

health club

management

NOVEMBER/DECEMBER 2018

No 263

GEOFF BAMBER

The Digma Fitness CEO
talks about building a
data-driven boutique **p14**

Rethinking old age

"Ageing isn't a cause
of major health problems
until people are in
their mid-90s"
Sir Muir Gray **p52**

James Balfour






[1Rebel's co-founder on expansion
and the experience economy **p30**]



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The life in your years

We've managed to extend our average lifespan with clever drugs, but a lack of emphasis on healthy living means people are enduring ill health for 20 per cent of their lives. It's time for a new focus on prevention

Our industry must be front and centre of any initiatives stemming from the government's new prevention strategy, announced by health secretary Matt Hancock in early November, with the publication of *Prevention is better than cure: our vision to help you live well for longer*.

The government's aim is for people to have an average of five more years of good health by 2035, through changes to their lifestyle which include diet and exercise.

The report points out that as a nation, we've succeeded in extending lifespan by finding ways to medicate people and keep them alive. However, doing this without enough focus on healthy lifestyle, has resulted in people enduring poor health for an average of 20 per cent of their lives.

"We're now living with more complex illnesses for longer," it says. "This trend is set to continue, with the proportion of those aged 65 and over who are living with four or more diseases set to double by 2035 and around a third of them having a mental health problem."

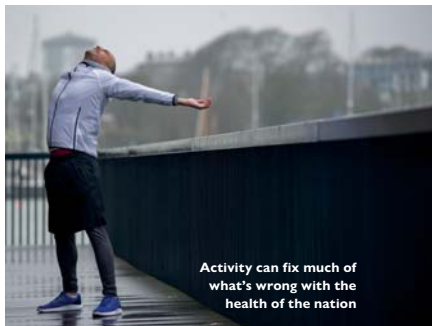
This grim picture continues when looking at health inequalities. A boy born today in the most deprived area of England, "can expect to live 19 fewer years in good health and die nine years earlier than a boy born into the least deprived area", says the report, while people with severe mental health illnesses die 15-20 years earlier than those without.

The time has come to take action to unleash the power of prevention in the UK on a new scale.

This is not the first time the government has taken this approach. Back in 1956, the Ministry of Health published *Report of the Committee of Enquiry into the Cost of the National Health Service*, which recommended a focus on prevention and there have been numerous initiatives since then, but *Prevention is better than cure* appears to be more robust and meaningful than those which have gone before.

It will be followed by consultations with stakeholders and then a Green Paper in the early part of next year.

We would have liked to see more emphasis on activity and diet in the report, but at least they're mentioned as key contributors. It's up to us to build on this by making our case.



Activity can fix much of what's wrong with the health of the nation

6 It's time to drive an effective collaboration which focuses on putting activity at the heart of health and social policy

The industry has been working hard to create an evidence base and we now have a robust set of data with which to prove the effectiveness of what we do for people of all ages.

Now, with bodies such as ukactive, Sport England, CIMSPA and SRA to lead us, it's time to drive an effective collaboration which is cross-party, cross-sector and focuses on putting exercise and activity at the heart of health and social policy.

Liz Terry, editor
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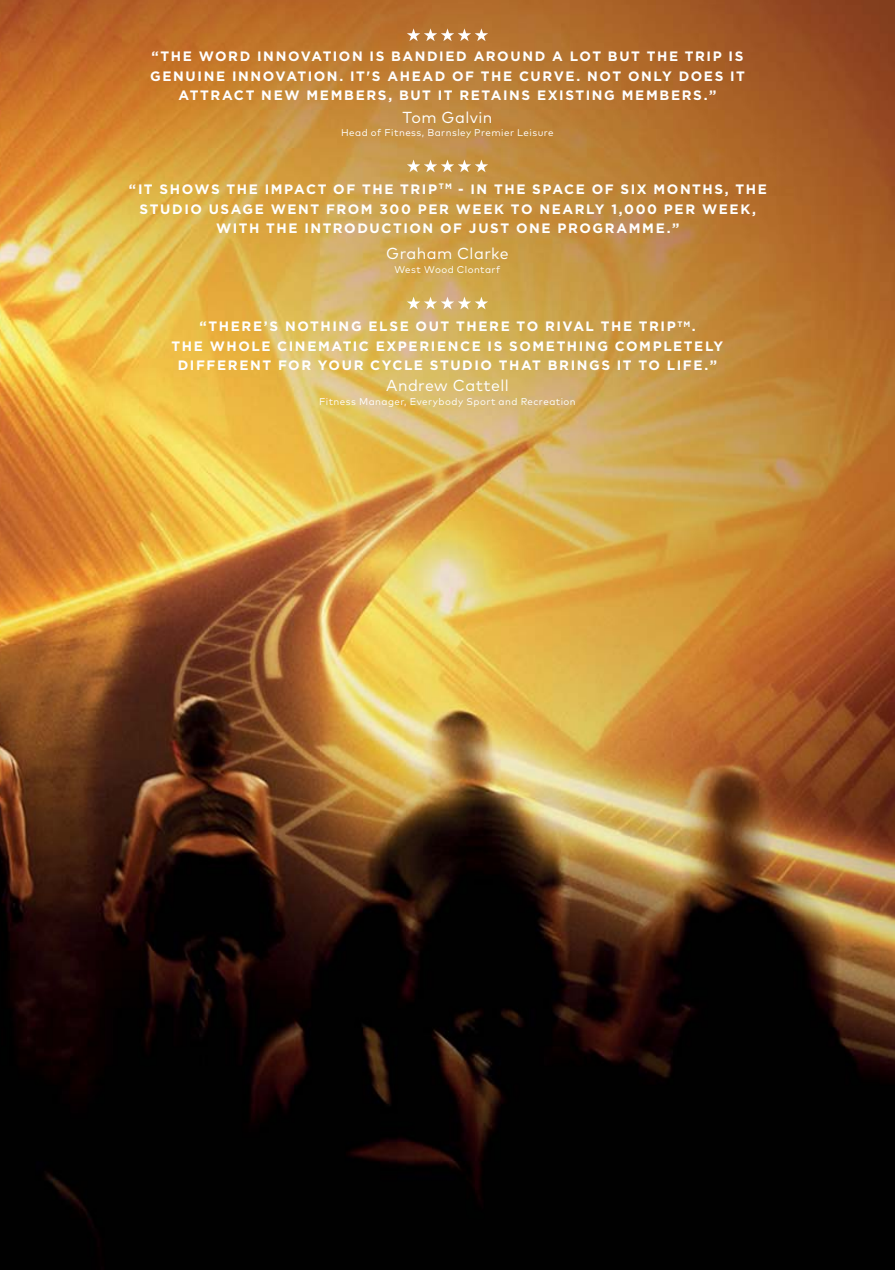
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Andrew Cattell

Fitness Manager, Everybody Sport and Recreation



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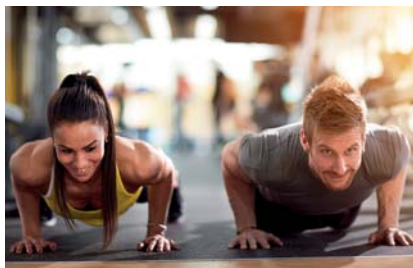
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A new report tells us that people should be getting more active as they age, not less. We take a closer look at the facts and why we need to transform perceptions of ageing

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Currently, only 45 per cent of 11 year olds are able to swim 25 metres



New funding will help ensure all children are able swimmers

Eduardo Ferré, founder and group director of Swimming Nature

I was thrilled to read the recent news story about the Department for Education increasing funding for schools to ensure every child knows how to swim by the end of primary school. There have been major improvements made to increase children's physical activity levels, but swimming is one area where some state sector schools continue to struggle. This increase in funding is a definite step in the right direction.

The initiative will receive funding from the £320m PE and Sport premium and will provide extra lessons for pupils and extra training for teachers.

The move followed the publication of a government-backed review of swimming in primary schools which found that swimming standards vary widely in schools. It's true that swimming is on the National Curriculum, but many schools



Eduardo Ferré

offer lessons infrequently throughout the year, leaving children without these necessary life-saving skills.

The ambition has been for children to be able to swim 25 metres by the time they're 11. Currently, our success rate is just 45 per cent, and earlier this year the European Swimming Federation introduced new standards to ensure that by age 11, all children can swim 200 metres in a recognisable stroke.

“The initiative will receive funding from the £320m PE and Sport premium and will provide extra lessons for pupils and extra training for teachers”

School swimming has unfortunately developed a reputation for being of a poor standard. Third party suppliers can help improve the quality of lessons, but many large corporations are choosing to eliminate all private suppliers from their business. This means there are fewer children with access to high quality lessons, making the revised standard of 200m even more challenging.

Achieving these new standards would, of course, be a dream come true, but without significant changes, I remain concerned this new goal may be set up for failure. However, the increased funding improves the chances of success.

Swimming isn't just a leisure activity. It is a life-saving skill and one that every child has the right to learn. Unfortunately, the fact remains that nearly 2,000 primary schools in the UK do not offer any swimming lessons and there's over a quarter of a million children every year that finish primary school and can't swim 25 meters. More budget needs to be allocated to schools and swimming lessons need to be made a compulsory OFSTED requirement.

Although there is still a long way to go, this is a great start to ensuring all young people are able swimmers with complete confidence by the time they finish primary school. ●

PEOPLE

GEOFF BAMBER

CEO, DIGME FITNESS

“

I think we'll start to see more pay-as-you-go concepts, as they offer better value for money and flexibility. HIIT will stay popular and we will see more use of data in workouts to engage people

”

What's Digme Fitness all about?

Named after Digme beach in Hawaii, which is the start of Ironman, Digme is a boutique, pay-as-you-go spin and HIIT studio.

After launching the first site in Richmond in 2016, we now have four in London and one in Oxford.

The business came about following a carpe diem moment for my wife, Caoimhe, while she was running in the park on maternity leave. She decided she wanted to leave her job as a lawyer and start a health and fitness business.

Both of us are keen athletes and met at a spin class, so we wanted spinning to be part of the concept. As there's a lot of competition in this area, we felt it was important to stay at the technical cutting edge in the sector.

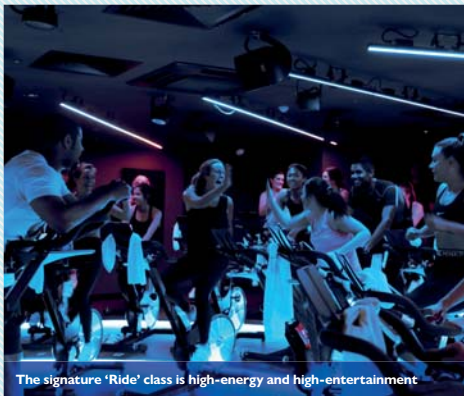
Has the concept evolved as you've expanded?

Each of our studios is slightly different. Richmond is spin only, the original site and home to head office. The second site, in Oxford, was too large for just spin, so we added HIIT to the mix. It sits well alongside spin: they're both high energy, high sweat activities, with lights and music. Oxford has an incredible community and the atmosphere is brilliant, with a great connection between the customers and staff.

By nature of their location, the City of London studios are slightly more transactional – the members are typically employees of nearby companies rather than residents, so they're very busy and in a little more of a rush! The Moorgate site is shared with Barrecore so has a different vibe and Rathbone Square is the newest and biggest club. It's our flagship site which has benefited from the brand maturing.

Geoff Bamber
started Digme
Fitness with his wife,
Caoimhe Bamber





The signature 'Ride' class is high-energy and high-entertainment

What have been the main challenges?

Every day is a school day, and we're always learning. Dealing with preconceptions is one of our challenges, as many people assume we're just a club for serious athletes, when in fact we welcome everyone and offer something for every level of fitness.

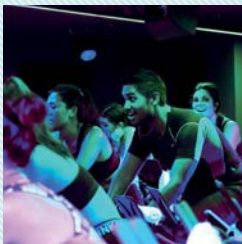
We're constantly striving to get the message across that coming to our club is not about being an elite sportsperson, but being the best you. The data aspect can also be construed as intimidating, (Digne uses Spivi cycling software to control and log performance in most workouts) but we've seen that once people get accustomed to using the data, the numbers they get out of the system serve as a real motivator.

What are the exciting trends in the health and fitness industry?

I think we will start to see more pay-as-you-go concepts, as they offer better value for money and flexibility to consumers, who like variety and to do a mix of activities. HIIT will stay popular and we will see more use of data in workouts to engage people.

What are your future plans for Digne?

Going forward we want to create a self-sustaining business, which offers customers a great experience and staff great career paths. During the next four years we'll be looking to create a business of genuine scale, with plans to launch 15 more clubs over the next four years, both in London, nationally and ultimately internationally.



INSIDE TRACK

■ The founders: Geoff Bamber has an MBA from Stanford and Caoimhe Bamber was a city lawyer

■ Digne uses Spivi cycling software to control and log workout performance

■ Classes: The Ride signature class; Perform, a data-based class; Matrix, a full body workout; Matrix Run, with the Technogym SkillMill; Matrix Core, with SkillMill and floor-based exercise; Matrix Meta, metabolic workout; Power Flow yoga; and The Beat, a music-based class (no data).

■ Credits pricing, from £20 for one credit to between £899 and £1,695 for annual unlimited packages.

■ Membership rates from £89 a month

■ Digne cycling classes use Keiser M3i bikes

■ Running workouts use the Technogym SkillMill

■ All classes are available on Classpass

■ The studios are available for private event hire

■ F&B: Digne offers water, fresh pressed juices and Innermost protein shakes

■ PT is available outside London

Find out more
www.dignefitness.com

RICHARD BROWN

HEALTHY LIVING AND SPORT MANAGER, BLACKBURN WITH DARWEN

“

You can do lots of great stuff, but find there are still large numbers of people who don't engage. If you can start to understand why, then you're onto something

”

► Tell us about the re:refresh scheme

In 2006/07 Blackburn with Darwen had one of the lowest levels of adult participation in physical activity in the whole country, along with a range of other poor health outcomes. Because of this, Blackburn with Darwen Borough Council and Public Health entered into a unique partnership, investing £6m over an initial three years in the re:refresh initiative, which launched in July 2008 – we've just celebrated our 10 year anniversary!

re:refresh is best-known for being a large-scale, free leisure initiative, but it was more than that, there's a real focus on engaging and enabling people to make a change. A new brand identity – one not associated with the council or NHS – along with boosted capacity for community engagement and more health trainers



Richard Brown has seen first-hand how physical activity participation can be boosted in a community

working with people one-to-one on behaviour change all combined to create an effective activity system.

This succeeded in creating awareness around physical activity, creating more opportunities, removing the price barrier and providing additional support to help people to make that change. It's a population-wide approach, with targeted interventions within that.

What does the scheme look like today?

The concept is largely the same, however there have been some changes along the way. The biggest change was in summer 2016 where, in response to budget reductions, a £1 charge was introduced for all re:refresh activities. After much discussion and planning this was deemed the best option in terms of equality and ensuring outcomes were still achieved. It allowed the

large scale of the offer to remain rather than picking certain activities, locations or demographics to exclude – all of which would have created very specific changes in participation.

When we look back over the past 10 years we know that re:refresh has delivered more than 2.5 million attendances, which is around 40 per cent of all leisure attendances, and we've had over 118,000 people apply for a leisure card, so the impact and contribution is huge.

What innovative ideas have been put into practice as part of the scheme?

The biggest innovation was the creation of our integrated Wellbeing Service, which launched early 2014. This was to bring all our health improvement and physical activity teams/options under one single point of access, so



The re:refresh scheme took a person-centred approach to getting people active



The scheme removed the price barrier and provided more support to help people get physically active



we can address multiple unhealthy lifestyle behaviours.

The Wellbeing Service has won national awards and has recently been cited by The Kings Fund as a model of best practice for tackling multiple unhealthy behaviours and by the National Institute for Health and Care Excellence for taking behaviour change principles and putting them into use with a service.

The continued success of refresh is very much linked into this smarter way of working: taking a person-centred approach to improving wellbeing and lifestyle, with physical activity being an underpinning factor within that. Wider health care professionals refer or direct the most people by far to the Wellbeing Service for our support.

Do you have any plans for new activities/offers you might implement in the near future?

From a population health improvement perspective we're always exploring and testing new ways of engaging and getting people to become and stay active, but we have nothing large-scale or specific at this stage.

Our real focus currently is doing our best to understand what our inactive population would find interesting or valuable. It's a question everyone should be asking – you do lots of great stuff, but there are still large numbers of people who don't engage. Why?

Start to understand that and you're onto something, whether that be for health outcomes or commercial gain.



How is the scheme funded now? How has it changed since funding was reduced?

The refresh scheme is still funded by Public Health after all this time.

Health outcomes and value have been demonstrated whenever funding cycles come up for review and we are able to show how it is still effective and represents value for money.

Since 2008, like all local authorities, budgets have reduced and it has been very challenging. Funding is at a lower level than when it started, but at every step of the way we've had to adapt to ensure the scheme remained fit for purpose and still achieves the outcomes required.

What best practice evidence can you share with other operators?

To work at scale, you need to do the things that don't scale very well.

Working with people on a one-to-one basis to make a big difference in their life

– understanding their real barriers, really engaging with community groups and getting them to be part of the solution. Get these intensive and difficult things right to provide the ingredients to help you work at scale more effectively.

It may sound counter-intuitive, but don't just focus on physical activity! The evidence is strong for the benefits of physical activity, but it's also essential to consider the whole person and what could improve their wellbeing in the wider sense.

If you want to engage health professionals in enabling people to access your services, keep it really simple and be very consistent. If there are multiple options for people, with different eligibility criteria, etc, you're setting yourself up for failure.

Other professionals are busy and will forget. If they need to learn too much to make use of what you're offering, they just won't, or they'll send the wrong types of people your way in error. ▶

STEVE WATTS

eACTIV HEALTH LOUNGE: OWNER

“

As long as people do the 30-minute circuit, twice a week, they are guaranteed results, and that's a simple message to get across

”

► **The first eActiv Health Lounge opened in Egham, Surrey in September. What is the concept?**

We have designed a solution that we think will appeal to the 80 per cent of people who don't currently exercise. The eight-machine eGym circuit is complemented by two Pulse bikes in a relaxed, lounge-like environment, which is quite different from the standard gym. By serving free tea and coffee, and being fully staffed, we're encouraging members to be social.

Our concept is move, eat and relax and will soon be joined by 'recover', providing a holistic approach to health and wellbeing. 'Move' relates to the exercise element; 'eat' to portion and calorie-controlled meals which are on offer at Gym's Diner. The saltwater floatation pod is the all-important relax element. We will shortly be adding a CRYO Penguin unit, to offer localised cryotherapy, for recovery and rehabilitation.

Why did you chose this kind of kit for your business?

I first came across digital fitness in around 2011 and it immediately appealed because it's a total body workout in just



half an hour. I felt it could be a powerful way to engage the deconditioned market. There's no intimidation factor – everyone has their own fob, linked to an app, so they know exactly what they have to do

and they don't wander around the gym aimlessly, or have to ask the instructors for help. It's massive in Germany and Holland – if one club has it, rival clubs have to get it.

Once a user has created an account and completed a series of benchmarking strength tests, then setup and resistance is fully automated. Training resistance is automatically based on the results of the strength tests, so regularly undertaking the tests provides constant performance progressions and motivational statements. As long as people do the 30-minute circuit twice a week, they are guaranteed results, and that's a simple message to get across.

What are your future plans?

This is the flagship club and myself and business partners Dave Sanders and Pete Hillier are keen to roll them out next year. We're already looking at new sites. Health Lounge works well in the high street, as the concept only needs a 2,000sq ft footprint and offers a quick lunch time workout. We're also looking at allowing people to license the concept to run a club within a club. ●

Saltwater floatation pods allow members to fully relax after a workout



HEALTH LOUNGE STATS

Club capacity: between 300 and 400

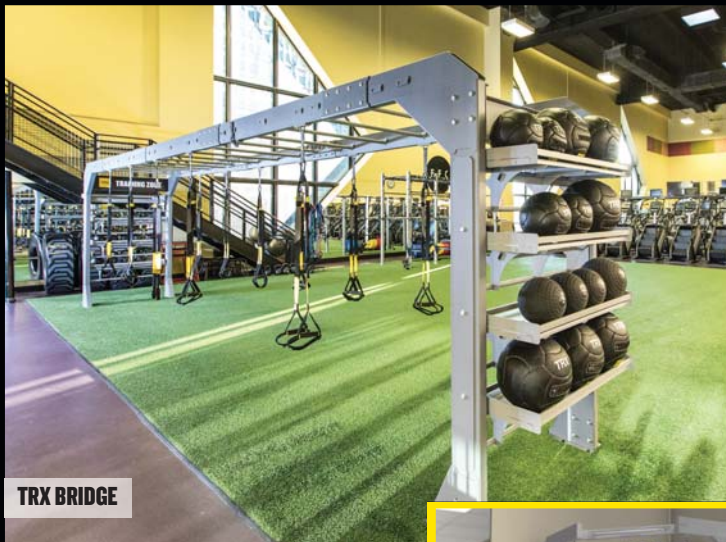
Membership: £49 a month, or £130 for a three month body transformation package

Floatation sessions last an hour and cost £47

A cryopenguin session will cost between £35 and £50

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Equinox to launch retreats as brand expands into travel

Fitness operator Equinox will move further into the lifestyle space next year, with the launch of bespoke luxury travel experiences, featuring domestic and international multi-day journeys.

The offering, which will launch in April 2019, with a summit-chasing adventure in Morocco, comes as Equinox expands its global brand beyond luxury fitness clubs and into hospitality with the opening of Equinox Hotels in spring 2019.

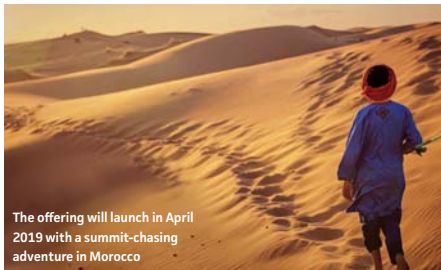
The new experiences promise travel to undiscovered corners of the globe, all grounded with fitness and lifestyle programming that aligns with

Equinox's holistic approach to high-performance living.

"We're already recognised globally for transforming the lives of our members with immersive experiences within the four walls of our clubs, so our move into travel



This is a natural extension of our lifestyle proposition
Harvey Spevak



The offering will launch in April 2019 with a summit-chasing adventure in Morocco

is a natural – and almost inevitable – extension of our lifestyle proposition," said Harvey Spevak, executive chair of the company.

Equinox will also offer custom trip concepts and urban retreats based on

individual fitness and lifestyle goals. Trips vary from physically intense adventures to Africa to more sedate, mindfulness excursions to wellness retreats in India.

More: http://lei.sr?a=q7t7U_H

Celebrity trainer Leyon Azubuike's Gloveworx opens in New York

Boutique boxing and fitness studio operator Gloveworx has opened its newest location at the Westfield World Trade Center in New York City.

The 3,700sq ft club is the company's third studio in the US and is the chain's first location on the east coast. The two others are in Los Angeles.

Facilities at the New York site include a full-sized ring for boxing workouts, a turf area for functional strength training and core exercises and a large gym floor with resistance training equipment, heavy bags and speed bags. It also has VersaClimbers, Woodway treadmills and Olympic lifting racks and platforms.



The boutique studios feature a full-sized boxing ring

Gloveworx was launched in 2015 by celebrity trainer and former athlete Leyon Azubuike – whose client-list includes Jennifer Aniston and Jennifer

Love Hewitt – and combines boxing with conditioning and strength training.

"We set out to deliver health, wellness, and empowerment

to individuals and communities with personalised support," said Azubuike, who is also a former US Nationals heavyweight boxer.

More: http://lei.sr?a=B8N3p_H



We're excited to see our expansion plans come to life
Leyon Azubuike

Xponential acquires Pure Barre – grows brand portfolio to seven

Xponential Fitness has acquired Pure Barre, one of the largest barre franchises in the US – making it the seventh business in Xponential's rapidly growing portfolio of fitness brands.

Founded in 2001 by dancer and choreographer Carrie Rezabek Dorr, Pure Barre has more than 517 studios throughout the US and Canada. The chain has expanded rapidly since launching its franchised operations in 2009.

"Pure Barre sets the standard for barre workouts not only in the US, but globally as well," said Anthony Geisler, CEO of Xponential Fitness. "The addition of Pure Barre to our already robust portfolio of brands enhances our company and establishes



What we're creating at Xponential hasn't been done before

John Kersh

Xponential as the number one curator of the best brands in the boutique sector."

As part of the deal, private equity firm L Catterton – which invested in Pure Barre in 2015 – will contribute its investment into the acquisition. Pure Barre becomes the seventh brand in



Pure Barre has 517 studios in the US and Canada

Xponential Fitness' wellness portfolio, which already includes Yoga Six, Club Pilates, CycleBar, StretchLab, Row House and AKT.

Xponential is led by a team of industry veterans who have experience of building fitness brands internationally.

CEO and founder Anthony Geisler developed LA Boxing into a successful boxing, kickboxing and mixed martial arts fitness concept, before selling it on.

John Kersh – who helped grow franchised chain Anytime Fitness into a global business – has also joined the team as chief international development officer.

"What we're creating at Xponential Fitness hasn't been done before and there's enormous consumer interest in boutique fitness across the globe that we intend to capitalise on," said Kersh.

More: http://lei.sr/X6B2C_H

GWJ report shows wellness sector is booming

The wellness economy is growing twice as quickly as general global economic growth, according to a new Global Wellness Economy Monitor report from the Global Wellness Institute (GWI).

The report shows that the wellness market grew by 12.8 per cent over the last two years – an annual increase of 6.4 per cent, as compared to a 3.6 per cent rate of global economic growth. The market was worth US\$4.2tn (€3.6tn, £3.2tn) in



The wellness market isn't just growing, it's extremely dynamic

Ophelia Yeung



Katherine Johnson and Ophelia Yeung presented the report

2017, which represents more than half of all global health expenditures (US\$7.3tn (€6.3tn, £5.5tn) and the wellness sector now represents 5.3 per cent of global economic output.

Such rates of growth strongly suggest wellness is becoming increasingly essential in people's lives, rather than an indulgence.

More: http://lei.sr?a=Z4n4c_H

Everyone Active and MoreYoga to deliver 'boutique in a big box'

Everyone Active has signed a deal with MoreYoga (see HCM July 2018, page 16) which will see the boutique yoga brand operating out of Everyone Active-operated leisure centres.

The first site to trial the 'boutique within a big box' concept will be Marshall Street Leisure Centre in central London, which Everyone Active operates in partnership with Westminster City Council.

MoreYoga, which currently operates 16 standalone sites throughout London, will deliver classes accessible to both Everyone Active and MoreYoga members.

The two partners plan to roll out 10 sites in 2019.

"Our ambition is to bring quality, affordable yoga experiences to everyone," said Shamir Sidhu, managing director of MoreYoga.

More: http://lei.sr?a=z9z8H_H



The two partners plan to roll out 10 MoreYoga sites in 2019



We want to bring quality, affordable yoga to everyone

Shamir Sidhu



Peloton launches in the UK – celebrates with London pop-ups



The Covent Garden pop-up will become a studio for recording content in 2019

US fitness brand Peloton has launched into the UK, marking the occasion with a three-week pop-up store – dubbed 'Peloton House' – in London's Covent Garden and a pop up shop in St Pancras station.

The Covent Garden store had a series of themed room sets, showing how Peloton's

bikes can be integrated into a range of domestic environments, from home offices to bedrooms.

Customers were offered free trials of Peloton classes before signing up, with a range of workouts on offer, from beginner to HIIT workouts.

Bikes are retailing at £1,895, plus £39 a month for a

subscription to unlimited video classes and live streaming.

In 2019, the Covent Garden pop-up store will transform into a studio, where UK instructors will stream and record their own classes.

Peloton's Kevin Cornils told *Wired* the company is building the studio because it recognises the need for local

content, saying: "We don't want the British feeling this is an American brand pushing its sensibility into their country."

"Things are different," he said. "Music and the style of teaching are different – American instructors tend to be more 'enthusiastic'."

More: http://lei.sr?a=N3K5t_H



"We don't want the British feeling this is an American brand pushing its sensibility into their country"

Kevin Cornils

DW Fitness First launches pool-based HIIT classes

DW Fitness First is introducing a new water-based HIIT class in order to cater to the public's increasing demand for innovative, intensive group exercise classes.

H2O HIIT will be piloted at select DW Fitness First clubs across the UK during October and will combine 'high octave' functional training with a swimming pool environment. "H2O HIIT will revolutionise water-based exercise classes,"

a spokesperson for the operator said.

"It will offer an intense and high-calorie burning class, filled with HIIT moves revitalised for the pool.

"It may sound simple, but with new equipment – including pool dumbbells, boxing gloves and traditional kickboards and noodles – it will be a challenge for members."

The pool-based classes will use five circuit stations,



H2O HIIT will be piloted at select DW Fitness First clubs

each with a specific focus, including resistance, cardio, fight, core and a beep-test format called AMLAP (as many lengths as possible).

Different apparatus will be used to create greater resistance in the water.

More: http://lei.sr?a=k3A3X_H

Simply Gym opens two new sites, grows portfolio to six

Simply Gym has launched two new sites in Uxbridge and Cardiff, as it looks to build its portfolio across Wales and southern England. The new gyms join four existing sites in Swansea, Cwmbran, Gorseinon and Llansamlet.

Simply Gym is owned and operated by Swansea-based,

non-profit leisure operator Bay Leisure, which launched the budget gym brand in 2011.

Both the Uxbridge and Cardiff clubs have been modelled on an evolving business strategy which combines elements of boutique fitness facilities – including

premium equipment, a focus on member experience and extensive space dedicated to small group training.

A converted nightclub, the Cardiff site has retained many of the building's original features – such as raised floor areas and lighting effects – to

create an "energetic training atmosphere" for members.

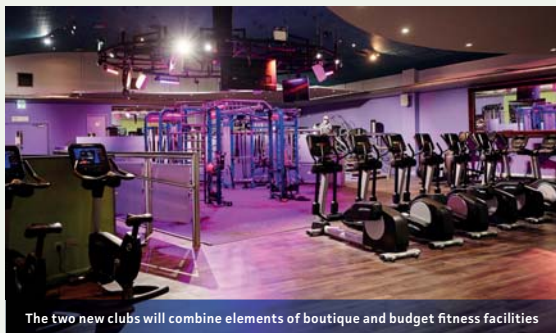
The gym is one of the first in the UK to install the HD Athletic Triple Bridge, a high-performance rig supplied by Hammer Strength.

More: http://lei.sr?a=x8n4q_H



Gyms are always looking to differentiate in the competitive, low-cost market

Dave Connolly



The two new clubs will combine elements of boutique and budget fitness facilities

Moving Medicine launched to help GPs promote physical activity

A new tool has been launched to help healthcare professionals talk to patients about the benefits of physical activity.

The *Moving Medicine* tool is aimed at people working in healthcare, providing them with the latest evidence to address "a knowledge and skills gap in the NHS".

Designed by Faculty of Sport and Exercise Medicine UK – in partnership with Public Health England and Sport England – it will offer advice on how patients can manage their conditions, prevent disease and aid recovery through getting physically active.

Moving Medicine offers evidence-based, step-by-step guidance and focuses on helping to address the most common long-term health conditions affecting the



Moving Medicine is a simple idea with huge potential
Sarah Ruane

The tool will offer advice on managing health conditions



population – such as cancer, depression, musculoskeletal pain and type 2 diabetes.

"For people who are dealing with illness or injury, the thought of

being physically active can be daunting," said Sarah Ruane, Sport England's strategic lead for health.

More: http://lei.sr?a=E6R3H_H

Beat the Street project expands following £3.3m cash injection

A community initiative

which seeks to turn towns and cities into "giant playgrounds" for children – in order to get them physically active – is set to expand across England.

The Beat the Street project has received £3.3m worth of Lottery funding, which will see a

further 59 'games' being rolled out across South West England and the East Midlands.

Already active in 72 towns and cities across the UK and Europe, the programme was set up by Intelligent Health. The game sees individuals or teams – often schools and families – use a card

to tap into 'Beat Boxes' placed on lampposts across town.

When users tap into a new location they score points for the distance they have walked, cycled or scooted to get there – with a central website keeping a running total and allowing people to compete against others in the same town. The game lasts for two months in any location, with cards available from libraries, hospitals, supermarkets and leisure centres. A card must then be registered on each town's own Beat the Street website, where maps of Beat Box locations can also be found, before a player can head out and get tapping.

Prizes are on offer for the best performing groups in specific categories and Dr William



Walking isn't just a physical activity, it's a social interaction

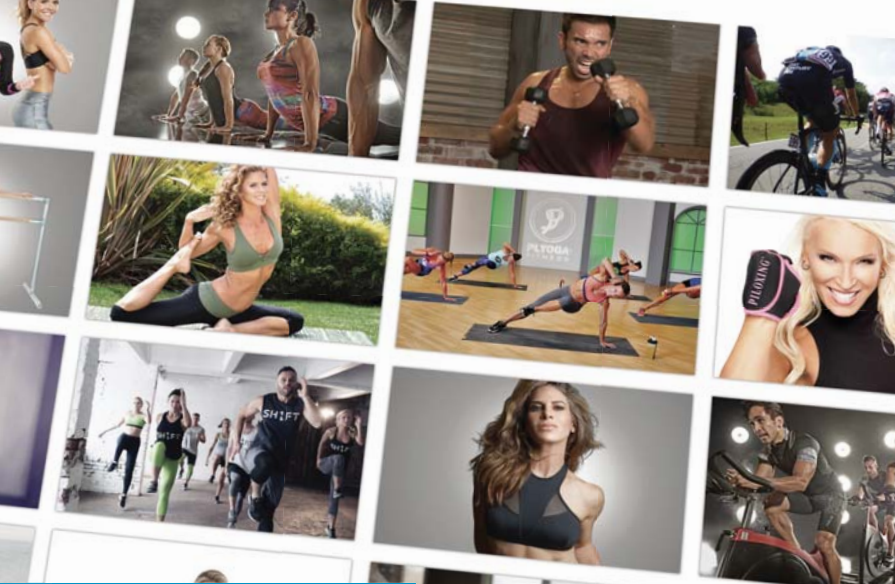
Dr William Bird

Bird, the brains behind Beat the Street, believes his game helps get a whole town active. "Walking isn't just a physical activity, it's a social interaction where people can connect with the outdoors," he said.

More: http://lei.sr?a=t4E5Q_H

Those taking part use a card to tap into 'Beat Boxes'





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Government reveals 'prevention is better than cure' vision for NHS

Health secretary Matt Hancock has revealed a new preventative vision for the NHS, which includes a call for people to "take more responsibility for their own health".



We cannot invest in the service models of the past

Matt Hancock



Announcing a new strategic tagline – "Prevention is better than cure" – Hancock said the approach will transform the government's approach to healthcare, resulting in a green paper being published in 2019.

Speaking at the Annual Meeting of the International Association of National Public Health Institutes on 5 November, Hancock outlined the new vision, which looks to shift the focus to primary and community care services – and the "value they can bring in offering early support".

The plan will utilise new approaches – such as "predictive prevention", which will explore how digital



The vision looks to shift focus on community care services

technology can be used to offer individuals precise and targeted health advice.

"Prevention is crucial to improving the health of the whole population, and helping

secure the care services we all value and rely on," Hancock said. "It will also boost the health of our economy."

More: http://lei.sr/K4r5k_H

Fitness equipment comparison site launched in UK

An online platform has been launched that enables health and fitness operators to access quotes and compare costs and equipment from a range of manufacturers.

FitnessCompared.co.uk creates quotes using the operator's specifications and

like for like comparisons of its featured suppliers.

The platform also features a reviewing system, where customers can rate their experiences across a number of key areas, including product design, reliability, durability, service and after-care.

The site includes commercial, home and refurbished equipment.

Daniel Jones, managing director of FitnessCompared, said: "We've been developing this online platform for two and a half years, working with fitness equipment manufacturers to ensure buyers have access to their product portfolios and pricing, without the need for online research and to minimise face-to-face meetings.

"It gives suppliers an opportunity to get in front of operators at the click of a button – similar to a tender process. Operators can pick as many suppliers as they want and compare by price, lead



Operators can compare suppliers by price, lead time and availability

Daniel Jones

time and availability, as well as extras and customer reviews."

FitnessCompared.co.uk is a sister company to WeBuyGymEquipment.com.

More: http://lei.sr?a=D8B2R_H

The service creates quotes and like for like comparisons





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Not exercising 'worse for health than smoking and heart disease'

A hard-hitting new study claims that living a sedentary lifestyle is more detrimental to health than smoking, diabetes and heart disease.

The findings are based on a retrospective study of 122,007 patients over the course of 23 years, which looked at the association between cardiorespiratory fitness and long-term mortality.

During the period, patients had undergone testing at Ohio's Cleveland Clinic – including exercise treadmill testing (ETT) – giving an overall picture of their fitness.

Of those taking part, 13,637 died during the 23-year period. The study found that there was an increase in all-cause



“
Cardio fitness is a modifiable indicator of long-term mortality

Dr. Wael Jaber



The study highlights the importance of exercise

mortality associated with reduced cardiorespiratory fitness comparable to – or greater than – risk factors such as coronary artery disease.

Dr Wael Jaber, senior author, said the results were “extremely surprising”.

“Being unfit on a treadmill or in an exercise stress test has a worse prognosis, as far as death, than being hypertensive or being a current smoker,” Jaber said.

More: http://lei.sr?a=K4P7N_H

Ukactive Research Institute to ‘speed up delivery of insight’

The **Ukactive Research Institute** has announced plans to make all academic research it conducts available as ‘pre-print articles’ to stakeholders in the physical activity sector.

The move is part of the institute’s strategic objective to make data more quickly

available to all physical activity practitioners, policymakers and all those who might benefit from the findings.

In a blog post the institute’s principal investigator, Dr James Steele, said the move was a step towards ‘open science in sport, exercise and physical activity’.

“From its inception, one of the core aims of the Ukactive Research Institute was to bridge the evidence gap between traditional laboratory-based ‘exercise is medicine’ research and real-world interventions,” Steele said. “In order to bridge the gap, a strategic objective of the Research Institute is to use its unique position at the heart of the health and physical activity sector to disseminate data and key findings to practitioners, operators, policymakers, local government and health agencies to ensure lessons translate to actions.

“As a first step in this process, we will endeavour to make all the academic research it conducts open access upon completion as ‘pre-print articles’.



“
With our pre-print articles, we intend to disseminate findings early

Dr James Steele

“All pre-print articles will be independently vetted by a recently formed, open access repository called SportRCiv, which will ensure an academic standard for the papers.”

More: http://lei.sr?a=T3f8w_H

The move is a step towards ‘open science in physical activity’





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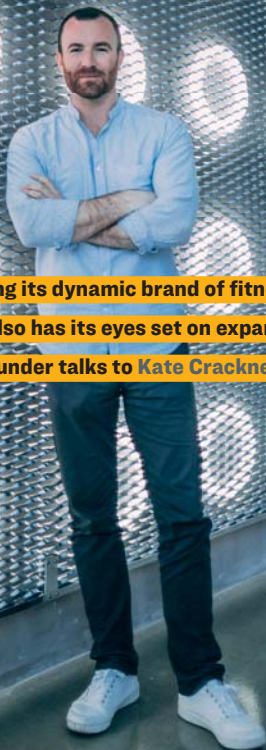
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**WHEN SOMEONE COMES
TO A 1REBEL CLUB
FOR THE FIRST TIME
AND FINDS CHILLED,
EUCALYPTUS-INFUSED
TOWELS IN A FRIDGE,
THAT EXPERIENCE
IS WONDERFUL.
BUT BY THE 100TH VISIT,
THERE'S A DEMAND
FOR NEW EXPERIENCES**
”

JAMES BALFOUR



Not content with expanding its dynamic brand of fitness across London, boutique operator 1Rebel also has its eyes set on expansion into Australia.

Its co-founder talks to Kate Cracknell

“

The term 'millennial' is more about an attitude than a demographic," says James Balfour, co-founder of boutique fitness operator 1Rebel. "When a business says it's targeting millennials, actually what it's saying is it's taking part in the experience economy. This is a group of people who will buy experiences over things, so you have to work very, very hard to make sure you constantly have a story to tell."

He continues: "When someone comes to a 1Rebel club for the first time and finds chilled, eucalyptus-infused towels in a fridge, that experience is wonderful. It still is on the second and third visits – but by the 100th visit, there's a demand for new experiences. That's why we host live music events and free Prosecco Fridays, why we take customers on adventures and challenges. This is a sensitive and demanding audience and you need to respond to that."

"You also have to continually work and re-invest to stay relevant. We see 1Rebel as more of a retailer than a big box membership club, and if you think about bars and nightclubs in London, they typically have a five-year life span before they have to spend money on re-inventing the experience."

"Anyone looking into the boutique market thinking it's going to cost them X needs to double that figure. If you're in the Experience Economy, it isn't enough just to give your club a new lick of paint and new flooring



Balfour says 1Rebel has a clear understanding of its members



Balfour says the club experience must be reinvented regularly



“ ANYONE LOOKING INTO THE BOUTIQUE MARKET
THINKING IT'S GOING TO
COST THEM 'X' NEEDS TO
DOUBLE THAT FIGURE.
IT ISN'T ENOUGH JUST
TO GIVE YOUR CLUB A
NEW LICK OF PAINT
AND NEW FLOORING EVERY 10 YEARS
”



1Rebel clubs each offer one or two of three class formats: Ride, Reshape and Rumble



PHOTO: GARETH GARDNER

- every 10 years. Your business will need continuous reinvestment to stay relevant, particularly as new entrants come into the market."

BUILDING AN AMPHITHEATRE

1Rebel has certainly put its money where its mouth is in terms of creating experiences, not least at its latest club – the fifth 1Rebel, which opened at the end of June in the Nova building in Victoria.


While 1Rebel's first four clubs offer two of its three class formats – cycling concept Ride, bootcamp-based Reshape, and boxing-focused Rumble – Victoria is a standalone Ride studio and is, says Balfour, "the largest cycling studio in London, if not the world, with 83 Technogym bikes".

He continues: "At 6,500sq ft, 1Rebel Victoria is a good size: our five clubs range from 4,500sq ft to 8,500sq ft. However, the space in Victoria lent itself to the creation


of an amazing cycling studio, so we opted to make it our first single discipline club – and I believe what we've created has set a new bar for the sector.

"The building has amazing ceiling heights, so we were able to put horseshoe balconies into the studio; the riders above look down on the activity below. We hadn't seen it done anywhere before and it was a big risk. We weren't sure how it would work with Ride choreography – would people like being up on a balcony, looking down on the instructor? Right up to the last minute of the huge £2m fit-out project, we weren't sure if we were going to do it. But we did and it works brilliantly, creating the sense of a cycling amphitheatre.

"We also have a 3D sound and AV system that's currently only used in one other place in the world: the Sydney Opera House. We have laser shows, smoke machines, a huge LED screen, a sensory shower system that creates incredible special effects and ►



“
I DON'T THINK THE AMERICAN BOUTIQUES
WILL COME TO LONDON.
I DON'T THINK THE WAY THEY DO THINGS TRANSLATES
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RIGHT FOR LONDON EITHER.
I THINK IT'S BEST WE LEAVE THEM TO IT,
AND HOPEFULLY
THEY'LL LEAVE US TO IT AS WELL
”



Rumble, the brand's boxing fitness class, is currently only available at Broadgate, where the studio houses 40 swinging punching bags

- lighting, and a remote-controlled scissor lift that raises and lowers the instructor platform throughout the class. It really is an incredible experience.

"Crucially, we also have amazing instructors who bring the whole thing to life. We don't want to rely on tech to motivate riders in our clubs, we believe the words that are spoken to you in class are as important as anything else. With our best instructors, the performance is akin to that of a rock star onstage at Glastonbury."

And just a few months in, the formula is already working well, says Balfour. "We currently run around 25 Ride classes a week at 1Rebel Victoria – we always start lower and build up the timetable in response to occupancy – and our peak classes are already full. I believe this will be our most profitable club."

ADAPTING THE MODEL

With a £6.6m investment from venture capital fund Codex Capital under its belt, 1Rebel now has its sights on taking similarly powerful experiences to even more locations in London – and beyond. "We've certainly got to a point where the model is right for rollout," confirms Balfour.

Having opened three new clubs in London in 2018 – Southbank in February, Bayswater in March and Victoria in June – to join its original two in the City of London, 1Rebel already has three sites in the pipeline for 2019. More are not ruled out.

"All three of these locations will be single discipline, this time either Reshape or Rumble," says Balfour. "The only reason we haven't expanded Rumble so far – it's only available at our Broadgate club at the moment – is because you need space for, say, 40 swinging punching bags, unencumbered in view and not restricted by head height.

"All sites are not created equal, especially in London with its lack of new builds: you'll generally have issues

with things like ceiling height, access, pillars and so on. We look at each individual site and decide what will work best, both in that location and in that specific building."

He continues: "We also want ground floor retail frontage in iconic locations for 1Rebel, with great landlords. This further limits our real estate options, but we aren't willing to compromise because it will compromise our brand."

"Luckily Studio C102, the architect we use across all our clubs, is great at adapting to the space and the location of each club – not only in terms of the offering, but also the design, the colours and the materials we use. For example, 1Rebel Southbank takes its inspiration from the Tate Modern, while 1Rebel Victoria takes its inspiration from the theatres that surround it – the whole design of the club is very dramatic. It's quickly gained the nickname of 'The Spaceship' thanks to its modern design: its reflective reception desk, galvanised steel staircase, wall of light and exposed white lacquered brickwork."

HEADING DOWN UNDER

But it isn't only London expansion that 1Rebel has up its sleeve. It has also appointed a CEO and management team in Australia and plans to open its first club in either Sydney or Melbourne in the first half of 2019.

"There's lots of opportunity in Australia and we know people too, from the days when Australia was the jewel of the Fitness First crown," says Balfour. "I have to wheel the old man [Mike Balfour, founder of Fitness First and James' father] out occasionally!"

"We've used our network in Australia to put a great team in place – a team we implicitly trust to execute the plan. For me, it's arrogance to think international expansion is possible without this."



66

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► He continues: "I know some of our competitors are looking at places like Manchester, but we believe there's a lot to go for in London, so our focus for the next couple of years will be London – and Australia!"

"That sounds ridiculous I know, but the reason we like Australia is that, behind America, it's the biggest market – and the Americans are already very good at boutiques. The market in the US is quite saturated too, plus, actually, they do things a bit differently. I think they're best left alone."

He adds: "Incidentally, that difference in approach is also why I don't think the American boutiques – the likes of SoulCycle – will come to London, in spite of lots of talk about it. I don't think the way they do things translates: their classes are more akin to a therapy session, which I think Brits are a bit too pessimistic to deal with! Their model isn't quite right for London either: in New York they'll have maybe two showers; in Victoria, we have 15 women's showers alone."

"I think it's best we leave them to it, and hopefully they'll leave us to it as well."

EXPANSION PLANS

Balfour hopes to be up to 15 clubs in London and eight or more in Australia within the next five years, but he's quick to admit it hasn't all been plain sailing.

"I'm not ashamed to say there were challenges in our first year of operation," he says. "We were among the first boutique operators in London, so we had to educate a market and we made mistakes. We also had to really work out what our price should be, our cost

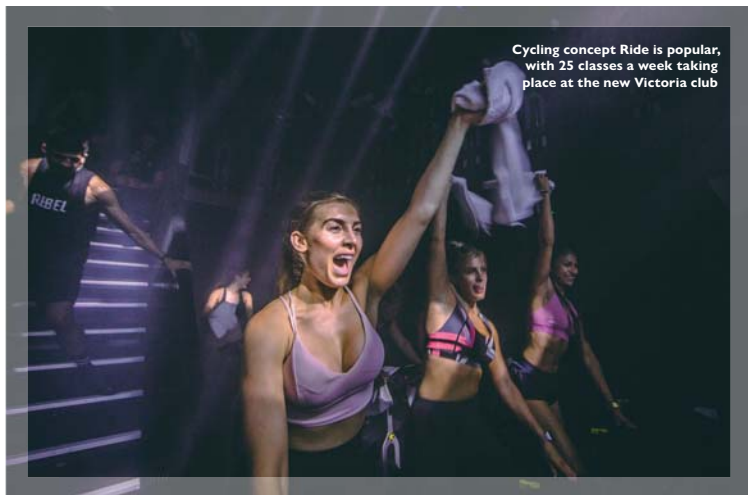


Balfour plans to open eight clubs in Australia

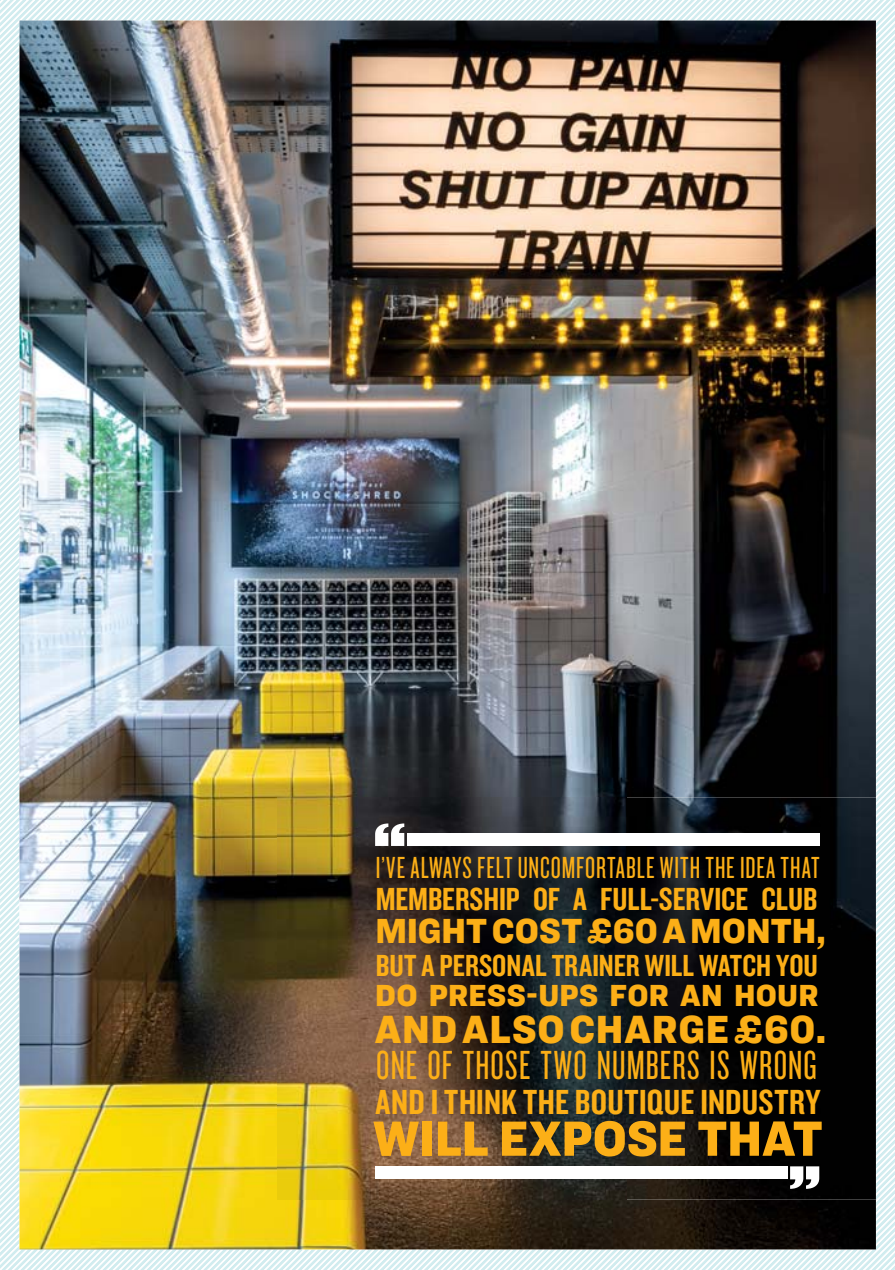
base, what we needed to do in terms of delivering the experience. We lost money in our first year.

"But the thing I'm very proud of is that we learnt from our mistakes and we're now in a very happy place. Our first two clubs – St Mary Axe and Broadgate – will each make in excess of £800,000 EBITDA this year, and the third and fourth clubs have broken even within four months."

Any other stats he'd like to share, I ask? "We have over 80,000 registered customers," he says, "and 50,000 social media followers. I believe that's the highest of any fitness brand in the UK."



Cycling concept Ride is popular, with 25 classes a week taking place at the new Victoria club



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Balfour says a successful boutique should have amazing instructors, but also an amazing ancillary experience

He continues: "We spend essentially nothing on actual advertising or marketing. Everything is done in-house through social media, with Instagram by far our most powerful channel."

"We try to make our social media posts both fun and relevant – relevant to our customers, but also culturally relevant. That could mean a play on a Love Island quote or something like we did when Donald Trump said: 'Grab them by the pussy'. Our message at that point was: 'Pussy Grabs Back'."

"These things resonate with a customer base that's essentially rebellious at heart. We take a few risks, but it's authentic to our brand, it opts for entertainment over sales messages – that's key on social media – and it appeals to the tone of voice of our customers."

PT VERSUS BOUTIQUES

Looking to the broader market, what are Balfour's views? If 1Rebel were starting from scratch now, would he still take the leap into the London market?

"Yes, I would. You have to believe in what you're doing, and I also believe that – even as the market gets more crowded – people will always seek out great experiences."

"Where I think people are getting it wrong is that they're trying to do boutiques on a shoestring. The most important thing is, of course, having the best instructors, but if one studio has the best instructors but only two showers, while another has a fantastic ancillary experience: multiple showers, cold towels, that beautiful vanity unit... I think in the long-term that's the one that's going to be more sustainable."

"We've already seen quite a few boutique brands fail in London, and I think we'll see more competitors fall out of the market over the coming years – and then maybe some consolidation too. In maybe five years' time, I'd expect there to be perhaps two or three dominant operators."



"I wouldn't be surprised to see the bigger big boxes making acquisitions and running them as separate businesses too, in the same way Equinox has bought into SoulCycle and Rumble but let them continue as individual businesses."

"I don't see the big box operators having any real success in operating their own boutiques though: you just need to operate in a totally different mindset."

He continues: "I also think – for big box gyms and the market in general – one of the biggest, most rapid declines will be in personal training, as people are now starting to favour boutiques."

"I've always felt uncomfortable with the idea that membership of a full-service club might cost £60 a month, but a personal trainer will watch you do press-ups for an hour and also charge £60. One of those two numbers is wrong and I think the boutique industry will expose that."

"Even if you pay the top whack at 1Rebel – £20 for a one-off class – you'll find you'll get the results of personal training but in a much more fun environment. I genuinely believe personal training is at risk as boutiques continue to grow." ●

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Should we be offering gender-specific training?

Many women believe cardio is the best way to burn fat, while many men favour doing more upper body training. Are these just preferences, mindsets and habits or are men and women actually pre-disposed to train differently?

To help members get the best results, should health and fitness operators be offering gender specific training, or is a shake-up and some re-education in order?

As more operators, such as Pure Gym and Total Fitness, offer women-only training areas, will we start to see more concepts aimed specifically at women? Could that help to grow the sector? Kath Hudson reports.



How long a member has been training for has a bigger impact on programme design than gender



Jonny Taylor

Ultimate Performance: deputy global head of education and development

Men and women don't need to train differently, but we tend to find they want to. For a start, they have different aesthetic ideals: we find our female clients typically want to focus on posterior muscles (back, glutes and hamstrings), while our male clients emphasise the upper body (chest, back and arms). Societal/cultural factors also

“Men and women have different aesthetic ideals: we find female clients want to focus on posterior muscles, while male clients emphasise the upper body”

play a part. Until recently, females have tended to avoid lifting weights, stuck to group classes, or followed ineffective programmes for fear of becoming bulky.

How long you've trained for has a much bigger impact on programme design than gender, and all beginners need to develop the same general skill base. There are no major physiological differences in muscle quality between men and women and they adapt in the same way to resistance training. However, there is a difference in muscle quantity, with men tending to have bigger frames and more muscle mass, which makes them stronger in the gym.

The programmes we use for men and women, especially beginner clients, are very similar. Roughly 70 per cent of the

workout is devoted to learning the main movement patterns, such as squatting, pressing and pulling and skills, including how to lift weights with control. This equates to two upper body exercises – one each for the front and back – such as dumbbell press and cable pull-down. Likewise for the lower body, for example split squat and leg curl. These exercises are essential to a client's long-term development, building a base of skills which allows them to specialise later.

The remaining 30 per cent of the programme is for addressing individual target areas, training the body parts that will benefit their physique the most. Often this does show a gender bias towards lower body and abs for females and chest and arms for males. ▶



Group training classes can be a good way to offer strength training options to female members

PHOTO: SHUTTERSTOCK.COM

“Group circuit training is a good way for gyms to offer strength training for women. They create enough fatigue to satisfy people’s need to feel they’ve had a good workout”

Menno Henselmans

Bayesian Bodybuilding: owner

Many women believe that the key to their dream physique is cardio and burning lots of calories, but what they really need to do in order to change their physique is body recomposition: lose fat but gain muscle.

Health clubs don’t need to offer completely different programmes for men and women.

Most clients, whether they know it or not, should probably do a form of

resistance training, as this is ideal for body recomposition. Strength training is ideal for muscle growth, and scientific research shows it’s generally more time-efficient than cardio for fat loss.

Cardio burns more calories acutely, but strength training stimulates muscle protein synthesis and excess post-exercise oxygen consumption: the metabolic afterburn. More muscle mass also increases metabolic rate. Strength training also more effectively suppresses appetite, and therefore energy intake.

As a result, over the long-run, strength training typically helps people to not only

build more muscle, but also to lose more fat and end up with a more favourable body composition than is achieved if the same time is spent on cardio.

Group circuit training classes are a particularly good way for gyms to offer strength training for women. They have the social element to motivate and bind people together, while providing the best of resistance training and cardio, as well as strength training.

They also enable people to exercise at a high heart rate, creating enough fatigue to satisfy people’s need to feel they’ve had a good workout.

Yasmin Hurkardes

Go30: business director

Women don’t necessarily need different training programmes from men, but many of them benefit from, and feel more comfortable with, training in a female-only environment.

Go30 runs two Essex-based ladies-only gyms, and we’ve found that both of these clubs have a real community feel and sense of sisterhood.

The vibe at a female-only gym is very different to a mixed club. There’s no gymtimidation factor and many feel much more confident without males present.

At one club, the membership is made up almost exclusively of women in their 60s, 70s and 80s, who tell us that they wouldn’t feel comfortable in a mixed



“Some people may think it’s sexist to not include men, but we believe we’re opening up the gym experience to a different market”

environment and so wouldn’t go to the gym if we weren’t available. A large group of women who met at the gym now even go on holiday together.

Some people may think it’s sexist to not include men, but we believe we’re opening up the gym experience to a different market: hard to reach groups, such as older women and those who –

because of religious beliefs – can’t train in a mixed health club environment.

Having a club that is open to everyone is a great concept as well, but our target market feel more comfortable exercising without men present. Going forward, I think we’ll see more boutique concepts aimed specifically at different markets, including more women-only gyms.



Some women can squat and deadlift as much as men per kilogram of body weight, but upper body training differs

Alan Milway

MX Fitness: founder and coach to elite athletes

Initially, training should be specific to the individual, not gender. Poor posture or poor movement patterns aren't gender specific. However, as training progresses, there are areas in strength and power development that can differ between males and females.

I've coached a number of females who can squat/deadlift very good figures per kilogram of bodyweight and get close to male figures, but I haven't been able to achieve the same in upper body performance. Therefore, I feel female athletes who can gain strength and power in the upper body can have a performance advantage over others during competition.

Other than this difference in upper body strength, I have found the needs of



"Women are able to work at a higher percentage of their maximum lifts than men. If you don't accommodate for this, you can get programming wrong"

the athletes I've worked with have not tended to be gender specific.

However, women are able to work at a higher percentage of their maximum lifts than men, and if you don't accommodate for this then you can get programming wrong – as from sets of five reps I've put the weight up slightly, only to find that one rep is too much.

I like to get all people moving well – so they can lunge, squat, hinge, push, pull and rotate well. Once they are able to do this, I can add load and build global strength, then specify to the discipline or the athlete's needs.

Good general robustness is better than big peaks and troughs in performance in the sports I work within. Setting targets is important and I've worked with females who varied greatly, so I felt individual focus was more important than gender focus. Many men would be humbled by these strong and powerful female athletes! ●

“By changing member behaviour, we produce economic and health benefits that are good for our members, good for us and good for society”
Neville Koopowitz, chief executive, Vitality

No claim bonuses

Some insurance companies are rewarding healthy behaviours in order to bring about sustainable behaviour change and reduce the number of claims they get. Kath Hudson reports

Fewer hospital visits, less absenteeism and lower healthcare costs have been some of the benefits of a health care policy from US company, Humana, which encourages policy holders to be more active. Launched in 2011, the company's Go365 scheme rewards policy holders with retail vouchers, movie tickets and discounts on fitness gear when they complete healthy activities.

Activity trackers are used to monitor steps, while other healthy activities, such as preventative screenings and online educational assessments, are also rewarded.

Points accumulated define a member's status in the programme - blue, bronze, silver, gold and platinum. The more members who engage in Go365, the more points they can earn to redeem against rewards.

Initially, Humana ran a three-year pilot programme for its own employees, which reduced healthcare costs by 10 per cent. Since the programme has been made available for businesses to buy for their employees, it has signed up more than five million members.

"Wellness programmes work when they are personalised, measurable and incentivised," says Mike Clarke, enterprise partnership leader at Humana. "This programme was set up as part of Humana's consumer-focused strategy, which integrates health, wellness and lifelong wellbeing as its platform for future growth."

FOCUS ON WELLNESS

UK company, Vitality, is taking a similar approach with its incentive-led schemes for private medical insurance and life insurance policies. Customers signing up to Vitality Health and Vitality Life can earn points for healthy behaviour, such as walking, running, cycling, swimming (with a linked activity tracking device), working out at the gym, or running a Parkrun.

"Our approach is all about focusing on wellness and prevention, rather than sickness," says Neville Koopowitz, chief executive of Vitality.

"It's a unique approach to insurance, based on the scientifically proven principles of behavioural economics. Vitality helps members take a more active role in managing their wellness, which can encourage the development of healthy long-term habits."



Wellness plans should be measurable and incentivised

PHOTO: HUMANA

HUMANA GO365

Humana is in the process of compiling data from a five-year study of its Go365 policy. Findings from a three-year study of Humana's include:

- Members engaged in Go365 had, on average, six fewer hours of unscheduled absences from work a year, compared to unengaged members, who averaged 23 hours
- Compared to the baseline, engaged Go365 members' health claim costs decreased by 6 per cent in the first year and 10 per cent by the third. In contrast, unengaged members experienced a 17 per cent increase by year three
- Engaged members without chronic health conditions were more likely to use healthcare for preventive care, such as routine check-ups/physicals and screenings
- Unengaged members had 56 per cent more emergency room visits and 37 per cent more hospital visits

Health and fitness partners interested in engaging with Go365 can contact Mike Clarke at mclarke2@humana.com



Vitality CEO
Neville Koopowitz

EARNING REWARDS FOR FITNESS

Undertaking 12,500 steps a day equates to eight Vitality points. A gym session earns nine points: enough for a free drink from Starbucks, or a cinema pass for everyone on the policy.

Customers have to earn 12 Vitality points in a week to redeem rewards with the scheme's many partners, which include British Airways and Ocado. The maximum number of points that can be earned in a day is eight and 40 in a week.

Vitality also works with a number of health and fitness companies, offering deals to help members increase their daily activity – including 50 per cent off gym memberships at Virgin Active, David Lloyd Leisure and Nuffield Health, Fitness & Wellbeing. Customers can also get 50 per cent off a pair of running shoes at Sweatshop, up to 50 per cent cashback on bikes from Evans Cycles and up to 40 per cent off a number of exercise tracking devices, including Garmin, Polar and Nokia.

APPEALING TO YOUNGER PEOPLE

Koopowitz says these policies have been a useful tool in broadening the appeal of the products beyond traditional customer segments. "By offering benefits like free Starbucks, Apple Watches and cinema tickets, which appeal to younger, healthier customers, Vitality aims to bring new customers into the market who may not have considered health or life insurance," he says. "By changing behaviour, we produce economic and health benefits that are good for members, for us and for society."

Insurance expert, Emma Thomson, head of customer care at LifeSearch, says these types of policies are great

VITALITY

- In 2017, 30 million points-earning activities were undertaken, up from two million in 2013
- Approximately 52,000 Apple Watches have been sold, 5.9 million Starbucks drinks claimed and 5.5 million cinema codes redeemed to date. Within a year of introducing the Active Rewards benefit to Vitality members, 34 per cent of people who previously earned no physical active points were earning points in order to receive the rewards
- 17 per cent of average members achieved 17 per cent more points in 2017 than in 2016, through recording more steps
- Members with a gym membership with one of the Vitality gym partners visited the gym an average of 51 times during 2017

for consumers because they offer a tangible benefit to a policy that no one ever wants to claim on.

"Vitality is head and shoulders above the rest with the rewards and benefits it offers, but other companies are starting to follow suit," she says. "Aviva is now offering gym discounts to group business and British Friendly's Mutual Benefits Programme provides health-related discounts and benefits to individuals."

Thomson says that while these consumer-friendly policies are a growing trend, she is doubtful all insurers will follow suit, because there are some downsides:

"The benefits add to the cost of the policy and insurers ►

More insurers are now looking to reward healthy behaviours

PHOTO: PIHLAJALINNA

“As the success of the policies depend on the variety of activities people can engage with and the rewards they earn, there are opportunities for fitness operators to work with insurance companies”

- don't want to price themselves out of the market,” she says. “Added to this they can be complex to set up.”

She adds that not all consumers want to engage and those who live out of range of a gym are not able to reap the benefits, but will still have to pay the same premium, so they need to be set up with a mix of gym and walking.

However, there are certainly growing levels of activity among insurers looking to reward healthy behaviour. Aviva's Healthier Solution private medical insurance policy allows holders to earn discounts on their payments. When they take out their policy, they complete an online health questionnaire which gives them a 'Q score', showing how healthy they are compared to 100 people of the same age, race and gender.

HEALTH PROGRAMMES

A 12-week health programme is then recommended, which can range from increasing physical activity to quitting smoking. Those who improve on their Q score can receive up to 15 per cent discount on their insurance renewal premium.

British Friendly's Mutual Benefits programme provides members with access to services and products that will help them better understand, engage with and improve their health and wellbeing, in order to live life to the full, and discounted gym membership could be the next step.

“We're constantly looking for ways to refine and improve the benefits we offer to best suit our 24,000-plus members and a benefit that members have expressed a

strong desire for is access to discounted gym membership, so this is certainly something we'll be seriously investigating,” says Nick Telfer, product and marketing director at British Friendly.

As the appeal and success of the policies depend on the variety of activities that people can engage with and the rewards they earn, there are opportunities for fitness operators to work with insurance companies.

Also, these companies constantly monitor the programmes' success, which could bring valuable data for our industry and ultimately lead to closer work with the healthcare sector. ●

PIHLAJALINNA GETS INTO FITNESS

Finnish private healthcare provider Pihlajalinna has expanded its operations into the wellness sector, following the acquisition of health club chain Forever.

In addition to traditional gyms and group exercise, Forever offers PT services and Fustra instruction, physiotherapy and wellness and nutrition coaching.

According to Joni Aaltonen, MD of Pihlajalinna, the move is a logical step in providing a holistic approach to wellness and keeping people healthy before they get sick.

“Promoting wellbeing is the future of healthcare,” he said. *Read about Pihlajalinna in October 2018 HCM, page 34.*

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Legend will allow the 1,700 facilities it serves worldwide to share its data

PHOTO: SHUTTERSTOCK.COM

{ SHARED GOALS }

An industry-first initiative sees ukactive, Sport England, the Open Data Institute, Open Active and Legend Club Management Systems working together to enable deeper collaboration and data-sharing. ukactive's Rob Gibson reports

Open Active, the sector-wide open data initiative that is funded by Sport England and led by the Open Data Institute (ODI) is one of the supporters of a new initiative from industry software business, Legend Club Management Systems.

The collaboration between Legend, Sport England and the ODI was brokered by Steven Ward, CEO of ukactive, who has been working to support the ambitions of the Open Active programme.

Legend has announced that it will enable all its customers to open their data for collaboration with third parties and ensure the adoption of open data standards to support the 1,700 facilities around the world that use its software. The aim is to maximise the potential of collaboration with third parties.

The announcement about the new initiative was made at Legend's annual customer conference in October. Dave Newton, director of mass markets at Sport England and a



speaker at the event said: "Sport England's mission is to create an active nation, enabling everyone in the community to be active, irrespective of age, gender or social-demographic background."

"Supporting the sector to harness the power of digital innovation is a core part of fulfilling that strategy."

"We're therefore delighted to be working in partnership with Legend to enable such a large proportion of the sector to open its data in this way, and make collaboration with third parties a question of business strategy, not technical possibilities."

DIGITAL POTENTIAL

Richard Norris, programme manager for Open Active at the ODI, said: "Legend's commitment is a major milestone for the initiative, and will make it much easier for leisure providers to make their data openly available so they can take advantage of major campaigns such as Change4Life, and collaborate where they can see a clear business or social reason to do so."



The new collaboration was brokered by ukactive's Steve Ward (second from right)

Below: Sport England's Dave Newton



"Open Active has made a lot of progress in the past two years, but there are even more exciting moments ahead."

Ward said: "I've got a long-term commitment to supporting the sector to realise its digital potential and I want to thank the team at Legend for making this commitment, and putting our sector in a stronger position to thrive."

"We've made more progress on digital and innovation in the past three years than in the 30 years that preceded it."

"Collaborations such as these indicate that we're now presented with a range of technical partners in the sector that form a digital backbone to set us up for growth in years to come."

REMOVING BARRIERS

Speaking at the recent launch of the initiative, Sean Maguire, managing director of Legend, said: "We live in an era of rapid change, where operators cannot be sure where the next innovation with the potential to grow their business will come from."

"We want to make collaboration a matter of business strategy and choice, by removing the barriers to collaboration."

"We've made this technically possible for all our clients, so it's up to operators to decide how they take forward collaborations that have the potential to grow the reach of the sector." ●

■ ACTIVE OUTCOMES

Legend launches a new tool that enables operators to gather evidence of healthy outcomes

The Legend conference also marked the launch of the company's Active Outcomes module, which enables operators to generate evidence of the impact their services have on the wellbeing of referred members.

In commenting on the launch of Active Outcomes, Steve Ward, CEO of ukactive said: "We know how much our sector can deliver when it comes to making an impact on the health of the nation. It's great to see a product such as Active Outcomes reach the market to support operators to evidence this impact, which is critical for the future success of the sector."



TIME TO REIMAGINE AGEING

Our industry needs to get older people significantly more active if the UK is to avoid a major crisis in social care, says a new report.

Abi Harris explains what the key findings mean for you



A multitude of diseases and health problems can be prevented by staying active into older age, says the Reimagining Ageing report



ACTIVE AGEING REALLY WORKS

"Our population is ageing fast, with a proliferation of health problems. It has long been assumed such problems were directly caused by ageing, and could, therefore, be neither prevented nor treated," says Sir Muir Gray, formerly chief knowledge officer for the NHS.

Retirement. The time of life traditionally reserved for putting your feet up and taking it easy. Or perhaps not. A new report, produced by Sheffield Hallam University, ukactive and DataHub, argues something health industry professionals have long known to be true – that people should become more active as they age, not less.

Reimagining Ageing, released at the ukactive National Summit in September, says older people's lives are being cut short by inactivity and paints a compelling picture of how the cost of not tackling this challenge could threaten the NHS.

A few key facts: by 2030 the number of people in the UK aged 60 or over will hit 20 million – up 31 per cent from today's figure of 15.3 million.

By 2040, nearly one in four people (24.2 per cent) will be 65 or older.

Over the same period, average life expectancy for those over 65 is expected to increase by around two years.

Using data collected by DataHub concerning over 500 million individual visits to more than 2,000 health and fitness and sports facilities, *Reimagining Ageing* offers insights into the state of our ageing nation, exploring the opportunities an ageing population presents to the physical activity sector and how we can meet older adults' varied needs.



The NHS and wider health system could save almost £8bn over a decade, if just a third of inactive over-55s were persuaded to take regular exercise ►



PHOTO: SHUTTERSTOCK.COM

Health clubs and leisure centres can attract older populations with dedicated activity sessions

- “However, we have clear evidence that ageing by itself is not a cause of major health problems until people are in their mid-90s. In fact, the problems we’ve ascribed to ageing are due to disease – much of it preventable – such as loss of fitness and negative attitudes to growing older.

“The loss of function and resilience we’ve assumed to be the result of ageing can in fact be influenced principally by activity: physical, mental and social,” he says.

The authors of the report state that the NHS and wider health system could save almost £8bn over a decade, if just a third of inactive over-55s were persuaded to take regular exercise. So where do we begin?

KNOW YOUR AUDIENCE

We can’t make a difference if we’re not getting older adults into our facilities. The *Moving Communities: Active Leisure Trends 2018* report by the UKactive Research Institute and DataHub showed that the level of engagement among older people is lower than required for them to meet their potential, despite 90 per cent living within 20 minutes of a local facility.

Older adults (aged 55+) currently account for 36 per cent of the



“We have clear evidence that ageing by itself is not a cause of major health problems until people are in their mid-90s. In fact, the problems we’ve ascribed to ageing are due to disease – much of it preventable – such as loss of fitness and negative attitudes to growing older”

Sir Muir Gray


population, but only 20 per cent of members of public leisure facilities fall within this age bracket. Usage rates of those aged over 65 fall lower still, accounting for only nine per cent of visits.

Bottom line: we’re not providing – or marketing – a sufficiently attractive offer to older people. And in failing to do so we’re missing a trick, because 70 per cent of the nation’s wealth is currently held by individuals aged over 50, and as a cohort they spent £320 billion in 2017.

Activity providers must make better use of data to attract and retain the ageing population, says Utku Toprakseven, director of sports intelligence at 4global, which manages the DataHub: “Historically, some organisations in the physical activity sector have been forced to base business decisions on guesswork,” he explains. “Now we’ve got real-time information on millions of older consumers’ lifestyles, activity habits and buying preferences and can put it at their fingertips to deliver commercial returns, participation outcomes and social impacts.”

CULTURAL TRANSFORMATION

Getting our ageing population active will require a ‘cultural transformation’ of the



The report highlights a lack of fitness professionals who can provide tailored plans for older adults

perceptions we have towards ageing. As a sector we must be prepared with the facilities, products, services, programmes and expertise required to meet the demands of an older population.

"We need to inspire a shift in how we approach our ageing years, with a major emphasis on building physical activity in at every step, to ensure long lives are also healthy lives," says ukactive CEO Steven Ward. "The phrase 'put your feet up' is one of the most dangerous in the English language."

The report calls for whole-society collaborations to create active environments via accessible community facilities, to embed physical activity promotion into the healthcare system and to harness new technology to make activity and exercise the natural choice for older people.

ukactive believes that one solution is Wellness Hubs, where physical activity facilities sit alongside local services such as libraries, police stations and GP surgeries, creating a single community focal-point that offers inclusive, welcoming and holistic physical activity experiences for a broad range of people. Evidence from

“ 88 per cent of sector employers believe exercise professionals could be better supported to work with older adults

existing Wellness Hubs has shown a positive impact on local communities, particularly among older populations.

The *Reimagining Ageing* report also highlights a lack of fitness professionals who can produce successful, tailored fitness interventions for older adults, explaining that 88 per cent of sector employers currently believe exercise professionals could be better supported to work with older adults. The age profile of the UK's 57,000 fitness professionals also sees older adults hugely under-represented.

CIMSPA's Labour Market Intelligence report revealed the average age of those working in the sector is 38, with nine per cent more 17-24 year olds in the workforce than the national average.

ukactive's Steven Ward has been calling for "an army of older fitness instructors to lead the way, showing their peers how it's possible to live not just longer, but better".

"We want the government to support older people, by making it easier and

more affordable to re-train as a fitness instructor or sports coach," he concludes.

TIME IT RIGHT

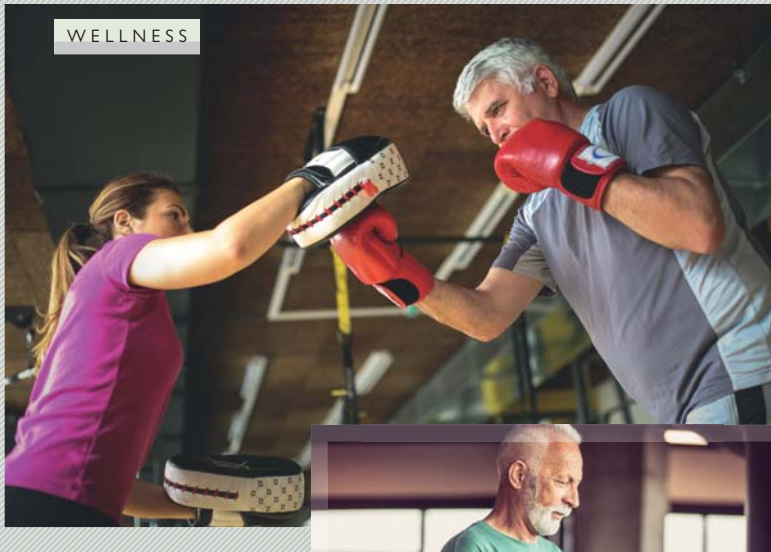
The report encourages operators to look more closely at programming in order to provide more tailored activity opportunities for older people.

DataHub figures show 90 per cent of visits by people over 65 take place during the week, with almost half occurring late morning (9am-12pm), suggesting facilities could more effectively utilise capacity at off-peak times.

"This down-time, when facilities are under-utilised by other customer groups, means there's substantial spare capacity available," says Toprakseven.

"There's an opportunity to attract more members from this cohort, by running programmes that are targeted directly toward them.

"The current under-utilisation means testing new approaches will be a zero or ▶



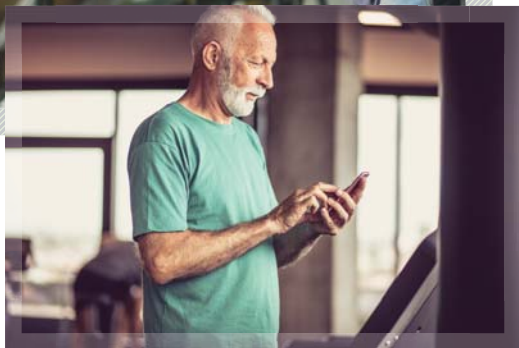
PHOTOS: SHUTTERSTOCK.COM

Over 50s hold 70 per cent of the nation's wealth, making this market a lucrative one for the fitness industry to tap into



"Supporting all older adults to maintain an active lifestyle requires a new, national approach. We must reimagine what it means to age in the UK and transform the perception that ill-health and sedentary behaviour are a natural part of growing older"

Steven Ward



- low-cost opportunity to identify solutions with a potential to scale," he said.

Reimagining Ageing calls for a national research programme to help operators by identifying the specific barriers that account for the underrepresentation of older people in physical activity facilities.

"Supporting all older adults to maintain an active lifestyle requires a new, national approach," says Ward. "We must reimagine what it means to age in the UK and transform the perception that ill-health and sedentary behaviour are a natural part of growing older."

"The solutions outlined in *Reimagining Ageing* represent the first steps toward creating this transformation," he concludes. "They're the fundamental building blocks that will equip the sector to ensure older people are able to live healthy and independent later lives. The costs of not doing so would be firstly the undermining of the future sustainability of

the health system and secondly a failure to engage this untapped, lucrative market to the detriment of the commercial wellbeing of the sector." ●

SOURCES:

- *National Population Projections for the UK, 2014-based* Office for National Statistics. 2015
- *Shhh! Ageing is good business* Eric Kihlstrom, Innovate UK. May 2018

ACCESS THE REPORT

Download *Reimagining Ageing* here:

www.ukactive.com/reports/reimagining-ageing

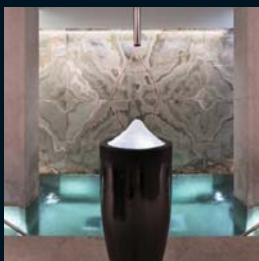




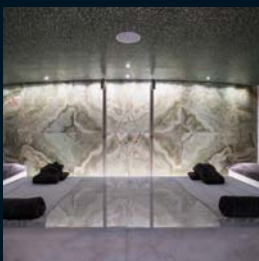
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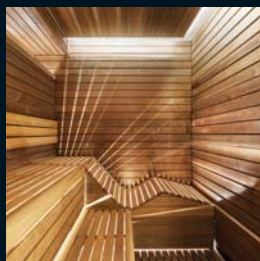
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HOW BLOCKBUSTER FITNESS BECAME A BOX OFFICE HIT

Meet the pioneers driving the exciting convergence of fitness and cinema in clubs worldwide through THE TRIP™ – an immersive group fitness experience like no other

The 'happy-ever-faster' pace of technology and growing consumer expectations present a constant need for clubs to innovate to stay ahead of the competition and this unlocks fresh opportunities.

One of these is the convergence between fitness, fashion, entertainment, theatre, gaming and music, which offers scope for exciting collaborations.

Whether it's Beyoncé launching her own line of gym clothing or tech giants like Apple doubling down on fitness-themed wearables, it seems fusion will play a significant role in the future.

Perhaps the greatest example of this to emerge from the fitness sector has been immersive fitness, an approach which

combines the buzz of group exercise with stunning cinema-quality visuals to create a workout experience like no other.

The influence of this trend is starting to show across the industry and includes the theatrical trappings of the new amphitheatre-inspired 1Rebel Studio in London, the fast-improving quality of virtual fitness and recent innovations around CV.

However, the catalyst and flag-bearer of the trend remains Les Mills THE TRIP.

ORIGINS OF THE TRIP

Hailed as the future of fitness, THE TRIP has proven popular with clubs and members alike, with immersive studio installations already established in 70 sites across 29 countries.

But what's driving the immersive trend, how has THE TRIP paved the way, and what impact is it having on clubs?

The brainchild of Les Mills Jnr (creative director of millennial programmes at Les Mills) and his friend Adam Lazarus, THE TRIP is an immersive group cycling class which sees participants journey through a dazzling array of virtual worlds displayed on a 270-degree screen: think pumping indoor cycling class in an IMAX theater.

"We loved projection mapping and the light shows you see during live music shows, so we wondered if we could bring these elements into a group fitness environment," Les explains.

"We saw where the fitness industry was going, we'd seen what Les Mills was



THE TRIP is the latest workout from Les Mills



New films are released every quarter to keep the rides fresh



PHOTO: NOTED CONZ



"It became fairly obvious that the interactive nature of riding a bike meant that with THE TRIP, we could literally take our guests on a wild ride"

Mike Mizrahi, director, Inside Out

doing, and we really wanted to create something that represented drastic innovation. Something that could make a Steve Jobs or Elon Musk – if they were in the room – sit up and notice."

Taking THE TRIP from that spark of inspiration to a fully-fledged immersive experience required a large team of talents – one which remains in place and has presided over all 14 TRIP releases.

Despite the obvious challenges, the experts Les approached to bring THE TRIP to life were swayed by the sheer audacity of the project.

"Knowing our work already, Les approached us to help him realise this idea of immersive exercise," says Mike Mizrahi, director of Inside Out – a

leading event production company which oversees both the creative and logistical demands of producing THE TRIP.

"We tried a few different classes and it became fairly obvious that the interactive nature of riding a bike meant we could literally take our guests on a wild ride. They would propel themselves through our worlds, uphill, downhill, flying through air, interacting with the film throughout.

A BRAVE NEW WORLD

Each TRIP is generally based around a place (such as Santorini, San Francisco, or Joshua Tree) or a theme like underwater or inter-planetary. But wherever the journey ends, the creative process always begins in the same place.

Music is integral to THE TRIP experience and Les will pore over thousands of tracks with the Les Mills music team to compile the perfect playlist.

"The playlists we create often don't make sense when you just listen to them in isolation," notes Les Mills Jnr. "Individually they're great songs, but you can be left wondering how they work together. We've got an end-game in mind though, and once paired with the visuals it really does make sense. A tribal drum beat could enhance a jungle scene, for example, or a 'clashy' sound could match a metallic look and feel."

At the start of each project cycle, the creative team will meet in Auckland and Les Mills Jnr will present his vision for

THE TRIP takes riders on a wild ride through virtual worlds

- the release, outlining storyline ideas, the music tracks that will feature, reference images and the basic structure of the choreography for that class.

The company's immersive product manager Chris Richardson then sets about bringing the project to life, working with Mizrahi and Bruce Ferguson, creative director of Darkroom – a New Zealand-based design studio specialising in video and event installations.

Each TRIP takes a little less than six months, with a team of seven at Darkroom's studio working tirelessly on the production, ensuring that every road, hill, turn and backdrop syncs perfectly with the music and workout. The need for four TRIP releases a year means the team will always be working on two at a time, with an in-house render farm working around the clock for most of the year to ensure each TRIP reaches health club studios in time.

KEEPING PACE

Looking at the current fitness landscape, it's easy to see why THE TRIP has had such an impact. With the rise of fitness apps, devices and online exercise solutions, members' expectations are increasing as quickly as technology evolves.

As clubs need to innovate to remain competitive and relevant to their users, the quality of content in their group exercise studio is taking

on greater significance, particularly for younger members who value the experience over everything else.

"THE TRIP is a very exciting innovation and it is very now. A classic example of disruption – taking 1+1 and making 5," says Mizrahi.

"We're living in interesting times with a real confluence of mediums. We are seeing reality/TV, video gaming/ live events, immersive and interactive theatre. THE TRIP is an extension of this – a merging of cinema with fitness."

GATEWAY TO LIVE CLASSES

A particularly interesting aspect of the future of immersive fitness will be its impact on wider group exercise classes. Clubs which have installed THE TRIP have reported significant uplift in their overall group exercise attendances, with the big-ticket class attracting new audiences into their club's group fitness studio and its broad array of class offerings.

"People who've never cycled before, or who previously hated it, are now hooked," says Bryan Jarrett, who as group fitness manager at TMPL in New York City installed THE TRIP.

"THE TRIP changes everything for them. We've seen members lose a lot of weight, because they're doing the workouts consistently and getting results. We've even turned some of them into instructors, they've become that passionate about the class!"

SO FUN YOU FORGET TO SWEAT

A large part of THE TRIP's success to date has been its ability to attract new audiences with a fun way to get fit – bringing results without them even realising how hard they're working.

The workout itself delivers everything you'd expect from a Les Mills cycling class. The programming has been designed for consistency and results, moving participants through the heart rate zones to ensure they're working hard (only 19 per cent of the class is spent in either a light or very light-intensity heart rate zone).

But as a recent Penn State University study proved, the cinematic content provides so much fun they forget the sweat and the effort involved.

"It seems inevitable that this immersive experience is the future of exercise classes," Mizrahi concludes. "THE TRIP transports you somewhere so engaging that it transforms what could be a fairly mundane bike ride into a rollercoaster ride. It's a game-changer." ●

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FLOORING IT



The outdoor terrace at Aspria features turf with markings to show the different workout zones

The feel of a certain surface under a member's feet can unconsciously put them in the right headspace to workout. We take a look at the latest flooring projects inspiring members to move...



“As part of the flooring installation, Escape concepts were used for the launch of Aspria’s very own TribalFit functional training classes – interactive, team-spirited, instructor-led sessions that combine cardiovascular work with bodyweight training”

► **ASPRIA CLUB ARTS-LOI, BRUSSELS**

Client: Aspria

Flooring by: Escape Fitness

Size: 120 sq m

Cost: Flooring c£30k. Total project c£80k

In Aspria Brussels flooring, design and equipment all come together to create an overall concept that provides the ideal experience for the club’s affluent members who are mainly aged between 35-50.

Aspria’s aim is to find new ways to help members to achieve their goals, while having fun at the same time, and the new flooring concept was designed

to accommodate group training and HIIT classes to enhance member engagement.

Escape worked on three areas of the club – an outdoor terrace, a small functional personal training area and a large functional group training area, which is split into two zones for two different classes. This allows one area to be open for general use, when a class is running in the other area.

The outdoor terrace is split into two in the same way as the large indoor group training area. The flooring is turfed and includes markings indicating work stations, to maximise the use of the floorspace. Different colours were used – slate grey and green – to distinguish between the zones.



The Escape flooring used in Aspria is designed for training with a variety of equipment

The turfed flooring is a hard-wearing, performance surface that's fit for indoors and out. The concept is high-end and classy, and the flooring acts as a way of bringing athletics training, strength and conditioning, and sport into that environment. It's perfect for dragging and pulling things like TIYRs and sleds. It was only installed in September and so far is working well.

The functional training areas were designed around Escape's MOVE IT and BATTLEFIT programming, supported by the company's Octagon frames, which provide functional training and storage for a host of Escape's functional training products.

As part of the installation, Escape concepts were used for the launch of Aspria's very own TribalFit functional training classes. These interactive, team-spirited, instructor-led sessions combine cardiovascular work with bodyweight training.

www.escapefitness.com
[@escapefitness](https://www.instagram.com/escapefitness)

The new flooring by Recreational Coatings was chosen to minimise noise



"Rather than providing product lab data, Recreational Coatings conducted on-site tests to establish which flooring system performed the best in terms of acoustics"

THE HEALTH CLUB AT ONE ALDWYCH, LONDON

Client: One Aldwych Hotel

Flooring by: Recreational Coatings

Size: 170 sq m

Cost: £20k

During the initial consultation, the One Aldwych team explained that they had two issues to resolve; swapping dated timber floor for something more modern and reducing the acoustic issues they had with free weights being dropped. Unfortunately the gym is located next to the treatment rooms and this posed a problem.

Rather than providing product lab data, Recreational Coatings conducted on-site tests to establish which flooring system performed the best.

The spa manager sat in a treatment room while dumbbells were dropped onto sample tiles in the gym, so she had immediate confidence the flooring selected was the right one for her facility.

A number of acoustic flooring systems were tested and the best performer was found to be a 'sandwich' of 40mm acoustic foam and 50mm Duraflex rubber tile.

When it came to improving appearances by replacing the dated wooden floor, Recreational Coatings used Gerflor's Creation 70 Clic loose-lay vinyl planks and installed them directly over the old, but structurally sound, wooden floor, which saved time and money when compared with ripping out the old flooring.

www.rec-coatings.co.uk
[@RecCoatingsLtd](https://www.instagram.com/RecCoatingsLtd)

FLOORING



The Physical Company flooring offers woven-in designs, making the surface safe and durable

"The Physical Company's Custom Turf Solution has markings and logos woven on a loom, creating a single piece of flooring that can be rolled out and installed"

► **THÉ YARD, UK NATIONWIDE**

Client: énergie Fitness

Installation by: Physical Company

Flooring can really bring a space to life, providing visual stimulation and inspiration. The brief for Physical Company was to breathe new life into énergie fitness clubs and especially the areas of the gyms which operate under énergie's new HIIT brand, thé Yard.

The franchisor chose two flooring options – the Ecore Performance Rally Line for the free weight areas and custom grass for thé Yard – both specified, designed and installed by Physical Company.

The flooring needed to be robust and fit for purpose, as artificial turf previously installed in thé Yard had caused issues because markings were painted onto the surface of

the weave rather than being sewn into it and this meant high usage wore the lines away over time.

The Custom Turf Solution addressed this issue, offering markings and logos which are woven on a loom, creating a single piece of flooring that can simply be rolled out and installed to give The YARD a durable, safe, high quality surface and a sustainable outcome.

The Ecore Performance Rally Line is supplied on a roll to enable a smooth unbroken surface and comprises a 12mm shock-absorbing under-layer bonded to a 2.5mm colour layer, making it ideal for free weight and functional training areas.

The flooring also needed to add to the aesthetics of the spaces. The installation uses énergie's grey, green and white colour scheme, integrating the flooring into the environment.
www.physicalcompany.co.uk
[@PhysicalCompany](https://www.physicalcompany.co.uk)

WIT TRAINING AT ONE NEW CHANGE, LONDON

Client: Sam Norman

Flooring by: EXF Fitness

Size: 225sq m

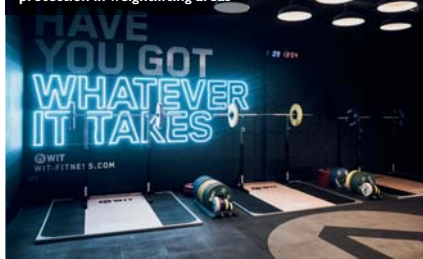
Based in the heart of the city of London at the One New Change (ONC) shopping and office complex, WIT Training is a premium training facility with a diverse class offering. WIT ONC combines workout space with retail, offering training apparel, footwear and accessories from Nike, Reebok, Adidas and Stance.

EXF was chosen to provide flooring throughout the club and installed tiles from its new Strength Performance range – an 80mm product designed for areas that require exceptional flooring protection, such as heavy weight lifting or Olympic performance zones.

Due to the location and the nature of the offering, the flooring was designed to reduce noise and vibration. A large logo was also cut into the floor to create a seamless brand identity.
www.exf-fitness.com
[@EXFFitness](https://www.exf-fitness.com)

"Due to the location and the nature of the offering, the flooring was designed to reduce noise and vibration. A large logo was also cut into the floor to create a seamless brand identity"

The EXF flooring provides protection in weightlifting areas



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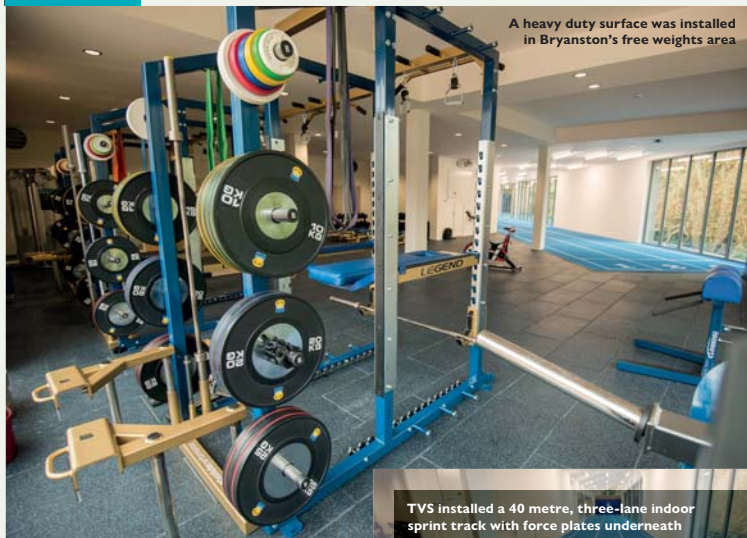
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A heavy duty surface was installed in Bryanston's free weights area

BRYANSTON SCHOOL SPORTS CENTRE, DORSET

Client: Bryanston School
Flooring by: TVS Group
Size: 2,300sq m

Offering world class sporting facilities and boasting a double Olympic Champion as a former pupil, Bryanston School has a proud tradition of sporting excellence. New sports facilities at the school have been designed to focus on long-term athletic performance and safety, with each area tailored to the available space and installed in accordance with international standards.

The team at the school chose TVS to take on all its indoor sports surfacing renovations over a two-year period.

In the studio, TVS Sports Vinyl flooring was specified – the P3-rated system performs to the EN14904 European standard for sports floors.

In the two large free weights and strength and conditioning zones, Sportec T40 Style Tiles were installed.

These 40mm-thick, interlocking, heavy-duty rubber tiles protect the sub-floor from damage caused by falling weights.

TVS also installed the flooring in two four-court sports halls and created a 40m three-lane indoor sprint track.

The track presented a challenge, as it needed to conform to IAAF standards, take a running spike and join up with the strength and conditioning flooring at the same height, while matching the colour scheme of the sports hall.

A new stretching zone was also specified for the centre of the main fitness suite. This incorporates TVS's Motionflex tiles.

With a soft, expanded polyurethane foam finish, the Motionflex system has been designed for floor-based activities, such as yoga and pilates.

TVS installed a 40 metre, three-lane indoor sprint track with force plates underneath



"Flooring materials were selected to complement the elite sports programme at Bryanston School and included the installation of force plates beneath the sprint track to measure the biomechanical performance of individual athletes"

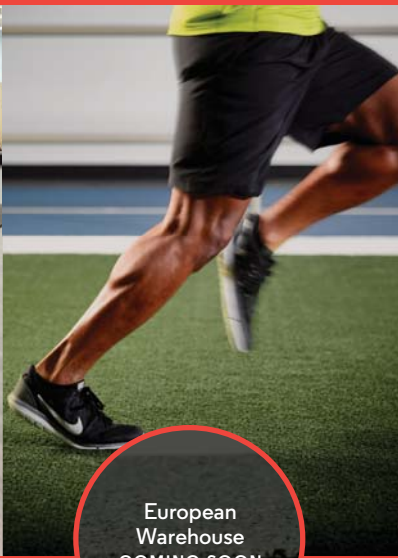
TVS also offered a full project management service, supplying and quality-checking all materials, before installing a wide variety of flooring with drastically different characteristics.

Every flooring material was selected to complement the elite sports programme at Bryanston, with TVS also providing force plates beneath the sprint track to measure the biomechanical performance of individual athletes.

www.tvs-group.co.uk

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Can a floor do more?



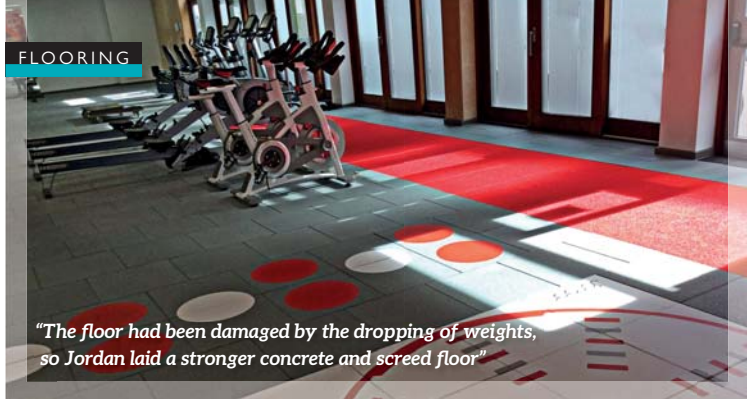
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► OAKGROVE LEISURE CENTRE, MILTON KEYNES, UK

Client: Hertsmere Leisure
Flooring by: Jordan Fitness
Size: 9 x 19m
Cost: £15,500 - Included 3 Days of Installation, Functional Rig Training (REPs accredited) and functional equipment extras

Jordan was tasked with the job of brightening up a dark gym at the Oakgrove Leisure Centre and making it more welcoming. This became a one-stop solution, involving flooring along with a redesign of the gym floor layout, the installation of new equipment and staff training.

The flooring required a pre-site visit to inspect the faulty floor, which had been damaged by the dropping of weights. Jordan laid a stronger concrete and screed floor in the

free-weight area while maintaining a safe, clean site, as the building was attached to a busy open school.

A number of finishes were then installed, including rubber flooring, a sprint turf track with markings and Olympic wooden platforms, all at a 30mm height. Plyo boxes, slam balls and sand bags were also added to the installation to give gym-goers new functional workouts to enjoy.

After the sub floor had been repaired, Jordan installed its 30mm Activ flooring tiles in a custom grey, with functional markings specifically designed for the rig area. The Olympic Lifting platform was also integrated into this area.

On completion, the company sent its master trainer in to deliver a functional and rig workshop using the new floor markings, the rig and functional kit. This motivated the team and gave them new ideas to use with their customers.

www.jordanfitness.com

@jordanfitnessuk

MATRIX FITNESS & HEALTH, LAHORE, PAKISTAN

Client: Murad Ansari, CEO
Flooring by: Ecore
Size: 1,200 sq m

Lahore, the capital city of the Punjab, is the second most populous city in Pakistan and a prosperous cosmopolitan area.

The people of Lahore like to exercise; but there weren't a lot of fitness clubs in the city, so Murad Ansari decided to leave his job in engineering and open his own 13,000sq ft gym.

Ansari did his homework before beginning the project. On a trip to Toronto he worked out in a GoodLife Fitness club. Impressed with the surfacing, he chose to use it in his new club.

He selected three Ecore Athletic surfaces for the gym. The first, Performance Beast, is a 10.5mm dual-durometer system designed for heavy strength training. This was installed in the men's weight room.

Everlast, an 8mm thick performance roll was selected for the women's weight room and cardio area, while Performance Rally, another dual durometer system, was installed in the group fitness studio which houses group classes like CrossFit, HIIT, yoga and dance. ●

www.ecoreathletic.com

@EcoreAthletic

Three Ecore Athletic surfaces were installed in Matrix Fitness & Health



"On a trip to Toronto, CEO Murad Ansari worked out in a GoodLife Fitness club. Impressed with the surfacing from Ecore, he chose to use it in his new club in Lahore"

Cold Sauna icelab -110 °C

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Operators overview:

www.whole-body-cryotherapy.com

Pre-Cooling:

More power, performance and endurance

Health:

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Post-Cooling:

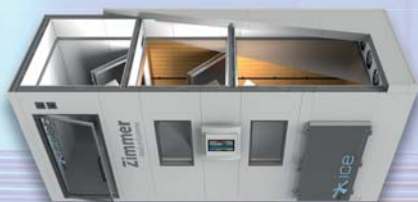
Recover faster, feel better

Intermediate-Cooling:

Optimize your training

Operational:

- Up to 4 guests at once
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-10 °C

-60 °C

-110 °C

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CHILL OUT

Is going sub-zero the next big thing in health clubs?

We take a closer look at the benefits of cryotherapy and some of the options on offer, if you're thinking of making the leap into the big chill

S

tanding for three minutes in a space cooled to minus 130°C may sound a tough sell to your members, but it's a trend that originated in physical therapy, was adopted by elite athletes and is now becoming mainstream in spas and health clubs.

The benefits claimed of cryotherapy are many and varied, meaning it has a broad appeal: recovery after training, improved mood, fewer aches and pains for ageing joints and even a better appearance, with people emerging after treatments feeling more alert, upbeat and energised.

Cryotherapy works by forcing the body to send blood to the brain and the core in a process called vasoconstriction. Afterwards, vasodilation takes place, whereby blood that is now enriched with oxygen, nutrients and enzymes flows back into the peripheral tissues.

This process gets body fluids moving and in doing so increases power, performance and endurance, as well as clearing out lactate. It can boost recovery and reduce aches and pains – both from exercise and from chronic illnesses such as arthritis. Endorphins are also released and it's even claimed to reduce wrinkles. ►



Health club members using cryotherapy can benefit from enhanced exercise and injury recovery

COLD EFFECTS

Research has proven that cryotherapy can:

- Improve fitness performance
- Speed up rehabilitation
- Reduce muscle soreness, pain and inflammation
- Increase energy levels
- Increase mobility
- Promote healing, wellbeing and quality of life
- Enhance lymph drainage and blood circulation
- Stimulate collagenases
- Reduce the effects of DOMS
- Boost adrenaline and endorphins
- Promote relaxation and deeper sleep
- Improve eczema

Cryotherapy presents a commercial opportunity for clubs

“Cryotherapy has been used in clinics as a method of treating pain. Now we're seeing it move into the worlds of health clubs and spa, where it's used for preventative health and to optimise recovery

- “Pulling blood away from the peripheries reduces inflammation and the effects of oxidative stress on the body,” says Laurence White, MD of RP-X, which distributes Cryoair chambers in the UK.

“It also helps with the complexion and anti-ageing, as the cold temperatures stimulate the production of collagen, reducing fine lines and wrinkles and decreasing pore size. The skin becomes toned, tighter and circulation is improved,” he says.

Rainer Bolsinger, sales manager of Zimmer MedizinSysteme likens cryotherapy to icing an injured knee, but the whole body and mind also benefit: “It affects the nervous system, forcing our brain into a heightened state, which can give stress relief and clear the mind.”

ROOTS IN MEDICINE

The benefits might sound wonderful, but are they sufficient to warrant three minutes of bone-chilling cold? According to Bolsinger, at this temperature, the air no longer contains moisture, so people don't perceive the cold to be extreme. To protect their extremities, which are starved of blood during the treatment, users enter the chamber wearing protective masks, gloves, nipple protection and footwear. Music is often used to take their mind off the fact that they're being chilled.

Cold therapy has a long history in medical treatments, first mentioned 400 years BC by Hippocrates as a method of treating pain. In the 19th century, Sebastian Kneipp popularised the

Kneipp Method, which uses cold on the extremities – a method still used today in many spas and thermal baths.

“Whole-body cryostimulation at ultra-low temperatures was first applied by Professor T Yamauchi in Japan to treat rheumatoid arthritis. During the early 1980s several professors in Germany followed his approach and developed the treatment further,” says Bolsinger. “It's been used in clinics and rehab centres as a method of treating pain, shortening rehabilitation and helping with stress and sleep. Now we're seeing it move into the world of health clubs and spas, where it's used for preventative health, wellbeing, beauty and to optimise training and recovery.”

UK-based company, CryoAction, says cryotherapy's use in wellness is increasing and interest is growing across the board, from Premier League football clubs, to spas and health clubs.

“Cryotherapy is becoming increasingly popular across the health club sector and we're installing new units all the time, driven by consumer demand, as clubs are seeking to respond to members who want to look and feel amazing,” says CryoAction CEO, Ian Saunders. “The chambers complement existing treatments and facilities and offer a new revenue opportunity to health clubs.”

Originally developed for use in physical medicine, the natural pain-relieving properties of the cold are beneficial for sufferers of conditions such as arthritis, rheumatism and fibromyalgia,” says Saunders. “The treatment also has significant capabilities that increase the commercial opportunity for health clubs.” ●



ICELAB

Icelab uses environmentally-friendly compressor-based technology.

Guests ease their way through one or two cool pre-chambers and finally reach the third which is set at -110°C and where they spend up to three minutes.

The rooms can accommodate up to four people at a time and music and video on screen are installed as standard.

Guests can move around freely and the technicians speak to them through an intercom, suggesting different ways to move and stretch, to increase the effectiveness of the treatment.

The Icelab system is distributed by Zimmer MedizinSysteme.

Face, hands and feet are protected before entering the Icelab

[KEY SUPPLIERS]

CRYOACTION

CryoAction designs, manufactures, installs and maintains its own products, which are certified for use as a medical device.

It has a portfolio that spans from single person chambers through to walk-in rooms, enabling up to 10 people to be treated simultaneously. Chambers can be standalone or integrated and are available in a wide selection of colours and materials to match the club's décor.

Larger bespoke chambers usually comprise two rooms linked by an interconnecting door. The first chamber is cooled to a temperature of around -60°C and the second to around -130°C .



CRYOAIR

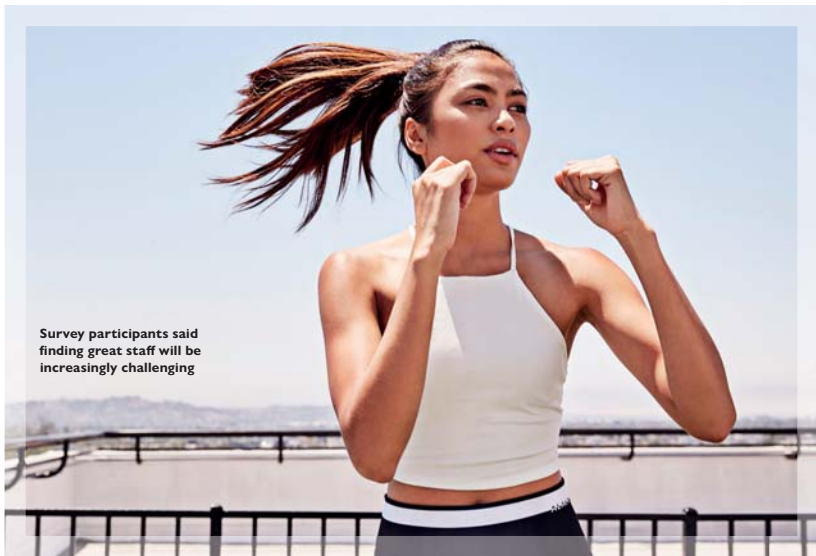
Cryoair offers chambers in two sizes. The Cryone is compact, with capacity for one or two people and a temperature of -85°C . The Cryoair is for commercial or team use, with capacity of up to 30 users an hour and a temperature of -110°C .

Members can use the chambers up to twice a day for three minutes.

The systems are distributed by RP-X in the UK.

Members can use the ice chamber up to twice a day





Survey participants said finding great staff will be increasingly challenging

Report shows positive outlook for European fitness industry



IHRSA has released a new report giving insights into CEO confidence among its members. Kristen Walsh reports

The new 2018 IHRSA European CEO Study Report provides an outlook on the European health club industry from the perspective of CEOs from leading companies.

The report, based on a survey of more than 2,600 European facilities, features a European CEO conviction index, which serves as a barometer for the current and future business conditions affecting the club industry in Europe.

Overall, the CEO conviction index shows leaders are extremely confident about the current economic and marketplace conditions for the industry, as well as how those play out for their own business. A high level of

confidence also exists for the future of the health club industry in Europe.

"CEO confidence in the health club industry is extremely high in Europe," said Florian Cartoux, IHRSA director of Europe. "CEOs are very confident about the current economic and marketplace conditions for the industry, as well as how those conditions impact their own club businesses."

RECRUITMENT CHALLENGE

However, confidence in the employment environment signifies a potential challenge for the future. At a score of 77, the employment conviction index is nearly 10 points lower than the overall CEO conviction index. CEOs

indicated that over the next three years, recruiting and retaining qualified staff would be a significant challenge.

The report also highlights positive and negative trends which are guiding decisionmaking among CEOs.

This section of the report shows that while the power of social media and the emergence of millennials as consumers are seen as positives, the growth of franchises and 'middlemen' such as Classpass are seen as a threat.

IHRSA members also said they would be unlikely to reposition their business, merge with or acquire a strategic partner or launch virtual services.

To download a copy of the full report go to: www.ihrsa.org/publications

The power of social media and emergence of millennials as customers are seen as positives



PHOTO: SHUTTERSTOCK.COM

“



CEOs are very confident about the current economic and marketplace conditions for the industry, as well as how those conditions impact their own club businesses

Florian Cartoux, IHRSA

[INSIGHTS]

POSITIVES

Three trends that leaders saw as having the most favourable outcome on how they operated their businesses were: the evolution of social media for engaging members, the emergence of millennials as a consumer force and the demand for mobile engagement from their members.

Three approaches leaders were most likely to have taken this past year to provide their businesses with a competitive advantage in the marketplace were: increasing digital marketing efforts, renovating their facilities and enhancing their digital presence through an upgraded website and/or mobile app.

NEGATIVES

Three trends leaders saw as having the most unfavourable impact on how they operated their businesses were the legal and political dynamics within the country, the growth of global fitness franchises and the evolution of digital middlemen in the sector, such as ClassPass.

Three approaches leaders were least likely to leverage in pursuit of a competitive advantage were merging/acquiring a strategic partner, repositioning their business to create new value proposition, and introducing a branded virtual platform to extend the 24/7 reach of their business.



Putting our nation's mental health first

Active IQ launches Level 2 Award in Mental Health Awareness to provide learners with an understanding and awareness of common mental health disorders and issues

Active IQ is launching a Level 2 Award in Mental Health Awareness. Officially recognised as a Level 2 qualification on the Regulated Qualifications Framework (RQF), it comprises two units: Mental Health Awareness and Mental Health First Aid.

The qualification, which is an industry first, has no entry requirements, making it accessible to young learners aged 16+ as well as adult learners, fitness professionals, teachers, college tutors, coaches and gym managers. All these roles are likely to encounter peers, clients, students and colleagues with mental health issues and with the support of this training, they will be better-placed to offer advice and guidance on how to access support.

The main purpose is to provide learners with an understanding and awareness of common mental health disorders and issues, help reduce stigma

and discrimination and encourage people to talk about mental health. The second unit helps learners spot the signs of mental health issues in themselves as well as others and gives them the skills to offer mental health first aid.

"Identifying and managing mental health issues is very much in the spotlight and rightly so," says Jenny Patrickson, managing director of Active IQ. "Increasingly, individuals and organisations are faced with friends, colleagues, peers and customers who have mental health issues. Our qualification seeks to help people most likely to encounter those with mental health issues to spot the signs, understand and be skilled in offering support."

EARLY ADOPTER

Approved Active IQ training provider, Ad-Lib Training, is one of the first providers to offer this new qualification.

It was a natural fit for Ad-Lib Training as they work extensively within the area of mental health with the likes of the Bromley by Bow Centre in East London, training young people with mental health issues to influence their peers to adopt a healthier and more active lifestyle. They also work in partnership with Reinvest Lifestyle, training clinical and support staff in mental health hospitals and community settings to activate their service users in physical activity.

Ad-Lib Training co-founder Robin Gargrave developed the first Exercise and Mental Health CPD course back in 2006 and he has played an important role in reviewing the new qualification based on his extensive knowledge and experience in this area.

"We believe that developing and maintaining health through physical activity is a right, not a privilege. We strive to promote inclusion and address health inequality in every aspect of our work," says Rebecca Bridges, director at Ad-Lib Training. "This qualification is exactly what our industry needs, and we are delighted to have played an important role in developing the qualification with Active IQ. We've already had lots of interest from employers we work with and Fusion Lifestyle will be the first operator to place 12 staff on a pilot programme."




The mental health awareness award is accessible to young learners aged 16+

Active iQ

TEL: 01480 467950

WEB: www.activeiq.co.uk

EMAIL: businessdevelopment@activeiq.co.uk



Increasingly, individuals and organisations are faced with friends, colleagues and customers who have mental health issues

UNIT ONE: MENTAL HEALTH AWARENESS

This unit seeks to improve knowledge and understanding, change attitudes and get people talking about mental health. It covers:

- Defining and understanding mental health
- Understanding mental health disorders including depression, anxiety disorders, schizophrenia, eating disorders, addiction and substance misuse, bereavement and self-harm
- Identifying common sign, signals and misconceptions surrounding mental health
- Identify common treatments and interventions used to manage mental health and mental ill health
- Outlining the stigma and discrimination in relation to mental ill health
- Understanding the main risk factors associated with mental ill health
- Understanding common treatments and interventions used to manage mental health and mental ill health
- Understanding the support and advice available for mental ill health



Our qualification seeks to help people most likely to encounter those with mental health issues to spot the signs, understand and be skilled in offering support

Jenny Patrickson, managing director Active IQ

UNIT TWO: MENTAL HEALTH FIRST AID

This unit gives learners the basic tools to help someone who is developing a mental health issue, experiencing the worsening of a mental health issue or in a mental health crisis. It covers:

- Recognising the signs of mental ill health
- Providing initial help to a person experiencing mental ill health
- Escalating situations when a person may be at risk of harm to themselves or others
- Mental health first aid
- Listening and communicating in a non-judgmental way
- Signposting appropriate sources of help
- Promoting good mental health



“

Every Blaze participant wears their own Myzone heart rate belt, which monitors their pulse and shows work rate in easy to understand colour zones

David Lloyd is investing an additional £15m to add Blaze to 49 more clubs



Setting fitness on fire

David Lloyd Leisure has announced the rollout of its boutique-style HIIT concept, Blaze.

Michelle Dand, DLL's head of fitness products and programming and the visionary behind Blaze, and DLL Blaze trainer Jack Claxton talk to Kate Cracknell

What's Blaze all about?

JC: Blaze is a team-based HIIT class where you train across three distinct areas – combat, cardio and strength – in a specially designed studio.

It has an amazing music playlist and lighting and a great sense of community. All Blaze trainers have to audition to make sure they're the right people to

get participants fired up. It's a really addictive, high-quality class.

It's also a full-body workout that's designed to get results for every participant. The class is based on heart rate training, which ensures everyone works at the right intensity. You work to your own heart rate, challenging yourself, but within your own limits.

This ensures the workout is suitable for everyone, whatever their fitness level. We also make sure everyone gets results, by making sure they spend enough time in their 'red' heart rate zone.

There are two lengths of class – Blaze 45 at 45 minutes and Blaze 55 at 55 – and you'll train in each of the three studio zones three times.

**DLL's Jack
Claxton**

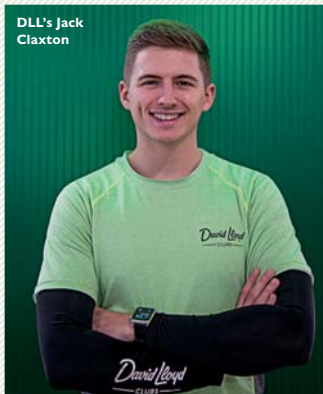


PHOTO: KATE GRACINELL



**Michelle Dand, DLL
head of fitness product
and programming**

- ▶ In Blaze 45, training phases last for three minutes; in Blaze 55 it's four – other than that, the class structure is the same. Blaze is only available at David Lloyd clubs.

What's the science?

MD: Every Blaze participant wears their own Myzone belt, which monitors their heart rate and shows it in easy to understand colour zones. Grey is the lowest, then blue, green, yellow and finally red. You collect points based on your effort levels when you train.

The signal from the belt is automatically picked up the moment you check in to the studio, with screens in each corner of the room showing your name, the heart rate zone you're in, calories burned so far and average heart rate.

You're challenged to hit different heart rate zones at different points in a workout, and in the three different areas of the studio, but the overall goal is to work in the red zone (90–100 per cent of maximum heart rate) for between nine and 18 minutes of a 55-minute class.

It's at this rate of effort that you expand aerobic capacity, increase your lactate threshold and endurance, improve recovery and crush calories.

That might all sound a bit intimidating, but heart rate training is all about the effort you personally put in. If you're less fit, you might find an exercise quickly gets you into the red zone where a fitter person in the class might still be in the yellow zone. You'll therefore already be working hard enough, but they'll need to push themselves a bit harder.



**DLL members get access to Blaze
as part of their membership**



Blaze has been designed to appeal to the millennial market, with a strong social element



“ In a 45- to 50-minute Blaze workout, members can burn anything from 500 to 1,000 calories

That's why heart rate zones work well as the base for a workout – they're a leveller and allow everyone to participate equally.

As you get fitter, the system recognises this and adapts your maximum heart rate, so you'll keep progressing.

You don't need to be fit before you start. The class is designed to get you fit.

What's a typical class like?

JC: There are so many different session templates, you're likely to experience a different workout every day.

Sessions are based around three zones for a full-body workout.

The Combat Zone is influenced by MMA. You wear MMA gloves and train

using things like core bags, Thai bags, GRIPRs and TRX suspension trainers, super-setting these pieces of equipment in three or four minutes of non-stop work.

All trainers receive specialist MMA training to ensure members work out safely and effectively.

The Cardio Zone features Woodway treadmills. These are designed to be low-impact, with an 80 per cent absorption rate, and quick acceleration of 0–24kph in just 7.5 seconds.

In the Cardio Zone, you generally do interval training, increasing in intensity each time. The instructor sets the incline and you set the speed; if you can't run for any reason, there's an option to walk.

Finally, the Strength Zone features customised benches – known as Blaze boxes – with integrated storage for pairs of dumbbells ranging from 2.5kg to 20kg.

What results can you expect?

MD: The combination of training modalities in Blaze can have impressive results: increased cardiovascular fitness, a sculpted physique and a boost to your metabolic rate.

In a 45- to 55-minute Blaze session, you can potentially burn anything from 500 to 1,000 calories, depending on your body composition, by boosting your metabolism. You'll also continue to burn calories for up to 36 hours after a class. ▶



Instructors are on hand to offer advice and coach during Blaze sessions



Research shows studios serve more consumers than any other industry segment and group exercise is a strong selling point

- You'll improve your aerobic capacity too, meaning you can run further and faster for longer. And over time, HIIT can also improve the flexibility and elasticity of your arteries and veins.

JC: Last but not least, the classes boost your overall feelgood factor and will hopefully inspire you to train more throughout the week, motivated by the results you're seeing.

Myzone has an app, so you can continue to use your belt and collect points when you train on your own in the gym – a great reason to push yourself that little bit harder!

Why does Blaze need its own studio?

JC: It's important to create the right environment for Blaze, so the studio features a special AV system.

The music and lighting are timed to sync with the workout, with bespoke soundtracks that are high tempo when you're in the red zone and slower when you're being given instructions, during transitions and for cool-down.

There are also large screens in the studio that display the overall class time, as well as a ticker clock for each interval and set. Each timer is linked to lighting,

music and audio countdown prompts, which means exercisers and trainers are given complete freedom to lose themselves in the workout.

All the equipment needed is in the studio, including the specialist kit already mentioned, and all stations are pre-set.

It's a self-contained unit that's ready to go at all times, and that's important, because the timetable is busy. Once the studio is up-and-running, members can expect to be offered up to five Blaze classes a day.

The studio has been designed for safety and instructor interaction. The instructor can see all participants all the time, so they can check technique and offer encouragement, as well as making sure everyone's working

hard or even telling people to pull back if they're working too hard.

Why did DLL create these classes?

MD: The group exercise landscape has changed significantly over the last few years. Independent boutique studio concepts have emerged; budget clubs removed group exercise from the model, then added it back – sometimes for an additional fee; and investment by some of the larger chains has seen studio refurbishments and the creation of multi-functional group training spaces on the gym floor.

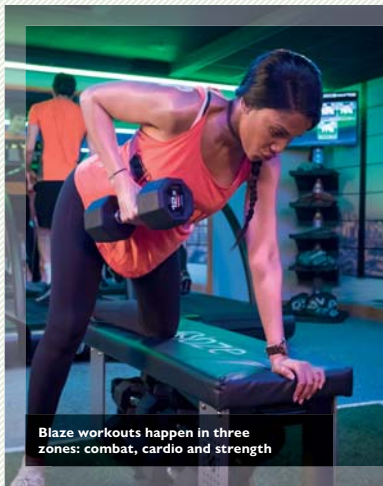
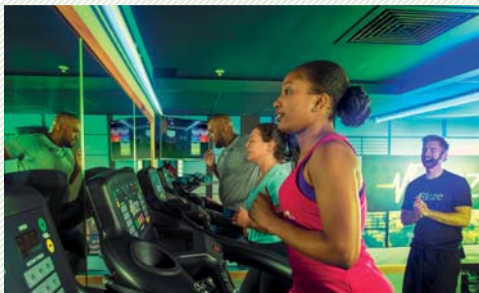
Consumer research shows fitness studios serve more consumers than any other fitness industry segment and group exercise remains a strong selling point.

DLL saw these trends and evolved group exercise across its cycling and yoga studios, as well as outdoors, before creating Blaze as a new concept.

The concept is based on an understanding that people now look for different experiences when they train. They want more variety, a stronger sense of community and faster results in a shorter time. That's why boutique concepts such as Barry's Bootcamp, 1Rebel, KOBX and Psycle are proving popular.

KEY FACTS

- Concept: Michelle Dand
- Roll out budget: £15m+
- Number of locations at the completion of the roll out: 60
- First Blaze: DLL Kensington 2017



Blaze workouts happen in three zones: combat, cardio and strength

Blaze is a boutique-style experience, but with the convenience of being located within DLL clubs. This means members can benefit from Blaze and also the gym, pool, racquets, spa and other group exercise classes, all in the same place, as part of their membership.

Jack, you saw Blaze in action at DLL Amsterdam. Tell us more....

JC: I did three classes and shadowed three as an instructor. The classes were full and people were loving them.

There were many different types of people – a 16-year-old who'd brought

his mum – she hadn't done a class before – and one guy who hadn't trained for a year, but came out pumped up.

MD: We're seeing the same across all the clubs in the UK that have Blaze. It's proven so popular we're investing £15m to roll it out to a further 49 clubs across the DLL estate.



■ BLAZE IS BORN

Blaze is the brainchild of DLL's Michelle Dand, who envisaged a group training experience for millennial, career-focused individuals that offered social interaction, an element of friendly competition where appropriate, and results – and would appeal to men and women.

Dand says: "The concept was developed from the ground up, in partnership with Escape Fitness and functional training specialist Tommy Matthews, who helped design the programme."

Blaze made its debut in 2017 as part of the conversion of David Lloyd Kensington into a Harbour Club, and as at mid-September 2018 was available in 11 clubs in the UK and Europe.

The success of these initial sites has now prompted the business to invest in launching it into a further 49 David Lloyd Clubs.

It sounds pretty hardcore. Is it intimidating for newcomers?

JC: There are 30-minute inductions available for anyone who hasn't done a class before, offering a full explanation of what to expect, how to set things up and how to move around the circuit.

It's also possible for new starters to do a short taster session in a small group.

The trainers also help people with set-up before their first class and are on-hand throughout the class, offering help and encouragement. The vibe is friendly and welcoming.

What difference does Blaze make?

JC: It boosts the social aspect of clubs, because it builds a sense of team. It also encourages more people to try group exercise: in Amsterdam, Blaze is as popular with men as women, and all different ages. ●

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Spoilt for choice



SWEAT! Sutton is the first gym in a Debenhams store, and with a concept this innovative, the equipment had to measure up. CEO Frank Reed explains why he chose Technogym

When we were developing the concept for the SWEAT! brand, our vision was of a performance-driven, friendly and welcoming gym," says industry veteran Frank Reed, CEO of SWEAT!.

"Equipment is always a major element. We offer seven group exercise options and wanted to make the user experience immersive, fun and colourful."

The gym, which launched on 10th September at Debenhams Sutton, is an impressive 17,000 sq ft, split into zones.

"We were excited by the idea of having different functions leading off the gym floor, so members could cast their eye over their next workout option and have lots of choices," explains Reed.

Such an innovative gym experience in such a new setting needed an equipment supplier who understood the mission behind the brand. Reed explains why SWEAT! chose Technogym.

"Technogym products – such as TEAMBEATS and the SKILL LINE – aligned perfectly with my vision for something new and different," he says. "Technogym is the most stylish, innovative wellness company in the world."

Technogym's immersive, connected products became an integral part of the SWEAT! Sutton installation.

"The experience is key to member engagement," explains Reed. "We were keen for members to have fun and Technogym's equipment gives members useful data, so they can share their results with their friends on social media."



"I wanted something different and Technogym products aligned perfectly with my vision. Technogym is the most stylish, innovative wellness company"

Frank Reed, CEO of SWEAT!

KEY ZONES AT SWEAT!

SKILLBIKE ZONE

The SKILLBIKE Zone brings competition to the gym floor with three different class types – speed, stamina and power – each lasting 30 minutes and concluding with the race programme.

SKILLMILL & TEAMBEATS ZONE

Excelerate delivers a boutique-style training experience, with athletic workouts built on four key modalities and seven primal movement patterns.

Members move between Technogym's SKILLMILLS, SKILLTOOLS and body weight exercises, while Technogym's heart rate training solution – TEAMBEATS – provides the data.

SKILLROW ZONE

SKILLROW classes bring members together for competitions and camaraderie. All SKILLROWS are connected to a large screen, so users can see their data in real-time.

OUTPACE and TEAMBEATS Zone

TEAMBEATS is at the heart of this high intensity zone, so SWEAT's trainers can

set up heart rate-driven circuits and manage performance metrics. Members can link their heart rate devices to the system and see their data on the screen.

The central OUTPACE rig, with its fully equipped gridded area allows the class to follow a circuit around the 16 stations.

MAXIMISE EVERYTHING

It's not just Reed and his colleagues who love the Technogym kit at SWEAT! Sutton.

"Our members tell us they're blown away by the gym, with its seven group exercise options under one roof," says Reed. "They love being able to measure and download their data, compare results with their friends, and get involved in fitness challenges. And all their hard work is linked to a rewards programme through which they can get £100 to spend at Debenhams!"

FIND OUT MORE

SWEAT! Sutton partnered with Technogym to bring members the latest in immersive, engaging customer experience. You can discover Technogym's equipment by visiting www.technogym.com

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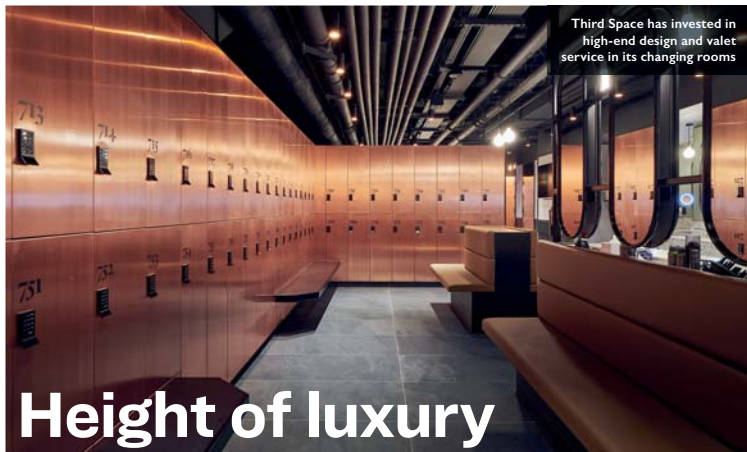


"We wanted to show the importance we place on design and our no-compromise approach to finishes in areas like the changing rooms. Ridgeway was brought in to provide bespoke lockers and furniture and 100 per cent delivered a superb installation"

Harry Kay, property director, Third Space



Third Space has invested in high-end design and valet service in its changing rooms



Height of luxury

London's Third Space City club has set new benchmarks in all areas of its design and operation

Third Space – London's luxury health club chain – has opened its fifth club within sight of the Tower of London and just three minutes from Fenchurch Street station.

Boasting world class facilities, this is more than a gym. Members can swim in a 20m, light-filled pool, train in the purpose-built gym on state-of-the-art equipment, cycle against a headwind in the tiered cycle studio or even climb a mountain in their lunch hour from the safety of Third Space's new altitude chamber.

Copper, steel and bronze, primal and refined, Third Space City combines serious training with luxury. Features include a spa and pool area in wood and stone, a large multi-function rig built into the building's structure and light-filled mind/body studios.

THE LOWDOWN

Swim: Members can immerse themselves in the state-of-the-art pool, with its bronze sculptured ceiling, while the latest ultraviolet technology works to keep the water permanently purified.

Relax: The spa is a place to recharge and its sculptural, curved ceiling and walls are designed to promote calmness. Mirrored infrared panels provide an even heat for hot yoga in the studios.

Train: With a custom-built rig at its heart, the open-plan training space is big and bold: members can join classes, find their space and be inspired. Specialist facilities include the rig and altitude chamber as well as a sled track, Wattbike Zone, combat dojo and HIIT studio.

Refuel: More than a gym, Third Space offers members the chance to 'mend' at the sports medical centre, 'equip' at the retail offer and 'refuel' at Natural Fitness food, with access to meals that have been developed by nutritionists and which are prepared by chefs every day.

Cycle: Members can go deeper into their workout in the cycle studio, riding high for the best view and testing their endurance with headwinds from industrial turbines. Light and sound are designed specially for each class.

Altitude Chamber: The next best thing to living on the mountain and the most advanced, natural, sports-legal performance-enhancing equipment to take training and results to the next level, the chamber adjusts oxygen levels up to 3,000 metres to create a harder workout and faster results on treadmills, bikes, x-trainers and rowers.

Combat Space: The club has a dual purpose training space that can be transformed into a Dojo.

Changing Facilities: The changing rooms are more boutique hotel than gym, and create an instant impact. Lockers clad in pure copper give a luxury feel, while natural skin and hair products, fluffy towels and a round-the-clock valet mean members can leave the club refreshed, relaxed and ready for the world. Members can also have their gym kit washed and returned to their permanent locker.

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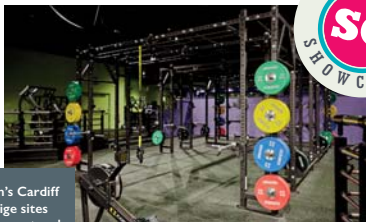
A man and a woman are working out in a gym. The man is in the foreground, leaning over a large blue and black tire. The woman is in the background, performing a pull-up on a yellow bar. The gym is equipped with various Hammer Strength machines, including a rack with colorful weight plates (green, yellow, blue, red) and a rack of kettlebells. The background is a dark, industrial-style space with a brick wall.

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Simply Gym's Cardiff and Uxbridge sites combine low cost and boutique by offering kit from Life Fitness



Low-cost meets boutique

Simply Gym partners with Life Fitness to roll out two affordable clubs with a boutique feel

Multi-site operator, Simply Gym, has tapped into the growing boutique trend with the launch of its latest clubs in Uxbridge and Cardiff in partnership with Life Fitness.

The new gyms join four existing sites in Wales and the south east which are owned and operated by not-for-profit organisation Bay Leisure, who first launched Simply Gym in 2011 in response to the growing low-cost gym market.

Both the Uxbridge and Cardiff sites have been designed to combine popular elements of boutique facilities – including premium equipment and an inspiring member experience – with affordable memberships to deliver a competitively-priced, yet quality gym offering.

Simply Gym's premium experience is underpinned by its staff training, which is led by the Life Fitness Academy (LFA).

Workshops have been delivered in areas such as leadership and management, staff education and programming for unique user demographics, while the operator has also carried out extensive equipment training for staff.

"We see Life Fitness as much more than an equipment supplier," says Bay Leisure CEO Richard Proctor. "Life's full-service solution means we can get the best equipment and training from



"Life Fitness' full-service solution means we can get the best equipment and training from one provider"

Richard Proctor, CEO, Bay Leisure

one provider and we believe no other fitness equipment supplier can match Life Fitness in terms of quality and range."

COMPETITIVE ADVANTAGE

The new gyms offer extensive space dedicated to small group training and Olympic lifting. Both are official Hammer Strength Training Centres, with a wide range of equipment from the strength training brand, including the HD Athletic Perimeter which supports individual or group Olympic lifting-style workouts.

Life's Integrity and Elevation series cardio, Insignia series selectorised strength equipment and a range of functional training accessories were also installed.

Life Fitness UK sales manager, North, Dave Connolly, said: "Gyms are always looking to differentiate in the competitive, low-cost market. Our role is to determine the best strategy to achieve this."

A converted nightclub, the Cardiff gym has retained many of the building's original features, including raised floor areas and lighting effects to create a unique training atmosphere for members. The gym also became one of the first in the UK to install the HD Athletic Triple Bridge, a high-performance rig from Hammer Strength that provides strength, bodyweight and suspension training solutions for group exercise.

"Hammer Strength leads the way in strength training and world class equipment like the Perimeter and the Bridge help us differentiate from our competition and stay on trend," says Richard.

"The Bridge has helped our Cardiff members improve their strength training knowledge and helped us create a space where strength training is more accessible, particularly for those who might ordinarily shy away from more traditional strength training areas."

www.lifefitness.co.uk



FitnessCompared is the industry's first gym product comparison website for operators

COMPARE THE MARKET

We talk to industry stalwart, Daniel Jones, who's following in the footsteps of those famous meerkats in an ingenious way, with the launch of a fitness kit comparison site

What is FitnessCompared?

Quite simply, FitnessCompared is the fitness industry's first ever gym equipment comparison website, which enables operators to search for equipment by brand, specification and price.

What gap in the market does FitnessCompared fill?

There is no gap, it's just a different way of doing things. We've created another avenue for suppliers to promote their brands in a cost-effective and cost-efficient way.

We've been buying insurance from comparison websites for years; it's a method people are comfortable with and allows them to quickly search the market for what they want.

You've been in the industry a long time...

Yes, after completing my degree in sports management I worked for British Airways as a fitness consultant before moving into membership sales at Holmes Place, so I have a background in operations.

From there I moved to equipment manufacturer Precor and then Safe Space Lockers, before launching WeBuyGymEquipment.com in 2015.

Fitness equipment buy-back hasn't always been consistent and transparent, with kit packages worth different amounts each week. I really struggled with that and so generated a fully automated platform that increases transparency and offers a consistent pricing level for operators.

It's basically a tendering platform for buy-back, so there's more integrity for both operators and suppliers. It's now live in 10 European countries and the US.

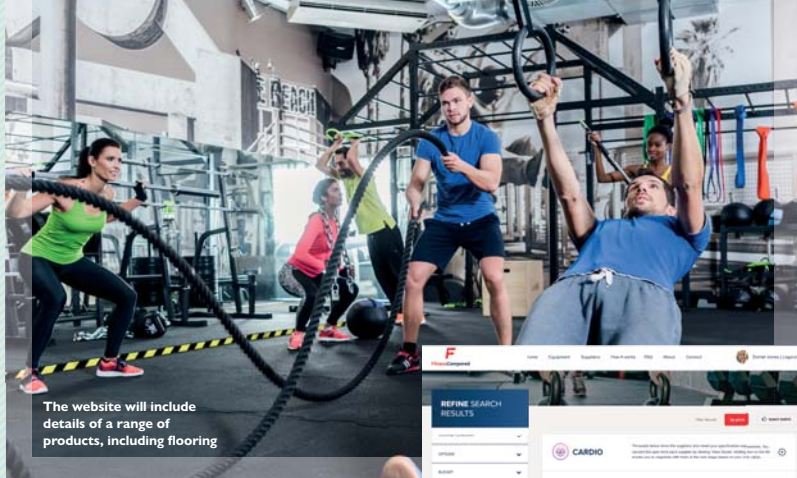
So FitnessCompared was a natural progression?

There's a synergy between the two. If a site is buying new equipment it's likely they're looking to sell their old kit. FitnessCompared facilitates the sale of equipment too, with a pop-up that links to WeBuyGymEquipment.com.



"We've created another avenue for suppliers to promote their brands in a cost-effective and cost-efficient way.

FitnessCompared will create more opportunities and bring in deals suppliers may not have secured without it" Daniel Jones, FitnessCompared



CLICK TO PLAY VIDEO



What does this mean for the industry? Will sales reps be out of a job?

Not at all. FitnessCompared can penetrate the market in a more efficient way; acting as another shop window.

Sales reps still need to account manage the installations, but if you have a team of eight, for example, realistically how many sites can you visit? FitnessCompared will create more opportunities, bringing in deals they may not have secured.

Will operators get as good a deal as going direct?

The brands involved have full control over the products and pricing they show, so it's down to the supplier to be competitive.

Buyers can choose detailed options for each product, with the results ranked by percentage and showing the brands which meet that specification.

They can then view videos, spec sheets and do their due diligence before entering

Buyers will be able to see supplier rankings

a negotiation phase that enables suppliers to offer their best and final price; anonymously, which may be reassuring for operators who have been tied to one kit supplier for many years.

Most importantly it saves time. Previously, some brands may not even have been considered, simply because operators don't have time to meet with everyone. Now they can do their research in one fell swoop.

Aren't suppliers worried about sharing information on an open platform?

There's a demand for it to be available; in this digital age it's expected. Most suppliers see it as a bigger benefit than an issue, but to reassure them only reputable buyers are searching, operators must log-in through LinkedIn and fill in the security form.

Who's on board with FitnessCompared?

Many of the UK's leading suppliers are involved and the system is set up to support niche suppliers too.

So if you're looking for a single product or even just things like flooring, we've got it covered. A full list of all the companies involved is available on our website at: www.fitnesscompared.co.uk/suppliers



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WEB: www.FitnessCompared.co.uk

PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest product launches in health and fitness

Les Mills Virtual Bike is a 'cutting edge evolution in fitness equipment', says **Phillip Mills**

Les Mills has announced a new partnership with indoor cycle manufacturer Stages that will see the launch of a new indoor cycling solution that is slated to 'revolutionise' the cardio workout experience.

Called the Les Mills Virtual Bike, the bike will feature built-in HD screens offering an on-demand catalogue of Les Mills content, including the popular Les Mills Sprint, The Trip and RPM classes.

The bike, which launched in the UK and US in October, is compatible with a number of fitness apps, allowing users to track their performance and personal metrics. Content will also be regularly updated, giving users more choice.



"It offers the flexibility, engagement and motivation that will genuinely appeal to members and keep them coming back. It's incredible fun, too."

Phillip Mills

"The integrated bike and programming offered under the Les Mills Virtual Bike brand is a cutting-edge evolution in fitness equipment," says Les



Mills MD Phillip Mills. "It offers the flexibility, engagement and motivation that will genuinely appeal to members and keep them coming back for more."

Les Mills partnered with Stages to create its bikes

fitness-kit.net KEYWORD

LES MILLS

Fibodo empowers PTs and coaches to achieve success, says **Anthony Franklin**

Former golf pro Anthony Franklin has launched a new booking management platform for PTs and sports coaches.

Offering real-time bookings, secure payments, personalised web pages and associated marketing channels, the platform, called Fibodo (Find it. Book it. Do it) is designed to take away the everyday hassles of running a business.

Backed by former JJB Sports CEO Tom Knight, Fibodo has a number of features that enables users to grow their business through social media,



"We're committed to ensuring every member has access to the nutrition they need to help them achieve their active lifestyle goals"

Anthony Franklin

including a direct-link booking button in Facebook and real-time availability planner.

"Many people choose this profession because they're passionate about people feeling fitter and healthier, but the day-to-day aspects of owning and running a business aren't where they're most skilled or experienced," says Franklin.

"Fibodo is empowering PTs and coaches to achieve success," he adds.

The company has also partnered with FitPro to develop Grow Your Coaching Business, a



Fibodo helps PTs in business

CIMSPA-accredited e-learning course, designed to equip users with the skills needed to run their businesses efficiently.

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FIBODO



"Evo Bench is designed to help operators maximise available space and provide trainers with a means of locating all the equipment needed to deliver a full body workout in one place" John Halls, MD, Physical Company

Evo Bench offers an innovative, flexible training solution that's ideal for smaller and boutique spaces

Physical Company has announced the launch of Evo Bench, a multi-functional, single station fitness solution that delivers a complete workout.

Designed for small group and one-to-one training, this ultra-versatile exercise and storage bench offers an ideal solution for operators looking to deliver a quality workout in a limited space.

With its solid base plate, stabilising rubber feet and fully welded joints, the Evo Bench is extremely durable and engineered to withstand rigorous daily use. It also enables seven backrest positions to be used, for a fully-customisable experience which targets all major upper-body muscle groups.

The durable unit provides space to house six dumbbell pairs, a slam ball, an HD Wave Battle Rope and two levels of resistance tubing. Further space is available for specialist kit chosen by the trainer, to make each session bespoke, plus fully welded anchor points provide battle rope options.

EVO BENCH IN ACTION!

Village Hotels has integrated Evo Bench into 11 of its largest clubs, giving it pride of place in the 'Burn' area of the gym's functional training space.

Andy Logan, national operations manager at Village Hotels says: "Our Burn area is defined by an area of AstroTurf, kitted out with the latest innovations in CV and functional training equipment.

"This space is fully utilised by our personal trainers for small group and one-to-one



Evo Bench is ideal for use with personal training and small group sessions

training sessions, plus we run a full programme of classes. Evo Bench has been a very welcome addition to this offer."

Several Village Clubs have integrated multiple benches, and there is also a plan to locate Evo Benches in the studios. Logan says: "There's a huge opportunity to design large group sessions around the bench and I'd love to trial this concept in the studio. Evo

Bench offers instructors a vast array of exercise options for training both strength and CV fitness, meaning sessions can easily be adapted to deliver an array of training outcomes to suit any fitness level."

The training bench maximises the use of space in a gym



DIGITAL DELIVERY

Trainers seeking programming and exercise inspiration can view more than 150 exercise options on YouTube. The kit is also NFC-enabled, allowing access via a smart device to a vast digital exercise library.

John Halls, MD at Physical Company, says: "Evo Bench is designed to help operators maximise available space and provide trainers with a means of locating all the equipment needed to deliver a full body workout in one place."

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