

Duncan Jefford

Reveals
Everyone
Active's
investment
strategy
p20

Humphrey Cobbold

What I learned
from getting fired
p60

ACSM trends

Find out what's
in and what's
out for 2023

p74

Exercise referral

New standard
aligns exercise
with medicine

p82

ON THE COVER

Justin Musgrove

Taking luxe brand Core Life global p42

Biostrength.TM Superior Results, Faster.

ENGAGEMENT AND MOTIVATION

Biofeedback and AI
for real time guidance



BiostrengthTM helps you avoid the most common strength training mistakes to get up to 30% more results from your workout. Thanks to the patented Biodrive System, you can easily and automatically:

- Select the goal and get the best resistances and biofeedback for it
- Train with the correct workload
- Find the proper range of motion
- Set the right tempo and number of reps
- Get the correct rest time

Discover more on technogym.com/HCM1





NEUROMUSCULAR ACTIVATION

Increased
neuromuscular
activation

BIODRIVE SYSTEM

PATENTED



PERSONALISED ROM

Right ROM and speed



OPTIMAL WORKLOAD

Maximum muscle contraction



CORRECT POSTURE

Automatic posture setup



**THEY EARN
THEIR MEPS,
YOU EARN
THEIR LOYALTY.**

SCAN TO LEARN MORE



myzone®

Learn more at myzone.org
or info@myzone.org



Time to mobilise

We must unite as a sector to make decarbonisation happen immediately if we are to preserve our planet and future prosperity and thrive in spite of the energy crisis

I've been watching with increasing frustration as the UK government has taken a series of missteps which have shaken a prosperous, stable and successful nation and strained it beyond sense, largely through self-harm.

The biggest failing is the lack of visionary leadership. We need leaders to channel the resilience, talent and creativity of the British people to give direction and enable the unleashing of energy and hope that comes with taking action.

We must make plans to become world leaders in the industries of the future – robotics, hydroponic farming, waste mining etc etc – and refresh our education system to enable people to skill-up and fulfil that destiny, while focusing on health, wellbeing and prevention, so we have a vital, mentally stable workforce to deliver prosperity.

The government should be coming to us as a sector and asking how we can help, not shutting the door in our face. In spite of the lobbying, ministers still don't really have a clue what we do, due to the political bubble in which they exist.

The energy crisis is now threatening to suck the life out of businesses and households unless something is done. It's no coincidence Exxon Mobil made the largest profit in the history of oil in 2022 (US\$56bn), while so many struggle.

The government needs to take action, with a carrot and stick for energy companies – incentives to transition to a low carbon economy and taxation for not doing so, but the key move now must be to decarbonise the entire nation immediately and have a plan to do this that all can understand, buy into and contribute to.

We have to decarbonise soon to meet climate pledges – doing it immediately will have the added benefit of solving the energy crisis while releasing savings to fund growth.

Stanford University's Mark Jacobson has just published a book called *No miracles needed*. He says we already have the tech we need to reduce energy consumption and save the planet, we just need to deploy it and stop wasting time and money developing unneeded alternatives.

And if the government doesn't act, we must take the lead as a sector by rapidly decarbonising. It would set us apart, while setting us up for the



Stop building gyms until we've decarbonised those we have

“We must take the lead as a sector by rapidly decarbonising. It would set us apart while setting us up for the future”

future economically and removing the need for us to be constantly lobbying for energy subsidies.

Operators doing rollouts could take a pause and use their budgets to retrofit energy saving tech into existing clubs, massively reducing bills, which would free up funds to continue growth of a far more sustainable estate.

In addition, we need all new buildings to be constructed to Passivhaus standards, which can reduce energy use by up to 80 per cent, with reasonable payback periods.

All this is within our power. We have shown we can unite as a sector and move mountains. Now is the time.

Liz Terry, editor
lizterry@leisuremedia.com

HCM CONTENTS

Uniting the world of fitness

ISSUE 1 2023 No 310

14 Pvolve has ambitions to build studios for its tribe of digital members



PHOTO: PVOLVE

05 Editor's letter

The industry must decarbonise now to significantly reduce its energy bills and show leadership, says Liz Terry

12 Write to reply

We hear from Jack Shakespeare at UK Active on a new physical literacy initiative and Jenny Patrickson at Active IQ who believes we need a revolution in training

14 HCM people Rachel Katzman and Julie Cartwright

The team behind female-focused workout protocol, Pvolve, talk about their plans to build a global omnichannel brand based on technical training

20 HCM people Duncan Jefford

Everyone Active is spending £7.5m this year reimagining its health and fitness offering to bring all its wellness services under one roof

26 HCM people Ann Marie Barbour

The Mine in Baltimore has a strategy of 360 degree wellness and plans to grow across the US. We find out more from its director of operations

34 HCM news

In the news this issue, Life Fit Group buys Fitness Loft, Pure Gym Arabia opens in Dubai and Xponential opens in London

42 Interview Justin Musgrove

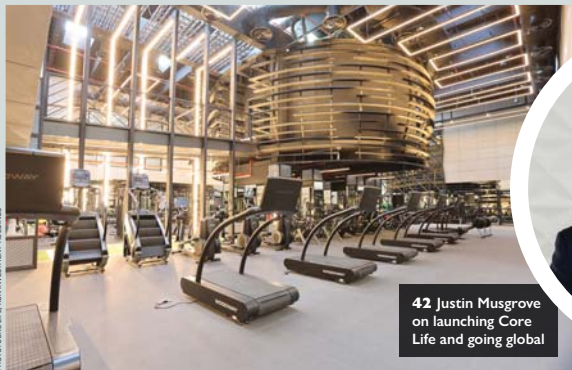
The industry veteran has opened Core Life in Saudi Arabia for Kun Investment Holdings, with plans to take the concept to the world's major cities, as Kate Cracknell discovers

60 Life Lessons Tough times

Industry leaders share insights into the challenges that have shaped them both personally and professionally

66 New directions

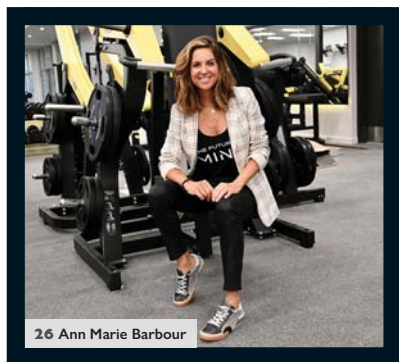
Mindbody and Classpass have published their annual trends report. We find out more about how 2023 will unfold



42 Justin Musgrove
on launching Core
Life and going global



82 A new standard connects exercise and medicine



26 Ann Marie Barbour

74 Trending now

ACSM's 2023 insight report tracks industry trends each year, creating a barometer of what's hot and what's not. *HCM* gives the lowdown

82 Standard delivery

Quest has launched an Exercise Referral Standard which will enable operators to transact more effectively with the medical profession, as Abi Harris explains

86 Talkback Tackling 2023

Another year of challenges lies ahead. Kath Hudson asks key players how they intend to optimise the opportunities presented by the market

94 Product innovation

Palm cooling can transform athletic performance, explains Colin Edgar from Core TX, while Spren Vision has created an algorithm that turns smartphone cameras into real-time biomarker sensors

96 HCM directory

Part of *HCM*'s network of specifier resources, which includes www.HCMmag.com/CompanyProfiles

98 Research In praise of eccentricity

New research from Edith Cowan University has shown eccentric muscle contractions create the strongest training effect, as Liz Terry discovers



16 Duncan Jefford

MEET THE TEAM

theteam@leisuremedia.com



Editor
Liz Terry

+44 (0)1462 431385



Publisher
Jan Williams

+44 (0)1462 471909



Managing editor
Frances Marcellin

+44 (0)1462 471934



Head of news
Tom Walker

+44 (0)1462 431385



Editor-at-large
Magali Robathan

+44 (0)1462 431385



Assistant editor
Megan Whitby

+44 (0)1462 471906

Email us:

fullname@leisuremedia.com

Customer service

+44 (0)1462 471901

Advertising

+44 (0)1462 431385

Subscriptions

+44 (0)1462 471910

Circulation

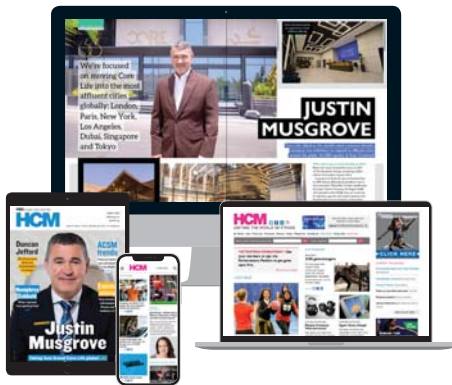
+44 (0)1462 471932

Finance

+44 (0)1462 471930

Credit control

+44 (0)1462 733477



Choose how you read HCM

Print

HCM magazine is available in print from www.leisuresubs.com

HCM digital

Read free online and enjoy extra links and searchability www.HCMmag.com/digital

HCM PDF

A PDF edition is available to read offline at: www.HCMmag.com/pdf

Other resources from HCM

Fit Tech magazine

www.fittechglobal.com
www.fittechglobal.com/archive

HCM Handbook

www.HCMhandbook.com
www.HCMhandbook.com/pdf

HCM Online library

www.HCMmag.com/archive

HCM Ezine & Instant Alerts

www.leisuremedia.com/subscribe

Leisure Opportunities jobs & news

www.leisureopportunities.co.uk

Buyer Search Engine

www.fitness-kit.net



©Cybertrek Ltd 2023 ISSN 1361-3510 (print) / 2397-2351 (online)

To subscribe to HCM (Health Club Management): log on to www.leisuresubs.com, email subs@leisuremedia.com or call +44 (0)1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.

Style: HCM follows an editorial house style which precludes the use of marketing devices in body text and headlines, eg: CamelCase, capitalised or part capitalised names and registered trademarks. Contact the editor for more details – lizterry@leisuremedia.com.

Copyright details: HCM (Health Club Management) is published 12 times a year by Leisure Media, PO Box 424, Hitchin, SG5 9GF, UK. The views expressed in this publication are those of the authors and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd 2023.

Print and distribution Printed by The Manson Group Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.



WHO YOU CALLIN' STAIRMASTER?

Yes, we're the real deal.

SINCE 1983,

THE BEAST IS UNLEASHED

ON MY STAIRS.

I DON'T GIVE BREAKS.

I WON'T STOP.

I DON'T SETTLE.



Feel the burn on Jacobs Ladder **JLX** with quick heart rate acceleration via four modes of intensity.

StairMaster

The **86x** pulls in the historic strength of our brand with a quiet and smooth experience.

The rock-solid **10G** packs the sled-push and the farmers-carry on OverDrive into your climb.

THE STAIRMASTER FAMILY KEEPS GETTING STRONGER AND WE'RE NOT DONE CLIMBING!

FIND YOUR STAIRMASTER SOLUTION AT [COREHEALTHANDFITNESS.COM/STAIRMASTER](https://corehealthandfitness.com/stairmaster)

CORE
HEALTH & FITNESS

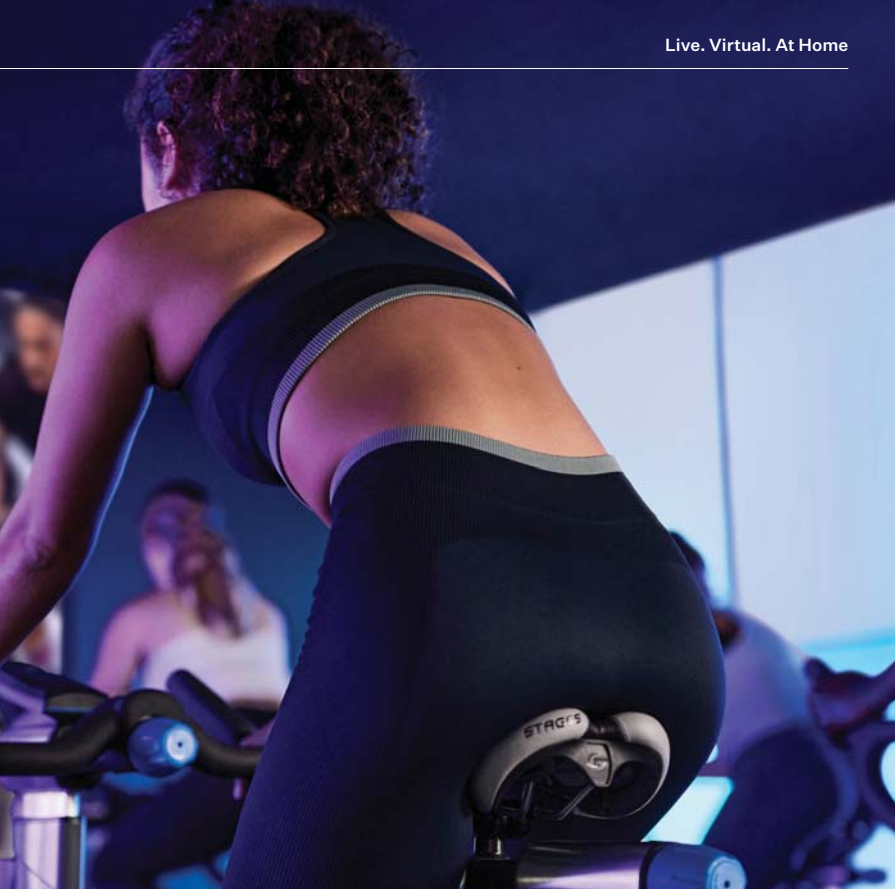
StairMaster®
OWN THE SUMMIT

LES MILLS



UNLOCK A NEW AGE OF FITNESS

*Source: 2021 Global Fitness Report, Les Mills



Omnifitness, the key to retaining your members.

Have you had an influx of younger members but unsure how to engage properly with them?

Omnifitness is more than just offering digital workouts. It empowers you to expand your clubs reach beyond the four walls to provide members with a total wellness solution. 85% of all gym members also do workouts at home, highlighting the need for digital solutions.

How do your membership options reach your members where they are, and give them more opportunities to fall in love with your club?

Write to reply

Fuel the debate about issues across the industry and share your best practice. We'd love to hear from you – letters@leisuremedia.com



The aim is to create a shared understanding of physical literacy, why it's important, and how it can be supported

Contribute to improvements in physical literacy

Jack Shakespeare, director of research, policy and education, UK Active

Sport England is working with a number of universities and partners to develop a Physical Literacy Consensus statement for England – and they want to hear your views on the draft text.

The consensus statement aims to provide a shared understanding of physical literacy, including a definition and explanation of what physical literacy is, why it is important, and how it can be supported.



Jack Shakespeare

Over the last six months, an expert group, including members from Liverpool John Moores University, Coventry University, the University of Bradford and the University of Gloucestershire – all in the UK – have worked together to develop the statement.

They're now inviting comments and feedback on the provisional consensus statement via a five-week national consultation, which is taking place between 9 January and 12 February.

Please click on the link below to complete the national consultation survey, which should only take a few minutes.
www.HCMmag.com/literacy



Experts are working to develop a physical literacy consensus statement



PHOTO: SHUTTERSTOCK/ANNA PRODUCTION

The industry needs to offer broader career pathways, says Patrickson



We need to reinvent physical activity workforce opportunities to futureproof them and provide for better health for the entire population

We must futureproof our workforce

Jenny Patrickson, MD, Active IQ

The Government's decision not to include the leisure sector in the list of businesses qualifying for additional energy support is as shortsighted as always seems to be the case when it comes to our sector's essential role in preventative healthcare.

The government forced physical activity facility closures during a health pandemic and now we face the risk of indirect closures due to lack of Government support.

Aside from the continued lobbying required to support our facilities and their workforce we also need to reinvent physical activity workforce opportunities to futureproof them and provide for better health and wellbeing of individuals, communities and the population.

We need to offer broader career pathways, flexible 'mix and match'



Jenny Patrickson

occupational standards, on which future-facing qualifications can be built and diverse job roles that have a place within all environments and all spaces – traditional and non-traditional, inside and outdoors.

Together with all our brilliant industry partners we have the ability to make this happen... and the time is now.

HCM people



We're planning to open 250 studios by 2025, including in Canada and the UK

PHOTOS: P.VOLVE



Julie Cartwright & Rachel Katzman

President and co-founder, P.volve

What have been your biggest achievements?

Rachel: In five years, we've gone from a small, digitally-native startup with a single studio, to a fitness leader with digital members in 70 countries and studios in four major US cities – Los Angeles, New York, San Diego and Chicago. We've also launched a franchising initiative that will result in 250 studios being open around the world by 2025.

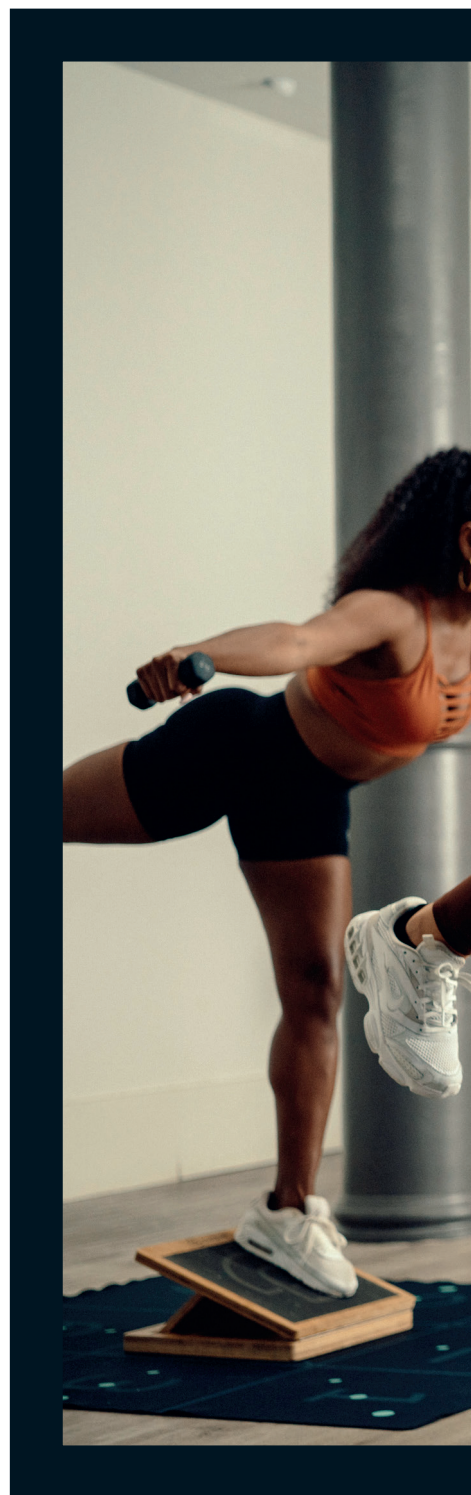
More importantly, our method continues to evolve. We're not just about fitness, but also about how it connects with health and wellness throughout life. We're constantly working with our trainers, our clinical advisory board and university researchers to refine our method, expand our

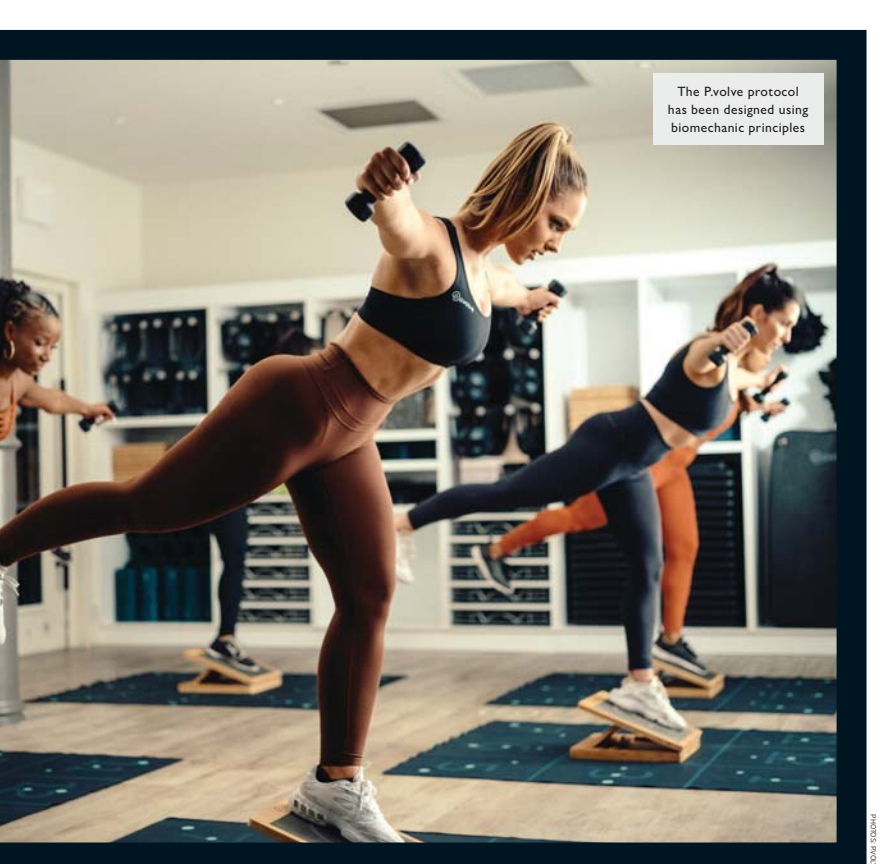
workout portfolio and identify new ways to meet women's needs at all stages of their lives.

What was the impetus for starting P.volve?

Rachel: Like a lot of people, I used to believe in 'no pain, no gain.' I went through high-impact workouts that produced short-term results, but also damaged my body. On top of that, I was diagnosed with scoliosis.

I was searching for answers and was introduced to functional training. After beginning to train my body functionally, I felt stronger, was getting the physical results I desired and was left feeling amazing in my body for the first time in a long time – my discomfort was going away and I felt open and free.





The Pvolve protocol
has been designed using
biomechanic principles

All this gave me greater confidence in myself. At the same time, I saw a way to help others move towards their own health and wellness goals while enabling them to share in the same sense of strength and belief in themselves. The method we developed does that – it helps everyone listen to their bodies and gives them what their bodies are asking for.

What's the elevator pitch?

Julie: Pvolve is a new-to-market modality that combines low-impact movement and resistance training for a sustainable workout that not only tones and strengthens the body, but also helps to improve posture, balance and flexibility.

By practicing functional fitness movement, women are supported through all stages of life.

What's your method and what makes it special?

Rachel: Unlike many other fitness methods, we believe getting results shouldn't come at the expense of your body and you shouldn't have to choose between looking good and feeling great.

We pair low-impact, functional movement with resistance-based equipment to activate and strengthen multiple muscles at once. It's a workout that works harder, shaping and toning the body while improving mobility, stability and balance.

We use the principles of functional movement to mirror how the body moves in daily life, which prioritises the body's function and reduces the potential for injury. We also teach people how to engage muscles in ways that work with biomechanics to sculpt the body, while leaving it happy and feeling strong and energised.

Tell us about your programmes

Rachel: We offer a wide range of classes focused on specific goals – Strength and Sculpt, Cardio Burn, Progressive Weight Training, Mat Definition, Recover and Stretch and Meditation and Mindfulness. These are incorporated into purpose-driven programmes in our Movement Therapy category, such as our Moving With Menopause and Moving During Fertility Treatment series that are aimed at women's life needs.

We're constantly working with our trainers and medical experts on new applications for

Classes focus on supporting women to deal with life stages such as menopause and fertility



The method we developed helps everyone listen to their bodies and gives them what their bodies are asking for

our method, new ways it can benefit women in every stage of life. For example, in early 2022, we launched Progressive Weight Training to support the changes women experience in muscle mass and bone density throughout their lives.

During the second half of 2022, we launched two first-of-their-kind workout programmes, one around menopause transition, helping women manage the many symptoms they experience during this life stage and the other, Moving During Fertility Treatment, helping those undergoing ovarian stimulation keep up a workout routine as they go through fertility treatments such as egg freezing, IVF or egg donation.

We've also got a number of new classes in development we expect to launch in the coming months.

We see P.volve as empowering women to work out when and where they want, which fits their busy lives. With its foundation in functional fitness and physical therapy it has broad applications for other needs in a woman's life – everything from managing their menstrual cycle to menopause, back pain and beyond. Its low-impact movements work well for women of all ages.

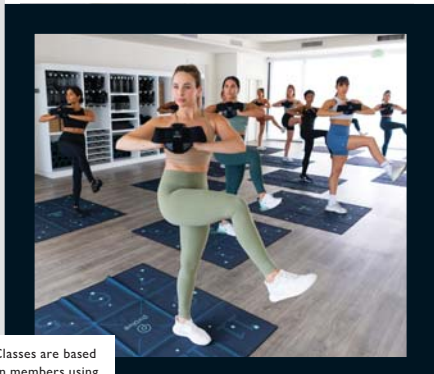
Tell us about your Clinical Advisory Team

Julie: This board is composed of medical doctors and experts in the fields of health and fitness. They collaborate with the management team to create workout series' with our trainers, advise on equipment, conduct clinical studies, lead research and develop new products.

The four current board members each covers a specific area of direct relevance to our work – Dr Amy Price Hoover, our chief physical therapist, is a doctor of physical therapy specialising in the pelvic floor, Dr Nima Alamdari is a doctor of physiology and Dr Suman Tewari is a doctor of gynaecology. The fourth member, Dr Shannon DeVore is a doctor of



PHOTO: P.VOLVE



Classes are based on members using small equipment at home and in-studio

reproductive endocrinology. They're the foundation of our evidence-based, science-guided approach to fitness and are all passionate about what we're doing.

How do you accommodate differing fitness levels?

Rachel: The Pvolve system is easily accessible for all, from beginners to the most advanced. The movements in their most basic form can be done by almost everyone because they're based on functional training, which works with the body's biomechanics.

Doing our workouts not only strengthens muscles, but also allows people to move with more ease, strength and balance, no matter what level they're starting from. The more advanced someone becomes, the more challenging the workouts can become.

As they become more aware of their body and learn how to activate the right muscles, they can continue to challenge themselves and break through plateaus. In that sense, we're different from some other fitness modalities in that people continuously make progress and see and feel results.

How does the hybrid element work?

Julie: We've always believed in the power of a true hybrid model, with in-person and digital working together.

We're a portable, at-home workout, as well as having studios, so our members can fit their workout in no matter what life hands them. This has been very attractive to our franchisees



What are your growth objectives?

Julie: We've spent the last five years building the foundation of a business model designed to scale. We always knew that building a new-to-market modality was going to take time and having 100-200 locations in the market was the key to organic growth and we plan to have 250 studios open by 2025.

How are you organising your global rollout?

Julie: From our base of digital members in 70 countries and four studios in the US, we'll have multiple



We've spent five years building a business model that's designed to scale

locations in Canada by the end of 2023. We've also had a huge interest from the UK and plan to expand there this year. This is in addition to global growth in digital members, since the two work hand-in-hand.

Are you adjusting the model to accommodate cultural differences?

Rachel: Cultural differences have not yet become an issue for us, although we recognise they could become so as our physical footprint expands. We're committed to respecting cultural differences in each nation in which we have members.

How much is a franchise and what catchment does each get?

Julie: An owner needs to be able to show a US\$250,000 minimum in liquid capital and a US\$750,000 minimum net worth.

The estimated initial investment is between US\$399,950 and US\$724,500, based on location.

Franchisees can generate revenue from in-person memberships, on-demand subscriptions (for some packages), equipment and apparel sales and more.

The protected area of each franchise has a population of approximately 50,000 people and varies in radius depending on population density, ie, whether it's urban or suburban.

Why did you make P.volve female focused?

Rachel: P.volve isn't a woman-only company – it's a workout method that can benefit anyone.

While we're led by women, operated primarily by women and designed with the female body in mind, we also have men who are trainers and male members who find great value in our method – especially those who may have injuries, are supporting other sports or workout methods or are simply looking for a method that's going to help them feel great in their bodies. We welcome and support all types of people in our studios and online.



How are you working with people who are transgender?

Julie: Among our core principles is that we are inclusive and respectful of everyone's gender identity regardless of their assigned sex at birth. We honour their right to fully and equally participate in our fitness experience and also be part of our team.

Who's driving the business forward on the top team?

Rachel: I'm thankful for the passionate and bright minds across our leadership team. Julie, as our president, is responsible for spearheading P.volve's overall vision and growth strategy, achieving financial objectives and setting investment priorities. Antonietta Vicario is our VP of talent and training



P.volve is run by women and designed with the female body in mind, but does still have male customers

— she's a former dancer turned fitness trainer with a history of building training programmes for international franchises and is absolutely critical to the continuous development of our method and the training of our amazing credentialed trainers.

Rebecca Weisbart, our VP of growth, data and analytics, came to us from Goop and Tone it Up and has a data-focused approach to growing our business, continuously monitoring our key performance indicators and pushing us to constantly fuel the entire purchasing function.

Jill Brand, our head of brand, leverages her fitness business experience to develop creative ways of communicating our brand and reaching our audience through social media, PR and digital media, as well as by working with fitness influencers.

On the studio side, as VP of studio and franchise operations, RJ Krone brings years of franchise experience to help us continuously scale our studio footprint both nationally and internationally.

What are your dreams for the business over the next five years?

Rachel: We're changing the conversation around fitness and want women to learn that they don't have to sacrifice feeling good for looking good and vice versa. We see P.volve as expanding globally, giving women increased greater choice in how and when they work out and providing an ever-greater connection among fitness, health and wellness — one that continues to be evidence-based and incorporates the latest in scientific inquiry. ●



*Our vision is for all
our centres to provide
the widest range of
wellness services,
under one roof*

Duncan Jefford

**Regional director,
Everyone Active**



Everyone Active is
overhauling its gym portfolio
as part of a pivot to wellness



Jefford says the
company is spending
£7.5m on upgrades in
the next 12 months

***You've had a shakeup of your gyms.
What was the impetus behind this?***

We've seen a fundamental change in the way people want to exercise and in response we've developed our fitness product to deliver an omnichannel experience for our customers.

These factors, combined with research into our customer data from the past 10 years, have led to the launch of our refreshed fitness offering.

Over the next 18 months we'll be making changes within our gyms, studio spaces and wider facilities to deliver an enhanced experience for our customers.

***How did you set the new direction
for the investment?***

With over 200 sport, leisure, gym and studio facilities nationwide and thousands of fitness users each day, we have the opportunity to analyse and optimise customer data.

When approaching this project, we first gathered and analysed 10 years of Gymetrix data, enabling us to understand customer demand and predict trends for years ahead.

As a result, we've fundamentally changed the layout of our fitness spaces, with an increased focus on strength training, free weights and functional spaces for mind, body and recovery. In addition, we've also slightly scaled down the cardio machines due to a year-on-year decrease in demand.



PHOTO: MARCEL GRABOWSKI / EVERYONE ACTIVE

How much is being invested in the new builds and refurbishments?

Across the sites we're refurbishing and opening as new, we'll be investing £7.5m over the next 12 months

What else has changed?

Our service is about bringing together equipment and environment to create a holistic solution and a real experience for customers.

Our changes in equipment have been accompanied by upgrades to the buildings and we've worked with GT3 Architects to refresh the interior design of our fitness spaces.

Depending on location, we're looking to increase the size of our mind and body zones by between 10 and 15 per cent – with a bespoke design for functional fitness – to increase the size of the universal zones by between 35 and 40 per cent and the dynamic areas by around 50 per cent, with finishes inspired by Everyone Active's brand colours.

These developments will be implemented during both refurbishments and in new centres in 21 fitness facilities across the UK over the coming six months.

You've also been launching your own boutique studios and taking on franchises. Tell us more

Our offering is more than just a workout and our vision is for all our centres to be at the heart of the community, providing the widest



Financially, the move to digital exercise has been a profitable addition to the business

range of wellness services under one roof.

We're proud to have developed several boutique sites across the Everyone Active brand. These offer bespoke exercise classes and spa facilities.

Boutiques include our Fortis concept, a boutique HIIT class in state-of-the-art studios that combines machines from Speedflex and tech from Myzone, to create a premium experience.

The Fortis concept – with its staple of 'HIIT without the hurt' – has gone from strength-to-strength as a club in club concept, with an eighth site opening in January at the Harpenden Leisure Centre.

We also work with franchises and tie-ups from F45, Cross Fit, Fight Klub and More Yoga, as well as virtual pool workout company Hydrex (www.hydrohex.com) to deliver a range of boutique experiences at our sites.

► **Tell us about your new supplier partners**

We're working with new partners such as Peloton and Life Fitness to enhance our 360-degree wellness offering. We're also launching a new cycling concept called EA Cycle, with two studios opening in Westminster Lodge and Harpenden Leisure Centre this month (January 2023). Our aim is to launch EA Cycle classes nationwide within the next twelve months.

Other new partners will open the door to providing wellness, recovery and stretching solutions within our functional spaces. This includes working with muscle recovery specialist, Therabody and medically-graded body composition supplier, InBody.

How important has digital been in this transformation process?

Our investment into digital operations and new partnerships has helped us advance as a business. Since the start of the pandemic, we've been forced to adapt and we're proud to have used the opportunity to swiftly make improvements to our digital processes.

For example, we've developed a holistic approach to supporting customers, both in-centre and from the comfort of their own home.

In a period when people couldn't visit our centres, we launched our digital product, Everyone on Demand (EOD) in 2020. The digital app provides the widest range of health and wellness products from a single operator, from traditional workouts to meditation to GP referral programmes. Customers get exclusive access to training content through EOD from suppliers such as EXi, Mindshine and Les Mills.

Financially, this move to digital exercise has been a profitable addition to the Everyone Active portfolio, as we currently have an audience of around 15,000 regular users through EOD each month.

Are you changing the way you engage with your customers?

Our digital transformation has changed the way we communicate with customers and with over half a million people using our Everyone Active app we regularly use this platform and social media to engage in real-time with customers.

In 2022, we utilised customer and colleague feedback to better understand changes in customer demand and the importance of building relationships with new and existing visitors to our facilities.

We found a gap in the market for interaction at the initial stage of sign-up, focused on building valuable face-to-face interaction with customers from their first visit and helping them understand all the innovative equipment we offer.

In November 2022, our fitness teams introduced new 45-minute gym support sessions to give new or

Our partners will open the door to providing wellness, recovery and stretching solutions in our functional spaces

existing customers an increased understanding of the wide range of equipment available. There are now five educational sessions available to all customers, including strength equipment, cardiovascular machines, free weights, functional kit and group exercise.

How are you coping with the increased energy bills?

We're seeing significant increases in energy prices, particularly in facilities with swimming pools.

As a business, we're focused on keeping people active in local communities through the winter months and are working with our local authority partners to do everything we can to prevent closures or reduced opening hours.

We're also reducing energy usage through innovation, investment and educational campaigns and continually looking to ensure we're optimising our operations

through building management systems (BMS), including cloud-based BMS at sites where that's possible.

We've also made investments in LED lights, motion sensors, variable speed drives, pool covers, etc. We work with local authority partners to make investments in PV panels, solar thermal and heat pumps.

However, when working on these projects we need to have a clear understanding of the requirements and outcomes for each, making sure the projected energy and carbon savings can be achieved.

What are your sustainability goals?

Leisure centres consume large amounts of energy, making them significant carbon emitters. As a result, leisure operators and local authorities need to prioritise new strategies and operational changes to tackle emissions and keep financial outgoings under control.

The company analysed data from its customers before designing the new gyms





Re-styling was by GT3 architects

ALL PHOTOS: MARCEL GABRIELSKI / EVERYONE ACTIVE

- ▶ To achieve our longer-term sustainability goals, we're proud to be working alongside our local authority partners, as part of our Net Zero Strategy (www.everyoneactive.com/about-us/net-zero).

For any leisure centre to achieve net zero, every facet of the operation needs to be reviewed and we've made decisions to ensure we're tackling these challenges, such as hiring a group sustainability manager – Peggy Lee – who's playing a leading role in advising on sustainability, as well as helping implement our newly-ratified Net Zero Strategy.

This year, we'll be working to make our central support hub operationally net zero, through changes that include moving entirely to a renewable energy tariff and the removal of natural gas as a heating fuel.

This will be followed by step two – a commitment to decarbonising all 'material and relevant Scope 1, 2 and 3 emissions' from our corporate operations by 2030.

Among alterations we plan to make are upskilling and engaging with support hub users and Everyone Active colleagues and changing all company-owned and leased vehicles to plug-in electric.

How can the industry convince governments of its economic and social value?

We need to ensure we're delivering the highest standard of experience from both a service and community perspective.

We must work with industry bodies to showcase the value of our sector and the benefits we provide for a wide range of people when it comes to their health and wellbeing.



We're launching a new cycling concept called EA Cycle and going nationwide within the next twelve months

A range of new programmes is on offer, as well as recovery interventions



It was great to read Sport England's *Future of Public Sector Leisure* report (www.hcmmag.com/FPSL) which echoes what we've been working on at Everyone Active. The report champions a transition from traditional leisure service to one which is far more focused on Active Wellbeing, suggesting we must evolve leisure services to meet the needs of modern users and help the sector move forward in a sustainable way, creating true community hubs that enable wider service provision.

Imagine a leisure centre where you can access multiple health and wellness experiences and services under one roof, from medical to spa to community health care and beyond. Where centres become 'essential' in supporting community services in all parts of the medical system, and where we build on the social value we know leisure centres are capable of delivering.

Following the development of the Social Value Calculator by 4 Global in partnership with Sheffield Hallam University, we can showcase the monetary value of participation in activity in leisure facilities. And the latest data from over 1.5 million of our customers shows a Social Value of £198m per year across our centres.

Our services have played a part in preventing thousands of people being admitted to hospital, through the reduction of health conditions, such as obesity, depression and type 2 diabetes, as well as delivering specialised support for people with dementia. ●



25 Years of Sibec Success

Sibec EMEA is the longest running one-to-one fitness industry event, offering unparalleled networking opportunities for global suppliers and premier owners/operators of European and Middle Eastern clubs & fitness facilities, hosted at the luxurious Hilton Sorrento Palace!



26-29 September 2023
Hilton Sorrento Palace
Sorrento, Italy

Take advantage of this opportunity now! Visit sibecemea.com



*Our tagline is
‘creating community
around wellness’
and that’s exactly
what we’ve done*

Ann Marie Barbour

The Mine, Towson, Baltimore

What’s your background?

After a masters in integrative design, I started Soul Body LLC (www.soulbody.fitness) with a friend from high school in 2010, creating ballet barre programming for big box gyms to help them compete with the burgeoning boutique market.

We travelled the world training instructors in our method, then had a subscription-based model (similar to Zumba) where trained teachers could get new barre content every three months.

Eventually we added a HIIT class called Power and enabled subscribers to teach anywhere they wanted.

We travelled to Asia, the Middle East and Europe and were amazed to see what other gyms, clubs and studios were doing as far as programming and other offerings were concerned. In addition, we were close to New York City, so we were also able to try out lots of different classes and discover wellness offerings.

I was with Soul Body for 10 years and then sold my share and went out on my own. After connecting with Coppermine (www.gocoppermine.com) and real estate developer, Greenberg Gibbons, we created The Mine.

What was the original vision?

Greenberg Gibbons started working with Coppermine about two years ago when they were running family-owned, mid-market racquet and fitness clubs.

They wanted to do more of a boutique club in their boutique mall, which was called The Shops at Kenilworth, in Towson, near Baltimore.



The first location is near Baltimore, with more planned across the US

PHOTO: THE MINE

They brought me in for my knowledge of boutique fitness and concept development expertise, as I'd been watching the boutique studio market and fitness club market for over 15 years.

We all felt it was time for Baltimore/Towson to offer its community the same opportunities as other cities such as NYC, LA and London and this led to a great collaboration between all of us, with a forward-thinking, trailblazing team.

Tell us about The Mine

We're a new boutique fitness and wellness concept with five studios under one roof, plus an open gym, a co-working lounge and infrared saunas in luxury locker rooms.

We also sell kombucha and juices from local vendors and partnered with a flower company and a local coffee supplier to add beauty to our spaces and perks for our members.

We have two in-club partners – FX Physical therapy (www.fxphysicaltherapy.com) and the Life Med Institute (www.lifemedinstitute.com) which does IV vitamin therapy. We also allow our members to reserve massage chairs in their space.

What does the name mean?

Alex Jacobs, CEO of Coppermine, wanted to take a part of that company name and use it so we came up with The Mine – it's all about being explosive, 'treasure within' and is just a great play on words.



PHOTO: THE MINE

A dual strength/cardio option is on offer

How did the development phase go?

Being a brand new concept and building from the ground up was a huge endeavour. We worked with a local graphic design company, an architectural firm and lighting and AV specialists to make the club modern and aesthetically pleasing, with studios that feel totally immersive.

Our biggest goal was to build a team with the best and the brightest, which we believe we've done.

We opened our doors in March 2022 with a focus not only on movement, but also on wellness workshops, events and pop-ups. We hold speaker series and seminars based around whole health with a 360 approach to wellness.



► **What is this 360-degree approach?**

We've done workshops in sound therapy, the Wim Hof Method (www.wimhofmethod.com) and Ayurveda, as well as a speaker series with authors who write about life balance.

Next up we plan to cover nutrition, sleep performance and mental health, as well as exploring both Eastern and Western medicine.

Tell us more about the studios

Our five studios are barre, yoga, Ride+ (ride plus strength) The Yard – our version of bootcamp which is delivered using Technogym's Skill X – and Form.

The studios, the group fitness and the small group training creates community. Our studios are beautiful, experiential and immersive, but it's the coaches and community they create that is underpinning our success.

We originally envisioned an open gym offering top-of-the-line personal training and are thrilled to have partnered with Technogym on this, as all our cardio is connected with Technogym Virtual Coaches, while mywellness connects clients to their workouts with data, which drives motivation and connection.

What are the synergies between the studios?

The programming, the coaches and the schedule all have to be top-tier to deliver a one-of-a-kind experience.

To do this I hired a programme director for each studio and they oversee all aspects of their studio, from the design of the classes to scheduling to payroll – almost as though they were standalone studios.



I hired a programme director for each studio so they function almost as though they're standalone studios

Programme directors work together to make sure members can take back-to-back classes and also so we can do combo classes, such as 'bike to barre'.

All our studio classes are for all fitness levels – we offer progressions and regressions and always cue and coach proper body alignment, so all our members feel empowered and come back for more.

What's your target audience?

Due to the studio concept and slightly higher price point, it's mostly women ages 30-55, but we do get younger women buying our class packs. Our gym, which has functional training space, plate loaded machines, circuit weights machines, functional training space and all-connected cardio equipment with virtual coaches is also seeing a high number of men aged 35-65. Our personal training is also growing, as our clientele likes the concierge approach.

Members are predominantly women between 30 and 55



Barbour has 15 years experience in the health and fitness sector

What do you offer?

When you walk in our front desk is buzzing with friendly staff who welcome members, sell branded merch from Lululemon and Beyond Yoga, as well as kombucha, juices, protein balls and more.

We offer complimentary coffee and a co-working lounge where people can plug in to unplug after their studio class.

Our tagline is 'creating community around wellness' and that's exactly what we've done.

The club feels like a home away from home and our members love taking an infrared sauna after their workout or getting an IV on a massage chair.

We believe we have the best gym staff in Baltimore and enjoy a ton of fun in our events, workshops and speaker series. We love to entertain in our gorgeous spaces, while our members bring the vibe and energy and help us grow with their support and vital feedback.

Why Towson?

It's 20 minutes outside Baltimore, with a median age of 44 and core age between 20 and 54. The largest portion of the population of 320,000 is college-educated, about 60 per cent are homeowners and the median household income is approximately US\$90k a year.

There are a lot of families, private schools, hospitals, businesses, universities and just a great community.

Who owns the business and how is it funded?

Coppermine Fitness and Greenberg Gibbons own it, with investors in California.

Where are you in terms of growth?

We started the concept from scratch, but took care to streamline and execute quickly and effectively.

We learned quickly from our members what we were doing right and what we needed to work on.

As we approach our anniversary on 19 March we're sailing more smoothly. We've brought in new system software, created standard operating procedures and figured out our roles and responsibilities.

We made mistakes and hit a few bumps along the way, but – knock on wood – nothing earth shattering. As we build our membership we keep creating programming, but we'll never be content and will continue to innovate to be bigger and better.

Our goal is to perfect this flagship, make our investment back and then build more.

Is it profitable?

This was a US\$3.2m project, so we're working on paying back investors and turning a profit.

We'll break even at 475 members, but we have a graduated rent, so the goal is 1,000-1,500. We're aim to be over 500 by our anniversary in March.

► **What's your development pipeline?**

We're already looking at other locations in Maryland and considering other states and cities.

What kind of pandemic have you had?

It's taken a while for people to come back to our Ride classes (cycle) as many have Pelotons, but they're coming. Our strength bench (from Technogym) has differentiated us with our Ride+ Strength programme.

We noticed that people missed community – the high fives, the 'saving a mat' and smiles welcoming them into a club that really cares about their happiness and wellness. They've started to come out of their basements and back into the club and it's been amazing to see the growth.

Do you employ your staff?

We employ staff both full-time and as independent contractors. In addition to the programme directors, we have about 10 coaches per studio, a full front desk staff, a personal training director and personal trainers.

We have a three-strong management team and a marketing arm that oversees all the Coppermine Fitness locations. I do most marketing as well as customer retention on our CRM system from Hapana.

How did you choose your suppliers?

We consider Technogym our partner and look for more to come as we expand the brand. The quality, design and technology, along with

mywellness just spoke our love language and we have all their equipment in our open gym, from cardio to machines to the outrace piece.

Our goal is to onboard all of our members on all the amazing sessions and programmes they can do, plus how to use the data to track their journey and help them with their fitness or recovery goals.

The Skill Line is so functional and real, you feel as though you're outside. The Yard has a grittier feel, but is so well designed with such sleek equipment that it offers the best of both worlds – form and function.

We have the group cycle bikes with the immersive virtual wall which we couldn't wait for our members to see when we opened our doors.

We decided to think outside the box and add the Skill Bench right next to the bike in our Ride+ studio to add that element of strength, as we designed our club during COVID, so having the bike and bench at each station meant members could go from one to the other.

The feedback on the ride and strength combo has been amazing.

How is the US fitness sector faring?

The US is starting to change, with a lot of clubs – large and small – offering recovery, as we're doing.

There are boutique studios, big box gyms and High-Volume-Low-Cost operations out there with only one modality, but we're seeing more clubs like ours opening up, offering a choice of studios under one roof – just like food halls. It makes a great one stop shop.

The Mine was a US\$3.2m investment

We're seeing more clubs like ours opening offering a choice of studios under one roof – just like a food hall





PHOTO: THE MINE

What can the US government be doing to support the sector?

We keep our eye on what the government is doing.

We just joined IHRSA and are going to support their PAC (Political Action Committee) and see how we as a company can get more involved.

What do you find rewarding about your work?

The Mine was my passion project and when the team brought me in I became immediately obsessed with building a beautiful space with killer studios, passionate coaches and all the extras, so members could meet like-minded people who value wellness and movement.

I go in every day, jump in a different class, get a good sweat, then head to the lounge and open up my laptop. I have meetings throughout the day with potential partners, corporations that want to do team-building events and vendors who want to offer their products to our members. I also interview potential staff and coaches who want to work for us.

Who do you most admire in the industry and why?

When I went to the Club Solutions Leadership Retreat last year it was amazing to hear the passion from owners, managers and trainers

It was refreshing to sit with my peers and colleagues and hear how we can better serve our communities to help everyone live a longer, more functional life by making the right lifestyle choices and having a place to go to get guidance, help, plans and just overall education.



The club focuses on its welcoming ethos

PHOTO: THE MINE

Our fitness and wellness sector is one of the most motivated industries I've seen and I'm happy to be a part of it.

As far as brands are concerned, I've always been a fan of Equinox, The Well, Goop, Well and Good and studios such as Rumble and Row House...brands that create great communities and share stellar information with customers.

What are your dreams?

To grow The Mine and also lend my hand to further education and contribute to publications, while also working for other like-minded brands. I love to travel and see what operators in other countries are doing, so I can stay ahead of the curve in terms of what's happening in fitness programming, recovery, wellness, data trackers and apps, retreats and the overall hospitality boutique and luxury fitness business. That's my lane and I'm staying in it. ●

13 – 16 APR 23 Exhib

Fit

For a strong and

Built by



In the business of
building businesses



Exhibition Centre Cologne



GLOBAL FITNESS

healthy society.



fibo.com

Life Fit Group refinances and buys Fitness Loft

German fitness operator, Life Fit Group, led by Martin Seibold, has snapped Loft Holding GmbH and its fitness brand Fitness Loft. The company has also announced it has gone through a refinancing process by way of increasing its existing bond facility.

Life Fit has a wide range of businesses within its portfolio, spanning all parts of the market from the Full-Service-Best-Price (FSBP) segment, through to boutiques. It's also the master franchise partner for

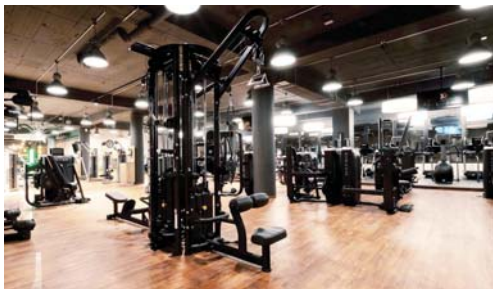


PHOTO: FITNESS LOFT

Fitness Loft's 27 locations across Germany join the Life Fit portfolio



PHOTO: LIFE FIT

The Fitness Loft studios fill geographical gaps in the Life Fit portfolio

Martin Seibold

Xponential Fitness brands such as Pure Barre and Club Pilates in Germany.

Fitness Loft joins the company's other brands, Fitness First Black and Fitness First Red, Smile X, In Shape, Elbgym, Barry's and The Gym Society.

"The Fitness Loft studios fill geographical gaps in the Life Fit portfolio and increase our

portfolio in the full service best price segment to over 50 per cent," says Martin Seibold, chief executive of Life Fit Group.

The company has highlighted that FSBP operations are among its most profitable.

More: http://lei.sr/6t8u7_H

Netflix gets into fitness with Nike Training Club

Nike has partnered with Netflix to stream 30 hours of Nike Training Club (NTC) workouts across all territories in ten languages. The first part of the series launched early in the new year with five training programmes – the rest will be landing throughout 2023.

They are: Kickstart Fitness with the Basics (13 episodes); Two Weeks to a Stronger Core (seven episodes); Fall in Love with Vinyasa Yoga (six episodes); HIIT & Strength with Tara (14 episodes); and Feel-Good Fitness (six episodes).

Overall 90 Nike workouts of different lengths, catering for all fitness levels, will be on offer to Netflix's 223m members worldwide. The workouts will span yoga, strength and high-intensity genres and Nike master



PHOTO: NETFLIX

Netflix will be streaming Nike Training Club content worldwide

trainers Joe Holder, Kirsty Godso and Betina Gozo are among the dozen of athletes leading the sessions.

Netflix first launched in Canada in 2010 and since then has expanded into 190 countries. The streaming platform's strong original programming set it apart from its competitors, but it is also expanding into other areas such as wellness.

Netflix also launched a partnership with Headspace in 2020 – also a Nike collaborator in the health space.

Netflix is not the first subscription-based channel to partner with a fitness platform. In 2021 Fiit's content deal with Sky led to 20 per cent of Fiit users accessing workouts on Sky Q.

More: http://lei.sr/5Y2S3_H

Treharne takes back the helm at The Gym Group

Richard Darwin is stepping down from his role as CEO of The Gym Group (TGG).

He has spent the past seven years leading the low-cost gym chain – a period during which the UK business has grown significantly, from 63 to 229 gyms nationwide.

He will remain available to support the company until July 2023. John Treharne, TGG founder, will take up the reins as executive chair while the company searches for a new CEO.

"It's been an honour to help

The Gym Group grow into a nationally recognised presence in affordable fitness over the last seven years, first as CFO and then as CEO," Darwin said.

"I'm extremely proud to have navigated the business through the



PHOTO: THE GYM GROUP

This is the right time to step down, TGG is a great business with enormous potential

Richard Darwin

pandemic, developed the brand and put in place a first-class management team which is capable of taking on this next phase of growth.

"For me, this is the right time to step down; TGG is a great business with enormous potential."

More: http://lei.sr/b9B9B_H



PHOTO: THE GYM GROUP

Treharne founded the group in 2008

Pure Gym Arabia launches first club in Dubai

Pure Gym Arabia, the franchise partner of Pure Gym Group in the Middle East, has opened its first club in Dubai.

The launch of the Nad Al Sheba club is part of the company's plans to open more than 20 gyms across the UAE.

Facilities at Nad Al Sheba include a spacious and well-stocked free weights area, cardio zone and cycle studio.

Workout classes, personal training and a women-only area are also provided, as well as more than 220 pieces of equipment.



PHOTO: PURE GYM

The opening of Nad Al Sheba is part of plans to open 20 new gyms in the UAE



PHOTO: PURE GYM

The UAE was an obvious choice to continue our expansion
Humphrey Cobbold

These include battle ropes, plyo boxes and TRX areas.

"Opening our first gym in the United Arab Emirates marks a significant milestone in our company's growth and we're thrilled to bring our unique approach to fitness to the people of UAE," said Susan Turner, CEO of Pure Gym Arabia. "We're committed to providing our members

with the best possible experience and we can't wait for them to see what we have in store for them."

"Following our openings in Saudi Arabia over the last year, the UAE was an obvious choice to continue our expansion," said Humphrey Cobbold, CEO of Pure Gym Group.

More: http://lei.sr/a4g3Q_H

Third Space creates first Hyrox programme

Chris Stanton, master trainer at Third Space, has revealed a new training programme designed to prepare members to compete in Hyrox events.

The move follows growing interest from members in taking on the Hyrox challenge.

"We noticed that a lot of our members were preparing for the events and were starting to talk to our trainers about support, so we tapped into that need", Third Space CEO, Colin Waggett told HCM.



PHOTO: THIRD SPACE

We spoke to Hyrox, who were pleased to cooperate

Colin Waggett



PHOTO: HYROX

Third Space released the first-ever Hyrox training programme on 16 January

The bespoke programming has been developed in-house by Stanton. Programmes started on 16 January for a 12 week period, culminating in an in-house competition on 17 April.

Hyrox events will then take place in London on 30 April and 1 May, with the World Championships being held in Manchester in May.

"We spoke to Hyrox who were pleased to cooperate providing entries for qualifying Third Space members," said Waggett, "so we'll be officially using their name in relation to this programme. It's fantastic to be able to lead the charge"

More: http://lei.sr/4U4M6_H

Mike Farrar: sector must be 'at the heart' of NHS



PHOTO: UK ACTIVE

Farrar said the sector is angry over the lack of government support

In his first speech as chair at UK Active, Mike Farrar said the physical activity sector must be "at the heart" of the NHS, the care system, the education system and the workplace.

Speaking at UK Active's Strategic Partner event – which brought together the NHS, health, fitness, local government and sport sectors in London on 17 January – Farrar said it was time for the physical activity sector to meet the needs of a bigger group of customers in UK society.

He described six ways the sector can improve the healthcare system. These include making rehabilitation routinely part of the pathway for stroke, cancer and musculoskeletal conditions, improving the effectiveness of drug therapies,

We're pushing for every patient on a waiting list to be given access to physical activity support

Mike Farrar

supporting eating disorder charities and scaling social prescribing.

"We're also pushing for every patient on a waiting list to be given access to physical activity support to avoid them being unfit for treatment," he said.

Farrar also described the sector as "angry and frustrated" at the lack of financial support from the government for the Energy Bill Relief Scheme.

More: http://lei.sr/n4s9C_H

Storm LDN to raise £2m – plans 10 studios

Storm LDN, a community-supporting boutique boxing gym based in London, is gearing up to open a £2m seed-funded round from 9 February.

Currently with one site, in Queen's Park, the raise will support the company's growth to six studios by Q2 2024. Further scaling to ten locations – which will be self-funded through profit reinvestment – will bring the number of clubs to ten by the end of 2025. Two 4,000sq ft sites in Farringdon and Canary Wharf have already been selected and the intention is to launch these clubs by the end of 2023.

Storm LDN was founded in 2021 by Joe Channer – who is also CEO of global consulting and technology solutions company



NOT REEKS' CLOTHING

We wanted to create a self-sustaining model fuelled by enterprise

Joe Channer

Delta Capita – and Dembo Jobe, a former amateur-level kickboxer.

"We wanted to create a self-sustaining, transformative model fuelled by enterprise, without the traditional reliance on funding," said Channer.

More: http://lei.sr/z5c8a_H



PHOTO: STORM LDN

Storm LDN was founded in 2021

Longevity concept based on reverse ageing

Longevity, an omnichannel startup providing longevity products, services, education and advice to subscribers, has launched a digital platform and will open its first club in Milton Keynes on 1 February.

The second location is due to launch in North London in March and a third shortly after. Longevity intends to open ten UK clubs in the next 12 months. Veteran fitness industry leader Neil King – whose previous role was CEO at Energie Fitness – co-founded the company



PHOTO: JAMES WOOD VISION

A CGI design of the second Longevity club, which is set to open in March 2023



PHOTO: NEIL KING

We're going to challenge the whole concept of ageing

Neil King

with Alister Rollins, founder and CEO of Move GB. Rollins has taken the role of chair while King is CEO.

King says Longevity will commercialise the science and technology of age reversal, under a B2B2C business model that combines the scalability of a tech business with a venue-based health club called Longevity Lounges.

The goal is to reduce a members' biological-age and "provide members with the tools to age younger."

"We're not only going to provide a solution which slows down and reverses ageing, we're going to challenge the whole concept of ageing," said King.

More: http://lei.sr/S9w4e_H

Fitness First's Red Monday gets 1,000 members

Fitness First's annual Red Monday campaign, which ran across the UK on 16 January 2023, increased visits by a third and resulted in sign-ups from a thousand new members.

Member attendances during January are 13,000 a day, on average, across all 39 clubs, but Red Monday brought in 17,885 – a 32 per cent increase.

The fitness chain has run a Red Monday campaign for the last ten years on the third Monday



PHOTO: PINE-SOFT / SHUTTERSTOCK

The Red Monday campaign brought non-members, friends and family into clubs

in January, to motivate members and expand its consumer base.

Residential clubs, such as St Albans, Bedford and Milton Keynes, reported an attendance increase of 17 per cent on the day. However, it was the chain's city-based clubs – which had been hit hard by falling member numbers due to the pandemic – that benefited the

most. Red Monday saw 5,000 city club visits, a 78 per cent increase to 2022.

"We're delighted by the impact of the campaign and the results from our city-based clubs are particularly promising," said Fitness First's head of marketing, Anne-Laure Kujawski.

More: http://lei.sr/n9V3G_H



UNIDENTIFIED / ANNE-LAURE KUJAWSKI

We're delighted by the impact of this year's campaign
Anne-Laure Kujawski

Xponential to open first BFT franchise in London



PHOTO: BODY FIT TRAINING

Body Fit Training (BFT) will open in London in February 2023

Xponential Fitness will open its first Body Fit Training (BFT) franchise in London in February in Queen's Circus, half a mile from the new Battersea Power Station development which will be home to Third Space, Boom Cycle and BMF when complete.

The BFT studio will be led by personal trainer Charlie Hendrie and – as is standard with the BFT format – will provide 50-minute functional, strength, cardio and conditioning-based classes across 13 workout programmes.

"We believe BFT offers something very different from other boutique fitness studios," Hendrie told HCM. "We'll make it our goal to create an exciting fitness community of people who get the results they desire."



PHOTO: BODY FIT TRAINING

Current demand indicates the company could reach 150 locations within a few years
Cameron Falloon

BFT's first UK club launched in Leicester in September 2022.

BFT Founder, Cameron Falloon, who sold to Xponential in 2021, said the company is aiming to grow its franchised business to 150 locations in the UK in the space of a few years.

More: http://lei.sr/S7Y3k_H

JOIN W3FIT in 2023

Premier hosted buyer event connecting owners and operators from Europe's top health, fitness, and leisure clubs and hotels with executives from global supplier companies innovating the fitness industry through pre-scheduled one-on-one meetings, education, and networking.



W3Fit EMEA

**10–13 October 2023 •
Le Méridien Lav Split, Croatia**

Le Méridien Lav, Split a stylish, modern, luxurious resort perfectly located to explore the Croatian coast. Situated 8 km south of Split in Podstrana on the Dalmatian Coast, Le Méridien Lav, Split, enjoys a beautiful beachfront setting with fantastic sea views across to the city and surrounding islands. Its elegant guestrooms, wide choice of restaurants, spacious meeting space and, a world-class spa make this five-star resort the perfect choice for W3Fit.



Well organised and hosted event that will undoubtedly become a showpiece networking event for the fitness industry going forward. Excellent breadth of suppliers which will likely lead to exciting new partnerships for us.

Buyer: Adam Watson, Nuffield Health



As a supplier, getting quality time with industry buyers is key, and W3FIT certainly provided that. Three days packed full of meetings and networking opportunities with new and existing customers has left me with lots to follow up on. Would highly recommend it.

Supplier: Luke Januszek, Escape Fitness



: CONTACT US

David Zorb Jenkins

Co-founder, W3Fit EMEA

+356 99448862

david@weworkwellevents.com

www.weworkwellevents.com • www.w3fit.com

Sport England denies it's lost track of £1.05bn

A report issued by the UK Parliament's Public Accounts Committee (PAC) has accused Sport England of losing track of how £1.05bn in grants have been spent since 2016 and only accounting for £450m.

It claims Sport England distributed £1.5bn in grants in the five years starting 2016-17, "but only knows which local authorities this funding went to for £450m of this spending".

Sport England, responding to HCM's request for comment, denied the claims, stating that many of the issues and recommendations raised by the PAC report were debated within the hearing.

It shared several challenges to the PAC's views and stated that it is "inaccurate for the committee

We invest public money responsibly and transparently, recording and publishing data on all grant recipients

Sport England

to suggest we do not know where our investment goes", confirming that every pound is accounted for.

"Activity levels were at record highs across England before the pandemic," Sport England said. "Sport England invests public money responsibly and transparently, recording and publishing data on all grant recipients – including location data right down to postcode level," it said.

More: http://lei.sr/Q9M9u_H



PHOTO: SPORT ENGLAND

Sport England funds grassroots exercise

Tanni Grey-Thompson joins energy support fight

The damaging effect of the energy crisis due to government inaction and the impact on the health of the UK population saw Tanni Grey-Thompson lobbying the government in the House of Lords recently.

Grey-Thompson said the current state of the UK's health and wellbeing was a "real barrier to levelling up" and that it should be of "grave concern" to the government.

"More than 20m people in the UK have a problem related to musculoskeletal conditions, keeping many out of work or on waiting lists, and my Lords this is just not good enough," she said.

"There's no doubt that the energy crisis is putting significant



PHOTO: UK ACTIVE

Grey-Thompson said the energy crisis is putting pressure on the fitness sector

pressure on the physical activity sector and research from Deloitte and IHRSa, the Global Health and Fitness Association, which has been highlighted by UK Active, shows that by supporting the workforce to be active we can generate up to £17bn a year more for the economy."

The government recently scaled back its support for businesses

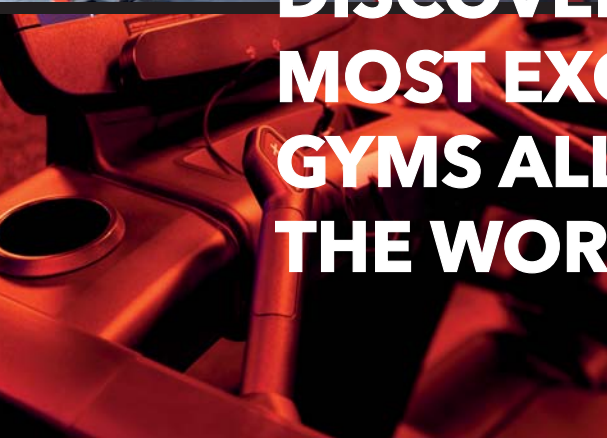
battling the energy crisis, capping it at £5.5bn from 1 April 2023. The previous scheme from 1 Oct 2022-31 March 2023 was £16bn.

Despite pool closures already occurring, the sector has failed to be classified as an Energy and Trade Intensive Industry (ETII).

More: http://lei.sr/d8c9w_H

The current state of the UK's health and wellbeing is a real barrier to levelling up

Tanni Grey-Thompson



**DISCOVER THE
MOST EXCITING
GYMS ALL OVER
THE WORLD**



**DOWNLOAD
THE E-BOOK AND
GET GYMSPiRED**

 **LIFEFITNESS**
FAMILY OF BRANDS



We're focused on moving Core Life into the most affluent cities globally: London, Paris, New York, Los Angeles, Dubai, Singapore and Tokyo



New clubs will open in major cities around the world





PHOTO: CORE LIFE/AIN INVESTMENT HOLDINGS

Core welcomes guests to experience a total wellness offering



PHOTO: CORE LIFE/AIN INVESTMENT HOLDINGS

JUSTIN MUSGROVE

Exclusive lifestyle company, Core Life, has ambitions to expand to affluent cities around the globe. Its CEO speaks to Kate Cracknell



PHOTO: CORE LIFE/AIN INVESTMENT HOLDINGS

The team chose Woodway, Watson and Life Fitness for the Core Fit gym

What drew you to Saudi Arabia in 2019?

Before the move I'd spent five years as CEO of The Bannatyne Group, overseeing a £50m refresh of its estate, to great effect.

I was keen to finish the job we'd started, but in 2019 Duncan [Bannatyne] decided to rein in the investment. Meanwhile, I'd been headhunted by Leejam Sports Company, the largest health club operator in the Middle East, so I went out to visit them, got the red carpet treatment and found Saudi to be an intriguing, exciting place.

The planned transformation programme for the Kingdom – called *Vision 2030* – meant there was already a colossal amount of investment and development going on, with so-called 'giga' projects such as Neom (www.neom.com) coming to fruition that are truly like something out of science fiction.

That was really exciting to see, as was the fact that one of the main pillars of the





- Vision 2030 strategy relates to getting the nation fit, healthy and productive. Saudi has one of the worst diabetes and obesity records in the world, but already the direction of travel for the nation was changing in so many ways.

And yet the gym industry, led at the time by Leejam with its 140-plus locations, was still very much in its infancy. Moving to Saudi felt like a great opportunity to experience a different culture and at the same time bring some of my experience to the Middle East, running the first and only listed gym business in MENA.

And so it proved: my two years in charge of the Fitness Time brand for Leejam were both enjoyable and a great learning experience, particularly in respect of working with the investment community and the market and steering the business through COVID – which, I have to say, Saudi handled incredibly well – and coming out strongly on the other side.

What's the fitness market like in Saudi now? It's changed massively in just a few years.

When I arrived in 2019, in some ways it reminded me of the UK in the 80s and 90s, with the explosion in gym memberships and high subscriptions. There were fewer than 500 chain gyms across the Kingdom at that time and the market was dominated by a small number of operators, notably Fitness Time and Bodymasters. The focus was on

We'll open Core Beach next – a resort with villas, a beach club, restaurant, gym and spa – with a mountain sanctuary called Core Retreat after that

bodybuilding – functional training was nonexistent – and there was no music in the gyms. Men and women were generally segregated, although the first women's gym had opened in 2017.

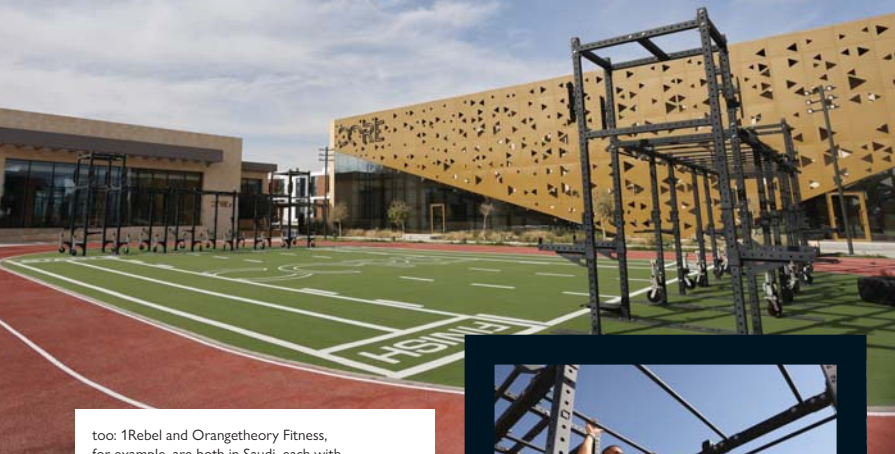
Now there's music in most gyms, training styles have evolved, and I'd estimate the number of gyms to have at least doubled, including the entry of High-Value-Low-Price (HVLP) brands such as Pure Gym, Activ, Fitness Time Xpress, Gym Nation, Be Fit (from Armah Sports) and B-IT – the sister brand of Core, the exclusive lifestyle brand I've led as CEO since June 2021.

Meanwhile, although big box has dominated for 10–15 years, Saudi now has boutiques



PHOTO: CORE (EQUAN INVESTMENT HOLDINGS)

Core has some of the only mixed-sex clubs in Saudi Arabia



too: 1Rebel and Orangetheory Fitness, for example, are both in Saudi, each with separate outlets for men and for women.

Fitness Time is still market leader, although it's now having its heels nibbled by competitor brands arriving in the market, but I don't see cannibalisation happening. It's all incremental growth.

Where do you see it heading?

In the next two to three years, I fully expect the number of clubs to quadruple compared to 2019, with membership getting up to 10 per cent of the population – around 2.5 to 3 million members – by the end of 2030.

There are a few important factors shaping the fitness sector here, the first being that approximately 60 per cent of the Saudi population is under 34 years-of-age, and nearly 80 per cent is under 44. Even at our exclusive clubs, members are in their 30s and 40s, which makes having a family offering very important.

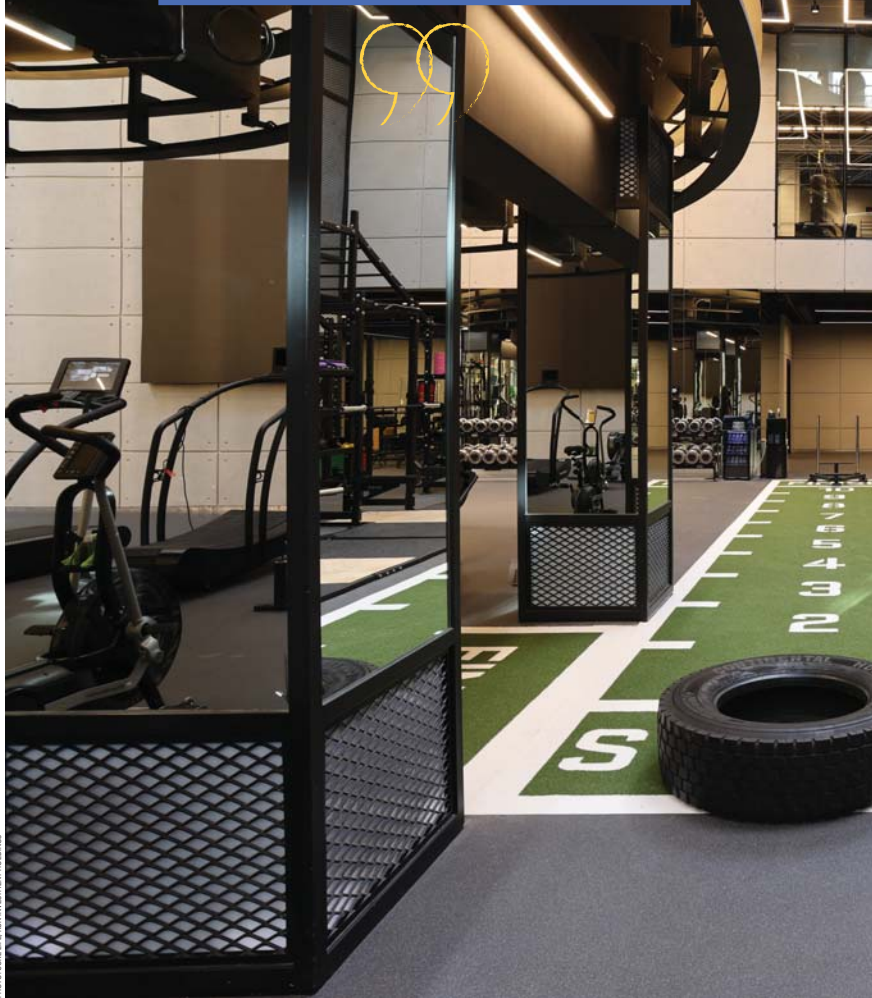
The second, with the number of clubs still fairly small, is the relative importance of location over factors such as price. Price points remain inflated compared to other markets – monthly



fees in the HVLP sector sit at around £40–55 a month, for example – but what people are really looking for is a gym at the end of their road. That said, it's in the Saudi culture to look for a good deal, so it's very promotion-led over here.

The third difference is really interesting and something I haven't seen anywhere else, even in the UAE. Saudis like space, so you have to look carefully at club density. In the UK, a low-cost gym measuring 1,500sq m might cater for

Core Life's members are high achievers who want to perfect all aspects of their lives. We're here to support that





Most people work out with PTs, while private gyms are also available



Customers expect low densities and won't tolerate crowds

4,000–6,000 members. In Saudi, hit 2,500 members and you'll be getting complaints. They really don't like to be in each other's laps in the gym.

So you're now CEO of Core...

Core Investment is owned by Kun Investment Holding. Its consumer-facing brand – which I head up – is Core Life. Founded in 2020, it's the vision of Sheikh Abdullah Kamel and has a mission to improve quality of life for high achievers and high net worth individuals.

Core Life spans a number of verticals, the first being Core Social Wellness Clubs of which we have four: two in Saudi and two slightly smaller clubs in Egypt. We also have two Encore restaurants, while our third vertical – operating under the Core Residences pillar – is hotels and retreats. We'll open Core Beach in April 2023 – a resort with 20+ villas, a beach club, restaurant, gym and spa – with a mountain sanctuary called Core Retreat next in the pipeline.

The fourth vertical is Core Adventure and Excursions, with a beautiful motor yacht that people can hire for a day, a week, a month, and which we've used to host things such as yoga retreats and an Elemis 'ladies' day'.

We're also looking at piloting a new medical pillar and are still defining exactly what that might look like, but we're talking about things such as gene testing, drawing heavily on the latest science. And finally, Core activewear is also in development; we have a co-branded partnership with Lululemon already but wanted to go one stage further and create our own range. ▶



Many of our clients have their own trainers and gym at home and their own chefs. So they come to Core for the exceptional experts we employ

► Tell us more about Core Social Wellness Clubs.

There are still no official mixed gyms in Saudi, but at Core we've been allowed to create the country's first mixed communities: one in Riyadh's diplomatic quarter – a secure and highly international zone within the city – and one in a highly affluent area of Jeddah. Our customer base is a fairly equal balance of men and women.

In terms of the facilities themselves, let's take Riyadh as the latest evolution, having opened in December 2021. There's 13,500sq m of social wellness club, a huge, opulent space with luxurious fixtures and fittings, as well as stunning art that's drawn from the personal gallery of our chair.

In the gym, we've hand-picked what we believe to be best-in-class products – Woodway

treadmills, Watson benches and dumbbells and anti-gravity treadmills from Woodway, for example. The focus is on delivering one-to-one, in-person contact rather than connecting with apps and technology. I still believe this to be the key in our sector, with people and programming supported by, not replacing, technology.

We also have two private gyms with dedicated parking, reception areas and an access elevator for members who require privacy and exclusivity.

A beautifully designed spa offers 4,500sq m of luxury with a mix of holistic and tech-based treatments. This includes a number of Oriental therapies, for example, and also cryotherapy chambers, oxygen treatments and a Lymph Press (pneumatic compression pumps and garments), as well as hydrotherapy and contrast

Core Residences allow members to live on-site and embrace the wellness lifestyle





PHOTO: CORE LIFECOM AND STYLING: MADISON

Luxury designer finishes have been used in all areas of the club

therapies. There's also an exquisite tea lounge for spa guests to use before and after treatments..

Our Encore restaurant serves Eurasian cuisine and is open to non-members. Two boardrooms are available for our Platinum members to use at their leisure. There's also an olive grove courtyard and a cigar lounge. Also within the parameters of the club are 10 luxury villas.

We have a kids' club, called Core Kids, because as I mentioned earlier, family life is very important for our members. At the weekends and in school holidays especially, we have cooking classes where we teach the kids to cook things such as really healthy cupcakes. We also offer swimming lessons and classes in the studios. We focus on fun while also getting the kids fit and inspiring a healthy lifestyle.

All our members benefit from valet parking and a concierge service, with our personal guest relations team members each looking after just 10 members.

International visitors who are members of the top clubs in their countries tell us they've never seen anything like Core. It's a very special product that's been beautifully designed and executed.

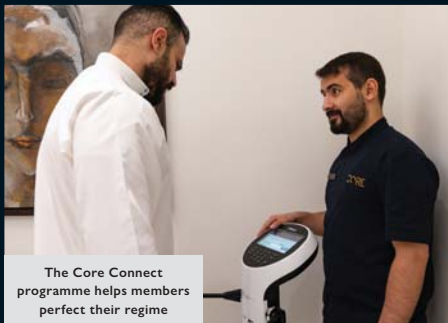
Can you explain the social element?

At Core, it isn't just about the facilities. The social element is also incredibly important... the people, the events, the trips, the yacht.

For example, we recently did a hiking excursion in the Taif mountains, taking 50 members and 15 of our fitness trainers and spa staff. We hiked for two hours and found a plateau in the mountains where we created a 20-station yoga class. When we got back down, our chefs had organised a barbecue.

We do cycling excursions, too, once again accompanied by our team of fitness guides, and we're hoping to introduce celebrity guest speakers – people such as Jay Shetty, author of Think Like a Monk (www.thinklikeamonkbook.com) – to talk about topics such as mindfulness. We're not afraid to invest in bringing some of the world's top speakers in to inspire our members and help them improve their lives.

We're also looking to hand-curate trips for members to visit special places such as Tuscany and Ibiza, with itineraries that blend fitness with relaxation – things to stimulate the mind – and with fine dining in highly exclusive locations and with the finest chefs. ▶



The Core Connect programme helps members perfect their regime

► How do you approach wellness at Core?

We have three grounding pillars – mind, body and soul – which I know everyone says. The difference at Core is not only that each element of the offering is world-class, but also that they're all connected. It's about the whole experience.

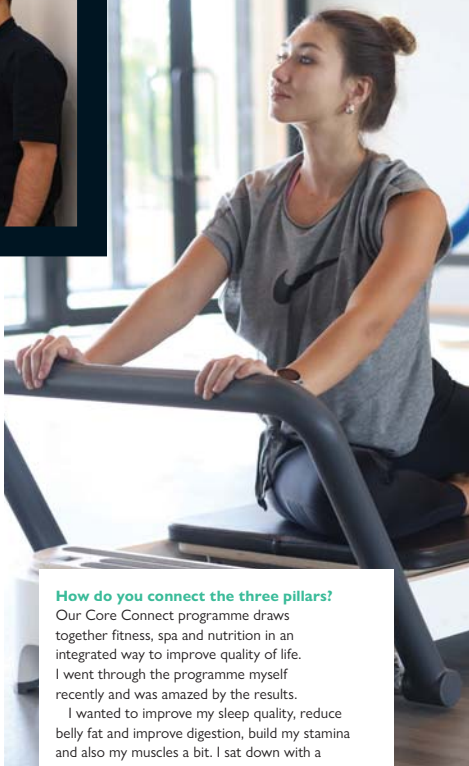
'Mind' centres on our spas, where we use techniques such as biohacking to enhance recovery and complement the fitness journey.

Moving onto 'Body', it's about fitness, which is the backbone of our business. But the way we do it is important, because many of our clients already have their own trainers at home, their own home gyms, their own chefs. So they come to Core for the exceptional talent we employ: the world-class trainers, the experts in biomechanics, the specialists in rehabilitation and recovery. We set the bar very high when it comes to recruitment and pay for the best.

Most members have personal training as part of their membership. Go onto the gym floor and the majority of people will be under instruction.

Moving onto 'Soul', it's about healthy, enjoyable cuisine. It isn't about dieting, but about doing things that subtly improve your habits, so you're more successful in achieving your goals. It's about having somebody – like our in-house nutritionists – to help you enjoy good food.

As you can imagine, our members are high achievers with their own businesses and they're often already fit and eating well. But they still have aspirations for improvements, even if sometimes it's marginal gains. That's their mindset: they want to perfect all aspects of their lives. We're here to support that.



How do you connect the three pillars?

Our Core Connect programme draws together fitness, spa and nutrition in an integrated way to improve quality of life. I went through the programme myself recently and was amazed by the results.

I wanted to improve my sleep quality, reduce belly fat and improve digestion, build my stamina and also my muscles a bit. I sat down with a fitness specialist, nutritionist and spa manager and they formulated a programme for me.

Nutrition-wise it was subtle but technical, tweaking what I was eating without putting me on a diet or counting calories. Fitness, we identified my weak points and worked on those while I got my body fat down to be able to build muscle. And then in the spa, they designed a few treatments to complement what I was doing in the gym.

All the way through, I had to report back on various measures, with the experts sharing notes

We're also keen to introduce holistic lifestyle gatekeepers – coaches who have oversight of nutrition, fitness and spa and who overlay an element of mindfulness



In addition to the spa, Core also offers mind/body classes such as Pilates

to fine-tune things and keep me progressing. And after three months, my body fat was below 15 per cent, I was more muscular and I was sleeping well. My quality of life box was well and truly ticked; we're hearing the same from most people who do the programme.

It's exciting to be able to measure the impact we're having on people's quality of life and we'll continue to develop this programme. We want to enhance the technology we use to track progress and liaise as a team, for example, and we're also keen to introduce some sort of holistic lifestyle gatekeeper – a coach who has oversight of nutrition, fitness and spa and who overlays an element of mindfulness to improve the headspace of our busy members.

Ultimately, Core Connect is about improving quality of life, focus and productivity. Our members view us as a sanctuary, but they also want the time they spend with us to be productive.

Tell us about membership fees

Our highest tier is Platinum, which costs 115,000 riyals – around US\$30,000 – a year. In Jeddah, 40 per cent of members are on this tier, giving them unlimited personal training, a couple of spa treatments a week, a couple of barber services or hair appointments a month and access to some preferential services such as VIP parking, use of the boardroom and use of the private gym and studios. They're also allowed to bring their partner to share these benefits.

Gold membership costs 55,000 riyals a year (£12,000) and gives you four personal training sessions a week, plus two spa services and a hair or barber appointment each month. And then Silver – 40,000 riyals (£8,700) in Jeddah and 30,000 in Riyadh (£6,500) – is access only. You have to pay extra for personal training, spa and so on.

Importantly, though, ours is an exclusive community and it's really important that we

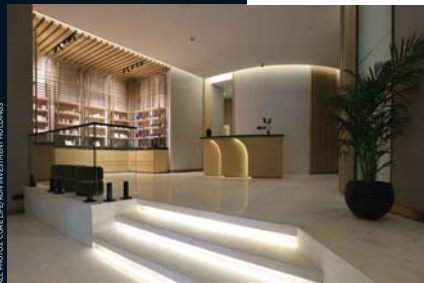


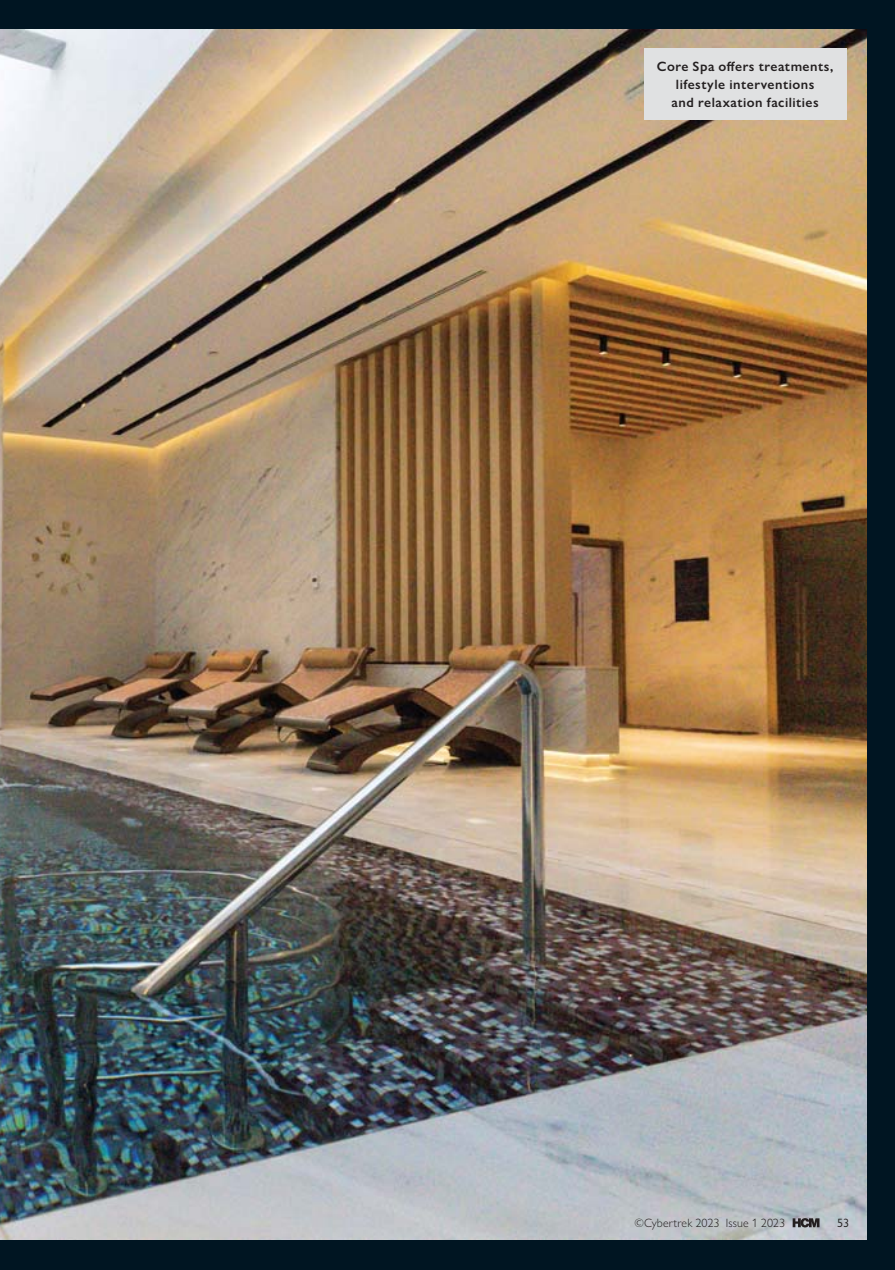
55

Our members are highly influential people within the Kingdom: their decision to adopt a healthy lifestyle will potentially influence millions of Saudis and ex-pats



Biologique Recherche is among the brands on offer at Core Spa



A photograph of a modern spa interior. In the foreground, a swimming pool with a blue and white mosaic tile bottom is visible, with a stainless steel handrail leading into it. Along the back wall, four wooden lounge chairs with orange cushions are arranged. The wall behind the chairs is made of light-colored marble and features a large, abstract clock face. To the right, a wall with vertical wooden slats and a ceiling with horizontal wooden slats and recessed lighting are visible. A dark wooden door is on the far right.

Core Spa offers treatments,
lifestyle interventions
and relaxation facilities



Core Courtyard sits between the spa, gym and restaurant

► protect that, so we have a selection committee that approves applications to join our clubs. It isn't necessarily about your wealth but about being the right fit: we want our members to have a positive influence on the community at large.

We will also limit numbers to retain a sense of exclusivity. When we first launched our Riyadh club, for example, we had an aspiration of having 1,000 members. We now feel capacity may be lower than that to protect the exclusivity of the club.

We currently have just 700 members across our two Saudi clubs, including their partners where relevant. However, it's important to recognise that these are highly influential people within the Kingdom: their decision to adopt a healthy lifestyle will potentially influence millions of Saudis and ex-pats.

What are your growth plans for Core?

In spite of the huge investment, after just one year of operation, the concept is being proven and we're close to breaking even in Riyadh. Once we also have our standard operating procedures fine-tuned, we'll move ahead with our growth plans.

We're primarily focused on moving Core into the most affluent cities globally: London, Paris, New York, Los Angeles, Dubai, Singapore and Tokyo. Each city will have just one Core Social Wellness Club, with a total of around 10 globally.

We were hoping to secure a location in London recently, but it didn't happen so we're once again searching for the right real estate, looking at areas such as Mayfair, Chelsea and Knightsbridge where some of our members have property.


Each club will be tailored to the location and type of real estate you find in each city, but the whole Core concept is designed for an international audience: 80–90 per cent of it will simply be lifted and placed in each new location. I hope to have launched in three more cities in the next two years and in most of the places on our list within the next five.

You mentioned B-IT as a sister company?

Alongside Core, Kun Investment Holdings also owns HVLP fitness operation B-IT, which operates as a sister company to Core under separate management. Launched in 2021, it's in the high-value-low-price segment in Saudi, with 24 clubs already open, another eight under construction, a further 40 to open in 2023 and 40 more in 2024. At that point, Kun Investment Holdings has ambitions to list the company.

It's one of the fastest-growing gym chains globally: assuming it stays on its planned growth trajectory, it will be the second largest in the Kingdom by mid-2023, overtaking Bodymasters.

Interestingly, the B-IT management team has plans to take what we've learned with Core Connect and



I believe the industry is now worthy of a seat at the table, because we're givers – we contribute to society. In return, we need government incentives and preferential terms

The Encore Restaurant and Encore Tea Lounge deliver the F&B offering

translate this for the HVLP segment. Kun believes connecting the dots between fitness, wellness and nutrition can be done through technology and partnerships: fitness through In Body analysis, nutrition through an app, wellness through a partnership with a local spa. There would then need to be some sort of augmented reality to ascertain the member's quality of life aspirations and track their progress towards them, as well as collating results across the membership to prove the big picture impact of the programme.

I think that's aspirational and innovative for a low-cost gym chain that charges around £55 a month and will be a strong retention tool in a market where members tend to stay for three months before going off to try the newest competitor.

What are your plans personally?

I ultimately see myself returning to the UK, although there's no particular timeframe at the moment. At that point, I'd like to give something back in the shape of more non-exec work; I'm already working in an advisory role with Stance Fitness, a tech start-up with hardware and software that measures strength and weight training

and recently won support from Techstars.

I also believe we still have work to do as a sector to persuade governments and world organisations of the role our industry can play in the future of every country. It's why I've been an active member of the Global Health and Fitness Alliance (GHFA) – a group of industry leaders who've been working tirelessly since the start of the pandemic to powerfully and materially highlight the value of the fitness industry to society at large, including producing a report in collaboration with Deloitte China, called *Economic Health and Societal Wellbeing: Quantifying the Impact of the Global Health and Fitness Sector*.

I believe we've already made huge strides in reducing the cost of access to fitness: US\$10 a month at Planet Fitness in the US, for example, and £15 a month for some budget gyms in the UK... it's now so accessible. I know Saudi is still pricey, but even here prices will come down as access rises.

And that's why we need a seat at the table, and why I believe we're now worthy of it. Because we're givers. We contribute to society. But in return, we need government incentives and preferential terms. We need support. ●

More: www.corelife.fit

SPONSORED

Technogym celebrates
its 40th anniversary
year in 2023



BEACON OF EXCELLENCE

The University of Portsmouth has partnered with Technogym
to unveil the state-of-the-art Ravelin Sports Centre Gym

Resistance equipment
includes Technogym's
Pure Strength line



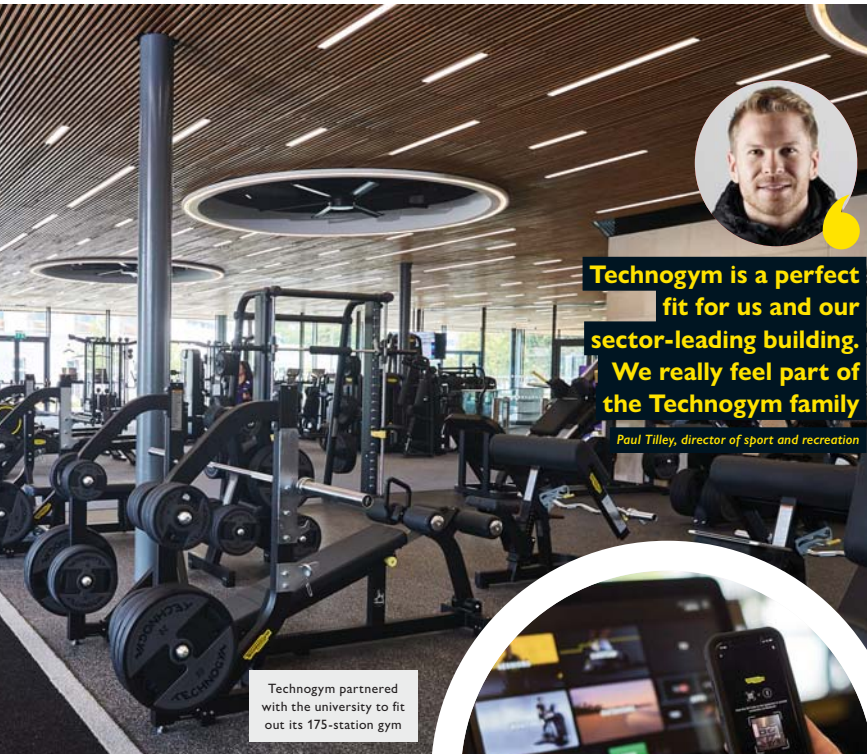
The University of Portsmouth is a dynamic, forward-thinking university with ambitions to be the top modern university in the UK.

The all-new Ravelin Sports Centre building is a multi-purpose site open to staff, students, and the local community. Along with teaching facilities it contains a 175-station Technogym gym, studios, climbing wall, ski simulator, a 25m pool and an eight-court sports hall.

The University of Portsmouth's priority is providing a quality education experience to its 25,000 students, which includes supporting student welfare and wellbeing throughout their time in higher education.

Investment in the campus and in student services is vital to achieving these visions and ambitions. The new sports centre and gym will encourage active lifestyle participation, support elite athletes in their goals, and help members of the community improve their fitness and wellbeing.

The new sports centre is an outstanding facility with a focus on sustainability, a diverse and accessible range of facilities and state of the art equipment. Situated at the heart of the campus which is itself in the centre of the city, it serves as a welcoming beacon for participation in physical activity.



Technogym is a perfect fit for us and our sector-leading building. We really feel part of the Technogym family

Paul Tilley, director of sport and recreation

Technogym partnered with the university to fit out its 175-station gym

Fully-equipped Technogym gym

The University worked in partnership with Technogym to design and equip the new space. It features 175 stations, with the most cutting-edge equipment Technogym offers, including Technogym Bike and Bench, Skillrun and Skillmill, Skillrow format and Skillbike format. The cardio area is complete with the full Excite Live cardio range with its motivating content and large digital displays. Resistance equipment includes Technogym Pure Strength and Selection lines. The project makes great use of Technogym's most advanced digital solutions, including mywellness app and the Group Cycle format for classes and on-demand content.

Long-term partnership with shared values

The sports department at the University is committed to delivering an outstanding student experience in sport, whether that's encouraging first-time users of the gym or supporting elite athletes in



The gym is used by students, staff and the community

ALL PHOTOS: TECHNOGYM



Students use the gym to break up their week and work on their wellbeing



These facilities will support existing students and encourage future students to study with us

Bernie Topham, deputy vice chancellor and chief operating officer

ALL PHOTOS: TECHNOGYM

The university is committed to providing the best student experience



TECHNOGYM



The variety of options is encouraging users to try new things

► competition. Charlotte Doyle, deputy head of sport explains why partnering with Technogym was significant to this ground breaking project.

"It's important we align with companies with similar values," she says. "Technogym is committed to wellness in everything it does, and we knew they could support us in our goals."

Paul Tilley, head of sport and recreation, agreed that the University's long-term partnership with Technogym enables it to deliver excellence and offer the highest standards to students, staff, and the community.

"Technogym offers us close support across many areas, including technology, marketing, customer feedback and equipment mix. This includes the best solution to meet our needs and it's a perfect fit for us and our sector-leading building. We really feel part of the Technogym family."

Enthusiastic feedback from across the student body

Since it opened at the start of the new academic year, feedback for the Ravelin Sports Centre gym has been enthusiastically positive. Users report being amazed by the facility's equipment mix and innovative



The gym is also used by elite athletes for high-level training



ALL PHOTOS: TECHNOGYM

technology offered by Technogym's equipment. Students in particular are delighted their University partnered with a forward-thinking and technology-led provider such as Technogym. Having such an incredible facility in the heart of their campus is helping connect students and bring valuable structure to their days.

Finlay Morgan is a sport and exercise science student. He's been enjoying the high-tech nature of the equipment. "The Technogym kit is really advanced," he said. "The interactive displays help with motivation and I like being able to challenge myself against my friends. Technogym Bike is great for intense training, the display really helps me get the most out of my session."

It's not just sports students who are enjoying the new gym facility. Engagement is high across the whole student body, proving that the centre is helping tackle serious issues such as student loneliness by giving students a feeling of connection, whether they're on or off campus. The quality and variety of facilities is encouraging students onto campus and motivating them to try new ways of engaging with fitness and sport.

Leah Lewis is an international business student who thinks the Ravelin gym is world-class. "I absolutely love the gym, the equipment is so accessible with easy

instructions and digital content," she said. "We've got equipment I've never seen before! I like coming to the gym to let off steam and get a break from studying, as well as keeping fit on all this amazing equipment."

Blending tech and sustainability

The new sports centre is built to the highest standards of technology, innovation, and sustainability. The University hopes it will welcome a million visitors a year including around 8,000 members per year.

Bernie Topham, deputy vice chancellor and chief operating officer, is immensely proud of the unique new facilities. She explains how the new sports centre helps the university support its students and the wider community.

"We have a high performing sports and exercise programme, and these facilities will support existing students and encourage future students to study with us," she said. "The new sports centre also helps us play our part in making Portsmouth a healthier place to live. We work closely with residents and key partners there, and also use the facilities to train young people who will go on to careers in helping others." ●

More: www.technogym.com

The last three years have been challenging, with no letup in sight, but while hard times are seldom enjoyable, we emerge stronger, wiser, more resilient and grateful – if a little bruised. Kath Hudson asks industry entrepreneurs what they learned from their career low points

Life
Lessons

TOUGH TIMES

Cobbold has been leading Pure Gym since 2015



I shouldn't have been as angry for so long and I shouldn't have blamed people around me as much as I did

Humphrey Cobbold

Pure Gym: CEO

One afternoon I was unceremoniously fired from Wiggle, the private equity-owned company I'd devoted my life to for the best part of five years. I walked in that day as a CEO and walked out a nobody. There were differences of opinion between myself and the private equity owners, but I didn't think they were terminal, so when they delivered the coup de grâce I was shocked. In hindsight it wasn't completely out of the blue, but it felt like it at the time and was very upsetting.

There was a real risk it would derail my career. Important people around London knew I'd been ejected from my role and when a community like the private equity industry knows that, everybody questions why.

Handling the aftermath of these situations is really important and I decided to be completely open. I didn't go around shouting about it, but I didn't hide the fact I had been taken out of a role I thoroughly enjoyed and that I'd put my life and soul into. I hope being open about the experience has made me look, and actually be, more human. CEOs are often criticised for being aloof, so to be considered more human is probably no bad thing.

For three to five months, I was a pretty angry man. If I could give my younger self

some advice, I would say take it on the chin and move on – life's too short to spend it angry with the world. Although there's a natural period of anger when something like that happens, I shouldn't have been as angry for so long and I should not have blamed people around me as much as I did.

The experience taught me humility. When you've been pretty successful in life and get knocked like that, you feel brought down to size. On reflection, that's no bad thing for anyone. I also learned about the emotions people go through when they are relieved of their responsibilities, or go through a major change, so I hope it has helped to inform me when I've been on the other side of the table. I hope I now behave in a humane and reasonable way in such situations. They're never easy but empathy based on lived experience probably helps.

The cloud had a silver lining. It made me reflect on what I really wanted to do and I'm incredibly grateful because I found Pure Gym during that time and have ended up building a more successful business. I now believe bad things can happen which can lead to good things.

Despite the pain, I learned some important life lessons which I wouldn't be without. Events happen outside of your control, but the real question is what you do next to improve things for yourself and those around you. Always do the best with the circumstances you find yourself in.



PHOTO: PURE GYM / JAMES MCCALLEY

Pure Gym is globalising its estate and growing organically and by acquisition



Phillip Mills

Les Mills: executive director

As any club operator will attest, fitness is a very tough business. We've battled through recessions, debt mountains and countless failures – our global PT licensing business, several clothing firms and three separate nutrition companies have gone under. Struggle has been a very real and regular part of our journey and often it's been a battle just to keep the lights on.

The most difficult time was after our family gym business was publicly listed in 1984. It was taken over by a group of investment companies in 1987, a month before the global stock market crash. All the investors went broke and I bought our company back in pieces from different liquidators. I borrowed about NZ\$10m and although I bought cheaply, that was an awful lot of money in those days.

For the next six years, I had to figure out ways to keep paying the bills from week to week while I paid down the debt. I was so burnt out I became pretty depressed, put on 10kg and wasn't exercising. It took my partner Jackie to grab hold of me and say "Philly, you've got to get a grip."

Day by day, week by week, my team and I had to come up with new ways to generate cash and improve the business. After Jackie and I spoke about my health, I set myself some goals and one was to make my way up to A-Grade tennis. Of course, I never made it past the Whangarei Open, let alone Wimbledon, but within a year I



The most important thing you learn is that resilience is essential if you want to be around long enough to make a lasting difference

lost most of the weight, the depression lifted and the business turned a corner.

Working closely as a team we learned dozens, maybe hundreds of things that ultimately made our business better. Many of them we've codified into our Group Fitness Management education experience, which we've delivered to thousands of clubs around the world.

Since then, I've worked through three more global crises – the pandemic being the toughest. Each crisis is always awful, but after you survive the first, you know you can do it again. There's nothing like hardship to bring the best out of us.

I'd love to have been able to learn those lessons without the pain, but that's not real. You have to live through it to learn. We've made more mistakes than I care to count over the years, but you take your chances, you learn from them and you go again. The most important thing you learn is that resilience is essential if you want to be around long enough to make a lasting difference. Kia Kaha (Be strong).

You have to live through the pain to learn, says Mills

Rasmus Ingerslev

Partner and chair: Barry's Bootcamp
Nordic AB and Lenus eHealth

Having built a number of businesses over the last two decades, I've experienced my fair share of good and tough times. I lost 95 per cent of my fortune in the 2008 financial crash and had to start again from scratch.

My gym chain Repeat didn't survive the harsh trading conditions of the pandemic, which was mentally very challenging.

Much of the resilience needed and the lessons learned happened very early on, when we were establishing Fitness DK, in the early 2000s. We secured two sites in close proximity to each other, which were scheduled to launch one year apart, but because of a delay caused by the landlord, one overran and they ended up launching simultaneously, making it difficult to build the membership fast enough to minimise the initial loss on operation. As a result, we were bleeding financially and close to bankruptcy.

I looked at the cost structure to see where we could make savings, and we had significant costs for rent, equipment leasing and to the bank. With new budgets and forecasts, I went to the landlords, bank and equipment suppliers and asked to freeze our payments for a few months and pay later once the clubs were established. They all said yes, allowing us to turn the

business around. It made me realise the importance of relationships. If you enter negotiations respectfully and look for a win: win, then you're more likely to get a favourable outcome.

Another learning was to secure yourself legally and to have respect for the things you don't know much about. Our problem had arisen because we didn't secure ourselves sufficiently with the contract. The landlord's delay ended up as our cost – we weren't the root cause of the problem, but we had to foot the bill. The experience came at a cost but I'm still grateful for it. Although it's important to be friends, make contracts as if you are enemies, because if you ever have to look at them you may well be!

Good times and hard times are cyclical and this too shall pass. But don't bury your head in the sand: work hard and do your best. When the good times come back, remember the lessons from the tough times. Make sure you have money in the account, or access to debt before you need it. And, if you're in a position to help someone, do it – it might be you asking for the favour tomorrow.



PHOTO: RASMUS INGERSLEV



*If you're in
a position
to help
someone,
do it: it
might be
you asking
the favour
tomorrow*



Ingerslev's Repeat gym chain in Denmark didn't survive the pandemic

PHOTO: REPEAT CLUB

John Treharne

The Gym Group: exec chair

I'm in my fourth decade of working in the sector and one of the things I've learned through the course of my career is that it moves in cycles. Times get tough and then you come out of them. I've been through a number of challenging periods: the 90s recession, the City falling out of love with the sector and the 2008 financial crash. Much of the time it's circumstances outside of the sector's control which makes doing business difficult.

I'm naturally optimistic, but I've also learned to keep calm: there's no point in panicking. Interest rates once rose to 18 per cent – I could have given in – but then they came down. Energy prices will eventually come down too. Although I predict the sector will have to become more sustainable, as this is important to our members.

I was fortunate to have the great mentorship of a chair who drummed

PHOTO: GYM GROUP



**Challenges
also bring
opportunities.
Times get
tough and
then you come
out of them**

some important lessons into me. It was both these and the experience of the recession in the 90s which informed the development of The Gym Group. Firstly, always put the customer and their needs front and centre. We created a low cost, high quality, 24/7 model because our research told us that's what people wanted.

Secondly, the people who work for you are the key to your success: reward them properly and let them do their jobs with minimal interference. I've never been a fan of a highly centralised business.

Challenges also bring opportunities. The low cost sector benefited from the economic climate of 2008 and this will happen again now. There will always be demand for good quality at an affordable price and I also believe in the resilience of our sector. People can eat, drink and watch films at home, but to access the experience we offer – the buzz of a class, lifting free weights and running on a treadmill – they have to go to the gym.

When things get tough, there's no point in panicking, says Treharne



Steve Bradley

Fitness4Less and Topnotch Gyms: director

I joined the industry in 1991 and although there were always everyday issues to deal with, generally the industry was on an upwards trajectory and times were good. Then the 2008 financial crash hit and all of a sudden, as a young operations director, I realised I wasn't going to hit my targets or get my bonus and also that my job wasn't even guaranteed. What's more, I was managing a team of people who were worried about losing their jobs and many of our members were in a similar position.

As a director I realised I had to put my own fears to one side, motivate myself, reassure and motivate my team, and get them to do the same for our members. This same mindset has got us through the tough trading conditions of the last few years. And the experience of the financial crash made me develop mental resilience and learn to be more agile and decisive in business.

Back in 2008, I told our sales staff to look for the people who were trading down from the top end clubs to the mid-market and emphasise our value-for-money proposition. We're doing the same now and resurrecting our mid-market brand, Topnotch Gyms, to take advantage of the trading conditions. More recently, we've ripped out all the hot tubs in our clubs: people didn't want them after COVID and they're costly to run.



If I could say something to my younger self it would be not to fret too much and face challenges head on

If a club is under performing I'm better, and faster, at making the difficult decision to close it, or move it in another direction.

If I could say something to my younger self it would be not to fret too much. Face the challenges head on and include as many people in the solution as possible – not just board members but ask the opinion of managers, even if it's not about their club. Ask staff for feedback – the young ones have a different perspective and usually grew up in the area, which helps to embed the club in the community. The tough times have also made me appreciate the value of our workforce, who have consistently stepped up to do stuff outside of their comfort zone for the greater good.

NEW DIRECTIONS

A number of key health and fitness and wellness trends for 2023 have been unearthed by new insight published in the latest edition of the *Mindbody and Classpass Wellness Index*, as Megan Whitby reports



Over 17,000 US consumers were quizzed by researchers on their health, fitness, exercise and wellness priorities and habits as part of the new

Mindbody and Class Pass Wellness Index 2023.

This annual report is conducted by the fitness and wellness industry tech businesses to forecast the top trends for the year ahead.

This year, Mindbody and Class Pass condensed the findings into five key areas to watch, identifying woman-power, community, nature, wellness and longevity as areas that currently resonate most powerfully with consumers. Read on to find out more...

● You can view the report online at www.mindbodyonline.com

35 per cent of women aged 18-50 structure their workouts around their menstrual cycle



WOMAN POWER

Big female energy: The year of the woman

Whether it's going to a female-only gym or optimising the body's hormonal shifts, Mindbody reported that the data clearly showed American women are tapping into their feminine power as never before.

39 per cent of women say they prefer women-only gyms or fitness studios, which may be why the number of women who experience "gymtimidation" has decreased this year.

For those who are too intimidated to work out in public, seeing more real and diverse bodies in fitness promotions helps. 24 per cent of women also said that wearing the right outfit (ie proper fitness attire or sportswear) makes them feel less intimidated – a trend that's particularly popular with Gen Z and millennials.

While periods used to be a taboo topic, talking about menstrual cycle syncing, or aligning diet, exercise and other lifestyle habits with the stages of the menstrual cycle is now becoming an increasingly mainstream topic. 35 per cent of women between 18-50 structure their workouts based on their cycle, with Gen Z and millennials most likely to do so.

The number of American women who say they're sexually fulfilled is also on the rise. This could be due to the growing number of women who actively seek to improve their sexual wellness with enhancement therapies, coaching or workshops and the like.



*Talking about
aligning diet,
exercise and
lifestyle habits
with the menstrual
cycle is becoming a
mainstream topic*

Consumers look to fitness and wellness businesses as a source of community

PHOTO: SHUTTERSTOCK/PIRATES

Strength in numbers: the rise of the wellness collective

According to the survey, the past few years have underscored the importance of connection in our day-to-day lives.

Consumers continue to look to fitness, beauty and wellness businesses as a source of community with nearly half (43 per cent) saying that community is a very important part of wellness experiences.

More than a third are likely to choose wellness businesses that are well known for their community-building activities, and nearly a quarter say they're more focused on their health and wellness as it makes them feel connected to other people.

Consumers who use integrative health services reported feeling more connected to their communities than those who don't. Similarly, the more active consumers are, the more socially connected they feel.

COMMUNITY



*The more active
consumers are,
the more socially
connected they feel*

From the ground up: going back to your roots

Respondents also indicated they're looking to reconnect with nature, with nearly 40 per cent saying they're embracing a more natural lifestyle.

Consumers are turning to nature, rest and the great outdoors to boost their mental health, with nearly 40 per cent saying they spend time outside to support their mental wellbeing, while 24 per cent do nature walks or forest bathing.

They're also looking to plants and herbs to reduce stress and improve cognitive function, with more than 4 in 10 Americans having either tried or being interested in trying adaptogens – mushrooms that can reduce negative physiological effects of stress – or nootropics – medical-grade supplements that can support brain performance.

The study found that millennials and especially millennial men are most likely to try these options for optimal health.



*Consumers are
interested in
trying adaptogens
and nootropics for
optimum health*

NATURE



Consumers are
turning to nature in
all areas of their lives

PHOTO: SHUTTERSTOCK/DAVIDELIN

WELLNESS



In almost every way, Gen Z and millennials engage with wellness more than their mature counterparts

Gen Z: 'The Wellness Generation'

Another big trend that kept presenting was that Gen Z and millennials require health and wellness offerings that feel connected, emotional and inclusive.

In almost every way, Gen Z and millennials engage with health wellness more than their mature counterparts, for example, they reportedly spend the most on fitness, salon, spa and wellness services and they're most likely to work out at least once a week and eat the daily recommended servings of fruits and vegetables.

These younger generations prioritise their mental wellbeing more than other generations, too.

Gen Z and millennials also expect wellness to be a part of the workplace, as they're more likely to say wellness benefits or perks are important when choosing an employer than other age groups.



Younger Americans are more likely to work out and eat healthily

LONGEVITY



PHOTO: SHUTTERSTOCK/GOODLIFE

Longevity: functional fitness for a longer, more fulfilled life

Encouragingly, the *Wellness Index* findings suggest longevity could become the 'new weight loss'.

Consumers report being less concerned with using exercise to control their weight and more concerned with living longer better. In fact, almost a third of consumers (29 per cent) say they exercise because they want to live a long and healthy life – a significant increase from last year.

One way consumers are optimising their health is functional fitness – a type of strength training that prepares the body for day-to-day activities such as squatting, bending, pushing and lunging.

More than half of general consumers engage in movement that prepares the body for daily living, with millennial men the most likely to do so.

Recovery is also a top priority, with nearly half (47 per cent) of Americans saying practices such as stretching and restorative yoga are very important to them.

More than one-third of general consumers have tried or are interested in trying ice baths, while over a quarter (26 per cent) of Americans practice biohacking for peak physical and mental performance. ●

Functional fitness that enables day to day living is growing in popularity



*Almost a third
of consumers
say they exercise
to live a long and
healthy life*

A man with a beard and numerous tattoos is shown from the chest up, wearing a grey tank top. He is in a yoga pose with his right arm raised high, palm facing forward. His arm and hand are covered in various black and grey tattoos, including a large floral design on the hand, a skull on the forearm, and a key near the shoulder. In the background, other people's arms are visible, also raised, suggesting a group yoga or fitness class. The setting is bright and airy, with large windows in the background.

**There's only
one studio
like yours.**

There's only one software like ours.

Everything you need to run—
and grow—your business.



To book a demo or learn more, visit uk.mindbodyonline.com

New entries for 2023 include balance and stabilisation training, stretch training and VR exercise training

Trending now

The ACSM has published its fitness trends survey results for the 18th year running, as Frances Marcellin reports



PHOTO: SHUTTERSTOCK / YELIZAVETA TOMASHEVSKA

Wearable technology is the number one worldwide fitness trend for 2023 according to the American College of Sports Medicine (ACSM), which has released a list of 20 industry trends taken from its annual survey.

Launched in 2006 and designed to help sector stakeholders make informed business decisions, this year's survey was sent to 125,940 people, including more than 32,000 ACSM-certified fitness professionals, with 3,735 (58 per cent women and 41 per cent men) responding from almost every continent.

The results were released in the article *Worldwide Survey of Fitness Trends for 2023*, penned by ACSM's past president, Walter Thompson, the lead author of the survey, and published in the *ACSM Health & Fitness Journal*.

Top ten trends are: wearable technology, strength training with free weights, body weight training, fitness programmes for older adults, functional fitness training, outdoor activities HIIT, exercise for weight loss, employing certified exercise professionals and personal training, as detailed in this HCM report, while trends making up the rest of the top 20 are:

core training; circuit training; home exercise gyms; group training; exercise is medicine; lifestyle medicine; yoga; licensure for fitness professionals; health/wellbeing coaching; and mobile exercise apps.

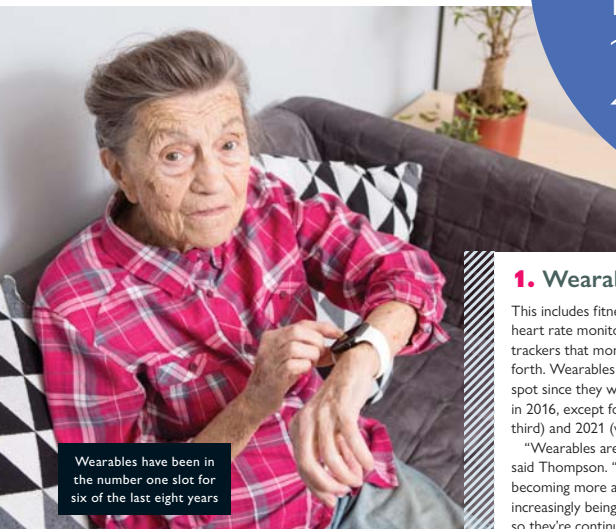
Thompson says trends that have disappeared from the top 20 for 2023 include online live and on-demand exercises classes (number nine in 2022) and online personal training which moves from 17 to 26.

New entries include balance and stabilisation training (in at number 23), stretch-based training (debuting at 36) and virtual reality exercise training (in at number 41).

ACSM also released a *2023 Fitness Trends from Around the Globe*, highlighting the top 20 fitness trends for Australia, Brazil, Europe, Mexico, Portugal, Spain and the United States.

The number one trend for Australia is fitness programmes for older adults; for Brazil, it's personal training; for Europe, body weight training; for Mexico, exercise and weight loss programmes; Portugal has licensure for fitness professionals in the top spot; Spain puts functional fitness in first position; and the US has wearable technology as its number one trend. www.hcmmag.com/ACSM2023

ACSM TOP TEN 2023



Wearables have been in the number one slot for six of the last eight years

1. Wearable tech

This includes fitness trackers, smart watches, heart rate monitors, GPS tracking devices and trackers that monitor sitting time, sleep and so forth. Wearables have been in the number one spot since they were introduced to the survey in 2016, except for 2018 (when they were third) and 2021 (when they came second).

"Wearables are certainly not going anywhere," said Thompson. "Not only are these devices becoming more affordable, but wearable data is increasingly being used in clinical decision-making so they're continuing to hold their appeal."

2. Strength training with free weights

This includes the use of barbells, dumbbells and kettlebells to improve or maintain muscular fitness. It dropped to number eight last year, but has become more popular over the last 12 months, bouncing back to the number two slot, so they are continuing to hold their appeal."

PHOTO: SHUTTERSTOCK / ALL BEST FITNESS IS HERE



Strength training is a major trend globally says ACSM

3. Body weight training

This activity uses bodyweight resistance to weight train. It first appeared on ACSM's trends survey in 2013 at number three and dipped to seven in 2020 and eight in 2022, but was in third position in 2021.

Body weight training is one of the most enduring categories



PHOTO: SHUTTERSTOCK / RAZA PRODUCTION

Operators can welcome older people by making thoughtful adjustments

4. Fitness programmes for older adults

This trend is coming back after being number two in 2007 and falling to 11 in 2017 and 2022. "People are living longer, working longer and desiring to remain healthy and physically active throughout their lifespan," commented Thompson.

He suggests older generations have more discretionary money, so fitness clubs can capitalise on this growing market. "Changing the atmosphere of gyms by adjusting the lighting and music to be more 'older generation friendly' during traditional slow times of day is the type of practice that seems to be catching on in commercial clubs," he wrote.

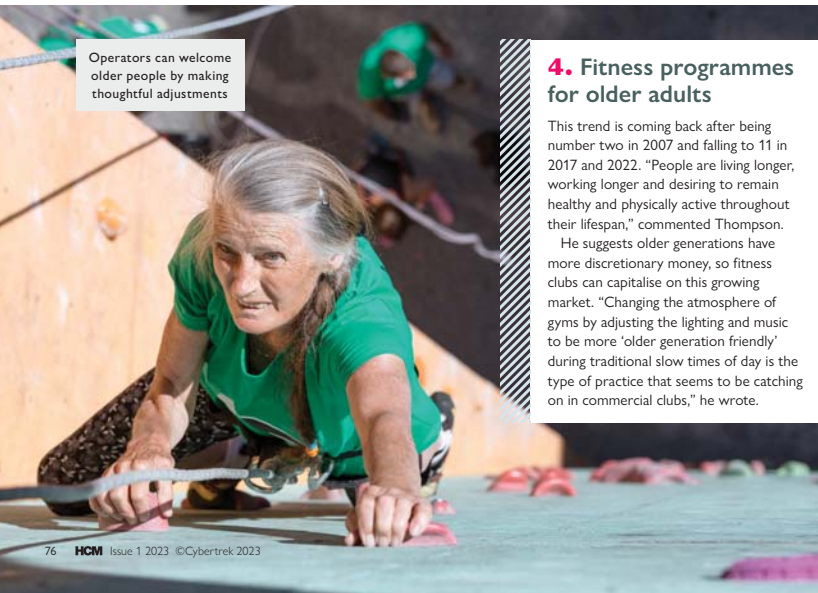


PHOTO: SHUTTERSTOCK / ALEXANDROV

5. Functional fitness training

This is defined as training to improve balance, coordination, functional strength and endurance to improve activities of daily living. Functional fitness first appeared in 2007 at number four and fell to number fourteen in 2021, so is making a comeback this year.

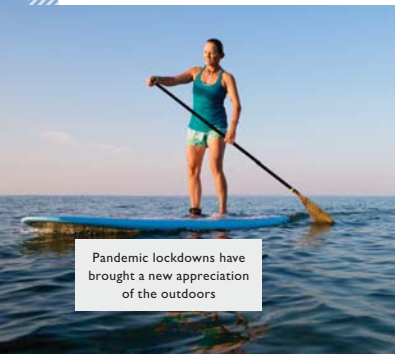


Preparing the body for what life throws at it is driving the growth of functional fitness

PHOTO: SHUTTERSTOCK / UTIMARPHOTO

6. Outdoor activities

Activities can include group walks, rides, paddle boarding, mountain biking and organised hikes, and can be day-long or multi-day events. "Perhaps because of pandemic restrictions, outdoor activities have become more popular," said Thompson. In 2021 this trend ranked in fourth place and in 2022 it was number three. It first appeared in 2010 in position 25.



Pandemic lockdowns have brought a new appreciation of the outdoors

PHOTO: SHUTTERSTOCK / LAROCK



HIIT, in all its variety, retains its popularity

PHOTO: SHUTTERSTOCK / JEFFREYSON

7. High-Intensity Interval Training (HIIT)

Last year HIIT dropped out of the top five for the first time, coming in at number seven. It was first between 2014 and 2018 and is still in this position. Sessions vary in format, but can include training with dumbbells and bodyweight, as well as cycling, stair climbing and other cardio options. ▶



8. Exercise for weight loss

Combined weight loss and exercise programmes have been a top 20 trend since the survey began in 2006. It was number five in 2022, but has dropped to eighth position for 2023.

"Perhaps because of the lockdowns imposed by COVID-19 and resulting perceived (or real) weight gain, exercise for weight loss made a comeback in 2022," wrote Thompson. "Most diet programmes recommend including some form of exercise."

Keeping a positive mental attitude to body shape is vital to mental health

PHOTO: SHUTTERSTOCK / ZHEKORIAN

9. Employing certified fitness professionals

"The importance of hiring certified health and fitness professionals through educational programmes and accredited certification programmes has remained a steady trend," said Thompson. "More certification programmes have become accredited by the National Commission for Certifying Agencies, allowing employers easy access to certification."

This trend first appeared in 2019 in sixth position, but was thirteenth in 2021 and 2022 before bouncing back this year.



Developing the professionalism of the sector is a major priority

PHOTO: SHUTTERSTOCK / JESPERHARRIS.COM VIA A

PT is of enduring importance
in spite of the emergence
of other priorities

PHOTO: SHUTTERSTOCK / JNO DOBOS / NCHAL BENABER

10. Personal training

Having been a top ten trend since the survey was first released, personal training continues to be popular; however, once at number three (in 2008 and 2009) it has dropped to ten.

"One-on-one training continues to be a strong trend as the profession of personal training becomes more accessible online, in health clubs, in the home and in the workplace," wrote Thompson.

ACSM TOP 20 2023

- | | | |
|--|---|---|
| 1. Wearable tech | 7. HIIT | 14. Group training |
| 2. Strength training with free weights | 8. Exercise for weight loss | 15. Exercise is medicine |
| 3. Body weight training | 9. Employing certified exercise professionals | 16. Lifestyle medicine |
| 4. Fitness programmes for older adults | 10. Personal training. | 17. Yoga |
| 5. Functional fitness training | 11. Core training | 18. Licensure for fitness professionals |
| 6. Outdoor activities | 12. Circuit training | 19. Health/wellbeing coaching |
| | 13. Home exercise gyms | 20. Mobile exercise apps |

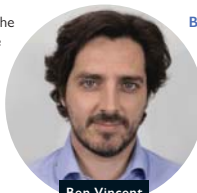
Raising the bar

Xplor Gym is an innovative new 'all in one' gym management software solution with a mission to free fitness operators from having to compromise on performance over features. Co-founder Ben Vincent explains how the company is aiming to set the new standard.



Xplor Gym is on a mission to raise the bar for gym management software in the UK. The current reality is that many fitness facilities must compromise on software speed and performance as a result of outdated technology.

That, coupled with complex and clunky workflows and dated user interfaces can make for a frustrating overall experience for staff and members alike.

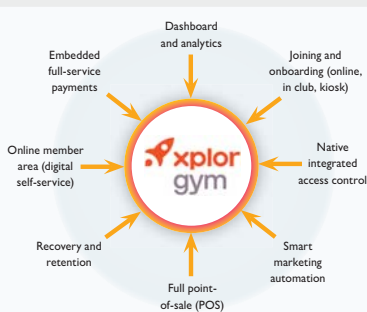


Ben Vincent

Best-in-class technology

Xplor Gym has been purposely engineered to disrupt the status quo, delivering new levels of speed, responsiveness, and simplicity to its customers. Built with best-in-class, smart performance technology, Xplor Gym has been developed to give fitness club operators exactly what they need to improve operational efficiencies, supercharge member engagement and grow – all without compromise.

**Fig 1: Fit for tomorrow:
A complete digital eco-system**



The key to agility – API-first

Following the last few years it's critical gym operators can respond to new trends or challenges faster and having access to technology that's designed for innovation and agility is a fundamental part of that. We've built Xplor Gym with an API-first approach, so our customers benefit from true flexibility, scalability, and the ability to adapt fast.

API-first means Xplor Gym is an open platform that can seamlessly integrate with the market's leading partners, including Technogym, Egym, Gympass, Fit Quest, and many more. This level of ultra-customisation enables our customers to build their optimal value proposition, helping them stand out from the competition and easily harness new revenue streams through the provision of additional services.

A new standard in resilience

Xplor Gyms' cloud-native architecture and state-of-the-art data centre allows the creation of better, stronger, tougher software that delivers



*If you're a club with big ambitions
and want a truly flexible solution
that will support your growth,
Xplor Gym is the solution for you*

Mike Garner, Evolution Fitness XL



Xplor Gym is a brand
new option for gym and
health club operators

superior operational resilience and data security to clubs of all sizes, from 150-member boutique gyms, right through to multi-site franchises.

Xplor Gym's smart, automated detection technology identifies and flags service issues in real-time, allowing us to ensure maximum availability for our customers. This, coupled with our robust release process with automated regression testing and team of QA experts, allows us to regularly deliver on our innovative product roadmap, ensuring our customers always benefit from the features they need without compromise.

Facilitating a superior member experience

At a time when some clubs are struggling to hire and retain staff, automation plays a crucial role in keeping members engaged. Xplor Gym includes advanced multi-channel smart messaging with powerful segmentation ability.

Its intuitive campaign platform is built with usability at the forefront and has been designed to reduce the time it takes to create, schedule and send campaigns. Having the ability to engage members through timely, meaningful communications allows operators to deliver a wrap-around member experience with little effort.

Pioneering an integrated payments experience

Its fully-integrated membership payments service leverages best-in-class technology to automate collections, facilitate a truly flexible payments



calendar and significantly reduce admin. Our expert team can deliver a fully-managed and personalised service, including managing member payment queries on customer's behalf.

"If you're a club with big ambitions and want a truly flexible solution that will support your growth, then Xplor Gym is the solution for you," says Mike Garner, director of Evolution Fitness XL.

"We're a fast-growing club and needed a future-proof all-in-one solution that could handle all elements of membership billing for us now and in the future.

"Since having Xplor Gym in place our collection success has improved considerably and we save hours of tedious admin every week, freeing us up to look after customers," says Garner. ●

More: See Xplor Gym in action with a free demo
Email: hello@xplorgym.co.uk
Visit: www.xplorgym.co.uk



Health professionals can refer patients living with a condition that would benefit from physical activity, reassured they will receive a high standard of care

Standard delivery

Quest has launched its Exercise Referral Standard to rubber stamp successful schemes, as Abi Harris reports

Leisure operators in the UK offering Exercise on Referral (EOR) can now have the quality and effectiveness of their schemes validated by Quest – Sport England's management improvement tool.

The new Exercise Referral Standard assessment can be taken standalone or as part of Sport England's Quest assessment process, which is designed to help operators demonstrate the positive impact they have on their local communities, while also strengthening their core operational standards.

The Quality Standard for Exercise Referral assessment was originally developed pre-pandemic by Right Directions in partnership with Suffolk Public Health, which had created a set of locally tailored operating standards for exercise referral schemes in collaboration with exercise

referral scheme leaders, health professionals and other key stakeholders across the county.

The first of its kind in the UK, the standard was developed to reassure GPs and health professionals that they can refer patients to take part in exercise in the knowledge that accredited facilities are delivering programmes that have been rigorously tested using real-world criteria.

Following a successful two and half year pilot, the standard has now been adapted into a module for Sport England's Quest.

Checking suitability

Phil Lown a senior Quest assessor at Right Directions, which manages Quest on behalf of Sport England as part of its Moving Communities initiative, explains, saying: "The Exercise Referral Standard

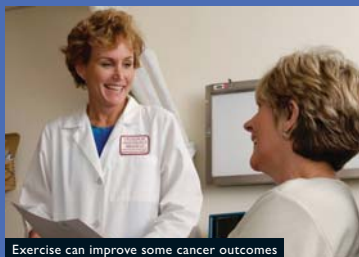


Exercise on Referral
can now attract
public sector funding

will allow facilities running exercise on referral schemes to challenge and check the suitability of the programmes they're running, analyse how they're using funding and demonstrate clear patient outputs. This 'rubber stamp' should also give operators the confidence to apply for further funding.

"Health professionals will no longer need to find solutions to embed exercise themselves; they can simply refer patients living with a condition that would benefit from physical activity to facilities that have achieved the Exercise Referral Standard, reassured they will receive a high level of care and a structured exercise programme delivered in a safe environment."

The standard aims to ensure exercise referral schemes are operating in line with the UK government's 2014 National Institute for



Exercise can improve some cancer outcomes

PHOTO: NATIONAL CANCER INSTITUTE/ANSA/ASA

What's happening?

- The industry is working to build partnerships with the health service to deliver exercise interventions to patients in gyms, health clubs and leisure centres
- In order for doctors to be able to refer patients they need to be assured that the services will be delivered in a safe and efficacious way.
- A new Exercise Referral Standard has been developed to drive staff training in this area and enable operators to skill-up to deliver exercise on referral and bid for funds to support this work

Why does it matter?

- The World Health Organization says US\$27bn a year could be saved globally by pursuing a strategy of prevention and focusing on wellbeing and exercise
- The Prehab4Cancer exercise programme in Greater Manchester found participants spend an average of 36 hours less time in hospital and 10 hours less in critical care, releasing 550 ward-beds-days and 146 critical care-beds-days
- The industry already delivers two thirds of the UK's cancer prehab and rehab interventions
- A study by Guy's and St Thomas's NHS Trust in the UK found cancer patients who followed a course of exercise ahead of surgery saw tumours shrink markedly
- The new Exercise Referral Standard is designed to increase capacity in areas of treatment, such as cancer, musculoskeletal, cardiac rehab, mental health and diabetes



Achieving this stamp of approval will help facilities grow their programmes and case for accessing funding



Abbeycroft Leisure's falls prevention scheme

- Health and Care Excellence (NICE) guidelines for exercise referral and behaviour change and that pathways are in place for exercise referral that's aligned to evidence-based principles and best practice guidelines; as well as local health and wellbeing priorities.

"The standard isn't limited to those offering exercise referral in a leisure centre, it's ideal for small, specialist community teams and exercise referral-specific projects, as well as specialist exercise referral teams who operate as independent teams within the community or within a leisure or health club facility setting," explains Lown.

The assessment can be carried out as a stand-alone accreditation or as part of Quest Plus at no extra cost and covers all elements of exercise referral across four key areas: scheme safety, scheme delivery (including governance), information sharing and scheme monitoring and evaluation. It includes observation of a practical exercise referral session, which could be anything from a specialist programme review or initial consultation to an exercise class, group gym session or induction.

Lown concludes: "Achieving this exercise referral stamp of approval will help facilities grow their

programmes by facilitating understanding of local referral processes, strengthening the local evidence-base on the effectiveness of schemes and, therefore, their case for accessing funding streams.

"Ultimately, it should ensure people receive high-quality exercise programmes tailored to their needs and make it easier for healthcare professionals to engage with schemes and for individuals to participate."

Putting into practice

Matthew Hickey is health and wellbeing manager at Abbeycroft Leisure and was involved in the original development of the Quality Standard. He explains: "We've had programmes running for 12 years now. They were originally self-funded by the client and some GPs and community teams were happy to refer into a paid service, however, the introduction of the standard has really joined the dots; providing us with the structure and credibility to move forward at pace."



PHOTO: SHUTTERSTOCK/MARIEKAMERIA

Medics can prescribe exercise, safe in the knowledge it will be delivered effectively

"We now offer funded patient pathways," he says, "supported by Suffolk County Council Public Health, West Suffolk NHS Foundation Trust, West Suffolk Council and the wider West Suffolk Alliance – all the local health bodies working together to support our work, simply because we're a trusted partner.

"We use the Exercise Referral Standard and Refer-All's software to demonstrate the outcomes of our Active Living programmes, which run across seven localities and we've secured an additional two years of funding" he says.

Steady expansion and increased funding

This set-up has enabled Abbeycroft Leisure to expand its scope, as Hickey explains: "Now our foot's in the door, we can keep it open, as we're front and centre of partners' thinking when it comes to anything else," he says. "We're having new conversations every week and have received further funding for Long-COVID support and working with MacMillan on cancer programmes.

About the Exercise Referral Standard

The standard covers all elements of exercise referral and is split into four assessment areas: scheme safety, scheme delivery (including governance), information sharing and the provision of information, scheme monitoring and evaluation. Here are some examples of areas of assessment. For a full list, go to www.hcmmag.com/assessguide

- The scheme is operated by professionals who hold relevant qualifications and have valid indemnity insurance
- It has a process for referral and ensures the appropriateness of that referral
- The scheme demonstrates effective management of risk
- There is a clear framework in place for the delivery of the exercise scheme
- Participants who fail to attend are identified and followed up and reasons for non-attendance are recorded
- Information is collected in line with a standard evaluation framework
- The collection of participant information and evaluation data is participant-centered and used to motivate behaviour change

"We now manage twelve centres on behalf of our local council partners and we're able to use the standard as a base point to externally assess and align all Exercise on Referral programmes across our portfolio," says Hickey. "From evaluation and feedback we can understand why one element scores an 'excellent' and another only a 'good', while recognising gaps in knowledge and creating a structure to put any changes in place, continually testing what we're doing to ensure it's still working effectively." ●
More: www.HCMMag.com/queststandard

Third Space is opening clubs in affluent residential areas of London



Everyone's talking about Tackling 2023

Rather than being the Roaring 20s, this decade has been a test of resilience so far. Will things change this year? Kath Hudson reports

While the UK was still grappling with a prolonged Brexit, along came a global pandemic and a war which has shaken Europe and the wider world, contributing to an energy crisis, exacerbating a cost of living crisis and tipping parts of the world into recession.

When we needed strong leadership in the UK, our Prime Minister was kicked out for partying – and lying about it – and his successor topped things off with a brief but fiscally calamitous term in office. Now on our third Prime Minister in a year, we're reaching the point where the government is starting

to claw back the financial help given over the past few years.

While still not officially being post-COVID, we're now dealing with the fallout from the pandemic. So what light is there at the end of this tunnel and how can we turn challenges into opportunities as consumers embrace health and wellness? We ask the experts.



PHOTO: THIRD SPACE

John Penny

Third Space: MD

One would like to hope this year will be better than 20/21, and build on the bounce back of 2022, but it really is difficult to tell.

However, being open to trade has to be a level up from being closed!

The dual impact of the cost of living crisis and recession is likely to make it difficult to recruit and retain key staff.

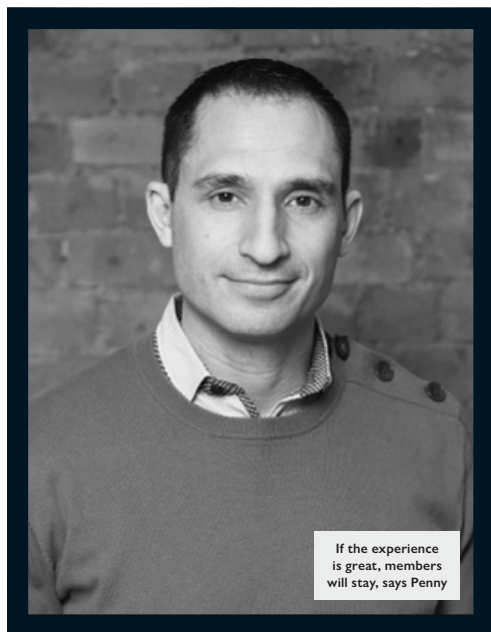
If the energy cost issue doesn't level soon, it will be a concern for many operators regarding cashflow, not just those with spas and swimming pools. Rising and unpredictable consumable costs will continue to make it challenging when it comes to managing margins, while increased construction costs will hinder plans for the future. Unfortunately, it's inevitable some brands will fall, but others will rise and make acquisitions.

However, although some consumers have less discretionary spend, there's a greater appetite for

wellness and a willingness to make cutbacks elsewhere in order to invest in fitness. COVID contributed to an enhanced awareness of mental and physical health and wellbeing. Some consumer reports indicate consumers may reduce their investment in keeping fit much less than in previous recessions and there might not be any reduction at all.

The industry has been made more resilient by the pandemic: leaders and managers have been forced to become more agile and collaborative in the face of continually pivoting change. The focus on staff and their wellbeing is set to make the industry more attractive as an employer and the innovation in digital services is set to continue.

Third Space will be continuing to focus on employee wellness and



If the experience is great, members will stay, says Penny

JOHN PENNY, CO-FOUNDER



It's inevitable some brands will fall, but others will rise and make acquisitions

satisfaction, so we can recruit and retain the best team members. We'll also retain an unrelenting focus on the member experience: if it's really good our members will stay. And we're pressing forward with our product innovation and new club pipeline with our ninth and tenth sites set to open in Wimbledon and the Battersea Power Station development in Q3 of 2023.



While there remains uncertainty, people are choosing to prioritise fitness

John Treharne

The Gym Group: chair

Going into 2023, we're feeling positive. There is undoubtedly uncertainty in the economic environment and increased financial pressure on households across the country, but against this backdrop, we remain committed to breaking down barriers to fitness with affordable and contract-free membership options.

The pandemic has highlighted the importance of fitness for both our physical and mental health, and we've seen an eight per cent increase in the average monthly visit per member to our gyms, when comparing October 2022 with the same month in 2019. I believe this prioritisation of exercise is not only due to the health benefits, but also the role of gyms and fitness centres

People are prioritising spending on gyms for health and community

to help to bring people together and create a sense of community.

Clearly higher energy costs will be a challenge for the sector, and operators are already adapting their facilities and opening hours to manage this. We'll monitor this closely, while continuing to roll out the energy saving measures we already have in place across our sites and remaining open 24/7.

We're passionate, sector-leaders in sustainability: the UK's first carbon neutral gym chain and have set targets of 50 per cent carbon reduction before 2030 and achieving net-zero by 2035.

The Gym Group's focus in 2023 will be consistently providing a great experience for our members, alongside the continued roll out of our expansion plan, reaching more than 300 sites by 2025. The last few years have shown how resilient the sector can be and while there remains uncertainty, we see that people are choosing to prioritise fitness, particularly affordable and flexible fitness.



PHOTO: THE GYM GROUP



The Gym Group is the UK's first carbon neutral gym chain

PHOTO: THE GYM GROUP

Some operators
have successfully
raised prices

Mike Hill

Leisure-net: founder

In the private sector, established boutique and budget gyms are likely to continue to do well in 2023, although we expect some middle market gyms to be squeezed, while for public sector leisure, this year looks likely to be harder than the last three.

As local authorities have their national government settlements reduced, some will be facing budget shortfalls and looking for savings in discretionary service areas, so it's likely leisure provision will see budget cuts in some areas, while operators are facing rising costs in energy bills and wages, along with the continued issue of attracting and retaining staff. The move towards net carbon zero for local authorities will be a particular opportunity for swimming pools, where energy usage is high and we will see effective cost-cutting going on in areas where operators are innovating in their energy generation.

In some ways COVID made the sector more resilient, but according to Sport England's data tracking tool – Moving Communities – most local authority operators are still

not back to pre-pandemic participation levels, although some have successfully raised prices to compensate for this reduction in volume.

Reports show a continued weakness is the perception of cleaning standards at some of our public sector leisure centres, with satisfaction levels still low compared with other service elements, so this is an area that can be worked on and improved in 2023.

Building stronger relationships with our health partners in the NHS is an exciting opportunity facing the sector, which would allow the fitness industry to access funding to deliver innovative projects in terms of rehabilitation and illness prevention.

There's a concern that during the next few years the NHS will be caught up with immediate fire fighting, rather than investing in activity programmes which will return on investment over the medium-to long-term, so we will need to navigate this carefully as a sector.



PHOTO: SPATTERSTOCK/ADAM CRAWLEY

PHOTO: LEISURE-NET



Building stronger
relationships with
our health partners
in the NHS is an
exciting opportunity

Older people need movement to be able to enjoy life

David Minton

LeisureDB: founder

Let me start with two opportunities which excite me, could transform the sector in 2023 and help it double in size. These are opportunities which a growing number of operators and influencers within the industry are getting behind.

Around 40 per cent of the population is over 50, with the older population now bigger than the working-age population. The Global Wellness Institute estimates healthy movement for this population to be a billion dollar business, which the fitness industry is currently missing out on.

The Baby Boomer generation is now the largest demographic, with more than 14 million people aged between 58 and 76, while The Silent Generation – aged 77 to 95 – is the wealthiest ever.

Both these generations need healthy day-to-day movement to enjoy their friends, grandchildren, pets and active travel. This personal incentive ensures loyalty and regular attendance. Recent research shows attrition rates among these cohorts to be less than half that of the more faddish 18- to 30-year-olds.

Appealing to this population needs a tweak in programming, particularly the provision of more social offerings, which can be made available during off-peak hours.

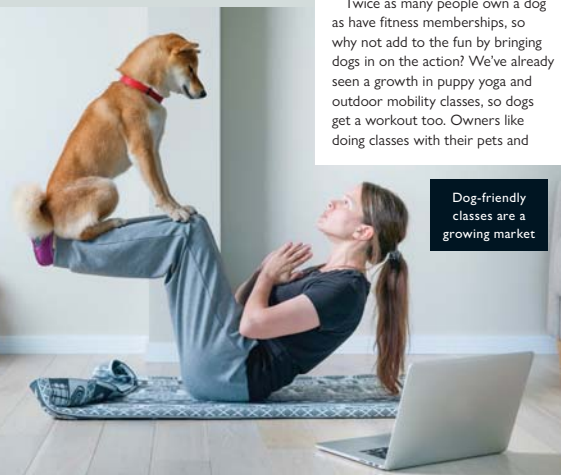
Twice as many people own a dog as have fitness memberships, so why not add to the fun by bringing dogs in on the action? We've already seen a growth in puppy yoga and outdoor mobility classes, so dogs get a workout too. Owners like doing classes with their pets and

Dog-friendly classes are a growing market

Healthy movement for older populations is estimated to be a billion dollar business

dog walking groups make sure everyone gets their 10,000 steps in.

Researchers at the Institute of Healthy Ageing have found dogs help to de-stress owners, along with delivering the benefits of being outdoors and in nature. Personally, I've joined the Ramblers Walking for Health group with my dog and have met many people who say they now only attend dog-friendly classes.



David Stalker

Europe Active: president

Navigating the months ahead is not so much about what we think will happen, but more about what we know must happen in order to survive. Right now we're a far cry from the roaring 20s we'd love to be experiencing, but the opportunity is still there to pivot and prosper.

Our weaknesses as a sector have historically been around a failure to seek out or embrace change, but just as our members can't progress in their journey of physical activity alone, we mustn't forget the importance of coming together as an industry in partnerships that offer more than the sum of their parts.

Europe Active's Sectoral Manifesto focuses on four collective priorities we must fully embrace at every opportunity in order to make a difference – these are improving community, health, digital and standards.

We need to deepen penetration into local markets – many of us have remained resilient by



PHOTO: EUROPE ACTIVE

'Better never stops' and the industry must innovate, says Stalker



Health as a focus over fitness is vital

reaching out beyond our immediate networks. This has proven that further effort as a collection of health partners will bring the biggest benefits for all involved.

Health as a focus over fitness is vital. Members and those who have never been to our gyms need support with their wellbeing more than ever before. We, as a sector, need to find ways of providing our services, expertise and community support to them inside and outside our facilities.

Digital integrations have proven we can meet communities wherever

they want to move and these integrations need to be readily available for the benefit of members.

The most valuable tech partners offer a community of likeminded individuals ready to compete in fun workouts and challenges, most importantly, in a positive atmosphere.

Not only does digital cement the customer journey in measuring effort, instigating positive behaviour change and forging new relationships, it can also offer much needed escapism through gamification, at a time when people are worried about their wellbeing – both in body and mind.

The concern is that operators will remain the same, hoping for better times, but there is growth to be had and using the above approaches, our operational standards will be raised.

Unprecedented times come with fear and uncertainty, but better never stops and our industry will continue to improve.

Consumers are looking for escapism through gamification

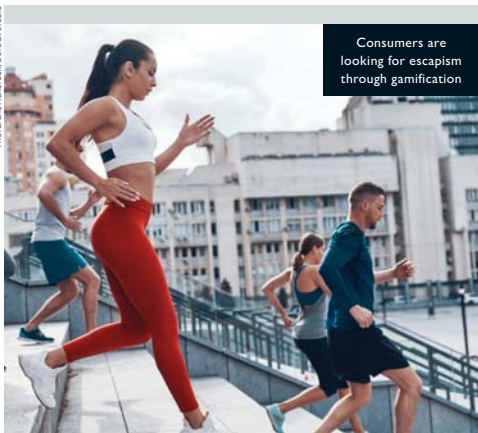


PHOTO: SHUTTERSTOCK/ISTOCK STUDIO

Peter Bunday

GLL: CEO

As a charitable social enterprise, we're determined to retain purpose at the core of our services and organisational culture. The cost of living crisis has exaggerated the disparities between the advantaged and the disadvantaged and we have a responsibility to ensure we remain accessible to all sections of the community. This requires ambition and entrepreneurship within our services, using the knowledge of proven leaders and successful organisations to think creatively and deliver dependable impact.

The continuing weight of macro-economic and geopolitical impact on the sector in 2023 will demand agility, expertise and resourcefulness to both stabilise the public sector leisure industry and enable it to thrive. Societally, we face challenges across economic, social and



PHOTO: GLL



GLL is finalising a range of exciting new strategies which will fundamentally shift our impact

environmental agendas and the sector has a crucial role to play in this, including the provision of health and wellbeing, equality, inclusion and environmental sustainability.

The coming months will reveal whether government recognises the value of public leisure enough to provide appropriate support against the exponential rise in utility costs. A failure to do so would throw some vital services and the national physical leisure infrastructure into survival mode, while with government support we can look forward to the continued modernising and redesign of key services which had started to show real impact in the post-lockdown recovery months.

GLL is finalising a range of new strategies which will fundamentally shift our impact and resonance with customers and our service partners and although 2023 will demand an focus on stability for both leisure services and society, we're also putting in place a dynamic set of drivers for innovation, impact and performance.

Reasons for optimism

Some positives for 2023 outlined

- Clubs are open and trading
- Research shows people are prioritising fitness in their spending plans
- The pandemic has driven an increased awareness of the importance of physical health
- There is an increased interest in mental wellbeing, which is supported by exercise
- The challenges of the last few years have contributed to the industry's resilience and agility
- Now is a good time to invest in renewables
- Offering healthy movement programmes for the over-50s represents a huge opportunity
- Potential exists to team up with health partners
- Thanks to lockdown more people have dogs, how about bringing them in on the action?
- Digitalisation offers further opportunities to engage with consumers wherever they are
- Gyms can create a sense of community in a fractured world

SPORTEC® Gym Flooring

Suppliers of flooring solutions to suit any sporting and fitness space, including:

- ▶ Impact-resistant rubber tiles for free weight areas.
- ▶ Rubber rolls for functional fitness zones and studios.
- ▶ Customised sled tracks.
- ▶ Synthetic surfaces for indoor and outdoor sports.
- ▶ Artificial turfs and shock absorbing underlays.
- ▶ Acoustic solutions to control noise, vibration and reverberation.



Contact us now:

T: +44 (0) 1706 260 220 **E:** Sales@TVS-Group.co.uk
www.TVS-Group.co.uk



TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

Product innovation



Frances Marcellin rounds up the latest health and fitness kit

We want to help operators build their business explains Christian Toetzke

Hyrox is a fitness racing concept that sees all levels of athletes compete in timed events worldwide. The event requires each competitor to complete 8 x 1km runs with a functional movement between each and every competition has the same set-up which facilitates a global rankings system.

The company's biggest market is the UK where its royalty-based gym affiliation programme increased from 18 gyms to 120 in the last year. "The gym affiliation programme is exploding," said co-founder and CEO Christian Toetzke, formerly head of development at Ironman Group. "We're aiming for 300-400 by the end of 2023."

Hyrox's affiliated gyms pay a yearly fee which entitles them to use the Hyrox brand name, join an online affiliate map and get training support and access to Hyrox's coaching certifications.

The first live Hyrox competition, held in



● Hyrox has ambitions to engage a million participants

London in September 2021, hosted 532 participants. In September 2022 the event sold out to 4,500 competitors, while the global race schedule increased from 28 races last year to 45 this year, including new

events in the Middle East, Hong Kong and Scandinavia.

The company's growth target is for 200 live events a year by 2026, with one million participants.

fitness-kit.net **KEYWORD** Hyrox

PHOTO: HYROX

We're aiming for 300-400 gym affiliates by the end of 2023

Christian Toetzke



The Air Stepper is ergonomically designed for ease of use says Ben Steadman

The new Air Stepper from Inspace has been designed for HIIT training and is ideal for boutique fitness offerings, small group training and functional spaces. It uses zero power, takes up minimal floor space and is low maintenance.

"Our new Air Stepper has proven to be a solid, versatile and popular low-impact cardio machine," said Ben Steadman, MD at Inspace Fitness. "It's

smooth and provides a great resistance workout focusing on your lower body while also being perfect for HIIT-style sessions and general cardio work.

"The Air Stepper has been ergonomically designed for ease of use, with a solid base to maximise stability," added Steadman. "The foot pads provide excellent grip and resistance is easily adjusted."

fitness-kit.net **KEYWORD** Inspace



PHOTO: INSPACE

● Resistance is provided by a fan, so no power is required

PHOTO: INSPACE

It uses zero power, takes up minimal floor space and is low maintenance

Ben Steadman





Quick and simple applications between sets or during rest massively reduces fatigue

Colin Edgar



PHOTO: CET / CORTEX GO

Core Tx Go, is a game-changer for both strength and endurance athletes says **Colin Edgar**

Core Tx Go is a new palm-cooling device that can increase the number of reps an athlete can compete in a session, while reducing fatigue to maximise overall performance.

The machine was developed by Colin Edgar, founder and MD of CET, which manufactures cold therapy solutions for elite sportspeople worldwide, including

Team GB, Manchester United and AC Milan.

The company says palm cooling for two minutes between sets significantly increases the number of reps and workload that can be completed. A peer-reviewed study in the *Journal of Strength and Conditioning Research* – there are further studies with similar results – recorded a 40 per cent increase in bench press work

volume in three weeks and a 144 per cent increase in pull-up volume over six weeks when experienced subjects used palm cooling.

“Our latest product, the Core Tx Go, is a game-changer for strength and endurance athletes,” says Edgar. “Quick and simple applications between sets or during rest massively reduce fatigue, allowing users to increase their

workload capability. The benefits of cold therapy are undeniable, and important for athletes seeking to perform at the highest level.”

Palm cooling is a fast way to cool the core and the lower temperature reduces fatigue, enabling muscles to function optimally.

The portable 7kg device can be used by two people at once.

fitness-kit.net/keyword/CET

Our goal is to make biomarkers and insights accessible to everyone reveals **Jason Moore**

Spren Vision transforms smartphone cameras into real-time biomarker sensors. It can connect any app to the human body, opening up new possibilities for app providers across the fitness sector to boost engagement.

It works by using the light and camera from a smartphone to detect changes in blood volume between cardiac cycles, which measures light absorption in the finger via a scan.

The launch comes after a decade of R&D involving 20m users, the processing

of over 4bn biomarkers and collaboration with 117 universities. “This has allowed us to create machine learning and signal processing

algorithms to extract precise biomarker measurements out of noisy camera images,” said Spren Vision founder and CEO, Jason Moore.

“We then add our pattern recognition and insight generation algorithms that look at changes in heart rate variability, heart rate, respiration, body fat, and muscle to make it easier for people to know what’s going on in their bodies in terms of stress, recovery, body composition and metabolic health,” he says.

A recent raise of

PHOTO: SPREN VISION



We extract precise biomarker measurements out of noisy camera images

Jason Moore



● The tech can be applied to any health and fitness app

US\$11.3m has brought the company out of stealth mode and it is now being rolled out to partners such as Fitbod, Forté and Final Surge.

[fitness-kit.net/keywords/Spren Vision](https://fitness-kit.net/keywords/Spren%20Vision)

FIND A SUPPLIER

Tap into **HCM's** comprehensive supplier directory and profiles to get in touch with the industry's leading suppliers of products and services to power your business

CLICK HERE
to search for
a supplier on
HCM's Company
Profiles Hub

CLICK HERE
to visit the
HCM Handbook
Company
Profiles



HCM DIRECTORY

ARCHITECTS & DESIGNERS

zynk | INTERIOR
ARCHITECTURE
& DESIGN

WELLNESS DESIGN EXPERTS

zynkdesign.com +44 (0) 207 193 1430

www.zynkdesign.com

FLOORING

GYM FLOORING & ACOUSTIC SOLUTIONS



Contact us now:

Office: +44 (0) 1706 260 220

Email: Sales@TVS-Group.co.uk



TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

www.tvs-group.co.uk

FUNCTIONAL TRAINING / FLOORING

REGUPOL

Fitness Flooring and
Acoustic Flooring in Gyms

www.regupol.com

www.regupol.com

To book your advert
call the sales team on
+44 (0)1462 431385



LOCKERS & INTERIORS



CROWN
SPORTS LOCKERS

More than just lockers



Tel +44 (0)1803 555885 Email sales@crownsportslockers.co.uk

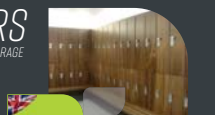
www.crownsportslockers.co.uk

LOCKERS & INTERIORS

FITLOCKERS

THINKING BEYOND STANDARD STORAGE

TURNKEY CAPABILITY
STYLES AND FITTINGS
FOR EVERY SETTING
CODE OR KEY SECURITY



MADE IN
BRITAIN

CONTACT US

SALES@FITLOCKERS.CO.UK

01442 409600

WWW.FITLOCKERS.CO.UK

www.fitlockers.co.uk

LOCKERS & INTERIORS



SAFE SPACE

THE CHANGING ROOM SPECIALISTS



Official distributor
of SUITMATE®
Swimsuit Water
Extractor in
England, Scotland
and Wales

SUPPLIERS OF
HIGH QUALITY
CHANGING ROOM
SOLUTIONS FOR
THE FITNESS AND
LEISURE INDUSTRY

- » Lockers, benches, padlocks and cubicles
- » Changing room design
- » Consultation services
- » Locker servicing and maintenance
- » Financial solutions

Contact us today for more information

T: 0203 651 1500

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk



PHOTO: SHUTTERSTOCK/AM KOPK

In praise of eccentricity

New research from Edith Cowan University has shown that eccentric muscle contractions create the strongest training effect, as Liz Terry reports

Eccentric muscle contractions are the most effective at increasing muscle strength and size, according to a new study which says that rather than lifting weights, the emphasis should be on lowering them.

The Edith Cowan University (ECU) team, which worked with researchers from Niigata University and Nishi Kyushu University in Japan and Brazil's Londrina State University, found subjects who only lowered weights saw the same improvements as those who raised and lowered them, despite only performing half the number of repetitions.

ECU's professor Ken Nosaka said the results reinforce previous research indicating a focus on eccentric muscle contractions (in which muscles are lengthened) is more important when it comes to increasing the strength and size of muscles, rather than the volume.

"We already know only one eccentric muscle contraction a day can increase muscle strength if it's performed five days a week, even if it's only for three seconds a day," said Nosaka, "However, concentric (lifting a weight) or isometric contractions (holding a weight) don't provide such an effect," he said.

"Many believe the lifting action provides the most or at least some benefit, but we found concentric muscle contractions contributed little to the training effect.

"This study shows we can be far more efficient in the time we spend exercising and still see significant results by focusing on eccentric contractions," he concluded

The study shows we can be far more efficient in the time we spend exercising and still see significant results by focusing on eccentric contractions

Crunching the numbers

The study tracked three groups who did dumbbell curls twice weekly for five weeks and a control group that did nothing.

One training group performed eccentric-only contractions (lowering the weight), one did concentric-only (lifting the weight) and one did both concentric and eccentric (lifting and lowering weight alternatively).

All three saw improvements in concentric strength with this being the only improvement for the concentric-only group, while the eccentric-only and concentric-eccentric groups also saw significant improvements in isometric (static) strength and eccentric strength.

Despite the eccentric-only group doing half as many reps as those lifting and lowering weights, the gains in strength were very similar and the eccentric-only group also saw a greater improvement in muscle thickness of 7.2 per cent, compared to the concentric-eccentric group's 5.4 per cent. ●

● Comparison between concentric-only, eccentric-only and concentric-eccentric resistance training of the elbow flexors for their effects on muscle strength and hypertrophy, was published in the *European Journal of Applied Physiology*

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

ELEVATE

14-15 JUNE 2023 | EXCEL | LONDON

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.

**Keeping
business
moving.**

www.elevatearena.com



TECHNOGYM LIVE



Discover the
new Excite line

Precision Training Experience

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

- **Training variety:** tailored on-demand workouts, and countless entertainment options
- **Mobile connectivity:** personalise your experience by connecting your phone; charge it wirelessly
- **Space-savvy:** the redesigned Excite Run offers -30% footprint and +13% running space
- **Energy-savvy:** the new excite line represents the next generation of sustainable equipment

Discover more on technogym.com/HCM

TECHNOGYM®