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JAIME LISSAVETSKY

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Uniting exercisers of all types

Identifying exerciser motivation helps operators to tailor their services to their members, but does highlighting the different reasons why people work out do more harm than good?

Results from a recent poll of 2,000 women landed in my inbox this week. The top line? 'More women now work out for wellbeing than weight loss.' It's a trend we're seeing more and more of as the recognition of the mental and physical health benefits of exercise continues to grow across the globe.

It's undeniable that physical activity has so much more to offer than just weight loss, but is our eagerness to spread this message making those who do want to exercise for weight loss feel somewhat vilified?

An industry expert recently told me that weight loss is now considered a 'dirty' phrase that few consumers wish to align themselves with. Many, she said, now use the phrase 'get healthy' when they really mean 'lose weight'.

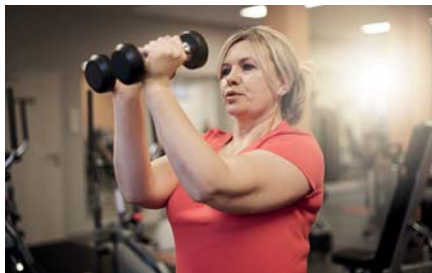
Research by Leisure-net appears to support her claim. As reported by Leisure-net's director Mike Hill (see HCM August 2017, p78), findings from the company's past surveys have shown that members of the public tend to under-report their desire to exercise to improve body shape.

At a time when obesity remains the second most common cause of premature death in Europe – smoking is number one – it feels absurd that overweight individuals who are admirably striving to lose weight should feel embarrassed to admit it.

So what can we, as an industry, do to remedy this?

While understanding member motivation is essential for health clubs seeking to better tailor their offerings to members, perhaps more can be done to avoid categorising exercisers in marketing materials. Instead, all reasons for getting active could be equally championed.

After all, as long as a person is physically active on a regular basis, he or she will reap the wide spectrum of benefits exercising has to offer, regardless of his or her primary intention. Heart health improves in those who run to improve their mood, just as physical fitness increases among overweight individuals who cycle to lose weight.



Building muscle and losing weight are common reasons for exercising

It feels absurd that overweight individuals who are striving to lose weight should feel embarrassed to admit it

By encouraging safe and non-excessive exercise, regardless of intention, we may be able to unite exercisers of all types in a common goal of improving their lives through physical activity. And achieving this unity may be the change that's needed to inspire action among those who currently feel like fitness is a movement they can't identify with.

Dr Lauretta Ihonor, editor
laurettaihonor@leisuremedia.com
[@laurettaihonor](https://twitter.com/laurettaihonor)

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EDITOR
Lauretta Ihonor

+44 (0)1462 471925



PUBLISHER
Jan Williams

+44 (0)1462 471909



DEPUTY EDITOR
Steph Eaves

+44 (0)1462 471934



EDITORIAL DIRECTOR
Liz Terry

+44 (0)1462 431385

For email use: fullname@leisuremedia.com

HEAD OF NEWS
Rob Gibson

+44 (0)1462 471902

SALES
John Challinor

+44 (0)1202 742968

DESIGN
Paul McLaughlin

+44 (0)1462 471933

PRODUCT EDITOR
Lauren Heath-Jones

+44 (0)1462 471922

SUBSCRIPTIONS
Denise Adams

+44 (0)1462 471930

HEAD OF TECH
Michael Paramore

+44 (0)1462 471926

FINANCE
Denise Adams

+44 (0)1462 471930

Rebekah Scott

+44 (0)1462 733477

WEB TEAM
Dean Fox

+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917

CIRCULATION
Michael Emmerson

+44 (0)1462 471932



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PEOPLE

There are two behavioural science ideas that can help people follow through with their goals: implementation intentions and mental contrasting

HANNAH BEHRENDT

SENIOR ADVISOR, BEHAVIOURAL INSIGHTS TEAM

Can you tell us about the Behavioural Insights Team (BIT) and your role within it?

The Behavioural Insights Team is a social purpose company that applies insights from behavioural science to policy making. The team, often nicknamed the "nudge unit" (after the best-selling book), started life inside 10 Downing Street and is jointly owned by its employees, the UK government and the innovation charity Nesta. I joined the team in 2014 and I now work as a senior advisor, focusing on health. My work is based on a simple principle: we need to understand how people really behave in order to design better policies and services.

What sort of research have you done to help make people more active?

We use existing behavioural insights to develop and evaluate the efficacy of different interventions. For example, we recently ran a workplace trial that demonstrated how social comparisons can increase physical activity. In the trial, employees were given Fitbits and split into 50 teams. Each week, teams received a message with either a generic leaderboard or a tailored leaderboard (showing their current rank, distance from lead and the most active individuals in the team). Individuals who received tailored leaderboard messages took an average of 694 more steps per day than those who received the generic leaderboard feedback. Another really nice thing about this study was that the biggest increases in physical activity were amongst those people who were least active before the trial.



Behrendt has worked for the Behavioural Insights Team since 2014

What are the biggest barriers preventing people from being more active?

Many people know that physical activity is important and want to move more, but they just can't seem to follow through. This is called the 'intention-action gap'. So how can we help people to follow through with their goals? There are two behavioural science ideas that can help: 'implementation intentions' and 'mental contrasting'. This means thinking about your goals as well as the obstacles you might face when trying to achieve those goals, and then creating plans to overcome the identified barriers that stand between you and your goals.

What is the secret to creating lasting change?

To create lasting change, healthy behaviours need to become habits. But how can we build these habits in the first place? One interesting study by Gary Charness and Uri Gneezy found that paying people to go to the gym can help. In their study, people who were incentivised to go to the gym eight times in one month were more likely to keep going to the gym afterwards compared with people who had either received no incentive or were paid to go to the gym only once. Paying people to go regularly for a month seemed to help those in the study to form a healthy habit.

ARIANA ALEXANDER-SEFRE

FOUNDER, SWEAT AND SOUND

“

Health clubs tend to create a single cohesive experience that runs through all of the services on offer. We're very different in that we see ourselves as a creative experiential agent

”

Sweat and Sound takes a unique approach to fitness classes. Tell us more

At Sweat and Sound, we create immersive experiences that transcend the mind and body. We use creative themes to take people on a journey that involves movement, sound, space and scent.

The storyline of each event is crucial, and we always add elements centred on playfulness and secrecy to spark the childlike curiosity of our attendees. We're not shy about playing with different concepts, but we ultimately tie everything back to wellness and fitness.

Why do you think this approach to fitness is needed?

I came up with the idea when I was living in New York. I was hungry for interesting fitness-focused experiences. I did a lot of reading on how immersive sensory experiences can benefit mental health by taking people into a safe haven of pure curiosity, movement, sound and art. Most of us don't experience enough of this in our nine-to-five lifestyles. I think that being able to combine these benefits with those of physical activity creates the ultimate win-win situation.

How does your approach compare with health clubs?

I think that health clubs tend to create a single cohesive experience that runs through all of the services on offer. We're very different in that we see ourselves as a creative experiential agent – like a secret cinema club that culminates in a fitness session rather than a film.

Sweat and Sound was inspired by your experiences in New York. What other US fitness trends do you predict will hit the UK?

By 2024, 70 per cent of the UK's population will be over 60. The same is true for the US. However, I feel that they



Alexander-Sefre enjoys creative fitness

have taken more steps to prepare for this than the UK. They have developed more technology and startup concepts that cater specifically to an ageing population.

Older people want all the cool stuff younger people want – the swanky boutique gyms and experiential events – they just need it to be tailored to meet their needs. We're already trying to achieve this with some of the events we put on.

What's next for Sweat and Sound?

We're currently still very London-centric, but this year we plan to expand into new cities. We're also planning to hold a couple of heavily immersive pop-up residencies that will feature exciting adaptive technology and artificial intelligence.

As we continue creating these events, I'll be busy behind the scenes, where I'll be working on fine-tuning

the science behind the experience, ensuring that we maximise our ability to positively impact the mental health of our participants and help local communities.



Sweat and Sound holds fitness sessions in settings designed to pique curiosity

“

Trainers should really focus on technique during activity and continually correct their clients as needed, to prevent future problems

”

STUART GREEN

CORRECTIVE EXERCISE SPECIALIST

► **What does a corrective exercise specialist do? Why is this important?**

Corrective exercise specialists use current literature and training methodologies to improve how people move and to educate individuals on why functional training is paramount to moving freely and living a life that's free of pain.

On the whole, we tend to work with clients whose main interests are staying functional as they age, and improving their sporting performance and ability to recover from injury, rather than those with appearance-focused goals.

What are the most common issues you see among clients?

The types of people I see most often have either been injured in a gym setting or have chronic injuries. The main issues I come across are poor breathing mechanics and poor movement quality – both of which can greatly affect how people perform daily tasks and can negatively affect how they train in the gym.

Injuries in the gym are very common because most people are unaware of their functional threshold – how hard they can work before they start to notice compensatory body movements that indicate that the exercise has become too much. For example, bicep curls can start off ok, but after a few reps the body starts to swing or the exerciser starts to shrug his or her shoulders. These are signs that it's no longer just the biceps that are being used to lift the weight – the shoulders and other areas are now getting involved as well. Continually allowing the body to



Green says that correct breathing can prevent injury

perform in this way ultimately creates issues elsewhere in the body.

Can gyms do more to help clients properly prepare their bodies for exercise?

Yes. In my opinion, education is the key. Gym management teams must continuously encourage staff to stay up to date with their training.

Client-centred approaches, as well as making trainers and gym instructors aware of fundamentals of human movement, can help many gym-goers stay injury free. Trainers should really focus on technique during activity and

continually correct their clients as needed, to prevent future problems. Doing this will ultimately improve member retention and personal training revenue, as gym members will train more consistently if they're injury-free.

How much of a difference can effective breathing make to athletic performance?

Studies have shown that most of us breathe incorrectly by breathing into our chests and neck region. In reality, we should use our diaphragms fully and pull our breath into our stomachs.

Breathing correctly ensures that more oxygen is released into the muscles and makes the nervous system less sensitive, which, in turn, encourages relaxation throughout the body.

Performance would be improved across the board just by changing to diaphragmatic breathing. By using the diaphragm as a stabilising muscle during exercise, core strength increases, allowing gym-goers to lift heavier, train harder and perform better overall. ●

HEAR MORE AT ELEVATE

Hannah, Ariana and Stuart will be joining an exciting line-up of speakers at this year's Elevate conference. Register for free at: www.elevatearena.com

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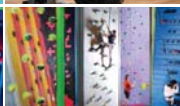
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"Having an Innovation award at Elevate keeps the fitness industry on its toes, it shows that we are moving forward and trying new things in health and fitness."

Ben Coomber



"I wanted to come today to find out more about innovation in fitness, and see what was disruptive, what was accumulative, what was creating buzz within the community."
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Details revealed for Equinox hotel in Chicago's West Loop

Chicago developer Related Midwest has revealed the first renderings of the 680ft (207m) skyscraper that will house an Equinox hotel and fitness club.

The 58-storey tower will include 165 guest rooms, a spa and 370 rental apartments. At ground level, there will be retail space for shops and restaurants, public plazas and multiple entrances to the building's amenities.

US media reports suggest that the development team is hoping to break ground in mid-2019, with a completion date scheduled for 2021.

Related Co, which owns Related Midwest, is a major shareholder in Equinox and has ambitions of opening

75 fitness-oriented hotels across the world.

The first is planned for the forthcoming Hudson Yards development in New York, and is expected to have a 60,000sq ft (5,600sq m) gym open to



Movement is something we do very well; we're renowned for it, and it will be a key focus for our hotels

Aaron Richter



The 58-storey tower will house an Equinox hotel and fitness club



guests and Equinox members, swimming pools and a spa.

Equinox vice-president Aaron Richter has previously told CLADglobal: "Movement is something we do very well at Equinox; we're renowned

for it, and it will be a key focus for our hotels."

He added: "We're going to take away all the barriers to fitness that come with travel."

More: http://lei.sr?a=m8Y3y_H

PHOTO: RELATED MIDWEST

Orangetheory announces major UK expansion

US-based health club operator Orangetheory Fitness is looking to strengthen its foothold in the UK market after signing a deal that will see 40 new studios open by 2028.

The company has signed a master franchise deal for the North and Midlands, covering an area from Buckinghamshire to Northumberland.

The studios will be operated by Wellcomm Health and Fitness, a company set up by the venture by a group of entrepreneurs led by chair Mike Dixon and CEO Alistair Firth.

According to Firth, the group hopes to open two or more new studios this year.

More: http://lei.sr?a=w7K2V_H

Orangetheory's Dave Carney (left) and Dave Long (second left)



Town Sports International buys Total Woman Gym

New York-based holding company Town Sports International has expanded its portfolio of fitness chains by acquiring the Total Woman Gym and Spa business.

The deal, for an undisclosed sum, will see Town Sports take control of all 12 clubs owned and operated by California-based Total Woman, which was founded in 1965 by Art and Adrienne Stone.

All 12 clubs will continue to operate as Total Woman gyms.



The 12 clubs acquired will continue to operate under the Total Woman brand

"The opportunity to expand into California with a well-known brand was an easy decision," said Patrick Walsh, Town Sports chair and CEO.

More: http://lei.sr?a=E4m4j_H

Blink Fitness signs deal with NBA star Draymond Green

National Basketball

Association (NBA) star Draymond Green has revealed plans to become a fitness entrepreneur, after signing a franchise deal with New York-based chain Blink Fitness.

Green, named NBA Defensive Player of the Year in 2017, has agreed a development deal to launch at least 20 Blink health clubs in the states of Michigan and Illinois – marking the budget chain's first foray into the midwest.

Tom Shumaker, founder of GS Fitness Holdings, will partner with Green in the venture.

While no locations have been formally announced, Green and Shumaker have

been “actively evaluating” Detroit, its surrounding suburbs and parts of the Chicago region for sites.

Green said that he will look to bring the Blink gyms to areas in which there is a need for quality places to work out – including disadvantaged communities.

“I think about where I grew up and the people I grew up with,” Green said. “We didn’t



Everyone wants a cool place to get fit and workout. But lots of communities don't have any options

Draymond Green



Green (R) was named NBA Defensive Player of the Year in 2017

have anything like Blink. Everyone wants a cool place to get fit and work out. But lots of communities don't have any options.

“The places are either terrible or too expensive. We're going to change that.

This is not an endorsement deal for me. I'm going to invest my money and my time to partner with Blink to bring an amazing gym experience to these communities.”

More: http://lei.sr?a=5t7P2_H

New Beirut gym explores how design, colour can affect workouts

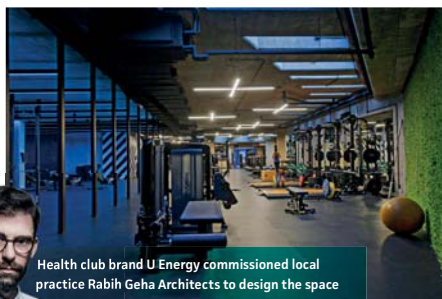
Aboutique health club exploring how lighting and design impact the effectiveness of your workout has opened in Beirut, Lebanon.

Health club brand U Energy commissioned local practice Rabih Geha Architects to design the 1,200sq m (12,900sq ft) underground project as “a place to provide respite from the hectic nature of daily life” in the city.

To encourage connection and interaction, the gym – which includes weightlifting areas, a stretching zone, and spinning and yoga studios – has been designed as an almost

completely open space, divided only by concrete pillars, thick black cords and the industrial-style equipment within it.

The design team, led by studio founder Rabih Geha, has used light to aid progression during exercise. Green is used to make workouts more enjoyable, red is used in keep-fit sessions to add a feeling of energy, and blue is used in the weightlifting areas – as research



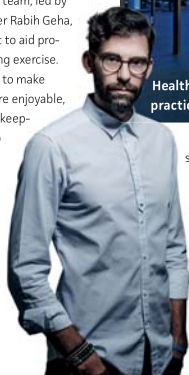
Health club brand U Energy commissioned local practice Rabih Geha Architects to design the space

suggests people lift heavier weights in blue rooms.

Geha said: “The result here is an edgy and motivational

setting conducive to an energetic and comfortable workout. The gym is raw in style allowing members to focus on enhancing their wellbeing.”

More: http://lei.sr?a=Y4G4D_H



Lanserhof to open UK's first medical gym

Leading medical spa Lanserhof has partnered with The Arts Club, a private members club in London, to develop a state-of-the-art medical gym.

Expected to open in late 2018, the new facility is billed as the 'ultimate medical and gym facility', and will be the first of its kind to open in the UK. It will be located in the former Dover Street Market building directly across from The Arts Club.

It will be staffed by Lanserhof doctors and health professionals, and both Lanserhof clients and Arts Club members will be able to access expert medical advice and cutting-edge treatments.

The facility will feature a gym, class studios, consulting and treatment rooms, cryotherapy chambers and high-end diagnostic and medical facilities, as well as a carefully crafted menu of healthy food options.



The medical gym will be the first of its kind to open in the UK

Dr Christian Harisch, CEO of the Lanserhof group, said: "We look forward to bringing our world-class knowledge to London and helping The Arts Club's members and our own clients to continue to lead a healthier, happier and more energetic, prolonged life."

Alice Chadwyck-Healey, executive director at The Arts Club, added: "Our members have been asking us to add a fitness facility to the London club, so we were really excited to partner with Lanserhof."

More: http://lei.sr?a=D3A9c_H

Pure Gym reaches UK landmarks with 200 clubs, 1 million members

Budget club operator Pure Gym has reached 1 million members in the UK, following a 22 per cent increase in the number of members since the start of 2017.

The company opened 20 new gyms last year and is set to reach another milestone when it opens its 200th club, in Brighton, later this month.

Humphrey Cobbold, Pure Gym CEO, said: "This is a great milestone for a company that is eight years old."

"We are not only the largest gym company in the UK, but we're also operating at a scale never achieved in the history of UK gym provision."

"We remain committed to making gym membership a possibility for everyone across the country whatever



Humphrey Cobbold,
Pure Gym chief executive

their ability, and are excited by the opportunity we have."

Pure Gym was acquired by Leonard Green & Partners in November 2017, after the US buyout firm agreed a deal that is believed to be worth around £600m with the majority shareholder, US private equity firm CCMP Capital Advisors.

More: http://lei.sr?a=Z7e5Z_H

Snap Fitness UK begins major expansion with six new sites



The US fitness franchise was founded in 2003

Gym franchise Snap Fitness UK has announced plans for 34 more clubs in 2018, after opening six new sites in the first week of the year.

The mid-market brand more than doubled in number last year, reaching 44 locations by Christmas, up from 21 at the start of 2017. The expansion began in 2015.

Snap Fitness CEO Isaac Buchanan told Health Club

Management: "There are no signs of us slowing down in 2018. Our growth is largely driven from our franchisees – we have some of the best franchisees in the UK, without a doubt."

"We expect another 34 clubs to open before the end of the year, with projections marking 2018 as our best year."

More: http://lei.sr?a=u4X3W_H

'Hollywood workout' operator Lagree opens studio at Nobu Hotel

Boutique club operator Studio Lagree has opened its third London studio, at Nobu Hotel Shoreditch.

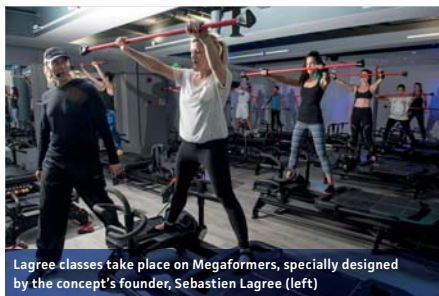
The new studio, offering high intensity workouts that have proven popular with Hollywood celebrities – such as Meghan Markle and Rihanna – will become part of the existing fitness offer at the 148-bedroom luxury hotel.

Lagree recently opened its second London studio, at

Canary Wharf, and announced it had also secured a site in White City, West London.

The intense 50-minute Lagree classes take place on Megaformer machines, specially designed by Los Angeles-based fitness entrepreneur and concept founder, Sebastien Lagree.

According to Lagree, the principles of the method – which combine pilates, cardio and strength training – are based on working muscles to



Lagree classes take place on Megaformers, specially designed by the concept's founder, Sebastien Lagree (left)

failure with very little rest, "resulting in a workout that burns maximum calories in a short time, while also developing significant muscle tone and strength."

Studio Lagree was launched in Canada in February 2013 and has since expanded to the US, the UK and Germany.

More: http://lei.sr?a=W4w9h_H

Michael Mosley to headline first Elevate Conference

TV journalist and presenter Dr Michael Mosley has been announced as a keynote speaker for this year's inaugural Elevate Conference in London.

Mosley, who presents *The Truth About Exercise* and *Trust Me, I'm a Doctor*, joins a lineup that includes minister for sport Tracey Crouch, Virgin Active UK managing director Robert Cook and public health expert Muir Gray, as part of the exhibition at ExCeL London from 9 to 10 May.

The speakers will lead the new thought leadership conference at Elevate, billed as the UK's largest physical activity exhibition.

"The physical activity sector is experiencing

huge momentum in terms of governmental support, media coverage and increased consumer engagement," said Max Quintenton, founder and director of Elevate.

"The inaugural Elevate Conference will challenge the sector to fulfil this potential, outlining an ambitious vision for its role in society.

"Influential speakers will assess the evidence, analyse the current state of play and present the opportunities."

Speakers will explore themes from social prescribing to open data and community-wide behaviour change.

The event will feature about

200 suppliers, showcasing products and innovations designed to help private and public sector gym operators, local authorities, healthcare professionals, personal trainers, schools, sports clubs and universities get the nation moving more.

Exhibitors this year include Matrix, Mindbody, Dyaco, Concept2, JP Lennard, Core Health & Fitness, React Fitness, Eliko, Myzone, miha bodytech, Octane, Jordan, Physical Company, PayAsUGym, Gympass and Hippo Leisure.

And more than 200 speakers will represent organisations including the Department of Health, GLL, the World Health Organisation, NHS England, Sport England and ukactive.

Dr Michael Mosley will address delegates at the inaugural Elevate Conference



More: http://lei.sr?a=j6Z4s_H

ukactive launches consultation on children's physical activity policy

A consultation launched earlier by not-for-profit health body ukactive will look to shape future policy for children's sport and physical activity in the UK.

The consultation will seek written evidence from anyone involved in children's fitness – from health experts, activity providers, government stakeholders and education professionals to parents and children themselves – and chart the way physical activity could be better delivered across the nation.

The responses will feed into a new report – to be published at ukactive's National Summit in September – which will

offer a wide-lens view of the opportunities to improve children's health.

Launching the consultation at the 2018 Kids CEO Forum on 20 February at City Academy Birmingham, ukactive chair Baroness Tanni Grey-Thompson called for submissions from across the children's activity sector.

"Children's health is key to their happiness and wellbeing, and healthy children are more likely to grow into the healthy, productive adults our society needs," Baroness Grey-Thompson said.

"By sharing your success stories from our playgrounds, activity centres and



The consultation will lead to a report assessing the current opportunities for improving children's health

communities across the nation, you will be telling the UK – and those operating in the corridors of power – what really works for our kids."

The submission process for the new consultation officially opened on 5 March.

More: http://lei.sr?a=s2h3s_H

PHOTO: PANFAGES

Loughborough University to open £7m elite athlete hotel

Loughborough University is set to open a hotel on campus, targeting elite athletes who visit and train at the university's facilities.

The Elite Athlete Centre and Hotel will feature 44 bedrooms and will be located

at the heart of the university's sports facilities.

Described as the first of its kind in Europe, the hotel will house 20 specially-designed altitude rooms, accessible bedrooms to accommodate para-athletes, a nutrition



The Elite Athlete Centre will be an outstanding addition to Loughborough's already excellent sporting heritage

John Steele, Loughborough



Described as the first of its kind in Europe, the hotel rooms will feature adjustable altitude conditions



lounge, café, an athletes' relaxation area and a seminar space for 30 people.

The altitude rooms will allow athletes to "live high while training low", preparing their bodies for competition by improving their oxygen carrying ability as well as maximum oxygen take-up.

The Nutritional Lounge, meanwhile, will provide food and services tailored to the athletes' needs.

John Steele, Loughborough University's executive director of sport, said: "The Elite Athlete Centre will be an outstanding addition to Loughborough's already excellent sporting heritage."

"It will combine with the university's existing facilities to provide a truly world-class venue for high-performance athletes and teams."

More: http://lei.sr?a=E8R7E_H

PHOTO: IHAGO VENJES

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MATRIX

National survey to explore effects of loneliness on human health

The British public has been invited to take part in a national loneliness survey, launched by three universities, BBC Radio 4 and the Wellcome Collection.

Called The Loneliness Experiment, the online survey will explore the nation's personal experiences of and opinions on loneliness.

The survey has been launched to find out the factors that contribute to loneliness, the role of relationships and social media.

Developed by academics at The University of Manchester, Brunel University and the University of Exeter – with

the aid of a grant from the Wellcome Collection – it is hoped that the survey will increase understanding of one of the major issues facing society today.

The areas explored by the survey include the effect of new technology and social media on loneliness and the effect of loneliness on people's health and wellbeing.

"We've heard a lot about loneliness in the news recently with the Jo Cox Commission and the appointment of a minister for loneliness," said Claudia Hammond, presenter of Radio 4's *All in the Mind*.



There has been an increased awareness of the effects of loneliness on human health and wellness in recent years

"It's clear that loneliness has been brought into focus, but there's a lot that is still unknown about it. We want as many people as possible to take part in the Loneliness

Experiment to help discover not only who is likely to feel lonely, but what it is that can propel people out of it."

More: http://lei.sr?u=X4e9H_H

PHOTO: SHUTTERSTOCK.COM

Private Surrey health club launches Hot Yoga Club

The Thames Club in Staines, Surrey, has added a dedicated hot yoga studio to its offering as part of plans to establish the independently-owned club as a yoga and pilates destination.

Launched this month, the 100sq m (1,076sq ft) studio will be marketed as The Hot Yoga Club and will be offered as a standalone membership, with pay-as-you-go options also made available to members.

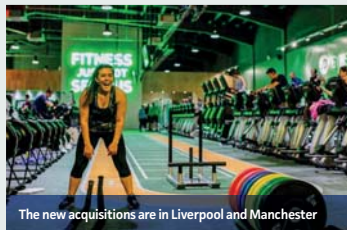
The instructor training and class schedules at the new club will be driven by hot yoga pioneer Amanda Free, who has been credited with being the first person to bring the discipline to the UK in 1995.

Based on special breathing techniques – combined with 40 degree centigrade temperatures – hot yoga is designed to increase blood flow and provide a strong cardio workout.

The Hot Yoga Club will be offered as a standalone option



JD Gyms acquires Ben Dunne Gyms UK



The new acquisitions are in Liverpool and Manchester

The UK division of Ben Dunne Gyms has been bought by JD Gyms in a recently-announced multi-million-pound deal.

JD Gyms, part of JD Sports Fashion group, has closed the three sites for a full redesign, refurbishment and relaunch.

The sites – one in Manchester city centre and

two on the outskirts of Liverpool city centre – will reopen as JD Gyms from mid-February onwards.

"This is a milestone in our development. We're open to approaches from independent gyms or small chains," said managing director Alun Peacock.

More: http://lei.sr?a=u4X3W_H



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Dr James Steele to lead ukactive Research Institute

ukactive has named Dr James Steele as its new principal investigator, leading the ukactive Research Institute.

Steele's appointment comes as the institute is undertaking a project on the impact of exercise referral schemes.

ukactive CEO Steven Ward said: "Having Dr Steele on board reinforces our research team and provides fresh impetus to the fantastic work the ukactive Research Institute has been carrying out over the last few years."

Steele will also continue as associate professor of sports and exercise science at Southampton Solent University – providing a link between university-based academic work and the real-world studies of the institute.

"As someone who has studied and worked in exercise science for the past decade, I have seen the ukactive Research Institute grow in prominence as the



Together, we can support the research, development and innovation that we need to get more people, more active, more often

Dr James Steele

bridge between academia and industry," Steele said.

"Together, we can support the research, development and innovation that we need to get more people, more active, more often."

Steele was also recently appointed to the chief medical officer's Expert Working Group for Physical Activity.

More: http://lei.sr?a=F6A5U_H



Steele will lead the ukactive Research Institute

De Leede and Kyricos to co-chair Global Wellness Summit

The Global Wellness Summit (GWS) has named fitness and wellness

entrepreneur Tony de Leede and wellness consultant Mia Kyricos as co-chairs of this year's event.

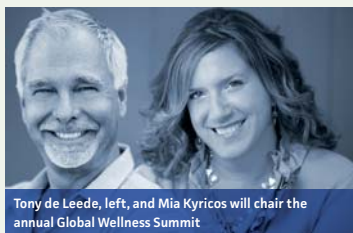
The annual summit – focused on the \$US3.7tr global wellness economy – is set to take place from 6 to 8 October at the Technogym Village in Italy.

"I'm grateful for the talents and expertise that both Tony and Mia will bring to curating an agenda that not only furthers conversations on the big business of wellness, but also embraces the heart

and soul of Italy's lifestyle, including its art, fashion and food," said Susie Ellis, GWS chair and CEO.

A successful fitness pioneer, de Leede built one of Australia's biggest fitness operators, Fitness First. He is also a wellness resort entrepreneur who co-owns a range of wellness hospitality businesses, including the destination spa resort Gwinganna and the surf wellness brand Komune.

"It's an honour to be a part of an event that facilitates deep cooperation among this group, and, ultimately, encourages relationships that end up shaping the



Tony de Leede, left, and Mia Kyricos will chair the annual Global Wellness Summit

business of wellness for years to come," said de Leede.

Kyricos is president and CEO of Kyricos & Associates, whose clients span both public and private sectors, as well as Fortune 500 companies. She has attended

every Summit and has sat on the GWS board for five years.

With more than 25 years' experience, Kyricos has helped to develop and market wellness-related brands.

More: http://lei.sr?a=w7j6A_H

Brain-boosting exercise builds immune system and fights fat

The link between a sound body and a sound mind has been demonstrated by scientists in a new study on the impact of exercise.

Researchers from Karolinska Institutet in Sweden found that the mechanisms behind the beneficial effects of exercise training on the brain also

counteract fat and strengthen the immune system.

"We've linked the two parts of the expression 'sound mind, sound body'," says Jorge Ruas, principal investigator at the Department of Physiology and Pharmacology at Karolinska Institutet.

"Our research adds to the understanding of why

Our research adds to the understanding of why exercise training benefits the body and in the long-run can lead to new treatments for obesity or diabetes

Dr Jorge Ruas



Exercising may strengthen the immune system

PHOTO: SHUTTERSTOCK.COM

exercise benefits the body and in the long-run can lead to the new treatments for obesity or diabetes."

The research examined the function of kynurenic acid, following an initial study in 2014 that identified a mechanism behind the beneficial effect of exercise training on the brain.

Scientists were able to show that trained muscles clean

the blood in a way reminiscent of the kidneys and liver.

Through exercise, the muscles convert the stress marker kynurenine into kynurenic acid.

A follow-up study has now shown that this process also boosts fat metabolism and the anti-inflammatory function of the immune system.

More: http://lei.sr?a=p7s7r_H

Lack of exercise is expected to increase elderly illness rates



Disease timebomb to hit elderly

The number of older people diagnosed with four or more diseases will double within the next 20 years due to rising levels of obesity and a lack of physical activity.

Researchers at Newcastle University found there will be large growth in the number of people with multiple diseases.

By 2035, the average life expectancy is predicted to increase by 3.6 years for men and 2.9 years for women, however, the researchers estimate that two-thirds of that time will be spent living with four or more diseases.

More: http://lei.sr?a=R2z9H_H

Light exercise linked to lower mortality in older women

Even low-levels of regular physical activity can lead to lower death rates among older women, research has concluded.

During 2012 and 2013, 6,489 women aged between 63 and 99 years old joined the study, agreeing to answer health questionnaires and wear accelerometers to

measure physical activity and sedentary time.

Results showed that 30 extra minutes of light physical activity per day lowered mortality risk by 12 per cent, while an additional 30 minutes of moderate activity reduced the risk by 39 per cent.

More: http://lei.sr?a=F5d4M_H



Researchers found that light exercise can lower death rates among older women

PHOTO: SHUTTERSTOCK.COM

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CORE HEALTH & FITNESS

PAUL LORIMER-WING

As UK low-cost operator easyGym sets in motion plans to become a major player in the global fitness market, its CEO explains why the brand is turning to franchising to achieve its goal

■ *By Kate Cracknell*

“When you think of successful global brands like Apple, McDonald's or Facebook, you know exactly what you're getting. When you look at the fitness industry, it's fair to say that there isn't really a brand that stands out globally in the same way,” says easyGym CEO Paul Lorimer-Wing.

“There are health club chains that have hundreds of sites, but many of these operate in just a handful of countries. Even success stories like Anytime Fitness, which has established a presence in 30 countries, doesn't have anywhere near the reach of brands in other sectors.

“And no low-cost fitness operator that I'm aware of exists in more than 10 markets. Nobody has yet taken the mantle and said, ‘I'm going to be the big global brand’.

“This may sound a bit of a grand statement for an operation that currently has 16 clubs in the UK, but that's what we want to do with easyGym. Through franchising, we want to become the leading big box, low-cost gym brand in the world by number of countries.”

GOING GLOBAL

But how quickly does Lorimer-Wing hope to achieve this ambitious goal for the easyGym brand?

“At a minimum, we'd like to be in 10 countries by 2020, acknowledging that we may have just a few gyms operating in each country by that point. We will absolutely be going after a number of markets,” he says.

“When we first launched easyGym in 2011, we had a UK-focused licensing deal with Stelios [Sir Stelios Haji-Ioannou, founder and owner of the low-cost easy brand], with certain rights to operate in a few other countries. We've now signed a new global deal that allows us to go anywhere in the world.”

He continues: “We launched the franchising business in autumn 2017, initially just in the UK, and in the first five months we had more than 1,000 expressions of interest. But for us it isn't about driving as many franchise sales as we can. By prioritising the number of markets we're in, we can focus on recruiting as many franchisees as possible that can be successful.

“With that in mind – while we might be slightly more bullish in countries that don't yet have a big low-cost exposure – you won't hear us saying that we have a



A deal allows easyGym to operate anywhere in the world

A man with a shaved head, wearing a dark grey suit jacket over a light blue button-down shirt, is sitting and looking directly at the camera. His hands are clasped in his lap. The background is a blurred indoor setting with orange and white elements.

“ Through franchising,
we want to become
the leading big box, low-cost
gym brand in the world by
number of countries

- target of 500 gyms over the next 10 years, because there simply isn't the capacity in the UK market for that. Our targets will vary from market to market.

"What will remain constant, though, is the knowledge, systems and programmes that we're able to share with our franchisees. For example, over our seven or eight years of fine-tuning the easyGym model, we've reduced the required CapEx to open a club by about 30 to 40 per cent. We can bring this knowledge to our partners.

"I would expect that to be the same with any good franchise. What we do have that no other franchise can bring is the consumer-facing power of the easy brand, which is why we're initially focusing on the countries and cities that easyJet flies to – we're starting to open up discussions with potential European partners now.

"easyJet flies 70 million people a year, with a percentage brand recognition in the high 90s. There are hundreds of millions of people across Europe who know it. We wanted to take advantage of this sheer power of brand."

ROLLING OUT THE FRANCHISE

So how does the franchise model compare to that of the existing company-owned clubs in the UK?

"We see the overall model remaining the same as we roll out: a core gym offering with our value add-ons, open 24/7 wherever possible, with a lean staffing model and charging low-cost prices. It will also remain the case that at least 70 to 75 per cent of available space should



PACK45 is easyGym's proprietary fitness programme

be for gym use. This is critical for our volume-driven business model, whereas in more traditional clubs – by the time you add in the changing rooms, pools and so on – you're lucky to have 50 per cent gym space.

"However, the size of easyGym clubs will be scalable moving forward. And we already know that the easyGym model can work in a small, medium or big box. In fact, easyGym can work in a space of anything from 5,000



easyGym's PACK45 programme is designed to be inclusive and allows members to choose their intensity level



Franchise partners looking to open an easyGym will benefit from the consumer power of the easy brand

square feet to around 20,000 square feet, which is the size of our flagship club on Oxford Street in London.

"That said, as competition continues to grow, we expect to slim the concept down so units max out at around 12,000 to 15,000 square feet. It's about having more clubs, rather than a few really big clubs, to give yourself a chance to 'own' an area. I believe this strategy can help protect our franchisees from the competition."

CREATING A USP

The other important part of this story is that the easyGym model has changed recently.

Lorimer-Wing explains: "The question I often get asked is: 'What makes you different?' I can talk about better quality equipment, high quality fit-outs, a strong brand, but it doesn't quite cover it. Because, apart from the brand, you can replicate all of those things.

"We wanted to create something in the offering itself that was unique to easyGym. The result is PACK45: a 45-minute interval training programme that uses a method we've called WIIT (Whatever Intensity Interval Training). Trialled at Oxford Street at the end of 2017 and now launched in all our clubs, it's free for all members.

"We felt HIIT – high-intensity interval training – had been over-used as a term, and also felt it implied a suitability for more elite athletes, which isn't what we're about. We also questioned whether, when you have HIIT programmes that last maybe an hour, they're really HIIT. Can people honestly keep it up that long?"

"Our 'Whatever Intensity Interval Training' ethos is designed to be much more inclusive. We're about

“ What we do have that no other franchise can bring is the consumer-facing power of the easy brand, which is why we're initially focusing on the countries and cities to which easyJet flies



A 'slimmed down' easyGym comes in around 15,000sq ft



easyGym is offering workshops to make sure its gym-goers feel confident in what they are doing

- ▶ trying to help people of all different shapes and sizes to achieve the important goal of good health.

"Yes, we will always push you: our teams are trained to motivate and encourage. But you know your own body better than we do and you should listen to it: we always say at the beginning of the workout that it's about whatever intensity you want to bring that day."

MEMBER EDUCATION

This new PACK45 programme lies at the heart of the refined easyGym model that will roll out globally. As Lorimer-Wing explains: "We're now phasing out all other group exercise apart from Spin, so our model going forward will comprise really good Spin classes, our signature PACK45 workouts and a full gym offering."

But he has more up his sleeve. "The latest Mintel report indicated that 70 per cent of all gym members don't actually know what they're doing in the gym. That's particularly the case with low-cost clubs such as ours: 30 to 40 per cent of our members have never joined a gym before, and they don't know where to start."

"We've therefore been quietly developing a workshop with this audience in mind. Called WORKSHOP45, each 45-minute workshop will show members how to do a whole host of things in the club. We'll teach them how to do a clean and press, how to do a deadlift, how to swing a kettlebell and how to do various exercises from the PACK45 workouts. It will be about teaching the fundamentals to beginners rather than, say, the finer detail of Olympic lifting to more experienced exercisers."

He continues: "We'll aim to have WORKSHOP45 in all our clubs from Q2 this year and will offer them every ▶

“ We just want to give people confidence and the knowledge to train safely, as well as the basis for more variety in their workouts



WORKSHOP45 will be available in all UK clubs this year



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■ ABOUT EASYGYM

- ◆ Founded: **2011**
- ◆ Locations: **16** - eight in London and eight across the rest of the UK
- ◆ Flagship location: Oxford Street, London
- ◆ Active UK members: **100,000**
- ◆ Site sizes: small box **3,000** to **6,000** sq ft; big box **15,000** to **25,000** sq ft



Lorimer-Wing says there's growing loyalty among members

- day – maybe even two or three a day. They'll be free to all our members in small groups of four to six people.
- "We just want to give people the confidence and the knowledge that they need to train safely, as well as the basis for more variety in their workouts, so they don't just get on a piece of cardio kit and press the 'quick start' button. Ultimately, we believe everyone will enjoy their workouts more if they know how to train."

BECOMING 'THAT' BRAND

Lorimer-Wing concludes: "We now have a model that we're really confident about rolling out, and I think that our members believe in what we're doing too. There's certainly a growing loyalty among our membership base: if you look at any five-year period, our members will typically be with us for two-and-a-half of those years."

"It shows they're using our model the way it was intended, coming to the club when they're signed up, but when they know they aren't going to use it – over holiday periods, for example – they cancel their direct debit and aren't charged. Then they just come back when they're ready and reactivate their membership for a £5 fee."

"I think that shows strong performance in a market segment that's well known for its high levels of attrition, and I believe that loyalty will only grow with the roll-out of our new signature products."

Lorimer-Wing continues: "So now our sights are clearly set on expansion. Our 10-year plan is to be on our way to becoming a global brand. We won't necessarily be a global brand in 10 years' time – not in the way I would define it anyway – but I believe we will certainly be on the path to achieving that."

"Quite simply, we want to grab the opportunity to be that brand: the fitness brand that everyone loves and everyone understands. There's clearly a lot to do to achieve that, but that's our ultimate vision." ●

“ We now have a model we're really confident about rolling out, and I think our members believe in what we're doing too



easyGym aims to give members the confidence to train safely

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Is it time for gyms to change PT employment practices?

Many gyms contract PTs as self-employed workers, but with a parliamentary committee questioning the fairness of such contracts, could a change in the status quo be on the horizon?

■ By Kath Hudson

Last November, The Gym Group hit the headlines for the wrong reasons. Frank Field MP, chair of the Commons Work and Pensions Select Committee, placed the company's PT contracts in the spotlight. He argued that restrictions placed on the company's "freelance independent" PTs in fact make them employees, who should be entitled to the "rights and protections that come with that status".

Self-employed PTs have helped low-cost operators to grow their businesses and engage more people in health and fitness. But while many PTs report that the self-employed set-up can work well for them, others disagree. With the government now showing an interest, it appears that the industry may have to look more closely at its current PT employment practices to ensure a fairer deal for all. But what does this entail?



A rethink of the way gyms approach PT staffing could help ensure everyone is treated fairly

Being self-employed provides the PT with the freedom to work when and for who they want

PHOTO: SHUTTERSTOCK



Philip Landau

Landau Law: founder

The defining feature of self-employment is independence. This means that a PT who is truly self-employed, and otherwise known as a “contractor”, should be completely free to accept or reject work – there should be no minimum number of sessions provided per week.

They should also be contracted to provide the service and nothing more. Employees have to fulfil any reasonable requests their employers make, such as cleaning the changing rooms,

but a self-employed PT would not be expected to perform these kinds of tasks.

Having a workforce made up of self-employed contractors is much cheaper than workers. Self-employed people are responsible for making all their own tax and national insurance arrangements, do not have to be paid the minimum wage, or sick or holiday pay. The reason we’re seeing so many cases in the courts is that employers want to use the self-employed model to keep costs low

while retaining high levels of control over their workforce. For example, many facilities require self-employed PTs to use a holiday booking system, accept a minimum number of client inductions a week and wear uniforms.

Going forward, gyms need to make a choice: either accept that their PTs

are workers and provide the appropriate benefits, or relinquish some control and make them truly self-employed. Parliament and the courts are now wise to the need for stronger protection of workers’ rights, so employers must avoid taking advantage of the goodwill of self-employed workers.



Employees have to fulfil any reasonable requests their employers make, such as cleaning the changing rooms, but a self-employed PT should not be expected to do the same ►



As employees of Xercise4Less, PTs are able to earn a steady income and gain job security

PHOTO: SHUTTERSTOCK

► Jon Nasta

Xercise4Less: director of ecommerce and marketing

If the industry wants to push past the current 15 per cent penetration rate, as well as be taken seriously by the government, we have to look at our employment practices. PTs play one of the most important roles in our clubs: they spend the most time with the members and give them what they want in the form of the expert guidance and support required to achieve their goals.

With this in mind, last year we took the decision to flip the self-employed model and now employ every personal



trainer at Xercise4Less. In the past we could have been accused of having our cake and eating it: we didn't pay to train the PTs, but we still expected them to offer a good service and to pay us rent. This approach allowed us to grow our business rapidly, but cracks were appearing in the system.

Some of the customer feedback we received in 2016 was alarming, including some PTs taking money from clients and disappearing without giving them all of their sessions. Since bringing

our PT service in-house, the worst feedback we get is that a member hasn't been able to get their favourite instructor for their particular time slot – and this is something that can be easily managed.

Under our new system, all of our PTs are employed between 24 and 40 hours per week. We provide the flow of clients through our online PT platform and our app, so members can feel confident that they are buying from Xercise4Less, rather than the individual PT. However, our software also allows customers to book their favourite PT or change their PT as often as they like.

Making all our PTs employed hasn't worked for all. The superstar PTs – those earning more than £100k – left and set up their own studios. But the majority of the others liked the change, as it meant a steady income, job security, the ability to get a mortgage, holiday pay and sick pay. An average PT earns around £30k, which in my opinion is a decent salary.

It has been more work than we expected and it has been expensive, but it was a necessary move that has helped us to take control of the entire customer journey and has set us up to move the business forward.



In the past we could have been accused of having our cake and eating it: we didn't pay to train the PTs, but we still expected them to offer a good service and to pay us rent

John Treharne

The Gym Group: CEO

At the start of last year, The Gym Group identified that we needed to make some changes to our PT model. With that in mind, we began working on a more effective model, which is currently being trialled in a newly opened gym before being rolled out across the whole estate later this year.

When we began 10 years ago, PTs were not part of our original business model, but we wanted our members to have access to that service so we allowed PTs to operate out

of our clubs – rent free and on a totally self-employed basis.

We didn't derive any financial benefit.

Now that we have grown the business to 129 gyms and more than 600,000 members, we have found that the arrangement we

had in place doesn't work well enough for us or for our customers. For this reason, and in order to ensure a quality, standardised service across the estate, we are trialling a new model that offers PTs employment on a

part-time basis together with the payment of a small rent to The Gym Group for working with their independent clients outside of contracted hours.

This means that the PTs now benefit from the associated employment rights while having the flexibility to run their own

business. Alternatively, PTs who prefer to be self-employed can stay as such, but they will have to pay a market rent to practice in our gyms. This model will allow our general managers to plan better and The Gym Group to offer a more consistent service to our members.



Now that we have grown the business to 129 gyms and more than 600,000 members, we have found that the old PT arrangement doesn't work well enough for us or for our customers



The Gym Group is trialling a plan for PTs to stay self-employed or choose part-time employment

Some gyms ask PTs to work for free in exchange for being able to sign up gym members as private clients



PHOTO: SHUTTERSTOCK

Nikki Withers

Self employed PT; Skinny Jeans Fitness

Working as a PT, I've experienced a number of models, each with various advantages and disadvantages, however working as a salaried PT, with commission for each client was my least favourite option. Although I always knew that I would come home with a pay package, as well as benefit from sick pay, holiday pay and a pension, it was demotivating



because the basic salary was around minimum wage. This felt offensive given the amount of training and qualifications I had invested in. Being paid £17 for a client when I was charged out at £47 also had a negative impact on my confidence.

Another model was to work for free at a gym and scout for PT clients among the members. As PTs, we were allowed complete

freedom to book our clients and set prices, but it was very competitive and those who did best were great at sales, but not necessarily the most knowledgeable PTs. It was also daunting to have no pay whatsoever, as in some months like December the gym was very quiet.

I also worked at a gym where you paid rent up front for the month ahead and then had the freedom to set your own client rates. Again, this model has an element of risk, as you start out the month in the red. But it can work well for established PTs.

My favourite gym-based model was to be salaried for certain hours, and then generate my own PT work which could be done at any time, even within shifts. I paid

the gym a commission for each client. As I ran classes I got to know members and there was also a photo wall to advertise the PTs, which was helpful for marketing.

Whatever model gyms choose to work with, it's important to make sure their PTs are taking home enough money to compensate for their skills as well as the amount of time, energy and money they have invested in getting themselves qualified. Paying minimum wage is not acceptable. Offering employee status and a salary gives an element of security and is good for new recruits. PTs also need to be respected and not given cleaning jobs on the gym floor, as this undermines their expert status in the eyes of potential clients. ●

My favourite gym-based model was to be salaried for certain hours, and then generate my own PT work which could be done at any time, even within shifts



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THE PREHAB TREND

Prehab classes – stretch and muscle manipulation for injury prevention – are increasing in popularity. But why have they suddenly taken off and how can operators tap into this trend?

■ By Lauretta Ihonor

Recent years have brought a paradigm shift in the fitness habits of the average exerciser. Training goals are at an all-time high and many fitness enthusiasts are now focused on working out like elite athletes – using the same equipment and exercise methods as professionals. But while HIIT classes and CrossFit sessions deliver the challenge desired by those with ambitious fitness goals, a big problem remains: gym-goers are pushing their bodies in the same way as elite athletes, but they aren't getting the same kind of injury-prevention support that athletes receive.

It's a potential recipe for disaster and fitness operators are all too aware of this, which may explain why many are adding prehab classes – designed to minimise members' risk of injury during exercise by improving poor flexibility, posture and alignment – to their services.

PREHAB NOT REHAB

"As fitness has become more popular than ever, we're more aware of our bodies, how we feel and how we should feel. Most importantly, we're very aware that solutions that prevent injury exist," says PT and fitness entrepreneur Matt Roberts.

The use of muscle manipulation for injury prevention in health clubs is not new. Foam rollers, for example, have long been found in gym cool-down areas. However, according to Roberts, such tools are rarely utilised properly.

"Foam rollers and other muscle manipulation devices are often used at the end of a cardio session. But in actual fact, this kind of therapy should be done beforehand to be effective," he says. And that's because prehab is based on the principle of getting the body ready for exercise.

"By creating a body that's fully manipulated and mobilised before they start exercising, a person is better able

to reap the full benefits of their workout and ensure there's significantly less risk of injury," says Roberts.

LESSONS FROM ELITE SPORT

It's a principle taken directly from elite sports. In 2009, FIFA's 11+ injury prevention programme was widely promoted by the organisation as a complete warm-up programme for preventing injuries in amateur football players. Consisting of 15 exercises spanning active stretching, slow running and dynamic functional movements – such as walking lunges and single leg squats – 11+ specifically focused on preventing injury by improving core strength, balance and agility. And it was effective, as indicated by a review published in the British Medical Journal. The review's authors reported findings from multiple studies that showed that twice weekly performance of the programme successfully reduces the risk of common non-contact injuries – such as anterior cruciate ligament (ACL) damage – in male and female footballers.

Olympic-athlete-turned-fitness-entrepreneur Tim Benjamin agrees that injury prevention classes are desperately needed in fitness facilities. When he launched his gym chain, Fitness Space, he was keen to incorporate classes that were specifically designed to increase flexibility, mobility, alignment and core strength. It was a desire that gave birth to the company's range of Spirit classes (see 'Where to find prehab sessions'). ▶



By creating a body that's fully manipulated and mobilised before exercising, a person is better able to reap the full benefits of their workout with significantly less risk of injury

Matt Roberts,

Matt Roberts Personal Training



Above: Matt Roberts says injuries can be prevented. Below: Bodyism incorporates prehab into all of its classes



- "Having come from a world where I had my own coach, physiotherapist and a variety of experts looking after me and my body, I was used to a high level of care. I wanted to bring that to the public and offer them a chance to experience the type of care that's usually reserved for professional athletes," Benjamin explains.

A QUESTION OF LIFESTYLE

Roberts says: "If you go into most gym settings, everyone follows the same routine. They jump onto a treadmill or a bike and move slowly to warm up. In their mind, that's all they need to do to minimise their risk of injury."

"The truth, of course, is that more needs to be done to manipulate the muscle structures: the fibres and the sheets. That's where prehab comes into play."

Claire Small, clinical director of Pure Sports Medicine in London, says that muscle manipulation for injury prevention is more important today than ever before.

"Modern lifestyles mean that we spend long periods of time sitting at a desk, hunched over a computer, in a car or undertaking repetitive activities. In



Having come from a world where I had my own coach, physiotherapist and other experts, I was used to a high level of care. I wanted the public to experience the type of care that's usually reserved for professional athletes

these scenarios, we use some muscles constantly and other muscles very little."

She adds: "We're no longer putting the joints of our bodies through their full ranges of motion on a regular basis and this means that some muscles get weaker, some joints get stiff and our bodies become unbalanced."

And it's this imbalance that raises the risk of injury when we exercise.

THE PREHAB SOLUTION

The advantages of prehab services to exercisers is clear, but what about operators? Do the injury-prevention benefits justify the creation of new classes, training of staff and investment in a range of new equipment?

With the likes of Gymbox, Third Space, Ten Health and Fitness, Bodyism and Grace Belgravia offering dedicated muscle manipulation classes, it seems the answer is a resounding yes.

Aside from the positive impact that keeping members free from injury can have on a club's retention rates – uninjured members are more likely to return than injured ones – Roberts, who owns several elite gyms in London,

Gymbox offers a 30-minute prehab class at two of its locations, designed to improve members' flexibility





Sports injury clinic Pure Sports uses the principles of prehab in its one-on-one strength and conditioning sessions



says that incorporating a prehab service into the gym setting does not always have to be an arduous process.

He explains: "In my clubs, prehab sessions are carried out one-to-one rather than in groups; however, that doesn't mean that prehab can't work well in a group setting. It can, as long as the instructor is very switched on and skilled.

"If you've got 15 people using a foam roller in a class, it's likely they won't all be using it correctly, so an instructor will need to go round and assess form, correcting people as needed."

He adds: "Prehab should be a session in its own right, but for clubs unable to commit to this, a great way to incorporate it into their offerings is to include it as part of a group fitness session. The first five to ten minutes of a class can be dedicated to this."

So what does an effective prehab session involve? "Trigger point work, using a foam roller on the major muscles," says Roberts. "Any good routine should start with foam roller work that targets the big muscle groups – quads, glutes, hamstrings and calves.



We're no longer putting the joints of our bodies through their full ranges of motion on a regular basis and this means that some muscles get weaker, some joints get stiff and our bodies become unbalanced

Claire Small,
Pure Sports Medicine

"Dynamic functional movements, such as walking lunges, rotations and primal movements like crawling, are essential as they produce controlled mobility for the hips, spine and shoulders. Those types of big and slow movements allow good manipulation of the joints, muscles and tendons, which allows them to get warm and ready for intense exercise."

ATTENTION TO DETAIL

"I think it's important that the people doing this type of work really understand the reason why you have to manipulate the right soft tissues to make the joints work properly. If instructors simply think 'we'll get some foam rollers out and roll around a little bit' a prehab class can quickly become a watered down version of what it should be," warns Roberts.

Small agrees and advises that operators need to avoid creating generic one-size-fits-all classes based on the belief that prehab sessions are low-risk warm-ups.

"An effective prehab programme needs to be specific enough to deal with areas of poor control, weakness and inflexibility. This means that individuals should ideally ▶

- have a detailed initial assessment to identify areas of focus," she says.
- And like Roberts, she believes that adequately trained and highly knowledgeable instructors are crucial for prehab class success.

ATTRACTING MEMBERS

With a growing number of studios and gyms adding prehab-inspired sessions to their timetables, it seems that when the

right staff is combined with an effective programme, prehab sessions can work as independent classes that complement traditional fitness services.

Roberts, whose London gyms have successfully offered prehab-style training for years, says that careful marketing is key for getting members to understand that prehab sessions are not simply stretching sessions designed for the old and injured.

"We market it as a performance-driven tool for staying youthful, vital and in peak fitness," he explains. "Prehab should be recommended for people who are keen on keeping performance high, whether via endurance sports or exercising in the gym."

"If you can get this message across, you'll find demand for this service naturally grows as fitness enthusiasts want to stay in peak condition and want to be able to achieve the goals they've set for themselves." ●

WHERE TO FIND PREHAB SESSIONS

Gymbox

The London-based gym chain offers a 30 minute group prehab class, designed to improve members' range of movement and flexibility. Prehab classes are offered at its Farringdon and Covent Garden locations.

Pure Sports Medicine

This sports injury clinic with an in-house gym offers one-to-one strength and conditioning sessions, and event preparation packages that incorporate the principles of prehab.

Matt Roberts Personal Training

Bespoke one-to-one training sessions that feature muscle manipulation for injury prevention are offered at Roberts' gyms in Mayfair, Chelsea, City of London and The Langley Hotel in Buckinghamshire.

Ten Health and Fitness

This London-based pilates chain describes itself as an early adopter of prehab and includes the service



Gymbox members can improve their range of movement

in its 'circle of care' approach, which combines physical therapist- and trainer-led exercise, prehab, injury management, treatment and rehab.

Fitness Space

The UK-wide fitness franchise has a variety of group classes designed to improve flexibility, mobility, and alignment, while preventing injury. Housed under the 'Spirit' category of classes on offer, members can enjoy prehab-focused sessions, such as Roll Out (foam-roller based myofascial release sessions) and Stretch n' Flex (mobility sessions).

BodySpace

This newly opened luxury fitness facility is situated in the Corinthia Hotel, London and takes a holistic approach to fitness, offering clients a range of treatments including myofascial release, compression and muscle recovery as part of its bespoke one-to-one fitness packages.

Bodyism

Based in London, Maldives, Capri and Turkey, Bodyism incorporates the principles of prehab into all of its classes, with foam-roller-based myofascial release exercises and dynamic stretching.

Grace Belgravia

Located in Belgravia, London, this women-only gym offers both group prehab classes and one-to-one sessions. Its Graceful Stretch class aims to improve flexibility, mobility and strength through dynamic stretching.

BodySpace takes a holistic approach to fitness training



Matt Roberts uses prehab in PT



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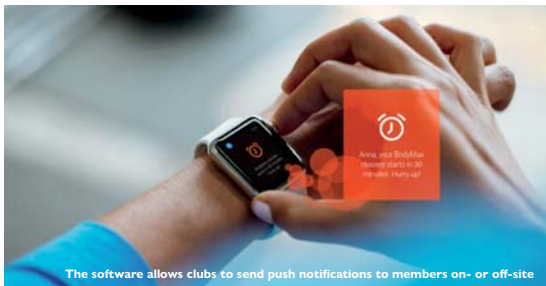
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IMPROVING RETENTION WITH

A

Perfect Gym's improved management solution takes a new approach to boosting health club retention rates: using artificial intelligence (AI) to analyse member data and predict future behaviour



The software allows clubs to send push notifications to members on- or off-site

Despite the annual surge in new member signups seen every year, most gym newcomers lose focus and motivation after a month or two. While many health clubs try to remedy this problem with new promotions, improved PT-member communication and new studio classes, there's a highly effective approach that's often overlooked: an intelligent gym management software system.

A multidimensional fitness management solution is vital for customer retention because it allows clubs to:

- Collect essential data to improve member interactions
- Remind members about their personal goals
- Send push notifications about upcoming classes or promotions
- Send tips that are specific to each member's goals and fitness interests
- Reward members through a loyalty programme

In short, an effective management system enables clubs to actively and consistently interact with customers through personalised campaigns designed with their specific goals in mind.

MEMBER DATA

Effective member communication requires a good understanding of member preferences and behaviour above all else. Armed with this information, operators can build a successful strategy for keeping members motivated in the long term. To facilitate this goal, Perfect Gym's

management system generates member datasets, and displays the information on dashboards and in reports that management staff can access and interpret with ease. The system has recently been updated to use machine learning. This approach makes data analysis more interactive, while creating opportunities



Using an interactive model, Perfect Gym's management system provides gym managers and owners with an in-depth analysis of their data

The use of AI in Perfect Gym's system allows operators to access the information they need to really understand their members



for operators to predict future member behaviour based on existing information.

Such technology-driven processes for analysing data and presenting actionable information to management staff makes fitness businesses more predictable through the use of AI. This computer science, which involves the creation of intelligent machines that work and react like humans, includes the more recently developed area of machine learning – the ability of computers to automatically apply complex mathematical calculations to big datasets over and over again.

THE PERFECT GYM ADVANTAGE

Perfect Gym understands that fast and efficient data analysis is crucial for health clubs that are eager to achieve business success. As such, Perfect Gym's software has been created to provide gym and health club owners with a comprehensive assessment of their business' operations. The company has been working with business intelligence specialists to improve the existing system, as well as to develop entirely new, advanced tools that aim to revolutionise the way gyms are managed.

Using an interactive model, Perfect Gym's management system provides gym managers and owners with an in-depth analysis of their data, allowing them to increase both cost effectiveness and overall performance. And by implementing AI into the updated system, club owners will now have access to predictions about member behaviour. They will also be able to identify clients who are ready to end their membership, and, as such, react quickly and accordingly to prevent the loss of members.

RECOMMENDATION SYSTEM

Perfect Gym's goal is to ensure that operators can help their members to achieve their goals. That is why Perfect Gym's updated software includes a recommendation system for members. This system provides members with fitness class suggestions



and training programme adjustments, while motivating them to attend the gym regularly. By keeping in touch with members in this way, clubs can improve their relationship with gym-goers – encouraging loyalty and attendance.

The system's machine learning capabilities will also allow gyms to better predict club visit rates and timings, which, in turn, will help to improve staff management and shift scheduling.

SALES BENEFITS

Not only can AI help with increasing retention rates and predicting club visits, it can be used to forecast product sales and monitor stock levels with greater accuracy, as machine learning enables in-club product demand to be predicted with greater precision. This ensures that staff can order and replenish stock as needed, which, in turn, eliminates the waste that comes from over ordering stock and avoids the poor impression that empty shelves can give to members.

PERSONALISED CAMPAIGNS

The impact of understanding member preferences and behaviour extends beyond targeting those who are at risk of ending their membership. Perfect Gym's predictive capabilities allow operators to create

targeted campaigns for specific member groups. Using data drawn from interactive dashboards and reports, communication strategies can be adjusted to meet the differing needs and preferences of members. This allows clubs to send emails, push notifications and SMS messages to members who have shown an interest in a specific topic or activity, encouraging them to use the services available in-club. ●

Want to know more about retention and data-driven software solutions? Join Perfect Gym at IHRSA 2018 in San Diego on 21 to 24 March. Visit booth 4305 to find out more about Perfect Gym's innovations.



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JAIME LISSAVETZKY

Spain's former Secretary of State, now president of España Activa Foundation, has grave concerns about the Spanish population's inactivity levels, but he's now determined to turn things around

■ *By Kate Cracknell*

Your background is a political one – can you tell us more?

I was Spain's Secretary of State from 2004 to 2011, with a mandate that covered legislative reforms. These included the approval of the Health Protection and Fight Against Doping law (2005) and the Penal Code Reform (2010) to fight against corruption in sport – that included things like match-fixing, illegal betting and so on.

Other key milestones included the approval of the A + D Plan, which promoted the practice of physical activity across all social groups; the DIDAN Plan for the construction and improvement of high performance sports facilities; the ADOP plan for the financing of Paralympic activity; and the different ADO Plans for Olympic funding.

This period was considered by many to be the golden age of Spanish sport, with great results achieved across a wide range of specialities and competitions.

You're now president of España Activa. How did that come about?

The España Activa Foundation was launched at the end of 2014. It's a not-for-profit organisation founded by some of the main players in the Spanish fitness industry, and it's currently expanding its membership to encompass the broader sports and leisure ecosystem in Spain.

I joined the España Activa Foundation in February 2017 because I was driven by a desire to actively contribute to the

promotion of an active and healthy lifestyle among the Spanish population. To be able to do so as president of the Foundation – by helping to build and increase the visibility and impact of the Foundation by bringing to the table all my experience accumulated over many years of public service – seemed like a unique opportunity for me to play a small part in its important mission.

I believe that the most obvious value I bring to the organisation is my extensive experience in government, at different levels within the State. However, possibly even more important are the strong relationships that I have fostered within the ecosystem of sports and active



Runners take part in the Santa Pola half marathon in Alicante, Spain



“ Spain has the worst participation rate of any European country. In their free time, 57 per cent of Spaniards fail to do regular moderate physical activity

leisure in Spain – relationships which we can harness to achieve our goals. I believe my connections and experience make it easier for us to access the people and institutions that are capable of working with us to achieve a more active, healthier and happier Spain.

What are the objectives of España Activa?

The main objective of the Foundation is to increase the level of sports and physical activity done by the Spanish population. Echoing ukactive's mission in the UK – getting more people, more active, more often – we aim to

positively influence Spanish society with a view to getting more citizens more active on a more regular basis. Specifically, our goal is to get participation levels above the European Union average by 2020. This objective lies at the heart of our 2018 to 2020 plan.

We aim to do so by identifying all the key stakeholders in our country, across all spheres, and establishing relationships with them to increase the visibility of our actions, to enhance our credibility and to boost our resources. Again, we're very interested in how ukactive has achieved this goal in the UK and we believe everyone ►

“ Our role at España Activa is to be the facilitator, the catalyst that brings everyone together

- has a role to play – business, social organisations, the media, individuals, families and educational institutions. Our role at España Activa is to be the facilitator, the catalyst that brings everyone together, so it becomes the norm to be part of our great movement towards a more active, healthier and happier society.

What is the situation in Spain at the moment?

Spain has the worst participation rate of any European country. In their free time, 57 per cent of Spaniards fail to do regular moderate physical activity, while 67 per cent never perform any kind of vigorous activity. We also top the table of European countries when it comes to sedentary activity while we're working or studying.

The number of Spaniards who are completely inactive has fallen – from 54 per cent in 1995 to 37 per cent in 2014 – but sadly we aren't seeing a rise in the number of people meeting minimum physical activity guidelines.

However, we have been seeing an improvement among the 15 per cent of Spaniards who are already very regular exercisers. They have further increased their activity levels and regularity, with many of them making use of sports centres and/or being federated athletes.

Are there any other problem areas?

Our data clearly shows a significant gender gap. Women are less active than men across all age groups, particularly as adults when they're trying to balance their professional and family responsibilities. There's also a lack of equality across the socio-economic groups. Individuals in the lower social classes are much less active than other classes.



PHOTO: CRISTINA BEZANILLA ECHEVERRIA

The España Activa Foundation is working to identify the exact needs of these population groups so we can find solutions that improve service accessibility and user support.

Have there been any particularly successful España Activa projects so far?

España Activa has participated very actively as a member of the European ALCIS Project (Active Learning for Children in Schools) led by EuropeActive. Working alongside a number of Spain's former Olympians – big names like Fermin Cacho, the Olympic 1,500m champion at the Barcelona 1992 Olympics – we've gone into 18 educational centres across a number of different cities to run workshops. These workshops promote an active lifestyle, with special teaching materials for children and their teachers.

We've seen extraordinary results in the more than 6,000 children who took part, and we are now working on ways to further develop and roll out the initiative across the country.

Which factors in the Spanish market are helping to improve activity levels?

We're seeing huge strides being taken in the so-called 'concessional business' model, where a private company accesses public land – through competitive bidding – and is awarded a long-term contract, usually 30-40 years, to invest in sports and fitness facilities on that site. These facilities then have to provide high quality services to citizens at accessible prices, which are set by the local authority. After the 30-40 years, the land reverts back into the ownership of the local authority.

This system, which started following the 1992 Barcelona Olympics, has so far provided access to affordable yet very high quality facilities for hundreds of thousands of citizens.



An outdoor spin class, organised by Cycle Against Cancer, takes place in a park in Zamora in September last year

PHOTO: SHUTTERSTOCK.COM



Italian diver Tania Cagnotto participates in the 2003 Swimming World Championship in Barcelona, Spain

What is the potential of the Spanish market?

With a penetration rate of just 11 per cent – that's 5 million users across almost 4,500 clubs – the Spanish market clearly has enormous opportunities for growth and consolidation. But we need to innovate. We need to deliver higher quality services, supported by evidence and provided by professionals that are focused on facilitating behaviour change. I'd like to see disruptive and sustainable models focused on the inactive population of our country, and I believe this can happen in the next five years.

How can the government help?

The government has a key role to play, both in terms of communicating public health messages that promote an active and healthy lifestyle, and in terms of creating a climate that encourages the development of universally accessible facilities and services.

From my humble point of view, I think it's possible – and, indeed, necessary – that it does much more.

I would start by taking some small steps that are designed to deliver a big impact. One idea would be to establish a more favourable tax regime for all sports services and activities, offering tax benefits for companies and individuals that engage in active behaviour.

Another thing I would do is increase the weekly hours of physical education on the school curriculum and use public communication channels to launch a campaign to stimulate active behaviour.

With this in mind, we've already put forward a Parliamentary Declaration to Congress and the Senate to recognise physical activity as a matter of general interest of the State.

Overall, what needs to happen to achieve España Activa's objectives?

We need everyone involved in our country's active leisure and sports ecosystem to get involved if we are to make a real change. Firstly, we need to increase our visibility and credibility – I believe the work of our research institute will play a big role in achieving this. Secondly, we need to grow both our resources and structure. And, of course, we need to add value for our members.

We've given ourselves a three-year window to achieve an effective and sustainable impact, and I'm utterly convinced we'll achieve this. I wouldn't be here otherwise.

I believe and trust in our ability to make a difference, to be a key player in the transformation of Spanish society in a more active, healthier and happier society. ●

Athletes kick off the swimming leg of the 2016 Laredo Triathlon in northern Spain



Introducing eGym Premium

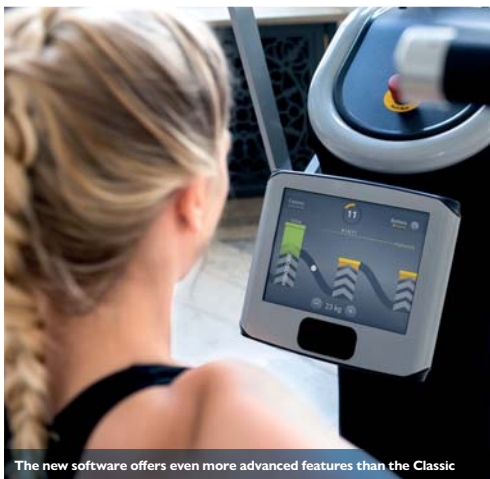
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ADVANCED INDIVIDUALISED PROGRAMMING

Building on the eGym Classic software, which delivers a high level of support to members at the start of their gym journey, eGym Premium offers individualised training programmes based on proven sports science research – programmes created using an intricate matrix of variables, such as workout duration and speed, number of repetitions and intensity.

By applying these factors, eGym Premium quickly and efficiently directs members towards achieving their training goal, regardless of which of the six goals they select: General Fitness, Body Toning, Weight Loss, Athletic, Muscle Building or Health – which includes Rehab Fit and Metabolic Fit.



The new software offers even more advanced features than the Classic

In addition to eGym Classic's Regular and Negative training methods, eGym Premium offers even more advanced features and provides three further training options: Adaptive, Isokinetic and Explonic. eGym Premium excels

in its ability to create highly bespoke programmes for every member by automatically selecting the best combination of methods for delivering their required training goal. Once the training programme is set, the principle of periodisation is then introduced.

GUARANTEED MEMBER PROGRESSION

Periodisation refers to the systematic planning of training programmes. Used by elite athletes for more than 50 years, this principle maximises muscle stimulation and guards against training plateaus. It involves progressive cycling of various aspects of a training programme

Research has shown that training programmes that incorporate periodisation can be twice as effective as those that don't



eGym Premium creates unique training programmes for all types of gym-goers

over a specific time period. Research has shown that training programmes that incorporate periodisation can be twice as effective as those that don't.

A complete eGym training plan lasts approximately 12 weeks. During this time, eGym Premium leads users through four training phases, while applying periodisation of advanced training methods for optimal results. Members are advised to train at least twice a week. On completing every sixth session, eGym Premium automatically changes to an alternative training method and the member performs a strength test to determine the new level of training resistance required. These adjustments provide a new training stimulus for muscles and ensure that users constantly improve their performance. Without this level of adaptation, muscles are not challenged – even if a person trains regularly. And when a training stimulus is absent, gym-goers can quickly plateau.

BENEFITS FOR MEMBERS, PTS AND OPERATORS

eGym Premium offers gym operators the most advanced, automated and effective training system on the market. Using Premium software, gym owners can help existing members achieve results more quickly and they can also use the advanced training system to attract new target groups that have

a wide range of abilities. Premium also offers PTs the support they need to prescribe highly advanced training programmes to members who have little or no training experience. PTs can then use data stored in the member's personal cloud account to review their progress at regular intervals.

eGym Premium is the future of advanced gym training. Not only is it accessible to everyone, it enables highly complex, professional training methods to be administered to a diverse range of members on the gym floor, without placing additional time and administration demands on gym staff. Members also see a rapid return on their investment because they achieve their goals in a way they never have, which, in turn, results in more engagement and less attrition for clubs.

EGYM PREMIUM PROPELS MEMBER SATISFACTION

In addition to reaching goals as efficiently as possible, eGym Premium ensures that members do not grow bored with their training. Software is regularly updated, training progression is constantly delivered via the programmes and members benefit from a range of training methods on the same equipment. This keeps gym-goers motivated to return week after week, and to continue paying their membership subscriptions.



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GOING VIRTUAL

Several years have passed since virtual fitness classes were first introduced into gyms. But what benefits have they brought to operators and how are clubs adapting their virtual offerings to ensure they stand out from the crowd?

■ By Kath Hudson

The growing popularity of group exercise classes and increasing member desire for access to classes at all times of day has driven a rise in virtual fitness classes. Operators are turning their studios into immersive

and sophisticated environments, and in doing so they're making these classes destinations in their own right, rather than something reserved for off-peak hours at the club.

But with systems starting at around £2,000 and supplementary

equipment often required to create the full experience members require, virtual fitness is undeniably an ongoing investment. We ask the experts to share their experiences of virtual classes and their opinions on what clubs must do to make it a success.

James Buckley

The Edge, University of Leeds:
health, fitness and wellbeing lead

We launched our Fitness on Demand virtual classes in August with the aim of expanding our offering and tackling capacity demands. Occupancy for our 246 weekly classes is usually around 85 to 90 per cent. Sometimes they are over-subscribed, so the virtual class timetable has been designed to handle the overspill.

Our 50 virtual classes complement, rather than compete with, the live classes. One key advantage has been that we can be very niche with our offering, which widens the appeal of the club. For example, lots of our international students remain on campus during the Christmas holiday. With this in mind, last year we worked with Les Mills to put on Mandarin-led classes over the Christmas break. They were very well received, with 155 visits.

Part of the strategy going forward will be to use virtual classes to widen participation. We have 17,000 members at peak times of the year, but with 32,000 students at the university, as well as staff, alumni and the general public, there is still

plenty of untapped potential. Our aim is to create a more active campus and we see virtual as a useful tool for doing that. We will be looking to expand the content we offer in other languages, as well as taking classes to different areas of the campus, such as residential sites.

We currently average over 1000 visits a month for our virtual classes, with occupancy ranging from 8 to 40 per cent across the various genres. However, I'm happy, even with the low-capacity classes, as virtual classes provide a low-cost way of servicing members, while allowing us to be experimental in our programme offering. It works really well for our technology-savvy, millennial audience.



"Lots of our international students remain on campus during the Christmas holiday. With this in mind, we worked with Les Mills to put on Mandarin-led classes over the Christmas break"



Virtual classes increase capacity



Salt Ayre boasts the first immersive cycling studio in the north east and this helps the leisure centre to stand out

Stuart Glover
Salt Ayre Leisure Centre,
Lancaster: manager

A fully immersive, virtual cycling studio was added to our club 12 months ago, as part of a £5m refurbishment, designed to make Salt Ayre a cutting-edge facility. It is the first immersive cycling studio in the north east and we've been holding 50 instructor-led classes in the immersive studio each week. We offer Les Mills' programmes like The Trip, Sprint and RPM, where the screen is used to add to the immersive environment. These classes are really popular – even though we run 15 classes a week for The Trip, we still can't satisfy the demand from members!

Additionally, we hold 51 classes with a virtual instructor during quiet times. This meets demand for classes during off-peak hours when it isn't worth running an



"It's hard to say what has been the most significant in terms of turning the centre around, but membership has soared from 700 to almost 2,700 since the redesign"

instructor-led class. On average, 300 people use these sessions each week.

Another advantage we're finding is that the instructor-free sessions are attractive to those who are new to exercise – they find it less intimidating. The dark room with feature lighting makes people feel like no one is watching them and participants can go at their own pace and manage the resistance of their bike.

As a number of improvements were made simultaneously, it's hard to say what has been the most significant in terms of turning the centre around, but membership has soared from 700 to almost 2,700 since the redesign. We have a lot of competition from private health clubs and gyms in the area, but we have used the studio as a USP to attract and retain members.



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► **Charlie Banfield**
Nuffield Health and Fitness:
national commercial manager -
group exercise and swim

Nuffield is currently using virtual classes across our NuCycle and NuSpace studio spaces, offering virtual indoor cycling experiences through the MyRide VX system, and Mind and Body classes through the Wexer system.

Virtual classes allow us to run both digitally-engaging live classes and instructor-free classes. As we can provide additional classes at off-peak times, we can extend the use of the NuCycle and NuSpace studios to increase participation, making group exercise accessible to more people.

We have seen an increase in class numbers, member satisfaction and retention. We have also found circumstances where scheduled virtual



“We have also found that scheduled virtual classes have drawn more members in, which in turn has created opportunities for us to convert these to live classes to meet member demand”

classes have drawn more members in, which in turn has created opportunities for us to convert these to live classes to meet member demand.

The majority of our classes are scheduled around member demand, therefore they are all automated and the member just needs to turn up. For the on-demand scenarios, the systems are very easy to access and members of the teams are always there to support if needed.

We will continue to roll out virtual classes across both corporate and consumer clubs, looking at how we can further support our corporate customers as employee wellbeing continues to move up company agendas. Building on our experience in this area and taking the lessons learned from our existing virtual offerings, we will be developing virtual classes to best support our corporate clients.

Nuffield is looking at how virtual classes can support corporate members to improve their employees' wellbeing





Some clubs are investing in state-of-the-art studios with cinema-style screens and high-tech sound systems

Lucy Button

Wexer: global marketing and communications manager



Globally, the adoption of virtual fitness classes is on the rise, although the uptake in the UK lags slightly behind some other markets. What we are seeing is that more operators are starting to regard virtual as part of their overall digital strategy – and not just as a group exercise solution.

German-operator McFit is one example. The chain first introduced virtual classes in 2013 and has since created a buzz around the concept, via an experience that excites its tech-savvy, young demographic. It has invested in cinema-style studios, with massive screens and sophisticated sound systems, where back-to-back Cybervics



workouts are played to packed classes. The company has created its own content in eye-catching locations ranging from Miami to the Mojave Desert.

I believe that as the fitness industry grows even more technology focused, virtual classes will become more popular – particularly appealing to the increasingly influential millennial market. Forward thinking operators are creating

“What we are seeing is that more operators are starting to regard virtual as part of their overall digital strategy and not just a group exercise solution”

their own virtual fitness content, so they can make their classes on brand and have full control over the content. They are also using the Wexer system to broadcast exercise classes live from a single club to the whole estate. This means that if an operator has one particularly great instructor located at one club, all of its clubs can benefit from the instructor's expertise. ●

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KATY BOWMAN



In her latest book, *Movement Matters*, biomechanist and author Katy Bowman says humans are evolving to move less, as well as moving further from nature.

■ By Kath Hudson

Are the choices we make on a daily basis leading to the human race becoming increasingly sedentary and divorced from nature?

Indeed, the more affluent we become, the worse it seems to get.

Despite being an amateur triathlete, I was shocked to realise I fall into the active but sedentary category. I train four times a week, but spend about eight hours a day sitting down at a computer, and on an average day I only walk about 5,000 steps.

"Maybe you walk a lot or ride your bike every day, but the latest research shows you can be actively sedentary," according to author Katy Bowman. "If you exercise an hour a day, seven days a week – and who does? – your movement

time is 420 minutes out of a possible 10,080 – 4 per cent of your time.

"The other 96 per cent of your weekly minutes is spent the same way as the non-exercisers: in the same office chair, staring at the computer screen, with arms and necks frozen, wearing the same posture-altering footwear."

Our lifestyle habits have changed, but our physiology is the same as it was in our hunter/gatherer days. We should be walking more and doing a range of movements, like squatting, climbing and using our arms, Bowman says.

"Our bodies don't need seven hours of exercise a week. They need more like eight hours of movement a day, or 3,000 minutes a week," she says. "Hunter/gatherers would have engaged



Health and fitness providers could offer more classes and activities outdoors



Running outside instead of on a treadmill has the added benefits of fresh air, vitamin D and interaction with beneficial plant substances

in about 10 times as much movement, which makes a huge difference when it comes to the strength of a tissue like bone. Our lack of movement is causing muscles, bones and cells to starve."

Nutritious movement

Bowman says that although we have come to realise the importance of a varied and nutritious diet, there is a lack awareness of the need for varied movement, or what she calls nutritious movement. "People need to eat a huge variety of movement nutrients and need to eat them way more often," she says.

"Most people aren't getting the full spectrum of movement nutrition necessary for human function. Some of the signals of a poor movement diet



Our possessions often present a physical barrier to getting what we need.

I've got rid of most of my furniture – we use futons to help improve the mobility of our knees and hips

could be diseases like osteoporosis, bad knee or backs, frequent headaches, pelvic floor problems, or digestive issues. The chances are people are either lacking movement nutrition entirely, or they are eating a ton of movement oranges; meaning they use the same types of exercise moves over and over again. We need as much variety in our movement as we do in our food."

A reason this is happening is because of the societal move to outsource everyday movements. Deciding to hire a gardener or a cleaner – often to free us up for more desk-based work – might be a conscious decision, but we may also be outsourcing movement unconsciously.

Bowman cites electronic car keys as an example. "To avoid moving around a ▶

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► car to unlock it, or avoid turning our wrists, we have accepted plastic (future landfill) and a battery," she says. "Making these car keys has required other humans, elsewhere in the world, to labour, extract resources from the earth and sometimes even wage war. Sedentarism is linked to consumerism, materialism and destruction of the planet. In order to move less, we expect someone else to move for us."

Processed movement

Obesity and inactivity are the biggest health crises of our time, which could put the NHS out of business. Exercise professionals believe they have the answer and the gym industry is chomping at the bit to partner the NHS in helping people to be more active and lose weight. However, Bowman believes that exercise for the sake of exercise and repetitive movements in a gym aren't sufficient to maintain a healthy body.

She says that this is the movement equivalent of processed food.

"Our response to this lack of movement indoors is to eat fewer calories and boost the intensity of our one hour of exercise," Bowman says. "But we should be focusing instead on creating a movement-rich life."

"It's vitally important to your health, down to the cellular level, that you use your body in as many ways as you can, for as much of the time as you can: get a standing desk, walk to work, sit on the floor instead of the couch. Of special importance are those movements we'd be using a lot were we were still living as hunter/gatherers, like walking for miles, squatting, climbing trees and using your arms for something other than typing. These movements, which have been natural to humans for thousands of years, are essential to physical processes like digestion and circulation."

As well as moving more of our bodies, more often, Bowman says we need to be spending more time outdoors. Getting outside, in nature, has crucial health benefits, says Bowman.

"Light, vitamin D and distance-looking are all aspects of being outside," she says. "Dirt and fresh air are good for the body, as are varying temperatures and interaction with phytoncides, the airborne chemicals emitted from plants to protect them from rotting. Like trees, our bodies adapt to the environment and currently they are adapting to an indoors, seated environment where we look at something two feet away."



It's important to use a body in as many ways as possible, Bowman says

“

Like trees, our bodies adapt to the environment. Currently, they're adapting to an indoors, seated environment where we look at something two feet away

stacking – although she points out that you should be walking within work time, not making work phone calls during downtime in nature.

"Going for a 30-minute walk to strengthen your muscles and burn some calories is an example of exercise," says Bowman. "But walking a mile to the store to pick up something for dinner is an example of movement. They use muscles in the same way, but there is a big-picture difference regarding how biological needs are being met."

Bowman argues that the conditions affecting our society, such as obesity, cardiovascular disease, cancer and osteoporosis, have been brought about by our attempt to live outside of nature. We live inside walls that limit how far we can see, chairs that prevent our hips and knees from bending all the way to get us to the floor, and thermostats that keep our body temperature at a constant, with no physiological work involved.

Added to this, Bowman says that there are entire categories of movement ►

Stacking your life

It might seem hard to find the time to be outside, as well as doing everything else we need to do in a day, so Bowman has come up with a concept called "stacking", or meeting multiple needs with one activity. Walking while making your work phone calls is

Ido Portal developed his own movement-focused programme





Yoga, pilates and natural movement classes incorporate a wider range of movement than other gym activities

► missing from the list of recommended exercises for health, which is why exercisers, couch potatoes and manual labourers who do a lot of repetitive movement are all prone to the same diseases and joint replacements. They are all engaging in limited motions of exercise, for a limited period of time, which will not solve the problems created by our sedentary lifestyles.

Outside the box

So, is there anything the health and fitness industry can do to help? "Health

and fitness providers could help by presenting exercise in a broader context of movement," says Bowman. "Teaching the difference between movement and exercise, stating that it's not only exercise we need, but all-day movement. The exercises they teach can prepare people for more varied movement."

Health and fitness operators need to think outside the box and make sure they are offering enough choices for people to move in a range of ways. They should educate members about the importance of doing so and ensure they

have a varied, and therefore nutritious, programme of exercise on offer.

As well as encouraging members to think about being active all day – active commuting, taking desk breaks to move and walking while making phone calls – Bowman says gym owners could be getting their members outside more, for example with group exercise classes in the park, walking or running groups, or urban fitness classes such as StreetGym.

Activities such as yoga and pilates incorporate a wide range of movement and there is also a growing trend in the US for classes that incorporate a range of natural movements, such as MovNat, Animal Flow and the Ido Portal Method.

Finally, Bowman explains why it helps to have fewer possessions: "We have mistakenly equated getting more stuff with getting more out of life, but our possessions often present a physical barrier to getting the essentials we really require. I've gotten rid of most of the furniture in my home – chairs and sofas, dining room chairs. We have a low table to eat from and the sprung bed has been replaced with a futon, in order to help improve the mobility of our knees, hips and ankles.

"We need more movement, more awareness, more time with family and friends, more time in nature with family and friends. We need to minimise the stuff in our lives but maximise our natural structure to create a robust body within a robust community in a less taxed environment." ●



Animal Flow founder Mick Fitch teaches varied movements



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This 'urban sports resort' offers a wide range of health and wellness amenities



DESIGN SPOTLIGHT

Following a US\$85m renovation that saw an iconic tennis club transformed into an athletics club with a fitness-focused hotel, Chicago's Midtown Athletic Club has reopened and it boasts a truly impressive design

■ By Magali Robathan

Opened in 1970 by tennis enthusiast Alan Schwartz and his father Kevie Schwartz, Chicago's Midtown Tennis Club (as it was originally called) quickly built a name within the sport, serving as the home court of Billie Jean King and the site at which Andre Agassi won his first national junior tournament.

While the club offered excellent tennis facilities, the gym remained a small add-on until 2015, when Chicago architectural and interiors practice DMAC Architecture began an ambitious transformation of the tennis club into "the largest premier health-and-fitness property in the US".

Set across three floors, the refurbished and renamed Midtown Athletic Club – which reopened in November last year – now features 16 indoor tennis courts; studios for a range of activities including yoga, pilates, cycling and boxing; an indoor swimming pool; an outdoor swimming pool, which also serves as an ice rink during the winter; a fitness centre featuring Precor equipment; a full service spa; a 182-seat restaurant and a retail complex.

Above the health club sits a 55 room boutique hotel, occupying the building's fourth and fifth floors.

"The hotel concept came late in the game, but it was an inspired idea," says Dwayne MacEwen, founder of DMAC Architecture. "Differing from your typical hotel facility where a small portion of the property is dedicated to amenities, Midtown is 96 per cent amenity and only four per cent hotel. This is a complete gamechanger for both the hotel and club experience."

"The athletics club allows guests to prioritise fitness, not only within one's own regimen or training programme, but within business and leisure travel. The site becomes a reason in itself for travel to Chicago – to be a spectator or to participate in competitions and tournaments."

He adds: "In many ways, the hotel was designed with the health-conscious and fitness-focused guest in mind. Rather than offering in-room yoga mats like many hotels do, we offer guests the best yoga studio and fitness classes in the country, as well as state-of-the-art equipment and the exciting amenities offered at the club."

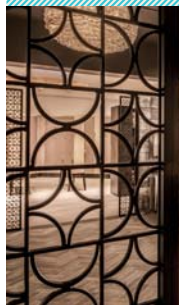


Midtown Athletic Club
aims to offer guests a
choice of the best group
fitness classes in the US



Above: Club guests can train with Precor strength equipment

Right: The exterior and outdoor pool

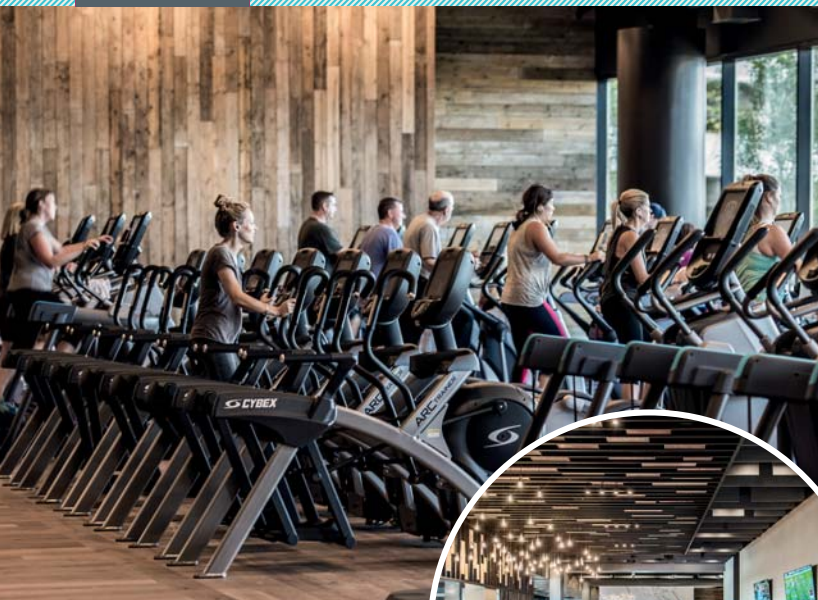


Left: Changing facilities boast exclusive products and luxury showers

EverybodyFights – a boxing programme designed by George Foreman III is offered at the club



Top: The 55-room Midtown Hotel targets an audience of active travellers, who get free access to the club
Left: A luxurious spa helps guests relax after a tough workout or tennis match



Above: Guests are able to prioritise health and fitness Right: The facility offers lounge space and a restaurant Below: The outdoor pool doubles as an ice rink during Chicago's cold winters



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IN-CLUB TECH

In the first of a new series looking at the world of health club management software, industry players share their latest in-club software developments and forecasts for the industry

■ By Kate Parker

Natalia Repta

Marketing communications manager, Perfect Gym

What are you doing that's unique?

Perfect Gym Solutions is a software as a service (SaaS) solution, purpose-built to service the fitness industry. With over 1,000 clients servicing over two million gym members across 40 countries, Perfect Gym Solutions is one of the largest and fastest-growing SaaS applications in the fitness industry. Our platform comprises a comprehensive package of modern, modular, customisable products for the end-to-end management of fitness clubs, sports facilities and gyms.

What are the benefits of your most recent software launch?

Perfect Gym launches new features and modules every year, according to market expectations and client needs. For 2018, we intend to launch our new mobile marketing platform for B2B and

B2C, allowing club owners to generate leads more quickly and communicate with current members more efficiently. We will also introduce AI to our system to improve data quality and provide client behaviour predictions.

How do you make your solutions user-friendly for facilities and consumers?

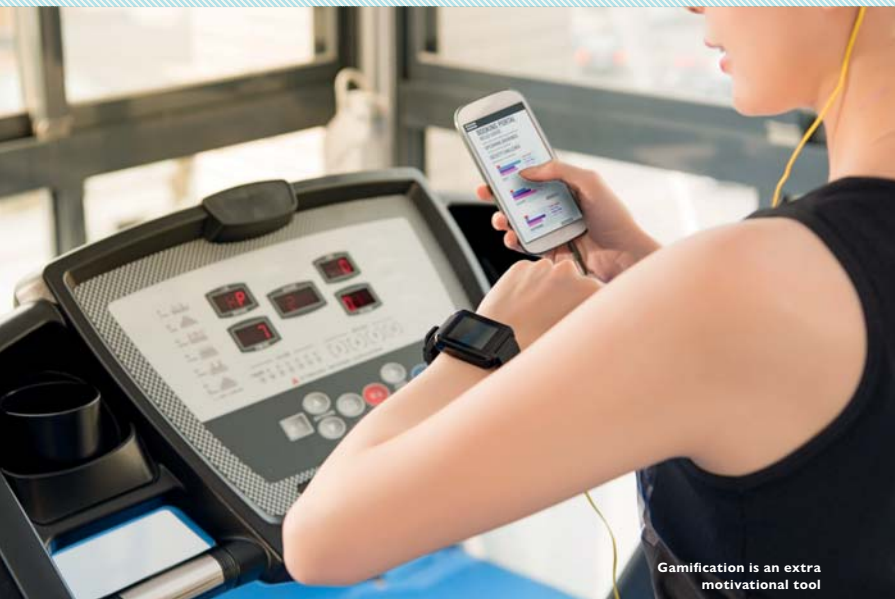
An intuitive interface as well as clear instructions are crucial to make the work of any employee as easy as possible. We focus both on functionalities as well as design when developing new features, because we understand that every second wasted on understanding a complicated system means a potential loss for the business.

A Perfect Gym Solutions kiosk offers customisable club management tools



"For 2018, we intend to launch our new mobile marketing platform for B2B and B2C, allowing club owners to generate leads more quickly"

Natalia Repta, Perfect Gym



Gamification is an extra motivational tool

Stefan Drummond

Founder MD, EZ Runner

What's different about your offering?

We offer a huge range of features under one roof via a highly configurable system that allows clients to pick and choose the elements they need. Our ethos is centred on providing a long-term solution – as a client's needs evolve, so does our system.

What's your most recent software development?

Gamification. We've added this to our loyalty/retention systems, allowing operators to create individual journeys for their customers. Clients can add points to their classes and challenge their members to follow different pathways, such as holistic and strength.

What projects are you working on at present?

Our work with children's gym group Gymfinity Kids has been interesting and motivating. It's a gymnastics club with a difference, creating tailored lesson plans suitable for all levels and abilities. EZ Runner has been developing online capability for parents with multiple children to access. We're also focused on providing the functionality that our clients need to better manage class scheduling, with the added ability to amend or add classes at any given time.

What's next for EZ Runner?

The next generation of our customers will know a world that has always had



access to the internet. Ensuring that we can service their expectations is the primary thing that keeps us going. Online services play a big part in our current offering, so we're always looking at how people interact with brands online and how we can make it easier for our customers to book online. ►

"We've added gamification to our loyalty/retention systems allowing operators to create individual journeys for their customers"

Stefan Drummond, EZ Runner

► John Cline

Founder, Fitli

Can you tell us about Fitli's offering?

Fitli was founded with the vision of creating a fitness and wellness marketplace. Our platform was launched with that in mind. However, marketplaces don't just spring up overnight, something has to come first, and in this case, supply is the most critical factor. So, we're currently focused on creating great scheduling and booking software for small fitness and wellness businesses.

What's your most recent piece of software?

We launch new software enhancements every month, which are based on customer feedback. At the beginning of

the year we launched a quick booking feature that allows operators and clients to quickly book multiple classes. In February, we introduced digital waiver enhancements allowing businesses to host their waiver on our site, presenting it as a pop-up when clients click on it.

What are the current health club software trends?

On the technology side, there is a big focus on mobile. Clients love booking and purchasing on the Fitli app. We see lots of potential to expand the app's capabilities to allow things like automatic check-in based on GPS or communication of real-time stats from client to trainer during workouts. The sky's the limit!



What next for Fitli?

We'll be launching a series of enhancements oriented towards supporting families, like sharing packages and paying for each other. This will help our existing customers, but also make it possible for Fitli to start serving more businesses in other sub-categories.

"We see lots of potential to expand the capabilities of the Fitli app to allow things like automatic check-in based on GPS or communication of real-time stats from client to trainer" - John Cline, Fitli

Kevin Teague

Senior vice president and MD of Europe, Mindbody

What's different about your offering?

Mindbody's strengths are that it is feature rich and can handle high-volume business. We also have a deep tech partner network for those that want unique offerings and a large suite of APIs that customers can use to build their own products. However, the biggest differentiator is our consumer marketplace, with some 60,000 businesses able to publish their services in our Mindbody app, Google and Bing searches.

What's the best update you've made to your software lately?

Most recently, we've released dynamic pricing. It uses the same algorithms that airlines use, adjusting each service's price

based on a multitude of factors, such as popularity, time before the service or high-and-low thresholds set by the business.

What consumer trends are really influencing software developers?

Wellness has become highly customised and experience-focused with consumers willing to pay for a high-end experience. One very important trend in consumer behaviour is the realisation that they need to partner with companies they may have seen as competition in the past. For example, yoga studios should be partnering with spin studios, CrossFit with massage therapists, and so on. We have been trying to shape our software to support this type of marketplace.



What's next for Mindbody?

Our vision is that we will double the wellness engagement of consumers in the UK and Europe within the next 10 years. It's all about presenting the best wellness offering through our marketplace, and driving more business to customers, connecting the right service to each consumer's unique need.

"The biggest differentiator is our consumer marketplace, with some 60,000 businesses able to publish their services in our app, Google and Bing searches" - Kevin Teague, Mindbody



Cyberobics virtual fitness classes will be exclusive to the Wexer platform

LATEST NEWS

LEGEND AHEAD OF THE CURVE ON CUSTOMER DATA

With the implementation of new data protection rules looming in the UK this May, users of leisure management software company Legend can relax in the knowledge that all system updates for the new regulations have been produced and are automatically included in free six-weekly updates for all customers.

The EU's General Data Protection Regulation (GDPR) is the result of four years of work by the EU to bring data protection legislation into line with the new, previously unforeseen ways that data is now being used.

Legend has completed a full series of briefing sessions, delivered at no extra cost to its customers to educate, inform and help ensure businesses are fully prepared for the upcoming implementation of GDPR.

McFIT PARTNERS WITH WEXER TO EXPAND VIRTUAL FITNESS OFFERING

Leading European operator the McFIT Group has unveiled plans to roll out its Cyberobics virtual fitness offering across its entire estate via a partnership agreement with digital fitness specialist Wexer.

The announcement marks a significant ramping up of its virtual fitness provision and will see McFIT exclusively use Wexer as the platform through which it will deliver its Cyberobics virtual classes.

Paul Bowman, CEO of Wexer, said: "With its incredible Cyberobics classes and cinema-style virtual studios, McFIT has already shown itself to be world-class both in the creation of virtual content and in the execution of virtual fitness experiences. As a result, McFIT is seeing the same attendance levels in its virtual classes as in its live classes." ●

FIBO 2018

On April 12 to 15, FIBO 2018 takes place in Cologne, Germany, and it promises a new layout, more live experiences and a greater focus on education. Here's what attendees can expect

Following a makeover designed to better address the needs of its visitors, FIBO – the leading international trade show for fitness, wellness and health – returns to the Cologne Exhibition Centre this April. Around 1,000 exhibitors, including leading suppliers such as Life Fitness, Technogym, Matrix – Johnson Health Tech, Precor, Sportsart, Core Health, Gym80 and Hoist will all showcase the sector's latest products and innovations during the highly popular four-day event.

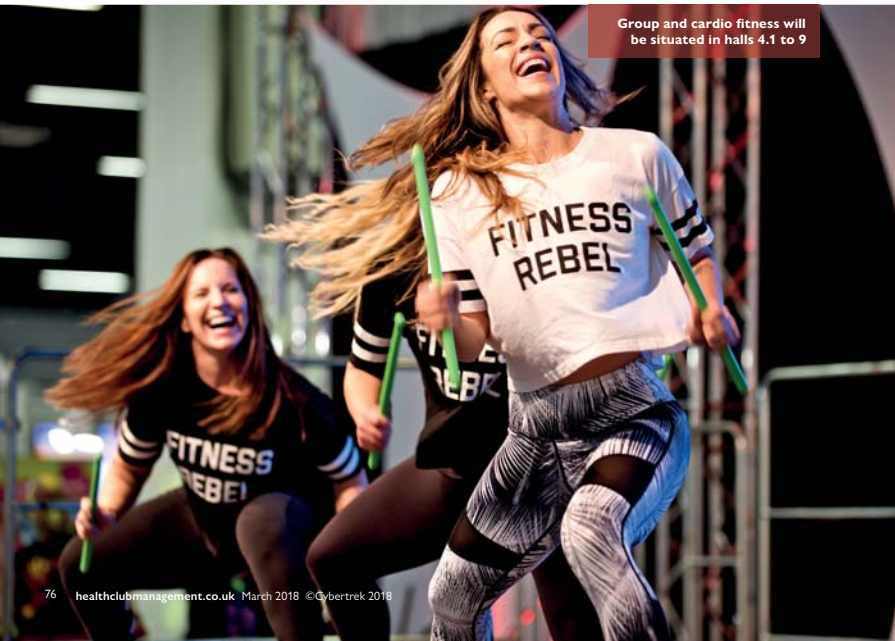
With so much spread across more than 160,000 sq m, FIBO 2018 is adopting a new layout to help visitors discover topics of interest with ease. Specifically, halls 4.1 to 9 will house new equipment and innovative concepts for cardio and strength, electro muscle stimulation (EMS) and vibration, group and aqua fitness, functional training and combat fitness. New products and services in key industry fields such as wellness, beauty and sports nutrition will also be located in these halls.

Products focused on power will be housed in halls 10.1 and 10.2.

HANDS ON ADVICE

FIBO 2018 also promises a new point of contact for entrepreneurs – the New Business area, located in hall 5.2. Here, entrepreneurs can discover interesting industry newcomers, while existing and potential club operators can obtain hands-on advice. Consultants, banks, insurance companies and franchisors will also be on hand to offer their expertise, while

Group and cardio fitness will be situated in halls 4.1 to 9





FIBO attendees will be able to discover the latest fitness classes

attendees can visit the consulting services area for advice on software solutions, including customer management systems for enhancing retention rates.

FITNESS DIAGNOSTICS

Retaining newly acquired customers remains a key priority for all health clubs and personal trainers alike, and this makes the Anamnesis Parcours a powerful tool that operators everywhere can benefit from. The system, which will be available for testing at FIBO on 13 and 14 April, requires users to complete a thorough case history questionnaire before progressing through six stations for a comprehensive body analysis and endurance, strength, flexibility and coordination tests. The Anamnesis Parcours project is a collaboration between FIBO, the German Association

for Sports Medicine and Prevention (DGSP) and the German Association of Health Studios (BVGSD). Participation is free of charge and visitors can register their interest in trialling the Anamnesis Parcours prior to the event at www.fibo.com/anamnesisparcours.

FOCUS ON PHYSIOTHERAPY

Physiotherapists and trainers with an interest in medical fitness will find much food for thought in halls 7 and 8, where international speakers and specialists will share their expertise on this topic as part of a new extended programme that includes the DAASM symposium. And for the first time, FIBO's Physio Day will be multilingual, allowing English-speaking visitors to participate in sessions on topics such as the role of fascia in prevention, therapy and rehabilitation, with ease.

AUGMENTED EDUCATION

FIBO is renowned for its educational offerings and will continue to build on this in 2018 with its new Academy – a three-day event for studio operators and trainers who desire advice on how to work even more successfully. From 13 to 15 April, speakers will share their first-hand knowledge of key industry topics, including customer relations, fan engagement and individual course concepts. The Academy programme will also include lectures on nutrition, motivation, fascia and trigger points, as well as master classes on new group fitness and yoga concepts.

HEALTHY NUTRITION

FIBO's new Healthy Nutrition area, located in Hall 4.2, will provide a comprehensive overview of the current nutritional supplement landscape, with around 200 exhibitors from Europe, Asia, the US and New Zealand presenting the nutrition trends of the year, including individual dietary supplements for athletes, superfoods for 'clean eating' and supplements for healthy aging.



Demonstrations of new fitness kit will take place at FIBO

FIBO 2018

Dates: 12-15 April 2018

Venue: Congress Centre Nord, Cologne Exhibition Centre, Cologne, Germany

Web: www.fibo.com

Tickets: www.fibo.com/en/FIBO/Buy-your-ticket/278

EHFF 2018

With a workforce of around 650,000 making up the European fitness industry, 2018's European Health and Fitness Forum will be centred on nurturing the people that make the sector one to be proud of

▶ **T**aking place on 11 April, the fifth European Health and Fitness Forum (EHFF) is expected to bring together 400 leading representatives from the European fitness sector for a high-calibre congress and networking event. Organised in collaboration by FIBO and EuropeActive, the focus of this year's congress will be human capital, key market developments, innovations and challenges.

WHAT TO EXPECT

Market-driving trends will be explored during the one-day event, with Karsten Hollasch providing a comprehensive overview of the European fitness industry via study results from research conducted by EuropeActive and Deloitte. Delegates will also be given an exclusive preview of the current state of the European fitness market, spanning supplier and club operator numbers, as well as consumer trends.

The results of the latest Eurobarometer on physical activity and fitness – obtained from interviews conducted with 28,000 European consumers – will also be presented.

SPEAKER LINE UP

Renowned organisational theorist and management consultant Fons Trompenaars, PhD, will speak about the difference between servant leaders and dominant leaders in his lecture, 'Seven dilemmas of servant leaders: A model to make leaders fit again'. Attendees can expect to hear his thoughts on how managers can solve problems at an intercultural level.

Trompenaars will also host CEO roundtable discussions on business leadership at this year's EHFF.

Director of the EuropeActive Professional Standards Committee Julian Berriman joins the list of keynote speakers, alongside Rainer Schaller, the founder and CEO of McFit Global

Organisational theorist Fons Trompenaars will speak about leadership at this year's EHFF



Group, who will speak about the societal relevance of fitness.

Elsewhere, Focus Orange/Crunch co-founder Camiel Selker will help delegates better understand what employees value via his presentation of the results of a comprehensive survey – conducted specifically for the EHFF – of the views of employees in the European fitness industry.

Also speaking at the forum are: Kees van der Graaf, chairman of the Supervisory Board at Basic-Fit NV, GrandVision NV and Facio-Therapies

BV; Jan Middelkamp, who will present the book *Human Capital*, published by EuropeActive; and Nerio Alessandri, founder and president of Technogym.

AWARDING INNOVATION

For the first time ever, the FIBO Innovation and Trend awards will be presented at the EHFF.

The awards – adjudicated by an international panel of experts and presented by Ingo Froböse, professor for prevention and rehabilitation at the German Sports University in

Cologne – will span five categories: digital fitness, health/prevention, lifestyle/life-balance/wellness, performance and start-up. ●



EHFF speakers, clockwise from top left: Julian Berriman, Karsten Hollasch, Jan Middelkamp, and Nerio Alessandri.

EHFF 2018

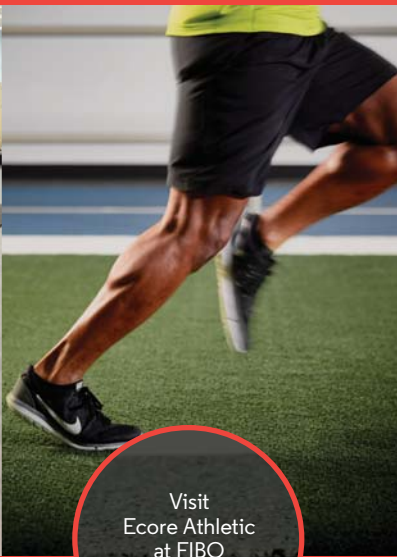
Date: **11 April 2018**

Venue: **Cologne Exhibition Centre, Cologne, Germany**

Tickets: **www.europeactive.eu/events/ehff18**

EHFF attendees will also receive a two-day ticket for FIBO

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Saving energy

Pure World Energy delivers energy savings to Weymouth and Bristol leisure facilities

Everyone Active has appointed Pure World Energy (PWE) to install combined heat and power (CHP) gas microturbine units at 20 of its facilities across the UK. Of these, Weymouth Swimming Pool and Fitness Centre in Dorset and Horfield Leisure Centre in Bristol have become the first two to benefit from the installation of a PWE Micro Power Station.

PWE, the authorised UK distributor for Capstone Turbine Corporation, will go on to install Capstone C65 CHP microturbines at the other 18 sites, with the devices delivering heat and electricity to Everyone Active on an energy services company (ESCO) contract basis – allowing the operator to reduce its energy costs and carbon emissions in line with its corporate social responsibility (CSR) goals.

IMMEDIATE SAVINGS

Weymouth Swimming Pool and Fitness Centre is a multi-use leisure centre owned by Weymouth and Portland Borough Council and managed by Everyone Active. The PWE Micro Power Station, which consists of one C65 CHP gas microturbine, started running in December 2017 and is already achieving



The CHP unit minimises energy costs for Weymouth Pool

savings in energy costs and carbon emissions. It is expected to generate up to 345,000 kilowatt-electric (kWe) of electricity and 634,000 kilowatt-thermal (kWth) of heat per year. It will also provide a total carbon reduction of 1,850 metric tonnes of CO₂ over the period of the contract – the equivalent of driving 391 cars for one year.

Jon Senior, regional director for Everyone Active, said: “The installations at Weymouth, Horfield and other facilities within our portfolio form a large part of our wider energy efficiency plan. The significant energy cost savings we expect to make will enable us to invest in further enhancing our facilities and service provision to local communities.”

POWERING AHEAD

Providing 85 per cent of the total electricity consumption and 73 per cent of total heat consumption, two Capstone C65 CHP gas microturbines have been installed at Horfield Leisure Centre. The use of two microturbines supports the large facility's significant heat requirements –

requirements that arise from services including a newly refurbished gym, a 25m swimming pool, a teaching pool, extensive group exercise classes and a sports hall.

The PWE Micro Power Station commissioned in January, is set to generate up to 885,000 kWe of electricity and 881,000 kWth of heat per annum. It will also provide a total carbon reduction of 3200 metric tonnes of CO₂ over the 15-year contract – the equivalent of 685 cars driven for one year.

Jez Whitling, head of business development at Pure World Energy, commented: “We are delighted to have installed a PWE Micro Power Station at Weymouth Swimming Pool and Fitness Centre and Horfield Leisure Centre. It marks the first two installations of our new partnership with Everyone Active. We look forward to supporting its ongoing energy management strategy by delivering significant energy and carbon savings to a minimum of 20 Everyone Active facilities. The next eight of which are currently in progress for completion within the next six months.” ●



We are delighted to have installed a PWE Micro Power Station at Weymouth Swimming Pool and Fitness Centre and Horfield Leisure Centre

Jez Whitling

LISA BODELL



Kristen Walsh talks to IHRSA 2018 keynote speaker Lisa Bodell, who says that the status quo must be sacrificed to achieve true innovation

Your book is titled *Kill the Company*. What does that mean?

In many companies, we often stress the need to 'think outside the box' and 'embrace change'. Despite this, few efforts actually manage to transform an organisation into an innovative success. In the end, we revert to the status quo.

Despite our best intentions, most efforts at innovation fall flat simply because the business itself was designed to prevent it. While we encourage creativity, we exist within a system that's built to discourage it. This is the paradox I bring to light in my book.

The majority of companies, particularly those struggling with innovation, tend to exhibit negative or simply complacent cultures. These are places where bureaucracy, politics and red tape are prominent, and where scepticism has become second nature. These are all red flags of a status-quo environment, which can kill a business.

What solution do you propose?

Kill the Company helps organisations step outside themselves and be free to think creatively about what their needs are. Instead of pondering how to beat the competition, companies should look at how the competition can beat them. This kind of outside-in approach gets rid of what's not working, and instead creates space for transformation.

Why are innovation and simplification key?

What my book recommends is simple: get rid of things first, rather than building on what doesn't work. It's a form of corporate spring-cleaning. The idea is to question assumptions and challenge rules that have outlived their usefulness. Killing these status-quo attitudes makes room for more value-added work, such as thinking.

Too many change initiatives simply add another layer of processes to the to-do

lists of already overwhelmed and tired employees. Not this one! Innovation is supposed to make things better and easier, not worse and more complicated. Kill the Company is a guide to simplifying and streamlining, and then building and maintaining a place where everyone's innovative spirit and energy fuel the firm's common, long-term goals.

A company that empowers its people to think critically, question relentlessly and act boldly will own the future.

Do you think that innovation can sometimes impose greater complexity?

I don't think that innovation presupposes complexity. I think that complexity, in fact, can very often interfere with our ability to move forward.

Complexity is actually killing companies' ability to adapt and innovate, and simplicity is fast becoming the competitive advantage of our time.

By learning how to eliminate redundancies, communicate with clarity and make simplification a habit, individuals and organisations can begin to recognise which activities waste time and which create lasting value. By eliminating the low-value work, individuals feel less overwhelmed and more empowered, and are able to spend more time each day doing things that really matter – such as innovating.

What aspects of people's attitudes need to change?

Change is hard because it's often rooted in fear – essentially, fear of the unknown. When someone asks or forces us to change, we naturally resist.

In business, when most leaders are confronted with a big new idea, they push back and ask for more explanations, more financials, etc.



Bodell has written two books on workplace simplification and innovation

They're worried about taking a risk. However, an evolved leader gets comfortable with the unknown and learns about their tolerance for risk. This approach activates creative problem solving and inventive thinking instead of fear and doubt.

Can you tell us about your consultancy, futurethink?

futurethink is a global innovation training firm. We have a simple approach for unlocking this potential: our trainers and award-winning resources enable an entire organisation to think differently, drive change and achieve innovation success. We empower companies even in highly regulated industries – such as Pfizer, JPMorgan and Lockheed Martin – to solve big problems in uncommon, long-term and transformative ways.

Our facilitated and on-demand learning approach helps to transform the status quo into an invigorated mindset – with measurable results.

What do you think of the fitness industry's approach?

The thing I like about this industry is that it's focused on transformation – transforming our health, our bodies, our minds and our outlook. It's innovative at its core. People who get involved with clubs are typically ready to change.

However, I think the industry can be prone to pursuing short-term trends instead of focusing on long-term innovation. There are a lot of trends, fads and 'what's hot' lists at present. However, true innovation is longer lasting than these passing fads. I'd say that the real change agents in the fitness industry are the ones who are currently coming up with novel ideas that are centred on solving big problems rather than fads that will outlive their appeal.



THE ROAD TO SIMPLICITY

Lisa Bodell is convinced that everyone has the power to innovate – if they simply know how. She's the founder and CEO of futurethink, an innovation research and training firm based in New York City, which helps companies eliminate barriers in order for them to innovate successfully. Among her firm's clients are corporate giants such as 3M, GE, Pfizer, JP Morgan, Lockheed Martin and Johnson & Johnson.

After earning a business degree at the University of Michigan, in Ann Arbor, Bodell began her career at Leo Burnett, a global advertising agency based in Chicago. She subsequently left Burnett to found a strategic planning firm, then a marketing and branding firm before moving to New York and creating futurethink.

She's the author of two books, the best-seller, *Kill the Company: End the Status Quo, Start an Innovation Revolution* and *Why Simple Wins*.

KILLING THE COMPANY

Lisa Bodell, the author, futurist and founder of futurethink, an innovation research and training firm based in New York City, will speak at the IHRSA 2018 convention in San Diego, California.

Her presentation, *'Kill the Company: End the Status Quo, Start an Innovation Revolution'*, is on Wednesday 21 March, from 10.30 am to 12.00 pm.

For more information or to register, please go to: www.ihrsa.org/convention.





Active lifestyles can save the NHS

As the NHS turns 70, ukactive's head of public affairs, **Huw Edwards**, discusses the need for a new model – one that prioritises preventive healthcare

It feels like the NHS has been around forever, but this year commemorates its 70th birthday – making it younger than many of its patients. It's showing its age, though, as it grapples with an ever-increasing demand for services from the UK's ageing population.

The NHS faces huge challenges. In 1947, at its conception, half of UK citizens failed to reach 65. By 2040, over-65s will make up a quarter of the population. Meanwhile, mental health issues and chronic illnesses like diabetes and osteoporosis have skyrocketed, meaning the NHS now manages long-term conditions as much as it cures illnesses.

With this is a local authority funding issue – an issue that led Northamptonshire County Council to impose immediate spending controls – meaning much of the supporting infrastructure for the NHS, like care services and public health programmes, are under threat.

POLICY PRIORITY

While social, technological and medical progress has ensured we're leading longer lives, it has done little to help us lead healthier lifestyles. Moving towards a preventive health model is vital if we're to ease the growing demand for health services and ease the pressure on the NHS. It's also why policymakers must look long-term to build a sustainable health service.

There's growing recognition of this fact in Westminster. Over 90 MPs called for a cross-party consensus to address the future of the NHS prior to the November Budget, with commentators such as Nick Timothy and Lord Saatchi calling for a Royal Commission to explore policy options.

The future success of the NHS will be dependent, in some part, on how we ensure people live healthier lives, not just longer ones. Policy really must reflect this.

AN ACTIVE PARTNERSHIP

The physical activity sector is central to this shift and we must champion the case for



Kids' activity providers can fight back against 'unhealthy school holidays'

Moving towards a preventive health model is vital if we're to ease the growing demand for health services

a preventative model of healthcare. The ukactive Summit last November gave clear directives to government and its agencies on the need for leadership to encourage healthy, active lifestyles. We'll continue to drive this agenda in Westminster.

It is vital that our sector is ready and able to partner with government – proactively demonstrating the role we have in forming the preventive front-line for our stretched NHS. I expect the relationship between government and the physical activity sector to deepen considerably in the coming years.

Government has taken its first steps in the right direction, as the Department of Education announced a new programme of research and pilots aimed at tackling unhealthy school holidays. This is a real opportunity for kids' activity providers

to demonstrate the importance of their programmes, but more must be done. Unless we address childhood inactivity levels, we will continue to stockpile the health issues that place pressure on the NHS.

LOOKING LONG-TERM

On the NHS's birthday, we should turn to a long-term approach – aligning government with an array of partners, including our sector, to prioritise keeping people out of hospital as well as treating them. This is the only way to ensure we have a true national health service for the next 70 years. ●



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PRODUCT INNOVATION

Lauren Heath-Jones rounds up the newly-released products in the health & fitness market

Legend Kiosk adds new 'dimension' to self-service says **Sean Maguire**

Legend Club Management Systems has partnered with 10 Squared to develop the new Legend Fast Track/Fast Payment Kiosk



Our new solution offers a whole new dimension to the self-service kiosk proposition

Sean Maguire

for health and fitness clubs and leisure facilities.

The kiosk, which has already been installed by Greenwich Leisure Ltd (GLL), lets customers book and pay for classes, activities, courts and other services in a single, contactless transaction.

Legend worked closely with retail display engineering firm 10 Squared to create the kiosk's design. Designed to combine form with function, the self-service unit is the first solution to offer contactless payment in the UK leisure industry.

The unit can be programmed to work in two

different modes: Fast Track or Fast Payment, and operators can switch between the two as needed. It also offers an interchangeable set of modular functions, which are fully customisable.

Sean Maguire, managing director at Legend Club Management Systems, says: "We're very proud to be able to introduce another advancement in self-service technology to help clients further improve their competitiveness."

He adds: "Our new solution offers a whole new dimension to the self-service kiosk proposition."



The kiosk can take contactless payments

fitness-kit.net KEYWORD
LEGEND

Gym Farm and FitnessOnDemand partnership allows operators to expand their brand offerings says **Troy Simon**

San Francisco-based health and wellness app provider, Gym Farm, has announced a new partnership with virtual fitness platform FitnessOnDemand.

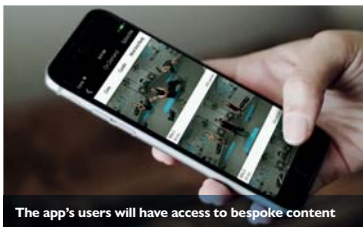
As part of the partnership, Gym Farm will integrate FitnessOnDemand's virtual content into its member app – a customisable app that helps facilities to create bespoke experiences for customers.

Users will also have access to FitnessOnDemand's library of virtual content, which will allow them to work out at home. In addition, clubs will be able to offer their members activity credits for all workouts completed at home.



This collaboration of professional content and services will provide club members with access to a large array of on-demand fitness content that can be streamed to their mobile and Apple TV devices

Troy Simon



The app's users will have access to bespoke content

Troy Simon, CEO of Gym Farm, says: "This collaboration of professional content and services will provide club members with access to a large array of on-demand fitness content that can be streamed to their mobile and Apple TV devices. Participating clubs are now able to expand their brand and feature offerings beyond the four walls of their club."

Garrett Marshall, divisional CEO at FitnessOnDemand, says: "Partnering with Gym Farm was a logical step towards our goal of developing a virtual platform for multi-club operators that is integrated with the products and services they already use."

fitness-kit.net KEYWORD
GYMFARM

Kerstin Obenauer introduces eGym's new programme for diabetic patients

Munich-based fitness software supplier eGym has developed an intelligent training programme for people with type II diabetes.

The programme, which will officially launch at FIBO in April, is based on research findings that the optimal training for type II diabetes patients should feature a high number of repetitions and work all major muscle groups over long periods of time.

The new software uses eGym's training system, which creates a bespoke programme for the user and incorporates the principle of periodisation



We are excited to bring this product to the market. Diabetes is estimated to affect more than four million people in the UK, and this figure is on the rise

Kerstin Obenauer



The new programme is based on the latest research

– regular strength tests and automatic progression.

eGym partnered with the University of Leipzig to test the programme's efficacy – observing 23 patients with type II diabetes over six months. During this time the participants worked out with the programme two to three times a week. At the

end of the study, researchers observed a significant reduction in the participants' blood glucose levels. Nine of them experienced such a dramatic reduction in glucose levels, that they were no longer classified as diabetic.

Kerstin Obenauer, country director for eGym UK, says: "We're excited to bring this

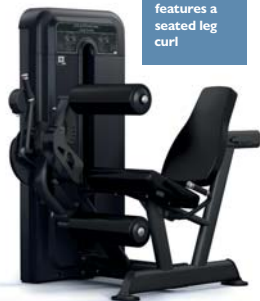
product to the market. Diabetes is estimated to affect more than four million people in the UK, and this figure is on the rise.

"By developing this programme, we can help operators achieve measurable health results for a much wider proportion of the population."

fitness-kit.net KEYWORD **EGYM**

Dave Johnson on Pulse Fitness' Dual Strength line

The new line features a seated leg curl



Pulse Fitness has announced the launch of Dual Strength, a new range of strength training machines that can be easily adjusted through a pull-spring loaded, lock-pin system to accommodate two different exercises.

The 10-piece collection includes a chest and shoulder press; rear deltoid and pec fly; assisted chin and dip; lat pulldown and seated row; leg extension and seated leg curl; and recumbent leg press and seated calf raise.

The pieces are made from steel and have stitched black



We felt the need to design a range that could help operators maximise space on the gym floor

Dave Johnson

upholstery, an enclosed weight stack, carbon covers and smooth feel handgrips, as well as clear user instructions.

Dave Johnson, co-founder and production director at Pulse Fitness, says: "Having listened to our customers' insightful suggestions, we felt the need to design a range that could help operators maximise space on the gym floor."

He adds: "Our in-house British-based product design team has worked hard, responding to industry design equipment that not only saves space, but is durable, and looks and performs well."

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

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MARCH

13-14 | Millennial 20/20

The Old Truman Brewery, London, UK

Millennial 20/20 will gather more than 2,000 brands, companies, founders and start-ups to examine and understand the highly desirable Millennial consumer and the marketplace they have created.
www.millennial20-20.com/london2018

14-15 | Active-net

Eastwood Hall, Nottingham, UK

A networking event aimed at suppliers and operators with a focus on the public leisure sector. Educational seminars and a networking event take place alongside keynote presentations, development seminars and one-to-one buyer/supplier meetings.
www.active-net.org

21-24 | IHRSA

San Diego, CA, USA

IHRSA 2018 will deliver presentations from business leaders, a complete line-up of leading industry presenters and education on the topics that matter most to health club operators, as well as the most innovative products on the market.
www.ihrsa.org/ihrsa2018

23-25 | International Fitness Showcase

Winter Gardens, Blackpool, UK

The ultimate fitness experience for fitness instructors and enthusiasts, offering three days of dance, aerobics, combat, conditioning, lectures, workshops and mind-body sessions designed to enthuse and motivate.
www.chrysalispromotions.com

APRIL

5-8 | ACSM Health & Fitness Summit & Expo

Hyatt Regency Crystal City, Arlington, VA, USA

ACSM's signature fitness conference gives students, fitness enthusiasts, personal trainers, certified professionals and others the full spectrum of programming from scientific to practical application.
www.acsmsummit.org



Elevate is the largest UK physical activity trade event

Participants will climb to the summit of Gebel Qihwi



CHARITY CHALLENGE

24 - 30 November | Oman Mountain Trek, Oman

Experience true wilderness trekking just two hours from Dubai, with an adventure that takes you through stunning canyons, the fjords of Arabia, the mysterious Musandam Peninsula and remote abandoned villages.

The Oman Mountain Trek is a spectacular challenge that will offer you a fantastic sense of achievement and the chance to experience the traditional way of Omani life. Starting from the coastal town of Dibba, following ancient footpaths between abandoned villages and through wadis and canyons before climbing into the mountains to reach the summit of Gebel Qihwi at 1,800m.

This is an open challenge, allowing you to raise funds for a nominated charity. Registration is £349 and you can choose your preferred funding option.

www.charitychallenge.com

MAY

9-10 | Elevate

ExCel, London, UK

The UK's second cross-sector event brings together academia, healthcare, government, the physical activity sector and performance experts to focus on an increasingly important and complex societal challenge - tackling inactivity.

www.elevatearena.com



23-24 May 2018

The Belfry, Wishaw, West Midlands, UK

www.sibecuk.com



7-10 November 2018

Mövenpick Hotel Mansour Eddahbi,
Marrakech, Morocco

www.sibeceu.com



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I think will be my 5th year at SIBEC and from both a business and personal perspective there are a number of reasons why I continue to attend yearly-

1. It is one of the best business networking events I have attended in the industry and year on year continues to put me in touch with new suppliers and buyers that consistently open my eyes to further business opportunities.
2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other industry leaders within their field.



Michelle Dand,
Group Health & Fitness Manager,
David Lloyd Leisure Ltd

For more information about
SIBEC please contact:

David Zarb Jenkins

Email: dzarbjenkins@questex.com

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