

health club management

SEPTEMBER 2017

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Tackling injuries in house

With sports injuries given little attention by health services, exercisers who find themselves injured are often forced to create their own road to recovery. Fortunately, gyms and health clubs are perfectly situated to help

Exercise-related injuries are a frustrating but common reality for many gym goers, especially those who favour high-impact workouts. While operators can and should put strategies in place to minimise the risk of injury to customers, some risk always remains and even the most diligent fitness enthusiast is likely to pick up an injury or two along the way.

Despite well-defined treatment pathways for common illnesses, a lack of clarity has long existed when it comes to effective and timely treatment for sports injuries.

GPs and A&E doctors are usually the first port of call, but they often lack the specialist knowledge needed to identify and deliver the long-term care needed. This usually leaves many exercisers forced to rely on trial and error to identify if a physiotherapist, chiropractor, orthopaedic doctor or other musculoskeletal specialist has the solution they need to get back into action.

A recent survey of 1,500 UK adults by Hayward Baker Solicitors and Ginger Polls showed that going to the gym is the most popular way to exercise, but 41 per cent of adults have suffered a so-called 'gym-jury' while trying to get into shape. If, as this data suggests, the majority of those at risk of injury already use gyms, perhaps it's time for fitness facility operators to take the lead in creating and offering a streamlined injury recovery process?

This could involve arranging the services of in-house musculoskeletal recovery specialists, directories of approved treatment providers who can be accessed through the club and at home, a PT- and physio-led injury recovery pathway or a combination of these services.

Regardless of the approach taken, offering such additions to existing gym and health club services could be vital in preventing exercisers from worsening their injuries or turning away from physical activity altogether. It would also create an additional revenue stream for clubs.



In-house physiotherapists could keep members active

41 per cent of adults have suffered a so-called 'gym-jury' while trying to get into shape

It's been highly encouraging to see the medical and physical activity sectors moving closer together in recent years. Tackling injuries within the gym environment could be another useful, effective and powerful way to continue to bridge the gap between these two inextricably linked industries.

Dr Lauretta Ihonor, editor
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Centres could focus on more family-orientated offers

PHOTOS: SHUTTERSTOCK.COM

Leisure centres must modernise to remain relevant and attractive to the public

Paul Woodford, director of marketing and partnership, Alliance Leisure Services

The latest *Health and Fitness Omnibus Survey*, from leisure.net published in the August 2017 issue of *Health Club Management* (page 78), showed a decline in the number of people who would consider exercising in a leisure centre – a drop of 13 per cent since 2012.

The authors showed surprise at this fall “considering the investment that has been made in many local public leisure facilities”. But it shouldn't really come as much of a surprise.

While there has been investment in some leisure centres, most local authorities have been forced to make cuts. This, combined with the seemingly unstoppable rise of budget gyms, has placed huge pressure on leisure centres, as many of our clients testify.

Investment in public sector facilities is no longer just about making bigger and better gym spaces, but about providing a more family-orientated provision that

“Year on year cuts, combined with the seemingly unstoppable rise of budget gyms, has placed huge pressure on leisure centres – as many of our clients will testify”

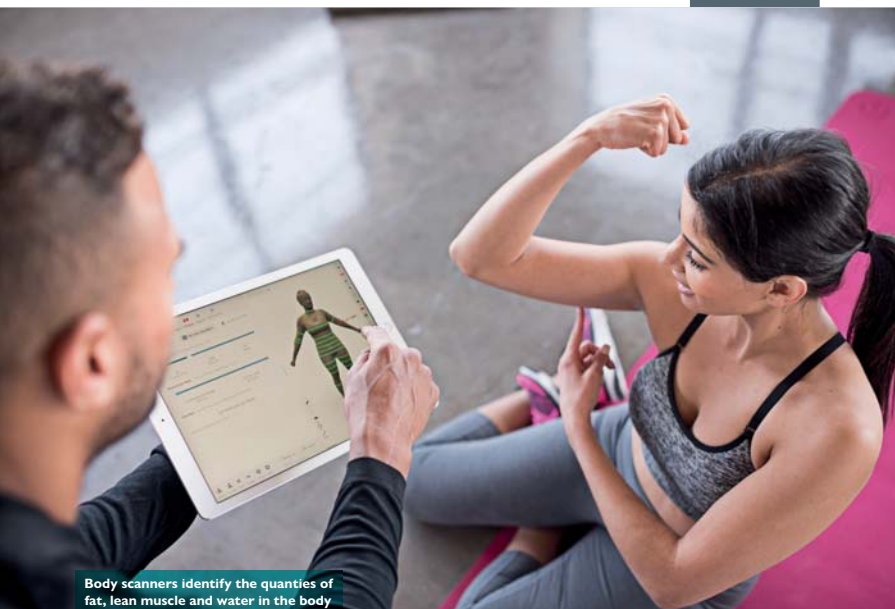
meets the needs of modern users and how they want to spend their leisure time. For example, a four-court sports hall isn't the must-have for all leisure centres that it was in the past. Local authorities need to examine their local demographics and consult the communities they serve to determine the range of

facilities they need to attract people to their centres.

We know that investing in the right facilities can result in significant financial and social benefits for public sector providers. Our work at Salt Ayre Leisure Centre has done just that and we look forward to sharing the evidence to prove it later this year.



Paul Woodford



Body scanners identify the quantities of fat, lean muscle and water in the body

Body scanning provides a more realistic picture of health than traditional weight measurements

.....
Dr Tamer Rezk, academic nephrologist at UCL and CEO of Phycore, London

In recent years, monitoring of body composition has come to the forefront of public health obesity policy (see *HCM* August 2017, p60). Research has shown that markers such as weight or BMI are outdated and healthcare professionals are increasingly recognising the significance of the type of weight a person puts on or loses.

This is where body composition assessment using bioimpedance vector analysis (BIVA) has a role to play. The non-invasive technique uses impedance measurements to identify water, lean muscle and fat in the body. Its use has



Dr Tamer Rezk

been validated in large cohort studies, such as NHANES III, as well as for monitoring specific conditions such as heart and kidney failure.

By using techniques like BIVA rather than relying on weight, individuals gain insight into their ratio of muscle to

fat and the concept of losing weight gives way achieving healthy amounts of muscle and fat relative to age, gender and genetics.

People who undergo a nutritional and exercise intervention are often frustrated to find that their weight remains static; however in reality their body fat percentage may have fallen and lean muscle mass risen. Visualisation of objective improvements in

body composition is therefore key for supporting and monitoring healthy lifestyle changes.

Where weight is concerned, the move from simplistic quantitative measures of weight to more detailed qualitative indicators of BIVA offers clinicians and patients a vital opportunity to better understand how our bodies function and thereby treat disease more efficiently and holistically. ●

“Visualisation of improvements in body composition is key for supporting healthy lifestyle changes”

PEOPLE



More than a million people say they are always, or often, lonely.
Loneliness and isolation is such a huge and invisible problem



IVO GORMLEY

FOUNDER, GOODGYM

What is GoodGym?

We combine exercise with doing good deeds. There are two concepts: the first is Coach Runs, where people run to visit an old person on a regular basis – we refer to them as their coach, on account of the fact that they provide ongoing motivation. Or the second, which is called Missions, where groups of runners help with a community project or a household job, like sorting out an overgrown garden or painting a community centre. We also run in groups to help community projects.

How did it come about?

After I left university I stopped doing sport and missed both the exercise and social aspect. I needed motivation to start exercising again, so I began running to see an older neighbour a couple of times a week, stopping for a chat and taking him a newspaper. He was an ex-soldier and gave me tips on how to build up my fitness.

In 2009 I started to think about extending this idea more widely, as loneliness and isolation is such a huge and invisible problem – according to Age UK,

more than one million older people say they are always, or often, lonely.

I contacted organisations who work with old people, like The Red Cross and Age UK and set up a basic website, to try

appropriate, so we sometimes lose people in the sign up process. Other than that the challenges are getting the idea across to people and then matching people in the same area, with the same availability,

without keeping either party waiting too long. If we had more runners, we could find more coaches.

How is it funded?

We're a registered charity, so it's all free to participate in. Many runners make donations and some coaches do, we also get small grants from local authorities and have received Lottery funding. We're also now sponsored by BT and New Balance.

How fast are you growing?

We currently have around 4,000 members but it's growing all the time as we actively spread into more cities: we're now setting up in Norwich, Birmingham and Cardiff. We're aiming to be in every UK city in the next two years.

Who does GoodGym appeal to?

All standards of runners, it's a great way to find extra motivation to exercise.



GoodGym founder Gormley wanted to tackle isolation in the elderly

to match runners and old people. In 2013 I started working on it full time.

What was the main challenge in setting it up?

The biggest challenge is having to DBS check everyone to make sure they are



Missions allow a group of runners to help with a project

Do you have plans to further diversify or expand going forward?

No, we'll stick with what we're doing and get better at it. Parkrun really inspires me, it's an incredible and revolutionary organisation in the fitness world. They've stuck to one thing and focused on doing it really well and they work collaboratively with the community, so it's very flexible and open.

How can gyms engage with your scheme?

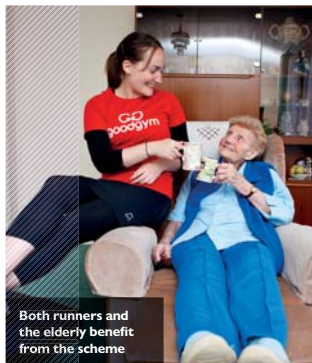
Some gym operators, including Better, have been supportive by letting our runners use their facilities to meet up.

It would be great if operators could collaborate with us and market our work to their members, who could do a Coach Run as another of their weekly workouts, or sign up for a one off Mission. It's a great way to keep workouts varied and keep people engaged.

What achievements are you most proud of?

The culture that we've created. Everyone is so friendly and supportive of each other and it's a wonderful thing to be able to help people who are living on their own.

Both parties get something from the arrangement. Our evaluation has shown



Both runners and the elderly benefit from the scheme



Some gyms have become involved by allowing meet-ups for runners

that it improves the wellbeing of both the runners and the coaches, with 93 per cent of runners saying it increased their motivation to exercise. It gives both sides a sense of purpose.

The coaches benefit from the company and the structure. People have said that GoodGym has given them hope, or changed their perception of young people.

It's also helped ease social isolation: we've had instances where the old people have been hospitalised and the runners are the only people who visit them. I'm most proud of the ways in which GoodGym has helped people connect.

Find out more: goodgym.org



We want to elevate the experience of residential gyms and create a boutique feel, so members don't need to join an off-site gym



TODD ALLEN

FITNESS AND PROGRAMME DIRECTOR AT LIVUNLTD

What is LIVUnLtd and how did you start working for the company?

We're a concierge service business, working out of around 200 residential properties in New York City. We run the gyms, swimming pools and other amenity spaces at the properties, such as children's nurseries and party rooms. We also deal with miscellaneous requests, from finding hairdressers and dog walkers to helping residents find a hotel for their holiday.

It's a fast paced, improvisational business, making things work in a short space of time – people generally expect things to happen within an hour.

LIV's chief creative officer, Michael Fazio asked me to join last year, when I was a creative director at Flybarre, the barre programme of Flywheel Sports. I originally joined the health and fitness industry to supplement my income as a modern and contemporary dancer.

How does your gym model work?

Unlike most gyms, we're not responsible for selling the memberships, as these are

usually sold as part of the lease when people move into the buildings. The majority of the gyms are only open to residents. Our role is to mobilise as many people as possible to use the services. In many cases, we bid for the contract to run the gym and amenity spaces and the building owners pay us for the service we provide.

We also partner with other companies where relevant, such as Zeal, to offer massage services.

Zeal is an app that enables people to book a massage therapist on demand – using the same model as Uber. They get a therapist to you within two hours.

What does your role as fitness and programme director involve?

Currently only around 5 per cent of the residents make use of the gyms. My role is a new one and is part of a bid to encourage more residents to use the facilities. I oversee all the fitness and wellbeing offerings to make sure the quality is consistent and to create more of a community among the building's residents and our instructors at the gyms.

I'm also responsible for creating new content and branded classes. I'm currently working on a new HIIT programme, called LIV Quickfire, which will be a 30-minute high intensity cardio programme to get the heart rate up and burn a ton of calories.

How do residential gyms compare to commercial gyms?

Residential fitness is battling a bad reputation – lots of my friends in New York wouldn't dream of going to the gym in their building! Often the people who go to the residential gyms are less discerning,

as they're the people who are too intimidated to go to a commercial gym.

We want to elevate the experience of residential gyms and create a boutique feel, so our members feel they don't need to purchase an off-site gym membership. We want them to find the gym a social experience and make personal connections with their neighbours and with the staff. All fitness junkies have their favourite classes and instructors, and they base their weekly schedule around these classes. My goal is to make the classes offered in each building the favourite class that the residents plan their day around.

What do residents want from the gym experience?

Fitness and amenity space is becoming more important in the residential market. Our residents want the gym to be a one stop, full experience in one building. They want yoga on the roof, quiet space for guided meditation, quiet outdoor space, party space and kid space. They want to get to know their neighbours. They want

to be able to get chair massages and everything to be on hand.

We have a lot of requests for parent and child, and nanny and child fitness experiences, including yoga, swimming and creative dance. Also there's a big demand for all types of yoga, pilates, meditation and tai chi – anything that is calming to the nervous system.

Is there a uniform fee to all the gyms you operate?

All the buildings we operate out of have different price points for their fitness amenities and varying amounts of



The LIV gym model aims to get more residents involved



commitment to them. Some developers are keen to invest and make the best use of the space possible, asking our advice on what is current and popular, to create beautiful, world class gyms. Unfortunately, others are like a hotel gym, with just a treadmill and a few weights.

What are the main challenges to running residential gyms?

Getting accurate data on who is attending is difficult, as we don't sign members up, they don't have to check in when they use the gym and there are no receptionists. It's hard to find out what equipment they use and what are the most popular classes.

Also keeping instructors on track and on brand is a challenge, as we have numerous locations across New York City and no one monitoring them on a daily basis. Traditionally, they have been used to doing their own thing and then going home. Now I'm introducing quality control and working to make more of a team out of the different suppliers, by providing a lot of in house training and regular phone calls to keep in touch.

What location does LIV look for?

There's a lot of growth potential in concierge services. Our business model needs urban settings in order to service the requests we do – in suburbia there's less of a pool of suppliers. We've started to look beyond New York now for growth, to San Francisco, Los Angeles, Houston, Washington DC, as well as overseas.

What's the most exciting fitness trend at the moment?

The idea of a workout that meets emotional and mental needs as well as physical needs – so people are pushed physically, which makes them let go emotionally and then also push past a mental barrier. The Class by Taryn Toomey, which combines HIIT, yoga, meditation and primal scream therapy is a great example of this. It takes people on a journey and they experience a release emotionally and spiritually, which is fulfilling and enriching, beyond just a physical workout.





If there was a physio clinic in the gym, with VR equipment, patients might be more motivated to do their exercises



DR ISABEL VAN DE KEERE

CEO AND FOUNDER, IMMERSIVE REHAB

► **I**mmersive' is the buzzword in fitness at the moment, as gyms and suppliers strive to find new ways to make people forget they're exercising. Now, healthtech entrepreneur Dr Isabel Van De Keere is applying the same principle to the area of rehabilitation.

Last year the former medical technology consultant founded Immersive Rehab – a startup that creates virtual reality (VR) games designed to increase the effectiveness of physical rehabilitation after injury.

"Traditional physiotherapy is quite boring for the patient," says Dr Van De Keere. "People get demotivated and frustrated."

ON THE GYM FLOOR

This is particularly true for injured gym-goers. Many are non-compliant with the physiotherapist-prescribed exercises they need to do to get back into action – further delaying their recovery. But Dr Van De Keere believes that the introduction of VR machines in gyms could change this.

"When physios give patients an exercise to do at home, most people don't do it. But if there was a physio clinic in the gym, with VR equipment, people might be more motivated to do their prescribed exercises there. That way they can still go to the gym, so they don't lose their routine. They won't be doing their normal programme, but they'll be getting rehabilitated in a fun and engaging way."

Dr Van De Keere explains that with

virtual reality games, patients become motivated to challenge themselves further than they would in a normal physio session.

"You can really mix up the way exercises are delivered," she says. "And because patients are inside the virtual environment, they feel empowered. It

takes them out of the white-walled, clinical environment and puts them somewhere new and interesting. It also gives them a sense of control over their surroundings."

VR IN THE FUTURE

While Dr Van De Keere's software is currently aimed at helping patients who have suffered from neurological trauma, such as stroke, traumatic brain injury and spinal cord injury, she has also worked with athletes including Paralympic rower David Smith, and says the potential for treating sports and exercise injuries is high.

"For athletes who are injured and can't be out there playing their sport, it can be depressing. In VR they can be on a virtual football pitch, for example, doing their rehab exercises with a virtual ball. It strengthens their mental state and is more motivating than doing those exercises within the four white walls of a physio clinic."

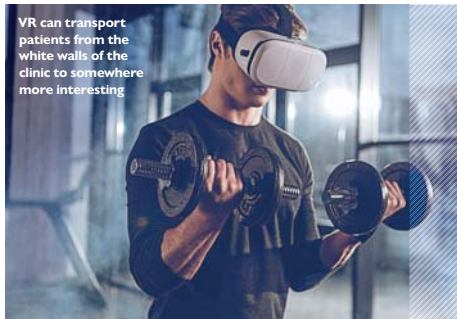
Unsurprisingly, Dr Van De Keere is also a big believer in VR as a tool to get people more active.

"The headsets will become more comfortable and will be more like normal glasses at some point. It will take some time but it'll happen," she says.

"Then we'll be able to have people on the exercise bike or the treadmill who are immersed in an environment, like the mountains. Looking at a TV screen that's showing a forest won't make you feel like you're there. But VR can." ●



VR can transport patients from the white walls of the clinic to somewhere more interesting





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Last year Matrix Fitness committed to sponsoring University of Bath student, Laura Macro. Laura is the British U23 Indoor Rowing Champion and currently studying Sport and Exercise Science.

"The support from Matrix has been crucial to me this year" comments Laura. "It's enabled me to attend training camps, costly competitions and essentially, purchase key training equipment.

With Matrix's support I'm confident I will achieve my goal of attending the Team GB Rowing trials in 2018."

**Keep an eye out, Laura's
journey has just
begun...**



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matrixfitness.co.uk

Basic-Fit to hit 100 gym goal

European low-cost gym chain Basic-Fit is on target to open 100 clubs this year after it reported revenue growth of 26 per cent in the first six months of 2017 to €156m (US\$183.2m, £142.1m), up from €124m

(US\$145.6m, £113m) during the same period in 2016.

In the first half of 2017, a total of 47 net clubs opened, growing Basic-Fit's network to 466.

The company has clubs in Belgium (163), the Netherlands (149), France (114), Spain (32) and Luxembourg (8). It has recently grown the number of clubs in France by 10 over a year.

Memberships across the group increased to 1.36 million, up 13 per cent during the six-month period.

Basic-Fit CEO Rene Moos said: "The club openings pipeline remains strong, with most clubs planned to be opened in France. With 47 net club openings, we're on track to open around 100 clubs this year."

More: http://lei.sr/?a=j2f7X_H



With 47 net club openings, we're on track to open around 100 clubs this year

Rene Moos



Fit and healthy students stand to live longer, higher quality lives

PHOTO: PAINAGES

Cooper Institute targets youths

The Cooper Institute is creating partnerships to combat youth inactivity and obesity in America.

The public health-focused scientific research and advocacy group says it is formulating intervention programmes and strategies to improve youth health and force a cultural shift in society, to "raise a healthier

generation that is, quite simply, life-ready."

Jeremy Lyon, president of the organisation's youth wing, said "It's our responsibility to correct and improve student fitness and health in every aspect of their lives, and we need to do it quickly."

More: http://lei.sr/?a=c5e6V_H

Anytime Fitness announces aggressive US expansion

Franchise chain Anytime Fitness plans to open more than 65 gyms in the US state of Alabama over the next three years.

There are currently more than 3,500 Anytime Fitness gyms worldwide, with 31 in the southeastern state. New developments are planned for the Birmingham and Auburn areas in the next 12 months. Other target areas include Huntsville, Mobile and Montgomery.

"We're not looking to simply grow a franchise brand," said Chuck Runyon,

Anytime Fitness co-founder and chief executive officer. "We're looking to grow and help individuals reach their specific goals and achieve a healthy, happy lifestyle."

More: http://lei.sr/?a=j4B7Y_H



Chuck Runyon

World's largest Gold's Gym launches in Middle East

US-founded Gold's Gym has opened a 14,000sq m (150,690sq ft) six-floor club in the Middle East.

The flagship gym – in Amman, Jordan – has a wide range of facilities, including four swimming pools and a range of studios such as mind/body, cycling and GGX. It also boasts indoor and outdoor gyms, three floors of dedicated ladies training zones and a Kid's Club.

Mudassar Khan, Gold's Gym Jordan chief operating officer, said: "The club is the world's biggest Gold's Gym and with



Gold's has sites in 22 countries

size comes great opportunity."

He added: "It was our core objective to create a fitness hub to appeal to all types of fitness-goers, and cater for and understand the needs of people in the Jordanian market."

More: http://lei.sr/?a=u9D7S_H

Snap Fitness partners with country singer Tim McGraw

US-based health club operator

Snap Fitness has partnered with Grammy-award winning country music star Tim McGraw to create a chain of signature health clubs.

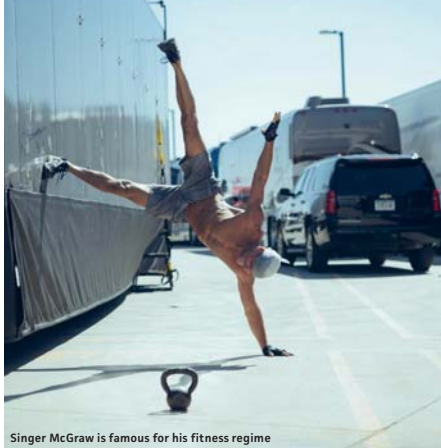
The new clubs – called Tru Mav – will be jointly owned by Snap and McGraw, and will feature custom equipment and workout programmes based on McGraw's own workout routines and music.

While the initial locations for the chain are yet to be announced, Snap has confirmed that the first will be in the US, with an opening date set for 2018.

There are also plans to expand the concept outside the US, across countries where Snap already has a presence. The company currently operates more than 2,000 clubs in 19 countries – including the UK, Spain, The Netherlands, New Zealand and Australia.

McGraw is known for hits such as Southern Voice and is also famous for his fitness regime, which he has often referred to as the "secret behind his rigorous tour schedule".

"Fitness and healthy living are a key part of my



Singer McGraw is famous for his fitness regime

music and life," said McGraw. "Working out becomes a habit when it's an easy part of everyday life, and that's why I'm partnering with Snap Fitness. Physical fitness is something I value – it can help you live your best life.

"These gyms will help folks who are short on time find their fit. They're encouraging communities that support people who are working toward their own fitness goals."

More: http://lei.sr/?a=y7z4b_H

Equinox studio to open in Culver City redevelopment

American fitness operator

Equinox has been announced as the first tenant at One Culver; a former movie studio HQ in California that is being comprehensively renovated by international architects Gensler.

Culver City real estate firm Runyon Group has confirmed that Equinox will open "an expansive space filled with

cutting edge fitness equipment, world class personal training, and unparalleled amenities" in the revamped office block – formerly the home of Sony Pictures Studios and MGM Studios.

The club will feature a progressive programme of studio-based classes as well as Equinox's signature spa and executive locker rooms.

Runyon and fellow developer LBA Realty are overseeing the transformation of the 260,000sq ft (24,100sq m) building into a mixed-use leisure and commercial destination. It is due to open in Q1 2018.

More: http://lei.sr/?a=b9P6P_H



The One Culver redevelopment

Fitness First Asia launches digital membership

Fitness First Asia has launched a digital membership to broaden the reach of its brand.

Working in partnership with Wexer, the digital membership is delivered through the CustomFit app, Fitness First's version of the Wexer Mobile app. The Wexer app was created as a white

label solution for operators to extend their reach beyond the four walls of the gym.

The CustomFit app allows Fitness First to live-stream group classes from its clubs, direct to users, and provide a library of hundreds of on-demand virtual classes.

Simon Flint, chief executive of Evolution Wellness – the parent company for Fitness First Asia – said: "In today's busy life there may be occasions where members won't always be able to make it to the gym, so we want to provide tools and content that will allow them to stay on track with their fitness regimen."



Simon Flint

More: http://lei.sr/?a=q2n9n_H



Sweaty Betty already offers weekly workouts at its stores, with more than 600 women taking part in classes every week

Sweaty Betty launches fitness studio

UK based athletic fashion brand, Sweaty Betty, has taken a further step into the fitness industry by opening a three-floor flagship store in London's Soho.

The store is set to include a fitness studio that will hold workouts run by boutique fitness groups, including Frame, Gymclass and Paola's BodyBarre.

Located at No.1 Carnaby Street, the 3,500sq ft (325sq m) retail space will be the company's largest in Europe, and will also feature a cafe and blow-dry bar.

Founder and creative director, Tamara Hill-Norton said: "We've curated a space where you can

work out daily with London's hottest studios, shop our new collection and eat the best healthy food in town."

This is not Sweaty Betty's first foray into combining fitness with retail. The company spent much of the last decade offering weekly yoga sessions and workouts at its stores, with more than 600 women taking part in classes every week.

The September opening is part of Sweaty Betty's planned expansion into the growing experience-driven retail market.

More: http://lei.sr/?a=3C6h7_H



Xercise4Less has given people in recovery from substance misuse a reason to get fit and healthy

Jane Moodie

Lancashire scheme promotes exercise to aid alcohol recovery

Low-cost gym chain Xercise4Less is collaborating with Lancashire Sport Partnership to help people in recovery from substance misuse by giving them free six-month gym memberships so they can reap the benefits of daily physical activity.

The scheme, which successfully piloted in December 2016, will now be rolled out across Lancashire.

It forms part of the Challenge Through Sport Initiative (CSI) – a project designed to encourage

adults in drug and alcohol recovery to get involved in regular sport and physical activity. The project is funded through Sport England's Get Healthy Get Active Fund and the county's Police Crime Commissioner.

"Xercise4Less has given people in recovery from substance misuse a reason to get fit and healthy whilst making friends and having fun," said Jane Moodie, CSI project coordinator.

More: http://lei.sr/?a=b8k3V_H

Gym Group plans premium offer

Low cost fitness operator The Gym Group will introduce a new premium membership product, providing members with an "enhanced offering".

Speaking to Leisure Opportunities, CEO John Treharne compared the new

£5 per month add-on – which will be introduced later this year – to the optional upgrades offered by budget airlines.

"By paying another £5 on top of their monthly membership, members can access a number of benefits," Treharne said.

"These benefits include the ability to bring a friend along to an exercise session and unlimited access to a FitQuest machine, which measures body composition and allows members to undertake fitness tests," he explained.

According to Treharne, the new service will be initially tested in "around 40 sites" during Q4 2017.

Latest figures show the company's revenue for the first six months of 2017 increased by 18.8 per cent compared with the same period in 2016.

More: http://lei.sr?a=v5G9t_H



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John Treharne

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These informal, free events are a chance to network with fitness industry peers and share best practice around your business challenges.

Report shows growth in leisure centre group exercise

Growing numbers of leisure centre members are swapping traditional activities like swimming for spin bikes and other group workouts, a ukactive report has revealed.

Data from over three million customers and 130 million individual visits across 315 leisure centres in the UK over the past two years were analysed for the Moving Communities: Active Leisure Trends report, which was produced in collaboration with activity insight platform DataHub.

Focusing on three core activities – swimming, group workouts and fitness – the number of swimming visits rose by 16 per cent to 21.5 million in 2016, from 18.1 million in 2015. Group workout visits grew by 13 per cent in 2016 to 11.4 million, from 9.9 million in 2015, while fitness attendances rose by 10 per cent in 2016 to 9.1 million, from 8.3 million in 2015.

The data shows that the proportion of leisure centre members taking part in group exercise classes, such



Women have driven the increase in group exercise, says the report

as cardio and indoor cycling, rose by 30 per cent during the period, with women driving the increase.

Dr Steven Mann, ukactive research director, said: "Group exercise has been one of the physical activity sector's biggest success stories in recent

years and it's great that this is helping to drive more visitors to their local leisure centres."

The 20-page report also shows that leisure centre memberships and visits grew over the two-year period.

More: http://lei.sr/?a=A3P8n_H

Virgin Active launches kids' swimming initiative

Virgin Active is teaming up with children's television characters The Octonauts as part of an initiative to encourage more youngsters to learn to swim.

Working alongside the Swimming Teachers Association (STA), the Virgin Active Octonauts programme features Captain Barnacles, who is on a mission to ensure young swimmers are equipped with the skills needed to enjoy taking to the water.

The programme is being taught at all Virgin Active family clubs and is open to members and non-members aged between two and eight.

As part of the programme, Dawn Idzikowska, swim manager at Virgin Active, offers five key tips for beginner swimmers to build self-confidence and strength in the water: breathing,



The three or five-day crash course is available to members and non-members

floating, treading water, push and glides, and rotation.

According to statistics from Swim England, one in three primary school pupils are unable to swim at the

age of 11, with almost a third of children leaving primary school with no swimming skills. As a result, two thirds of parents worry their children would be

unable to save themselves without assistance.

Virgin Active teaches over 20,000 children to swim weekly.

More: http://lei.sr/?a=C6Y2Z_H

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"Keeping active brings long term health benefits, which is why it's so important"
Dr Dai Lloyd AM

Welsh Assembly launches physical activity inquiry

An inquiry into physical activity levels among children and young people in

Wales has been launched to help inform and develop the country's obesity strategy.

The consultation will see a group of 11-16 year-olds discuss the barriers they face to being more physically active with Dr Dai Lloyd AM, the Welsh Assembly's health, social care and sport committee chair.

The inquiry will also examine participation levels in exercise and sport, and it

will assess how effective Welsh Government policies are in promoting exercise and if the procedures are making a difference to the physical activity levels of those living in the most deprived areas of Wales.

"Keeping active brings long term health benefits, which is why it's so important that children and young people in Wales make it part of their everyday lives, and find a sport or activity they really enjoy," said Dr Lloyd, who is also a GP.

More: http://lei.sr/?a=T5t6a_H

NHS backs fitness-focused towns

The NHS has stepped up plans to create 10 "Healthy New Towns" that would see housing developers offering free bikes with new homes, and streets featuring public gyms and sprint tracks.

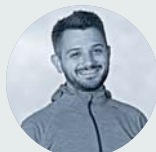
The plans form part of a set of proposals designed to ease

pressure on the UK's health service by placing physical activity at the centre of communities.

Under the proposals, people who meet weekly activity targets could receive discounted gym memberships and savings on weekly supermarket shopping and sports gear.

ukactive CEO Steven Ward said: "Incentivisation has worked in supermarkets to make us buy more food so why shouldn't it work for getting people more active?"

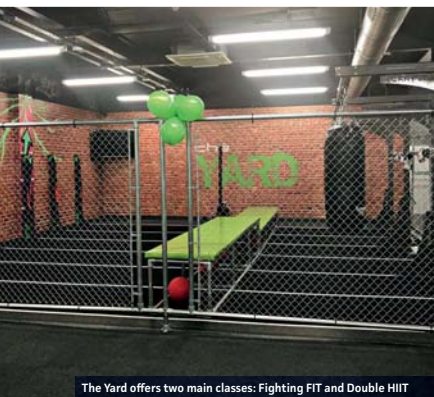
NHS England's Healthy New Towns programme was launched in 2016 and moved a step closer last month, with London-based city planning consultancy Citiesmode winning a design competition to boost physical activity in Halton Lea in Cheshire.



"Incentivisation has worked in supermarkets so why shouldn't it work for getting people more active?"

Steven Ward

More: http://lei.sr/?a=x8E4X_H



The Yard offers two main classes: Fighting FIT and Double HIIT

énergie launches training concept as part of rebrand

Fitness franchise énergie Group has opened The Yard – a new signature training concept that will be rolled out at its énergie and Fit4less clubs across the UK as part of rebranding efforts.

Launched in conjunction with the opening of énergie Fitness Sheldon in Birmingham, the new high intensity training zone is set behind an urban-style fence in the club. It consists of a circuit-based studio with individual suspension training stations, sprint lanes, a dual-level

plyometric platform and a boxing zone with punch bags.

Created by énergie's training and development team, The Yard is aimed at diversifying the gym experience for its members.

Designed as group classes, sessions combine "a high intensity, fun and challenging routine", using equipment from Hatten Boxing and Jigsaw Fitness. The two main classes are: Fighting FIT and Double HIIT (high intensity interval training).

More: http://lei.sr/?a=T9P2S_H



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eGym names new COO

eGym has announced the appointment of Martin Fichter to the newly created position of COO.

The new position was created as part of a recent company expansion.

Fichter, who has more than twenty years of experience, has worked for Siemens, Flextronics and HTC in China and the US. At eGym, his role includes overseeing production, procurement, and supply chain management.

"Facing the challenge of combining hardware and cloud software is incredibly fascinating for me," said Fichter.

eGym CEO Philipp Roesch-Schlenderer added: "Martin is very familiar with the dynamic and fast-changing environment of high-growth

companies. Therefore, eGym will substantially benefit from his experience, especially in the fields of scaling and growth-management."



The challenge of combining hardware and cloud software is incredibly fascinating

Martin Fichter

More: http://lei.sr/?a=H2s4z_H

Former Gym Group COO joins FitQuest

Jim Graham – the former chief operating officer of The Gym Group – has joined the board of FitQuest as a non-executive director.

Graham will assist the business with product and market strategy, and advise the board on scaling the operation to deliver growth.

FitQuest is a "mini sports science lab" that measures human performance using technology, allowing gym users to assess their fitness levels.

Commenting on Graham's appointment, Brian Firth, FitQuest MD, said: "With his impressive background in strategy and private equity, I know Jim will be an invaluable asset



Jim Graham

to the team. I look forward to seeing what comes next."

Graham said: "FitQuest has a long history in human performance measurement. The company is perfectly positioned to lead the way in fitness measurement and the creation of actionable fitness insight. I'm looking forward to working with Brian."

More: http://lei.sr/?a=8g5K3_H

Anytime Fitness appoints Stuart Broster as UK CEO

Stuart Broster has been named as Anytime Fitness' new UK chief executive – bringing more than 40 years of experience to the role.

He previously served as chief executive at LA Fitness where he helped grow the group to more than 100 clubs.



Stuart Broster

The new CEO has also worked as president and vice president of operations, sales and marketing for Hilton. From 1997 to 2001 he was managing director of LivingWell Health Clubs where he took the company from a turnover of £10m (US\$12.4m, €10.9m) to £80m (US\$102.6m, €87.3m) and saw it expand worldwide to more than 150 clubs.

"I'm delighted to be joining Anytime Fitness at a time when the company has clearly established itself as the significant challenger brand in the health and fitness space," Broster said.

More: http://lei.sr/?a=b2k6H_H

MyZone appoints global director of marketing

MyZone has appointed

Gemma Bonnett as its global director of marketing – a position newly created as part of the brand's expansion.

Bonnett, who was previously director of strategic marketing for Johnson Health Tech, will be responsible for developing and implementing marketing strategies for MyZone.

"MyZone prides itself on the calibre of its team and having known Gemma for a decade I have seen first-hand how she represents the companies that she's worked for with the utmost professionalism and integrity," said Dave Wright, creator and chief executive of MyZone.



Gemma Bonnett

Bonnet said: "This is a very exciting opportunity. The wearable tech industry continues to grow at a rapid pace and I look forward to further strengthening the MyZone brand within that space."

More: http://lei.sr/?a=P9T4X_H

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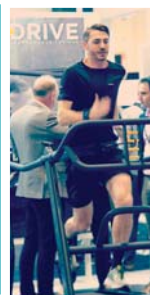


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Tracy Morrell,
Company Director,
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Xiaomi becomes top seller of wearables worldwide

Chinese electronics maker Xiaomi has overtaken Apple to become the world's largest wearables vendor, capturing 17 per cent of the global wearable tech market.

According to a report by marketing consulting company Strategy Analytics, the Chinese manufacturer sold 3.7 million wearables in the second quarter (Q2) of 2017 – a 23 per cent increase on Q2 2016 sales figures – whereas Apple sold 2.8 million wearables worldwide over the same period of time.

Strategy Analytics' director Cliff Raskind blamed Apple's leadership loss on "a lack of presence in the sizeable fitness band subcategory."

Neil Mawston, executive director at the marketing consultancy, said: "Xiaomi's Mi



The global wearable market has grown by 8 per cent since Q2 2016

Band fitness trackers are wildly popular in China, due to their highly competitive pricing and rich features such as heart-rate monitors, step-counters and calendar alerts."

The report, titled 'Global Wearables Vendor Market Share by Region: Q2 2017', defined wearables as "smartwatches, fitness bands and smartglasses." It also shows that the global

wearable market has grown by eight per cent since Q2 2016, with 21.6 million wearables shipped in Q2 2017.

More: http://lei.sr/?a=c356a_H

Virtuagym launches on-the-go coaching app for PTs

Fitness software company

Virtuagym has released a mobile coaching app designed to help PTs monitor and coach their clients while on the go.

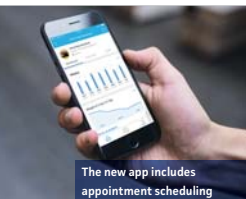
Available on iOS and Android, Virtuagym Coach provides users with personal messaging, workout plan

creation, appointment scheduling and nutrition tools.

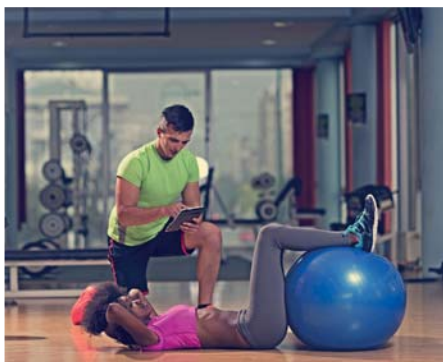
Virtuagym CEO Hugo Braam said: "While for consumers, fitness is already truly mobile, we saw that trainers still had to rely on web platforms or apps that combined client-side with trainer-side functionalities. Virtuagym Coach offers a streamlined user experience that offers quick and easy access to all the tools a trainer needs."

The Coach app is fully integrated with Virtuagym's all-in-one software solution for client engagement and club management.

More: http://lei.sr/?a=B3a8A_H



The new app includes appointment scheduling



Virtuagym Coach helps PTs access client files and monitor progress



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Events calendar

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Integrating trade, education and experiences, FIBO China is a professional trade and communication platform that attracts fitness centre operators, personal trainers and more.
www.fibo-china.cn

12-13 | BP: Fitness Trade Show NEC, Birmingham, UK

Formerly LIW, BP: Fitness Trade Show will focus on delivering an extensive exhibition with over 100 innovative brands that offer fitness solutions to various markets, including personal trainer studios, independent gyms, universities, schools and colleges, hotel gyms, boutique fitness studios, student accommodation gyms, corporate & company gyms, CrossFit gyms, gym chains, franchises and residential care homes.
www.bodypower/expo/bp

20-22 | Interbike Expo Mandalay Bay, Las Vegas, Nevada, US

With hundreds of exhibitors on one floor, the annual Interbike International Bicycle Exposition is where the bicycle industry gathers to celebrate, educate and conduct the business of cycling.
www.interbike.com



The Interbike Expo showcases the latest bicycle innovations

PHOTO: CARLO NACISSI/INTERBIKE

26-29 | SIBEC North America Eau Palm Beach Resort & Spa, Palm Beach, Florida, US

Major operators in the health, sports and fitness industry meet with leading executives from supplier companies.
www.sibecvents.com/northamerica

27 | National Fitness Day UK-wide

This annual event sees fitness providers across the UK hold free events for the public, with AXA PPP and Argos taking the event into workplaces and onto high streets.
www.nationalfitnessday.com

CHARITY CHALLENGE

11 March 2018 Barcelona Marathon, Spain

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www.timeoutdoors.com

CHARITY CHALLENGE

7 October 2017 Rope for Hope, London, UK

Abseil down the edge of the tallest sculpture in the UK – the ArcelorMittal Orbit at the Queen Elizabeth Olympic Park – in support of Make-A-Wish foundation.

From the 262ft top of the Orbit, participants will experience incredible views that include iconic buildings such as St Paul's Cathedral, Big Ben, The Gherkin, The Shard and Queen Elizabeth Olympic Park – where the London 2012 Olympic and Paralympic games took place.

Registration is £25 and participants are required to fundraise a minimum of £300 for Make-A-Wish.
www.make-a-wish.org.uk



Participants abseil down London's 262ft ArcelorMittal Orbit sculpture

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Coutts is one of
the co-founders
of Fitness Hut

NICK COUTTS

From market disruptor to becoming the one to beat – or buy. The CEO of Portuguese market leader Fitness Hut talks to Kate Cracknell about all the ways in which the trailblazing brand has done things differently

“People often ask me why, in a competitive market like fitness, I’m so open when I talk about our business and how we do things,” says Nick Coutts, CEO and co-founder of Fitness Hut in Portugal. “There are two reasons. One is simply that this is the way I am – I like to share and like to hope others will be honest and open with me in return.

“But I also believe that, if people appreciate how well we’re doing, it might put them off trying to come into the market to compete with us.

“If we’re open about what we do, they’ll realise it’s not easy to get it right. It might sound somewhat counter-intuitive, but I believe that sharing is actually a way to help protect ourselves from the competition.”

BREAKING THE MOULD

And ‘doing well’ is certainly a box that Fitness Hut ticks. ‘Doing things differently’ is another – and it’s as true now as when the first club opened in Lisbon in 2011.

Back then, the business was a disruptive force in the sector. “I came up with the term ‘premium low-cost’ for what we were doing,” says Coutts.



As well as the latest kit, Fitness Hut offers a community feel

Fitness Hut was conceived as a premium low-cost chain



“ We very deliberately set out to be destructive – to go against the market and create something completely new



There are 400 personal trainers across the 26 clubs

“Someone else may have coined the term – I don’t know. It certainly wasn’t a label that I’d seen or heard anyone use before, but it absolutely reflected what we were trying to do.

“When we came up with the idea for Fitness Hut, my co-founders – Andre Groen and JP Carvalho – and I were running Holmes Place Iberia. We’d come to the conclusion that, post-economic

crisis, a premium model was no longer going to work in Portugal, so we started to look at the low-cost phenomenon.

“We’d done our research – visiting low-cost clubs in the UK, Germany and the Netherlands – and we felt the low-cost product, at that point, was essentially cheap, clean, with lots of equipment, some technology to control entry and exit – and nothing else. There

was no group fitness, no personal training, no focus on the environment, no attention paid to creating an atmosphere or a club feel. We felt we could do better.”

Coutts continues: “We knew low-cost would be right for the Portuguese market, but group fitness is incredibly popular in Portugal so we decided to invest in large group fitness studios. Personal training is also huge, so it was



**Fitness Hut clubs
have large functional
training areas**

► important to focus on that as well. Then, on a personal note, Andre and I were really keen on CrossFit and functional training, so we wanted to create large functional training areas. "And then, lastly, we wanted to offer lots of gym-based classes – not studio

classes, but smaller group exercise classes on the gym floor.

"Those were the four key points of differentiation between what we'd seen and what we wanted to do. Interestingly, many of the low-cost operators have since gone down the same route, but that

wasn't the case back in 2011 when we opened our first club.

"We very deliberately set out to be destructive – to go against the market and create something completely new."

REFINING THE CONCEPT

He continues: "Having worked together for many years at Holmes Place, the three of us also wanted to learn from our shared experiences – to learn from the mistakes we'd made along the way and to identify the major causes of headaches, building our new model in such a way that we could avoid them."

This thought was at the heart of the team's thinking as they refined the Fitness Hut concept, starting with group exercise. "We were one of the first companies to write our own software that allowed members to book classes online," says Coutts. "Plenty of companies do it now – although we're still the only one in Portugal – but when we launched in 2011 there was nobody doing it anywhere. And it really did transform what was always a huge headache in traditional clubs."

"Another major headache in traditional clubs revolves around the flexibility of the contract. Unlike some low-cost clubs, Fitness Hut offers two options – a 12-month contract costs €6.60 a week, or you can have no commitment to us and that costs €7.70 a week. However, the key difference is how we react if

Fitness Hut in numbers

**26
Clubs**

June 2017

**33
Clubs**

December 2017 target

50%

New to exercise

**4,300
members**

Average per club

44%

Aged under
30 years

**€7.70/
week**

No contract

**€6.60/
week**

Contract



Courtts says the company is flexible with its contracts

“ Fitness isn’t like selling shoes – you have to love what you’re doing, with a real connection to the product you’re selling

somebody defaults on their contract. Irrespective of whether or not they’ve asked to stop paying, we don’t send threatening emails, we don’t pass the debt to a debt collection agency, and we do forgive debt and provide amnesty.

“Of course we follow up with anyone who defaults. We’ll send them an email explaining: ‘You’ve enjoyed this price because you committed to 12 months. Now you’ve left after eight, so arguably you should repay the difference between what you would have paid and what you’ve paid.’ And about 50 per cent of people do actually pay.

“But even when they don’t, we don’t turn it into something nasty or aggressive. We could never be accused of chasing people for cash.

“And the result? When we look at our joiners’ statistics each month, on average 25 per cent are re-joining us – they’re former members who cancelled for whatever reason and have then decided to come back to us.

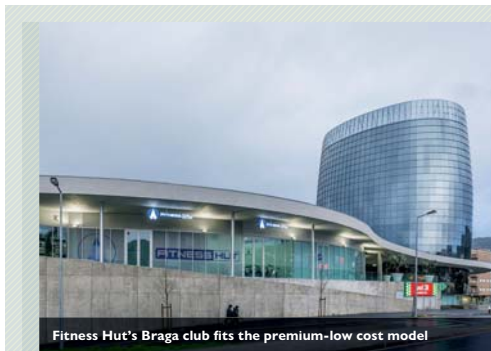
“I think that’s testament to the goodwill we show when people leave us – they don’t feel threatened or chased and they view us positively.”

A FLEXIBLE PT MODEL

“One other key point of differentiation is the way we approach personal training,” says Courtts. “At Holmes Place, we built up a massive personal training business where the PTs were employed by us and

the company kept 65 per cent of the revenue. PTs who were very good at selling would do well, even keeping just 35 per cent of their revenue; the average PT would do just about OK.

“It was a great model for Holmes Place when everyone was cash rich, but what had been a significant source of revenue started to be squeezed when the downturn came and we had fewer members, with fewer among them wanting PT. Our mistake was that we then put more and more pressure on



Fitness Hut's Braga club fits the premium-low cost model



Around 50 per cent of Fitness Hut members are new to exercise

- certain trainers who continued to deliver their targets, and they soon became disillusioned – feeling over-worked and under-valued, and inevitably, being on the front line, they were transmitting how they feel to members.

“I’m realistic. There’s going to be continued consolidation in the industry over the next couple of years, and I imagine we’ll be part of that in some way

“It was a bad situation, so at Fitness Hut we opted for a rental model. We now have more than 400 personal trainers across our 26 clubs, on average paying around €400 a month in rent. It’s a business that’s heading towards £1.4–£1.5m this year for us, and that’s pure profit.

“We’ve also avoided the headache of having to manage the personal trainers, because under this arrangement, they’re independent – they can work when they want, for however many hours they want, as long as they’re paying their fees.

“We don’t decide the pricing either: PTs decide how much they want to charge based on how confident they are, what time of year it is, who they’re training.

“The average personal trainer charges around €35 an hour, but there are some who charge €50 and some who

charge just €20. There’s something to suit every member’s budget, and as a result 10 to 15 per cent of members have a PT.

“It works well for our PTs too. Our top trainers make over €6,000 a month for themselves, so they’re all happy.

They’re here because they want to be, nobody tells them they need to work harder, and they can earn a lot of money if they want to.”

CREATING A BUZZ

I go back to Coutts’ point that most budget clubs don’t – or at least didn’t – tend to focus on creating a great atmosphere. How did Fitness Hut approach this challenge?

He explains: “We have big screens in the club showing extreme sports and we have a DJ once or twice a week. But for me, the atmosphere really comes from two things.

“One of them is the layout of the gym: we keep the space as open as possible, including what we call an ‘open studio’. This is one of three studios in each club, but whereas our cycling and traditional aerobics studios are separate rooms, our open studio is on the gym floor.

“The second big contributor to the atmosphere in our clubs are our small group classes. In addition to our PTs and our club managers, we have what we call our ‘gym service’ team. For 20 minutes in every hour they walk around helping members, but their main job is to deliver four 10-minute gym floor classes an hour: an abs class, a functional training class, a stretching class and a HIIT class, which they do on the cardio equipment.

FITNESS HUT: GIVING MORE FOR LESS

“In August 2016, we launched a nutrition programme in partnership with a company called Body Concept,” says Fitness Hut CEO Nick Coutts. “At no cost to the member, we provide every one of them with access to a quarterly, professional, one-hour, in-person nutritional consultation – for which we pay.

“So how, as a low-cost operator, can we afford to fund that? It’s because in Portugal, the VAT rate is 23 per cent for fitness – but zero for nutrition. We allocate a percentage of our membership income to nutrition so it becomes



Coutts drives innovation at Fitness Hut

VAT-free, and it’s enough to finance our nutrition programme. It doesn’t cost us anything, but it adds real value to our members.

“Not everyone will do it, but if it adds value to a reasonable proportion of members, it’s worth it.

“That’s also our view on our Wexer virtual classes. We have around 80 live classes per week per club, but we supplement that with 60–70 virtual classes. Depending on the club, time of day and the class, there might be just one or two people in a virtual class. But sometimes I see 20 people in there. Why wouldn’t you do it?”



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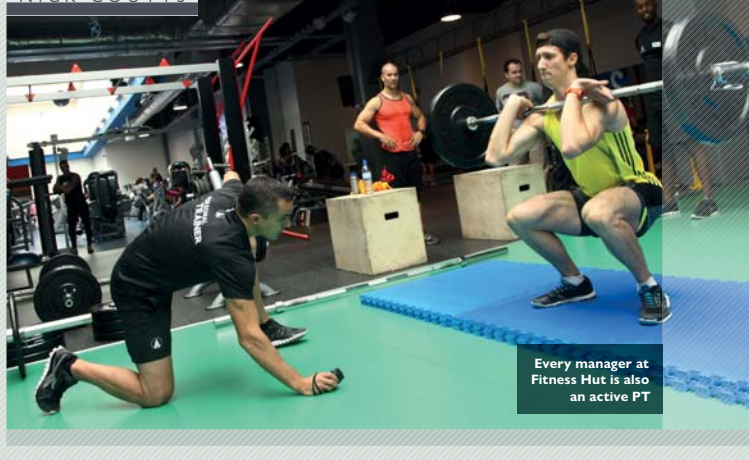
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Every manager at Fitness Hut is also an active PT

It's all about maximising the number of members who are exposed to these dynamic individuals."

MULTI-TASKING MANAGERS

At peak times, these gym classes will see 20 or 30 members taking part, which is good by any standard – so how has Fitness Hut made such a success of it?

"Partly it's down to the fact that 50 per cent of our members are new to exercise," says Coutts. "They view these classes as taster sessions."

"But most of all it's because we have staff who really champion these exercise classes. That's driven by the fact that we aim to train and promote our people, so our team members grow up in this environment and they really believe in it."

Coutts continues: "In fact, to that point, every one of our club managers is also a personal trainer and a group exercise instructor. Our managers walk the talk and lead by example."

"It probably isn't very PC to say, but I'm always annoyed when I see overweight, lazy club managers – people who have been pulled in from sectors like retail. They might have better processes, but they have no affinity for fitness."

"We've therefore created a model where we only pay our club managers €1,000 a month for their management role, but they're all group fitness instructors too. They all teach an average of two classes a day as part of their hours and we pay them the same fee per class as we pay other group

“ We give our club managers as little as possible to think about in terms of data and numbers. We want them to focus on the things our members care about

instructors, so they earn an additional €20 to €50 for each day.

"They're also all PTs, and they don't even pay us a fee, so everything they earn is theirs. On average, our club managers teach two or three PT sessions a day."

He continues: "The other thing we do is we give them as little as possible to think about in terms of data and numbers. We want them to focus on the things our members care about."

"Purchasing is done centrally, as is budgeting and managing sales and EBITDA. The only data we ask them to be all over is group fitness, managing usage, making sure the timetable is balanced and the right teachers are in."

NEW MODEL & NEW MARKETS

So what are Coutts' plans for Fitness Hut moving forward? "We'll probably finish this year with 33 clubs – all of which are funded – and we could get to 45 in Portugal. It would probably be stretching it to go beyond that though, so we've looked at two other routes for expansion."

"One is creating a smaller model where we invest 50 per cent less than we do at our larger clubs and still get a minimum 25 per

cent return. That makes us viable in cities with a smaller population. We're planning to start rolling that out next year."

"We've also had discussions about going to Spain, so that's quite likely. The low-cost sector in Spain is concentrated around Madrid and Barcelona, and maybe one or two other cities, so there's still opportunity for companies like us."

And looking further ahead? "I'd hope that five or 10 years from now, Fitness Hut will still exist as a brand, in Portugal and maybe in a couple of other markets too."

Coutts adds: "I'm realistic. There's going to be continued consolidation over the next couple of years, and I imagine we'll be part of that. But even if we're acquired, it would be great if the Fitness Hut brand could live on and be grown rather than be rebranded." ●

ABOUT THE AUTHOR



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TOO MUCH OF A GOOD THING?

High Intensity Interval Training (HIIT) is now an industry favourite, but it can lead to injury for instructors and members. Kath Hudson asks the experts how to keep this workout safe

Considered as a tool for training athletes, HIIT has achieved success in gyms through classes that aim to help members hit 85 per cent of their maximum heart rate, interspersed with periods of rest or active recovery. Classes are high energy and fun and are often short, which adds to their popularity.

Used appropriately, HIIT classes can deliver many health gains for participants, including weight loss, improved aerobic fitness and metabolic adaptations, such as improved mitochondrial function.

Although your members might love HIIT, you shouldn't let them come every day. Experts advise that the average member should participate in no more than two classes a week to avoid injury. The same applies to less fit instructors, who need to be mindful of the number of HIIT classes they teach.


So what do you need to bear in mind when running a HIIT programme? How can you make sure instructors and members gain the benefits of HIIT, without risking injury or burn out? And how should HIIT be used within members' personalised programmes for optimum benefit?

Stephen Seiler
University of Agder, Norway:
Faculty of Health and
Sport Sciences

My research is primarily on how elite athletes train for endurance, and I've become known for the 80/20 rule: that high intensity training should make up 20 per cent of a weekly training programme, with the other 80 per cent completed at lower intensity. Elite athletes have the discipline to stick to this, but many other members fall into the intensity black hole: going too hard on the low intensity sessions and then not having the energy to push themselves on the high intensity workouts.

Nobody, including instructors, should be doing more than two HIIT classes per week. However, as trainers are not reaching the same intensities as those in their class, they can teach more classes than that, particularly with spinning, where it's easy to modify the effort, while still keeping up the energy in class.

What is crucial is that instructors warm up properly before they come



"Many members fall into the intensity black hole: going too hard on low intensity sessions, then not having the energy to push HIIT workouts"

to class, so that they're able to demonstrate the moves safely. In my opinion, their main injury risk would be if they let their ego get the better of them and try to impress members

by lifting heavy loads in a Crossfit class when they're not properly warmed up.

There are more risks to participants than instructors with HIIT, so it's vital to make sure everyone warms up and cools down properly, is coached to perform the moves correctly and stays hydrated. However, with these provisos, the risks to both instructor and participant are low – the risks involved with not exercising are higher.

HIIT is an effective workout: the group format is motivating and it's easy to market the short classes that fit neatly into a lunch hour. However, the fitness industry should be educating its clients on how to use it effectively.

In my opinion, nobody really gains anything from doing more than two HIIT classes a week and high intensity sessions also need to be supported by longer, low heart rate sessions, such as an easy run or spin class.

Operators also need to bear in mind that sustainable programmes over time give clients the best long-term results. An individual needs to do a mix of activity for which they can maintain their motivation week after week and it's hard to do this with purely short, hard sessions.



Currently there is no data quantifying how much extra load HIIT classes put on the body

Steve Tansey Les Mills: head of research and development UK

Although there isn't currently research to quantify how much more load HIIT puts on the body compared to a regular exercise class, the additional challenges include a higher heart rate and greater tension on the muscles and skeleton.

To ensure participants get the best out of this short but high intensity workout, our coaching model focuses on personal observation, correction where needed and encouragement.

Our Les Mills HIIT concept – called Les Mills GRIT – requires instructors to only participate in around 60 per cent of the workout, spending time coaching individuals in the class, so they're not subject to the same intensities.

We train instructors to start the block of exercises and get the energy



“With our model, instructors could teach up to six or seven HIIT classes a week, as they're not hitting the same peaks of heart rate as participants.”

going, before moving to the floor to instruct and then finish the block with the class. This way they have the camaraderie and relationship with the class, and can spot those that need more coaching, without reaching the same levels of intensity and so not getting fatigued.

With this model, our instructors could teach up to six or seven HIIT classes a week, as they're not hitting the same peaks of heart rate.

The programme has been scientifically put together to be accessible and safe, and we test what happens to the body during each exercise.

Progressions and regressions, adaptations and alternatives are taught for every exercise, so they're inclusive and cater for all abilities and learning styles. We don't use competition in our classes, because this can lead to participants performing exercises too quickly and losing form, which in turn can lead to injury. ▶



Instructors must implement their own self care plan to prevent injury

► Natalie Constanti Zumba: Master trainer **STRONG**

HIIT is an effective way to train, however, many of the class formats include exercises that can repeatedly strain the same areas of the body.

When I was a self-employed instructor, delivering up to 22 classes a week, many of which were HIIT type formats, areas of my body started to feel the strain and became unbalanced, due to repetitive

back-to-back plyometric training. My quadriceps became over developed and fatigued due to quad dominant exercises.

I realised if I was going to have longevity as a fitness professional, I needed to put a self care programme into place: something that would build strength and stability around my vulnerable areas, while improving mobility, balance and joint function to decrease the potential for injury.

I follow a three step protocol, involving prehab, recovery and strength training (see below). I recommend all instructors do this to keep themselves injury free.

Zumba has put together a new HIIT programme, called **STRONG** by Zumba, which has been designed with a focus on sustainability for both the instructors and participants. Each 'quadrant' of the workout has been designed to achieve a specific outcome, with intensity gradually building.

The class is not designed around back-to-back intervals; we implement active recovery after every high intensity movement, so participants can drive into the next high intensity move without comprising their form and alignment.

■ Natalie Constanti's self-care protocols

The STRONG by Zumba master trainer takes us through her professional self care programme

Prehab

Every morning I take each joint through its full range of movement. This provides information to the nervous system that my body knows I have joints ready to be used. It's also a self assessment, as I can identify if there's an area needing more attention.

Recovery

This is important to make sure I'm physically capable of performing my job. For example, for over-fatigued quadriceps, I'd use trigger point massage

or a foam roller to release tension, followed by a couch stretch to release the quads and hip flexors. I also use PNF (Proprioceptive Neuromuscular Facilitation).

Working out

Training for your job as a fitness professional is important and you need to be smart. I follow a strength training programme and have a coach who carefully programmes my workout plans, taking into consideration my workload and the type of classes I teach.



"I realised if I was to have longevity as a fitness professional, I needed to put a self care plan into place"



Members should mix their HIIT classes with low heart rate exercise classes

Ellen Latham
Physiologist, designer and founder
the Orangetheory workout

There isn't an upper limit to how many classes our instructors can teach because at all times they're focusing on coaching the class. They wouldn't be able to look after 28 participants if they were doing the workout themselves – we want them to be continually monitoring participants' heart rates, form and technique to make sure everyone is performing the movements correctly and at the right intensity.

This workout was devised, by myself, to bring about metabolic change on a cellular level and is safe to do for decades – I'm 61 and we have people coming in their 70s and 80s. We advise



"We advise our members to work to the 80/20 rule.

They could come two or three times a week, but they should also be doing other activities"

our members to work to the 80/20 rule. They could come two or three times a week, but they should also be doing other activities: strength training if they want to build muscle mass and also low heart rate exercise like yoga and pilates. We tell our members that this is their "multi-vitamin" and they mustn't overuse it, whereas their other exercise is a singular vitamin, which they can take more regularly.

Instructors should also take a multi-disciplinary approach to ensure that they remain in balance. I'm a big advocate of pilates to keep the internal structural muscles strong.

The outside muscles are worked in the gym, but it's really important to keep working the internal muscles as well, including the pelvis, shoulder girdle and spine. You realise this when you get to your 50s and 60s! ●

POWER NAPPING

Around 22 per cent of UK people have trouble sleeping, and this can negatively affect health. **Kath Hudson** asks if health clubs can and should remedy the problem by offering on-site sleep services

Several fitness studios in the US have added sleep pods to their facilities
Image courtesy of Podtime.



People are connected to digital devices for so much of the day, their brains are staying activated at night

**Kathryn Pinkham,
The Insomnia Clinic**

"As a business in the UK we are focused on delivering that as well as mind-body restoration. We've seen this trend prevalent in our members," he adds.

INSOMNIA EPIDEMIC

The addition of sleep services to health clubs may appear surplus to requirements, but a recent survey by The Sleep Council found that lack of good quality sleep is a growing problem. One in four people have trouble sleeping – either with getting to sleep, waking too early, or not being able to stay asleep. Kathryn Pinkham, founder of The Insomnia Clinic, believes the growing use of technology is partly to blame. "People are connected ▶

In an unusual move, David Lloyd Leisure (DLL) is swapping spin bikes for single beds at some of its clubs. It wants to give exhausted members somewhere to have a nap during the day.

Inspired by academic research that shows the benefits of napping during the day, and after a member survey revealed that 86 per cent are exhausted (see 'David Lloyd Leisure survey results' below), the premium operator decided to trial the concept in April at its Sidcup club. The trial was a success and, at the time of going to print, DLL had trialled its Napperise class at three more clubs.

The 45 minute sessions take place in a studio, accompanied by music designed to encourage people to drift off. Feedback has been enthusiastic, with one member saying: "I didn't think I'd be able to fall asleep in a room with other people, but it was surprisingly relaxing. The room is set out in such a way that you have your own personal space, plus the mood is very relaxing. I don't have time to relax at home with the family around, so to be able to get a break, with no distractions, was really nice. I fell asleep and felt revived after the class."

DLL isn't the only operator investing in sleep facilities. Podtime, which supplied its sleep capsules to the Olympic Village, recently sold two of its sleep pods to New York PT studio, Focus Fitness, and five more to Trainerspace in Florida.

Similarly, VirginActive's Melbourne, Australia and Broadgate, London clubs have invested in an EnergyPod – a chair-in-a-pod specifically designed for napping. It's a move that Virgin Active's UK product and fitness director Andy Birch says was inspired by the "increasing interest in mindfulness across the industry".

DAVID LLOYD LEISURE SURVEY RESULTS

43%

said stress and anxiety led to insomnia

26%

regularly get less than five hours sleep a night

86%

of parents say they suffer from fatigue

19%

of parents admit to napping at work

26%

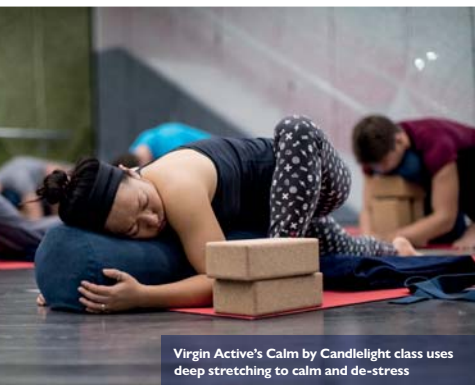
have poor sleep due to children/babies

11%

have found themselves drifting off while driving



DLL's Napperise class is designed to recharge body and mind in 45 minutes



Virgin Active's Calm by Candlelight class uses deep stretching to calm and de-stress

- ▶ for so much of the day that their brains are staying activated," she says. "The blue light technology, used in phones and laptops, inhibits melatonin development which you need in order to go to sleep."

Less than six hours of sleep a night can lead to sleep deprivation, which causes health problems. According to the Institute of Medicine (US) Committee on Sleep Medicine and Research, regularly getting less than seven hours of sleep per night can increase a person's risk of serious medical conditions, including heart disease, obesity, diabetes, anxiety and depression. But is daytime napping the answer to sleep problems, and is the gym the best place to do it?

Despite DLL's belief that its 45-minute mid-afternoon sleep sessions are ideal for "reinvigorating the mind", Pinkham isn't convinced. She believes sleeping during the day impacts negatively on nighttime sleep. However, sleep coach to elite athletes and author

Rather than running sessions where people sleep, operators would be better off educating clients on how to improve the quality of their sleep

Nick Littlehales, sleep coach



of Sleep, Nick Littlehales, believes daytime naps can be useful. He says that humans are programmed to recover through 24 hours and not just at night. However, he warns that daytime naps should be taken at the right time of day – between 1pm and 3pm, if you're an early riser, or 5pm and 7pm, for night owls.

"In the 24/7 world we live in, it's good to give employees the flexibility to nap during the day," says Littlehales.

"However, we also have to look at the underlying cause of why people are fatigued and not sleeping well. Health clubs are well placed to offer education in this area."

FIND THE ROOT CAUSE

"Rather than run sessions where people sleep, health club operators would be better off educating their clients on how to improve the quality of their rest, as well as running classes to help people wind down and sleep better at night," he says.

Pinkham agrees that helping people to improve their headspace, either through meditation, yoga or pilates is also useful. Some operators are already doing this: VirginActive runs Calm by Candlelight – designed to quieten the mind in the lead up to sleep – at many of its central London clubs.

Probably the best intervention that health club operators can make is to keep people exercising regularly and support them in managing their stresses and anxieties, as this should naturally lead to better sleep. "Not having enough sleep can make everything worse, but getting 10 hours sleep a night is not a cure for stress in itself," says Pinkham. "We help our clients to manage their stress and anxieties by looking at their work/life balance. If you don't manage your stress, you will always feel tired."

Research shows that certain populations, including shift workers and the elderly, may find naps help to enhance their learning, memory and mental alertness. Furthermore, many cultures have long embraced an afternoon nap as a natural human activity. However, for health club operators, the best place to start may be helping people to improve the quality of their nighttime sleep, before heavily investing in single beds or sleep pods.



Users of the zero gravity EnergyPod can recharge with a 20-minute nap

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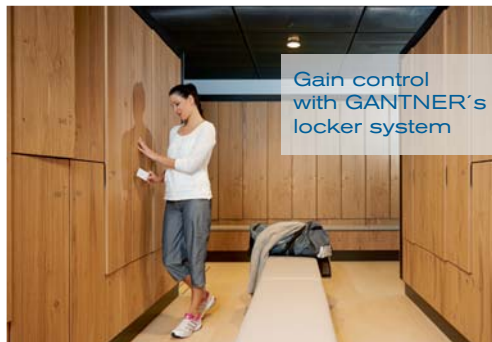
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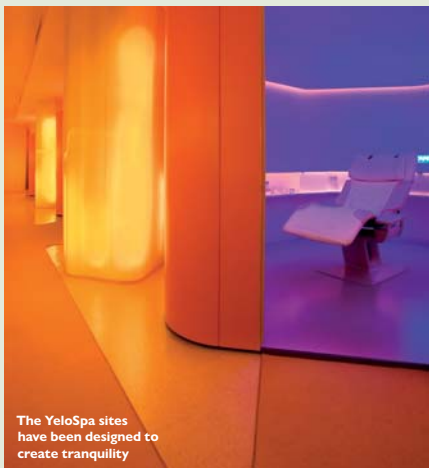
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The YeloSpa sites have been designed to create tranquility

NIC RONCO: THE BUSINESS OF SLEEP

The CEO of YeloSpa, a pay-as-you-go sleep service that was founded in New York, says sleep is a valuable commodity, which underpins all other aspects of health

YeloSpa, a sanctuary of zero gravity sleep pods within midtown Manhattan, New York, was created by Nicolas Ronco in 2007.

Faced with constant jetlag from frequent business travel, Ronco founded YeloSpa after witnessing the restorative powers of short naps while working in Japan.

The concept is growing through franchising, with additional locations in Sao Paulo and San Juan.

Ronco says: "Sleep has been an undervalued commodity for the past 30 years, as we've sacrificed it to accommodate our increasingly busy lives. However, things are now moving – slowly but surely – in an encouraging direction.

"We're finally realising there's no point in exercising if we don't let our bodies recuperate, no point in juicing if we can't absorb the nutrients."



“

Sleep has been an undervalued commodity for the past 30 years, as we've sacrificed it to accommodate our increasingly busy lives

Nic Ronco, YeloSpa

He adds: "Naively people have assumed that sleep is a free commodity. It's not. In fact, unless you're homeless, you pay for sleep either through your rent, your mortgage, your hotel room charge or your plane or train tickets.

"Now that people understand the health value of proper sleep, they're willing to pay for it at places, such as YeloSpa in New York City, and at their sport and fitness clubs.

"If anybody has any doubts about the commercial value of sleep, just think about why travellers are willing to pay five times more for a business class plane ticket than an economy one. Is it the free champagne or the gourmet meal? No, it's the flat bed."

In addition to the original sleep pods, YeloSpa now also offers detox treatments, massages, reflexology and facials. ●



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FITNESS IN TRANSIT

Maintaining physical activity levels on the road can be challenging, but it's a challenge the fitness industry is now addressing. **Laura Swain**, assistant editor of hospitality at innovation research and advisory company Stylus, investigates the growing in-transit fitness trend

Consumers have long accepted that getting on a plane or travelling for work inevitably involves a lot of sitting down and less-than-healthy meals. But according to the Global Business Travel Association (GBTA) 2017 Business Traveler Sentiment Index Global Report, 22 per cent of UK business travellers say that poorer on-the-road eating habits make them want to exercise while travelling.

Indeed, from business travellers and tourists to hardcore athletes, consumers are yearning for convenient services and on-the-go fitness support to help them make the best use of their time in transit. In fact, the GBTA reports that 41 per cent of millennials say they would be more likely to continue their workout schedules on the road if they felt they had access to the equipment required to do so.

In response to this growing appetite, airports and airlines are increasingly developing strategic facilities and services

that allow passengers to use their travel time to exercise and improve their overall health. It's a move that's led to some extremely innovative ideas in this space and something that the health and fitness industry is now capitalising on.

IN-AIRPORT FACILITIES

In the US, start-up Roam Fitness opened what it claims to be the first public-facing post-security airport fitness centre in early 2017. The gym, which includes shower facilities, is based at Baltimore-Washington International Airport and is available to members on a daily, monthly or yearly basis. The fully serviced gym facility includes fitness kit and equipment hire

from Canadian athletic clothing brand Lululemon and Brooks Running Shoes. Alternatively, customers can vacuum-seal their own kit post-workout to avoid emitting odours within their luggage.





Aeroplane manufacturer Airbus plans to develop onboard fitness pods

Most importantly, the gym features departure screens and alerts to ensure flights are not missed.

Closer to home, London's Heathrow Airport has announced plans to launch FlyFit – a gym and wellness studio located in the airport's Terminal 2 (see HCM August, p14). Offering indoor cycling, yoga and meditation classes, it will also provide rental workout kits, showers and healthy food options for travellers looking to maximise their health while waiting for connecting flights.

Airlines are also getting involved, with UAE's national airline Etihad offering its first-class or premium-grade passengers departing from Abu Dhabi a luxury gym experience in its new First Class Lounge, complete with showers and towel hire.

IN-FLIGHT OFFERINGS

Taking in-transit fitness one step further, some companies have moved beyond the airport and are focused on in-flight fitness options.

For example, US-based global aeroplane manufacturer Airbus has teamed up with sportswear brand Reebok and interactive indoor cycling company Peloton to develop fitness pods for its new A3 Transpose modular plane concept. The pods will contain Peloton fitness bikes and gym equipment, allowing passengers to fit in a workout during their flight. Airbus is also currently developing ways to add Imax projectors to the module walls to create the effect of cycling outdoors.



Exercise bikes and massage chairs will be located on Sukhoi's SportJet

Meanwhile, Russian aviation company Sukhoi Civil Aircraft has developed an aircraft catering specifically for athletes. Launching at the end of 2017, the 100-seat SportJet will be split into zones that include fitness equipment, massage chairs for sports injuries, chairs with in-built sensors that monitor heart rate and oxygen levels, and a toilet containing in-built hydration sensors.

There are simpler approaches. Developed in collaboration with players from German football team Bayern Munich, Lufthansa has created a series of short clips entitled Flyrobic to demonstrate how passengers

can exercise while in their seats to promote blood flow.

Enabling individuals to maintain their wellbeing regimes in transit doesn't just extend to fitness. A number of travel operators – especially airports – are enhancing modern travel with practical and calming initiatives for leveraging sedentary wait times and reducing unwanted noise.

Airline Cathay Pacific's lounge at Taiwan Taoyuan International Airport has installed Shiraz Solo Chairs, which feature partitions for privacy and soft-lit reading lamps. The use of warm, natural materials such as wood and stone soften



Hilton's Five Feet to Fitness rooms feature indoor bikes and weights

acoustics, while the lamps mimic the experience of sitting in a living room.

In the future, ambient décor and material and colour choice will play an even greater role when it comes to providing ease and rejuvenation in transit. US aircraft manufacturer Boeing's plane of the future includes calming and soporific lighting projections such as starry skies on the walls and bulkheads to help promote better-quality sleep.

HOTEL ROOM FITNESS

The latest on-the-go fitness solutions are not limited to airports and planes. Hotel room workouts are also rising in popularity. According to a 2017 study by Cornell University Center for Hospitality Research, 46 per cent of US hotel guests travel with the intention of working out, however only 22 per cent of travellers use hotel gyms. There's a huge opportunity here for health clubs to collaborate with hoteliers to provide guests with in-room solutions – like workout equipment and videos – that offer flexible, private and convenient ways to exercise.

Several hotels are starting to explore this concept by offering flexible in-room

exercise classes, streamed live or on-demand from local gyms and fitness specialists. In June this year, global hotel chain Hilton Hotels and Resorts unveiled its Five Feet to Fitness concept (see HCM July, p50). This collection of rooms includes premium in-room gym equipment, such as indoor cycling bikes from British company Wattbike and functional training stations with weights, suspension ropes and pull-up bars.

THE ROAD AHEAD

In-transit and in-room exercise concepts represent a commercial goldmine as modern travellers require flexible products and experiences to accommodate a myriad of needs. Airlines are taking this on board with agile cabin designs that satisfy work and leisure requirements, while also recognising that good quality sleep is a vital part of the in-flight experience.

As consumers become increasingly eager to maintain their wellbeing and fitness regimes in transit, the need for on-the-go active solutions will grow. For health and fitness businesses, it's about identifying how you can extend

your services beyond the static gym and, increasingly, looking at collaboration opportunities within the travel industry – whether that's in the air or in-room.

Some of the most exciting new concepts are born when different industries come together. The Reebok, Peloton and Airbus collaboration is a key example of this in practice. As consumers live more blended lifestyles, this exploration will become even more important. ●

ABOUT THE AUTHOR



Laura Swain is the assistant editor of food, beverage and hospitality at Stylus.

In this role, she tracks everything from global health food trends to new hotel and hospitality innovations. Before joining Stylus, Laura oversaw PR projects for brands, including Mondelez and Unilever. www.stylus.com



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WATTBIKE & PLACES FOR PEOPLE: Taking zones to the next level

Wattbike Cycling Zones will increasingly become a feature at gyms and leisure centres across the country, with Rotherham Leisure Complex one of the first to experience the benefits

With the cycling zone concept continuing to grow across the fitness industry, Places for People seized the opportunity to take the initiative one step further. To stand out, Places for People worked with Wattbike to introduce the most immersive zone in the country. John Oxley, Places for People's chief operating officer, explains more.



**John Oxley, Places for People's
chief operating officer**



**The Wattbike zones appeal
not only to cyclists but
those with a particular sport
conditioning focus or goal**

What is the Wattbike Cycling Zone and where is it?

The Wattbike Cycling Zone is a studio cycling space at the very front of the Rotherham Leisure Complex. It has traditional spin bikes and we have now added eight Wattbikes with accompanying immersive and engaging artwork. You can't miss it.

Why did you choose Wattbike and why Rotherham?

Well at Rotherham we had a particularly large cycling studio which we'd converted from an indoor climbing facility.

We wanted to expand the programme of indoor cycling to appeal to a much broader range of customers with a



Wattbike zones stand out on the gym floor and offer users a more immersive experience

variety of different fitness levels and experience, and bring in different groups. Wattbike has that appeal.

Do you have a particular type of 'member' that the Rotherham zone is aimed at?

It can vary. Someone who's into general fitness, but is target orientated. Those who might have a particular sports conditioning focus. And then there's obviously the people interested in cycling.

Tell us a little about the Places for People target market?

We say that our fitness proposition is for people who want to get fit, people who want to get fitter and for those who are training for competition. Those are our three target markets whose needs are varied and therefore our choice of equipment has to be considered. The Wattbike fits in to all of those categories perfectly so it's a great partnership.

When did the zone launch and what response did it get?

The zone was installed July and the response has been terrific. It was also

“Cycling zones are becoming fully immersive to satisfy the growing cycling population and Wattbike have every solution covered”

helped by a great launch event that we did in conjunction with the Wattbike team. It also included the former professional cyclist, Wattbike ambassador and local cycling legend, Dean Downing.

Are there any further plans to install more Wattbike zones in other sites?

Absolutely. Of course, we first want to make the Rotherham zone a success, but we've already identified a further two or three opportunities where we can develop more Wattbike zones, either in gyms or in studios.

Rotherham has a big cycling fraternity, do you think a city needs this to have a zone or will it fit anywhere?

I think the zone can go anywhere; obviously it helps if there is an established

cycling fraternity which provides easier access to the market. But it's not a necessity. Not at all. ●

Cycling zones are becoming fully immersive to satisfy the growing cycling population and Wattbike have every solution covered having created over 40 immersive zones in the UK.

If you want to stand out from the crowd contact Wattbike now.

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ROB DEUTSCH

The founder and CEO of F45 has sold more than 900 franchises in three and a half years. He talks to **Kate Cracknell** about his ambitions to make F45 the largest fitness brand in the world



Deutsch's sports background influenced the creation of F45

What's your background?

From a young age, I always had an appetite for sport, and played cricket and rugby competitively throughout my teens. I didn't realise this at the time, but can now see how these sports influenced the development of F45, as F45 incorporates a lot of functional movement.

I worked as an equities trader in the financial markets for over 10 years and always found time to work out alongside my stressful job – but I saw many people failing to juggle them both. The short version of the story is that this inspired me to leave the corporate world to set up an effective training technique for busy people.

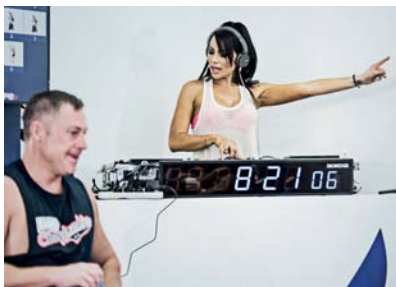
F45 was born. The first club opened in Sydney, Australia, in 2013 and we franchised in 2014. We now have over 900 studios in 31 countries – across Australia, North and South America, Asia, Europe and the Middle East – with 1,150 franchises expected to be open by the end of 2017 (for more details, see 'F45 in Numbers', opposite).

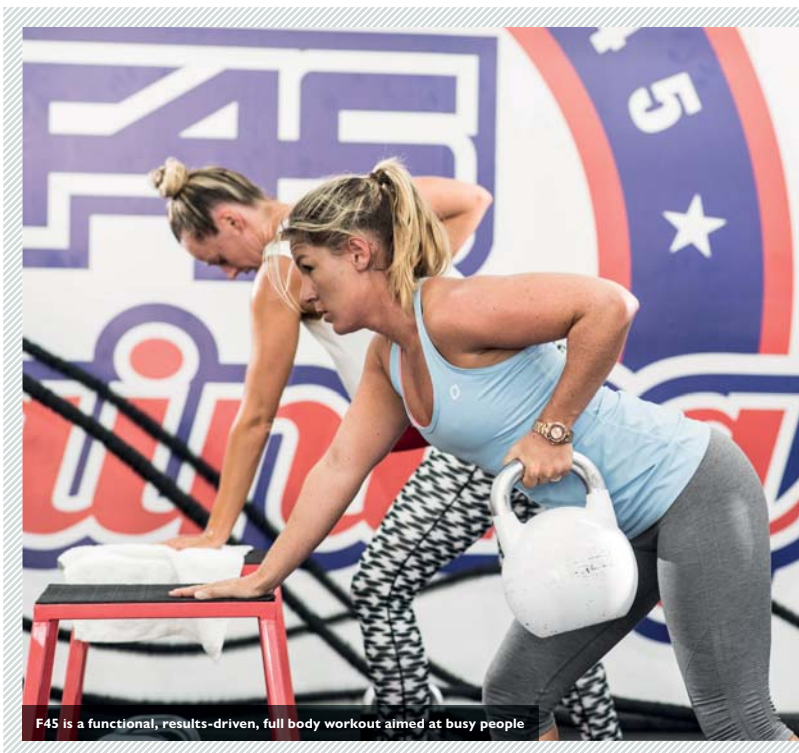
What's the F45 concept?

When we launched, we set out to create a 'third way' – an alternative to what was available in the market at the time. On the one hand, you had people spending around AU\$20 a week on gym membership but getting no innovation or motivation, so they inevitably stopped going. At the other end of the spectrum, people were paying up to AU\$80 for personal training.

I wanted to create something that combined the best of both worlds. We do offer some personal training

“ We tap into the group exercise mentality, so people feel they're working out with friends, and set the whole thing to funky beats mixed by our full-time DJs





F45 is a functional, results-driven, full body workout aimed at busy people

■ F45 IN NUMBERS

- **Number of studios**
967 at the end of August 2017
1,150 projected by January 2018
- **Size of a typical studio**
2,000–2,500sq ft
- **Typical member base**
250
- **Average pricing (UK)**
Individual classes start at £25
10-class bundles £190
- **Franchisee investment (UK)**
£200,000–£250,000
- **Staffing model**
Owner/operator, head trainer, two coaches

“ Every day at F45 is different. That’s a key reason for its popularity, and why studios are popping up all over the world

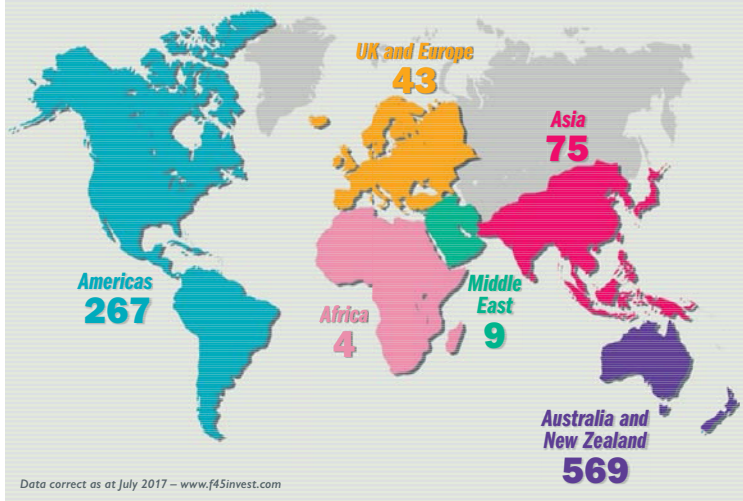
for those who want it, but our focus is very much on instructor-led group sessions that build a community, and that come with a mid-range price tag.

How would you describe your philosophy at F45?

We believe ‘Motivation + Innovation = Results.’ We aim to provide an experience that helps people to transform their lives, both physically and mentally – but in spite of this focus on results, it’s important to point out that we’re all about having fun too.

We tap into the group exercise mentality, whereby people feel that they’re working out with their friends, and we set the whole thing to funky beats mixed by our full-time DJs.

F45: 967 clubs in total, spanning 31 countries



► How do you drive results for members?

F45's HIIT classes deliver a functional, results-driven, full-body workout that boosts energy levels, metabolic rate, strength and endurance. Sessions are fast-paced, with a strong community element to ensure users push themselves to the max, and there's constant support and guidance from F45 coaches.

These coaches guide customers through a series of intense, 45-second exercises, with short breaks in between so they can catch their breath. The focus is on functional training – hence the 'F' in 'F45' – and classes last 45 minutes.

We aim to constantly surprise people with inventive new workouts: we draw from a pool of over 3,000 exercises when we construct our classes, and every three months 250 new ones are added, along with fresh equipment. So every day at F45 is different. That's a key reason for its popularity, and why studios are popping up all over the world.

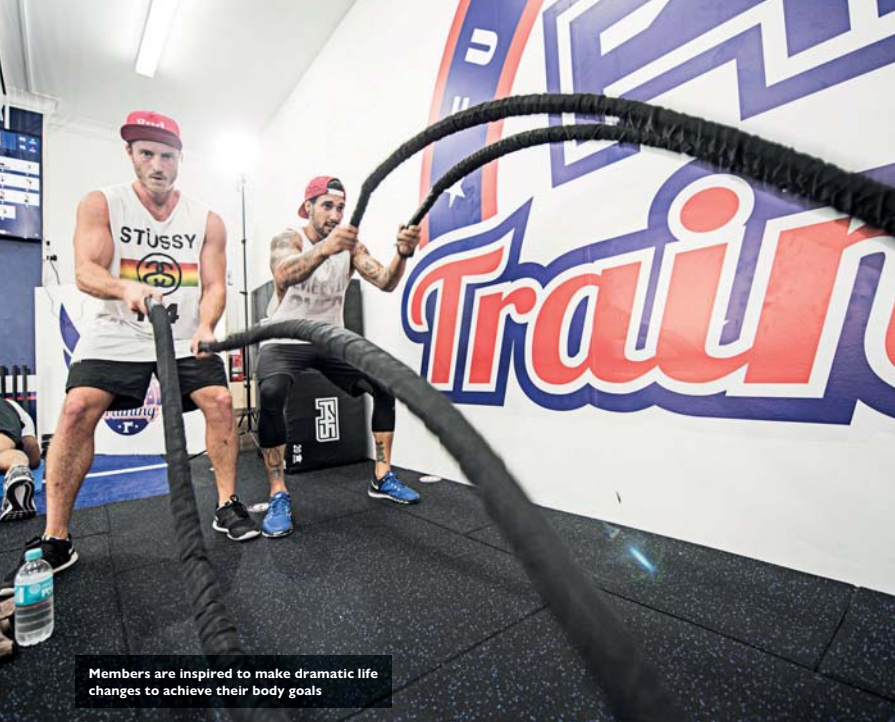
It all sounds quite hardcore – who's your target market?

We target 25- to 40-year-old professionals who care about the way they look, but who don't want to be professional athletes. People who love their health and fitness, but who want to strike a balance – who will most likely enjoy a glass of wine at the weekend. Our client base is 65 per cent female.

“ Fitness is on-track to become a vehicle that reconnects people and creates community, so there's a lot of potential



The brand targets 25- to 40-year-old professionals



Members are inspired to make dramatic life changes to achieve their body goals

What are your roll-out plans?

We operate in 31 countries (see F45 Locations, opposite) but our focus is currently on the US and the UK. That said, we're opening new clubs in Europe (Switzerland, Spain and France) and China. In Australia, we only have a handful of territories still available.

Any plans to evolve the F45 offering?

We're always looking at new ways to innovate, whether it's from a fitness or a technology standpoint.

When it comes to fitness, we're constantly evolving our programming to ensure members get the best training in the world. I believe that we're already leaders in technology, with a system that guides members through their whole workout and our own F45 LionHeart HeartRate technology.

However, we're looking at new ways members might track their fitness in-studio, as well as ranking themselves against members around the world. We're developing avatar technology in-studio and a gamification angle, which we'll release soon.

What's your overall vision for F45?

For F45 to be the largest fitness brand in the world. We need to stay at the forefront of innovation. But we also need to ensure we're able to support the

enormous growth we've experienced: 967 studios have sold in just three-and-a-half years.

What are you most proud of so far?

I'm most proud of the community we've built, and the way we empower members to make dramatic life changes and achieve their body goals. We've also built a really strong business that's going from strength to strength.

What are your thoughts on the fitness sector generally?

We see the fitness sector growing exponentially as people begin to choose this over other social activities. It's on-track to become a vehicle that reconnects people and creates community, so there's a lot of potential and huge gains to be made. ●

ABOUT THE AUTHOR



Kate Cracknell is the former editor and now editor-at-large of *Health Club Management*. Follow her on Twitter @healthclubkate

MORE THAN CHILD'S PLAY

Through partnerships across the UK, youth programme Let Me Play organises the details of serious fun for young people, using premier bookings and programme management software

Let Me Play is a sports, education and outreach organisation that focuses on positivity through unique programmes and a deep commitment to child protection, anti-discrimination and equality. Let Me Play's enthusiastic and professional team believes in the power of fun, designing all their programmes to engage as many young people as possible in wholesome activities that will help them to grow as individuals and have healthy and successful futures.

Established in 2004, Let Me Play began as a specialist residential sports camp. Through rapid growth and diversification, the organisation now provides coaching and teaching programmes for local authorities, charities, housing associations, colleges, academies, schools and individuals across the UK, delivers on government-funded projects and operates NEET Education Centres in London. Let Me Play's focus includes four separate categories: education, residential summer camps, community projects, and school programmes.

Headquartered in Hammersmith,



Ben Campion, located in ACTIVE's London office, has been working in the sports and education industry for over 13 years.

London, Let Me Play employs 40 full-time staff and up to 200 freelance contractors at peak times of year.

SIMPLIFYING FOR PARENTS AND STAFF

Let Me Play's administrative staff knew that programme management software was a necessity for their growing

organisation, but the solution they were using no longer supported their needs. While its bookings function was sufficient, a change in the vendor's payment processing triggered Let Me Play to search for a solution that would deliver on all needs. Specifically, they wanted to ensure:

- A strong alignment with the Let Me Play brand
- A streamlined user experience

Then they found ACTIVEWorks® Camp & Class Manager. Let Me Play felt that ACTIVE Network understood sporting events and had built their system to be easy to set up and use. Transitioning to Camp & Class Manager was smoother than expected. With a few conference calls and access to chat with ACTIVE Network support staff to get help straightaway, all issues were ironed out quickly and they went live with their own branded registration page.

Parents and staff have been quick to adopt the new system, citing ease of use as a contributing factor. Camp &



Let Me Play designs fun programmes for young people, incorporating wholesome activities that will develop them as individuals

Class Manager has afforded the Let Me Play Team at least an extra 3 hours per week of productivity.

REACHING MORE YOUNG PEOPLE WITH ADVANCED REPORTING

Let Me Play is just getting started. In the weeks and months to come, they plan to dig deeply into the software's advanced functions, especially analytics for daily numbers, breakdown of demographics per activity, bookings vs. actual attendance and ad hoc bookings. They are confident that Camp & Class Manager will provide more and more value as they go along, taking the burden off back-end administration so they can focus on reaching more young people. ●

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Let Me Play now has easy access to daily numbers, demographics breakdown and more

ACTIVEWORKS® CAMP & CLASS MANAGER

In 2000, ACTIVE Network® pioneered online programme management technology to make life easier for both kids activity directors and families. Our vision was to transform today's youth into an active generation by providing superb technology tools that empower programme organisers to deliver life-changing experiences to young people.

We do that through cloud-based Camp & Class Manager, an all-in-one online booking, programme management and marketing software solution. No matter the type of programme, Camp & Class Manager lightens the administrative load and enables smart, data-driven decisions while also helping to deliver great customer service.

It's Easy. Create customised, branded camp forms that are a breeze

to complete and delight participants' parents.

It's Mobile. Work wherever and whenever. Access programme info on a smartphone or tablet. Let families register their children 24/7 – even on the go. They can also start waivers and finish them later!

It's Complete. Grow online bookings with the help of email templates and integrated social media. Add merchandise sales to your bookings page or easily offer coupons and discounts. Get the latest branding, website, SEO and marketing tactics from a complementary, dedicated expert digital marketing consultant.



But we're more than technology. Camp & Class Manager not only takes care of bookings and marketing so directors can stay focused on their business, staff and participants, we're also a partner in their mission to impact lives. We succeed when you succeed.

In 2016, with more than 3,000 youth programme customers, the largest team of programme technology experts in the industry, and more than a million programme registrations powered by ACTIVE every year, our clients and their participants continue to inspire us. We're more determined than ever to get – and keep – this generation of young people active!
Learn more at
www.ACTIVEcamps.com/uk

BRAIN POWER

Schools and universities have always prioritised core subjects over physical activity, but are they overlooking the positive impact that physical activity may have on academic results? **Kath Hudson** asks the experts

There is now a large body of evidence to support the idea that physical activity improves cognitive function in everyone, from young children to the elderly. Research also suggests that exercise has a positive effect on academic results.

According to Dr Josie Booth from the University of Edinburgh, brain scan images have shown that a 20-minute walk can improve children's concentration levels, and the same is true for adults.

Not only does being physically active boost brain power, findings from the ukactive Research Institute indicate that it improves a number of other aspects crucial for student life, including belief in employability, personal and mental wellbeing, and social inclusion.

How can this message be relayed to the decision-makers in education? What part can the industry play in making sure that physical activity remains an important part of the learning journey, not only in schoolchildren but through to graduates?



Being physically active is known to increase brain power

Physical activity is thought to improve academic outcomes

Dr Josie Booth

The University of Edinburgh: lecturer in developmental psychology

Research by myself and collaborators has identified a positive relationship between physical activity and academic attainment. This is the case even when other background factors, such as parents' education, birth weight, socio-economic status, earlier education and intelligence are taken into consideration.

We completed a large scale study, assessing the physical activity levels of more than 5,000 11-year-olds and then looked at how they did in their GCSEs and A levels. The children who were more active at 11 were doing better at school five years later, even when background factors were taken into account. We can't say that the activity definitely caused the attainment, but it's strongly associated.



Although we know there are good associations, we still don't know exactly why, but there are a number of plausible reasons backed up by research.

Exercise increases blood flow and oxygen to the brain, which helps it to work better and leads to an increase in brain-derived neurotrophic factor, which helps with brain development.

There are also psychosocial factors, such as people who are active tend to be happier, have higher self esteem and have a lower risk of depression and anxiety. Also, exercise leads to better general health, so children are less likely to be absent from school or have problems associated with obesity and poor health. All these factors have been scientifically supported as being important for school attainment.

Exercise increases blood flow and oxygen to the brain, which helps it to work better... and helps with brain development

At school we currently teach children sedentary behaviour and passivity, which is unnatural

Dr Richard Bailey

International Council of Sports Science and Physical Education: senior researcher physical activity and health

Research shows that a fit person performs better in cognitive tests than an unhealthy person, and fit children do better in numeracy and literacy assessments than unfit children. But we're at the start of this journey: we know there's a link but we need to look at the causes.

I was recently part of an international group that reviewed the available evidence. We found that there are lots of individual positive pieces of research, but not enough understanding of the overall mechanisms. Going forward, we need to establish the most effective activities – team games, aerobics or a mix? We also need to identify how much

exercise is needed to get a certain result? Once we know this we can make recommendations about how schools can bring more physical activity into the curriculum, such as exercise breaks in lessons.

A school designed around child development would involve movement and activity. We teach

children sedentary behaviour and passivity, which is unnatural. Forest schools in Germany and outdoor schools in the US are bucking this trend, and children

there don't get worse grades. We need more teachers and more parents to believe in the benefits of physical activity to learning, and for the fitness industry to help get the message across.





Sport could be used to help new students integrate

PHOTO: SHUTTERSTOCK.COM

► Dr Steven Mann

ukactive: research director

It's important for vice chancellors and directors of sport at universities to see that sport can help undergraduates settle into life away from home for the first time. They could promote sport and physical activity as a tool to integrate students, help them to make friends and develop a positive outlook towards their university experience, as well as developing skills that employers value, such as



communication and teamwork. University is a difficult time, as young people move to a different environment and have to adapt to a new way of life. Active students may immediately immerse themselves in a sport they have grown up with, but it's easy for all others to become completely inactive, unless universities try to engage with them and promote the benefits of an active lifestyle.

A study by the Research Institute identified a big group of students who weren't completely inactive, but who weren't meeting recommended activity levels either

There is a responsibility for universities to keep expanding the offer beyond traditional sports.

A study by the Research Institute identified a big group of students who weren't completely inactive, but who weren't meeting recommended activity levels either. As such, offerings must be diverse in order to engage these students. We have seen an increase in

fun sports like quidditch and frisbee, which are more focused on play rather than competition.

The wider health and fitness sector also needs to respond to student needs. For example offering flexible memberships, being able to freeze memberships during holiday times and offering programmes which will appeal to different students at different times of the day. ►

PHOTO: SHUTTERSTOCK.COM



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BEFORE

AFTER

ServiceSport



Fit and active youngsters are shown to be more focused

PHOTO: SHUTTERSTOCK.COM

► Dawn Podulka Coe

The University of Tennessee, Knoxville: associate professor kinesiology, recreation and sport studies

There are a wide range of studies that show physical activity can improve academic performance, both in terms of grades and standardised tests. Physical activity increases blood flow to the brain, delivering more oxygen. Active, fit kids are shown to be more focused, less prone to boredom and have better concentration. My research has found that



the improvement is best after higher intensity physical activity. Research has shown benefits from both chronic (habitual) exercise and acute.

Despite this compelling evidence, there is the issue that teachers are evaluated by test results and therefore want to focus on the academic time. We need more evidence to show

There is the issue that teachers are evaluated by test results and therefore want to focus on the academic time

that decreasing academic time and increasing physical activity won't impact on test results. We also need compelling case studies to get more schools on board.

I would like to see better use of recess: kids get less recess as they get older, but also use it less for physical activity, partly because of lack of facilities and partly because they have grown out of playing on climbing frames.

More semi-structured activity at break time could boost their physical activity levels and concentration.

For younger children, playtime activities like galloping and hopping are enough to bring about benefits and improve their motor skills. Research shows that if they don't develop their motor skills, they are less likely to be active when they're older. ●

SCOTTISH STUDENT SPORT AND UKACTIVE RESEARCH INSTITUTE STUDY

- A total of **5,000** students at Scottish universities were asked about their expected grades, perceived employability, personal wellbeing, mental wellbeing and social inclusion.
- **46 per cent** met chief medical office (CMO) physical activity recommendations
- **19 per cent** were completely inactive
- **49 per cent** were a member of a sport club and a gym
- **93 per cent** of active participants expected a 1st or 2:1 compared to **81 per cent** of inactive students

- **7 per cent** of active students expected a 2:2 or 3rd compared to **19 per cent** of inactive students
- **47 per cent** of active students thought participating in sport made them more employable
- Mental health was assessed using the Short Warwick-Edinburgh Mental Wellbeing Scale. The active group scored higher (**average score of 24.7**) than the inactive (**average score of 22.6**)

The study, sponsored by Precor, will be followed up in November, when ukactive will see if students' achievements tally with expectations

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GOOD VIBRATIONS

Whole body vibration machines seldom take centre stage in gyms, yet research shows they are capable of improving both physique and health. We ask industry experts for their insight into the lesser-known benefits of vibration training



The wide-ranging benefits of WBV are not often well promoted by gyms

PHOTO: BURRELLEDUCATION.COM

FOCUS ON POST-EXERCISE RECOVERY

Paul Edmondson

Master trainer, Power Plate

Recovery and regeneration after exercise of all types is currently gaining momentum in the fitness industry, and deservedly so. It can combat stress, improve mindset, increase mobility, and, of course, reduce the risk of delayed onset muscle soreness (DOMS) and injury.

Whole body vibration (WBV) training sits at the very top of the modalities that can boost the recovery process if used at the end of an exercise session.

After an intense workout, muscles and tissue fibres have a spike in acidity levels, which leads to a build up of hyaluronic acid in the muscles, causing DOMS.

When a WBV training machine, such as Power Plate, is used post recovery, the vibrations created by the device help to massage the muscles and speed up the breakdown of hyaluronic acid. In doing so, muscles are likely to feel less sore after exercising.

WBV increases muscle stimulation, which resets the body's preferred relaxed rhythm (known as parasympathetic tone). This stimulation benefits a number of internal body processes including blood flow, state of mind, cognitive performance, sleep management and post exercise recovery. In addition,



the increase in blood flow brings much needed water, oxygen and nutrients to the body, while removing waste products. This ensures that acid levels are neutralised, permitting muscles to recover quicker, promoting relaxation and reducing the potential for injury.

FITNESS REHABILITATION

Dave Mott

**MD and senior physiotherapist,
PhysioFitness**

As a physiotherapist I've found WBV to be an invaluable tool when it comes to muscle building and rehabilitation after injury or surgery. I also recommend it to patients who are serious about using a good quality platform to maintain or improve their fitness and overall health. However, the type of machine used is key to the



WBV is ideal for rehabilitation



effectiveness of WBV as a fitness and rehabilitation tool. Pivotal platforms with a see-saw movement that simulate the natural movement of the hips are a personal favourite. They're also more comfortable than the vertical-motion platforms many gyms have. In addition, quality machines, such as a Hypervibe or a Galileo, are essential for effective WBV training as they can withstand the higher frequencies and G-forces required to get the muscles truly firing.

The big advantage of WBV as an exercise tool is that it offers a relatively quick but efficient low impact workout. For many older adults and/or people with certain health conditions, even walking can be too much of a challenge. At appropriate frequencies and power levels, WBV triggers 95 per cent of muscle fibres and even the simplest of sessions – just standing on the machine – will increase heart rate and blood circulation, which is, of course, the aim of a cardio workout.

INCREASE CARDIOVASCULAR HEALTH

Monika Akabusi

Director, POWRR UK

It is well documented that cardiovascular (CV) disease arises from changes to the normal structure and function of artery walls – changes that usually occur over time. Such alterations include endothelial dysfunction and arterial stiffness, which both make it harder for blood to flow through the body as normal. While unhealthy lifestyle choices are widely recognised as triggers for these blood vessel changes, an additional (and common) cause is reduced muscular



WBV can aid heart health

strength and mass, often due to vascular ageing or disease, such as multiple sclerosis (MS). Vibration training can help to minimise this risk of CV disease as it creates an involuntary and immediate neuromuscular response, which in turn triggers muscle contraction. By stimulating muscle contractions, whole body vibration (WBV) training can not only help to prevent heart disease, it can also improve rehabilitation after CV events. The intensity and degree of muscle fibre recruitment that occurs during each neuromuscular response depends on the level

of vibration frequency (Hz) and interval length (time).

While WBV training is considered a very efficient way of improving body composition and muscle strength, its impact on CV health is less often talked about. However, WBV can improve circulation and vasodilation, facilitating free blood flow to the heart and better distribution of nutrients and oxygen throughout the body. WBV also doesn't require much movement, and so lends itself well to less mobile people, like the elderly and people recovering from injury.



▶ IMPROVING BALANCE

Hayley Pittam

Director of vibration education, Vibrogym UK & Ireland

The principle of vibration training is not only based on increased muscle acceleration during contraction, but also on muscle reflex. Tonic vibration reflex – the sustained contraction of a muscle subjected to vibration – can activate up to 95 per cent of a muscle's potential instead of the 40 to 60 per cent muscle fibre recruitment seen with conventional fitness training. It's this concept that allows WBV to deliver increases in strength and balance at a rate that's simply not achievable with traditional training methods.

WBV devices, such as the VibroGym platform, vibrate 25 to 50 times per second, ensuring that targeted muscles are intensely stimulated. The involuntary contraction produced

activates the body's natural balance system, which, in turn, helps to improve overall balance and stability.

The ability of WBV to improve balance also relates to the establishment, correction and reinforcement of new motor patterns

by vibration devices. In my experience, this can be particularly effective among individuals who have suffered a stroke, have MS or Parkinson's disease. For the past three years I've been training a gentleman who suffered a frontal lobe stroke a year before coming to me. His condition left him unstable, very weak on one side and generally lacking balance. As such, his initial sessions



WBV improves strength

were entirely seated and involved the placement of his feet on the machine for 10 seconds at a time. As a 30 second static squatting position on the VibroGym achieves the same degree of muscle activity as more than 30 conventional squats, over time we've been able to build up his leg muscles in a way that would not have been possible with conventional physio. While it's been a slow process, vibration training has improved his strength, stability and confidence to the point that he's now doing multiples of 45 second standing exercises. He has also reduced his medication and is enjoying improved overall wellbeing. ●



WBV can improve blood flow

Latest research on vibration training

August 2017 BALANCE AND POSTURE CONTROL

A 33-study analysis by Swiss researchers showed that WBV improves balance and postural control in active older adults, and has some postural benefit in those with limited activity levels.

July 2017 BLOOD FLOW AND DIABETES

Brazilian researchers assessed eight studies (142 participants) and found that WBV can improve blood flow in healthy people and those with poor blood flow caused by conditions such as diabetes.

June 2017 Cruciate ligament rehabilitation

A study in the Clinical Journal of Sport Medicine revealed that eight weeks of WBV improved knee muscle strength among 32 female athletes who had undergone anterior cruciate ligament (ACL) reconstruction.

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MONITORING THE PACK

Tracking systems could be the next frontier for group exercise, delivering member engagement and aiding retention, but their use isn't always appropriate. **Health Club Management** weighs up the pros and cons of monitoring the pack

THE PROS: BETTER CUSTOMER ENGAGEMENT AND RETENTION

Despite the relative newness of group exercise tracking, there are undeniable benefits for members and operators, with member engagement one of the most widely cited.

Speedflex, a boutique operator offering high intensity circuit training combined with proprietary resistance training machines, says there are benefits to tracking member effort. "Tracking is an integral part of the Speedflex offering," says COO, Ben Steadman. "We offer instant feedback to members through our partnership with MYZONE and improvements validate continued spend on membership, while providing a social element in sessions, as participants view each other's stats and compete."

Steadman says tracking also provides operators with data that can be used to constantly improve their offering.



Proof of progress keeps members engaged – far too often they end up leaving a gym because they're not seeing results

Ben Steadman, COO, Speedflex



Tracking is an integral part of the Speedflex offer



Tracking is suitable for group cycling classes as they are heart-rate based

"The cornerstone of the boutique gym is personal service and tracking allows operators to build a personal relationship with every member through key data."

Many operators say performance tracking and proof of progress keeps people coming back. Steadman agrees. He says that tracking is a good retention tool, as it provides members with feedback so they can see their progress, which helps keep them engaged. "Far too often members end up leaving a gym because they're not seeing results."

THE CHALLENGES

However, Rob Beale, fitness industry consultant to The Third Space, says tracking is better suited to some classes than others. He says: "While it's not appropriate for dance or mind body classes, it's well suited to group cycling and HIIT classes. As HIIT is heart-rate based, monitoring heart rate is the only way you can know if members are performing a HIIT protocol."

Dan Little, head of fitness at Digne believes the industry is lagging behind when it comes to incorporating technology. At Digne, the ride studio is equipped with Spivi technology, which measures the fundamentals you'd see in real-life cycling, such as power, speed, heart-rate and distance. However, Digne's HIIT classes – called Matrix – don't have the same features. "It's important we're constantly evaluating what we offer," says Little. "We need to figure out what the equivalent metric is for HIIT. For example, we could introduce leader boards connected to kettle bells that are equipped with technology to track how many times they're swung, but the tech to track this type of thing is still too new."

However, Little says tracking can help retention as "the data does keep lots of people coming back, because it gets addictive trying to beat your score every time."



Tracking is suited to HIIT classes, as monitoring heart rate is the only way you can know if members are performing a HIIT protocol

Rob Beale, consultant to The Third Space

Sam Theyers, global trend expert and managing director of Core9, the Australian licensed boutique studio group, agrees current group exercise tracking systems have room for improvement: "Tracking is being used as a USP to encourage people to join a gym, but I don't see the data being used as well as it could be," he says. "Members like the novelty of receiving a post-workout email containing their workout data but do they do anything with the information?"

Accuracy may also be an issue, says Theyers: "Although it helps members train more efficiently by getting them into the right zone, there's a school of thought that says heart rate tracking using averages isn't accurate."



Tracking can provide positive motivation for some members

► MORE EVIDENCE NEEDED

Theyers believes more research is needed before the industry can claim that tracking has a direct correlation to retention. "We hear a lot about tracking being the holy grail of member retention and community building," he says. "But we're not yet seeing robust research backing this up." Beale has a similar view and says the debate around tracking is similar to the PT debate around retention. "It's hard to know if it's the tracking that retains the member, or if the sort of member who gravitates towards tracking is typically more engaged and therefore likely to stay."

Overall, Beale says adding tracking is a positive thing for both members and operators. "My overall opinion is that it doesn't do any harm, and providing motivation and encouragement in another form is a positive."

CONS: COMPETITION, CONFUSION, COST

While adding various forms of fitness tracking can be an exciting proposition, there are also reasons operators shy away from the technology. Hilary Rowland, co-founder of Boom Cycle alongside husband Robert Rowland (see HCM August, p44), doesn't have fitness tracking in her studios. "Our goal is to provide an escape for our riders," she says. "We don't want them to feel stressed about competing. Our goal is to allow them to move, and to feel and to be."

When it comes to retention, she says Boom Cycle riders don't need to see numbers or measurements to know they're making progress. "It's about how they feel, and they feel stronger and happier in every aspect after regularly attending our classes. You don't need a piece of paper to tell you how you're feeling."

A fear of "coming in last" is also a frequent comment from new or hesitant members attending a class with tracking.



The data does keep lots of people coming back, because it gets addictive trying to beat your score every time

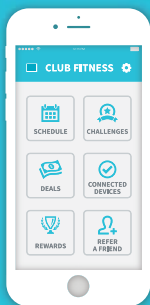
Dan Little, head of fitness, Digma

"We want people to feel good about themselves regardless of their ability," says Rowland. "Therefore, we have purposely removed any element of competition that could be created through tracking."

Confusion is another reason some operators are hesitant when it comes to incorporating fitness tracking systems, as some members don't understand how to train in heart rate zones or what the data means. Operators using these tools agree that having knowledgeable instructors who can explain what the numbers mean is key to avoiding misunderstanding.

Cost is another potential deterrent: "We're mainly seeing tracking being used in boutiques and I suspect this is because – as a bolt on service – the cost is high," says Theyers. "Most tracking products tend to follow a licensed model, which ►

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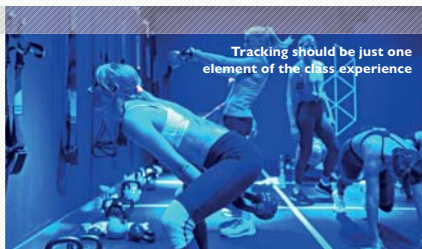
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BSW



Digme offers classes with and without tracking options



Tracking should be just one element of the class experience

► means there's an additional cost for the health and fitness operator."

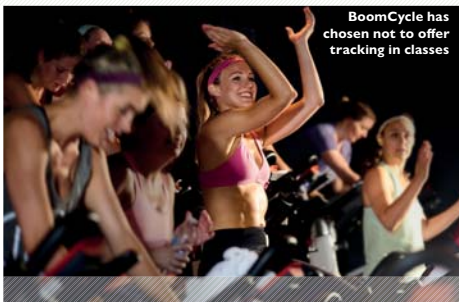
However, Beale believes the major hurdle to implementing tracking for multi-site operators is logistics. "There's a lot to consider around using equipment and getting data to members. Major operators are all looking for an all-in-one experience where everything is driven through one cloud platform, and that's hard to achieve," he says. "I think a lot of operators are over thinking tracking and it's holding them back."

FINDING THE MIDDLE GROUND

Many operators have opted for a middle ground solution, offering a variety of classes on the timetable.

To cater to a broader demographic and avoid alienating data-averse members, operators like Everyone Active have adopted a hybrid approach, offering both music-focused and data focused classes. "At Everyone Active, we only monitor people during our Stages indoor cycling classes," says Angela Ioannou, area fitness manager at Everyone Active.

"We track members' output and at the end of each class, they receive an email that gives them the full breakdown of how they've performed."



BoomCycle has chosen not to offer tracking in classes



We've adopted a hybrid approach, offering both music- and data-focused classes. For us, it's about ensuring classes are as inclusive as possible

Angela Ioannou, area fitness manager,

Everyone Active

However, in other group exercise classes, the focus is on the experience. "Because we work with local authorities, for us it's about ensuring our classes are as inclusive as possible. It's more important that members are taking part and having fun, rather than constantly being monitored, as this can be off-putting for some," she says.

In addition to the Stages indoor cycling classes, which are currently being trialled across some of Everyone Active's London facilities, members are offered the opportunity to track their progress independently using the website.

"When members log in, they're able to track their activity both in and outside the centre, linking up to any other fitness tracking devices that they use. This puts the power into the member's hands, allowing them to use tracking only if they want to," says Ioannou.

Similarly, Digme offers three options for members: 'Beat', a class with no tracking or data, 'Performance', a class that tracks all functional performance, and 'Ride', which has the best of both. "Ride classes always have great music, but there's an element of using data too," says Little.

EXPERIENCE PREVAILS

While there is some evidence to suggest that fitness tracking can be a major benefit, many operators consider tracking to be one element of the whole experience. It's not just the music, the instructors, the workout or the motivation to try to better your score that keeps people coming back for more, it's the combination of them all. ●



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BP: Fitness Trade Show 2017

On 12-13 September, BP: Fitness will take over the NEC, Birmingham to deliver an exhibition involving over 100 brands, as well as seminars and workshops.

We look at what attendees can expect from the event

The newly rebranded Leisure Industry Week (LIW), debuts this month as the fitness-focused BP: Fitness Trade Show. The two-day event will bring together delegates from the UK and Europe to explore growth, innovation and education within the fitness industry.

Despite a decline in size over the previous decade, LIW has been a staple of the industry calendar for 29 years. However, in mid-2015, BodyPower, the organisation responsible for the renowned consumer exhibition BodyPower Expo announced the acquisition of LIW from United Business Media (UBM). After a two-year period of consolidation, which has seen a small but significant increase in footfall, BodyPower has now moved into the second phase of its event revitalisation plan, beginning with a change of name and focus: BP: Fitness Trade Show.

FITNESS SOLUTIONS FOR ALL

As organisers of the world's largest indoor consumer fitness expo, BodyPower is inextricably linked to fitness. It is that link, according to director Steve Orton that has driven the trade event's shift in focus from leisure to the business of fitness.

Orton says: "The breadth and ambiguity in the term 'leisure', in the sense that it means different things to different people, was a contributing factor. BP: Fitness Trade Show encapsulates exactly what the show is about, which is exploring fitness solutions and the business of fitness."

"We expect to have thousands of fitness professionals, health club operators, independent gym owners and commercially focused trade in attendance as well as 80-100 quality exhibitors. We developed a very successful model in a previous business, the Dentistry Show, whereby the show was built around world-class education, and we feel that's what the market needs, quality education that focuses on fitness and commercial benefits."

BP: Fitness Trade Show will be built around six educational strands, each housed in a festival-style contemporary event structure to address previous concerns from both exhibitors and delegates about decibel levels. Those features line up as follows: Fitness Business School, which will focus on marketing, sales, retention and new ideas to grow businesses in the fitness sector; Practical Coaching, which involves equipment

Thousands of fitness professionals will attend the show



and functional demos from leading trainers designed to offer fitness professionals new options and practical application for the benefit of clients and members; Fitness Professionals Forum, in which commercially-focused advice will be delivered specifically for fitness professionals aimed at enhancing CPD and upskilling; BP Nutrition, which explores nutrition solutions for all businesses, including healthier menu choices and using nutrition

SPEAKERS AT THE TWO-DAY EVENT INCLUDE:



Jamie Alderton
director
Grenade Fit



Rob Beale
trainer & consultant
Robbeale.com



Ian Rushbury
head of fitness,
training & innovation
Energie Fitness



The trade show will include practical demonstrations from a variety of suppliers



as a key secondary spend opportunity; 50+ Fitness, in which the market potential of Britain's ageing population will be looked at, alongside older adult programmes and provision of well-equipped fitness areas in new and existing residential care facilities; and Workplace Fitness, promoting the development of a fitter, healthier workforce for improved productivity, energy and wellbeing.

EXPERT SPEAKERS

The event has already attracted over 6,000 registrations, and that figure is expected to rise considerably in the final weeks. The speaker line-up, however, is arguably the biggest attraction. The seminar programme will mix roundtable and panel discussions with lectures and practical demonstrations. These will feature key industry experts, including Elena Lapetra from Stages Indoor Cycling, Broga UK founder Matt Miller, Rob Beale (Third Space, David Lloyd), Chris Burgess (Lift The Bar), Jamie Alderton (Grenade Fit), Ian Rushbury (Energie Fitness) and Natalie Jane Summers (Bear Grylls Fitness).

Exhibitors include Escape Fitness, Eleiko, Wattbike, Octane Fitness, Keiser, Jordan Fitness, Physical Company and Primal Strength. BP: Fitness has partnered with the Register of Exercise Professionals (REPS), Pure Gym and several others for its debut.

Events veteran and BodyPower CEO Nick Orton commented: "I'm immensely excited by the BP: Fitness Trade Show concept. Our goal is to deliver an unrivalled education programme to draw delegates. I can't wait to see the new aesthetic with the festival-style seminar and workshop areas as well as practical demonstrations. We're set to make a real statement to the industry with a top-quality event."

Registration to BP: Fitness Trade Show remains free of charge, offering industry decision makers the chance to network whilst their team members enjoy the educational offering. Tuesday evening will see a drinks reception held within the expo for an informal networking event. ●



DATE: 12-13 September 2017

LOCATION: National Exhibition Center, Halls, Marston Green, Birmingham B40 1NT

WEB: www.bodypower.com/bp

REGISTRATION: Free at www.ttfexpo.com/bp

FOOD FOR THOUGHT

The provision of nutritious food and drink is integral to member health and can bring in significant revenue, yet is often neglected in health clubs and leisure centres. We explore how operators can raise their game

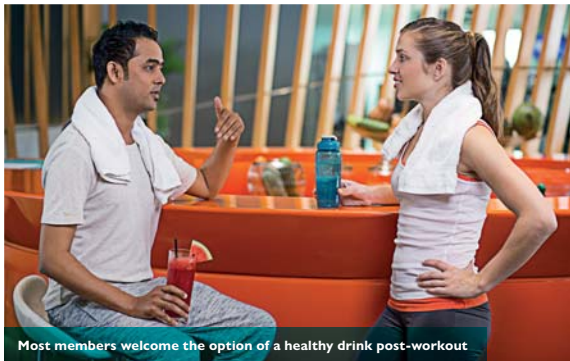
Doctors are increasingly referring obese or diabetic patients to weight management programmes held at local leisure centres. However, any progress made stands to be undone at on-site cafes where chips, biscuits and fizzy drinks take centre stage.

It's a disconnect that arises, at least in part, from the belief that unhealthy meals and snacks are cheaper and less laborious to prepare than nutritious ones. However, some operators are finally taking action.

SUGAR TAX

In July 2016, Sheffield City Trust became the first sport and leisure operator in the country to introduce a sugar tax on all soft drinks sold in its venues. A 20p premium was placed on drinks containing at least 5mg of sugar per 100ml – a move that resulted in a 13 per cent swing towards the purchase of low- and non-sugar drinks just one year after the sugar tax initiative was launched.

Rob Womack, healthy partnerships manager for the wellbeing charity and leisure operator, says the soft drinks levy was long overdue. "As Sheffield's health and wellbeing charity, we want to send out a consistent message. We're helping the people of Sheffield to get fit in our venues and we want



Most members welcome the option of a healthy drink post-workout

to support and inform them to make healthy choices on the food and drink they consume too," he explains.

According to Womack, the sugar tax has led to 1.3 fewer tonnes of sugar being sold through Sheffield City Trust's 11 entertainment and sports venues across the city. The initiative has also raised approximately £20,000, which will be used to develop new anti-obesity programmes for young people.

While targeting the consumption of unhealthy drinks appears to have worked for Sheffield City Trust, approaches focused on food also have a role to play.

GROWING MARKET

Theresa England, contract and partnerships manager at marketing consultancy Bigwave Media, and former national head of food and beverage at 1Life Management Solutions says:



"We're helping the people of Sheffield to get fit in our venues and we want to support and inform them to make healthy choices on food and drink too"

Rob Womack, Sheffield City Trust



Operators should be selling much healthier food to their captive market

"Industry data shows that the food and beverage market within the leisure centre and swimming pools sector alone was £96m (£105m, \$123m) for the year to July 2016. This typically represents around 10 per cent of a facility's turnover. For an operator with a £20m (£22m, \$26m) turnover, that's £2m of sales!"

She believes that operators can tap into this revenue stream while encouraging customers to make healthier choices, simply by making a few changes to their existing food offerings.

"One easy change is moving from a traditional cake-style flapjack to a sport-specific one, with only naturally occurring sugars and lower saturated fat," says England.

MAKING CHANGES

"Another step is to offer savoury grab-and-go choices, such as olive packs, veg sticks and hummus, or protein-rich snacks such as a boiled egg with spinach. They're great for people who want something after the gym, and there's a good margin on them too."

England recommends sourcing the products externally. "Specialist suppliers can do this a lot quicker than your own staff could, and consequently the price and consistency of the product will be better."

Beau Sejour – the only community leisure centre in Guernsey – shows how several small changes to a fitness facility's food and beverage offering can make a big difference. For years, the centre's refreshments, which were sold at a separate café and bar, featured the usual drinks, sandwiches and range of hot meals that were cooked on-site, blast-chilled and served in fridges for customers to microwave.



Centres could offer healthy smoothies as an F&B option

Last September, however, the two areas merged into a single new healthy eating facility. According to Leisure-net Solutions director David Monkhouse, who inspected the facility in April as part of Beau Sejour's two-yearly Quest quality assessment, the end result was worthy of an excellent rating and was "the best food and beverage offering this assessor has ever seen."

The changes – made after consultation with dietitians from the Committee for Health and Social Care – ranged from adding hidden veg to cottage pie or a portion of fruit to a child's jelly, to removing the oil from the pesto pasta and offering it on the side. Portion sizes were also addressed, with toddler portions introduced and adult portions decreased by up to a third – better for customers' health and the centre's profit margins.

Similar results can be achieved from tweaking drink offerings too. England says: "Water has a brilliant margin, and can be held so there's no wastage. Some operators don't sell it across the counter at all, leaving it to the vending machines, yet it's a complete no-brainer from a commercial perspective and in terms of giving consumers healthy choices."

She also suggests that the leisure market should offer smoothies, ideally



"Many operators still undersell their products... if they don't achieve a minimum of 60 per cent gross profit margin, they won't make net profit on the revenue"

Theresa England, Bigwave Media

- ones containing vegetables as well as fruit. The coffee range is also key, says England, forming the bedrock of any successful café operation.

Once the menu has been developed, the final consideration is pricing. The provision of nutritionally-optimised food and drink options is important for customer health, and operators must recognise the value in this and not feel afraid to charge more for high quality products.

PROFIT MARGINS

England, who helps leisure centres expand their food and beverage income by redesigning their menus, explains: "Many operators still undersell their products; part of my job is to help them find the right gross profit margin. Generally, if they don't achieve a minimum of 60 per cent gross profit margin, they won't be able to make net profit on the revenue."

"One benefit of offering high-protein or sport-specific products is that they tend not to be widely available elsewhere, making it easier to charge a higher price, as it's harder for customers to make a

price comparison. Plus the products are likely to be seen as more desirable."

Finally, a tailored marketing strategy cannot be overlooked as it is crucial to the success of a healthy food and beverage offering. This ranges from ensuring the café is easy to find within the centre and has a

high profile on the website, to promoting it through other services.

Personal trainers and other leisure centre staff should also be trained to recommend the café as somewhere customers can access products to support their training goals. ●



Beau Sejour's healthy F&B makeover has proved very popular

Good coffee attracts custom



Encouraging healthier choices



Nathan Dicker

When Beau Sejour leisure centre overhauled its F&B service, the team drew on the advice of dietitians and psychologists, giving product placement careful attention. Area manager Nathan Dicker says:

- ◆ Unhealthier choices have been placed out of customers' lines of sight
- ◆ Healthy snacks such as pots of dried fruit and seeds now sit by the tills
- ◆ The first drinks cabinet reached is full of water
- ◆ Subliminal messaging has been used: fruit displayed in tall containers rather than short ones makes customers more likely to buy it

One of the biggest game-changers was the decision to display the calorie or sugar content of every product. Dicker says the results have been dramatic: "One of our popular drinks used to be an orange drink which parents often gave to young children. But once they realised a 330ml pouch contained the equivalent of eight sugar cubes, sales plummeted."



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A large, modern gym interior featuring a long, black, modular training system with the word 'MATRIX' printed on its side. The system is set up in a spacious room with white walls and a dark floor. In the background, other gym equipment and a red fire extinguisher are visible.

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The Gym Owner

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MX4 is more than just another workout. Our comprehensive package includes an implementation guide, exercise library, signature programming and innovative marketing materials and will ensure a facility's MX4 launch doesn't go unnoticed.

The Gym Member

And members benefit from results-driven programming, group dynamics to keep them motivated and personal coaching from specialist trainers to help them stay focused on fitness goals. The unique programming incorporates stations that enhance the four aspects of fitness: endurance, strength, power and cardio, which ultimately creates a sense of community, providing the camaraderie and motivation the member needs.

The PTs

The key objective of the MX4 Training System is to help trainers and instructors develop safe, effective programmes that help their members get results.

MX4 is designed to support the instructors, providing them with full training and ongoing world class programming so that they spend less time behind a desk and more time focusing on coaching and empowering their members in MX4 sessions.

Matrix group training products used in MX4 can be adjusted quickly for efficient transitions from one station to the next, always maintaining a high intensity level.

The beauty of the MX4 Training Solution lies in its simplicity. It doesn't have a specific type or demographic of person who uses it. It's a straightforward, flexible training solution with universal appeal, able to accommodate people new to exercise whilst also simultaneously challenge the elite athlete.

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Luxury reopening

Cybox extends partnership with Nuffield Health in London gym redesign

Club Baltimore Fitness and Wellbeing Centre, a Nuffield Health partner gym, re-opened following an extensive gym renovation earlier this year.

Located in the heart of Canary Wharf in London, the gym first launched in 2012 as part of Baltimore Tower – a prestigious 45-storey residential development. Following the recent opening of a new block, the gym was extended to incorporate an extra 1020m² of gym floor space and three studios.

In an extension to a long-standing partnership, not-for-profit healthcare company Nuffield Health chose Cybox and its parent brand Life Fitness to install at the central London facility.

DIVERSE DEMOGRAPHIC

The gym, which was already home to an extensive range of Cybox equipment, now includes plate-loaded equipment, racks and lifting platforms from Cybox's Big Iron range. It also features Cybox's Jungle Gym – a multi-station strength training solution – and the SYNRGY360™ system – Life Fitness' modular solution for dynamic small group exercise and one-on-one training.

IC6 bikes and Myride® technology from ICG® feature in one of the new studios. Indoor cycling equipment specialist ICG® became the latest brand to join the Life Fitness family in August 2016, following acquisition of Cybox in January.

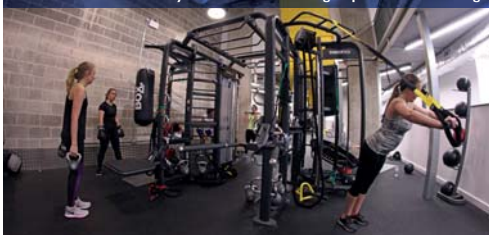
Emma Clifford, Nuffield Health programme director, said: "At Club

Cybox was heavily involved in the original gym design and has continued to play an important part in the renovation

Emma Clifford, Nuffield Health programme director



Life Fitness' SYNRGY360 system was installed for group and 1-to-1 training



Baltimore we cater for residential, corporate and consumer markets, so it's vital that our equipment provision not only supports our growing membership but also reflects our diverse demographic.

"Cybox was heavily involved in the original gym design and has continued to play an important part in the renovation.

The team's knowledge and attention to detail has ensured that we're maximising our new larger space and providing a solution that not only caters to our members' training needs, but also considers their overall gym experience.

"Feedback has been very positive and the new equipment is a fantastic addition to the gym; the SYNRGY360™ rig in particular has been a welcome addition to our group training provision and is a great way for our fitness team to engage with members."

STRONG PARTNERSHIP

This latest install is part of a long-standing partnership between the healthcare and wellbeing provider and Cybox, whose portfolio of Nuffield Health gyms extends across both consumer and corporate sectors.

Luke Berry, key account manager at Life Fitness, added: "Club Baltimore is a unique facility. The gym epitomises Nuffield Health's core values as one of the UK's leading healthcare, fitness and wellbeing providers and our long-standing partnership is something we're very proud of." ●



The gym has been extended to create an extra 1020sq m of floor space

The IHRSA Global 25 Rankings



The IHRSA Global 25 presents the top 25 health club companies worldwide. IHRSA's Patricia Amend rounds up the figures for 2016

One thing's certain in life and business, and that's change. Fortunately, when it comes to the industry, change often equals growth. According to the *IHRSA Global Report: The State of the Health Club Industry*, revenues in 2015 totalled US\$81bn, from 151 million people visiting 187,000 clubs.

Just a year later, in 2016, those numbers jumped to US\$83.1bn in revenue, 201,000 clubs, and 162.1 million members.

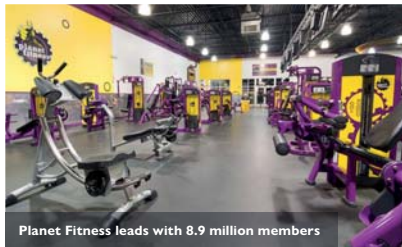
Last year the word 'stability' was used to describe the Global 25 list of the most successful and respected companies in the industry. This year, some new names have appeared at the top of several categories.

SITE NUMBERS

In terms of number of facilities owned, the 2016 list is topped by the same four companies as in 2015: LA Fitness International, LLC; 24 Hour Fitness USA, Inc.; Basic-Fit/HealthCity; and GoodLife Fitness

and Énergie Cardio. However, Bio Ritmo has moved up several places, from eighth to fifth; McFit has retained its 7th place position; and ClubCorp has risen from 10th to eighth place.

The companies dominating the industry, in terms of membership numbers, have shown some change since 2015. Some of the top seven companies have gained members, some lost members and others have stayed the same. Top of the list for 2016 is Planet Fitness, with 8.9 million members, up from 7.3 million. In second place is 24 Hour Fitness USA, Inc., with 3.8 million, unchanged. Gold's Gym International places third with 3 million, unchanged, and Anytime Fitness is



Planet Fitness leads with 8.9 million members

fourth, with 2.85 million, up from 2.6 million. Fifth place belongs to McFit, with 1.4 million, up from about 1.37 million. GoodLife Fitness and Énergie Cardio are both sixth on the list, with 1.3 million, up from 1.26 million. Finally, Powerhouse Gym is at seventh place, with 1.2 million.

TOP 10 FIVE-YEAR REVENUE GROWTH

Rank and company	2016 US\$m	2012 US\$m	Increase US\$m	% change
1 Anytime Fitness	1,250	613	637	104
2 Life Time Fitness	1,475	1,127	348	31
3 Bio Ritmo/Smart Fit	270	110	160	145
4 The Bay Club Company	220	132	88	67
5 Renaissance	396	326	70	21
6 Groupe DG/Keep Cool	70	6	64	1067
7 Bodytech	114	59	55	93
8 Goodlife Health Clubs	134	82	52	63
9 Central Sports Co	457	418	39	9
10 Alex Fitness	51	24	27	113



Anytime Fitness tops the charts for unit and revenue growth

Looking back to 2015, the first five rankings are identical. However, GoodLife Fitness and Énergie Cardio have moved up from seventh place to sixth this year, and Bio Ritmo/Smart Fit has moved up one notch, from ninth position to eighth in 2016.

REVENUE RANKINGS

For 2016, the top seven chains were: Planet Fitness (US\$1.9bn); Life Time Fitness, (US\$1.475bn); Anytime Fitness, (US\$1.25bn); ClubCorp (\$1.088bn); Fizek Fitness (US\$587m); Snap Fitness (US\$563m); and Central Sports (US\$457m).

In comparison, the top seven in 2015 were: Planet Fitness (US\$1.5bn); Anytime Fitness (US\$1.1bn); ClubCorp (US\$1.05bn); Fitness First Finance, Ltd. (US\$677m); Snap Fitness (US\$555m); and David Lloyd Leisure (US\$510m). This shows franchised operations are beating company-owned clubs in the revenue category.

Franchise figure rankings for 2016 have also showed change. For 2016, numbers one through three are the same as in 2015. They are: Anytime Fitness (up 388, to a total of 3,443 units); Snap Fitness (up 521 to 1,968); and Planet Fitness (up 192, to 1,313).

Mrs.Sporty has gained 27 units to make a total of 578, placing the company in fourth place, up from fifth in 2016.

Orangetheory Fitness, which has added an impressive 245 stores since 2015, is now fifth on the list, with 570. Gold's Gym International has dropped from fourth place in 2015, to sixth in 2016, after maintaining its 700-plus locations. Finally, 9Round is seventh on the list with 497 sites, up from 456.

There is no question that the experience of change can be challenging. But most would agree that change is a good, or rather, a great thing when it leads to consistent growth – based on strong business

models that consumers want here and now, and ones that are predicated on well-executed strategic plans.

The leading fitness companies on the IHRSA Global 25 list are proof of the truth of that today, and are likely to remain so in 2017, as well. ●

ABOUT IHRSA

IHRSA is the global trade association which represents 10,000 health and fitness facilities and suppliers.

Locate an IHRSA club at www.healthclubs.com
Learn how IHRSA can help your business at www.ihrsa.org



TOP 10 FIVE-YEAR UNIT GROWTH

Rank and company	Unit 2016	Unit 2012	Unit increase	% change
1 Anytime Fitness	3,443	2,035	1,408	69
2 Planet Fitness	1,313	653	660	101
3 Snap Fitness	1,968	1,400 (est)	568	41
4 Orangetheory Fitness	570	32	538	1,681
5 Bio Ritmo/Smart Fit	365	84	281	335
6 Pure Gym	172	40	132	330
7 Fitness International/LA Fitness	689	568	121	21
8 Crunch	171	65	106	163
9 Qingdao Impulse Health	196	100	96	96
10 Talwalkars Better Value Fitness	198	115	83	72



National Fitness Day 2017

With this year's celebration of physical activity fast approaching, ukactive CEO **Steven Ward** outlines how the day will build on the success of 2016

When looking at opportunities for growth, our sector often likes to talk about the 'inactive majority'. There is widespread recognition that we reach only 14 per cent of the population with our services, and that we need to focus our attentions on engaging the other 86 per cent.

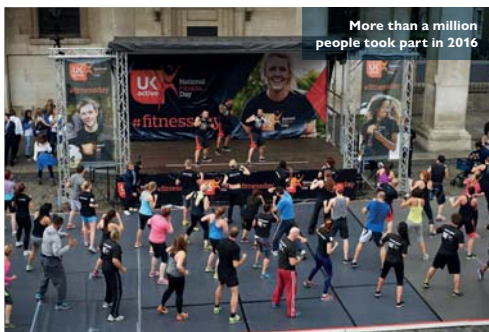
But how do we do that? If it was simple, everyone in the sector would be doing it. However, in terms of getting more people, more active (if only just for a day) – National Fitness Day is an effective solution.

OPPORTUNITY TO ENGAGE

Taking place on 27 September, National Fitness Day sees the nation celebrate the fun of physical activity. Last year's event was extremely successful, getting over a million people moving at more than 18,000 events – the most active day of the year. It proved that there is a genuine interest in the services our sector provides and that we can reach inactive communities by coming together.

We should look to harness the momentum from 2016 to deliver an even bigger event this year, reaching the full breadth of Britain. National Fitness Day gives us a fantastic and rare opportunity to engage with those who don't traditionally interact with the physical activity sector – an opportunity we should grab with both hands.

This year's event will certainly be the most wide-ranging in terms of reaching different segments of UK society. Alongside the myriad of activities that will be provided in schools across the country, partners AXA PPP and Argos will be taking the event into workplaces and high streets respectively. AXA PPP's 'Flying Start' campaign will see employees across



We should harness the momentum from 2016 to deliver an even bigger event this year, reaching the full breadth of Britain

the country encouraged to kick-start their working day with an early morning workout or active commute. Meanwhile, Argos will build on last year's success, offering free activities in their high street stores.

NEW CONVERTS

Despite strong support from these partners, our sector has been the driving force behind National Fitness Day in past years, and I'm certain the same will be true in 2017. So let's take this opportunity to shine the light on the fantastic work our sector does in getting communities moving, providing both mental and physical health benefits, while offering people new to our sector a taste of the fun of fitness.

If we can do this successfully, and use National Fitness Day to build relationships and embed positive experiences in participants, then perhaps we can turn the most active day of the year into a catalyst for a raft of new converts to physical activity. That will undoubtedly go a long way to reaching the inactive majority and attracting new members. ●

For information on National Fitness Day, or to register your event, visit: www.nationalfitnessday.com.



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PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest health and fitness products and services

Marcos Requena explains Pavigym's new concept

Flooring specialist Pavigym has launched its innovative

Prima concept into the London market.

Prima made its London debut in July 2017 at the Harbour Club in Kensington – an exclusive health club operated by David Lloyd Leisure.

The concept was designed to make training fun by interacting with the user. It features pressure sensitive walls and flooring, interactive touch screens and different lighting combinations. It is fully adaptable and can be customised to suit different types of classes and fitness levels.

Marcos Requena, owner and CEO of Pavigym, says: "We wanted to create something unique. Prima combines



Marcos Requena

great instructors, light and music with workouts designed to train strength, speed, agility, mobility, power and more."

Requena adds: "Users can burn up to 750 calories in a 45 minute class. Regular users will see an increase in stamina, endurance and overall enjoyment while working out. All the user needs to do is push play on the workout they want."

Sinead Johnson, group family manager at David Lloyd Leisure says: "The Harbour Club Kensington is the first club in London to offer a new concept in fitness. Prima allows us to recreate different experiences and signature programmes for everyone to enjoy in a single space."

fitness-kit.net KEYWORD PAVIGYM



Flooring is pressure sensitive

Simon Withey introduces Physioblab's S1 unit

Physioblab has extended its offering of performance products with its latest launch, the S1 cooling and compression unit.

The S1 is designed to deliver portable compression, cryotherapy and thermotherapy treatments.

Physioblab claims that the S1 delivers precise, targeted, repeatable and clinically effective treatments, designed to maximise the body's ability to recover from trauma or injury.

It features 'intelligently controlled' variables that are designed to detect and respond to the body's requirements, and patented therapy packs that provide adjustable levels of clinical compression.



Simon Withey

Simon Withey, CEO at Physioblab, says: "We have created a truly practical product. We're now a step closer to fulfilling our mission to make the intangible tangible by developing innovative technology for use during performance, recovery and repair."

Withey adds: "2017 has been an exciting year for Physioblab. We've built on our success, winning the i-NOVO Tech Award at the end of last year, and have now created a robust, portable option using the same proprietary technology."

fitness-kit.net KEYWORD

PHYSIOBLAB

The S1 unit assists the body in recovery from trauma





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► Danny Oliver explains Cybex PWR Play

Cybex, a supplier of premium fitness equipment, has launched a new strength and functional training solution into the UK market.

PWR PLAY is a 27-piece functional training line that combines traditional cable-based training with body-weight based workouts, to create versatile training options for individual and group sessions.

It is completely customisable, with 27 add-on options, including storage and

equipment options, and a range of footprint possibilities.

The line is separated into four groups of products: Traditional, PWR, PLAY and Storage & Connectors.

'Traditional' features basic units for strength and free weight training, including low row and tricep pushdown stations.



Danny Oliver

'PWR' is made up of functional pieces, including adjustable pulleys, dual handles and cable crossover stations to allow users to further their training with more advanced tools.

'Play' consists of a range of functional training add-ons, including options such as suspension training.

The 'Storage & Connectors' product group features a number of add-ons that help provide space, and which can store equipment and accessories.

Danny Oliver, UK country manager at Life Fitness, says: "The new PWR PLAY is an exciting addition to the Cybex product portfolio that delivers space-efficient and highly-customisable workout solutions for our customers."

"With an extensive range of configurations available, PWR PLAY is fun, scalable and flexible and supports the requirements of both individual and group training."



The new unit comes with 27 add-on options

fitness-kit.net KEYWORD CYBEX

Interactive Fitness Holdings' Espresso Go is 'much more than just another bike' says React Fitness' Tracy Morrell

Interactive Fitness Holdings (IFH) has partnered with React Fitness to launch the Espresso Go bike in the UK.

The Espresso Go features a 26.5" touch screen, a user friendly interface and upgraded graphics designed to give the user an immersive experience.

The bike offers three different training options: Road Racing, Studio Cycling and HIIT Gaming.

Road Racing features a magnetic resistance technology designed to simulate the feeling of riding outside. Users have access to over 300 miles of interactive scenic roads and trails, a leaderboard and a variety of content, including a wide range of weekly, monthly or annual challenges.

Studio Cycling features Studio SWEAT onDemand, a programme of studio



Tracy Morrell

cycling classes that are updated weekly to inspire and motivate its users.

HIIT Gaming is designed to make training fun and incentivise users. Users earn points, unlock new levels and collect trophies as they progress through their training.

HIIT Gaming also offers monthly challenges to keep members engaged and training hard.

Tracy Morrell, director of React Fitness, says: "This is much more than just another bike on the cardio floor. Its primary value is to create a real retention centre through its combination of fun, excitement and engagement."

fitness-kit.net KEYWORD
REACT FITNESS



HIIT Gaming is designed to make training much more fun

The measure of SUCCESS

Join the millions of professionals that trust InBody, the global leader in the body composition analysis industry

In the early 1990s, Dr. Kichul Cha discovered that the results of bioelectrical impedance analysis (BIA), a popular method of assessing body composition by measuring body fat in relation to lean body mass, were fundamentally inaccurate. He pointed out how different body parts have different levels of impedance and to accurately analyse body composition, the body needed to be analysed by segments instead of as a whole.

Dr. Cha developed the methods that would overcome the limitations of BIA and transform how BIA would be measured. With this, he created the InBody.

BODY COMPOSITION

Body composition analysis has long been used as an effective means to determining how healthy an individual's body is, but only now is it becoming increasingly accessible to the mainstream health and fitness market.

Powered by an influx of research and expert opinion, today's gym members are better educated, more aware and have an increasing demand for knowledge. Consequently, body composition analysis is fast becoming a popular measure and a real USP for gyms.

The InBody provides users with a detailed results sheet that helps customise clients' training and nutrition programmes with clear targets, that also overcome the inaccuracies of traditional BIA methods.

WORLD CLASS TECHNOLOGY

8-point Tactile Electrode System

This unique method of electrode placement controls contact resistance, an essential component when accurately measuring impedance in the body.

Multiple Frequencies

Electric currents have differing penetration abilities depending on their frequency. InBody uses multiple currents to account for this which, in turn, provide the most precise results.

Direct Segmental Multi-Frequency BIA

Modern BIA views the human body as five 'cylinders': the arms, the legs and the trunk. InBody's advanced technology allows all devices to directly measure all five cylinders, providing accurate reports not just for each cylinder, but for the entire body.

No Empirical Estimations

InBody avoids using empirical data, such as data related to age or gender, which often excludes individuals with atypical body types, such as performance athletes or the very overweight.

Together, all these technologies allow InBody devices to provide the easiest, quickest, and most precise BIA body composition analysis in the world.

GLOBAL NETWORK

Today, InBody operates in more than 60 countries throughout the health and fitness, sports and medical markets.

The technology is supported by a team of experts who strive for increasing detail and accuracy in clinical and technology knowledge and are passionate about helping people around the world.

Following the global success of InBody, there are now direct operations in the UK, with three of its most popular devices:

InBody 270 – portable, foldable design perfect for fitness professionals on the go
InBody 570 – more measurement points to provide users with a detailed understanding of fluid distribution

InBody 770 – state-of-the-art device used by health professionals to support diagnosis, treatment and rehabilitation.

InBody is already in a rising number of UK gyms including Third Space, Bannatyne's, Equinox and easyGym, as well as elite sport facilities. Its popularity also continues to grow in the medical market, with devices used at University College Hospital London and the Centre for Health and Human Performance.



The InBody has proven itself to be revolutionising the field of body composition analysers and continues to help people all around the world see what they're made of.

InBody

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Wealthy weekend warriors

Higher earners are 60 per cent more likely to meet WHO guidelines on activity

PHOTO: SHUTTERSTOCK

Higher earners are more likely to act like 'weekend warriors' – cramming physical activity into fewer days – than those on a lower income, a study finds

Research has previously shown that income and exercise levels are related, with high earners more likely to meet physical activity guidelines than low earners.

However, a new study published in the journal *Preventative Medicine* suggests that while finding the time to exercise is problematic for both high and low earners, individuals with the highest income levels overcome this hurdle by doing the recommended amount of weekly activity in just a few days a week.

Led by Kerem Shuval of the American Cancer Society, a team of US researchers used accelerometers to track and analyse the physical activity levels of 5,206 US adults over a seven-day period. Participants were then classified according to their self-reported annual household income: less than \$20,000; \$20,000 to \$44,999; \$45,000 to \$74,999; and at least \$75,000.

WAITING FOR THE WEEKEND

The study found that those earning at least \$75,000 per year completed, on average, 4.6 more daily minutes of moderate to vigorous intensity physical activity than participants who earned less than \$20,000 per year.

More interesting, perhaps, was the discovery that those in the highest income group were 60 per cent more likely to meet the World Health Organization's (WHO) weekly physical activity guideline of at least 150 minutes of moderate or vigorous intensity physical activity over a two-day period than those in the lowest income group.

Compared with the lowest earners, the highest earners were also 90 per cent more likely to meet the guidelines over a 7-day period.

Despite being more likely to meet activity guidelines than low-income individuals, those earning at least \$75,000 spent more time on sedentary activities. Specifically, the highest-income group did 9.3 fewer minutes of light intensity activity and spent 11.8 more minutes sedentary each day, compared with the lowest-income group.

LIMITED TIME WORKOUTS

Shuval told *Health Club Management*:

"The reason we chose income is that it's a strong predictor of health behaviours and outcomes. Lower income individuals have a higher risk of obesity and other chronic conditions (e.g. diabetes) and are also less physically active.

"If they increase their physical activity levels, their risk for chronic conditions will be significantly lower. Therefore, it's important to find effective strategies to help lower income individuals to increase their physical activity levels."

He added that the current findings imply "that higher income individuals are aware of their limited time and therefore attempt to get the required exercise in less time," but advised that "this strategy can be attempted by lower income individuals too, since they are similarly pressed for time (e.g. having two jobs)". ●

“Higher income individuals are aware of their limited time and therefore attempt to get the required exercise in less time”

* Shuval, K et al. Income, physical activity, sedentary behaviour and the 'weekend warrior' among U.S. adults. *Preventive Medicine*, 10 August 2017.

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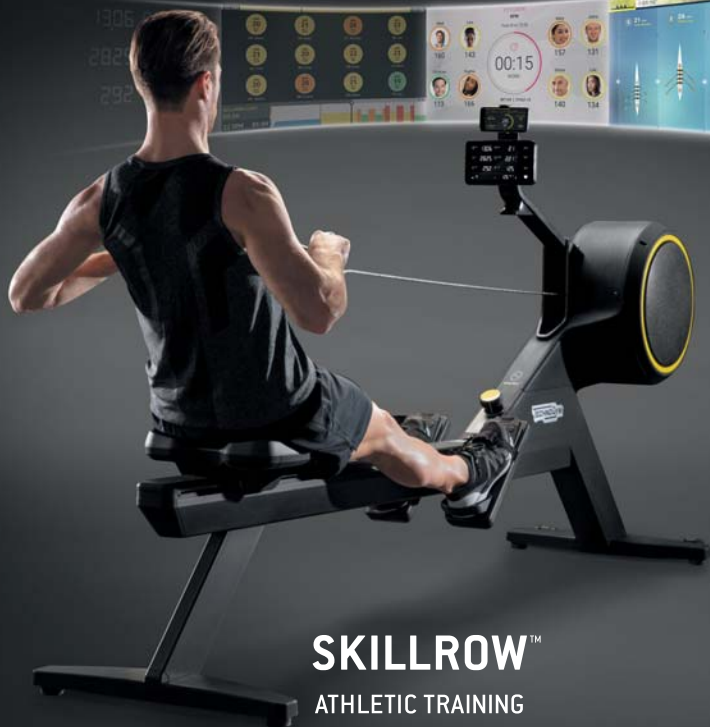
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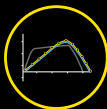


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