

health club

management

MAY 2017

No 246

GROW YOUR OWN STAFF

The UK's new Apprenticeship Levy comes into force **p50**

TV DOCTOR CHRIS VAN TULLEKEN

"Good health doesn't come from pills" **p10**

THE £1BN WELLNESS PROJECT

Plans for a UK-wide preventative health network **p34**

SIR MUIR GRAY

"The NHS should move £100m out of drug treatment and into preventative health" **p30**



moveGB

JOIN THE MOVEMENT A POWERFUL
MARKETING, SALES AND RETENTION
PLATFORM TO GROW YOUR BUSINESS

JOIN FOR FREE MOVEGB.COM/PARTNERS

everyone
ACTIVE

totalfitness

ACTIV

PUREGYM

1Life

Embrace Technology

Your members will love you for it!

MYZONE
EFFORT REWARDED.



NOW INTRODUCING

MYZONE® VIRTUAL CLASSES

The only system in the world with full MYZONE® feedback integration.

FUNCTIONAL PROMPTS

Eliminating the need for instructors to use white boards.

PRIVATE MESSAGING

Communicate intimately with clients via the **MZChat** feature within the MYZONE® app.

MYZONE® app available on



©MYZONE® 2017. All Rights Reserved.

Learn more at myzone.org

Call 0115 777 3333 or email uk@myzone.org





Fighting for market share

Our industry has never been more in demand and it's turning into a honey pot, which is attracting investment in services that compete with health clubs. How can we ensure our businesses and operations continue to compete?

Health and fitness is one of the fastest growing industry sectors in the world and as affluence increases, so do people's ambitions to lead healthier and more energetic lives that are based on exercise and wellbeing.

The growing financial value of our market is constantly sucking in new competition, and with startups getting funding to tackle every possible aspect of the sector – from apps to AI and boutique studios to DNA testing – competition for the health-conscious consumer has never been more fierce or diverse.

Although many consumers assemble a healthy lifestyle with multiple memberships and supports – one or more gym memberships, the use of apps and additional specialist classes, for example – major new market types are emerging, and some of them, such as the home gym market, are going head to head with health clubs for consumer spend.

So how can we fight for market share and continue to carve out a place for the health club at the centre of consumers' fitness universe?

I believe it's time we switched our thinking from a focus on facilities to a focus on expertise and the provision of specialist equipment. If we're to continue to thrive, we have to be offering customers a range of things they need (and desire) that they can't get anywhere else.

We do have some aces up our sleeve, such as the social contact that members get at the gym, but for every member who enjoys this aspect of their club, there'll be others who prefer to exercise in the comfort and convenience of their own home, so although the social scene can be a powerful motivator for loyalty, it isn't a universal solution that presses everyone's button. We need to do more.

Members want access to expertise and to be able to use state-of-the-art equipment designed in light of the latest research into exercise science

Some industry trends could also undermine the success of our clubs if not mindfully implemented. One example – the move to virtual – is a powerful thing and when used well, can be a real asset to a club, but if the club's own instructors are significantly weaker than those being offered by the virtual system, and that same option is available at home, there's a danger that some members will stay there and bank their cash instead.

Similarly, if we only kit out our gyms with simple functional equipment that can be straightforwardly acquired for use at home, then members will start to question why they're paying their monthly dues.



Members will pay to get one-to-one, customised advice

It's clear that virtual and functional have a valuable part to play in today's gym environment, however, the challenge is to integrate them effectively, balancing the offer to ensure we continue to create desire.

We need to remember that the expertise of our staff is a massive strength and that if we invest in great people and encourage them to build strong relationships with members, this will drive success and loyalty and give us an unassailable USP with which to battle for business.

If our staff are knowledgeable, motivating and working at the highest levels, then members will pay for access to this and value it as being complementary to all the other parts of their personal world of wellbeing.

In the 35 years I've been writing about this business, I've argued many times that owners in the health and fitness industry need to view staff as their most important asset. Yet today, we still have too many people on minimum wage, with no career prospects and a lack of support when it comes to building the skills and confidence they need to interact with members and advise them in ways they find valuable.

People want access to expertise and many have no idea where to find it – they want to know how to get fit, how to rehabilitate and train after an injury or surgery – some just need to be taught how to run properly on a treadmill – and they're prepared to pay for it.

By failing to fully engage with our members, we're missing a huge opportunity to develop a valuable USP and set ourselves up to stand our ground in the face of the huge onslaught of competition that is coming our way. The time to act on this is now.

Liz Terry, editorial director
lizterry@leisuremedia.com

@elizterry

CONTENTS

health club
management

May 2017



To receive a free digital subscription
to Health Club Management
SIGN UP ONLINE
healthclubmanagement.co.uk/digital



03

Welcome letter

Competition for the fitness consumer has never been fiercer. Liz Terry argues we need more powerful USPs to thrive

8

Letters

Work desks at gyms, making clubs more welcoming for people with disabilities, and helping employees fit exercise into their day are topics for debate

10

HCM people

We talk to TV's Dr Chris Van Tulleken, Rugby ace James Haskell, and Helen Macfarlane of Edinburgh Leisure

16

News round-up

Fitness First Germany launches new concept club, Orangetheory to open 70 UK studios, and Netpulse partners eGym

29

Events calendar

Cross-sector wellness event Elevate takes place at London's Excel this month, and SIBEC holds its annual UK event

30

We speak to
Sir Muir Gray,
author of *The Walking Cure*

30

Interview Sir Muir Gray

The public health specialist talks to Kate Cracknell about his plans to get GPs in the UK routinely prescribing exercise

34

Talking point The £1bn wellness network

Could a network of community wellness hubs change the face of healthcare?

38

Hot off the press

What's the media saying about health and wellness? We bring you the hottest topics



12

Rugby's James
Haskell on his
new healthy
cookbook

42

Interview Alexey Kovalev

The founder of Alex Fitness talks about European expansion, his new low-cost brand, and a goal of one million health club members in Russia by 2023

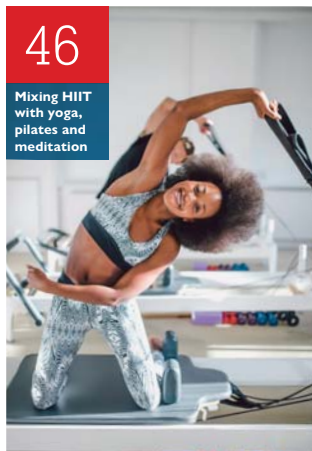
46

HIIT fusion

With HIIT now well established on the club timetable, operators are finding new ways to mix things up with fusion programmes

46

Mixing HIIT
with yoga,
pilates and
meditation





42

Alexey Kovalev,
CEO of Alex
Fitness, outlines
his growth plans



62

Leisure trusts
give their tips
for thriving in
leaner times

50

Ready, levy, go!

The new Apprenticeship Levy is here, but what does it mean for the fitness sector? Kathryn Selby talks to four experts

54

Go row

British Rowing's Helen Rowbotham talks about a new initiative to get more people involved in indoor, gym-based rowing

56

Changing expectations

Steph Eaves looks at some of the changing room designs that are having a big impact on member experience

60

The science of fat loss

Fitness entrepreneur David Barton on why metabolic typing is the future of weight and fat loss in health clubs

62

Going it alone

What's it like being an independent trust in this challenging financial climate? We talk to three leisure operators to see how they're surviving and thriving

67

Inactive update Pride and policy

The physical activity sector is making good progress at Westminster, but there are still battles ahead, says Steven Ward

68

IHRSA update Looking back at IHRSA 2017

IHRSA's Kristen Walsh reports on the many highlights of the recent convention and trade show in Los Angeles, US

72

Product innovations

Leading industry suppliers tell us about their latest health and fitness innovations

78

fitness-kit.net special In the studio

Lauren Heath-Jones rounds up the latest product launches for fitness studios

81

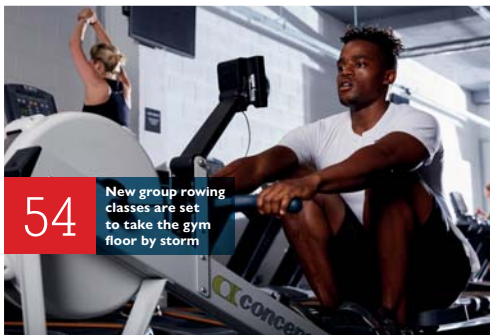
Supplier showcase

We look at recent leisure projects from Queenax and Xcite, Wattbike and BXR, and Matrix and the University of Bath

92

Remember to exercise

A new study has found that inactivity puts older people at a higher risk of dementia, on a par with those shown to have a genetic predisposition to the condition



54

New group rowing
classes are set
to take the gym
floor by storm

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

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 2017 ISSN 1361-3510 (print) / 2397-2351 (online)

MORE TO ENJOY



Muir Gray: "NHS should move £100m from drug treatment into preventative health"

TV doctor Chris Van Tulleken explains why good health does not come from pills

The £1bn wellness project: Plans for a UK-wide preventative health network



Jeanne Gang discusses her career and the importance of promoting knowledge

Santuago Calatrava reveals his first major landmark for London; a transport and leisure hub

James Corner explains how landscape architects are shaping the public realm



Linda Evangelista: Inspiring innovative product creation at BioMimetic Laboratories

Lanserhof's Nils Behrens on aiming to be the world's leading medical spa brand

Mandarin Oriental's Jeremy McCarthy discusses the psychology of wellbeing



Atari founder and tech guru Nolan Bushnell launches new virtual reality company

Ocean Park Hong Kong CEO Matthias Li on dealing with rising competition in the region

Using museum lates and after-hours programming to engage an emerging adult audience

Read all of our latest magazines & back issues online:

www.leisuremedia.com



Rio Ferdinand's Legacy Foundation: building communities around sport

Sports governance: A look at what the new code will mean for the sector

Eugene Minogue: the founder of Parkour UK explains why this sport can be life-changing



US-based health club chain Orangetheory Fitness to open 70 studios in southern England

Sports minister Tracey Crouch MP will deliver the keynote address at Elevate 2017

The Amateur Swimming Association has rebranded as Swim England, with new targets



ESPA has been announced as spa partner for Mondrian Doha hotel in Qatar, to open in 2017

Grand Resort Bad Ragaz in Switzerland appoints Patrick Vogler as new CEO

New Six Senses spa in Seychelles is completely immersed in the environment



Piero Ferrari has officially opened €100m Ferrari Land theme park near Barcelona

Morgan's Wonderland has unveiled a new submersible wheelchair powered only by air

Disney has developed a way to integrate moving physical objects into virtual worlds

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

Don't make exercise compulsory – make it easier

Huw Edwards, public affairs director, ukactive

Britain is in the grip of a physical inactivity epidemic that costs £20bn each year. At the heart of this crisis is a modern workforce eternally hunched over desks, despite evidence that sitting down for

eight hours each day increases the risk of premature death by 60 per cent.

With sedentary office culture taking a toxic toll on our health, should we be enforcing compulsory exercise sessions during the working day, as has been recently suggested? Probably not. We can't force people to be active. We can, however, promote the myriad benefits of physical activity, which has been described as a

miracle cure by the Academy of Medical Royal Colleges.

We should also make it easier and cheaper for workers to be active. The Cycle to Work scheme has encouraged workers to buy bikes and ride to work through salary sacrifice incentives.

Cycling isn't for everyone though, so why not expand the scheme to include gym passes and equipment? This policy – dubbed Workout

from Work – is a ukactive flagship and we have now had a number of discussions with the government, outlining the economic and social benefits that would result from its implementation.

This would create an enormous opportunity for the physical activity sector. Health clubs and activity professionals are ideally placed to reinvigorate the workforce and stimulate the economy. Research shows that a healthier and happier workforce will be more productive and help boost the bottom line of UK PLC. It's a win-win for everybody.



Huw Edwards

"We can't force people to be active. We can, however, promote the myriad benefits of physical activity"



The Cycle to Work scheme allows employees to buy bikes through salary sacrifice incentives

PHOTOS: SHUTTERSTOCK.COM

Work spaces at health clubs can help people fit exercise into their busy lives

Hilary Rowland, founder, Boom Cycle

There is currently a strong focus on how to get people moving more, particularly those who are relatively inactive. One of the main reasons people give for not exercising is that they simply don't have the time – with work and family

commitments taking priority, and especially with millennials where it's becoming a common trend to have two or three careers at once.

Without exercise, I know I would not feel as happy or mentally strong. Yet in an ever-more competitive world, and even though we all know how important it is, it's hard to fit everything in.

To help people overcome this challenge, we at Boom Cycle are aiming to provide multi-use spaces that save time for our customers. An entrepreneurial way of life is very common within our community of riders and we wanted to create a space

where the creative vibes can keep flowing. Our newest studio locations will provide lots of charging points and seating to enable people who are leading those busy lifestyles to catch up on their all-important work, before or after they work out.

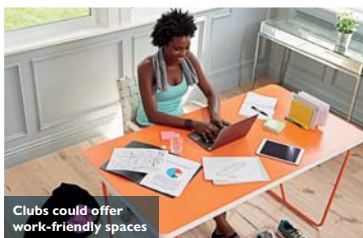
These spaces allow us to strengthen our community

and welcome everyone into Boom Cycle. I believe that, if more health clubs offer work-friendly environments, collectively we can begin to change the way people interact with fitness. Gyms and studios should be welcoming places that people feel comfortable hanging out in, whether they want to work, relax or meet friends.



Hilary Rowland

"Gyms should be welcoming places that people feel comfortable hanging out in, whether to work or relax"



Clubs could offer work-friendly spaces

Welcoming people with disabilities into health clubs can benefit the local community

Lyndsey Barrett, senior occupational therapist and founder, Sport For Confidence

I was encouraged by the letter in *HCM* April 17 (p17) from South Lanarkshire Leisure and Culture, outlining its work in mental health care provision.

There is a huge opportunity for leisure centres to open their services up to a much wider demographic, through better engagement with

community groups and the healthcare sector.

Sport For Confidence works in partnership with leisure operators to deliver fully inclusive sport and physical activity sessions for people with and without learning disabilities. The sessions, led by a specialist healthcare

professional and a sports coach, measure and assess occupational outcomes. Since launching in 2011, the programme has grown to cater for 150 participants per month across six sites in Essex, and offering 12 sports.

Everyone can benefit from these initiatives. We've collated evidence, independently audited by the College of Occupational Therapists, that proves there are significant economic savings to the community. Many regular participants reduce the level of support they need from social care and public health.



Lyndsey Barrett

Operators benefit from more customers, an uplift in secondary spend and the delivery of a fully inclusive local service.



Specialists and coaches lead the sessions

"There is a huge opportunity for leisure centres to open their services up to a much wider demographic"

PEOPLE



We need to make people realise that good health doesn't come from pills



DR CHRIS VAN TULLEKEN

DOCTOR & TV HEALTH PRESENTER

You're known as 'the doctor who gave up drugs'. Why?

The Doctor Who Gave Up Drugs was a documentary I filmed for the BBC, which we aired in 2016. The idea was that I would persuade people to swap their drugs for exercise.

My experience, since day one of medical school, is that most drugs don't work well, for most people, most of the time. There are a small number of people for whom drugs are the only solution, but that has paved the way for a much larger number of people being sold drugs which do them as much harm as good and for which there are much better alternatives – exercise being one key example.

In my head, persuading people to give up drugs was going to be easy. I would turn up at a GP practice, show them the evidence, they would come off the drugs and exercise, everyone would feel better, the practice would save money and I'd be saluted as a hero. What actually happened was that I failed very badly. People simply weren't interested.

Why do you think that was?

We live in a world where there's an acceptance that a medical transaction consists of the doctor listening and then prescribing pills. The pills legitimise a complaint, are surrounded by science and have a placebo effect. In contrast, being told to lose weight and do exercise can be perceived as insulting and blaming. Also, in real terms, exercise referrals aren't widely available and many people don't know where to start.

Fortunately, we did find some people who hated their pills and were very keen to try an alternative. We showed that, if you do it carefully and navigate pitfalls, you can deliver interventions which are extremely successful and also cheap.



Van Tulleken says GP surgeries should offer health coaches

How might we encourage more people to swap pills for exercise?

A major culture shift is needed to make people realise that good health doesn't come from pills – that they aren't a good answer for lifestyle problems.

Exercise, on the other hand, is life-changing. It gives all sorts of things which you can't put in a pill: a sense of wellness, ambition, purpose. It also provides a group of friends.

What we need is a staged process of culture change. Firstly, we have to accept that pills aren't a good idea. Then we have to take away the blame for lifestyle problems and support people to do the things which are good for them. This must be evidence-based and scientific, so we need more research, which isn't easy because, unlike drugs, there's no profit to be made.

What can GPs do to bring about this culture change?

So many GPs are already doing this out of their own budgets and in their spare time. But it's difficult for them:

it takes 30 seconds to prescribe a pill – and 30 minutes not to.

Weight loss and behaviour change is an ongoing process which requires support, so this needs to be outsourced from the doctor. It would be great if GPs could refer people to a practice coach for dietary advice, follow-ups and ongoing support.

The other thing that needs to change is incentives: at the moment, GPs are punished for not prescribing drugs. They should be rewarded for having patients with good weight, good blood pressure, good blood profiles, and who aren't on drugs.

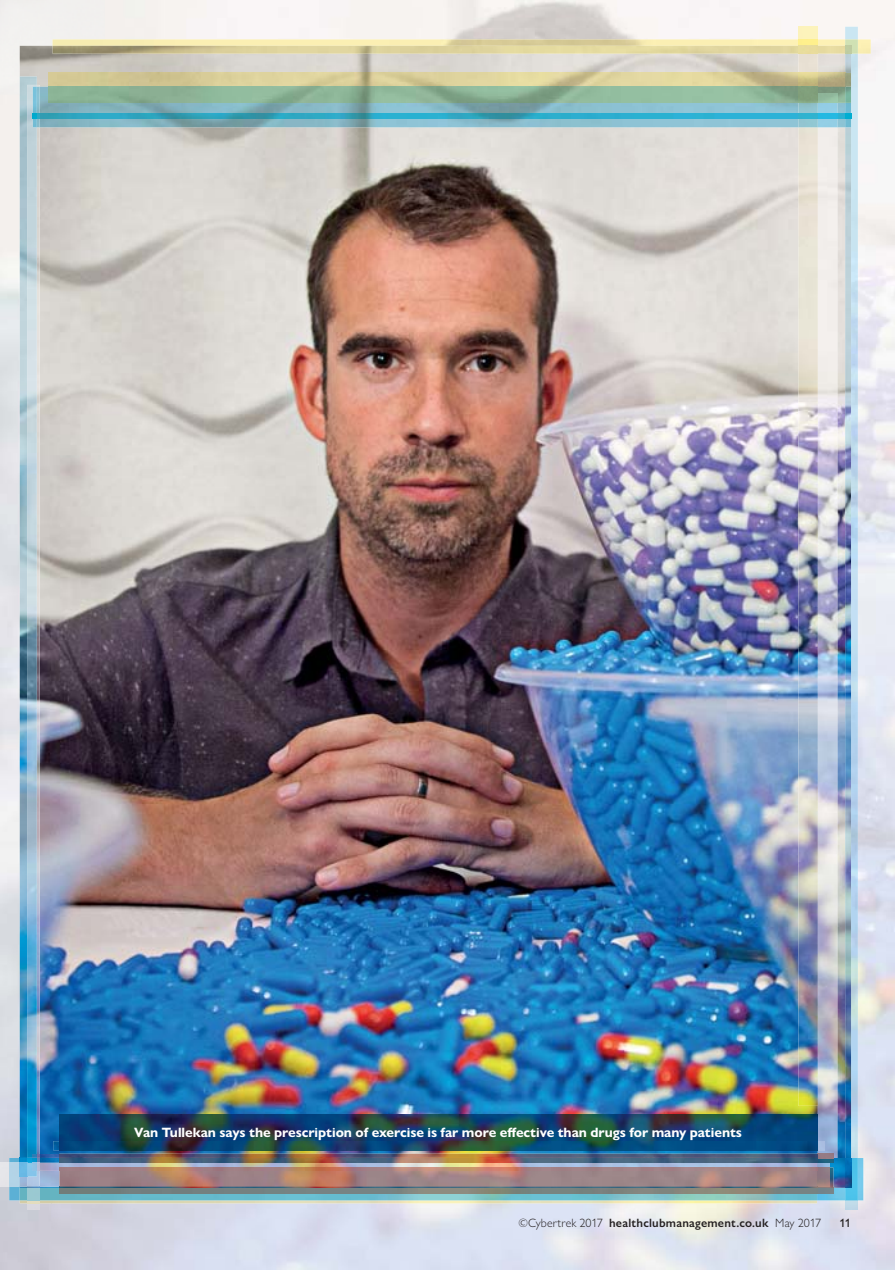
What can the health and fitness sector do to help?

I'd like to see more research from the industry, and for the industry to be reaching out to GPs and infiltrating general practice. We should have coaches in GP surgeries who can help people find an activity that suits them, signpost them to groups, and check in with them regularly to keep motivation high.

I don't think it should all be free – people should accept they have to take some responsibility and it may cost. However, the NHS spends billions of pounds on drugs when it could be empowering patients to try exercise, and investing in evidence, research and programmes which could make our nation healthier, more productive, longer-living and more joyful.

Good health would become self-sustaining as people would start demanding more cycle routes, reduced traffic, more parks and leisure facilities. There would be a culture shift away from smoking, eating junk food and being overweight.

See also our interview with Sir Muir Gray (page 30) for his thoughts on how GPs might help drive this culture change towards 'exercise as medicine'. ►

A man with a beard and short dark hair, wearing a dark grey button-down shirt, sits at a table. His hands are clasped in front of him. The table is covered with a large quantity of blue, red, and yellow capsules. To his right, a clear plastic bowl is filled with purple and white capsules. The background is a light-colored wall with a wavy, textured pattern.

Van Tullekan says the prescription of exercise is far more effective than drugs for many patients



I want to persuade people that it's not hugely difficult to eat properly and well



JAMES HASKELL

ENGLAND RUGBY INTERNATIONAL & MERIDIAN AMBASSADOR

► **You're now one of the elder statesmen in the England Rugby team. Have you started to plan what you might do after you finish playing?**

I've already set up a couple of businesses within the fitness sector which I will continue to run, as well as hopefully moving into TV and radio. I plan to enjoy what I have now for as long as I can, but I made my peace a long time ago with the fact that playing rugby won't last forever.

You're already a UK franchisee for functional training brand F45. What drew you to it?

I tried F45 in the US when I was over there on holiday. I found the circuit-based training really engaging and fun – all the kind of stuff I would use to get fit for rugby. The class-based system works incredibly well and caters for everyone's needs.

I think people are crying out for a results-based group fitness programme that's never the same, is fun, interesting and most importantly absolutely delivers on what it says it will. That's what F45 is all about and why I'm so delighted to be involved.

I'm looking to open two F45s initially – one in London, as the flagship for the brand in the UK, and one in the Midlands. I'm also looking to open up a number in partnership with some other rugby professionals. Sadly, finding the perfect

site takes a long time, but we're getting close to some great venues in London, the Midlands and a few other key locations.

You're also writing a cookbook. Tell us more.

I've already written a couple of non-nonsense fitness and rugby books, and my latest book is due for release fairly shortly. It's called *Perfect Fit* and it's a very detailed, comprehensive book about training, fitness and nutrition. I've written every one of the 100,000-plus words myself and am excited to see people's reactions.

Following on from this, we're releasing a specialist cook book introducing people to the basics of nutrition. Inspired by professional sportsmen and their eating needs, all the recipes have been specifically developed and written for those who want to train effectively and properly, explaining how you correctly fuel your body to maximise your training efforts. Aside from being incredibly tasty, all the recipes are very simple and quick to make.

I'm really excited about this project as nutrition is very important to me. I want to persuade people that it's not hugely difficult to eat properly and well.

What general nutrition advice would you offer to people?

Always look down at your plate and imagine it's a pie chart. If you want to

stay in shape, then the biggest section should be taken up by a good protein source such as fish, chicken, meat, nut butters and so on. The next biggest section should be vegetables. Try to get as much variety and colour as you can onto your plate.

The last section should be a source of carbs. Aim for single ingredient foods – products that don't have any additives or preservatives – like brown rice, sweet potato and real potatoes, but not fries or crisps.

You're an ambassador for Meridian, which produces high protein nut-based products. Why did you want to get involved?

Protein is essential for our diet, general health, immune systems and building muscle. Sadly it's an area that's overlooked by many people, because there's a huge lack of education when it comes to diet and protein.

People favour carbs and fatty foods over good, healthy food because the former have deliberately been made cheap, tasty and are readily available. Not only that, but people seem to think that eating well means eating bland food. That's complete nonsense, as the recipes in my cook book prove.

How do you plan to stay fit when you leave rugby?

Being a professional sports person, I've lived every day staying fit, so I can't imagine I would really change much from this mindset. With the F45 gyms we're opening, I will be a regular gym-goer. I'll also continue to do the many other sporting activities that I do, such as boxing and jiu jitsu.

I sometimes use technology to complement my training, but I'm not obsessed by it. My Apple watch is my go-to device, and I also use MyFitnessPal to track all my food. I imagine I'll use these devices more often once I've given up playing though, as I won't have all the benefits of the amazing support mechanisms around me that I do now.



Powerhouse: James Haskell (centre) in action for England Rugby



Haskell's latest project is a healthy nutrition cookbook

Evidence suggests people need expert guidance, even when they know exercise will help

HELEN MACFARLANE

HEAD OF ACTIVE COMMUNITIES, EDINBURGH LEISURE

► What is the Active Communities programme?

Physical activity has sometimes been described as a magic pill. Not only does it help us feel better and function better, but it can also prevent and treat the leading health challenges of our time. However, even when they know that exercise will help, evidence suggests that people need expert guidance when faced with the idea of exercising after the diagnosis of a particular condition.

Our Active Communities team therefore uses the power of physical activity and sport to help those in need, or who are facing barriers to participation, to improve their health and wellbeing. We support people of all ages and backgrounds to be active, from newborns to older adults. Our projects include: supporting activity among children and young people in care, mental health, weight management, long-term conditions, walking, cycling and falls prevention, to mention just a few.

How are people referred to the programme?

It depends on the project. People can self-refer to some projects or be referred



Macfarlane: 'We support all age groups'

by a range of health professionals. We currently receive 400 referrals from health professionals each month to our Active Communities programme.

How do you help people change their habits and attitudes?

Active Communities empowers people to lead healthier lifestyles by removing

the potential barriers that prevent them from being active. Many of our projects use one-to-one person-centred consultations and behaviour change approaches to help people change their habits and attitudes towards physical activity.

Fun is also at the heart of what we do, and we aim to create opportunities for people to connect socially and reduce feelings of isolation.

Where does funding come from?

Many of the programmes are funded by NHS Lothian, Edinburgh's Health and Social Care partnership and the City of Edinburgh Council as well as Edinburgh Leisure.

What plans do you have for the future of the programme?

We're currently trying to secure investment for a dementia-friendly project, aiming to support the independence and wellbeing of people living with dementia, as well as their carers and families, by getting them physically active. ●

ACTIVE COMMUNITIES

- 118 Active Communities classes are delivered every week
- 1,405 people are helped to improve their health and wellbeing each week
- 400 older adults walk, dance and cycle each week
- 85 per cent of people taking part in the mental health referral programme report improvements in health
- For every £1 invested in the falls prevention programme, there's a social return of £13



Active Communities allows people to connect socially – and get fit too

FLOORING SOLUTIONS

IN PARTNERSHIP WITH FLOORING SPECIALIST **ecore**

Visit the Physical Stand at BodyPower and get to grips with the latest innovate fitness equipment plus discover our most comprehensive flooring solutions yet. Our gym design experts will be on hand on stand E30 to help with all your fitness enquiries. With flooring solutions for free weight zones, functional training, studio, CV and high traffic areas; from concept through to completion, we've got the needs of every fitness professional covered.

HIGH-TRAFFIC AREAS

STACKED



STRENGTH & CONDITIONING

SMASH TILE



CV & STUDIO

BOUNCE



FUNCTIONAL ZONES

EVERLAST



**CAN A FLOOR
DO MORE? YES.**

SEE US AT

BODYPOWER

PLAYING THE BOUNDARIES OF THE BODY'S POWER

HALL
17

STAND
E30

12TH - 14TH MAY 2015, NEC, BIRMINGHAM, UK

Physical



physicalcompany.co.uk



sales@physicalcompany.co.uk



01494 769 222



[physicalcompany](https://www.facebook.com/physicalcompany)



The new concept club is low on equipment, high on open-plan freestyle space

Fitness First Germany: Moving away from kit?

Fitness First has launched a new concept club in the centre of Cologne, Germany, as the operator continues to experiment with new models and styles of offering.

Measuring around 1,000sq m (10,700sq ft), the key design features of the latest club are the extensive open-plan spaces; the industrial décor; and the very limited amount of traditional gym equipment. The club's gym floor is dominated by a large artificial turf running and sled track, plus a huge rig slung with rope nets and kitted out with battle ropes, TRX, bungee cords, rings, Olympic bars and benches.

Members are free to work out independently, but the space is also used for freestyle gym floor classes – there are currently 24 of these each week – as well as for personal training.

[Read more online](#)

Equinox launches standalone studio in NY

US-based health club

operator Equinox has entered the boutique fitness market by opening a standalone studio in New York, which it has called Project by Equinox.

The 3,200sq ft (297sq m) studio has launched, offering 38 classes per week, each costing US\$35 (£28, €33). Class packages can be purchased, but there is no membership model.

Project by Equinox aims to be "a creative space for fitness rebels," with a focus on trainer creativity.

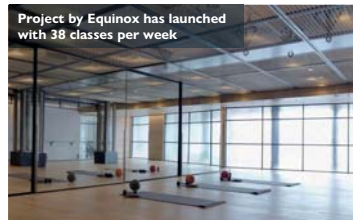
The company said it was "turning the model of group

fitness on its head" because it does not force trainers to teach a pre-determined format, allowing for the space to be "a testing ground for new concepts".

Elsewhere, Niki Leondakis has been appointed chief executive officer of Equinox Fitness Clubs and will begin her role this month. She will oversee all facets of the company's clubs.

Equinox has more than 90 health clubs, mainly in the US, but also with operations in Canada and the UK.

[Read more online](#)



Project by Equinox has launched with 38 classes per week

Budget gyms and boutiques boost European market

Low-cost gyms and

boutique operations helped the European fitness market grow in 2016 as membership numbers and revenues increased, EuropeActive research has revealed. Health or fitness memberships increased by 4.4 per cent to 56.4m last year, with market value growing 3.1 per cent to €26.3bn (£22.5bn, US\$28.1bn).

The report said the rise in memberships was due to the low-cost market and the growing number of specialist boutiques.

With 10.1m members, Germany strengthened its position as the country with the highest membership, surpassing the 10m mark for the first time. The UK (9.3m), France (5.5m), Italy (5.3m) and Spain (5.1m) made up the top five markets in

terms of membership, according to the *European Health and Fitness Market Report 2017*.

The McFit Group (1.5m members), Basic-Fit (1.21m) and Pure Gym (0.82m) were the leading operators in terms of membership. Clever Fit (0.55m) and Health and Fitness Nordic (0.54m) completed the top five.

The top 30 European operators account for 12.7m members, representing 22.5 per cent of all memberships.

With €26.3bn in revenues in 2016, Europe ranks as the world's largest health and fitness market, ahead of the US



Herman Rutgers

(€33.3bn in 2015).

Market value increased 3.1 per cent compared to 2015, with Switzerland (+5.8 per cent), Germany (+4.6 per cent), Finland (+4 per cent), Sweden (+3.9 per cent) and Turkey (+3.4 per cent) showing the highest revenue growth.

The top 10 operators increased revenues by 12.2 per cent to €3bn last year.

Virgin Active (€499m, £426.7m, US\$532.4m), David Lloyd Leisure (€442m, £378m, US\$471m) and Migros Group (€366m, £313m, US\$390.5m) led the European revenue ranking. Health and Fitness

Nordic (€337m, £288.2m, US\$359.5m) and McFit Group (€327m, £279.6m, US\$348.9m) completed the top five.

Merger and acquisition activity remained high, with 17 transactions in the market.

In terms of market penetration, Sweden ranked highest with 21.1 per cent of the population holding a club membership. Other countries with high fitness club penetration included Norway (19.2 per cent), the Netherlands (16.7 per cent) and Denmark (15.8 per cent).

The research, published by EuropeActive in co-operation with Deloitte, was presented at the European Health and Fitness Forum in April.

[Read more online](#)



The Cyberobics brand of virtual group exercise programming will lie at the heart of the new club concept

McFit set to open first Cyberobics club in Berlin

German fitness operator

McFit Group will open its first Cyberobics club in the next few weeks as part of its bid to increase its virtual offering.

The women-only club will open in Berlin by June, offering three Cyberobics rooms – cardio and circuit, functional, and personal training.

The 1,400sq m (15,069sq ft) club will also have a wellness,

spa, bistro or childrens' lounge.

Oliver Schulokat, Cyberobics managing director, said: "We're planning to open a few of these Cyberobics-branded clubs as corporately-owned sites. But this concept will also be franchised as a boutique club model without wellness,

spa, bistro or kids' lounge.

Requiring only around 350sq m, we believe it has potential both in Germany and internationally."

Schulokat also said licenses for its virtual class content will be available to non-competitors and in countries where McFit has

no presence, including the UK.

The virtual brand could soon be available in hotels in the form of a small Cyberobics room or an in-room Cyberobics TV channel.

Schulokat said: "We're in talks with a big German hotel chain that wants to integrate Cyberobics into its in-room entertainment."



Oliver Schulokat

[Read more online](#)

TRIB3 pens deal to take brand to Moscow

Sheffield-based boutique

health club operator TRIB3 will be opening its first overseas site in Moscow this summer, after signing an agreement to take the brand into the Russian capital.

The operator's partner in Russia is Alexei Drobot, former managing director at Johnson & Johnson, TUI and fitness brand World Class in Russia. He will also join the company's international management board.

TRIB3's European managing director Rod Hill, who joined the business earlier this year, is in advanced talks with Spanish partners where sites are expected to be launched by the end of the year in Barcelona and Madrid.

The operator is also in talks to take the brand to France, Switzerland, Portugal and Ireland, with plans for more than 40 clubs in the UK.

[Read more online](#)

Genesis Health Clubs takes gym tally to 41

US-based Genesis Health Clubs has purchased its 13th Kansas City location – HealthRidge Fitness Centre in Olathe – taking the number of health clubs in its portfolio to 41 across the US's Midwest region.

Genesis Health Clubs Olathe Ridgeview offers strength and cardiovascular equipment, personal training, indoor and outdoor pools, basketball, racquetball, day spa, indoor running track, outdoor fitness trail, CrossFit, more than 100 group fitness classes per week and a children's programme, including karate. Members can access all 41 clubs. The 100,000sq ft (9,290sq m) fitness centre employs more than 180 workers.

Rodney Steven II, Genesis Health Clubs owner and president, said: "We are excited to continue to grow in Kansas City, our largest market. With 13 locations in the greater metro area, we truly have something for everyone in Kansas City. We are a locally owned and operated business and aren't going anywhere. We plan on focusing heavily on this and all our Kansas City clubs to bring in the Genesis brand and give our members an unforgettable fitness experience."

[Read more online](#)



Rodney Steven II



(L-R) Co-founders Kevin Yates, David Cross and Dan Summerson

Multi-sensory studio to 'revolutionise' yoga



ChromaYoga describes itself as the "UK's only multi-sensory yoga"

ChromaYoga has opened a 50sq m (538sq ft) studio in London that combines colour therapy, soundscapes and bespoke scents with the aim of creating "an immersive, sensory experience" not seen before.

The business describes itself as the "UK's only multi-sensory yoga studio", with sessions bathed in colours that affect physical and emotional health. Tones of red, orange, yellow, blue or pink light help instructors guide the class through a set of sequences, designed around the healing properties of that colour.

In collaboration with London scent maker Asakala, ChromaYoga has developed essential oils to correspond with each colour.

The scents are used to drive energy, aid breathing, release muscle tension and encourage relaxation. Sessions are also accompanied by sounds for different states of consciousness.

Classes at the studio in Shoreditch, London each hold 20 people, with 30 sessions available each week. Each class ranges from £14-£18, with five, 10, 15 or 20 class passes.

Nina Ryner, founder, said: "With this combination of unique ancient practices, ChromaYoga will revolutionise the modern yoga experience."

"Our classes combine monochromatic light, soundscapes and bespoke scent, which have been designed to improve physical and emotional health. We use research into the ways in which light can be utilised to improve sleep quality and mood, increase energy and aid muscle recovery."

"Our soundscapes include frequencies designed to induce a relaxed, lucid state. When combined with our bespoke scents, it creates a revolutionary approach to modern yoga."

[Read more online](#)

Barrecore to open seventh London studio

Boutique fitness brand
Barrecore recently opened its seventh London studio in Moorgate on 10 April.

The 800sq m (8,611sq ft) facility is nearby Moorgate Station and the Crossrail Station, which is due to be completed in 2018.

Sharing space with Digne Fitness, an indoor cycling concept, Barrecore is offering two studios, a retail area and a juice bar.

The timetable will be initially offering a choice of five classes, including the 45-minute Signature Express, targeted at workers.

Barrecore, which is a ballet, pilates and yoga workout, uses body weight as resistance to work the entire body, creating longer, toned muscles, reducing fat and strengthening the muscles.

Peter Woods, Barrecore chief executive officer, said: "We are thrilled to announce that we have opened our new Moorgate studio on 10 April. Busy Londoners are an

important audience for us and we are delighted that we will be able to offer our Barrecore classes in the heart of the City of London."

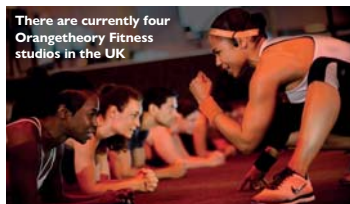


Peter Woods said "busy Londoners are an important audience" for Barrecore

[Read more online](#)

Orangetheory Fitness to open 70 UK studios

There are currently four Orangetheory Fitness studios in the UK



US-based health club chain Orangetheory Fitness has signed a deal to expand its concept in southern England with 70 studios set to open over the next decade, including 30 in London.

The company has signed a franchise agreement with 3 Kings, which will also be taking over three of the four Orangetheory studios currently in the UK. There are three London studios in Enfield, Islington and Aldgate, as well as one in Winchester.

3 Kings will be led by Jamie Weeks, the area developer for Oregon and South Carolina and owner of studios in Oregon, Tennessee, South Carolina and Georgia in the US. By the end of this year, Weeks will own 20 studios in the US.

[Read more online](#)

20 million UK adults physically inactive, BHF reveals

More than 20m UK adults are increasing their risk of cardiovascular disease and costing the health service as much as £1.2bn each year because of physical inactivity, a British Heart Foundation (BHF) report has revealed.

The *Physical Inactivity and Sedentary Behaviour Report* found that 39 per cent of adults are failing to meet government guidelines for physical activity.



Dr Mike Knapton says “levels of physical inactivity and sedentary behaviour in the UK remain stubbornly high”

The 10-page report revealed that around 11.8m women across the UK are insufficiently active, compared to around 8.3m men. Women are also 36 per cent more likely to be classified physically inactive.

In England, 39 per cent of adults – around 16.8m – are physically inactive, while the figure for Northern Ireland is 46 per cent.

The rest of the UK doesn't fair much better.



39 per cent of adults fail to meet activity guidelines

In Scotland, 37 per cent of adults are physically inactive, while 42 per cent of the adult population in Wales do not meet the recommended activity levels.

According to the report, around 60 per cent of adults are unaware of the government's physical activity guidelines. The government recommends that adults take part in at least 150 minutes

of moderate intensity physical activity a week and strength activities at least twice a week.

Dr Mike Knapton, associate medical director at the BHF, said: “Levels of physical inactivity and sedentary behaviour in the UK remain stubbornly high, and combined these two risk factors present a substantial threat to health.”

[Read more online](#)

Bear Grylls Fitness to launch in London

Celebrity explorer and reality TV star Bear Grylls has launched his indoor fitness programme in London at trampoline park provider Oxygen Freejumping.

Bear Grylls Fitness will be offering a programme of high intensity exercises that will feature a multi-storey obstacle fitness course at Oxygen's site in Croydon.

Oxygen Freejumping, which has six parks and a further two under construction, already features Bear Grylls Fitness at its sites in Manchester and Derby. Over the next two years the partnership will be seen throughout Oxygen's chain, set to comprise 30 parks by the end of the summer 2018.

Grylls said: “Our goal is to help people build the strength, flexibility and fitness to empower them to live their adventures to the max. Whether it's climbing a mountain, completing a charity obstacle race or simply playing sports with our kids, we all have goals and adventures that inspire us.”

“Bear Grylls Fitness is about training you to move with speed, agility, balance and strength. We pride ourselves on being the ultimate in functional fitness.”

[Read more online](#)

The course is about strength, flexibility and fitness



Humphrey Cobbold said Pure Gym withdrew its IPO plans due to challenging market conditions

Failed IPO cost Pure £6.8m

Pure Gym's planned initial public offering (IPO) that was abandoned last year cost the group £6.8m (US\$8.48m, €7.9m), according to industry sources.

The cost was because the operator had “two runs at it,” which involved “a lot of work,” the sources told *Health Club Management*. In January 2016, HCM reported that Pure Gym was considering floating on the stock market.

Later in July, the planned IPO was put on ice indefinitely because of uncertainty caused by the referendum that resulted in the UK voting to leave the European Union.

In September, Humphrey Cobbold, Pure Gym chief executive, said the operator was “ready to become a listed company” and that it would be using the IPO to raise £190m (US\$237m, €220.6m). However, a month later Cobbold told HCM that it had withdrawn its plans due to challenging market conditions.

[Read more online](#)

Virgin Active owner Brait scraps listing due to Brexit



Brait owns a controlling stake in Virgin Active

South African investment

group Brait, which owns a controlling stake in Virgin Active, has scrapped plans to transfer its registered offices from Malta to the UK and list in London, due to Brexit.

An announcement on the company's website said: "While the board remains convinced of the long term benefits to the company of a transfer to the United Kingdom and a premium listing on the London Stock Exchange, in light of the uncertainty introduced by the timing and form of Brexit and the potential impact on capital markets, the board has determined not to proceed with the listing at this time."

As well as Virgin Active, Brait has investments in clothing

retailer New Look, as well as food retailer Iceland and food producer Premier.

UK Prime Minister Theresa May triggered Article 50 of the Treaty of Lisbon on 29 March. This will be the beginning of formal negotiations on Brexit.

Separately, the UK's Competition and Markets Authority (CMA) has launched a formal inquiry into the sale of 16 Virgin Active gyms to David Lloyd Clubs.

The Phase 1 inquiry is standard practice for such deals. The deadline for the CMA to announce its decision on whether to refer the transaction for a Phase 2 investigation is 19 May 2017.

[Read more online](#)

Profits up at Bannatyne following membership surge



Justin Musgrove: 'We are attracting people to trade up from budget, low-cost alternatives'

The Bannatyne Group increased its pre-tax profit by 51 per cent to £11.6m, according to its annual results posted to Companies House for the year ending December 31, 2016, up from £7.7m in 2015. Turnover increased by 11 per cent to £112.2m last year, from £101m in 2015.

The figures also show that earnings before interest, tax, depreciation and amortisation (EBITDA) grew by 28 per cent to £30.8m, from £24m in 2015. The group said the improvement in last year's profitability was a result of an increase in both spa and membership revenue and a focus on operational efficiency.

Membership rose by 6.9 per cent to 197,019 in 2016. Justin Musgrove, Bannatyne Group CEO, said: "We've secured a solid position in the market with resilient membership numbers and a membership proposition that is attracting people to trade up from budget, low cost alternatives."

[Read more online](#)

Boom Cycle to open two new London studios

Boutique fitness operator

Boom Cycle is growing its portfolio with two new London sites – one in Hammersmith and a flagship operation at the iconic Battersea Power Station.

Launching in May, the Hammersmith studio will be 3,700sq ft (377sq m) near the underground station.

In June, the 4,700sq ft (437sq m) Battersea Power Station operation will open. The power station redevelopment includes new homes, a hotel, shops, restaurants and bars.

The Battersea site will launch with Boom Cycle's

signature 45-minute classes and also express 30-min sessions over the lunch period, with a free protein shake for every 30-min rider.

The two sites will have Funktion-One sound systems and Schwinn bikes. Boom Cycle is also partnering with global technology company Dyson and kitting out all new and existing studios with Supersonic hairdryers in their beauty bars.

Boom Cycle was founded by Hilary and Robert Rowland, who launched in London's Shoreditch in 2011.

[Read more online](#)

Boom Cycle founders Robert and Hilary Rowland





MATRIX

Join us at **Elevate 2017** to find out more about our Group X offering and our range of fitness products for the medical and rehabilitation market.

ELEVATE
10-11 MAY 2017 | EXCEL | LONDON



Tech news

Fitbug rebrands and scraps consumer business

Fitbug Holdings, the online health and wellbeing services provider, is changing its trading name to Kin Wellness, following a decision to reposition the business.

The company is moving from the consumer retail space, mainly focused on sales of activity trackers, to a corporate digital wellness solutions provider. Its Orb tracking device will still be available to corporate clients, as part of its digital wellness programme.

The change of trading name takes effect immediately.

Fitbug Holdings Plc will also change its name to Kin Group Plc, subject to shareholder approval at the next annual general meeting.

Anna Gudmundson, chief executive, said: "Changing the company name signifies a further major step in our ambitious transformation strategy, where we've effectively shut down the consumer business to focus on the growing corporate wellness market, which was estimated at \$43.3bn (£34.8bn), in 2015 by the Global Wellness Institute, according to whom the global workplace wellness industry grew at 6.4 per cent from 2013 - 2015 as organisations place more importance on keeping staff motivated and healthy."

In the most recent financials, released on 3 April, Fitbug announced a drop in turnover in the year to 31 December



CEO Anna Gudmundson says the company has "effectively shut down the consumer business"

2016 to £1.1m, from £1.3m in 2015. However, it reduced its losses by 42 per cent last year to £3.5m, from £6.3m in 2015.

Commenting on the results, Gudmundson said: "In 2016 we executed the most significant parts of our strategy to turn the business around and to reposition Fitbug as a B2B digital services provider in the corporate wellness industry."

"In practice, this involved major cost optimisation, as well as a series of restructuring initiatives designed to break from Fitbug's past and allow the business to move forward with speed and focus."

Founded in 2005, UK-based Fitbug/Kin Wellness is currently listed on London's AIM.

[Read more online](#)

Netpulse announces collaboration with eGym

Netpulse, provider of mobile apps for health clubs, has announced a new partnership with eGym.

The collaboration will see eGym's tracking and digital training apps integrated into the Netpulse platform.

The integration is designed to maximise operators' engagement with their members throughout the customer journey.

Members using the new app will be able to set fitness goals, track progress, create custom workout plans and

access personalised workouts from their personal trainer.

The app will also feature an exercise library that personal trainers will be able to access to create individual client plans.

Phillipp Roesch-Schlenderer, CEO at eGym, said: "The workout tracking and digital training apps from eGym, when combined with the Netpulse mobile app, results in an advanced digital fitness experience."

[Read more online](#)

Reebok "growing" plant-based footwear



Global sportswear and fitness brand Reebok has launched a Cotton + Corn sustainable products initiative, which will bring plant-based footwear to the market later this year.

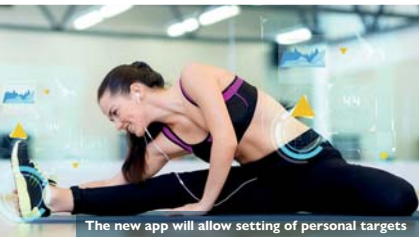
Developed by the Reebok Future team, the project looks to create shoes "made from things that grow." The first release is a shoe that has an upper comprised of organic cotton and a base originating from industrial grown corn. Reebok has partnered with DuPont Tate & Lyle Bio Products for the project.

"This is just the first step for us," said Bill McNinis, head of Reebok Future. "With Cotton + Corn we're focused on three phases of the product lifecycle. First, with product development we're using materials that grow and can be replenished."

"Second, we know our consumers don't want to sacrifice on how their shoes look and perform."

"Finally, we care about what happens to the shoes when people are done with them. So we've focused on plant-based materials to allow compostability in the end."

[Read more online](#)



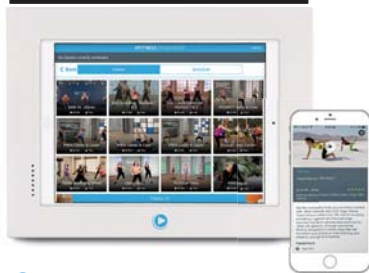
The new app will allow setting of personal targets



THE FUTURE OF GROUP FITNESS, DELIVERED ON DEMAND

Fitness On Demand™ provides users at your facility instant access to hundreds of premium fitness classes, available by schedule or on demand using the on-site touch screen kiosk or the FOD™ mobile app. Classes cast wirelessly to the large format video display of your choice, allowing any facility to transform even the most limited space into a cost-effective group fitness program with the variety, flexibility, and instant access the modern consumer desires. [Contact us today to get started!](#)

CLICK TO PLAY VIDEO



NOW
AVAILABLE!

ALL NEW
5TH GENERATION
FOD™



Supplier and training news

TRX wins multi-million dollar patent infringement case

Functional training equipment developer Fitness Anywhere LLC, known as TRX, has been awarded more than US\$6.8m (£5.5m) in damages from online company WOSS

Enterprises LLC, which wilfully infringed a TRX patent and trademark. A federal jury in California, US, unanimously agreed that one of TRX's patents (US Patent No.

7,044,896) had been infringed, as well as its "Suspension Training" trademark through the sale of six products.

The jury ruled that the unauthorised use by a competitor once a first notice had been given of the TRX trademarks "Suspension Training" and "Suspension Trainer" in commerce, such as on Amazon.com, constituted wilful infringement.

The jury rejected that such use constituted fair usage. Randy Hetrick, TRX founder and chief executive, said: "The internet has enabled a class of e-commerce parasites to evolve and feed on the investment and hard work of others. These leeches steal the trademarks and copyrights of brand leaders to manipulate online 'search results' and bamboozle

customers into buying cheap, dangerous knockoffs that violate the patents of brands (like TRX) that have poured their life's work into developing the market and investing in research, product innovation and consumer education.

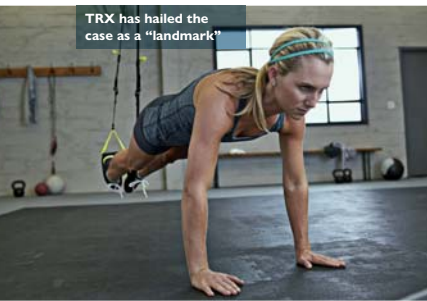
"This verdict is a big win for brand innovators and customers alike, and it officially puts the fraudsters and cheaters on notice."

The damages may be increased, as well as legal fees and costs, based on the final decision of the judge.

Sid Nasr, general counsel for TRX, said: "This is a landmark ruling. It arms us with the legal precedent necessary to eliminate counterfeiters who are duping consumers."

[Read more online](#)

TRX has hailed the case as a "landmark"



Fitness brand backed by BBC Dragon to target NZ

Vintage-inspired cardio workout programming provider SwingTrain, which has the backing of BBC Dragons' Den investor Deborah Meaden, will be holding a series of training events as it looks to recruit instructors – including in New Zealand.

As part of growth plans, the brand is holding six training events across the UK, including in Scotland and Wales, and the workout's first venture to the southern hemisphere, with two instructor recruitment days in New Zealand.

Since its launch at the beginning of the year, 45 venues, mainly in London, have taken up SwingTrain across England.

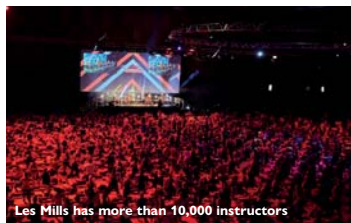
The workouts are accompanied by the vintage music of swing, gospel, rhythm and blues, and jazz. Classes are suitable for all levels of fitness and coordination.

[Read more online](#)



45 UK venues now offer SwingTrain

CIMSPA endorsement for exercise giant Les Mills



Les Mills has more than 10,000 instructors

Les Mills fitness instructors have the opportunity to gain CIMSPA continuing professional development (CPD) points as a result of the two organisations agreeing a new partnership.

The group fitness provider has become the first CIMSPA skills development partner to have its entire group exercise training offer fully endorsed by the chartered institute.

CIMSPA's recognition covers 14 group exercise products of Les Mills,

including Bodypump, and includes module, refresher and advanced instructor training. Les Mills instructors will be able to gain CPD points when completing qualifications and training.

The CPD system set up by CIMSPA forms part of its plan to professionalise the workforce in the sector. Most members are required to complete 10 CPD points per membership subscription year.

[Read more online](#)



StykuTM

Do you have the Vision?

Go digital in 2017 with Styku's precise 3D body scanning system and grow your business.

The future of fitness technology is about member engagement, quality experience, and data-driven results.

The future is Styku.

Chest
86.36 cm

Waist
68.13 cm

Hips
99.02 cm



+44(0)20 7272 0770
hello@react-fitness.com



REACT FITNESS



StykuTM

VISUALISE YOURSELF IN 3D

Contact us to arrange a Styku demo

Basic-Fit to replace van der Vis with new chair



Ronald van der Vis has been chair since 2013

Ronald van der Vis, chair of low-cost European fitness firm Basic-Fit, will step down next month and be replaced by Cornelis (Kees) van der Graaf.

The change is based on rotation rules established during the operator's initial public offering (IPO) in June 2016. van der Vis has been chair of the supervisory board since 2013.

The board will propose at the operator's general meeting on 16 May the appointment of van der Graaf as chair for a four-year term.

van der Graaf is chair of GrandVision, a member of the Carlsberg board in Denmark and a board member of ENPRO Industries in the US. He is also chair of FSHD Unlimited, a bio-tech start-up he founded in 2014

to develop a therapy for the FSHD muscular dystrophy. Van der Graaf had a 32-year international executive career at Unilever, with his last position being president – Europe and a member of the executive committee.

In addition, Basic-Fit's supervisory board will propose the appointment of Rob van der Heijden as an additional member for a four-year term.

On stepping down from his role, van der Vis said: "During the last four years, Basic-Fit has developed very well, both in terms of results and operations. In addition, the brand Basic-Fit is stronger than ever before. The company is well positioned for the next growth phase."

[Read more online](#)

24 Hour Fitness appoints Napolitano as acting CEO

Mark Smith has left his post as chief executive officer of 24 Hour Fitness and been replaced by **Frank Napolitano**, who has taken over the role in an acting capacity.

The operator's board of directors and Smith have mutually agreed that he would step down from his role this year.

Smith became chief executive in July 2014, shortly after Forstmann Little sold the gym chain to a group of North American investors for US\$1.9bn (£1.4bn, £1.3bn).

Napolitano, who is also president of 24 Hour Fitness, said: "We are thankful for Mark's contribution to the company over the past two and a half years."



Frank Napolitano is president and acting CEO of 24 Hour Fitness

"During Mark's tenure, the company maintained a strong and consistent level of revenue and EBITDA. I look

forward to working with the rest of the executive management team to keep

driving results in the business and to grow our company."

Last week, the operator signed a deal with the United States Olympic Committee to become the official fitness partner of Team USA in the run up to Tokyo 2020.

Headquartered in California, 24 Hour Fitness serves nearly 4 million members in more than 425 clubs across the US.

[Read more online](#)



(From left): Wilkins, O'Rourke, Leach and Kepple

IHRSA names new chair and board members

Derek Gallup, executive vice president of fitness and Retail at New Evolution Ventures, has been elected the new chair of IHRSA. Gallup will take over the one-year role from current chair Rasmus Ingerslev on 1 July 2017. Announcing Gallup's election, IHRSA also named four new members to its board – Carrie Kepple, Alan Leach, Bryan O'Rourke and Brad Wilkins.

Kepple is a 10-year industry veteran and manager of a Les Mills facility in New Zealand, while Leach currently serves as general manager of West Wood Club in Dublin, Ireland.

O'Rourke is currently chief strategic officer of Gold's Gyms of Houston, Texas, while Wilkins is the senior vice president of US-based Cooper Aerobics Enterprises.

[Read more online](#)

GIVE YOUR MEMBERS THE ULTIMATE FUNCTIONAL EXPERIENCE.



The race is on to give members maximum variety, fun and results. That's why clubs everywhere are investing in functional training as the basis for the ultimate fitness destination.

Escape Fitness has been creating outstanding functional training experiences since 1998. We can bring you superb training tools, vibrant designs for functional areas, trainer education packages and ready-to-go innovative group training programmes.

Escape Fitness brought a wealth of knowledge to our project, directing us on the right way to utilise space and equipment.

LEE DRABBLE,
MANAGING DIRECTOR, BEST'S BOOTCAMP, LONDON

LOOKING FOR INSPIRATION?

This is more than just a catalogue: it's a resource packed with functional training inspiration, from innovative products to facility case studies. Order your free copy today at escapefitness.com/hcm17



RELAX: YOU'RE IN EXPERIENCED HANDS



MALLORY COURT SPA



MALLORY COURT SPA

- 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



SRS
Leisure

YOUR COMPLETE RETAIL SOLUTION

📞 0121 550 2700

✉ sales@srsleisure.com

🌐 www.srsleisure.com

Experts in swimwear retail since 1992.

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

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

PROUDLY
SUPPLYING

POOL
LIFE

NEPTUNE
WIMBLES



VISIT US AT
ELEVATE
10-11 MAY 2017 | EXCEL | LONDON
STAND 6

f @SRSLeisureLtd t @SRSLeisure i @SRSLeisure

EVENTS CALENDAR

MAY

10–11 | Elevate ExCeL, London, UK

The UK's second cross-sector event bringing together academia, healthcare, government, the physical activity sector and performance experts to focus on an increasingly important and complex societal challenge – turning the tide on inactivity. The event's programme of 150 speakers will include Tracey Crouch MP from the DCMS, Dr Justin Varney of Public Health England and Steven Ward, executive director of ukactive.
www.elevatearena.com

12–14 | BodyPower Expo 2017 NEC, Birmingham, UK

Offering something for any type of health and fitness enthusiast, the BodyPower Expo show provides a premier visitor experience with international stars and industry renowned experts, an extensive exhibition, interactive feature areas and national competitions. The event will include a range of feature areas, including a 'Nutrition Kitchen' and 'Workout Arena'.
www.bodypower.com/expo/uk

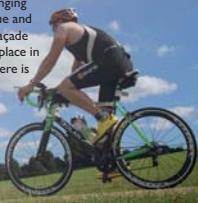
18 | Retention Convention Manchester Conference Centre, UK

This two-day event will cover a range of approaches to increase retention, reduce attrition and improve member loyalty across all sectors of the fitness market.
www.retentionguru.co.uk

CHARITY EVENT

9–10 September 2017 Woburn Abbey Triathlon, Bedfordshire, UK

The Woburn Abbey Triathlon is a fun and challenging day out, and has become famed for its iconic venue and unrivalled family experience. The Abbey's grand façade is the backdrop to the race, with the swim taking place in one of the lakes. Registration starts at £60 and there is no fundraising limit, however participants are encouraged to raise as much as they can for Great Ormond Street Hospital and Melanoma Focus Cancer Research.
www.triforlife.co.uk



CHARITY EVENT



27 April–08 May 2018 Avenue of the Volcanoes trek, Ecuador

This beautiful trek is not for the faint-hearted, as it culminates in a magical midnight glacier climb. You'll feel exhausted but elated as you rise with the sun, rewarded with priceless views over the Andes once you conquer Cayambe. The action-packed itinerary takes you through rainforests and up and over volcanoes. The trek is at very high altitude, which means acclimatisation is vital. Registration is £595 and there are a range of funding options available for a charity of your choice.
www.charitychallenge.com

24–25 | SIBEC UK 2017 The Belfry, West Midlands, UK

SIBEC UK 2017 will bring together UK's most influential suppliers and buyers of the leisure, health and fitness sectors from the local authority, trust and education markets.
www.sibec-events.com/uk

30 May–3 June | ACSM 64th Annual Meeting Denver, Colorado, US

This comprehensive sports medicine and exercise science conference covers the science, practice, public health and policy aspects of sports medicine, exercise science and physical activity. All 2017 educational sessions will take place at the Colorado Convention Center, while Exercise is Medicine sessions and social events will take place at the Hyatt Regency Denver.
www.acsmannualmeeting.org

JUNE

8 | Flourish Lighthouse Digital Lounge, Brighton, UK

Facilitated by internationally respected fitness industry analyst Ray Algar, Flourish is a new one-day event exclusively for the independent club sector. The day will comprise a mix of presentations, case studies and panel sessions.
www.oxygen-consulting.co.uk/events

SIR MUIR GRAY

The public health specialist and author of *Sod Sitting* and *The Walking Cure* speaks to **Kate Cracknell** about diverting £100m of NHS funding from drugs to physical activity, and his plan to get GPs prescribing wellness

“Healthcare is what you do for yourself, not what we do for you. We'll try and deliver professional services to you, but self-care is the most important form of care.” This is the message Sir Muir Gray, the eminent public health doctor, would like to impart to the public.

That's not to say Gray believes in pushing the full burden of healthcare squarely onto the individual. Quite the opposite: he's very vocal in pushing for the medical community to engage much more with the preventative healthcare agenda. But he does believe individuals can do a lot to improve their own health, and being active lies at the very heart of his philosophy. The role for medical community is in disseminating this message.

He explains: “The very important message is this: up until now, we've been giving healthy people information about exercise and giving people diagnosed with a condition pills. However, if your mum is diagnosed with Type 2 diabetes, she needs advice about exercise even more than people who don't have Type 2 diabetes. And that's a big shift in people's thinking.”

£100M FOR PREVENTION

He continues: “Being active has been neglected for the last 40 years. All the talk has been of healthy eating, while stress and sitting have been ignored. I've been promoting activity for 45 years, but only recently has this become a popular and accepted message.”

But an accepted message it now is, as Gray explains: “As Simon Stevens [CEO of NHS England] made very clear in the organisation's *Five Year Forward View* – published in 2014 – prevention will be one of the essential things to save the NHS.”

“What I'm therefore proposing is that we shift £100m out of the NHS drug budget and into an activity budget – putting £100m of additional funding into prevention. I expect to have a decision in principle this year.”

So what exactly will he do with that £100m? Gray explains: “It would be used at a local level, for community development. We'd take people – personal trainers, but also local voluntary groups who are already doing this sort of thing – out into the community to run activity initiatives. A number of football and rugby clubs are already doing this; what you need is someone with the right personality who can be a leader in getting people moving.”

“This is where health clubs and gyms could get involved. There's no ‘maybe’ about it: we should be getting trainers into bridge clubs, bingo halls, old people's

clubs, lunch clubs – the places where older people are already meeting. Because that's my core focus: healthy ageing.”

“We also need to look at how we can reach these people at home, through the internet or television. I'd like to see a digital TV channel offering a twice-a-day music and movement programme, for example – say at 11.00 o'clock and 4.00 o'clock – which gets people to stand up and get moving. We're currently discussing that with Age UK.”

THE NINE-SECOND PRESCRIPTION

Gray is also keen to get GPs on-board with exercise-based preventative healthcare. “These things take time, but the first thing we need to do is get GPs moving themselves. The average GP now walks fewer than 1,500 steps a day. I'm very keen to do something to help change that. If they would just get out at

INTRODUCING SIR MUIR GRAY



Sir Muir Gray is a public health doctor, a consultant in public health for Oxford University Hospital Trust and a professor at Oxford University. He also dedicates a day a week to the promotion of healthy ageing.

He was the first Chief Knowledge Office for the NHS and set up NHS Choices, and was also the founding director of the NHS National Screening Programmes, establishing programmes for cancer and aortic aneurysm screening specifically for older people.

He also runs a company called Better Value Healthcare, which focuses on ensuring resources in the health service are allocated in a way that maximises value. He explains: “We identify low value activity in the health service and we switch those resources. For example, we probably spend £1bn in the last year of life over-treating people who wanted to die at home. Is that high value? Better Value Healthcare looks for lower value activity and switches resources to higher value activity.”

“It isn't just about prevention – it's treatment too. Treatments we're not doing enough of, but where we have to switch resources from treatments that are less effective, of lower value, to be able to afford them.”



I'm proposing that we shift £100m out of the NHS drug budget and into an activity budget. I expect to have a decision in principle this year — *Sir Muir Gray*



Derby County Community Trust – affiliated with the football club – runs a range of programmes to get the public active

go to the pharmacy, the pharmacist and the assistant pharmacist would reinforce that message. In this way we can get it right into mainstream clinical practice.

"Obviously we can all think of someone who doesn't have an email – but I can think of 40 million people who do."

WALKING PLUS

He continues: "GPs won't have time to tailor the prescription, but that doesn't matter because the message is essentially the same for Type 2 diabetes, heart failure, being 70..."

"The prescription would be for what I call 'Walking Plus'. You'll feel better, you'll reduce your risk of disability, and the treatment of your disease will be improved if you do 10 minutes' walking a day – preferably building up to 3 x 10 – but also remember to do 10 minutes of stretching and resistance exercises to maintain your core and upper body strength. That will help you if you're aged 40–60: it will help you with repetitive strain injury and back ache. If you're over 60, it will help you stay out of an old people's home."

It's often said that GPs don't embrace 'exercise as medicine' due to a lack of training in physical activity, but Gray dismisses this: "GPs don't know what's inside the pills they prescribe – they don't know the chemicals – so they don't need detailed knowledge of fitness either. They just need encouragement."

"The key problem for GPs is time, so we have to be realistic in what we ask them for: I've gone for nine seconds."

SOD SITTING!

And what about those aged under 40? "Forty years and over is the population group I'm interested in. Until the age of about 40, you don't need to worry too much unless you want to play sport. But the group between 40 and 60 – that's when life gets difficult, because you have children, elderly parents, a busy job and commuting."

"And then, from 60 onwards, of course many people retire. That gives them the opportunity to do more, but they have the negative belief that activity is only for young people, so they join the bridge club or the bowls club instead."

"That's why I wrote my latest book, *Sod Sitting. Get Moving!* in collaboration with Diana Moran." This on the back of several other books, including *The Walking Cure*, *Midlife and Sod Seventy!* A follow-up to *The Walking Cure*, entitled *Walking Plus*, will be out later this year.

"People are very poorly informed about the benefits of exercise," concludes Gray. "Most people think what old people need is for more to be done for them. We need to change this mindset. Everyone involved in the fitness industry should go and see their local MP, take them a copy of *Sod Sitting* and say: 'We have to try and reduce the amount of time people spend in long-term care by getting them fitter.'" ●

- lunchtime for 10 minutes – that's all I'm asking for to start off with. Not 10,000 steps or even 30 minutes, but 10 minutes.

"In fact, my key message to GPs is this: look after yourselves. You're leading a very tough life with a busy working day, and we need you, so please look after yourselves. And please start by walking more."

"My second message to them is this: we need your support in encouraging everyone who has a long-term condition to be physically active."

So how does he propose this might happen? After all, we already have a number of activity champions among UK GPs – the likes of Dr John Morgan, heralded in the national media as "the GP who prescribes walking" (see *HCM* Nov/Dec 14, p42), and Dr Zoe Williams, physical activity and lifestyle ambassador for the Royal College of General Practitioners (see *HCM* Oct 16, p58) – but the momentum has still not swung this way across the board.

Neither are patients fully receptive to the preventative message, as Dr Chris van Tulken discovered in his BBC documentary, *The Doctor Who Gave Up Drugs* (see p10), which van Tulken has described as "a titanic failure".

Gray acknowledges: "We won't be able to reproduce the enthusiasts – the GPs who are already wholeheartedly embracing exercise and talking about it with all their patients – so the key is to keep it really simple. Our idea is for a nine-second wellness prescription. We know appointment times are short, so we just need GPs to give us nine seconds to say, 'Oh, and by the way, we're going to send you something really, really important called a wellness prescription'."

"This would be automatically emailed or sent to patients' mobile phones after their GP appointment, so they get their drugs prescription, but they also get their wellness activity prescription. Then, every time they

The key problem for GPs is time, so we have to be very realistic in what we ask them for. I've gone for nine seconds – Sir Muir Gray



PRAMA

P U S H P L A Y

THE INTERACTIVE FITNESS
PLATFORM.

"...they come in expecting a playful,
video game-like experience – but they
go out having had one of the best
workouts of their lives".

LEARN MORE:

PAVIGYM UK

Tel: 01223 969870

email: support.uk@pavigym.com

- JENNIFER COCCIA
FITNESS DIRECTOR

ASPHALT GREEN, NEW YORK



www.pavigym.com

THE £1bn WELLNESS NETWORK

ukactive chair Tanni Grey-Thompson has an ambitious vision for UK healthcare provision: a move away from illness and towards wellness, centred around a network of community wellness hubs. How can we make this a reality? **Kath Hudson** reports

Tanni Grey-Thompson believes a paradigm shift is necessary to address the UK's inactivity problem, which costs £20bn each year and is the fourth biggest cause of disease and disability. Her vision involves a £1bn regeneration scheme which would transform the UK's ageing fleet of leisure centres into community wellness hubs. Swimming pools, sports halls and gyms would be combined with GP drop-in centres, libraries and police

services to create one-stop shops for public services – all of which would, she believes, bring huge opportunities for the health and fitness sector.

She explains: "By co-locating leisure, health and other community services, we can remove barriers to physical activity and make wellness hubs the preventative frontline of the NHS.

"Figures show such wellness hubs can drive greater levels of activity and have a profound impact on community

health – all of which brings significant opportunities for both public and private gym operators. I genuinely believe wellness hubs hold the key to unlocking greater penetration rates for gyms nationwide, moving us well beyond the 14 per cent and taking physical activity truly into the mainstream."

So what do we need to do to make this vision a reality, and how have the sport and leisure sectors responded to Grey-Thompson's call to action?



Tanni Grey-Thompson

Chair: ukactive

It's important to note that wellness hubs are not a distant dream of the future. There are already 20 across the country, improving the health of communities, running without subsidy and delivering income to local authorities to cover the cost of borrowing. This level of return is vastly different from

current centres and is giving real confidence to private investors.

The key to making our ambition a reality is building broad consensus across government, local authorities, operators and investors on the merits of this proposal and the best way to advance it. The campaign is already gaining momentum: ukactive is working closely with Sport England to comprehensively build the case, which has led to highly productive meetings with top-tier investors, leading construction firms, local authorities and high-level government figures.

Official calculations suggest it would take £1bn of investment to make the current leisure infrastructure more efficient and effective for community needs in the future. Ideally, the rollout of up to 750 wellness hubs under this £1bn programme would follow Sport

England's Strategic Facilities funding model, leveraging a ratio of 10:1 for private against public funding.

If £100m of combined public money couldn't be raised, then some form of government guarantee against the capital loan for the programme would give pension funds and other potential private investors real confidence and allow them to offer competitive interest rates for the money to be borrowed by local authorities.

This level of investment is a drop in the ocean compared to the cost to the NHS of a full-blown inactivity epidemic. A radical overhaul of our leisure infrastructure would also stimulate economic growth and jobs. Better still, it would catapult our sector into the very heart of the preventative health agenda, making physical activity the lynchpin of happier, healthier and more prosperous communities.

The required level of investment is a drop in the ocean compared to the cost to the NHS of a full-blown inactivity epidemic – Tanni Grey-Thompson



With funding, leisure centres could become a preventative frontline for the NHS in the future



Brian Leonard

CEO: sporta

In principle, sporta is strongly supportive of a bold initiative to produce additional public funding for a major development of public wellness centres. A broad consensus with all interested parties will help build the strong and expert case for the necessary government support and the sound arrangements for managing the proposed programme.

Delivering the vision ultimately depends on the provision of services, not just construction and co-location of facilities. Trusts and other not for profit/

Trusts have a community mission that's well suited to these requirements, as well as the necessary capabilities and skills – *Brian Leonard*

public benefit bodies, working with local authorities, will be the best operators of the facilities. These organisations have a community mission that's well suited to these requirements, as well as the necessary capabilities and skills – including the ability to draw in volunteers.

Established ways of providing the individual services within an integrated wellness offering may need to change. The design and delivery of the leisure element may also need to be different, in particular to ensure it's appropriate for populations that remain difficult to attract into physical activity.

Reaching out to the physically inactive groups in society will be costly and will need to be recognised in the local business model. There will need to be community outreach work,

as well as partnerships with local charities and social agencies.

Getting the additional public funding and support essential to achieve the vision will clearly be a huge challenge. The approach being taken by ukactive and Sport England – to link with industrial infrastructure programmes and draw in commercial 'social mission' funding – is potentially the only way to enable a co-ordinated programme which provides scale and pace.

However, the broader social regeneration and inclusive growth case for a broad range of government funding and support for local public sport, leisure and cultural services should still be kept on the table. There may be new opportunities to argue this case when Brexit is implemented and the framework set by EU fund comes to an end. ▶



► **Stuart Lockwood**

CEO: Oldham Community Leisure

I very much welcome Tanni's call to action. New surgeries, hospitals and leisure centres are being built all the time, and by joining up the thinking we can improve the outcomes for users, as well as save on overheads.

In theory, a joined-up perspective is more likely to happen now that much of the health sector is based within local government. The challenge lies in getting all parties on-side. Reinforcing the benefits and incentivising councils through planning guidance could help make these wellness hubs more likely to be considered.

Ideally, priority should be given to areas of highest health deprivation, but reality

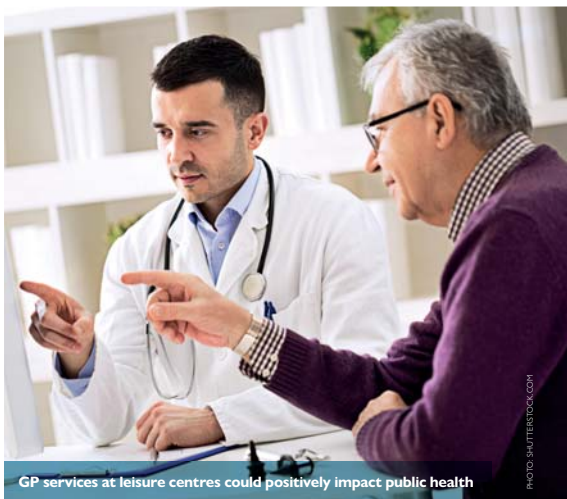
While co-location is ideal, in the meantime we should try and improve links between existing assets

– **Stuart Lockwood**

dictates that consideration for new sites will only happen when the existing ones are no longer fit for purpose. GP clusters are being encouraged to take charge of their businesses, but this independent thinking may not involve thoughts of library and physical activity provision.

What's needed is a quick and seamless process for users: accessing a physical activity intervention needs to be as quick and easy as collecting medicine. While co-location is ideal, in the meantime we should try and improve links between existing assets.

New money to finance wellness hubs would be great, but if we could guarantee existing money were spent better, that would be a significant step forward. Pooling resources, rather than defending budgets in silos, is the smarter way to invest. Ultimately developments should be judged on their impact on engagement and uptake.



GP services at leisure centres could positively impact public health

PHOTO: SHUTTERSTOCK.COM



Giles Rawlinson

Acting MD: Parkwood Leisure

Leisure is a non-mandatory local authority service which is under threat in many areas because of budget cuts and austerity measures. Like everyone who's passionate about the sector, we therefore wholeheartedly support Tanni Grey-Thompson's call for a £1bn investment programme to make leisure centres the preventative frontline of the NHS.

Investment into combined facilities – including health consultation rooms and

leisure – would revitalise a generation of leisure centres, assuring their future and providing a huge boost to their work to improve public health, in turn resulting in significant long-term savings for the NHS and improved health outcomes for our communities.

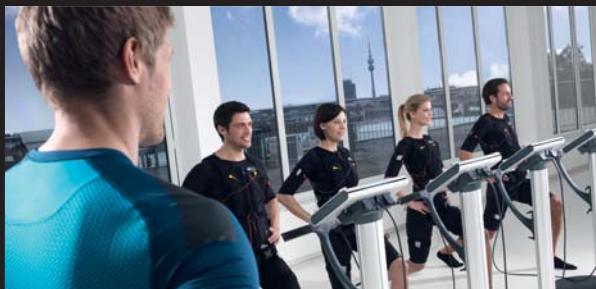
Within our dedicated leisure sites, Parkwood is already rising to this challenge with centres showing themselves to be highly effective in supporting GPs. Since its inception in Bexley – where more than 30 per cent of adults are classed as inactive – Parkwood's Steps to Health exercise referral scheme has helped improve the wellbeing of thousands of residents with medical conditions ranging from obesity and diabetes to dementia and depression.

This programme is an example of how health and leisure could be more joined-up, to benefit the community at large and reduce the cost impact on the NHS by delivering health and activity interventions instead of prescriptions. ●

Health and leisure could be more joined-up, to deliver health and activity interventions instead of prescriptions – Giles Rawlinson



DIVE INTO THE WORLD OF MIHA BODYTEC




A technology is striding ahead!

Electrical muscular stimulation – a ground-breaking way to train! The EMS market is growing dynamically and in a variety of manifestations: mobile personal trainers, special offers in existing facilities, and even dedicated EMS studios.

Active musculature is the key to a body with great capacity, as well as being a pre-condition for health, fitness, wellbeing, and an aesthetically pleasing appearance – in short, for that kind of physical and mental ability you've always really wanted. miha bodytec guarantees results that will astound you, results you can achieve rapidly, and results you can really see. Right in step with the spirit of our times!

- experience miha bodytec for yourself!



 You can do more than merely read our ad - you can turn into a multi-media experience. To do this, you will need a smartphone or a tablet and the miha bodytec app. Start the app and select 'Interactive'. Now hold your tablet/smartphone camera as directly as possible over the page to be scanned and dive into the world of miha bodytec.

www.miha-bodytec.com

HOT OFF THE PRESS

What is the press saying about the health and fitness industry? How is wellness-related research covered in the mainstream media? **Tom Walker** trawls the newswires to pick out some of the hot topics and conversation points

FINANCIAL TIMES

March 20 2017

CHINA'S FITNESS BOOM

The Financial Times reports how China is in the grip of a government-backed exercise boom. Driven by millennials and a growing middle class, the Chinese fitness sector is rapidly expanding and has the potential to be one of the biggest wellness markets in the world.

"Gym membership in the country has doubled since 2008 to 6.6 million last year, according to the China Business Research Academy. Running has become a popular pastime, with more than 100 marathons held last year compared with 51 in 2014. The number of yoga practitioners is estimated to have grown from 4 million in 2009 to more than 10 million today."

According to the *FT*, as well as the gym boom, another beneficiary of the trend is the sportswear sector. Global brands such as Nike and Adidas are experiencing double-digit growth in their Chinese sales on the back of consumers embracing the "athleisure" fashion trend.

 [Read more online](#)



China could become the biggest wellness market



HIIT could help reverse age-related changes

the guardian

11 March 2017

CAN HIGH-INTENSITY INTERVAL TRAINING DELAY THE AGEING PROCESS?

The Guardian covered a new finding by a team of scientists at non-profit medical research group Mayo Clinic in the US, which claims that high-intensity interval training (HIIT), can slow down ageing.

The article went on to explain: "The team have found that HIIT helps to rejuvenate protein-building factories in our cells, known as ribosomes, and boosts the energy-producing capacity of our cells' powerhouses, the mitochondria. As we get older, the ability of our mitochondria to generate energy dwindles. This study suggests HIIT can help to reverse the age-related changes seen in mitochondria."

 [Read more online](#)



BBC
RADIO

5 live

14 March 2017

TRAMPOLINE PARK EMERGENCY CALLS REVEALED

According to research by the BBC, an ambulance is called to a UK trampoline park nearly every day.

"In total, ambulances were called to trampoline parks in the UK more than 300 times in a year, according to figures obtained by BBC 5 Live's *Daily* programme. Statistics from a Freedom of Information request show callouts made by 30 parks in 12 months to April 2016. One park in Chester is investigating after three people broke vertebrae in their backs on the same day."

[Read more online](#)

In the space of 12 months, there were 300 emergency callouts to UK trampoline parks

Daily Mail

18 March 2017

IF F45'S GOOD ENOUGH FOR THE WOLVERINE... THE NEW FITNESS BRAND EXPLODING IN POPULARITY

The UK's *Daily Mail* ran an article on how F45 – a high-intensity, circuit-based group training brand similar to CrossFit, which has already taken Australia by storm – is rapidly expanding in the UK (see also p12).

"The brand, whose celebrity fans include Wolverine actor Hugh Jackman, has more than 750 franchises worldwide and four UK studios so far. Its flagship UK venue opened this month in Tottenham Court Road, central London – just 18 months after its first British site opened its doors. A fifth studio, in Twickenham, south-west London, is due to open soon.

"Short for Functional 45, the business was launched by former equities trader Rob Deutsch three years ago. It spans 26 countries and expects 1,150 franchises to be sold by the end of 2017."

[Read more online](#)

F45 currently has over 750 franchises worldwide



Entrepreneur

March 2017

WHY FITNESS IS MOVING FROM THE GYM TO THE HOME

"There is a growing movement in fitness and training to ditch the gym and work out at home," claims *Entrepreneur* magazine. In the article, published online on 23 March, the magazine lists a number of reasons why gym members are ditching the gym and getting fit at home, including:

1 ONLINE FITNESS

An outpouring of information online has made it easier than ever for newcomers to research fitness plans and develop custom solutions that work best for them – and most of the time, this advice comes from outside the traditional gym network. In line with this search for customised solutions, we've seen an increased demand for packaged experiences that meet more than just one aspect of a person's wellbeing needs: exercise, nutrition, education and support are all offered by numerous online suppliers, at a fraction of the cost of personal training.

2 FUNCTIONAL FITNESS

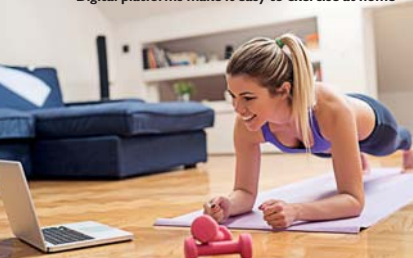
Whether it's bodyweight training or HIIT, consumers are turning to alternatives that can help them achieve body transformation wherever they are. Digital platforms provide guided experiences in functional fitness and have the advantage of being available to anyone with an internet connection, as minimal equipment is required.

3 WEARABLES

In the past, gym-goers needed hi-tech machines at the gym to help them monitor their heart rate, but now – with people wearing multiple devices to track their fitness and movement – the need for a central location to evaluate performance is all but disappearing.

 [Read more online](#)

Digital platforms make it easy to exercise at home



The anti-gravity treadmill is like 'running on air'

The Daily Telegraph

27 March 2017

COULD AN ANTI-GRAVITY TREADMILL SAVE YOUR DAMAGED KNEES?

The Telegraph's feature writer India Sturgis charted her road to recovery from a serious knee injury – and her experience of using an anti-gravity treadmill. After suffering a ruptured anterior cruciate ligament (ACL), Sturgis had surgery and is now undergoing a gruelling rehabilitation period. In a feature-length article, the journalist described the benefits of "weightless training".

"After three months of physiotherapy and wobbling about on the cross-trainer, I stepped onto an AlterG Anti-Gravity Treadmill, a machine normally used by elite athletes such as Mo Farah and Gareth Bale to recover from serious injury. Paula Radcliffe, who bought a £36,000 device, said it was one of the best investments she has ever made.

"Now, the NASA-patented technology is being rolled out into rehabilitation centres, NHS wards, private clinics and gyms, to be used with a range of serious conditions.

"I've been on the anti-gravity treadmill for half an hour and, even after 10 months without exercise, there is not a bead of sweat on me. My breath is coming easily and running feels fluid, light and loose. Usually, when I up the pace – to jog for a bus – my leg aches and the knee joint feels slightly unstable. Now, I notice neither. I could be running on air, which, essentially, I am." ●

 [Read more online](#)

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.

ALEXEY KOVALEV

The founder and CEO of Alex Fitness talks to Kate Cracknell about European expansion, his new low-cost brand and a goal of one million members in Russia by 2023

What's your background?

I'm 100 per cent a product of the fitness industry. Back in 1995, I studied at a university of physical education and finished up at a college of bodybuilding. In those days, the fitness industry was really only just developing in Russia, but after college I went on to work in a small gym. Then, after two years, I took a job at World Class, which at that time was the most well-known fitness brand in Russia.

I established myself as a trainer and presenter in Russia, and I managed a few clubs – by now under the Planet Fitness brand, after Planet Fitness and World Class split into two separate companies. But by 2005 I was looking for a new challenge. I was keen to venture out on my own.

So what did you do next?

I put together a business plan to open my own health club and went out to find some investors.

If I look back at my original plan now, I realise there were quite a lot of holes in it! But there were also a lot of good ideas, so when I didn't get the funding first time around, I didn't give up. At the fourth attempt, I got the backing I needed to open my club and found the perfect location.

That first club opened under the Olymp brand – a 2,000sq m, full-service premium club in St Petersburg, which we opened in November 2005. It's still open and performing strongly now, 11 years on, and I remain very passionate about it because I've put a lot into it personally. From that first successful opening, we went on to open another four Olymp clubs in the space of a few years – all what we call 'business premium' standard.

Does Olymp remain your core focus?

We're still opening Olymp clubs – we launched two last year to reach nine locations, and we plan to open one or two each year. In Russia, at least, there's a need for clubs that act as a status symbol – places where you can spend your time in the company of the 'right people', in the right social circles – and Olymp meets that need.

However, when the economic crisis hit in 2008, sales fell in our luxury clubs and I was forced to re-evaluate our offering.

I visited lots of clubs in the US and Europe in the belief that I was looking for something special, something new we



Kovalev: "100% a product of the fitness industry"

could offer in our premium clubs to make them even better – something people wouldn't want to do without. But I was really disappointed. There was really nothing out there that I felt we could learn from. In fact, at that stage, a lot of the clubs in Russia were actually better than those I saw in the US.

However, there was one very important lesson from my global research. I realised the new idea wasn't premium at all. Quite the opposite – it was about being low-cost. At the time, there were no operators in this segment in Russia and it was certainly the case that many people could no longer afford luxury, so I returned home and piloted a few inexpensive clubs. These clubs – which we launched under the Alex Fitness brand in 2009 – still focused on quality, but the price was anywhere between US\$200 and US\$400 a year, depending on the location.

In Russia, there's a need for clubs that act as a status symbol, where you spend your time in the company of the 'right people' – Alexey Kovalev



There are currently 61 Alex Fitness sites either open or in development

Membership is now even cheaper – although not so low that we get too many members. If a club is too full, nobody gets a good experience, so we have very strict rules on pricing, number of members and how to manage peak times.

All of which makes it sound as though the pilot was a success?

It was – we now have 61 Alex Fitness sites either open or in development, all of which are owned by us except for one franchise in Russia. We also own one site in San Francisco, US, which opened in 2011.

The quality of the equipment and the training at Alex Fitness is just as good as at our premium clubs, so it's a great offering for those who can't afford premium memberships. Some of the clubs even have swimming pools, and one has an ice rink.

We've evolved the model over the years, incorporating new technologies and developing a deeper focus on member relations. We now have our own Alex Fitness University, for example. We don't have a huge number of employees – there's a small management team and a lot of freelance trainers – but our university is open to everyone who works for us. We expect them to keep their qualifications up to date, and we want to help them do this.

We've also launched a gamification project at both Alex Fitness and Olym. It's a four-week guided training programme in which the member gets everyday support, including meal plans and a training plan they can do at home or in the gym. It costs extra to take part – around US\$50 – but the idea is to motivate people to change their lives, and there are prizes for those who achieve their goals. The overall winner is voted for by members.



Alex Fitness has a focus on developing member relations

We'll definitely keep growing Alex Fitness, making our decisions regarding which brand goes where based on demographics – whether a status symbol club is required, or whether the area needs a more affordable club.

The other factor that will influence those decisions is the launch of our new brand, ALEXGYM.

Tell us about ALEXGYM

I believe there's a lot of potential for this brand, which is now my main focus. This operation sits fully at the low-cost end of the scale, with no contract and a pay-per-visit model; in Russia, you pay membership for a year in advance, so to do no-contract we had to make it pay-as-you-go. ►



Kovalev wants to grow membership from 325,000 to a million by 2023

- There's no reception and self-employed trainers are the only staff, but we give some of them extra administrative duties to ensure the club keeps running smoothly.

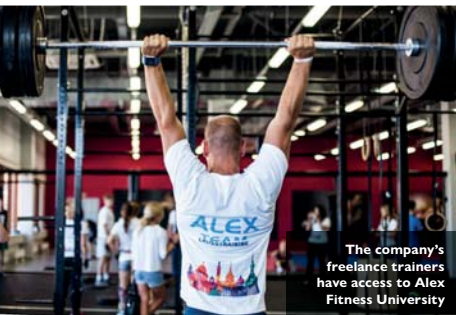
So what are your plans going forward?

I want to get to one million members in Russia by 2023 – we currently have 325,000. I can't tell you exactly how many new clubs that will mean, because it all depends which brand we put in each location: we base our calculations on approximately 2.5 members per square metre, and each brand has a different footprint. Alex Fitness clubs tend to measure around 1,500sq m, for example, while ALEXGYM is more like a 900sq m model.

So we're not really thinking about number of sites. We're thinking about number of members and therefore square metrage. We grew by 20 per cent in the last year – from 100,000sq m to 122,000sq m – and aim to grow 20 per cent a year going forward. We can finance this ourselves without any external investment.

Our focus will be on Moscow: we want our members to have access to many clubs across the city that all feel the same. Traffic is dreadful in Moscow, so you have to make sure members can easily get to a club wherever they are.

We'll also keep investing in our existing clubs. I believe that the more a club brings in – the more successful it is – the more you need to invest in it to maintain its success.



The company's freelance trainers have access to Alex Fitness University

You've mentioned a club in the US. Do you have other overseas expansion plans?

We do. I'd like to roll out Alex Fitness in the US, aiming for 20 clubs by 2023. We may also look at the possibility of a slightly higher-end offering for New York City.

We're also aiming to open three to five clubs in Europe each year, outside of Russia. We don't have any sites confirmed as yet, but we're close to signing on three locations in Berlin, one in Vienna and one in Rome. I'd like to come to London too, and in fact we're looking at all the big cities across Europe.

Quite possibly these clubs will operate under a new name, with a new model – I want to try a few things out. The facility will be a full-service club, with a gym area, CrossFit zone, group exercise studios and so on. But I want to look at different ways of packaging it: one monthly membership for all facilities; pay per visit; pay extra for group exercise. We may also try renting out the studio space to personal trainers.

The idea is to grow quickly, so once we've settled on our strategy, we'll go fast. I'd like 50 clubs in Europe by 2023. ●

The more a club brings in, the more successful it is, the more you need to invest in it to maintain its success – Alexey Kovalev



NEW INNOVATION MORE PERSPIRATION

Offer a better HIIT program for your members with the machines they love to hate!

COREHEALTHANDFITNESS.COM

For more information please call: **01494 688260** or email: **UKsales@corehandf.com**



CORE HEALTH & FITNESS



With high-intensity interval training (HIIT) well established on fitness club timetables, one big challenge is how to keep things fresh. Inspiration is now on-hand in the shape of fusion classes. **Kath Hudson reports**

CRANKING UP YOGA ▲ ▼

Combining two popular exercise forms, HIIT Yoga provides a workout for both the body and mind, boosts the metabolism, deepens stretches and gets the endorphins going. The HIIT element of the workout is a combination of lower and upper body movements using your own body weight, including press-ups, squats, burpees and mountain climbers. Only 20 minutes of the class is spent on HIIT, so there's no rest and you're worked really hard.

Yoga teacher Kate O'Reilly and PT Sasha Green have collaborated to create this concept, which is currently on offer in their studio in south-west London, UK. The pair also have plans for an online programme, events across London – then nationwide – and also classes for corporates.

O'Reilly says: "Sasha and I love both forms of exercise, but we know how busy people are: many people just do one or the other as they don't have time for both separately. We therefore wanted to create something that combined them in one hour, to get as many people as possible doing both HIIT and yoga."

According to O'Reilly, the benefits of combining the two disciplines are many,

including a fat-burning boost to the metabolism thanks to switching between high intensity and yoga. Proper stretching is another, as she says: "How often do you properly stretch out? Not enough people do, and it can result in injury. By bringing yoga and HIIT together, we're ensuring muscles are stretched throughout the workout to protect people from stiffness and injury."

Above and this image: Bringing HIIT and yoga together helps prevent injury





LIFTED combines meditation with a mindful HIIT workout

▲ MINDFUL HIIT

"Meditation doesn't always have to happen with our legs crossed and eyes closed," says US-based personal trainer Holly Rilinger, who has created LIFTED, a class combining HIIT with meditation. "We aren't always in the perfect place to meditate. We're crazed, running around, breathless. This class mimics the rhythm of life and helps us become more resilient and ready to tackle our challenges."

The class comprises a five-minute guided meditation followed by 35 minutes of mindful movement – where you really focus on the exercises you're doing – including lunges, squats and other standard training moves. After this there's another five minutes of meditation, followed by an intense 10-minute finisher.

Rilinger says meditation has brought calm and space to her life and for years has used it as part of her indoor cycling class: "We have a limited amount of time to dedicate to our wellness in terms of fitness classes and gym time, and the likelihood of someone giving up his or her cycling or HIIT class to meditate is slim."

"This is why I created LIFTED, which not only combines meditation with a fat-burning workout, but also reminds us to be present. This is a mind, body and spirit workout. We can't separate the three, so why not train them all in unison. Be present, be sweaty and create joy."

Meditation doesn't always have to happen with our legs crossed and eyes closed – Holly Rilinger

▼ REDEFINING THE POOL

HIIT training in water, SwimHiit, was introduced by Swimtime at LIW 2016 in a bid to bring different kinds of user groups into the pool.

The concept uses moves from martial arts, yoga and pilates, as well as weights and deep stretches, to supercharge the aquatic exercise experience – all driven by the fact that water is 12 times more resistant than air. But because there's no pressure on the joints, people can work harder without worrying about aches and pains.

Swimtime is now offering training in SwimHiit as CPD to those instructors who have an aquatic qualification or the equivalent.

SwimHiit uses moves from martial arts, yoga and pilates



► HIIT PROGRAMMING



People can fit the new 30-minute HIIP class into their lunch break

◀ PUNCHY PILATES

In January, Bootcamp

Pilates launched a 30-minute high intensity pilates class at its central London studio. HIIP 30 incorporates movements from its regular dynamic class, but condensed into a half-hour time frame so you can squeeze it into a lunch hour.

Curated to achieve maximum results in a short period of time, the exercises are focused on flexibility, co-ordination and balance to leave individuals fitter, leaner and stronger.

"We've added this express class to fit in with hectic London lifestyles," says Dominique Day, founder of Bootcamp Pilates. "Sometimes you just don't want to work out after a long day in the office, and the new HIIP 30 enables people to maximise 30 minutes of their lunch break."

Using an EMS suit during a HIIT workout can be intense and should only be done alongside a PT



◀ HARDCORE HIIT

If you're doing a HIIT (high-intensity interval training) workout with your personal trainer, electronic muscle stimulation (EMS) can bring an effective, although hardcore, new dimension to your workout.

EMS involves being hooked up to a device that sends electrical impulses to your muscles. The exerciser must first tense their muscles; the electrical impulses then cause the muscles to work even harder. Even undertaking gentle squats, leg raises and standing ab crunches wearing an EMS suit counts as a workout, so wearing one throughout a HIIT workout can be very intense – and indeed should be supervised by a personal trainer, say the manufacturers.

Jan Ising, business development manager at Easy Motion Skin, explains: "Several personal trainers and gyms are using EMS to optimise the efficiency of their clients' workouts. However, a HIIT EMS workout should only be done in sessions controlled by a professional trainer. If you push your body to the absolute limit, you shouldn't do it alone." ●

A HIIT EMS workout should only be done with a PT. If you push your body to the absolute limit, you shouldn't do it alone – Jan Ising



Life Fitness

LIMITLESS

WORKOUT POSSIBILITIES

SYNRGY360™

A dynamic platform delivering full-body functional training with limitless ways to train smarter, better and more effectively.

For more information, contact us today:

✉ life@lifefitness.com

☎ 01353 666017

🐦 @lifefitnessuk

Life Fitness | **HAMMER STRENGTH** | **CYBEX** | **INDOOR CYCLING** | **SCI FTT** | **inmovement** | **BRUNSWICK**

© 2017 Life Fitness, a division of Brunswick Corporation. All rights reserved. Life Fitness and Hammer Strength are registered trademarks of Brunswick Corporation.

READY, LEVY, GO!

The new Apprenticeship Levy is here – but what does it mean for the fitness sector, and how can operators harness the opportunities it presents? **Katherine Selby** speaks to four 'Levy-ready' industry experts to hear their views

The new Apprenticeship Levy – which came into effect on 6 April 2017 – requires all employers with an annual pay bill of over £3m to pay into an apprenticeship funding account. Once they have chosen their candidates and selected the apprenticeship training from the government's Register of Apprenticeship Authorised Training

Providers, this funding account can then be drawn on to pay for the training.

The government makes a contribution and will top up the funds by 10 per cent, so for every £1 the employer puts into its levy account, it will have £1.10 to spend on apprenticeship training.

At the end of the two-year cycle, any money left in the operator's fund will

go to the government – in effect making this a tax payment if it isn't used.

Smaller operators aren't subject to the Apprenticeship Levy, but will still be affected by a new co-investment plan (see Gary Denton's comment below).

We spoke to four industry leaders to find out what's likely to be in store for levy-paying employers, employer/providers and smaller operators.

Jenny Patrickson Managing director, Active IQ

FULFILLING OBLIGATIONS AND EMBRACING OPPORTUNITY

The Apprenticeship Levy will undoubtedly shift a greater proportion of the training delivered in our industry towards an apprenticeship format. This is an opportunity to raise standards: training people over a prolonged period of time, with hands-on practical experience, will answer critics of the fitness business who say some training is done too quickly and superficially. It will also help the leisure industry to show

the wider world that we offer a true vocation and robust career path.

There will inevitably be some snagging to overcome as everyone familiarises themselves with the intricacies of the reforms, but support is available. Active IQ has helped operators and employers fulfil their apprenticeship obligations for a number of years, and we're absolutely ready to support training providers and employers with the delivery and assessment of apprenticeships.

I would urge health clubs to embrace these reforms and seize the chance to run

more apprenticeships. Those operators who are large enough to be employer/providers should look at this as an opportunity to bring their apprenticeship training in-house: this seamless integration of training can be really beneficial.

Employers should look to broaden their apprenticeship offering – rather than just running 'more of the same' – and not be afraid to ask for help from awarding organisations and training providers. We've been working for many months to ensure products and services are ready to be activated to fulfil the Apprenticeship Levy criteria, including the future provision of End Point Assessment services for new Apprenticeship Standards.

Let's enjoy this spotlight on apprenticeships and go all-out to attract the country's bright young things into the leisure industry.

Training people over a prolonged period will answer critics who say some training is done too superficially – Jenny Patrickson, Active IQ





Apprenticeships allow people to be trained over a longer period, and in a hands-on way

Mac Cleves Head of GLL College

THE OPPORTUNITY FOR EMPLOYER/PROVIDERS

Early on, we saw the opportunity to be an employer/provider and believed we could fulfil the criteria of the new Apprenticeship Levy. Last year we gained a direct grant from the Skills Funding Agency and set about getting 'Levy-ready'. Now both the Department for Education and the SFA list GLL as a top-quality training provider in the new register. We're all set.

Our belief in our suitability to apply for employer/provider status arose from knowing we had a great infrastructure of mapped internal training to awarding

body standards, highly qualified staff and efficient systems. All these are needed to design, implement and deliver the new employer-led standards.

GLL offers a diverse range of entry-point training by introducing new apprenticeship pathways in aquatics, tennis and libraries among others. We can also deliver the levy's 'stretch' development programmes – such as our award-winning GLL Academy scheme – that we map and align against trailblazer standards. These additional strings have helped our status.

A distinct benefit of being an employer/provider is that we can deliver the

programme 'the GLL way', rather than using a more generic training provider solution. This ensures we embed our values and beliefs into the programme content and can deliver a clear career pathway for our apprentices. We're also able to create a new career opportunity for our own staff at levels ranging from skills developer to internal quality auditor up to a national apprenticeship manager.

Levy-paying employers who have the infrastructure, staff talent, quality internal programmes and commitment from the top should seek support (we work with Active IQ) and aim for employer/provider status.

Gary Denton Managing director, ICON Training

OPPORTUNITIES AND CO-INVESTMENT FOR SMES

Apprenticeships are no longer a throwaway topic: there's new focus and commitment, which is good for the industry. The cost will ensure SMEs pay close attention to both apprentices and providers to ensure they get their money's worth. And both the apprentice and apprenticeship have an inherent value, which perhaps they didn't when the training was 'free'.

In terms of cost, it's important to note that SMEs not subject to the Apprenticeship Levy will still be affected by these reforms, as a new co-investment plan with government-approved training providers has been put in place. SME employers must contribute at least 10 per cent of the apprenticeship

Employers must contribute at least 10 per cent of the apprenticeship cost; the government will pay up to 90 per cent

– Gary Denton, Icon Training

cost, while the government will pay up to 90 per cent (up to a maximum of £24,300 depending on the category of apprenticeship qualification).

But there is other government support too: it will pay SMEs £1,000 for each apprentice aged 16–18, thus helping safeguard opportunities for youngsters.

The new Apprenticeship Reforms also benefits SMEs by ensuring there are vetted training providers in their area. Previously, SMEs might not have had the time or skills to compare providers, but the new Register of Apprenticeship Training Providers is now live at www.gov.uk/guidance/register-of-apprenticeship-training-providers – here, SMEs will find detailed performance information about training providers in their locality.





APPRENTICESHIPS

DARE TO BE DIFFERENT

Taking staff uniform to another level



LIVE IT - BREATHE IT - BRAND IT

Low minimum order quantities

Dedicated design team

Full stock management facility

Male and female styling option



Spa & salon wear
www.labeeby.co.uk

Reception, hospitality and formal wear

Specialist leisure and recreational wear

Work wear and PPE



Integrating trainees into the workforce at an early stage helps to build a strong team

Harvey Gosling Head of training, Everyone Active

FULFILLING WORKFORCE POTENTIAL

At Everyone Active we've provided apprenticeships for many years. They bring great value to our business and help us focus on colleagues' needs and wants.

The on-the-job training allows us to identify individuals' potential in real time and adjust their career path accordingly, while integrating trainees into the workforce from an early stage enables good relationships to be formed and teams built.

We welcome the introduction of standards,

and the fact that employers have been at the heart of their design. However, we must ensure that CIMSPA is suitably resourced, and that the Skills Funding Agency enables us to develop and implement standardised apprenticeships in a timely manner. Both these factors are key to enabling us to use the levy we're paying to best effect. The reforms will bring a fresh focus to our training provision, encouraging us to continue to target funding towards developing people in a way that brings the most benefit to both the business and the individual.



On-the-job training allows us to identify potential in real time and adjust apprentices' career paths accordingly – Harvey Gosling, Everyone Active

CALL

0114 2513512

Book an appointment with one of our team

Email:

richard@corporatetrends.co.uk

www.corporatetrends.co.uk



Finally, it's here



OUR NEW FLAGSHIP FITNESS
LINE, TO BE REVEALED AT

ELEVATE
10-11 MAY 2017 | EXCEL | LONDON

THE VERY BEST IN DESIGN, ENGINEERING
AND QUALITY FOR OPTIMUM
PERFORMANCE AND RELIABILITY

STAND 120

BETTER. FASTER.
STRONGER



SPIRIT



WWW.SPIRITFITNESSUK.CO.UK

GO ROW

We speak to **Helen Rowbotham** of British Rowing about a new initiative to get more people engaged in one of the best gym-based CV workouts: indoor rowing



Rowbotham: Rowing is ideal for fat burning and core strength

Why is indoor rowing such a beneficial form of training?

The physical benefits of rowing are exactly the same whether you row on water or indoors, which is why all our elite rowers train extensively on indoor rowing machines.

Indoor rowing requires you to use between 85 and 90 per cent of muscle groups in your body and can provide a great CV workout for all ages, abilities, body types and fitness levels. It's also great for core strength and flexibility and is a highly efficient fat-burning exercise – burning upwards of 300 calories per 30 minutes of rowing. Because it's also low impact, it's perfect for cross training, injury prevention and rehabilitation, as well as those who are new to exercise.

Rowing is quite technical, so is there a risk of injury?

It's actually really easy to learn the basics of good technique – even a simple 10-minute introduction can make all the difference to the quality and enjoyment of your rowing workout. The risk of injury is no higher than other exercises and can be avoided with good technique.

Unfortunately, most gym-goers aren't taught about correct technique and posture, as the number of instructors who have this knowledge is limited. This is one of the reasons we launched Go Row Indoor. A key part of this programme is educating exercise professionals and gym-goers in the correct technique to help them get the most out of indoor rowing.

Simple changes make all the difference. For example, when you get onto the

machine, changing the height of the monitor to eye level and adjusting the positioning of your feet helps you improve posture, sit more comfortably and get a good starting position.

During the rowing stroke, the focus should be on your legs, not arms, and it's also important to guide the handle to the bottom rib and maintain a straight back.

It's a tough CV workout, which can put less fit people off. What can we do about this?

Again, I think this is largely down to a lack of education. People aren't taught the basics of how to use a rowing machine or

what a good workout looks like, so they tend to jump on the machine and go hell for leather for a short period of time.

Indoor rowing can actually be really easily tailored to an individual's objectives and fitness levels. It's the same as when you start running – you want to start slowly, focus on technique and gradually build your pace and distance. Beginners wouldn't sprint straight away or run a half-marathon. It's no different with rowing.

Tell us about Go Row Indoor

We would love all indoor rowers to also have the opportunity to try rowing on the water, but we know this isn't always



"Educating exercise professionals and gym-goers in the correct technique will help everyone get the most out of indoor rowing"



The physical benefits of indoor and outdoor rowing are “exactly the same”

possible. Go Row Indoor therefore focuses purely on the fitness market, with two key aims: to improve the quality of the indoor rowing experience, and to increase participation by making it more accessible.

Our research shows that gym-goers lack confidence regarding rowing technique, and that this is a key barrier to their participation and enjoyment of indoor rowing. Educating fitness professionals in good technique, the benefits of indoor rowing and how to achieve an effective, efficient and enjoyable workout therefore lie at the heart of the programme.

We've just developed new class models for gym and studio, which are accredited by REPs and require trainers to be a minimum Level 2 fitness instructor; we've appointed five master trainers to deliver tailored training programmes to operators. We're also developing other products to support those taking up indoor rowing, including a new website, tracker app and challenge-focused apps, training plans and events.

We want to encourage PTs and other exercise professionals to use the rowing machines in their gyms, whether as part of inductions, within bespoke client training programmes, or in the form of group classes.

How can gyms offer group exercise classes in rowing?

We've combined our world-leading knowledge of rowing with learnings from the boutique indoor rowing class market in New York to create a unique UK offering. This includes specially designed group classes.

The 45-minute studio format is set to music and combines rowing with

circuit-based exercises. The 20- and 30-minute formats are HIIT style classes, requiring six to eight machines, which can be delivered on the gym floor without having to move the rowing machines.

All the classes have been designed to offer a fun and social workout, providing a more engaging indoor rowing experience.

You've already done a pilot with Pure Gym. How did this go?

Last year, we trained around 10 of Pure Gym's London-based instructors, and a number of their sites are now piloting the classes. The feedback has been very positive,

with good attendance levels, and we've used all feedback to further refine our training.

Going forward, all instructors who attend our workshops will continue to receive updated information on the programme, including new workouts and class models, as well as other resources such as workout videos and training plans. Operators will also be able to access branded materials to support the marketing of their indoor rowing activities. ●

For more information, visit
www.britishrowing.org/indoor-rowing

Special indoor rowing group exercise programme has been launched





CHANGING EXPECTATIONS

The changing room is where members begin and finish their sessions, and as such is the perfect place for clubs to make a lasting impact. **Steph Eaves** takes a look at some of the most inspiring changing room designs from around the world



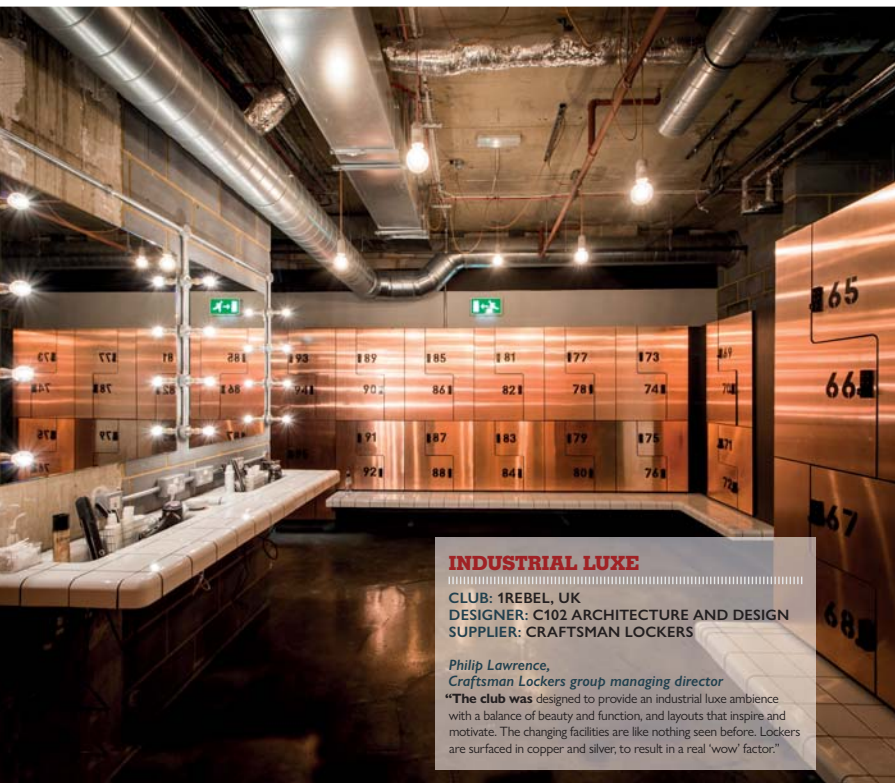
JUST MOTIVATION

CLUB: NIKE STUDIO BEIJING, CHINA
DESIGNER: COORDINATION ASIA
SUPPLIER: VARIOUS SUPPLIERS

Tilman Thürmer, Coordination Asia founder
“We searched for ways to translate the workout studios and locker room into an environment that felt motivating and gave sensations of infinity. The existing sleek and clean atmosphere of the interior was exaggerated by

making the gallery feel icy and cool. However, the overall atmosphere is uplifting and engaging.

“There are references to traditional track and field elements, seen in linear structures, which are installed as a series of rows. The surrounding areas have a sporty aesthetic, with low slung benches. In case people need further motivation, the walls are dotted with portraits of famous athletes and bold graphics with words emblazoned such as, ‘Don’t dream of it, train for it.’”



INDUSTRIAL LUXE

CLUB: 1REBEL, UK

DESIGNER: C102 ARCHITECTURE AND DESIGN

SUPPLIER: CRAFTSMAN LOCKERS

*Philip Lawrence,
Craftsman Lockers group managing director*

"The club was designed to provide an industrial luxe ambience with a balance of beauty and function, and layouts that inspire and motivate. The changing facilities are like nothing seen before. Lockers are surfaced in copper and silver, to result in a real 'wow' factor."

EMOTIVE LIGHTING

CLUB: BOXING+ WELLNESS CENTRE, TAIWAN

DESIGNER: MW DESIGN AND CHUBIC

LIGHTING CONSULTANT

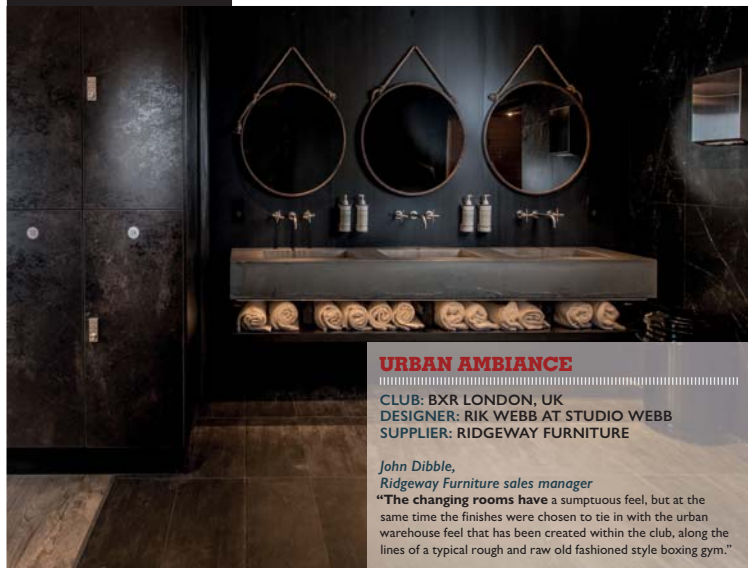
SUPPLIER: SORAA

Penny Chu, Boxing+ Wellness Centre manager

"The Boxing+ changing rooms have been designed for low-key elegance plus functionality and comfort. Each zone of the club has its own dedicated lighting design, creating a particular experience for members.

"In contrast to the spotlights used to generate blood-pumping, theatrical effects for members sparring in the boxing ring, lights in the non-workout areas are softer, for a calming effect. As members move into the changing areas, the intense emotions caused by boxing are replaced with relaxation."





URBAN AMBIANCE

CLUB: BXR LONDON, UK
DESIGNER: RIK WEBB AT STUDIO WEBB
SUPPLIER: RIDGEWAY FURNITURE

*John Dibble,
Ridgeway Furniture sales manager*

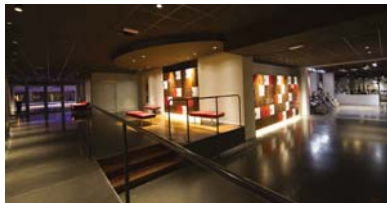
"The changing rooms have a sumptuous feel, but at the same time the finishes were chosen to tie in with the urban warehouse feel that has been created within the club, along the lines of a typical rough and raw old fashioned style boxing gym."

A TOUCH OF GLAMOUR

CLUB: L'USINE, BELGIUM
SUPPLIER: FIT INTERIORS,
PROVIDED BY GYMKIT UK

Kimberley Beavis, Gymkit UK interiors brand manager

"Every room is designed to create an impact, from lacquered glass-fronted lockers and warm LED tops and skirting boards, to Broadway-style vanities with protruding light bulbs. The patchwork doors are in the club's colours."



MATERIAL WORLD

CLUB: HARD CANDY FITNESS, ITALY
OPERATOR: NEW EVOLUTION VENTURES
SUPPLIER: FIT INTERIORS, PROVIDED BY
GYMKIT UK

Kimberley Beavis, Gymkit UK interiors brand manager

"Madonna, one of the world's most well-known pop stars, combines her passion for fitness with her signature style. Designed for a 'Victorian punk' atmosphere, this club is full of interesting ideas, creative lighting and distinctive colour. Changing areas utilise luxurious baroque touches juxtaposed against a harsh, industrial backdrop." ●



CREATING UNIQUELY STYLISH GYM CHANGING ROOM FACILITIES



"Sleek, beautiful and stylish lockers -
produced in no time for us! Changing
facilities worthy of a champion"

Olia Sardarova, Managing Director, BXR London

BXR
LONDON

Ridgeway are specialists in design, manufacture and
installation of bespoke changing room furniture.

Our talented team of craftsmen are proud to have
worked with many of the finest gyms in the world, and
our installations have earned us a reputation for quality,
reliability, consistency, service and style.

To enhance your changing rooms,
get in touch with us today

0870 420 7818

sales@ridgewayfm.com





THE SCIENCE OF FAT LOSS

Metabolic assessment is still a niche concept, but David Barton has integrated it into his New York health club and believes it's the only way for predictable and sustainable weight loss. Kath Hudson finds out more



eteran fitness entrepreneur David Barton was an early adopter of metabolic intervention and has

been using it for years, getting actors into shape for roles, as well as helping people who had previously tried and failed for years to lose successfully weight.

"Most people join health clubs because they want to change the way they look and change their body composition, but they don't understand the science behind fat loss. It's not as simple as calories in/calories out," he says.

Barton – previously the founder of David Barton Gyms in the US – launched his latest health club concept, TMPL, in New York a year ago. The concept of metabolic assessment is central to Barton's new brand.

"I believe metabolic assessment is the only way to predictably change body composition," he says.

"People may, by luck, hit on the right formula, but exercise and diet alone will soon become obsolete – you have to have data and information.

"Metabolic assessment is smart, it's the future and it's the Holy Grail of our business. So many people go to a health club wanting to lose body fat, and at TMPL, we deliver on our promise and give people tangible results."



Barton: Metabolic assessment is the 'Holy Grail' of fitness

STRESS vs WEIGHT LOSS

Barton explains that a lot of people are getting fatter, despite working out and eating well, because of chemical imbalances in their bodies. For example, they might be producing too much cortisol because they're stressed, which in turn drives the adrenal glands beyond capacity.

"In New York, I see a lot of hormonal imbalances which have come about through stress and lack of sleep, and these impact body composition," he adds. "This can all be corrected though, and it's easier than people realise to change body composition. By resetting and correcting the metabolic issue, we often get quick fixes with immediate results."

TMPL's success rate sounds impressive: it's not uncommon for clients to lose 40lbs in eight weeks and many lose 20lbs in a month. Some have dropped 14lbs of fat in two weeks. "When they're getting a quick outcome, they're motivated to continue."

One success story was a very overweight 40-year-old man, with 53 per cent body fat, who didn't believe he could ever change. In five months, he lost 80lbs of fat and gained 20lbs of muscle, while his body fat content dropped to 15 per cent.

CORRECTING THE METABOLISM

In order to establish an individual's metabolic type, TMPL uses a detailed questionnaire made up of 180 questions about an individual's sleep patterns, appetite, food cravings and the like. An algorithm is then used to determine the metabolic type and establish the necessary actions to correct the abnormalities that are stopping the body from achieving peak function.

There's enormous demand for better ways to change body composition, and people will start to use data and scientific information to do so – David Barton

"We analyse the person's body chemistry," says Barton. "Then we give them a combination of diet, exercise and supplements to correct the metabolism. Sometimes less working out can have a better result. We need to make sure we preserve muscle while reducing fat, because if you lose lean tissue your metabolism may be compromised."

Barton adds that the programmes aren't overly prescriptive. "We always work with our clients to draw up a plan that will suit them and fit in with their lifestyle," he says. "We won't tell a vegetarian to eat meat, but will look at where they can get extra protein. And if someone has a job that's socially demanding, we can work with them to allow two days in the week when they're allowed to drink."

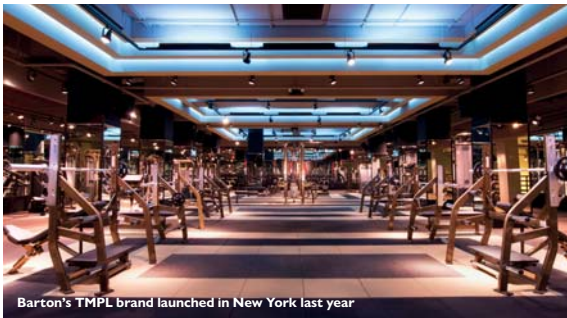
FITNESS GETS SMART

Currently around half of TMPL's one-to-one PT clients are on the metabolic assessment programme. Typically, they train three times a week with a PT and see a metabolic specialist once every two weeks, to measure their body composition and do 3D imaging.

It's a good revenue stream for the club. Membership costs US\$150 a month; PT is US\$100 an hour and the eight-week metabolic typing programme costs US\$1,000. For this, club members not only have the chance to quickly change their body composition, but they're also given the right knowledge and



TMPL sees a lot of hormonal imbalances among members



Barton's TMPL brand launched in New York last year

WHAT IS METABOLIC ASSESSMENT?

Introduced by American dentist William Donald Kelley in the 1960s, metabolic assessment is all about choosing a diet based on the activity of one's sympathetic and parasympathetic nervous systems.

Two main factors affect your metabolic type: rate of oxidation – which is how fast or slow you convert your food into energy – and the autonomic nervous system, which is the master regulator of your metabolism. Off the back of this, there are six different metabolic types, including slow oxidiser, fast oxidiser and so on.

Once individuals learn about their body type, they can work with a nutritionist to find the ideal diet that will bring their body into balance and improve overall health.

Hannah Richards is a nutrition and lifestyle coach based in London, UK, who uses metabolic assessment with some of her clients. She says: "Each person has a unique metabolism: the nutrients that are appropriate for one person may be inappropriate for a second, and detrimental for a third. Metabolic typing is basically a blueprint for good health, where you can achieve physical, emotional and chemical balance."



Richards is a lifestyle coach

tools to keep them healthy and slim for the rest of their lives.

Barton says demand is currently outstripping supply. However, going forward he wants to integrate metabolic typing into the membership model, so it becomes part of the standard onboarding and all members are able to benefit from it.

He's also working on a model that he plans to make available to other gyms, as he firmly believes metabolic assessment is set to hit the mainstream. "There's enormous demand for better ways to change body composition, and people will start to use data and scientific information to do so. The science is available and there's no reason why metabolic assessment wouldn't become the rule rather than the exception."

"Everything is getting smarter, so the health club industry has to as well. This is the obvious step forward for the health club business." ●

GOING IT ALONE

What's it like being an independent trust in this challenging financial climate?

What are these trusts doing to ensure their facilities survive and thrive?

Vicky Kiernander talks to three independent leisure trusts to find out

NEIL WEST

CEO, ACTIVE LIFE



Active Life was established in 2002 to operate Canterbury City Council's five indoor leisure centres. We now operate six facilities and

extensive health promotion and sports development programmes. We have a board of 12 and it's essential in my view that the majority of trustees are regular users of the facilities, passionate about the value of the service and committed to the staff who deliver it.

We've generated significant financial returns from commercial activity, which we use to subsidise a large swathe of activity for even greater social returns, such as supporting girls and women back into netball, primary school activities for children and their families, walking football, teen gym sessions, dance mats and roller skating within secondary schools. We also offer a heavily subsidised price concession scheme for those on low incomes, to the point that 20 per cent of our total admissions are now from these customers.

We've formed partnerships with many local groups, including homeless charity Porchlight, to use physical activity to improve a range of social outcomes.

From a business perspective, I'm most proud of our survival through some extremely challenging years given the absence of any contribution from the NNDR and VAT savings made by the council at transfer.

Our significant investment in fitness facilities and programmes generates



Active Life has formed strong bonds across the community

Financial returns from commercial activity are used to subsidise activities for even greater social returns – Neil West

returns at the top end of metrics nationally and on the only occasion we entered a national awards scheme, we won the local authority/leisure trust gym of the year and were runner-up in the health promotion category. Our 'gentle gym' – which offers motorised equipment – shows an understanding of, and commitment to satisfying, the needs of the community. This is a must in a local authority facility, yet is sometimes overlooked as venues try to keep up with the private sector.

I believe our greatest success has been the gradual evolution from an in-house contracting organisation to one with a community feel and personality,

created by the staff and trustees who have a sense of ownership and pride in delivering a worthwhile service. This can't be identified merely by looking at balance sheets. It's something that comes across to our customers and visitors through the ambience and culture of the organisation – something that has been verified by various performance indicators, net promoter scores and surveys.

The service could be operated for less by a larger organisation – indeed, it may yet have to be in this financial climate – but the trick will be to protect local focus and relationships rather than creating a shell service with no heart or soul.

MARTIN GUYTON

CEO, TONBRIDGE & MALLING
LEISURE TRUST



Formed in 2013 and trading as ttractive, we operate three leisure centres and a golf course. We're monitored by the local authority, but we also

use Quest to ensure quality of service: two of our sites are in an elite band of 16 sites nationally that hold the outstanding mark.

The transition to trust status was challenging. Ensuring the financial stability of the trust was the priority, but we had to balance that with providing quality of service. We also had to change from a public sector ethos to a commercial operation with a conscience.

The composition and work of our board is vital to our success. Board members are local people and in many instances users of our facilities. They are embedded in the community and want to see our facilities survive and thrive. Under their guidance, we have the freedom to innovate and manage our facilities in the most productive way.

As a trust with a single focus, we can respond quicker to gaps in resources and



ttractive has invested £200,000 in services over the past four years

provision; the local authority is a bigger machine with lots of different roles.

Over the last four years, we've reduced our subsidy and anticipate future reductions. We've also built up significant capital reserves and already invested

approximately £200,000 in services. We expect to invest a further £1.5m over the next five years. We've also grown our income by around 15 per cent without any significant price increases.

At the same time, we've developed an arm of our activity that focuses on community health: our community fund awards grants to local physical activity projects; we've employed a senior manager and a co-ordinator for health and wellbeing; and we've developed partnerships with organisations such as MIND, the Dementia Society, Alzheimer's Society, disability groups and housing trusts to improve the local health profile.

Our staff are the cornerstone of what we do. We're keen to be the employer of choice for local people. This year we're investing in significant customer experience training and are also running NPLQ training for local sports students, giving them skills for employment.

It would have been very difficult to achieve any of this had we stayed under council control. Local authorities are facing significant cuts and we could have fallen victim to those cuts. But because of the investment we've been able to make, we've seen growth in staff, customers and investment in our sites. The council should be applauded for putting its leisure services into trust; they recognised the winds of change and took appropriate action to protect and develop these vital services. ▶



ttractive's freedom to innovate has led to an 'outstanding' Quest result

Board members are local people, embedded in the community, who want to see our facilities survive and thrive – Martin Guyton



Wave aims to be at the very heart of community health improvement

DUNCAN KERR

CEO, WAVE LEISURE TRUST



Wave was formed in 2006 as a registered charitable company limited by guarantee, and a social enterprise. Its purpose: to inspire active lifestyles. Its

vision: to be at the heart of the improvement of health and wellbeing in the community. We also have a key role to play in building a sense of community and social cohesion.

The trust manages nine facilities on behalf of Lewes District Council, East Sussex County Council and in partnership with Seaford Head Primary School, Ringmer Academy and Priory School.

Irrespective of competitors, recognising that customers have a choice drives us to keep the quality of our service high. We've built a management team around our core business objectives, so there's a strong connection between our purpose and vision and what we do on a day-to-day basis. By reducing layers of management, we've brought senior managers closer to front-line staff and the customer, which is key to understanding how we can have greater impact in our community.

Our committed trustees and good governance are also pivotal to our success and we invest considerable time in the recruitment process. Ensuring relevant skills and experience are drawn from the local community is key to our focus on local service provision.

Although we're an independent trust, we also value and recognise the importance of the relationship between

us and Lewes District Council. True partnership is based on respect and we must work to achieve our partner's goals and priorities as much as our own.

We understand the importance of working in our wider community and continually develop, manage and deliver a range of quality facilities and outreach initiatives. We've made a significant investment in creating a dedicated community engagement team, for example, who run outreach initiatives and engage people in activity.

And we've enjoyed many achievements, including winning Quest's Top Performing Facility in the UK for two successive years; winning Best Employer at the Lewes Business Awards 2016; and the fact that we continue to re-invest and thrive despite a challenging financial environment.

However, these achievements must be put into context against our purpose and vision, which relate directly to our impact in the local community, and to our priorities as defined by Lewes District Council. For example, winning Best Employer: our team comes from our local community, so by investing in our staff we're actually investing in our community. Every member of our team has a voice, and we want that voice to positively promote Wave within the community.

We also provide an annual Community Fund of £3,000, which has so far awarded £28,420 in grants to 137 successful applicants. These awards provide funding for a range of things, including team kit, NGB subscriptions, travel expenses and equipment. It's another way we're able to reinvest in our community. ●

Irrespective of competitors, recognising that customers have a choice drives us to keep service quality high – Duncan Kerr



Wave has invested heavily in a dedicated community engagement team

ASHBOURNE

MANAGEMENT SERVICES LTD

THE COMPLETE DIRECT DEBIT & SOFTWARE SOLUTION
FOR YOUR GYM, HEALTH CLUB OR LEISURE CENTRE



ENTRY ACCESS
CONTROL



ALL-INCLUSIVE
MEMBERSHIP



ONLINE
SIGN-UP



DATA
DASHBOARD



ONLINE TIMETABLE
BOOKING



MOBILE
CLUB APP



DIRECT DEBIT
COLLECTION

NEW!

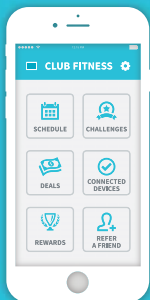
SCHEDULER
FACILITY & STAFF SCHEDULING



ALL FOR ONE SMALL FIXED
FEE PER DD PER MONTH

WWW.ASHBOURNE-MEMBERSHIPS.CO.UK
0871 271 2088

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**



Say hello to TufNut™

Tyre training with a twist

There's six sides to this innovative story. In fact, it's just the right shape to help your members get into the right shape. TufNut™ gives you all the challenges of a tyre with all the control you want. Various weights are available – so you can jump, flip, roll, lift, push and pull until your heart and muscles are content.



Jordan®

www.jordanfitness.com



PRIDE & POLICY

The physical activity sector is making good progress in Westminster, but there are many battles ahead. ukactive executive director **Steven Ward** explains

How far up the political agenda has the physical activity sector progressed in recent years? A heck of a long way, according to sports minister Tracey Crouch. At the recent Parliamentary Reception, the MP for Chatham and Aylesford noted that "partnerships like those with ukactive and the wider physical activity sector have a major role to play in supporting the government to deliver a healthier nation".

We have an awfully long way to go before we can say we've truly turned the tide on our physical activity epidemic, but we're heading in the right direction. The reception brought ukactive members and partners together with nearly 50 leading parliamentarians for a valuable evening of networking and discussion.

Our sector has a crucial role to play in helping the government to deliver on its core agenda of creating a healthier, more productive nation. We know that physical inactivity costs the economy £20bn per year, while the majority of Britain's 131 million annual sick days are due to back, neck and muscle pain, which can largely be avoided through regular movement and strength exercises.

BEST POSSIBLE USE

Many of these problems start in the playground, so it's hugely encouraging that the government has recently pledged to ring-fence £415m of funding from the Soft Drinks Industry Levy to promote activity and healthy eating in schools. However, we believe this money will have a limited impact unless schools adopt fitness measurements nationwide. The ukactive public affairs team has been working to build cross-party consensus behind this flagship policy objective.

In fact, the team has held meetings with more than 50 senior



£415m of funding will promote activity and healthy eating in schools

parliamentarians over the past year, growing support for pro-physical activity policies and a £1bn capital investment in our country's leisure stock. These endeavours have also led to dozens of activity-focused questions being asked in the House of Commons and I'm confident that our unrelenting efforts will soon be rewarded with a significant breakthrough.

FIGHTING FOR FITNESS

Physical activity's growing standing in Westminster leaves much room for optimism, but the Spring Budget was a sobering reminder that there are many battles ahead. Chancellor Philip Hammond confirmed that sport and physical activity will be omitted from the 15 core employment pathways as part of the new Post-16 Skills Plan for vocational and technical education recommended by the Sainsbury Review. This glaring omission drastically underestimates the importance of our sector to the future of UK PLC.



Tanni Grey-Thompson (right) with Tracey Crouch (left)

By failing to provide a clear career pathway into the physical activity sector for young people, the government risks weakening the workforce at a time when it's never been needed more. The physical activity and sport sector employs over 500,000 people and holds the key to some of the biggest societal challenges that we face today. We're winning some friends in Westminster, but we must strive to win many more hearts and minds. ●

We have an awfully long way to go before we can say we have truly turned the tide on our physical activity epidemic



Public Affairs Media Partner

LOOKING BACK AT IHRSA 2017

Kristen Walsh, IHRSA's associate publisher, looks back at the highlights of the association's recent convention and trade show in Los Angeles

Nearly 12,000 fitness industry professionals from 80 countries were in Los Angeles from 8 to 11 March to attend IHRSA 2017, the International Health, Racquet & Sportsclub Association's 36th Annual International Convention and Trade Show. During four huge days, these attendees experienced the latest equipment and technology from 376 exhibitors, listened to industry experts speak and participated in networking and social events.

Each of the four days was highlighted by an inspiring keynote presentation. To kick off IHRSA 2017, Seth Mattison spoke about the interaction of workplace trends, generational dynamics and leadership strategies. On Thursday morning, Martin Lindstrom – author, change agent and brand futurist – presented 'Forget big data, small data defines the future'.

On Friday, attendees were prompted to think outside the box by entrepreneur Johnny 'Cupcakes' Earle, founder of the Johnny Cupcakes t-shirt brand. And on the final day of the convention, Soraya Darabi, co-founder of Zady, gave attendees a unique insight into how they could successfully create their own



This year's show welcomed 376 trade exhibitors

customised engagement plan to keep members coming back for more.

In addition to these inspiring keynote speakers, there were more than 150 educational, exercise and networking sessions on offer, many simultaneously translated into Chinese (sponsored by ChinaFit), French, Japanese, Portuguese, Russian and Spanish. International attendees convened at the annual Planet IHRSA networking reception and in the event's International Lounge.

TALKING TECH

'Technology' was a buzzword heard many times throughout the event. It has been deemed so important for the success of the industry that in September 2016, IHRSA chair Rasmus Ingerslev announced the formation of IHRSA's Innovation and Technology Advisory

Council as a means to help identify important technology-related issues and trends. The diverse group of individuals representing operator, supplier and technology companies met for the first time on March 10, during IHRSA 2017.

"The goal is to gather the smartest minds from in and around our industry in order to ensure that all IHRSA members are 'in the know' about issues to

how technology will impact our industry," said Ingerslev.

"One issue that all council members agreed upon during the meeting is that there seems to be a wide knowledge gap amongst club operators in the industry. Therefore, one of the immediate goals of the council will be to help IHRSA provide information and education to club operators to aid them in making sound innovation and technology decisions."

"Consumers are in control – brands need to stop interrupting with bad technology and trying to sell unwanted products or services and instead start having smart conversations and start listening," added David Minton, director of LeisureDB. At the IHRSA European Congress in London in October, LeisureDB will be presenting its data analysis platform and the historical

IHRSA speakers (from left): Johnny 'Cupcakes' Earle, Martin Lindstrom, Soraya Darabi and Seth Mattison





A two-day trade show formed a key part of the offering at IHRSA 2017



trends from the company's annual *State of the UK Fitness Industry Report* and live monitoring of the industry from its *Social Media Fitness Index*.

AWARD RECIPIENTS

Three industry leaders were recognised during IHRSA 2017 for their commitment to the industry and for serving their local communities. The Outstanding Community Service Award was presented to FITNESS SF of Corte Madera, California; the Julie Main Scholarship was presented to Ellen Latham, MS, co-founder and partner of Orangetheory Fitness; and the Associate Member of the Year went to TRX.

IHRSA BOARD OF DIRECTORS

It was announced during IHRSA 2017 that Derek Gallup, executive vice

president of fitness for New Evolution Ventures, will begin his term as IHRSA's 2017–2018 chairperson on 1 July 2017.

"I am honoured to represent the fitness industry as the IHRSA chair for 2017–2018," said Gallup. "Our goal will be to lead the way in reversing the physical inactivity epidemic through high visibility and active leadership in our communities, at the IHRSA convention and other fitness gatherings around the world. We will innovate through cutting edge technology and attract millennials as IHRSA members and fitness customers."

Gallup will take over the position from chair Rasmus Ingerslev, who will serve an additional year on the board as ex-officio.

BASH FOR AUGIE'S QUEST

Another highlight of IHRSA 2017 was the 12th Annual Bash for Augie's Quest, which raised nearly US\$3.5m in funds to fight ALS (amyotrophic lateral sclerosis). An incredible US\$2.08m of this was raised by Orangetheory Fitness, which was presented with the 2017 Augie's Quest Leadership Award. The company's inaugural #IBurn4ALS campaign, lasting just two weeks via 620 of its popular locations, resulted in both the largest in-club fundraiser to date and largest single-year campaign ever for the organisation.

Augie's Quest to Cure ALS is the challenge the fitness industry dared to accept, raising more than US\$35m since its inception. Every dollar raised via the

industry directly benefits Augie's Quest, the ALS research initiative led by founder of Life Fitness Augie Nieto and his wife Lynne Nieto on behalf of the ALS Therapy Development Institute (ALS TDI) in Cambridge, Massachusetts. ALS TDI is the world's first non-profit biotech organisation, with more than 30 scientists focused on finding a cure for ALS. ●

IHRSA 2018

Online registration is already open for IHRSA 2018, which is set for 21–24 March in sunny San Diego, California. For details visit ihrsa.org/convention

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



US\$35m has been raised for Cure ALS

SPORTS STRENGTH TRAINING WITH EMS

As one of the world's most recognised athletic trainers using whole body EMS, Thomas Ott gives recommendations for its proper use in strength training for professional athletes



EMS training can be successfully transferred to sports-specific movements, benefiting a range of athletes

I've used EMS Training in professional sports since 2009. Through my work at Müller-Wohlfahrt Orthopaedic Centre in Munich I dealt with professional athletes from different sports every day. Over the years, EMS training has become an important part of my training both in the area of rehabilitation after injury and strength & conditioning.

Often the little things are the deciding factor in winning at world championships or at the Olympics. This is why many athletes like Usain Bolt take the opportunity to use EMS training to bring them into top form. Individually dosed and adapted to the requirements of the respective sport, it can give a decisive level of advantage. From my long-term experience in strength & conditioning with professional athletes I can recommend EMS training for increasing performance and giving the athlete the extra boost that could make a difference in their results.

SPORT-SPECIFIC TRAINING

As a trainer, it's your job to make athletes better at their sport by improving their

condition and cognitive skills. For that purpose, strength training is done with sports equipment and the accompanying exercises in order to make it even more beneficial for the athlete.

Similarly, EMS training can be transferred to sport-specific movements and simultaneously have a positive

influence on strength development. Using EMS during sport-specific movements can increase intra- and inter-muscular coordination, and therefore enhance performance. At this level, this can give a definitive advantage for the athlete.

EMS can be easily integrated into the weekly training routine at any stage of preparation for competitions.

Maximum and explosive strength can both be increased through higher muscle activity and improved movement speed. This is done by activating the fast-twitch fibres first, developing movement speed and explosiveness. In principle, it can work with the same programmes as those used for conventional strengthening.

It's important to ensure that the settings and intensity can be adapted to the training goals – if the goal is to move fluidly and without disruption, then you should choose a longer pulse rise or even continuous current.

Recovery plays an important role in every athlete's life and reducing recovery times by increasing blood flow after an intense training, combined with other



Ott works with professional athletes on a daily basis

“As a trainer, it's your job to make athletes better at their sport by improving their condition and cognitive skills”



The explosive power of hard-to-train core muscles – key for many athletes – increased by up to 74 per cent



In sports studies, whole body EMS increased maximum athletic performance by up to 30 per cent

measures, can have a huge impact on performance. Using recovery and metabolism programmes with EMS can shorten recovery times even more. But if an athlete is going to do EMS training, his or her entire weekly training programme must be taken into consideration.

The more training units that the athlete undertakes, the more relevant the selected parameters of the EMS training are and particularly the chosen training time in relation to the technical and competitive training units in order to ensure sufficient regeneration time.

The implementation of EMS training offers athletics coaches a great opportunity to improve the athlete's condition whilst taking into account functional aspects. In this case, the focus should not be technical training.

This is the technical trainer's job and as far as possible should be carried out under real-life conditions for the particular sport.

WHAT EFFECTS OF EMS TRAINING HAVE BEEN PROVEN IN STUDIES AND ARE RELEVANT FOR COMPETITIVE SPORTS?

In addition to the proven improvements in strength and muscle building, the results are particularly interesting in terms of improvements in maximum strength and high-speed strength, the important components in maximum performance:

- Whole body EMS increased the maximum performance (product of speed of movement and strength) of athletes of up to 30 per cent in sports studies.
- The long-term effects are particularly impressive: Increases in speed were recorded up to three weeks after the last training session.
- Compared to other high-speed strength methods, EMS training is the only training method that results in an increase in maximum performance – while typical high-speed strength and maximum strength methods only achieve increases during the strength units, combined with higher mechanical loads.
- The speed of the contractions in the muscles increased by an average of 22 per cent after 8 training units. The maximum performance of the abdominal muscles that are important for almost all kinds of sport can be increased by around 67 per cent.
- The explosive power of the hard-to-train core muscles was found to have been improved by up to 74 per cent.
- The CK values were used as a measurement for intensity and were approximately 40 per cent higher after whole body EMS training than in conventional training – often a crucial factor in building up muscle mass and according to many experts the sign of an effective training session.

The effects recorded up until now can be significantly increased by making appropriate changes to the training parameters. In these particular studies quite low intensities were chosen.

mihabodytec
made in germany

TEL: +49 821 45 54 92 - 0

EMAIL: info@miha-bodytec.de

WEB: www.miha-bodytec.com

PRODUCT INNOVATIONS

Industry suppliers tell *Health Club Management* about their latest health and fitness products and services

Technogym's **Stephen Barton** reveals a more natural way to row indoors

Developed in collaboration with Olympic athletes and research institutes, Technogym's SKILLROW has been designed to improve anaerobic power, aerobic capacity and neuromuscular abilities in a single self-powered product.



Stephen Barton

"SKILLROW draws upon the knowledge of Olympic rowers to replicate the unique feeling of rowing on water," says Technogym UK managing director, Stephen Barton.

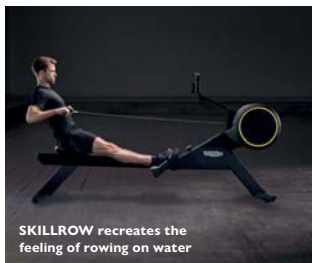
"It also boasts more training possibilities thanks to multidrive technology, which provides a power mode as well as the traditional resistance

settings, and offers vast connectivity options to enrich the user's experience, including real-time biofeedback and engaging team boat races in an immersive 3D setting."

SKILLROW's resistance follows the natural curve of the stroke in the water, closely replicating the unique feel of rowing on water.

This feature, coined 'Aquafeel', means the resistance is gradual, creating an experience that is closer to rowing on water for professional athletes, but also significantly reducing the strain on the lower back, making it ideal for gym goers.

Users can monitor their performance data with the SKILLROW app.



SKILLROW recreates the feeling of rowing on water

fitness-kit.net KEYWORD
TECHNOGYM

Reaxing's **Gionata D'Alesio** outlines the various benefits of the new Reax Board

Reaxing has recently launched the Reax Board, a 'smart' floor able to reproduce and generate sudden interferences during movements.

"Reax Board destabilises any movement performed on it," says Reaxing CEO Gionata D'Alesio. "Standard exercises become unpredictable and much more fun and effective." All muscles are activated and focus must always be kept high and steady."

Thanks to the dedicated app, the user or PT can select the difficulty level and

choose from preconfigured programmes. Some sessions are available only in the presence of a trainer, to keep intense, customised programmes safe.

Users can perform free body exercises on the board, or use it in combination with other functional tools, adding

unpredictability and boosting effectiveness.

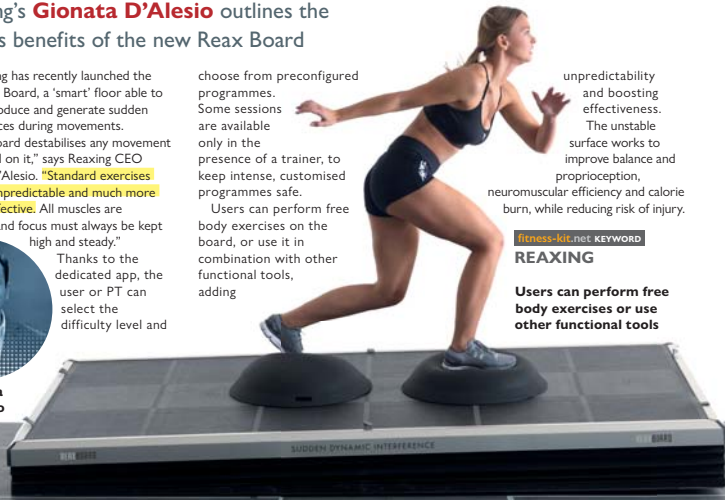
The unstable surface works to improve balance and proprioception, neuromuscular efficiency and calorie burn, while reducing risk of injury.

fitness-kit.net KEYWORD
REAXING

Users can perform free body exercises or use other functional tools



Gionata D'Alesio





A power sensor is bonded directly onto the resistance system to measure actual wattage

Justin Smith on how Precor's new bike accurately measures performance

Set to be released later in 2017, the Spinner Chrono is the latest addition to the Precor Spinner family of bikes. The bike is designed to eliminate the need to replace batteries in either the console or power sensor.

It also offers direct power measurement at the power source, the most accurate way to measure individual performance on an indoor cycle.



Justin Smith

A power sensor is bonded directly onto the resistance system to measure actual wattage, providing high accuracy and durability without using batteries. A new console supports Precor's SpinPOWER programming and is network capable using Bluetooth and ANT+.

The Spinner Chrono

Power also includes a patent-pending magnetic resistance system designed to

more evenly apply resistance as the rider adjusts the resistance knobs. This will prevent abrupt jumps in resistance from one turn of the knob to the next – a common issue with other indoor cycles.

"The Spinner Chrono was created in response to the demand from Spinning enthusiasts for high accuracy power measurement," says Justin Smith, Precor's head of UK.

fitness-kit.net KEYWORD

PRECOR

Matrix's group training system offers a year's-worth of workouts, says Steve Barrett

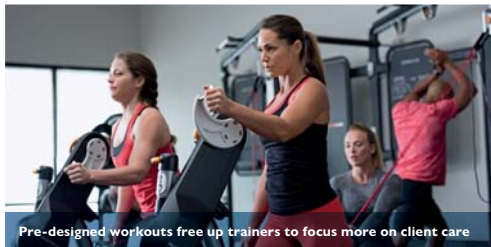
The MX4 Training System has been designed by Matrix for facilities seeking to differentiate their group training offering in a way that attracts, engages and retains more members. This new group training concept uses Matrix-exclusive equipment and original turnkey programming to address multiple aspects of fitness — cardio, power, strength and endurance — in a unique, motivating and result-driven multi-modality framework.

Matrix products like the Connexus Functional Training System, S-Drive

Performance Trainer, Rower and

Krankcycle can be combined in a myriad of ways to challenge members of all ability levels.

Certified trainers guide members through flexible



Pre-designed workouts free up trainers to focus more on client care

progressions to help them establish, enhance and elevate their overall fitness while building the kind of relationships and camaraderie that foster lasting loyalty.

"MX4 is unique in that it's the only group training programme that has an entire year of workouts designed," says Steve Barrett, Matrix's director of group

education and training. "One hundred and fifty-six pre-planned, ready-to-go group training sessions have been created for the PT, releasing them from the lengthy task of creating their own sessions."

fitness-kit.net KEYWORD

MATRIX



Steve Barrett



eGym's new interface brings gamification to strength training

Jochen Michaelis discusses eGym's use of gamification for member motivation

A new graphical user interface (GUI) has been developed by eGym for its strength training equipment, and is designed to enhance the training experience on eGym machines by incorporating elements of gamification.

"Our latest offering places gamification at the heart of the user experience," says Jochen Michaelis, eGym's managing director UK. "As a user trains on the eGym strength circuit, points are automatically accrued, awarded according to variables such as activity, duration and intensity. As points are achieved, the user moves up through the Activity Levels."

To reflect the reality of fitness, the system only takes into account the last



Jochen Michaelis

28 days of activity. So if a user stops or reduces their physical activity, points start to decrease.

"The Activity Levels are designed to help users keep their training on track and provide motivation to maintain or improve their level of fitness," says Michaelis.

Throughout their training, the user is made aware of the physical benefits they will receive if they continue to train at the current level. For example, the system will advise by what percentage the risk of cancer, diabetes or heart disease will be reduced or how many kilos could be lost per year.

fitness-kit.net KEYWORD

EGYM

Chris Johnson on how Pulse is making treadmill running more entertaining

Over the past five years, Pulse has been developing groundbreaking new virtual reality technology in partnership with CSE Entertainment.

It will initially be compatible with Pulse treadmills, with other cardio products to follow later this year. The technology will be available via the console and is also fully compatible with virtual reality headsets.



Chris Johnson

"This is the first real innovation the treadmill has seen since its origin in 1818,"

says Chris Johnson, managing director for Pulse. "It will be a complete game-changer for the industry and help gym operators attract users that might have otherwise been completely disengaged with the traditional gym offering."

Users will be able to explore over 100 different programmes and environments such as

coastal, countryside and city based locations. The software provides a 360° experience, with incline and resistance that autonomously adjusts to the terrain.

Users can compete by running alongside fellow gym users or web racing globally. "Our VR equipment is the next step to providing fully immersive fitness experiences that will allow a new generation to create lifelong fitness habits," says Johnson.

fitness-kit.net KEYWORD

PULSE



The virtual reality treadmill is described as 'a game-changer'

Regupol®

everroll® gym flooring

Six3nine, London,
United Kingdom

everroll® Gym Flooring – high quality floors for the diverse activity areas in fitness centres. Elastic, robust, easy on joints, shock-resistant quick and simple to install and available in a wide range of colours and various thicknesses.

In fitness centres all over the world.

BSW GmbH
info@berleburger.de
www.everroll.biz



Image © Escape Fitness

Gain control
with GANTNER's
locker system

Gantner
technologies

ELEVATE
TO THE NEXT LEVEL

Meet us at
booth no. F4!

ACCESS CONTROL
ELECTRONIC LOCKER
SYSTEMS
CASHLESS PAYMENT

GANTNER Electronics Ltd.
T +44 1245 69 7588
info-uk@gantner.com
www.gantner.co.uk



Life arms can take 200lbs of load to create a 'farmer's carry' workout

John Gamble on Core Health and Fitness' new high-intensity offering

Core Health and Fitness has added two new products, both designed to meet the growing demand for High Intensity Interval Training style workouts. The StairMaster HIITMill and HIITMill X are self-powered machines created to help users build explosive power when used in a HIIT programme. They are built to withstand the movements and forces generated by performance athletes and those who want to train like them.



John Gamble

"The unique design of the StairMaster HIITMill and HIITMill X delivers a resistance training platform that can create a heart pounding HIIT destination in a compact footprint," says John Gamble,

Core's MD of UK, Europe, Middle East and Africa.

HIITMill products allow users to simulate sled pushing, farmer carries and speed and agility training. Its compact design leaves more space for other types of training.

Both machines feature an 11 per cent incline and a simple to use, magnetic resistance mechanism. Lift arms on the HIITMill X are capable of adding 200 pounds of load to enable the one-of-a-kind 'farmer's carry' workout.

The HIITMill X also features a unique cushioned turf belt that simulates outdoor field workouts – allowing authentic strength, speed and sled training workouts to be practiced indoors.

fitness-kit.net KEYWORD

CORE

Paul Bowman on Wexer's new trainer for the gym floor



Wexer Trainer is pre-loaded with a large exercise library

"How can we improve the digital fitness experience to ensure club groups remain relevant to members, both inside and outside the four walls of the gym?" asks Paul Bowman, CEO for Wexer. "This is the first question I asked myself, and my team, when we began to brainstorm the elevation of Wexer. From our research and observations, we know that when it comes to fitness, people simply want three things: flexibility, convenience and variety."

Wexer Virtual is designed to serve these needs inside group exercise studios, while Wexer Mobile allows operators to engage members outside of the gym.



Paul Bowman

Both products deliver digital fitness experiences, but when Bowman and his team examined the member journey and subsequent digital ecosystems within large club groups they saw a new opportunity.

"It was the opportunity to use technology in a way that will attract, educate and engage a new category of members,"

says Bowman. From here evolved Wexer Trainer. Designed for functional areas and gym floors, Wexer Trainer is a touch screen unit pre-loaded with an extensive library of exercises, a workout builder and virtual fitness classes. ●

fitness-kit.net KEYWORD

WEXER

PREMIUM QUALITY SURFACING SOLUTIONS

for indoor & outdoor facilities



SPORT | FITNESS | PLAY



- POLYURETHANE & EPDM SURFACES FOR INDOOR & OUTDOOR SPORTS
 - SHOCK PADS & CORK INFILL MATERIALS FOR 3G TURF PITCHES
 - HEAVY DUTY IMPACT PROTECTION TILES FOR FREE WEIGHTS AREAS
 - HIGHLY SPECIALISED ACOUSTIC FLOORING SOLUTIONS
 - SHOCK-ABSORBENT SAFETY SURFACING FOR PLAYGROUNDS

Contact us now:

Office: +44 (0) 1706 260 220

Email: Sales@TVS-Group.co.uk

Web: www.TVS-Group.co.uk



TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

In the studio

Lauren Heath-Jones rounds up the latest news on fitness studio products

For more information, log onto www.fitness-kit.net and type the company name under 'keyword search'



The box has an octagonal shape which allows frontal, lateral and transverse jumps

ESCAPE FITNESS GOES OCTAGONAL

Escape Fitness has released a new plyometric box to be used in multi-planar training. The PLYO360 is designed to improve lower body strength and stability through multi-directional training.

The box has an octagonal shape, which allows users to train using frontal, lateral and transverse box jumping patterns. It also has target markings on top to give users precise areas to aim for throughout training.

The box is made from rebounded foam, a foam compound made from bonded strands of polyurethane, which has a high-density to ensure that the boxes retain their structure and won't break down over time.

The outer shell is made from G-Tech PVC with anti-slip panels on the top and bottom to keep the box stable when it is in use. It also features patented velcro locking pads, which have been designed to securely connect the box to other jump boxes.

Ritchie Januszek, head of product integration at Escape Fitness, said: "With plyometrics becoming increasingly popular across all user groups we wanted to add an extra dimension, and the answer was to deliver a tool for genuine multi-planar moves."

"The product is certainly delivering, because everyone who uses the PLYO360 quickly finds ways to unlock the potential and get more than ever from plyometric workouts."

fitness-kit.net KEYWORD **ESCAPE FITNESS**

BALANCED BODY GOES FULL CIRCLE

Balanced Body has released the Ultra-Fit Circle Mini, a smaller version of its Ultra-Fit Circle. Ultra-Fit Circles are designed to add resistance to pilates workouts. The Mini offers lighter resistance than the original model, making it ideal for beginners.

It measures 12 inches in diameter and is made from flexible plastic encased in a soft rubberised shell. It features padded handles on both the inside and outside of the ring, that are designed to offer 'superior' comfort and support. Its smaller diameter makes it more suited to those with smaller body types and is designed to be used in lower body workouts to align the legs and hips.

The Ultra-Fit Circle Mini can be used in classes and at home, and is available as a retail line for gyms and health clubs.

Ken Endelman, CEO at Balanced Body, said: "The Ultra-Fit Circle Mini is perfect for smaller body types and beginners. It also provides an additional revenue stream for clubs as it has been attractively packaged for retail."

fitness-kit.net KEYWORD **BALANCED BODY**



Ultra-Fit Circles are designed to add a resistance element to pilates workouts

TRX: NEW FUNCTIONAL TRAINING TOOLS

A new line of functional training tools have been designed to complement TRX's professional education programme, a movement-based curriculum with a focus on skill development. The line features plyo boxes, conditioning ropes, training mats, foam rollers, medicine/slam balls, kettlebells and resistance bands.

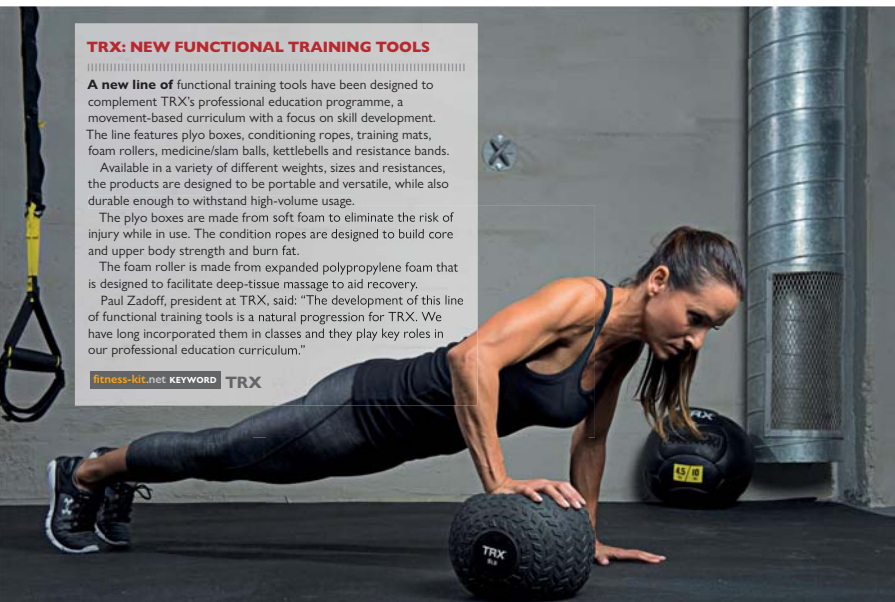
Available in a variety of different weights, sizes and resistances, the products are designed to be portable and versatile, while also durable enough to withstand high-volume usage.

The plyo boxes are made from soft foam to eliminate the risk of injury while in use. The condition ropes are designed to build core and upper body strength and burn fat.

The foam roller is made from expanded polypropylene foam that is designed to facilitate deep-tissue massage to aid recovery.

Paul Zadoff, president at TRX, said: "The development of this line of functional training tools is a natural progression for TRX. We have long incorporated them in classes and they play key roles in our professional education curriculum."

fitness-kit.net KEYWORD **TRX**



The range of training tools includes medicine balls, kettlebells and bands

SUSPENSION TRAINING FROM CRANKIT FITNESS

Australian fitness brand Crankit Fitness has signed a distribution deal with D2F Fitness, which will see its Crankit Suspension Training Straps introduced to the UK market.

The straps are designed to bear loads of up to 1,000kg and are made from industrial strength webbing sewn together with bonded nylon thread. They have easy-to-clean handles made from durable, textured rubber designed to improve grip.

The straps also feature a built-in door anchor designed to ensure safe and stable training, and quick clip carabiners that allow for easy and customisable assembly. Crankit also supplies an education package with the suspension straps, to educate personal trainers so that they and their clients get the most out of the straps.

Owen Bowling, founder and CEO of Crankit Fitness, said: "When operators invest in our equipment, we provide access to free online training for all their gym staff. This removes a huge CPD cost for the operator and gives Crankit Fitness an opportunity to truly engage with fitness professionals, helping to ensure they get the most out of the product for their clients."

fitness-kit.net KEYWORD **CRANKIT FITNESS**



The heavy duty straps are designed to bear loads of up to 1,000kg



GIVE YOUR MEMBERS THE VARIETY THEY SEEK

*Xcite, Livingston site with the largest Queenax in the World as of March 2017.

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

Queenax
Functional Fitness by Precor

PRECOR
Fitness Made Personal

World record

Xcite Livingston installs the world's largest Queenax unit

Xcite has nine gyms in total and is the biggest fitness provider in the West Lothian area. In response to the growing trend for suspension and functional training, and with three other Queenax units already proving popular in its Bathgate, Craigswood and Linlithgow gyms, Xcite installed the world's largest Queenax unit in its Livingston venue – a 15.5 metre-long X4 1500 Bridge.

The main objective was to maximise use of the fitness studio, where the Queenax is situated, without diminishing floor space, as well as to provide versatile training options and offer new classes to its customers while creating a 'buzz' on the gym floor.

A recent gym refurbishment created direct access from the gym floor to the existing fitness studio that now showcases the Queenax Bridge. The unit spans the total length of the studio wall, which meant that no gym equipment had to be removed.

NEW OPPORTUNITIES

Installing the Queenax has resulted in the addition of 32 new workout stations,

“Reconfiguring the layout to create an open functional training area for the Queenax Bridge system was a genius idea – Justin Smith, Precor”



multifaceted training options, countless new classes and the opportunity for Xcite Livingston to hold group exercise sessions. When not in use, the training accessories can be removed and stored on the rig in seconds, providing an empty studio for other classes and activities.

Robert Taylor, manager at Xcite Livingston says: “The Xcite team is happy to have the biggest Queenax unit in the world. We wanted to be able to give everyone the chance to use this great new piece of kit on a regular basis, as well as using it for timetabled classes. By creating access from the gym to the fitness studio,

customers have easy access to it and it basically doubles our gym space.

“The Queenax Bridge offers a range of new exercise and training options and will help us keep workouts fresh, no matter a person's fitness ability. We're looking forward to introducing new, innovative fitness classes.”

INCREASING POPULARITY

Within weeks of installing the Queenax, Xcite Livingston saw a six per cent increase in class attendances. With new classes such as aerial yoga, a new timetable and new accessories like UFO boards about to be introduced, the team expects this to rise even further.

The team at Xcite Livingston completed a two-day training session with a Precor master coach to enable them to lead Queenax classes and prepare a successful gym floor programme using the Queenax. The staff are now qualified to give advice to customers on how to use the unit effectively and can dynamically engage with them about the different exercises available to help them achieve their fitness goals.

“Reconfiguring the facility's layout to create an open functional training area for the Queenax Bridge system in the fitness studio was a genius idea,” says Justin Smith, head of UK at Precor.

“Xcite Livingston can now offer specialised sessions and a whole range of new classes using the Queenax, improving their customer experience and giving them a competitive edge over other gyms in the area.”

www.precor.com



Within weeks of installing the Queenax, class attendance rose 6 per cent

wattbike ZONE

Available on the iPhone
App Store

ANDROID APP ON
Google play






INSPIRE

STAND OUT FROM
YOUR COMPETITORS

Elevate your facility and inspire your members with Wattbike Zone Graphics. Designed by our in-house team, the graphics will revolutionise any space and provide a unique training experience.

Contact our sales team today on
0115 9455450 or **sales@wattbike.com**
and make Wattbike the heart of
the workout.

WATTBIKE.COM

 @Wattbike  /Wattbike  /Wattbike

wattbike

Hit the bikes

Wattbike kits out BXR, the UK's new state-of-the-art boutique boxing gym

The first branch of BXR, a new, high-end boxing-themed gym, which recently launched its exciting new concept on Chiltern Street, Marylebone in January 2017 has chosen Wattbike to be included in its kit.

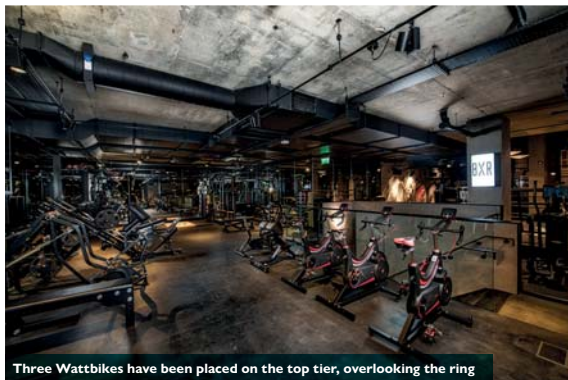
The focal point of the 12,000 sq ft unit, which spans ground and basement levels, is a professional-sized boxing ring. In addition, three large group exercise studios are dedicated to technique, cardio and strength and conditioning. The site, which is supported by British IBF world heavyweight champion Anthony Joshua, also hosts luxury changing rooms, steam rooms and treatment areas managed by experts from The Centre for Health and Human Performance on Harley Street.

QUALITY AND CREDIBILITY

BXR founder Neil Sanyal says: "Boxing is growing in popularity, especially amongst women, partly due to the success of Nicola Adams. I recognised a gap in the market for a new, innovative and creative concept for the UK fitness market.

"As we're not equipment heavy, I needed to ensure that any pieces we did include at BXR were best-in-class, and of the highest credibility. Each piece was carefully considered so that it reflected our 'Train like a Champion, Recover like a Champion ethos'."

Sanyal continues: "I consulted with industry experts and Wattbike stood out ahead of other competitors. Their long-standing history in elite sport, popularity amongst boxing professionals



Three Wattbikes have been placed on the top tier, overlooking the ring

and their grounding in sport science made them an obvious choice."

Three Wattbikes have been installed on the top tier, overlooking the boxing ring. The bikes will be used by the UK's best boxing and strength and conditioning coaches within cardio studio classes, for one-to-one and group personal training and for boxing-specific sessions.

HIGH IMPACT

Explaining the benefits of Wattbike training in relation to boxing, Ray Redman, regional sales manager at Wattbike, adds:

"Wattbike has a rich history within elite sport and boxing is no different. Adopted by British Boxing and chosen by Anthony Joshua, Vladimir Klitschko and numerous other world class boxers, the Wattbike provides some respite from the high impact training while allowing boxers to push themselves to their maximum intensity. BXR will provide best-in-class, authentic training and as part of this the Wattbike will be a fantastic tool for power training, explosive movements and improving stamina, as well as for cool downs, warm ups and rehabilitation purposes.

"The bikes provide accurate data and in-depth performance measures so that progressions can be tracked, something that is key for BXR's membership of beginners through to professional boxers. We're delighted that amateurs and enthusiasts can now train like the pros at BXR.

"We're really excited to see this unique studio launch and we're also very proud that Wattbike has been chosen to be a part of it."

www.wattbike.com

"The bikes provide accurate data and in-depth performance measures so that progressions can be tracked, something that is key for BXR's membership – Ray Redman, Wattbike"






MATRIX

IT'S ALL ABOUT YOU

Proud to be your official
health and fitness partner.



 @MatrixFitnessUK

 /MatrixFitnessUK

matrixfitness.co.uk

High performance

The University of Bath sports village gets a refurbishment from Matrix

Students at the University of Bath have been benefitting from the latest state-of-the-art cardiovascular, strength, resistance, studio and group training fitness equipment since a partnership with Matrix began in 2015.

The partnership has gone from strength to strength, with Matrix recently giving the sports village a complete redesign and refurbishment, which was completed in September 2016.

A new-build gym extension at the sports village is now underway, which will be equipped with a Connexus functional training rig as well as other group fitness training facilities.

On opening the redesigned gym facility in September 2016, sprint and hurdling champion Colin Jackson CBE, who is an alumnus of the university, said: "I'm so jealous of the students having this amazing equipment."

"I've seen what Matrix has done in the past – the equipment is really at the top end. They talk to elite-level athletes about the practical side of training, then develop equipment that meets those needs."

"That also means the general public gets a massive benefit too."

“Having a reputation for high performance sport, our customers are very demanding when it comes to the equipment provided

– Miles Peyton, University of Bath



EXPECT THE UNEXPECTED

Miles Peyton, sales manager at the University of Bath, says that from the outset the university was looking for a partnership that was more meaningful than just great fitness equipment.

"Having a reputation for high performance sport, our customer groups are very demanding when it comes to the fitness equipment provided."

"Fundamentally they want machines that are robust and able to deliver, and that can cope with the physical pounding and intensity of their training."

"Matrix demonstrated a real desire to work with us, get under our skin and

deliver outstanding service whilst providing great added value activities."

Through an enlightening host of connected solutions, Matrix has equipped the university with a bespoke app, which has been a great way for students and members to track how busy the gym is, book group exercise classes effortlessly and track their physical activity during fitness challenges. It also allows the university to communicate with members via push notifications.

PART OF THE TEAM

In addition to providing premium quality fitness equipment and connected solutions, Matrix continues to support Team Bath's strong cohort of dual career student-athletes. The Matrix Scholarship – new in 2016-17 – has been awarded to current British Indoor Rowing champion Laura Macro, providing her with the financial backing she needs to maximise her potential.

"I have been totally blown away by Matrix's generosity and friendly support; they have made me feel part of their team, and have provided links to high-level athletes who can provide key tips for successfully juggling high-performance sport with everyday life!"

Miles maintains that it is Matrix's endeavours, coupled with other joint initiatives in the pipeline, that are helping the university to create and inspire the next generation of Olympic athletes.

"I have great confidence in the future of fitness at Team Bath knowing that we have Matrix by our side," he says.

www.matrixfitness.com



Athlete and alumnus Colin Jackson CBE opened the new facility

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 WIPE!

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
- Activity & Class Bookings
- Course Management
- Till & Payment Systems
- Access Control
- Online Bookings & Sign-ups

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**



Direct Debits

Membership Management

All in the cloud

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

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

01464 449117

sales@harlandsgroup.co.uk

www.harlandsgroup.co.uk

Harlands Services Ltd

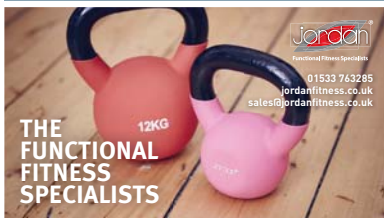
2nd floor • 11-12 Regent Road

Harrogate, North Yorks • YO14 3TW



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**

COMPLETE. FITNESS. SOLUTIONS.

2017 CATALOGUE NOW AVAILABLE
NEW LINES | ENHANCED RANGES



Physical

physicalcompany.co.uk 01494 769 222 sales@physicalcompany.co.uk

SCIFIT
Prescribed for Progress™

Inclusive Fitness
English Federation
of Disability Sport

**THE LEADER IN
UPPER BODY & INCLUSIVE
CARDIO EXERCISE**



Tel 01344 300 022
www.SCIFIT.uk.com

**TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385**



EXERCISE EQUIPMENT

ServiceSport

Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- 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

Regupol®

IMPACT SOUND INSULATION | GYM FLOORING



INFO@BERLEBURGER.DE • WWW.EVERROLL.BIZ

BSW

FLOORING SOLUTIONS

Wide range of flooring solutions
Sports & Technical
Freeweight & Functional Training
Group Fitness & Studio
Complimentary gym floor design
No obligation visit & quote

Physical

01494 769 222 physicalcompany.co.uk sales@physicalcompany.co.uk

TARAFLEX
SPORTS

**High Performance Fitness Flooring
Recognised Brand Trusted Quality**



www.gerflor.co.uk **Gerflor**
the flooring group

MIRRORS FOR TRAINING LTD



- Mirror Installation - Nationwide
- Portable Mirrors
- Bathroom / Washroom Mirrors

01902 791207 or 0773726311
 info@mirrorsfortraining.co.uk
 www.mirrorsfortraining.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

To book your advert
 call the sales team on
+44 (0)1462 431385



displaysales@leisuremedia.com

ridgeway
 furniture manufacturing
 ridgewayfm.com
 tel 0870 420 7818 sales@ridgewayfm.com

MEMBERSHIP ENGAGEMENT & RETENTION

S.M.A.R.T.
FITNESS SERVICES

No. 1 Fitness Club Tool for Improved
 Member Experience and Retention

www.bit.ly/smart-exercise

**Give your Fitness Club
 a £100k* windfall!**

*Based on 1000-member clubs

Benefit from the financial potential of personal training, small group training, weekly gym clinics, events, member holidays, reprogrammes, specialist training groups, 6-week programmes and much more.

No fluff. It simply works for you, or you don't pay!

JUST CONTACT ME

Duncan Green: 0207 917 2780, info@rhomemmbd.co.uk, www.rhomemmbd.co.uk

OUTDOOR FURNITURE

OUTDOOR FURNITURE SPECIALISTS



Large selection from contemporary to traditional furniture

FOR 10%* OFF OUR TRADE PRICES USE

DISCOUNT CODE SPORTS2

*Excludes products on offer

See our full range at www.leisurebench.co.uk

LeisureBench
Quality Outdoor Furniture

RETAIL SOLUTIONS



0121 550 2700
sales@srsleisure.com
www.srsleisure.com

SALES & MARKETING

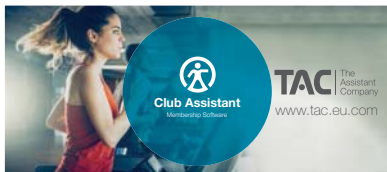
memberdrive by **CFM**

**Want an extra 200 - 700
new members for free?**



Call: 0115 777 3333

SOFTWARE



TAC The Assistant Company
www.tac.eu.com

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!

**Your Online Promotions Done for
You & Guaranteed to Perform!**

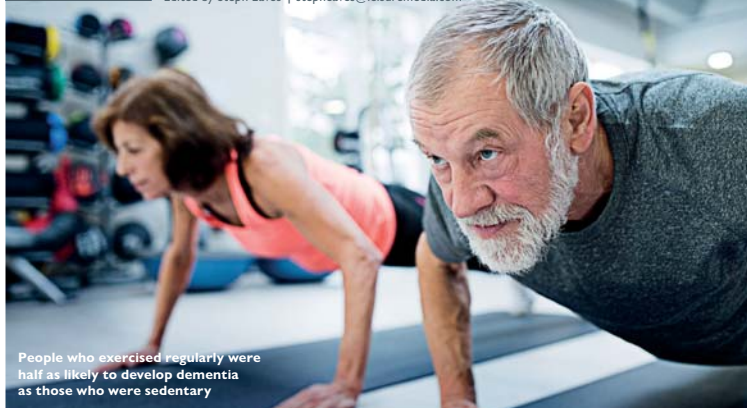


Call
Duncan Green
0207 917 2780
info@momentum.co.uk
www.mbd.today



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 2017 ISSN 1361-3510 (print) / 2397-2351 (online). To subscribe to Health Club Management, log on to www.leisuremedia.co.uk 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.



People who exercised regularly were half as likely to develop dementia as those who were sedentary

PHOTO: SHUTTERSTOCK.COM

Remember to exercise

A new study has found that inactivity puts older people at a higher risk of dementia, on a par with those who have a genetic predisposition to the condition

We all know exercise is good for us, but generally we think of the ways it benefits our muscles and lungs, rather than our brain. Still, it should come as no surprise that exercise – wonder drug that it is – has a positive effect on this too.

A recent study from McMaster University in Ontario, Canada has found a strong link between a sedentary lifestyle and dementia. The study followed 1,646 adults over the age of 65, none of whom had any cognitive impairment when the study began.

At the beginning of the study, all participants had their blood tested for the presence of apolipoprotein E allele, the genetic marker most strongly associated with dementia. Five years later, the team went back to see who had been diagnosed with dementia. They also surveyed the participants about their exercise habits.

During the five years, 331 individuals had been diagnosed with some form of dementia. By comparing the initial blood test results with the dementia

diagnoses and survey responses, the team was able to see the interactions between these factors.

EXERCISE SOME CONTROL

They found that those who had tested positive for the apolipoprotein E allele were twice as likely to have developed dementia during the past five years as those who did not have the allele. This confirmed the serious risk that a genetic predisposition poses.

In those without the allele, exercise was key. Individuals who reported a mostly sedentary lifestyle, with little or no exercise, were found to be twice as likely to have developed dementia as those who reported that they exercised regularly. In other words, a lack of exercise conferred the same level of dementia risk as a genetic predisposition.

The obvious difference is that one of these factors is out of our control, while the other is very much within it.

"The important message here is that being inactive may completely negate the protective effects of a healthy set

of genes," said co-author of the study Jennifer Heisz, assistant professor in the Department of Kinesiology at McMaster University.

GET WALKING

The researchers followed up with those who had said they exercised regularly, to find out what kind of exercise they did and how often they did it. Walking was the most popular form of exercise among these participants, with most doing it approximately three times a week.

Although further studies are needed to determine the causative factors, the body of research linking physical activity to lower dementia risk provides a convincing reason for people to get moving.

"Given that most individuals are not at genetic risk, physical exercise may be an effective prevention strategy," said Heisz.

The next step is to discover which types of exercise provide the greatest protection against dementia. Researchers at McMaster University are currently involved in an ongoing study comparing the benefits of high-intensity interval training (HIIT) versus moderate continuous training in older adults. ●

**Fenesi, B et al. Physical exercise moderates the relationship of apolipoprotein E (APOE) genotype and dementia risk: a population-based study. Journal of Alzheimer's Disease. November 2016.*

Being inactive may completely negate the protective effects of a healthy set of genes

IMMEDIATE ACTION REQUIRED
MILLIE'S LAW

PAEDIATRIC FIRST AID

Are you compliant with Millie's Law?

As of September, all newly qualified early years staff with a level 2 or 3 childcare qualification need to hold a paediatric first aid certificate, or an emergency paediatric first aid certificate.

Let us help you achieve Millie's Mark with our regulated Paediatric First Aid Courses

Emergency Paediatric First Aid:

- + IQL UK level 3 course
- + Covers emergency skills related to children covering a range of specific injuries and illness.

Paediatric First Aid:

- + IQL UK level 3 course
- + Covers a wide range of CPR and First Aid skills relating to children (including the Emergency Paediatric First Aid syllabus)

Both courses help meet the requirements for the Early Years and Child Care Register.

Search for your nearest course and book at
rlss.org.uk/courses Find out more on
0300 3230 096 or info@iql.org.uk



LIFE SAVING
FIRST AID
From the Royal Life Saving Society

IQL UK



INTUITIVE STRENGTH TRAINING FOR EVERY MEMBER

Training with eGym is simple, motivating and fun!



The new user interface

- ✓ Training progress can soon be tracked not only with the eGym apps but directly live on the eGym machines.
- ✓ New gamification elements ensure extra motivation.
- ✓ The new design will soon be released on all devices.

ELEVATE
10-11 MAY 2017 | EXCEL | LONDON

Experience eGym live at Elevate
Stand 180

