

## Gyms on the high street – it's a go!

Gyms will be free to open on high streets across England from September 1, following changes to legislation, following intense lobbying from industry body, ukactive, supported by the industry.

The new laws are designed to revitalise town centres and will create a huge opportunity for gym operators to extend operations into areas of higher visibility and to build more consumer-centric brands.

The changes relate to the Use Classes Order regulation, which has obstructed gyms and leisure facilities from opening. The new rules mean commercial and retail properties can be quickly repurposed to help revive high streets.

A Commercial, Business and Service E Use Class will be created, enabling health clubs, gyms, restaurants and a range of other leisure operators to move into retail units without requiring a planning application or local authority approval.



■ New rules open up opportunities for gyms

ukactive had argued for changes to allow the physical activity sector to revitalise ailing high streets.

"We welcome these reforms as a positive step for the long-term success of our sector, despite the challenging climate we face today," said Huw Edwards, CEO of ukactive.

[More: http://lei.sr/a1o4L](http://lei.sr/a1o4L)



**We welcome these reforms as a positive step for long-term success**

Huw Edwards

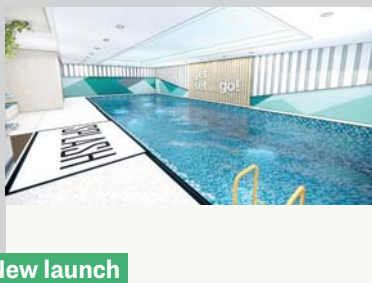


Gym chain saved

**JD Gyms buys Xercise4Less out of administration**

Budget chain is sold to Alun Peacock and team

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New launch

**Family operator, GetSetGo! reveals launch plans**

New player in the market has backing to roll out clubs

p22



**LATEST JOBS**

p24

A man with a beard and extensive tattoos on his arms and neck is shown from the chest up, wearing a light grey tank top. He is raising his right arm, which is covered in various tattoos including a large rose, a skull, and a banner that reads "HARD ROCK". His left arm is also tattooed. In the background, other people's arms are visible, also raised, suggesting a group activity or a studio setting. The text "There's only one studio like yours." is overlaid in a bold, orange font.

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## World United campaign, backed by NZ PM **Jacinda Ardern**, aims to help operators relaunch businesses

**L**es Mills will launch a new global campaign in September, celebrating the return of fitness and designed to help operators grow their memberships.

The campaign will be free of Les Mills branding, so operators can make it their own.

Called World United, the campaign will promote the importance of exercise to physical and mental health and is aimed at helping the global fitness industry reactivate paused members and attract new ones.

Fitness facilities across more than 100 countries worldwide are expected to take part in the initiative, which is supported by the



■ Jacinda Ardern gave a message of support for World United

**"As we come out of this major health challenge, exercise will have a vital part to play"**

Prime Minister of New Zealand, Jacinda Ardern.

In a campaign launch video for World United,

Ardern said: "We're facing a major health challenge. But as we come out of this, exercise will have a

vital part to play in uniting us, and keeping us both mentally and physically well.

"Across the globe, you've all got an important role in making that happen, so thank you and good luck."

World United will peak from 19 September 2020 onwards, with a synchronised global launch of live and online fitness events involving tens of thousands of fitness facilities and trainers worldwide.

World United is a free to use campaign for health and fitness operators to use to help "turbocharge their relaunch" and drive member re-engagement.  
[More: http://lei.sr/A4m6B\\_0](http://lei.sr/A4m6B_0)

## **Nicola Sturgeon's** decision to keep gyms shut until September branded 'ridiculous' and 'lacking respect'



■ First Minister Nicola Sturgeon's 'indicative date' of reopening Scottish gyms has angered the sector

**G**yms, health clubs and swimming pools in Scotland have finally been given an "indicative" time for a possible re-opening – but the 14 September date has angered the sector.

First minister Nicola Sturgeon, who hasn't exactly endeared herself to the fitness industry by previously branding gyms as "hotbeds for transmission", made the announcement at her daily press conference on 30 July.

The Scottish government's decision was branded

**"Nicola Sturgeon seems hell-bent on keeping gyms closed regardless of the cost to users"**

"ridiculous" by a number of industry stakeholders – including entrepreneur Duncan Bannatyne, founder of the Bannatyne Group.

A furious Bannatyne took to Twitter in the wake of Sturgeon's announcement.

"Nicola Sturgeon seems hell-bent on keeping gyms closed regardless of the cost to users," he tweeted. "She won't take the time to visit

one of our health clubs to see how we keep members safe."

Industry body ukactive also condemned the decision – and said it would be in touch with the Scottish government to try and chart a "clear roadmap" for reopenings.

"We are hugely disappointed and frustrated by this announcement," said Huw Edwards, ukactive CEO.  
[More: http://lei.sr/l1x7x](http://lei.sr/l1x7x)



■ Wicks was joined by his family for the last workout of PE with Joe

**"We're fitter, we're stronger  
and we're healthier and we're  
happier – please keep going"**

## Joe Wicks' final PE lesson – donates £580k to NHS

**F**itness sessions with Joe Wicks, that defined lockdown mornings for many families, have finally come to an end.

After 18 weeks, Wicks has hosted his last "PE with Joe" Youtube workout.

The fitness trainer began his daily livestream sessions on 23 March, just hours before Boris Johnson ordered the entire country into lockdown.

Using his Body Coach Youtube channel, Wicks provided family-focused 30-minute sessions each weekday. The workouts became wildly popular and a part of daily life for many families.

In total, Wicks streamed 78 workouts, achieving

total views of more than 80 million – unprecedented numbers for any fitness content on any platform.

In the early weeks, Wicks broke the Youtube live record with more than 1 million people tuning in to exercise.

Wicks is donating all advertising revenue from the sessions – totalling £580,000 – to NHS charities.

Hosting the last session on 22 July, Wicks said: "It's a sad day but I'm so proud.

"We're fitter and stronger. We're healthier and happier. Please keep going – every single exercise will be available on the channel, so revisit and do them together as a family."

**More:** [http://lei.sr/F4E6v\\_0](http://lei.sr/F4E6v_0)

## leisure opps

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■ Paul McPartlan has moved from Nuffield to be CEO of Places for People Leisure

## Paul McPartlan is new CEO of Places for People Leisure

Paul McPartlan has moved from Nuffield Health to take up the role of CEO of Places for People Leisure. McPartlan will take up the reins on Monday 3 August 2020, replacing Sandra Dodd who retires in September, after 25 years with the company.

"Never has physical activity been more important," said McPartlan, "not only to help re-build the UK economy, but also more importantly to help individuals maintain and improve their own wellbeing."

**"Physical activity has never been more important to help people maintain and improve wellbeing"**

McPartlan will work with the Places Leisure leadership team of John Oxley (COO), Carolyn D'Costa (FD) and Dan Walker (business development director).

The company has 40 management contracts and – along with most other contractors, has been renegotiating contracts with local authority partners in advance of reopening.

Inevitably, the fallout from lockdown will mean McPartlan is going to be joining Places for People Leisure at a challenging time.

The company is part of the wider Places for People group, which had a turnover of £827.1m and profits of £227.1m during 2018-19. It also reported cash reserves of £562.4m that year.

[More: http://lei.sr/s6Q2J\\_0](http://lei.sr/s6Q2J_0)

## James Nestor to deliver keynote at GWS 2020 in November, focusing on democratising wellness

The Global Wellness Summit (GWS) has announced James Nestor, *New York Times* bestselling author of *Breath: The New Science of a Lost Art*, will be a keynote speaker at its 2020 conference in Florida, from 8-11 November 2020.

The GWS 2020 theme is "Resetting the World with Wellness," and Nestor will be one of a host of experts that explore how innovative and more democratic wellness concepts could transform human life post-COVID-19.

Nestor's book is the result of a decade-long investigation into ancient medical texts and new studies in pulmonology,



■ Nestor will highlight alternative paths to wellness

**"Breathing is an absolute pillar of our health and our attention to it is long overdue"**

psychology, biochemistry and human physiology.

Challenging Western medicine's philosophy

of breathing, narrowly focused on lung pathologies, his research highlights alternative paths to optimal

breathing and how that can positively impact weight, sleep, immunity, circulation, mood and ability to focus.

"After several years of research, I'm now convinced that no matter what you eat, how much you exercise, how skinny or young you are, none of it matters if you're not breathing properly," said Nestor.

"For thousands of years, breathing was considered a medicine in Eastern cultures – more recently, modern science is proving what our ancestors accepted as common knowledge. Breathing is an absolute pillar of health, and our attention to it is long overdue."

[More: http://lei.sr/K3E3e\\_0](http://lei.sr/K3E3e_0)

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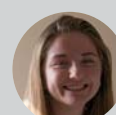
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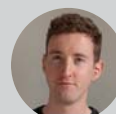
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■ Silke Frank: virtual FIBO will include a conference, networking and exhibition

## Silke Frank and the team at FIBO announce the event will go virtual in 2020

The team at Reed Exhibitions has announced FIBO Köln will not run as a live event as hoped, but will instead pivot to digital for 2020, running from 1-3 October.

FIBO virtual will be a full event production with two events, FIBO@Business for trade (1-2 October) and FIBO@Home for consumers (3 October).

Silke Frank, show director, said: "These virtual events are part of the new normal. They're not emergency solutions.

"They'll set a new benchmark for ensuring virtual event formats and live trade fairs evolve into a

hybrid model in the future. The delivery of both events this year will define a future-oriented format that opens a new chapter in the trade fair industry."

FIBO@Business will include international forums, congresses and formats for trade visitors, such as streaming, webinars and product presentations. For consumers, FIBO@home will have a virtual event format that will "bring emotions into the home".

The focus of FIBO@Business will be fitness, health, physiotherapy, prevention and corporate wellness, said Frank.

[More: http://lei.sr/g4p8y\\_0](http://lei.sr/g4p8y_0)

**"These virtual events are part of the new normal, they are not emergency solutions. We are opening a new chapter in the trade fair industry"**



## BUDGET OPERATORS

### JD Gyms buys Xercise4Less out of administration

JD Gyms has acquired the gym estate of Xercise4Less, following the budget chain calling in administrators.

Xercise4Less ran into financial trouble earlier this year after being hit badly by the COVID-19 lockdowns.

It announced in May that it was being sold off by its investors, directors and shareholders, which included the BGF investment fund and Proventus Capital Partners.

The chain, which operated 51 gyms across the UK, initially brought in restructuring specialist Alan Fort to review its position.

Up until late June, the company was hopeful that a deal could be struck to allow it to continue

operations under the Xercise4Less brand.

Those hopes were dashed, however, as its parent company Wright Leisure Topco called in administrators PwC.

The administrators have now confirmed the sale of the business to a subsidiary of JD Sports Gyms Limited (JDG).

Alun Peacock, managing director of JD Sports Gyms, said: "We're delighted to have completed this acquisition which enhances our position in the highly competitive gym market. We look forward to re-opening the gyms and welcoming our new colleagues and members, over the coming weeks."

[More: http://lei.sr/j6X5r](http://lei.sr/j6X5r)



■ The chain has 51 gyms nationally and around 250,000 members



**We're delighted to have completed this acquisition**

Alun Peacock

## DIGITAL FITNESS

### Everyone Active launches permanent digital platform



**We launched Everyone On Demand as a package of leading apps**

Duncan Jefford

Leisure operator, Everyone Active, has launched a new digital offering, to run alongside its brick and mortar operations.

During lockdown, the operator created an on-demand package, Everyone On Demand, containing five apps. This initial offering cost £9.99 per month, and was designed to help members stay active while gyms were closed.

Everyone Active received a hugely positive response, with 10,000 people taking up the offer, which enabled it to maintain a relationship with members and drive revenue.



■ The on-demand package contains five apps

"We don't want anyone to have to make the choice between the gym and their favourite on-demand session, so we launched Everyone On Demand as a package of market-leading fitness apps," says Duncan Jefford, regional director, Everyone Active.

[More: http://lei.sr/a8b2c\\_0](http://lei.sr/a8b2c_0)



## CORONAVIRUS

# Gyms reopen – collective responsibility 'crucial'



**We're not out of the woods yet**

Huw Edwards

Health clubs, swimming pools, leisure centres and other indoor sports facilities reopened to the public last week.

In order to reopen legally, gyms and leisure facilities must meet the requirements set out by the government's official guidance.

As facilities return to operations, all eyes will be on attendance levels, as operators seek to gauge the public's appetite for returning to fitness.

Industry body ukactive has called for the sector to demonstrate the "highest standards of health and safety" – and reinforced the collective responsibility



■ Facilities across the UK have begun to reopen

and accountability of operators to follow the government's guidance.

ukactive CEO Huw Edwards said: "Reopening is an important milestone, but we're not out of the woods yet and some facilities and services will remain closed due to ongoing financial pressures and restrictions caused by COVID-19."

[More: http://lei.sr/E2W5M](http://lei.sr/E2W5M)

## FIT TECH

# New Virtuagym solution monetises digital

Virtuagym has launched Stronger Together, an all-in-one, hybrid membership solution.

The new service offers operators the tools to digitally engage with members and to monetise those relationships.

The system has been designed to enable operators to build community, create online challenges, provide audio coaching and live-streamed content, as well as to create workout and nutrition plans.

Stronger Together offers thousands of hours of content, including 3D workouts, classes, audio coaching and tracking.

It also includes an online community, challenges

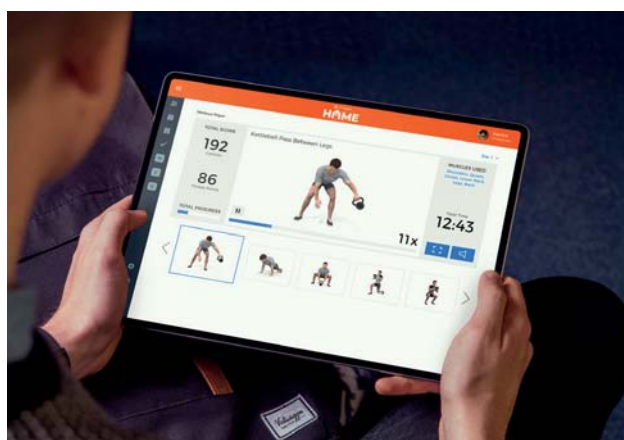
to stay fit and a library of meditation sessions, making it a holistic member wellness experience.

Virtuagym CEO, Hugo Braam, says: "We noticed many customers struggling to get a good digital offering in place, which they can charge their members for during the current crisis.

"Our customers only need to press a button to go live with a rich digital membership experience, where we do all the heavy lifting.

"It won't just be relevant during the pandemic, but will allow clubs to offer their members a broader experience moving forward."

[More: http://lei.sr/z6W8S\\_0](http://lei.sr/z6W8S_0)



■ Stronger Together enables operators to monetise digital



**Our customers only need to press a button to go live with a rich digital membership**

Hugo Braam

## RESEARCH

### Sport 'profoundly affected' by COVID-19

The COVID-19 pandemic is having “a profound effect” on community sports projects and organisations in the UK, according to a report published by The Sport for Development Coalition (SFDC).

According to the report, the pandemic’s negative effects on the sector vary from reduced funding and forced reductions in delivery models, to increased challenges in engagement.

Called *Impact of Covid-19 on the Sport for Development sector*, the report has been released in response to a DCMS Committee, which is currently undertaking an inquiry into the pandemic’s effect on physical activity.

The report outlines how the impact on sport has caused a knock-on effect on the thousands of people that the sector serves.

In particular, it offers examples of how a lack of organised sport has had a negative impact on some of the most vulnerable people in society.

“We want the report to be a wake-up call,” said SFDC chair Andy Reed.

“These organisations work with some of the most deprived communities and they have been hit hardest.

“There is a real need to get these back and on a sound financial footing as soon as possible.”

**More:** <http://lei.sr/Q6Q5I>



■ The report investigates the pandemic’s effect on physical activity



**Some of the most deprived communities have been hardest hit**

Andy Reed

## INNOVATION

### Technogym reveals new line and adds to Technogym Live



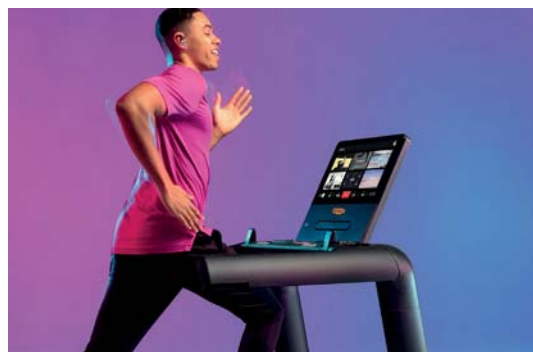
**Technogym Live represents a key milestone of our innovation trajectory**

Nerio Alessandri

Equipment giant Technogym has introduced its new Excite line of fully-connected cardio kit that has now been fitted with the Technogym Live user interface.

Excite has been conceived around four key pillars – tailored training variety, connectivity, space-optimisation and sustainability. It will be marketed as a line that offers the “best ratio between floor footprint and training space”.

The new equipment range has been designed to offer users a personalised training experience by connecting to a wide range of



■ Technogym Live offers a personalised experience

workout content and entertainment options offered by Technogym Live.

“Within our unique digital ecosystem, Technogym Live represents a key milestone of our innovation trajectory to offer users engagement, variety and personalisation,” said Nerio Alessandri, Technogym founder and CEO.

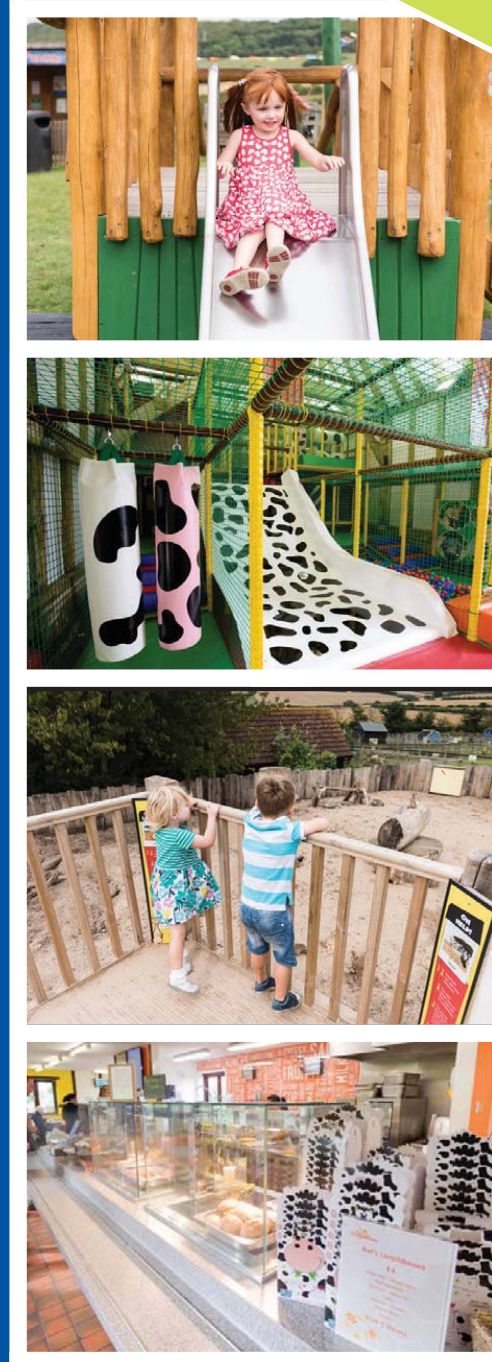
**More:** <http://lei.sr/X9N8R>

## **EXCITING LEISURE FARM OPPORTUNITY**

Lee Valley Park Farms in Waltham Abbey, Essex (EN9 2EF) is offering a leasehold business opportunity for the management and operation of the leisure farm.

The established and thriving farm business set in 34.79 acres (14.08 hectares), offers a range of buildings, indoor and outdoor play areas, café and diverse animal inventory. The site also offers expansion potential and investment opportunity.

For more information on this opportunity or to arrange a viewing please contact Marigold Wilberforce on 07825 033 510 ([mwilberforce@leevalleypark.org.uk](mailto:mwilberforce@leevalleypark.org.uk))



Closing date for Expressions of Interest is  
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## GOVERNMENT

# Government's obesity strategy omits gyms

Bans on meal deals, stricter rules on food advertising and printing calorie contents on menus are among the measures introduced in the government's new anti-obesity strategy – but there is little mentioning of gyms or exercise.

UK PM Boris Johnson revealed the new strategy – called *Tackling obesity: empowering adults and children to live healthier lives*.

All of the strategy's headline-grabbing measures are to do with making diets healthier – but the lack of detailed policy items relating to exercise and physical activity has been called "disappointing" and "counter-intuitive" by some

in the active leisure industry.

The only item that refers to exercise in a somewhat vague way is the pledge to give greater incentives for GPs to tackling excess weight – including the use of exercise referrals.

Mark Sesnan, CEO of leisure operator GLL, questioned the lack of a joined-up approach, which would directly involve leisure facilities.

"While I welcome the launch of the Government's obesity strategy, it seems counter-intuitive, when community leisure centres, gyms and pools across the UK are facing the biggest crisis in their history."

[More: http://lei.sr/H4a9j\\_O](http://lei.sr/H4a9j_O)



■ UK PM Boris Johnson revealed the strategy on 27 July



**The obesity strategy seems counter-intuitive**

Mark Sesnan

## RESEARCH

# Human Rights Watch criticises Japan's abuse of child athletes



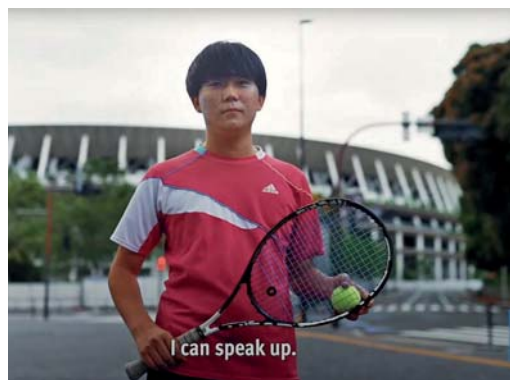
**If Japan acts now, it can serve as a model for how other countries can end child abuse in sports**

Minky Worden

Child athletes in Japan routinely face physical, sexual and verbal abuse from their coaches – which has led several to take their own lives.

The claim is made in a highly-critical report by Human Rights Watch, released in the week the 2020 Olympics were due to begin in Tokyo.

The report, called '*I Was Hit So Many Times I Can't Count: Abuse of Child Athletes in Japan*' documents Japan's history of corporal punishment in sport, and finds child abuse in sports training throughout Japanese schools, federations, and elite sports.



■ Human Rights Watch surveyed child athletes

The report found that child abuse in sport remains normalised in society.

Minky Worden, director of global initiatives at Human Rights Watch: "If Japan acts now, it can serve as a model for how other countries can end child abuse in sports."

[More: http://lei.sr/Y9t2B\\_O](http://lei.sr/Y9t2B_O)

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## LEGISLATION

# New US law would promote exercise

The American Council on Exercise (ACE) has joined 4,000 other stakeholders, such as IHRSA in urging US Congress to pass a new law which would encourage healthier lifestyles through physical activity.

ACE says that if the *COVID-19 Youth Sports and Healthy Working Families Relief Act* – which incorporates the *Personal Health Investment Today (PHIT) Act* – is passed as part of the next economic stimulus package, it would have a “triple effect”, giving fitness and sports businesses a crucial shot in the arm, reducing the strain on the healthcare system and providing a consumer-driven

economic stimulus to help active lifestyle industries.

PHIT has been designed to incentivise health by providing discounts (ranging from 10 to 37 per cent) on physical activity expenditures through the use of Flexible Spending Accounts (FSA) and Health Savings Accounts (HSA) – the tax-advantaged medical savings accounts available to taxpayers in the United States.

The discounts would apply to expenses related to active lifestyles – from health club memberships, personal training services, at-home fitness programmes and sports and fitness equipment to outdoor recreation fees and youth sports costs.



SIRTRAVELALOTSHUTTERSTOCK

■ PHIT would provide discounts on exercise to fight COVID-19

Earlier this month the stakeholders wrote an open letter to key senators, urging for PHIT to be passed, describing it as a “form of low-cost preventative health care”.  
[More: http://lei.sr/Q7y5r\\_0](http://lei.sr/Q7y5r_0)



**With the strain COVID-19 has placed on our healthcare system, it's critical to promote physical activity**  
PHIT Coalition

## STAYING OPEN

# Gym defies order to close – removes doors to stay open



**We are not going to have our lives destroyed by a political agenda**

Ian Smith

A privately-owned gym in New Jersey, US, is defying an official edict by the state governor to close, saying it has not recorded any coronavirus cases.

Atilis Gym, located in Bellmawr, first reopened on 18 May, going against an executive order by governor Phil Murphy.

Local health officials and police moved in on the gym on 22 May, ordering the facility to close indefinitely and changing the locks on the gym doors.

Following a number of legal challenges, Trumbetti and Smith have removed the gym doors, declaring they would “stay here 24 hours a day, seven



■ Atilis has successfully challenged lockdown orders

days a week and that officials “will not lock us out of our building”.

In the latest development, a judge ruled the owners – despite breaching the order – were not in contempt of court.

“We are being hounded by the state because we are pushing back against a very clear political agenda,” said Smith.

[More: http://lei.sr/T9J5g\\_0](http://lei.sr/T9J5g_0)



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## WELLNESS TOURISM

# Nature is major driver for wellness tourism

The Wellness Tourism Association's (WTA) recent survey results reveal that time in nature and improving mental health will be two of the biggest drivers for future wellness tourism.

Drawing 3,931 responses from 48 countries and territories, the survey was set up to gain a clear understanding of consumer motivations for planning and booking a wellness vacation as the industry begins to recover.

When asked the open-ended question: As a result of COVID-19 affecting your life, what are some new motivations for going on a wellness holiday?, respondents' most common

answer themes were: the desire to be in nature, to improve mental health, social connection and the desire to be with like-minded people and to learn to be proactive about their own health, wellness and wellbeing.

Anne Dimon, WTA president and CEO, pointed out: "When compared to the 2018 survey, with 2,500 plus respondents, the 2020 survey reinforces the importance of nature and the outdoors as a key pillar of wellness vacations."

Overall, the survey included 77 questions relating to wellness travel motivations, quality of life and subjective wellbeing.

[More: http://lei.sr/z8d2N\\_0](http://lei.sr/z8d2N_0)



JACOB LUND/SHUTTERSTOCK

■ More facilities are offering outdoor wellness experiences



**The 2020 survey reinforces the importance of nature and the outdoors**

Anne Dimon

## WELLNESS

# Spa programmes support recovery from lockdown



**Our treatment programmes provide therapeutic results**

Nick Irani

Ayurveda aromatherapy product house, Subtle Energies, has developed two programmes for people coming out of isolation to help restore their bodies physically, mentally and emotionally.

Each will involve a consultation, a DIY, take-home wellness prescription kit, webinars for anxiety and stress, guided meditation and yoga and where possible, results-driven spa treatments using Subtle Energies' products.

The programmes – ReSet and ReEnergise – have contactless elements and virtual experiences, as well as in-person treatments and classes.



■ The treatments assist COVID-19 recovery

Subtle Energies' Nick Irani said: "Individually our treatment programmes provide therapeutic results, but as a series, undertaken in a short period of time, you get an escalation, especially alongside the DIY treatment with the prescription kits."

[More: http://lei.sr/D5a9X\\_0](http://lei.sr/D5a9X_0)



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**the national governing body for group exercise**

# Digital natives

Schools should teach kids how to use fitness tech to 'protect them from risks', according to a recent study by UK and Australian Universities



■ Children need to be protected from overuse, while learning about the positives

We need to ensure young people have the skills to best cope with the increasing trend of online digital health technologies

Children and young people need more support to navigate the growing number of digital wellness technologies which track and manage their fitness and health.

According to a new report, 70 per cent of young people – some as young as eight-years-old – are already using apps, YouTube videos and digital online technologies to track and manage aspects of their health. The researchers responsible for the report – from the universities of Bath and Salford in the UK and University of New South Wales in Australia – say the findings highlight risks and opportunities for young people. They also suggest that more needs to be done to expand digital literacy lessons at school to focus on health.

Called *Digital Health Generation*, the report surveyed 1,000 young people.

The report shows 75 per cent of children owned their first mobile or tablet between the ages of eight and 11 years old – with 70 per cent using devices for health in relation to fitness or dieting.

Researchers also suggest the growth of digital technologies can pose problems in terms of data collection, security and ownership – and also in how young people navigate the multiple and sometimes competing health advice.





## Findings suggest young people want to learn more on this topic and need help navigating a fast-changing online environment

Among the report's findings is that, while young people often draw on the health advice provided through digital health (such as training plans and dietary advice) – many were concerned that they would not be able to recognise if they were over-exercising or dieting too much.

Therefore, the researchers suggest that, as a priority, schools should be "supported in educating young people about digital health as part of the health curriculum".

"Over recent years there has been a surge of new online apps, blogs and videos specifically targeting young people with messages all about personal improvement in their health and lifestyle," said lead researcher behind the report, Professor Emma Rich from the University of Bath.

"These technologies offer certain opportunities for young people, but they also carry risks both in terms of the direct advice and guidance given - and the implications this can have in relation

to body image for instance - but also wider concerns about data storage and ownership by third parties.

"Our findings suggest young people want to learn more about this topic, but need help in navigating a fast-paced, fast-changing online environment.

"Digital health education should promote learning that will benefit young people in ways that help them feel better prepared to manage their online health identities, particularly in relation to social media.

"Educational policymakers need to take notice of this specific issue in order to update and expand current provision within the curriculum. This trend in online digital health technologies will only continue to increase and we need to ensure young people have the skills and know-how to best cope."

In addressing this issue, the researchers argue that it is essential to bring together different stakeholders, crucially with young people front and centre of policy interventions.●



■ Professor Emma Rich, from the University of Bath, is the lead researcher behind the report



Through feasibility studies and market research, we've developed a family activity club model

Claire Harrison, GetSetGo!  
founder and MD



## Family-focused fitness

GetSetGo!, a new family-focused fitness operator, has received backing from Edition Capital to roll out the brand



■ The new brand looks to provide families with environments in which they can 'enjoy active family time and relax'

A new family fitness focused operator is preparing to open its first site in Putney, London, once social distancing eases.

GetSetGo! – the brainchild of entrepreneurs Alina Cooper and Claire Harrison – will offer families environments in which they can "enjoy active family time and relax", with fitness, swimming lessons and family activities.

The founders have an ambitious roll-out programme for GetSetGo!, after securing a "seven-figure" investment – including a contribution from leisure and entertainment specialist, Edition Capital.

Facilities will include teaching pools, exercise spaces, a café/restaurant and interactive play spaces.

At the heart of the offer will be a full programme of swimming





■ The Putney site will be followed by a further seven locations across London

“We wanted to create an environment for busy families who want to enjoy different age-group-tailored activities simultaneously”

lessons for all ages, complemented by a comprehensive range of activity classes – from suspension training, HIIT workouts, martial arts and dance academies, to baby and toddler groups. In addition, the club will serve a range of healthy meals and beverages and offer a dedicated co-working space.

The initial plan was to launch during 2020, but due to COVID-19 the official public opening is now planned for January 2021.

Harrison says the Putney site will be followed by a further seven locations across London in the next five years.

Plans are also in place to expand the brand “across the UK and beyond”.

“As seasoned industry professionals, but also working parents, Alina and I identified a noticeable shortage of good facilities, leading to a highly-fragmented children’s activity sector,” said Harrison.

“We wanted to address this problem by creating an environment for busy families who want to be able to enjoy different age group-tailored activities simultaneously.

“Through feasibility studies and market research, we’ve developed a family activity club model that will not only address a growing need, but we believe will also deliver commercial success and, therefore, long-term business sustainability and growth.”

The GetSetGo! clubs will be open seven days a week, offering a full daily activity schedule, with additional provision for holiday clubs, bookable parties and social events.

The majority of the classes will be available on a pay-as-you-go basis or bookable in session blocks. There will also be an unlimited membership option for adult classes.

The junior swim, dance and martial arts academies will run on a monthly subscription basis, providing flexibility to enable parents to tailor the offering to suit their needs and budget.

“The studio schedule will enable busy parents to plan all of their children’s activities while they work out themselves, grab an hour in the co-working space or enjoy a well-deserved glass of wine or coffee in the café,” Cooper said.

“Classes will comprise a mix of in-house designed programmes and popular, branded workouts from third parties.”

“In addition to activity sessions which run concurrently for parents and children, the intelligent programming will also offer a full complement of early morning and evening classes for adults.” ●



# leisure opportunities

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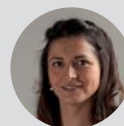
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truGym is one of the fastest-growing budget gym operators in the UK. Since the first club opened in 2009, the brand has expanded to 12 gyms across the UK with more due to open each year.

truGym have developed a sound business model, that offers affordable and convenient fitness facilities. What separates truGym from the rest is a focus on premium gym experiences at a price you would expect in the budget sector. This is achieved through great quality gym equipment, sauna relaxation areas, professionally run group exercise classes and a dedicated team of staff that are passionate about fitness and helping our members achieve their goals.

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