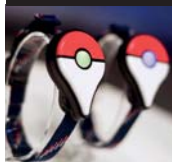
"We've been testing Pokémon GO Plus here at

Niantic and we love the way it allows you to blend Pokémon GO even more seamlessly into family and fitness activities," said a Niantic statement.

"Now you'll be able to play and enjoy your walk, run, hike, park trips or visits to the library without having to look at your screen all the time."

With many couch potatoes swapping the sofa for the

The new device improves game play on the go



streets in their effort to "catch 'em all", Pokémon GO has been hailed for its health benefits, with Apple Watch now planning to take those health benefits one step further.

Details: http://lei.sr?g=1h5q7n_H

Fitbit unveils latest tracker wristbands

Wearable tech firm

Fitbit has launched its latest wristbands – Charge 2 and Flex 2.

Charge 2 features a heart rate tracking tool, has a larger display area and allows for interchangeable bands, while Flex 2, which is swim-proof, features a removable tracker, allowing users to track all-day activity, exercise and sleep.

Charge 2's heart rate tracking tool makes it easier to maximise workouts, better track calorie burn and get a better picture of overall health. With the heart rate tool, users can find out their cardio fitness level and score. The product also offers a personalised

deep-breathing mode called 'Relax', which offers two- and five-minute breathing exercises – which can help with stress and lower blood pressure.

Flex 2 is a swim-proof wristband and is water resistant up to 50 meters. It tracks pool swims including laps, duration and calories burned in the Fitbit App. Its SmartTrack automatically recognises workouts, such as walking, running, cycling, elliptical training, sports, aerobic workouts, and swimming. Earlier this year, analysts Juniper predicted that by



2019, fitness wearables will be used by approximately 110 million people worldwide.

Fitbit forecasts revenues in the range of US\$490m to US\$510m for the third quarter of this year.

Earlier this month, Fitbit reported Q2 revenues of US\$586.5m – 46 per cent year-on-year growth. It sold 5.6m devices during the Q2 period. During the three months, it launched Chinese, Japanese and Korean language versions of products into their respective markets.

Details: http://lei.sr?g=e8pz_H

Fitbit reported second quarter revenues of \$586.5m – a 46 per cent year-on-year growth

RUN SMARTER TRAIN SMARTER BUY SMARTER



The treadmill has been transformed.

The Zero Runner offers the same great workout, but without the additional space and cost of ownership. Built with cutting-edge innovation, and without a belt or deck. Independent hip and knee joints on the Zero Runner replicate natural motion – from walking, jogging, hill work and all-out running with no impact on the body. Plus, the Zero Runner is shorter than a treadmill and does not require run off space.

REAL
RUNNING
FEEL

ZERO-IMPACT

LOWER
COST OF
OWNERSHIP

NO
RUN-OFF
SPACE

QUIET
OPERATION

SHORTER
THAN A
TREADMILL



0203 463 8542 • uksales@octanefitness.com
ZERORUNNER.COM

Octane
FITNESS

©2016 All rights reserved by Octane Fitness.



Pupils should take part in 30 minutes of daily activity

Obesity plan 'an opportunity' for the leisure sector

Operators in the sport and leisure sector have an opportunity to develop their offer as a result of the government's childhood obesity strategy, according to Public Health England (PHE).

Talking at Leisure Industry Week, PHE deputy national leader for adult health and wellbeing, Dr Mike Brannan, said that the sector would be critical in helping to fulfil the guidelines for children's physical activity outside of school time, but could also be drafted in to help educational institutions.

The strategy – launched in late September – made clear that schools were expected to get students involved in at least 30 minutes of moderate to vigorous physical activity per day, although the stipulation was "voluntary".

Brannan told delegates from the sport and leisure sector that their expertise could be used in a school environment where teachers and education professionals did not have their skills and expertise in cultivating physical activity programmes.

He added that early years centres would be of most need

of support as the Chief Medical Office guidelines recommend three hours of physical activity per day for under-fives.

While the obesity strategy focuses on childhood conditions, Brannan revealed statistics which made for concerning reading for the adult population. According to PHE statistics, the UK takes part in less physical activity than comparable western nations such as the US, France and the Netherlands. Moreover, only 34 per cent of men and 24 per cent of women in the England are undertaking the appropriate level of muscle and bone strengthening activities.

Brannan said that to complement outcomes in the government's sport strategy and Sport England's *Towards an Active Nation* blueprint, sport and leisure operators should focus on the inactive by working with local stakeholders, such as councils, and developing insight-based programmes which are properly targeted towards relevant groups.

Details: <http://lei.sr?a=tqwbk>

Active IQ launches physical activity diploma

A new path for school leavers to enter the leisure industry has been developed after Active IQ launched a Level 3 Diploma in Physical Activity, Fitness and Exercise Science.

The vocational programme is a course to prepare those opting against A Levels but who want to work in the leisure sector. Active IQ, an awarding organisation for the active leisure and wellbeing industry, said that with healthcare issues such as obesity, diabetes and physical inactivity, as well as an ageing population challenging the nation's health, the sector has scope to grow as a profession.

The diploma provides the equivalent of £7,500 worth of technical certificates and students can gain qualifications in areas such as fitness instructor, PT and group exercise.

Details: http://lei.sr?a=b8T5z_H

Jenny Patrickson,
Active IQ MD



Life Fitness completes deal to acquire ICG

Life Fitness' acquisition of the Germany-based Indoor Cycling Group (ICG) for an undisclosed sum has received the green light from the German competition authority.

In July, it was revealed that the fitness equipment supplier's parent company, Brunswick Corporation, had purchased Nuremberg-based ICG, and now the Bundeskartellamt – the competition authority – has rubber stamped the move.

ICG, a specialised provider of indoor cycling equipment founded in 1995, will be added to Life Fitness' burgeoning portfolio of wellbeing and fitness brands.

The acquisition is seen as a strategic move to diversify Life Fitness' existing group exercise offering, with the deal the latest in a line of high-profile acquisitions for Brunswick.

Earlier this year, it acquired fitness supplier Cybex International for US\$195m (£179m, £138m). In July 2015, Brunswick added Sciff, specialists in the active ageing market, to the Life Fitness portfolio.

Life Fitness president Chris Clawson commented: "ICG's innovative technology, indoor cycling expertise and talented team position us to advance in the indoor cycling and group training categories."

Details: http://lei.sr?a=h2q3t_H



ICG is singularly focused on the indoor cycling business

WIN A £10,000 STUDIO MAKEOVER WITH SMART TECH



IS YOUR GROUP FITNESS SPACE GIVING MEMBERS A MOTIVATIONAL WORKOUT EXPERIENCE?

To celebrate the launch of BODYPUMP™ 100 next January we are giving one facility the chance to win a £10,000 studio makeover.

To enter, simply purchase and install **SMART TECH™** equipment at your club before December 31, 2016 and send us a photo of your members enjoying their new kit.

To purchase SMART TECH equipment now and go in the draw, email: LMUK.Merchandise@lesmills.com

LesMILLS
SMART TECH

Terms and conditions apply.

77% BETTER EXPERIENCE

Among BODYPUMP members who've used both SMARTBAR™ and other brands of equipment, three quarters say they get a better experience using SMARTBAR. The better the member experience the longer they stay at your club.

WANT TO HOLD AN AMAZING BODYPUMP 100 LAUNCH AT YOUR CLUB THIS JANUARY?

Find out how at our insight seminar:
The Power of Launch Events.

Reserve your free space now:
lmuk.clubs@lesmills.com



Jo Paddon formerly worked at Fit for Sport

Octane Fitness UK expands sales team

Fitness equipment supplier Octane Fitness UK has strengthened its sales team with the appointment of a new key account manager.

Jo Paddon joins the company from youth activity provider Fit for Sport, where she held the position of area manager.

In her new role, she will report directly to Octane's general manager Neil Campbell. "The growth of Octane Fitness has been great to watch," Paddon said. "I look forward to being directly involved in it and generating even more success."

Campbell said the appointment is part of a strategy to dedicate more resources to the company's key accounts due to increased demand.

He continued: "With the recent launch of our XT-One cross-trainer going incredibly well – and the imminent arrival of our innovative Zero Runner non-impact running machine – Octane machines will be fuelling more versatile workouts across the UK and we are excited to have Jo continue to grow the business."

<http://lei.sr?a=e8h7z>

Les Mills: New US boss and UK head trainer

Global fitness giant Les Mills International has named Brian Gagne as the new chief executive officer of its North American arm, Les Mills US.

Gagne will be tasked with directing all US operations for the wholly owned subsidiary and succeeds Jesper Magnusson in the role.

"We are excited to welcome Brian to the Les Mills team and look forward to insights and experience he will bring to our valued US partners," said Keith Burnet, chief operating officer for Les Mills International. "He brings a strong understanding of our industry and has the leadership and vision to help lead the next phase of growth for our US business."

Gagne – who has spent the past 28 years working in the fitness industry – has a background in business development, new product and service development, as well as team leadership and management. He previously served as chief operating officer for US-based Health Fitness Corporation.

Meanwhile, Sarah Durnford, a Les Mills veteran of 15 years, has been promoted to the position of head trainer of Les Mills' operations in the UK.

Details: http://lei.sr?a=y3j3B_H



Gagne is a fitness industry veteran



Meyer: Head of European business development

Wexer Virtual strengthens team

Virtual fitness class provider Wexer Virtual has further strengthened its European team following the opening of its new head office in London earlier this year.

Adie Meyer has been appointed head of European business development. After a career in professional football, Meyer spent time as club manager for JJB Sports and Bannatyne Health & Fitness before moving on to sales roles at Precor and Matrix Fitness UK, where he was head of sales for the north of the UK.

Another new recruit is Andrew Martin, previously at Nuffield Health and Fitness First UK, who joins Wexer Virtual as business development executive.

The growth of the European team coincides with the expansion of content available through the Wexer Virtual system. The company recently signed a deal with fitness industry veteran Tony de Leede to offer his Move 123 classes through Wexer, and has also launched new Daily Burn-branded classes based on a

partnership sealed with the US firm over the summer.

Daily Burn, which has more than 200,000 weekly users, produces content for virtual classes with high-profile trainers to be used in gyms. It also has a daily on-demand service – called Daily Burn 365 – with posts renewed daily.

In May, Wexer also teamed up with Connected Fitness Labs – a standalone subsidiary of Fitness First – to create a new app designed to expand a gym's reach beyond its four walls.

Details: <http://lei.sr?a=W6w5x>

CREATING BESPOKE CHANGING ROOM FACILITIES FOR YOUR CLUB

- Eye-catching facilities
- UK Manufactured materials
- Highly skilled production staff
- Creatively stunning areas



Visit our new website
ridgewayfm.com



0870 420 7818
sales@ridgewayfm.com

Changing Rooms • Washrooms • Receptions • Spa Treatment Rooms • Display Areas



Manufacturers of
Swimming Pool Covers
& Rollers
for Local Authorities,
Health Club and School Pools



sales@aquamatcovers.co.uk
TEL: 01453 884411
FAX: 01453 884499



YOUR COMPLETE RETAIL SOLUTION

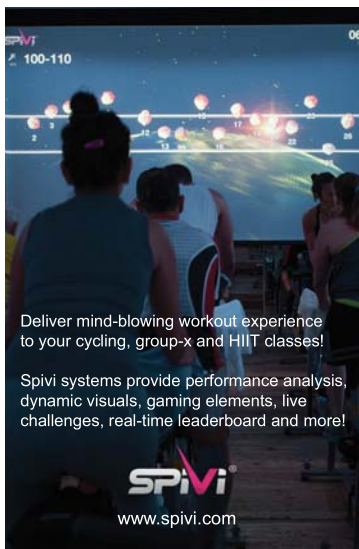
Experts in swimwear retail since 1992.

We will design and implement a bespoke solution for your facility.

We supply everything you need; top swimwear brands, learn to swim products, unitary, marketing & sales support.

Contact us on 0121 550 2700

sales@srsleisure.com | www.srsleisure.com



Deliver mind-blowing workout experience
to your cycling, group-x and HIIT classes!

Spivi systems provide performance analysis,
dynamic visuals, gaming elements, live
challenges, real-time leaderboard and more!

SPiVi

www.spivi.com

EVENTS CALENDAR

OCTOBER

17–20 | 16th Annual IHRS European Congress Seville, Spain

Seminars are designed to help the 500+ visitors improve and grow their business.
www.ihrs.org/congress

NOVEMBER

9 | ukactive Summit Emirates Stadium, London, UK

The largest political event for the activity sector, with influencers from physical activity, health, policy, brand, media, research, charity and local authorities.
www.ukactive.com

16–19 | SIBEC Europe Ritz-Carlton Abama, Tenerife

The UK and Europe's major operators join leading suppliers for 1-to-1 meetings.
www.sibecu.com

17–19 | International Council on Active Ageing Conference Orange County Convention Center, Orlando, US

Connect with active ageing experts and learn about older adult wellness.
<http://icaa.cc/>

29–30 | BASES Conference East Midlands Conference Centre, Nottingham, UK

The annual conference of the BASES, the professional body for sport and exercise sciences in the UK.
www.bases.org.uk

1–8 April 2017

The Husky Trail Lapland

This winter-themed challenge sees participants driving their own team of huskies 250km across the arctic wilderness from Norway to Sweden. The six days will include sledding through the rolling highlands and deep forests of Lapland before finishing in style at the world-famous Ice Hotel in Jukkasjärvi. Lucky sledders may also catch a glimpse of the Northern Lights. This is an open-charity event with a registration fee of £399 registration.
www.globaladventurechallenges.com

PHOTO: SHUTTERSTOCK.COM



JANUARY 2017

18–19 | The London Health Show Olympia, London, UK

Encompasses the nutrition and supplements, beauty and anti-ageing, complementary health, sports and fitness, organic/natural products, and healthcare equipment and technology sectors of the wellness market.
www.londonhealthshow.com

26 | FIBO Innovation Tour UK London, UK

FIBO's Innovation Tour kicks off in London with presentations on the market situation, developments in the fitness and wellness industry, and recent innovations from FIBO exhibitors. Next stop is Paris on 31 January, followed by events in Austria, Latvia and Spain in February.
www.europeactive.eu

31 January–2 February | Spatex 2017 Ricoh Arena, Coventry, UK

The 21st edition of the UK's largest pool, spa and wellness show.
www.spatex.co.uk

FEBRUARY

16–18 | ForumClub & ForumPiscine Bologna Exhibition & Congress Centre, Italy

This event offers a 16,000sq m exhibition space of products and services for those who design, build and restore private, public and commercial fitness clubs, pools, wellness centres and spas.
www.forumclub.it

23–27 | IDEA Personal Trainer Institute East Coast Bethesda, Maryland, US

A must-attend event for PTs, fitness professionals, owners and managers aiming to ramp up the success of their fitness business. A West Coast institute takes place in Seattle, Washington on 30 March–2 April 2017.
www.ideafit.com/ptrainer

26–27 | Professional Beauty London ExCeL, London, UK

Showcasing skincare, spa, nail, beauty equipment, medical beauty and tanning, Professional Beauty is one of the biggest events of its kind in the UK.
www.professionalbeauty.co.uk

28 October 2016 Monster Dash

Get ready, set... glow for the 5k Monster Dash in Maidstone. For this family-friendly fun run in the dark (5–7pm), people encounter 'spooky stations' with UV paint, bubble and gunge. Glow in the dark colours and clothing are encouraged.

Entry is £7.50 for children and £20 for adults and money raised will go to south-east charity Demelza Hospice Care for Children.
Details: www.demelza.org.uk



PHOTO: NATE BARCOSH DESIGN FEAST

Glenn Earlam

The CEO of David Lloyd Leisure believes the foundations are now in place on which to dramatically grow the estate. He talks to *HCM* editor **Kate Cracknell**

"David Lloyd Leisure has a formula for building clubs from new for a really, really good price. Ours are large, complex facilities and we can build them for about £10m. I think that's one of our core strengths," says CEO

Glenn Earlam, who joined the company from visitor attractions giant Merlin Entertainment in June 2015.

And it's clear Earlam – who during his time at Merlin doubled the size of the Midway Attractions division, which includes famous brands such as Madame Tussauds and Sealife, from 45 to 90 locations – is excited by the growth potential this price tag affords.

"We open our 83rd club in the UK this month, in Colchester, and historically we've spoken about the potential for another 10, but I'd like to do a bit more work on this as I feel there might be more opportunity. Really it depends on the aspirations of the team and the owners – how big does the company want to become?"

"I'm not talking about another 100 UK clubs, but whether the number is 10 or 20 or 30 is perhaps something that needs further exploration."

Earlam also has his sights set on Europe, where DLL already has 11 clubs, with a 12th opening in Madrid at the beginning of next year. "The opportunity in Europe could well be 100 or 150 or 200 clubs," he says. "Why not? Germany is a bigger country than the UK, and Spain a similar size. And I think our model, with its sheer breadth of offer, also has significant potential in France and Holland."

"But it's very, very early days for such speculation. We don't yet have much experience of those markets. When I look back to my time at Merlin, I had a sense of how different brands would perform in different parts of the

world based on history. At DLL we have too little history to have a clear sense of the roll-out potential. However, my instinct is that there could be a really big opportunity."

"We'll have to monitor how our new clubs perform though. We know our older clubs in Dublin, Brussels and Barcelona are successful, but we need to see how Antwerp does – that club opened in May this year – as well as Madrid when it opens, because those really are examples of how our core product will look going forward."

"We also need to see if we can roll out multiple clubs in cities like Hamburg, Berlin or Munich. If it works there, then there are a lot of similar sized cities we can look at."

"So the strategy is certainly a European one – and there could even be an opportunity globally, although that isn't the primary strategy. But as a starting point, we've been in discussions in India for some time now for a jointly branded David Lloyd-style offering. It isn't absolutely a done deal, but I would expect it to go ahead."

CULTURE CHANGE

Ambitious plans then – but Earlam certainly seems to think it's achievable having steered the company towards a point where, he says: "We're the best we've ever been."

To get to that point, there's been a huge amount of work behind the scenes, as Earlam explains: "TDR Capital [the private equity owners of David Lloyd Leisure] felt there was a lot of unlocked potential in DLL, because it was very centrally led. When I met them, what most interested them from my time at Merlin were my thoughts on culture change, and how such change can positively impact the service provided to customers. That's what TDR felt DLL needed, and I believe they were right."

"When I joined DLL, we spent six months going through what we now call the transformation programme – a hugely collaborative culture change project involving all 7,000 company employees. Together we've built new values, a new vision and new strategies – and thanks to the way we've done it, they've been bought into by everybody. Our employees feel ownership because every single one of them had a chance to input their ideas and comment on the various drafts along the way. We let people pull things apart, improve it and come back to us."

"Then, at the end of the process, we wrote to everyone and said: 'This is the new direction – I hope you enjoyed being part of it.' And now everyone has a personal objective based around each one of the new strategies."

DECENTRALISING THE BUSINESS

Central to this transformation programme is a new value dubbed 'freedom to succeed'. Essentially a move towards decentralisation, 'freedom to succeed' empowers individual general managers to make their own decisions ▶



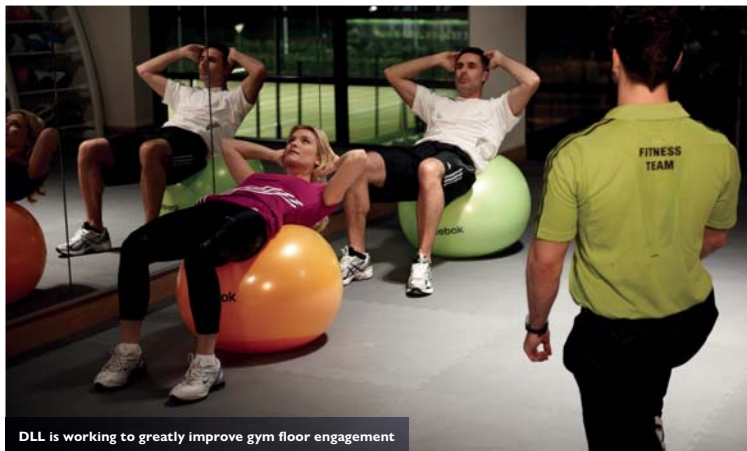
DLL is retaining its focus as a club for all ages



The opportunity in Europe could well be 100 or 150 or 200 clubs... The strategy is certainly a European one, and there could even be an opportunity globally



Glenn Earlam



DLL is working to greatly improve gym floor engagement

- and implement ideas they feel will work in their specific location, albeit within set brand parameters.

"We have 93 clubs, so we have 93 separate businesses which all have to meet slightly different needs," explains Earlam. "We're therefore allowing people to try things locally rather than issuing edicts from HQ. It may not always work – you can't give people freedom to succeed, to run their business as an individual unit, without accepting the fact they will get some things wrong. But that's part of the transition. We don't all have to do the same things, as long as we're all aiming towards the same end goals."

One key goal for Earlam is driving engagement in the gym, both between members and staff and among members. "Gym engagement is a weakness in nearly in all health and fitness organisations – it isn't unique to us. But we're looking at this from top to bottom, because I'm adamant that one of the ways David Lloyd should differentiate itself is that we should engage our members in a way that's better than anyone else."

Some of that will involve fun initiatives devised locally – one club Earlam refers to had set up an Olympic challenge to tie in with Rio 2016, while another had launched short stretching classes because members weren't stretching enough before their workouts. Other programmes are estate-wide, such as the functional Synergy classes which take place on the gym floor to create interaction and buzz.

But staff attitude is also key, and is something DLL is giving a lot of attention. "We have an initiative called SEE 5, which for our staff means: whenever you're within 5ft of a member, smile and acknowledge them. We don't want to be prescriptive in how you interact with them, but don't walk past without acknowledging them in some way."

LEARNING TO INTERACT

Acknowledging that many staff find it hard to approach people mid-workout to engage with them, Earlam led by example and challenged the exec team, himself included,

and all regional managers to attend a two-day course – a course all general managers have also now attended.

"I was astonished how much I learned. I thought I knew quite a bit about these things, but it appears I didn't," Earlam says. "After the course we all went out separately, to different clubs across the country, for a day of gym engagement."

So what were his tactics for starting conversations when he was on the gym floor? "Sometimes I'd offer people water. I'd ask if they'd had a programme refresh recently, or if they'd tried Boditrax body composition analysis, which is a free service at our clubs – that's the one I found most useful."



There are currently 93 DLL clubs

BUILD ON GREATNESS.



WHAT CAN WE BUILD TOGETHER?

At **Core Health & Fitness**, when we brought together fitness brands to build our company, we settled for nothing but the best. Four iconic brands that pioneered entire categories and whose machines are still the ones **members ask for by name**. Today, we're committed to continuing the tradition that started decades ago – and that's greatness you can feel good about building your business on.

Visit us at CoreHealthandFitness.com or contact uksales@corehandf.com



CORE HEALTH & FITNESS



PHOTO: RICHARD POOLE - THE TIMES

Earlam joined DLL from Merlin Entertainment

▶ "In the end people found out who I was, so as my cover was blown anyway I'd go up to people and say: 'Hi, I'm the CEO of David Lloyd – could you tell me what it's like?' It was my own version of gym engagement, which is just about being honest.

"The whole idea was that we wanted to send a signal to every member of staff in the organisation that this really matters. We want people working for us who are good at talking, good at trying to understand what members want and who genuinely want to help.

"We desperately try and encourage even the personal trainers, most of whom are employed by DLL, to just talk to people on the gym floor. Try and help members and your business will flow from that. Don't hard sell."

He continues: "I believe gym engagement has to be as important a measure as PT revenue, which has traditionally been our primary focus in the gym. So now we're actively measuring it. We have iPads on the way out of all our clubs, with short surveys for members to feed back on various aspects of their experience that day. We're getting about 150 responses per club per

week, which is real-time data we can act on – and that's key. If you want to improve customer satisfaction, you have to actively listen, and then you have to act on it."

NATIONAL AWARENESS

Alongside this programme of cultural change, DLL has also been spending £76m on refurbishing all existing clubs. This project was completed by mid-August of this year, with the whole overhaul – physical and cultural – delivered in time for a first for DLL: a national TV campaign, which broke on 22 August.

The TV ad focuses on the breadth of offering at DLL, its inclusive family approach, the quality of its facilities and its true sense of club, all pulled together under the new vision: 'My club for my life' – the idea that DLL is the place for you, whatever your interests and whether you're a two-year-old or an 80-year-old.

"There are too many people in our target market who don't know who we are or what we do," says Earlam, by way of explaining the decision to take the plunge into TV advertising. "In research we conducted, there was only a 59 per cent prompted brand awareness and a 44 per cent brand understanding.

"We're good at sales – at impressing people with our facilities and converting them into members if they visit – but we're not very good at getting them there in the first place. Just as a sample of one, before I first met with TDR I looked up David Lloyd. I was surprised to find my nearest club was only 5 miles away. It's perfect for me and my family – we're all into health and fitness and DLL gives an opportunity for us to do things together. But I didn't even know it was there.

"And that's replicated hundreds of thousands of times all over the country, to the point that a large proportion of our core target audience – people in the right mosaic groups, and who live within 15 minutes' travel time of our clubs – don't even know our name.

"But now we're ready for them. We've brought a number of things together to meet at this moment in time, and we're ready to go out to the market and say: 'This is us, and we're here for you. My club for my life. Please come and see us.'" ●



Too many people in our target market don't know who we are. In research we conducted, there was only a 59 per cent prompted brand awareness





COMPLETE. FITNESS. SOLUTIONS.

2017 CATALOGUE NOW AVAILABLE

NEW LINES | ENHANCED RANGES



THE MID-MARKET

For the past decade, since the advent of low-cost clubs, there's been talk of the mid-market disappearing. These clubs are still hanging on, but for how much longer? **Kath Hudson** reports

As low-cost brands such as Pure Gym and The Gym Group launched and then expanded across the UK, offering clean, spacious self-service gyms, open around the clock, without contracts and for half the price of a standard private health club membership, brands like Fitness First and LA fitness – which were still locking members in with contracts – started to feel the pinch.

Yes they offered more facilities, but for those who only used the gym, this didn't really matter.

Despite bringing in management from the hospitality sector, investing in research and creating some innovative new formats such as BEAT and a High Performance Club in Australia, Fitness First – formerly the leading global health club chain – couldn't turn things around fast enough. The UK estate has just been sold to DW Fitness; some of the clubs will be sold on to other operators and presumably rebranded.

Another of the UK industry's original brands, LA fitness – which occupied the mid-market space, in spite of launching a handful of higher-end LAX clubs in London – was sold to Pure Gym in 2015.

Meanwhile, mid-market operator Bannatyne's is now heading upmarket, aiming to reposition itself as a premium operator by placing more focus on the customer journey and improving synergies with its spa and hotel brands.

Virgin Active has also adjusted its strategy, selling 35 clubs – one-third of its estate – to Nuffield, so it can invest in and focus on its high-end Collection clubs, family clubs and racquets clubs.

Does all this activity mean the mid-market is finally disappearing, or can operators in this segment of the market evolve to survive? We ask the experts...



Ray Algar

Managing director, Oxygen Consulting

Mid-market clubs were very slow to respond when low-cost gyms entered the market and disrupted the status quo. Now, unless they can offer something more compelling, it will only be a matter of time before more of these generic health clubs start to close.

In the last couple of years, we've seen a disproportionate number of mid-market independents close as membership stagnated, membership prices remained flat and insufficient funds were generated to reinvest into refreshing the experience.

The low-cost and premium markets are both well defined, but historically the mid-market brands have deliberately been more generic. Neither one thing or the other. Could the former management team of LA fitness clearly define what was distinctive about their clubs?

The remaining legacy brands need to take stock and now jettison things which no longer serve them, or their members, and rediscover their core excellence. Similar offerings may be good enough when there's significant geographic distance between clubs, but can be disastrous as the distance between health clubs shortens.

Mid-market clubs need to become experts, and build a reputation, in an area they really care about. Active4Less in Stevenage is an interesting example of a small town independent club which became low-cost, found it couldn't compete with the purpose-built low-cost chains, and is now heading back to mid-market. Its USP is group exercise and it's presenting itself as a gym with personality, where the character of the owner and staff shine through.

Meanwhile, an example of a mid-market brand that's thriving is Anytime Fitness. The model is sometimes mistaken as a low-cost brand, with its 24/7 opening hours, but the operator clearly sees its future sitting between premium and low-cost offerings.

Anytime Fitness has confidence in its brand story: small, convenient neighbourhood gyms, with a personal and intimate atmosphere. And with its clubs having fewer than 900 members, it has the potential to provide a very supportive membership experience.

Historically, the mid-market brands have deliberately been generic. Could the former management team of LA fitness clearly define what was distinctive about their clubs? – Ray Algar

Creating a 'club within a club' is one way for mid-market operators to build a USP



Michael Clark
Owner, Creative Fitness UK

As an industry, I think we can obsess too much about what we call our market segments, when ultimately most consumers don't understand the nuances between budget or mid-market. They just see a gym, and then question why one costs £20 and another £60 or more.

Unless it's a premium or destination club, most consumers will categorise the remainder of gyms as much the same and, as consumer research continues to tell us, they will choose to join the most convenient one for them. If they have a choice when it comes to

convenience, with two or more clubs in similar striking distance, then price becomes more of a factor. This tilts the tables in favour of the budget operators.

That said, big box mid-market clubs do have numerous offensive strategies available to them to counter the cost differential. One is to address the ongoing consumer frustration of having to pay for all the club's services and facilities when they only use one or two areas. This can be achieved by breaking out popular formats – for example, some group exercise genres – into a boutique-style 'club within a club', with a separate pay as you go fee structure.

However, it's essential that a concept like this is executed immaculately – ideally with a heightened look, feel, sound, touch and potentially a separate entrance. The price and differentiation of the offering must be clear, so members are willing to sign up to it, and so it's able to attract a new type of consumer.

Another option is to pursue virtual membership, by engaging with technology to reach all those consumers who want to be more active but either don't have access to gyms, or don't feel the gym is for them. By offering virtual memberships

and live-streamed pay per view events, operators could make members of people without them ever walking through their doors.

Going forward, I feel it will be all about how mid-market operators can articulate their differentiation and how they can attract new markets using technology and other services. A good location alone won't be enough to stop consumers comparing on price and choosing what they see as a cheaper like-for-like option.

We obsess too much about market segments, when ultimately most consumers just see a gym, and then question why one costs £20 and another £60 or more
– Michael Clark



SAFE SPACE

THE CHANGING ROOM EXPERTS



**LOCKERS
BENCHES
PADLOCKS
CUBICLES
VANITIES
SERVICING**



**THE CHANGING
ROOM EXPERTS**

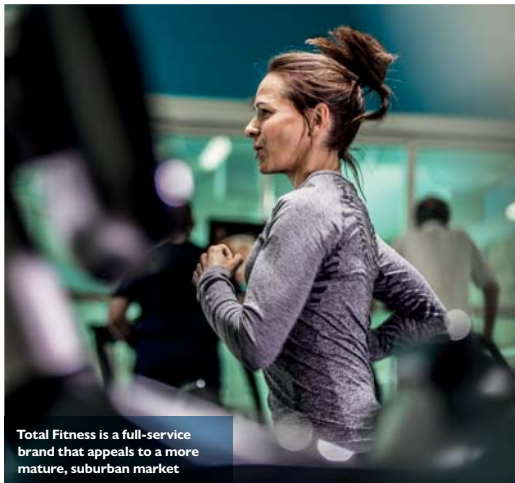
FOR MORE INFORMATION CALL

T: 0870 990 7989

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk

TALKING POINT



Total Fitness is a full-service brand that appeals to a more mature, suburban market



► **Richard Millman**
CEO, Total Fitness

We're continuing to see a bifurcation of the marketplace in terms of proposition, consumers and price, and we look likely to be entering another round of acquisitions and consolidation. At one end are the low-cost clubs, which attract a younger, urban, more transient market and a high percentage of gym first-timers. They have a smaller footprint, with dry facilities, some group exercise and a monthly membership of around £20.

The full-service clubs have a broader range of facilities and product offering, along with higher customer service levels, and appeal to a more settled, mature and suburban market, with memberships of £45 and upwards in our geography in the north of England.

Total Fitness sits in the full-service category and, when a low-cost club opens near us, we typically lose a few hundred members – mainly the younger male members and some younger females. In response, we've strategically defocused our sales and marketing approach from those types of consumers, focusing instead on winning them back in a few years' time when they mature.

Mid-market clubs generally have a smaller footprint than full-service clubs, so can be limited in how much they can change their proposition. However, it's important they don't stand still: they have to make the call one way or the other. They need a clear strategy and proposition for the consumer, differentiating on quality of product and service. They need to find their point of difference, both as a chain and as individual clubs.

Going upmarket – as some mid-market operators are trying or have tried to do – presents a marketing challenge. It's easier to do if you have just one club than a chain, because to successfully make this move, operators must really understand their local marketplace – what their USP is locally – and how to capture new groups of customers. There are still lots of new audiences out there, provided clubs can define their proposition and find something unique to offer their particular geographic and consumer market. ●



OPTIMUM
NUTRITION



ARE YOU OPTIMUM NUTRITION'S **GOLD STANDARD PERSONAL TRAINER?**

YOU'RE DEDICATED TO YOUR WORK. You spend each day helping your clients strive for results. You advocate a fit and healthy lifestyle. Does this sound like you?

Optimum Nutrition, sports nutrition industry leader, is proud to acknowledge and reward the outstanding work and commitment of fitness professionals all over the country.

The ON Gold Standard Awards seek out and recognise the very best fitness experts including: personal trainers, group fitness instructors, gym teams and fitness nutritionists.

The winners will receive a year's supply of Optimum Nutrition products valued at £3,500, plus £1,500 towards an educational programme of their choice. There will also be discounts for their client base and profiling in top UK fitness publications.

FOUR DIFFERENT CATEGORIES TO ENTER:

PERSONAL TRAINER

PERSONAL TRAINER TEAM

GROUP FITNESS INSTRUCTOR

SPORTS AND EXERCISE NUTRITIONIST



ENTER THE GOLD STANDARD AWARDS AT WWW.ONACADEMY.CO.UK

The Matrix International Show is back!

Following its overwhelming success in 2015, the dedicated Matrix show is back in October, and promises to offer a lively and packed schedule of fitness industry experiences and information

ENGAGING product demonstrations, topical guest speakers, networking with international industry experts and unrivalled entertainment...the Matrix International Show is back for 2016. Following the overwhelming success of last year's show, Matrix Fitness UK will host its own exhibition at the Ricoh Arena in Coventry on October 13 & 14.

Keen to offer the industry something different, the show aims to deliver a diverse display of product demonstrations and training, industry networking, topical panel discussions and entertainment. Spanning a day and a half, attendees will be able to use their time effectively to develop their skills and become fully immersed in the Matrix experience.

Director of strategic marketing for EMEA & UK, Gemma Bonnett, said: "The Matrix International Show is so much more than just another show. It's an unforgettable experience that

encapsulates where the fitness industry is heading. We're bringing together experts from various fitness-related disciplines to deliver a varied programme of discussion panels and keynote sessions.

"We're combining this with live product demonstrations of new and existing Matrix

the individual equipment user's needs. We believe that by applying this approach to the show, we're offering something completely different."

Among the guest speakers is Herman Rutgers, an international executive with extensive experience in managing

**It's much more than just a show.
It's an unforgettable experience
that encapsulates where the
fitness industry is heading**

products from our highly dynamic master trainers. We've invited our partners, our ambassadors and our contacts from across the globe and are wrapping it all up in innovative entertainment like you've never seen before.

"Our focus is on providing a total fitness solution for customers while addressing

international businesses including those in the fitness industry.

Herman is representing Europe Active and will present a seminar entitled 'The Current State of the International Fitness Market: Key Challenges and Opportunities'.

Seminars will take place on Thursday with a group workout session on Friday morning. Other highlights include the display of Red Bull Racing and Renault F1 cars, and the presence of Matrix Ambassadors and partners including the Matrix latest partner, Wasps Rugby.

On display will be a full range of Matrix and partner products including the S-Drive Performance Trainer, In-Trinity, Connexus, the Magnum strength range, RFID connected cardiovascular equipment and the Ziva product range.

To register for free and receive updates, visit: www.matrixinternationalshow2016.eventbrite.co.uk

The Matrix International Show includes an evening of exclusive entertainment



MATRIX

TEL: +44 (0)1782 644 900

EMAIL: marketing@johnsonfitness.com

WEB: matrixinternationalshow2016.eventbrite.co.uk



THE **MATRIX** | INTERNATIONAL SHOW 2016

Thu 13 - Fri 14 OCT 2016 / Ricoh Arena Coventry

*An unforgettable
experience that
reflects the future
of the fitness
industry and
beyond*

**The Matrix International Show
returns on October 13 & 14, 2016.**

Showcasing our vast range of new and existing Matrix products, the MIS promises to challenge the expected and deliver the unexpected, whilst welcoming international guests and hosting a unique networking opportunity.

Look out for news and announcements on Facebook and Twitter as more details are revealed.

Scan the code now to book your place for free entry to this exclusive event and register to receive the latest updates.



Scan now to register
for MIS 2016

Supported by:



www.matrixfitness.co.uk



EXERCISE REST REPEAT

Last month saw the launch of the first two Repeat health clubs in Denmark – a new brand targeting Millennials that sets out to be loved by its target market, even if that means being hated by other groups. **Kate Cracknell** speaks to the team behind its creation



RASMUS INGERSLEV
EXECUTIVE CHAIR

What's your role within the Repeat team?

Ours is a team of equals. We've all worked together for so many years that nobody really cares what their job title is. We just care about our concept and our vision – we want to get things done – so whoever's best suited for any given task will take it on.

That said, my specific areas of focus have always been strategy and conceptual work, and at Repeat I'll also work on sales, marketing and branding alongside Peter Modin. In addition, I'll be supporting Hans-Henrik in his role as chief executive. I'm also the largest shareholder in the business.

I support where I can, and where I'm not the strongest I leave it to others. That's one of the things I've learned about leadership: when you have good people, you should just get out of the way and let them get on.

Tell me about Repeat

I fundamentally believe our industry has a role to play in getting everyone, of all ages, more active – but when I work out, I love being in an environment with similar people. I compare it to going clothes shopping: if you're 30 or 40 years old, and the guy next to you who's trying on the same sweater as you is 80, you may start to question whether the sweater is the right one for you.

We're trying to create an environment of young, like-minded people who, when they enter our club, will feel it's been specifically built for them. We want them to feel they belong to a community, because that will make them keep coming... hence the name Repeat.

We've tailored everything to match their needs and wants. There'll be music from the moment you walk in. Décor is urban and industrial. We have a subtle scent built into the air conditioning system. We've spent so much time discussing the smallest details of lighting, size and placement of mirrors and so on.

Mobile devices will be used for sign-up and access, and membership is fully flexible: pay per use or pay on a weekly basis – and even with the latter, if you want to leave, you only have to give that week plus one more week's notice. It's designed to give power to the consumer. We're trying to create the ultimate, flexible, user-friendly fitness experience for this target market.

It's a risk, because only about 800,000 people in Denmark belong to a health club – and of those 800,000, we're expecting a significant number will come into our gym and think it's the worst place they've ever been. In fact, if that isn't happening, we won't have done our job properly. Because if nobody hates it, nobody loves it.

I come back to clothing. Obviously you can make something that will fit almost everybody and look OK on them – but it wouldn't make a statement. Not about the person developing it, nor the person wearing it. We're definitely making a statement with our clubs.

Many people will think our club is the worst place they've ever been. If not, we won't have done our job properly. Because if nobody hates it, nobody loves it – Rasmus Ingerslev



The Repeat management team (l-r): Peter Rehloff, Rasmus Ingerslev, Peter Modin and Hans-Henrik Sørensen

This sounds like a concept for those already into fitness?

Inevitably we'll attract some existing members from other clubs, but just moving members from club A to club B doesn't really make an impact from an overall perspective. We want to get more people active.

Repeat is for anyone who's passionate about fitness, but also anyone who wants to find their passion for fitness surrounded by like-minded people.

It's like going into an Apple Store, which is paradise for anyone in a certain demographic group who wants to get acquainted with technology – it's been designed with them in mind, so they feel

extremely welcome, in addition to which the ease of use is phenomenal.

What does membership cost?

It costs 39DKK (about £5 / €6) for a week, and the same for a one-off visit.

Several journalists have accused us of initiating a price war, but that isn't what this is about. We didn't even compare our prices to other operators – we just asked our target group what they were willing to pay to assess the price elasticity among Millennials.

Will the clubs be staffed?

They will, although not heavily staffed, and all classes will be virtual. However,

the staff who are there will act as hosts who welcome their guests and who are empowered to do whatever's needed to create the right user experience.

We're also reaching out to some of the best personal trainers in the areas where we're opening clubs. We're giving a limited number of them the opportunity to bring their business into our clubs free of charge, because we want our members to have access to the very best people.

What are your long-term plans?

Repeat isn't going to be that big in Denmark – it was never meant to be – but hopefully it will be really great. This is a passion project. What we will have, though, is a recipe for our concept, so in the long term we can work with partners in other parts of the world to roll the Repeat brand out there.

What most excites you about the new venture?

I started with a picture in my mind, but then I needed to break it down into pieces so it could be executed. You have to give different pieces to different people, so you don't see the full picture again until the end.

What's giving me goosebumps is that the full and final picture, now that it's been pieced back together again – with our first two clubs now open in Copenhagen and Odense – is even better than I'd originally envisaged.



Repeat's target market is Millennials and the young at heart



Décor at the new clubs is urban and industrial



How has Repeat's management team been put together?

Rasmus and I have worked closely since I joined fitness dk [the first chain launched by Ingerslev] in 2001, and in 2010 we joined forces to set up low-cost operation Fresh Fitness.

Peter Rehloff and Peter Modin both joined Fresh Fitness in key positions, as portfolio director and business development manager. We then sold the business in December 2014.

The decision to start Repeat together was an easy one. The four of us have very different competencies that, when combined, cover all key areas of our business. We also share common work values and a unique passion for training. On top of that we actually enjoy each others' company, which

helps when you work together day and night to bring your vision to life.

What have been the biggest challenges with Repeat so far?

Without a doubt, the biggest challenge has been the technical development that had to happen to deliver our strategy of a seamless user experience. This is essential to our concept.

We partnered with Exerp and went through an extensive R&D and integration phase to get to the stage where our members can use their mobile phones to sign up, enter and exit the club, change status from weekly to 'pay as you go' membership, upload their own profile pictures, buy products from the vending machines and so on.

Another area where we've challenged ourselves is in club design. We've deliberately chosen to look outside our industry to gather inspiration from nightclubs, theatres, cafés, clothing stores

and so on to inspire our unique take on a club designed for Millennials.

What are your goals for the Repeat business?

A year from now, I expect Repeat to have its first three to five clubs well established in Denmark. At that point, we'll have learned some early but important lessons from members – good and bad. I'll want to see us build on the good ones and act on the bad ones to continually improve our concept.

Five years from now, we'll have 10–15 clubs spread across Denmark's largest cities, by which point Repeat will have found its core conceptual standpoint from which scalability is possible.

Ten years from now, I envisage Repeat as a well-known and respected club chain that's attracted international attention. Through local partnerships, we'll be present in the most prominent cities around the world.

Ten years from now, through local partnerships, Repeat will be present in the most prominent cities around the world – Hans-Henrik Sørensen



Repeat offers virtual group exercise classes in pods on the gym floor



What does your role entail?

I'm in charge of expansion for Repeat: market analysis, finding and assessing locations and so on.

I'm also in charge of lease contracts, getting building permits sorted and contractors brought in for build projects, and I source our gym equipment.

What sort of club locations are you looking for?

Repeat is a city concept. We're only looking in the four biggest cities in Denmark – Copenhagen, Odense, Aarhus and Aalborg – in city centre locations. Our clubs will all be in highly populated areas, near public transport, and if possible with big windows at the front so passers-by can glance in to see what it's all about.

The optimum size is around 1,500sq m, but location is more important than the size. In Copenhagen, we can go down to around 800sq m because there are no big leaseholds available.

What's on offer in the clubs?

A lot of cardio, some strength machines, a lot of free weights and functional training. All the equipment is high-end.

There are also virtual class pods on the gym floor, usually separate high- and low-intensity pods. They're around 30sq m each and can hold up to eight people. At times there might be more demand than supply, but at quiet times of the day there might only be a couple of people in there. There's no point having a huge, and often empty, studio.

Would you describe Repeat as a low-cost operation?

We're actually not a low-cost club – we're a focused club. Whatever services

and facilities we've chosen to provide for members will all be delivered to the highest possible standards.

We have such a lot of knowledge and experience in our management team, and with Repeat we've started with a blank piece of paper. We focus on doing only the best of everything and foregoing the rest – and that helps us to maintain very attractive prices for consumers.

How significant a player do you plan to be in Denmark?

Market leader Fitness World has around 150 clubs, and fitness dk around 40, so we're going to be a lot smaller than they are – but they're all over the country and in the smaller cities, whereas we'll only be in the larger cities.

Even in the larger cities, though, we won't have as many clubs as them. But then that's the whole point of Repeat: we're not for everyone. We've deliberately set out not to be. ▶

**We're not low-cost – we're focused.
The services and facilities we've
chosen to provide are delivered
to the highest standards – Peter Rehhoff**



Repeat is creating a community of like-minded people



Membership prices are low, but the equipment is all high-end



PETER MODIN
BUSINESS DEVELOPMENT
DIRECTOR

What's your background, and what's your role at Repeat?

I have a masters in market analysis and statistics and spent time working in a business intelligence team at Deloitte. At Repeat I have a wide range of responsibilities including IT, development projects such as our website and apps, and our marketing activities.

How would you describe Repeat's target market?

Our primary target group is young Millennials, aged between 19 and 25, but we'll also attract a small number of older people who are young at heart.

These people are very keen to tell their own story and be unique in various aspects of their lives. And because we target those who want to express themselves, we communicate to the heart rather than the head – we focus on feelings in our marketing, rather than facts or prices.

Why is the Repeat model right for the fitness market of today?

The fitness market in Denmark is characterised by one very big provider, Fitness World, and generally there's little differentiation in the market – price and location are everything.

So there's a real hunger for something new. We wanted to create a more lifestyle-orientated product, but without price as a limiting factor.

What most excites you about the Repeat business?

There are three things. First is the flexibility in our model, with weekly memberships and pay as you go – this is new in Denmark. Secondly our décor, which we've developed in conjunction with an award-winning architect. And

finally, the passion with which Repeat has been created. Every little thing has been thought of, right down to deliberating over our choice of taps in the bathrooms.

What's the thinking behind your pricing strategy?

It's all about making everything as easy and flexible as possible for our young members. We don't want to put up any barriers that might stop people trying and using Repeat. We're very aware that we don't own our members – we create the right product and then it's up to them how they want to consume it.

We're currently estimating that around 10 per cent of our customers will attend on a pay as you go basis.

And how about your app?

Our app is the focal point for members. It generates QR codes to access the club, allows you to make vending machine purchases, and any changes to your membership are also made via the app. This frees up staff to focus on other tasks, helps create a smoother user experience, and offers vastly enhanced opportunities for member communication. ●

UNLEASH THE ATHLETE INSIDE YOU



MULTIDRIVE
(PATENT PENDING)



SKILLMILL™

ATHLETIC PERFORMANCE TRAINING

POWER



STAMINA



AGILITY



SPEED



From an all-out sled push to high speed sprinting, Technogym's new non-motorized equipment with MULTIDRIVE (patent pending design) reactive resistance takes your performance to the next level. Discover more: technogym.com/skillmill

TECHNOGYM

The Wellness Company

HIRING TALENT

want to join the
winning team
...to our continued success, we are currently
suitable candidates to join our winning team
...are interested in a career in...
...currently have...

How do you recruit the very best group exercise instructors? **Kate Parker** asks the experts

ELENA LAPETRA COMMERCIAL DIRECTOR, STAGES CYCLING



In May 2016, we launched Take Centre Stage in the UK – a new concept in open auditions that's designed to attract

indoor cycling instructors and coaches and recruit them into a UK-wide talent development programme.

It was important for us to define at the outset what we were looking for in a successful candidate: aside from the technical aspects of delivering a great class, we look for enthusiasm, engagement and a desire to be the best in our new recruits.

To find these people and facilitate the sign-up process, we designed a fully-integrated plan with a mix of digital communications tools and social media. We identified 10 different channels that we wanted to communicate through in order to source the right candidates.

During the event, candidates were evaluated against key performance indicators including teaching cues, communication, interpretation of music, overall feel and engagement.

One of the key findings from the audition event was that there's no cookie-cutter instructor: we had a hugely diverse range of candidates who applied.

However, they have to want to be part of your company's goals, and they have to want to make a difference. That's what makes them invaluable.

www.stagescycling.com



Stages looks for enthusiasm, engagement and a desire to be the best

Instructors have to want to be part of your company's goals, and they have to want to make a difference

Elena Lapetra, Stages Cycling

SEAN COSGROVE

HEAD OF COMMERCIAL OPERATIONS, LIFETIME TRAINING



It's important to think outside the box when it comes to group exercise instructor recruitment. Open

your networks. If you work in the fitness industry, you'll be surprised how many people you already know and how willing those people are to refer potential instructors. Facebook and LinkedIn work well for spreading the word.

Once you've sourced your candidates, keep these tips in mind to select the right person:

- Think about your membership base. What kind of instructors will suit them? If your membership base is slightly older, consider whether your new instructor is able to offer a range of exercises in each class. If your members are inner-city executives, is your instructor able to deliver a short but effective class?
- Check the candidate's qualifications. Have they attained the correct qualifications? In addition, look for other relevant modules – such as Les Mills – to teach at your club.
- Have they continued to invest in their own education? Regular CPD courses are essential for an instructor to stay current.
- Always audition as part of the interview, as it will often tell you much more than a CV.
- Look for the right personality. The ability to motivate is crucial, as that's what keeps members coming back for more.

www.lifetimefitness.co.uk

Always audition interviewees



Gymbox looks for unique individuals to teach its wide range of classes

DAVID COOPER

BRAND & PRODUCT DIRECTOR, GYMBOX



Gymbox auditions take place monthly, so new instructors and new concepts are constantly being found and evaluated.

Our gyms are home to some of the most diverse classes in London, with Olympic-sized boxing rings, live DJs and larger-than-life personal trainers. So it's no surprise that we look for unique individuals to be our instructors: entertainers, mavericks, show-offs, people who can inspire and hype a crowd.

Once recruited, we operate a nurturing and monitoring programme designed to develop each instructor.

We run over 100 weekly classes in each of our eight gyms, the success of

which is monitored in terms of both participation and member feedback. Our reporting system highlights the highest and lowest performing instructors, together with the most successful types of exercise classes.

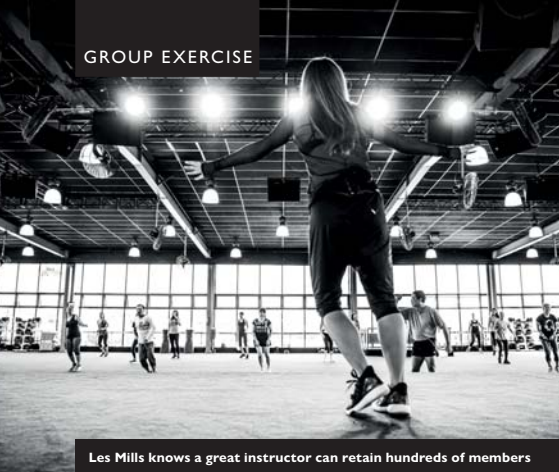
We also operate a tiered pay structure that allows us to develop talent and reward our most successful instructors.

Well-known instructors are introduced if they offer a distinctive style or class. For example, instructor Cheryl Teagann works at most Gymbox clubs teaching yoga and circus skills classes such as pole, aerial and contortion. Cheryl spends most of her time hanging upside down, balancing on one hand, or bent in two on the gym floor!

www.gymbox.com

We operate a tiered pay structure that allows us to develop talent and reward our most successful instructors

David Cooper, Gymbox



Les Mills knows a great instructor can retain hundreds of members

► PHILLIP MILLS CEO, LES MILLS INTERNATIONAL



Group fitness instructors are a key hire for any club. A great instructor can attract and retain hundreds of members over time, and building a team of them is the most neglected, lowest cost way to build a highly successful facility.

I believe there are five key strengths that will make an instructor successful:

- 1 **Class design** – the ability to select great music and combine it with exercises in a way that combines physical results and motivational magic.
- 2 **Physical execution** – teachers who move beautifully are inspirational and easy to follow. People with a

background in dance, gymnastics and other sports involving high levels of technical perfection and co-ordination make very good candidates.

3 **Coaching ability** – people love intelligent instruction on the what, why and how of exercise. Personal trainers are often strong in this area, as are sports coaches, dance teachers and even school teachers.

4 **Relationship building** – being able to create a rapport with the people who are attending classes is key.

5 **X factor** – the rock-stars with magnetic stage presence and the ability to create huge excitement on the floor. Look for people with stage backgrounds in theatre and in singing.



Pay your best instructors more

ANDY BOURNE EXECUTIVE BUSINESS COACH



The recruitment of the highest quality group exercise instructors is crucial to the performance of any

studio. Make the wrong decision and it could affect the overall performance of your leisure centre or health club.

Good interview preparation is, therefore, essential in finding the right person for the job.

Before any interview, it's important to decide what you want from your instructor. Clearly you need to pay attention to the technical skills, and these are easy to evaluate. However, my recommendation is not to make qualifications and technical ability the main focus, and instead place emphasis on hiring the right attitude.

A list of the personality traits that represent the organisation's values and culture is a good starting point, from which the interview can progress around a series of questions designed to explore the candidate's personality. I start off with a few open-ended questions like: "What are the three things you have to be really good at as a studio instructor?", "How open are you to constructive criticism?", and "What is the USP of your class?"

Appointing the right person to conduct the interview is also key. At the end of the day, offering quality classes with the finest instructors will retain and attract more customers – and bring increased revenues.

www.bournecoach.com

COLIN WAGGETT CEO, THIRD SPACE



Good people tend to know good people, and while we do hold open auditions and advertise, we find recommendations are one of the best ways to find talent. Instagram is also a great way to preview an instructor, followed by a visit to a class and then an invitation to audition. Similarly, a lot of instructors see what we're doing through social media and want to get involved.

Personality is so important. We want bright, enthusiastic people to work for us; members go to our classes want to be motivated. Instructors' skill set is also important: how well they demonstrate the exercises and how they manage their class. Music is a fundamental part of the exercise class experience, so we look for instructors with a good sense of modern music and how the music matches the class.

We track attendance of all our group exercise classes, with the aim of constantly improving the offering and timetable. We can see a direct boost to business from a successful instructor, and we've created a pay scale at our clubs which allows us to reward the very best people.

www.thirdspace.london

wexer

We combine fitness content and technology.
To make world-class exercise accessible anytime, anywhere.

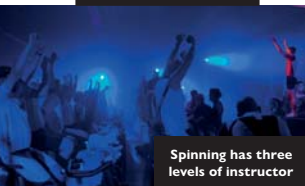


We are changing the game. **With Virtual Fitness. And with Mobile Technology.**
Contact us today to find out more:

info@wexervirtual.com

+44 (0)2036 089994





Spinning has three levels of instructor

SARAH MORELLI DIRECTOR AND TRAINING MANAGER, SPINNING



At Spinning, we feel the recruitment and auditing of the right indoor cycling team is paramount to a successful

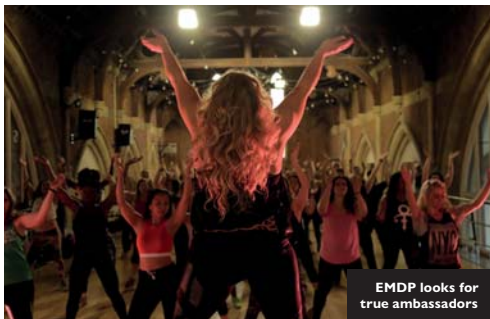
studio programme over the long term. Studios can so easily be overlooked for quality assurance and continued instructor development compared to the gym floor.

Spinning has three levels of instructor, each assessed, and some clubs pay each level a little higher, motivating instructors to learn more, teach better, become the best instructors they can be – and motivate and educate members too.

We encourage our instructors to get re-certified every two years by using their continuing education credits points, gaining new and updated education in the process – all of which helps them create classes that stand out from the rest.

www.spinning.com

PHOTO: RICHARD HUBBARD



EMDP looks for true ambassadors

ROSS PERRIAM CEO, EXERCISE, MOVEMENT AND DANCE PARTNERSHIP (EMDP)



EMDP acts as a national voice for dance fitness and group exercise participants, instructors and organisations. An important part of this is the recruitment of EMDP ambassadors, who work to inspire people to participate in dance fitness and group exercise activities through the Exercise Move Dance campaign.

We look for enthusiastic and inspiring professionals who are keen to get more people into group exercise and dance fitness. They also need strong people skills and the ability to motivate others.

All our ambassadors need to be strong role models and, alongside leading fitness classes, many of them campaign on body confidence, work to break down stereotypes, develop innovative health and fitness programmes and positively influence the next generation of fitness professionals.

We're able to monitor their progress by keeping a close eye on our digital footprint and checking growth, reach and engagement figures as a result of the scheme.

Our ambassadors are also given unique promotional codes which provide discounts on our training and support packages, meaning we can easily track sales linked to each individual ambassador.

The scheme is in its infancy, but the ambassadors are already having an impact, with a boost in training enquiries and bookings.

www.exercisemovedance.org



Shand: Instructors should bring enthusiasm and personality to the job

JAKE SHAND SENIOR DIRECTOR, BEACHBODY LIVE UK



Finding the right instructor for your club is about the delivery of the class, the personality they can bring to the job, their natural talent and how they connect with your members. A new instructor should bring enthusiasm, presence, knowledge and technical ability to the organisation.

But equally importantly, just as there's diversity in the types of people who come to your classes, so there should also be diversity in the age, body shape and teaching style of the various instructors, to ensure there's someone who's able to fully relate to every one of your members.

www.beachbodylive.com

WARNING: Mindful Movement May Cause Extreme Member Retention



40 YEARS IN MOTION

balanced body®

balancedbody.com

0800 014 8207 | +1-916-388-2838

Your members are looking for a smarter way to exercise. Our mindful movement programmes using Allegro® Reformers are the answer.

Fun, effective and space-saving, they are a great source of non-dues revenue.

REINVENTING THE DEPOT

1Life's innovative approach to leisure has seen the conversion of a sorry-looking storage shed into a thriving cross-training hub, much to the delight of Milton Keynes sports teams and a surprising number of over-40s women who realise that 'strong is the new skinny'

Faced with a run-down tractor shed in the middle of Woughton-on-the-Green playing fields, many operators would no doubt call in the bulldozer. But instead, 1Life saw an exciting opportunity. To reinvent this tired old box, the leisure operator thought outside of it, creating a captivating cross training Depot which has since become the talk of the town.

NEW LEASE OF LIFE

1Life's conversion of this ageing out-house into a state-of-the-art fitness facility is a prime example of the fresh thinking which has seen the company quickly make its mark in Milton Keynes.

After recently winning a 10-year contract to manage five leisure facilities across the borough, 1Life has led a £1.3m investment programme to breathe new life into the portfolio. Woughton Leisure Centre has been transformed into the 21st century thanks to a raft of upgraded technology and concepts, while Windmill Hill Golf Course's unused clubhouse has been reimagined as a specialised health and wellbeing centre for Milton Keynes' deconditioned market.

But it is perhaps The Depot that has set pulses racing the fastest. Offering military style strength and conditioning sessions, the facility has a no-frills finish, with focus on the delivery of a series of hardcore workouts and personal training. Racks, rigs, benches, bars and ropes from BEAVERFIT replace traditional gym equipment, in line with the soaring consumer demand for a return to stripped back functional fitness offerings.

"There's no doubt that the most active sections of society have sought more of a back-to-basics approach to workouts in recent years, with wearable technology serving the tracking functions which



The Depot offers military-style strength and conditioning sessions



were once the preserve of large flashing machines," says 1Life's MD, Neil King.

"Two of the biggest trends in health and fitness right now – which have both spread quickly from London – are the resurgence of group exercise classes and functional fitness; concepts which dovetail perfectly at The Depot."

King continues: "Perhaps the real surprise for us has been the number

of mums and ladies in their 40s who are regularly using the facility – which goes against all of the Sport England segmentation data

"They love the fact that the Depot is different. They tell us it's a great workout and they also love the fact that small group training of this type is great fun and really builds amazing motivation and camaraderie."



Functional fitness is a growing trend among women



Racks, rigs and ropes replace conventional gym kit



Local sports teams can train together at the Depot



1Life breathed new life into the former storage shed

DYNAMIC TRAINING FOR SPORTS TEAMS

While undoubtedly a hit with the wider public, The Depot was actually created with another target group in mind. Combining its exercise adherence knowledge with the guiding principles in the government's recent *Sporting Future* strategy, 1Life has developed a range of different activity options to engage specific sections of society.

In the case of The Depot, the facility has been conceived as a fitness and performance centre for the various local sports teams that train on Woughton-on-the-Green playing fields, providing a range of intense cardio/strength and dynamic workouts to help push the players to the very top of their game.

Despite having one of the highest densities of private gyms in the country,

in addition to soaring rates of inactivity and obesity, innovative fitness concepts remain surprisingly rare in Milton Keynes and it was 1Life's eagerness to reinvent the wheel which helped them to win over Milton Keynes Council.

"1Life brought a lot of fresh thinking to the table and we were pretty well sold on the idea of The Depot straight away as it's where MK Dons first team train, you have top hockey and cricket clubs there, as well as softball, baseball," comments Paul Sanders, MK Council's Assistant Director, Community Facilities.

"We loved the idea of turning the old tractor shed into a functional fitness facility – we used to keep our old grass-cutting machinery in there!

"It's a rustic concept and sits really well with the sports teams who play there and want to be fit to compete."

SERIES ROADMAP

This series outlines the raft of innovative leisure projects that 1Life has introduced as part of its new contract in Milton Keynes.

Contents:

1. Introduction to 1Life (HCM Jan 2016, p.40)
2. How the MK contract was won (HCM July 2016, p.56)
3. Transforming Woughton Leisure Centre into a community hub
4. Reinventing a tractor shed as a cross-training hub
5. Tackling inactivity at Windmill Hill Golf Centre

We loved the idea of turning the old tractor shed into a functional fitness facility – we used to keep our old grass-cutting machinery in there!

Paul Sanders, MK Council's Assistant Director, Community Facilities

1Life
Live more. Live well.

PHONE: +44 (0)1480 484250

EMAIL: businessdevelopmentgroup@1life.co.uk

WEB: www.1Life.co.uk



VERENA HALLER

SVP FOR DESIGN, EQUINOX HOTELS

AARON RICHTER

VP OF DESIGN, EQUINOX HEALTH CLUBS

Well known for its innovation in both fitness and design, the US-based Equinox chain of health clubs is expanding into hotels. We find out what's in store for customers and members



Verena Haller (left) and Aaron Richter (right) say they are in the business of creating experiences, not spaces

VERENA HALLER

In May 2015, Equinox announced it was moving into the hotel sector. Can you tell us more?

With the strong lifestyle brand we already have in Equinox, we believe it's a natural progression for us to move into the hotel sector with an upscale, fitness-focused hospitality offering.

We're focusing not just on creating a hotel, but on creating a hotel that truly delivers substance with style, embracing Equinox's expertise in movement, nutrition and regeneration. We want to

create a unique experience that allows our guests to take their lifestyle on the road.

When will the first hotel open?

The first hotel is due to open in Manhattan at the beginning of 2019, at Hudson Yards. It will feature a 60,000sq ft fitness club – Equinox's largest – as well as swimming pools and a spa.

However, there are many enticing opportunities emerging in other cities too, and it's possible that one of these locations might yet open its doors before Hudson Yards.

What are your roll-out plans?

We're focusing on markets in the United States where we're already well-established as a brand – cities such as Los Angeles, Chicago, San Francisco and Miami. However, we're also looking at other cities where we feel we could make our mark in the hotel market, such as Seattle and Houston.

And long term, what brand wouldn't want to go global? London is always appealing to us, especially since we already have our Kensington fitness club doing so well there. Further down



As well as building new facilities, Equinox has also revived some historic buildings



The Equinox facility in Huntington Beach, California, pushes the boundaries of modern health club design

the line, there's also the potential for expansion to Spain, Asia, Australia...

I truly believe, after people see our first few hotels open, that they will be hungry for more from us.

How will your hotels stand out from a design perspective?

Our brand DNA at Equinox is 'elevated and provocative', and this is the

foundation from which we build. We aren't talking about luxury – we're talking about an elevated experience across all levels and senses.

This influences everything from material selection and handcrafted details to lighting, scent, sound and much more. We want to bring all these elements together in a way that's stimulating, alluring and provocative.

We want to create a balanced juxtaposition between softer, more textile cues and bold, powerful yet welcoming hotel architecture. In the end, we want to ensure we're creating experiences, not just spaces.

AARON RICHTER

You opened your first UK health club in 2012, in London. Is it different from your US clubs?

Yes, there are a few things we did differently in the UK. There's a significant boxing and personal training demand, and we created one of our first dedicated café lounges there as we found people in the UK were using clubs more heavily as social spaces. The US is now catching up quickly in this respect.

The building itself played a significant role. The space we found in Kensington ▶

Long term, what brand wouldn't want to go global? London is always appealing to us, and further down the line there's the potential for Spain, Asia, Australia

Verena Haller

It's important for us to set the stage for the talent working in the club... To create the environment and the moment for staff to connect with the guest

Aaron Richter

Equinox aims for 'aspirational design' in all its health clubs



Equinox clubs are sympathetic to the space: London's Kensington club (centre) respects its Art Deco history

► was extraordinary. It's the old Art Deco Derry and Toms building – the birthplace of Biba – so there was a lot of history around it. However, if it had been in New York, we probably wouldn't have done it because it's five stories up and has a very demure entrance.

We were definitely concerned about entering a new market with something that was so discreet, but what we're finding is that in London being discreet is actually a very positive thing. People like being in the know, and they like being able to find somewhere a bit out of the way. It's a point of pride in London because it's such a complex city.

What are the biggest considerations when designing a health club?

All our health clubs look very different, but there's a common thread we strive towards – something I call 'aspirational

design'. We want our members to feel elevated and aspire to achieve.

But the operational needs are important too. We think of ourselves as set designers for the trainers and staff in the club – it's important for us to set the stage for the talent working in the club. That's the base line: having the storage in the right place, the mirrors at the right height, the lighting and sound levels... all the stuff they need to create the moment for them to connect with a guest.

What are you currently working on?

We're actively developing a number of health club properties – mostly in the US, where we're opening 10 new clubs in the second half of 2016, but also in the UK and Canada. We're in lease negotiations for multiple sites in London, and opened our third Canadian club last month, in Vancouver.

How do you approach the design of a health club?

For a long time, the health club industry has been neglected in terms of design – clubs have been functional only. I approach things from a different angle.

I don't try to compete with other health clubs from a design point of view. Instead I try and compete with the wider leisure industry – with restaurants, hotels and retail – and also with the homes people live in. I think we need to be on a par with those types of facilities in order to succeed and build our brand and reputation.

The challenge is always to ask a lot of questions about the experience we can provide for customers which goes above and beyond great fitness. The same philosophy will apply when it comes to the development of Equinox hotels. ●

CHANGING DEMANDS DESERVE CREATIVE SOLUTIONS



- Changing Rooms
- Spa Treatment Rooms
- Washrooms
- Receptions
- Bench Seating

CROWN
SPORTS LOCKERS

- Company founded in 1990
- UK Manufacturer
- AutoCAD design
- Designated project manager
- ISO9001:2008 & 14001:2004

sales@crownsportslockers.co.uk - 01803 555885 - crownsportslockers.co.uk



REVITALISE YOUR GROUP TRAINING



Our groundbreaking SYNRGY360™ system has revolutionised small group training, energised HIIT spaces and inspired independent workouts.

Now it can incorporate multi-jungles to create even more workout possibilities.

Life@LifeFitness.com
LifeFitness.co.uk/synrgy360 | 01353 666017

©2016 Life Fitness, a division of Brunswick Corporation. All rights reserved.
Life Fitness is a registered trademark of Brunswick Corporation.

LifeFitness

Calorie-powered membership

Holmes Place Portugal has forged a partnership with the Portuguese Cardiology Foundation to raise the issue of inactivity among the national population. **Ray Algar** reports

Month of the heart' is how Portugal uses May to encourage its citizens to embed just a little more activity into their everyday lives.

Like many Europeans, the Portuguese are failing to move enough – a European

Commission study from 2014 reported that more than six in 10 adults never exercise or take part in sport, ranking the Portuguese 27 from 29 countries. By comparison, Sweden topped the table with fewer than one in 10 never active.

Holmes Place – which operates 19 clubs and studios in Portugal – recognised an opportunity to join the national inactivity debate by partnering with the Portuguese Cardiology Foundation. The charitable foundation exists to reduce the incidence of cardiovascular disease, which accounts for three in 10 of all deaths in Portugal. The Foundation believes small lifestyle changes can nudge people towards a healthier future by reducing their risk of heart disease and stroke.



Members could 'donate' their activity calories

For this one-month period, all Portuguese citizens – along with Holmes Place members – were able to 'donate' their activity calories to support the Foundation's work. Calories burned were converted into complimentary club memberships, which were gifted to the Portuguese Cardiology Foundation. One million activity calories was worth one six-month Holmes Place membership.

People were invited to log any physical activity that raised their heart rate, from walking the dog to taking part in a group class. Calories expended during a Holmes Place class were automatically captured using data for an average participant, while other activity away from clubs could be logged by posting a photo on Facebook, Instagram or Twitter using the hashtag 'darcacalorias' (givecalories).

An activity picture posted on social media using #darcacalorias was worth 150 calories, unless your fitness tracker could confirm the precise energy expenditure. So for reference, my recent treadmill session would have contributed 322 calories to the cause (pride prevents me from disclosing how many minutes that was). All activity calories over the 31-day period were then aggregated into the campaign's dedicated website.

Using an online questionnaire and medical referrals, the Foundation then identified sedentary individuals who would benefit from free access to a Holmes Place club and support from staff.

MOVEMENT AGAINST INACTIVITY

During May 2016, the two organisations created the campaign 'Movement against a sedentary lifestyle'. The core idea was to develop a mechanism for those already active to help others who were not.

IN A NUTSHELL

Project by: **Holmes Place, Portugal**

Web: **www.holmesplace.pt**

Charities supported: **Portuguese Cardiology Foundation**

Project status: **Ended**

Impact: **Portugal**

Gymtopia keywords: **Health and wellbeing, medical research**

CALORIES FOR MEMBERSHIP

An extensive communication campaign was run outdoors, in magazines, radio, social media and across Holmes Place's closed circuit TV platform. Videos featuring Jorge Corrala and Mariana Monteiro, two well-known Portuguese actors, were also created to kick-start the project – viewed 123,000 times at time of writing.

Mid-way through May, 30 million calories had been logged on the microsite, rising to 60.2 million by the



The calories exchanged in the charitable initiative were turned into 60 Holmes Place memberships

end of the month. Had this just been me and the treadmill, that would have equated to almost 187,000 sessions – or viewed another way, the recommended calorie intake for a woman for 82 years.

Those calories have now been exchanged for 60 memberships, which I hope are now helping sedentary people realise that a life imbued with just a little physical activity can be joyful and enriching.

I can also see from some of the postings on social media that people really connected with the idea and had fun participating in the challenge.

Sérgio Marques, marketing and sales director of Holmes Place Portugal told me: "People from all over Portugal, from north to south, participated and donated calories. They feel really proud to be able to help other people."

MOVING FROM CAMPAIGN TO CAUSE

This project is reminiscent of the Zumba 'Great Calorie Drive' from 2013, when a 750-calorie class was exchanged for a one-meal donation to the World Food Programme. During that three-month initiative, a total of 82 million calories were recorded, funding more than 109,000 meals for the programme.

However, that project fell short of its ambitious target – of 2.6 billion calories – because it was complicated for Zumba participants to donate their class calories.

Making it simple, and then simpler still, is one golden rule worth remembering when getting involved in mass participation projects like this. So automatically capturing class calories, for example, was an intelligent part of this Holmes Place project.

As you read this story, I want you to think about whether projects like this can help clarify the purpose and mission of your organisation. The everyday

mission of Holmes Place is 'inspiring people to live well' – notice it says people, not members.

So when the country came calling, saying: 'We have an inactivity crisis, can you help and support us?', Holmes Place Portugal was able to reflect and say: 'This fits and moves us – we're in.'

My hope is that it isn't just for the month of May. So go find a cause that your organisation cares passionately about – and then when you have, and later have remarkable results that leave your team brimming with pride, let's share it with the world. ●

GYMTOPIA – A PLACE WHERE CLUBS DO SOCIAL GOOD



GYMTopia was conceived by founder and chief engagement officer Ray Algar (left), who believes that the global health and fitness industry has enormous influence and potential to be a force for good in the world, reaching beyond its immediate customers.

The idea of GYMTopia is simple: to curate and spread remarkable stories in which the fitness industry uses its influence to reach out and support an external community in need.

It was created with the generous support of five organisations: Companhia Athletica, Gantner Technologies, Les Mills, Retention Management and The Gym Group. GYMTopia received an Outstanding Achievement Award in the ukactive Matrix Flame Awards 2014.

Submit your own project to be considered for a future article at: www.GYMTopia.org

gymtopia

Dr Zoe Williams

The Royal College of General Practitioners has made physical activity and lifestyle a clinical priority for GPs. Dr Zoe Williams, one of the project's clinical champions – and a former TV *Gladiator* – tells **Kate Cracknell** how this will work, and why it's so important

You're a practising GP, but you're also a TV doctor. With this access to the public ear, what are the key messages you try to get across?

Hippocrates had it bang on when he said: "If we could give every individual the right amount of nourishment and exercise – not too little and not too much – we would have found the safest way to health."

I try to remind people that our health is predominantly in our own hands. Though we're privileged to have access to the wonders of modern day medicine, this is no substitute for healthy lifestyle – both diet and exercise – when it comes to disease prevention, disease treatment and general happiness and wellbeing.

You collaborate with PHE on its 'Everybody Active, Every Day' framework. How can that framework be translated into a compelling message that gets people moving?

One in six deaths are caused by inactivity, which we categorise as doing less than 30 minutes of moderate intensity physical activity each day. That's as many deaths as are caused by smoking!

Rebranding 'exercise' as 'physical activity' and discussing how walking, cycling and even everyday chores can count makes being active seem much more achievable. Breaking physical activity down into 10-minute bursts can be more acceptable to people too, especially when they're starting out, rather than aiming to be active for 30 minutes at a time. *#10minutebursts*



Dr Williams says drugs have their place, but prevention is key

How do we drive the preventative healthcare agenda when there's still such a heavy reliance on drugs?

Drugs aren't going anywhere and that's a good thing – there's certainly a place for them in our healthcare system. However, I firmly believe that lifestyle advice should exist wherever there's a drug that could be prescribed.

At each patient contact where a drug is discussed, prescribed or issued, healthcare professionals should also be delivering brief advice about lifestyle, be it physical activity, diet, alcohol, smoking or stress control.

The NHS has adopted the 'Make Every Contact Count' (MECC) approach, as have many other organisations including local authorities and those in the health and fitness industry. MECC is an approach to behaviour change that uses the millions of day-to-day interactions organisations and individuals have with other people to support them in making positive changes to their physical and mental health and wellbeing. You can find more information here: www.health-club.co.uk/mecc

How important is physical activity in delivering your vision of preventative healthcare?

Physical activity is at the epicentre of health and wellness and is often the first step for individuals in their journey towards a healthier life. Becoming more active can have immediate, as well as longer term, improvement in symptoms, mood and wellbeing. It's also been shown to reduce the likelihood of other harmful lifestyle choices, such as smoking.

“GPs see far too much of the same people – and these are precisely the people fitness professionals should be seeing more of”

Dr Zoe Williams

The RCGP has made physical activity and lifestyle a clinical priority for GPs over the next three years.

What does that mean in practice?

The overall aims are to provide the primary care workforce with focused, reliable, evidence-based information to prevent and manage lifestyle-related diseases.

This will be achieved through research into the barriers that prevent GPs from promoting physical activity – we will review current literature and guidance to ensure GPs have access to a set of agreed, evidence-based guidance and tools. There will also be health promotion and disease prevention strategies, and new materials developed for patients and commissioners.

We'll seek to involve GPs in decision-making around how best to implement changes. In fact, one of our first tasks will be engaging with GPs via a questionnaire.

How else can we overcome GPs' reluctance to promote physical activity to patients?

Public Health England – as part of its 'Everybody Active, Every Day' strategy – provides a free training package to GPs, as well as to hospital doctors, nurses and midwives. I'm one of a team of GP clinical champions delivering this training, which is available across England.

For further information about the PHE clinical champions, or to book a training session, please email:

PhysicalActivity@phe.gov.uk

How do you inspire your own patients to get active?

Sometimes it's as simple as 'giving them permission' to do so. Some patients just need to hear that being active is safe and a good thing to do.

It may seem obvious to some of us, but a diagnosis such as hypertension can, for some, lead to a lack of confidence and concerns that exercise may not be safe. This can be exacerbated if they're asked to complete forms which highlight certain conditions, such as high blood pressure,

as potentially meaning it's unsafe for them to exercise. I've experienced patients being completely put off and alienated from exercise due to this.

Explaining that physical activity actually forms an important part of managing their medical condition can have a hugely positive impact. I also find out what the patients' own motivations are, as well as what they enjoy or have enjoyed in the past. Finally, I help them break down whatever barriers are standing in their way by adopting a motivational interview style in my consultation with them.

Is there a role for gyms?

Of course. Fitness centres have the facilities, the staff/expertise and the experience to help people be more active. GPs see far too much of the same people – and these are precisely the people fitness professionals should be seeing more of.

Working in partnership will be key to redressing this balance – and I've seen good examples of such partnerships where the gym offering has been taken into the GP surgery. This can help patients overcome the fear of 'the gym' and helps GPs become more engaged and involved.



Zoe Williams was one of the TV *Gladiators*, codename Amazon

Walking groups initiated from the gym or GP surgeries are another great way to introduce inactive people to exercise – and to fitness professionals.

How much of a credibility issue is there – will GPs ever see fitness providers as true partners?

There may be a general perception that there are credibility issues when it comes to the regulation of the fitness industry and the variation in training of fitness professionals. Exercise and dietary advice can vary and conflict from professional to professional. However, in my experience, GPs are happy to refer patients into 'exercise on referral' schemes run by REPs Level 4-qualified professionals.

I recognise that building stronger links between GPs and local physical activity initiatives and providers is key, especially with the current enthusiasm from the health and fitness sector to work with those who are inactive or affected by disease. However, it's important that messages being shared with patients – from both healthcare professionals and fitness professionals – are consistent. We need to look at ways to ensure this is delivered moving forwards. ●

Direct connection

As smartphone usage continues to soar, Gladstone's MobilePro is helping savvy operators stay connected to their customers

It's news to no one that smartphones are ubiquitous. A quick glance around any supermarket, restaurant, office or train – or, indeed, any sports facility – will reveal people of all ages and backgrounds talking, texting, socialising, surfing, gaming and shopping on their phones.

Within the eight years since they became widely available, these devices have become absolutely integral to most people's lives. According to Deloitte's latest *UK Mobile Consumer Survey*, 76 per cent of adults now own a smartphone. Over half use it on public transport, at work and while shopping, and 53 per cent look at it within five minutes of waking up. Collectively, in the UK, we check our phones over a billion times a day.

In this context, investing in a market-leading product such as Gladstone's MobilePro – a tiled app that opens a

direct, two-way line of communication between facilities and their users – is simply common sense for any sport or leisure operator serious about attracting, engaging and retaining their customers.

Crucially, MobilePro enables customers to book and pay for both classes and activities wherever and whenever they choose; yet because it interacts with Gladstone's membership management software in real time, all the usual pricing and booking benefits apply.

Compatible with iOS and Android devices, the app is also a powerful communications and marketing tool, allowing operators to add an unlimited number of information pages to market their sites to prospects while keeping existing members up to date with the latest news and promotions. Meanwhile, its seamless interface with social media sites enables customers to share news and bookings with friends, increasing exposure further.

"Many consumers see their smartphone as an extension of themselves," says Gladstone's managing director, Tom Withers. "Young people in particular want and expect to do everything on their phone."

"MobilePro has been specifically designed to help sport and leisure operators stay connected to these customers as well as reaching out to new ones."

FLEXIBLE SOLUTION

This approach has certainly proved successful at the University of Portsmouth's Department of Sport and Recreation, which launched the app across its three sites in September 2014. "We signed up for MobilePro because it aligned with some of our key strategic aims: to engage our customers interactively, allow them to access our information more quickly, and enable them to book more easily," says Bryn Jones, sports duty supervisor.

"We've been a Gladstone customer for nine years, and in addition to Plus2 membership management software, we use Connect for online booking, Join@Home for online joining, eyeQ for business intelligence, Business Process Manager for streamlining back-of-house admin and Kiosk self-service units across all three of our extensive sports facilities."

"However, due to problems with our previous website provider, our customers often found it hard to access the

MobilePro connects operators directly to their customers





Students at the University of Portsmouth use the app to book sports sessions



Aside from reducing staff workload, the other major benefit of MobilePro has been customer satisfaction



information they needed. We felt that MobilePro could provide us with a flexible solution to this problem.

"Since its launch, 5,100 people have downloaded the app, and we've seen both a dramatic boost in online transactions and a drastic drop-off in phone-call volume for bookings. Roughly 80 per cent of class users now book via MobilePro. Given that we offer around 50 classes a week, this has greatly reduced the workload of our customer service advisors, allowing them to concentrate on other more important tasks.

"Class booking is the most popular module, accounting for 64 per cent of app hits, with sports hall activities the second most popular, at 11 per cent. These figures show how easy the booking process is, which is vital to instilling customer confidence in the product.

"But we don't just use MobilePro as a booking app; it's also an invaluable communication and marketing tool. According to Gladstone, we send more push notifications through the app than any of their other customers. We have used it to communicate time changes, class changes, emergency closures, charity events, competitions, competition winners and courses. Plus we always wish our members Merry Christmas on Christmas Day!

"The reports and analysis feature of the app has also been extremely useful. During promotional pushes, it's great to be able to provide our staff with targets, and motivating for them to see the numbers increasing daily. It also highlights what people want to view, which allows us to tweak our content to make it more engaging. And using the Web Cockpit to update content is really very simple.

"Aside from reducing staff workload, the other major benefit of MobilePro has been customer satisfaction. The booking figures speak for themselves, and feedback shows that people are finding the information we share on the app useful, simple and easy to find. We can now reach our customers directly rather than having to rely on them opening an email: it makes us part of their lives."



TEL: +44 (0) 1491 201010

EMAIL: sales@gladstonesoftware.co.uk

WEB: www.gladstonesoftware.co.uk

EVOLUTION & REVOLUTION

Artificial intelligence, active workplaces and encyclopaedic knowledge about consumer behaviour. **Kath Hudson** asks the experts what the future holds for the fitness sector

NEIL HARMSWORTH payasUgym: COO



2016 has been a very exciting year for health and fitness, especially from the perspective of the fitness consumer.

The options available to everyone, from the would-be sports enthusiast to the gnarly Ironman veteran, have never been greater.

There are opportunities for businesses that can consolidate these options and make the overall consumer experience smoother and more easily navigable – the need for an 'Expedia for fitness' is growing.

There's also been a vibrant start-up scene in the fitness sector over the last two years, notably in the area of technology. Over the next few years I think we'll see larger companies drawing inspiration from these smaller, more dynamic businesses. There may even be further acquisitions; we've already seen Apple acquiring the health data start-up Glimpse, and Under Armour acquiring MyFitnessPal.

But for me, the most exciting thing in the market today is not a specific service



Millennials are driving the trend towards a health and fitness lifestyle

or audience – it's the macro trend towards health and fitness as a way of life rather than something you need to do to offset the other elements of your life which may be less healthy.

It's a trend that's being driven by Millennials and is here to stay, which is great news for any individual or company operating in the health and fitness sector in 2016 and beyond.

The most exciting thing in the market today is the macro trend towards health and fitness as a way of life

Neil Harmsworth, payasUgym

HUGO BRAAM**Virtuagym: CEO and co-founder**

The current health club model is broken, at least from a consumer standpoint: so many members give up after the first three months because they

lose motivation. There isn't a good product/market fit and the industry frequently doesn't deliver on its promise.

I believe technology can improve that fit, and this will represent a win-win for the consumer and the industry.

At the moment, most of the data we collect on the customer journey stays segregated, so you don't get a full picture of what members are doing – even though gyms can already log visits, cardio equipment used, classes attended, foods consumed, and even the amount of sleep and activity people do outside the gym.

Going forward, data will become more connected – automatically analysed from various sources, and patterns recognised – allowing for more sophisticated member profiling, with tailored programmes to meet the needs and lifestyle of each individual.

In response, the profile of gym staff will change. Instructors will need to develop a broader skill base – not only exercise physiology but also hospitality skills and psychology, to improve motivation and support behaviour change.

If IBM's super computer Watson is already able to outperform the most experienced radiologist by using a database of millions of radiology pictures and the latest research analysis, it's easy to see how the technical side of the trainer business could be replaced by technology as well.

Within the next five to 10 years, relatively autonomous technology will be responsible for creating and updating training programmes and offering tailored advice, using a wide array of data points gathered through cardio machines, exercise control, GPS, and wearables for heart rate, sleep, stress levels and more.

In general, artificial intelligence (AI) is going to change the world in the next decade. Virtuagym is looking at ways to leverage technology and AI to connect all the dots and enable smarter training and a better experience for the health club member, and as such help our industry to the next level.



Active IQ will teach gym staff to support those training for special events

JENNY PATRICKSON**Active IQ: Managing director**

Going forward, technology will continue to be a big influencer, representing both opportunity and risk. As this area is so fast-moving we can't be too specific in the content of our qualifications, which usually have a three-year lifespan, but we're responding by developing qualifications that give individuals a grounding in

networked fitness, social media, health and fitness apps and wearable tech, as well as the research skills they will need to keep abreast of technology. We're also introducing smaller, standalone qualifications, suitable for CPD, which allow us to respond more quickly to technological advances.

There's a growing need for fitness professionals to have more soft skills too. As more and more technology comes into the marketplace, we believe the role of the fitness instructor will need to evolve: people will provide the empathy with individuals which technology can't offer.

With events like Color Runs and Tough Mudder growing in popularity, we're planning to develop qualifications that include modules on engaging with customers who want to prepare and train for special events – for example, modules covering activity-related event planning and organisation.

Other areas in which we're seeing demand is for sports-specific qualifications, to help people go to the next level, including strength and conditioning, outcome measurement and goal-setting. At the other end of the spectrum, we're seeing a demand for qualifications supporting physical activity in the early years.

As conditions like mental health, diabetes and obesity become increasingly prevalent, people suffering from these conditions are arguably no longer a 'special population'. This raises questions about the qualifications needed to work with these target groups. Going forward, specialist qualifications might be encompassed within a refreshed exercise referral qualification, meaning more instructors will be qualified to work with these groups.



The concept of the active workplace is already very current in the US

► **DANNY OLIVER**
Life Fitness: UK country manager



Reflecting our confidence in the growth potential of the health and fitness industry, Life Fitness plans to double in size between 2015 and 2020,

from a US\$750m company to a US\$1.5bn company. Part of this growth will come about through the broadening of the health and fitness space, which will continue to move beyond the four walls of the health club and into more everyday spaces such as offices, hospitals and old people's homes. Our recent acquisitions

– InMovement, Scifit, Cybex and, subject to regulatory approval in Germany, ICG – have been driven by this trend.

We've seen significant changes across the gym floor landscape during the past five years. While the product mix has shifted, the way members consume fitness is also moving. Functional training has grown rapidly, driving small and social group training on the gym floor. Brands like ICG are combining product and technology to deliver highly immersive and innovative fitness experiences, and we will continue to see more of this.

Meanwhile, technology and economic growth have conspired to create a world in which physical movement is more and more an option rather than a necessity.

Sitting is the new smoking, and research shows that 30 minutes in the gym doesn't counteract being sedentary for eight hours a day in the workplace. There's an opportunity for the health and fitness industry to become part of the solution.

The concept of the active workplace is very current in the US, and will become more commonplace in the UK. Research shows that standing for three hours on workdays burns as many calories as running 10 marathons a year. The personal and corporate benefits of pursuing workplace activity are enormous – preventative healthcare for the individual, and for the employer, reduced absenteeism and improved work performance of employees.

SEAN MAGUIRE
Legend: Managing director



The health and fitness industry has been slow to adopt technologies already mainstream in other industries such as retail. A good

example is data mining. With a few exceptions, most operators have struggled to mine the substantial data sets they own. But help is on the way in the form of easier-to-use data analysis tools, accessible to non-technical users.

Once this happens, there'll be a cultural shift to use evidence, rather than intuition, to make business decisions.

We've already started to gather more detailed data about the behaviour of consumers using our software, enabled through the use of self-service and online registration. But wider adoption means we'll also be more tactical about using this data to differentiate strategy, which will make operations run more smoothly and effectively, in turn improving the customer experience and satisfaction.

We're entering an interesting new era where everything is joined up, thanks to

wearables allowing us to link to what people do outside of the club.

This of course means even richer seams of data to mine. The associated risk is that more data equals a greater chance of drowning in it. This is why innovations to bring analysis to non-technical users is key.

The impact will be felt at the coal face. Data won't just drive strategic decisions. It will also drive local tactical and operational decisions – for example, optimising capacity usage through the fine-tuning of both pricing and access, and even how waiting lists are operated and fine-tuned. ●

More data equals a greater chance of drowning in it; innovations to bring analysis to non-technical users is key

Sean Maguire, Legend

OLD-STYLE STEP CLASSES JUST WON'T CUT IT ANYMORE.

Make your studio the ultimate
group exercise destination.

Escape Fitness has created a solution that drags group exercise out of the eighties and into the 21st century. Escape is the only company to bring you a complete training solution to turn your studio into a future-ready hub for a shared fitness experience. **Together, we can make group exercise viable again. The revolution starts here.** Check out examples of our work at escapefitness.com/hcms

GLOBAL LEADERS IN FUNCTIONAL TRAINING | escapefitness.com | sales@escapefitness.com | 0800 294 2803

escape 



SCHWINN *AirDyne.*

AD8

Total Fitness Bike

////////////////////

SETTING NEW STANDARDS

Turn up the heat with the new AD8 Total Fitness Bike, a *machine* that delivers the latest in air resistance technology to put your *fitness* to the *ultimate test*.

BODYPOWER scottb@bodypower.co.uk
SPORTS PTE www.bodypower.co.uk | 01604 673000

MEET YOUR MATCH



CALL OF DUTY

The way we communicate in our social lives has changed drastically over the past 10 years, but more often than not, how we communicate at work hasn't. We take a look at what's new in the world of staff communication software

HUGO BRAAM CEO, Virtugym



Virtugym is an all-in-one fitness software system for health clubs, with tools to handle every aspect of a fitness business, from exercise

and nutrition coaching, invoicing and payments to communication, scheduling and staff management.

The staff management module contains files on all staff members and their recent usage of the system, including personal information, clients they coach, products bought via Virtugym and connected invoices. User roles and access privileges allow the operator to manage which features staff can use.

In the scheduling module, operators can handle staff planning and time management – setting up schedules for instructors, creating staff schedules to plan internal meetings and workshops. Couple this with class participant and occupancy tracking and you have a clear indicator of class and instructor popularity.



Class popularity is trackable

Tasks can be created for staff which show up in their online profile, and staff communication is supported via a private messaging system or private discussion groups in the mobile community, accessible through the mobile app. In fact, the mobile community is a key element in our toolset, enabling communication between staff and members too.

Bodymentors is a Dutch chain of premium personal training clubs. We helped them to significantly reduce time spent on staff management and scheduling, with the schedule module alone saving their team 40 hours a week.

We're now expanding our mobile communication tools with WhatsApp-like chat functionality to make communication even more flexible, meaning management and staff can get in touch whenever, wherever.

JOHN COLDICUT CMO, Planday



Planday has helped fitness and leisure businesses around the world to reduce administration time – by up to 75 per cent – as well

as saving on staffing costs and increasing employee engagement. Our online platform and app enable managers to create and share a constantly up-to-date employee schedule, manage HR processes and communicate with staff.

One of our most significant customers is one of the largest fitness chains in the Nordics: Fitness World, which has almost 5,000 employees across 150 centres. In fact, several Planday features were developed specifically with Fitness World,

Barry's Bootcamp and other Planday fitness customers in mind, making it a natural fit for businesses of any size in the fitness and leisure industry.

For example, Planday has the option of skill-based scheduling. Managers can recognise specific skills – like certified yoga instructor – and assign this to people in the system, meaning only employees with the relevant skills can claim certain shifts. In addition, our app allows employees to clock in from any device – but managers can control where they're allowed to clock in from, which is especially helpful if staff members are running bootcamps or classes from remote locations.

When it comes to communication, Planday makes it easy to get everyone on the same page. Managers can send updates to all employees when they clock in, so everyone knows about any upcoming changes for that particular shift.

James Curry, GM of Tone Leisure, tells us the trust's employees – and especially the younger staff – “absolutely love” Planday, because it allows them to check when they're working or communicate with their colleagues whenever they want.

Planday reduces admin time





PHOTO: SHUTTERSTOCK.COM

CORE by Premier anticipates staffing needs based on numbers booked into classes

ROSS MCCAW

Founder, Our Leisure People



With 14 years in the leisure industry, we understand the complexities of managing people who work in multiple roles

across multiple locations. It's vital every team member has the relevant communication to keep them engaged, but also to ensure the correct message is passed on to the customer.

Our Leisure People has been specifically designed to help operators share the company message and engage staff who don't work regularly from a desk. The iOS and Android app enables fast, relevant communication that can be read and digested in moments, reaching the entire workforce – not just those with a corporate email. It can also be managed by the management team.

The tool provides a single point of contact that connects each employee to the rest of the organisation. For instance, secure enterprise messaging allows employees to communicate – all within company control – either one-to-one, in small groups or via topics created for a specific purpose, such as the launch of a new centre or a promotional event.

Broadcasts allow management to share files, send targeted reminders and highlight open shifts that need filling, as

well as sharing updates and news articles, event information and staff vacancies.

Quizzes can be sent to test employees' understanding and help with their continuous professional development, while Forms allow management to send a staff survey or compliance-related update; staff can respond directly from their smartphone in seconds. Meanwhile, Information Library contains practical, searchable information on the company and its rules and procedures.

The app can also be integrated with HR systems, enabling staff to book leave and access payslips without visiting a separate website or remembering another log-in.

The entire experience is about engaging staff with the right message in a quick, efficient way that reduces employee turnover and boosts team productivity. It's currently being piloted at GLL, with great success.

Moving forward, the tool will enable operators to build courses, so new staff automatically receive an induction pack containing video and interactive content to onboard them into their role – all from their smartphone.



The app can link up with HR

LEONIE WILEMAN

COO, Premier Software



CORE by Premier is unlike other business management software systems in that it doesn't have a specific HR area. Rather, it draws the information from

other functions within the software to communicate directly with staff.

Staff scheduling is managed through the appointment booking system, which is updated in real time and accessible to staff on their tablet or mobile. This enables the manager to move appointments in case of sickness or holidays easily – no need for team meetings. It also anticipates the need for additional staff dependent on numbers booked into classes and treatments.

Where CORE really makes a difference is its reporting function. The reports provide a host of information that can be run and issued to colleagues either verbally or through the automated reporting function. The information can be used to determine the level of training required, whether staff are hitting performance targets, or more generally their overall performance. It's a completely transparent system, with managers able to track staff progress on a daily, weekly or monthly basis.

CORE essentially streamlines the staff management process. It links the manager directly with the staff through emailing reports, as well as providing individuals with performance data.



Employees can remotely manage their shifts using the Quinx app

► **ERIK FJELLBORG**
CEO, Quinx



Quinx's employee scheduling and workforce management tool helps operators ensure they have the right people in the right place

at the right time, making life easier for both managers and employees.

It's an intelligent, intuitive, cloud-based system that helps automate labour-intensive processes like scheduling, payroll, time punching, communication and forecasting, saving organisations an average of nine hours per manager per week. It brings about a 5 per cent reduction in employee cost and, we believe, a 100 per cent improvement in communication.



Staff can still be logged into the system on the gym floor

For managers, smart schedules can be automatically produced at the click of a button, while employees can easily see when they're working, swap shifts and apply for leave from any device with our mobile app.

Alongside this, Quinx comes with powerful budgeting and forecasting tools that enable operators to make better, data-driven decisions.

Operators want to consistently deliver a great experience for their customers, but this is difficult when key staff waste hours each week on scheduling. Automating this process frees up time for managers to focus on delivering the best experience for their customers.

Operators will also see a direct impact on the bottom line. Through better scheduling, an improved overview of the metrics and KPIs connected to the workforce, Quinx can significantly improve the way health clubs manage their labour costs.

Sats Elixia – Scandinavia's largest gym chain with more than 8,000 employees across 160 sites in Sweden, Norway and Finland – optimised the performance of its workforce using Quinx. It streamlined labour-intensive processes – managing scheduling, time and attendance, and payroll – which saved the business both time and money.

As well as improving and refining the product, our developers are working on Quinx Insights. This new module will be able to make accurate predictions and detailed forecasts of future staffing requirements by analysing historical data such as time punches, absences, scheduled hours, sales and other key performance indicators. Through analysis, Quinx can proactively present workforce optimisation suggestions based on different data streams.

JENS HOLM-MØLLER

Director & co-founder,
Mobaro



Mobaro has a long history of working with retailers, parks and attractions, and is now launching into the health

and fitness sector. We offer an operational management solution that enables operators to keep track of promotions, service standards and safety procedures.

We want to empower staff with the best tools available for doing the job right, so Mobaro comes with tools designed to enhance the way the frontline staff work. For example, the system's administration module allows managers to create checklists, tasks and operational guidelines for staff, who get access via the Mobaro app on mobile devices.

Using the app to conduct scheduled checks on equipment, staff are assisted by guidelines such as reference photos and manuals. They can also create tasks and attach photos, audio and video to establish a clear trail for further action.

In return, managers get a full overview of the chain's performance in terms of promotions, safety, cleaning – or indeed any other insight they choose to add.

For managers administering a number of sites, Mobaro can customise an overview of all facilities into one dashboard and narrow down to regional data or a single site.

Combining mobile app technology with a web-based administration module connects headquarters and sites, managers and staff members to each other in real-time for efficient communication.

Drayton Manor Theme Park in Staffordshire has been using Mobaro for almost a year and emphasises the empowerment it gives team members, as well as the convenience of real-time park status monitoring.

This autumn a new cross-platform version with redesigned interfaces and features will enhance the user experience and make workflows even more intuitive and efficient. ●

Working with **over 20**
trampoline parks, we
manage **every aspect** of the
park needs including, **bookings**,
café, **multi-waivers**, **mobile**,
vouchers and **automated marketing**



Clients include: • Air Vault • AirHop • Base Jump • Bounce in Birmingham
• Dropzone • Energi Trampoline Parks • Flux Freestyle • Freedog
• Go Air • Go Jump In • Infinity Trampoline Park • Jump 360 • Jump Giants
• Jump Inc • Jump Street • Jumptastic - Gloucester • Mega Jump
• Oxygen Freejumping • Planet Bounce • Sky High • Spring City • Velocity

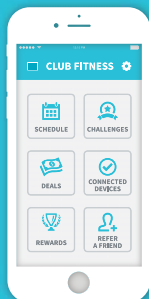
EZ RUNNER www.ez-runner.com

Email: info@ez-runner.com Tel: 0844 847 5827



The Rules of Business

HAVE CHANGED



Fitness is going
MOBILE

 **Netpulse**

www.netpulse.com | +44 (0)1372 253425

Get your Club Mobile App at **NETPULSE.COM**

WATTBIKE

Powering Olympians to podiums

Used by athletes of all disciplines at the Team GB Preparation Camp in Rio, the Wattbike has demonstrated its capacity to help elite sportspeople and Olympians reach their full potential

Wattbike has a long standing history within elite sport, and a proven record of helping world class performers reach their performance peak.

Ahead of the Rio 2016 Olympic Games, Wattbike were approached by Paul Ford, the Pre-Games Manager at the British Olympic Association (BOA), who was tasked to manage the training facilities in Brazil. Ford explains: "Wattbikes are already the bikes of choice at many National Governing Bodies, across English Institute of Sport sites, in high performance centres and for individual athletes and coaches so it made sense that they were the bike of choice for the BOA when we were creating the training environments abroad.

"The bikes have a strong hold on the market, they're used by athletes in their day-to-day training and Team GB are familiar with using them."

In March this year, 28 Wattbikes were shipped to Rio for distribution across training facilities at the Team GB Preparation Camp in Belo Horizonte; Minas Tênis Clube and UFMG. They were also available in the Olympic Village in Barra da Tijuca and at the Team GB Performance Centre.

Ford adds: "The bikes were available to all using these facilities, being used for anything from cardio and power training through to warm-up, recovery or rehabilitation purposes.

"The bikes help prevent the athletes from overloading during their training, whilst maintaining consistency to replicate their UK-based training."

Team GB's Chef de Mission, Mark England adds: "We're delighted to be working with Wattbike and are grateful for the provision of their bikes in the Olympic environment.

"It aids the team's preparation and recovery and ensures that we're delivering another bespoke asset to our athletes pre, during and post their competition."

AIMING FOR MEDALS

Joanna Rowsell-Shand, British Track Cyclist and Double Olympic Champion, comments: "The funny story is, when we arrived in Rio we wanted to take the road bikes out for a spin but my bike wasn't set up ready to go. So I headed down to the training centre and luckily there were a load of Wattbikes, so I jumped on one to get my legs moving. So, my very first ride in Rio was actually on a Wattbike."

"I do specific sessions on the Wattbike that I can't do on the track or road. It feels like riding a real bike and is the most efficient and effective way for any cyclist to improve their fitness. It's the best way to train, sessions on them really pay off."

Fellow cyclist, Lizzie Deignan (nee Armitstead), British Road Cyclist and World Road Race Champion, adds: "I chose to become an ambassador for Wattbike because I really believe that it can offer me a different and effective tool for training. In the run up to Rio, I wanted to do specific climbing efforts and have confidence in my analysis and data."

A bronze medal for Katy Marchant in the Women's Sprint ensured that every Team GB cyclist that competed left Rio with at least one medal. At London 2012,

Marchant was not even a cyclist, she was training as a heptathlete as part of Jessica Ennis-Hill's training group under coach Toni Minichiello. But after he spotted her results on the Wattbike, Minichiello contacted British Cycling and Marchant was added to their programme.

Minichiello has been training Jessica using the Wattbike since before London 2012, and it became a key piece of equipment through, during and after her pregnancy in 2015.

"The Wattbike responds like a real bike, you get the resistance instantaneously so it's much better for the training we do related to track and field," Minichiello explains. "It's also the numeracy of it and ability to quantify information. To run 10 repetitions of 200m on the track is quite debilitating, but we can do 15-20 on the bike and get the same physiological effect while getting more volume of work done."

Minichiello adds: "Jessica tends to use the Wattbike every day, we use it as part

I do specific sessions on the Wattbike that I simply can't do on the track or on the road

Joanna Rowsell-Shand, Double Olympic Champion



Track cyclist Joanna Rowsell-Shand with her gold medal from Rio

of our warm-up protocols but we'll also do two to three sessions a week that are Wattbike-specific. Through pregnancy and post-pregnancy, it was critically important. In the second trimester, it was key to use the bike to train with less impact and by the third trimester, the vast majority of sessions were done on the Wattbike."

TRAINING ON LAND

Great Britain won their first medal of Rio 2016 as Adam Peaty took Gold in the men's 100m Breaststroke with a world record. The Wattbike has been providing a core part of Peaty's training programme and Melanie Marshall, elite British Swimming Coach, comments:

"I started using the Wattbike with Adam two years ago. It was extremely important to build up the leg muscles and that's where the Wattbike came into play as it's great for working the big muscles hard, against a force rather than against the water in the pool."

It's central to the land training element, and we always position a bike poolside so Adam is able to work his legs before getting into the water, maintaining consistent power over time. With other bikes the athlete can beat the machinery, but you can't out-spin the Wattbike."

The British Sailing Team had six Wattbikes in Rio for the two years leading up to the Games. Stephen Park OBE, British Sailing Team Olympic Manager, explains: "The Wattbike is the most frequently used piece of equipment in our gym and are priority items that we ship to major international championships.



Lizzie Deignan (top) and Danielle Waterman (below) train on Wattbike



Strength and conditioning is a key aspect of Olympic sailing, but each sailing discipline requires specific training, which the Wattbike is adaptable to with a high degree of accuracy."

"Every sailor on the programme uses the Wattbike as a core part of training, and most are connected to the Wattbike Hub app to enable them to track their progress accurately and log sessions."

DISCOVER YOUR GOLD

#DiscoverYourGold is a talent recruitment

campaign run by the UK Sport and the English Institute of Sport (EIS) Performance Pathways Team. It launched in July to identify the next generation of Olympic and Paralympic Champions.

Encompassing five strands, the campaign is utilising Wattbikes for testing within the #DiscoverYourPower and #DiscoverYourFight categories. The bikes will be used as a performance measure to analyse peak power, average sustained power and aerobic capacity of 15-24 year olds.

Within these two strands, over 1,400 athletes will be tested using tests including the Wattbike 6-second peak power test.

Lizzie Wraith, Performance Pathway Scientist at the English Institute of Sport, adds: "We've used Wattbikes in previous talent ID testing so they provide the perfect benchmark to compare talent. The bikes are suitable for testing across our age range and with so many athletes to test, we needed bikes that were robust, reliable and accurate.

wattbike

TEL: +44 (0)115 945 5450

EMAIL: info@wattbike.com

WEB: www.wattbike.com



The British Sailing Team had six Wattbikes in Rio to train for the Games



WATER FEATURES

There's a certain monotony to swimming pool design, with these areas often uninspiring and unimaginative – not to mention all but identical from club to club. But this needn't be the case. We showcase some eye-catching pools from health clubs and fitness facilities around the world

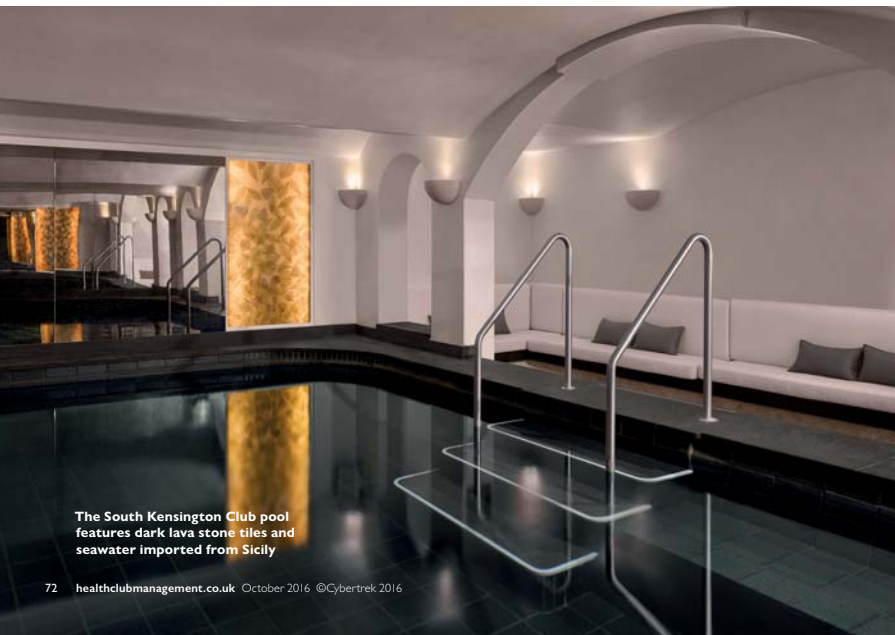
SOUTH KENSINGTON CLUB

LONDON, UK

Originally a social club founded by Rolling Stone Ronnie Wood for London's high society, this club was recently redesigned by the HKS Hospitality Group as a family-friendly centre focused around health and wellness.

The interiors of the main club are designed to evoke a narrative of exploration and travel. Dark lava stone tiles form the floor of a swimming pool, which is filled with seawater transported from the shores of Sicily.

There's also a spa and wellness facilities, including Russian banyas, a Turkish hamman, a Watsu aquatic therapy pool and a 25,000sq ft health club.



The South Kensington Club pool features dark lava stone tiles and seawater imported from Sicily

EQUINOX

WESTLAKE VILLAGE, CALIFORNIA, US

“For a long time, health clubs have been functional only. I approach things from a different angle,” says Aaron Richter, VP of health club design for Equinox.

“I don’t try to compete with other health clubs from a design point of view. Instead I try and compete with the wider leisure industry – with restaurants, hotels and retail – and also with the homes people live in. I think we need to be on a par with those types of facilities to succeed and build our brand and reputation.”



BULGARI HOTEL

LONDON, UK

At the heart of the Bulgari Spa experience is a beautiful private pool complex: a 25-metre colonnaded swimming pool with loungers and cabanas, clad in the textured Vicenza stone that’s long been the signature of great Italian architecture.



Aspria Uhlenhorst's spa area spills out into the gardens, with a swim-through indoor/outdoor pool

▶ **ASPRIA UHLENHORST** HAMBURG, GERMANY

Aspria Uhlenhorst was the result of a €25m redevelopment of the 100-year-old Klipper club in Hamburg, Germany. The offering today encompasses hotel, gym, pool and spa, and in spite of its impressive size feels almost 'aspirational home' in design.

There's a huge spa area that spills out into the gardens, including a spa pool that begins indoors, with a swim-through to an outdoor, infinity-edged section.

Five different styles and temperatures of sauna are on offer, plus a steamroom. Facilities also include experience showers, footbaths, ice fountain and a number of different relaxation areas.



The spa includes a number of relaxation areas



PISCINE DU FORT

PARIS, FRANCE

The philosophy of feng shui has provided the inspiration for a pool, sports and wellbeing centre designed by French architecture practice Mikou Studio in collaboration with Feng Shui specialist Laurence Dujardin.

Located in the suburbs of Paris, design features are carefully positioned to create a sense of calm and relaxation.

THE THIRD SPACE

LONDON BRIDGE, LONDON, UK

This club in Tower Bridge – once operating under the 37degrees brand, but since rebranded as The Third Space following its acquisition by Encore – was relaunched earlier this year following a £3.5m refurb. But one element that's retained its place in the club is its pool area – a dramatic black pool, surrounded by polished concrete and glowing green glass, which is “a world away from tiles and chlorine”. ●

SHOW ME THE MONEY

Activity providers are missing out on funding because they don't know how to demonstrate the value of their services. **Abigail Harris** reports

The need for leisure operators to attract external funding has never been clearer, with councils warning the cut to the Local Government Association's public health budget – from £3.38bn to £3.13bn between 2016/17 and 2020/21 – could hamper efforts to tackle obesity.

But according to research by Leisure-net Solutions, providers are missing out on funding opportunities because they don't understand how to demonstrate the strategic impact of their services.

For the last 10 years, Leisure-net has been surveying local authorities to rate the efficiency and effectiveness of their leisure management partners – covering all aspects from service delivery and

communication to strategic issues such as unemployment and childhood obesity, as well as a Net Promoter Score (NPS).

The research highlights that the focus among these providers is primarily on service delivery for those already using the facilities, with little conversation around the strategic needs of the wider community and how these can be delivered against.

"Qualitative discussions around outcomes and impacts suggest many local authorities and their management partners don't truly understand the issues involved," says David Albutt, associate director of consulting for Leisure-net.

"For the physical activity sector, the benefits of working with GP surgeries

and hospital departments should be self-evident, but even here not enough work is currently being done.

"This is despite the fact that external funding is absolutely available if local needs are properly met.

"Both leisure operators and their local authority counterparts need to understand local requirements so they can demonstrate to commissioners and grant issuers – such as health, education, police and employers – how the service they provide can contribute."

But some leisure providers have been able to successfully tap into new funding streams. We talk to a selection of those who have secured extra cash to launch innovative projects...

BEYOND THE FUNDING...

Operator: Active Nation

Project: ActiveAbility

Leisure trust Active Nation has been running ActiveAbility Southampton since October 2014, making sports and exercise accessible to disabled adults (14 years+) within Southampton and its surrounding areas.

The three-year programme received £212,000 from Sport England's Inclusive Sport Fund, for adaptive equipment and specialist training for key staff and volunteers. The trust has focused on sports not usually broadly accessible, and has created a disability sports forum for the city with key partners who helped develop the programme and spread the message.

A bursary scheme to support people and organisations to get physically active – with grants of up to £50 to purchase equipment, trainers, help with transport, gym memberships and activities – has also helped remove potential financial barriers.

The heavily subsidised weekly activity programme changes every eight weeks and includes sailing, skiing,

kayaking, swimming, badminton, cricket, rugby, Fit 'n' Fun and FitSteps at partner facilities and Active Nation venues.

"As the project has grown, we've introduced an outreach programme to bring the fun and action to schools, community rooms, churches and other venues, breaking down even more barriers," says Stuart Martin, managing director of Active Nation.

"In year one, we surpassed our 2,648 target with 4,059 attendances, and during year two we've already hit 10,000 – way over our Sport England target of 5,612 – with 1,002 participants registered. Feedback questionnaires help guide continual improvements and make the programme accessible to as many people as possible."

To ensure ActiveAbility can be sustained beyond three years, Active Nation has created a volunteering scheme in partnership with JoinIn.org.uk, Southampton Voluntary Services and the Southampton sports development team, supported with 'in kind' funding from the trust, Active Southampton and Way Ahead Day Services.

Peter Hull MBE, the Paralympian triple gold medallist, has joined Active Nation as project assistant for ActiveAbility, recruiting participants and new supporting organisations, as well as shaping exit routes for participants to maintain their healthy lifestyles.



ActiveAbility's subsidised offers include water-based activities

► GLUE OF THE COMMUNITY...

Operator: Valley Leisure
Project: Move More with Zumba Fitness

One of Valley Leisure's externally-funded initiatives is Move More with Zumba Fitness, which secured £40,113 from sport's Sport England-funded Make your Move programme, as well as £6,000 from Sport Hampshire Isle of Wight and £43,000 in-kind and cash from Zumba Fitness.

The 12-month project aims to engage 440 inactive, predominantly female local residents in a fun, inspiring and progressive programme of Zumba Fitness classes. Its goal is for a total footfall of 9,210 and a retention rate of 60 per cent six months post-programme.

The 10 on-site Zumba Fitness classes and six community outreach classes attracted over 330 participants between January to July 2016, with a 6,500+ footfall – equating to almost once a week per participant.

"We use Sport England's quality scheme, Quest, to provide a framework to measure our current performance and help us enhance, develop and evolve to meet the needs of residents," says Valley Leisure CEO Kevin Paterson. "Move More with Zumba Fitness was included in our recent Quest assessments as part of the Community Outcomes Module and, despite its infancy, was viewed very favourably, particularly the planning."

"We've combined the core national, regional and local demographic, sporting and health data into one document relevant to the local area – including strategic and market segmentation data from Sport England, the Sport Hampshire Isle of Wight Strategy, the Test Valley Health Profile data and the Test Valley Joint Strategic Needs Assessment data."



Valley Leisure has targeted inactive 50- to 70 year-olds

"We also engaged with potential customers to shape the content and delivery to meet the needs and aspirations of the target market we identified: inactive 50- to 70-year-old ladies."

"Valley Leisure considers itself to be the 'glue of the community', supporting the people who are already active as well as encouraging and enabling non-traditional leisure centre users to become more physically active," Paterson concludes.

"We aim to positively influence and improve physical, mental and social health and wellbeing, proactively engaging local organisations to help increase our reach in the local community."

► REACHING OUT...

Operator: Oldham Community Leisure (OCL)
Project: REACH

OCL has been running its REACH (Referrals Encouraging Activity, Confidence and Health) exercise referral scheme for eight years.

The cardiac-specific programme receives £45,000 a year from Oldham Clinical Commissioning Group. It accepts Coronary Heart Disease (CHD) and Chronic Obstructive Pulmonary Disease (COPD) patients classified as fit to exercise, and these individuals pay a subsidised, nominal fee to access rehabilitation classes.

Delivering 18 classes a week – including six extra sessions subsidised by OCL – with a limit of 15 people per class, the scheme saw an 82 per cent uptake in 2015-16, equating to 262 referrals and 10,409 attendances.

The impact has been impressive, with 96 per cent of participants saying they're now happy, compared to just 45 per cent previously, and 95 per cent reporting more confidence. Ninety-one per cent say they have more control over their health, and 75 per cent say they go out more now. The 56 people completing the survey also reported that collective GP visits had reduced from 227 times to just 163 throughout the year.

With many regular participants, OCL has also developed new pathways to encourage use of other OCL facilities. Jackie Hanley, OCL's senior health and physical activity development officer, says: "With the scheme growing year-on-year, we expanded the number of



REACH participants often move on to mainstream gyms

maintenance classes, but still patients were struggling to get into REACH sessions. So instructors now encourage participants to try more mainstream activities instead of being dependent on specialised classes."

REACH has secured the same levels of funding since the project started in 2008. While OCL has to reapply for a further grant each year, the scheme has a long history as a trusted, reliable service and has good links with the Royal Oldham Hospital, Pennine Lung Services, local GP practices and voluntary organisations.

Crucially, the initiative also supports the Oldham Joint Strategic Needs Assessment and the town's Health and Wellbeing Strategy by providing professional support for patients, ultimately helping optimise their health.

► CHAIN REACTION...

Operator: BH Live
Project: CHAIN

Cycling Against Hip Pain (CHAIN) was conceived as a six-week exercise and education programme for people with hip arthritis. It was developed by consultant orthopaedic surgeon Robert Middleton and physiotherapist Tom Wainwright as an effective way to implement NICE guidelines, which suggest non-invasive treatments – including education and exercise – be tried before surgery is considered.

Funded, developed, delivered and governed by a consortium of organisations – BH Live, Royal Bournemouth and Christchurch Hospitals NHS Foundation Trust (RBCHFT), Dorset Clinical Commissioning Group, Active Dorset, Bournemouth Borough Council and Christchurch Council, Bournemouth University and local GP Practices – the programme ran from October 2013 to April 2015 and was a finalist in the 2014 Flame Awards' Healthy Partnership Project category.

Each week, groups of up to 15 people attended a 30-minute education session with a physiotherapist, followed by 30 minutes' exercise on static bikes at Littledown and Pelhams Park Leisure Centre, operated by BH Live. Participants were given a home programme, encouraged to cycle and, on completion, asked to keep a diary to track long-term impact.



Participants are better able to carry out daily activities

Of the 119 people referred to CHAIN, 96 completed it and post-programme assessment showed a remarkable improvement, with many reporting improved flexibility, less pain, less dependence on analgesics, improved sleep, feeling fitter and stronger, and being better able to carry out daily activities. They grew in confidence, made important lifestyle changes and learned how to make exercise an enjoyable habit.

The case study of a 71-year-old CHAIN participant with complex medical conditions featured in the *British Medical Journal* after he reported an "amazing difference" in the strength and use of his right leg, and his fitness. Six weeks post-programme, he could turn in bed, cycle for 15 minutes a day and walk his dogs. ●



SIBEC¹⁶
Europe

16-19 November 2016

Ritz Carlton, Abama,
Tenerife, Spain

www.sibeceu.com

What do you get at SIBEC?

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



The planning, detail and work put in by the team at **SIBEC** to ensure a highly organised, efficient and effective event with a top range of suppliers (and buyers) makes this an invaluable event to attend; whereby I can be certain of quality meetings and networking opportunities with key people in our industry. An event you cannot afford to miss.



Stephen Waterman, Commercial Director, 1Life

**Celebrating 20
years of SIBEC**

For more information about
SIBEC please contact:

David Zarb Jenkins

Email: david@questex.com

Tel: +356 9944 8862



SIBEC

www.sibec.com



HOTEC

www.hotecu.com



SPATEC

www.spatecu.com

THE POWER OF MARGINAL GAINS

Vibration training may have been championed as a new kind of workout several decades ago, but now Power Plate® is on a mission to show how its equipment provides the ultimate warm-up and cool-down tool for any workout. Head of UK commercial sales for Performance Health Systems, David Williams, explains

Power Plate® has recently undergone a significant rebranding. What was your intention behind this process?

Power Plate as a brand has been around for over a decade, and vibration training as a concept for longer than that. However, we realised there were still misconceptions about what vibration training is and how it should be used.

We want to spread the message that Power Plate is not just something to simply work out on for 30 minutes – it's a highly effective warm-up and cool-down tool to enhance preparation for exercise and faster recovery for everyone. In addition it can optimise performance when integrated effectively with other training tools.

Too many pieces of vibration equipment are being used incorrectly, or else they are standing idle in gyms.

What did your rebrand consist of?

We've spent the last six months working on a brand reposition with the marketing agency M&C Saatchi Abel.

Our key objective was to demonstrate how Power Plate makes a difference to

its users, whether they're an elite athlete, regular gym user or weekend warrior.

Everyone wants to be great – whether that relates to their performance, or how they feel or look, etc. Our new brand position looks at highlighting the gap between good and great, and how Power Plate can help people 'Close the Gap'.

For an elite athlete, that may mean shaving a millisecond off their personal

challenges the body's natural reflexes to react and stabilise to maintain balance.

This results in a significant increase in muscle activity, in other words more muscles, doing more things, more often

These actions also promote lymphatic draining to reduce DOMS (delayed onset muscle soreness) in recovery and reduce the risk of injury – meaning Power Plate users will feel better and

Our key objective was to demonstrate how Power Plate makes a difference to its users, whether they're an elite athlete, regular gym user or weekend warrior

best, while for a 40-something Tough Mudder first-timer it might mean being able to finish the course and not be too sore to go to work the next day.

What do you feel Power Plate brings to the fitness market?

There have been many trends in the industry over the last 10-15 years, whether that's heart rate training and wearables, functional training and HIIT, or power measurement.

However no one has really focused on the bookends of training, which are the most important – correct warm up and correct cool down. Preparing the body to move, and recover after training are two of the most important aspects of training.

How does Power Plate benefit the body exactly?

Power Plate causes a reflex response in the body to stimulate the neuromuscular system and increase blood flow.

The vibrating surface of the Power Plate creates a dynamic environment that

ready for their next session sooner. So whether people are training with cardio or weights, are in the studio or on the tennis court, or taking part in a triathlon, their performance will be enhanced by using Power Plate pre- and post-workout regardless of their ability.

Why should clubs work with you?

Today's health and fitness market is extremely competitive with the arrival of high quality, low-cost facilities and it's becoming harder and harder for equipment to be a differentiator.

The challenge now is what we describe as harnessing the power of marginal gains to offer the difference between good and great – and ultimately give the end user the results they want.

Power Plate is a tool that works alongside your existing training techniques and effectively closes the gap between good results and great results.

It's not there to compete with other pieces of equipment or training methods in the gym, it's there to enhance them.



David Williams is on a mission to make good training plans great

THE DIFFERENCE BETWEEN GOOD AND

GREAT



What sports and fitness companies are you currently working with?

We assist with the training of numerous World Cup, Grand Slam and Superbowl stars and winners, along with many Olympic athletes, to mention just a few.

In the UK, we've been working with David Lloyd Leisure and Everyone Active

to promote the benefits of movement preparation and recovery and how Power Plate is a tool that can serve to amplify these benefits, along with accessories such as foam rollers.

In addition, we've been working with operator Everyone Active to role out integrated fitness programming where the Power Plate is used alongside other functional tools such as medicine balls and ViPR® to optimise results.

What's the company's strategy going forward?

We're really focused on resetting the perception of Power Plate in the health and fitness sector by engaging much more with the end user.

We're currently developing a new app, and are working with Wexer on new virtual training programmes.

We've also recently aligned our practical application message with the three dimensional movement principles from our education partners the Gray Institute, a leading authority on Applied Functional Science and human movement.

What changes do you see happening in the fitness market, and how will Power Plate help serve those needs in the future?

We have an ageing population, and people are sitting longer and becoming more obese. There's now a real shift towards health and prevention, not just fitness.

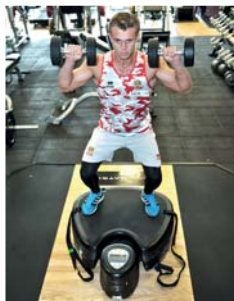
Health clubs need to target those who are sedentary and may have never tried exercise before, and just get them moving.

With Power Plate even a chair-bound individual can increase their circulation and receive lower body muscle stimulation by simply placing their feet on the plate.

Likewise someone who sits all day at work can go and do three minutes of movement on the Power Plate in their work clothes, to help prevent the dangerous effects of sitting disease.

We feel that our brand is uniquely positioned to enhance what we term the health-style of the population.

Whether that means the difference between them winning or losing, running a 10k in under an hour, reaching a healthy weight or having the strength and balance to play with their grandchildren in the garden, Power Plate will continue to 'Close the Gap' for them.



Power Plate is used for training and also for warm-ups and cool downs



POWER PLATE®

TEL: +44 (0) 20 7317 5000

EMAIL: david.williams@phsglobal.com

WEB: www.powerplate.com

SAVE ENERGY.
SAVE MONEY.
SAVE THE PLANET.



SportsArt ECO-POWER™ ellipticals puts users' generated energy back into the grid, reducing the facility's electricity usage and bettering the environment overall. Is your club embracing sustainability?

SportsArt

UKINFO@GOSPORTSART.COM
TEL: 01509 274440





A WORLD OF WELLNESS

ukactive is launching a new project to stimulate the digital development of fitness, as executive director **Steven Ward** explains

Zero-gravity fitness classes, motivational drones that guide running groups, and immersive weather workout studios which can simulate exercising in a thunderstorm. If some of the respondents to our recent *Future of Fitness* consumer survey are proved correct, then gyms in 2026 will look drastically different from today.

But can any of us say for sure what the sector will look like in 10 years' time? Or even five? Given that a decade ago there was no Uber, Airbnb or Spotify, it's fair to say we're only one technological innovation away from seeing our industry seriously disrupted.

INTRODUCING ACTIVE LAB

With wellness – and fitness in particular – building momentum right now, some of the world's biggest tech giants are turning their sights onto our sector. By and large this is to be welcomed: with interest comes investment, and therefore opportunity. But it's important that we as a sector take the lead in shaping the future of physical activity. If not us, then who?

That's why ukactive is this month launching Active Lab – a fast-track



In the future, will motivational drones guide you on your run?

Firstly, workshops and speaker sessions will feature experts from the physical activity sector who will help companies validate their business models, as well as offering insights into international expansion and access to funding.

Tailored advice will also form a key pillar of the programme, with Active

SHAPING THE FUTURE

With entries opening this month, Active Lab is looking for products, services and technologies that support the national effort to improve the health of the nation – and particularly those that help children and families to be more active.

There's also a focus on motivating the least active in society to get moving, as well as reimagining customer experience and physical activity facilities.

The programme will culminate in March 2017, with an event where Active Lab companies will have the opportunity to showcase their concept and take part in a series of live pitches, explaining why their product is integral to the future of health.

Whether that future contains zero-gravity workouts or personal training drones, one thing's for certain: the chance to shape it starts now. ●

“ With wellness – and fitness in particular – building momentum right now, some of the world's biggest tech giants are turning their sights onto our sector

programme that will develop, accelerate and connect the best and brightest physical activity businesses in the UK and beyond. The programme aims to identify and nurture the truly innovative products, services and technologies in health and physical activity which will shape the future of the sector. It will be free to attend for all participants.

Active Lab will help accelerate the growth of these businesses in three ways.

Lab connecting companies to a suite of private sector and government partners who will provide bespoke support to help companies address barriers to growth.

Thirdly, networking will be a central tenet of Active Lab. Participants will be able to gain expert advice from industry mentors and – through a series of networking events – meet potential investors and buyers, ukactive members, key government contacts and other high-growth businesses.



MEMBERSHIP PATTERNS

A new IHRSA report examines health club consumer behaviour. We take a look at the key findings

In September, IHRSA released *The 2016 IHRSA Health Club Consumer Report*, produced by consultancy firm ClubIntel. This annual publication, based on a nationwide sample of more than 32,000 interviews, provides demographics and health, sports and fitness participation data on American health club

consumers (defined as people who have used a health and fitness club within the last 12 months).

While the data comes from the United States, many aspects of the 108-page report have global relevance.

We outline some key insights derived from the member behaviour patterns observed in the study.

LENGTH OF COMMITMENT

Roughly 72 per cent of consumers see membership as a five-year commitment, at least until they reach the age of 55 – at which point levels of commitment rise.

However, younger adults – and especially those under the age of 25 years – are more likely to see the purchase of gym membership as a short-term transactional experience (an average of 2.9 years among those aged 18–24).

Those aged 25–34 average 3.6 years of membership; those aged 35–44 notch up 4.9 years; and the 45–54 age group comes in at 5.4 years.

People aged 55+ tend to see membership as an even longer-term investment: the Baby Boomers average over seven years of membership. They're more likely to commit to long-term membership for health-related outcomes, including active ageing, weight loss or post-rehab from injury, as well as to cultivate relationships at the club.

KEEPING MEMBERS LONGER

However, the data does indicate an opportunity to develop a longer tenured membership base among younger adults. Millennials might be encouraged to stay for an extra one or two years if clubs were able to mirror some of the inspiration, novelty and programming present in the boutique studios.

Indeed, the average age of a boutique user is nearly a decade younger than the



user profile at traditional clubs. If we look to boutiques, we might see the trigger for improved tenure.

Having longer tenured members has bottom-line implications for the growth of the industry. First, these members use their clubs more frequently, which has implications for subscriptions growth, incremental revenue growth, referrals and operating profit.

The most powerful association between membership tenure and membership usage is among individuals

who have held their membership for at least six years. Members in this segment use the facility at least once a month more than those whose tenure is less than six years – and in some instances, once a week more often.

Secondly, these members of six years and over tend to have higher household earnings – a critical element in driving future ancillary revenues. The percentage of highly tenured health club members who have high household incomes (over US\$100,000) is notably higher than the percentage of those who come from lower income groups.

Meanwhile, members staying for two to five years are equally likely to make very little money or make a lot of money – the data shows no correlation.

“Success in the future is likely to depend on a more niche- and tribal-driven focus than in the past”



Bootcamp-style activities have grown in popularity over recent years

Unless the industry identifies a way to significantly boost membership tenure, it will lose out on one of the most profitable segments of the business.

ATTENDANCE LEVELS

Over the past few years, average attendance levels among members have held steady at roughly two visits a week – it has hovered consistently between 101 and 103 visits annually.

The question facing our industry is whether this is sufficient to solidify the 'fitness habit'. The data clearly shows that activity levels are considerably higher among more long-standing members, leading one to ponder whether higher levels of usage drive tenure – and if so, whether that's due to the formation of relationships over time or the achievement of goals.

ACTIVITIES OF CHOICE

Although usage of traditional pieces of fitness equipment has declined in recent years, equipment remains the top attraction at health clubs. Treadmills, resistance/selectorised machines and free weights are still the top three forms of exercise at health clubs.

However, many non-equipment-based training activities have seen a growth in usage in recent years. Activities such as cross-training, bootcamp, calisthenics, barre, dance and related choreography

movement classes have made inroads into the lexicon and preferences of health club members.

GENERATION AND GENDER

There are striking differences in the preferences of men and women, as well as between the generations in the types of activities they pursue.

In the case of the genders, the differences are dramatic, and represent an opportunity to explore new approaches to positioning and branding facilities. The activities that skew most heavily towards women are pilates, dance, step and other choreography classes, yoga and group cycling. For men, it's squash/racquetball/tennis, free weights and resistance machines.

There are also differences between the various generations. Those aged 18–34 are a leading force in the growth of fitness studios. These younger consumers want to engage in specific training formats – specifically group training including yoga and cross-training programmes. They also expect a strong online presence.

Meanwhile, people over the age of 55 are more inclined to engage in tai chi and aquatic exercise, and look for stellar in-person customer service and ongoing interactions with club staff.

There's an opportunity here for health and fitness facility operators to

create more targeted activities and business models to cater for the likes and needs of different genders and generations. Success in the future is likely to depend on a more niche- and tribal-driven focus than in the past. ●

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.

Locate an IHRSA club at www.healthclubs.com

To learn how IHRSA can help your business thrive, visit www.ihrsa.org



OBTAIN THE REPORT

The 2016 IHRSA Health Club Consumer Report is available for download at ihrsa.org/consumer-report for US\$99.95 (IHRSA members) or US\$199.95 (non-members). Questions may be directed to research@ihrsa.org

HARNESS THE ADVENTURE & OBSTACLE COURSE RACING PHENOMENON THAT'S SWEEPING THE UK.

D2F Fitness is bridging the gap between this rapidly expanding trend and health club programming with a unique range of functional training products.



DISCOVER THE FULL RANGE:

bit.ly/d2ffitHCM

D2F Fitness

DYNAMIC . FITNESS . SOLUTIONS

W: www.d2ffitfitness.com

Follow us: @d2ffitfitness

E: info@d2ffitfitness.com

T: +44 (0)330 124 3155

© D2F Fitness Limited 2016. Unit 32 Wornall Park, Worminghall, Buckinghamshire, HP18 9PH

A high impact space

Third Space finds another dimension with the Tesseract functional training rig from D2F

A way from the hustle and bustle of Soho's busy streets lies a sanctuary of luxury fitness, the original Third Space club.

The London site is the first in the UK to be fitted with a bespoke Tesseract functional training rig. Designed, developed and manufactured in the UK by D2F Fitness, the new style of rig aims to provide clubs with open, flexible and safe functional training environments that facilitate group programming for all ages and abilities and drive social engagement between members.

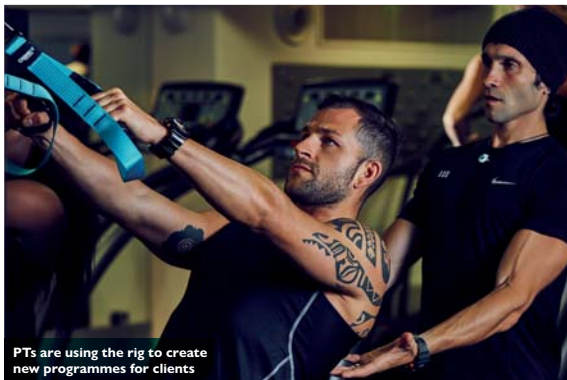
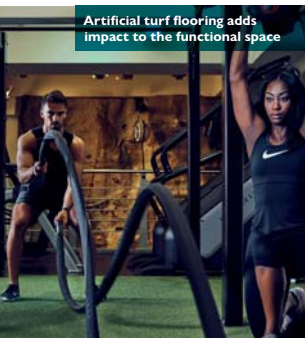
Commenting on the Tesseract installation at Third Space Soho, John Penny, MD of the Third Space group of clubs, says: "Due to the complex structure of the building, we needed a partner with both the creative thinking and the technical expertise to create a bespoke rig that embraced the intricacies of the space. D2F got it right from start to finish. They understood the brief, nailed the design and painlessly carried out a professional installation."

THE OUTSIDE, IN

The 9m-long Tesseract rig features a number of different exercise stations. "On one length of the rig, there are two dirty south bars and a multi-grip pull-up bar."

"On the other side, the rig structure has been designed to facilitate suspension training for up to 12 users at a time,"

Artificial turf flooring adds impact to the functional space



PTs are using the rig to create new programmes for clients

The rig fits seamlessly into the fabric of the club. As one member said, 'it's a thing of beauty'

John Penny, Third Space



explains John Lofting, commercial director at D2F Fitness.

"The frame was specifically designed to sit under a large skylight that allows natural light to pour into the functional space. It gives it a real essence of the outdoors, despite being inside."

"To enhance that feeling and create a high impact space, we also recommended and installed artificial turf flooring."

Another special design feature of the Tesseract functional training rig comes in the form of triangular leg extension plates, which increase the number of training stations and allow more flexibility in terms of where removable attachments can be placed.

Third Space has chosen a number of fixed and removable attachments for the rig, including a medicine ball target, dip stations, adjustable grapplers and battle rope anchor points.

YOUR INNER ATHLETE

The new rig is being used by members doing their own workouts and by PTs with their clients – and it's a main feature in the club's Sweat 1000 and Rig Fit classes that launched in September. In these classes, members are encouraged to 'release their inner athlete' by joining in and getting an incredible workout in a safe and fun way.

Penny concludes: "The feedback has been overwhelmingly positive. Tesseract provides our PTs with a huge amount of scope to develop exciting and engaging programmes for our members that add value to the Third Space proposition."

"In addition, vital space has been created, allowing investment into further CV equipment – and of course freeing space for the rig itself, which fits seamlessly into the fabric of the club. As one member said, 'it's a thing of beauty.'" www.d2ffitness.com



All rock 'n' no roll

With its super-tough finish, unique locking mechanism and innovative anti-roll design, the new Ignite V2 Studio Barbell is an all round great performer.

And if it's star quality you're after, with multiple bespoke colours, custom laser-etched logos and an ergonomically designed easy-grip centre – for use as a dumbbell – the Ignite V2 Studio Barbell will rock your world.

**See the new Ignite range, headlining at LIW
on 20–21 September (Stand E70).**



www.jordanfitness.com

No judgements

Jordan Fitness has kitted out the new Grenade Fit gym, named after its charismatic owner

Independent operator Grenade Fit opened the doors to its brand new facility in Chichester, UK, on 4 July 2016. Owner Jamie Alderton was always determined not to be "just another PT". He's now one of the UK's leading body transformation coaches, determined to genuinely transform people's lives. The new Grenade Fit facility is the latest way in which he hopes to reach even more people.

Setting out with a vision of "an amazing, judgement-free environment, full of positivity and fun," Alderton – otherwise known as Grenade Jay – wanted to create a gym offering that met the needs of every possible member.

"I created a gym facility that caters to people's wants and needs," he explains. "Our club is all about training in an environment that's inviting and friendly, with the very best equipment and trainers dedicated to getting results for everyone who walks through the door."

He continues: "The gym has been extremely busy since opening, hitting client capacity in just a few weeks. We've had people coming from all over to book passes and soak up the experience of the Grenade Fit gym."



Alderton wanted to create a fun and positive gym experience

“Our club is all about getting results for everyone who walks through the door”

Jamie Alderton, Grenade Fit



BESPOKE FINISH

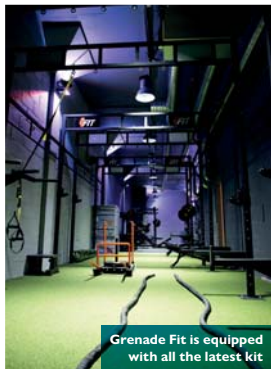
As well as offering a gym with a welcoming attitude, and staff with the knowledge to push you to your limits, the new Grenade Fit gym has been built and kitted out to the highest standards.

Alderton worked with Jordan Fitness to supply the facility with custom-branded discs, benches, dumbbells, racks, Olympic bars and more. "We're proud to offer a custom-branding service, as we understand the importance of brand consistency," says Scott Lambere, global trade sales manager at Jordan Fitness.

"The new Grenade Fit facility looks very impressive, with its logo and brand colour on most of the products."

www.jordanfitness.com

Kit has been custom-branded



Grenade Fit is equipped with all the latest kit

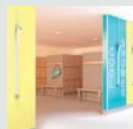
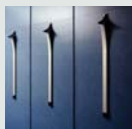
Duśo® Shower Column

For sports and
recreational facilities



Designed for group showering installations in school and team sports facilities, the Duśo is practical, appealing and functional.

Please visit <http://goo.gl/9mYCO4> to see it in action.



HORNE ENGINEERING LTD PO Box 7, Rankine Street, Johnstone, PA5 8BD.
Tel: +44 (0)1505 321455 Web: www.horne.co.uk

With you all the way

With over 25 years industry experience,
you can count on us!

01553 763285 | jordanfitness.com

Jordan
Functional Fitness Specialists

In the swim of things

Dundee City Council's latest refurb project benefited from the installation of Gerflor flooring

Being fit and healthy seems to be the mantra for many of us these days, and having access to public facilities that will help us stay in shape is happily much more common than it used to be.

On the east coast of Scotland, Dundee City Council has truly embraced this desire for social exercise by refurbishing a much-loved sports centre.

A £1M REFURB

Lochee Swim & Sports Centre in Dundee has re-opened to the public following an upgrade costing over £1m. In making improvements to the centre, the flooring also needed to be upgraded to a standard matching the quality of the overall refurbishment.

The nine-month flooring refurbishment was awarded to Monifieth-based Longs Flooring, who installed Gerflor products.

Gerflor's slip-resistant Tarasafe Ultra H²O flooring – designed for traditional barefoot spaces where there are continuous wet areas – was chosen for the changing rooms. The product is rated Grade C in the barefoot ramp test – the best possible – and >36 in the wet pendulum test. It also scores R11 in the



Gerflor has a great range of products that cross over both the domestic and contract sectors

Chris Long, Longs Flooring



Taralay Premium Compact offers extreme stain resistance



slip resistance wet shod test and is available in eight colours.

The main reception area at Lochee was re-floored with Gerflor's Taralay Premium Compact, which provides excellent resistance to static and dynamic loads. It's 100 per cent recyclable, is treated with ProtecSol2 surface treatment with extreme stain resistance, and has a matt finish which means that no polish is required for the entire lifetime of the product.

SHOCK ABSORBER

No sports centre would be complete without a state-of-the-art fitness suite, and Lochee Swim & Sports saw this as a major element of the overall offer to the

public. Taraflex Sport M was installed in this area, offering a P1 category shock absorbercy 25 per cent to 35 per cent, and meeting the EN 14904 Standard for indoor sports surfaces.

Chris Long, MD of Longs Flooring, says: "Gerflor has a great range of products that cross over both the domestic and contract sectors. We met with the Gerflor team on more than one occasion with regards to Lochee and found them hugely helpful and responsive.

"We use Gerflor products a lot and would have absolutely no qualms in ordering these products again.

"It's all about supplying quality, and that's exactly what Gerflor provides." • www.gerflor.co.uk

Best in class

Kate Corney rounds up some of the latest equipment innovations for your group exercise studio. For more information, log on to fitness-kit.net and type the company name under 'keyword search'



Escape's new exercise deck can be used in Step, Ramp and Bench modes

ESCAPE RAISES ITS LEVELS

Escape's new Deck 2.0 is designed to be used in three different modes: Step, Ramp and Bench. Within this, it offers 16 different configurations for step, bodyweight, plyometric, resistance and strength training exercises.

It features an anti-slip rubber top surface, adjustable backrest supported by strong steel tubing for extra strength and user confidence during weight training, and integrated storage for quick access to hand weights or resistance bands.

As a weight bench, it functions at 30°, 45° and 70° angles.

The entire length of the platform is used, with targets ensuring users have their hands and feet in the right place.

Two height options – 205mm and 355mm – provide different difficulty levels for beginners and more advanced users.

fitness-kit.net KEYWORD **ESCAPE**

NEW WALL-MOUNTED BARRE FROM MERRITHEW

Merrithew's wall-mounted Stability Barre is created for dance-inspired fitness routines as well as functional standing exercises in studios or clubs.

The barre has a smooth, sleek design, brushed chrome wall brackets and a metal bar with a white, powder-coated finish.

The manufacturer says the wall-mounted Stability Barre is a space-saving, economical addition to any club or studio space.

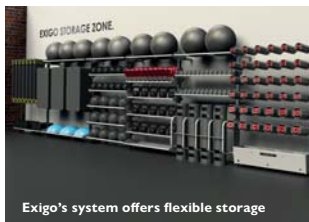
fitness-kit.net KEYWORD **MERRITHEW**

EXIGO SPACE SAVING

Exigo has created a new studio storage system designed to maximise space for fitness facilities and training environments.

It's suitable for all major brands of studio equipment and accessories including TRX, BOSU, ViPR, Reebok, Jordan, Physical Company, Body Bar and Dynamax. The new adjustable storage system can be configured by the club depending on its needs.

fitness-kit.net KEYWORD **EXIGO**



Exigo's system offers flexible storage

PHYSICAL COMPANY'S HD RESISTANCE TUBING

Physical Company has launched a range of resistance tubing with four resistance levels. Offered as an alternative to dumbbells and kettlebells, the sturdy but lightweight tubes come complete with plastic handles for improved grip for heavy duty use.

The range extends to include the HD Sprint – a quick-to-fit shoulder harness that allows athletes to do rapid-acceleration exercises and explosive drills – as well as an elasticated Battle Rope and a Fit Bar. When used with the various levels of HD Performance Clips and anchored around a solid structure, these elements provide everything needed to get a full body, strength and conditioning challenge.

fitness-kit.net KEYWORD **PHYSICAL COMPANY**



The space-saving Stability Barre



The tubes have plastic handles for better grip

TWO PLATFORMS IN ONE

Escape and Zumba are jointly launching a new product and programming solution – Step and Riser – which combines the effective toning and strengthening power of Step with the fun fitness-party experience of Zumba classes.

For step classes, the Step and Riser elements combine to become a platform, but both products also work as independent stepping platforms.

Key features include a wide stepping platform, dedicated points for using resistance tubes, varied tread texture for increased grip or smooth torsion, a heat-welded top mat, anatomical target zones for hands and feet, secure locking system for the platform, rubber stabilising blocks to prevent slipping, and a secure stacking system for storage.

fitness-kit.net KEYWORD **ESCAPE**



The Step and Riser work as independent stepping platforms

Ignite V2 barbells are anti-roll



IGNITING THE STUDIO

Functional fitness expert Jordan Fitness has launched its new Ignite V2 Studio Barbells, developed based on customer feedback to create a product that looks good and offers excellent functionality and durability.

There are a range of customisation options so the barbells look at home in any studio. They feature an innovative anti-roll design, durable urethane coating, updated Ignite styling, spacious parallel hand grips, and a locking mechanism to keep the discs in alignment. Off the bar, the discs can also be held easily around the centre, to use as a dumbbell.

fitness-kit.net KEYWORD **JORDAN**

TRX UPDATES FLAGSHIP PRODUCT

The enhanced **TRX** Commercial Suspension Trainer is designed to give health clubs, gyms and yoga studios a more personalised and efficient experience.

The new TRX model comes complete with adjustable foot cradles, which have an intuitive hook and loop fastener system that allows a broad range of users to adjust them to their specific shoe size and type.

The rubber handles are infused with antimicrobial solution to prevent germs from spreading in high-use commercial environments, while also being easy to clean.

Meanwhile, new improved webbing made with multi-weave is designed for smooth adjustment, optimal Suspension Training use and to prevent counterfeits.

For extra comfort, in addition to the padded foot cradle, the handle loop incorporates foam into the webbing for extra softness, making it ideal not only for functional training but also for various mind-body exercises.

fitness-kit.net KEYWORD **TRX**

The new TRX model features antimicrobial rubber handles



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
ARCHITECTURE
& DESIGN
zynkdesign.com

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.

CLEANING & HYGIENE



**FREE STANDING
ANTI BACTERIAL
WET WIPE
DISPENSER
FOR GYMS**

HOLDS UP
TO 1000
WIPIES!

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

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 493 3696

www.brightlime.com

ClubWise

**FREEDOM TO FOCUS ON WHAT
MATTERS MOST: YOUR MEMBERS**



For more information on how the ClubWise cloud-based solution can help you take
control of your business, get in touch with our team of experts

t 01844 348 300 e sales@clubwise.com w www.clubwise.com

To book your advert
call the sales team on
+44 (0)1462 431385



CUSTOMER ENGAGEMENT

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

01484 449157
sales@harlandsgroup.co.uk
www.harlandsgroup.co.uk
Harlands Services Ltd
2nd Floor • 10-12 Regent Road
Riverside South • B20 1JX • Bristol, UK

hg

To book your
advert call the
sales team on
**+44 (0)1462
431385**

EXERCISE EQUIPMENT

Jordan
Functional Fitness Specialists

01533 763285
jordanfitness.co.uk
sales@jordanfitness.co.uk

**THE
FUNCTIONAL
FITNESS
SPECIALISTS**

**planning
products
installation**

**absolute
performance**

029 2036 2664
www.aperformance.co.uk

WERK SAN **UK** **SOLE SUPPLIER**

setting the standard in **gym equipment solutions**

COMPLETE. FITNESS. SOLUTIONS.

2017 CATALOGUE NOW AVAILABLE
NEW LINES | ENHANCED RANGES



Physical

physicalcompany.co.uk

01484 769 222

sales@physicalcompany.co.uk

SCIFIT

Prescribed for Progress



THE LEADER IN
UPPER BODY & INCLUSIVE
CARDIO EXERCISE

Tel 01344 300 022

www.SCIFIT.uk.com



Service and sales of equipment

- o Fitness Equipment Servicing
- o Sportshall Servicing
- o Equipment Sales
- o Parts Sales

Call: 0845 402 2456 www.servicesport.co.uk

**TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385**



FUNCTIONAL TRAINING / FLOORING

**THE PREMIUM FLOORING
MANUFACTURER.**

TECHNICAL FLOORING.
FUNCTIONAL TRAINING.
EDUCATION.
INTERACTIVE STATIONS.
USER EXPERIENCE.

PAVI GYM

PAVIGYM UK
01223 969 870
support.uk@pavigym.com

www.pavigym.com

Twitter Facebook Instagram

FLOORING SOLUTIONS



Wide range of flooring solutions:
Sports & Technical
Freeweight & Functional
Group Fitness & Studio

Complimentary gym floor design
with no obligation visit & quote

01494 769 222 physicalcompany.co.uk sales@physicalcompany.co.uk



GYM MIRRORS

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
info@aspectssafetymirrors.co.uk



LOCKERS/CHANGING ROOMS



- LOCKERS
- BENCHES
- PADLOCKS
- CUBICLES
- VANITIES
- SERVICING

Contact us today for further information

T: 0870 990 7989
E: info@safespacelockers.co.uk
www.safespacelockers.co.uk



SAFE SPACE
THE CHANGING ROOM EXPERTS

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 Locker Room Solutions



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk




ridgeway
Furniture manufacturing
ridgewayfm.com

tel 0870 420 7818 sales@ridgewayfm.com

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
Coated Locker Solutions

**TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385**





Available
in print
& online

HEALTH CLUB MANAGEMENT HANDBOOK 2017

The 13th 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 2016 is available to purchase at £50

ONLINE FITNESS & MARKETING



We make your fitness club more profitable

or you don't pay!

Call
Duncan Green
0207 917 2780
www.mbd.today

Ask us how

SALES & MARKETING

memberdrive by 

Want an extra 200 - 700 new members for free?



Call: 0115 777 3333



We make your fitness club more profitable

or you don't pay!


Call
Duncan Green
0207 917 2780
www.mbd.today


Ask us how

**TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385**




SOFTWARE





Club Assistant
Membership Software



TAC The Assistant 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 2016 ISSN 1361-3510 (print) / 2397-2351 (online). To subscribe to Health Club Management, log on to www.leisuremedia.com or email subs@leisuremedia.com or call +44 (0)1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.



Walking meetings could aid desk-bound workers

Walk the walk

Office workers boost health with just one walking-based meeting a week, says US research

Introducing walking meetings to workforces could prove an effective move for fitness operators that have branched out into the lucrative arena of corporate wellness, according to new pilot study.

Public health researchers with the University of Miami Miller School of Medicine in the US have found that changing just one seated meeting at work each week into a walking meeting leads to a measurable increase in the work-related physical activity levels of white-collar workers.

And this is key, because previous studies have shown that engaging in moderate exercise – which includes brisk walking – for as little as 15 minutes each day can add up to three years onto someone's life expectancy.

Not only that, but a study published in the *Lancet* in July said that office workers need to schedule an hour of exercise each day to avoid serious health issues.

Three-week study

Participants in the *Opportunities for Increased Physical Activity in the Workplace: the Walking Meeting study** were white-collar workers recruited from the university. They wore accelerometers to measure physical activity levels during the working day over a three-week period.

They also followed a 'walking meeting protocol' that included guidance for leading meetings and also for taking notes while walking.

The average combined moderate/vigorous physical activity reported by participants increased from 107 minutes in the first week to 114 minutes in the second week and 117 minutes in week three of the study.

"Walking is known to have tremendous health benefits," says lead author Hannah Kling, the walking study's project director and a graduate of UM's Department of Public Health Sciences. "Having sedentary, white-collar workers consider walking meetings feasible

suggests that this intervention has the potential to positively influence the health of many individuals."

Workforce wellness

Results – published in June in the US Centers for Disease Control and Prevention's journal *Preventing Chronic Disease* – indicate that walking meetings could therefore offer a new approach to improving the health of millions of white-collar workers, who tend to spend most of their workdays sitting in chairs.

The study also supports the American Heart Association's recommendations of 150 minutes per week of moderate-intensity physical activity for adults, or about 30 minutes each weekday.

"There are limited opportunities for physical activity at work," said the study's principal investigator, Alberto J Caban-Martinez. "This pilot study provides early evidence that white-collar workers find it feasible and acceptable to convert a traditional seated meeting into a walking meeting."

"Physical activity interventions such as this – which encourage walking and raise levels of physical activity in the workplace – are needed to counter the negative health effects of sedentary behaviour." •

This study provides early evidence that white-collar workers find it feasible and acceptable to convert a traditional seated meeting into a walking meeting

* King, H et al. Opportunities for Increased Physical Activity in the Workplace: the Walking Meeting. *Preventing Chronic Disease*. June 2016

Everything You Need

Membership management, scheduling & booking, exercise & nutrition plans and more. All in one online solution with branded mobile apps.



Used by 7 million+ consumers and 3,000+ health clubs worldwide, including:

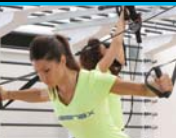


Discover our all-in-one solution
www.virtuagym.com/professional | 020 8133 3657



GIVE YOUR MEMBERS THE VARIETY THEY SEEK

Queenax™ is the only functional training system that can transition from personal to circuit to group training in minutes. A wide variety of accessories keeps the training possibilities endless. Innovative system designs to fit almost any space large or small.



See it in action at precor.com/Queenax
03334 149774 • info@precor.com

PRECOR
Fitness Made Personal