

# 2022 YEAR IN REVIEW

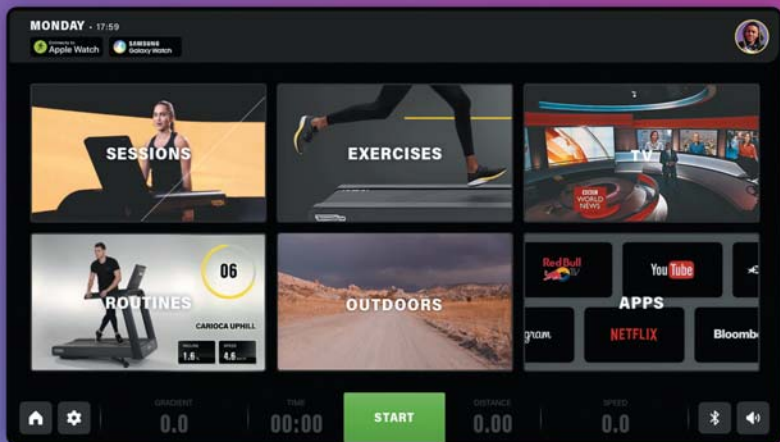




The new Excite line provides all users with an engaging and tailored exercise experience thanks to the Technogym Live platform.

- **Training variety:** training is more fun and inspiring for any age or fitness level with tailored on-demand workouts, and countless entertainment options
- **Mobile connectivity:** personalise your experience by connecting your personal device; charge your phone wirelessly
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## A transition to prevention

**Fallout from the ongoing pandemic and changes in consumer attitudes are driving the sector and governments in the same direction. Now's the time to link them up**

**W**elcome to this third edition of the *HCM Year in Review*, we hope you find it a useful resource and a comprehensive record of these times when our industry has been challenged from every direction, driving it to mature and crystallise its purpose.

If 2020 and 2021 highlighted the need for better data about the value of the sector, then 2022 was the year this evidence really started to roll in. Deloitte China and the Global Health and Fitness Alliance delivered their report, *Economic health and societal wellbeing: quantifying the impact of the global health and fitness sector*, showing in detail the impact of the sector on GDP and healthcare systems around the world. This identified a total value of up to US\$91.22bn per annum\*.

Hard on the heels of this, the World Health Organization (WHO) published its *Global Status Report on Physical Activity 2022* which revealed the shocking impact of sedentary behaviour on health outcomes.

WHO found US\$27bn a year in public healthcare costs – or US\$300bn by 2030 – could be saved globally by increasing participation in physical activity. In turn this would prevent 500m cases of noncommunicable diseases and mental health conditions by 2030.

Working with Europe Active, *HCM* interviewed Dr Fiona Bull, head of the physical activity unit at the WHO and the driving force behind this research, who called on the industry to commit to its inclusivity approaches – in terms of both consumers and staff – and encouraged the sector to work at shaping government policy on physical activity.

The Global Wellness Institute stepped up to contribute to this debate, issuing *Defining Wellness Policy*, a new report looking at ways of filling gaps in current public health policy, while also addressing failures in sick-care-focused medical systems.

Crises in healthcare provision, exacerbated by excess demand due to the pandemic, financial pressures and ageing populations, are driving changes in consumer behaviour. Where once some took the view they could live how they liked and their



PHOTO: SABINA BRACKER/SHUTTERSTOCK

**More people are realising it's time to commit to self-care**

**Failures in healthcare services are making people realise it's in their best interests to be guardians of their own health**

healthcare service would sort out any lifestyle diseases they developed, they're now recognising help may no longer be forthcoming and it's in their best interests to take more personal responsibility.

This impulse must be met with more effective government policy and support to enable a transition to a prevention-based system where health services and providers of physical activity work together to support people from all social groups and of all ages to be more effective guardians of their own wellbeing.

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\* Some double counting has been identified in this number.

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**LES MILLS**

A woman with long dark hair, wearing a purple tank top and grey leggings, is captured in a dynamic pose, performing a high kick. She is in a room with large, multi-paned glass windows that let in bright blue light. The background is slightly blurred, emphasizing the woman's movement.

# 2023, YOUR YEAR OF TRANSFORMATION

\*Source: 2021 Global Fitness Report, Les Mills





**Double down on digital to drive live fitness with Les Mills.**

The majority of members prefer a 60:40 split between the gym and home workouts, with gym members being twice as likely to use digital fitness options compared to non-members (36% vs. 18%).

Omnichannel fitness is the way to win in 2023, how does your membership offer cater to your members working out with you, wherever they are?

13 – 16 APR 23 Exhib

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Online  
news reads  
**1,826,333**

MOST SHARED STORY  
*Rainer Schaller and his  
family have died in a plane  
crash in Costa Rica*

Reads to date  
**22,685**

Social  
traffic  
**34,501**

HCMmag.com

# HCM 2022

## a year in numbers

Interviews  
& features  
**180**

TOP RESEARCH STORY  
*Researchers crack  
the code for exercise  
motivation*

Reads to date  
**15,501**

News  
stories  
**447**

Search  
traffic  
**103,020**

Events  
attended\*  
**15**

Digital/print  
magazine pages  
**1,320**

\* Hurrah!

# HCM

# 2022 timeline

The industry embraced growth, new technology and found renewed confidence after a difficult few years, but the cost-of-living crisis brought fresh challenges. HCM news tells the story of the year

## p14 / January 2022

### Focus on post-COVID growth

Almost two years on from the start of the global pandemic, the fitness industry was starting to look more at ease with its 'new normal'. Acquisitions gathered pace.

## p18 / February 2022

### Wellness trends and research

The Global Wellness Summit launched its annual trends report, while other research showed exercise improved memory in all age groups, and aided impact of chemo.

## p22 / March 2022

### Energy costs and net-zero drive

UK Active renewed calls for sector VAT cuts amid the war in Ukraine and rising energy costs. Meanwhile an activity sector-wide drive to achieve net-zero status was ramped up.

## p26 / April 2022

### Growth accelerates in Europe

Deloitte reported that the European activity sector was recovering, with overall gym memberships up 1 million, and FIBO saw strong attendance after a three-year hiatus.

## p30 / May 2022

### Investing in the future

Urban Gym Group raised €16m in capital, while Circuit Society signed first London deal. Industry legend Deborah Szekely inducted into Wellness Hall of Fame.

## p34 / June 2022

### Towards a healthier future

Deloitte report found sector contributed more than US\$90bn to global GDP, as more than one in five people in US (66.5 million) were now members of a health club.

## p38 / July 2022

### Post-pandemic cutbacks and growth

A mixed industry picture emerged. F45 issued profits warning, while Tonal cut staff by 35 per cent. Elsewhere, operators such as SATS announced record results.

## p42 / August 2022

### More green shoots of recovery

Gym Group was on track for £45m EBITDA in 2022, and IHRSA's latest Global Report showed many operators beating pre-pandemic numbers.

## p46 / September 2022

### Global expansion and reshuffles

TRX inventor Randy Hetrick bought back company, Elaine Jobson acquired Jetts Fitness from FLG, David Lloyd added two Spanish clubs, and Peloton reshuffled.

## p50 / October 2022

### Death of an industry giant

The health and fitness industry reeled from the news that Rainer Schaller, founder and CEO of RSG Group had died in a plane crash in Costa Rica.

## p54 / November 2022

### Inspiring people to get active

GWFI report found spending on wellness linked to greater happiness and longevity, and the first Blue Zones Center for longevity research was set to open in Miami, Florida.

## p58 / December 2022

### Ready for the Metaverse

The *Digital Futures* report showed operators engaging with technology, while more and more fitness brands were embracing the huge potential of the Metaverse.



SHUTTERSTOCK/PROFESSIONAL

Gym 'not a great transmission risk' for COVID-19

23 Dec 2021

### COVID-19 risk in European fitness clubs assessed as 'extremely low'

The number of COVID-19 cases among people who visited European health clubs in the pandemic remained "extremely low", according to data from Europe Active's *Safe Active* report. The number of cases recorded in 185 million attendances was 1,614, proving clubs were safe places to be. [More: http://lei.sr/Z2p8A\\_H](http://lei.sr/Z2p8A_H)



TRIVOGA/UB

The Triyoga deal grew UFB by five sites

04 Jan 2022

### United Fitness Brands snapped up Triyoga

United Fitness Brands (UFB) added London-based operator Triyoga to its portfolio, making it the fourth brand to join the newly-formed wellbeing 'supergroup' of boutiques fitness operators which included Boom Cycle, Kobox and Barrecore. The acquisition of Triyoga's five sites grew the UFB portfolio to more than 25 sites across the UK. [More: http://lei.sr/z3f7B\\_H](http://lei.sr/z3f7B_H)

06 Jan 2022

### Vaccines 'more effective in people who exercise'

Physically-active people are 50 per cent more likely to develop higher antibody levels after a vaccine, when compared to the inactive, a Glasgow Caledonian University study found. [More: http://lei.sr/U7D7R\\_H](http://lei.sr/U7D7R_H)

10 Jan 2022

### Longevity predicted to be 'next market disruptor', according to wellness chief Michael Roizen

The Cleveland Clinic's chief wellness officer Michael Roizen told *HCM* that longevity research was pointing to a "great age reboot" by 2035, with "90 becoming the new 40". [More: http://lei.sr/2t2Q8\\_H](http://lei.sr/2t2Q8_H)



WISGARD

Roizen said wellness improves healthspan

10 Jan 2022

### Myzone set course for unicorn status as investment from BGF valued brand at US\$102m

Myzone secured a US\$17.2m investment from growth capital investor BGF – valuing the brand at US\$102m. The deal set the fit tech firm on course for further growth and a future IPO. [More: http://lei.sr/a4P2q\\_H](http://lei.sr/a4P2q_H)



NEEDHAM/POOL SKILL LINE

4 Global partnered with Moving Communities

11 Jan 2022

### 4 Global IPO valued business at £24m

4 Global – a partner in the Moving Communities initiative – completed an initial public offering (IPO) on the London Stock Exchange's Alternative Investment Market, valuing the business at £24m. The Moving Communities evaluation tool was launched by Sport England in 2021 in response to the pandemic. [More: http://lei.sr/v8b8h\\_H](http://lei.sr/v8b8h_H)





SHARRON DAVIES TRAINING

Davies' platform designed to help the inactive

## 11 Jan 2022

### Sharron Davies launched online fitness platform for all ages

Former Olympian and TV presenter Sharron Davies launched a new online health and fitness programme. Designed for all ages and abilities, the workouts required no equipment and were designed to get inactive people more active post-lockdown. [More: http://lei.sr/c6Y7e\\_H](http://lei.sr/c6Y7e_H)



SHUTTERSTOCK/AJA ROOD

Social prescribing reduces pressure on services

## 12 Jan 2022

### Fitness industry has critical role to play in healthcare, new report found

The government should make it easier for doctors and healthcare professionals to refer people to fitness facilities, said a report by the UK Active Research Institute. It said 'social prescribing' could greatly reduce pressure on the NHS. [More: http://lei.sr/2b6X5\\_H](http://lei.sr/2b6X5_H)

## 14 Jan 2022

### Hussle found partnership with McDonald's led to 'massive rise' in number of people looking at gyms

A marketing partnership between fitness marketplace Hussle and fast-food giant McDonald's resulted in a significant increase in the number of people looking at gyms via the platform. [More: http://lei.sr/k6S2q\\_H](http://lei.sr/k6S2q_H)

## 14 Jan 2022

### Londoners told to avoid exercise due to very high levels of air pollution

People living in London were advised to avoid or reduce strenuous exercise on this day (Friday 14 January) – especially outdoors – due to exceptionally high levels of air pollution caused by an area of high pressure over western Europe. [More: http://lei.sr/E3V3v\\_H](http://lei.sr/E3V3v_H)



PLANET FITNESS

Planet Fitness acquired Sunshine Fitness sites

## 17 Jan 2022

### Planet Fitness bought Sunshine Fitness for US\$800m

Planet Fitness signed an agreement to acquire Sunshine Fitness – operator of 114 Planet Fitness clubs in the US – in a deal worth US\$800m. The deal was to allow Planet Fitness to diversify across more geographies, according to CEO Chris Rondeau. [More: http://lei.sr/h8b2Q\\_H](http://lei.sr/h8b2Q_H)



LIT METHOD

The LIT Strength Machine launched in May 2020

## 18 Jan 2022

### Hybrid brand LIT Method targeted rapid growth through franchising

Fit tech company, LIT Method, (low-intensity training) ramped up expansion by launching into franchising. This allowed the company's hybrid business model to combine studios with an at-home, digital fitness offering based on its Strength Machine. [More: http://lei.sr/D4q8s\\_H](http://lei.sr/D4q8s_H)



The survey will compare findings to 2021 data

## 18 Jan 2022

## National survey explored mental health of fitness sector workforce

The *Workforce State of Mind Survey 2022* invited contributions from workers in the sector, to benchmark how they were faring with their mental health. The inaugural 2021 survey showed that 53 per cent of respondents had experienced a mental health issue in the previous 12 months. **More:** [http://lei.sr/e8j3H\\_H](http://lei.sr/e8j3H_H)



Trib3's HIIT workouts entered the metaverse

## 19 Jan 2022

## Trib3 took its fitness offers into the metaverse with 'Sandbox' deal

Boutique chain Trib3 became one of the first fitness operators to establish a presence in the metaverse, making its workouts available in The Sandbox – a blockchain-based decentralised metaverse. The 'landmark' deal saw Trib3 join brands such as sports giant Adidas and Team GB. **More:** [http://lei.sr/y2F4C\\_H](http://lei.sr/y2F4C_H)

## 20 Jan 2022

## Celeb-driven brand, Fit Lab, raised \$15m – planning 500 studios with at-home, in-club and events in one membership

Hybrid fitness platform Fit Lab closed its Series A financing, raising more than US\$15m to fund the scaling of its brand portfolio. **More:** [http://lei.sr/H4X5V\\_H](http://lei.sr/H4X5V_H)

## Exercise boosts body and mind

## 21 Jan 2022

## Four hours of exercise a week shown to slow development of Parkinson's

Early-stage Parkinson's sufferers should do regular exercise to slow down the progression of the disease, findings from a six-year study showed. Four hours of exercise a week led to a slower decline in balancing and walking five years later. **More:** [http://lei.sr/u9c5h\\_H](http://lei.sr/u9c5h_H)



Exercise was found to extend lifespan

## 26 Jan 2022

## Premature death rates decreased the more people exercised, research found

More than 110,000 premature deaths could be prevented each year in the US if adults over 40 added 10 minutes of moderate to vigorous physical activity to their daily routine, according to researchers at the National Cancer Institute in Rockville, US. **More:** [http://lei.sr/w2g4K\\_H](http://lei.sr/w2g4K_H)



'Mental wellness platform' backed by neuroscience

## 31 Jan 2022

## MindLabs: 'makes looking after mental health as normal as going to the gym'

A new mental health platform sought to make looking after mental health "as normal as going to the gym". MindLabs' live and on-demand content was created to help people overcome stress, anxiety and low mood, and to improve sleep patterns. **More:** [http://lei.sr/M6t3x\\_H](http://lei.sr/M6t3x_H)

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Wonder of the Seas has multiple wellness offers

## 01 Feb 2022

## Wellness set sail as world's largest cruise ship launched with on board fitness, wellness and spa

Royal Caribbean prepared its 18-deck ship, *Wonder of the Seas* – said to be the world's largest cruise liner – ahead of its Florida debut in March. The ship accommodates 6,988 guests and offers opportunities for wellness experiences at sea. [More: http://lei.sr/9q2e8\\_H](http://lei.sr/9q2e8_H)



Bodycombat VR was created with Odders Labs

## 03 Feb 2022

## Les Mills entered the Metaverse with launch of Bodycombat VR

Les Mills created a VR version of its Bodycombat workout and made it available in the Metaverse. Bodycombat became a high-octane VR gaming app on the Quest platform. [More: http://lei.sr/G3d8V\\_H](http://lei.sr/G3d8V_H)

## 03 Feb 2022

## Ground-breaking research discovered best times of day to exercise

An international team of scientists examined how different human tissues responded to exercise at different times of the day. A first study of its kind, the findings in an *Atlas of Exercise Metabolism* could pave the way to further research on how exercise timing might improve health. [More: http://lei.sr/B8V6j\\_H](http://lei.sr/B8V6j_H)

## 08 Feb 2022

## Rob Barker stepped down from Precor and Peloton, invested in Trib3

Rob Barker stepped down from his roles at Precor and Peloton. Barker said he would remain in the fitness industry as an investor, taking a 'significant stake' in boutique fitness studio franchise TRIB3, which is backed by the Fisher Family. [More: http://lei.sr/p6K4w\\_H](http://lei.sr/p6K4w_H)



The GWS predicted an urban bathhouse renaissance

## 08 Feb 2022

## GWS unveiled its 2022 global wellness trends report

The Global Wellness Summit (GWS) launched its annual trends report, revealing the top 10 new trends for the year ahead in health and wellness. Trends included Dirty-Wellness (connection to the soil), Senior Living Disrupted and Urban Bathhouses. [More: http://lei.sr/u4d5v\\_H](http://lei.sr/u4d5v_H)



Diaper said VAT cut could have saved fitness sector

## 10 Feb 2022

## Marc Diaper: VAT cut could have saved fitness businesses and jobs

Cutting VAT for the pandemic-hit fitness industry could have saved businesses and jobs – just as it did across the hospitality sector, said Marc Diaper, CEO of boutique fitness operator Gymbox, which has studios across London. [More: http://lei.sr/b6B8K\\_H](http://lei.sr/b6B8K_H)



**10 Feb 2022**

### Consumer demand for health clubs returned to normal, but 'January jump' was delayed by work from home directive

Customer demand for health clubs 'returned to normal' in January 2022, although the New Year uplift was dampened by the Plan B work from home directive, said fitness marketplace Hussle. [More: http://lei.sr/B5M2d\\_H](http://lei.sr/B5M2d_H)



**10 Feb 2022**

### Everyone Active to launch new exercise classes to reduce gender gap

Everyone Active teamed up with EMD UK to launch new exercise classes linked to the 'This Girl Can' campaign (7 February). Classes aimed at boosting participation by currently inactive women ran at 30 leisure centres across the country. [More: http://lei.sr/J5i0B](http://lei.sr/J5i0B)

**11 Feb 2022**

### Digme founder dismissed 'collapse' rumours – but said restructure would see two studios close

Caoimhe Bamber of Digme Fitness said a *Daily Telegraph* article claiming the chain was on the verge of collapse was "misleading". She told *HCM* recent changes were due to "restructuring". [More: http://lei.sr/Z4X8H\\_H](http://lei.sr/Z4X8H_H)

**14 Feb 2022**

### Exercise during chemotherapy 'shrinks tumours'

Research published in the *British Journal of Sport Medicine* showed that cancer patients who followed a course of exercise ahead of surgery saw their tumours shrink markedly when compared to patients on a standard care pathway. [More: http://lei.sr/m4R6v\\_H](http://lei.sr/m4R6v_H)



**15 Feb 2022**

### Physical activity sector 'essential' to UK government's levelling up ambitions

The physical activity sector has an essential role to play in delivering the UK government's "levelling up" plans to tackle economic, social, and health inequalities, according to findings published in the much-awaited, flagship *Levelling Up White Paper*. [More: http://lei.sr/w5D7J\\_H](http://lei.sr/w5D7J_H)



**15 Feb 2022**

### F45 lost its lawsuit against Body Fit Training in the Australian courts

Body Fit Training (BFT), the Australian fitness franchise successfully defended a court action brought by F45 in the Australian Federal Court. The lawsuit was part of an ongoing global dispute over business strategies and the use of technology. [More: http://lei.sr/a7u2N\\_H](http://lei.sr/a7u2N_H)





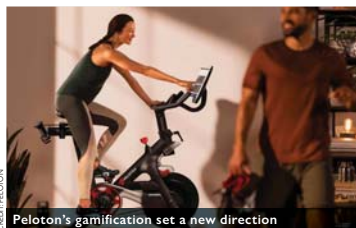
CREDIT: GLL

Bude Leisure Centre lost 20 per cent of its roof

## 21 Feb 2022

### Twenty-six GLL facilities battered during storm Eunice

Two staff were injured and 26 GLL leisure facilities had to close their doors on 18 February as Storm Eunice swept west across the UK and Europe. GLL ended up setting up an emergency room at its HQ in Woolwich. Storm Eunice also ripped part of the roof off the O2 Arena in London's docklands. **More:** [http://lei.sr/v7b4B\\_H](http://lei.sr/v7b4B_H)



CREDIT: PELOTON

Peloton's gamification set a new direction

## 21 Feb 2022

### Peloton got into gamification with launch of Lanebreak workout

Peloton released a new workout option that moved away from its previous instructor-led content and instead relied on gamification to engage users. The Lanebreak workout is a music-based exercise that requires riders to match and sustain their cadence or resistance with on-screen cues. **More:** [http://lei.sr/3Z6M8\\_H](http://lei.sr/3Z6M8_H)

## 25 Feb 2022

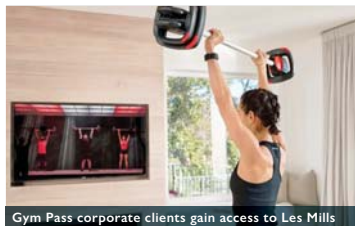
### Your Personal Training created Hyperice Recovery Hub for Waterside Hotel and Leisure Club

YOUR Personal Training (YPT) created a Hyperice specialist recovery hub for members of the Waterside Leisure Club. **More:** <http://lei.sr/12f3n>

## 27 Feb 2022

### Exercise 'improves episodic memory at every age'

Adults can prevent declines in episodic memory with regular exercise, researchers at the University of Pittsburgh found. Close analysis of 36 studies suggested exercising three times a week for at least four months could reap benefits. **More:** [http://lei.sr/C7r2c\\_H](http://lei.sr/C7r2c_H)



CREDIT: LES MILLS

Gym Pass corporate clients gain access to Les Mills

## 27 Feb 2022

### Gympass signed deal with Les Mills

Gympass signed a partnership deal with Les Mills to make the fitness platform's 1,500 on-demand workouts and virtual training sessions available to Gympass corporate clients. Clive Ormerod, Les Mills CEO, said the deal "would bring fresh motivation to employees so they can enjoy everyday movement". **More:** [http://lei.sr/Z5G5P\\_H](http://lei.sr/Z5G5P_H)



CREDIT: UK ACTIVE

Edwards: 'Plan needed to restore nation's health'

## 28 Feb 2022

### UK government must drive through plans to build fitter, stronger nation, said Huw Edwards

The government must offer more clarity on how it will support the fitness industry to re-engage people with exercise post-pandemic, said UK Active CEO, Huw Edwards. **More:** [http://lei.sr/k2a6F\\_H](http://lei.sr/k2a6F_H)





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ANDREW FORD

Myzone deal brought 'fun competition' to workplace

**01 Mar 2022****Myzone pushed further into the workplace wellness market with Wellonomics partnership**

Myzone announced a partnership with workforce wellness platform Wellonomics, which saw an integration of Myzone functionality into the Wellonomics app. The move aims to engage and encourage more physical activity among employees. [More: http://lei.sr/U6k8G\\_H](http://lei.sr/U6k8G_H)



SHUTTERSTOCK/ARIN KOTKIN

UK Active issued a list of recommended charities

**04 Mar 2022****UK Active advised the sector on how to help Ukraine**

Health and fitness operators, wellness brands and other industry organisations wanting to help the aid efforts in Ukraine were given a list of charities they could support financially. UK Active said it was in response to being contacted by a number of its members to see how they could help. [More: http://lei.sr/9W5N2\\_H](http://lei.sr/9W5N2_H)

**07 Mar 2022****Xponential bounced back – predicted 81 per cent increase in new studio openings for 2022**

Xponential Fitness showed strong bounce-back post-COVID, with a 78 per cent revenue rise in Q4 2021, and 500+ launches due in 2022. [More: http://lei.sr/7k5X3\\_H](http://lei.sr/7k5X3_H)

**07 Mar 2022****Xponential Fitness launched X Pass as it reached critical mass needed to aggregate its own estate**

Xponential Fitness launched X Pass, a package that allows subscribers to book classes across its entire portfolio of brands. X Pass acts like an aggregator, creating a 'first-of-its-kind model'. [More: http://lei.sr/U3x6g\\_H](http://lei.sr/U3x6g_H)



GUY LAWRENCE

Rob Barker appointed non-exec director at Trib3

**08 Mar 2022****Trib3 set sights on US expansion. Rob Barker appointed to the board**

Trib3 made a play for the lucrative US fitness market, joining the International Franchise Association (IFA), to support its plans to take its franchising model into the US. Rob Barker was appointed as non-executive director for the boutique franchise. [ore: http://lei.sr/A2Q5W\\_H](http://lei.sr/A2Q5W_H)



PASCAL

David: Pure Gym will expand as Pure Fitness in US

**09 Mar 2022****Pure Gym's Francine Davis: US represents a 'significant opportunity' for chain**

Pure Gym said it would take its US expansion "step by step" – but saw the market as having huge potential for growth. Chief strategy officer Francine Davis told *HCM* the group had "ambitious plans", but would expand in a gradual way. [More: http://lei.sr/G9c9M\\_H](http://lei.sr/G9c9M_H)



BASIC-FIT

Basic-Fit started building clubs in Germany

## 09 Mar 2022

### Basic-Fit entered German market, with plans for 600 sites

Basic-Fit revealed plans to enter the German fitness market during 2022. The European fitness giant said it would begin construction of the first locations in the first half of the year, with 20 openings planned by the end of 2022. [More: http://lei.sr/P7S8m\\_H](http://lei.sr/P7S8m_H)



BANNATYNE GROUP

Bannatyne invested in spa and wellness

## 15 Mar 2022

### Bannatyne Group spent £1m to realise all-encompassing health and wellbeing facility in Leeds

Plans for a new spa in Leeds were unveiled by The Bannatyne Group as part of a £1m (£1.2m, US\$1.3m) investment programme at its Cardigan Fields, Leeds health club. [More: http://lei.sr/p9k7N\\_H](http://lei.sr/p9k7N_H)

## 16 Mar 2022

### Pure Gym blasted into the US with cluster of clubs in Washington DC

Pure Gym launched in the US under the brand Pure Fitness, with the first three locations opening in the Washington DC area as part of a cluster rollout. Wider US expansion was expected if the initial concept played well with US consumers. [More: http://lei.sr/C3N2n\\_H](http://lei.sr/C3N2n_H)

## 16 Mar 2022

### Blok geared up to scale with £3.75m funding round

Boutique operator Blok secured £3.75m in pre-Series A bridge funding to drive growth of its hybrid studios and digital platform. The funding round was led by ACF Investors, with Elcot Capital, The Santon Group and the UK's Future Fund involved. [More: http://lei.sr/6U5X4\\_H](http://lei.sr/6U5X4_H)



THE GYM GROUP

The Gym Group plans included a £7m rebrand

## 18 Mar 2022

### The Gym Group revealed profit forecast, bought clubs from Fitness First

The Gym Group published its full-year results for 2021 and announced plans to open 28 new sites in 2022, including three gyms acquired from Fitness First in Haringey, Leytonstone and Romford, boosting its cluster in that part of the UK. [More: http://lei.sr/6Z5z3\\_H](http://lei.sr/6Z5z3_H)



NUFFIELD HEALTH

The new Nuffield partnership set a two-year goal

## 21 Mar 2022

### Nuffield Health partnered with Access Sport to tackle health inequalities

Healthcare charity Nuffield Health partnered with Access Sport for a ground-breaking project that would combine resources and expertise to improve the lives of 15,000 disadvantaged young people and their families across Greater Manchester. [More: http://lei.sr/j6M5p\\_H](http://lei.sr/j6M5p_H)



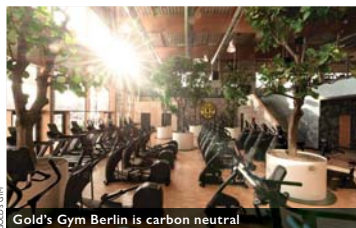
THE GYM GROUP

The Gym Group is investing in renewables

## 21 Mar 2022

## UK Active renewed calls for VAT cuts to offset increases in energy costs

Ahead of the Spring Budget, UK Active called on the government to support the sector over rising energy bills. CEO Huw Edwards wrote to the Chancellor warning operators may have to raise prices, cut services or even temporarily close. [More: http://lei.sr/T5D4Z\\_H](http://lei.sr/T5D4Z_H)



GOLD'S GYM

Gold's Gym Berlin is carbon neutral

## 22 Mar 2022

## Activity sector launched drive to net-zero

The health, fitness and activity sector ramped up its sustainability drive to net-zero with the launch of a new alliance called the Sport Environment and Climate Coalition (SECC). The new body will support the sector to decarbonise, pinpointing what's needed to create long-term change. [More: http://lei.sr/s6g5t\\_H](http://lei.sr/s6g5t_H)

## 23 Mar 2022

## David Beckham announced as partner in new London gym

David Beckham was named as a partner in a newly-opened F45 studio in London, as part of the franchised fitness operator's plans to highlight its UK expansion push. The ex-England football captain joined F45 as an investor in 2021. [More: http://lei.sr/F9u4B\\_H](http://lei.sr/F9u4B_H)

## Energy costs and net-zero drive

## 23 Mar 2022

## Increased spend on physical activity, sports bras and plant-based food showed changing consumer wellness habits

Consumers' growing interest in wellness were highlighted by changes to the UK government's inflationary measures, with exercise and activity participation making its first-ever appearance. [More: http://lei.sr/SR5u5\\_H](http://lei.sr/SR5u5_H)



UK ACTIVE

Jack Worsley delivering Prehab4Cancer

## 29 Mar 2022

## Prehab4Cancer programme cuts treatment time for cancer patients

A new cancer prehabilitation programme was achieving groundbreaking results by bringing together the fitness and activity sectors with medics. Prehab4Cancer (P4C) released its first results, showing a raft of improvements for patients and the NHS. [More: http://lei.sr/5d9C3\\_H](http://lei.sr/5d9C3_H)



4GLOBA

Kerstin Obenauer joined the 4Global team

## 29 Mar 2022

## 4 Global revealed growth plans following IPO, hiring Kerstin Obenauer to drive global expansion

Sports data analysis and consultancy firm 4 Global appointed Kerstin Obenauer as chief customer officer as part of a new growth strategy. Obenauer was previously with supplier Egym. [More: http://lei.sr/C6f4g\\_H](http://lei.sr/C6f4g_H)



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Ten Trib3 studios set to open across Greece

## 01 Apr 2022

## Trib3 entered Greek and Cypriot fitness markets with 10-site development deal

Trib3 accelerated the pace of its expansion plans with a multi-site development deal across Greece and Cyprus. The deal will see 10 Trib3 studios open across Greece and Cyprus over the next five years, with the first site due to open in October. [More: http://lei.sr/g9M5H\\_H](http://lei.sr/g9M5H_H)



Andrea Bell appointed new chair of the GHFA

## 05 Apr 2022

## Andrea Bell became new chair of the Global Health &amp; Fitness Alliance

The Global Health & Fitness Alliance (GHFA) announced Andrea Bell was to serve as the new chair of its advisory council. She replaced Greg Oliver, CEO of the Fitness & Lifestyle Group, who took up the role in October 2021. [More: http://lei.sr/A4z3j\\_H](http://lei.sr/A4z3j_H)

## 06 Apr 2022

## Energised EHFF Conference kicked off in Cologne after three-year hiatus

The ninth European Health & Fitness Forum (EHFF) kicked off at the Koelnmesse in Cologne, Germany – for the first time since 2019. The event focused on the theme of ‘Moving Forward Together’ after the global pandemic. [More: http://lei.sr/v5y2p\\_H](http://lei.sr/v5y2p_H)

## Growth accelerates in Europe

## 06 Apr 2022

## Deloitte said European fitness sector was recovering: memberships and number of clubs up in 2021

The number of gym members in Europe rose by 1 million (2 per cent) in 2021 – up from 55.2 million in 2020 to 56.3 million by year-end 2021, the European Health & Fitness Market Report said. [More: http://lei.sr/b4a7m\\_H](http://lei.sr/b4a7m_H)

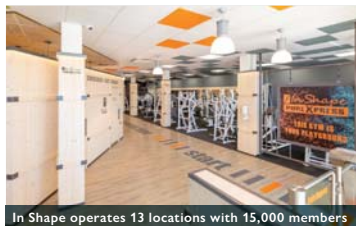


Safety reporting on COVID-19 ‘set benchmark’

## 07 Apr 2022

## Final report from UK Active showed health clubs beating COVID

UK Active released its final report on COVID-19 cases among health club, leisure centre and swimming pool customers. The report, called *Safe and Essential*, covers the last tranche of findings from research that was launched in July 2020. [More: http://lei.sr/R4Y7c\\_H](http://lei.sr/R4Y7c_H)



In Shape operates 13 locations with 15,000 members

## 07 Apr 2022

## LifeFit Group bought In Shape

LifeFit Group added regional club operator, In Shape, to its growing portfolio of brands. In Shape operates 13 clubs across the Stuttgart and Ulm region with more than 15,000 members, 300 employees, and fitness concepts that include Premium, Physio & Fitness, Dynamic, Pure and Pure Express. [More: http://lei.sr/m3c4B\\_H](http://lei.sr/m3c4B_H)



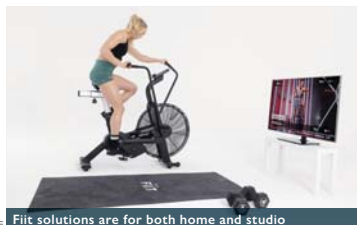


Peloton Guide works through voice activation

**08 Apr 2022**

### Peloton jumped into strength training with AI-assisted Peloton Guide

Cardio giant Peloton launched its first home strength-training product. Peloton Guide is based on hardware with a body-tracking camera and remote control which provides the user with a connected workout experience through their TV. [More: http://lei.sr/t8E8j\\_H](http://lei.sr/t8E8j_H)



Fiit solutions are for both home and studio

**11 Apr 2022**

### Fiit raised \$1m to build chain of hybrid fitness studios and drive Assault Fitness partnership

Cross-platform fit tech business Fiit hit a £1m crowdfunding target in seven days, with over 1,000 initial investors supporting it on Crowdfunder. The fundraiser was for a 2.68 per cent share. [More: http://lei.sr/Z7k9R\\_H](http://lei.sr/Z7k9R_H)

**13 Apr 2022**

### Mintel unveiled latest US exercise trends

Over a third of consumers were working out more than before the pandemic, but missed the personal connection of the gym, revealed a study on the US fitness market from Mintel. *Exercise Trends – US – 2021* confirmed that mental health was now the leading secondary motivator for exercising. [More: http://lei.sr/M4S3Z\\_H](http://lei.sr/M4S3Z_H)

**14 Apr 2022**

### Researchers 'cracked the code' for exercise motivation

Scientists at the Les Mills Research Lab identified the trait of automaticity – turning exercise into a habit – as the key differentiator between active and inactive people, and that such habitual behaviours could be learned with the right support. [More: http://lei.sr/w9T5y\\_H](http://lei.sr/w9T5y_H)



Members could transfer to a Pure Group club

**21 Apr 2022**

### Fitness First pulled out of Hong Kong as COVID closures wreaked havoc

Evolution Wellness closed all its Fitness First operations in Hong Kong, after the pandemic's impact and Zero COVID strategy by the government proved too much. The operator's entire Hong Kong business was put into liquidation with Kroll. [More: http://lei.sr/m8N7n\\_H](http://lei.sr/m8N7n_H)



FIBO 2022 welcomed over 50,000 visitors

**21 Apr 2022**

### FIBO 2022 attendance saw fitness events industry bouncing back

After a three-year hiatus, FIBO's return in April heralded a strong restart for the world's largest health and fitness trade fair. The four-day trade show attracted 51,270 people from 109 countries, with the European Health and Fitness Forum sold out. [More: http://lei.sr/e3C3z\\_H](http://lei.sr/e3C3z_H)



Pure Gym set target of 700 to 900 clubs by 2028

## 21 Apr 2022

## Pure Gym 'to double in size by 2030'

Pure Gym said it was planning to double its number of clubs, with a target of reaching more than 1,000 sites by 2030. The low-cost gym chain said that it planned to open 500 sites in the UK and Switzerland, as part of a strategy to "take control of the attractive markets".

More: [http://lei.sr/p5G9w\\_H](http://lei.sr/p5G9w_H)



David Lloyd Leisure's Cricklewood Lane

## 22 Apr 2022

## New David Lloyd club is revamped Virgin Active

David Lloyd Leisure (DLL) opened a new club in Cricklewood Lane, London, completing phase one of a £5.25m redevelopment initiative as part of the its mergers and acquisitions strategy. Cricklewood Lane became the 126th site. More: [http://lei.sr/D4k7q\\_H](http://lei.sr/D4k7q_H)

## 25 Apr 2022

## Core Health &amp; Fitness acquired Wexer

Core Health & Fitness acquired digital fitness content provider, Wexer Holding, for an undisclosed sum. Wexer said the deal would provide it with the "funding to scale its business" and drive digital adoption in Europe, while Core said it would use Wexer "as a vehicle for significant acquisitions". More: [http://lei.sr/r6s3N\\_H](http://lei.sr/r6s3N_H)

## 27 Apr 2022

## Egym acquired Gymlib to expand corporate fitness portfolio

Fitness tech firm Egym acquired French corporate fitness and wellbeing business Gymlib for what was been described as a "high double-digit million" purchase price. Gymlib has more than 4,000 gyms and health clubs in France and Belgium. More: [http://lei.sr/6B4A5\\_H](http://lei.sr/6B4A5_H)



The centre in Ontario will be a 'first-of-its-kind'

## 28 Apr 2022

## Zero carbon health club and sports centre planned for Toronto

Design practice Perkins & Will unveiled plans for a net-zero operational carbon community sports centre, health club and cultural hub in Toronto, Canada. The centre will achieve net-zero status through energy-efficient design and renewable energy. More: [http://lei.sr/B6b4A\\_H](http://lei.sr/B6b4A_H)



Water temperature at Berlin's lidos reduced

## 28 Apr 2022

## Berlin cooled its famous pools to make political statement on Russian gas

Water temperatures at the German capital's 16 gas-heated lidos – or Sommerbäder – would be cut by two degrees, said state-funded operator Berliner Bäder-Betriebe. The move was to "help reduce German reliance on Russian gas". More: [http://lei.sr/g5X6s\\_H](http://lei.sr/g5X6s_H)

THE UK'S FITNESS, SPORTS THERAPY AND PHYSICAL ACTIVITY TRADE SHOW

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A man and a woman are shown in a gym setting, performing a squat exercise. The woman is on the left, wearing a black tank top and red leggings, with her hands on her knees. The man is on the right, wearing a dark blue tank top and grey shorts, with his hands on his thighs. They are both looking down at their feet. The background is a blurred gym environment with various equipment.

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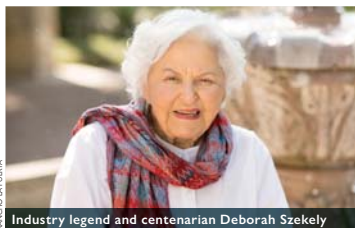
[www.elevatearena.com](http://www.elevatearena.com)



Clubsportive was UGG's first brand in 1998

**03 May 2022****Urban Gym Group raised €16m to fuel European expansion**

Multi-brand fitness chain Urban Gym Group (UGG) raised €16m in capital, with funds being assigned to drive company growth through acquisitions, branching out to new locations and territories, and expanding the management team. [More: http://lei.sr/9r8X9\\_H](http://lei.sr/9r8X9_H)



Industry legend and centenarian Deborah Szekely

**03 May 2022****Wellness Hall of Fame announced Deborah Szekely as inaugural Fellow on her 100th birthday**

Philanthropist, social activist, teacher and entrepreneur Deborah Szekely was inducted into the Wellness Hall of Fame (WellHOF) as its inaugural Fellow on the day of her 100th birthday. [More: http://lei.sr/k3S6w\\_H](http://lei.sr/k3S6w_H)

**03 May 2022****Basic-Fit membership numbers grew by 46 per cent in Q1 2022**

Basic-Fit opened a record number of 72 clubs in the first quarter of 2022. Fifty-five in France, eight in the Netherlands, two in Belgium and seven in Spain, despite closures and restrictions caused by the pandemic. [More: http://lei.sr/9n5V5\\_H](http://lei.sr/9n5V5_H)

**Bounceback across US and Europe****04 May 2022****1Rebel snapped up Core Collective in pre-pack administration deal – reveals international growth plans**

1Rebel acquired two Core Collective clubs as part of a pre-pack administration deal, along with London studio Sweat It which it bought from liquidators in February. [More: http://lei.sr/M9u7p\\_H](http://lei.sr/M9u7p_H)



Last year's winner was Senator Richard Burr

**05 May 2022****US Congress Physical Activity Challenge used Myzone's MZ-Switch**

Members of the United States Congress and Washington DC staff competed against each other in the annual Congressional Physical Activity Challenge. The event – hosted along with Myzone and the Physical Activity Alliance – ran through May. [More: http://lei.sr/4g8Q5\\_H](http://lei.sr/4g8Q5_H)



Being active can counter diabetes effects

**06 May 2022****Research provided new evidence of how exercise can counter diabetes damage**

Being physically active can counter the damage of diabetes by enabling the activation of a natural system that grows new blood vessels (angiogenesis), scientists at Medical College of Georgia (MCG) discovered. [More: http://lei.sr/n4c9C\\_H](http://lei.sr/n4c9C_H)



High-school kids given free access to 2,200 locations

## 10 May 2022

### Planet Fitness gave teens free access to its gyms and app

Planet Fitness offered high-school students free access to any of its 2,200 locations in the US and Canada from 16 May to 31 August. Users were given a Summer Pass digital key and access to the app (PlanetFitness.com/SummerPass). [More: http://lei.sr/Q6y2j\\_H](http://lei.sr/Q6y2j_H)



The partnership covers seven strategic areas

## 10 May 2022

### Sport England put £5.25m on the table to tackle inequalities, in partnership with UK Active

Sport England and UK Active signed a five-year partnership agreement which would see the two organisations tackle inequalities within the sport and physical activity sector. [More: http://lei.sr/e7u2c\\_H](http://lei.sr/e7u2c_H)

## 11 May 2022

### Revenues jumped 67 per cent at Planet Fitness ahead of expansion into new markets

Planet Fitness saw its Q1 2022 revenue increase by 66.9 per cent (to US\$186.7m) on 2021 – the latest sign that the US fitness market was bouncing back after the pandemic lockdowns. [More: http://lei.sr/R5k4M\\_H](http://lei.sr/R5k4M_H)

## 11 May 2022

### Harm Tegelaars returned to fitness industry – joining the board of Huddle

Fitness industry veteran Harm Tegelaars returned to the fitness industry by joining the board of directors at Huddle. Tegelaars founded the Cannons Group in 1980, building it from one club into a national brand with more than 60 sites. [More: http://lei.sr/7j7A7\\_H](http://lei.sr/7j7A7_H)



Moorways Sports Village offers a 50m pool

## 13 May 2022

### Derby's new Moorways Sports Village unites fitness, sport, wellness and waterplay

The new £42m Moorways Sports Village was set to open on 21 May. The community-focused development resulted from a partnership between Derby City Council and Everyone Active. [More: http://lei.sr/K2b6N\\_H](http://lei.sr/K2b6N_H)



Can We Splash? encourages family swim time

## 16 May 2022

### Active Nottingham published free book called Can We Splash? to get families into swimming

Active Nottingham, part of Nottingham City Council, released a children's book called *Can We Splash?* to encourage more parents to take their children swimming. [More: http://lei.sr/h3N2d\\_H](http://lei.sr/h3N2d_H)





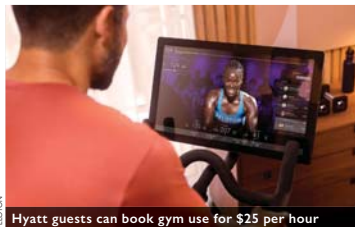
Circuit Society members work through six stations

**17 May 2022****Circuit Society signed first London franchise – will open in Dubai in 2023**

New fitness franchise Circuit Society signed its first London location in Bayswater. The 3,000sq ft (280sq m) micro-gym, run by franchisee Liz Benjamin, was set to open in August 2022 following a period of construction starting in June. [More: http://lei.sr/A9K4k\\_H](http://lei.sr/A9K4k_H)

**17 May 2022****Young girl died after tragic incident at David Lloyd club in Luton**

A four-year-old girl died following an incident at the David Lloyd gym at Capability Green, Luton. A company spokesperson confirmed with “deep regret” that a child was injured in an incident outside the clubroom and later died in hospital. [More: http://lei.sr/M7r8K\\_H](http://lei.sr/M7r8K_H)



Hyatt guests can book gym use for \$25 per hour

**18 May 2022****Hyatt piloted private gyms that can be rented by the hour**

Hyatt was piloting private gyms in five of its US hotels as part of its Stay Fit Private Fitness programme. The exercise spaces are located in converted guest rooms and offer a collection of cardio and strength-training equipment. [More: http://lei.sr/B2U2w\\_H](http://lei.sr/B2U2w_H)

**19 May 2022****F45 targeted military veterans as franchisees and launched US\$300m loan financing deal with Fortress**

F45 announced a new initiative called F45 After, which offers US military personnel exclusive financing to become franchisees. The scheme was endorsed by the US Department of Defense. [More: http://lei.sr/e4U2v\\_H](http://lei.sr/e4U2v_H)



The Ness team plans next-level functionality

**19 May 2022****Ness raised US\$15m for health rewards app ahead of credit card launch delivering health insurance in the US**

Ness, a US startup developing a range of wellness-driven credit cards, launched its first product, the Ness Rewards app, with longer-term plans to deliver health insurance in the US via its credit cards. [More: http://lei.sr/v8V2g\\_H](http://lei.sr/v8V2g_H)



Go Fit's PPP model was launched in 2009

**21 May 2022****UN picked Go Fit's public-private model as example of best practice**

Go Fit was selected by the United Nations Economic Commission for Europe (UNECE) as an example of best practice for public-private partnership collaboration (PPP), in a case study presented at UNECE's International PPP Forum in Barcelona. [More: http://lei.sr/K3q8R\\_H](http://lei.sr/K3q8R_H)





RECOVER ATHLETICS

RA founders Nick Stewart (l) and Nick Kafka (r)

## 21 May 2022

### Strava integrated with injury-prevention app Recover Athletics

Leading social platform for athletes, Strava, acquired startup Recover Athletics, which offers evidence-based prehab workouts to runners. Strava subscribers gained access to Recover Athletics' personalised injury prevention plans via the app. [More: http://lei.sr/t6s5r\\_H](http://lei.sr/t6s5r_H)



BIG SISTER

Big Sister plan helps girls embrace exercise

## 23 May 2022

### Tampon Tax-funded new Big Sister programme to keep girls active through puberty

A UK physical activity programme called Big Sister was launched to help girls embrace activity during puberty and reduce the numbers who turn away from exercise at secondary school. [More: http://lei.sr/f3M4r\\_H](http://lei.sr/f3M4r_H)

## 25 May 2022

### The Gym Group predicted EBITDA of up to £105m by 2025

The Gym Group's (TGG) plans and profit forecasts were presented to analysts and investors during the company's recent Capital Markets Day. CEO Richard Darwin said EBITDA was projected to get to £95-105m by 2025, up from £74m in 2019. [More: http://lei.sr/n4C7R\\_H](http://lei.sr/n4C7R_H)

## 26 May 2022

### State of the Fitness Industry Report 2022 found UK industry building back to pre-pandemic levels

The Leisure Database Company (TLDB) revealed its *State of the Fitness Industry Report UK* for 2022, following an audit of more than 7,000 facilities in the public, private and independent sectors. [More: http://lei.sr/M3M2Q\\_H](http://lei.sr/M3M2Q_H)



DOUGLAS WATSON/GETTY IMAGES

Hussle was bought by the new Archway Fitness

## 30 May 2022

### Hussle owner went bust owing £5.4m – pre-pack deal snapped up by Tegelaars and Chmyshuk

The company behind fitness aggregator Hussle collapsed, owing £5,362,000. A new company, Archway Fitness, acquired Hussle's name and assets for £175,000 as part of an administration deal. [More: http://lei.sr/N7T4Y\\_H](http://lei.sr/N7T4Y_H)



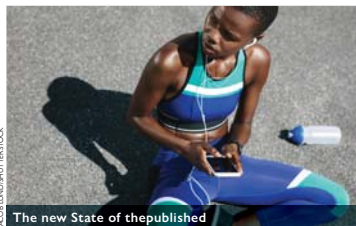
ISTOCK

RSG had a network of 14 McFit clubs in Poland

## 31 May 2022

### RSG exits Polish market to focus on US growth

Medicover, the private medical insurance provider, acquired the Polish network of budget gym mega-brand McFit, owned by RSG Group. There are 14 McFit clubs in Poland across 10 cities, including Warsaw, Wrocław, Katowice and Szczecin. [More: http://lei.sr/r8q4x\\_H](http://lei.sr/r8q4x_H)



The new State of the published

## 02 Jun 2022

**LA Fitness co-founder David Turner acquired the assets of The Leisure Database Company following its liquidation**

LA Fitness co-founder David Turner acquired the assets and IPs of The Leisure Database Company out of liquidation. [More: http://lei.sr/j9h3s\\_H](http://lei.sr/j9h3s_H)



Aumio creating 'new era' of mindful entertainment

## 03 Jun 2022

**Kids' mental health app Aumio raised €3m for European and US expansion**

Aumio, a new sleep, relaxation and meditation app for children raised €3m to drive market expansion across Europe and the US. The seed funding round was led by investment platform Partech and venture capitalist fund byFounders. [More: http://lei.sr/5g7p8\\_H](http://lei.sr/5g7p8_H)

## 04 Jun 2022

**Caterpillar rewarded healthy behaviour with gym access from Huddle**

Caterpillar, a new app that rewards healthy actions with redeemable points at entertainment and fitness outlets, launched a pilot scheme in June. The 12-week test period was to be followed by an academic review by two universities. [More: http://lei.sr/c5d5v\\_H](http://lei.sr/c5d5v_H)

## New apps, podcasts and plans

## 05 Jun 2022

**70 years of World Leisure celebrated with historic podcast series**

The World Leisure Organization (WLO) launched a podcast series as part of its 70th-anniversary celebrations. *World Leisure Pathways – Past, Present and Future Conversations* takes listeners on a journey through its history. [More: http://lei.sr/C9T3A\\_H](http://lei.sr/C9T3A_H)



Strength-training startup Grndhouse

## 05 Jun 2022

**Strength-training startup Grndhouse launched new app**

Strength training startup Grndhouse launched a new app following 18 months of development. The app is available through Apple's App Store and Google Play and will help users keep up their daily strength training plan by making sessions more accessible. [More: http://lei.sr/K3X6P\\_H](http://lei.sr/K3X6P_H)



WHO Europe's obesity report raised concerns

## 07 Jun 2022

**Obesity causing 1.2m premature deaths a year in Europe, said World Health Organization**

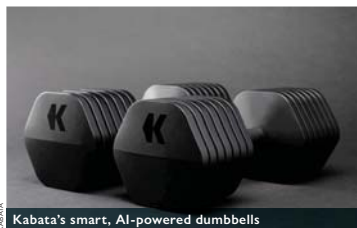
The World Health Organization's recently-released research study, *WHO European Regional Obesity Report 2022* said a third of children and almost two-thirds of adults in Europe are obese. [More: http://lei.sr/j6z7j\\_H](http://lei.sr/j6z7j_H)



**09 Jun 2022**

### Basic-Fit opened 600th club in France

Basic-Fit opened its 600th club in France, in Sablé-sur-Sarthe, in the Pays de la Loire region. The fitness chain – which is also in the Netherlands, Belgium, Luxembourg and Spain – operates 1,109 clubs and planned to launch in Germany later in 2022. Its long-term goal was to have 3,500 clubs by 2030. [More: http://lei.sr/t6T4m\\_H](http://lei.sr/t6T4m_H)



**09 Jun 2022**

### Kabata's haptic-enabled dumbbells described as 'category killer'

Following Kabata's recent US\$2m raise to propel its AI-powered haptic dumbbells onto the market, the startup confirmed it was aiming to launch between late 2022 and early 2023. The dumbbells combine "the best in AI and robotics technology". [More: http://lei.sr/V4Q9S\\_H](http://lei.sr/V4Q9S_H)

**14 Jun 2022**

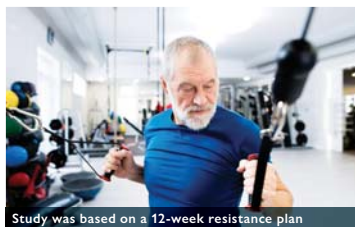
### Whoop pushed deeper into corporate wellbeing

Connected performance wearable company Whoop launched Whoop Unite for businesses. The Unite package acts like a digital health coach for employees who can use Whoop to improve their overall health and performance at work. [More: http://lei.sr/a5A3w\\_H](http://lei.sr/a5A3w_H)

**15 Jun 2022**

### UK Active named former NHS Confederation chief, Mike Farrar, as its new chair

Mike Farrar was announced as new chair at UK Active. His tenure was due to start in August 2022 when he will take over the position from Tanni Grey-Thompson after her six-year stint [More: http://lei.sr/P8T3y\\_H](http://lei.sr/P8T3y_H)



**16 Jun 2022**

### Patients benefited from weight training 'just two weeks after heart surgery'

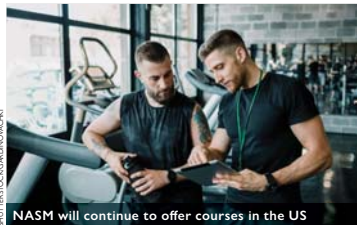
Post-operative heart surgery patients could begin their road to recovery much earlier than previously thought. Game-changing research showed that upper-body resistance training can commence – and be beneficial – just two weeks post-op. [More: http://lei.sr/c7C4V\\_H](http://lei.sr/c7C4V_H)



**16 Jun 2022**

### David Lloyd introduced new upsell – Delta small-group training

David Lloyd introduced a small-group training plan called Delta to the range of classes for members. Sessions are designed for six to eight people, and incorporate progressive programming techniques to help them achieve their fitness goals. [More: http://lei.sr/S2P6v\\_H](http://lei.sr/S2P6v_H)



NASM will continue to offer courses in the US

## 16 Jun 2022

## Ascend Learning pulled the plug on Premier Global NASM

Premier Global NASM, which is owned by US-based Ascend Learning, announced it was winding up its operations in the UK. The education provider had been known for its courses that trained individuals to become gym instructors and PTs. **More:** [http://lei.srl/r8Z2C\\_H](http://lei.srl/r8Z2C_H)



Form's real-time, augmented reality training goggles

## 20 Jun 2022

## In-goggle swim training made available from Smart goggle startup, Form

Form, a Vancouver-based tech startup that creates smart swimming goggles, released a new collection of digital real-time workouts for swimmers called Plans. Form was founded in 2016 by tech entrepreneur Dan Eisenhardt, a pioneer in the field of AR. **More:** [http://lei.srl/r6R6R\\_H](http://lei.srl/r6R6R_H)

## 20 Jun 2022

## F45 jumped into the hotel market

F45 launched its first studio in a hotel in Q3 2022, after a partnership agreement with Hilton Austin. The 1,236sq ft (114sq m) studio will offer the 45-minute circuit workouts for which the brand is renowned. F45 classes are designed from a database of over 8,000 functional training movements. **More:** <http://lei.srl/>

## 23 Jun 2022

## Everyone Can task force aimed to narrow inequalities for people with disabilities

A special task force was established to boost physical activity and opportunities and improve access for people with disabilities. The collaboration formed part of UK Active's inclusivity-focused Everyone Can programme. **More:** [http://lei.srl/q9z5K\\_H](http://lei.srl/q9z5K_H)



Post-2012 investment of £2.2bn 'had no impact'

## 23 Jun 2022

## £2.2bn worth of London 2012 legacy investment in PE Premium 'has failed'

The London 2012 Olympic legacy investment designed to improve PE at primary schools had failed, a study found. Academics at the University of Winchester said there had been no real improvement since the event billed as the 'Legacy Games'. **More:** [http://lei.srl/y2X4G\\_H](http://lei.srl/y2X4G_H)



Barry's new in-store 7,000sq ft retail studio

## 23 Jun 2022

## Barry's broke into retail. Opened studio in Flannels' new flagship department store in Liverpool

Barry's entered the world of retail, opening a studio in the new Flannels flagship luxury department store in Liverpool, which debuts on 23 June on the store's 'World of Activewear' floor. **More:** [http://lei.srl/v8G6g\\_H](http://lei.srl/v8G6g_H)



## 23 Jun 2022

### New Deloitte report found the health and fitness sector contributes up to US\$91.22bn a year to global GDP

A new report by Deloitte, outlining the social and economic value of the global health and fitness industry was released by The Global Health & Fitness Alliance (GHFA), with IHRSA. [More: http://lei.sr/j6e7T\\_H](http://lei.sr/j6e7T_H)



## 26 Jun 2022

### 1Rebel opened revamped Sweat It studio acquired out of liquidation

Boutique fitness chain 1Rebel opened the doors to its 10th club. Formerly the home of HIIT club Sweat It – which 1Rebel co-founder James Balfour bought from liquidators in February – the Covent Garden site has since been refitted. [More: http://lei.sr/B5P9f\\_H](http://lei.sr/B5P9f_H)

## 28 Jun 2022

### Ultimate Performance geared up to launch franchise business as new gyms opened in London and Washington DC

Ultimate Performance (UP) – the private gym chain and PT business – opened a new 4,700sq ft club in Canary Wharf's new Wood Wharf, just ahead of a new Washington DC site. [More: http://lei.sr/P4d7h\\_H](http://lei.sr/P4d7h_H)

## 29 Jun 2022

### More than a quarter of Americans now health club members – a record high

More than one in five (27 per cent) Americans belonged to a health club or studio in 2021, with the total number of memberships reaching 66.5 million. The figures from industry body IHRSA, represented a 3.8 per cent growth since 2019.. [More: http://lei.sr/2C5W8\\_H](http://lei.sr/2C5W8_H)



## 29 Jun 2022

### UK Active set out key milestones for its Vision 2030 strategy

Establishing new data and insight services and strengthening relationships with both government and the NHS were among UK Active's aims for 2022-23, as the industry body published its 10 strategic goals for the coming year. [More: http://lei.sr/9A9J6\\_H](http://lei.sr/9A9J6_H)



## 30 Jun 2022

### Researchers moved closer to creating an exercise pill

Researchers were moving closer to creating a pill to mimic some of the key benefits of exercise. New studies identified a blood molecule – produced during exercise – that could prompt the reduction of food intake and help with the control of obesity. [More: http://lei.sr/s3G9S\\_H](http://lei.sr/s3G9S_H)





Hattie Jones addressed delegates in Birmingham

## 01 Jul 2022

## New initiative to tackle intimidation and sexual harassment

At UK Active's Active Uprising event, head of consumer engagement Hattie Jones announced that UK Active, Sport England's This Girl Can and CIMSPA were teaming up to make clubs and leisure centres safer and more inclusive for women. [More: http://lei.sr/y9m2X\\_H](http://lei.sr/y9m2X_H)



UK Active presented awards across 24 categories

## 01 Jul 2022

## UK Active Awards winners announced as sector reunited to celebrate excellence

The best of the physical activity sector were honoured on 30 June, as the winners of the ukactive Awards 2022 were announced at Birmingham's ICC. The awards took place in person for the first time since 2019 due to the pandemic. [More: http://lei.sr/8g9h\\_H](http://lei.sr/8g9h_H)

## 04 Jul 2022

## Health clubs on front line of healthcare in new initiative

A two-year research project – called Healthy Ageing Challenge – will look to find ways to transform the UK's physical activity facilities into musculoskeletal (MSK) hubs that could be used by the National Health Service (NHS) to help sufferers. [More: http://lei.sr/R6X9t\\_H](http://lei.sr/R6X9t_H)

## 04 Jul 2022

## F45 working with corporations to open in-house studios

F45 launched a corporate partnership programme to enable businesses to open an F45 studio inside their own company premises. Aerospace and defence company, Northrop Grumman, was among the first to join the scheme. [More: http://lei.sr/U4m7y\\_H](http://lei.sr/U4m7y_H)

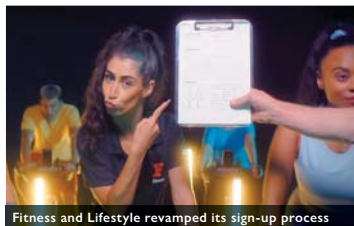


Virgin Active at Bocconi University by SANAA

## 06 Jul 2022

## Virgin Active opened at Milan's sleek new Bocconi University

Virgin Active along with Myrtha Wellness opened a club and wellness centre at Milan's new Bocconi University. The campus was designed by Pritzker-prize winning architects, SANAA, whose work includes La Samaritaine department store in Paris. [More: http://lei.sr/F3H2q\\_H](http://lei.sr/F3H2q_H)



Fitness and Lifestyle revamped its sign-up process

## 07 Jul 2022

## Fitness and Lifestyle Group revealed new onboarding process

Fitness & Lifestyle Group upgraded its digital process across Fitness First Australia, Goodlife Australia, Jetts New Zealand and Zap Fitness brands, allowing joiners to sign up online, set up payment and attend a safety session via their phone. [More: http://lei.sr/H2U6k\\_H](http://lei.sr/H2U6k_H)





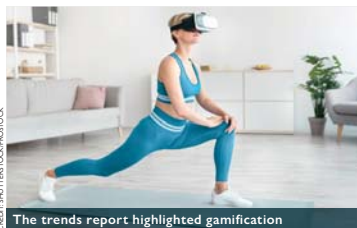
CREDIT: SHUTTERSTOCK/UTTERSTOCK

NSPG wanted more funding for activity in schools

## 08 Jul 2022

### New physical activity body – the NSPG – called for radical reform to 'unlock the potential' of the sector

A new coalition of leading physical activity sector organisations – the National Sector Partners' Group (NSPG) – appealed for radical reform to support its growth and development. [More: http://lei.sr/H3s6c\\_H](http://lei.sr/H3s6c_H)



CREDIT: SHUTTERSTOCK/PHOTOX

The trends report highlighted gamification

## 11 Jul 2022

### New report identified five growth areas, including the Metaverse and personalisation

Mindbody and Class Pass released their 2022 Mid-Year Wellness Trends Report, with predictions that included more in-person experiences, and a rise in gamification and the Metaverse. [More: http://lei.sr/W2S2J\\_H](http://lei.sr/W2S2J_H)

## 12 Jul 2022

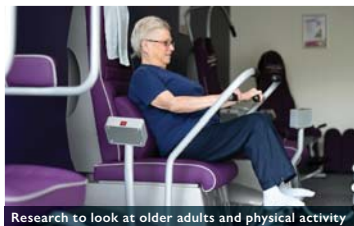
### Triumph of the weekend warrior. Total amount of exercise more important than number of sessions

Doing the recommended amount of exercise during weekends is just as beneficial as spreading physical activity out across the week, findings from a 10-year study in the US revealed. [More: http://lei.sr/R6H3x\\_H](http://lei.sr/R6H3x_H)

## 12 Jul 2022

### From fitness explorers to wellness lovers, Club Intel report identified key gym-going personas

A report from Club Intel, called *Optimising personalisation using fitness personas*, defined four gym-goer types: the Routine Lifer, Wellness Lover, Fitness Explorer and Casual Consumer. [More: http://lei.sr/x7n5z\\_H](http://lei.sr/x7n5z_H)



CREDIT: ANSA/GETTY IMAGES

Research to look at older adults and physical activity

## 14 Jul 2022

### £1.1m research study will identify ways to engage older adults in exercise

UKRI (UK Research and Innovation) backed research to investigate the lack of older adults accessing facilities for exercise and barriers they face. The supported funding programme – worth £1.1m (US\$1.3 €1.3) – will last 24 months. [More: http://lei.sr/h7r6W\\_H](http://lei.sr/h7r6W_H)



CREDIT: SHUTTERSTOCK/COMA

In 2019 (pre-COVID) ISGs were valued at £626m

## 15 Jul 2022

### UK independent sector gyms (ISGs) valued at £625m

LeisureDB launched a new Spotlight Report series analysing the independent sector of the fitness industry. It was compiled by drilling down into the *State of the Fitness Industry Report*, which was released in May 2022. [More: http://lei.sr/B7t7b\\_H](http://lei.sr/B7t7b_H)



Peloton moved manufacture to Taiwan

## 15 Jul 2022

## Peloton stopped making own products – outsourced manufacturing to Rexon

Peloton announced it would exit all owned manufacturing operations, cease making its own products and instead expand its partnership with Taiwan-based manufacturer Rexon. CEO Barry McCarthy said that the move would “simplify the supply chain”. [More: http://lei.sr/N9P7J\\_H](http://lei.sr/N9P7J_H)



Tonal said it would cut almost 250 jobs

## 18 Jul 2022

## Tonal chased profits with 35% cut in workforce

Tonal, the at-home strength-training startup backed by Amazon and athletes such as Serena Williams and Mike Tyson, announced a restructuring, reducing its workforce by 35 per cent as part of a move to “sustainable growth and profit”. [More: http://lei.sr/C5F2v\\_H](http://lei.sr/C5F2v_H)

## 18 Jul 2022

## New club – automated, staffless, and climate neutral with self-powered equipment – opened in Germany

Twenty Four, a new automated gym and sports facility, where all equipment is self-powered, opened in Ludwigsburg, Germany, as part of the Urban Harbor development. [More: http://lei.sr/n4Q9F\\_H](http://lei.sr/n4Q9F_H)

## 20 Jul 2022

## Rainer Schaller launched his 20th fitness brand – Heimat – in LA

Rainer Schaller's RSG Group launched the flagship club for Heimat – its latest fitness and wellness brand – in Los Angeles. It was the first of a number of sites expected to open in the next three years in Dallas, San Francisco, Berlin, and other cities. [More: http://lei.sr/q4Y8Z\\_H](http://lei.sr/q4Y8Z_H)



Open Doors got underway for 2022 after pilot

## 20 Jul 2022

## UK Active and Nike's Open Doors in school holiday programme aimed to keep kids active and out of food poverty

UK Active and Nike launched the 2022 Open Doors programme. The scheme gives children and young people the chance to connect, be active, eat well and have fun at selected schools in four cities. [http://lei.sr/9y2j\\_H](http://lei.sr/9y2j_H)



US surfer Carissa Moore wearing the Oura ring

## 22 Jul 2022

## The Oura ring became integrated with athlete's social network Strava

Strava and Oura teamed up to provide a more integrated service between the two systems. Oura members can now seamlessly import Strava data into their Oura account and share Oura activities into their private or public Strava feed. [More: http://lei.sr/5v7s3\\_H](http://lei.sr/5v7s3_H)



The new Meadowbank offers extensive facilities

**22 Jul 2022**

## Edinburgh's new £47m Meadowbank Sports Centre designed to transform lives

Edinburgh's new Meadowbank Sports Centre opened after a five-year, £47m build which saw the demolition of the original Meadowbank Stadium, built for the 1970 Commonwealth Games. Sport Scotland had invested £5m into the project. [More: http://lei.sr/6g9m5\\_H](http://lei.sr/6g9m5_H)



Adam Gilchrist stepped down as CEO

**28 Jul 2022**

## F45 CEO stepped down as company issued profit warning and halved head office headcount

Mark Wahlberg- and David Beckham-backed F45 Training announced a reduction in its core workforce of 110 employees with the aim of cutting its cost base, citing the global outlook as a factor. [More: http://lei.sr/A9Z4p\\_H](http://lei.sr/A9Z4p_H)

**28 Jul 2022**

## World Active Forum launched to represent fitness industry as essential to health on global stage

The World Active Forum (WAF) – a new network of national fitness associations and organisations from all over the world – launched with the aim of unifying the voice of the fitness industry. [More: http://lei.sr/z7D9P\\_H](http://lei.sr/z7D9P_H)

**28 Jul 2022**

## SATS announced record results – CEO said members more active than before the pandemic

Scandinavian fitness chain SATS' Q2 results showed a 53 per cent rise in revenue to NOK 1,022m (£85,591,015). The group also showed a strong EBITDA of NOK 83,000,000 (£6,965,182). [More: http://lei.sr/w2t4H\\_H](http://lei.sr/w2t4H_H)



Only 29 per cent of gym owners are female

**29 Jul 2022**

## Global fitness industry remained 'male dominated' according to new research

Nearly half (47 per cent) of men employed by fitness companies work in leadership roles – while for women, the figure is just 36 per cent, showed a gender equality survey by the Sport Alliance and Women in Fitness Association (WIFA). [More: http://lei.sr/Z3M9N\\_H](http://lei.sr/Z3M9N_H)



Amazon moved further into the wellness market

**29 Jul 2022**

## Amazon gets into wellness – acquired One Medical in US\$3.9bn deal

Amazon acquired primary healthcare organisation One Medical in a US\$3.9bn deal that saw it moving further into the wellness market. It followed the e-commerce giant's recent expansion of its nutritional supplements range. [More: http://lei.sr/Y9r6z\\_H](http://lei.sr/Y9r6z_H)



The move embraces the 'true movement' revolution

## 01 Aug 2022

## Gymbox and Parkour Generations joined forces to harness trends towards true movement practices

Parkour Generations joined forces with Gymbox to bring parkour into the UK's mainstream fitness scene.

The 45- or 60-minute sessions were to run across four of Gymbox's London clubs. [More: http://lei.sr/Z2y6q\\_H](http://lei.sr/Z2y6q_H)



Fritz Lanman (above) takes over from Josh McCarter

## 02 Aug 2022

## Fritz Lanman appointed CEO at Mindbody

Mindbody announced that Fritz Lanman would become the company's new CEO from 3 September 2022. He succeeded Josh McCarter joined Mindbody's board of directors. Lanman was formerly president of Class Pass and Mindbody Marketplace. [More: http://lei.sr/9U8V6\\_H](http://lei.sr/9U8V6_H)

## 03 Aug 2022

## ABC Fitness Solutions acquired boutique fitness SaaS company Glofox

Global gym software company ABC Fitness Solutions entered an agreement to acquire boutique fitness management platform Glofox. The merger was to extend ABC Fitness Solutions' reach to 31 million members in 24,000 global locations. [More: http://lei.sr/R6m6Q\\_H](http://lei.sr/R6m6Q_H)

## 04 Aug 2022

## Gym Group bullish about prospects – on track for £45m EBITDA in 2022

The Gym Group saw its membership grow by 10 per cent during the first six months of 2022 to 790,000, with revenues jumping to £84.2m – a 187 per cent increase on the first half of the COVID-19-affected 2021, giving an EBITDA of £17m. [More: http://lei.sr/K2w5G\\_H](http://lei.sr/K2w5G_H)



Up to 800 solar thermal tubes were installed

## 05 Aug 2022

## Solar technology reduced swimming pool heating costs to zero in energy-saving pilot scheme

Easton Leisure Centre announced a 100 per cent heating cost reduction at its 25m swimming pool in summer 2022, after a pilot project set up by Bristol City Council and Everyone Active. [More: http://lei.sr/9E2S4\\_H](http://lei.sr/9E2S4_H)



Ohm workout equal 'to two-hour regular workout'

## 08 Aug 2022

## Ohm Fitness opened first EMS studio – plans 45 US locations over three years

Franchised studio Ohm Fitness opened its first site in Scottsdale, Arizona. Offering small group workouts using electrical muscle stimulation (EMS), the 25-minute, low-intensity classes are equal to a two-hour regular exercise session, Ohm said. [More: http://lei.sr/Q4M3D\\_H](http://lei.sr/Q4M3D_H)



Tower Hamlets was third in borough to switch

## 09 Aug 2022

### Sesnan questioned Tower Hamlet insourcing decision – saying it would increase costs by £2.1m a year

Mark Sesnan, CEO of GLL, said Tower Hamlet Council's decision to take operation of its leisure services back in-house when GLL's contract ends in April 2024, would cause costs to rise. [More: http://lei.sr/C7K4N\\_H](http://lei.sr/C7K4N_H)



A gradual recovery was predicted for global markets

## 10 Aug 2022

### IHRSA Global Report found reassuring signs of recovery with some operators beating pre-pandemic numbers

Health and fitness markets around the globe were demonstrating "reassuring signs of recovery" following the pandemic disruptions, according to the 2022 IHRSA Global Report. [More: http://lei.sr/a4H5a\\_H](http://lei.sr/a4H5a_H)

## 11 Aug 2022

### Pure Gym founder, Peter Roberts, invested in PT app Another Round

Peter Roberts, former CEO and founder of Pure Gym, invested in Another Round, a PT app which uses AI and machine learning. Roberts was among a team of ex-Pure Gym executives to have backed the app, launched in 2018 by Max Cotton. [More: http://lei.sr/t6j6g\\_H](http://lei.sr/t6j6g_H)

## 12 Aug 2022

### Open water swimming venue launched in London's Canary Wharf

A new open water swimming venue was launched in the heart of Canary Wharf, London – one of Europe's most prestigious office and commercial districts. Over 600sq m of open water was on offer to swimmers through the new initiative. [More: http://lei.sr/2z2n5\\_H](http://lei.sr/2z2n5_H)



Live classes are on offer in-studio and online

## 12 Aug 2022

### Peloton set to open its first London studio

Peloton Studios London was set to open its doors to the public on 19 August. Located on Floral Street, Covent Garden, the 30,000sq ft space is Peloton's European flagship location, broadcasting classes to its seven million global members. [More: http://lei.sr/n6z7V\\_H](http://lei.sr/n6z7V_H)



The model provides a 'serious training floor'

## 14 Aug 2022

### World Gym launched strength-only club concept

World Gym International launched a strength-only gym concept – called World Gym Legacy – which it said would cater for a need to provide franchisees with the option of a smaller-sized footprint and strong unit economics. [More: http://lei.sr/h7b2R\\_H](http://lei.sr/h7b2R_H)





Hydrow moved to cut 35 per cent of its workforce

## 15 Aug 2022

## Hydrow cut staff numbers to 'right-size the business'

At-home rower maker Hydrow became the latest connected-fitness companies to announce staff cuts. The tech company, backing by celebrities like Justin Timberlake and actor Kevin Hart, said it would cut 35 per cent of its workforce. [More: http://lei.sr/u8b7\\_H](http://lei.sr/u8b7_H)



Pure Gym opening brought Riyadh total to six sites

## 17 Aug 2022

## Pure Gym opened new site in Riyadh – ramping up Middle East roll-out

Pure Gym opened its latest location in the Middle East as part of a major rollout. Located in the Al Munsiyah district of the Saudi capital, Riyadh, the site has two separate gyms – Pure Gym Munsiyah Man and Pure Gym Munsiyah Woman. [More: http://lei.sr/j8j2Z\\_H](http://lei.sr/j8j2Z_H)

## 18 Aug 2022

## Peloton was latest pandemic boomtime business to announce restructuring, as out-of-home fitness bounced back

Peloton was set to axe around 800 jobs, increase its equipment price and close some retail operations in an effort to turn around a decline in business as customers returned to health clubs. [More: http://lei.sr/e5z6N\\_H](http://lei.sr/e5z6N_H)

## 18 Aug 2022

## Gym membership fees – what's the 'quitting point' when it comes to price increases?

Younger men at private gyms were more likely to accept a membership fee increase, while older women at leisure centres were least likely to accept them, found new research by Leisure-net. [More: http://lei.sr/m5F5a\\_H](http://lei.sr/m5F5a_H)



GPs will offer walking and cycling on prescription

## 22 Aug 2022

## Walking and cycling to be available on prescription in parts of the UK

Eleven local authority areas in England were sharing £12.7m as part of a multi-year funding programme to deliver social prescriptions for walking and cycling. The investment would allow GPs to offer exercise sessions as part of a trial. [More: http://lei.sr/6q7d8\\_H](http://lei.sr/6q7d8_H)



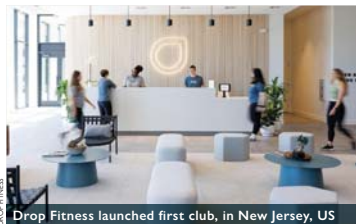
Third Space set to have 11 clubs by end of 2023

## 23 Aug 2022

## Colin Waggett said Third Space will open two new clubs in 2023

Third Space said it would open new clubs in Wimbledon and Battersea, London, in 2023. With a new Moorgate club also set to open in November, the luxury fitness chain was aiming for a total of 11 sites by the end of next year. [More: http://lei.sr/X5P9f\\_H](http://lei.sr/X5P9f_H)



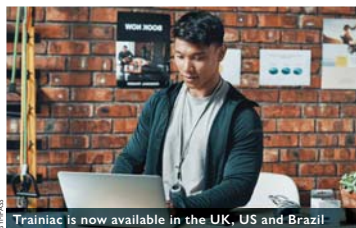


Drop Fitness launched first club, in New Jersey, US

## 23 Aug 2022

### Drop Fitness opened with 'pay for what you want, when you want' model

Drop Fitness launched its first club – a 25,000sq ft space – in the US town of Montvale, New Jersey. It also unveiled a "pay for what you want, when you want" membership model available to consumers via the Drop Fitness app. [More: http://lei.sr/F3V8a\\_H](http://lei.sr/F3V8a_H)



Trainiac is now available in the UK, US and Brazil

## 23 Aug 2022

### Gympass launched Trainiac personal training app in the UK

Corporate wellbeing platform Gympass launched personal training service Trainiac in the UK. Already live in Brazil and the US, it matches members with a certified coach who supports them on their wellbeing journey. [More: http://lei.sr/e3u9U\\_H](http://lei.sr/e3u9U_H)

## 24 Aug 2022

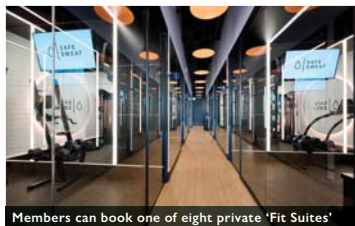
### SoulCycle to pull out of the Canadian market

It was revealed that SoulCycle's decision to close around 20 of its 82 studios was to include the brand pulling out of the Canadian market, where it had been expected to open additional locations following its launch in Toronto. [More: http://lei.sr/U6e6Y\\_H](http://lei.sr/U6e6Y_H)

## 26 Aug 2022

### Pure Gym invested in Denmark as overall revenues overtake 2019 levels

Pure Gym saw its Q2 revenues jump to £119m, a 9 per cent increase on the (pre-pandemic) second quarter of 2019. The figure also marked a 43 per cent increase on Q2 2021. The budget chain opened nine new sites in Q2 2022, taking it to 525. [More: http://lei.sr/d6W6Q\\_H](http://lei.sr/d6W6Q_H)



Members can book one of eight private 'Fit Suites'

## 30 Aug 2022

### Safe Sweat hybrid concept launched with private suites to counter gymtimidation

Safe Sweat, a new hybrid club concept offering members a private workout experience inside a 2,700sq ft public gym space launched in British Columbia, Canada. This site was the first of several planned for Canada and the US over 12 months. [More: http://lei.sr/X6s7D\\_H](http://lei.sr/X6s7D_H)



Max HR personalises members' heart rate zones

## 31 Aug 2022

### Orangetheory launched MaxHR, an AI-driven heart rate tracking system

Orangetheory introduced a new AI-powered heart-rate tracking system called Max HR to boost the efficiency of members' workouts. Its proprietary algorithm records peak heart rate over a set time to determine personal maximum heart rate. [More: http://lei.sr/R3M6U\\_H](http://lei.sr/R3M6U_H)



Randy Hetrick is back at the helm at TRX

## 01 sep 2022

## Randy Hetrick, inventor of the TRX, reacquired company out of bankruptcy

TRX was acquired by its founder, Randy Hetrick and Jack Daly of private equity firm JFXD Capital, who became CEO, with Hetrick acting as chair. The company registered for Chapter 11 protection in June, at the US Bankruptcy Court in California. [More: http://lei.sr/6m5x2\\_H](http://lei.sr/6m5x2_H)



National Fitness Day 2022 set for 21 September

## 02 sep 2022

## UK Active and ITN geared up for TV launch on National Fitness Day

UK Active and ITN Productions were getting ready to release their co-produced programme, called Fitness for Everyone, on National Fitness Day. Journalist Louise Minchin was set to host the show, created for ITN's Industry News. [More: http://lei.sr/g2A4Y\\_H](http://lei.sr/g2A4Y_H)

## 05 sep 2022

## Funxion targeted ten-fold growth after raising €5.8m for AI and expansion

Digital fitness provider Funxion raised €5.8m (US\$5.7, £5m) from Lexar Partners and company shareholders. The capital was to be used to develop its B2B SaaS platform, particularly in the areas of data science and AI, and drive global expansion. [More: http://lei.sr/U7b3j\\_H](http://lei.sr/U7b3j_H)

## Global expansion and reshuffles

## 06 sep 2022

## Preparations for £250m Therme Manchester project got underway

Plans to start work on the UK's first city-based wellbeing resort Therme Manchester progressed, with preparations to demolish and clear the current site. The resort is being built opposite Trafford Palazzo and The Trafford Centre. [More: http://lei.sr/u9N5q\\_H](http://lei.sr/u9N5q_H)



UGG's new club Van Wou in Amsterdam

## 06 sep 2022

## Urban Gym Group increased membership by 50 per cent and opens new club

Urban Gym Group (UGG) has announced a 50 per cent increase in Train. More memberships in Q1 of 2022 compared with Q1 of 2021. The Netherlands-based chain also opened a new club, Van Wou, in Amsterdam. [More: http://lei.sr/y2b8a\\_H](http://lei.sr/y2b8a_H)

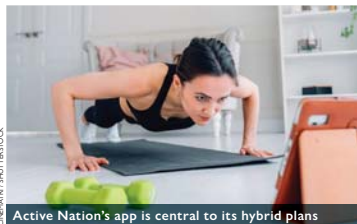


Pound Unplugged also addresses mental fitness

## 06 sep 2022

## Crunch Fitness and Pound partnered to deliver new mental health workout

Pound, known for its drumbeat-driven cardio sessions – revealed a new iteration of its programme called Pound Unplugged. The new workout was set to launch at Crunch Fitness, and rolled out to global fitness partners in 2023. [More: http://lei.sr/E6j6H\\_H](http://lei.sr/E6j6H_H)



Active Nation's app is central to its hybrid plans

## 07 Sep 2022

### Active Nation joined the omnichannel fitness race with new app

Active Nation released a new app, Active Nation Anywhere, offering over a thousand on-demand workouts to users. The system was built using Wexer's white label app launched earlier this year, to complement its white label Web Player. [More: http://lei.sr/D9E6a\\_H](http://lei.sr/D9E6a_H)



SATS took part in the Data Hub pilot project

## 07 Sep 2022

### Europe Active and 4 Global announced launch of European Data Hub

4 Global expanded its Data Hub (DataHub) platform into Europe. The announcement was made at the Europe Active-hosted Active Leadership Forum in Berlin. Data Hub is a repository for sport and physical activity data. [More: http://lei.sr/S8b3W\\_H](http://lei.sr/S8b3W_H)

## 12 Sep 2022

### Energy prices posed an 'existential threat' to parts of the industry warned UK Active in letter to Liz Truss

As new UK PM Liz Truss prepared an energy bailout, UK Active wrote to the government warning of a "major mental and physical crisis" if financial support was not provided for the sector. [More: http://lei.sr/G8t8R\\_H](http://lei.sr/G8t8R_H)

## 14 Sep 2022

### Two of Peloton's co-founders resigned in latest reshuffle

Two of Peloton's co-founders, John Foley and Hisao Kushi, executive chair and chief legal officer respectively, resigned. Karen Boone, who was previously in the role of lead independent director, was appointed Peloton's chairperson of the board. [More: http://lei.sr/J9a5w\\_H](http://lei.sr/J9a5w_H)



'No harmful effects' for frequent exercisers

## 15 Sep 2022

### Harvard research identified optimal workout intensity and duration

Harvard researchers said the optimal amount of exercise is between 150 and 600 minutes a week, with no harm done by intensity, but with a ceiling on impact. Findings were published in the American Heart Association journal, *Circulation*. [More: http://lei.sr/U3M3J\\_H](http://lei.sr/U3M3J_H)



Tarka Leisure Centre in North Devon

## 15 Sep 2022

### New 100-station gym drove attendances up by 43% at Tarka Leisure Centre

North Devon's Tarka Leisure Centre, which reopened in June after a £15m revamp, had 33,800 visitors in August – up 43 per cent from the previous year. July participation increased by 33 per cent from the same month in 2021. [More: http://lei.sr/R8a2B\\_H](http://lei.sr/R8a2B_H)



## 15 sep 2022

## Who was open and closed during Queen Elizabeth II's state funeral?

With a bank holiday announced in the UK for Queen Elizabeth II and to observe the state funeral on 19 September, fitness business owners were making decisions about whether to close, modify opening times or stay open. [More: http://lei.sr/U4A3A\\_H](http://lei.sr/U4A3A_H)



## 20 sep 2022

## Liz Truss faced potential legal challenges in her bid to dump sugar tax

Plans to shelve the UK's sugar tax (Soft Drinks Industry Levy) and other pieces of legislation designed to tackle the obesity epidemic hit legal hurdles and fierce resistance from MPs and the medical profession, *The Guardian* reported. [More: http://lei.sr/v3s4Q\\_H](http://lei.sr/v3s4Q_H)

## 21 sep 2022

## Millions took part in National Fitness Day to celebrate the power of exercise

Operators across the physical activity sector opened up to the public offering free sessions and activities in celebration of National Fitness Day, an initiative organised by industry body, UK Active. This year's theme was 'Fitness Unites Us'. [More: http://lei.sr/N5a5U\\_H](http://lei.sr/N5a5U_H)

## 21 sep 2022

## Tom Brady took TB12 workout into the facilities market in deal with Wynn Las Vegas

NFL superstar, Tom Brady, took his digital fitness concept and nutritional supplements line TB12 into the facilities market for the first time, following a deal with resort operator, Wynn Las Vegas. [More: http://lei.sr/t3g5m\\_H](http://lei.sr/t3g5m_H)



Energy costs posing a real threat to gyms

## 22 sep 2022

## Energy bills subsidised by 50 per cent under UK government relief scheme

The UK government announced that it would be subsidising energy bills by at least 50 per cent for businesses, charities and public sector organisations for six months, with its Energy Bill Relief Scheme starting from 1 October 2022. [More: http://lei.sr/p2d5X\\_H](http://lei.sr/p2d5X_H)



Gymfinity Kids clubs are open 52 weeks a year

## 27 sep 2022

## Pure Gym founder Peter Roberts raised £5m to expand Gymfinity Kids

Gymfinity Kids, the club and nursery operator launched by Pure Gym founder, Peter Roberts, raised more than £5m to support the next stage of its expansion. The brand promotes the physical and mental wellbeing of children. [More: http://lei.sr/G5N3m\\_H](http://lei.sr/G5N3m_H)



Body Fit Training launched in Leicester

**27 sep 2022**

### Body Fit Training became the first Xponential Fitness brand to make a major move in the UK

Body Fit Training (BFT), an Xponential Fitness brand, launched its first franchise location in the UK, in Leicester, ahead of further London-based franchises and a nationwide expansion. [More: http://lei.sr/B7w9G\\_Hs](http://lei.sr/B7w9G_Hs)



Jetts Fitness offers 24-hour gym access

**27 sep 2022**

### Elaine Jobson bought Jetts Fitness from FLG – announced expansion

Jetts Fitness Australia CEO, Elaine Jobson, led an MBO to acquire the franchised Jetts Fitness business from parent company Fitness & Lifestyle Group. The deal covered 129 franchised clubs in Australia, and franchises in the UK and the Netherlands. [More: http://lei.sr/e6u6V\\_H](http://lei.sr/e6u6V_H)

**28 sep 2022**

### Women less active than men, found Eurobarometer. The EC tackling inequality with a raft of new initiatives

Eurobarometer research results published by the European Commission showed conclusively that women remain less active than men. A raft of new measures were being planned. [More: http://lei.sr/2j5C7\\_H](http://lei.sr/2j5C7_H)

**28 sep 2022**

### Research revealed the impact of gymtimidation on market growth

A recent OnePoll survey on behalf of The Gym Group (TGG) found one in three Brits (33 per cent) suffered from gymtimidation and a fear of feeling out of place. The survey covered 3,000 UK non-gym-going adults aged between 18 and 60. [More: http://lei.sr/a2S8J\\_H](http://lei.sr/a2S8J_H)



DLL to take its country club formula to Madrid

**30 sep 2022**

### David Lloyd revealed Europe acquisitions and a new green club concept for the UK

David Lloyd Leisure (DLL) acquired fitness clubs ABC Serrano and La Finca in Madrid. Once refurbished they will open in 2024. The first of DLL's new generation of clubs to incorporate more green technology also opened in Bicester, UK. [More: http://lei.sr/g3YSk\\_H](http://lei.sr/g3YSk_H)



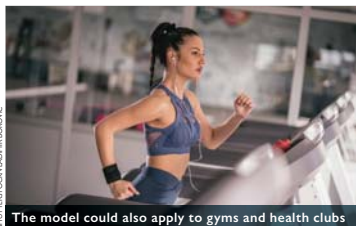
Pliability to draw on Whoop users' metrics

**30 sep 2022**

### Pliability integrated with Whoop to offer personalised recovery

Mobility app Pliability integrated with digital health and fitness tracker Whoop to create a smart, personalised tool that helps users recover quicker and maintain optimal health based on feedback from their body data. [More: http://lei.sr/2t9s8\\_H](http://lei.sr/2t9s8_H)





The model could also apply to gyms and health clubs

## 03 oct 2022

## Scientists developed video game that adjusts difficulty based on player emotions – applications for fitness

Korean scientists developed a dynamic way of adjusting video game difficulty – by estimating players' emotions based on in-game data. It has potential for 'gamifying' other fields like exercise. **More:** [http://lei.sr/r3F7v\\_H](http://lei.sr/r3F7v_H)



The new Holmes Place Boutique Studio in Berlin

## 03 oct 2022

## Holmes Place Germany launched into the boutique market with first site in Berlin

The first Holmes Place Boutique Studio, offering group classes in a small, intimate format, opened in the trendy area of Friedrichshain. Berlin. The focus is on mind, body and community connection – things that clients are craving post-Pandemic. **More:** [http://lei.sr/v3G3b\\_H](http://lei.sr/v3G3b_H)

## 04 oct 2022

## Barry's got into bikes with Ride in New York City

Barry's launched a HIIT spin and strength class called Ride in New York City. The club is located next to Barry's existing Chelsea studio and each space includes 21 bikes with corresponding floor set-ups to make 42 spots. **More:** [http://lei.sr/3s4q9\\_H](http://lei.sr/3s4q9_H)

## 05 oct 2022

## Healthy cities conference to discuss diversity and inclusivity in urban planning and design

A London event was set to discuss the "next frontier" in wellness-based urban design and architecture. The Healthy City Design 2022 International Congress was set for 10-11 October 2022. **More:** [http://lei.sr/E4z9t\\_H](http://lei.sr/E4z9t_H)



Johnston has worked in fitness for 30 years

## 05 oct 2022

## Dyaco UK appointed Jon Johnston to lead its commercial division

Fitness equipment specialist Dyaco UK appointed industry veteran Jon Johnston as MD of its commercial operations. Johnston, a former MD of Matrix Fitness UK, has spent the past three decades working in the health and fitness sector. **More:** [http://lei.sr/5z6B6\\_H](http://lei.sr/5z6B6_H)



UGG's boutique brands are poised for growth

## 05 oct 2022

## Neil Randall was new CEO at Urban Gym Group as Jordy Kool upped stake in Trib3

Former CEO of Anytime Fitness Neil Randall was appointed CEO of TrainMore and Clubsportive at Urban Gym Group (UGG), starting from November. Randall previously held positions at Go Mammoth, LA Fitness and Virgin Active. **More:** [http://lei.sr/A8D8E\\_H](http://lei.sr/A8D8E_H)





F45's board includes actor Mark Wahlberg

## 06 oct 2022

### F45 received unsolicited US\$385m takeover bid

F45 Training said it received an "unsolicited preliminary non-binding proposal" from Kennedy Lewis Investment Management (KLIM) to acquire the company. This would see KLIM buy shares of common stock at a price per share equal to US\$4. [More: http://lei.sr/p2g8P\\_H](http://lei.sr/p2g8P_H)



The tie-up was being managed by OneSpaWorld

## 07 oct 2022

### Princess Cruises signed first fitness deal with Xponential Fitness – giving access to digital classes on board

Xponential Fitness entered a five-year licensing agreement with Princess Cruises that gives its guests access to its boutique fitness classes and workout channel, XPlus. [More: http://lei.sr/x6W9k\\_H](http://lei.sr/x6W9k_H)

## 10 oct 2022

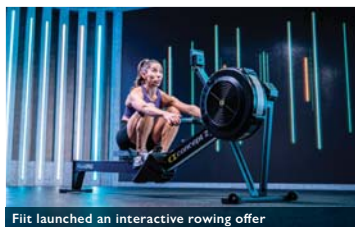
### Inaugural W3Fit took place in Malta

The first W3Fit – the newly-launched networking event led by David Zarb Jenkins – saw 170 buyers and suppliers meeting from across Europe and the Middle East at the Westin Dragonara in Malta to conduct over 1,000 meetings over two days. Social events included a boat trip and tour of Valletta. [More: http://lei.sr/C8t6W\\_H](http://lei.sr/C8t6W_H)

## 10 oct 2022

### IWG partnered with Huddle and Bupa to deliver workplace wellness benefits

Fitness aggregator Huddle partnered with office space provider IWG – the company behind brands such as BizDojo, Regis and Open Office – to provide clients using the company's office and co-working spaces with corporate wellness benefits. [More: http://lei.sr/3n4s4\\_H](http://lei.sr/3n4s4_H)



Fiit launched an interactive rowing offer

## 12 oct 2022

### Fiit moved into rowing with Concept2 partnership

Fiit teamed up with Concept2 to launch Fiit Row, its first connected rowing programme in response to the growing consumer demand for at-home and hybrid rowing. Fiit Row joins the platform's Air Bike and Tread workouts. [More: http://lei.sr/C8J4m\\_H](http://lei.sr/C8J4m_H)



Maternal exercise effects 'passed on', study found

## 17 oct 2022

### Women who exercise pass health benefits to grandchildren, found Harvard research

The physical activity a woman does before child-bearing etches itself into her cells in ways that mean the benefits of exercise can be passed on to children and grandchildren – even if these younger generations don't exercise themselves. [More: http://lei.sr/G3M2a\\_H](http://lei.sr/G3M2a_H)



Lululemon bought Mirror for US\$500m in 2020

## 17 Oct 2022

## Rumble and Pure Barre among partners for Lululemon Studio launch

Lululemon released a new digital service, Lululemon Studio, for which the prerequisite to join was owning one of its Mirror fitness screens. The device has been retailing at US\$1,495, but prices were cut by 50 per cent to US\$795 for the launch. [More: http://lei.sr/R8n3p\\_H](http://lei.sr/R8n3p_H)



Life Time Living combines residential, spa and fitness

## 18 Oct 2022

## Life Time opened its doors to 16.5-acre wellness village in Las Vegas

US-based health, fitness and racquets club operator, Life Time, opened a residential wellness resort in Green Valley, Las Vegas. Branded Life Time Living, the 16.5 acre concept is aimed at wellbeing-motivated, high-earning consumers. [More: http://lei.sr/X9Q8E\\_H](http://lei.sr/X9Q8E_H)

## 19 Oct 2022

## Virtuagym and Fitness KPI launched AI-driven benchmarking and analytics for UK health club sector

Virtuagym and benchmarking experts, Fitness KPI, launched a new integration for UK health club operators, giving operators the ability to analyse and compare their KPIs with their competitors'. [More: http://lei.sr/S3j2Y\\_H](http://lei.sr/S3j2Y_H)

## Death of an industry giant

## 19 Oct 2022

## WHO revealed shocking US\$300bn inactivity timebomb

The World Health Organization (WHO) report, *Global Status Report on Physical Activity 2022*, revealed that inactivity between 2020-2030 would result 500 million people developing a preventable, non-communicable disease. [More: http://lei.sr/H8j4c\\_H](http://lei.sr/H8j4c_H)



NYSC accelerated turnaround with new purchase

## 21 Oct 2022

## New York Sports Clubs bought Fitting Room as it rebuilt out of bankruptcy

Private gym chain New York Sports Clubs (NYSC) acquired boutique brand Fitting Room, which operates two studios in New York City (Flatiron and Upper West Side). These were to continue to operate as standalone, flagship clubs. [More: http://lei.sr/S9ASy\\_H](http://lei.sr/S9ASy_H)

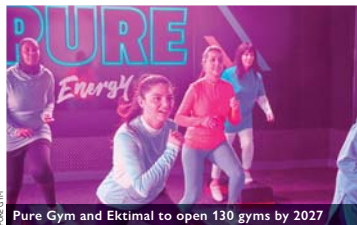


Schaller created over 20 fitness brands in his lifetime

## 22 Oct 2022

## Rainer Schaller and his family died in a plane crash in Costa Rica

Rainer Schaller, founder and CEO of RSG group, his partner and two children were presumed dead after the private plane they were travelling in lost contact off the Costa Rican coast. Their deaths were later confirmed after discovery of wreckage. [More: http://lei.sr/F2b2K\\_H](http://lei.sr/F2b2K_H)



Pure Gym and Ektimal to open 130 gyms by 2027

## 24 Oct 2022

### Pure Gym signed deal for 130 gyms across MENA by 2027 and flagged Egypt as its next target market

Pure Gym said it would open over 20 gyms across the UAE, with the first three opening in Dubai. This builds on the company's expansion in Saudi Arabia in partnership with Ektimal. [More: http://lei.sr/M9t4e\\_H](http://lei.sr/M9t4e_H)



Les Mills instructors led 10 iconic brand workouts

## 25 Oct 2022

### Les Mills Live London 2022 was first to be filmed entirely in VR

More than 5,000 exercisers turned out for Les Mills Live London, making it one of the largest group exercise events ever staged. The 'festival of fitness' saw 250 Les Mills instructors lead them through 10 of the brand's most iconic workouts. [More: http://lei.sr/W4x2Q\\_H](http://lei.sr/W4x2Q_H)

## 27 Oct 2022

### Nuffield Health refinanced to pursue long-term goals

Nuffield Health completed a five-year refinancing package with NatWest, HSBC, Barclays and Santander UK. KPMG UK advised on the deal which also included a longer-term financing solution for a total of 10 hospital sites. [More: http://lei.sr/9P3b3\\_H](http://lei.sr/9P3b3_H)

## 27 Oct 2022

### The Foundry and W10 Personal Training joined forces

Independent gym The Foundry and W10 Personal Training merged their assets into a new company to launch a small-group personal training concept called Foundry. There are currently five Foundry sites that have been redesigned. [More: http://lei.sr/z6E2g\\_H](http://lei.sr/z6E2g_H)



The £9bn Battersea Power Station project in London

## 28 Oct 2022

### London's Battersea Power Station reopened with Third Space, BXR, Boom Cycle and BMF on board

Third Space and BXR are among operators due to open at London's Battersea Power Station development in 2023, with others like Boom Cycle and Be Military Fit (BMF) already trading. [More: http://lei.sr/t7y5Q\\_H](http://lei.sr/t7y5Q_H)



The budget chain has bounced back well

## 31 Oct 2022

### Basic-Fit reported 42 per cent increase in membership

Basic-Fit was set to continue ambitious expansion plans in Europe, after a 42 per cent increase in membership since the beginning of 2022. Members at its clubs grew from 2.22 million to 3.15 million during the first nine months of 2022. [More: http://lei.sr/K2g5P\\_H](http://lei.sr/K2g5P_H)



FS8's first UK studio opened in London

**01 Nov 2022****F45 launched its FS8 concept in the US, Canada and UK**

FS8, the fitness concept combining Pilates, toning and yoga from functional training franchiser F45, opened its first London club, in Oxford Circus. The company plans more UK launches, as well as US and Canada expansion in the next 12 months. [More: http://lei.sr/H8s3p\\_H](http://lei.sr/H8s3p_H)



Findings were given at the GWS summit in Tel Aviv

**01 Nov 2022****Spending on wellness linked to happiness and greater longevity, found new GWI report**

For every US\$800 (€806, £694) annual increase in people's wellness expenditures, happiness levels rise by 7 per cent and life expectancy by 1.26 years, said a Global Wellness Institute study. [More: http://lei.sr/c7B4G\\_H](http://lei.sr/c7B4G_H)

**13 Jan 2022****Westminster Lodge Leisure Centre begins refurbishments to improve facility**

Westminster Lodge Leisure Centre, run by Everyone Active in partnership with St Albans City and District Council, will receive a full gym refurbishment, improvements to the café and soft play plus a new high-end group cycling studio. [More: http://lei.sr/u3R9u](http://lei.sr/u3R9u)

**02 Nov 2022****Xponential Fitness did four-brand deal for Kuwait**

Xponential Fitness signed a Master Franchise Agreement with Kuwaiti real estate company Aqarat for brands Rumble, Club Pilates, Stretch Lab and Cycle Bar. The deal will see at least eight studios open in Kuwait in 10 years, with more sites possible. [More: http://lei.sr/g4U3e\\_H](http://lei.sr/g4U3e_H)



Body Action Gym's Bedfordview opened in July 2021

**03 Nov 2022****Six star operator Body Action Gym planned seven new locations across South Africa**

Antonio Iozzo, founder and CEO of Body Action Gym in Johannesburg, South Africa, announced plans to open his upscale clubs in seven locations across the country, inland and along the Atlantic coast. [More: http://lei.sr/k5C5S\\_H](http://lei.sr/k5C5S_H)



Rainer Schaller died on 21 October in Costa Rica

**05 Nov 2022****Death of Rainer Schaller confirmed**

Authorities in Costa Rica confirmed the death of RSG Group founder, Rainer Schaller and his son Aaron in a private plane crash on 21 October. Their bodies were located on 22 October, but it took until 5 November for their identities to be confirmed, and for RSG to issue an official statement. [More: http://lei.sr/V2M2f\\_H](http://lei.sr/V2M2f_H)

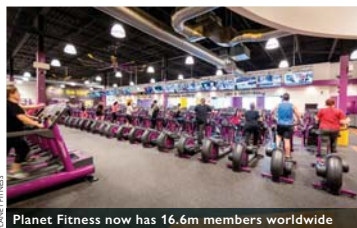


UK MPs pictured with UK Active's Huw Edwards (r)

## 07 Nov 2022

### UK politicians kicked off Parliamentary exercise challenge, inspired by US Congress

Politicians in the UK took part in a physical activity challenge hosted by UK Active and Myzone. The friendly competition was to raise awareness of the importance of physical activity. [More: http://lei.sr/Z9J2p\\_H](http://lei.sr/Z9J2p_H)



Planet Fitness now has 16.6m members worldwide

## 08 Nov 2022

### Planet Fitness reported record member numbers. Shares jumped 10 per cent

Planet Fitness reported record results, with 16.6 million members globally, according to its Q3 results. Shares jumped 10 per cent on the news. The company said 'system-wide, same-club sales' increased by 8.2 per cent in the quarter. [More: http://lei.sr/q2E3M\\_H](http://lei.sr/q2E3M_H)

## 14 Nov 2022

### Health and wellbeing in retreat, stalling the UK's economy, said former Bank of England economist

The declining health of Britons was stalling the nation's economic growth, said Andy Haldane, chief executive of the Royal Society of Arts (RSA) and ex-chief economist at the Bank of England. [More: http://lei.sr/y6V5c\\_H](http://lei.sr/y6V5c_H)

## 14 Nov 2022

### Fit+ aiming to have 1,000 staffless gyms by 2027

Fit+ was aiming to operate at least 1,000 clubs by 2027. The staffless gym franchise currently has 208 studios across 19 countries, but with master franchise licenses granted in Asia and the USA, planned to roll out more facilities in these territories. [More: http://lei.sr/J5P6F\\_H](http://lei.sr/J5P6F_H)



Blue Zones Centre to offer 'longevity medicine'

## 15 Nov 2022

### First glimpses revealed of flagship Blue Zones Centre in Miami

The first Blue Zones Center was set to launch in Miami, Florida, showcasing the next generation of longevity medicine. The facility is underpinned by Blue Zones' research, which has found evidence-based ways to increase healthspan. [More: http://lei.sr/D7c5k\\_H](http://lei.sr/D7c5k_H)



737 youngsters participated in Open Doors 2022

## 16 Nov 2022

### Nike and UK Active published blueprint for scaling the Open Doors kids' holiday fitness scheme

UK Active and Nike released an impact report for the 2022 Open Doors programme, proving it's a scalable model that could help keep thousands of children active during school holidays. [More: http://lei.sr/U3U6T\\_H](http://lei.sr/U3U6T_H)





The first Optimo club opened in Saudi Arabia

## 16 Nov 2022

## Armah Sports launched luxury Optimo health club brand in Riyadh

The first luxury health club from Armah Sports, Optimo, opened in Riyadh, Saudi Arabia. The new concept combines high-end hotel design with upscale fitness facilities, with two further sites set to open in the next three to six months. [More: http://lei.sr/g3z8c\\_H](http://lei.sr/g3z8c_H)



Vortex users race based on effort not fitness level

## 17 Nov 2022

## Ergatta's members can now race based on effort in new gamified rowing experience

Rowing company Ergatta released a new gaming experience called Vortex, designed to 'level the virtual playing field' across its community of 75,000 users. Players of any ability – from beginner to pro – can race against each other. [More: http://lei.sr/w5x2s\\_H](http://lei.sr/w5x2s_H)

## 18 Nov 2022

## Google's Health Connect launched to the public in beta mode

Google's Health Connect was made accessible to the public in beta mode, downloadable from Google Play. The app's development started earlier in the year in a tie-up with Samsung, with early adopters such as My Fitness Pal, Oura and Peloton. [More: http://lei.sr/A5y7t\\_H](http://lei.sr/A5y7t_H)

## 21 Nov 2022

## Third Space opened new club in London with membership 40% above projections

Third Space opened its new 27,000 sq ft club in London's Moorgate, with CEO, Colin Waggett telling HCM membership numbers were already well ahead of projections, "with 40 per cent more members than we originally strategised for". [More: http://lei.sr/U3n2x\\_H](http://lei.sr/U3n2x_H)

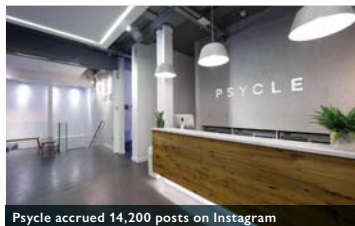


Gen Move is designed to get younger people moving

## 22 Nov 2022

## WHO, FIFA and Qatar launch gamified movement-tracking app

Sport for Health, a collaboration between The World Health Organization (WHO), FIFA and Qatar's Ministry of Public Health, released an app called Gen Move Season 1 to coincide with the World Cup in Qatar. [More: http://lei.sr/C4X8Z\\_H](http://lei.sr/C4X8Z_H)



Psycle accrued 14,200 posts on Instagram

## 23 Nov 2022

## Instagram's most popular UK gyms revealed

A list of 250 of the UK's most popular gyms on Instagram crowned Psycle in Oxford Circus the most posted club. According to the list drawn up by Versaclimber UK, it has accrued 14,200 posts on the social media network. [More: http://lei.sr/A4b8j\\_H](http://lei.sr/A4b8j_H)





Yates named an Entrepreneur of the Year 2022

## 23 Nov 2022

### Trib3's Kevin Yates named as an Entrepreneur of the Year at Great British Entrepreneur Awards

Kevin Yates, founder and CEO of Trib3 was awarded as an Entrepreneur of the Year in the Great British Entrepreneur Awards. He joined eight other winners in the award category. [More: http://lei.sr/C4u2w\\_H](http://lei.sr/C4u2w_H)



Therapeutic exercise advised for arthritis sufferers

## 24 Nov 2022

### Exercise should be considered a core treatment for arthritis

Exercise should be considered as a core treatment for those with arthritis caused by wear-and-tear. The advice comes from draft guidelines for the National Health Service, published by the National Institute for Health and Care Excellence. [More: http://lei.sr/v6j8k\\_H](http://lei.sr/v6j8k_H)

## 24 Nov 2022

### UK fitness industry battled for continued energy support from April 2023

Forty per cent of leisure centres and pools will be closed or services reduced before the end of March 2023 unless they get more government support. The study by UK Active also found a further 34 per cent of facilities will be at risk before March 2024. [More: http://lei.sr/4q2y4\\_H](http://lei.sr/4q2y4_H)

## 25 Nov 2022

### l'Orange Bleue launching 450 new gyms and day spas in next five years

José Nercellas, CEO of l'Orange Bleue, was planning to open 450 new European gyms and day spas over the next five years to build an estate of 850 sites. The chain, which was founded by Thierry Marquer in 1996, has similar plans for Spain. [More: http://lei.sr/X5j7E\\_H](http://lei.sr/X5j7E_H)



Jenny Patrickson is CEO of Active IQ

## 26 Nov 2022

### Educational charity NCFE acquired Active IQ from Ascend Learning

Active IQ was acquired by educational charity NCFE from its parent company, US-based Ascend Learning. The move followed Ascend's decision to close down its other UK-based brand, Premier Global NASM – a move announced in June 2022. [More: http://lei.sr/z8d8q\\_H](http://lei.sr/z8d8q_H)



Jetts Fitness culture 'is its competitive edge'

## 30 Nov 2022

### Jetts Fitness CEO revealed company's member success formula

Elaine Jobson, CEO of Jetts Fitness, revealed the company's strategy behind member growth and retention. She told HCM how she has applied Maslow's Hierarchy of Needs to the member journey to give people what they need. [More: http://lei.sr/K7m4d\\_H](http://lei.sr/K7m4d_H)



StretchLab graduates can gain a national certificate

**01 Dec 2022****Stretch Lab's Flexologist training accredited as mainstream wellness practice**

Assisted stretching franchise Stretch Lab, which is part of Xponential Fitness, had its Flexologist Training Program (FTP) accredited by the Institute for Credentialing Excellence (ICE). Its students can now receive a nationally recognised certificate. [More: http://lei.sr/Q6C8d\\_H](http://lei.sr/Q6C8d_H)



A US judge ruled in favour of Body Fit Training

**01 Dec 2022****US judge ruled in favour of BFT declaring F45 patent 'invalid'**

In the latest legal battle between Australian franchise chain Body Fit Training (BFT) and US-based F45 Training, a federal district court in Delaware, US, ruled in favour of Body Fit Training, describing F45's patent as 'invalid'. [More: http://lei.sr/m2CSZ\\_H](http://lei.sr/m2CSZ_H)

**01 Dec 2022****UK fitness sector has 'growth potential' when it comes to embracing digital**

Fitness operators have been increasing their engagement with technology, according to the second year findings from the *Digital Futures* report. The 2022 data was part of a three-year study part-funded by Sport England and organised by UK Active. [More: http://lei.sr/M2U6k\\_H](http://lei.sr/M2U6k_H)

**01 Dec 2022****Peloton execs sued for US\$500m insider trading while hiding Tread+ safety risks to children**

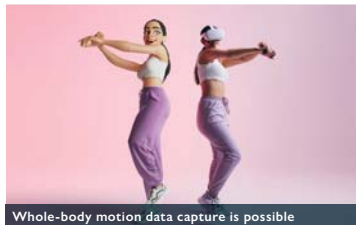
Peloton investor Krikor Arslanian was suing Peloton leaders over alleged insider trading, and hiding Tread+ safety issues that caused injury to more than 30 children and one death. [More: http://lei.sr/9F9r8\\_H](http://lei.sr/9F9r8_H)



Oura ambassador, Olympic surfer Carissa Moore

**03 Dec 2022****Oura for Business launched after pilot with NASA – new sleep algorithm expected early in 2023**

Oura for Business officially launched, providing staff with Oura Ring health insights and employers with a raft of services to support employees' health and performance. [More: http://lei.sr/5H4z7\\_H](http://lei.sr/5H4z7_H)



Whole-body motion data capture is possible

**05 Dec 2022****Sony unlocks Metaverse with the launch of Mocopi sensors for avatar creation**

Sony announced it would be releasing a motion-tracking wearables product suite called Mocopi in January that could accelerate the services that fitness, wellness and entertainment companies provide in the Metaverse. [More: http://lei.sr/7q8G3\\_H](http://lei.sr/7q8G3_H)



Siro One Za'abeel will open in Q4 of 2023 in Dubai

## 07 Dec 2022

### Kerzner's fitness-centric hotel brand Siro to debut at towering Dubai development

Resort developer and operator Kerzner International announced its new wellbeing- and fitness-centric hospitality brand Siro will launch in Dubai in Q4 of 2023. Named Siro One Za'abeel, the 132-key hotel will be the first of its kind. [More: http://lei.sr/Y7f6P\\_H](http://lei.sr/Y7f6P_H)



Soul Cycle and ClassPass signed multi-year deal

## 07 Dec 2022

### Soul Cycle signed multi-year partnership with Class Pass

Soul Cycle signed a partnership with Class Pass, making sessions accessible via credits to Class Pass users. Class Pass says indoor cycling is one of its most popular offers, and it responded to "members' rally cries to add Soul Cycle" to its network. [More: http://lei.sr/8V7f3\\_H](http://lei.sr/8V7f3_H)

## 07 Dec 2022

### Gentler Streak won Apple Watch App of the Year

Compassionate activity tracker Gentler Streak was crowned Apple Watch App of the Year. The intuitive training app, from startup Gentler Stories, was designed to track users' activity, offer exercise suggestions and support rest days. [More: http://lei.sr/z5p9Y\\_H](http://lei.sr/z5p9Y_H)

## 08 Dec 2022

### Wellness X Asia signed 100-studio deal for Rumble and AKT in Japan

After a four-brand deal with Kuwait, John Kersh, chief international development officer at Xponential Fitness, brokered a master franchise agreement in Japan for Rumble and AKT. The deal is to launch 100 new studios in the next eight years. [More: http://lei.sr/s6E4r\\_H](http://lei.sr/s6E4r_H)



Sport England is advocating 'active wellbeing'

## 14 Dec 2022

### Sport England advocating a pivot to wellbeing

Sport England released the *Future of Public Sector Leisure* report which looks at how to evolve the sector from a traditional leisure service into one focused on active wellbeing. It also considers how the sector can progress amid a cost-of-living crisis. [More: http://lei.sr/p8J6t\\_H](http://lei.sr/p8J6t_H)



Gymbox launched its Only Fans burlesque class

## 16 Dec 2022

### Gymbox launched burlesque dancing on Only Fans adults-only site

Gymbox announced a collection of new classes, including one that is on the Only Fans social platform and subscription service. Available at its Stratford studio, Gymbox's Only Fans class will teach the fundamentals of burlesque dance. [More: http://lei.sr/9f8Z4\\_H](http://lei.sr/9f8Z4_H)



Dr Jobst Müller-Trimbusch and Hagen Wingertzahn

## 19 Dec 2022

## Late Rainer Schaller to be succeeded by Hagen Wingertzahn and Dr Jobst Müller-Trimbusch as co-CEOs at RSG Group

RSG Group announced that Hagen Wingertzahn and Dr Jobst Müller-Trimbusch will take over leadership of RSG Group. They will have co-CEO positions after the death of CEO, Rainer Schaller. [More: http://lei.sr/E3G3U\\_H](http://lei.sr/E3G3U_H)



Wondercise's new flagship gym in Taiwan

## 19 Dec 2022

## Wondercise to reveal gamified online and in-gym group fitness concept at CES 2023

Wondercise will reveal details of a new fitness offer at the Consumer Electronics Show (CES) in January 2023. Wondercise gathers online and on-site users together by connecting them in real time and allowing competition on the same leaderboard. [More: http://lei.sr/v6m4K\\_H](http://lei.sr/v6m4K_H)

## 21 Dec 2022

## New report from Garmin highlighted exercise trends in 2022

Garmin released its *Connect Fitness Report* for 2022, showing that users of its tech have returned to their pre-pandemic fitness habits. The data behind 2022's findings was sourced from its fitness tracking app, Garmin Connect. [More: http://lei.sr/s3q2b\\_H](http://lei.sr/s3q2b_H)

## 21 Dec 2022

## Peter Bunday to take reins at GLL as Mark Sesnan moves to non-exec role

Mark Sesnan, co-founder and CEO of GLL, announced that he would be standing down as chief executive at the end of 2022, after 30 years. Peter Bunday, who has worked for GLL for 25 years – has been appointed as Sesnan's successor. [More: http://lei.sr/d9U6S\\_H](http://lei.sr/d9U6S_H)



Passmore became Pure Gym MD in November 2020

## 22 Dec 2022

## Rebecca Passmore promoted MD of Pure Gym 'the day she started maternity leave'

Rebecca Passmore was promoted to MD of Pure Gym on the same day she went on maternity leave. This was one of many insights revealed in HCM's deep dive into gender equality in the fitness industry that indicate the sector is moving forward. [More: http://lei.sr/f3G6s\\_H](http://lei.sr/f3G6s_H)



Octonic 2.0 'compatible with almost all treadmills'

## 22 Dec 2022

## Users can now experience VR running on most treadmills with Octonic's 2.0 release

Octonic released the 2.0 iteration of its VR treadmill running experience, which it says is now compatible with 99 per cent of treadmills on the market. Overall it's said to be integrated with 40 treadmill brands, and more than 400 models. [More: http://lei.sr/b4j8j\\_H](http://lei.sr/b4j8j_H)

MATRIX VIRTUAL TRAINING CYCLE

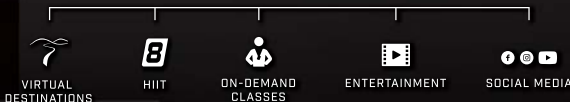
MATRIX

# A NEW WAY TO RIDE. EVERY TIME.

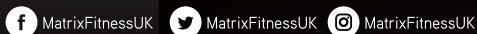


Now your members can ride the way they want to with the Matrix Virtual Training Cycle. They can take on exclusive programming, access instructor-led cycling classes and stream music, films and shows, all on a cycle precision engineered for intense sessions.

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# HCM

## 2023 vision

As our sector becomes more recognised as a public health solution, the strong bonds that already exist between operators, suppliers, events, trainers and PRs will be more essential than ever.

We ask stakeholders to reflect on industry achievements of 2022 and give their views on where we're heading in 2023

### Chapters

#### p64 / **Operators**

Taking care of members' mental wellbeing will be a top priority for operators in 2023

#### p68 / **Associations**

Ensuring the sector is fully recognised as a public health solution is a core aim this year

#### p72 / **Suppliers**

Resourceful in tough times, and adaptable to market needs. What's next for 2023?

#### p82 / **PRs**

PR is an investment, and budget-friendly campaigns can still deliver a meaningful ROI

#### p86 / **Events**

After an enforced hiatus, global events are again buzzing with energy and innovation

#### p90 / **Training**

Education will be even more essential as fitness forges new partnerships with health

### Showcases

#### p92 / **Technogym**

London South Bank University has completed a major renovation of its leisure facilities, incorporating Technogym's latest smart equipment alongside a flexible digital solution, for the benefit of its students, staff and the local community

#### p94 / **Life Fitness**

The Life Fitness Experience Hubs are helping customers create unique gym experiences around the world, by focusing on a health club's core values, its people, layout and technology, and bringing them all together in one powerful, holistic solution

#### p96 / **Orbit 4**

Fast-growing technology business Orbit 4 is empowering gym owners to optimise the value of their most expensive assets, through an equipment ecosystem that enables bespoke asset management and automates their procurement processes



Fahad Alhagbani



*For the younger generation, fitness plays a big role in utilising their time in a safe and social environment*

Building healthy generations and raising awareness around physical and mental health are key to supporting a modern civilisation.

I've always believed fitness does so much more than help people lose weight or gain muscle, it's also important for mental health, and to raise awareness of healthy living and wellbeing generally.

For younger people, it also plays a big role in utilising their time in a safe environment, where they can socialise and spend quality time with others.

Opening five clubs between our Optimo and B\_Fit brands was the biggest achievement for myself and the team in 2022. Also being recognised by HCM as the first in the world to use Amazon Alexa for different services, ie booking classes and trainer bio enquiries.

It's important we keep up with the trends, understand consumer behaviour change and invest in technology.

### Armah Sports Company

[www.armahsports.com](http://www.armahsports.com)

#### Key contact

**Fahad Alhagbani**  
Co-founder and CEO

We'll continue pushing the envelope in 2023 to deliver six more smart fitness clubs, and install more technology solutions.

I remain optimistic that the fitness industry will continue to evolve while adopting and adapting technology, so we can increase member satisfaction and deliver the experience they expect.

Fitness operators and suppliers around the world did a great job in the past few years. Fitness is becoming part of our daily life and habits. If we work harder, then the health of our people will improve, which will impact our world in a positive way.

### Body Fit Training

[www.bodyfittraining.com](http://www.bodyfittraining.com)

#### Key contact

**Cameron Falloon**  
Founder and joint CEO



*The integration of multiple platforms and tech through APIs is an exciting space that allows for collaboration between brands and many benefits for consumers*

BFT's mission of spreading its results-driven progressive group training to the world, with a target of 1,000 studios globally, is increasingly becoming reality.

In terms of trends, gyms with the most engaged communities will be the ones that thrive as the market becomes more saturated. Connection is another success factor – the connection of humans, but importantly through technology (wearables and apps), to give meaningful data insights for members and to enable gamification.

The integration of multiple platforms and technology through APIs is an exciting space that allows for collaboration between brands, and has multiple consumer benefits. This will provide live, simple and meaningful data that gives consumers real insights into their health and fitness and will positively influence their decisions on their approaches and training intensities.



Cameron Falloon

Recovery and wellbeing have also become more significant, with members understanding the importance of recovery for mind and body and products such as infrared saunas and pneumatic massage compression boots more in demand.

We're excited for 2023 after a strong rebound from COVID globally. In this time, consumers have prioritised what's important, and health and fitness is very high on the agenda.

**David Lloyd**

[www.davidlloyd.co.uk](http://www.davidlloyd.co.uk)

Key contact

**Russell Barnes**  
CEO

“

*Since the pandemic,  
the key motivator for  
joining for 70 per cent  
of our new members  
is to improve their  
mental wellbeing*

So far, the cost of living crisis doesn't appear to have had much impact on membership demand, which continues to be very strong, but we're certainly not complacent about the future. We continue to watch our experience scores very closely, drive club usage and reinforce the value of membership. We know everyone has their eye on discretionary spend at the moment.

We've seen a shift in why people are joining our clubs, and this is influencing our product development. Since we reopened after the lockdowns, the key motivator for joining for 70 per cent of new members was to improve their mental health and wellbeing, and this trend is continuing.

While improving fitness is still crucial, people are much more aware of the importance of looking after their mental health and so demand for mind/body facilities, including spa, has increased.

A shift towards outdoor exercise also continues to be a trend. Demand



**Russell Barnes**

for classes such as Battlebox and racquet sports such as padel continues, meaning we're better able to utilise the large outdoor spaces at our clubs.

The shift towards spa usage is interesting. Members are starting to understand the physical and mental benefits of spas, and how this can complement exercise.

We celebrated a big birthday in 2022, as our first club in Heston opened 40 years ago. The feeling of community within our clubs is stronger than ever and we look forward to seeing what the next 40 years will bring!



**Greg Oliver**

In 2022, we divested the franchise master licences we held for Jetts Fitness and Hypoxi in Australia and consolidated our business around a simplified, efficient, wholly-owned portfolio of core brands. The result is FLG 2.0: a more efficient organisation where investment and energies can be refocused into core portfolio growth and enhanced service delivery across these brands, to the benefit of the business and our members.

Reflecting on the last few years, I'm struck by the remarkable resilience and purpose of our industry. Against the backdrop of the pandemic, our products and services took on new significance; by 2022, they'd become far more nondiscretionary.

Populations around the world recognised the value of physical

**Fitness & Lifestyle Group**

[www.fitlg.com](http://www.fitlg.com)

Key contact

**Greg Oliver**  
CEO

activity for their overall health and wellbeing – and specifically, the outcomes achieved within our facilities – and reinvented their lifestyles. We have a tremendous opportunity to build on this – and potentially surpass previous performance – as membership is increasingly seen as an affordable investment, not an expense.

The industry is only going to become more relevant as preventative healthcare moves up the agenda. For FLG, 2022 was about consolidation, 2023 is about returning to growth and positioning to achieve market leader status in each of our regions – our 2024 goal. ▶

“

*Against the backdrop of the pandemic, our  
products and services took on new significance:  
by 2022 they'd become far more nondiscretionary*



We closed 2022 having opened 40 new strongly performing sites and I'm particularly proud of how we've balanced expansion with ongoing recovery. If we can maintain these levels of resilience and focus, then I'm confident we'll continue to make progress despite the current economic backdrop.

Before the pandemic, gyms were often viewed as a 'nice to have', but emerging from COVID we've proved they're an essential service for a broad cross-section of the UK population. As we look to longer-term recovery, we must continue to broaden our thinking and emphasise health and physical/mental wellbeing, rather than purely exercise. The fitness industry has rightly earned greater recognition for the role it plays in making people healthier and happier and must continue to capitalise on this.

### **Pure Gym**

[www.puregym.com](http://www.puregym.com)

#### Key contact

**Humphrey Cobbold**  
CEO

While we're not industrial energy users, our industry needs to reduce consumption, which is why we'll be investing capital in long-term energy consumption reduction, thereby reducing cost and improving our ESG credentials.

2023 will be another year of significant expansion for us, with ambitious plans to invest in new sites, upgrade our existing estate and reduce energy consumption. Recent global challenges have highlighted the importance of reacting at pace, and the spike in energy prices has focused management on looking at carbon reduction as a long-term, meaningful change within our business. This journey will continue into 2023 and beyond.

“While we're not industrial energy users, our industry needs to reduce consumption”



**Simon Lane**

### **Serco Leisure**

[www.serco.com](http://www.serco.com)

#### Key contact

**Simon Lane**  
Managing Director

2022 has been a phenomenal year for Serco Leisure. We've seen 25 per cent growth in our fitness membership numbers, 24 per cent in swimming lessons, and as a business, we're currently sitting at 104 per cent overall compared to pre-COVID performance.

For our annual pulse check survey, Viewpoint, we've seen staff engagement scores jump 4 per cent year on year, which is reflective of the improvements we've made across all of our sites in the UK. I'm very proud of the amount of positive change we've

driven through the business this year, but most impressive is the speed at which it has taken place.

2022 was the year we nailed the fundamentals. Good quality facilities, great customer service and a strict adherence to the highest operational standards. Getting this right has been the foundation of the success we've had over the past 12 months. We've also made huge strides in how we communicate with and received feedback from colleagues at every level. These improvements are borne out by our staff survey numbers – colleagues are feeling more connected than ever, and that's feeding into customer service.

We have a very exciting year planned in 2023 with a huge IT project kicking off in Q1, which will greatly improve how we communicate and connect with customers.

“We've made huge strides in how we communicate with and receive feedback from colleagues at every level of the business, and this feeds into our customer service”

### The Gym Group

[www.thegymgroup.com](http://www.thegymgroup.com)

#### Key contact

**John Treharne**

Chair

Delivering on our growth plans, we've opened 28 gyms in 2022, which has taken a huge amount of effort from teams across the company. By the end of October, we'd increased memberships by 16.7 per cent from the end of 2021. I'm also proud of our brand transformation this year, and the rolling out of our new logo and visual identity across 225+ gyms.

We now have a recognisable and memorable brand identity, which best represents the great company we've grown to be.

I think most people would agree that the unpredictability of 2022, following on from the pandemic disruption, makes us realise that

no one can predict the future. Resilience remains our strongest asset, and my advice for anyone in the sector would be to continue to be flexible and adaptable.

The pandemic highlighted the need to prioritise physical and mental health, and people across the nation have been reinvigorated to get out and get moving.

We focus on building communities at our gyms, based on trust and support. As we continue to navigate uncertain times, there are financial pressures on households, and as the lowest cost, 24/7 nationwide gym, we'll support those who want to keep their fitness routine.

We have ambitious targets to open in new towns and cities, with plans for 300+ UK sites by 2025.

I'm delighted to see so much of the fitness industry now prioritising sustainability, because together we can have a huge collective impact.



John Treharne



*We have ambitious targets to open in new towns and cities with plans for 300+ sites by 2025*



Sophie Lawler



*We've been gaining rich insights into women's fitness and are building a product designed to address them*

2022 has been tough for everyone, and 2023 will be too. At Total Fitness we always look ahead with success in mind, our eyes firmly on the horizon. We manage to do that by remembering to focus on everything it is that makes a great company, not just a great business.

While the tests of a great culture lie in team engagement and achievement, the acid test is whether you can capture and articulate your culture to the outside world, making a promise about your culture that lives within the business, not just in your recruitment campaigns.

After four years building our culture, we've finally been able to express what it is that makes us unique. Our Employer Brand 'More is Possible' launches in 2023 and I couldn't be prouder.

When times are tough we double-down our efforts on engaging and

### Total Fitness

[www.totalfitness.co.uk](http://www.totalfitness.co.uk)

#### Key contact

**Sophie Lawler**

CEO

looking after our people who will in turn look after our members – that makes us a great company and we know that a great company in a tough market will endure and be a great business in calmer waters

I'm excited about our current 'problems-to-solve' list. We never start with a project in mind, but with a problem and a well-thought-out question, and then spend a lot of time on rich insights. We've done lots to answer questions about women's fitness and are excited to build a product designed to address them.

**Aus Active**

[www.ausactive.org.au](http://www.ausactive.org.au)

Key contact

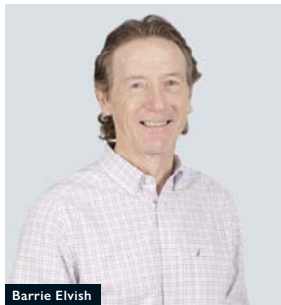
**Barrie Elvish**  
CEO

“  
**Queensland's Chief Health Officer has recognised gyms as essential services; one of only a few jurisdictions in the world to do so**

As we emerge from the worst of the pandemic, it's worth remembering that every crisis has opportunity, and COVID has presented a game-changing moment for the sector in Australia.

The pandemic has demonstrated to health services, policymakers and bureaucrats the importance of our sector to Australia's preventative health environment. This realisation is underwritten by data recently released by Aus Play, indicating gym attendance is the second most popular physical activity after recreational walking for Australians aged over 15, with 8 million (30 per cent of the cohort), attending a site at least once in the past 12 months.

This data destroys the longtime urban myth that a 20 per cent participation rate is saturation point for Australians, and is a contributing factor to Queensland's chief health officer recognising gyms as essential services; one of only a few jurisdictions in the world to do so.



**Barrie Elvish**

We must leverage this new awareness, and to this end Aus Active introduced an audited accreditation option for PTs that elevates their professional status, and gives them access to private health funding for clients.

Also, in recognition that government policy considers all indoor physical activity as 'gym', we've introduced new membership categories for Pilates, Yoga and Aqua, with Tai Chi in the pipeline.



**David Stalker**

“  
**Such challenges further highlight the need for our sector to be recognised by governments as a public health solution**

The energy crisis, supply chain disruption and inflation have had a hugely negative impact on our industry – an especially tough set of circumstances so close after the COVID-19 lockdowns of 2020 and 2021.

Such challenges further highlight the need for our sector to be recognised by governments and institutions as a public health solution, and thus receive better support as these crises unfold.

We used the challenges of 2020 to build our Sectoral Manifesto for Europe Active's *Horizon 2025*, setting out the key areas on which to focus our collective priorities and goals as an organisation, and for our sector as a whole. They are: Health, Digital, Community and Standards.

The Manifesto sets out the leading pillars to guide our work – from further developing our role as a health solution, to keeping up with the vast array of digital and tech

**Europe Active**

[www.europeactive.eu](http://www.europeactive.eu)

Key contact

**David Stalker**  
President

developments, putting community and inclusion at the centre of our industry, and strengthening our standards to further professionalise and upskill our sector.

We've been incredibly busy over the course of 2022 developing our 2025 strategy – *Moving Forward Together: Rethinking, rebuilding and renewing for our sector's unity, innovation and growth 2022-2025* – with the support of our Vanguard Partners and President's Council members.

We've been setting out our strategic initiatives, which will include informing and evidencing impact via reliable data-collection and research.



**Global Health and  
Fitness Alliance**

[www.hcmmag.com/GHFAweb](http://www.hcmmag.com/GHFAweb)

Key contact

**Andrea Bell**  
Chair



*GHFA leaders have demonstrated they can turn crisis into opportunity, and have forged a new and unified path for the industry.*

GHFA was formed to leverage the global expertise of 100s of international health and fitness providers, suppliers, and industry partners—and to leverage their global voice and reach for advocacy with groups like the WHO, UNESCO, OECD, and with other thought and policy leaders worldwide.

One challenge we've worked to overcome is to keep our leaders engaged and focused as the industry moves from a pandemic footing to a traditional operating climate. GHFA has been an essential tool for bringing us together and helping outline shared objectives.

This was a year of steady progress and results for GHFA, including the in-person launch at the IHRSA Convention in Miami in June of a first-of-its-kind global economic and societal health impact report, produced by Deloitte.

Individual and group exercise are proven and effective tools for



**Andrea Bell**

improving physical and mental health. GHFA works to compile and share ongoing research and valuable resources about these topics with key health and public policymakers and organisations around the world.

GHFA leaders have demonstrated they can turn crisis into opportunity, and have forged a new and unified path for the industry and our national associations/alliances and supplier partners. We're looking forward to a busy and productive 2023.



**Liz Clark**



*Our volunteer leaders have set an aggressive pace of work for the year ahead, and it's a time of excitement and optimism*

We serve a dynamic, entrepreneurial industry. At IHRSA, we're proud to evolve and grow along with this very nimble part of the economy and its diverse leaders and employees.

Our volunteer leaders are top professionals working around the globe, who motivate and inspire our desire to grow, lead and succeed every day. They've set an aggressive pace of work for the year ahead, and it's a time of excitement and optimism.

Restructuring IHRSA and our operations has enabled our partners with the National Health and Fitness Alliance (NHFA) to focus on deepening relationships with Representatives and Senators in their home districts and states.

With the IHRSA Foundation, we're laying plans to enhance our relationships with industry, medical, and policy experts to engage with governments and NGOs alike.

**IHRSA**

[www.ihrsa.org](http://www.ihrsa.org)

Key contact

**Liz Clark**  
CEO

The Global Health & Fitness Alliance (GHFA) has forged a new model for industry leadership, industry members have stepped up to help guide this group, and are inspiring a new generation of volunteer leaders to follow.

The pandemic has forced us to conduct difficult, but valuable, self-examination. The result has been a reinvigorated focus on performance, service, advocacy, and expanded efforts to ensure the industry's societal benefits are known, promoted, protected, and that we have a seat at the table now and in the future. ▶

**UK Active**

[www.ukactive.com](http://www.ukactive.com)

Key contact

**Huw Edwards**  
CEO



*The progress made over the past years has been driven by the commitment of UK Active and its members to share data, evidence and insights*

Before the recovery from lockdowns could be completed, the cost-of-living and energy crises dealt another blow. But we mobilised at pace with a unified message, supported by evidence from our members, to provide the clearest possible case for support from the Government to navigate rising energy costs.

Our sector has not allowed progress to be halted. We've made inroads on the national health agenda to demonstrate our sector's even greater value and potential to relieve pressure on the NHS and social care. Alongside this, we've seen continued advances in standards development across a number of areas – from improving inclusion and increasing female participation, to operational safety, sustainability, and digital transformation.

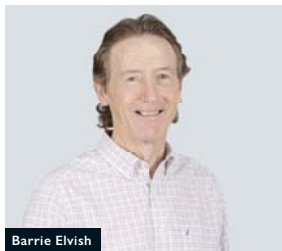
The progress made over the past years has been driven by the commitment of UK Active and its members to share data, evidence,



**Huw Edwards**

and insights. We must maintain this spirit of collaboration and community, because we're stronger together.

We must tackle public health inequalities, including by integrating our services into health systems and pathways – such as our MSK hub programme for rehab and prehab, and new opportunities within social prescribing. We're well-placed to build on this work, led by our new chair, Mike Farrar, who has a background in the health service.



**Barrie Elvish**



*The Forum is working to reposition the fitness and physical activity sector as an integral component of preventative health*

The pandemic caught the sector off guard; its impact redefined our way of living and reinforced the urgency of strengthening worldwide coordination.

The World Active Forum launched last June to bring stakeholders around the table, stimulate dialogue, share best practice and respond to the WHO's call for one voice to promote physical activity globally.

The initiative is based on inclusiveness, transparency and accountability. All continents are represented and the invitation to participate in the Forum remains open to all.

The recently-released WHO status report, *Global Action Plan on Physical Activity 2018-2030*, revealed the enormous potential burden of physical inactivity on healthcare systems, with up to a half a billion noncommunicable disease cases internationally a year and a cost of US\$27bn in treatment.

The World Active Forum aims to enhance collaboration with

**World Active Forum**

[www.europeactive.eu/news/world-active-forum](http://www.europeactive.eu/news/world-active-forum)

Key contact

**Barrie Elvish**  
Interim Chair

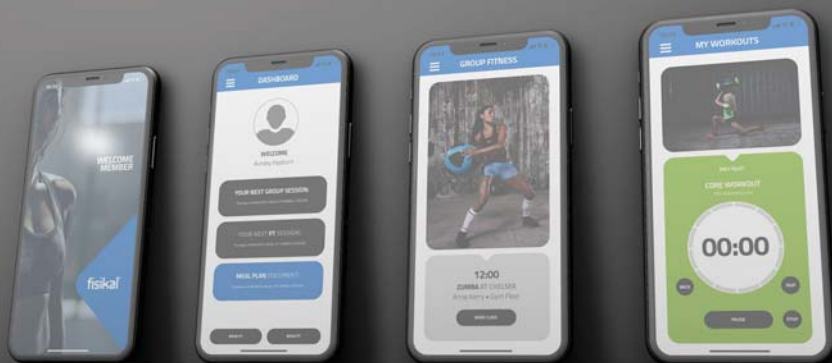
governments and United Nations agencies, repositioning the physical activity sector as an integral component of preventative health.

Its final purpose is to speak with a singular voice to achieve this much-needed systemic change.

To achieve these aspirations, the current platform will transform into a Federation, this April during FIBO. Its structure will be based on four pillars: research and social impact, gender-equality and inclusion, public affairs and skills and workforce.

Our objective is a physically active, healthier world and we can achieve this by working together. ▶

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**fisikal**

**Alliance Leisure**

[www.allianceleisure.co.uk](http://www.allianceleisure.co.uk)

Key contact

**Sarah Watts**

Chief Executive



*Another of our targets is to develop activities that encourage 'active ageing' and complement the increasing need to partner with NHS services*

2022 saw us complete our 200th leisure development and almost reach an investment value of £300m since we started supporting leisure operators back in 1999.

We're actively driving this level of investment and growth and have increased our development delivery team five-fold to ensure we're able to exceed our client's expectations.

Our solutions embrace yet look beyond the traditional fitness population to ensure we promote changing activity habits across the UK. We understand that people need to be able to move in different ways and are adept at creating facilities that provide an opportunity for everyone.

Our approach to creating transformational change has seen the introduction of a variety of new activities for our clients' local communities, including splash pads, 3G pitches, golf clubhouses, adventure play parks, sensory rooms, pump tracks and more!



**Sarah Watts**

Supporting the growing demand for 'active environments', we delivered an outdoor training zone, Area 7, on behalf of Rubicon Leisure. This relatively small investment of £250k provided an additional revenue stream, and a dynamic new activity area for the community.

Another of our targets is to develop activities that encourage 'active ageing' and complement the increasing need to partner with NHS services.



**Spencer Grimwood**



*It's important to keep abreast of the industry so we can incorporate learning into the design of changing solutions*

Since the end of lockdown, strong physical and mental health, plus overall wellbeing, have become much more of a focus in people's lives, with more including regular exercise in their routine. This is particularly true of Gen Z employees, according to recent reports.

As members have been returning steadily to gyms and health clubs, we've seen a number of chains investing in new and innovative facilities, and we've read encouraging reports of record membership growth being experienced, which is very reassuring for the industry.

In June, we were delighted to join sport and leisure professionals and suppliers at Elevate in London. It's important for us to keep abreast of the industry, so we can incorporate learnings into the design of our health club changing solutions.

Facility owners are keen to ensure that the member experience, both in the gym and changing areas is second to none. We take great pride in being

**Crown Sports  
Lockers (UK) Ltd**

[www.crownsportlockers.co.uk](http://www.crownsportlockers.co.uk)

Key contact

**Spencer Grimwood**

Director

able to transform these spaces, while delivering on client aspirations.

During 2022, we completed a wide range of projects, including installations at Gym Etc in Stalybridge, Manchester, Ryde Cycle Studio in Leeds, Nizels Health Club and Essex Golf and Country Club. Our client of more than 25 years, Village Hotels, also engaged us to carry out a refresh project in Watford.

As a made in Britain manufacturer and installer, we look forward to working with many more owners, operators, architects and interior designers on health and fitness projects well into the future.

### EGYM UK Ltd

[www.egym.com/uk](http://www.egym.com/uk)

#### Key contact

**Philipp Roesch-Schlenderer**  
CEO



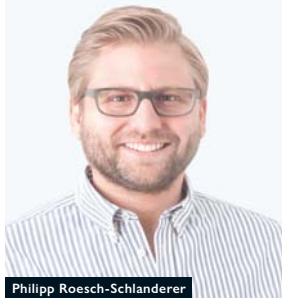
*Our industry needs to keep pushing forwards together on its digital journey, or risk being left behind by consumer Fit Tech giants offering at-home solutions*

Our challenges right now are not unique to Egym, they're the same challenges faced by almost every business around the world, stemming from political conflicts and global inflation.

We'll continue to work with customers to help them invest in areas that drive significant business efficiencies and revenues. Together we can grow, but we need to think smart and focus on the areas that are going to deliver significant returns.

Collaboration with operators and suppliers is key to onward growth and success. Digitalisation in the sector is still in its early stages and it's important for suppliers to constantly check in with operators to ensure products and services continue to meet their fast-evolving needs.

This year, we announced two significant partnerships – with leading member management software brand Magicline and with digital booking specialist, Fisikal.



Philipp Roesch-Schlenderer

UK Active's *Digital Futures 2022* report shows the sector has maintained its Digital Experimenter status. Our industry needs to push forward together on its digital journey, or risk being left behind by consumer Fit Tech giants offering at-home workouts and wearables, digital fitness coaches and trackers.

Egym will continue to develop its digital ecosystem, making connected gym floors the new norm and pushing the boundaries of what's possible.



Andy Phillips



*In times of adversity, there comes great opportunity to define or redefine who your customers are and how you deliver to them*

Many of the operators we work with have described one of their primary challenges as the recruitment and retention of staff. This has made it harder to provide the same level of service and even variety of offerings, particularly when it comes to roles that require certain skills or experience.

We've supported our customers by providing learning and development practices to be used as part of their employment offering. This will attract and help keep team members by up-skilling them with communication skills and leadership attributes, while also positively impacting the customer's experience.

We've seen more demand for in-person education for adolescents, as well as leadership development and standardisation of in-house training. On our customisable app 'Learner' we continue to develop micro modules and courses for a consistent learning culture.

### Excelsior Development Technology

[www.hcmimg.com/excelsior](http://www.hcmimg.com/excelsior)

#### Key contact

**Andy Phillips**  
Development Manager

We're believers that in times of adversity, there comes great opportunity to define or redefine who your customers are, what your identity means to your customers and how you deliver your unique fitness experience.

With this in mind, we regularly find ourselves in conversations with customers that revolve around how the fitness industry is one of service. Our customers tend to be at the mid-to-high-end of the market and, therefore, the experience they deliver is very much dependent on their people and their customer interactions.

### Fisikal Limited

[www.fisikal.com](http://www.fisikal.com)

#### Key contact

**Robert Lander**  
CEO

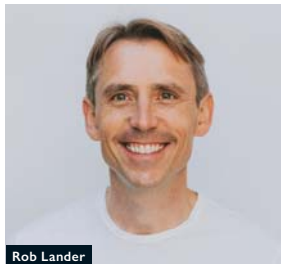


*Moving from analogue to a digitally-driven business can create costs savings and revenue opportunities that, over time, far outweigh the investment*

This year has been one of growth and extended influence for Fisikal. We've always believed in the power of collaboration, creating a modular, digital ecosystem built on open API, making integration with other suppliers as frictionless as possible.

This year has seen our biggest collaboration yet, with the integration of our PT and group exercise booking solution into Egym's branded member app. While Fisikal still offers solutions direct to operators independent of Egym, the integration with one of the most successful branded member app providers in the world has amplified our commercial opportunities, taking our brand to an audience way beyond what we could have achieved working alone.

In partnership with Fisikal, Fitness First UK recently launched its FFX Personal Training app, digitalising the management of its personal training services. Through targeted promotion via the app,



**Rob Lander**

over a 14-day period, Fitness First secured 1,600 PT bookings from members who had previously never engaged with personal training.

Operators should continue to invest in their digital journey. As well as maintaining consumer relevance in an increasingly connected world.

Moving from an analogue to a digitally-driven business can yield cost savings while also creating revenue-generating opportunities that – over time – far outweigh the investment in digital infrastructure made at the outset.



**Eamon Lloyd**



*Since 2020 the industry has made a remarkable recovery, and a major change we're seeing is the rise of virtual PT*

This year, we celebrated 10 years in business. In that time, we've worked with thousands of corporations to deliver over 5 billion minutes of wellness experiences to millions of users worldwide. Since our Series E funding round in 2021, we've grown significantly, doubling revenue year-on-year and expanding partnerships with big players, such as Les Mills, Strava and LA Fitness.

Since 2020, the industry has made a remarkable recovery, and a major change we're seeing is the rise of virtual PT. That's why we launched Trainiac by Gympass in the UK this year. It's a new feature that connects users to a PT to support and guide them on their wellbeing journey.

Data tells us that personalisation plays a key role in engagement with workout plans and activity levels. Amazingly, employees who were previously inactive, when paired with a trainer through Trainiac, completed an average of 36 workouts in 90 days.

### Gympass

[www.gympass.com/en-uk](http://www.gympass.com/en-uk)

#### Key contact

**Eamon Lloyd**  
Head of Europe, Partnerships  
at Gympass

We've learned that accessibility and ease of access paired with affordability is what makes the biggest difference in engagement levels. We have plans for accelerated expansion in 2023. One way we're expanding our market is through our latest self-service offering, that makes Gympass accessible to businesses with as few as 10 employees.

The rise of aggregators once caused much debate across the fitness industry, but today we're generally recognised as a force for good. When operators met with tough times, we stepped up to help tackle major industry challenges head-on, helping them deliver services remotely.



**Keiser UK**

[www.keiseruk.com](http://www.keiseruk.com)

Key contact

**Robin Gand**  
VP, UK & Europe

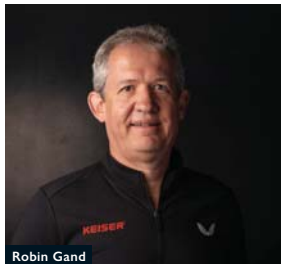


*We want to work with as many studios as we can, to ensure their offer is exciting, innovative and engaging, but also offers a clear ROI*

The beginning of 2022 was a challenging time as we began to navigate a post-lockdown world and battled Zoom fatigue! I was delighted to get back to seeing my industry colleagues, and new and existing partners, in person. It certainly reminded me that maintaining and building relationships is vital for us to work with our clients in the most effective way.

We're planning to launch several and new exciting workout concepts, developed in conjunction with existing partners, that both showcase the versatility of Keiser equipment and add real value to commercial facilities.

As a company, we're aware of the many challenges that the fitness industry may be facing as we move into 2023. We want to work with as many studios as we can to ensure they're using their available studio space to its fullest potential and that their member



**Robin Gand**

offering is exciting, innovative and engaging, but also offers a clear ROI.

We'll be utilising the huge safety advantages of Keiser's pneumatic technology and continuing our expansion into the medical and rehab space, assisting therapists who are keen to improve both their patient rehab journey and clinical outcomes.

Despite ongoing global industry challenges, 2023 looks set to be an exciting year for us. We have launches planned, partnerships to announce, as well as an expansion to our education offering – watch this space!



**Martin Franklin**

PHOTO: LES MILLS INTERNATIONAL

Like operators up and down the country, we've felt the pressures of the economic environment, but seeing fitness fans back and forming those all-important social bonds has been crucial to understanding what they're looking for.

With many members now expecting their fitness outcomes to include a focus on mental health, data suggests the thrill of the live environment is aiding their wellness, delivering on the need for community and belonging.

We're excited to work with our customers to face the challenges ahead. The next 12 months will be tricky, but by working closely with our partners we'll be looking for ways to help them tackle their pain points as we face the uncertainties together. We'd like to thank our clients for their loyalty in what we know has been another challenging year. We're here for them, and invested in their ongoing success.



*We have exciting plans for engaging Gen-Z, as we know capturing the younger market is the next battleground*

**Les Mills**

[www.lesmills.com/uk](http://www.lesmills.com/uk)

Key contact

**Martin Franklin**  
CEO – Europe

We're looking ahead to 2023 with some exciting plans for engaging the Gen-Z segment, as we know that capturing the younger market is the next battleground to conquer. Understanding what they're looking for in a workout is key, and our research team has been digging deep into the science of what makes them tick.

We're thrilled to see the success that Places Leisure is having with its Omnifitness approach. They've now opened more sites offering a blend of virtual and digital options to enable members to work out whenever, and however, they want – leading to fantastic attendance figures. ▶

### Myzone

[www.myzone.org](http://www.myzone.org)

#### Key contact

**Ben Hackney-Williams**

Head of Content



*Meet your members where they want to work out. Gone are the days of staying within four walls, holding all the secrets only for those who walk through the door*

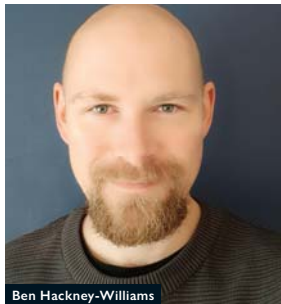
We've all faced the same challenges this year in terms of recovery and finding a path into how we provide the best experiences in fitness.

Now, as we knock on the door of further concerns with the climate and economy moving forward, we will only get through this together.

There are always exciting developments in the pipeline, and we'll continue to build on our app development, service and support. However, education is key in not only ensuring that we're listening to our customers, but also giving them the tools they need to provide for their communities. What were emerging markets are now key areas of growth through the development and traction that we've been gaining.

In the midst of difficult decisions and need for empathy at every level, there's plenty of opportunity in 2023.

Meet your members where they want to work out. Gone are the days of staying within the four walls,



**Ben Hackney-Williams**

holding all the secrets only for those who walk through the door. As an industry, we must reach out deeper into our communities and provide our support as partners in healthcare.

Data will be a determiner of success in 2023 and beyond, even more so than before. Knowing what members want, and how they move, will revolutionise how you interact, engage and provide more value.



**Scott Trinder**



*We believe omnichannel fitness is here to stay, and we're creating a robust offering to meet this demand*

This year has thrown up numerous challenges, none more so than availability of parts and components – shortages have been an issue for all equipment suppliers. At Precor we've stayed one step ahead, identifying common parts our customers require and placing larger orders for those. We've also prioritised parts over finished goods, to ensure we continue to go above and beyond for existing customers.

This year Precor, as part of Peloton Commercial, launched its new Stairclimber and we'll continue to innovate throughout 2023 with new generation consoles and cable systems. We're exploring partnership opportunities with longstanding partners to further educate and enhance awareness of Peloton Bikes in the corporate, hospitality and residential verticals.

Precor is striving to better understand consumers, focusing attention on how people will

### Precor

[www.precor.com/en-gb/commercial](http://www.precor.com/en-gb/commercial)

#### Key contact

**Scott Trinder**

UK Sales Leader

consume fitness. We'll use our global scale to help our operator partners better understand members and how they'll wish to be active.

As a consumer-focused business, Precor can help operators leverage that brand awareness to their advantage. We believe omnichannel fitness is here to stay, and we're creating a robust offering to meet this demand.

We've also announced an industry-first partnership with Hilton – the brand will feature at least one Peloton Bike across its entire US portfolio. With wellness remaining a priority for travellers, we're exploring further innovative partnerships.

### Perfect Gym

[www.perfectgym.com](http://www.perfectgym.com)

#### Key contact

**Peter Croft**  
Chief Strategy Officer



*With the threat of inflation and energy costs, there's a competitive necessity to employ new business models enabled by digital transformation*

We've been systematically educating operators who use legacy software about the need to adopt a digital transformation strategy. This will protect their position while making gains and providing better service to their members in a dynamic economic environment.

As the industry has become more user-focused, our member-focused, mobile-first approach has become an integral part of our ecosystem. We're developing a Perfect Gym Pro App, a mobile app designed specifically for trainers and instructors to take advantage of this opportunity. Our Pro App extends our desktop capabilities to the gym floor, giving your team full visibility of what's happening in your facility in real-time.

With the threat of inflation, energy costs and COVID-related disruption, there's a competitive necessity to employ new business models enabled by digital transformation. We'll provide more



Peter Croft

mobile and desktop tools with accompanying service to increase the health and fitness outcomes operators provide their members.

In spite of the dynamic nature of the wellness industry, the sector can't guarantee positive change unless it's supported by a strategic action plan. Digitally transforming tools enable businesses to focus on providing customer-centric experiences in all aspects of their activities to ensure a future-proof growth strategy.



John Halls



*It's important operators realise that making an impression on customers and prospects doesn't have to cost the earth*

Our challenges are inextricably linked to those of our customers: operators across the sector who, still working to rebuild their businesses post-pandemic, now face a further battle in the shape of the cost of living and energy crisis.

We've approached this challenge head-on, working closely with customers to enhance their offering and member experience without the need for major investment.

From studio accessories to free weights, we've been able to recommend great 'bang for your buck' solutions to help our customers rebuild in challenging times.

It's important operators realise that making a positive impression on customers and prospects doesn't have to cost the earth. Our diverse product range allows every gym – no matter their budget – to keep things fresh and exciting, while our expanded team is more focused than ever on customer service over sales.

### Physical Company

[www.physicalcompany.co.uk](http://www.physicalcompany.co.uk)

#### Key contact

**John Halls**  
Managing Director

We've been doing some exciting work with Village Hotels, as one of the UK's best hotel gym brands takes things up yet another gear.

Together we've developed solutions for new and enhanced product offerings, including boxing frames to support its Sky Boxer partnership – part of a successful HIIT class timetable – and new lifting platforms and functional equipment to meet rising member and guest expectations. We've also created some very cool, bespoke storage that's easily accessible and less imposing, but still has space for everything. These fabulous, forward-thinking gyms are better than ever! ▶

### Power Plate

[www.powerplate.co.uk](http://www.powerplate.co.uk)

#### Key contact

**Iain Murray**

Sales Director, UK



*Lines between  
healthcare and  
fitness are becoming  
increasingly blurred,  
and consumers are  
searching for wellness  
solutions that serve  
all their goals*

With the rising cost of living it's been a tough year which has had a knock-on effect on luxury goods like Power Plate. In response, we're actively exploring different markets and avenues to generate revenue and growth. Over the past year we've learned how important it is to appeal to different audiences with different needs and expectations.

As a company we've naturally evolved into a complete wellbeing brand and we now support many medical, therapy, biohack and workplace wellbeing businesses, enabling more people to feel the benefits that Power Plate has to offer.

Power Plate continues to innovate having launched new products over the past two years, with more to come. Recently, we launched Power Plate REV with Vibe Shift Technology – an exciting concept that enables accelerated results, more calorie burn and greater muscle activation in less time than other cycling solutions.



**Iain Murray**

Our customers should be excited for 2023! Power Plate is more relevant now than ever, with the global wellness market due to reach \$7tn by 2025 (GWI). Lines between healthcare and fitness are becoming increasingly blurred, and consumers are searching for wellness solutions that serve their health, fitness and wellness goals. Power Plate products sit within this category perfectly with science-backed evidence to prove benefits to both mind and body.



**Chris Johnson**



*Our message to clients  
is to remain strategic  
in your approach to  
new projects. Ensure  
plans as are future-  
proofed as possible*

Over the last 12 months, we've seen increased demand for digitalised fitness equipment and software with big brands such as Strava, Apple and Google leading the way.

To ensure the Pulse line of products and services aligns with customer needs we've invested significantly into the development of digital functions on our newest fitness equipment and our connected fitness app, Trakk, and will be revealing further developments to our portfolio in 2023.

As a business, we're continually identifying new and innovative ways to grow, and this includes partnering with other like-minded organisations in a variety of sectors. To ensure we're our constantly adding to this portfolio, this year we attended more networking events than ever before, creating new connections within the industry.

However, we know that the key to our growth and success

### Pulse Fitness

[www.pulsefitness.com](http://www.pulsefitness.com)

#### Key contact

**Chris Johnson**

Managing Director

as a company is down to our talented and hard-working team. So we've invested further into our recruitment drive, ensuring that all of our accounts are supported by the best industry talent and the most efficient ways of working.

Our message to our clients, past and present, is to remain strategic in your approach to new projects. Ensure plans are as future-proof as possible to cater for membership growth and trends. Measure usage levels and monitor members closely so you know what they want from your club. Digital solutions are a great way to capture these insights quickly and efficiently with ease.

**Safe Space Lockers**

[www.safespacelockers.co.uk](http://www.safespacelockers.co.uk)

Key contact

**Gregg Rumble**

*Sales Director*



*We're looking forward to attending trade shows, meeting fitness industry leaders and bringing back key learnings and innovations to best support our customers*

The biggest challenge for Safe Space in 2022 has been the increase in costs for materials and suppliers' parts, etc. While there's unfortunately little we can do to influence global markets, we've implemented measures to ensure we continue to provide fantastic value to our customers, while maintaining the high quality products and materials we're known for.

We've got lots of exciting projects that we're looking forward to working on in 2023, supporting our customers to bring their brand to life across their facility, and offering the best changing room facilities within time and budget constraints.

We're also looking forward to attending several trade shows, including IHRSA and FIBO, meeting fitness industry leaders and bringing back key learnings and innovations to best support our customers, and ensuring we're fully up-to-date with latest and upcoming market trends.



**Gregg Rumble**

We've loved working with all our clients throughout 2022, but one standout has been our work with a new client 'Swim!', which offers best-in-class swimming teaching in an innovative, family-first environment.

We've enjoyed designing custom specialised solutions with this unique brand and are excited to continue this work as they open new sites to fulfil their mission of ensuring young children have the necessary swimming skills.



**Michael Ellis**



*Before considering purchasing new gym equipment, consider what else you can do with the equipment you already own*

Our main challenge this year has been the substantial growth of certain areas of our business. One area, in particular, is an increase in the number of gym equipment installation jobs across the country for operators such as JD Gyms, Pure Gym and The Gym Group. As these installation jobs involve the building of the equipment, space is of a premium, and as a result, Service Sport UK has recently opened new premises in the South of England to accommodate such projects and more.

Service Sport UK is constantly looking at innovative ways to fulfil the needs of customers. For example, certain gym equipment parts have been difficult to source through the usual channels and this led us to diversify and start manufacturing our own 3D printed parts to OEM standard. Our CNC machine allows us to manufacture treadmill decks, for example, so we can pass any cost savings on to our customers, while

**Service Sport UK**

[www.servicesport.co.uk](http://www.servicesport.co.uk)

Key contact

**Michael Ellis**

*Commercial Director*

ensuring common parts are readily available to be installed swiftly, so the downtime of 'out of order' gym equipment is at an absolute minimum.

To operators we would say, before considering purchasing new equipment, consider what else you can do with the equipment you currently own. Service Sport UK can prolong the useful life of commercial gym equipment by giving it a completely new lease of life. This includes replacing worn parts, powder coating in your chosen colour and a 12-month warranty. All done at the fraction of the price of buying new equipment and leaving you with funds to reinvest in other areas. ▶

### Sport Alliance GmbH

[www.sportalliance.com](http://www.sportalliance.com)

#### Key contact

**Maïke Kumstel**

Business Development Manager

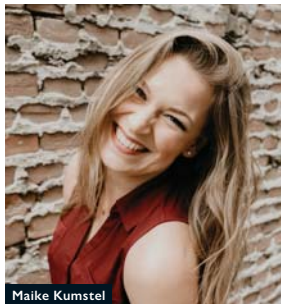


*The last few years have been challenging. All the more reason why the fitness industry should come closer together to move digitalisation of the industry forward*

The takeover of Easy Solution in January was an exciting, but also challenging time. Having to convince potential new customers to migrate to Magicline and how the software can benefit their businesses wasn't always easy. But it was also exciting to connect with so many new clients, learn about their needs and in the end get hundreds of new businesses on board.

Originally, we wanted to increase customer value by opening up Magicline to connect more partners via a standard interface (Open API). Over time, however, a purely technical opening gave rise to the idea that much more can be done and we can help the entire industry to achieve new growth.

Open API became Open SPACE – a digital space where the industry and sector meet, exchange and inspire. We want to shape this space together with the industry: we provide the infrastructure and create



Maïke Kumstel

new content formats, and we put the industry into a community so that it can coordinate much faster and centrally. We offer a video platform, a webinar calendar and organise new events, to get in closer and more frequent contact with people.

The last few years have been challenging for the fitness industry. All the more reason why we should come closer together and network to move the digitalisation of the industry forward.



Nerio Alessandri



*The priority consumers are placing on their health presents an incredible opportunity for our industry to thrive commercially*

Like every business there is no escaping the macroeconomic situation. Inflation is at record highs, GDP has suffered in established territories and costs continue to rise for raw material and energy. That said, there are many positives to focus on and great opportunities ahead for our industry to seize. Wellness and health are priorities for everyone, more than ever before.

Globally, governments are focusing more on policies centred on prevention and the promotion of healthy lifestyles, companies are investing in their staff's health and wellness and people are more informed and aware on the benefits of regular exercise than ever before.

In 2022, Technogym continued to innovate, launching product lines such as Biostrength, a range of 13 revolutionary strength products containing aerospace technology and powered by AI to help users achieve 30 per cent more results.

### Technogym

[www.technogym.com](http://www.technogym.com)

#### Key contact

**Nerio Alessandri**

President and founder

We've continued to produce world leading content for our eco-system to help engage and motivate users to achieve superior results, faster.

This year we celebrate our 40th anniversary with our customers and will continue to innovate, with exciting announcements coming.

The priority consumers are placing on their health presents an incredible opportunity for our industry to thrive commercially, and we'll continue to release solutions that help increase engagement, boost motivation, and make wellness and health services accessible and hyper-personalised for all – ultimately to help people live better, healthier lives.



### Virtuagym

[www.business.virtuagym.com](http://www.business.virtuagym.com)

#### Key contact

**Hugo Braam**

Co-founder and CEO



*It's been really important to emphasise the value of digital fitness and hybrid personalised experiences as long-term solutions, not short-term fixes*

When adjusting to a post-lockdown world, it was inevitable that many fitness businesses would revert to business as usual, so it's been really important to emphasise the value of digital fitness and hybrid, personalised customer experiences as long-term solutions, not short-term fixes.

Following the funding we received in 2022 from Icecat, we've moved into an important new phase in the growth of Virtuagym. We're always looking to enhance our all-in-one solution and are working hard on innovative new concepts to really take our product to the next level. Recent innovations include adding GPS tracking for outdoor cardio training and heart-rate tracking throughout the app.

With costs rising, there has never been a better time to invest in software to automate your business processes. I would also advise thinking in concepts, rather than just making fitness equipment available.



**Hugo Braam**

Develop custom programmes for target groups and offer efficient coaching, driven by automation, to help them make real, sustainable change. Having happy customers who get results, physical and mental, has never been a bad business model!

I think 2023 is the time for the industry to double down on this vision, using technology as a means to this end. Our industry has proven it's durable, adaptable and innovative and we're entering a really exciting period.



**Peter Rigg**



*In 2023, we're bringing all the benefits of stair climbing into the vertical fitness and high-end consumer markets*

In 2023, Core will be expanding its innovative portfolio to address the growing needs of our customers.

This includes solutions that address the hybrid era of fitness with digital content and on-demand fitness. We'll continue to grow our partnerships with companies such as Sony Advagym, Myzone and others to ensure we're on pace with 2023 fitness trends and beyond.

Keeping our fingers on the pulse of what's next, we're reinventing our family of climbers and adding to our offering with the acquisition of Jacobs Ladder.

With the launch of Stair Master 10G, we brought Over Drive to market, making the hardest workout harder. We followed with a remake of our most famous climber, the 8G, with all the features you love in the size and price point that delivers maximum value.

In 2023 we're bringing all the benefits of stair climbing into

### Core Health and Fitness

[www.corehandf.com](http://www.corehandf.com)

#### Key contact

**Peter Rigg**

Director of UK Sales

the vertical fitness and high-end consumer markets with the 4G.

Our client, Everlast Gyms, is steering the business through a process of unification, rebranding, and 'elevation', and rolling out a hybrid model. They've taken what they see as the outstanding elements from both the boutique and the big box environments and brought them together.

Alongside a main gym floor with heavy emphasis on lifting and functional training, they offer their own branded programmes – Cranked (indoor cycling), Hustle (HIIT), Haymaker (boxing) and Backbone (strength class).

**100and10%**

[www.110percent.co.uk](http://www.110percent.co.uk)

Key contact

**Lauren Chambers**

Director of Marketing



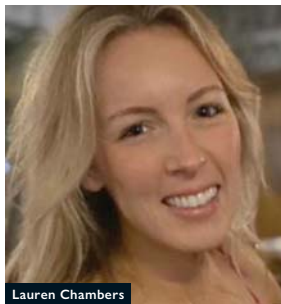
***Demand for immersive experiences is putting greater emphasis on every element of a gym's offering***

One of the most notable developments we've seen is the growing demand for unique and holistic experiences, as gym members seek support and interaction that extends beyond physical fitness.

Wellbeing is something that was traditionally aligned with premium facilities but is now in-demand across the sector, so the challenge is how can gyms, health clubs and even leisure centres support their users' broader health? This is also something we've seen impacting our clients – not only operators, but suppliers are having to look at how their offering can meet this challenge.

The fitness industry continues to work incredibly hard to be recognised for the role it plays in supporting wider health and wellbeing, and this will create some really exciting opportunities in 2023.

More of our clients are tapping into the corporate wellness market and I think we'll see an even greater



**Lauren Chambers**

focus on this, especially with the work-from-home culture set to stay.

Unique facility designs are definitely raising the bar across the industry too, with the demand for immersive experiences putting greater emphasis on every element of a gym's offering.

Our clients have been going from strength to strength. We've also seen great growth in our web and digital offering, which has delivered some record-breaking results for our gym clients in particular.



**Rachel Moule**



***Our clients have kept new avenues opened as a result of COVID, with most accepting that omnichannel is here to stay***

It's been a big year for Action Group and our clients. In 2022, we've written over 100 press releases, had over 800 pieces of coverage, shot over 10,000 images, captured over 1,000 hours of video, posted over 5,000 social media posts and hosted 15 bespoke events. It's been busy!

Our clients are now beating their pre-COVID numbers as the wider industry pounds back, but they've also kept the new avenues opened as a result of COVID, with most accepting that omnichannel fitness is here to stay. The majority are now embracing the concept.

The omnichannel winners will be those who can best match the delivery and client experience in-person and virtually – for example, Les Mills Live was filmed in VR to re-create the experience at home as close as possible.

We're also seeing the dawn of personalisation in health and fitness, such as tailoring nutrition based on

**Action Group**

[www.action-group.co.uk](http://www.action-group.co.uk)

Key contact

**Rachel Moule**

Head of Consumer

DNA testing, tracking every element of the recovery process, and so on.

In 2023, we'll be helping our clients navigate another period of uncertainty, and with budgets tighter than ever, we're developing off-the-shelf products for small boutiques with limited budgets.

PR and marketing is often the first service to get cut, but we feel there's a real opportunity to deliver value for smaller brands, helping them to develop their communities.

All gyms should be adding more lifestyle benefits, such as encouraging working from their cafes. They need to more creative and show just how valuable their membership is.

## **AIM Content Marketing**

[www.aimcontentmarketing.co.uk](http://www.aimcontentmarketing.co.uk)

Key contact

**Rebecca Douglas**

Director

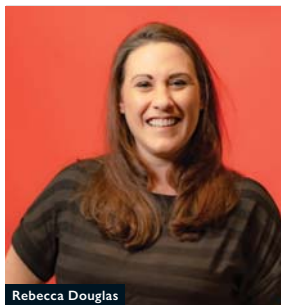


*Marketing can be transformed into a profit centre. Web 3.0 can be commercialised and ROI can be achieved within months*

Speaking honestly, we've seen clients cut back and be more cautious about where and what they spend their money on. The COVID hangover is still being felt and more challenges are being experienced by our clients, which reframes and refocuses marketing and communications.

Major brands that you think are taking the world by storm are feeling the same pains as their smaller competitors in the sector. But with challenge comes new thinking, and brands that are brave enough to try something different.

As far as trends go, I'll naturally say web 3.0. The future of the internet is coming. Not all brands will want to act on this right now, but it's about being prepared. Understanding how this impacts current customers, new customers, operations, marketing, and ultimately your revenue. Brands should at the very least educate and upskill themselves about what web 3.0 means to their business.



**Rebecca Douglas**

Change is inevitable, and brands must plan for the future. Web 3.0 can be commercialised and ROI can be achieved within months. Previously seen as a cost centre, marketing can be transformed into a profit centre with the right strategy and team.

The world is transitioning into an era of commerce and with it a whole new level of consumer expectation. We'll see an economy where community, co-creation and co-ownership are at the core of all interaction.



**Abigail Harris**



*Operators are looking to alternative methods that provide environmentally-friendly, high performance buildings*

Last year we saw a shift in focus from fitness to overall wellbeing, with marketing language taking on a gentler, more welcoming voice. Perhaps as a result, this year we've witnessed a more inclusive approach.

1FitLife created short workouts for Carers UK and Slimming World members, that meet people where they are. Our new client, Horizon Leisure, is offering low-impact circuit classes to cater for a wider audience, and talking directly to the community via a wellness hub in the local shopping centre, offering free health checks, advice, education and light-intensity workouts in a safe, familiar environment.

We're excited about the great work going on to reduce our sector's environmental impact, such as Easton Leisure Centre's solar thermal pool heating system or Altrincham Leisure Centre's redevelopment, where air source heat pumps and solar panels will replace gas heating.

## **Big Fish Public Relations**

[www.bigfishpublicrelations.co.uk](http://www.bigfishpublicrelations.co.uk)

Key contact

**Abigail Harris**

Managing Director

With construction costs soaring, rather than scaling back on schemes, operators are looking to alternative construction methods that still provide environmentally-friendly, high performance buildings.

In these times of spiralling energy costs, it's also comforting to witness the community spirit our leisure operators demonstrate - giving something back to residents.

There are too many great examples to mention, but these include Oldham Community Leisure's free hot shower scheme, Trafford Leisure not defining what a 'family' is for membership, and Horizon Leisure's dementia-friendly cricket. ▶

## Bonska Consultancy Ltd

[www.bonska.co.uk](http://www.bonska.co.uk)

Key contact

**Gemma Bonnett-Kolakowska**

Managing Director



*Trends will remain similar to those we've seen in the past couple of years, but awareness and acceptance will improve and magnify*

The industry has opened up again, with a sharper, more sophisticated perspective. The focus has shifted from 'how people look' to 'how people feel'. Many organisations have led this view and more of the industry is becoming aware of data, communities and how this actually works in reality.

Trends will remain similar to those we've seen in the past couple of years, but the awareness and acceptance will grow.

Web 3.0 is also becoming something companies will need to be aware of to fully exploit the opportunity and adapt how they market.

Bonska has grown, maintaining long-term clients and welcoming new ones – covering both suppliers and operators in the sector.

In November, we launched Bonska & Sorts, bringing in Steve Orton to create a holistic service to help businesses to market and grow.



**Gemma Bonnett-Kolakowska**

We feel the industry has grown up! This isn't a negative comment, nor should it be taken as such. Put simply, there have been M&As, stronger and more extensive collaborations connecting more companies to a wider reach, an influx of experienced individuals from different industries, and acceptance and embracing of technology, rather than delivering it in-club for the sake of it. All make for a much more professional, successful direction for the industry as a whole.



**Katie Lewis**



*The wider opportunities blockchain technology offers are even more exciting than Web 3.0. I watch with interest*

After a couple of years living and working in the shadow of COVID, 2022 felt like a positive step forward.

While we now face new challenges, with the cost-of-living crisis and high energy prices, the industry continues to case resilience and determination to adapt and conquer.

2022 also saw a positive switch towards more carbon considerate practices. Several of Brand Chatter's clients, both operators and suppliers, have made significant changes to neutralise or reduce the negative impact of their manufacture and service provision on the environment.

I'm excited by all the opportunities Web 3.0 represents to our industry, and to the world. In 2022 we saw some big brands – Les Mills, Myzone and Trib3 – all putting a toe in the Metaverse waters, but the wider opportunities Blockchain technology offers are even more exciting.

I'm watching developments here with interest and learning all

## Brand Chatter

[www.linkedin.com/in/katielewis1](https://www.linkedin.com/in/katielewis1)

Key contact

**Katie Lewis**

Director

that I can from other industries already using things such as virtual worlds, digital twins and NFTs to create new and exciting experiences for their customers.

Whilst Web 3.0 is still in its infancy, it's important for our industry to explore and understand the opportunities it presents.

Brand Chatter continues to provide communications support to organisations aligned to UK Active's 'more people, more active, more often' mantra. The later part of 2022 saw a definite uplift in enthusiasm from operators and suppliers keen to invest in promotions.

## Luxley Communications

[www.luxleycommunications.com](http://www.luxleycommunications.com)

### Key contact

**Katie Marshall**

Founder and CEO



*A rise in personalised care is the way forward, and I expect this to become hyper-personalised in 2023.*

*Wearable tech plays a big role in this*

The shift back to credibility and expertise is invigorating. Gone are the days of biggest number of followers to attract market attention. Credibility, expertise and irrefutable experience is back on centre stage, where it should be.

The blending of modalities has been exciting to watch as innovation is key, eg, the creation of Movementum where spa has been blended with gym has attracted huge attention, and rightly so. A rise in personalised care is the way forward, and I expect this to become hyper-personalised in 2023. Wearable tech plays a big role in this, delivering transformative data.

The rise of femtech and its growing power is undeniable. The sector is attracting more investment after being underserved for too long. Jessica Ennis-Hill's Jennis and the menopause start-up Women Wise are ones to watch. The shift to longevity-focused training and fitness offerings will change the way we work



**Katie Marshall**

out, for the better. As the Metaverse continues to merge with fitness and gather momentum, we'll see some serious new VR fitness offerings.

At Luxley, all our clients share the same purpose of providing a product or service that can transform people's lives.

Certainly, 2023 will bring economic challenges and industry players need to support each other as the sector plays a vital role in keeping the nation moving and healthy.



**Lawra Angell and Cheriee Wales**



*Many reports suggest that emotional, mental and even spiritual wellbeing have now become the top reason to exercise*

From a consumer perspective, feeling good is the new looking good, with many reports suggesting that emotional, mental and even spiritual wellbeing have overtaken physical fitness as the top reason for exercising.

This is shifting our industry into a more holistic and less performance-based approach – although that will always be key for some, of course! For many of our clients this will involve looking at their marketing in a totally different way. People's expectations have changed and businesses need to adapt to meet their needs.

Insights from the 2022 State of the UK Fitness Industry report show that we're heading into a new fitness era where operators will need to think differently about how they make their numbers. Findings from this, as well as the Fitronics Fitness Membership Potential report, show that the key focus will be

## Pocket Rocket Marketing

[www.pocketrocket.marketing](http://www.pocketrocket.marketing)

### Key contacts

**Lawra Angell and  
Cheriee Wales**

on reconnecting with 'sleepers' or 'ex-members', introducing new and more appropriate offers that address overall health and not just fitness.

Our small but nimble business has seen steady growth over the past few years, and we're incredibly lucky to work with some of the best creative talents in the industry, delivering impactful marketing campaigns that add real value.

Moving forward, our industry needs to create opportunities for people to have the exercise experience they're looking for, innovative new ways to engage, and a more holistic understanding of their emotional, mental and physical needs. ▶

**Elevate**

[www.elevatearena.com](http://www.elevatearena.com)

Key contact

**Lucy Findlay**  
Director



*We're excited to see the industry grow and learn as it takes important steps to move closer to the health sector*

We were delighted to have hosted Elevate – the UK's largest trade show dedicated to fitness, sport and physical activity – again last year. It felt amazing to have the whole industry back together at this key event.

Having everyone together really reinforced how much we've all missed the face-to-face business that stopped during the pandemic.

Like so many sectors, we thrive in real-life settings for the sharing of innovation, growth and developing important business relationships.

The exhibition floor and topics across the education theatres at Elevate have always mirrored the latest trends, innovations and focus of the sector.

We're excited to see the industry grow and learn as it takes important steps to move closer to the health sector. We're also pleased to be further developing the sports therapy, performance and wellbeing



Lucy Findlay

sector of the event, which we're seeing emerging more and more within the mainstream fitness sector.

Elevate continues to be the event for the industry, forged from the industry. Annually, it offers unrivalled networking opportunities and delivers unparalleled learning from over 200 expert speakers – all made possible by the support of over 50 industry associations, media partners and NGOs.



Silke Frank



*We see a very clear mandate to highlight the pioneering role of the fitness industry in improving people's health*

At FIBO 2022, it became clear how significant the health sector has become to our industry over the two years of the pandemic.

What's new is how decidedly and consistently the topic is being integrated into all market segments. Fitness training, healthy nutrition and wellness have long been part of a holistic approach to preventive healthcare, but the past few years of severely-restricted exercise have once again greatly accelerated this development.

We see a very clear mandate to highlight the pioneering role of the fitness industry in improving people's health, through our year-round engagement and cooperations – and of course live at FIBO, from 13-16 April, 2023. We'll again bring all parts of the industry together to achieve the greatest possible impact through our network.

With initiatives and partners such as 'Exercise is Medicine', Europe

**FIBO Global Fitness**

[www.fibo.com](http://www.fibo.com)

Key contact

**Silke Frank**  
Show director

Active and the European Health & Fitness Forum, the BSA Academy and the German University of Health & Prevention, as well as associations, sports physicians and trade media such as HCM, we'll be placing even more emphasis on the health aspect of fitness at FIBO.

Why must we raise awareness of this topic in the mainstream? The World Health Organization fears 500 million people will fall ill from the consequences of lack of exercise by 2030. The WHO recommends adults have at least 150 minutes of physical activity per week. In this, the experts are assigning a key role to the fitness industry, and thus to us.



**FIT Summit**

[www.thefitsummit.com](http://www.thefitsummit.com)

Key contact

**Daylin Limonte**  
CMO



*We'll continue to invest in community, exclusive content and the experience of our events, while adding vibrant new talent to our team*

We run two events a year – our World Festival and Asia-Pacific Festival – and have chosen to build these into world-class events. Our overall business is mostly made up of annually-retained clients, working with each in partnership for their year-round business development, sales, marketing and thought leadership needs. This new partner/client-centric approach is our future.

Our partners have supported this strategic change, as it allows us to deliver year-round value, reactively and proactively, to their needs as they evolve across the year. Now we start each year with an incredible client list, and we're proud to work alongside their colleagues globally.

As this group of companies also underpins our events as major partners/sponsors, it ensures all event delegates, exhibitors and sponsors can invest in us with confidence that they already have access to a world-class community of market leaders.



**Daylin Limonte**

We'll continue to invest in community (private calls/groups), exclusive content (building out more digital interviews and improving the distribution and diversity of our monthly vlog) and the experience of our events, while adding vibrant new talent into our client-facing team.

The focus on creating new, immersive, fun and engaging formats and experiences is key to our community and why they choose to invest with us.



**Mike Hill**



*Conducting and sharing our price rise sensitivity report with the industry has helped to inform pricing strategies*

This year we've introduced our Consumer Insight Panel, which is providing vital intel into user and non-user behaviours. Through this, we conducted research into how sensitive members are to potential membership price rises, helping operators as we enter the cost-of-living crisis and increased energy costs.

Operators have also been using the Panel to understand barriers to exercise and encouragement factors that activity partners and facilities use to effectively identify and support their members and prospective members.

This year also saw Active-net in Scotland – it was great to take this industry event to Scotland and look forward to returning in September 2023

We received a very positive response from the industry for conducting and sharing our price rise sensitivity research, which has helped to inform pricing strategies.

**Leisure-net**

[www.leisure-net.org](http://www.leisure-net.org)

Key contact

**Mike Hill**  
Managing Director

The key outcome from the research was that the majority of the sample asked (over 40 per cent for private/independent and public gyms) were accepting of an increase between 5-10 per cent. How operators communicate this with the 'why and what' this means in terms of ongoing service for members is vital.

2023 will see the redevelopment of our eFocus product suite – ensuring our systems continue to support members through each stage of their journey of sale, onboarding, feedback, NPS, staff NPS and recovery focus. Members expect a higher standard of experience, while operators need complete visibility on delivery.

**Questex**

<https://www.sibecemea.com/>

**Key contact**

**Rob Shannon**

Global Director



*We're expanding the event to a larger geographical region, and giving the entire audience the most valuable event for their business needs*

Sibec Europe/UK, from Questex is the longest-running one-to-one fitness event in Europe.

While the event is primarily known for networking, including up to 22 one-to-one appointments, ice breakers, receptions, activities and meals between buyers and suppliers, last year the event was expanded to incorporate education to optimise ROI for suppliers, and help buyers find tangible applications to grow their businesses.

We received feedback from both buyers and suppliers who were thrilled with their Sibec experience in 2022.

While recruiting for this year's event, we received interest from all over the globe, and unfortunately had to turn people away, due to space limitations and our Europe-focused strategy, so at the request of our audience of suppliers, we'll now expand the event to a larger geographical area and give the



**Rob Shannon**

entire audience the most valuable event for their business needs.

We're excited to host the next Sibec event at the Hilton Sorrento Palace in September 2023.

Sibec was a pioneer, creating the first one-to-one fitness event in Europe in 1996. Now in its 27th year, it still guarantees a number of appointments, a selection of new buyers every year, engaging education, fresh, fun activities and luxurious accommodation.



**David Zarb Jenkins**



*By integrating wellness into the event experience our attendees can form stronger, healthier business connections*

2022 was an exciting year for We Work Well, with the launch of the inaugural W3Fit EMEA event in Malta at the beginning of October.

We're delighted that the industry has embraced our fresh and innovative event approach, providing a new opportunity for attendees to meet, network, and educate themselves, all while promoting wellbeing at the event and beyond. Hosted buyer events are all about the formation of relationships, and the trust and integrity of our own relationships with the industry were pivotal.

In 2023 we're looking forward to taking the 2nd edition of W3Fit to the Le Meridien Lav in Split, Croatia from the 10-13 October. We Work Well was founded on the core belief that by integrating wellness into the event experience, our attendees could form stronger and healthier business connections. As a sector, we promote health

**We Work Well**

[www.w3fit.com](http://www.w3fit.com)

**Key contact**

**David Zarb Jenkins**

Co-founder

and fitness, but too often we do not practice what we preach.

Our aim is to continue to offer an event experience at W3Fit that energises our attendees to continue our message of wellness and self-care beyond our events. Our upcoming 2023 programme will challenge our attendees further, continuing to advocate our core values.

We'd like to express our sincere gratitude to all the operators and suppliers who attended the first edition of W3Fit in Malta. We were delighted to welcome over 170 participants and conduct over 1,000 one-on-one meetings at this inaugural event.



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### Active IQ

[www.activeiq.co.uk](http://www.activeiq.co.uk)

#### Key contact

**Jenny Patrickson**

Managing Director



*Everything comes back to education and quality. With quality education, we have the power to change lives*

After a tumultuous few years, it was fantastic to see the education sector starting to get back on its feet in 2022.

The Active IQ international team has been working hard to continue building business in the Middle East and we were delighted to be the Platinum sponsor of Dubai Active and have team members speaking and chairing panels.

Earlier in 2022, we launched our Fitness Assistant programme of study for international students. This was our first international launch and it's been a huge success.

The biggest change for Active IQ has been our acquisition by NCFE. We're delighted and excited to join the NCFE portfolio and I firmly believe this acquisition presents significant opportunities for Active IQ to continue its growth and reach as we head toward our 20th anniversary.

Everything comes back to innovation and quality. When we develop a product, it has the potential to be delivered to hundreds of learners, all while ensuring the highest standards and quality, regardless of location. With quality education, we have the power to change lives.



Jenny Patrickson

In the aftermath of pandemic lockdowns, the temptation for many businesses was to retreat internally and focus on the day-to-day. At Active IQ, we're doing the opposite, setting our sights outwards on a global level.

We're creating partnerships and training learners in real-life to ensure their education prepares them for a career in their chosen area of study. Last year alone, we had more than 500 registrations outside the UK.

We're constantly thinking about the organisation we want to be and that our stakeholders need us to be. We look forward to forging ahead in 2023.



Andy McCulloch



*There's enjoyment, opportunity and longevity in the sector*

The challenge this year has been getting people to understand that the fitness industry is still a great place to work despite all any negative news they're hearing. By showcasing the success of our own trainers and gym operator clients, we've been able to re-instill people's confidence that there's enjoyment, longevity and exciting opportunity within the health and fitness sector.

We've been able to successfully launch our own AIQ- and CIMSPA-approved training provision, which allows us to not only improve the skills of our trainers but to also provide a one-of-a-kind, end-to-end training and recruitment solution for all our gym operator clients. We're also able to support new people to our sector to be more 'industry ready' as soon as they've qualified.

### Your Personal Training

[www.yourpersonaltraininguk.co.uk](http://www.yourpersonaltraininguk.co.uk)

#### Key contact

**Aaron McCulloch**

Managing Director

We've achieved a lot in the last 12 months, but what comes in the next 12 months is going to be even better.

All of our clients have done amazing work in not only recovering from pandemic lockdowns, but also navigating increased operating costs, increased energy costs – and to add to all of that, recruitment challenges.

We're very proud to support our clients and look forward to further supporting them over the coming years, and seeing them go from strength to strength.



# HCM

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# SMART CAMPUS

London South Bank University has completed a major renovation of its leisure facilities for the benefit of students, staff and the wider community

London South Bank University (LSBU) proudly focuses on opportunity and access. Based in the heart of London, it's part of the LSBU Group comprising South Bank Academies, South Bank Colleges, South Bank Enterprises and London South Bank University. The group works to one vision and seeks to deliver a holistic solution to meet the educational needs of communities and businesses, both locally and globally.

When LSBU embarked on a major renovation of its campus, one of the key drivers was making the buildings, equipment and offers as accessible as possible to the greatest number of people.

Alan Taylor, head of sport and recreation for LSBU Active, says the new gym and leisure space is reinforcing the department's mission to inspire student and community development through physical activity.

"Student wellbeing is always at the forefront of our thinking," said Taylor, "but since the start of the pandemic, it's taken on a new importance.

"We know sport and physical activity can foster a sense of belonging and this is a big part of what we want for the student body."

## Partnership with Technogym

LSBU Active partnered with Technogym to create an accessible space full of best-in-class equipment, all supported by a flexible digital solution that can adapt and keep pace with the needs of students.

"The partnership with the Technogym team has been first class," said Taylor. "Without their expertise and guidance, we wouldn't have the facility we've got. We consider them a trusted partner and know they have the innovation and research to support us as our needs inevitably change and grow."

## A gym for students, staff and community

LSBU Active's new gym is set over one level, making it easier for users to transition smoothly between



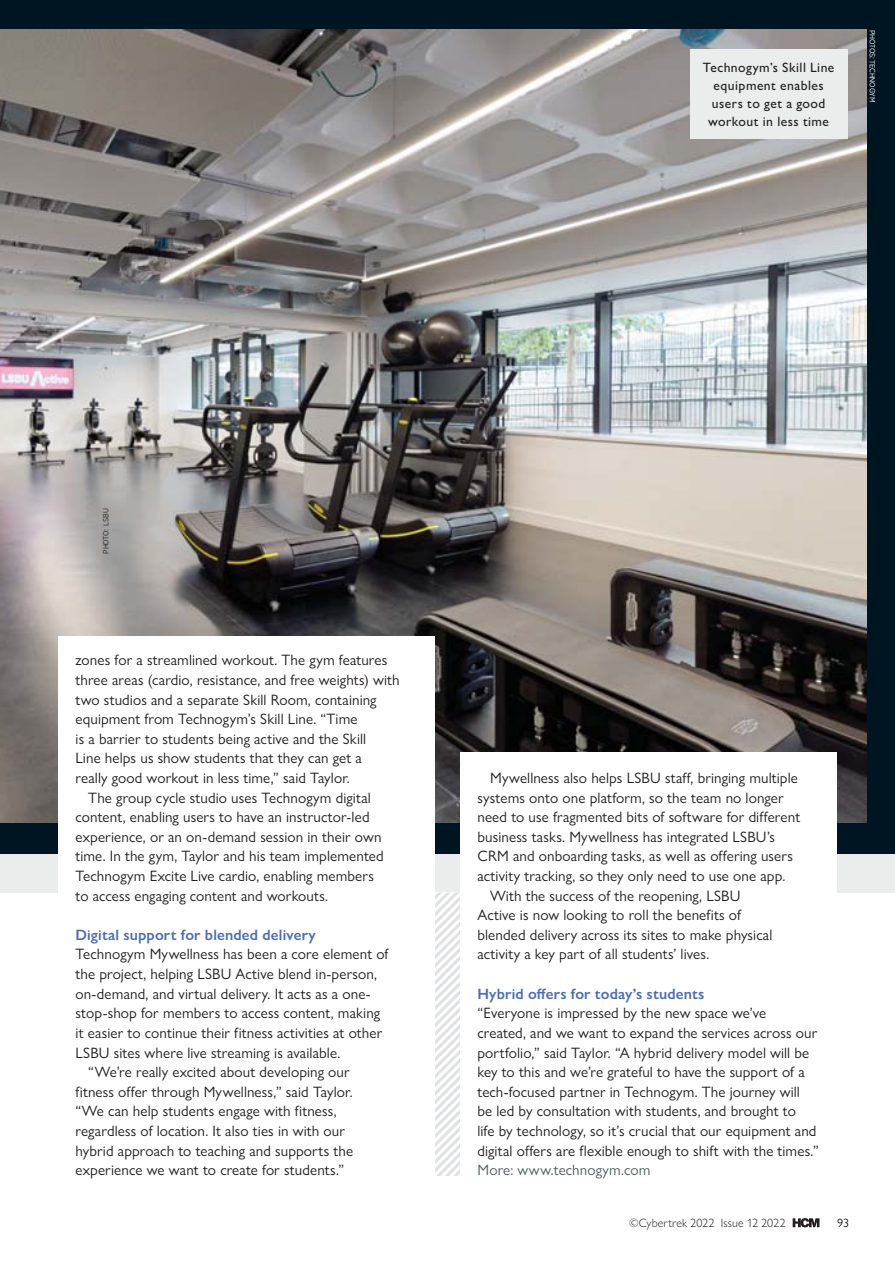
**"The new gym is reinforcing our mission to inspire student and community development through physical activity"**

Alan Taylor



Alan Taylor is head of sport and recreation at LSBU





Technogym's Skill Line equipment enables users to get a good workout in less time

PHOTO: LSBU

zones for a streamlined workout. The gym features three areas (cardio, resistance, and free weights) with two studios and a separate Skill Room, containing equipment from Technogym's Skill Line. "Time is a barrier to students being active and the Skill Line helps us show students that they can get a really good workout in less time," said Taylor.

The group cycle studio uses Technogym digital content, enabling users to have an instructor-led experience, or an on-demand session in their own time. In the gym, Taylor and his team implemented Technogym Excite Live cardio, enabling members to access engaging content and workouts.

#### Digital support for blended delivery

Technogym Mywellness has been a core element of the project, helping LSBU Active blend in-person, on-demand, and virtual delivery. It acts as a one-stop-shop for members to access content, making it easier to continue their fitness activities at other LSBU sites where live streaming is available.

"We're really excited about developing our fitness offer through Mywellness," said Taylor. "We can help students engage with fitness, regardless of location. It also ties in with our hybrid approach to teaching and supports the experience we want to create for students."

Mywellness also helps LSBU staff, bringing multiple systems onto one platform, so the team no longer need to use fragmented bits of software for different business tasks. Mywellness has integrated LSBU's CRM and onboarding tasks, as well as offering users activity tracking, so they only need to use one app.

With the success of the reopening, LSBU Active is now looking to roll the benefits of blended delivery across its sites to make physical activity a key part of all students' lives.

#### Hybrid offers for today's students

"Everyone is impressed by the new space we've created, and we want to expand the services across our portfolio," said Taylor. "A hybrid delivery model will be key to this and we're grateful to have the support of a tech-focused partner in Technogym. The journey will be led by consultation with students, and brought to life by technology, so it's crucial that our equipment and digital offers are flexible enough to shift with the times." More: [www.technogym.com](http://www.technogym.com)

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

# Standing out from the crowd

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

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

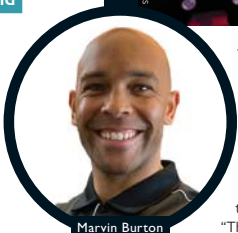
Members are seeking experiences beyond those they enjoyed pre-pandemic and these new types of engagement are driving member retention and acquisition.

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

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

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

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



Marvin Burton

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

## Turning concept into reality

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

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

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

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

PHOTO: LIFE FITNESS



# HARDER

Life Fitness is supporting clients to innovate

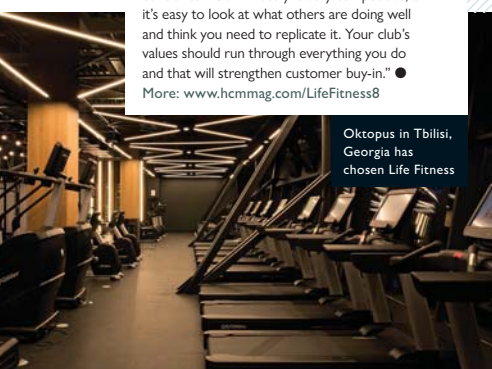
## A network of experts

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

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

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

More: [www.hcmmag.com/LifeFitness8](http://www.hcmmag.com/LifeFitness8)



Oktopus in Tbilisi, Georgia has chosen Life Fitness

## Top 5 tips

### The Life Fitness guide to futureproofing your gym

#### 1 Ask 'why?' five times

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

#### 2 Break down your customer journey roadmap

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

#### 3 Futureproof your facility

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

#### 4 Gather staff feedback

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

#### 5 Use your data!

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

## FIND OUT MORE

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



# Control your assets

**Fast-growing tech business Orbit4 is empowering gym operators to optimise the value of their most expensive assets**

## Tell us about Orbit4

It's the world's first digital ecosystem to fully automate the entire commercial fitness equipment journey. For the first time, gym operators can use a bespoke asset management system that controls the management of assets and also automates their procurement processes.

The system is data-driven, using information such as historic asset behaviour and total cost of ownership to give operators full control of their fitness assets, as well as saving money, reducing down-time, relieving pressure on gym floor staff and ensuring better customer service.

## How do you calculate total cost of ownership?

This is the purchase price plus the amount you spend to maintain and service that commodity.

In many industries, we track cost of ownership via digital systems, so we can make the right decision when it comes to maximising the residual value of an asset or replacing it with new equipment at the right time.

In the automotive sector, this process has been sophisticated for many years, however, in our industry, most operators purchase equipment but don't have a digital focus on asset management, track cost of ownership or use data to make procurement decisions.

Considering fitness equipment is one of the largest capital expenses, due diligence has been patchy across our sector and this often results in a somewhat traditional approach to procurement.

Operators who use Orbit 4 have their own asset management portal, as well as a ticketing system for servicing which runs on our mobile app and is immediately connected to their incumbent service provider(s).

They can then understand more about what's going on with their assets and use the data to



**Daniel Jones**

make decisions about equipment and service contract purchases.

## How do service providers and manufacturers fit in?

Once assets are on-boarded into Orbit4, operators cluster these by service contract and then invite the incumbent service provider (often the manufacturer) to be connected to their Orbit4 account and associated service contract.

Once connected, the fitness team can raise service tickets via the mobile app. This process is super easy and allows gym teams to spend more time with members.

When the service provider responds, push notifications alert the fitness team to the message and continued communication contributes to the final resolution of the service or repair – either resulting in advice to fix the asset(s) or confirming an engineer is booked to attend site.

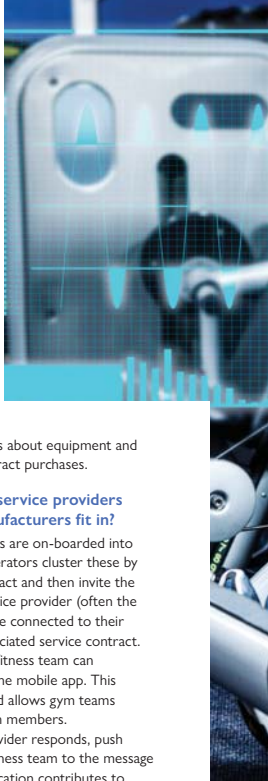
The ticket is closed by the service provider once the asset(s) are repaired and a cost to repair is attributed to each asset. Over the lifespan of the equipment, the system generates individual service histories, exactly like the logbook in our cars.

## How can operators guarantee they're not spending too much?

Owners and managers allocate a 'cap spend' for each product category. For example, treadmills' spend cap could be £1,750.

As service and repair tickets are generated and completed over the lifespan of the assets, costs are attributed to each asset, eating into this cap spend.

Products eventually hit 'maturity' where all cap spend has been used up and at this point, operators are alerted and presented with





**Make data-driven decisions when it comes to the time to trade in and buy new**

**Gyms need a more sophisticated approach to managing their most valuable assets**

automated fitness equipment quotes, finance options and instant trade-in valuations via the Orbit4 connected procurement ecosystem.

### Where do the quotes, finance options and trade-in valuation come from?

Quotes and trade-in values are generated automatically via our aggregated platforms Fitness Compared, Fitness Finance, WeServiceGymEquipment.com and WeBuyGymEquipment.com.

Orbit4 has also qualified and aggregated over 120 of the industry's best partners, so gym operators have access to the wider market. This includes Life Fitness, Precor, Jordan, Concept II and many more.

### Why is asset data so important?

For the last 45 years, gym operators haven't fully focused on their most expensive purchase, which is commercial gym equipment.

Data relating to things like maintenance cost has often been ignored, resulting in a lack of data-driven decision-making when it comes to the right time to trade-in or buy new equipment. When you look at industry trends in terms of purchasing cycles, these can range from four to 15 years. Why? Because there isn't a sophisticated approach to asset management and purchasing. Data is paramount and Orbit4 is here to deliver exactly that!



### What are your plans for growth?

Following an injection of funding in 2021, the company has already expanded its offering into the DACH region (Germany, Austria and Switzerland). Mark Fest, ex-CEO of Les Mills DACH, joined the company to be head of international for Orbit4 and its associated brands.

Our plans for 2023 and 2024 will see a full launch for Orbit4 in North American and the Nordic region, in addition, we plan to launch WeBuyGymEquipment.com into Australia to support Anytime Fitness and other key accounts with their buyback requirements. ●

Explainer video: [www.hcmmag.com/Orbit4](http://www.hcmmag.com/Orbit4)  
Email us: [info@orbit4.org](mailto:info@orbit4.org)  
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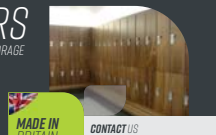
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