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A background image of a Les Mills fitness studio. Several people are performing a group exercise, possibly a burpee or a similar movement, while holding a large, colorful resistance band. The studio is dimly lit with red and blue ambient lighting. The Les Mills logo is visible in the top left corner and on the wall in the background.

LES MILLS

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*Source: 2021 Global Fitness Report, Les Mills



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A \$300bn timebomb

The World Health Organization has released a report showing inactivity will cost governments around the world US\$300bn this decade unless swift action is taken

The World Health Organization (WHO) is leading the charge for physical activity with a new report – *Global Status Report of Physical Activity 2022* – (see page 20) laying out in stark terms the cost of physical inactivity worldwide for the first time.

The report's authors analysed data from 194 countries to see how closely they were adhering to WHO recommendations for physical activity and found only half had a national physical activity policy and less than 40 per cent had policies that were actually 'operational'. In addition to costing lives, this failure will cost governments around US\$300bn this decade alone.

Also alarming is the projection that 500m people will develop preventable diseases such as Type 2 diabetes and cancer this decade as a result of their sedentary lifestyle.

In 2018, the WHO set out evidence-based policy to help countries increase levels of participation in its *Global Action Plan on Physical Activity 2018–2030*.

However, while carrying out research for the *Global Status Report on Physical Activity*, significant gaps in global data were still found to exist, making it difficult to track progress on important policy actions.

Dr Fiona Bull, head of WHO's physical activity unit said; "What gets measured gets done and we have some way to go to comprehensively and robustly track national actions on physical activity."

Although it's important to track and analyse adherence to WHO guidelines, it's also vital to share best practice and celebrate success and we'd like to see more of an emphasis on sharing knowledge gained by the nations which are 'doing it right'.

Let's look in depth at places where policies have been implemented, so we can understand what success looks like – and be inspired by it. It would be even more useful if we could put a monetary value on these successes.

It's always hard to make a case for prevention – policymakers are notoriously blinkered when it comes to stopping things going wrong, mainly focusing their energies on election-winning moves to resolve existing crises that are visible enough to score political points with voters.



PHOTO: SHUTTERSTOCK/BEARFOTOS

Teaching children self care will drive consumer demand

Let's look at places where policies have been implemented, so we can see what success looks like and be inspired by it

This new WHO report must lay the groundwork for data gathering that proves exercise delivers powerful preventative effects, to convince governments that investment in physical activity is money well spent.

If we can correlate this with GDP – as recent work by Deloitte China and the Global Health and Fitness Alliance has done – we will create a transformational set of data.

But ultimately our sector will only achieve its potential when it's powered by consumer demand. To achieve this, we must educate children in self care from a young age, so they value exercise and demand lifelong access to it.

Liz Terry, editor
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Third generation

Women who exercise before and during pregnancy pass health benefits to their children and grandchildren according to new research from Harvard



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©Cybertrek Ltd 2022 ISSN 1361-3510 (print) / 2397-2351 (online)

To subscribe to HCM (Health Club Management): log on to www.leisuresubs.com, 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.

Style: HCM follows an editorial house style which precludes the use of marketing devices in body text and headlines, eg: CamelCase, capitalised or part capitalised names and registered trademarks. Contact the editor for more details – lizterry@leisuremedia.com.

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Sillah has broken the mould with Reset



*Reset is not a gym,
it's a way of life and
a means of escape*

Lalama Sillah

Co-founder, Reset Cádiz

Describe Reset and what it offers members

We say that Reset is not a gym. It was born out of a passion for sport and we perceive it as a way of life and a means of escape. We currently have around 300 members in our first location – in the heart of Cádiz in Spain

It's a social club more than just a place to work out – a 1,500sq m space across three floors where members can do directed activities such as aerial yoga, Pilates reformer, boxing, Les Mills classes or indoor cycling.

They can also enjoy beauty and relaxation treatments, such as Indiba radiofrequency therapy and cryosauna, or have a coffee in good company in our snack area which is always stocked with free seasonal fruit, nuts, coffee and tea. Reset also has co-working spaces.



What are your growth plans?

We want to position the Reset brand as being an operator of premium clubs at the top of the national scene in Spain. We know for sure this location won't be the last, in fact, we've already thought of some Spanish cities that would be ideal to host the next one and would like to have a Reset club in the capital, Madrid.

We wouldn't franchise, as it's a very personal project.

How did the idea come about?

From our experience in other clubs or gyms where we haven't felt one hundred per cent comfortable. I say 'our' experience, because this project is not only mine, it's also a passion for my wife, Concepción Tortajada Bernal.

The Reset team is planning to open its next club in Madrid

R1 FITNESS



PHOTO: INMACULADA / RESET CLUZ

We both love sport and wanted to create a space that would meet all our needs and with Reset we've achieved it. We also have a great team of people who back us up and support us.

How are you financed?

We managed to start the project without borrowing.

How is Reset different?

We make our members feel at home. From Reset you can telework, have a coffee and take a break to train or relax in our beauty area. We also offer



**We're adding a
physiotherapy service,
access to a sports
psychologist and an
aesthetic doctor**



PHOTO: JARRO DIAZ PHOTO/RESET CLAZZ



Reset was designed by Álvaro Linares in a 'New York' style

PHOTO: JARRO DIAZ PHOTO/RESET CLAZZ

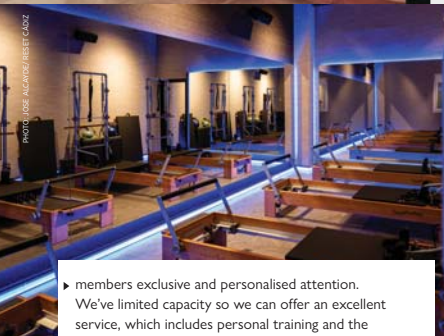


PHOTO: JOSE ALCAZAR/RESET CLAZZ

- members exclusive and personalised attention. We've limited capacity so we can offer an excellent service, which includes personal training and the exhaustive monitoring of our members' evolution through their fitness and nutrition plans.

You're going to be adding more to the club

We'll soon add a physiotherapy service, access to a sports psychologist and an aesthetic doctor, saunas for men and women and soundproofed work cabins. We'll also be increasing the size of the rest area and adding an infinity pool, solarium area and a fully-glazed bioclimatic tent in our open-air rooftop space – the Skyline.

What will the ROI be on this expansion?

Between 10 and 15 per cent. Some of these services and spaces will be included in the current membership prices, others will be exclusive and sit outside the membership as upsells.

How much does it cost to join?

We don't disclose prices because to value our concept, you must first get to know it through one of our ambassadors. That's why we only provide this information to people who visit our club.

What's your approach to design?

We wanted it to be different and groundbreaking and it was clear to us we could only achieve that by working with our friend, the great designer Álvaro Linares.



Our staff are now wearing Nike Reset clothing, which we're also marketing in our club

Reset has a New York style, transgressive and elegant at the same time. It invites you to spend hours here training or just chatting. We aim to position the brand in the minds of our audience as a 'place to be'.

What equipment have you chosen?

At Reset we have the Artis line from Technogym as well as the Technogym Skill Line and Group Cycle Bikes. We also have the Pure Strength plate-loaded line for the purists, which includes the conical pulley and cable pulley.

We use the Mywellness system and also offer Live Console and Technogym Coach to deliver the member experience and we have a large video wall to create excitement.

Do you have an app?

Yes, we have a dedicated Reset app, where members can book targeted activities, chat with our staff or track their progress. It drives engagement with them.

What are your biggest challenges?

One challenge was getting a top brand to collaborate with us, providing us with advantages that – as a general rule – are only offered to first-level soccer clubs.

We've just achieved this and our staff are now wearing Nike Reset clothing, which we're also marketing in-club.

Our biggest challenge is preserving and enjoying what we've achieved while also improving and expanding. ● More: www.resetpeople.com

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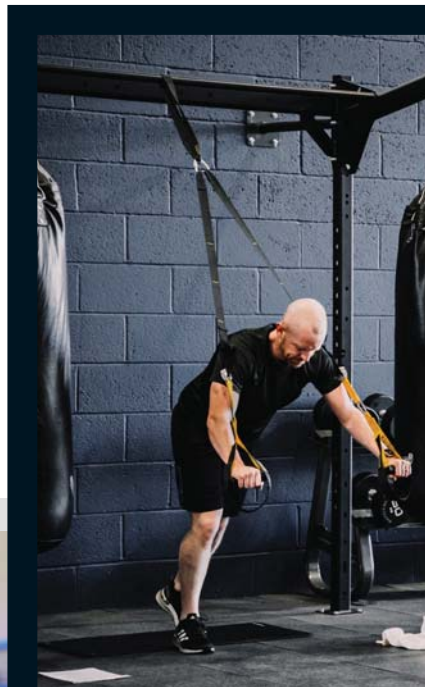
When we started out, everyone told us we were going about it the wrong way

Adam Waters

Founder, The Shredquarters



Waters has always been a fan of functional fitness



When and why did you launch?


I think the time comes for many of us when we stop, take stock and realise it's time to bring our interests and our work together.

I've always been really into fitness, and functional training in particular, but having tried the various products on the market I felt I could do it even better myself.

When I founded The Shredquarters, I wanted to build a community where I knew everyone's name and why they were training. I wanted to offer the sort of personal touch and programming that ensured those members felt supported and successful, and were motivated to stay with us.

That vision became reality when I launched my club in Reading, UK in 2016. It was a huge success story and one I continually reinvested in: it's still the most well-equipped functional gym I've ever been in.

We also innovated, bringing in things such as outdoor bootcamps and indoor cycling alongside our functional training sessions. We won awards and had members who were willing to travel an hour each way just to come and train with us.



Shredquarters is aiming for rapid expansion via a franchise model

HARD WORK
PAYS OFF.

It proved a strong enough concept that not only survived the pandemic but thrived, generating high levels of franchising enquiries.

So now you've pivoted to franchising?

I can't be a personal trainer forever – it's a young person's game! More importantly, I recognised that functional training was becoming big business and that franchising offered a chance to scale.

The business is entirely self-funded: we don't have any bank loans or shareholders. It means we can do things our way, without anyone to answer to, but we wouldn't have been able to achieve the same rapid growth trajectory had we continued only operating owned clubs.

So, we shifted to a franchise model – even the Reading club was sold back to the business and then sold on as a franchise – and in the 12 months after the UK re-opened from lockdown, we grew from one to 10 clubs.

We have a further 10 locations already signed – from London to Birmingham to Bristol – with more interest coming in all the time. It means we're guaranteed to

reach 20 clubs before the end of 2023, and we'll likely be significantly above that. It's a competitive market, but I believe The Shredquarters will become UK market leader in this space within the next two to three years.

For me personally, it's also exciting to have others share in The Shredquarters' success.

What are your workouts like?

Shredquarters classes are all about community. Each has a maximum of 25–30 participants, and with two or three trainers on-hand in every class, there's plenty of scope to give individuals the support they need to achieve the results they want.

We use a wide range of functional training equipment from Physical to deliver our 'Shred' gym floor class: HIIT workouts that are fun, varied and accessible to all levels. Classes are structured but constantly evolving – no two workouts are the same – which keeps members engaged and excited to come back. ▶

- We also offer boxing, yoga and strength classes across all our locations. Ours is an inclusive, supportive, engaging approach that ensures we attract and retain a broad mix of members, from teenagers to those in their 70s.

But we also know you have to listen to members and adapt if you want to retain your competitive edge. Even in a franchised model like ours, insisting on rigidity and processes above member satisfaction is – we believe – the wrong approach. While we give our franchisees a set product that works, and some still run just this, they also have the autonomy to inject their own flair and ideas.

This isn't about diluting the core product: any extra classes are scheduled around and in addition to the main functional timetable, which still accounts for at least 75 per cent of the weekly timetable. However, from club to club you can also see complementary classes ranging from indoor cycling to street dance, aerial yoga to self-defence. We allow our franchisees to be highly responsive to local member requests.

Our inaugural Shredquarters Games, which took place on 20 August, further demonstrated the strength of our community. We had around

300 people in attendance – friends and family of the 130 members who took part from across our clubs. It was a huge success and we've already scheduled the next one for August next year.

What are your selling points for franchisees?

The flexibility to adapt is one. We want our franchisees to do well. Why would we stop them earning more by insisting on rigidity in the product? It would be very selfish and would hold them back in a sector where, now more than ever, you need to be nimble, responsive and ready to diversify.

The cost to franchisees is also dramatically lower than for other major brands in this space: our royalties are just 11 per cent of turnover and the total start-up cost for equipment, franchise fee and training is around £100,000. Property and fit-out costs are in addition and vary by site, location and specifications.

We don't agree with making money from our franchisees upfront, either, so we've ripped up the rule book that says you should charge mark-ups. From equipment to flooring to IT, we put franchisees directly in touch with our suppliers so they get the best possible price.



Equipment at Shredquarters is supplied by Physical

Franchisees get support with everything from leases to pension schemes

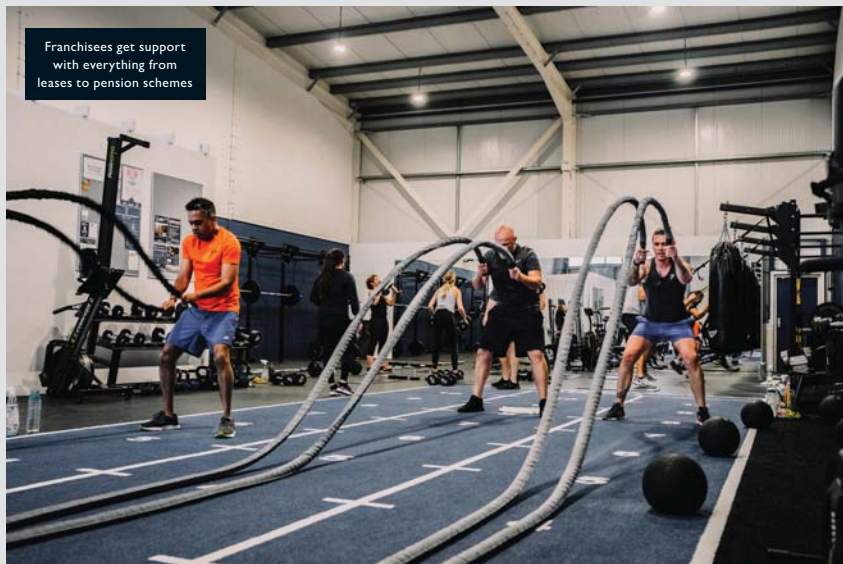


PHOTO: THE SHREDQUARTERS

We believe a strong brand is built on franchisee success, so we're here to get clubs up and running and quickly turning a profit. Our aim has always been to create an honest, sustainable brand that franchisees actually make a living out of.

What centralised services do you offer?

Our franchisee support package includes our professional property search, negotiation and fit-out at no extra cost. We also produce detailed business plan for each site, based on actual local costs, so franchisees can make informed decisions.

We help find, hire and train the best staff and are planning to expand this offering by opening a full-time Shredquarters training facility.

As I've mentioned already, we offer exclusive deals on equipment and software, including our Clubbright CRM system and a fantastic range of equipment from Physical. We've recently struck a group-wide music rights deal with PRS too.

There's free-to-use marketing created by our in-house team – both pre-launch and ongoing digital campaigns – as well as a user-friendly member app that includes class booking. And, of course, we provide all the class plans and programmes.

In line with our whole ethos, though, we're also very responsive to what each franchisee needs. For



The cost to franchisees is dramatically lower than for other major brands. Our royalties are 11 per cent of turnover and the total start-up cost is around £100,000

example, the franchisee at our 10th club – which opened in London, in July – needed to set up a pension scheme, so we helped them do this. We offer tailored, ongoing support that flexes to each franchisee, whether they need more help with business development or with the fitness side of things.

How profitable is the business?

Our fees may be dramatically lower than for other franchises, but I'll say it again: we have no loans or shareholders to service. We're in charge of our margins and we're building a profitable business. ►



We have no loans or shareholders to service. We're in charge of our margins and we're building a profitable business.

The business model allows for franchisees to vary their offering



PHOTO: THE SHREDQUARTERS

► Right now, my business partner Darrell and I still take a smaller salary, but once we have around 25 gyms open and trading, the business will be self-sufficient and we'll take full salaries. Given our current pipeline, that isn't far away.

We're also scaling our head office team only as needed: there are six of us at the moment, all multi-faceted and hands-on. That's enough to oversee the next 10 franchises. After that, we may need to grow the team a little more.

As we do so, at some point we may need to pass on slightly smaller discounts. However, our royalties will stay the same and we'll never frontload things like other franchises do – there will always be very good discounts – so franchisee ROI will remain both quick and strong.

So far, we've seen franchisees break even within two or three months, and we confidently forecast six-figure annual profits per club once they're running at full steam.

Will you sell the business?

Never say never, but I have zero plans to sell it in the foreseeable future. We've built The Shredquarters from scratch and see a bright future ahead, with plenty of interest coming in from existing and prospective franchisees.

We'll continue our self-funded growth, too. We'd only consider external investment if we decided to expand overseas and needed to build brand awareness and bring in local experts.



Physical's John Halls (left) with Waters

PHOTO: THE SHREDQUARTERS

When we started out, everyone told us we were going about it the wrong way: that it wasn't possible to run a successful franchise business without charging big sums upfront. We're now at 10 sites, with a tried and tested concept, so I think we can justifiably say we've proven people wrong. We haven't over-promised and under-delivered. We've done exactly what we said we would, and I'm proud of that.

Which other franchises do you admire?

I really admire Crossfit. It's taken a very simple principle and turned it into a global phenomenon with huge brand awareness and Games that are now a major event. It's the biggest functional fitness brand on the planet, and I can't help but be impressed by that. ●

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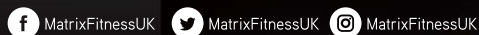


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WHO reveals US\$300bn inactivity “timebomb”

A new report from The World Health Organization (WHO), called *Global Status Report on Physical Activity 2022*, has revealed that physical inactivity between 2020 and 2030 will result in almost 500m people developing a preventable, non-communicable diseases (NCDs), at a cost of US\$300bn, if governments do not act urgently. The report analysed data from 194 countries to check the extent to which governments are implementing



PHOTO: FRANCOIS J. SOUTHERN/ISTOCK

Just 40 per cent of the 194 countries in the report make walking and cycling safer



PHOTO: WHO

We need more countries to scale up implementation of policies to support people to be more active

Tedros Adhanom Ghebreyesus

policy recommendations for physical activity across all ages and abilities – as outlined in WHO’s Global Action Plan on Physical Activity (GAPPA) 2018–2030.

It discovered that the global target of a 15 per cent reduction in the level of physical inactivity in adults will not be met if efforts aren’t accelerated.

Dr Tedros Adhanom Ghebreyesus, WHO director general, said: “We need more countries to scale up implementation of policies to support people to be more active through walking, cycling, sport and other physical activity.”

More: http://lei.sr/H8J4c_H

Holmes Place launches into the boutique market



PHOTO: HOLMES PLACE

The studio is designed to feel cosy to support community connection

The first Holmes Place Boutique Studio, which provides group classes in a small, intimate format, has opened its doors in Berlin, in the trendy area of Friedrichshain.

Holmes Place reports that the demand for boutique-style classes has grown since the start of the pandemic, so the new club has been designed to meet this need, with a focus on mind and body and community connection.

“Holmes Place Boutique is a logical extension of our brand, with which we want to make our extremely successful group fitness courses accessible to more people,” said CEO Doron Dickman. “Here we combine a first-class boutique atmosphere with the best classes on the market – and all this in less than 200m sq with space for up to 25 participants.”



PHOTO: HOLMES PLACE

We combine a first-class boutique atmosphere with the best classes of the market

Doron Dickman

The inspiration for the new studio originated from demand shown for group classes at Holmes Place clubs.

“People have flocked to group experiences since the end of lockdowns,” said Theresa Staps, head of operations.

More: http://lei.sr/v3G3b_H

Life Time opens 16.5-acre wellness village

US-based health, fitness and racquets club operator, Life Time, has opened a residential wellness resort

in Green Valley, Las Vegas

Branded Life Time Living, the 16.5 acre concept is aimed at wellbeing-motivated, high-earning consumers.

Residential buildings extend to seven storeys, offering 105 one-bedroom and 44 two-bedroom apartments ranging from 914sq ft to 1,727sq ft. Rental starts at US\$3,000 per month for a 12-month contract, with the monthly fee including rent, gym membership, on-site facilities and services, as well as access to every Life Time health club across the country.

"Life Time Living was envisioned to foster a healthy, socially connected and environmentally conscious lifestyle



PHOTO: LIFETIME.COM/ERIC PADGETT

Life Time Living was envisioned to foster a healthy, socially connected lifestyle

Eric Padgett

with our new luxury residences and our athletic resorts and spas as part of one vibrant campus," said Eric Padgett, vice president of property development.

• Find out more in next issue of HCM.
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More: http://lei.sr/X9Q8E_H



PHOTO: LIFE TIME

The property in Green Valley, Las Vegas

'Green club' and European expansion for DLL

David Lloyd Leisure (DLL) has acquired fitness clubs ABC Serrano and La Finca in Madrid. Once refurbished they will open in 2024.

La Finca is located 20 minutes from the heart of Madrid and will become a family-focused facility.

The ABC Serrano club spans four floors above the ABC Serrano shopping centre and will target professionals seeking upmarket fitness and wellness facilities. Work on both clubs will start next year.



PHOTO: DLL

DLL takes its country club formula to Madrid while opening a 'green' club in the UK

DLL has a stated aim of using the disruption of the pandemic to scale its portfolio, with acquisition as its core growth strategy.

In an exclusive interview, CEO, Russell Barnes told HCM: "Coming out of the pandemic, lots of companies find themselves having to let go of assets to keep their core businesses afloat. This provides an

opportunity for M&A the likes of which we probably haven't seen, nor will we likely see again, in our working lifetime. DLL, therefore, has a chance to accelerate its growth."

He also revealed that the company has opened the first of a new green health club concept in Bicester UK.

More: http://lei.sr/g3Y5k_H



PHOTO: DLL

Coming out of the pandemic provides an opportunity for M&A the likes of we haven't seen

Russell Barnes

Eurobarometer: Women still less active than men

New Eurobarometer research results, published by the European Commission, show conclusively that women remain less active than men.

In an exclusive interview with HCM – undertaken as part of a collaboration with Europe Active – European Commissioner, Mariya Gabriel, says she's targeting this inequality with a range of interventions, including the organisation of a gender equality conference in 2023. Initiatives to date



PHOTO: ROMAN GAZDAR/SHUTTERSTOCK

The European Commission wants to get more women and girls physically active



PHOTO: ECU/DAU

This is a problem that needs to be considered in its European dimension

Mariya Gabriel

have included the appointment of a young female coach, Willemijn van Aggelen, to act as a role model and ambassador for the European Week of Sport 2022 and the creation of the #BeInclusive EU Sport Awards 2022.

A new European Conference on Gender Equality in Sport in 2023 will also scrutinise the issue: "This is a

problem that needs to be considered in its European dimension, to have an impact at local level," says Gabriel.

The Eurobarometer results were released just ahead of the European Commission's flagship initiative, European Week of Sport.

More: http://lei.sr/2j5C7_H

Body Fit Training makes a major move into the UK



PHOTO: BODY FIT TRAINING

Body Fit is the first Xponential brand to make a major move in the UK

Body Fit Training (BFT), an Xponential Fitness brand, has launched its first franchise location in the UK. BFT opened the doors to its Leicester club on 24 September, ahead of further London-based franchises and a nationwide expansion. It's the first Xponential brand to make a significant push into the UK market.

Founder and joint CEO Cameron Falloon told HCM the UK is attractive due to its similarities to the Australian market in terms of the legal and regulatory framework, while current demand indicates that the company can reach 150 locations within a few years.

"The UK market is pumping," he said, "and with our strong business foundations, proven with over 200



PHOTO: BODY FIT TRAINING

We're ready to bring our programmes to every major town and city in the UK

Cameron Falloon

locations worldwide, we're ready to bring our programmes and education to every major town and city."

Xponential Fitness acquired Body Fit Training in October 2021

• To read an interview with Cameron Falloon, turn to page 28

More: http://lei.sr/B7w9G_H

Jobson leads Jetts Fitness MBO from FLG

Jetts Fitness Australia CEO, Elaine Jobson, has led an MBO to acquire the franchised Jetts Fitness business from parent company, Fitness & Lifestyle Group (FLG).

The deal sees Jobson take control of 129 franchised clubs in Australia, as well as international franchise businesses in the UK and the Netherlands.

FLG retains full ownership of its Jetts Fitness brand and operations in New Zealand, Vietnam and Thailand, where the brand is a market leader by number of clubs.

Jobson said: "I've always seen our Jetts franchise model as unique within the FLG portfolio, so when the opportunity to purchase the business came, we immediately saw it as a fantastic chance to focus on



PHOTO: JETTS FITNESS/FLG

This is a fantastic chance to focus on growing our brand through franchising

Elaine Jobson

growing our brand through franchise as well as our own corporately owned clubs in our new generation design."

• Look out for an exclusive interview with Elaine Jobson in the next HCM (Issue 10). Sign up now at www.HCMmag.com/signup for your free copy.

More: http://lei.sr/e6u6V_H



PHOTO: JETTS FITNESS/FLG

Jetts operates a low-cost model

Barry's gets into bikes with Ride in New York

Barry's has launched a HIIT spin and strength class called Ride in New York City. The club is located next to Barry's existing Chelsea studio and each space includes 21 bikes with corresponding floor set ups to make 42 spots.

The 50-minute sessions combine strength and cycling-focused cardio workouts led by Barry's coaches.

"Innovation is a core value at Barry's and the reason why we're still growing after 24 years," said Joey Gonzalez, Barry's global CEO.

"Barry's Ride X Lift is a natural extension, a way to broaden our community and continue delivering on our brand vision of transforming lives worldwide. We're excited to launch in New York City and combine low impact cardio with the unmatched energy of the Red Room."

The format was originally introduced back in 2020 as a pop-up, but has now returned as demand for indoor cycling at-home and



PHOTO: BARRY'S

Barry's has introduced Ride in the heart of New York City

in-studio – shown by the development of companies such as Soul Cycle and Peloton – increased due to the pandemic. Participants can hire Shimano cycling shoes on site and classes start at US\$38 (£35).

Barry's – formerly called Barry's Bootcamp – launched in 1998 and now has 85 studios in 14 countries. The boutique fitness chain offers

three experiences: Lift (strength training), Ride (indoor cycling paired with floor work); and Barry's X (live and on-demand classes). The digital offering was launched last year bringing Barry's signature strength workouts to screens with filming done on location at Barry's studios.

More: http://lei.sr/3s4q9_H

Neil Randall named CEO at Urban Gym Group

Former CEO of Anytime Fitness Neil Randall has been appointed the new CEO of Train More and Club Sportive at Urban Gym Group (UGG). His role will start in November 2022 and Jordy Kool – who has been interim co-CEO with Marjolijn Meijer since January 2021 – will stay on as chair of the board as Meijer transitions to vice-chair.

Before Anytime Fitness, Randall was COO at Go Mammoth and held management positions at LA Fitness and Virgin Active.



PHOTO: UGG

This opportunity at Urban Gym Group comes at the right time

Neil Randall



PHOTO: UGG

Train More and Club Sportive are part of the Urban Gym Group

"This opportunity at Urban Gym Group comes at the right time," said Randall. "The first weeks will be spent fully grasping the characteristics of Train More and Club Sportive, meeting the crew, UGG's partners, and spending time getting to know the members of our clubs. I look forward to continuing to build the

company on the great foundations laid by Jordy and Marjolijn."

In line with her vision for UGG's fast expansion, Meijer will be focusing on the growth of UGG's boutique brands, as well as recently-founded Renaissance.

More: http://lei.sr/A8D8E_H

F45 receives unsolicited US\$385m takeover bid



PHOTO: HANSEN GORELLI/REUTERS/GETTY IMAGES

F45's board, which includes Mark Wahlberg, is reviewing the takeover bid

F45 Training has confirmed it received an "unsolicited preliminary non-binding proposal" from Kennedy Lewis Investment Management (KLIM) to acquire the company.

The deal would see KLIM purchase all outstanding shares of common stock, at a price per share equal to US\$4. KLIM already owns 14.57 per cent of the business for a total value of US\$35m after buying 3.5m shares in September 2022.

According to a filing with the Securities and Exchange Commission (SEC) in Washington, the deal relates to 96,218,524 shares (outstanding as of September 14 2022) and therefore equates to a US\$384,874,096 takeover offer. The filing reveals that KLIM believes that "as a

private company" F45 would "be in a stronger position to maximise its resources and realise strategic value that enhances its operations and supports its stakeholders".

KLIM was co-founded by Darren Richman in 2017 – along with David Chene – and has been on F45's board of directors since October 2020.

F45 faced turmoil earlier this year as it cut 50 per cent of its head office workforce in a cost-reduction exercise and saw former president and CEO Adam Gilchrist step down with a reported US\$7m payoff. Since then Ben Coates – who joined F45's board in 2021 – has been serving as interim CEO while recruitment for a new leader takes place.

More: http://lei.sr/p2g8P_H

Inaugural W3Fit event takes place in Malta

The first W3Fit – the networking event led by David Zarb Jenkins – saw 170 buyers and suppliers meeting from across Europe and the Middle East at the Westin Dragonara in Malta to conduct over 1,000 meetings over a two-day period.

They came from a wide range of companies including Technogym, Myzone, Les Mills and InBody on the supplier side and TRIB3, Everlast Gyms and Four Seasons on the buyer side.

The event kicked off with a conference session looking at the opportunities of the metaverse, after which W3Fit delegates headed into two days of face to face meetings with suppliers pitching to operators.

The purpose of the W3 organisation is to create business events based on wellness, so the W3Fit event was



PHOTO: W3FIT

Our aim is to create a new era of events that change the way business is done

David Zarb Jenkins

punctuated by exercise sessions and power breaks, while early morning yoga and boot camp were followed by bracing dips in the Mediterranean.

W3Fit will take place again next year in Croatia. Find out more at: www.weworkwellevents.com/w3fit

More: http://lei.sr/C8t6W_H



PHOTO: W3FIT

W3Fit is a wellness networking event

Rumble and Pure Barre partner with Lululemon

Lululemon has released a new digital service, Lululemon Studio, for which the prerequisite to join is owning a Mirror fitness screen.

Acquired by Lululemon for US\$500m in 2020, Mirror, up until now, has been retailing at US\$1,495, but prices have been cut by 50 per cent to US\$795 to coincide with the launch, making it more affordable for consumers to join the Studio.

Lululemon Studio's US\$49 per month subscription offers 10,000 established Mirror workouts, as



PHOTO: LULULEMON STUDIO

Rumble and Pure Barre content will be streamed via Lululemon Studio

well as at-home streaming from Y7 Studio, AArmy, AKT, Dogpound, Forward_Space, Pure Barre, Rumble and Yoga Six. Members also get discounts on these partner brands' in-studio sessions and 10 per cent off Lululemon kit.

"Mirror has always been one of the most flexible platforms that can adapt to changing fitness trends," said

Michael Aragon, CEO of Lululemon Digital Fitness. "With Lululemon Studio, we're expanding our offering to solve our guests' needs. We see Lululemon Studio as being the daily go-to destination for experiencing the most dynamic content from the industry's top studios."

More: http://lei.sr/R8n3p_H



PHOTO: LULULEMON DIGITAL FITNESS

We see Lululemon Studio as being the go-to destination for the most dynamic content

Michael Aragon

Princess Cruises signs deal with Xponential

Xponential Fitness has entered a five-year licensing agreement with Princess Cruises that gives guests access to its boutique fitness classes and workout channel, XPlus.

The tie-up is managed by One Spa World and also launches Xponential's first corporate wellbeing offering, which provides subscription platform XPass to 30,000 employees at a discounted rate.

"This partnership brings the best in fitness to Princess's millions of



PHOTO: PRINCESS CRUISES

The fleet will now offer digital fitness classes from Xponential Fitness



PHOTO: XPNENTIAL FITNESS

Our variety of fitness offerings will provide everyone the opportunity to experience our brands

Anthony Geisler

guests," said Anthony Geisler, CEO of Xponential Fitness. "Our wide variety of offerings, ranging from stretching to cycling, will provide everyone, including avid Xponential members and first-timers, the opportunity to experience our brands."

Under the new agreement, passengers can experience at least

eight of Xponential Fitness' brands – including Club Pilates, Cycle Bar, Pure Barre and Row House – across all 15 ships in the fleet, as well as XPlus. Princess's first foray into fitness content will be viewable in around 23,000 staterooms.

More: http://lei.sr/x6W9k_H

Research reveals the impact of "gymtimidation"

A recent One Poll survey on behalf of The Gym Group (TGG) has found one in three Brits (33 per cent) suffer from gymtimidation and fear feeling out of place in the gym, while over half of women (53 per cent) are put off joining up due to perceived pressure to wear lycra.

In addition, half of the women surveyed (52 per cent) said they go to the trouble of wearing make-up.

Intimidation in the gym is seen as the biggest barrier to joining for nearly a third of women (32 per cent), while nearly half of those surveyed (43 per cent) said they would be self-conscious of their stomachs and more than 25 per cent felt too unfit to consider signing up.

The survey of 3,000 UK non-gym-going adults aged 18-60 highlighted that



PHOTO: THE GYM GROUP

Some don't join a gym through fear of how they look when exercising

nearly a quarter of respondents said not knowing where to start in the gym put them off, with over 29 per cent saying not knowing how to use equipment had made them uncomfortable in the past.

The research has led The Gym Group to launch a new TV and social media ad campaign to counter gymtimidation centred around all of us having a 'gym face'.

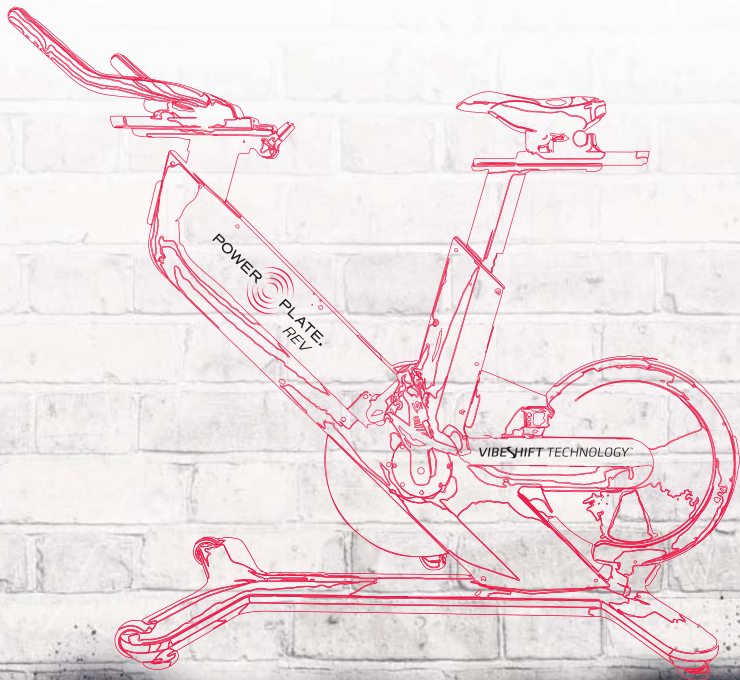
Ads are running across prime-time networks with music by Will Hislop and the video celebrating all gym faces, from 'red-face' to 'sweaty face' to 'did I change my tampon? face'.

The campaign follows TGG's involvement in UK Active's consumer engagement groups.

More: http://lei.sr/a2S8j_H

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Falloon developed his system based on how athletes train





Our target of 1,000 studios globally is on the way to becoming reality

CAMERON FALLOON

The founder of Body Fit Training talks to Liz Terry about global expansion, the power of coaching and joining forces with Xponential Fitness

Tell us about Body Fit Training

Founded in 2017, we're Australia's fastest-growing fitness franchise with 50,000+ members across 225+ studios. We've currently got a presence in Australia, New Zealand, USA and Singapore, and – as of September – the UK.

Body Fit Training (BFT) offers community-based, 50-minute functional, high-energy strength, cardio, and conditioning-based classes across 13 workout programmes.

Is there a methodology behind the programmes?

BFT's group fitness offering is based on our proprietary methodology, which combines cardio with resistance programmes. Workouts are progressed over periods of eight- to 10-weeks to train different energy systems every session, and give members the opportunity to develop their skills in a way similar to the way elite athletes train.

We've incorporated scientifically-proven training techniques aimed at reducing body fat and creating lean muscle into a variety of progressive 50-minute functional strength, cardio, and conditioning-based classes with workout programmes for all fitness levels.

And it's a coaching-led model?

Our members are overseen by accredited coaches, who are by their side to motivate, educate and push them to achieve their goals. Our aim is to give every member a personal experience relevant to their

own body, their level of fitness, history of injury and flexibility, in a community that's supportive and fun and with great energy in the room.

High levels of visual content showcase our programmes along with members' heart rates on multiple digital displays around the studio. This enables coaches to spend more time training clients and building a great sense of community.

Our high-performance group training methods work really well, as the average number of weekly visits is 4.7 per member.

In terms of customer lifetime, members stay with the studio for an average of 10 months – that's four months more than the industry standard, according to IHRSA research.

How did you approach the development of the programmes?

Time, detail and diligence go into our programmes. We look at how the way people exercise on a Monday impacts Tuesday and how Tuesday impacts Wednesday and so on through the week and then how that impacts the following week, so it's part of the eight week programme. This is part of what keeps people engaged and leads to our high visitation rates.

We also test and retest the programmes before we make them live to ensure they get the desired physiological responses.

All this work gets done in a studio in our office in Melbourne. We test our programmes with local



The UK fitness market is pumping and we feel ready to bring our world-class training programmes to every major town and city

- ▶ franchisee businesses to get customer feedback, with our head office trainers coaching the members.

As I said, we're a coaching-led and not a screen-led model. This is very important – people don't just come in and do what's on the screen.

We look at movement patterns over a period of months to ensure we avoid programmes that over-use any particular joints or muscles, to avoid injuries.

All content is fresh and bespoke and because the system I developed is based around how athletes train, this is what underpins it – they all train very differently and specifically for their sport.

What's the benefit of this athlete-centric approach?

It's a great model to base training on because you're touching every energy system and working both fast

twitch and slow twitch muscle fibres and you're also working in different planes of movement, so you're not overloading any one system or structure. We want people to develop deep skills in the way they move and exercise, but also vary their workouts.

There's a theme for each training cycle that we vary throughout the year. Each programme has a very specific outcome, from anaerobic to aerobic and from heart rate-specific to strength-focused, which in turn is different from strength endurance, which is different again from power.

We manipulate all the exercise variables and the amounts of sets and repetitions and the tempo. All this continues to develop the skills and the physical qualities specific to that particular exercise session.

The progressive nature of the programmes is one of the things bringing people back regularly, as

The franchise package includes equipment





PHOTO: BODY FIT TRAINING

I said. We train our coaches to recognise all sorts of improvements and give feedback on them, so members recognise that they're advancing in ways that are obvious, but also more subtle ways. The basic process is for members to learn the skills, understand the 'Why?' And then build up from there.

How are you using tech?

Drawing on science and technology, we've developed a bespoke heart rate monitor system called BFT3 (BFT cubed), which is designed to maximise the BFT experience and members' results.

We believe it's a world first in group training, with technology and gamification aligning with each of our BFT programmes to ensure members are getting maximal personalised results from each programme, regardless of whether it's cardio or strength.

Most other heart rate systems only reward high heart rates, but BFT3 rewards all styles of training, teaching members to train the right way and follow the prescription of the programmes for optimal results.

What makes BFT special and different?

We focus on using all the body's energy systems as part of a progressive training model – in conjunction with a prescribed heart rate that doesn't involve going flat out for as long as possible.

BFT is also much more than just a workout, we offer members a community environment that builds lasting friendships and networks, while having fun.

Another key differentiator comes from our investment in people. There are three pillars to our business: our members, our franchisees and the team that makes up BFT HQ. It's about making it a great experience for everyone. If we fail to look after our franchisees, the members don't get the experience they deserve, so it's important to us that we invest in the people. Supporting our franchisees means they're happy and well equipped to run their business and – in turn – this leads to a great customer experience.

We find the most financially successful franchisees are the ones who follow the BFT system.

What's the philosophy behind BFT?

It's all about fairness. We operate with our franchisees in mind in everything we do, and have a true 'working partnership' between franchisees and franchisor that isn't just rhetoric – it's at the core of how we do business.

You're launching into the UK. What's the plan?

We launched our first UK franchise in Leicester on 24 September. This will be followed by another location in London, owned by an Australian couple who've

- secured three London territories. We're also in discussion with many other prospects and are seeing a high demand to become a studio owner. Our plan is to replicate the same success in the UK that we've seen in Australia, New Zealand, USA and Singapore.

Why have you chosen the UK?

The UK fitness market is pumping, and with our strong and solid business foundations proven with over 200+ locations worldwide we feel ready to bring our world-class training programmes, practices, and education to every major town and city.

With more people aspiring to a healthier and more active lifestyle, we believe now's the perfect time to share the essence of BFT, which makes professional

You're touching every energy system, working both fast twitch and slow twitch muscle fibres and exercising in different planes of movement, so you're not overloading the joint structures

training accessible to the everyday person. We're aiming to open 150 sites over the next three years and to have a presence right across the UK.

Why should people franchise with you?

The brand is internationally recognised, with proven success in its science and technology-based functional and strength-based training. BFT was also recognised by Fit Summit as APAC Franchise of the Year in 2020 and 2021.

We have a proven, robust business model with low start-up costs and high yield-per-member that works on both high streets and industrial parks. As evidenced globally, low set-up costs and high margins create the right formula for success. BFT is delivering a solution in the marketplace – a workout with more than just scattered programming and results and a business model that also creates welcoming, inclusive, motivating and safe spaces.

For a minimum investment of £130,000, franchisees are provided with our training system and 24/7 support, prior to and after opening.

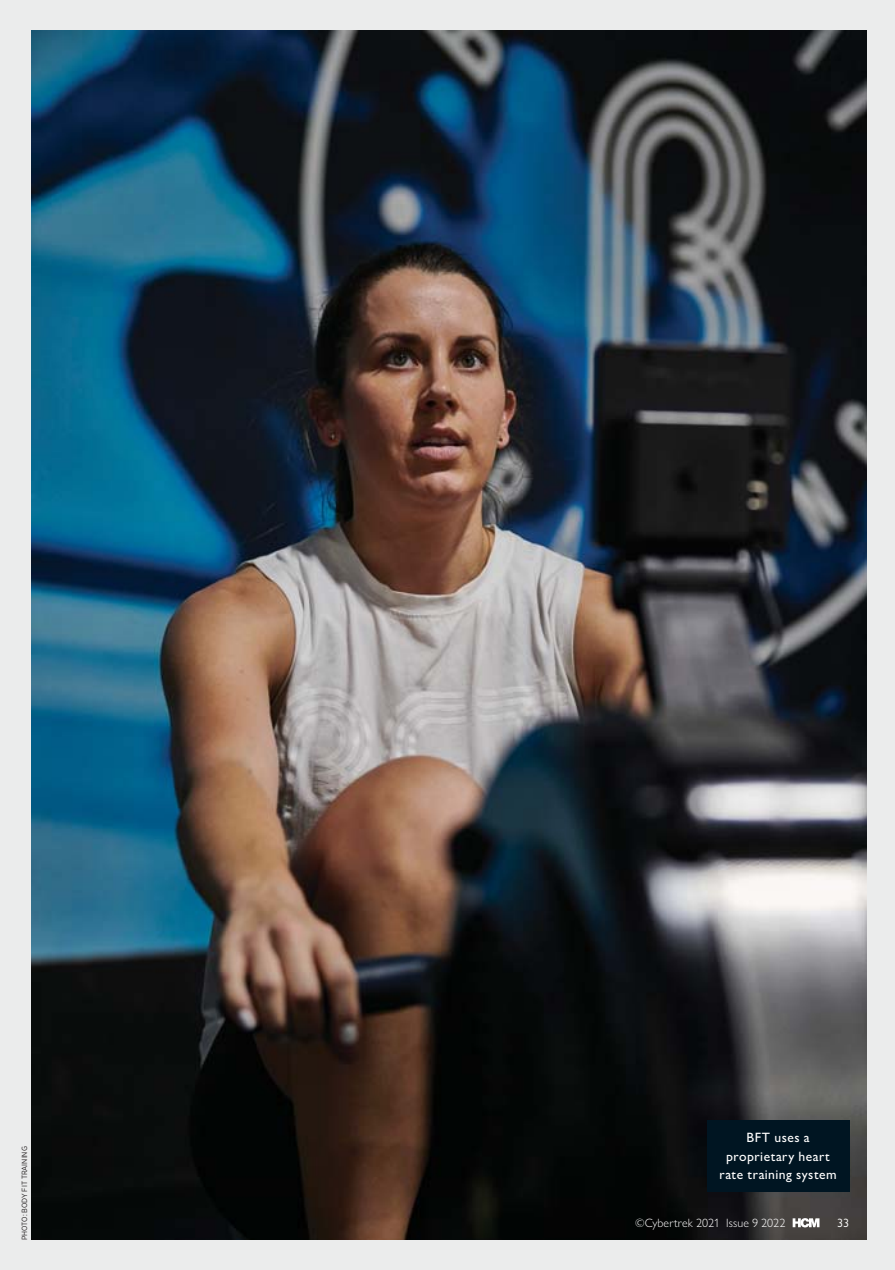
From operations and logistics to HR, legal and finances, we have a very thorough on-boarding process, which is regularly monitored, even after completion. Further support is provided through our franchise performance management team and quarterly training for all franchisees to enable them to continue their learning and professional development.

Each studio is provided with gym equipment and our progressive programmes with bespoke technology that's constantly being evolved and developed to ensure members stay engaged.

We also offer startup support by giving access to professional guidance on property leases, site finding and contracts, as well as legal and employment matters. ►



BFT franchisees
get access to
24/7 support



BFT uses a
proprietary heart
rate training system

BFT income distribution

- * Franchise sales 28%
- * Franchise fees 27%
- * Secondary sales 25%
- * Rebates 8%
- * Other 6%
- * Events 3%
- * Training 1%
(personal trainer)
- * License fees 1%

SOURCE: BFT

► What are the economics?

The high margins per member (fees in the region of £180 - £230 a month), mean that a BFT studio needs far fewer members than a traditional gym in order to be profitable.

While each studio will be different – having its own specific overheads that will vary, such as rent etc – the standard payback for our current studios globally is 15-18 months.

What financing packages do you offer?

Leasing can be an option and this is done through a third party.

Do franchises have a resale value?

This is market-dependent and in line with years of operation and EBITDA.

How easy is it to pivot a business running under another franchise brand?

This will be dependent on the size of the facility, but it has been done and is a great way to get faster market entry and benefit from the support and systems that BFT offer.

Does your model deliver secondary spend?

There are multiple streams of additional revenue available to franchisees – a massive one being our Eight Week Challenges which happen three times a year. Members pay a one-off fee to participate, covering the value of Evolt body composition scans and eight weeks of recipes and meal plans. We also have partners

across supplements, apparel, footwear to build in secondary spend opportunities for our franchisees.

You're part of Xponential Fitness – how did that come about?

In October 2021, BFT sold the Intellectual Property used in the BFT System to Xponential Fitness, making it the 10th brand in the Xponential portfolio.

As part of the deal, BFT retained the rights to franchise the BFT brand globally outside North America.

What are the synergies between the two?

We wouldn't have gone into partnership with a company we didn't have 100 per cent confidence in. The discussions were extremely thorough and Xponential has a demonstrated history of seamlessly integrating brands, as it's been growing by acquisition.

So we're confident Xponential will successfully expand BFT into the US and Canada, which are massive markets that require resources on the ground.



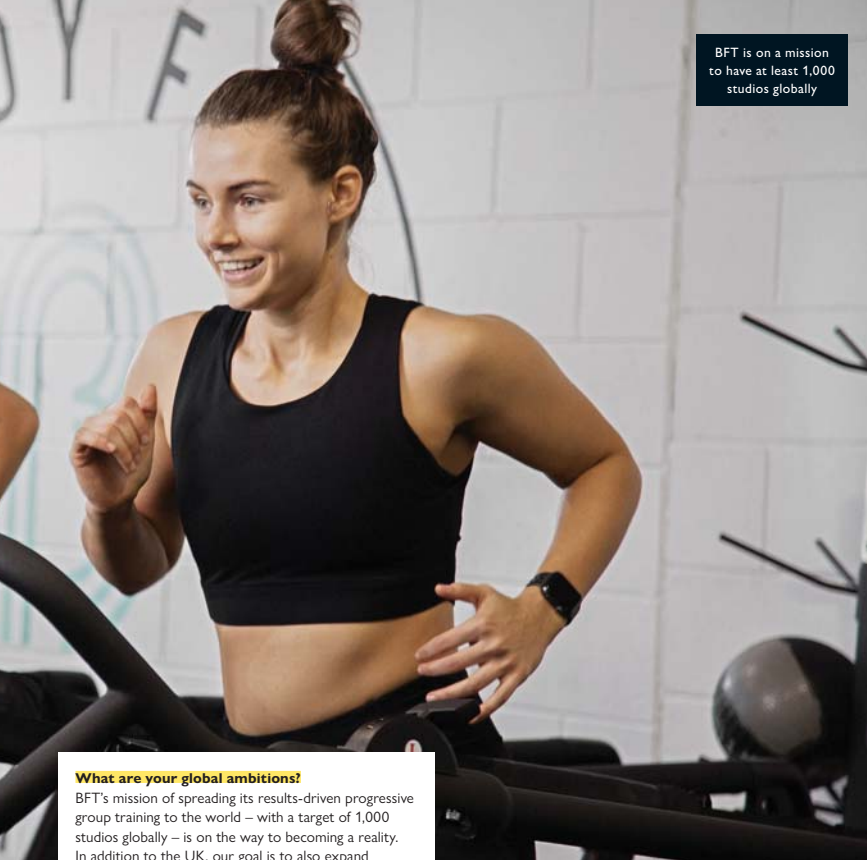


PHOTO: BODYPIT TRAINING

What are your global ambitions?

BFT's mission of spreading its results-driven progressive group training to the world – with a target of 1,000 studios globally – is on the way to becoming a reality. In addition to the UK, our goal is to also expand in the US market and to grow further in Asia, where we have 22 studios alone in Singapore. There's also interest in Ireland and Malaysia. New Zealand is almost completely sold out and in Australia, the New South Wales market is expanding rapidly.

We're in discussions with potential partners in Germany, the Netherlands, France and Spain, so will be looking to open across Europe over the next few years, as we strive to reach our 1,000-location target.

Tell us about the court case with F45

The lawsuit began in late 2019, when F45 filed proceedings in the Australian Federal Court against BFT over an alleged patent infringement.

In response to this, we filed a cross-claim seeking orders that the patents were invalid



We're thrilled the Federal Court ruled in favour of BFT. F45 has since appealed the decision, but we're confident this will not yield a different outcome

- and should be revoked on the basis that they don't cover patentable subject matter.

We were successful in our cross claim and the patents were found to be invalid. In what represented a comprehensive win, the judge also held that even if the patents were valid, we hadn't infringed them.

We're thrilled the Federal Court ruled in favour of BFT. F45 has since appealed the decision to the full Federal Court. We're confident this will not yield a different outcome and are hugely grateful to our franchisees, members, industry partners and Xponential Fitness for their unwavering support, belief and trust in our brand throughout this case.

Do you have any more comments to add?

One of the values we hold strongly is that we stay in our lane and stay focused on what we're doing.

For us the goal is to be an industry leader, which means not getting distracted by outside noise, and to just keep growing and supporting our members and franchisees.

Might you or Xponential Fitness acquire F45?

We obviously can't speak on behalf of Xponential and their plans, but our primary business focus is to keep growing our existing markets, to expand into new markets, to keep delivering industry-leading fitness programmes and to continue supporting all of our BFT franchisees to build successful businesses.

Are there any other planned acquisitions in the pipeline?

No, but we're in several positive discussions with regards to joint ventures and partnerships.

PHOTO: BODY FIT TRAINING



Our plan for the UK is to replicate the same success we've seen in Australia, New Zealand, USA and Singapore

The first BFT franchise in the UK has opened in Leicester





Will you consider launching a second brand to leverage your infrastructure?

No, we have no current plans to launch a second brand. At this stage of the business, we have a singular focus on our main goals and ambitions for the Body Fit Training brand.

You're the founder and you're still at the helm.

How long do you think this will continue?

The continual evolution of the Body Fit Training brand over the past five years has well and truly kept my drive and passion alive, and I really don't see this changing anytime soon!

My role will be shifting over the next few months to focus on new market growth – predominantly international markets – as we've brought in a fresh set of eyes in the form of our new APAC CEO, Dave Aitchison.

Are there any other thoughts that you'd like to share with us?

We're super excited to have our first UK studio open in Leicester, followed by our first London location and for local communities to experience BFT and see for themselves how we're different and better. ●



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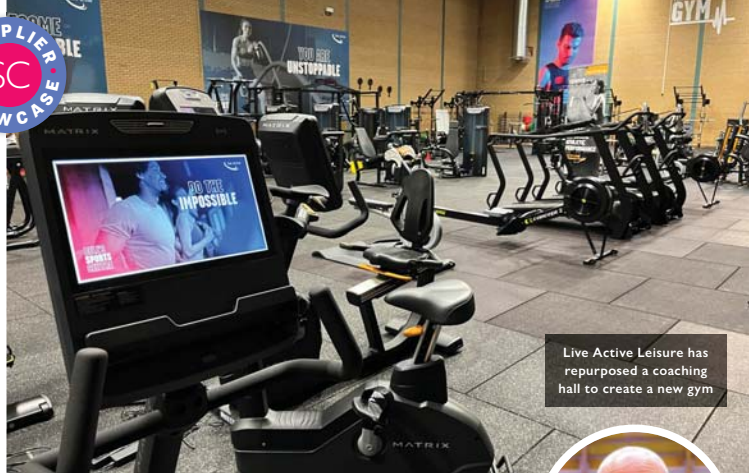
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MATRIX



Live Active Leisure has repurposed a coaching hall to create a new gym

A serious investment

Live Active Leisure commissioned Matrix to transform the sports hall at Bell's Sports Centre into an impressive 126-station gym

Live Active Leisure, a local leisure trust based in Perth, Scotland, has seen one of its venues, Bell's Sports Centre, undergo a huge £750,000 transformation.

The project has involved the repurposing of a coaching hall into a brand new 126-station gym, complete with state-of-the-art Matrix Fitness equipment, and three dedicated fitness studios.

The renovation, which opened to the public in July 2022, now has an impressive big box gym with boutique-style programming and the latest equipment from Matrix Fitness.

Live Active Leisure's activity programming and fitness manager, Graeme Lackie, said: "This was a vast project and one that was not only designed to cater for the health and fitness needs of the local community, but to also offer something different for those looking to take their training up a gear and even attract the highest level of athlete.

"The new gym has the perfect combination of equipment," said Lackie. "The latest equipment from the Matrix Fitness Performance and Endurance series is combined with total connectivity, thanks to Touch XL, Touch and Premium LED consoles, which give interactive access to all, while providing easy-read touchscreen use where required.

"The gym is laid out in a way that gives users a 'big box' feel, but with boutique quality, customer service and attention to detail that really adds to the member experience," said Lackie.

"We've also incorporated Matrix Fitness Sprint 8 and Virtual Active console features, as well as MX4 and MX4 Active group exercise programming into our timetable so we can elevate our group exercise offering," he continued.

"This is the biggest gym in the area and thanks to Matrix Fitness, we have an unrivalled offering we hope will attract members from far and wide."



Thanks to Matrix Fitness, we now have an unrivalled fitness offering

Graeme Lackie,
Live Active Leisure

Highlights include the gym's centrepiece, the Matrix Fitness Double Mega Rack, an eye-catching exercise, strength and conditioning frame that takes weight training and functional training to the next level.

The gym also houses the Matrix Fitness Go Series strength circuit and the latest from the Matrix Fitness Cardio range, which includes the Performance Plus Treadmill with Touch XL Console.

Chris Porrino, area sales manager at Matrix Fitness UK, said: "Live Active has significantly invested in better facilities for the community and has provided an elite-level training space that's second to none in the area. We've enjoyed working with them to bring this project to life, and look forward to seeing its continued success."

● More: www.matrixfitness.co.uk

Everyone's talking about Staffless gyms

For 24/7 operators, being staffless at night is commonplace, but with rising costs and staff shortages, could we see more health clubs being unstaffed around the clock? Kath Hudson reports

After a large upfront investment, running costs are reduced



The market for people who are confident in the gym and looking for a facility to work out is getting bigger

Philipp Maier

Founder, Twenty Four Gym

My staffless, automated club concept, Twenty Four gym in Germany, works very smoothly and is ideal for the target audience who wants to get a top product at low prices. The market for the population who are confident in the gym and just looking for a facility to work out is getting bigger.

Going forward, discount studios will be pressurised to change their product to cope with factors such as rising costs and a shortage of skilled workers, so I expect the



PHOTO: TWENTY FOUR GYM



Staffless gyms enable a lower membership price explains Maier

market to split: on the one hand into fitness clubs where the service of people is the focus and on the other hand into completely digitalised fitness clubs without staff.

A staffless facility can be safely implemented by automating and digitalising all processes, targeting the right audience and using features such as video surveillance, quality management and loyalty bonus concepts to make members look out for the club themselves.

Insurances might increase a bit, but with a good monitoring and strict requirements this is not a problem. The technology requires heavy upfront investment, but this reduces costs permanently, which allows the product to be offered at a more favourable price.

Combining low price with good facilities is only feasible with less service. The reputation of the sector will be little affected by a move towards staffless gyms, as in the future, the market will be split between these two fields: those with human service as the main focus, or low price, high value, automated, staffless gyms.

BREAKING NEWS

Neil Randall has been appointed CEO of Train More and Clubsportive at Urban Gym Group
See page 24 for more details

Neil Randall

Anytime Fitness

The industry has been heading in this direction for a while, removing the membership advisor role in favour of driving online joiners. Although Anytime Fitness clubs are unstaffed overnight this isn't something we're looking to extend into the daytime hours, as coaching, community and culture are such integral parts of our member experience. Consumer feedback has shown there's still so much value in having a friendly team present to welcome members and provide support and our feedback reveals members consistently rank the friendliness and performance of our teams as one of the highest metrics.

Over time I think staffless gyms would lessen the appeal of the fitness industry by simply providing a facility for people to exercise in, when we should be more of a hospitality-focussed industry.

At a time when our sector is striving to demonstrate its essential status to the government and the

wider population, staffless gyms project the opposite impression.

The majority of the population are under-equipped with knowledge when it comes to living a healthy lifestyle, and staffless gyms wouldn't give them the necessary coaching, motivation and support to make lifestyle changes. Furthermore, research from within our sector has shown many people are intimidated by setting foot in the gym, something staffless gyms would heighten when visitors are faced with a room of equipment they don't know how to use.

For a mid-market operator, such as ourselves, a key selling point is the availability of highly-trained teams and personalised coaching, so a move to going staffless is going completely in the wrong direction. A key part of our future strategy is transitioning our clubs to an employed coach model, meaning coaches would spend more time within the club and are able to build greater relationships with our members.



PHOTO: ANYTIME FITNESS



Our sector is striving to demonstrate its essential status. Staffless gyms project the opposite impression

The majority of gym members still need coaching and support

PHOTO: ANYTIME FITNESS

Torsten Boorberg

Fit+

Going forward, I believe there'll be both fully unsupervised and hybrid models, depending on which strategy the operator chooses in their region.

Fit+ currently operates 208 unstaffed studios in 19 countries. Further master licenses have been granted to Asia and the USA and our growth envisages operating at least 1,000 studios by 2027.

Security is an issue at various levels. Firstly, safe access to the studio and secondly the safe execution of exercises. The technical requirements for access and security of surveillance with cameras and panic functions are guaranteed in our system and work well in all countries.

The safe execution of exercises is always improving, simply because

people bring a lot more fitness experience with them now the industry has matured. Like skiing or tennis, after a while you don't need a coach to have fun or get results in the gym. The younger audience are comfortable using digital media and we offer digital training, along with exercise

instructions which can be called up via QR code. For those members who require some professional input, we offer personal training.

Our staffless concept has allowed us to extend into rural areas: our USP is that we are often the only studio in the area. This blue ocean strategy helps us to break even very quickly and operate the studios successfully without incurring high sales and marketing expenses. We are also running the first women's gyms in larger cities: our staffless system works there too, because we offer something special.



The Fit+ model includes women's gyms in larger cities

Fit+ has a target of operating at least 1,000 studios by 2027



Our staffless concept has allowed us to extend into rural areas. We're often the only available studio

Staffless gyms offer many benefits for members, says McMullan



PHOTO: PURE GYM

Julia McMullan

Pure Gym

Staffless gyms offer accessibility, flexibility and affordability for members and suit those who have to workout at night – such as shift workers – or choose to because it's quiet. Appropriate safeguards do need to be put in place, otherwise they could pose some risks to members, operators and the reputation of the sector, however, this is undoubtedly the direction in which the industry is going.

For many years, Pure Gym has been successfully operating a staffless model during parts of the week and we're looking at usage patterns to see if we could extend this to other locations. We're also looking to expand more small-box gyms into smaller catchment areas. By virtue of their size and design these



PHOTO: PURE GYM

gyms require fewer team members for classes, cleaning and re-sets, which makes it more feasible to run extended unstaffed hours. This is a really exciting prospect, as it means we will be able to bring Pure Gym to even more locations and provide flexible, affordable, high-quality fitness facilities on peoples' doorsteps.



Safeguards do need to be put in place, however, this is undoubtedly the direction in which the industry is going

Incidents or health emergencies are very rare, however, if something were to happen, we are well-placed to provide immediate support. We have CCTV cameras, with two-way communication with the CCTV team, as well as safety stations with automated external defibrillators, first aid kits and emergency help points.

There should be robust plans in place in case of emergency, explains Melhuish



PHOTO: THE GYM GROUP

David Melhuish

The Gym Group

Running unstaffed, remotely supervised gyms enables us to ensure we can maximise the availability of our teams on the gym floor at the busiest times and provide the best service to as many members as possible. As a 24/7 operator, it also controls operating costs at times when there is little value the teams can add. It is, therefore, an attractive option to operators and members alike. If delivered safely it offers a safe and convenient way for people to exercise and helps break down barriers to health and fitness.

Safe operation of a staffless environment needs sophisticated technical infrastructure to support remote supervision and the provision of high quality information to members to enable good decision making and support good member behaviour. Unfortunately, there

are always going to be incidents which cannot be fully mitigated against, such as a member becoming unwell, and it's essential to have robust emergency plans in place which remote teams can follow easily and quickly.

We've been working closely with our primary authority to understand any regulatory challenges and ensure our processes are thoroughly trialled and tested. Likewise, keeping insurers informed supports in understanding any liability risk. Even when gyms are unstaffed, operators still have a requirement under the Management of Health and Safety at Work regulations to ensure all the operational procedures have been taken through a rigorous risk assessment process.



PHOTO: THE GYM GROUP



Safe operation of a staffless environment needs sophisticated technical infrastructure to support remote supervision

Tara Dillon

CIMSPA

Whether or not we see more staffless gyms will come down to business models and whether it's something a lot of

customers are happy with. From a CIMSPA perspective we would certainly hope most operators and customers continue to see the value in having highly qualified and professional staff on hand.

I'm not sure the concept can be delivered entirely safely in all cases. People need assistance with using equipment safely, and what happens if there's a need for first-aid or some other incident occurs with no member of staff on-site?

I would expect insurance for gyms to increase as the risk of injury to customers would be higher. I would also see it as a backward step for the sector as a whole. We're trying to bring more of the population into taking part in sport and physical activity and at the end of the day it's our people – not buildings or equipment – which have the ability to engage and motivate them.

Staffless gyms could feel 'soulless' and unwelcoming, says Dillon



Research from Leisure-net found the number one thing people missed in lockdown was the motivation they got from instructors

Staffless gyms might work well for a small segment of the market, such as people who are very experienced and self-motivated, or for those who are only able to visit the gym outside regular, staffed hours. But personally I find them a bit soulless and think many others, especially women, could find them unwelcoming and even intimidating.

For most people, having professional, knowledgeable and friendly staff on hand to help is the best way to encourage them

to visit the gym in the first place, and to keep them coming back.

Leisure-net research in 2020 found the number one thing people missed in lockdown was the motivation they got from gym or class instructors. Thirty nine per cent of male and 54 per cent of female respondents felt this way. Other Leisure-net data shows that the importance of staff friendliness and guidance both increase by age, with 97 per cent of 65-74s rating the support from gym staff as very or quite important.



Studio 60 members
are asked to
report issues,
explains Alderton

Ben Alderton

Solo 60

Solo 60 studios are unstaffed 100 per cent of the time, allowing PTs, or groups of friends, to book out the space for a private session.

The concept has proven very popular and across our five sites we've had 5,000 app sign-ups, more than 15,000 sessions to date, and have raised £1m from investors. We're now progressing towards the EU, US and beyond to target hundreds of new locations.

Technology makes of all this possible. We use a robust booking system and a PIN-code lock to monitor entries, with CCTV and panic alarms for safety. Nobody has to check these, as they are automated via our tech, or when pushed by the user and let our central system know if there's an issue. We also require our users to report any problems, in the same way as self-service products in other industries, such as Zipcar.

We've had zero major issues and only a handful of operational issues, such as internet outages and kit being left out. Each one we learn from and develop our processes to improve the service and find out the optimal way to run without staff.



We require our users to report any problems, in the same way as self-service products in other industries, such as Zipcar



Solo 60 staffless
studios are rolling
out globally



“There’s no right or wrong; our role is to help customers establish what’s best for their brand”

Standing out from the crowd

Life Fitness is helping its customers to create unique clubs all around the world

It’s good to be different and in challenging times, gyms have to find creative ways to compete.

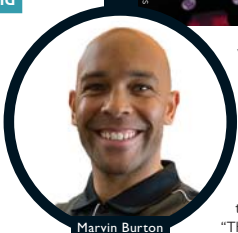
Members are seeking experiences beyond those they enjoyed pre-pandemic and these new types of engagement are driving member retention and acquisition.

Looking at the gym’s ecosystem is key to delivering a heightened experience, but where do you start?

“A gym experience is about more than just equipment – it involves the club’s concept and values; its people; the layout and the technology – it’s about bringing these elements together to create a holistic solution,” says Marvin Burton, Life Fitness international customer experience and training specialist.

At Life Fitness, this process starts with collaborative workshops; working with customers to understand how they view their brand and offering and where they want to take it.

Life Fitness Experience Hubs are one of the tools used for this. The Experience Hub Barcelona serves the European region to not only showcase



Marvin Burton

what the organisation does, but also how its solutions connect with customers’ stories.

Turning concept into reality

Establishing a brand’s ethos and values is the first step, but this needs to be well-executed.

“There’s no right or wrong; our role is to help customers establish what’s best for their brand,” explains Burton. “Staff from all departments and seniority levels should join in this process, as each one will engage with the facility and its members differently.”

Involving the team also encourages staff buy-in, “Many people are naturally resistant to change, so involving them generates positive engagement and helps establish USPs.”

Understanding external best practice is also important, and to assist with this, Life Fitness benchmarks within the fitness industry and also outside of it: “Our sector is relatively young, and we can learn a lot from other industries, such as hospitality and retail, where customer experience is a number one priority,” says Burton.

PHOTO: LIFE FITNESS



HARDER

Life Fitness is supporting clients to innovate

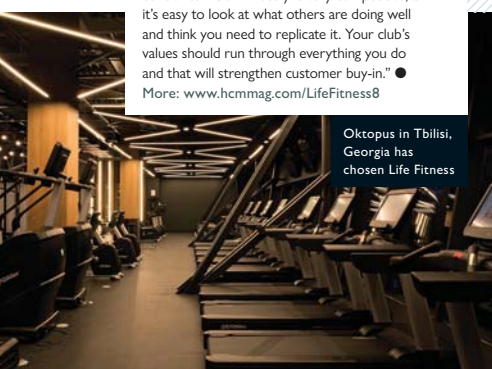
A network of experts

"We know we can't do it all, so we co-create – not just with our customers, but with other suppliers to deliver a coherent, quality experience," he explains.

From interior design to app development; audio visual to body scanning technologies; Life Fitness has partnerships with third party suppliers to help clubs create unique experiences. Through open APIs, Life Fitness digital solutions also link to third party technologies to improve UX functionality.

"Be proud of what makes you unique," Burton concludes. "Our industry is very competitive, and it's easy to look at what others are doing well and think you need to replicate it. Your club's values should run through everything you do and that will strengthen customer buy-in." ●

More: www.hcmmag.com/LifeFitness8



Oktopus in Tbilisi, Georgia has chosen Life Fitness

Top 5 tips

The Life Fitness guide to futureproofing your gym

1 Ask 'why?' five times

Too often, decisions are made without enough reasoning and it's easy to be influenced by opinions. Asking why? multiple times helps overcome this.

2 Break down your customer journey roadmap

Explore this as a series of processes, then look at how these overlap to determine your full member journey. Define your online enquiry process; member joining journey; group exercise booking experience; even your cancellation process – you never know when a member might return and all these experiences combine to leaving a lasting memory.

3 Futureproof your facility

Fitness trends change, and gyms need to keep up with member demands. Establishing a layout and ecosystem that's flexible and adaptable will aid your club's ability to stay on-trend.

4 Gather staff feedback

Your workforce will have valuable insights and Impact Mapping is a way to collate this feedback. Explore the feasibility of implementing something based on agreed criteria and the result is a series of proactive short-, medium-, and longterm outcomes that staff will feel invested in.

5 Use your data!

Gyms generate a wealth of information, and this should be used to guide new plans. Core member information should be easily available from a CRM, but you can explore other insights such as equipment usage, class attendances, and informal interviews, which are all helpful ways to assess member and staff culture.

FIND OUT MORE

To find out how Life Fitness can help you create a unique experience for your members, go to www.hcmmag.com/LifeFitness8 or scan the QR code.





Too often people still regard our service as nice-to-have leisure, rather than need-to-have health

MOVING FORWARD TOGETHER

Andreas Paulsen, CEO of Europe Active, reflects on the sector's short-term challenges and long-term opportunities

Following a couple of enriching days at the Active Leadership Forum in Berlin recently, I took time to reflect on the strong community of industry leaders we have across Europe and how crucial their input will be to the success of the sector at a time of great challenges and greater opportunities.

The pandemic years have been difficult for our industry, testing our resilience and resolve. Financial resources have been strained, as have the mental wellbeing of everyone working in the industry and it's inspiring to see how business leaders are giving special priority to rebuilding the spirit and welfare of their teams.

Reason for optimism

Consumer data from across Europe gives us reason for optimism when it comes to the post-lockdown recovery – albeit with national variations. Data from sources such as Deloitte and McKinsey are indicating strong, growing demand for personalised health services – particularly fitness and exercise – but as the European industry association, we're aware this positive news needs to be considered in the context of a sector still in recovery mode and facing some clouds on the economic horizon.

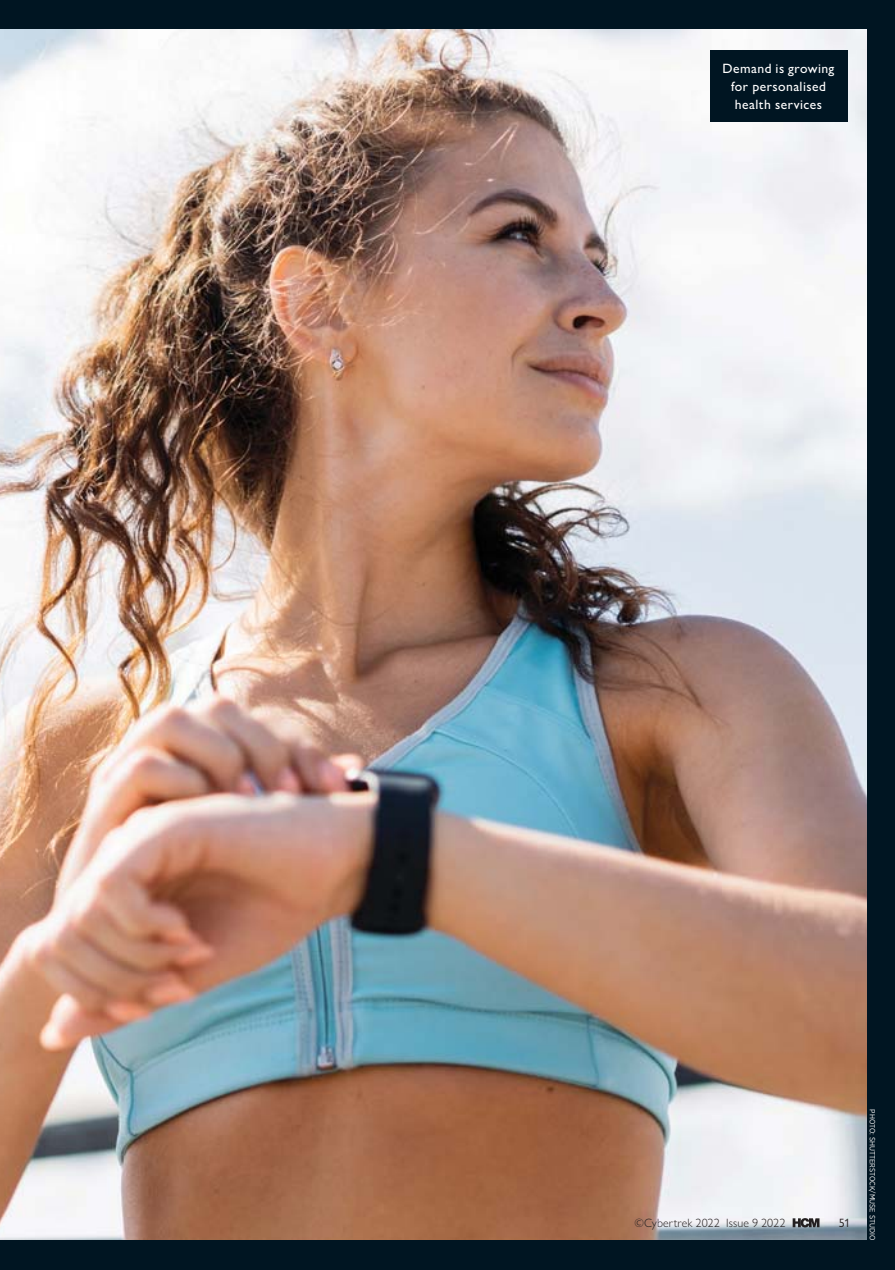


Andreas Paulsen

There's little we can do as a sector to change macro-economics, but it's within our power to determine how we react to what life sends our way.

Strategising around factors such as consumer behaviour, inflationary pricing, staffing and digitisation is essential. We must address immediate challenges, such as energy prices, while connecting with long-term goals – integrating energy conservation measures into our green transition plans, for example.

Since the start of the pandemic we've seen businesses and trade associations gain renewed



Demand is growing
for personalised
health services



Collaboration across sectors will be key moving forward

- momentum by reinvigorating their purpose and conceiving bold strategies which take disruptive new realities into account. We've also experienced how conservatism and a focus on the past can be dangerous when the world is changing so fast.

In EuropeActive's strategising, we drew inspiration from the existentialist principle that life should be understood looking backwards, but must be lived looking forwards.

Unite to thrive

In every crisis there's potential for growth through transformational renewal and it will be imperative we utilise the same collaborative spirit and creativity that took us through the troubling first years of COVID-19. It's also important we speak with one voice as we reposition our services as essential to public health.

Gaining essential status will be critical as consumers' disposable incomes come under pressure. Our offering – health-enhancing physical activity – is a cost-effective, flexible personal health intervention, which suit the busy lives of contemporary Europeans, but too often people regard our service as nice-to-have leisure, rather than need-to-have health. This is a vulnerability when many are forced to cut down on non-essential services.

Making a plan

Becoming a recognised solution to today's public health challenges is our greatest opportunity and challenge and this outcome can only be reached through collective effort by sector trade associations and commercial stakeholders.



Europe Active's President's Council has defined four key components needed to support our industry's positive development:

1) Informing and evidencing

Reliable data-collection and research in collaboration with academic partners, evidencing our sector's health and economic impact.

2) Representation

Political representation through effective public affairs work, ensuring evidenced research is recognised in health-policy-making, for example.

3) Reputation management

Strategic comms and PR on behalf of the sector, redefining our public image as a health solution.

4) Events to unify

The creation of unifying industry events, that ensure collaboration, coordination and the sharing of best-practice across the sector.

We're fortunate to have some of our sector's brightest minds supporting Europe Active's long-term strategising, and I believe we'll achieve our goals if we place these four objectives at the heart of our work.

It's essential we take a data-based, consumer-centric approach to the development of our ecosystem, ►



PHOTO: SHUTTERSTOCK/JACQUESSELIN

Physical activity is a cost-effective and flexible personal health intervention



It's inspiring to see how business leaders are giving special priority to rebuilding the spirit and welfare of their teams



Above: Andreas Paulsen speaking at SIBEC 2022



We've set the theme of the European Health and Fitness Forum 2023 as Transformational Leadership

A brighter future

In working to deliver on the sector's short-term success, the three most essential behaviours will be collaboration, creativity and persistence.

We'll ride out the current storm provided we collaborate and are sensitive to the transformational winds that are pointing us towards our future horizon – a destination consumer data indicates will be brighter than before.

For this reason, we've set the theme of the European Health and Fitness Forum (EHFF) in April 2023 as Transformational Leadership, with speakers from academia and business. We'll draw on data and present leadership tools to support market expansion beyond 25 per cent penetration, while taking economic turbulence into account.

We'll also inspire participants by sharing examples of how innovative business models are mobilising new consumer segments, positioning our sector as a provider of exercise in schools, a facilitator of active ageing and a provider of fitness and exercise for medical purposes. ●

- ▶ embracing everyone who's committed to getting more people, more active, more often, knowing that greater physical activity levels in society will also mean more members of health clubs.

As we pledge to European citizens and policy-makers that our sector is ready to play a central role in preventive health, we need to assess ourselves in a constructively self-critical light. Let's replace protectionism with proactive transformation when needed.

Uniting science and technology

European antiquity taught us the wisdom of 'mens sana in corpore sano' – 'a healthy mind in a healthy body', something modern science has shown to be indisputable.

It's also essential we demonstrate that health is not just physical, but also mental, spiritual and social.





*We need to assess
ourselves in a
constructively self-
critical light. Let's
replace protectionism
with pro-active
transformation*

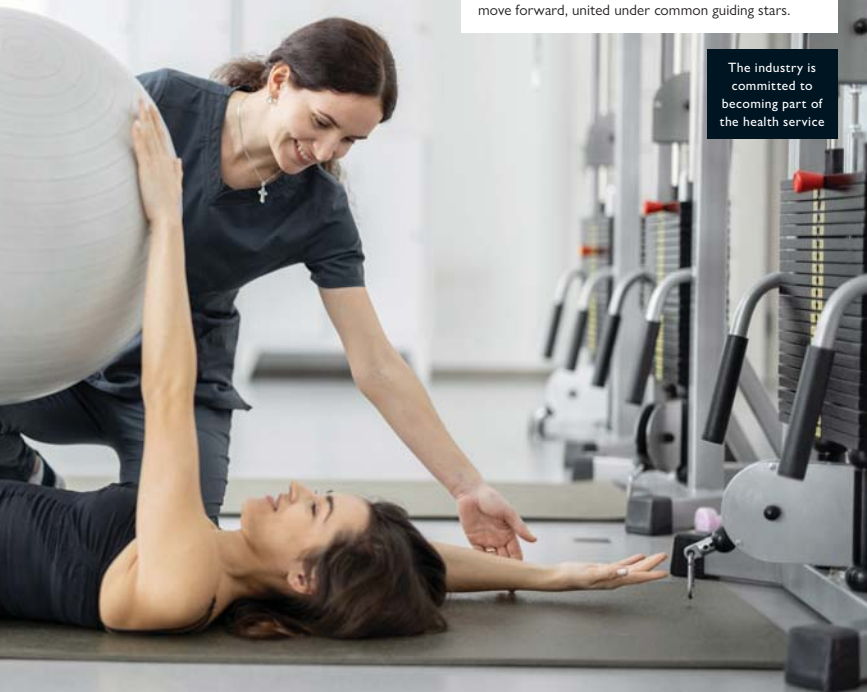
Furthermore, technology enabled us to connect with anyone everywhere during lockdowns, with this functionality becoming critical to the continuation of our work.

Both science and technology are essential to success, with fitness and health clubs becoming valued third spaces – after home and work – in the busy lives of contemporary Europeans who know they have to invest time and money in their personal health.

Our long-term prospects as an industry are undoubtedly brighter than in the past, and our position as an important partner in building sustainable public health in Europe is more convincing than ever.

All parts of our ecosystem have important roles to play in the endeavour to make our continent's future healthier and happier. In close collaboration with Europe Active's national trade association partners, from Dublin to Kyiv and Helsinki to Madrid, we see it as the association's *raison d'être* to connect the best of past, present and future to make sure all parts of our sector move forward, united under common guiding stars.

The industry is
committed to
becoming part of
the health service





We're lobbying to reduce VAT on fitness memberships and to make exercise part of the political solution

EUROPE ACTIVE STRATEGY

More on Europe Active's political priorities and lobbying goals

EuropeActive and its national association partners have been initiating actions aimed at securing the sector's recovery. These include informing the sector on inflationary pricing strategies, related consumer behaviour and energy conservation, as well as ensuring policy-makers Europe-wide are aware of the detrimental effect on public health that would occur if our industry encounters additional financial hardship.

The organisation is also lobbying for reduced VAT on fitness memberships and to make exercise part of the political solution with image-building PR initiatives, such as #BeActive day.

We published the association's strategy for 2022 to 2025 earlier this year. The plan, titled *Moving Forward Together*, outlines the strategic directions we intends to lead on behalf of the sector.

By publishing our strategy we aim to demonstrate a level of accountability and transparency that will engage our ecosystem to help us build and align European and national trade associations to achieve common goals.

Our aims for this decade are to become a recognised solution to public health challenges, to use digital and tech to activate European citizens to build an inclusive, environmentally-sustainable sector and to quality-assure and upskill the workforce to ensure there are sufficient qualified professionals to drive the success of operators.

These guiding stars – health, digital, community and standards – must light our path towards 2030. ●

Andreas Paulsen, CEO of Europe Active

The Europe Active Leadership Forum 2022 in Berlin





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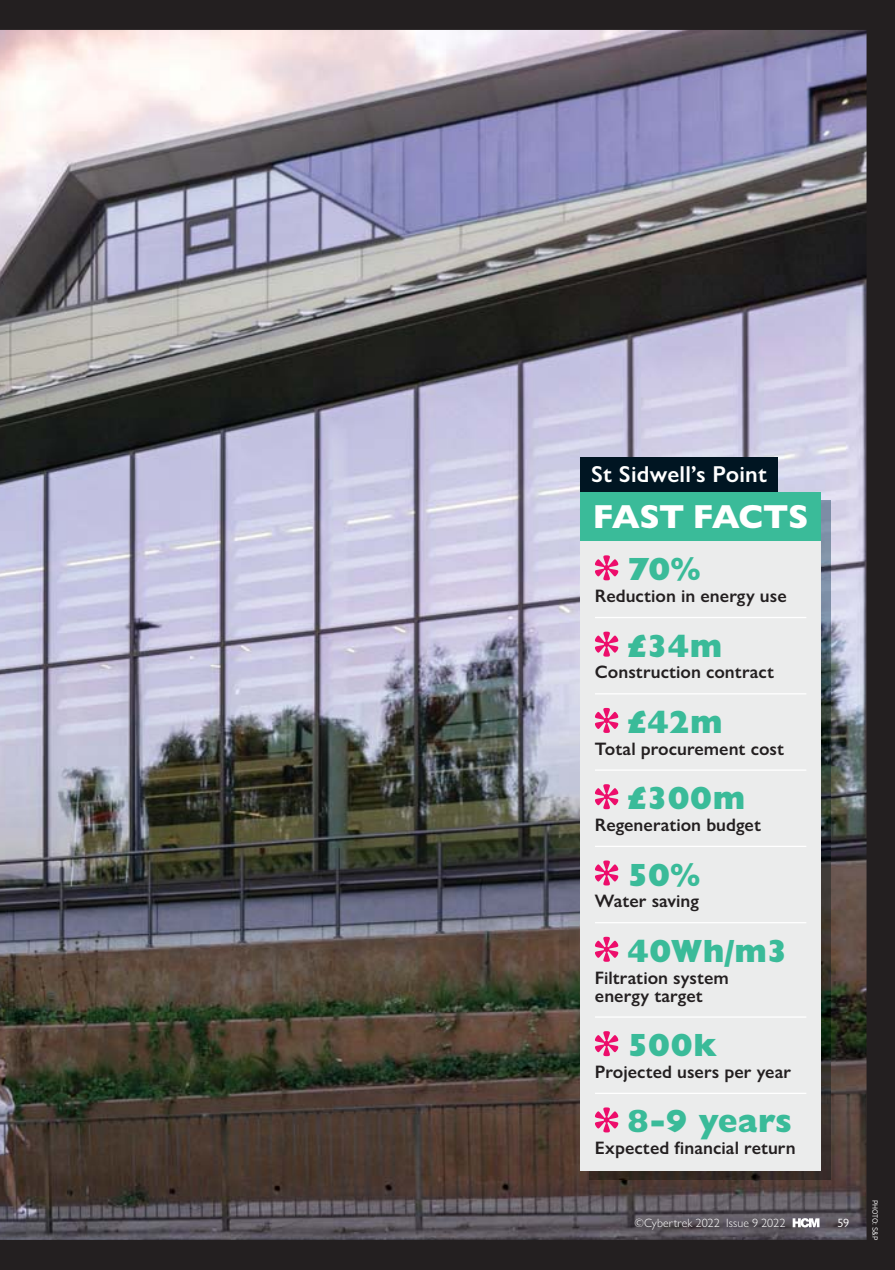
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ON POINT

St Sidwell's Point, Exeter, is one of the first Passivhaus leisure centres in the world. Christine Hartigan and the team at S&P talk to Liz Terry about the benefits



St Sidwell's Point will use 70 per cent less energy, meaning the payback period will be eight to nine years



St Sidwell's Point

FAST FACTS

*** 70%**

Reduction in energy use

*** £34m**

Construction contract

*** £42m**

Total procurement cost

*** £300m**

Regeneration budget

*** 50%**

Water saving

*** 40Wh/m³**

Filtration system
energy target

*** 500k**

Projected users per year

*** 8-9 years**

Expected financial return

► Tell us what's happening

Exeter has a new leisure centre – St Sidwell's Point. It's one of a number of sports and leisure facilities owned and operated by Exeter City Council to provide optimum opportunities for residents and workers to enjoy the social and health benefits of exercise.

It's also a Passivhaus building, the first of its kind in the UK, and has opened at a time when energy costs are a major issue for leisure providers, so it's good timing for Exeter.

St Sidwell's Point is part of a wider masterplan for the city incorporating a new bus station and a proposed development called City Point that will link this part of the city to the Princesshay development and incorporate a mixed use offer of offices, a new civic hub, residential apartments and a hotel.

The building was designed with a wider leisure offering incorporating a café, rooftop spa, soft play and creche to reflect the desire to make the centre a destination; somewhere visitors and members are inclined to stay longer than a conventional leisure centre, and perhaps combine a visit with retail and

leisure offerings nearby. The mix of facilities was determined in part by the demolition of the ageing swimming pool at Pyramids and sports facilities at Clifton Hill, both of which had reached the end of their lives. St Sidwell's Point brings the facilities previously housed in these buildings under one roof.

What policies supported this facility mix?

The council's policy is to create a sustainable future for the city centre through economics, community and the environment and locating the centre in the city has many benefits, bringing visitors to dwell, shop, eat and drink, boosting local businesses. It also enhances a run-down city area with a high-quality design that's already acted as a catalyst for other redevelopment to regenerate this important gateway site.

Being located next to the bus station makes it easily accessible by the whole community, while it also connects with local cycle routes and arterial roads.

By challenging the architect's brief and undertaking extensive community consultation the council has ensured St Sidwell's Point has been

The Passivhaus leisure centre building is a first for the UK

ST SIDWELL'S POINT



Ceiling heights are calculated to reduce energy usage



Typically, leisure centres are large consumers of energy, as pools are heated to 30°C and 30 litres of water are dumped and replaced for each bather

Energy produced in the gym is channelled to heat pools and showers

developed to satisfy community requirements, as well as responding to its long-term vision.

And its environmental credentials?

We've looked at the environmental impact at both macro and micro scales.

On a macro level the project is all about long-term energy use and reducing carbon emissions. This is about more than just greening our supply – we needed to reduce demand as well – so St Sidwell's Point is designed to certified Passivhaus standards.

At a local level it's about addressing issues such as quality of townscape, reducing use of chemicals in the building through healthy building design and improving water and air quality – the latter having been made possible by the increased fresh air intake that occurs as a result of the building's Passivhaus design.

Exeter first invested in state-of-the-art leisure when the Riverside Centre opened in 1986. What's been driving this?

Having backed several schemes such as Get People Active and Exeter Live Better and Move More it's

clear Exeter prioritises the health and wellbeing of its residents. The city also takes its environmental ambitions seriously, and this is the motivation that prompted the creation of St Sidwell's Point.

At the start of this project, the council had three primary requests: the centre must be a city gateway building; it must provide state-of-the-art swimming and fitness facilities and it must address three environmental factors: reduced energy and water usage, healthy building principles and future climate readiness.

The council's aspirations were also to provide a landmark building and promote urban regeneration.

Can you describe the facility mix?

St Sidwell's Point provides a wide range of facilities, including state-of-the-art swimming and fitness facilities, including a 150-station gym, three pools with water of drinking quality and a rooftop spa and treatment rooms. Guests have an abundance of options to support their fitness journey or simply to relax, unwind and enjoy the calm of the space.

The new leisure centre is also home to a modern café, creche and soft play area, all of which can support the local parents and



St Sidwell's Point was created with the vision of being 2080 Climate Resilient which ensures the building can adapt to more frequent weather extremes

- ▶ guardians while they themselves can get to enjoy the other facilities available at the centre.

How was this mix decided?

The facility mix was developed through a feasibility study undertaken by the council and its in-house leisure team and funded by the government's Technology Strategy Board.

Following the appointment of our team at Space & Place we reviewed the facility mix and engaged with leisure consultants Continuum who undertook consultation with community sports groups and NGOs, in addition reviewing existing local facilities to assess latent demand. We also engaged with a sports management organisation for operational input.

During the design process the facilities were soft-market-tested with a number of operators as part of the council's review of options for the operation of the centre. Public consultation was also carried out as the design developed.

How did you approach the design?

Architecturally, there's little to suggest it's a super low energy building, and that's intentional. From the outset this was the approach agreed with the client.



The building is designated climate resilient until 2080

You'll note a lot of timber in the building – this reflects the quality, beauty and the longevity of the timber, as well as it being a sustainable construction material, when procured in line with Exeter City Council's timber sourcing policy.

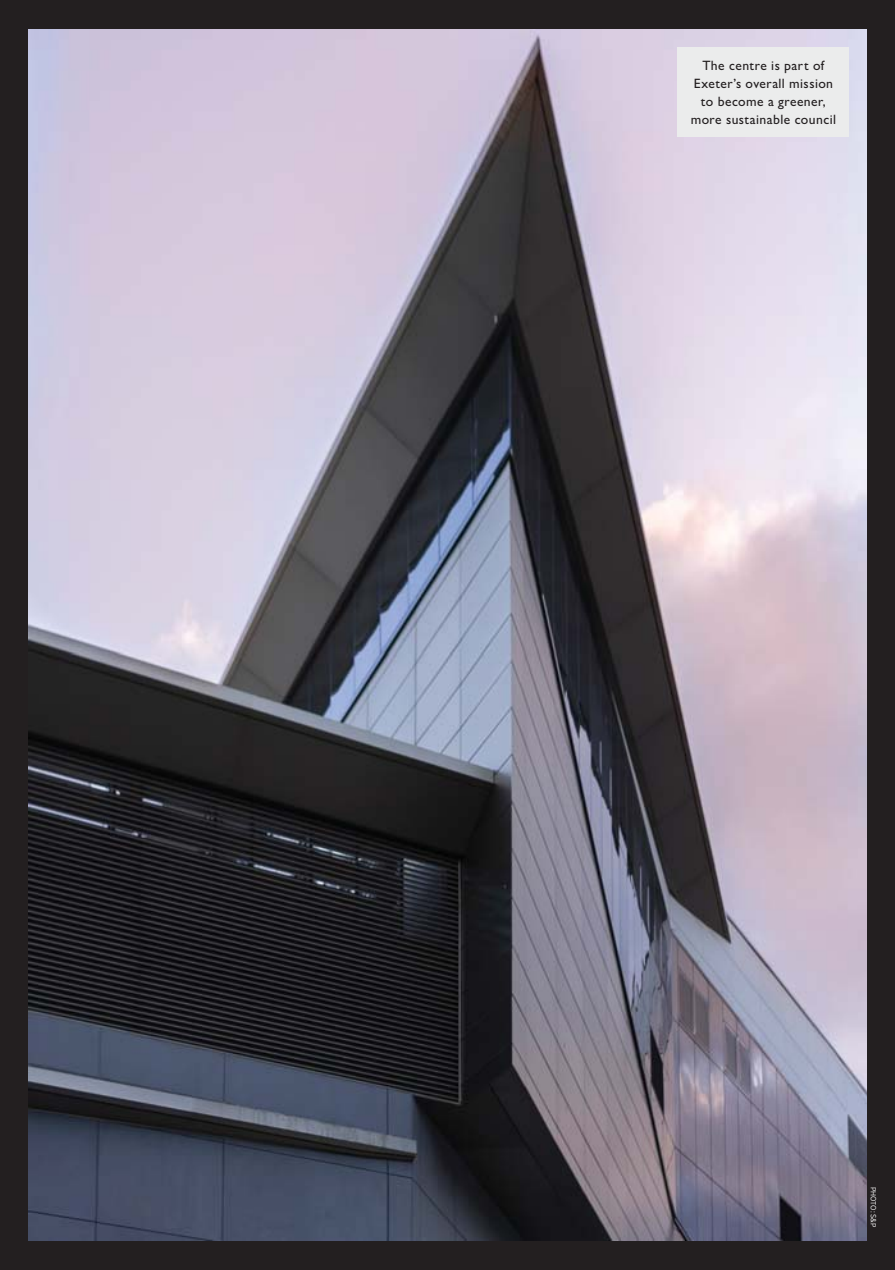
The swooping, stepped roofline looks exciting and dynamic, but also reduces the volume of air to be treated in the smaller pool hall. The glazed steps in the roof bring light deeper into the pool hall while providing insulation and airtightness levels we couldn't have achieved with a large rooflight at the time of building.

The large areas of glazing in the pool halls were calculated exactly to maximise the free heat gain from the sun into the pool hall, but without overheating the space. They also deliver the psychological benefits of natural light, along with energy savings on artificial lighting.

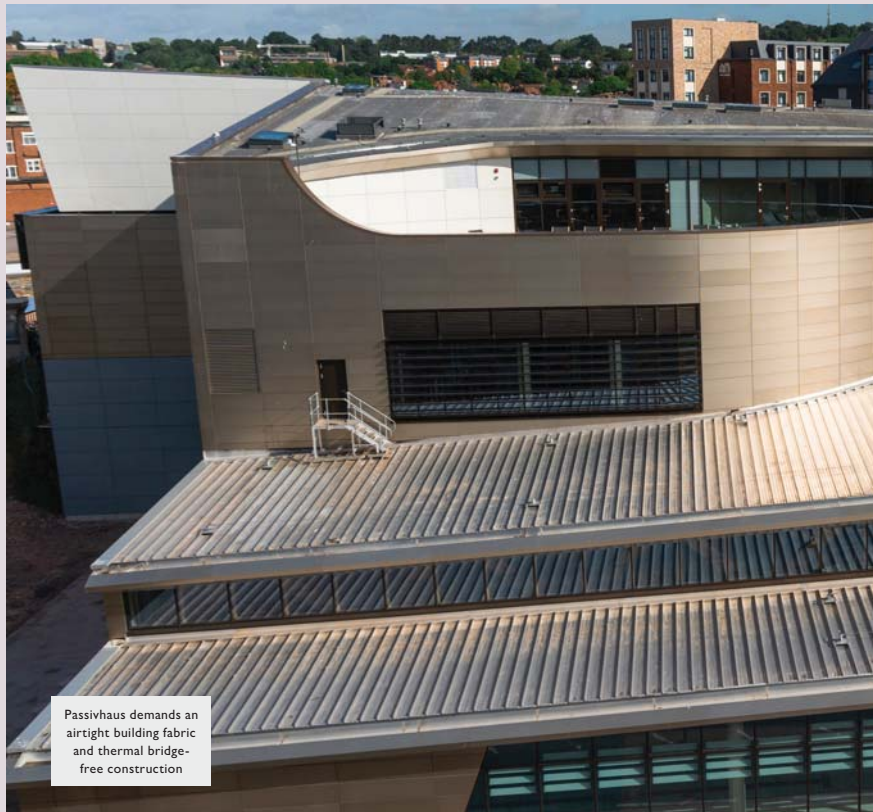
An added bonus from the triple glazing is sound insulation and the wonderful lack of traffic noise as double decker buses pass less than 10m away.

How did the brownfield site impact things?

The decision to use a brownfield site has proven beneficial, not only because we've been able to conserve and maintain existing green space and rural



The centre is part of
Exeter's overall mission
to become a greener,
more sustainable council



Passivhaus demands an airtight building fabric and thermal bridge-free construction

► land, but also because we've responded to the existing street pattern and helped rebuild the compact, traditional streetscape associated with old cities.

This compact building approach also meant we could minimise the Heat Loss Form Factor, and expand Exeter's urban character by repurposing dilapidated space.

How about the finances?

The building cost approximately £42m to commission and build. This figure doesn't tell the whole picture, however, with the actual construction contract being £34m, the fact the centre was constructed through the pandemic threw up a series of further challenges and costs for everyone involved.

It was funded entirely by Exeter City Council as part of its £300m regeneration project, which will also bring updated housing, offices, restaurants and retail hubs to the city.

St Sidwell's Point is the UK's first Passivhaus leisure centre. What are the benefits?

Passivhaus criteria requires buildings to be designed to ultra-energy saving standards and therefore, by adopting Passivhaus practise, the council is a step closer to reaching its target of becoming net zero by 2030.

St Sidwell's Point will ensure long-term financial and energy savings, having been built to be climate resilient and long-lasting.

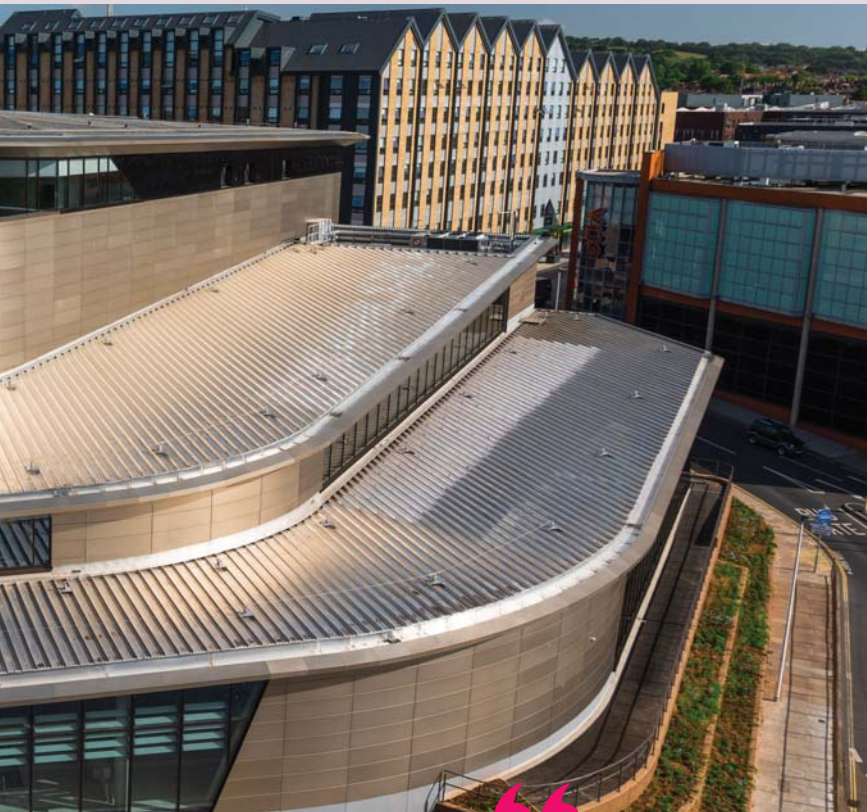


PHOTO: S&P

It's the most energy efficient leisure centre in the UK, predicted to use up to 70 per cent less energy and 50 per cent less water than a 'standard' leisure centre. This is far more than the typical Passivhaus building, which saves around 20-25 per cent.

The centre features many energy-saving innovations, such as the water source heat pump used to recycle the waste heat from the backwash water to top up the water heating. Once the heat is taken out, the backwash water is also recycled to flush the building WCs, contributing to an estimated 50 per cent water savings.

St Sidwell's Point was created with the vision of being 2080 Climate Resilient, which ensures the building can adapt to increasingly frequent weather extremes in the UK. The centre shows that a low energy, healthy environment for sport and fitness

“
*Built in line with
Institute of Building
Biology standards,
this leisure centre
provides a clean
energy, healthy
hub for all users*



The facility mix was developed through a feasibility study funded by the government's Technology Strategy Board

- ▶ can be developed within high-quality contemporary buildings. Being climate resilient to 2080 will extend the lifetime of the centre, meaning the overall payback will outweigh the up-front costs.

The investment will go far, as the low cost of the building in the longer-term will ensure increasing profits.

Built in line with standards defined by the Institute of Building Biology and Sustainability IBN, this leisure centre provides a clean energy and healthy hub for all users who benefit from a space devoid of toxins and harmful pollutants emitting from its building fabric. The microfiltration technology featured in the swimming pools also means that the water is of drinking quality, further emphasising the centre's commitment to caring for the health of its users.

How does Passivhaus work?

The building's design must include very high levels of insulation; high performance windows with insulated frames; airtight building fabric; thermal

bridge-free construction and mechanical ventilation systems with highly efficient heat recovery.

Passivhaus standards also require the presence of high levels of insulation to the thermal envelope, with exceptional levels of airtightness and the use of whole-house mechanical ventilation. At St Sidwell's Point different temperature zones were designed to be thermally separated to create 'buildings within buildings'.

Increased thermal performance of the building envelope and elimination of cold bridges also enables an increase in pool hall humidity, reducing evaporative energy loss and replacement water heating costs, also enabling reduced air change rates, as less dry air is required. Evaporation is reduced further by



Non-members can enjoy a visit to the rooftop spa and thermal areas for £30 per person

the innovative overnight drain-down facility that has been installed under the hydro and teaching pools.

A 40Wh/m³ energy target for the filtration system has been delivered through use of micro-filtration and considered pipe runs and sizes. In addition, all the pipework has been installed within the thermal envelope of the building to eliminate unnecessary heat loss.

This system of microfiltration has contributed to further energy savings, when compared to traditional sand filtration systems, because it requires less backwashing, leading to the 50 per cent water saving.

Free energy generated by participants in the studios and gym is captured through polyvalent air

source heat pumps and used to pre-heat water to the pool and showers. This is supplemented by heat recovered from backwash and discharge water.

The highly-insulated building envelope, as well as the other design features, all ensure the building runs efficiently with minimum energy loss or reliance on non-renewable sources.

How much do leisure centres contribute to climate change?

Typically, leisure centres are large consumers of energy, as swimming pools are heated to 30 degrees C and standards dictate that for each bather using ▶



Exeter City Council had a track record of delivering Passivhaus developments for a decade before St Sidwell's Point commenced on site

- the pool, 30 litres of water need to be dumped and replaced with the same volume of heated water.

According to Swim England, leisure centres contribute towards approximately 40 per cent of a council's direct carbon emissions, so it's important local authorities prioritise reducing energy use to help the country reach its net zero ambitions.

Passivhaus design is a recognised way for local authorities to drastically reduce their energy demands and lower carbon usage in a new building.

Exeter Council has taken a triple bottom line approach to development, being socially, environmentally, and financially responsible.

What are the economics of Passivhaus?

Whilst the upfront costs are often more expensive than other more traditional methods, the payback period can be quick and the long-term savings significant, due to the long-term energy savings that these buildings deliver.

As S&P and Exeter predict St Sidwell's Point will use 70 per cent less energy, the payback period for this centre will be eight to nine years.

Long term energy savings such as these, as well as the reduced lifecycle costs that come with a robust and long-lasting centre such as St Sidwell's Point, mean this building will save the council money. The investment from the council will go far as the long-term low cost of the building ensures rising profits.

Should all leisure buildings meet this standard?

Building to Passivhaus standards, with the considered and logical approach it proposes and its myriad of green solutions, is one of the best ways for architects to battle the climate crisis. By adhering to Passivhaus, architects and designers are able to create beautiful spaces that are energy efficient and durable, regardless of changing weather patterns.

We believe following Passivhaus guidance could provide the solution for many firms looking to become more environmentally-conscious, and hope St Sidwell's Point will inspire other councils, local authorities and private firms to adopt this standard.

From the popularity of the new centre it's clear people are not only interested in more eco-friendly architecture, but are also happy for more investments to be made in its development.

Who was on the team?

The project team from day one was extensive and incorporated Passivhaus consultants, architects, engineers, building biologists, climate scientists, project managers and cost consultants.

S&P were appointed by Exeter City Council as lead designer, and throughout the process consulted with the Passivhaus Institute in Darmstadt, Germany.

Through this collaboration we were able to bring together a multi-disciplinary team that included: Arup (structures, civils and services), Gale and Snowden (low energy and building biology), LDA (landscape), Randall Simmonds (cost consulting and client representation), Kier Construction (contractor), T Clarke (M&E), FT Leisure (filtration), Massey Cladding Solutions (cladding and roofing), Dalesauna (spa) and Technogym (gym fit-out).

Exacting environmental performance requirements led to the appointment of this interactive team of expert consultants ahead of appointing a contractor with the capability and capacity to deliver a world-class, world-first centre.

The Client also appointed a technical assurance team that supplemented the contractor's consultancy team and worked collaboratively to ensure successful delivery.

One of the key drivers of the development was to ensure knowledge was transferred throughout the team, including to all site operatives. Exeter City Council had a track record of delivering



The interior makes extensive use of sustainably-sourced timber

PHOTO: S&P

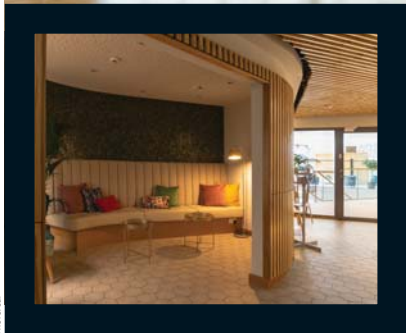


PHOTO: S&P

Passivhaus developments for a decade before St Sidwell's Point commenced on site and could, therefore, transfer significant knowledge and experience to the project team and help de-risk the development, while also instilling confidence.

Tell us about Building Greater Exeter

Building Greater Exeter is a partnership of local authorities, training and education providers and construction companies. Their organisation also partners with other construction sector initiatives, such as Building Plymouth to ensure consistency across the south west.

Building Greater Exeter is hosted and supported by Exeter City Council as part of its vision of regeneration for the city, which is an effort to uplift the people and places of the city.

St Sidwell's Point and the design and build team on this project were able to experience the benefit of the Building Greater Exeter scheme, since some members of the team were part of this training programme. ▶



PHOTO: S&P

- The goal was to inspire a future workforce through an effective engagement programme and to support employers with recruitment and upskilling. Through this scheme, the leisure centre development provided a platform to upskill the local workforce within Exeter.

How is it being received?

Already boasting a membership of 2,000, Exeter City Council – which is managing the building – intends to grow this membership by around 500 new members a month. The hope is that with the affordable and accessible nature of the centre and memberships, people who may otherwise be dissuaded from using such facilities will feel empowered to begin their fitness journey at St Sidwell's Point.

It only opened at the end of April, so other statistics relating to attendance are still limited. However, in its initial report about the centre, construction firm Kier – the principal contractor – predicted it would attract around 500,000 visitors per year, when compared to a Building Regs-compliant design.

What's the pricing?

Exeter's aim has been to create a space accessible and affordable for all, to encourage people to stay active and healthy while also doing good for the planet. As a result, pricing is reasonable and affordable.

Individual memberships for the centre start at £25 per month with this providing access to either the gym, the swimming pools or the sports halls.

For £5 more per month, members are then able to add an additional activity, such as the gym, swimming pools, sports halls or the health suite at Riverside Leisure Centre, which includes access to the spa. Pay-as-you-go options are also available.

St Sidwell's Point members can also access Workout @Home on the Exeter Leisure App. Those interested in trying the spa can experience this for £30 per session (no treatment) while for £49 a month they get unlimited access to the thermal spa, 20 per cent off treatments, 10 per cent off refreshments and a free monthly guest pass.

The spa treatments menu can be viewed here: www.hcmmag.com/StSidwellspricing



St Sidwell's already boasts a membership of 2,000, Exeter City Council intends to grow this by 500 a month



What can the sector learn from this development?

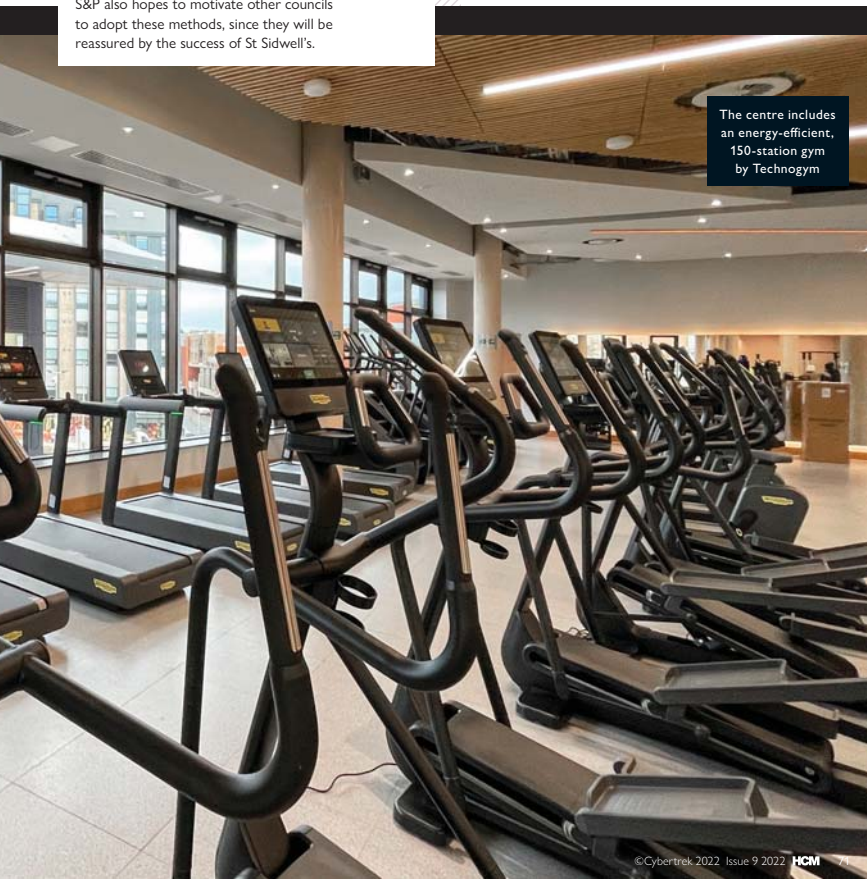
St Sidwell's Point is an exemplary scheme that will inspire others in the wider health and fitness, sport and leisure arena. It forms part of Exeter's mission to become a greener and more sustainable city council, and is setting a precedent for other local authorities eager to pursue more environmentally-sound architecture and community projects.

By employing Passivhaus design techniques, S&P also hopes to motivate other councils to adopt these methods, since they will be reassured by the success of St Sidwell's.

As a project that championed collaboration and uplifting the local workforce, St Sidwell's Point is a lesson not only in the importance of providing state-of-the-art sport and leisure facilities, but also in elevating and advocating for the workforce of a local community.

Overall, the sector should take note, as St Sidwell's Point is a landmark destination that reminds us of the importance of creating sport and leisure architecture that supports a community, while also protecting and preserving its surroundings and wider global environment. ●

The centre includes an energy-efficient, 150-station gym by Technogym



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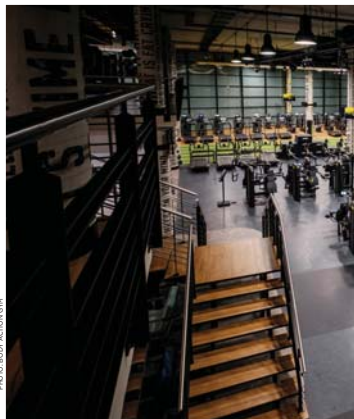


The Body
Action site can
accommodate up
to 12,000 members



“

Fitness has always been part of my life, helping me overcome personal challenges – not least a major superbike accident in 2018



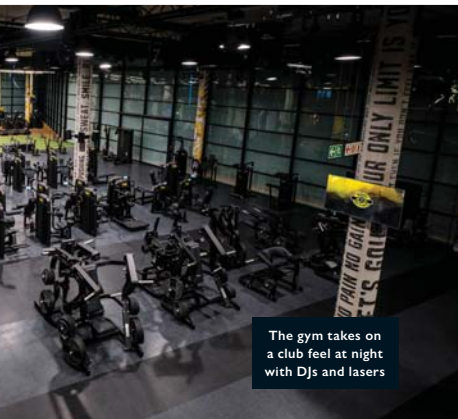


Iozzo says his concept grew from a personal passion for fitness

PHOTO: BODY ACTION GYM

Antonio Iozzo

The founder and CEO of Body Action Gym is building a group of six-star health clubs in South Africa. He's on a quest to create a level playing field in a market characterised by selective subsidies. He speaks to Kate Cracknell



The gym takes on a club feel at night with DJs and lasers

When did you create Body Action Gym?

I've always been big into health and wellness, so in 2012, when I bought my previous office block – I run insurance and construction companies in South Africa – I decided to put in a gym for the staff.

It was 600sq m and was going to be a private gym, but about six months in I opened it to the public. We had quite a good take-up, getting to 800 members.

When we relocated, I was faced with the choice of taking it across at the same size, closing it down, or upsizing it and taking on the likes of Virgin Active and Planet Fitness – the two major players in the South African market.

My entrepreneurial spirit took over and we upsized, jumping from 600sq m to 5,000sq m. We opened in 2021 with a fit-out costing R150m (£7.7m, US\$8.3m €8.5m). ▶

The club has
an entire
boxing set-up



PHOTO: TIM MOULUN / BODY ACTION GYM

Outdoor
areas offer
functional rigs



PHOTO: BODY ACTION GYM

► What's the vision?

To create the first six-star gym facility in Africa and then to grow a group around that brand.

Tell us about the first location

Spread over 5,000sq m, we offer best-in-class equipment, technology and group training, as well as a six-star service offering and can accommodate 8,000-12,000 members.

The gym floor is kitted out with Technogym cardio and resistance equipment, while our free weights section is divided into upper and lower body workouts.

We have a boxing academy with a full-size boxing ring – boxing classes are really popular in South Africa – and a number of studios: aerobics, indoor cycling, reformer Pilates and HIIT – which is probably our busiest studio.

In terms of group exercise, I believe we're the first in the country to offer the full range of Les Mills classes.

We have a 50m sprint track, an artificial turf sled track and functional training space, an outdoor Crossfit-style rig for our X-Fit classes, a basketball court and a stretch area that's divided into 4sq m sections, so everyone has their own dedicated space.



The HIIT training areas are some of the busiest in the club

PHOTO: BOON ACTION GYM



This is my baby and I've devoted a lot of time and attention to getting the details right

There's also a great kids' centre with its own play area and basketball court – you wouldn't believe how many kids come in and play during the day – as well as customised kids' exercise programmes.

The changing rooms offer sauna, steam and full body dryers, which dry you off by blowing hot air from three sides. They've been the biggest hit! We also infuse the air with scent: in the men's changing room it's Jean Paul Gaultier for Men; in the ladies', Jean Paul Gaultier for Women. And then in the main gym, we use an Italian brand of air fragrance called Dr Vranjes. We have its lime and ginger scent blowing through the spaces.

There are other little touches throughout, too: charging stations for cellphones all over the gym, couches and lounge areas. We've even got arm wrestling tables as a fun addition, and you'd be amazed how many people do an arm wrestle just after a workout!

Then at night, our gym takes on a club feel: we have our in-house DJs playing the latest mixes with smart lighting, lasers, strobes and haze machines. It's an amazing vibe to work out in. And then once a month we run a three-hour cardio event where members rotate through each studio doing group classes with different instructors, ending up with giveaways and a little dance down at the bottom of the gym with the DJ.

All this is included in our membership. Personal training costs extra. There's also a clothing shop with our own sports clothing brand called Live Fit and a health café called the Kilojoule Café.

Bigger corporates might not have done all of this – they would likely have focused more on cost and return – but this is my baby and I've devoted a lot of time and attention to getting the details right.

What's the feel of the club?

In the old days, everyone knew everyone at the gym and I've tried to bring that back. Ours is a large gym, but it's like a big family: you can feel the camaraderie and friendliness. That starts from the top.

Fitness has always been part of my life, helping me overcome a lot of my own personal challenges – not least a major superbike accident in 2018 which led to me having four operations.

I'm in the gym every day, sometimes twice a day. I train with members, run sessions



- for them, involve people while I'm training. I think the team follows my lead.

We're also well-staffed: we have floor custodians, managers, induction coaches and technical guys on the floor who can show members how to use equipment. If we see someone doing something wrong, or if they don't know what they're doing, we'll go up to them and help.

Across multiple industries, personal service has gone: it's all call centres and bots. But people want to be around other people. We've focused on delivering that, and I think it's what makes our gym special.

Tell us about your induction coaches

With Technogym's Diamond Black equipment, everything integrates into the cloud, wirelessly connecting our equipment to our members' profiles through their Mywellness wristbands and app. Every gym member, therefore, gets at least two to three complimentary sessions with an induction coach, in which we introduce them to the technology behind the equipment and how to use it – otherwise they'll just press 'quick start'.

Our younger members have been quick adopters. They love all the tech! We've initiated a local school sponsorship programme for students from grades eight to 12 (12-18 years-old) and the option of having personal trainers monitor their progress, customise training programmes and tailor their diets is a big attraction for them.



Every member gets some complimentary sessions with an induction coach





*The gym market in South Africa
is dominated by Virgin Active
and Planet Fitness because
Discovery – the medical scheme
– subsidises their gym fees*

The Pilates studio is part of the wellness offering

You don't have to pay to get a training programme or diet plan though, as our induction coaches are fully trained in nutrition. For those who are shyer, we also have self-service Technogym kiosks throughout the gym, where you input some information and get a training programme and diet plan based on your goals.

And that's key for us. We have a huge focus on educating members about what they eat, helping them understand that training is only a small part of getting the results they want. If you want to make a difference, you have to change a lot of things: the time you go to bed, how much sleep you have, what training you do, what you eat. You also need to have a goal in the first place, which too many people don't have.

What's the market like in South Africa?

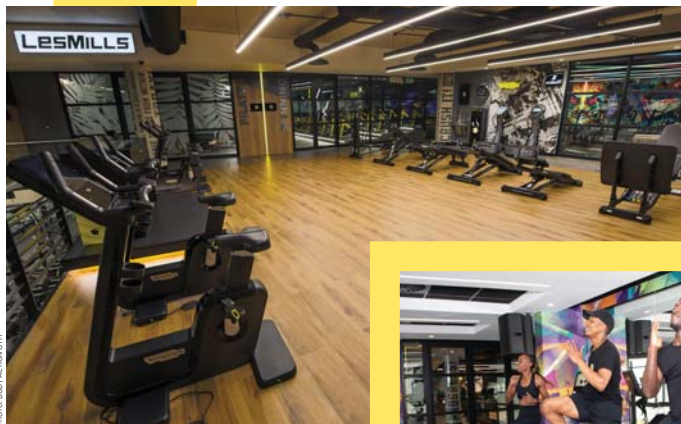
The gym market is dominated by Virgin Active and Planet Fitness and that's partly because of Discovery – the country's largest privately-owned medical scheme. Its Vitality programme is a longstanding rewards scheme that's linked to your health: the more you go

to the gym, the more points you get, and you can use those points to buy plane tickets, get free meals at restaurants, get subsidised petrol and groceries and so on. But it all started with subsidised gym fees.

Depending on how active you are and what additional Discovery products you purchase, you can get 75–100 per cent of your gym membership paid for by Discovery. All of a sudden, gym membership doesn't cost you R1,000 a month (\$58, £55, €58), it costs you R250 (\$14, £13, €14), with Discovery paying the balance to your gym on your behalf. All you need to do to qualify is to keep training.

However, there's a drawback from an independent operator perspective: as things stand, Discovery won't subsidise anyone other than the two major players. It will give Vitality points to members who train with us at Body Action Gym, but it won't give us the financial subsidy.

It makes it very difficult for privately-owned operations like ours to enter the market, because we're trying to compete against a subsidised model



The club is fitted out with Technogym Diamond Black equipment

PHOTO: BODY ACTION GYM



PHOTO: BODY ACTION GYM



lozzo prefers to construct and own his own buildings



PHOTO: TIM MOULMIN / BODY ACTION GYM

- ▶ that has suppressed membership fees in the market for many years. People in South Africa think gym membership should cost R295 a month – any more than that and it's seen to be very expensive – without really understanding that Discovery pays some of the difference to Virgin Active and Planet Fitness every month on their behalf.

In August last year, I lodged a challenge with our Competition Commission in South Africa. In January this year, it notified us that the challenge has merit and that a team has been appointed to investigate. In Q1 2023, we'll be notified of the outcome. We're confident Discovery will be forced to open up the subsidy model to other gyms that qualify, based on the type of gym, the equipment and the facilities they offer.

What's your price point?

We charge R995 a month (\$58, £55, €58), which in relative terms is really quite cheap.

Without a subsidy, an equivalent gym offering in South Africa would cost you R2,500 (\$139, £129, €144) a month, but I'd be beating my head against a brick wall trying to sell memberships at that price, so I've gone in at R995.

We'll get the numbers up and then we can look at slowly correcting the price over a number of years.

Discovery members pay R695 a month to be a member of Body Action Gym, but it's basically my subsidy making the difference: I've reduced the fee for



Children are catered for with indoor and outdoor play

PHOTO: TIM MOULDER / BODY ACTION GYM

those clients in the hope that, once the Competition Commission finds in our favour, we'll then get subsidised for these members training at our gym.

We also have lower prices for pensioners, while children who are part of our subsidised school programme enjoy free membership. Bedfordview has quite a few private schools, so we're using this as a hook: when parents come to sign their kids up and get a tour of the gym, 30 per cent end up signing a contract.

Membership is also free for all the staff of my various companies. I'm really, really big on health and wellness, trying to get my staff to live a healthy lifestyle, so they also get subsidised personal training and are allowed to train during working hours.

And yet even with all of this, it's still a challenge to get some of them to the gym! They sit at their screens for hours on end without moving – it isn't good for them. So, I've started doing compulsory pilates sessions during the day for all staff: a quick 15 minutes in groups of 20, just to get the blood flowing back to their brains.

How is Body Action Gym performing?

It was a big risk opening before we knew what would happen with Discovery, and whether we would be part of its subsidy model, but we're closing ▶



The gym community gathers in the club lounge area

PHOTO: BODY ACTION GYM

- ▶ in on 3,000 members. It's taken quite a while to get to this point, but I expected that: we knew it would take 18-24 months to turn a profit.

It's also the case that while building and fitness are my passions, the gym wouldn't exist without the resources of my financial services company. It's precisely because my main business isn't in the fitness industry that I was able to bring a product to market that exceeds all expectations for members.

What are your growth plans?

Bedfordview is our first mega-club and we'll continue to evolve the offering there to make sure it's the best it can be. I'm investigating whether I need to put in padel tennis, for example, because this sport is coming to South Africa in a big way. We may also install a circuit of Technogym's Bio-strength electronic resistance range.

Our school outreach has also been really successful in proving we're here for the community – that we aren't just about making money. We're planning to build on this with monthly 5km and 10km fun-runs, which will be free for the whole community to take part in.

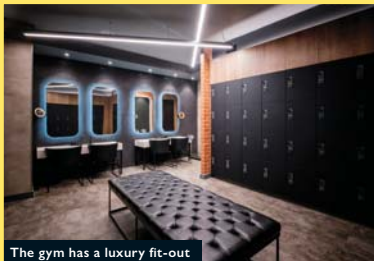
Moving forward, I'm planning to open seven Body Action Gyms across South Africa, in areas where people can afford our membership fees.

I've already secured premises in Sandton, another area of Johannesburg, and here I also want to introduce a wellness concept, which will be something new for South Africa. There'll be 6,000sq m of gym and 2,500sq m of wellness: indoor spa pools, saunas, infrared saunas, waterbeds, hotbeds and hot tubs, so people can spend time relaxing and working on their wellbeing.

We'll retain ownership of the gym and wellness, but we'll build and sell 15 floors of high-end apartments above it. The owners of those apartments will have lifetime access to both gym and wellness – personal training will cost extra – and then the club will also be open to the public. I'm going to



Outside spaces include a basketball court – there's also a running track



The gym has a luxury fit-out

knock down the building that's there now and start from scratch, breaking ground in 24 months.

It will take around 18 months to build, so we'll open this club in roughly three-and-a-half years from now. I don't like being a tenant – I always own my buildings and like to build the spaces myself – so things take a little longer as a result.

It's all mapped out beyond that, too: the third gym will be in Cape Town, the fourth in Pretoria, the fifth in Umhlanga – probably within mixed-use developments, as it's the best way to maximise ground space.

I'll build all these gyms whatever happens, but things might move on a bit faster if the Competition Commission finds in my favour. If I move on to an equal financial footing with the two main brands, I'll be more confident and might push on with two builds at once. ●
Virtual tour: www.bodyactiongym.co.za

The first Body Action location has been entered into an architectural competition



PHOTO: MALAN MOTTE / BODY ACTION GYM

Making a statement

“Spanning office space, Body Action Gym and The 11th Floor rooftop restaurant and cocktail bar, ours is a landmark building in Johannesburg,” explains Antonio Iozzo. “We’ve made the finals of an international architectural competition and will know the results in October (2022).”

“The building design is really special. The glass is almost like a piece of paper that’s been folded in many angles, so the entire glass façade doesn’t run straight. It runs off at different angles and bends in different places.”

“We’ve made the finals of an international architectural competition”

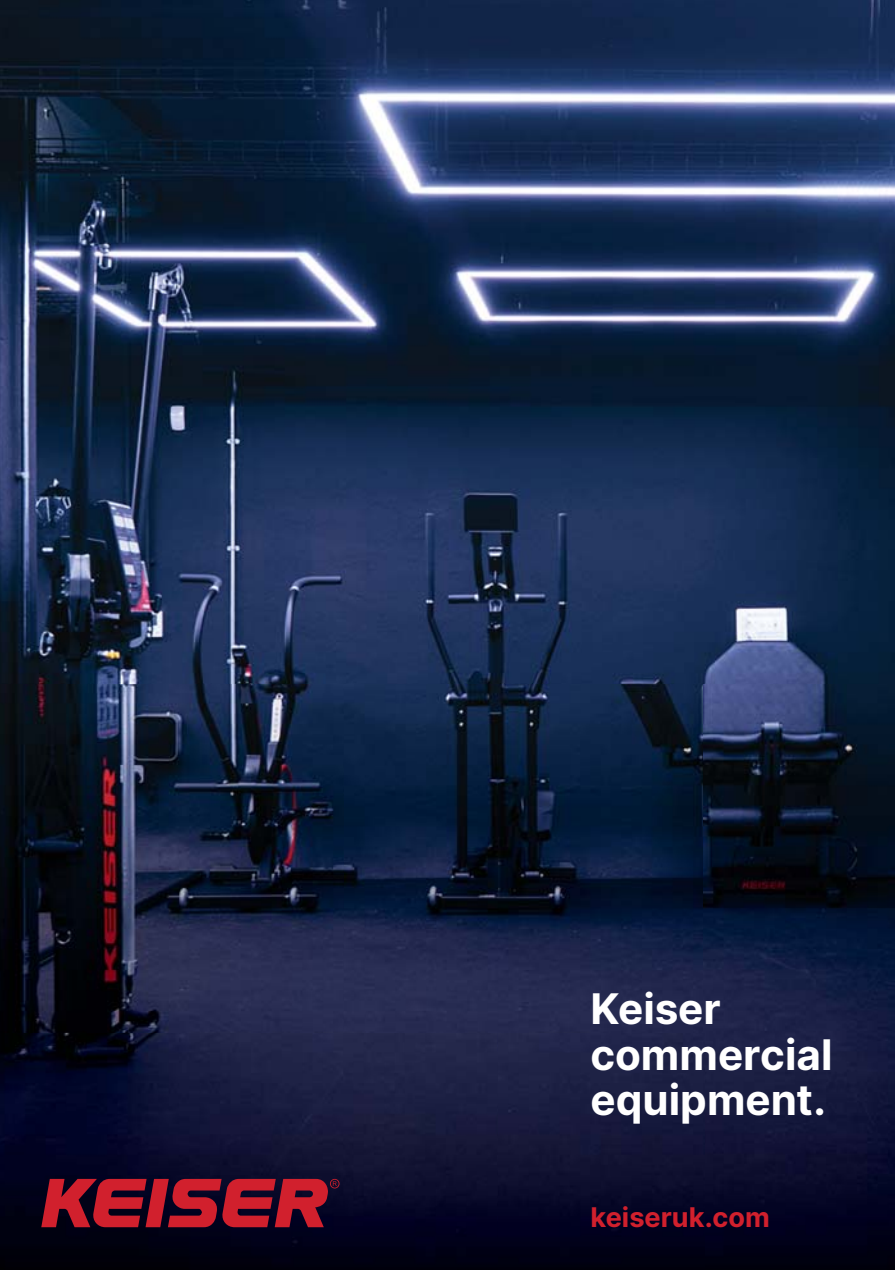
“We were also the first building in Africa to use something on our glass called the FRIT dot – a little white dot that’s baked into the double glazing, and that takes up about 30 per cent of the area of the glass. It then makes a huge saving in your energy and heating costs – typically saving you 35-40 per cent. The whole building is fitted with this special glass.”

“We’ve tried to be as energy-efficient as we can, using solar panels for example. We also run entirely on borehole water. We’re big into climate responsibility.”

“It’s definitely not the cheap option, but it’s the way we all need to start going. It’s what consumers are beginning to expect, but even above that, it’s just the right thing to do.” ●

The building has FRIT glass, which saves 35-40 per cent on power bills





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Performance for everybody

Keiser UK has worked on a new strength installation for Salt Gymnasia in Woolacombe that drives customer engagement and retention rates

Keiser UK is working with an ever-increasing number of partners to enhance the user experience and improve member retention rates by utilising its industry-leading strength equipment.

Strength training is growing in popularity and as resistance equipment becomes more advanced it's increasingly accessible to the wider population, many of whom previously shied away from traditional weight training.

This trend suggests all gyms should have an enhanced strength offering and Keiser's pneumatic resistance system meets this need by providing an effective, safe and intuitive workout for all users.

From the deconditioned to the fittest, anybody can confidently use Keiser equipment to meet their personal goals. Resistance can be changed instantly via thumb buttons – even during a movement – saving time and increasing workout efficiency.

The space-efficient range also reduces the amount of floor space required, as there are no weighted plates to store.



Keiser strength is easy-to-use, loved by trainers and members and incredibly low maintenance. It's a fantastic addition to our gym floor

Angela Black, Salt Gymnasia

Optimising the versatility of its machines, Keiser has created a strength circuit that enables users to work with resistance at speed, delivering both strength and cardiovascular training benefits at the same time.

Keiser UK recently worked with Salt Gymnasia in Woolacombe to complete a new strength installation. The team behind Salt wanted to create something different from

every other gym – an accessible offering available to all, that provides an incredible training experience by utilising the very best equipment from across the industry.

Angela Black, gym and spa manager at Salt, explains the team vision for the gym experience and how Keiser equipment has enhanced the offering, saying: "When we set out to create Salt, we wanted something different from every other gym – performance for everybody.

"Keiser equipment is easy-to-use and incredibly low maintenance. Our members and trainers love the fact they can adapt resistance during and after sets, while the screens display rep counts and show immediate progress and progress over time.

"This feedback is great for client progression and motivation, making it a fantastic addition to our gym," she said.

Keiser UK is excited to continue to work with gyms and studios across the UK to enhance their strength offering, while working collaboratively with partners to provide the best possible user experience. ●

● **More: www.keiseruk.com**

Contrast
treatments offer
health benefits
to members



GOING **HOT** & **COLD**

Contrast therapy is known for its health-giving benefits and as gyms head further into wellness, it offers a straightforward way to upscale services, finds Frances Marcellin

Thorsten Bichler

Klaifs

Saunas are indispensable due to their positive effect on relaxation, regeneration and health. Regular use helps muscles release more quickly after exercise and strengthens the immune system. They can also increase member numbers and loyalty.

Once installed, saunas can be operated by almost any employee, so there's no need to hire additional staff. The investment is long-term, requires little operational effort and offers members added value.

We offer customers proven technologies that reduce costs and energy. Our patented climate manager provides an automated and optimised supply of fresh air that reduces the energy costs of exhaust air by up to 35 per cent. This is included in our green sauna package for operators, which can save up to 40 per cent of energy.

Saunas with large glass fronts are growing in popularity, but those with single-pane glass result in heat loss. However, our frameless-front sauna with insulating glass provides the design effect with energy-efficient construction, giving savings of around 80 per cent.

We supply numerous national and international operators, such as RSG's John Reed and McFit with saunas or entire wellness areas.

Cost depends on the size, design, choice of materials and equipment and we have different models for every type of operator. To give an indication of space, a 10-person sauna needs around 10sq m.
More: www.klaifs.co.uk



PHOTO: KLAIFS

*We supply numerous
national and
international health
and fitness operators,
such as RSG*

Saunas can easily be managed by health club employees



Dry float systems can improve circulation and reduce joint pain



PHOTO: STARPPOOL

Sami Abdel Jaber

Starpool

We offer a collection of innovative solutions for clubs, such as cryotherapy, saunas and dry float therapy.

Our Zerobody is a patented system where the body floats over 400l of warm water without the need to get undressed or wet. It's designed to reduce stress while improving circulation and muscle tone and reducing joint pains. It also promotes healthy sleep, focus, psycho-physical wellbeing and recovery.

The experience can be enriched through the addition of mindfulness and breathing programmes that are customisable via a touch-screen display. Options include coloured lights, a lumbar massage and audio-guide brain-training sessions.

Zerobody needs minimal maintenance and doesn't require dedicated staff. It's easy to understand and has many applications in training, recovery or rest situations.

Energy-wise the Zerobody takes power equivalent to a household appliance, and as the water only needs to be changed once or twice a year, it's more sustainable than traditional float tanks.

Professional athletes using Zerobody include Sebastian Antero

By installing Zerobody, gym operators can bring those who can't train due to injury through the door

Aho, the Finnish professional ice hockey player, NFL footballer Evan Neal and Federico Pellegrino, the Italian cross-country skier and Olympic silver medalist.

By installing Zerobody, health club operators can bring those people who can't train due to an injury through the door, as well as adding a reason for members to visit on rest days.

A 12sq m space is required for the installation, with the bed costing around £18k (€18k). The price-per-minute is 80p - £1.30 (€1 - €1.50) and a dry floating session for one person takes 20-25 mins.

More: www.starpool.com



Abdel Jaber says pro athletes are using Zerobody

PHOTO: STARPPOOL



Marcus Pestell

Alkaline Wellness Solutions

Some of the most common reasons for using cryotherapy are pain relief, pre-workout activation and post-workout recovery. Demand for this treatment is growing and electric cryotherapy chambers make it accessible to everyone, eliminating the need for nitrogen gasses by using cooled air.

Chambers from LifeCube and IcePod are simple to operate and deliver temperatures down to -110°C.

Having a cryo chamber can help operators increase revenue while differentiating themselves from competitors. Customers can be shown how to use the system on their first visit and after this, use it independently. Treatment slots run for 10 minutes with a three-minute exposure time.

At this rate, up to six people can complete a session in 60 minutes – 40-60 over a 10-hour period. As the chamber is powered by

Electric chambers eliminate the need for nitrogen gasses

A cryo chamber can help operators increase revenue while differentiating themselves from competitors



PHOTO: ALKALINE WELLNESS SOLUTIONS

electricity, it can be supplemented by sustainable sources such as solar.

Cryotherapy can be included in membership or offered as an upsell of packages or courses. Our clients offer treatments from £25 to £99 depending on demographics and location. Installation is subject to survey, depending on floor, location and pipework, but typically ranges from £10k-£15k. For a single unit with changing area, a minimum space of 2m x 3m is required. More: www.alkalinesolutionsltd.com

We assume cryotherapy will become ubiquitous in upscale gyms

Yves Meilich

Mecotec

Using the Cryo:one+, a whole-body electric cryo chamber, gym members can improve performance and recovery, as well as relieving pain and inflammation.

The Cryo:one+ – one of a range offered by Mecotec – is easy to set up, low maintenance and can be used by a multiple people at the same time.

Treatments normally last for 3-4 minutes, giving a capacity of eight people per hour. Staff can operate the system remotely and members can easily track their progress through a dedicated app.

With the compact dimensions of the Cryo:one+ (1.50m x 2.15m x 2.52m), an installation area of around 7sq m, with a room height of at least 2.55m, is ideal. A three-phase power supply and internet access are also required.

We develop and produce exclusively in Germany, with prices ranging from €70k- €250k. Single chamber systems and two to three chamber systems can offer a solution for almost any room set-up.

Sustainable options include using a photovoltaic system to generate the electricity or recooling the cold

chamber with fresh water so it can be fed back into the water system and used, for example, to heat a pool.

A Cryo:one+ session costs between €20 and €80, depending on the club and location.

We assume cryotherapy will become ubiquitous in upscale gyms, so we run an operator's forum where we learn from each other about how to best integrate cryotherapy into existing and new gyms. You don't have to be a customer to be part of the circle, so your readers are welcome to join. More: www.mecotec.net



PHOTO MECOTEC



The chamber has a capacity of eight people an hour

PHOTO MECOTEC

*Some of our customers
produce their own electricity
and we also offer a heat
recovery system*

Rainer Bolsinger

Art of Cryo

The main benefits of using our cryotherapy chambers are improved sleep and pain management; pre-cooling, to boost power, performance and endurance; and better recovery.

Products in our Vario Vaultz line have a treatment room with a temperature of -110°C . These cryotherapy chambers are characterised by their generous design and touch-screen control panel.

The V1 is our single-chamber, entry-level model and can be set up very quickly. The V2 model is a two-room cryo-chamber featuring a -60°C anteroom, as well as a -110°C treatment room and the V3 features three rooms, with two anterooms set at -10°C and -60°C , as well as a -110°C treatment room.

Pricing starts at £98,000 for a V1 and ranges up to £295,000 for the larger V3 model.

Space requirements vary, with the V2 requiring around 30sq m – for example – and when it comes to capacity, more than 150 treatments a day are possible with the V2.

On-the-job training is offered for staff at a test centre and a technical introduction with on-site training is also provided after installation. We consult on staffing, depending on the expected throughput.

To make energy consumption more sustainable, some of our customers produce their own electricity and we also offer a heat recovery system.

These treatments work well as an upsell that costs between £50 and £120, depending on the location. Some of our clients offer discounts for those buying a series of treatments or make it part of a premium membership.

More: www.artofcryo.com



The Vario Vaultz come in a range of sizes, with and without anterooms



Art of Cryo's carbon control panel was designed by Antonio Capristo



Lukas Andreas Dusini

Technoalpin Indoor

A room with real snow offers an innovative form of regeneration after a workout. The stimulus of the cold boosts blood circulation and promotes fat burning. It also has a pain-relieving effect, strengthening the immune system and reducing stress, which leads to better sleep and improved mental health.

The system has three components: insulation, a recooling system which lowers the temperature and a centralised plant which supplies the room with cold air and water, and controls the snow production.



The Snow Room is a fun way to deliver contrast therapy

Around 80 per cent of the energy can be thermally recovered to heat a swimming pool

The Snow Room can be used without supervision – members can cool down, rub snow on their muscles or do some stretching.

The room works on a time system and has daily settings where it snows at night and cools constantly. Once a week, it automatically defrosts during the night. There is little maintenance, but excess snow should be shovelled to the edges each day to guarantee safe access.

Snow Rooms can be used by 18-40 people per hour, depending on size and configuration. Operators will need 8sq m for the smallest model.

We're constantly working on innovative, resource- and energy-efficient solutions. For example, around 80 per cent of the energy can be thermally recovered to heat up a swimming pool.

The Snow Room is an eyecatcher, but the most important advantage is offering contrast therapy with all the related health benefits.

More: www.indoor.technoalpin.com



The cold stimulus boosts circulation, reduces pain and promotes fat burning

Product innovation



Frances Marcellin rounds up the latest in health and fitness

This new generation of Clmbr pushes the boundaries of innovation, says **Avrum Elmakis**



PHOTO: CLMBR

Clmbr has announced a new release of its vertical climber, Clmbr 02. Two iterations will be available: Connected and Pure. Both are commercial grade, but Pure will be sold directly into the fitness market.

Pre-orders are now open, with delivery scheduled for December. The models will carry the new AI-driven Clmbr Vision which enables users to access live, dynamic coaching and feedback, including off-machine rep counting and form adjustments during a session. "We're thrilled to announce this new generation of Clmbr and

push the boundaries of innovation within our category," said Avrum Elmakis, CEO and co-founder. "Staying ahead of the curve and consistently improving is a vital part of our brand identity."

Clmbr says a workout will build strength in 86 per cent of the user's muscles. Classes, competitions and trackable benchmarks – sprint, endurance and power – are designed to keep users motivated.

Clmbr, which has celebrity backers such as Jay-Z and Ryan Seacrest, has also just opened its second US studio in West



PHOTO: CLMBR

Staying ahead of the curve is a vital part of our brand identity

Avrum Elmakis

Hollywood. Two classes are offered, Just Climb (full-body cardio workout) and Bootcamp (full-body conditioning and endurance). [fitness-kit.net KEYWORD](https://fitness-kit.net/keyword) Clmbr

- Users can access live, dynamic coaching

Ojmar's OTS Pulse lock enables investment optimisation, says **Ramon Gabikagogeaskoa**

Ojmar has launched a touch-free, wireless networked lock solution called OTS Pulse. It works in the cloud and needs a standard

internet connection to work and is managed through a PC, tablet or smartphone.

"The advantages for managers are clear, from real-time locker information to heat maps, OTS Pulse translates into better customer service and investment optimisation," said CEO Ramon Gabikagogeaskoa. "The OTS Pulse is the result of an extensive learning curve where health clubs have played a key role."

The system's installation is straightforward without hardwiring and a user's

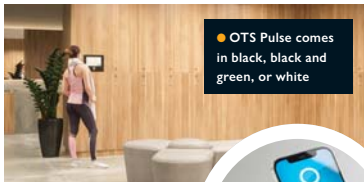


PHOTO: OJMAR

- OTS Pulse comes in black, black and green, or white



PHOTO: OJMAR

OTS Pulse is the result of an extensive learning curve where health clubs have played a key role

Ramon Gabikagogeaskoa

club bracelet or their own smartphone app can open and lock and book lockers in advance.

Managers can monitor occupancy in real-time, even during power outages, due to a battery with a ten-year life.



[fitness-kit.net KEYWORD](https://fitness-kit.net/keyword) Ojmar

● Temperature, colours and pressure can be customised

PHOTO: AQUAFORM



The Aquamotus shower can be used in conjunction with a massage, says **Stefano Moretti**

The Aquamotus horizontal shower, with its advanced technology, replicates the function and sensations of a massage to provide a wellness experience.

Operators can choose between multiple programmes, and shape the movement sequence according to members' specific needs.

The price of a horizontal shower range from €12,500, for the basic version, up to €27,000.

The ideal space required is about the size of a standard massage/treatment room.

There are 16 different programmes available through four types of shower – sport, relax, energy and balance and four timing options, 10, 20, 30 or 40 minutes.

The treatment can be tailored to a customer's psychophysical needs through temperature, pressure, colours, water jets and duration.

Whether the shower is used with the support of a massage therapist or autonomously, the technology limits the management cost to

the consumption of hot water, employing a volume comparable to that of a domestic shower.

In automatic mode, the treatment is usually sold at €1-€1.50 per minute. It's possible to create packages with combined treatments, such as with a body scrub, which can be sold for between €80 and €120.

Aquaform's horizontal showers are designed to adapt to any context and use, from the spa environment to the wellness area of a gym.

fitness-kit.net **KEYWORD**
Aquaform



The treatment can be tailored to a customer's psychophysical needs

Stefano Moretti

The Stair Climber enables operators to stay one step ahead, says Scott Trinder

Peloton Commercial has released a new Stair Climber, as part of Precor's 800 line, following three years of development.

Dynamic step control provides a consistent step according to a user's size and speed and offers a range of 20-165 steps per minute.

"Our vision is to provide the best experience possible, whether that's ease of use



PHOTO: PRECOR

Our vision is to provide the best fitness experience possible

Scott Trinder

for the exerciser – with the largest step surface in the industry – or reliability and simplicity for operators, through features like dynamic step control, active status light and a maintenance-free driver system," says Peloton Commercial's Scott Trinder.

Another feature that will likely appeal to health

club members is the 'lost item slide'. Should keys or a phone get dropped into the cracks, they are scooped up by this mechanism and returned to the user at the bottom of the machine, rather than getting trapped inside.

[fitness-kit.net KEYWORDS](#)
Precor



PHOTO: PRECOR

Consumers are focusing on their wellness more than ever, says Benjamin Nazarian

Therabody has announced a raft of eight new product innovations at the same time as closing an equity round of US\$165m. Among these are the all-new Theragun Pro and Mini percussive therapy devices which offer upgrades on previous models.

The improved Theragun Pro uses a proprietary EQ-140 motor that's 20 percent quieter than the existing version. A colour OLED screen displays routines to help users optimise treatment time. Used by athletes as well as

everyday gym members, it enhances muscle recovery and relieves discomfort.

The Theragun Mini is now 20 percent smaller and 30 per cent lighter and features 12mm of amplitude. It connects via Bluetooth to the Therabody app, giving



PHOTO: THERABODY

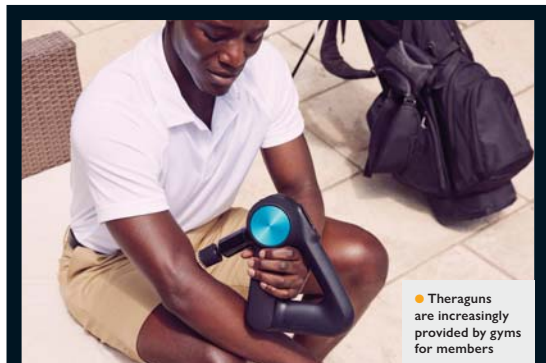
Wellness should be accessible to everybody with products backed by science

Benjamin Nazarian

access to a curated library of wellness routines.

"We believe wellness should be accessible to everybody with personalised products backed by science," said Benjamin Nazarian, CEO of Therabody. "Consumers are focusing on their wellness more than ever."

[fitness-kit.net KEYWORD](#)
Therabody



● Theraguns are increasingly provided by gyms for members

PHOTO: THERABODY

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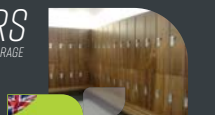
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Grandmaternal exercise has beneficial effects on the health of grand offspring

PHOTO: SHUTTERSTOCK/MIKESKAMENKA

Third generation

The physical activity a woman does before child-bearing etches itself into her cells in ways that mean the benefits of exercise can be passed on to later generations, including grandchildren

The physical activity a woman does before child-bearing etches itself into her cells in ways that mean the benefits of exercise can be passed on to later generations, including children and grandchildren.

These are the findings of a study that suggests grandmaternal exercise has profound effects on the metabolic health of grand offspring as they age.

Conducted by a team at Harvard Medical School, the study shows that grandmaternal exercise improves glucose tolerance in adult male and female grandchildren, even in the absence of any exercise undertaken by them.

Striking effects

Scientists also observed that grandmaternal exercise was linked to decreased fat mass in grand offspring, regardless of whether the grandmothers ate a healthy diet or a diet high in fat.

As a result, the study concludes that grandmaternal exercise has beneficial effects on the metabolic health of grand offspring, demonstrating an important means by which exercise before and during pregnancy could help reduce the worldwide incidence of obesity and Type 2 diabetes.

The research observed two sets of males and females up to the age of one-year-old. In one group, the grandmother had been physically active, in

We determined that there are striking effects of maternal exercise on the metabolic health of grand offspring as they age

the other, she had not been. In both groups, the parents of the males and females were inactive.

After studying the grand offspring for a year, the researchers observed that grandmaternal exercise was linked to decreased bodyweight and increased bone mineral density in second-generation male offspring independent of grandmaternal diet.

Second-generation male and females with exercise-trained grandmothers also had lower fat mass.

When the researchers performed glucose tolerance tests, they found second-generation males and females from sedentary grandmothers showed worsening glucose tolerance with age.

The grand offspring from exercise-trained grandmothers, however, did not have this age-related decline in glucose tolerance, having markedly better metabolic health compared to grand offspring from sedentary grandmothers. Grandmaternal diets also had little impact on glucose tolerance, with the major variable being exercise.

● More: www.HCMmag.com/offspring

OCTOBER 2022

pulsebeat



PROUD TO BE SUPPORTING OUR BRITISH ATHLETES...

What a Summer it has been! It was fantastic to see a Summer of Sport return this year, after its unexpected two-year hiatus.

From the annual Wimbledon tennis tournament to England winning the Women's Euros and of course the Commonwealth Games being hosted on home turf, these were all historic moments of which we can be proud.

On a personal level, we were honored to have played our own part in the Commonwealth Games this year by equipping the athletes village with Pulse Fitness equipment for the participants to use and enjoy at their leisure. As a home-grown, British brand it was fantastic to be supporting our British athletes in this way.

As we move into a new season, energised by a spectacular summer, the Pulse team and I are looking forward to continuing to work with partners from all corners of the industry to provide fantastic fitness facilities.

Along with continuing to support our current partners, we were pleased to meet so many new and promising connections at this year's Active Net event in Scotland – it is great to be networking at such events again. Next, the team are looking forward to heading to Malta for this year's W3 Fit event. This industry wide, networking event is one of the first large-scale, international events to launch post-pandemic, so it will be extra special to have a presence here and we're excited to meet all attending.

As we edge closer to the end of the year, we are optimistic that the fitness and leisure industry will only continue to grow and prosper, as it has done so clearly in the first half of this year, we look forward to seeing what's in store!

Best wishes
Chris Johnson, MD



A PULSE TRANSFORMATION FOR TEME LEISURE

Teme Leisure

Earlier this year, Pulse was entrusted with the task of transforming Teme Leisure's fitness facilities in both its Ludlow and Cleobury locations. The much-welcomed renovations replaced the previous decade-old facilities and provided members with a refreshed, motivating space to visit and workout. The project brief was firmly focused on creating a welcoming space for all members of the community to enjoy, reflecting Teme Leisure's sustained commitment to supporting active, healthy lifestyles in the local area.



Ludlow



Ludlow

'We selected Pulse Fitness to revamp and re-equip the fitness facilities at both leisure centres, as we were thoroughly impressed by their high quality and durable equipment. We are also pleased to be able to offer members a connected platform that enables them to monitor their fitness both in and outside of the gym, while remaining connected to our trainers.'

Lee Hassan, Teme Leisure



Cleobury

NEWS IN BRIEF

Sports Aberdeen

In August, Pulse Fitness completed another spectacular install project, this time for Sport Aberdeen, Northfield.

The team helped give this much-loved centre an upgrade, including fully kitting out its new gym and workout studio with equipment from across the Pulse Fitness range. The install was complete with brand new changing rooms for the centre's existing swimming pool, ready for the local community to enjoy.



PULSE LAUNCHES NEW STRENGTH ARRIVALS



Club Line Hip Thrust

The Pulse Fitness Club Line Hip Thrust machine will give members the ultimate glute workout. This easy-to-use piece of equipment uses advanced biomechanics to maximise activation of both the glutes and hamstrings, mimicking the use of a barbell hip thrust without the discomfort or difficulty.

As with all Pulse Fitness' market-leading equipment, the Hip Thrust machine has been constructed using high-quality materials, meaning it will stay sturdy and stable while helping users get stronger.

Premium Shoulder Press

(Dependent Arm)

A new entrant to the range, is the upgraded Classic Shoulder Press which has been given the premium touch with the addition of the training partner console, while still being accessibly priced. Now users of any fitness ability can tap into readymade workout plans or scroll social media via the dedicated screen, all while working out.

The Pulse Fitness Premium Shoulder Press machine has been expertly crafted to be an incredibly safe and effective way of targeting the shoulders and triceps.

As with all Pulse Fitness equipment, comfort while operating the machine is key. For this reason, the Premium Shoulder Press comes complete with long-lasting and easy-to-clean upholstered support pads. The material has been designed to be resistant to everyday, gym wear and tear, meaning users can comfortably complete their workouts.



'We strive to improve and enhance our Pulse Fitness equipment ranges with each new addition, whilst ensuring that each piece is crafted with the same quality and performance in mind. Each product goes through an extensive testing process before being given the final seal of approval and added to the range for customers to rent or purchase.'

Dave Johnson, Production Director

East London University

This summer, Pulse had the honour of transforming the University of East London's gym into an up-to-date, fully-equipped fitness space for students and local residents to enjoy. The space, which hasn't had an upgrade in over a decade, is now home to Pulse's range of cardiovascular and strength equipment, as well as functional accessories, including free weights, benches and gym storage. The project was complete with the building of a new virtual cycling studio on the gym floor and the installation of University of East London branding throughout.



EVERYONE'S TALKING ABOUT... TECH IN WELLNESS

Each year, new technologies simplify another area of our lives. So much so, most everyday activities can now be tracked or controlled via some form of technology or software, and the fitness industry is taking note.

Many health and fitness brands have taken the leap into the metaverse to show how we can now work out from any location, at any time. Brands such as Les Mills have shown how the world of fitness and technology can join forces, by offering customers a chance to workout anywhere in the world, real or otherwise, through a VR headset.

VR headsets aren't the only wearables that are rapidly increasing in popularity. As we all look for a way to track our steps, monitor our heart rate or count the calories we've burned, demand for other fitness wearables has grown exponentially. The market is set to be worth a staggering \$265 billion by 2026. With brands such as Mojo vision developing smart tech contact lenses and scientist researching wearable skin-embedded sensors – the possibilities seem endless for this market.

Fitness apps are also a great way for users to track their activity while tapping into on-demand workouts. Accelerated by the pandemic and the temporary closure of gyms, over 350 million people were using some form of fitness app in 2021, and the sector is expected to be worth \$16 billion this year.

As innovators in fitness ourselves, Pulse has developed its own apps and software services to ensure users can continue to concentrate on hitting their fitness goals. This month marks one year since Pulse launched its connected fitness app, TRAKK. With TRAKK users can tap into ready-made workout plans, track their sessions and log their results. Since launch, over 15,000 users have downloaded the app to elevate their workouts to the next level.

Alongside updating TRAKK with new features, Pulse also regularly enhances its equipment to reflect the latest technological developments. The latest range of Pulse Fitness equipment comes complete with innovative training partner consoles, where users can tap into apps such as Netflix, YouTube and Facebook while working out.

As the industry continues to grow in line with each new and exciting technological development, we're excited to see what's next for the future of fitness.

SPOTLIGHT ON

INCLUSIVITY IS AT THE HEART OF THE PULSE



Pulse Fitness believes that exercise should be inclusive and accessible for all and as industry-leading, equipment manufacturers it is proud to offer the largest Inclusive Fitness Initiative (IFI) accredited equipment range on the market.

Each piece of IFI-accredited Pulse kit has met IFI design standards and as such, is fully accessible for both disabled and non-disabled users to operate during a workout.

The Pulse Fitness range includes 33 pieces of IFI-approved equipment, ranging from seated rowing machines to shoulder and chest press machines. The range also allows adjustments such as raised iconography, multi-position hand grips and easy setting adjustments, so the machines can be comfortably used by all.

As a result of Pulse's work alongside the IFI, operators can provide members with accessible fitness equipment, create welcoming fitness facilities and potentially increase membership numbers.



Pulse is proud to continue its work with the Inclusive Fitness Initiative in the development of accessible product equipment for the industry.

WE ARE PROUD TO HAVE YOU ON OUR TEAM



Pulse would like to take this opportunity to congratulate colleague and esteemed team member, Andrea Oliver, on reaching 10-years' service at Pulse Fitness.

Andrea started her journey at Pulse on the gym floor where she soon developed a passion for the industry. Her drive and creativity saw her rise through the ranks of the business to her most recent position of National Sales Manager, heading sales activity across the UK.

"I'd say the thing I love the most about Pulse, is how we can all have an input into the design of the equipment. As a team we are valued and our opinions and ideas are always taken on-board which makes working together on market-leading, innovative designs even more enjoyable."

Andrea Oliver, National Sales Manager

Congratulations Andrea and here's to the next 10 years!



What could we do for you? Let's start the conversation today.

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Ventures, Israel



**Mickey
Beyer-Clausen**
Timeshifter*, US



**Sadhvi Bhagawati
Saraswatiji, PhD**
Spiritual Leader,
Author & Activist,
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