

health club management

MARCH 2012

INNOVATION

How Matrix combined functional design and accessibility to create the next generation in fitness equipment.

STEP FORWARD... THE MATRIX CLIMBMILL

Not just an evolution, but a revolution in stair-climbing technology

THE NEW MATRIX ASCENT TRAINER®

Limited floor space? Introducing the new generation in Ascent Training technology – where space-saving design meets ergonomically advanced engineering



EXPECT
MORE

MATRIX



EXPECT *MORE*

At Matrix, each time we introduce a new piece of equipment, we immediately start asking "How can we make it better?" Not because we want to generate more products, but because we are driven by the desire to create the best fitness experience possible.

So, we listen to you and our service technicians. We watch your customers work out, and then, with painstaking attention to detail, we combine the best functionality, technology and aesthetics to address real market issues.

We believe we've done it again...

Introducing the new Matrix
ClimbMill and Ascent Trainer®



Ascent Trainer®

Extensive research has identified the key prerequisites for an optimal natural feel and range of movement on an Ascent Trainer... the foundation for the latest addition to the Matrix family of products.



ClimbMill

The Matrix ClimbMill is not just an evolution, but a revolution in stair-climbing technology.

With dozens of innovative features and attention to detail, the ClimbMill does not disappoint. Once again, we believed in better, and in doing so, have changed mindsets, standards and expectations.

health club management

MARCH 2012



2012 SWIMATHON

Take the plunge with Duncan
Goodhew & Jodie Kidd

EVERYONE'S TALKING ABOUT...

CANCER RISK TESTING

SHOULD GYMS OFFER THIS AS A ROUTINE CHECK?

INTERVIEW

DESPINA SPANO

on the EU's commitment to tackling obesity



a leisure magazine
company
publication

The Ultimate Member Engagement Tool

MYZONE®







MAKING MOVEMENT MEASURABLE



Once you get a MYZONE® Physical Activity Belt into the hands of one of your members, you'll have both information & stickiness like never seen before in this industry.

(Whether they train in your club or not!)

-  MYZONE is a unique software & hardware solution that makes movement measurable by using a unique heart rate belt to accurately monitor calorie burn, effort and heart rate to motivate and promote physical activity.
-  Accumulating unique MYZONE Effort Points (MEPs) makes moving more motivating and fun for your members and you!
-  The key benefits of MYZONE to a club are; increased member engagement, increased member retention, increased secondary revenue, increased referral sales, as well as relevant and meaningful reporting to support both club members and staff.
-  Accurately track and connect the outside world of physical activity with the inside world of your facility.

MAKING MOVEMENT MEASURABLE

www.myzone.org

t: 0115 777 3333 e: myzoneuk@cfm.net

SCAN QR CODE



twitter
@myzonemoves

You Tube
myzonemoves

MYZONE® is
marketed by





Crossing borders

As delegates from around the world come together for the IHRSA Annual Convention & Trade Show this month, it seems a perfect time to challenge ourselves to drive even deeper levels of co-operation and mutual learning. What are the opportunities for idea sharing on a global scale? For the adoption of projects that have proved successful in other markets? Perhaps even for specifically designing initiatives to run in multiple countries?

On page 30, we talk to Despina Spanou – principal advisor on Health & Consumers in the European Commission, and chair of the EU Platform for Action on Diet, Physical Activity and Health – about European-level efforts to address obesity, and the role the health and fitness industry can play in this.

As Spanou explains, physical activity has always been part of the EU's obesity strategy – a strategy that launched in 2007 to run to the end of 2013. However, nutrition took a front seat for the first few years. But in 2011, the EU renewed its commitment to fight obesity – “a bit like within a marriage, when after a

few years you renew your vows,” explains Spanou – with an updated set of objectives that include a greater emphasis on physical activity.

So what does this mean for us? Essentially it means the EU has recognised the vital role that physical activity can play in the prevention and treatment of obesity – and the lifestyle diseases associated with obesity – and sees our sector as a credible partner. That in itself is great news.

More specifically, through its Platform for Action on Diet, Physical Activity and Health – which brings together all stakeholders, from the fitness sector to the food industry to the medical community – the EU is keen to hear of

The EU is keen to hear of ideas that might encourage people to become more active; if you have a project that's worked well in your local community, now might be the time to offer it to a wider audience

ideas that might encourage people to become more active. “If someone has an idea of an action, they should approach their national body – the FIA in the UK, for example – who can in turn refer to EHFA to bring the idea to the Platform,” urges Spanou. Funding is available to help get these projects off the ground.

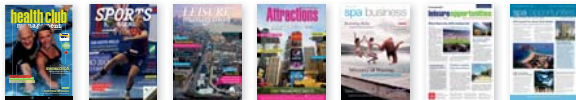
So what types of initiative are they looking for? “Key among the criteria for acceptance is the need to provide measurable outcomes. Any action is good, but we have to focus on projects that can prove delivery against our EU-level strategic objectives.” We are also encouraged to think beyond our usual horizons: “As far as possible, [projects] should be co-ordinated actions across Europe, rather than being specific to just one area or country. At the very least, they should offer best practice that can be replicated elsewhere.

“We also try to implement actions with a lot of different stakeholders working together; the biggest impact can often be gained by working across sectors.” This ties in with the FIA's approach in the UK, where a range of partnership ventures are already in place – the government-led Responsibility Deal, for example, in which the fitness industry is working alongside brands such as Lloyds bank, the Co-op, GSK and Asda.

This all sounds very high level, and admittedly it can be easy to feel like too small a cog in too large a machine to really make a difference on a national, or even international, stage. However, a good idea is often scalable. If you have a project that's worked well in your local community – perhaps bringing activity and healthy living to new population groups – ask yourself this: is there any reason why it couldn't work elsewhere? If the answer is no, now might be the time to offer it to a wider audience.

Kate Cracknell, editor

katecracknell@leisuremedia.com



NEWS AND JOBS UPDATED DAILY ON THE INTERNET leisureopportunities.co.uk

CONTACT US The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Hertfordshire SG5 1DJ UK

SUBS Tel: +44 (0)1462 471915 Fax: +44 (0)1462 433909

© Cybertrek Ltd 2012

Subscriptions

Denise Gilda
+44 (0)1462 471930

Circulation Manager

Michael Emmerson
+44 (0)1462 471932

Editor

Kate Cracknell
+44 (0)1462 471906

Editorial Director

Liz Terry
+44 (0)1462 431385

Assistant Editor

Katie Barnes
+44 (0)1462 471925

News Editor

Tom Walker
+44 (0)1462 471934

News Desk

Pete Hayman
+44 (0)1462 471938

Martin Nash

+44 (0)1462 471933

Designers

Andy Bundy
+44 (0)1462 471924

Ed Gallagher

+44 (0)1905 20198

Claire Toplis

+44 (0)1462 471910

Website Team

Dean Fox
+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917

Michael Paramore

+44 (0)1462 471926

Publisher

Jan Williams
+44 (0)1462 471909

Sales

John Challinor
+44 (0)1202 742968

Astrid Ros

+44 (0)1462 471911

Stephanie Rogers

+44 (0)1462 471903

Julie Badrick

+44 (0)1462 471919

David Hunt

+44 (0)1462 471902

Financial Controller

Sue Davis
+44 (0)1395 519398

Financial Administrator

Denise Gilda
+44 (0)1462 471930

Credit Controller

Rebekah Scott
+44 (0)1462 733477

welcome to HEALTH CLUB MANAGEMENT



Exercise for breast cancer patients p58



New opportunities in the Middle East p71

contents

03 editor's letter

The EU is now focusing on physical activity as a way of addressing obesity, and is looking to our sector for solutions, says Kate Cracknell

06 letters

Get kids active and they'll grow into active adults, says Jeff Gorse of Wigton Leisure and Culture Trust

08 news round-up

Pure Gym unveils its roll-out plans, Kiss Gyms develops a new nightclub-style site, and work begins on Gosport Sports Club

16 international news

Fitness First opens two clubs in Dubai, and the port of Baku in Azerbaijan gets a new health club

18 people news

CIMSPA confirms new chairs to head up its national and regional management boards



The great draw of the outdoors p62

20 IHRSA update

How happy are your staff? Art Curtis, chair of IHRSA, explains the importance of staff satisfaction to the health of your organisation

24 FIA update

CEO of the FIA, David Stalker, looks at the compelling case for exercise interventions in healthcare delivery

26 competitive edge

The Stroke Association hosts its biggest charity bike ride in May

27 diary dates

Fitness Professionals are LA-bound for this year's IHRSA convention

28 everyone's talking about... cancer testing

Gyms should offer mouth swabs to check members' risk of developing cancer, according to an expert. But is this really the way forward?

30 interview despina spanou

The principal advisor on Health & Consumers in the European Commission talks to Kate Cracknell about the EU's commitment to tackling obesity

36 from madonna and russia with love

We pay a visit to the second Hard Candy Fitness club, which opened recently in Moscow, Russia

43 virtual reality

With the arrival of virtual yoga and pilates classes in UK gyms, Kate Cracknell asks whether they could ever be a substitute for live instructor-led sessions

48 owning your own space

How can health club operators effectively market their businesses in the age of social media? Simon Bolton offers his advice



Take part in a charity event p26



Championing strength training p53

53 staying strong

How can operators and suppliers can better champion the benefits of resistance training? We investigate

58 lease of life

ThriveWell's Erin Ercolino talks to Kate Cracknell about the DIVA exercise and nutrition programme for breast cancer patients

62 out & about

Could outdoor exercise engage inactive people and even act as a feeder for gyms, asks Kath Hudson

66 earthquake update

Fitness entrepreneurs are still trying to get back to business after last year's earthquake in Christchurch, New Zealand. Nikitin Sallee reports

71 middle-eastern promise

Liam N Fitzgerald gives an overview of the Middle East fitness market



The rise of virtual pilates classes p43



Hard Candy Fitness opens in Moscow p36

77 old for new

Operators are increasingly appreciating the value of top quality pre-owned kit. Kath Hudson reports

80 virtual benefits

Video exercise games can give more of a mental boost to older adults than exercise alone, says a new report

82 fitness-kit.net special protein drinks

Including products from Maxitone, Multipower and Nutrichem

86 show preview fibo 2012

This year's event takes place in April

89 supplier showcase

We take a look at recent projects from CYBEX and Concept

98 lightweights

Gravy wrestling championships and drag queen workouts



reader services



digital turning pages magazine

See Health Club Management online healthclubmanagement.co.uk/digital

news & jobs

For jobs and news visit the Health Club Management website at healthclubmanagement.co.uk

attention buyers!

Use our search engine to find suppliers and get innovation updates fitness-kit.net

subscribe:

Sign up for Health Club Management at leisuresubs.com, or call: +44 (0)1462 471915

buyers' guide:

For suppliers of products and services in the health club and spa markets, turn to p92



write to reply



Do you have a strong opinion or disagree with somebody else's views on the industry? If so, we'd love to hear from you – email: healthclub@leisuremedia.com



Wigan's Midnight Football Leagues provide a regular structure for youths

get kids active, and they'll stay active as young adults

I was interested to read your editor's letter in *HCM* January (p3). The challenge of increasing participation, particularly among young adults, is one we've sought to embrace in Wigan through a number of initiatives. We engage with participants in their early to mid-teens, when they're likely to be active through school and community sport. The aim is to provide a positive experience that will maximise their likelihood of remaining active when the risk of lapsing into inactivity is at its greatest.

This 'engage and sustain' approach is typified by our Midnight Football Leagues, developed by the leisure trust in partnership with the police, council and Wigan & Leigh Housing in 2008. Based on Midnight Basketball in the US, where sport is used to engage children who might otherwise be involved in crime and anti-social behaviour, it provides structured, competitive weekly football sessions at two locations.

Initially for under-16s, it proved so successful that it was expanded to include an under-19s competition. While The Midnight Leagues' high profile brought in new participants, the vast majority attended as children and returned as young adults.

The 2011 programme attracted 410 participants with 2,863 attendances across the 20 sessions; just three weeks into the 2012 programme, 350 individual participants have already been recorded.

The long-term impact of this approach will continue to be monitored, but evidence from the Midnight Leagues demonstrates that, if participants are engaged and supported through a positive sporting experience in their teens, they are more likely to remain active during the key transition period of their lives from active children to active young adults.

jeff gorse

performance management officer, healthy living - wigan leisure and culture trust

we must look beyond our four walls to get people active

I was especially interested to read the editor's letter (*HCM* Jan 12, p3) regarding the Olympic Legacy and the need to engage people outside the four walls of the club.

If, as an industry, we are genuinely to encourage people to reach the recommended levels of physical activity – whether that's 30 minutes of activity five times a week, or 75 minutes twice a week – we need to understand that leisure centres and fitness clubs are only part of the solution.

Everyone Active has collected data over the past four years which suggests that only around 5 per cent of our total customer base of 1,300,000 people come to our facilities twice or more a week – many more come between once and twice a week. The evidence is clear that we need to be encouraging people to be active both inside our facilities and outside, in their own space and time.

As detailed in the FIA 2010 strategy, leisure centres and fitness clubs need to become 'hubs' of activity in their community, with links to schools, clubs, local authorities, the NHS etc. Only then will we get the nation active.

neil king

commercial director, everyone active



Getting out: Clubs need to become 'activity hubs' in the community

BELIEVE IN BETTER

What leads an operator to choose one fitness equipment supplier over another? Recent contract wins, including Greens Health & Fitness, are testament that Matrix Fitness is doing something right, but what gives Matrix the edge?

The brand's ethos 'Believe in Better' is leading to more products being brought to market by Matrix than any competitor in such a short time frame. 100+ products are scheduled for release in 2012. But it's not just an exercise in numbers – each product is developed to address the needs of those with vested interest; from gym users to operators, personal trainers to service technicians.

Quality and service certainly play a part too, and parent company Johnson Health Tech (JHT), with its 'Do it right first time' policy is in the unique position of having total control over production and manufacturing processes, from raw materials to finished goods. Add to this a true passion for innovation, and a skill for listening, and you have your answer.

As Mrako Fenster, Director of Industrial Design for Matrix explains: "We can't change what lifting weights is like. We can't change what walking or running on a treadmill is like, but we can change all the peripheral experiences. "When we're talking to managers, they're telling us 'My club is too busy at peak times, but I can't extend it any further'. That tells us machines need to be a little more compact, so the managers can fit more machines in the space they have, get more customers, and make more money."

It's this level of attention-to-detail that makes a difference, and the latest

additions to the Matrix family of CV products are no exception.

Ascent trainer®
The Matrix Ascent Trainer has been a great success and is used by beginners and athletes alike. James Cracknell when injured and unable to run used one to great effect as his main training method for the Marathon des Sables.

Ascent Trainer stride patterns mimic the body's contralateral movement; allowing legs and arms to alternate naturally, and strengthening muscles used in everyday activities. The adjustable incline targets glutes, hamstrings and core muscles, while the constant rate of acceleration and fluid pedal motion provide a much more comfortable user experience.

True to their belief in better, the Matrix Industrial Design Team has taken the existing concept, and elevated the design to even greater heights.

Addressing user feedback, the new generation of Ascent Trainers, whilst even more compact, is also more ergonomic and comfortable. Matrix engineers noticed gym users were holding on to the machine console (which wasn't their intended purpose), so the engineers created handles that



supported this adapted style and made it a feature. The new race style handlebars, similar to those on a triathlon bike, encourage a forward-leaning position that ensures support and comfort for arms and shoulders, and results in even more hip, gluteal and hamstring action.

Ascent Trainers are completely self-powered and cord-free, reducing energy use and saving money, plus allowing for freedom of placement within a facility. They are also compatible with exclusive Virtual Active by Matrix technology, which offers a fully interactive workout experience with real destination footage from the world's most scenic locations.

Mindful of the growth in functional training, the R&D team has also created a new direction for an existing concept... step forth the Matrix ClimbMill.

MARKET CHALLENGES	MATRIX SOLUTIONS
Create a more comfortable & easier-to-use product, with enhanced security features	<ul style="list-style-type: none"> Multiple handrail positions with contoured hand grips for increased security 10" step depth with colour variations to aid correct foot placement Easily accessible console Control zone – stops rotation when triggered by an object/person Exclusive step position software, ensuring steps lock at the lowest point for easier entry/exit
Provide truly useful design solutions, not gimmicks	<ul style="list-style-type: none"> Dedicated Virtual Active programme with climbing scenarios Mileage tracking Toggle controls to aid novice users
Be easily manageable within a facility, including installation, operation and long-term maintenance	<ul style="list-style-type: none"> Fits through a standard door Locking-adjustable castors Sweat Management System channels sweat away from critical components, extending product life Integrated, removable cleaning tray helps keep facility floors clean
Facilitate quick/easy access for service technicians	<ul style="list-style-type: none"> Straightforward access to drive chain and electrical components Rust protection and sealed chain ensure ease of care

New leisure centre unveiled in south London

Lambeth Council has unveiled a new leisure centre in south London, which forms part of a wider £80m regeneration scheme being carried out in Clapham.

Designed by LA Architects, the complex is the result of a public-private partnership with the Cathedral Group and United House at no cost to the council.

Located on Clapham Manor Street, the centre includes a six-lane, 25m pool with moveable floor, a 100-station gym, a four-court sports hall and a dance studio.



Reeves (right) helped mark the venue's relaunch

Nuffield Health re-opens riot-hit Norbury centre

A Nuffield Health wellbeing centre in Norbury, south London, has re-opened after an arson attack during the 2011 riots caused £1m worth of damage to the venue.

The revamped facility has benefited from an additional £40,000 investment. Facilities include more than 100 pieces of Life Fitness and Concept equipment.

Trevor Reeves – the owner of a Croydon furniture store destroyed during the riots – and Olympic discus hopeful Lawrence Okoye helped to mark the relaunch.

Read more: <http://lei.sr?a=Loa8P>

WHO confirms 'Healthy City' status for Cork

The World Health Organisation (WHO) has announced that Cork, Ireland, has become one of the latest cities to receive "Healthy City" status for promoting healthier lifestyles.

Cork has been joined by Copenhagen, Denmark, and Nantes, France in being named by WHO, as a result of work to place health at the heart of administration.

Lord mayor Terry Shannon says: "The Healthy City initiative will bring all the key stakeholders together to look at ways in which to make Cork a healthier place."

New UK locations for Pure Gym

Pure Gym, the low-cost health club operator first launched in 2009, has announced its plans to unveil 14 new sites across the UK this year as part of its ongoing expansion strategy.

Among the new locations to open over the coming months are Northampton, Walsall and Gateshead, taking the group towards its target of 45 sites by the end of the year.

Other clubs announced by Pure Gym include Greenwich and Clerkenwell in London, Dundee, Bristol, Milton Keynes, Stockport, Edinburgh, Portsmouth and West Bromwich.

The new sites will average 1,858sq m (20,000sq ft) in size and will take the group to 36 locations, with a number of other new clubs in advanced talks to continue its expansion.

Pure Gym chief executive Peter Roberts says: "We have achieved significant growth over the



Roberts: "These new gyms will kick-start our dynamic roll-out for 2012"

past two years and these new gyms will kick-start our dynamic roll-out for 2012.

"With the economic climate affecting people's disposable income, affordable fitness with no contract and 24-hour use gives our members freedom of choice and accessibility."

Details: <http://lei.sr?a=kr5h>

Work starts on £27m Leeds leisure centre

An event has taken place in Leeds to mark the start of construction work on the city's new £27m Holt Park Active leisure, wellbeing and adult social care complex.

The government confirmed approval for the project in December, with the work being funded through a Private Finance Initiative.

Mentor – a partnership comprising Faulkner Browns Architects and GHM Rock Townsend – designed the scheme, which is being delivered through the Local Education Partnership.

Facilities will include a 25m swimming pool, a Bodyline fitness suite, a hydrotherapy pool, a large activity hall, and hubs for older people and individuals with learning difficulties.



Holt Park Active is scheduled to open to the public in December 2013

A studio, a café and meeting areas will also form part of the new Holt Park Active, which is to provide a new community hub for the area. Interserve Project Services is the contractor. Details: <http://lei.sr?a=G6R7C>

New gym for Sheffield University

Sheffield University has launched its new-look Siohealth fitness centre at Sport Sheffield's Goodwin Sports Centre, following the completion of a major refurbishment.

The institution partnered with Life Fitness to undertake the improvements, with the

facility now offering more than 170 pieces of equipment from the supplier.

Createability was involved with the revamp of the new-look fitness suite, which also offers the Life Fitness Virtual Trainer online tool. Details: <http://lei.sr?a=5V6bi>

edited by tom walker. email: tomwalker@leisuremedia.com

Pulse unveils Birmingham clubs

New gyms at the Alexander Stadium athletics venue and Harborne Pool and Fitness Centre in Birmingham have benefited from the installation of Pulse Fitness equipment worth £270,000.

Both facilities opened to the public in January, with Birmingham City Council's (BCC) flagship fitness venue at Alexander Stadium offering more than 100 stations.

The Alexander Stadium gym – located in a new S&P Architects-designed stand completed last year – also features Power Plates and a free weights area.

Meanwhile, the £12.2m Harborne Pool and Fitness Centre – designed by Saunders Boston – includes a 70-station adult fitness suite in addition to a 25m, six-lane swimming pool.



More than 100 stations were installed at the Alexander Stadium facility

BCC leisure services health and fitness manager Anne Goodall says: "I've been impressed with the package presented to the council with equipment supply, warranty support and support services included."

Second Bristol club for Anytime Fitness

Anytime Fitness has opened its second Bristol location – and fourth in the UK – at the Willow Brook Centre in Bradley Stoke, as part of the franchise's roll-out strategy.

In May 2010, the operator said it planned to have 50 sites across the UK and Ireland by the end of 2012. Its first UK site was launched in Clifton, Bristol, in October 2010.

Anytime Fitness also has locations in London's Kings Cross and Hemel Hempstead.

The latest 465sq m (5,000 sq ft) Bradley Stoke club will cater for a capacity of 1,400 members. Equipment at the new facility has been supplied by Precor, including CV and strength stations.

Robin Drysdale, franchisee and former tennis professional, says: "The previously



Willow Brook is the franchise's second location to be opened in Bristol

unused space at Willow Brook provided the perfect location due to the fact that it was unsuitable for retail or office use.

"It has now been transformed into a vibrant gym that will benefit the whole community and, judging by the membership so far, it is set to be a resounding success."

Sportivate legacy scheme increases participation

Sport England has announced that 33,000 young people across the country have taken up sport in their free time during the first six months of the Sportivate legacy programme.

Launched in June 2011, the £32m initiative aims to allow 300,000 people between the ages

of 14 and 25 years to receive six to eight weeks of coaching in their chosen sport.

Sport England has revealed that nearly 26,000 of the 33,000 participants have taken part in a sport during the last three months alone. Details: <http://lei.sr?a=Y402n>

New-look corporate gym for JCB World HQ

A gym at the JCB World Headquarters in Staffordshire has re-opened to employees after benefiting from a revamp undertaken in partnership with Life Fitness.

The Healthy Living Centre, which first opened 15 years ago, has been modernised and now features a 45-station fitness suite offering CV and strength equipment. A group cycling studio is also on offer.

JCB World's new-look gym also features Life Fitness' Virtual Trainer technology to assist in rehab and physiotherapy, allowing staff to track their exercise progress.



Nightingale Associates designed the new facility

New £31m Bolton One complex opens its doors

Bolton One – a new £31m health, leisure and research complex developed by Bolton Council alongside NHS Bolton and the University of Bolton – has opened.

The venue was designed by Nightingale Associates and built by Eric Wright Group, with a 70-station gym equipped by Life Fitness and a 25m pool with seating for 250 people among the facilities.

A hydrotherapy pool for people with disabilities and a gym accessible to disabled users are also on offer at Bolton One.

Read more: <http://lei.sr?a=261j>

Council plans Chesterfield leisure investment

Chesterfield Borough Council has agreed to keep two leisure centres – Queen's Park Sports Centre and Staveley Healthy Living Centre – under local authority control.

The council is now proposing to invest £2.5m in a renovation and modernisation programme at Queen's Park Sports Centre and is in talks with potential partners.

A further £50,000 investment in a sports outreach initiative is being explored, which would have a particular emphasis on targeting residents from more deprived areas.

New owner for Virgin Active club in London

LaSalle Investment Management has completed the acquisition of a Virgin Active club on Lancaster Road, London, on behalf of one of its institutional clients.

The four-storey freehold property, which is a former school building but has been converted to house the fitness club, has been secured by LaSalle in an £11m deal.

Holmes Place Health Club holds a lease on the property until 2034, but Virgin Active is the current operator of the facility. LaSalle declined to comment further on the identity of the new owner.



Holohan Architects designed the leisure complex

New leisure centre for County Wexford town

Construction began last month on the New Ross Leisure Centre, Ireland.

Designed by Holohan Architects, the two-storey centre offers a six-lane, 25m swimming pool, a learner pool and a separate kids' pool. There is also a health suite with steamroom, sauna and relaxation area. The gym and group exercise studio are located on the upper floor.

Contracts were signed in January 2012 between New Ross Town Council and the construction company Mythen Construction.

£750k Stroud Centre renovation completed

Stratford Park Leisure Centre in Stroud, Gloucestershire, has re-opened its doors following the completion of an extensive £750,000 modernisation programme at the venue.

Work included the introduction of new fitness equipment, a new studio, a new health suite with sauna and steamroom, and a revamped sports hall floor.

Management of the centre has now transferred from Stroud District Council to Sports and Leisure Management (SLM), which will run the facility under the Everyone Active brand.

Work begins on Gosport centre

DC Leisure and Gosport Borough Council (GBC) have confirmed that work is due to begin on Hampshire's new Gosport Sports Park next month following months of negotiations.

At the heart of the mixed-use scheme will be a £7.2m leisure centre managed by DC Leisure on behalf of the local authority, which will replace the ageing Holbrook Recreation Centre.

Facilities will include a 70-station gym, a 25m swimming pool and smaller learner pool, and eight five-a-side football pitches, as well as a sports hall and a dance studio. Willmott Dixon has been appointed to deliver the development. Holbrook Recreation Centre will remain open until the new venue is complete.

A second phase of the scheme will then see Holbrook Recreation Centre make way for a



The £7.2m leisure centre will include a 70-station gym and 25m pool

60-bedroom Premier Inn-branded hotel with pub/restaurant developed by Marston's.

DC Leisure development director Peter Kirkham says: "We are very pleased that Gosport Borough Council selected us to partner with them to develop and operate the centre. The new park will provide great facilities and a wide range of affordable activities for residents."

Official opening for Horley Leisure Centre

British long jump record holder Chris Tomlinson joined Reigate and Banstead Borough Council's (RBBC) Brian Stead to officially open the new 69m Horley Leisure Centre. The centre, which opened to the public in January, was designed by S&P Architects and has been built on the site of the former Court Lodge School to replace the Horley Anderson Centre.

Netherlands-based Pelikaan Construction delivered the building, with facilities including a 25m, six-lane swimming pool, a training pool and a 45-station gym with free weights area.

RBBC executive member for healthy communities Adam De Saver says: "We are pleased that Chris was able to come and help



The centre includes a health club with 45 stations and free weights

us mark this important occasion in the year of the London 2012 Olympics. The council has invested 69m in the development of the new Horley Leisure Centre, vastly improving the opportunities for local people of all ages and abilities to keep healthy and active."

1610 trust secures £1.4m Torridge leisure contract

Somerset-based leisure trust 1610 has been awarded a £1.4m contract by Torridge District Council to run its leisure facilities for the next decade, with effect from 1 February.

The not-for-profit organisation, which was formerly known as Somerset Leisure, currently

manages 13 centres throughout the county and will add a further four to its portfolio.

Torrington Pool, Torridge Pool in Bideford, Holsworthy Leisure Centre, and Torrington Sports Hall and Artificial Turf Pitch are the venues to now be operated by 1610.

500

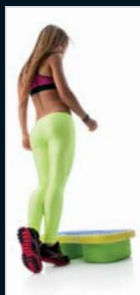
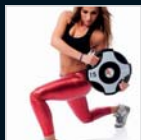
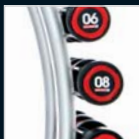
Body Moving MUSCLE TONING

HEART PUMPING AB SHAPING
AIR SUCKING BODY SWEATING

DEEP BREATHING

functional training tools

in one hard book



Get your free copy now,

call **0800 294 2803**

or register online @ www.escapefitness.com/HCM



Follow us on facebook www.facebook.com/escapefitness
For the latest news, reviews and offers from your fitness industry leaders

escape

member*drive* by



Gain Maximum Exposure with CFM member*drive*

Over 20 Exposures of Your
Brand to New Segments
in Your Market in a 6 week
Memberdrive.

**An Influx of New
Members with No Outlay
to You.** Now that's Flash!

Ring now on **0115 777 3333**
before your competition does
and ask us what income we can
generate for you!

Prefer email? uk@cfm.net



twitter
@_CFM

YouTube
CreativeFitnessMkt

www.cfm.net

'Nightclub-style' gym for Kiss



Low-cost operator Kiss Gyms' new nightclub-style gym is being designed by Createability

Createability has started work on a new "nightclub-style" club in Swindon for independent budget chain Kiss Gyms, due to open in April.

The 1,347sq m (14,500sq ft) club is housed in a former bank and is to become the group's second 24-hour location, following the 2011 launch of its first site in Milton Keynes.

A 13-week build process has now started on-site, which will comprise a 150-station gym fitted by Matrix, as well as Dynamic Activity's bodycore functional training platforms.

Meanwhile, an acoustic barrier will be installed to separate the fitness suite from two floors of residential apartments above and will add to the nightclub feel of the facility. Kiss Gyms owner Rupert Mackenzie-Hill says: "It's a super space in an old bank with lots of nooks and crannies and even basement vaults.

"We have typically looked at the south-west of England for new sites to open Kiss Gyms, and the centre of Swindon is relatively poorly served, so we are hoping for a good response."

Go Gym opens its doors in Surrey

The newly-opened 1,254sq m (13,500sq ft) Go Gym in Sutton, Surrey, has chosen Matrix Fitness as its supplier of choice.

The brief for Matrix was to install innovative and high-specification products, which would set Go Gym apart from typical 'budget gyms', but remain an affordable option for users.

Go Gym invested in a variety of Matrix equipment, including the 7 Series XECV featuring Virtual Active by Matrix – a video-based entertainment programme allowing gym users to select a destination to use as a virtual training location.

In addition to providing the equipment, Matrix was also involved in changing the layout of the site. Jeremy Jenkins, Matrix's project manager, says: "We worked in partnership



The new 1,254sq m Go Gym has installed Matrix Fitness equipment

with Go Gym on designing the layout, and decided to divide the gym into zones due to the nature of the site. It is a residential building with the gym spread over two floors, so we have installed CV and strength equipment on the ground floor, and CV machines and changing rooms on the first floor. This makes best use of the space and enables users to have a more efficient workout."

**M3 INDOOR
CYCLE
M5
ELLIPTICAL
AIR
RESISTANCE
RANGE**



"Edinburgh Leisure have made a commitment to use Keiser's M3 bike for all their RPM studios. The feedback from staff and customers has been excellent... the aftercare service is the best Edinburgh Leisure have experienced."

Lorraine Young
Head of Health &
Fitness Development
Edinburgh Leisure

Keiser UK Ltd
0845 612 1102

www.keiseruk.com

Big surge in leisure apprentices

New figures from SkillsActive have reported a 600 per cent increase in the number of apprentices working in the sport and active leisure sectors over the last six years.

SkillsActive says that the figures – released to coincide with National Apprenticeships Week (6-12 February) – show more employers are now realising the value of such programmes to their firms.

In the 12 months to last September, SkillsActive issued 9,342 apprenticeship certificates, compared to the 1,271 certificates issued in the 12 months ending September 2006.

SkillsActive's interim CEO Suki Kalirai says apprenticeship programmes are not limited to larger employers, but are available to small and medium-sized firms with the help of the Group Training Association.

Kalirai adds: "It enables employers running small to medium enterprises to group together and access funded training.

"This training is delivered through SkillsActive's network of approved National Skills Academy training providers."



PHOTO: ILLUSTRATION BY JONNY

SkillsActive issued nearly 10,000 certificates in 2011

The news came just days before deputy prime minister Nick Clegg has launched a new £126m government programme in a bid to create training and employment opportunities for at least 55,000 young people.

Under the programme, charities and businesses will be entitled to contracts worth up to £2,200 for each individual helped.

Academy to deliver KidzMove resources

Active IQ Academy has been selected to deliver the eLearning and online resources as part of instructor training for FitPro's new children's fitness product, KidzMove.

Launched by FitPro in conjunction with television brand *LazyTown* last year, KidzMove will be delivered in clubs across the country, with tailor-made programmes for young people. It aims to tackle childhood obesity in the UK through promoting physical activity.

FitPro global commercial director Andy Jackson says: "[KidzMove] will be a massive boost to the fitness industry as we play our part in improving the nation's health."

Active IQ Academy director Yvonne Cooper adds: "The academy's eLearning and online



KidzMove: LazyTown's Sportacus leads the way

resources will give the instructors the tools to make sure their knowledge levels and training delivery are exceptional."

Details: <http://lei.sr?a=L18Y>

New horizontal bikes to get club members Smovin

Launched last month, Smovin from Smovetec is a new type of indoor cycling – a system which makes fitness bikes horizontally flexible.

In use, the standing rig of a conventional fitness bike is replaced with the SMOVE-system. This introduces a vertical, rotational axis which replicates the movement of a real bike, whether the rider is in a sitting position during warm-up or undertaking hard, out-of-saddle training.

The SMOVE-system is suitable for all levels of user, as it can simulate slow CV training and intense ascents.



Trixxer Xdream bikes are on offer at 10 DLL sites

Trixxer bikes for eight more David Lloyd Leisure clubs

David Lloyd Leisure's (DLL) eight flagship Region One venues now offer Trixxer Xdream bikes, following the success of the machines at its Basilidon and Exeter sites.

Two DLL clubs in London – Finchley and Hampton – received four bikes, as have locations in Farnham in Surrey, Milton Keynes, Leeds, Cambridge, Chigwell in Essex and Beckenham in Kent.

A three-week installation schedule included presentations to sales and front-of-house staff, while respective gym teams also attended an Xdream training day.

Simplicity by
ServiceSport

Easy 3 step, 2nd user
Life Fitness CV

Choose the option that
suits your budget best.

With 3 standards to purchase,
Servicesport has the solutions.

Finance/Lease
packages available
New start and
established business
packages available



As Is - Clean and working.

6 months parts and labour
warranty available



Refurbished - Fully serviced and
consumables replaced.

12 months parts and labour
warranty included



Remanufactured - Fully stripped to bare chassis,
new parts and re-built with genuine Life Fitness
parts, including plastics. Completely as new.



Call: 0845 402 2456

www.servicesport.co.uk
sales@servicesport.co.uk



Easier than ever.



KINESIS STATIONS

The intuitive functional movement

Functional training has never been so simple and intuitive.

Now you can increase strength, improve balance and flexibility in an effective and engaging way.

Introducing a new category of products that combines the benefits of functional training with the ease of use of more conventional equipment.

The Kinesis Stations line includes 6 machines that provide exceptional training variety, intuitive use, virtually no adjustments and no cable interference.* Trainers can easily engage members and keep them motivated. Kinesis Stations completes the functional training platform by Technogym, including Kinesis One, Kinesis Class and Arke.

* FullGravity Technology, exclusive patent by Technogym.

UK - TECHNOGYM
Ph. 01344 300236 Fax 01344 300238 e-mail: UK_info@technogym.com
OTHER COUNTRIES - TECHNOGYM SpA
Ph. +39 0547 650500 Fax +39 0547 650591 e-mail: info@technogym.com

TECHNOGYM

The Wellness Company

www.technogym.com

in brief...

énergie Poland & South Africa

The énergie Group will roll out its low-cost Fit4less brand in Poland and South Africa with the signing of master franchisees for both regions.

A pilot site will be launched in Poland, with plans to open between five and 10 clubs in the first two years.

Meanwhile Jason Collie, master franchisee for South Africa, says: "Once we have established ourselves, we will quickly roll out the Fit4less model. The South African market is perfect for the low-cost franchise concept and an ideal opportunity for any investor."

NeV takes on Galiani brothers

Two of the most well-known operators in the US fitness industry, Mark Mastrov and the brother duo of Kirk and John Galiani, have formed a partnership.

In an agreement announced last month by New Evolution Ventures (NeV), of which Mastrov is chair and co-founder, the Galianis will develop and operate a collection of health clubs in the Mid-Atlantic region for the company.

The deal includes the Galianis' Onelife Fitness clubs based in Norfolk, Virginia, as well as Crunch Fitness clubs in Washington, DC, and other new facilities in various stages of development.

The Galianis have also joined the NeV board of directors.

Anytime Australian landmark

Fitness franchise Anytime Fitness has sold its 300th franchise territory in Australia, with 130 clubs open.

"We're currently opening about eight to 10 clubs each month. It won't be long before we have over 300 clubs open in Australia," says Justin McDonell, who along with his sister Jacinta is master franchisee for Australia. "We believe that we have a further 50-100 clubs that can potentially open on top of the 300 territories already sold."

There are now more than 100,000 Anytime Fitness members in Australia; that number is expected to exceed 300,000 in the coming years.

High five for VIDA Fitness

VIDA Fitness has opened its fifth site in Washington, US. Located in the City Vista mixed-use residential development, the club is a US\$500,000 redevelopment of a space previously occupied by Results Gym, which closed in 2010.



The club has been designed by Stoneking-von Storch Architects and Hallock Design Group

Designed by Stoneking-von Storch Architects and Hallock Design Group, the new club offers 2,330sq m of fitness space. This is designed into three main zones.

Zone one is dedicated to CV exercise, including a group cycling studio equipped by Keiser. Zone two is devoted to strength training, with equipment from Life Fitness, Precor and Intek. Zone three is reserved for flexibility training and accommodates the group fitness studio, Inner Fitness studio and abdominal stretch areas.

There's also a communal area and a guest lounge, with a Fuel Bar – offering healthy snacks and smoothies – set to open later in the year. An Aura Spa is also planned – the brand's fourth location – with the opening scheduled for 2013.

The company aims to have eight VIDA locations open by 2015.

Energy Fitness opens in Mexico City

The latest Energy Fitness Alex Rodriguez club opened in Mexico City in January.

The 3,700sq m club – the third launched in co-operation with the basketball star – offers a 130-station gym equipped by Star Trac, plus functional training tools including battle ropes, kettlebells and multi-training cages. There's also a swimming pool, steamroom, sauna and spa pool.

Chris Dedicik, MD of New Evolution Fitness Mexico, the Mexican parent company, says: "Energy Fitness is heavily influenced by Alex, who besides being a legend and baseball star at the international level, is a shareholder of the brand and is engaged in 100 per cent of every detail of the club."



Basketball star Alex Rodriguez was involved in "every detail" of the new Mexico City club

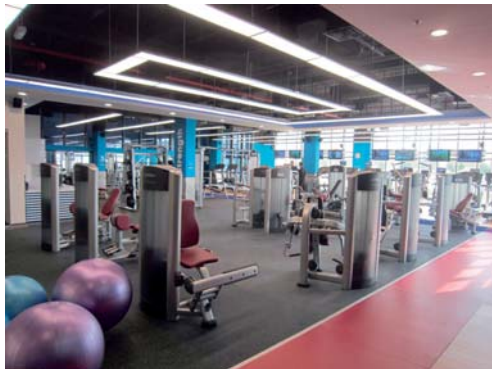
DiR unveils new initiatives

Barcelona-based health club operator DiR, which introduced a budget membership category across all its clubs last year (see *HCM* Sept 11, p18), has continued to expand its reach by lowering the minimum age for entry to its gyms. This has now been set at 13 years old (it was previously 14) in a bid to fight childhood obesity and help instill healthy lifestyle habits in young people.

The operator has also further enhanced its online marketing with the launch of Be Reborn. This Facebook-

based campaign is designed to help people reach their personal goals in 2012 – helping them to 'be reborn'.

A Facebook application has been developed that invites people to propose resolutions in their friends' Good Resolutions books – the idea being that friends will encourage each other to be active. The user who gathers the most resolutions will win a year's free membership to DiR. People are also being encouraged to explain, on Twitter, what 'being reborn' means to them.



The two new Dubai openings bring the total number of clubs owned by the franchise to 23

Fitness First: Two new Dubai clubs

Fitness First Middle East – a Fitness First franchise owned and operated under licence by Landmark Leisure and Hospitality Services Ltd – has opened two new health clubs in Dubai as part of its strategic expansion plan in the Middle East.

The Deira City Centre club opened on 5 January 2012, while the European Business Center Club in Green Community opened on 21 January.

Deira City offers a 2,000sq m workout floor for both men and women, equipped by Technogym and with free weights and strength areas. There's also an extensive group exercise timetable.

These facilities are complemented by a hidden Harvia sauna in the changing area,

to offer members a much-needed respite from the dry heat, as well as a lounge area with complimentary drinks and WiFi.

Meanwhile, the club in the European Business Center is equipped by Life Fitness. The 1,000sq m facility offers dedicated freestyle, free weights, strength and cardio areas, as well as group exercise studios, stretch zones and personal training areas. It also features a members' lounge and sauna-equipped changing rooms.

These two new openings take the total number of clubs operated by the franchise to 23. More new clubs are set to open in early 2012, in Abu Dhabi, Kuwait and Saudi Arabia.

The Club Port Baku opens in Azerbaijan

Baku, the capital city of Azerbaijan, saw the opening of a new 8,500sq m, 400 member capacity health club last month.

The Club Port Baku is located in the new Port Baku Towers development, alongside luxury apartments and penthouses, retail and restaurant facilities and office space.

The club brings international standards and high-end luxury to the capital. It's the city's first health club where the personal trainers are registered with the European Register of Exercise Professionals (EREPS), while the club's spa is the first in the country to offer Elemis treatments.

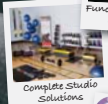
Facilities include a 900sq m gym with 150 stations, overlooking the Caspian Sea and equipped by Precor.

There's also a 25m indoor pool, a 1,100sq m indoor sports hall with NBA-approved hardwood floor, three squash courts, a three-screen 150° golf simulator, a tennis court, 80sq m climbing wall, two dedicated group fitness rooms and a spa.

With its ethos of being more than just a health club, The Club Port Baku also offers a beauty salon, barbers, sports café with a 3sq m video wall and a coffee bar, as well as a kids' zone.



Functional Training Specialists



Complete Studio Solutions



Diverse Range of REPS Courses



Find us on Facebook

T: 01494 769 222

W: www.physicalcompany.co.ukE: sales@physicalcompany.co.uk

YOU
power

The future of functional training



T: 01494 458 970

W: www.gravityuk.net



Jonathan Fekete will be based in Bangkok

Escape opens Asian office and appoints regional boss

Escape Fitness has expanded its operations by opening a new regional office to serve the Asian market.

Jonathan Fekete has been appointed as regional sales manager and will work out of the newly established Escape offices in Bangkok, Thailand.

Fekete is a 15-year fitness industry veteran and has previously worked in the US, Thailand and South Korea.

Fekete studied Human Biodynamics at UC Berkeley, in the US, where he represented the university in the decathlon for a period of four years.

Fekete says: "2012 is a critical year for Escape Fitness. With so many new positions globally, this is our chance to grow internationally, and to build our brand as the industry leader in functional equipment – the preferred partner for fitness solutions for everyone's facility.

"I have set aims to increase customer satisfaction for the Asia Pacific region and the distributors I work with."

CYBEX confirms Thurston as UK commercial director

CYBEX International has announced that Rob Thurston, previously CYBEX UK national sales manager, will start 2012 in his new position as commercial director for the UK and Ireland.

In his role, Thurston will be responsible for the management of all UK departments of the business, including sales, commercial and operational matters and installations.

A 20-year industry veteran, Thurston previously worked as managing director at Jordan Leisure and national fitness manager for Springhealth Leisure.

New board chairs for CIMSPA

The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) has confirmed new chairs to lead its national and regional management boards.

The new organisation, which launched last year, is the professional development body for the sport and physical activity sector in the United Kingdom.

The national and regional development boards will support CIMSPA in its bid to unify the one million industry professionals by representing their respective home nations and regions.

Working within their areas to support skills development, the board chairs will also support CIMSPA's central board of trustees in helping to deliver the London 2012 legacy.

Miles Templeman, chair of CIMSPA's board of trustees, says: "By working together, we can

not only drive professional practice but also raise the profile of the sector as a whole.

"Only by doing this can we present a truly attractive career pathway for rising talent and ensure the development of a workforce of tomorrow"

Read more: <http://lei.sr7a=u8C3y>



The new board chairs will support CIMSPA's central board of trustees

John Searle retires as FIA medical officer



John Searle has been a driving force in FIA efforts to have the medical benefits of exercise recognised

John Searle has retired from his role as the chief medical officer of the Fitness Industry Association (FIA) after two and a half years.

Since his appointment in September 2009, Searle has spearheaded the industry's healthcare sector engagement campaign. He was tasked with raising the medical community's awareness of the role that the health and fitness sector can play in both prevention and remedial strategies.

A former consultant anaesthetist and director of intensive care at the Royal Devon and Exeter Hospital, Searle was awarded the OBE in 1998, for services to medicine and the Hospice Movement.

He has also been the driving force behind the Joint Consultative Forum, which the FIA formed with a number of Royal Medical Colleges and faculties as part of efforts to increase the number of exercise referrals from GPs.

The FIA has announced that the search for Searle's replacement is now underway.

REPs appoints two more to supervisory roles

The Register of Exercise Professionals (REPs) has appointed Alex Rhodes as a compliance supervisor and Greg Small as registration supervisor. Rhodes has been promoted to the role following a stint as member services officer, while Small is new to REPs.

A former freelance personal trainer, Rhodes will be taking a lead role on the implementation of Active Passport.

Small will be tasked with ensuring the integrity of applicants, and that appropriate qualifications are held to join and renew with the Register.

PEOPLE PROFILE



flavia cacace

Strictly Come Dancing star Flavia Cacace is passionate about fitness and has joined forces with Maxitone to spread the message of leading a healthy lifestyle

How many years have you worked as a professional dancer?

I turned professional in my early 20s – around 10 years ago. But I first started dancing when I was five years old.

Was it always your dream to become a dancer?

Not really. We had just arrived from Italy as a family and my mum loved dancing, so she used to drag me to dance classes on Saturdays. Eventually I got hooked, made friends with the other girls and started salsa dancing in a group. When I was about 13, one of the teachers suggested I find a partner and start doing competitions.

What's your typical day to day?

Between Christmas and mid-January I was doing rehearsals for the *Midnight Tango* show at Aldwych Theatre in London. I was in rehearsals from 10.00am–6.00pm. Rehearsals are the hardest time of the show cycle – you go through things over and over again and your body is tired.

At the moment it's less arduous. If it's a two-show day, I need to be at the theatre at lunch-time, and I'll stay there until the second show finishes at 9.30pm.

You're now a Maxitone ambassador – what does that entail?

I was already using Maxitone products – bars and shakes mainly – when they contacted me. I hope to use the partnership to increase awareness of healthy nutrition – to help people understand how important it is to have healthy eating habits as well as being physically active.

What do you think is the key to getting people, and women especially, more physically active?

It has to be a combination of things. I think women need to be given more opportunities to seek advice on how to lead more active, healthier lives.

It's all very well realising you need to lose weight and tone up, but how many people know what they have to do to achieve that? My guess is not many. There need to be more avenues for women to access expert advice, whether that's over the phone, in person or online. It needs to be a service where they feel no question is too silly to ask.

That's precisely what Maxitone is doing, and it's a project I'm personally involved in. They've partnered with a number of gym groups to do club visits, making themselves available for people to come up and ask questions about nutrition and exercise.

Gyms can be intimidating for women who aren't regular attendees, and having an advice service creates more of a community feel. If a club doesn't have that, it makes it even harder for people to motivate themselves to go.

What drives you?

I think I have a natural drive. Once I finish one project or activity – or often before it's even finished – I'm already looking for something else to tackle. My motto is: 'Feel the fear and do it anyway'.

WIN A DANCE CLASS WITH FLAVIA!

Health Club Management is offering its readers an exclusive chance to win a dance class with Flavia Cacace.

The class will take place on 2 April 2012, at five-star resort Celtic Manor in Wales, as part of 'Maxitone on Tour'. A one night luxury stay and breakfast will also be included. To enter the prize draw, visit www.maxitoneontour.com and use entry code "HCM".

Terms & conditions: 1) Entries close on 25 March 2012. 2) Winner will be selected at random after competition close. Entrants must be contactable via email on 26 March. 3) One dance entrant and a night's accommodation and breakfast is included. Travel and any other costs/expenses not included. Prize not transferable, no cash alternative, no other dates apply. No purchase necessary.



Register to win an Ipad 2
*see website for full details



ACR THE SHOW

13-15 MARCH 2012
HALL 19, NEC BIRMINGHAM

The event dedicated to the air conditioning and refrigeration industry

COOL IDEAS TO TRANSFORM YOUR BUSINESS

Discover how the latest products & solutions can reduce your carbon footprint, save energy & improve efficiency



Official Magazine
ACR News

Supported By



LEADING SUPPLIERS, LATEST PRODUCTS, LIVE DEMOS, FREE SEMINARS, NETWORKING OPPORTUNITIES, FREE EXPERT ADVICE, HEAT PUMPS ARENA, SKILL CENTRE

For FREE entry register online at www.acrshow.co.uk



The importance of staff satisfaction

• art curtis • ihrsa chair

Do you worry as much about your employees' satisfaction with their jobs as you do about member satisfaction? Are you as concerned about employee turnover as you are about member turnover? If not, perhaps you should be.

Mercer, a consulting firm specialising in human resources, recently released findings of its *What's Working* study, which surveyed nearly 30,000 workers from 17 countries in order to explore the psyche of the global workforce.

The findings indicate that, despite high unemployment rates and uncertainty about the future, people are sufficiently dissatisfied with their current positions as to be considering leaving. Indeed, more than 50 per cent of those questioned were unhappy with their jobs, while 32 per cent were seriously considering quitting – that's up from 23 per cent in 2005. Among the 25- to 34-year-old age group, 40 per cent were considering resignation. The situation is worse still among senior managers, with 56 per cent thinking about leaving their jobs.

Meanwhile another 21 per cent, though not planning to quit, view their employers unfavourably, and have rock-bottom scores on key metrics of engagement – motivation, commitment and loyalty.

Although the annual *Working in Fitness* report, conducted in the UK by SkillsActive, suggests that people in our industry are generally happy with their jobs, we will surely not be immune to the trends witnessed by Mercer. In a service-led industry that relies so heavily on the availability of young, enthusiastic staff, we cannot rest on our laurels and assume that the 40 per cent figure uncovered by the *What's Working* survey will not apply to us.

Even a small drop in levels of staff satisfaction and engagement will have a dramatic impact on member experience. It's a simple equation, but you have a much better chance of having happy members if you have happy employees. Conversely, you have little chance of having happy members if you have unhappy employees serving your customers.

Among the reasons suggested by Mercer for the troubling findings of its survey are the effects of cutbacks on employee perks and benefits caused by the great recession. Workers don't feel



If you have happy staff, you're more likely to have happy members

as though they're getting the deal they signed up for when they took the job.

While times are still tough, operators who continue to withhold perks to save a few dollars may be acting in a shortsighted manner. Perks – ie unexpected benefits such as flexible work schedules, extra vacation days, discounted services, and employee recognition and reward programmes – are important in shaping the employee experience. Relatively small investments in perks that have been well thought-out are valued by workers, and can pay big dividends in terms of increasing the level of employee engagement and retaining valued team members.

PHOTO: GETTY IMAGES/REUTERS/HEALTH

Ask the experts..... growing group exercise

What's the best way to increase participation and revenue from group exercise (GX)? Phillip Mills, president of Les Mills International, offers his thoughts:



To increase GX attendance, I recommend you start by setting yourself a weekly attendance goal. Most clubs have weekly GX attendance of 300-400 visits, but great GX clubs have 3,000-4,000. So set yourself some goals, implement a plan to get there, and measure your progress against that plan every month.

Some key elements of the plan will be:

1. Work with your teachers to set attendance goals for each of their classes and publish a scorecard of class sizes



Great GX clubs have 3,000-4,000 visits a week

with reward and/or recognition for the biggest classes, most improved, etc.

2. Support your teachers with a great training and development plan.
3. Also support them by promoting their individual classes to members, and by promoting a regular series of new classes. When introducing new classes, focus on

what people want – three-quarters of all GX participation comes from five genres: strength, cycling, dance, mind-body and martial arts.

4. Try recruiting and developing some potential 'rockstar' teachers. A single great teacher will, over time, attract and retain hundreds of members to a club.
5. Design a great GX studio. Good GX is one of the most motivating activities in a club, but most studios are about as exciting as hospital rooms.

Once you have full classes, revenue will come in terms of increased membership, referrals and retention. This will have a far greater effect on your profitability than any ancillary revenue source.

Read more answers to this question at www.ihrsa.org/industryleader



Sean Kelly MEP, Irish presidential candidate 2011 Mary Davis and Pat Flanagan Institute of Technology Tralee

EC Award for Irish-led project

The European Commission recently announced the Best Leonardo da Vinci Cooperation Projects, which started in 2007 and which cover vocational education and lifelong learning. These projects have included a number of initiatives from the fitness and physical activity sectors.

The EIPET (European Inclusive Physical Education Training) Project, which ran 2007-2009, was awarded Best Project in the Continuous Training of Teachers and Trainers section for all 2007 projects.

The aim of the EIPET project was to develop methods and resources in initial physical education teacher training

and continued training. The goal was to tackle difficulties that arise around the inclusion of people with disabilities into mainstream education, as well as associated current deficiencies in initial and continued training – with obvious learnings for the health and fitness sector.

EIPET looks specifically at the knowledge competence and skills requirements of such teachers, given the rapidly changing work environments. The main aim was to disseminate the model of inclusive PE teacher training used at the Institute of Technology Tralee, Co Kerry, Ireland to the EU partner countries and beyond.

Events diary

Visit www.ihrsa.org/calendar

14-17 March 2012

IHRSA's 31st Annual International Convention & Trade Show - Los Angeles, California, US

12 April 2012

Marketing and Selling to Older Adults (Webinar)

30 August-1 September 2012

13th Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show - São Paulo, Brazil

1-4 November 2012

12th Annual IHRSA European Congress - Vienna, Austria

Hormone that boosts calorie burn

US researchers have discovered a hormone produced by muscles during exercise which boosts the amount of calories the body burns.

In experiments with mice, Harvard Medical School found that inducing greater levels of the hormone – which the scientists named irisin – in obese, pre-diabetic mice led to weight loss, increased energy expenditure, and improvements in insulin resistance (a risk factor for diabetes).

Irisin is responsible for altering ordinary white fat to resemble healthy brown fat. White fat tends to store excess energy, while brown fat helps to burn it.

The theory was, in the past, that people are born with brown fat and over time, that fat disappears and is replaced by white fat, which is not good for the body.

news in brief

IHRSA: New Turkish partner

IHRSA has a new partner in Turkey, AVV Ltd, and is planning a roadshow in various Turkish and Middle Eastern cities in 2012.

With 13.5 million inhabitants, Turkey's capital city Istanbul is one of the world's largest cities, yet it has the same number of health clubs as Vienna, Austria – a city just one-tenth its size.

Istanbul is home to several luxury clubs – including Hillside, My Club and MAC – that offer international five-star standards. They all have over 10,000sq m of space, feature indoor/outdoor pools, tennis and basketball courts, spas, pilates rooms and personal training.

The first of a planned chain of mid-market clubs under the brand MAC Fit is scheduled to open on 15 April. After just 14 days of presale, there were already 700 members signed up. In addition, the women-only franchise B-Fit has over 275 locations throughout Turkey.



My Club offers international five-star standards to the Istanbul market

About IHRSA

Founded in 1981, the International Health, Racquet & Sportsclub Association is the only global trade association, representing more than 10,000 health and fitness facilities and suppliers worldwide.

To learn how IHRSA can help your business thrive, visit www.ihrsa.org. Locate a quality IHRSA club at www.healthclubs.com

From negative to positive

How can companies turn around negative customer experiences? Hans Muench offers a personal insight

As I detailed in February's pages (*HCM* Feb 12, p20), my wife and I recently spent three weeks in Sri Lanka. For this trip, we tried Qatar Airlines for the first time.

A negative customer experience can happen in any club or company. How it is resolved often dictates:

- 1) How the customer shares the experience with others (in these social media times, this means exponentially more than the previous metric of sharing a positive experience with three people and a negative experience with 11 people).
- 2) Whether they will be a repeat customer.

dissatisfied customers...

On the return journey, checking in at Colombo airport, I was told that my pre-assigned seat could not be given to me as it was needed for an infant bassinets. All emergency row seats had been taken at that point, so I – at 1.85m tall – was stuck with my knees touching the seat in front of me for the entire four-and-a-half hour flight, which was full so no other seat option was available (there was one empty business class seat, which remained empty for the duration of the flight).

Arriving in Doha to change planes, we were greeted at the transit point by a rude employee who made a point of letting us know she had power over us.

We were 'held hostage' (or so it seemed) in a waiting area for 25 minutes, which would have been longer had I not complained loudly until we received civil treatment.

My wife and I had, at this point, decided that this would be the last time we would fly on Qatar Airlines. However, mentioning this to a crew member on the connecting flight to Munich, we experienced an unusual and remarkable response. We were given a comment form and were encouraged to share the details in writing, with staff pledging that the incident would be followed up.

Then the purser, Ricardo, arrived and apologised on behalf of the airline. We were impressed that they seemed genuinely concerned and eager to change our negative impression.

... won round

It gets even better: shortly after, another staff member introduced himself as a performance officer who regularly flies on their aircraft to monitor both staff service levels and customer reactions.



In these digital times, customer complaints will be widely heard

We will now consider this airline next time we fly to Sri Lanka; indeed, when the staff politely asked if we would like to sign up for their loyalty programme, we did.

The response to our comment card came 10 days after our return flight and was consistent with the airline's evident quest for customer satisfaction (see below). A lesson for health clubs? I think so.

RESPONSE FROM QATAR AIRWAYS

Dear Mr Muench,
Thank you for sharing your experience with us when travelling on Qatar Airways from Colombo to Munich via Doha on QR305 and QR003 on 16 January 2012.

We regret to learn of your experience on board your flight from Colombo to Doha and are concerned to learn of your disappointment with the in-flight service provided to you and your wife by our crew members which you have mentioned. It is indeed disappointing to note that the level of service accorded to you was not in line with your expectations of our 5* service and we hope that you will accept our sincere apologies on this occasion. Our crew members are trained to be polite and professional at all times and we regret that you had experienced otherwise.

Customer satisfaction is top priority for Qatar Airways and as such, we will not hesitate to impose drastic disciplinary action on staff proven to be guilty of an infraction towards a customer.

You have our assurances that your report has already been raised with our Cabin Services Manager and that whatever action may be necessary has been taken accordingly.

On a happier note, we are heartened to learn of your satisfaction with the level of service accorded to you by our crew members on board your flight to Munich instead, and that they had restored your confidence in our services. We have since forwarded your appreciation to our Cabin Services Manager who will share it with the crew members concerned, and we are certain they will be gratified to learn of your pleasure with the service they have provided.

Please accept our sincerest apologies as we hope to have another opportunity of being of service to you on another Qatar Airways flight in the near future.

Yours sincerely, Syahirah Beck
Officer - Customer Care (Asia Pacific), Qatar Airways

Whatever your space

there's now a Miele to fit

Short of space? Unsuitable electrics?
No adequate venting? No problem.

Miele's latest machines have an
option for even the most challenging
of installations, so everyone can enjoy
unparalleled laundry performance.



For more information on our
latest range of machines call
0844 893 0777 or visit us at
www.miele.co.uk/2012

Miele
PROFESSIONAL

Prevention over medication

The physical activity sector must be ready to present a compelling case for exercise interventions in local healthcare delivery, says the FIA's David Stalker

Health Club Management is the FIA's Public Affairs Media Partner



Historically there has been limited discussion and co-operation between the medical profession and fitness professionals who deliver exercise – one of the core reasons why exercise is not currently a routine part of healthcare. However, over the past few years the FIA has been putting the structures in place to make a step change and engage with the medical community.

partnership work

The Joint Consultative Forum (JCF) was set up by the FIA as a channel of communication with the medical sector.

The JCF quickly determined the need to produce standards for exercise referral that will define the role of exercise referral schemes, assist the evaluation of exercise referral services, and most of all improve the quality of care for patients. The standards have been put out to consultation and are now at the drafting stage. They will be published later this year.

providing evidence

The FIA Research Institute was launched at the University of Greenwich last year to build an evidence base for the effectiveness of exercise in delivering health outcomes.

The institute's first 12-week pilot study, delivered with Impulse Leisure, enrolled 100 people – some of whom were inactive gym members. It assigned them to three levels of exercise engagement: physical activity counselling and activity monitoring with a MyWellness Key; free use of the gym facilities; or a structured exercise programme at the gym three times a week.

A full set of results will be published in academic journals later this year. However, all participants showed improvements across the board, with lower weight, BMI, body fat and blood pressure, as well as higher levels of cardio and respiratory fitness, muscular strength and flexibility.

focus group research

A high level focus group – the GP Clinical Commissioning Consortia Focus Group



PHOTO: SHUTTERSTOCK.COM

Exercise could be used as a key preventative measure to help to ease cost pressures in the NHS

– met at the end of January to determine how members of the physical activity sector can best place themselves to offer their services to the health service.

Dr Paynton, national clinical commissioning champion at the Royal College of General Practitioners, led the focus group. He explained that he is looking to the physical activity sector, as a potential NHS provider, to develop a “different combined approach” to demonstrate that it can offer long-term solutions to the costs and pressures on the NHS created by long-term medical conditions. The fitness sector must, he explained, also be prepared to take on the risk and responsibility associated with joint commissioning.

The discussion summarised that, to have the greatest impact, exercise interventions must form part of a greater programme of behaviour change.

So we now have three key elements needed to move forward:

- Communication and regular contact with key members of the medical community
- Standardised procedure for physical activity referral schemes
- Evidence

The scene is set for the sector to present our offering to healthcare commissioners and show that exercise really is the answer.

Around 15 million people in England have at least one long-term health condition – a condition that cannot be cured but that can be managed. This accounts for the majority of NHS spending on clinical care.

The NHS has to find £20bn in efficiency savings in the next five years – yet it is estimated that only 50 per cent of these savings can actually be found through quality, innovation and productivity (QIPP). To stop its costs rising further, the NHS must look at investing in prevention.

At the same time, major structural changes to the health service will see the introduction of Clinical Commissioning Groups (CCGs), which will drive a shift in focus towards community-based treatment and lifestyle interventions. This will bring with it a number of key changes to the role of GPs in decision-making and the commissioning of care, and has particular relevance for the delivery of exercise referral schemes.



“SpaBooker saves me **40%** of my time compared to other systems.”

Pedro Castillo, Director, U Spa, Barcelo Palace Deluxe

SPABOOKER

is the leading global web-based spa management software for hotel, destination and day spas.

- Over 3000 clients in more than 60 countries
- Extensive, custom reporting across the spa or group
- PMS integration and multi-lingual, multi-currency support
- Real-time online and mobile booking
- Facebook scheduling and gift certificate sales

WWW.SPABOOKER.COM

Overnight, when their businesses are closed, SpaBooker clients receive **33%** of all their online bookings.



Call now for a **FREE** demonstration
International: +1 866 966 9788 UK: +44 (0)20 7193 3780

13 MAY 12

thames bridges bike ride

This London bike ride is the biggest charity event for The Stroke Association, and last year attracted 2,500 cyclists.

Get a group of family, friends or work colleagues together for this fundraiser – with entry prices ranging from £10-25 – to help stroke victims and raise monies for research.

This year, entrants can choose from three courses covering either 50, 33 or 8 miles, with a goal of crossing as many London bridges as possible along the way. Details: www.stroke.org.uk



Cross as many London bridges as you can in this charity run

PHOTO: WWW.LUTHERBROS.CO.UK



Join Mills in his fundraising challenge

21-22 JULY 2012 archie mills memorial challenge

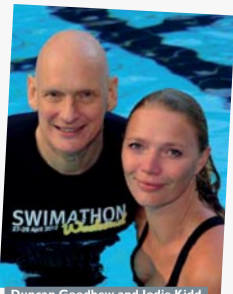
England football star Danny Mills lost his baby son Archie to spina bifida 10 years ago. He's now looking for 20 people to join him in a challenge – a bike ride from Leeds to London, followed by taking part in the Virgin Active London Triathlon – to raise money for charity Shine, which supports over 10,000 UK babies, children and adults living with spina bifida and hydrocephalus. www.shinecharity.org.uk

Fancy a non-stop, 268-mile race?



27-29 APRIL 2012 swimathon weekend and big splash mile

This year Swimathon – one of the biggest swim fund raisers in the world – has teamed up with Sport Relief to also offer the Big Splash Mile. Over the weekend, nearly 600 health clubs, leisure centres and lidos will open their pools to people wanting to raise money either for Sport Relief by swimming a mile, or for Marie Curie Cancer by taking part in Swimathon – choosing either their own distance or set distances of 1.5km-5km. The challenges are open to teams or individuals and can be spread over the three days. Details: www.swimathon.org



Duncan Goodhew and Jodie Kidd
– Swimathon 2012 ambassadors

12-19 JANUARY 13 the spine

It might be just under a year away, but this ultra-marathon set across the Pennine Way will need plenty of training and preparation.

Organisers of The Spine openly admit that this non-stop, 268-mile race is a brutal one. Add to this the British winter weather – snow, ice, wind and rain – and participants are faced with a gruelling task. On the plus side, it's set in an area of outstanding natural beauty including the Peak District, Yorkshire Dales and Northumberland National Park. Details: www.thespinerace.com

DIARY

MARCH

14-17 IHRSA 2012 Annual International Convention & Trade Show

Venue LA Convention Center,
Los Angeles, California, US

Summary

The 31st IHRSA Convention & Trade Show is going to Hollywood. This annual event draws thousands of industry professionals for four days of education and networking opportunities.
Web www.ihrsa.org/convention

19-25 International Fitness Week

Venue Fitness First clubs worldwide

Summary

The third International Fitness Week aims to encourage the world to become more active. In 2011 it involved more than 40 Fitness First clubs in 12 countries, and this year's event promises to be even bigger.
Web www.internationalfitnessweek.com

23-25 International Fitness Showcase

Venue Winter Gardens, Blackpool, UK

Summary

Showcases the latest exercise classes, along with workshops and lectures, for fitness instructors and enthusiasts.
Web www.chrysalispromotions.com

25 Scottish Beauty

Venue The Royal Highland Centre, Edinburgh, UK

Summary

Scotland's only professional beauty exhibition and training congress, with around 200 suppliers and training providers expected to attend.
Web www.beautyserve.com

27-30 ACSM's 16th Health & Fitness Summit & Exposition

Venue Las Vegas, Nevada, US

Summary

ACSM's Health and Fitness Summit and Exposition bridges the gap between the science of sports medicine and its practice for the fitness professional. It covers a wide range of disciplines – from nutrition, personal training and exercise programme design, to sports medicine and professional development – and offers educational sessions and workouts.
Web www.acsmssummit.org



Hollywood-bound: Delegates will gather in LA for this year's IHRSA event

APRIL

11-12 BASES Student Conference

Venue University of East London, London, UK

Summary

The British Association of Sport and Exercise Sciences (BASES) forum for students. This year's theme is 'Olympic and Paralympic Athletes: Research and Applied Perspectives'.
Web www.bases.org.uk/Student-Conference

18-21 SPATEC Europe

Venue Don Carlos Leisure Resort & Spa, Marbella, Spain

Summary

A two-day forum of meetings between UK and European spa owners, directors and senior personnel, with more than 70 leading international spa suppliers.
Web www.spateceu.com

19-22 FIBO 2012

Venue Exhibition Centre Essen, Germany

Summary

Over 560 companies from 35+ countries showcase products, concepts and solutions for the fitness, wellness and health industries. FIBO attracts around 53,000 visitors from 60 countries.
Web www.fibo.de

25-28 Russian Fitness Festival

Venue Olympic Stadium, Moscow, Russia

Summary

The festival aims to develop exercise and healthy lifestyles in Russia. It includes a business conference, fitness convention, aqua convention, trade show, kids' marathon and aerobic championship.
Web www.fitness-convention.ru

27-29 Australian Fitness & Health Expo

Venue Sydney Convention & Exhibition Centre, Sydney, Australia

Summary

Exhibition, seminars and training for the Australasian fitness industry. Offering innovative training techniques, cutting-edge equipment, expert advice and live demonstrations and product launches.
Web www.fitnessexpo.com.au

MAY

2-3 SIBEC UK

Venue Forest of Arden Marriott, Birmingham, UK

Summary

SIBEC UK brings together 120 of the most important and influential suppliers and buyers in the UK leisure, health and fitness sector.
Web www.sibec.co.uk

everyone's talking about . . .

cancer testing

Gyms should be carrying out mouth swab tests to predict people's chances of developing cancer, according to a cancer expert. Is this a direction in which we want to be heading?

GPs try and encourage people to lead healthy lives, but it's too medicalised. So said cancer expert professor Karol Sikora to *The Evening Standard* in December 2011, adding: "If we're going to stop lifestyle cancers, then what would have more impact would be if gyms, for example, took a swab test and gave people a print out of their own risk."

The fitness industry is keen to work more closely with the healthcare sector, but do fitness instructors want to be handing nervous new members a piece of paper saying they have a high risk of developing cancer? Is that how

people want to receive the news? And would the subsequent fear drive them into being loyal gym goers, or would the gym experience feel forever tainted – a real chore that you have to do, or else you will die?

This news story came just ahead of a Cancer Research UK-backed report, carried out by the University of London, linking lifestyle and cancer. It showed that nearly half of cancers diagnosed in the UK each year – almost 130,000 cases – are caused by avoidable life choices including smoking, drinking and eating the wrong things.

Lead author, professor Max Parkin, says: "Many people believe cancer is

down to fate or 'in the genes' and that it is the luck of the draw if they get it. Looking at all the evidence, it's clear that around 40 per cent of all cancers are caused by things we mostly have the power to change."

But how do we get people to live healthy lifestyles? Is fear actually the way to do it? This January, the Hertfordshire Clinical Commissioning Group took the controversial move of stopping routine surgery on obese people or smokers. But does the stick approach work, or just cause despair?

Lifestyle change is needed and our industry has the tools, but what is the way forward? We ask the experts....

WHAT WORKS BEST – THE CARROT OR THE STICK? EMAIL US: HEALTHCLUB@LEISUREMEDIA.COM

charles gale

gale burnett consulting • owner



Cancer screening in gyms is not a good idea, as this is not the industry's specialism. But there is potential for real synergy in clubs linking up with BUPA, or the NHS, to organise – for example – talks from nutritionists about diets for wellness, or cardiologists on the importance of exercise and to give information about lifestyle-related

diseases, as well as to offer some basic health screenings.

There does need to be a cultural shift in the ways in which people take more active responsibility for their own health and wellbeing, but fear-based messages – that don't incorporate a specific solution, or a practical and available course of action – are rarely effective. They tend to be ignored, or worse still, actively turn members off.

How we communicate is as important as what we communicate when it comes to influencing and changing behaviours. By striking a positive tone, the messages from health clubs that exercise "makes sense" can be made more credible, more influential. This is an opportunity to both encourage and reinforce the positive commitment that a member has made to their health by choosing to join a health club."

chris jones

nuffield health • head of physiology



I don't think it's a good idea to scare people into exercise: this reinforces the idea of the gym as a negative experience. Neither do we want to put pressure on fitness instructors to become clinicians – testing for cancer is outside of their knowledge.

However, health clubs do have the potential to offer more services and practical support, and become a health hub. I think health clubs should be able to offer people access to a broad range of clinicians and doctors, who can give advice and carry out optional tests, using evidence-based assessments for lifestyle-related cancers. This can then be discussed with a doctor and the results fed through to the fitness team to draw up an appropriate programme. Offering a variety of services under one roof, with a joined-up approach, could make a real impact. However, tests should only be carried out by trained clinicians.

All tests have limitations to them, and screening everybody for cancers increases the risk of unnecessary harm and stress. However, highly trained fitness professionals can help members to understand their general health status by testing aspects such as blood pressure, cholesterol or body composition."



PH: WWW.BEAMMEDIA.LTD / WWW.SHUTTERSTOCK.COM

While cancer treatment is the domain of the medical sector, health clubs can play a big part in disease prevention

dave stalker

fia • ceo



“By nature, we all fall into either the carrot or the stick mentality, and fear is a fairly strong stick – but it can be very effective. But for gyms to carry out comprehensive health checks, there would be a capital cost of training.

In any case, I don't think the industry should be telling people they have cancer – that's for the medical sector.

Nevertheless, I think it could be a positive move for us to outline the risk factors of members' lifestyles and support them through the changes they need to make. I think people need to be encouraged to take more responsibility for their health and lifestyles, and I think gyms can play a key role in this.

The industry also has the responsibility to work with the community to help people improve their health – for example, through exercise referral schemes.

It may seem extreme for the NHS to be refusing operations, but the NHS can't remain free at the point of entry if people don't start to take responsibility for their own health. The messages about obesity, binge drinking and destructive lifestyles is being screamed at us by the media, but still many people retain an ostrich mentality.”

sarah woolnough

cancer research uk • director of policy



“We aren't calling for cancer screening in health clubs – that's a big step away from where we are at the moment. But many thousands of cases of cancer could be prevented by making small changes to our daily habits.

We would support exciting new ways of helping people to make lifestyle changes if there was good scientific evidence to

show it worked. And there's definitely room for more signposting: we need to encourage awareness of the early signs of cancer, and what to do if you have them. But we don't recommend using fear to motivate people, as research shows it doesn't work.

Cancer Research UK has been at the heart of the progress that has already seen cancer survival rates in the UK double in the last 40 years. Improvements in survival are partly down to the huge progress in cancer treatments, but they are also due to people being motivated to lead healthier lifestyles – giving up smoking, for example, which has been supported by NHS services that help people to quit. Cancer is a difficult topic for people to talk about, so it's vital to provide access to good information – with sound scientific evidence behind it – about improvements in diagnosis, treatments and survival. Gyms could help here.”

DESPINA SPANO

The principal advisor on Health & Consumers in the European Commission, and chair of the EU Platform for Action on Diet, Physical Activity and Health, talks to Kate Cracknell about the EU's commitment to addressing obesity



PHOTO: WWW.SHUTTERSTOCK.COM

I'm sure I'm not alone in feeling a little lost when confronted with the vast machine that is the EU. Who's who? Which department does what? What policies will impact on us, and how? For many of us, there's a cloak of mystery that surrounds the goings-on in Brussels.

But there is a division which, by its very name, immediately speaks to the health and fitness sector: the Directorate General for Health and Consumers (SANCO). And within this, Despina Spanou is a significant force. As principal advisor to the Director General, she works on communication and stakeholder relations, including chairing stakeholder fora: the Platform for Action on Diet, Physical Activity and Health, for example, and the High Level Group on Nutrition and Physical Activity.

A qualified lawyer, Spanou has been working in the area of health for seven years. She explains: "As deputy

head of cabinet for the European Commissioners for Health, I observed the first attempt to create a European Union-level strategy against obesity that included physical activity, and that's what brought me to my role now.

"The good thing about being a lawyer is that you know where EU boundaries are, but you also know how far EU policy can go. European Union law is a bit special. Member States – the countries that are members of the European Union – maintain jurisdiction over their health policy, but as a lawyer you understand how the EU can help through co-ordinating actions at a European level.

"Increasingly, over time, governments are coming back to us and asking us to do more to fight obesity – in the area of physical activity, for example, they feel the direction needs to come from the top, with European-level action rather than individual, national actions. But ultimately, the role of the EU in the area of healthcare is to support co-ordinated actions for European Member States, and to propose initiatives that bring such co-ordinated actions.

"As a lawyer though, you're able to push as far as possible to make the policies work – without encroaching into national jurisdiction, which must

The EPODE programme in Europe targets children and focuses on healthy eating and physical activity



PH: WWW.HUTTENLOCC.COM

always be taken into account. National specificities must always be considered in any case, because at the end of the day each country is different, with different health challenges."

europaean strategy

So what is the current EU position regarding physical activity? "Since 2007, there's been an EU strategy on nutrition, health and physical activity, developed in response to a call from all Member State governments. At its heart, it's a strategy to fight obesity and the chronic diseases obesity is linked to – the non-communicable diseases (NCDs) which are responsible for 63 per cent of all deaths in the world. These are caused by four key factors: unhealthy eating, physical inactivity, tobacco use and alcohol abuse.

"We have data showing that unhealthy eating and physical inactivity are on the rise across Europe, leading to a growing obesity trend and a consequent rise in

NCDs; in the latest European survey on Sport and Physical Activity – published in March 2010 – 34 per cent of all respondents said they seldom or never took part in physical activity. The EU strategy is therefore designed to address the growing problem of obesity and other weight-related issues by addressing both nutrition and physical activity – you can't do one without the other."

She continues: "This strategy was adopted by all governments and endorsed by the European Parliament, to run from 2007 to the end of 2013. But how do we tackle physical activity and healthy eating in the context of that strategy? We can't introduce laws that impose on governments ways in which they have to introduce policies to make people eat healthily and exercise. In any case, I don't think people want that sort of nanny state approach.

"Instead, we recognised that this was a problem that cannot be tackled with a single-pronged approach, be that

The food, fitness and medical communities are all stakeholders in the fight against obesity

laws or voluntary action. It requires co-ordinated action aimed at specific objectives: promoting healthy eating, promoting awareness on obesity health-related issues, reformulating food to make it healthier, creating opportunities for more exercise, providing the right environment so that physical activity becomes part of people's lives, involving schools and local communities. It requires a holistic approach.

"So we brought together everybody that has anything to do with the problem – not just Member State governments and local authorities but also all the stakeholders, such as the food industry, the fitness industry, the play sector, the medical community, civil society organisations, consumer organisations. And then we asked each stakeholder to propose actions to fight Europe's worrying health trends – rising obesity and falling levels of physical activity.

"In doing this, we created the EU's Platform for Diet, Health and Physical Activity – the first of its kind. It's a kind of 'club' that meets a few times a year ▶

"INCREASINGLY GOVERNMENTS ARE COMING BACK TO US AND ASKING US TO DO MORE TO FIGHT OBESITY"

Spanou believes that initiatives should focus not just on making people healthier, but on making life better all round

► and that brings together the umbrella associations of the food industry, the medical profession, the fitness industry and so on – EHFA, for example, represents the European fitness industry on the Platform. Those umbrella associations are then responsible for representing the national organisations within their sectors.”

parallel action

She continues: “The aim of the Platform is to challenge the various stakeholders to bring in voluntary actions that will help tackle the obesity crisis. Indeed, to be on the Platform, organisations need to have ongoing active commitments – the actions we require. As far as possible, these should be co-ordinated actions across Europe, rather than being specific to just one area or country. At the very least, they should offer best practice that can be replicated elsewhere.

“We have funding available to support projects on a co-funded basis. And being on the Platform also gives organisations the credibility that they’re trying to do something about the obesity problem.

“Running alongside this process, we also have the High Level Group on Diet, Physical Activity and Health, which is the government-level equivalent of the Platform. This brings together national authorities, who also propose strategies and actions at a national level to tackle obesity – strategies for healthy eating, physical activity and so on.

“So these are the two parallel processes, the two groups – governments and stakeholders – that bring forward the actions to implement the strategies we have at European Union level.”

the role of fitness

So how can the fitness industry get involved in the delivery of this strategy? “If someone has an idea of an action, they should approach their national body



– the FIA in the UK, for example – who can in turn refer to EHFA to bring the idea to the Platform,” explains Spanou. “EHFA will be aware of all the criteria for acceptance of commitments, and the detail of the European objectives, and will – along with the European Commission itself – be able to advise on the content of commitments.”

But in a nutshell, what constitutes a Platform-worthy commitment? “Key among the criteria for acceptance is the need to provide measurable outcomes. Any action is good, but we have to focus on projects that can prove delivery against our EU-level strategic objectives – increasing levels of physical activity, for example.

“Change4Life in the UK is a good example – it has a number of actions that have been created as part of the European strategy. These include, for example, offering dance classes in schools with the aim of creating a joy of moving among children that goes beyond the usual physical activity and physical education classes they have at school.”

She continues: “Where possible, as I mentioned before, we also like to implement co-ordinated actions, with

a lot of different stakeholders working together; the biggest impact can often be gained by working across sectors rather than doing projects that only focus on healthy eating or on physical activity.

“For example, one of our most prominent projects has already rolled out across four countries. It started in France and was then extended to Belgium, the Netherlands and Greece – all very different countries. The programme – called EPODE (Ensemble Prévenons L’Obésité des Enfants) – targeted children and aimed to address both healthy eating and physical activity.

“Financing came from a number of different channels, including the food industry and the European Commission. Then there were universities in each country that provided the research and monitoring. The universities also created the programme in the first place, which aimed to curb obesity trends among children by offering healthy eating initiatives at school and creating more physical activity options in the community. The town mayors were then in charge of implementing that programme, so the local community was also involved.

“In the two towns where the programme ran in northern France, obesity trends actually started going down. This has become a programme that we’re now exporting throughout the world. We’ve created something that anybody can implement in

“IF SOMEONE HAS AN IDEA OF AN ACTION, THEY SHOULD APPROACH THEIR NATIONAL BODY – THE FIA IN THE UK, FOR EXAMPLE”

get ready,
get set... **GO!**

GET READY to meet, face to face, with the most influential operators and suppliers in the health & fitness industry at SIBEC UK & SIBEC Europe in 2012.

GET SET to network, meet, talk business and build long lasting relationships in your industry by appointment in a 5 star hotel.

GO! It's simple, you chose the companies you want to meet with and we arrange your meeting schedule. At SIBEC YOU are guaranteed face to face appointments with the companies YOU want to meet with.

It's tried and tested over 15 years. Register for SIBEC in 2012 and be part of a unique club which is unparalleled in the industry.

REGISTER for SIBEC UK & SIBEC EU in 2012:



SIBEC¹²
UK

2nd - 3rd May 2012

Forest of Arden Marriott,
Birmingham, UK



SIBEC¹²
Europe

**31st October -
3rd November 2012**

Corinthia Hotel,
Budapest, Hungary

Call: +356 2137 0207

Email: david@mcleaneventsinternational.com

Web: www.sibec.co.uk

The EU Platform wants to see more action targeted at the ageing population during 2012

► their country and make a real difference to people's lives.

"So it's not just about the individual action that each association brings, like EHFA for instance, but about combining the efforts of stakeholders into co-ordinated actions. In fact, we've already been looking with EHFA at ways in which we might be able to combine its actions with other stakeholders to increase its input. "EHFA does a lot of work in the area of physical activity advocacy, and one of the actions it's already supporting is in conjunction with the International Sport and Culture Association. They're developing a big conference that brings together people from all over the world to discuss sport and physical activity issues and to exchange ideas, but also to bring in projects and best practice."

activity to the fore

Spanou continues: "In the first few years of the strategy, physical activity took a bit of a secondary role. But last year, following a mid-term progress report, we did what we called a 'renewal of our commitment to fight obesity' – a bit like within a marriage, when after a few years you renew your vows – and we proposed a renewed set of objectives. These renewed objectives included a greater emphasis on physical activity for the last three years of the strategy, because we saw a need for more action in that area.

"Physical activity plays a huge role in the fight against NCDs, but as I mentioned before, one in three Europeans now admits to being totally inactive – activity levels in the EU have been dropping dramatically. The fitness industry is therefore a sector to which we inevitably need to turn."

So does the EU see the fitness sector as a credible partner? "Absolutely. For us, it's one of our main stakeholders in the Platform and has increasing importance. Fitness is part of people's lives – I think that's a reality now – and we want it to take part in the action.

"The more gyms can take a holistic approach, including nutrition as well as fitness, the better. The other important step the industry could take, from our



perspective, would be to better segment different types of fitness for different groups of people – the aged population, younger people and so on. We've already announced through the Platform and the Member States that, for 2012, we'd like to see more action focused around the ageing population; 2012 is the European Year of Active Ageing. At an EU level, we're working on how we can increase the number of healthy years a person lives. Physical activity will play an important role in this.

"From an EU perspective, it's therefore time for the fitness industry to acknowledge the difference between older people who exercise for health reasons, and younger people who exercise for fitness. We need programmes that cater for the needs of older people – and importantly the industry also needs to make itself more accessible to this population group. Going out to where the people are – into the community, even into rural communities – will be imperative. Indeed, I believe local-based action is the most important element."

action is welcome

So if she were putting out a bid to *Health Club Management* readers, to encourage them to help bring about the commitments that the EU Platform requires, what would be her pitch?

"I think the first thing we should be thinking about is improving people's lives. When you set that as your

objective, you need to go a bit further than just providing the right equipment and the right places. You need to look at making fitness fun, creating something that's appealing, something that shows people how it can make them happier. Because it's not just about being healthier – it's also about having a better life altogether. So I think that's the first role the fitness industry has: to make physical activity appealing.

"The second thing we're calling for and which, in my view, is very important is what we just discussed: accessibility. Don't limit fitness to the privileged population that has immediate access, but go where the population may have difficulty finding activity options.

"And then the third point is adapting to the different target audiences, making sure everyone – from children to older people and the obese population – is properly catered for. The fitness industry needs to bring in these people, make special adaptations for them and make fitness a sustainable part of their lives.

"Ultimately, the industry needs to think in an ambitious manner. Anybody who wants to do something that's ambitious and that has making a positive change as an objective should contact their national association and ask them to bring it in to the Platform as a possible action. All action is welcome."



kate cracknell
healthclub@leisuremedia.com

STOP!

ASK YOURSELF

Wouldn't it be nice to know that there was an alternative to exhibitions?

How about an event where you had a personal meetings schedule with the Spa operators you really want to meet...

How much time and money could you save if you could meet everyone you wanted to meet face to face, by prearranged appointments...

...in just 2 days?

well...

...Have you heard of SPATEC?



SPATEC¹²
Europe

18-21 April 2012, Marbella, Spain

Bringing industries together for 15 years

visit: www.spateceu.com

The meeting forum that brings together the spa industry in: **Europe, North America and soon in the Middle East and Asia.** For more information or to register for SPATEC,

email: David Zarb Jenkins on dzarbjenkins@questex.com or

Stephen Pace-Bonello on spacebonello@questex.com



HOTEC

Hotel Management

Europe, North America,
Middle East, Asia



SIBEC

Health & Fitness

UK, Europe,
North America



SPATEC

Spa, Wellness and Beauty

Europe, North America and
TBA Middle East and Asia



CONFEC

Meetings & Incentives

UK,
Europe

FROM MADONNA AND RUSSIA WITH LOVE...

Donna Gregory reviews the newest Hard Candy Fitness club, recently opened in Moscow, Russia

The recipe for Hard Candy Fitness Moscow: take one world famous superstar and combine with a global health, wellness and fitness company, in conjunction with the woman who's widely reputed to have brought fitness to Russia. The result: a unique health club that's firmly becoming a Red Square attraction in its own right.

Opened in December, Hard Candy Fitness Moscow is the second collaboration between Madonna, her manager Guy Oseary and US-based New Evolution Ventures (NeV); the first Hard Candy Fitness club opened in Mexico City in November 2010.

For their first Russian venture, the Hard Candy Fitness team has chosen to work with Russian fitness pioneer Irina Razumova, founder of the Russian chain Planet Fitness and the woman who led the opening of the very first fitness centre in the USSR in St Petersburg in 1989. Razumova is general director of the new Hard Candy Fitness site, charged with overseeing operations at the club.

And why Russia for the second Hard Candy Fitness opening? "Madonna has had a strong affiliation with Russia ever since she took her 'Sticky and Sweet'



In vogue: Madonna's stamp is everywhere, from interior design to classes

tour to the country, and asked the NeV team early on to focus their attention on finding locations for Hard Candy Fitness in Russia," says NeV chair Mark Mastrov.

Madonna's influence

The 3,500 sq m (37,670sq ft) four-floor club is housed in an old mansion house

in the historical centre of Moscow, near Red Square, and combines the grandeur of old downtown architecture with contemporary design and interiors.

Thomas Sandell, principal architect for the project and co-founder of Swedish design company Sandellsandberg, admitted that his main challenge was marrying the traditional interior with the contemporary design.

But as Mastrov explains, Madonna also has input from the very beginning: "From design to branding to programming and layout, Madonna has been involved in the process, reflecting her point of view on what the ideal exercise, dance and workout environment should look like."

Once members have been greeted at the stylish reception area, complete with eight TV screens featuring a selection of Madonna videos, it would be hard to resist popping in to the Hard Candy

HARD CANDY FITNESS MOSCOW: THE STATS

LOCATION

Hard Candy Fitness Moscow, B.Kislovskiy per 9, Moscow, Russia 125009

ANNUAL FEES

Adult annual membership – 12 years and over: 160,000 Rbils (£3,362)

Corporate membership is available for groups of five or more: 120,000 Rbils (£2,521)

Children's membership is available from the age of six – 12: 36,000 Rbils (£755),

but each session must be supported by a personal trainer at an additional cost

Crèche for kids aged three to five: 60,000 Rbils (£1,258)



The men's changing rooms (above) and the club swimming pool (right), which features a chic industrial design



The club has four spa treatment rooms (above left), while the juice bar is designed in bright 'candy' colours (above right)

juice bar on the same floor. Awash with colour thanks to the chair coverings – with their swirling patterns of pinks, yellows and oranges – it instantly makes you think of all things sweet. The bar menu, developed by popular Moscow restaurateur Alexander Orlov, includes healthy meals, fruit and herbal teas and fruit cocktails.

Continuing our first floor journey, we come to the women's changing rooms – pretty in shades of peach with mosaic tiles – which include a vanity area, showers and women's sauna, as well as access to the impressive swimming pool.

This pool area is a mix of industrial chic – the colour grey and metal feature heavily here – and cutting-edge design: part of the roof area is glass, which continues down the outside wall, supported by a lattice-style metal framework. You almost feel as if you

“FROM DESIGN TO BRANDING TO PROGRAMMING, MADONNA HAS BEEN INVOLVED IN THE PROCESS”

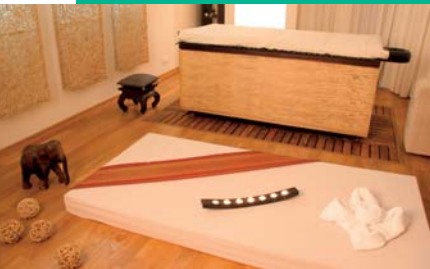
are outside, yet protected from the elements. The use of emerald green brings warmth to the area, and the floor-to-ceiling glass-fronted pool balcony is a stylish touch. After a swim you can try out the steam room, which is located in the pool area.

Madonna is waiting to greet you on the second floor. Well, not literally of course, but her presence is certainly felt with two corridors dominated by very different images – one featuring a series of Andy Warhol-inspired pictures of the pop icon, with the other going for a more traditional black and white shot.

The second floor is home to a traditional Russian sauna – known as a banya – as well as the men's changing rooms, a STOTT PILATES studio and a group exercise room.

Fitness programming

The concept behind Hard Candy Fitness is a belief that Harder is Better™, and the clubs are designed as places to work out hard – but also to relax in luxury, with full-service amenities. They are also unique in their focus on personal fitness through proprietary group training programmes. The clubs, programmes ▶



While the 'Harder is Better' mantra underpins the club's philosophy, the benefits of relaxation are also emphasised

► and vision are inspired by Madonna, and are brought to members by hand-picked Hard Candy Fitness trainers and staff.

You get the full flavour of Hard Candy's approach to fitness when you witness its exercise programming. Clearly the 'Harder is Better' mantra underpins the group fitness classes, with names such as Addicted to Sweat and Jaw Breaker; these cardio and toning classes are not for the faint-hearted. Not only has Madonna influenced the movements, but much of it is inspired by the same choreography and toning exercises used in her own fitness regime.

And as you would expect, the soundtrack for these classes isn't exactly run of the mill, as Brent Leffel, NeV

president, says: "The music and sound is phenomenal. Hard Candy Fitness is leveraging Madonna's experience at the cutting edge of music, partnering with top DJs to create the right atmosphere to motivate members and provide them with an inspiring experience that produces excellent results."

Meanwhile, just last month, Hard Candy Fitness Moscow – along with Planet Fitness – were the first clubs in

Russia to launch LaBlast, a partner-free dance fitness programme created by Louis Van Amstel, who is a professional dancer and choreographer appearing on the American reality television series *Dancing with the Stars*.

Fitness focus

Heading up to the third floor, the hard work begins again in the 425sq m (4,575sq ft), well-equipped gym. With more than 100 pieces of strength kit from Precor and Hoist, as well as cardio equipment from Precor, Oartec, Marpo Kinetics, Versaclimber and Concept2, this gym caters for every type of user.

Derek Burke, Precor sales director, says: "From our experience in supplying both New Mexico and Moscow, we know how innovative Hard Candy Fitness is as a brand – this new club's offering is just as impressive as the inaugural centre in Mexico. From its serious commitment to getting results for its members to its unique classes featuring movements designed by Madonna herself, Hard Candy Fitness Moscow isn't just another fitness centre; it's a whole different experience."

"The Hard Candy Fitness brand encompasses all facets of training, from cardio to weight training, functional fitness techniques to group fitness programming. Hard Candy Fitness welcomes all fitness levels and provides members with the most innovative and unique training equipment and programming available," adds Leffel. ►

"HARD CANDY FITNESS WOULDN'T BE A SUCCESS WITHOUT MADONNA'S CONTINUED PASSION AND COMMITMENT TO THE BRAND"

FROM WORKING OUT TO CHILLING OUT

THE GYM LOWDOWN:

- 100 pieces of strength kit from Hoist and Precor
- 41 pieces of CV equipment including Precor AMTs, recumbent and upright bikes, treadmills and EFX elliptical cross-trainers
- Versaclimbers
- VMX Multi-Mode Rope Climbers from Marpo Kinetics
- Oartec Slider rowing machines
- Concept2 ski machines
- TRX Suspension Trainers

THE SPA LOWDOWN:

- Four treatment rooms
- Relaxation lounge with a selection of herbal teas
- Hard Candy Spa boutique selling a wide range of cosmetics and accessories

SPA TREATMENTS:

- Ayurvedic treatments: Ayurvedic lifestyle consultation including pulse diagnosis, Abhyanga warm oil massage, Marma points massage, Shirodhara anti-stress warm oil treatment, Udvarthanam herbal powder slimming massage
- Shiatsu and yoga massage
- Chinese acupressure
- Tibetan acupuncture and massage
- Manicure, pedicure, foot massage



approved

Working together for the Industry

The FIA Code of Practice assessment shows commitment to standards and quality across your staff and members. It helps you with health and safety regulations, staff training and customer care.

Since launch, over 1,000 operators have committed to the FIA Code of Practice and seen a considerable increase in customer satisfaction.

“ It provides current and potential members with the peace of mind that we operate to the highest standards of both facilities and expertise. ”

Private multi-site operator

Raise industry standards in 2012, become FIA COP compliant.

To find out more visit www.fia.org.uk, email cop@fia.org.uk or call **020 7420 8571**



Alongside the gym, there are studios for cycling, boxing, dance and PT



► As part of the club's ethos of all-round fitness training, there are separate studios for cycling, dance, boxing and personal training, all situated on the fourth floor. There's also a mind-body studio – equipped for members to practise bar work, body sculpting and the latest trends in yoga.

To help support members through this intensive training, the club offers a 'Fitness Concierge Service', which includes a personal fitness programme supervisor for every member. This supervisor will devise an individualised programme that includes a workout plan as well as nutritional advice. The emphasis is on continued support, with supervisors reviewing clients every three

months. There is also a club doctor, who members can visit for a health assessment and for diet advice.

Striking a balance

However, although Hard Candy Fitness Moscow firmly believes in working hard, it also provides members with the chance to relax and enjoy a bit of pampering. The club's Orient Express spa offers a full range of treatments including Ayurvedic massage. Members even get their own spa counsellor, who can provide personalised recommendations and advice.

With such a good balance on offer between high quality workouts and relaxation, Hard Candy Fitness Moscow is already proving popular. "Hard Candy Fitness Moscow brings a very personal approach to every customer's wishes," says Razumova. "In my opinion, what people generally lack is attention. There may be clubs with interesting design and good equipment, but only with us do members receive very personal attention, which is so important to help them fulfil their personal fitness goals, achieve mental balance and relaxation.

"Our staff are trained to present the highest level of professionalism when it comes to fitness training, but also to make members fall in love with the club and long for their next visit."

The future

Later this year, Russia will get its second Hard Candy Fitness – in St Petersburg – and, as with Moscow, Razumova will be at the helm. Mastrov and Razumova have a long-standing working relationship and friendship. Mastrov says: "As one of the founders of the modern Russian fitness movement, Irina is one of the best fitness operators in the world."

Going forward, the strategy of locating Hard Candy Fitness clubs in upmarket residential areas will continue. Natalia Kryuchkova, head of marketing

for Hard Candy Fitness Russia, explains the rationale: "We look for strong demographics with high household income in cities where people will be able to afford a slightly higher price point. The intention is to create a business with high-end clubs in the best corners of the best cities in the world."

The world certainly seems to be Hard Candy Fitness' oyster where new openings are concerned, with the team exploring Italy, the UK, Canada, France, Australia, Argentina and Brazil as possible locations. The team has a two-model approach: building new clubs from the ground up, or converting existing locations in conjunction with talented operators, investing alongside them to rebrand an existing facility.

"The Hard Candy Fitness model will evolve with our first five to 10 locations. While there will be brand consistencies, certain components such as design, services and amenities may change based on the particular location of the club and the culture of that country or region.

However, each Hard Candy Fitness will have a structure to ensure a fresh, energising experience no matter where it's located," explains Mastrov.

He continues: "When it comes to launching a brand with one of the most renowned celebrities, you couldn't ask for a better partner than Madonna. Whether it's her hands-on involvement or undeniable star power, Hard Candy Fitness wouldn't be as successful without her continued passion and commitment to the brand."

With Hard Candy Fitness possibly coming to a city near you in the future – if you're looking for a fitness club where you can work out hard, experience unique classes inspired by one of the world's most famous entertainers and relax in luxury – then Hard Candy Fitness certainly won't disappoint.



The 425sq m gym offers a wide range of equipment, including Precor's AMT



donna gregory
healthclub@leisuremedia.com

Lifeline[®]usa

Functional Fitness Equipment

NOW IN STOCK!

Jungle Gym[®] XT - Pullup Revolution[™] Pro - Chest Expander[™] - Power Pushup[™] - Power Wheel[™]
 Portable Gym[®] - Vertical Jumper - Lateral Resistor 2 - Heavy Weighted Speed Ropes[™]

Call: 01945 880257

Email: sales@jordanfitness.co.uk

Visit: www.jordanfitness.co.uk

Visit our website www.jordanfitness.co.uk for the full range of Jordan functional fitness equipment.

MAIN EUROPEAN DISTRIBUTOR

Jordan[®]

Functional Fitness Specialists



DO MORE.

POWER OF THE PACKAGE

CARDIO. STRENGTH. EDUCATION.

Cardio



Selectorized
Strength



Functional
Training



Plate
Loaded



Spinning[®]



Education &
Marketing
Support

POWERFUL PRODUCT. POWERFUL EDUCATION. POWER OF THE PACKAGE.

For more information contact Star Trac at +44 (0) 1494 688260 or uksales@startrac.com

©2012 Star Trac. All rights reserved. Star Trac and the Star Trac logo are registered trademarks of Star Trac Inc. SPINNING, Spinning, Spinning[®] and Spinning[®] logo and equipment are registered trademarks of Spinning, Inc.

SPINNING

STAR TRAC

The Mindful Movement



We believe that effective and responsible exercise is the foundation to a better lifestyle.

With that in mind we've developed all-new programming, equipment and accessories for our premier Pilates brand STOTT PILATES®, as well as our new and innovative fitness brands: CORE Athletic Conditioning & Performance Training and ZEN•GA™ which combines a unique blend of the foundational principles of STOTT PILATES, Yoga and Dance.

We offer club owners the opportunity to expose members to new and exciting forms of mindful exercise that deliver profound results, while enhancing the skills and career options for fitness instructors.

STOTT PILATES® zen•ga CORE

For more information contact an Education Sales representative.
fullsolutions@merrithew.com • 0.800.328.5676 x 303 • merrithew.co.uk

MERRITHEW HEALTH & FITNESS™



19 - 22 April 2012

FIBO 2012

Exhibition Centre Essen, Germany

The Leading International Trade Show for Fitness, Wellness & Health



Reed Exhibitions FIBO Niederfassung der Reed Exhibitions Deutschland GmbH • Völklinger Str. 4 • 40219 Düsseldorf • Germany • Tel. +49 211 90191-300 • E-Mail: info@fibo.de

www.fibo.de

VIRTUAL REALITY



Virtual classes can be cost-effective to set up and do not take up staff time

KATE CRACKNELL ASKS THE EXPERTS FOR THEIR THOUGHTS ON VIRTUAL PILATES AND YOGA CLASSES

With technology taking more and more of a front seat in our gyms, it's no surprise that it's also impacting on group exercise. We've seen 'virtual' classes – in which participants follow the lead of an on-screen instructor – in a number of disciplines now, most notably group cycling.

However, while the virtual route is clearly an effective – and cost-effective – format for classes where the role of the instructor is predominantly motivation and issuing instructions regarding how hard people should be working, it becomes harder to see how it can work well when the class is focused on individual technique. In such sessions – where an instructor will go around the class checking what each participant is doing and offering feedback – a live presence is an obvious bonus.

The news that pilates and yoga are now available as virtual classes has therefore divided opinion. Will it undermine or complement the 'live' offering? Will teachers be inspired to raise their game to differentiate staffed classes from virtual? Is there a heightened injury risk without an instructor present? Our panellists share their thoughts.

JOHN TREHARNE

CEO, THE GYM GROUP



Our low-cost model has been designed to embrace the fact that people need to change their fitness habits to fall in line with other commitments in their life. Not everyone can commit to attending weekly classes at a set time; people want flexibility regarding their participation in group exercise.

Inspired by the success of virtual classes in various European countries, The Gym Group is therefore trialling 24-hour virtual pilates and yoga classes at four of its national sites. The classes feature a range of male and female instructors and run every hour, on the hour, seven days a week. Virtual classes make good use of floor space and are relatively cost-effective to set up, with a fixed low fee and no ongoing staff costs.

We've used respected and well-qualified instructors – such as Birgitte Nymann – to teach these classes, to ensure positions and moves are all demonstrated with technical accuracy. In fact, we would argue that the quality of teaching is actually better than your average class instructor, as we've been able to hand-pick people who are guaranteed to deliver an exceptional class – all at a time most convenient to individual members.

Research has shown that the total number of group exercise participants has risen dramatically at clubs that offer flexible, virtual teaching. There have even been cases of members requesting more virtual classes, which suggests that the popularity of virtual training is gathering momentum.

There is clearly an audience for both live and virtual classes. However, our business concept is all about attracting a new market; we need to find exciting and cost-effective fitness solutions that work for our members, and that distinguish us from our competitors.

The initial feedback from the sites trialling the concept has been very positive and I anticipate that, during 2012, The Gym Group will roll out virtual pilates and yoga classes across more sites.



Virtual group exercise can be offered 24/7



Without a live instructor present, will members enjoy the same benefits from their pilates classes?

NORA ST JOHN

EDUCATION PROGRAMME DIRECTOR, BALANCED BODY & CO-OWNER OF TURNING POINT STUDIOS, CALIFORNIA, US



For some clubs, there is possible merit in providing virtual group classes for certain activities where it may be too expensive or difficult to hire an instructor. However, it's a much trickier issue with pilates classes.

With any group exercise programme, quality instructors are critical, but this is doubly true for pilates. Part of the brilliance of the pilates method lies in its extensive repertoire and the ability to physically modify any exercise to meet the health needs of different clients with different body dynamics. An instructor needs to be there to recognise and make these modifications.

Pilates is also a mind-body exercise that requires mental focus. It is the job of a pilates instructor to create an environment in the class that encourages that focus and fosters the mind-body connection.

All of the above is hard to make happen if members are watching a screen. This could lead, in turn, to member disinterest and – if a participant has special health considerations – possible injury. They would be better off watching a DVD at home, where the responsibility falls on them to understand the nuances and safety issues of the exercise. With a virtual class, the onus falls on the club.

Certainly in the US, pilates is one of the very few club activities members expect to pay extra for. It's a huge revenue generator and service differentiator for facilities. But it's the experience and results a live instructor provides that members pay for, and a virtual class can't replicate that. I believe it would be more beneficial for a club – even a budget-conscious one – to find a way to get a teacher on board.



Clubs must consider the safety aspect when an instructor is not present

Virtual classes could be used to supplement teacher-led sessions



GLENN WITHERS

PHYSIOTHERAPIST AND DIRECTOR OF APPI HEALTHGROUP

My honest feeling is that virtual classes are the worst form of teaching possible in a gym environment, and the sooner this is put to bed the better. When people go to an exercise facility, they are looking for inspiration – and that comes from the personal interaction with the teacher.

But one must always look at this realistically, not just as a purist. It's not so much that it cannot be done – we have our own DVDs that encourage people to do pilates at home. But if a person has made a conscious choice to go to the gym, I fear their motivation will be lost if they find they could do the same workout from home.

Moreover pilates, possibly more than other forms of exercise, really needs the expertise of the instructor to ensure correct function, avoid painful compensations, and to ensure results. It's not the pilates movements on their own that get the results but the execution of those movements – and that's down to the teaching. In addition, if there's no-one there to advise, how does a client know when they are ready to progress to the next level?

With cycling, if you cycle for a set period of time, you will get results from the cardio workout. You may well maximise those with a personal class, but the benefit will still be there from a virtual class. But pilates is not the same, and I strongly advocate against this as a concept.

“Pilates, possibly more than other forms of exercise, really needs the expertise of the instructor”



ANNE-MARIE THOMAS

PR & COMMUNICATIONS DIRECTOR AND TEACHER, PILATES FOUNDATION

Pilates is an exercise method that uses very precise movement patterns – the student's actions, the way they breathe and perform the exercises, their posture and alignment are all very important. The role of the teacher is not just to instruct or demonstrate the exercises but to guide, support and, where appropriate, adapt the exercises and routines to help the student progress and achieve good results.

The best classes are therefore in small groups, where the teacher can use their knowledge of pilates principles, anatomy, physiology and pathology to offer programmes to suit each person's strengths and weaknesses.

A virtual pilates class simply cannot impart this level of teaching. Virtual classes in cycling or aerobics may be a suitable substitute for teacher-led classes, where the instructor does not regularly circulate the room to correct posture and ensure good technique, but virtual classes are simply not suitable to teaching pilates. In order to develop and improve, it's vital to have regular contact with the teacher so that they can identify incorrect movement patterns.

However, there may be one instance in which it could be acceptable, and that is as a supplemental class – the virtual class would be much the same as following a DVD at home, to practise between teacher-led classes. Once both student and teacher are confident the student is performing the exercises safely, a virtual class may be added. But an initial assessment with the teacher would be an important safeguard to ensure safety.



PHOTOGRAPH © SHUTTERSTOCK.COM/ANTON

Working with an instructor means pilates exercises can be adapted to suit the individual



PHOTOGRAPH © MERRITHEW CORPORATION

BIRGITTE NYMANN

PROGRAMME DIRECTOR, WEXER

Is any kind of training suitable for virtual classes, if we want clients to get the best of the best? No. But if we want to give them training advice and guidance that has very little cost, I think virtual training is the best offer seen in a long time. It might not suit everyone, but I absolutely believe that most people will get a much better workout when following a virtual instructor compared to no guidance at all.

When people do resistance training and cardio workouts, we seldom ask if we're giving them safe training – we let them work out on their own with little to no advice. But when it comes to group classes, where we've been used to having an instructor to inspire us and keep an eye on technique, we instantly question whether people will get enough from a 'virtual' instructor.

While it's impossible to create programmes that suit everybody, at Wexer our videos focus on exercises that are safe for most people. After all, yoga and pilates classes use only body weight – the weight we carry around in everyday life without guidance. In addition, rather than try and tailor to the individual, the way we teach encourages them to do this for themselves.

What virtual classes offer, that regular classes do not, is repetition of the same programme over and over again. The more you do the same exercises, with the same instruction, the more you get to know the detail and work on getting better and better. You can also very easily follow your own progress, which is very inspiring to most people.

In Denmark, virtual classes are very popular throughout the whole day. The classes we offer with a live instructor are far more popular, but for the people who want group workouts outside of the peak club hours, virtual training is a good substitute – and people tend to like it much more than they first anticipated. Me included!

For people who want group workouts outside of peak hours, virtual training is a good substitute



STEFANIA DELLA PIA

PROGRAMME DIRECTOR,
EDUCATION & MASTER
INSTRUCTOR TRAINER,
MERRITHEW HEALTH & FITNESS



With technology continuously advancing leaps and bounds, it was just a matter of time before virtual instruction made its way to pilates. While not completely against this new concept, I do think these classes should be limited to general pilates enthusiasts. Those with specific needs – individuals who require rehab treatment, who suffer from misalignments or who have sports-specific training requirements – should definitely seek the expertise of a certified instructor, to ensure correct technique. Ultimately though, only the individual can truly assess the form of instruction they are comfortable with.

On the down side for virtual classes – without a real-life instructor to train with – feedback, modifications, proper cueing and a true customised routine may not be possible. Obtaining specialist equipment and accessories may also be difficult. In addition, advanced moves and routines may not translate well through video, and personal safety could be compromised if exercises are performed incorrectly. Virtual programming does not allow for integration of an instructor's diverse skills and experience that help bring a mind-body connection.

On the plus side, gyms could offer 'take-home' classes, where members can work out at home or while away on business – workouts could be offered on their laptops, iPhones or online.



kate cracknell
healthclub@leisuremedia.com



Easy money.

The new Allegro® 2 Reformer from Balanced Body is so intuitive and easy to use your instructors will demand it, your members will love it, and your bottom line will...well, you saw the headline.

Easy starts here: pilates.com/allegro2.

OWNING YOUR OWN SPACE

How should operators market their businesses in the age of social media? Simon Bolton offers his advice

Until 2007, life was simple: the iPhone (2007) and the iPad (2010) have become game changers. They have revolutionised how people access information, interact and communicate. Today everything is an app, and everyone is connected. Social media has become the new paradigm, with everyone rushing to try and embed social media into their business strategies.

Mobile devices and social media technologies have democratised communication for the masses. It has become a dialogue rather than a monologue. So what does all this mean to you? This article aims to stimulate new thinking about how operators can embrace the importance of 'owning your own space' within dynamic markets. It will also highlight how essential ownership is in helping clubs engage more effectively with their members through social media.

more for less

Today's members have become savvy consumers, meaning that they expect first-class products for budget prices; even brands such as Unilever are having to discount their premium brands more and more. The traditional model – charging a premium in order to generate revenue, which is then

used to promote your brand, which in turn builds brand loyalty – is being eroded if not destroyed.

Savvy consumers want value for money, but they still want to feel distinct and cared for, resulting in all of us being forced to do more for less. Social media is rapidly becoming the portal through which people connect with brands, compare brand experiences, listen to what brands have to say and, importantly, what other people are saying about them. When combined with rapid smartphone adoption, ownership of your own space – creating a unique niche for yourselves among the clutter of messages – is becoming vital. Social media will become the way you connect your club(s) to your members – the de facto mechanism through which you need to demonstrate that you care.

My focus is not on providing you with a silver bullet – I wish I could – but on stimulating discussion around three simple questions that can help you understand the importance of owning your space, provide you with some clear pointers of where to start, and create an awareness of how it links to social media.

what do you stand for?

Today, outstanding service has become the cost of entry. Gone are the days when investing in the best equipment and providing premium facilities were sufficient to attract and, more importantly, retain members. Quality and value (price) are no longer differentiators; these are expected as the norm. Ray Algar's 2011 social media report (see also *HCM* June 11, p46)

reinforces this point by indicating that:

"Consumers are increasingly seeking honesty and integrity when choosing their preferred brands."

These points then raise the first question for you to consider: What do you stand for? To spell this out in simple terms, it is no longer enough to just talk about price, size and facilities, underpinned by words such as 'premium', 'quality' and 'personal goals'. You need to



Your members are savvy consumers who want value for money



Creating a unique niche for your brand among the clutter of social media messages is becoming vital for your business

stand for something that is important to you and, most importantly, to your members. This can create belief and conviction in your brand. If done well, it creates brand equity.

Gastropubs which champion local food heroes are a great example of how to embed honesty and integrity into your offer. It also provides these businesses with meaningful content, which can be communicated as an ongoing narrative

via social media. Locally I have an excellent example: The Three Fishes at Mitten in Lancashire. Celebrating local producers – ranging from cauliflowers from Tarleton to prawns from Lytham – its customers are left in no doubt that it stands for high quality local food.

The second question to consider is: What do you excel at? Let's make the question crystal clear. It's about going beyond being professional and providing

value for money. It's about defining what you do better than others – something that would ideally be recognised by your members – and focusing on bringing this to life in your member communications. It's important that you identify where and how you add real value. If your added value can be linked to something you are passionate about, this helps to embed the notion of authenticity and creates confidence in members' minds. ▶

Nespresso is Nestlé's fastest-growing brand, in part thanks to The Nespresso Club, with around 6.5 million members

- ▶ Successful companies create and own space within the marketplace and use social media to enhance customer experience. Organisations such as Ford in the US are great examples of this – companies that have changed their thinking and gone beyond just selling cars. Ford has used social media to create the successful 'Ford story site' that has developed into Ford Social (<http://social.ford.com/>) – an interactive community where Ford owners can share stories, ideas, pictures and videos. In doing this, companies such as Ford are becoming the definitive source for information, products and services.

Indeed, today's cluttered markets and the growing importance of social media have made content king. Or more pointedly, having something interesting and meaningful to say is becoming the real currency of success. Unique, high quality content is essential to break through the noise.

Content is being filtered through social media networks, based on personal preferences and peer group friends. The focus is now on creating useful content that adds value to member conversations. An example of this is *Monocle*, which started life as a luxury lifestyle magazine but which has developed, through a content-driven approach, into a premium media brand with web, broadcast and retail divisions. *Monocle* concentrates on global affairs,



business, culture and design. It positions itself as a brand that's focused on keeping an eye on the world. The third question you therefore need to ask yourself is: How good is your content?

getting the message across

Communicating to customers and the market is rapidly moving away from the 'Big Bang Concept'. Life used to be easy. Annually, you would develop your marketing plan with key dates, produce your professional material, and then target your market and members accordingly (obviously that's a simplified model, but you get the general idea).

Numerous organisations produced very professional, polished and attractive marketing material.

However, many companies are rapidly realising that their existing content is insufficient and/or lacking legitimacy or substance for social media channels. We are now moving towards an 'organic persuasion' approach, based on continuous and meaningful communication within your members' social spheres. Clubs are now in a dialogue era with members that requires you to go far beyond sales and e-brochures. Going to the gym is for many people an important part of their lifestyle; as communication becomes increasingly democratised, it will become even more important to connect with members in a meaningful way.

I would like to give you something to think about concerning my own gym membership experiences. My feedback is based on two distinct types of experience, but both with a unifying communication occurrence. The first relates to a high-end gym. Initially, in the pre-contract signing phase, there was regular contact and information. This continued for about a month and then abruptly ended. For approximately 10 months there was no communication until the membership was due to be renewed, or more bluntly when I said I was not going to renew. Funnily enough, communication from then was continuous until I unsubscribed.

Let's contrast this with my other recent experience. This was at a low-end gym (but very nice I must say). The pre-contract signing communication ▶

WAKE UP & SMELL THE COFFEE

An excellent example of 'owning their own space' is the coffee brand Nespresso, which allows people to make the perfect espresso at home. However, it has not all been plain sailing.

The technology was invented in 1976 and was introduced by Nestlé in 1980 to the business market in Switzerland, but without much success. It was not until the appointment of a new CEO, Henk Kwakman, in 1997 that fortunes changed. Nespresso was repositioned around 'Three Pillars of Excellence'. Firstly, the company focused on creating the perfect coffee – Grand Cru Coffees. Secondly, it set about delivering a perfect coffee every time through easy to use, distinctive and stylish coffee machines.

Finally, it concentrated on building a community of coffee connoisseurs – The Nespresso Club – based on creating the notion of exclusivity and providing personalised customer services, ie making people feel cared for. To help build the community, it used Facebook to connect members with actor George Clooney, who featured in the advertising campaign.

Nespresso has now become Nestlé's fastest-growing brand and has approximately 6.5 million members in its club. Not only that, but the company claims that "50 per cent of all new Nespresso customers' first experience of the brand comes through existing club members". That's powerful proof of the value of word-of-mouth, which is of course at the heart of social media.

What do you believe in? Does your café sell local produce, for example? This needs to go into your messaging

was minimal, but the price to value ratio was high so I was happy to join. For 11 months there was then no communication whatsoever. Even when I did not renew, I received what at best could be described as token contact.

The point I am reinforcing is that no attempt was made to create a dialogue with me, nor was there any effort made to engage me or make me feel part of a community. On reflection, if the high-end gym had connected with me through meaningful content and made me feel part of a community, I would probably have stayed with them. I suspect I am not alone in these experiences. This therefore raises the question: How frequently do you communicate with members?

generating content

Successful clubs will be the ones that continually generate high quality content – text (Twitter - microblogging), images (Facebook - social network) and video (Youtube - infotainment) – and combine the right content with the appropriate social media tools to build more meaningful relationships and dialogues with members. The basis of success will not be technology but content. By developing strong content and selecting the right media campaigns, clubs will be able to reinforce their messages consistently and create an ongoing narrative with members about their businesses' passions.

Twitter is excellent for keeping people instantly informed, for example, but requires constant development of content to create momentum. Facebook is great for building communities, either at a club or around special interest groups, but again it needs a constant flow of new material to maintain freshness and appeal.

Used correctly, social media can also drive engagement. IKEA (Malmö) demonstrated how to do this by using the photo-tagging feature on Facebook to allow customers to locate items in the pictures and put their names on them. The idea was very simple but very effective; the first person to tag an item got to take it home.

conclusions

The game has changed due to the influence of mobile communication devices and the subsequent democratisation of communication



“SUCCESSFUL CLUBS WILL BE THE ONES THAT CONTINUALLY GENERATE QUALITY CONTENT – TEXT, IMAGES AND VIDEO”

through social media. We are all in a period of having to do more for less, with consumers requiring value for money but still wanting to feel cared for at an individual level.

The clubs and chains that prosper will be those that stand for something that's important to their members, and that have the ability to define and communicate their USPs – the things they do better than others. Clubs will have to harness the potential of social media technologies by thinking and acting differently. Fundamentally, they will need to generate better quality content with more substance, which will help them communicate what they stand for more effectively.

Social media tools have the potential to enable clubs to create stronger brand awareness and generate more meaningful member engagement.

But remember – having something interesting and meaningful to say, on a regular basis, is becoming the new currency of success.

ABOUT THE AUTHOR

Simon Bolton is chair, professor and director of the Centre for Competitive Creative Design at Cranfield University. He is currently a global thought leader for Procter & Gamble, advises BSKYB and has over 15 years' experience of working in the fitness industry, collaborating with leading brands such as Reebok, Fitness First and Escape Fitness. He has also owned his own manufacturing company in China. Contact: s.bolton@cranfield.ac.uk

SIGNATURE SERIES

TRANSFORM YOUR ENVIRONMENT

Create your own
Select from frame, upholstery
and shroud choices or try these
preselected design options

Gallery Collection



Refined
Black Frame,
Terra Cotta Pads,
Rosewood Stackwrap™



Serenity
Platinum Frame,
Wheat Pads,
Bamboo Stackwrap™



Elegance
Black Frame,
Cranberry Pads,
Bronze Stackwrap™



Brilliance
Candy Apple Red Frame,
Black Pads,
Steel Stackwrap™



Reflection
White Frame,
Imperial Blue Pads,
Sky Stackwrap™



Renewal
White Frame,
Slate Pads,
Stem Stackwrap™

01353 666017 www.lifefitness.com

©2012 Life Fitness, a division of Brunswick Corporation. All rights reserved. Life Fitness is a registered trademark of Brunswick Corporation. Signature Series is a trademark of Brunswick Corporation.

LifeFitness
WHAT WE LIVE FOR



**leisure media
STUDIO**

LET US QUOTE YOU

Contact Tim Nash
Tel +44 (0)1462 471917
timnash@leisuremedia.com

Industry-leading marketing and design services

With more than 30 years' experience,
leisure media studio will work with
you to create bespoke print and web
solutions to power your marketing

- ▶ Web design
- ▶ Image retouching
- ▶ Email marketing
- ▶ Illustration
- ▶ Contract publishing
- ▶ Advertising design
- ▶ Graphic design
- ▶ Direct mail
- ▶ Digital turning pages
- ▶ Print

STAYING STRONG

Lauren Applegarth
investigates how
operators and suppliers
can better champion
resistance training

Since the launch of the American College of Sports Medicine's worldwide annual survey in 2007, strength training has consistently featured in the top 10 list of fitness trends. And last year, it was specifically included in the UK's physical activity guidelines for the first time: eight to 12 reps for all major muscle groups, twice a week, is the official recommendation.

Equipment suppliers, gym operators and fitness professionals alike are all enthusiastic advocates of resistance training, highlighting the benefits for exercisers of all ages, both genders and gym members who possess varying levels of health and fitness. "Being stronger can really change people's lives – it's something that everyone can benefit from," comments former Olympic weightlifter turned personal trainer Mike Causer.

So why is it that the cardio equipment in a gym is so often busier? And why is it so hard to overturn the stereotype of the typical male strength training enthusiast, pumping iron in a ghettoised corner of the gym that others won't dare to enter?

Certainly the fitness industry has had to work hard to counter a number of damaging misconceptions and stereotypes that have challenged the popularity of resistance training. "I don't want to get too big", "Weights are just for bodybuilders" – these are just some of the responses that Nick Ambrose, fitness manager at The Gym in Ealing, London, receives from clients.

"Resistance training should be the staple of any member's exercise regime and it is these misinformed, but sadly prevailing, attitudes and beliefs that hold



CYBEX offers courses on advanced resistance training, cable training and advanced training using functional equipment

many members back from making real, measurable progress," he explains.

So what are suppliers, operators and trainers doing to push strength training, ensuring that users understand the benefits and engage in a regular routine that includes its key principles?

EDUCATION IS KEY

Overcoming the stereotypes and misconceptions surrounding resistance training is one of the biggest challenges, and here member education is essential.

Club and gym operators recognise that the process of educating members needs to be easy, flexible and accessible to all age groups. Pure Gym offers ▶



“THE ‘BUILDING MUSCLE’ MYTH CAN BE EXPLAINED AWAY SIMPLY THROUGH CLEARER INSTRUCTION”

► free workout information online and at the gym via information sheets and staff support, for example, while Virgin Active recently ran a poster campaign in its clubs explaining the benefits of resistance training. Meanwhile The Gym Group offers free inductions, focusing not only on how to use resistance equipment but also the reasons why it should form an integral part of an exercise programme.

Fitness presenter and programme developer Steve Barrett believes personal trainers also have an important role to play: “Personal trainers should be talking to members more constructively – quality interactions are key. The ‘building muscle’ myth can be explained away simply through clearer instruction.”

Comprehensive staff training is therefore essential to the effective delivery of member education. Each club operator has its own staff training requirements, but this is an area that equipment suppliers are increasingly focusing on.

CYBEX International for example, which manufactures over 150 unique pieces of resistance equipment, offers

comprehensive staff training on installation of the equipment – but it also operates a full REPS-accredited seminar programme throughout the UK, developed in partnership with the company’s Institute of Exercise Science.

“Throughout the next few months alone we will be running courses on advanced resistance training, comprehensive cable training and advanced training using functional equipment,” comments Julia Dalgleish, CYBEX master trainer. “By working closely with trainers, we can ensure that they have comprehensive levels of knowledge and understanding at their disposal, which they can then use to effectively communicate the benefits of strength training to members.”

Functional training equipment manufacturer Jordan Fitness also runs a full schedule of courses through the Jordan Academy, headed up by director of education Allan Collins: “The demand for our training packages is through the roof. Trainers not only leave knowing how to use functional resistance equipment safely and effectively, but also how to implement their knowledge with their clients straight away.”

Functional training
equipment supplier
Jordan Fitness also
offers training packages



Demand from
trainers for
functional training
courses is booming

PRODUCT DEVELOPMENT

While equipment suppliers have been manufacturing strength equipment for years, today’s growing focus on resistance training has recently led to a number of new product developments that aim to bring the discipline to a broader audience.

As a recent introduction, Matrix’s G7 products now incorporate an integrated automatic reps counter which tracks repetitions, activity time and rest time. “These design features provide feedback to the user and a simplified workout experience,” comments Jon Johnston, MD of Matrix Fitness.

Meanwhile, with a view to making resistance training more inclusive and appealing to the masses, Life Fitness has recently introduced its Signature Series Stack Wraps. Weight stacks in the Signature Series resistance range can now be covered in different panel options, making the equipment “less intimidating, pleasing to the eye and overall, more inviting to use”.

Star Trac’s Inspiration Strength line has also been developed in accordance with industry trends, employing a softer



milon has removed weight stacks, instead generating resistance electronically



“FORWARD-THINKING FACILITIES ARE USING LARGER AREAS FOR RESISTANCE TRAINING SO CLIENTS PERFORM DYNAMIC EXERCISES”

look to target specific training groups including women and older users, while CYBEX's weight stacks are fully enclosed and away from sight.

milon has gone a step further and removed weight stacks altogether, with resistance generated electronically. In addition to addressing the intimidation factor of weight stacks, the circuit set-up – which uses a smart card to automatically set seat height and resistance for the individual user – also makes the system highly user-friendly. There's no fiddling with adjustments or wondering which machine to go to next, as the circuit leads users through a full-body workout. This automatically eliminates common mistakes that often occur during a workout when the equipment is not set up correctly.

Ultimately results are also key: if people start seeing the effects, they will carry on. Here, too, milon has a great track record. The electronic weight simulation means that users can separately set the resistance levels for the eccentric and concentric movements. "Eccentric training allows for a reduced

workout time of 25 per cent while recording strength gains of up to 30 per cent," says Holm Hofmann, UK sales director. "Training on milon is equally effective for advanced users and novices."

ELECTRONIC USAGE GUIDES

Alongside recent product developments are a number of technological innovations that enhance resistance training for the user, building awareness of how – and why – to use the equipment.

As one of the fastest growing fitness trends, cable-based machines are a favourite for trainers but can require more guidance and instruction than other resistance equipment.

Marketed on its versatility and flexibility, CYBEX's Bravo functional trainer is now supported by the CYBEX Bravo Workout Guide. An app available to download for free via iTunes and the CYBEX website, the guide instructs users in the setting up of 20 of the Bravo's most popular exercises. Users can also input their height details to create a customised workout programme.

**STRENGTH EQUIPMENT
FOR ELITE SPORT**



WINNING ISN'T EVERYTHING
IT'S THE ONLY THING



**UK DESIGNED
UK MANUFACTURED**

**SPEED IIII
STRENGTH IIII
POWER IIII
PROGRESS IIII**

Tel: 01455 890100 Fax: 01455 890009

Web:
www.leisurelinesgb.co.uk
www.powerbag.com
www.leisurelinesperformance.com

Email (sales): sales@leisurelinesgb.co.uk

Leisure Lines GB Ltd, Units 1-2 Jacknall Road,
Dodwells Ind Estate, Hockley, Leicestershire UK LE10 3BS





Small group classes can encourage members to engage in resistance work

► In a recent development from Life Fitness, the Cable Motion Dual Adjustable Pulley now includes a touch-screen console, offering video exercise demonstrations. This ensures that the machine can be used by members of all fitness levels and abilities without any personal tuition.

And in alignment with its focus on engaging and motivating its users, Matrix will soon be incorporating QR codes on its equipment. The barcodes, which are scanned using a smartphone, have been designed to help gym-goers understand the benefits of using each product and how to do so correctly and safely.

GYM FLOOR ZONES

The layout and design of a gym floor is paramount in determining what equipment is being used, and by whom.

A typical Gym Group site will include at least 40 per cent resistance equipment – but rather than being grouped together, this equipment is spread out throughout the gym, with the aim of increasing accessibility and comfort. Pure Gym adopts a similar approach in a bid to address the issue of ‘intimidating’ strength training areas.

The trend towards functional training zones also means that operators have to

think strategically when dividing up the gym floor. “Many club owners are starting to realise the importance of resistance training areas versus the cardio floor,” says Collins. “Forward-thinking facilities are using larger areas for resistance training to allow trainers and clients to perform dynamic exercises.”

Nevertheless, Barrett acknowledges that a balanced approach to equipment use is important: “Functional equipment allows PTs to be more involved in the exercise. However, incorporating conventional strength machines ensures that clients can be confident of replicating a session on their own.”

Many gym operators also now offer a range of small group classes – a particularly valuable method when it comes to encouraging members to engage in resistance training.

Total Gym sessions, for example, deliver whole body, cable-based resistance training. These sessions are based on the idea of one-to-one contact time but within a positive group dynamic. And there are significant cost advantages of operating in this way, as Greg Sellar, master trainer for GRAVITY/Total Gym, explains: “By working with a trainer in a small group, the hourly profitability for a trainer and

a facility is increased by around 200 per cent, while the cost of training for the client decreases by around 50 per cent.”

MAINTAINING THE MOMENTUM

As the focus shifts towards a more creative and user-friendly resistance offering, operators, suppliers and trainers are starting to see changing attitudes across their consumer groups.

Kevin Yates, head of marketing and retention for Leisure Connection, concludes: “I believe the whole industry is really championing resistance training. I am buying less CV equipment, more consumers are becoming aware of the benefits of strength training, and people’s mindsets are moving away from ‘I have to go to the gym’ to ‘I can’t wait to go to the gym.’”

However, challenges still remain, and education must be an ongoing process for members and trainers alike. Operators, suppliers and trainers must continue to work together to uphold the position of resistance training as an indispensable part of any effective exercise programme.



lauren applegarth
healthclub@leisuremedia.com



IT ONLY TAKES 17.5 MINUTES TO ACQUIRE A NEW CUSTOMER.

17.5 minutes is one lap in the milon circuit and it is all it takes to convince your customers of the benefits of our unique training systems:

- Easy to use thanks to the smart card technology
- Fully automated equipment settings make exercising 100% safe
- More efficient due to electronically produced resistance

With over 2000 circuits, our unique technology is a proven fast track to better training results. Training with milon is fun and highly motivating.

To find out more about milon's intelligent training systems and to test drive our systems call +44 (0) 800 0988 420.

Are you ready for milon?
www.milon.com



 milon®

LEASE OF LIFE

KATE CRACKNELL TALKS TO ERIN ERCOLINE, EXECUTIVE
DIRECTOR OF THRIVEWELL, ABOUT ITS DIVA EXERCISE AND
NUTRITION PROGRAMME FOR BREAST CANCER PATIENTS



Q What is ThriveWell, and when was it set up?

ThriveWell Cancer Foundation is an organisation that's dedicated to finding a cure for cancer by funding cancer research, providing patient support and offering programmes to improve the quality of life for patients and their families. Its motto is: "Empowering cancer patients and survivors to thrive."

It's based at The START Center for Cancer Care in San Antonio, Texas, US. However, although ThriveWell was established in 2007 by one of START's medical oncologists, Dr Amy Lang, it operates as a standalone charity.

Scientific studies show the importance of exercise and nutrition in the battle against cancer



Q Why was ThriveWell created?

ThriveWell was essentially set up in response to a number of scientific studies that demonstrated the importance of exercise and nutrition in the battle against cancer – specifically breast cancer.

In 2005, a Harvard study showed that 92 per cent of women who exercised between three and five hours a week were alive 10 years after their breast cancer diagnosis, compared to 86 per cent of women who exercised less than one hour a week.

In December 2006, the WINS Trial (Women's International Nutrition Study) showed that women with early stage breast cancer who followed a low-fat diet had a 24 per cent reduction in recurrence or new primary breast cancers compared with women who ate as usual.

More recently, a WHEL Trial (Women's Healthy Eating and Living study) showed a 50 per cent reduction in mortality for breast cancer patients who exercised an average of 30 minutes a day, six days a week, and ate at least five servings of fruit and vegetables a day.

These results exceed those of many conventional cancer therapies, but few patients are aware of the data. Drawing on these findings, as well as her own extensive research into breast cancer, Dr Lang therefore decided to set up ThriveWell to help bring the benefits of healthy living to people suffering from this disease.

Q How does ThriveWell work?

We offer a range of services for cancer patients in the San Antonio area. Hospital treatment can be expensive, and for eligible adults we offer assistance to cover co-insurance costs of chemotherapy or radiation treatments. We also pay for and co-ordinate transportation services for cancer patients to and from their treatments. In addition, we fund cutting-edge research into cancer treatment and undertake a campaign of public advocacy to try and accelerate progress towards the cure of cancer.

Running alongside this, we have a specially created DIVA programme (Deriving Inspiration and Vitality through Activity) at four sites in the San Antonio area, offering exercise and nutrition classes for breast cancer patients and survivors.



Backed by funding, ThriveWell's classes are free to cancer patients and survivors

THE GOAL OF THE DIVA PROGRAMME IS TO GIVE SURVIVORS A SENSE OF CONTROL OVER THEIR WELLBEING

Q Tell me more about DIVA

The goal of the DIVA programme is three-fold: to give survivors a sense of control over their wellbeing, to provide them with the tools and the motivation to continue wellness activities on their own, and to give them the confidence to be proactive in maintaining a healthier lifestyle.

All DIVA classes are available free of charge to people at all stages of the disease, including afterwards. We have some participants who've been free of cancer for 20 years – ThriveWell is funded by grants, and by individual fundraising and support, and there is never any charge for the classes.

In terms of exercise, participants can choose from a range of classes, from aerobics to strength training, and from yoga

to tai-chi – DIVA focuses in particular on forms of exercise that enhance the wellbeing of both mind and body. The classes are also designed to be fun, helping people to focus on the positive aspects of their lives rather than purely on their physical, and often all-consuming, symptoms.

In addition to boosting survival rates, benefits of exercise for breast cancer patients include reducing the risk of lymphedema, improving self-image and reducing many of the side-effects of hormone therapy and chemotherapy.

Nutrition classes and even one-to-one sessions are also available, offering specific dietary guidance based on the latest research findings – the importance of protein and omega 3 fatty acids in a cancer patient's recovery process, for example, as well as the benefits of a low-fat diet and ▶

INSPIRITAS

Also located on-site at the START Center for Cancer Care is the Inspiritas spa. The spa is not connected to ThriveWell, although they share a founder – Dr Amy Lang – who created Inspiritas with oncology nurse and Inspiritas spa director Ginger Kemmy.

Created in response to patient interest, Inspiritas was designed for those with cancer as well as their friends, family and carers. Acknowledging that cancer affects a patient mentally and spiritually as well as physically, it's a holistic concept based on research which suggests that making patients feel better about themselves, and helping them to achieve a positive outlook, can bolster healing and encourage the immune system to operate at its best.

Monthly group classes are available at no charge, covering topics such as meditation and nutrition, and counselling services are also available: dieticians and nurses trained in oncology are on-hand to answer questions. Meanwhile, beauticians can help boost patients' self-esteem with make-up and even wigs for those whose treatment has led to hair loss.

A range of services such as massage and acupuncture are available for a fee. Importantly, all treatments are evidence-based: acupuncture, for example, has been shown to reduce chemotherapy-related nausea and vomiting.

For more information, please see Spa Business 2011 issue 2, p46.

THERE'S A GREAT OPPORTUNITY FOR
HEALTH CLUBS TO GET INVOLVED,
PERHAPS OFFERING SOME OF THEIR
STUDIO TIME TO HOST DIVA CLASSES

► incorporating vitamin D, calcium, phytonutrients and antioxidants. These classes are run by qualified dieticians.

The exercise classes are run by normal fitness instructors who want to be involved – albeit they are vetted to ensure they're properly qualified, and with the right sort of people skills to properly manage this special population group. They need understanding and empathy, and also need to know how to tweak exercises for individual participants if necessary. We work with a local organisation called Forte Rehabilitation and Wellness Center to ensure all instructors are suitably qualified for our requirements.

The classes take place at sites which have either donated studio time, or to whom we pay just a small fee. Although DIVA is also open to men, as they too can suffer from breast cancer, at this point all participants are women.

Q How do you prescribe appropriate activities?

A 2010 study published by the American College of Sports Medicine Roundtable on Exercise Guidelines for Cancer Survivors states: "Exercise training is safe during and after cancer treatments and results in improvements in physical functioning, quality of life, and cancer-related fatigue." We also know from the wealth of scientific research already available that staying physically active is highly beneficial for breast cancer patients.

However, given that our instructors aren't medically trained – and as we don't have any scientific outcomes from our own work just yet – we do stress that participation is down to the individual's choice. We don't make specific recommendations on which classes people should do – this is something they should discuss with their oncologist.

Q Do you have any plans to evolve the DIVA programme further?

San Antonio is a huge city, and we would love to roll the programme out to more sites so that everyone



Instructors need the right people skills to work with this special population group

has access to DIVA classes within their neighbourhood. We need more sites.

Within that, there's also a great opportunity for health clubs to get involved, perhaps offering some of their studio time to host DIVA classes and promoting those classes in their own marketing. They don't need to have specialist knowledge to do this, as we are able to provide the instructors and the programming, and it will bring in new audiences to their gyms.



kate cracknell
healthclub@leisuremedia.com



RIDGEWAY FURNITURE

Changing solutions to suit every budget



UK BASED SUPPLIERS OF:
Wooden & laminate lockers
Toilet cubicles & IPS systems
Reception counters
Any other wood based product

www.ridgewayfm.com

Tel: 0870 4207818

Email: sales@ridgewayfm.com



OUT & ABOUT

Could outdoor exercise be a way of engaging the inactive population and even acting as a feeder for gyms? Kath Hudson asks the experts

Recently, I crossed paths with around 30 or 40 people 'of a certain age' wrapped up for the elements, enjoying a community walk, led by a cheerful leader. They were chatting, having fun and it looked like a great social occasion. I felt that if someone were recently widowed, new to the area, just retired, or had been told by the doctor to exercise, it would be a great way of meeting new people, keeping busy and getting fit at the same time. Would joining a gym offer the same benefits for these people? I doubt it.

However, if after a few months the instructor suggested doing a suitable class at the local gym, or a gym-run class at a village hall, would they be interested? Quite possibly.

Gyms can't replace outdoor exercise – it's too appealing, especially when so many of us spend the vast majority of our lives cooped up indoors. So can the industry embrace the outdoor arena? Could gyms offer outdoor sessions, or perhaps link up with outdoor exercise providers to run complementary, gym-based programmes to maintain exercise regimes in the winter?

Could outdoor exercise be a route to inspire those who don't yet feel gyms are 'for them' to get active? We ask the experts...

MICHELLE BLETSO
GROUP FITNESS DEVELOPMENT
MANAGER, EVERYONE ACTIVE



Being outdoors is a very satisfying way to exercise: it gives an improved sense of mental wellbeing, along with fresh air and vitamin D. It's also fun – just look at the growth in open water swimming, cycling, triathlon, charity runs, outdoor bootcamps and trekking adventures.

In response to this, we are upping our leisure centres' outdoor exercise provision. We currently run walking and running clubs and outdoor bootcamps at numerous sites. Last September, with Drummond Education, we trained 40 in-house fitness motivators in outdoor fitness, and 20 more in pure running workshops, in order to offer greener workouts. Colleagues are now also starting to be trained in triathlon coaching, so from April we'll be offering more community walks, running, outdoor bootcamps and social cycling.

There are many other ways the industry could appeal to outdoor exercisers, such as offering complementary indoor programmes: core strength or conditioning sessions for triathletes and runners, for example.



◀ Everyone Active has increased outdoor provision to meet demand

▲ Members who train outdoors may progress to triathlon classes

DAVID STALKER

CEO, FIA



I think offering outdoor exercise can mobilise inactive people, and also encourage them to then try out the gym. We're starting to see more examples of clubs joining up with outdoor operators to offer outdoor fitness classes, particularly Nordic Walking. For example, Nexus Community (part of GLL) delivers Nordic Walking in the community as part of its GO Active programme, which has attracted almost 2,000 participants – many of whom have gone on to try other forms of exercise.

In response to the growing number of FIA members who offer group fitness activities within outdoor spaces, and most notably parks, the FIA is about to launch the Outdoor Code of Practice. This is a set of standards designed to protect the public and public spaces, as well as promote good practice in outdoor exercise. We're specifically looking at protecting consumers who choose not work out in the gym, but prefer to exercise outside.

Increasingly, the great outdoors is falling within our remit: the FIA has gone from having two to 15 member operators who specifically offer outdoor fitness.



▲ BMF has worked with the FIA on an outdoor Code of Practice ▶

DARRELL BOXALL

MD, XN LEISURE SYSTEMS



We're talking about creating an Olympic legacy, but how many Olympic sports take place cooped up indoors? I believe the industry should consider the way it thinks about exercise, and that participation would increase at clubs and leisure centres if more outdoor activity were offered alongside the gym offering, targeted at the appropriate market, as part of the health programme.

Our industry supports running clubs, so why not offer older people a ramblers membership for example? That could include a free cup of coffee at the club at after each walk, making social interaction part of the draw, as well as potentially increasing secondary spend and introducing a different market to the club.

For a younger generation, why not offer skate park activities, blow-up subbuteo football or free-running classes, with the emphasis on fun and inclusion.

DAMIAN LOCASCIO

MD, ACTIVE FACES



I always believed that, if you could give people a way of getting fit that was fun, affordable, easily accessible and welcoming to their friends and family, they would turn up. And that's exactly what Active Faces is about: people aged seven to 70, some of whom have never exercised in their lives before, are joining us.

We officially launched in Bromley in July 2011, holding sessions in community areas where people feel comfortable, such as parks, green spaces, working men's clubs and schools – and they are fun. It's all about getting fit without realising it.

We want to take it nationwide and are receiving interest from local authorities and private sector operators. We feel we have a business model, and accompanying technology, that makes our outreach work profitable. Active Faces gives operators the opportunity to cost-effectively use their staff for outreach while building their profile in the community, driving up membership and potentially feeding people into their facilities.

GILL STEWART

DIRECTOR,
NORDIC
WALKING UK



Our research shows that one-third of UK adults prefer to exercise outdoors. They also want to have fun and do something that does not feel like 'exercise'.

Some of our clients simply love being outdoors, and already run or cycle. Many triathletes, runners and cyclists use Nordic Walking as whole body cross-training that does not fatigue their legs. But many do it to be more active: most of our clients say they are drawn to Nordic Walking because they dislike the gym, where they say they feel out of place.

However, many venues delivering Nordic Walking report that, once clients gain confidence in them as fitness professionals, they are open to trying other forms of exercise.

We advise leisure centres and health clubs to use Nordic Walking UK as a way to take their expertise and brand to the community – it's a brilliant sales tool, building a facility's credibility and potentially driving more people to your doors.



▲ Offering a ramblers club may draw older people to your facility

PHOTO: SCOTT BELL/ISTOCKPHOTO.COM

JIM PREECE

MD, BRITISH
MILITARY FITNESS



Eighty per cent of our 20,000 members have previously been gym members, which does suggest that they have tried it and are now looking for something different. Being outdoors is one of the things our members like, and although we don't tend to get new joiners in the winter, the drop-off is only about 20 per cent. Many people are incentivised to keep going through the dark months, because otherwise they wouldn't get outdoors.

I do think that outdoor exercise can engage new people – it's less intimidating and there's no complicated equipment to get to grips with. However, what we do is an entirely different proposition and business model from gyms. We offer group exercise that's instructor-led and social, so it feels more like a club. The classes we run are set up for the outdoors – we use the terrain, and each session is different.

Gyms could benefit from running outdoor summer sessions. But, in my experience, outdoor fitness does not fit their business model, which is based on a facility, equipment and people mostly training independently.



◀ Nordic Walking can be a great sales tool to attract new members



kath hudson
healthclub@leisuremedia.com

exercise
anywhere

The complete solution to successful Outdoor Programming



- Training • Equipment
- Marketing • Programmes

WWW.EXERCISEANYWHERE.CO.UK

0845 260 9339

Get your business into shape with equipment finance from just 3.1%



We provide turnkey finance solutions for gym equipment, lockers, furniture, air-con etc for all gyms - including new starts.

Call us on **0844 800 88 25** and funds could be available within 48-hours.
(Currently approving 98% of applications!)

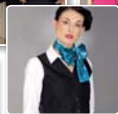


Portman
Asset Finance Limited

info@portmanassetfinance.co.uk
www.portmanassetfinance.co.uk



Uniforms for Work, Rest & Play



Brought to you by
Leisurewear Direct Ltd

www.leisurewaredirect.com Tel: 01246 454447

EARTHQUAKE UPDATE

The situation in Christchurch remains far from normal a year after the earthquake. Nikitin Sallee reports on the local fitness industry's efforts to get itself back on its feet

WORLD
FOCUS

More than 12 months after an earthquake devastated the central city, the fitness industry in Christchurch, New Zealand, is still in recovery mode.

The shallow quake – which measured 6.3 on the Richter scale – destroyed many buildings in the South Island city of 350,000 inhabitants, and tragically more than 180 people were killed. A year later, areas hosting some of the city's largest gyms remain off-limits. The city centre was cordoned off for many months, and is being re-opened in stages as areas are cleaned up and made safe.

Richard Beddie, chief executive of the industry association Fitness New Zealand (also based in Christchurch), estimates that before the earthquake on 22 February 2011, around 12 per cent of the city's population – approximately 40,000 people – were gym members.

"We believe that less than 10,000 Christchurch people are going to the gym now," he adds. "About 15 of the 35 gym venues we had a year ago have not re-opened, and some of them never will."

staff focus

Even so, around 80 per cent of fitness professionals have found employment in Christchurch's drastically changed fitness market, Beddie estimates.

"From the industry perspective, our initial focus after the earthquake was on staff," he continues. "A member is inconvenienced when their gym closes. But if you're a personal trainer or an instructor and your gym closes, and every other gym is closed, then you have no job. You might be faced with leaving the city or leaving the industry."

Ironically though, there are probably more fitness venues in Christchurch now than before the quake – largely because many personal trainers have set up small facilities in retail shops or in garages. In some cases, three personal trainers are now sharing a space previously occupied by one. Beddie also knows of a women-only gym that allows PTs to bring in male customers during designated off-peak hours.

It's interesting, Beddie says, that "members put up with things they wouldn't have accepted before so many

facilities became earthquake-damaged. People take variable standards in their stride in that context."

insurance implications

In the immediate aftermath of the quake, every major Christchurch gym except one was closed for two months. They learned big lessons about having the right kind of insurance in place.

"Almost all clubs had insurance for their physical premises and property, but some did not insure for the 'business interruption' component," explains Beddie. "We know one gym, for example, that had no business interruption insurance at all. They were lucky to be in an area of the city where they were able to re-open within two months. A handful have gone under and won't come back."

The city's largest gym, run by Les Mills New Zealand, was essentially undamaged by the earthquake but faced a complicated insurance situation, as it could not re-open for over a year. "Despite having good cover, the insurance situation turned out to be incredibly complex," says Les Mills NZ's chief operating officer Dione Forbes. "We're still working through 30-plus individual claims, ranging from superficial material damage suffered by the city club to the write-off of our now permanently closed club in suburban Ferrymead."

More challenging still was documenting lost revenues for business interruption insurance. Because the large city-centre club was new and in



The gym-going population in Christchurch reduced from around 40,000 to under 10,000 after the earthquake struck



2009

(Above) Les Mills' club shortly after opening, and (right) the site post-earthquake, in which the club is one of the few buildings still standing

a growth phase, Les Mills NZ had to substantiate the higher revenue the club would achieve during the period it was closed.

"Fortunately, our insurance cover helped us open a smaller, temporary gym in a suburb that was less affected by the quake. We've been able to continue to cater for about 2,000 of our original 6,000 Christchurch region members," says Forbes.

Meanwhile, for several weeks after the quake, Les Mills – along with a number of gyms in the city – conducted free, open-air workouts in city parks to enable citizens to relieve stress and to help re-establish a sense of community.

human lessons

The Les Mills club is now due to re-open on 30 March, more than 13 months after the quake.

The four-storey gym was a new, purpose-built facility that fortunately went undamaged when the earthquake hit, and luckily no-one in the building was ▶

2011



"MEMBERS PUT UP WITH THINGS THEY WOULDN'T HAVE ACCEPTED BEFORE FACILITIES WERE EARTHQUAKE DAMAGED"

As businesses strive to rebuild and get back to normal after last year's quake, aftershocks still rattle the city on an almost daily basis

► injured. However, the block containing the Les Mills club will be one of the last to re-open to the public, as it is in the potential 'fall zone' of a high-rise hotel that is being demolished floor by floor.

For Les Mills club manager Toni McGregor-Tout, the human lessons have been as important as the business ones.

"We are incredibly grateful that we invested in our new building only about a year before the quake," she says. "From a purely financial perspective, we spent millions on a building we haven't been able to use for months and months. But if we had been in our old building, it's highly likely that the lives of members and staff would have been lost."

"We were proud that, because our new building was undamaged, it became a base for police, fire and civil defence for several days after the quake."

Communicating with staff and members was vital, especially in the first few days, McGregor-Tout recalls. "Another earthquake a few months



earlier had closed our gyms for a few days, and luckily that experience showed us that we needed to review and upgrade our communications plans – making sure we had everyone's correct phone numbers, emails and so on.

"After the February quake, we put all information on our website, sent out emails to everyone – staff and members – and sent text messages too, to keep people informed. But power was out and phones were dead, so people couldn't always connect. And even though the text messaging infrastructure worked

throughout, that wasn't ideal either, because many people left their cellphones behind when escaping the quake."

The Christchurch gym forwarded the gym's phonelines to the company's headquarters in Auckland 1,000km away, and Christchurch staff went to Auckland to answer those calls.

uncertain times

Les Mills NZ has been able to retain about 80 per cent of the original Christchurch staff who wanted jobs after the quake. Some are employed at Les Mills gyms in other cities; others are working with re-jigged job descriptions and working hours.

McGregor-Tout continues: "Every conversation our HR manager and management team had about wages, working hours and so on became an opportunity to connect with our staff on a more personal level – to check in with them on their housing situation, how their families were coping and so on. That emotional support has been vital, and the need for it lasts a long time."

Even as the Les Mills gym prepares to re-open in Christchurch, uncertainty remains. The gym is one of only a few buildings still standing in the surrounding landscape, so it's not entirely clear who will turn up to exercise in this vastly changed neighbourhood.

Aftershocks also still rattle the city on an almost daily basis. "We have our fingers crossed that the worst is over," says McGregor-Tout.

EARTHQUAKE STATS

The February 2011 Christchurch earthquake severely damaged New Zealand's third largest city, killing more than 180 people in the second most deadly natural disaster ever recorded in New Zealand (after the 1931 Hawke's Bay earthquake). The government declared a state of national emergency, which stayed in force until 30 April 2011.

The magnitude 6.3 earthquake struck the Canterbury region of New Zealand's South Island during the busy lunch hour on 22 February 2011. It was centred between the port town of Lyttelton and central Christchurch, and came nearly six months after a magnitude 7.1 earthquake, which had caused significant damage to Christchurch and the wider region, but with no direct fatalities.

The February 2011 earthquake caused widespread damage across Christchurch, especially in the central city and eastern suburbs: aside from the loss of lives and buildings in the central business district, about 10,000 homes were seriously damaged. The impact was exacerbated by buildings and infrastructure already being weakened by the September 2010 earthquake and its aftershocks. It has been estimated that the total cost of rebuilding to the government and insurers will be around NZ\$20bn.

The February quake was the most damaging in a series of thousands of shakes that have hit over a year and a half. A large aftershock on 13 June caused considerable further damage, while a series of large shocks on 23 December 2011 closed many shopping areas during the pre-Christmas rush.



nikitinallee
healthclub@leisuremedia.com

Better Belly®

**INCREASE
YOUR
BUSINESS INSTANTLY
WITH THIS NEW
SLIMMING
CONCEPT!**

Get slim with
'Better Belly'!

The slimming concept everyone in the Netherlands is talking about.

Get it at your club for just £ 325,- !!!

Promotional support with beautiful POS materials including attractive advertisement you can use in your local media.

The benefits for you as a club owner:

- New members. INSTANTLY!
- Fast and guaranteed results!
- Higher turnover, immediately - from your own members!
- No licencing fees!

The benefits for your club members:

- Flatter and tighter stomach thanks to deep infrared heat.
- Slimming belt is hygienic and extremely easy to use.
- Burns 100% more fat in the problem zones.
- Lose 1 - 2 sizes in less than 4 weeks.

Make an appointment for further information of this UNIQUE concept! Contact Better Belly now!

+31(0)6 54 36 33 61

or send an e-mail to info@betterbelly.co.uk

**Place your order now and
double your investment
in less then one week!**



Boog Fitness is an expert in the field and the distributor of the Better Belly concept.

Nieuwe spiegelstraat 12 * 1406 SH Bussum * T: +31(0)35 69 16 696 * F: +31(0)35 64 71 775 * M: +31(0)6 54 36 33 61 * pjboog@live.nl * info@betterbelly.co.uk
www.betterbelly.co.uk * KvK: 32044718 * BTWnr: NL 009259867.B01 * ABN AMRO 43.98.12.372 * SWIFTCODE: ABNAN2A * IBAN: NL 41 ABNA0439812372

CHANGING TIMES?

S&P works with you to deliver inspirational environments by solving your procurement demands and establishing new models of service consolidation and partnership working



The Edge, University of Leeds



Cardiff International Pool



K2, Crawley



The Peak, Stirling Sports Village

DELIVERING INTELLIGENT SOLUTIONS FOR 30 YEARS



Architecture • Masterplanning • Consulting • Regeneration • Feasibility
Refurbishment • Consultation • Engagement • Procurement Advice
Project Management • Planning Sustainability • Value Management

LONDON

Victory House
30 Kingsway
London WC2B 6EX
+44 (0)20 7831 8877
+44 (0)20 7831 4477 FAX

NOTTINGHAM

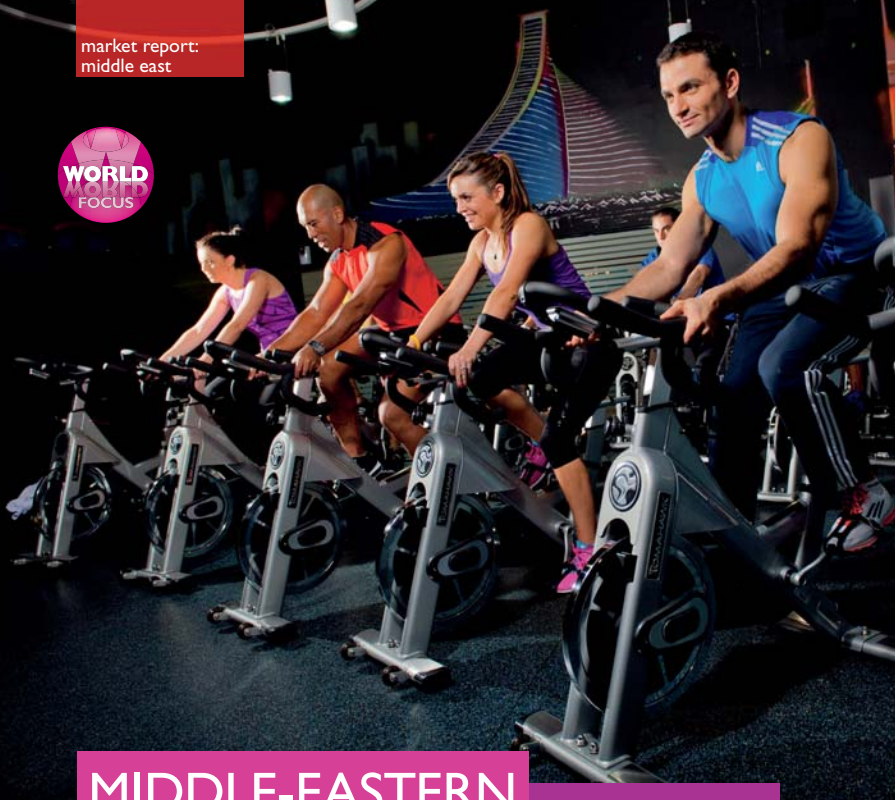
9 Weekday Cross
The Lace Market
Nottingham NG1 2GB
+44 (0)115 941 5369
+44 (0)115 947 5955 FAX

GLASGOW

Mackintosh House
5 Blythwood Square
Glasgow G2 4AD
+44 (0)141 225 8399
+44 (0)141 225 6271 FAX

www.s-parchitects.com

answers@s-parchitects.com



MIDDLE-EASTERN PROMISE

Liam N Fitzgerald offers an overview of the Middle East health and fitness market, and details the opportunities for operators

▲
Fitness First (above) and Gold's Gym are recognised brands in the Middle East market

Across our television screens, we have been witnessing an unprecedented era of change in the Middle East. The overwhelming perception may be that it is a region convulsing in violence and instability. Yet those of us on the ground understand that, in reality, the area is brimming with opportunity for those willing to understand the challenges.

First and foremost, although the political instability has affected several markets in the Middle East – such as Syria – other markets are not only open for business but are actively courting international brand names. In fact, many

of the Gulf region nations – such as the United Arab Emirates (UAE), Qatar, Oman and Saudi Arabia – continue to pursue new endeavours in the health and fitness arena, which has created opportunities for fitness brands seeking to penetrate the market.

INTERNATIONAL BRANDS

At this nascent stage, the overall health and fitness market is fragmented, with a variety of operators and offerings ranging from international fitness brands to hotel chains to independent operators. Within this fragmentation may exist potential opportunities for

those seeking to capture new market share; in particular, if new entrants are able to provide full-scale services at competitive prices, whereby the customer feels they are getting good value, with excellent customer service and a range of services.

The recognised international health and fitness brands in the market appear to be led by Fitness First and Gold's Gym; both provide their standard offerings, including classes, functional training and resistance equipment. In ▶

While foreign brands often look to Dubai for their first launch in the region, Anytime Fitness' debut club is in Doha, Qatar

► addition the Lals Group – a leading business conglomerate and owner of some of the most well-known brands in the Middle East – launched its own fitness brand, SportsFit Health Clubs, in 2011, with a number of clubs in the pipeline for 2012.

It's not surprising that, even with the aim of establishing a presence throughout the Middle East, all three brands chose Dubai, UAE, as their first launch site. Despite the economic downturn that Dubai has faced since 2008, its stable political environment and its openness to western companies and expatriates have ensured Dubai's continued appeal to potential investors in the health and fitness market.

That being said, Al Mufthah Group – one of Qatar's most diverse and successful multi-service groups – has announced the debut of the Anytime Fitness health club brand in Qatar and has opened its first site in Doha, with five more planned. Fitness First is due to open two more sites in Abu Dhabi, with Gold's Gym opening another club in Abu Dhabi with more in the pipeline for the region.

In addition to international fitness brands, hotel brands are also beginning to engage in the health and fitness market as another area of possible revenue generation, by focusing their in-house facilities as potential competitors to existing health and fitness brands.

Nonetheless, according to Andy Staines, a 20-year veteran of the region and a Precor distributor: "Although some hotels offer great facilities, the services are highly priced compared to other brands." As such, he believes the aforementioned three international fitness chain brands will dominate the

landscape for the immediate future, until other investors are confident that there is a stable political environment in the region, which would attract diverse brands to the area.

FRAGMENTED MARKET

The current market fragmentation is also rooted in the presence of numerous single site operators, which offer more functional types of training including traditional and/or specialised studio classes such as boot camps, TRX, core fitness, Zumba and so on.

Adding further to the fragmentation is the wide-scale inclusion of basic gym facilities in most residential buildings, which are free of charge to residents. Given the current pricing of memberships by operators in the market, the presence of these in-house, free gyms attract many potential target members with an alternative to joining an independent health and fitness facility.

Indeed, although the market is fragmented, there are few – if any – brands offering full-scale services at reasonable prices, targeting the full range of local national and expatriate members.

In addition, many users have commented on the lack of value, especially in terms of customer service, for the membership prices currently paid.

Investors or brands that provide a competitively priced full-service offering under one roof, with everything from functional training to traditional and/or specialised group classes – and who do so with high levels of customer service – will find they are filling a keenly felt gap in the market.

SERVICE STANDARDS

In entering the market, a potential investor needs to keep the following in mind. First, most of the Middle Eastern markets require that a business or health club, in whatever form, must be operated with a local partner or sponsor who will hold 51 per cent of the ownership of the company. Franchise agreements with companies already established in the region, such as those undertaken by Fitness First and Gold's Gym, tend to be the preferred way to overcome this requirement.

However, if the local partner/sponsor route is the choice, it may be useful to



Fitness First's next two clubs will be in Abu Dhabi, an area offering relative stability and affluent locals and expats



have a partner with the local knowledge and relationships necessary to secure real estate and long-term leasing agreements. Choosing the right local partner is critical, as most business in the Middle East – whether dealing with bureaucratic or legal requirements – is based on the relationship and influence network of the local individual. It is also important to do a comprehensive feasibility and market analysis to ensure the success of the business venture.

As you begin to define your services for your particular market, the key to differentiation will be the delivery of customer service, and improvement on the current standards in this area; it will be customer service which drives perceptions of value for money. One way to deliver this is to ensure that your staff are motivated and incentivised, and that there is a comprehensive in-house training programme. Securing your staff's co-operation might help address the trend of staff moving from operator to operator, leading to a merry-go-round of poor service, inefficient clubs and high member attrition.

Staines believes that: "International standards in customer service in the region – in particular the way some employees interact with clients – needs improving. This element of human nature has been lost." He stresses that the change must come at boardroom level, with continued investment and training.

Meanwhile Ali A Al Muftah, director of the Al Muftah group, says: "One area to differentiate yourself in the market is through investment and training in staff, which is why we put a huge emphasis on training and quality to ensure members receive excellent service."

In line with above, the key to being unique in the market will depend on hiring the right personnel, for positions from front of house to sales to gym instructors and studio instructors. Most companies will hire senior staff from abroad and aim to hire other positions from within the local labour market. However, hiring staff from outside the region can have significant impact on your expenses because of the relocation costs; there is now a growth in the number of qualified staff within the region thanks to the emergence of training companies beginning to offer a range of courses to qualify staff in varied fitness disciplines.

THE WAY AHEAD

While there are some challenges, the potential for growth in the Middle East market for fitness brands and operators continues to rise, and is worth exploring for those interested in access to a relatively stable, health-conscious society of locals and expatriates with disposable income. The key to long-term success and profitability will rest on the ability to provide quality staff, service and offerings at competitive prices.

ABOUT THE AUTHOR

Liam N Fitzgerald is the CEO of Dubai-based Nomad Leisure Solutions, which provides operational and business planning strategies to investors and owners interested in the Middle East and North African tourism, sports and leisure industry. Contact: lfitzgerald@nlsinternational.com



A highly functional, constantly improving system, to manage most leisure environments



- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Spa management

Contact us on:
+44 (0)1423 873873
www.sportsoft.co.uk



REAPING REWARDS



Robert Porter-Smith, founder and MD of the D2F Group, explains how the company's reward scheme can make life easier – and more profitable – for operators, and looks ahead to its ambitions in the fitness equipment market

What's your background?

I have over 20 years' experience in sports retailing and marketing, and was instrumental in the success of companies such as Olympus Sports and Sears Sports & Leisure. I now invest in start-up businesses in the field of logistics and e-commerce.

I'm founder shareholder of The Retail People (TRP), which we set up two years ago to take advantage of the immense retail opportunity provided by London 2012. TRP is now the exclusive venue retailer for the London 2012 Olympics – a prestigious LOCOG contract that we were thrilled to win, and which will have a multi-million pound turnover.

I founded the D2F Group in 2004, whose fast yet solid growth is a result of responding to the ever evolving fitness industry. The potential is hugely exciting.

Tell us more about the D2F Group

D2F is a technology, distribution and fulfilment company. It's probably best known for D2F Rewards – delivering end-to-end reward solutions to encourage, motivate and reward consumers and staff with the latest gadgets, lifestyle experiences and consumer goods.

However, the e-commerce shops that launched the business are still very much to the fore and have helped springboard the company into providing online retail solutions with partners such as Diageo and Amazon. In addition, D2F continues to expand to become a hub for clients, with its vertical offering of branded goods and fitness products.

Who are your clients?

Some of the largest health club operators in the UK trust us with their



brand. We have a very prestigious client list that includes over 50 of the top multi-site health club operators in the UK, with a combined estate exceeding 1,500 sites in both the public and private sectors.

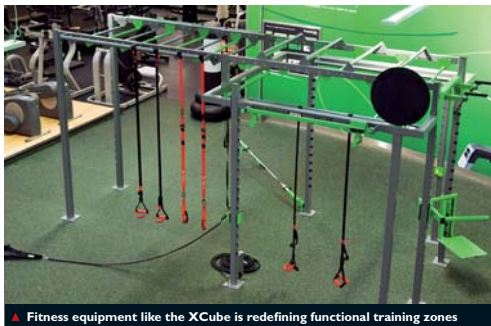
What sets D2F apart from other distribution and fulfilment suppliers?

Our technology and logistics platforms remain the cornerstones of our business. Using these two building blocks we conceive, create and deliver innovative solutions that drive improvements in process and efficiency. But fundamentally we believe in partnerships. This facilitates a consultative sales environment whereby the client is constantly driving the direction of future product development.

How do your reward solutions help operators drive sales and reduce costs?

Our reward solutions are designed to encourage, motivate and reward consumers and staff with the latest gadgets, lifestyle experiences and consumer goods – all from top brands. Our specialist technology gives your customers a seamless experience, whereby they can choose their reward from the dedicated on-brand website and have it delivered direct to their door. The choice of gifts and client support are all updated and provided by the D2F account management team.

Typically, by switching to our service, the client sees a 30 per cent reduction in the cost of incentive activity – and we have consistently proven this. By taking



▲ Fitness equipment like the XCube is redefining functional training zones



the administration process away from the club, staff have more time to engage with their members.

How do you help operators promote and market their reward campaigns?

Our in-house design team creates, designs, prints and delivers a bespoke range of marketing tools to complement the operators' own campaigns. It's a seamless, cost-effective and time-efficient process. We make it easy.

How do your clients keep track of their campaigns and their products?

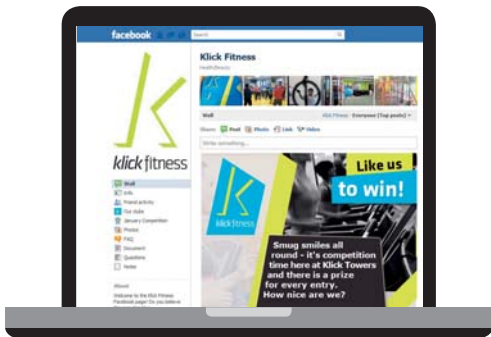
Clients can accurately track, record and monitor the performance of all campaign activity in real time. Our online reporting tools spot trends, examine demographics and monitor performance at an individual club level, thus driving accountability.

You mentioned that technology is the power behind your business?

Technology is absolutely fundamental to our business and we invest significantly in this area. Our professional team ensures that we constantly refine and develop technology to ensure it delivers meaningful value to our partners.



▲ D2F's reward solutions are designed to encourage and motivate both staff and members



▲ The company's new Facebook tool rapidly drives 'friends' to a club's page

What's new in the business?

Our latest development has focused on social media. Specifically, we have built a promotional tool that can be deployed on Facebook to drive 'likes'. Via this app, our partners are driving community and communications, and at the same time are creating innovative secondary revenue opportunities – did I mention that our eCommerce Store platform can now integrate into Facebook too?

We recently took the drinks brand Pimm's from 9,000 to 140,000 Facebook friends in the space of six weeks. Similarly, our partners at Klick Fitness – currently with only 10 clubs – have deployed the technology and already have more Facebook friends than the vast majority of multi-site operators in the UK. That demonstrates the power of this new application: the numbers speak for themselves.

Last year you added D2F FITNESS to your service solutions – tell us more about this

We want to become a hub for our health club partners. For years, everyone thought they could not improve on the old 'refer a friend' promotional mechanic. We came along and turned things on their head. We've fundamentally changed the way that health clubs tackle reward programming.

We now aim to do the same in the fitness space. We already have a portfolio of well-priced, innovative, high quality branded fitness products such as Alpha bags, medicine balls, kettlebells,

dumbbells, fitballs, and the bespoke group training functional piece: XCube.

We also offer a full 2D / 3D gym planning service, specifically focusing on functional and studio spaces, as well as REPs-accredited training programmes. Once again, we're pushing the boundaries and raising the bar.

We also have some great people making it all happen. Geraldine Tuck, our sales and marketing director, brings huge experience and credibility from her seven years at Technogym and has spearheaded our drive into the fitness arena.

Please give an example of a successful case study

D2F began working with Fitness First in 2005, initially providing the company with an e-commerce platform. As the relationship has grown, our service has extended to include projects like the sourcing, storage and distribution of branded/giveaway promotional items. Fitness First uses our reward services to drive referral, 'join and get' – where new members can choose a gift – and tactical sales activities.

We're now working closely with Fitness First in the fitness area too. We're assisting with the ongoing development and planning of the chain's freestyle functional training areas, and are supplying a range of fitness equipment including the XCube, which we believe is redefining functional training.

For more information, call +44 (0)845 862 5350 or visit www.d2fgroup.com

health club management

“Keep up to date with the health & fitness market by reading the leading title for the industry. Includes Spa, Europe and World specials.”



SUBSCRIBE ONLINE

WWW.LEISURESUBS.COM

OR CALL OUR SUBSLINE +44 (0)1462 471915

ADD THE FOLLOWING TO YOUR SUBSCRIPTION...



leisure management

The magazine for professionals and senior policy-makers. Leisure Management looks at the latest trends and developments from across all leisure markets



attractions management

Everything you want to know about the visitor attractions market. From theme parks, waterparks and zoos to museums, expos and science centres



spa business

Read about the investors, developers, designers and operators who are shaping the rapidly emerging global spa sector



leisure opportunities

Fortnightly leisure recruitment, training, property and news publication which gets you the right job or the perfect candidate for your vacancy



sports management

For sports managers and policy makers who want to keep briefed on the latest developments in facility provision, funding, policy partnerships and development



spa opportunities – for free!

Fortnightly international spa recruitment, training and news publication.
For your FREE copy visit www.spaopportunities.com

Special offer
Add leisure
opportunities to
your subscription
for only £10
(UK only)

OLD FOR NEW

Top quality, reliable equipment for a fraction of the price: Kath Hudson looks at the options available for refurbished and remanufactured kit



Most businesses have had to tighten their belts over the past couple of years, and buying remanufactured kit is an excellent way of saving money without compromising on performance. The downside is that you don't get the most current and innovative product, and the design may not be as sleek – but you do get an essentially brand new product at a better price, covered by warranty and service agreements, which can be

branded and colour-matched to fit in with the rest of your equipment. No-one will ever know it's not new.

Suppliers have reported an increasing interest in refurbished and remanufactured kit in recent years, with some clubs getting their existing products rebuilt. This route is appealing for budget chains and independents, particularly start-up businesses, which aim to offer something more than the latest equipment as their USP. We look at some recent case studies.

CLUB: Fitness4Less, Southwark, Greater London

SUPPLIER: Pulse Fitness

INVESTMENT IN KIT:
DATE OF INSTALLATION:

£20,000
April 2011

EQUIPMENT INSTALLED

Fitness4Less purchased refurbished strength equipment from Pulse, across the E, F and G product development phases. The E range dates back to 1997 and the current product line, the G range, was launched in 2005. The budget chain chose refurbished equipment because the price suited the business model, without compromising on quality or condition. Pulse offered a bespoke funding package, re-upholstered the equipment to suit the brand, offered a two-year service contract and provided quick turnaround and installation.

"As a value for money operator, it's essential that set-up costs are as low as possible, with price, quality and durability being the key factors," says Steve Bradley, operations director for Fitness4Less. "We chose the refurbished kit from Pulse

Fitness because it delivers on all counts. Pulse can also help with our brand image by re-upholstering the equipment in our company colours. The kit has gone down well with members and staff alike and Pulse has been excellent with installation and a speedy after-care service when required."

Linda Forster, marketing manager at Pulse Fitness, says the company has seen an uplift in refurbished equipment orders over the last 12 months, especially in the private sector. "Funding companies now recognise these products as a secure investment and so provide attractive finance and funding packages," she says. "Our second-hand equipment represents excellent quality and outstanding working condition. We're aware of some strength equipment that is more than 20 years old and still in active use in fitness facilities across the UK." ▶



Pulse was able to help the Fitness4Less brand image by re-upholstering refurbished kit in the company's colours

CLUB: The Body Doctor, Mayfair, London

SUPPLIER: Technogym

INVESTMENT IN KIT:
DATE OF INSTALLATION:

£30,000
February 2011

EQUIPMENT INSTALLED

Technogym's Still Novo range is old kit that's been rebuilt in its Italian factory, with 80 per cent new components. It undergoes a testing cycle, is certified and protected by a warranty. Although it's not the latest model, it is essentially a new piece of kit.

David Marshall, owner of Body Doctor – a three-strong London-based chain of high-end personal training centres – has been impressed by the products. Having used Still Novo in his Primrose Hill centre, he invested in some products for the Mayfair site last year: Kinesis Wall, Spazio Forma, recline bikes, Run 700 treadmill, leg curl, leg extension, FLEXability posterior and anterior. The items were leased, with the guarantee of good residual



Technogym Still Novo offers 80 per cent new components

value at the end of the lease term: Technogym offers a good buy-back price, reducing the overall product cost.

"I cherry pick my equipment and take the best of everything. I've been using Technogym for 20 years and know which of their products I like," says Marshall. "These products are as brand new and are reliable. I can't afford to have an 'out of order' sign on a piece of equipment and I know this kit won't let me down. "Some places like to have the latest model, because that's all they have to offer, but we've built our reputation on getting results. It's very important for me to get the best equipment rather than the latest model. I like Still Novo for two reasons: it's robust and ridiculously cheap."

CLUB: Oakley Fitness, Kent

SUPPLIER: Servicesport

INVESTMENT IN KIT:
DATE OF INSTALLATION:

£95,000 + VAT
December 2011

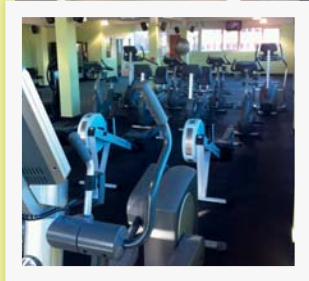
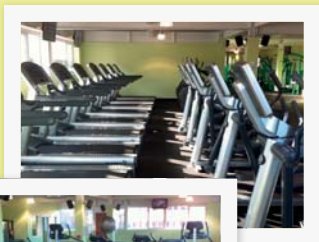
EQUIPMENT INSTALLED

Oakley Fitness has installed fully remanufactured Life Fitness Classic CV equipment, plus colour-coded strength and free weight equipment with branded upholstery. There's also a refurbished Vibro Master, free weights and studio equipment alongside new Concept2 rowers.

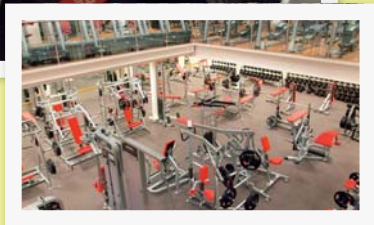
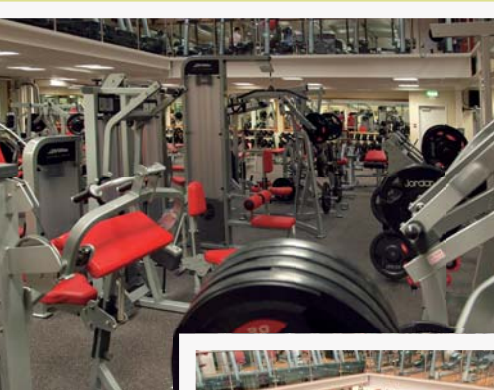
The club chose refurbished fitness kit as it meant it could get Life Fitness equipment, with a two-year warranty, looking as new – but with a price that suited the business model. Branding and colour-coding was also a big pull, as the company is looking to open more sites and wants consistency throughout.

"After carrying out months of research, I simply felt Servicesport could offer me the quality of products I wanted in my gym at the best price," says Jengiz Ali, owner of Oakley Fitness. "Not one of my members has been disappointed with the equipment and none of them knows it is pre-owned. In fact, when they see Life Fitness CV they have used elsewhere, it helps me sign them up."

Servicesport offers 3D planning and can lease, rent or sell equipment outright. "We have seen an increase in sales of remanufactured equipment over the past couple of years, especially with customers who would normally buy new," says sales director Rick Fowler. "Once they visit our factory and see the processes we follow in remanufacture, their decision is easily made."



Refurbished Life Fitness equipment has a two-year guarantee



The Kent club reduced capital costs by purchasing over 50 refurbished pieces

CLUB: Crayford Weights and Fitness, Kent
SUPPLIER: Amazon Leisure

INVESTMENT IN KIT:
DATE OF INSTALLATION:

£91,500 (in two installments)
October 2010, with the
second part now due

EQUIPMENT INSTALLED

Crayford Weights and Fitness has bought more than 50 pieces of predominantly strength equipment, with a mix of Life Fitness, Nautilus, PowerFabs and Leisure Lines.

The club opted for refurbished kit as it was a new business – the management wanted to keep costs down while maintaining a high standard of equipment. "The equipment was so well refurbished, you can't tell the difference between our new and refurbished kit. The members are none the wiser: we have 1,000 active members and all are thoroughly happy," says gym manager Sarah Howard.

As it's a Life Fitness/Hammer Strength show site, the club was very particular about the colour scheme. The fact that Amazon Leisure could match the

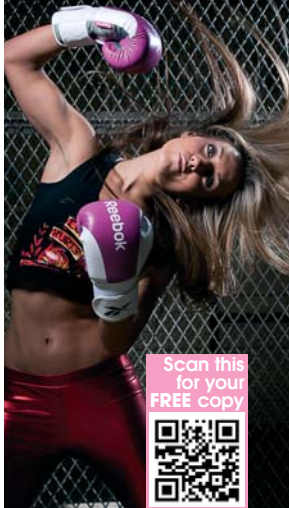
refurbished kit to the new equipment was a deciding factor in choosing the supplier. "The equipment also comes backed with a parts and labour warranty as standard and the delivery and installation was faultless," adds Howard.

Amazon Leisure's sales executive, Tom Reed, says that in the current climate, new equipment is not always financially feasible and people look for alternatives. "We have found that more and more start-up businesses are taking advantage of our flexibility and are reaping the benefits, reducing initial capital investment by as much as 60 per cent. Many customers are also returning regularly to update or renovate their existing selection of equipment."



kath hudson
healthclub@leisuremedia.com

500
Body Moving
MUSCLE TONING
HEART PUMPING AB SHAPING
AIR SUCKING BODY SWEATING
MUSCLE FLEXING
DEEP BREATHING
functional
training tools
in one Hard book



Scan this
for your
FREE copy



Get your hands
on your own rock
hard and ripped
essential functional
equipment guide

CALL NOW
0800 458 5558

**or REGISTER
ONLINE @**

escapefitness.com/HCM

escape

research round-up

virtual benefits

Video exercise games can give more of a mental boost to older adults than just physical activity on its own, say scientists

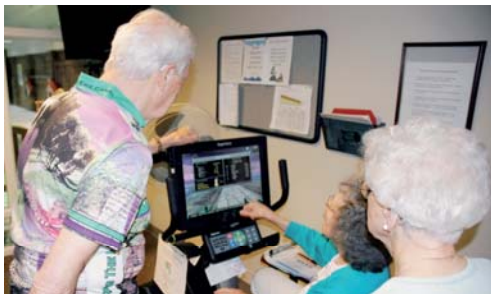
It's no secret that regular physical activity can help boost cognitive function in older adults and help to delay the onset of dementia and mental decline. In fact, there have been numerous studies proving this.

Research released in the *American Journal of Preventative Medicine* in February, however, shows that virtual reality-enhanced exercise or 'exergames' – with interactive features and computer-simulated environments – can help to improve cognitive function in older adults even more than just exercise on its own. With dementia cases set to reach the 100 million mark globally by 2050, exergaming could prove a compelling treatment and preventative measure.

cybercycle study

The three-month 'cybercycle study', conducted by researchers at New York's Union College, was based on 102 volunteers from retirement communities aged 58–99 years (although only 63 completed the randomised control trial).

Participants lived independently and were given identical recumbent bikes, except for a virtual reality display



The study found the cybercycle riders had 'significantly' better brain function

which only one group had access to. All participants were told to gradually increase exercise to a maximum of 45 minutes, five days a week.

While one group simply cycled on the bike for the three months, another group was introduced to exergaming one month in – 3D tours on-screen and racing against a 'ghost rider' (their last best ride).

results

After the three months, there was a noticeable difference between the two groups. The cybercycle riders were found to have 'significantly' better executive brain function when it came to assessments of planning, working memory, attention and problem solving.

In addition, the cybercycle group had a 23 per cent reduction in the risk of progression to mild cognitive impairment compared to those in the traditional static cycle group.

While there was no difference in exercise frequency, intensity or duration between the two groups, the authors say that this may be due to prescriptive intervention and that "further research is needed to evaluate whether naturalistic use would lead to great effort by cybercyclists" – ie whether even greater benefits would be experienced if users were allowed free rein to exercise as they wished.

the rise and popularity of exergaming

Only 14 per cent of adults aged 65–74 and 7 per cent of adults aged over 75 exercise regularly, according to the CDC Health People 2010 Database in the US.

But according to a new study from New York's Union College (see above), the rise in popularity of exercise videogames such as Wii Fit and PlayStation Move could offer a solution.

"Exergames have the potential to increase exercise by shifting attention away from aversive aspects towards motivating features such as competition and 3D scenery," reports the study. "Participation in exergaming, compared with traditional exercise, can lead to greater frequency and intensity and enhanced healthy outcomes."

WE ARE PLEASED TO PRESENT THE 2012 AWARDS JUDGING PANEL...



...24,000* OF YOUR MEMBERS

The **Health Clubs Awards 2012** sponsored by Centrum Performance are decided by the people in the best position to judge your clubs – **your members!** This award scheme is an integral part of the health club industry and maintains that the clubs that truly offer the best service and experience are recognised and rewarded.

Visit www.healthclubawards.co.uk today and sign up for **FREE!**

*16,000 members voted in 2011, we expect at least a 50% increase for 2012.

Official Media Partner

health club
management

* Trade Mark

Protein drinks

Going for the max with Maximuscle



Ideal for use immediately after training, Maximilk is one of Maximuscle's top protein shakes. A high protein product created to support lean muscle growth, performance and recovery goals, it's enriched with whey and naturally high in BCAAs. For those whose goal is size and strength, sports performance or getting lean, Promax with pure high-protein nutrition is a big seller.

fitness-kit.net KEYWORD

maximuscle

Weight loss and wellbeing from Maxitone

Lifestyle nutrition brand Maxitone has created the Sculptress Diet, a desk breakfast option for women on the go. With added CLA and green tea to offer high quality nutrition to support weight



loss goals, its high protein content is claimed to burn more calories, reduce the feelings of hunger for longer and reduce cravings while supporting a healthy balanced diet. A choice of strawberry sundae, banana split and chocolate delight flavours is offered.

fitness-kit.net KEYWORD

maxitone

fitness-kit.net

the search engine for leisure buyers



Wherever you are in the world, find the right products and services 24/7 by logging on to *Health Club Management's* free search engine www.fitness-kit.net

Sustained delivery from Ultralife Protein

Available in four great flavours – chocolate, banana, strawberry and vanilla – Ultralife Protein delivers a unique, time-release protein drink. It's designed to supply the body with a sustained delivery of high quality proteins and peptide fractions for optimum muscle growth. Ingredients such as L-Glutamine are used to maximise the muscle building and fat-reducing effects of training. As a convenient water-based drink, Ultralife Protein can easily supplement a diet, consumed two to three times a day.



fitness-kit.net KEYWORD

ultralife

For Goodness Shakes range gets new formula

All four of the For Goodness Shakes flavours – Milk Choc, SuperBerry, Banana and SuperBerry – have been re-engineered to incorporate the company's new PROCCOVERY® formula and are available in both ready to drink Elite500g bottles and in powder format (sachets and tubs).

New to the range is a Race Recovery product developed in association with the Tour of Britain, presented in limited edition Cherry flavour. The new arrival is available in sachet 12-packs, as well as the Race Recovery Pack which contains three sachets and a limited edition water bottle.



fitness-kit.net KEYWORD

goodness



energeau

**The revolutionary
cashless drink solution.
Hydrate your members,
inflate your profits.**



**INTELLIGENT
HYDRATION**

energeau™ is proven to help health clubs **generate additional revenues of £6k per month** and is used by over 500,000 members throughout Europe.

- ✓ **Higher turnover**
- ✓ **Higher margins**
- ✓ **Happier members**
- ✓ **Outstanding ROI**
- ✓ **Proven Technology**
- ✓ **Ease of Use**

**Call 0800 035 2340 or visit
www.energeau.com to find out more**

Protein drinks continued

X-treme protein drinks from Nutrichem

X-treme Protein and X-treme Carbo-Prot, from Nutrichem, are formulated to deliver high levels of protein in ready to drink 500ml formats.

‘Low-fat, less carbs’ X-treme Protein offers 50g of protein, with less than 0.1 per cent fat and not more than 35g of carbohydrates. It’s available in three flavours: vanilla, banana and strawberry.

X-treme Carbo-Prot is designed to supply instant power, with 52g of protein alongside “fast and long-lasting energy” from its carbohydrate content. It also offers vitamins and mct-oil, which is said to deliver higher levels of energy, faster, than carbohydrates. It comes in four flavours: strawberry, vanilla, banana and chocolate.

fitness-kit.net KEYWORD

nutrichem



New product range for Hench

Hench launched last year with a range of nutritional products including Hench Pro Active Whey Protein and Hench Hi-Calorie Mass Gainer.

Hench Pro Active Whey Protein offers three different types of protein and minimal fat, and has been designed with one thing in mind: to build lean, hard muscle to transform the user’s body.

Meanwhile Hench Hi-Calorie Mass Gainer has been designed for lean muscle growth and increased size. Offering 1,000 calories and 50g of protein in each portion, but no saturated fat, it builds muscle with no unwanted fat gain.

fitness-kit.net KEYWORD

hench



Leisure Connection introduces Ultrabody

Ultrabody Direct last month introduced its Daily Wellness range of nutritional supplements across 39 Leisure Connection sites. This includes its Inch Loss shakes – a dairy-free, vegetable protein-based drink powder with low glycaemic load – which is used as a meal replacement for weight control. The drink comes in strawberry, banana and chocolate flavours.

fitness-kit.net KEYWORD

ultrabody

Resealable packaging from Multipower

Containing 53g of milk protein, 50g of carbohydrates and only 1g of fat, Multipower Fit Protein can act as either pre- or post-workout replenishment. With its re-sealable 500ml format, it’s a convenient choice for those looking for muscle gain or weight management.

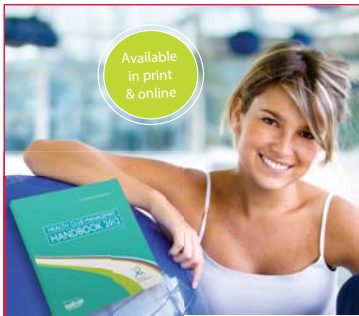
Ideal for use as a small meal to complement a regular diet, the drink comes in four flavours – banana, vanilla, strawberry and chocolate – and is nut- and wheat-free.

fitness-kit.net KEYWORD

multipower



Available
in print
& online



HEALTH CLUB MANAGEMENT HANDBOOK 2012

The 8th edition of the Health Club Management handbook is now available to purchase at £25 a copy. The handbook is a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

WHAT'S IN IT FOR YOU?

FOR INDUSTRY SUPPLIERS

- Multiple listings of all industry suppliers by:
 - A-Z
 - Phone book
 - Web address book
 - Product selector
- Company profiles including key information, contact details, images of products and a picture of your company contact
- Vertical strip adverts in the address book section

FOR INDUSTRY OPERATORS

- Who's who? of key industry personnel in the UK and Europe:
 - Private sector operators
 - Public sector operators
 - Industry organisations
- Features and reference material
- Predictions for 2012 from key industry figures
- Industry statistics
- Development pipeline - details of forthcoming projects across the sector
- Competitive edge - charity events to motivate your staff and members for the year ahead
- Diary dates - a guide to all industry events, shows and networking opportunities

ORDER YOUR COPY NOW!

call: +44 (0)1462 431385

email: displaysales@leisuremedia.com

POWERED BY
fitness-kit.net
The search engine for fitness buyers

The Health Club Management Handbook is available to purchase at £25 per copy and all content will be available online at www.healthclubhandbook.com

health club
management handbook
Brought to you by
Health Club Management magazine

BEET IT sport

staying power



Offer the fuel of choice for the sporting elite. Discover the stamina shot taken by World Cup rugby teams, UK athletics teams, Premiership footballers, Olympic cyclists, rowers and speed skaters? Oh and ballet dancers too...

Why beetroot?

It is naturally high in dietary nitrates which facilitate Nitric Oxide production in the blood.

How does Nitric Oxide (NO) help stamina?

Research at Exeter University found up to 16% increase in stamina which they attribute to increased oxygen efficiency. The Oxygen from NO can be used to supplement the Oxygen you breathe. Amazing! Also NO helps with muscle recovery after exercise as it thins the blood and speeds re-oxygenation of the muscles.

So BEET IT!

- Just 7cl of concentrated beetroot (98%) and lemon (2%)
- Informed Sport certified
- Great tasting
- 100% organic and natural

Counter display
available direct from
01473 890111 or by
emailing info@jameswhite.co.uk



Best New Drink 2011
for Applying Functional Medicine
in Clinical Practice

To find out more,
visit www.beet-it.com/sport
search: **Beet It** @Beetit_sport



show preview

fibo 2012

International and in good health: FIBO presents itself on top form

“**F**ascinating FIBO”, “FIBO fitter than ever”, “Crowd-puller FIBO”, the specialist press reported after FIBO 2011. And indeed, this international trade show for fitness, wellness and health once again posted new records: 58,100 visitors, 581 exhibitors, and an impressive floorspace of 75,000sq m across 12 exhibition halls.

FIBO 2012 – which takes place in Essen, Germany, from 19–22 April – will be the biggest FIBO ever before moving to an even larger space in Cologne in 2013.

This year, 60,000 visitors from more than 100 countries are expected, as well as 600 exhibitors from 35 countries. FIBO will also be even more varied and international this year; companies from outside Europe are increasingly taking advantage of the event to premiere their products and innovations.

international participation

About 30 per cent of trade visitors come from abroad, with 13 per cent of these from non-European countries. FIBO's growing significance abroad is also evident from the trends among exhibitors: 45 per cent are international, with the three top regions/nations being the US/Canada, Italy and the UK.

FIBO event director Olaf Tomscheit says: “We will pay particular attention to further expanding international participation, since the entire industry is growing together, especially on the European continent.”

After last year's successful premiere, FIBO will be inviting 250 international visitors to the second International Reception on the roof terrace of the Hotel Atlantic on the Thursday night.

The popular shuttle service from Düsseldorf International Airport is also continued, and will be available one day before FIBO opens its gates. To assist the large number of international visitors in organising their travel, FIBO even offers its own accommodation and travel service. Contact details and more information are available at the Travel



Companies from outside Europe are increasingly launching products at FIBO

Center on www.fibo.de. The site also offers a Ticket Shop where visitors can register for FIBO, buy tickets and print them out at home – saving money and avoiding queues on-site.

FIBOmed

Health as a focal theme will be developed further with the innovative FIBOmed concept (www.fibo-med.de). This will showcase everything to do with health: from diagnostic equipment, training equipment and functional therapy methods to professional health consulting. Plans for a FIBOmed congress in 2013 are underway, to be held in co-operation with MedCongress, a subsidiary of FIBO organiser Reed Exhibitions Deutschland GmbH.

conventions and competitions

FIBOactive will again offer a multitude of join-in and stage programmes. In Hall 5 the emphasis will be on the international DFAV Convention, with participants from all over the world learning the latest choreography from

top international presenters. Meanwhile, the Fit for Fun Cycling Festival is the meeting place for cycling fans.

FIBO POWER is the meeting place for the bodybuilding and weight training community in Europe. It includes the FIBO Strongman Classics, the FIBO Powerlifting Challenge and the competition Miss FIBO POWER Beauty. For information: www.fibo-power.de

The latest training equipment will be highlighted by the FIBO Innovation Award seal. Stars were born in these awards: products like Power Plate started their course through fitness studios around the world by winning this prize.

FIBO 2012

Dates: 19–22 April 2012

Venue: Essen Exhibition Centre, Germany

For information, or to register/buy tickets:
www.fibo.de

Time Machine

See us at
FIBO, Hall 2
Stand C/80



KitLock
Coded Locker Solutions

Keep keys firmly in the past

KitLocks for lockers in gyms, health clubs and spas.
Make keys a thing of the past.

Out with keys, in with KitLocks.

Stress free

KitLock – the quick retrofit solution.
Enter a 4 digit code, lock-up and go – control
and convenience without a key – simple.



Show off

Liven up your changing rooms;
KitLock is available in any
standard RAL colour.



+44 (0) 1635 239645

sales@kitlock.com

www.kitlock.com


CODELOCKS
control + convenience

THIS IS NOT AN ELLIPTICAL IT'S BETTER

THIS IS THE CYBEX ARC TRAINER



BURNS MORE CALORIES Research shows that the CYBEX Arc Trainer burns more calories than any other cross trainer or elliptical cross trainer tested.



EASY ON THE JOINTS The unique Arc Motion reduces joint stress and provides a safer, more comfortable workout than other cross trainers.



THREE MACHINES IN ONE Climb, Stride and Climb - the broad range of incline and resistance is unique in emphasising specific muscle groups.

FIND OUT MORE AT
WWW.TRUTHONFITNESS.COM

CYBEX®

T: 0845 606 0228
E: info@cybexintl.co.uk
W: www.cybexintl.com



SUPPLIER SHOWCASE

WE TAKE A LOOK AT RECENT PROJECTS
FROM CYBEX AND CONCEPT

QUALITY AND ACCESSIBILITY

Supplier CYBEX International UK
Client Telford and Wrekin Council

As part of a multi-million pound redevelopment programme in the region, Telford and Wrekin Council awarded CYBEX the tender to provide all cardiovascular and resistance training equipment in two sport and leisure facilities in the region during spring 2012.

The first of the two sites, Abraham Darby Sports and Leisure Centre, opened in January 2012. The newly built centre forms part of the Abraham Darby Sports and Learning Community, which also includes an academy and a primary school.

As part of the installation, CYBEX has provided seven 750T treadmills, 11 Arc Trainers and six cycles, as well as CYBEX equipment from the Eagle, VR3 and VR1 dual strength ranges.

The second site in the city is Wellington Leisure Centre. Currently undergoing refurbishment to include a new fitness suite, the site is set to open this month. CYBEX will supply the centre with cardio equipment including six 750T treadmills, eight Arc Trainers and six cycles. These will be accompanied by equipment from CYBEX's Eagle and VR3 strength lines.

Both new gym facilities will also include the Bravo functional trainer, CYBEX's cable-based strength training machine. Designed to provide hundreds of movements in one single, space-efficient piece of equipment, the Bravo offers a unique total body training solution. The Bravo Workout Guide iPhone app has also recently been launched by CYBEX, to guide users through a series of personalised workout programmes.

The equipment installed at both sites will also include Inclusive Fitness Initiative (IFI) equipment, as part of CYBEX's



CYBEX supplied its Arc Trainers and 750T treadmills to the centre



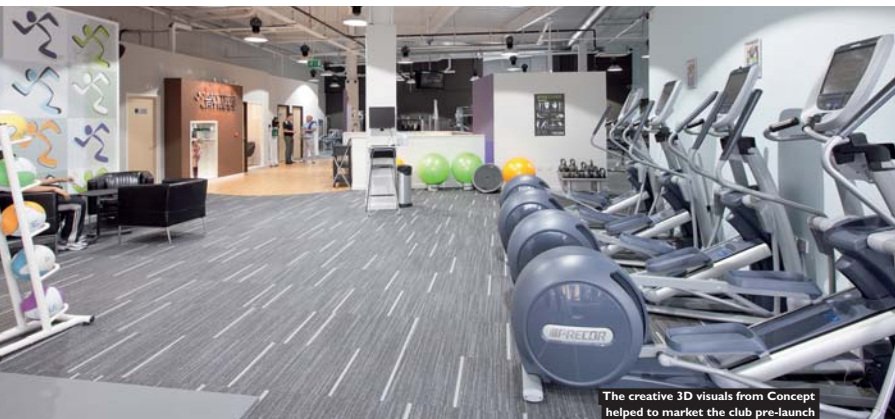
The leisure site is part of the Abraham Darby Sports and Learning Community

Total Access range. As one of only a few suppliers to offer a comprehensive range of stage two IFI-accredited equipment, CYBEX has developed the Total Access range to include both cardiovascular and strength training equipment designed specifically to suit the needs of physically impaired athletes.

On the decision to choose CYBEX, Sophie Griffiths, group services development manager for Telford and Wrekin Council, says: "We put the contract out to tender as we wanted to review all options available to us. CYBEX was chosen because it provided premium quality exercise equipment that not only met the needs of all of our gym members, but that was also highly durable and robust in its design. We continue to work closely with the CYBEX team, who also provide excellent after-sales care."

Alan Ellis, key account manager for CYBEX UK, played a key role throughout the tender process and was delighted to secure the contract: "The redevelopment projects put in place by Telford and Wrekin Council will bring about huge benefits to the community. Knowing that CYBEX equipment will be used by individuals of all levels of ability and sporting interest shows how accessible and widely used CYBEX equipment is."

For more information: www.cybexintl.com



The creative 3D visuals from Concept helped to market the club pre-launch

▶ ADDING FRANCHISEE VALUE

Supplier Concept Plc
Client Anytime Fitness

Founded in the US in 2002, the Anytime Fitness franchise is rapidly becoming a global health club brand. It was launched in the UK last year and has already opened four clubs in the south of England. The franchise is based on the premise that consumers are looking for convenience and affordability, yet are unwilling to accept substandard equipment or lacklustre environments – which is where Concept Plc comes in.

Based in High Wycombe, Concept is an experienced design and fit-out organisation – and with growing demand for corporate gyms, Concept has established itself as a specialist

in health clubs. MD David Kirby comments: “Our bread and butter business has always been office refurbishments, and it’s not something we’re moving away from, but we’ve been asked to complete a growing number of health clubs around the country and it’s something we enjoy doing.”

Concept’s first project for the Anytime Fitness franchise was to design and fit out the UK’s showcase health club and head office in Hemel Hempstead. UK MD Andy Thompson explains why Anytime chose to work with Concept: “They took the time to understand what we wanted to achieve. We also really liked the team and the fact they could provide incredible 3D visuals which helped us to market the club pre-launch – and as a result, exceed our target opening membership.”

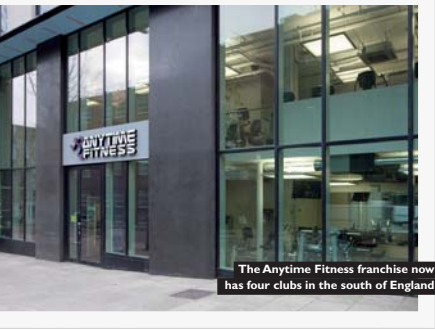
The project was not without its challenges. Concept had to interpret the franchise’s strict brand guidelines, which had been produced in the US in line with US legislation and US-based products. Thompson says: “Concept had to make sure that everything met UK building control and health and safety regulations, and managed to do this very successfully.”

Having negotiated this steep learning curve, Concept is now well positioned to work with the brand’s franchisees and has since completed work on new clubs in Bradley Stoke, Bristol and Kings Cross, London. “Concept has done a lot of work to understand the Anytime Fitness franchise specifications and has provided excellent support and advice. We would trust them to engage with any future franchisees and be confident that they wouldn’t deviate from the guidelines or spend money unnecessarily,” says Thompson.

Working with the owners and equipment suppliers, Concept was also able to advise on suitable layouts for the new clubs and complete the work in line with statutory legislations. Bristol franchisee Robin Drysdale says: “Concept understood what was required and had pre-sourced suppliers. It project managed the fit-out very efficiently and handled all the health and safety requirements very professionally. Everything went very smoothly and we were able to open on time as a result.”

Kings Cross franchisees Jay and Anis Suterwalla add: “Our club is built to a very high specification compared to other clubs of a similar model and that is a major draw.”

For more information: www.concept-plc.com



The Anytime Fitness franchise now has four clubs in the south of England

concept

THE CLOCK REALLY STARTS TICKING WHEN A PROJECT BEGINS...

choosing the right company is the catalyst that will propel your health club forward.

PROPERTY AUDIT

You wouldn't buy a car without reassurance that it was in good working order, would you? Therefore the same should apply to your building. You need to consider important issues such as; will the floor loadings be adequate? Is there enough power coming into the building? Where is the water supply & waste? Will you be responsible for ongoing repairs to the building? It amazes us how many clients commit to a significant investment such as a property without checking what's 'under the bonnet'.

PROJECT MANAGEMENT

Coordinating every element of a project and making sure there's no disruption to planned works of your health club operations is a huge undertaking. Our experienced project managers will deliver these skills and enable you to control the project with one easy line of communication. You can be rest assured your investment stays on track while you continue running your business.

BUDGET

We take your investment very seriously. Your project will involve numerous suppliers and contractors – all of them eager to spend your budget. We help you keep control of your purse strings and make sure you don't spend your money unnecessarily. Without our professional experience it can be hard to know where to invest and where to save money.



DESIGN

Your health club environment will have a huge impact on membership experience, employee morale and productivity as well as your bottom line – but it requires more than a lick of paint and a few plants. Our design of your health club will take into consideration culture and brand identity but also less interesting but practical issues.

KNOWLEDGE

If you're up to speed with the latest building regulations and DDA requirements; if you can happily hot foot it through lease negotiations; and if you know how to maximise your budget, then we salute you! However, if any part of the process presents a stumbling block, our professional team will work on your behalf to negotiate with your prospective landlord and statutory bodies, making a world of difference to your project timescales and your purse strings.



CONSIDERING A CHANGE?

To find out how we can help you, simply contact

TEL_01494 465 847 EMAIL_talk2us@concept-plc.com

health club management DIRECTORY

For just over £20 per issue you can access over 10,000 motivated leisure professionals committed to the industry

To book your space call the sales team on
Tel: +44 (0)1462 431385

architects/designers

MASS
DESIGNERS

HEALTH CLUB & FITNESS DESIGNERS

T 0844 344 5566

W massdesigners.com

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY TO DISCUSS YOUR BOOKING

01462 431385

www.healthclubmanagement.co.uk

zynk
interior architects
zynkdesign.com
T 020 7183 1430

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

AV/sound

Lightmasters

- › Wireless Cardio Cinema
 - › Wireless Audio for Spin Classes
 - › Full PA & AV Systems
 - › LED & Fibre Optic Lighting Systems
- Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

AV Audio Visual
Professional Sound, Light and Vision

PA & Background Music Digital Signage
Cardio Entertainment Large Screen TV
Mood & Motivational Lighting

Tel: 01945 476973
www.abaudiovisual.co.uk
Email: info@abaudiovisual.co.uk

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.



CALL THE SALES TEAM TODAY TO DISCUSS YOUR BOOKING

01462 431385

www.healthclubmanagement.co.uk

clothing & merchandise

The one stop shop for all your fitness uniforms and promotional products

- The latest designs and wick dry fabrics
- We offer our services to all clubs, small or large
- Take a look at our website and see our unique online ordering system
- Call or email for further information

BEAT

T: +44(0) 208 206 2299
W: www.beatconcepts.co.uk
E: sales@beatconcepts.co.uk

Gym Starter Packs

- UK & Global Sourcing & Promo Products
- Towels • DS Bags • Water Bottles
- Ruc Sacs • Ear & Head Phones • Padelocks
- In Stock Fast UK Delivery

The Complete Uniform Management Service

- Dedicated Account Managers.
- In-House UK Production.
- Fast Lead Times.

Taylor Made Designs let us quote you today...
Clothing & Merchandise Solutions www.taylormadedesigns.co.uk
01202 473311 sales@taylormadedesigns.co.uk

Promotional Packs

- Bags, bottles, towels and other accessories available
- Prices start from just £4.99 per pack
- Simple online ordering
- Call or email for further information

BEAT

T: +44(0) 208 206 2299
W: www.beatconcepts.co.uk
E: sales@beatconcepts.co.uk

LEISURE WEAR & STAFF CLOTHING SOLUTIONS

PRICE, QUALITY, SERVICE

Tel: 0114 251 3512 for more information, www.corporatetrends.co.uk

Management 360
Collection Services

Clubwise
Business Solutions

Case Management Software

Interactive SMS, Facebook & Web Search
Promotion Services

THE ONE STOP SOLUTION FROM A SINGLE SUPPLIER

0800 072 6411

sales@clubwise.com www.clubwise.com

The most trusted member management software in the world.

Operates in 12 languages
Free trial, training & support

igofigure.com
sales@igofigure.com

club operation support

make fitness your business with Britain's leading fitness franchisor

energie group

0845 363 1020
www.energiefranchise.com

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY TO DISCUSS YOUR BOOKING

01462 431385

www.healthclubmanagement.co.uk

coin operated vending

WEIGHING MACHINES

Generate secondary spend with no capital outlay

- Free Installation
- Profit sharing scheme
- No maintenance costs

We provide a wide range of weighing machines to leisure centres, swimming pools and gyms across the UK.

TO CASH-IN CALL:

Northern number **0161 7943206**
Southern number **01634 296 234**
Leisure Vend Operating Ltd
www.leisurevend.co.uk

leisure

for all your leisure management IT needs

www.xnleisure.com
+44 (0)870 80 30 700

ez runner

MAXIMISE YOUR YIELD AND RETAIN MORE MEMBERS

- Intelligent membership
- Intelligent spa
- Online prospecting
- Online bookings with SMS and email confirmation
- Online CRM

OVER 600 CLIENTS WORLDWIDE

T: +44 (0)844 847 5827
E: sales@ez-runner.com
W: www.ez-runner.com

GYM. SPA. PLAY. GOLF.

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY TO DISCUSS YOUR BOOKING

01462 431385

www.healthclubmanagement.co.uk

the standout leisure software provider

Legend

www.legendware.co.uk 0800 031 7009

brightlime

sharp web based membership management

0844 800 8350 www.brightlime.com

A highly functional, constantly improving system, to manage most leisure environments

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Spa management

Contact us on: +44 (0)1423 873873 www.sportssoft.co.uk

SPORTSOFT

Get Members. Keep Members.



www.cfm.net



Phone: 0115 777 3333

HARLANDS GROUP

High collection, low cost
high quality membership collection
from the direct debit experts

t: 0845 2301630
e: sales@harlandsgroup.co.uk
www.harlandsgroup.co.uk
Healthcare Services Ltd
1st Floor • 41-43 Pentonville Road
Newcastle Upon Tyne • NE1 1RN



Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY
TO DISCUSS YOUR BOOKING
01462 431385

www.healthclubmanagement.co.uk

- Managed Direct Debit Collections
- Automated Member Enrolment
- Integrated Member Management
- Integrated Member Check-In

ALL FOR A SINGLE, LOW COST
RATE PER COLLECTION

THE ONE STOP
SOLUTION FROM A
SINGLE SUPPLIER

0800 072 6411

e: sales@clubwise.com
w: www.clubwise.com

exercise equipment

Jordan[®]

Functional Fitness Specialists

FUNCTIONAL
FITNESS EQUIPMENT



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk



SALES AND SERVICE
NEW/RECONDITIONED RESISTANCE, CARDIO
VASCULAR AND FREE WEIGHTS EQUIPMENT.
TEL: 01204 666687
WWW.STFITNESS.COM

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY
TO DISCUSS YOUR BOOKING
01462 431385

www.healthclubmanagement.co.uk

Looking to buy Dumbbells?

Download your FREE buyers
guide now:
escapefitness.com/HCMDB



escape

bodycore[®]
evolution of training

BODYCORE FUNCTIONAL
TRAINING PLATFORMS

www.bodycore.com info@bodycore.com
+44 (0) 1256 316180

FAST, FUN & FUNCTIONAL
"Plyometrics without the impact"

"The FreeMotion Dual Cable Cross"...

Like the Swiss Army Knife this is the
ultimate multi functional Machine for all
your functional training needs

We think you will agree it's the
Swiss Army knife for your gym

Call us now to get the
latest deals on 01204 541 710
or visit www.fitnesssystems.co.uk



SCIFIT[®]
Scientific Solutions For Fitness



THE LEADER IN
INCLUSIVE & SPECIALIST
CARDIO EXERCISE

Tel 01344 300 022
www.SCIFIT.uk.com





Four great programmes, one award-winning piece of equipment.

www.gravityuk.net

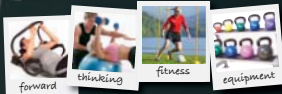
For more information call 0845 602 7485 or email admin@gravityuk.net

RESIST



NEW 2011
CATALOGUE
OUT NOW!

Physical
COMPANY



T: 01494 769 222

W: www.physicalcompany.co.uk

E: sales@physicalcompany.co.uk

Find us on
Facebook

VIEW OUR PAGE AND RECEIVE
EXCLUSIVE NEWS AND OFFERS.

ServiceSport

Service and sales of equipment

- o Fitness Equipment Servicing
- o Sportshall Servicing
- o Equipment Sales
- o Parts Sales



Call: 0845 402 2456 www.servicesport.co.uk

TRX

NEED A MONEY
MAKING MACHINE?

Get your FREE money making guide now:
escapefitness.com/HCMTRX

escape

Get your business
into shape with
equipment finance
from just 3.1%



We provide turnkey finance solutions for gym equipment, lockers, furniture, air-con etc for all gyms - including new starts.

Call us on 0844 800 88 25 and funds could be available within 48-hours.
(Currently approving 98% of applications!)



Portman
Asset Finance Limited

info@portmanassetfinance.co.uk
www.portmanassetfinance.co.uk

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

Looking to buy
Flooring?



Download your FREE buyers
guide now:

escapefitness.com/HCMFLOOR

escape

flooring (continued)

Jordan
Functional Fitness Specialists

FITNESS FLOORING SOLUTIONS



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

insurance

Bespoke Insurance Solutions

fml

GYM INSURANCE

Individual Approach
Individual Advice
Individual Premiums

Tel: 01702 437800
Fax: 01702 437788

Email: tomfrisky@fmliinsurance.com
Web: www.fmliinsurance.com

leisure management Systems

CLARITY LIVE for Leisure

One POS interface - endless benefits

Bookings, loyalty, reporting membership, online & more

- Impress your customers
- Raise staff productivity
- Increase operational efficiency

For a demo call 01732 526870
leisure@claritycommerce.com

CLARITY
Experience is everything

lighting

Lightmasters

- Wireless Cardio Cinema
 - Wireless Audio for Spin Classes
 - Full PA & AV Systems
 - LED & Fibre Optic Lighting Systems
- Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

lockers/changing rooms

RIDGEWAY FURNITURE

CHANGING SOLUTIONS TO SUIT EVERY BUDGET



Tel: 0870 4207818
Email: sales@ridgewayfm.com

www.ridgewayfm.com

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

Redesign your changing rooms with

SAFE SPACE



3D Design
Rendering
Lockers
Locking Systems
Cubicles
Washrooms

THE CHANGING ROOM EXPERTS

info@safespacelockers.co.uk
www.safespacelockers.co.uk
Telephone: 0870 990 7989

SAFE SPACE

lockers/changing rooms

CRAFTSMAN
CQL
QUALITY LOCKERS

For a
great changing
room experience

Style



Design



Innovation



Craftsman Quality Lockers
Allington Road, St Neots,
Little Barford, Cambs,
PE19 6WE

T: 01480 405396
F: 01480 470196

E: johng@cqlockers.co.uk

www.cqlockers.co.uk

lockers/changing rooms (continued)

sales and marketing
(continued)

staff training

CODELOCKS
Access Control

Whether controlling access to certain areas or safeguarding confidential or dangerous materials, CodeLocks products offer users a convenient standalone solution. Designed for a range of applications; retrofit, new install or upgrade – **Access Controlled!**



Tel: +44 (0)1635 239645 Email: sales@codelocks.co.uk Web: www.codelocks.co.uk

FITLOCKERS
Quality Affordable Timber Lockers



T: 01923 770435
sales@fitlockers.co.uk www.fitlockers.co.uk

sales and marketing

memberdrive by 

Want an extra 200 - 700 new members for free?



Call: 0115 777 3333

MOMENTUM

Boost your club sales fast
General membership sells via one of the most effective systems available in the UK.

Please call 020 7917 2780


www.getmoremembers.co.uk

Book your advert on our website and be seen by over 26,000 buyers every month from as little as £240.

CALL THE SALES TEAM TODAY TO DISCUSS YOUR BOOKING

01462 431385

www.healthclubmanagement.co.uk



CREATE QR CODES
+
ENGAGE WITH CUSTOMERS
+
CHANGE CODES
+
TRACK THEIR USE
=
PROFITABLE SUCCESS
using our GLYFCO PLATFORM

Visit the Platform on www.glyfco.com
E: paul.biffen@glyfco.com
T: 0044 7768 900317

Jordan
Training Academy

UK's largest portfolio of REPs endorsed CPD training courses for the fitness professional.



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

sunbeds

SUNBEDS & SPRAY TANNING
World class *UltraSun*



A New ULTRASUN Sunbed from less than £28 a week! ...and we'll buy your old bed back!



That's So Spray Tanning Machines & Solutions Now Available



EIGHTEEN MODELS FOR YOU TO CHOOSE FROM
INCOME SHARE • RENTAL • LEASING & PURCHASE

helionova specialist tanning from

brochure hotline
01603 789010

19 Frensham Road • Sweet Briar Ind. Est. Norwich • Norfolk • NR3 2BT
Telephone (01603) 789010
Facsimile (01603) 789453

www.helionova.co.uk
sales@helionova.co.uk

COPYRIGHT NOTICE
To subscribe to Health Club Management, log on to www.leisureclubmanagement.co.uk, email: sub@leisuremedia.com, tel +44 (0)1462 471915, fax +44 (0)1462 433909. Annual subscription rates: UK £41, Europe £52, rest of world £73 and students UK £20. Health Club Management is published 11 times a year by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts, SG5 1DD, UK, and is distributed in the USA by SPP, 75 Abenford Road, Emigsville, PA 17318-0437. Periodicals postage paid at Manchester, PA. POSTMASTER Send US address changes to Health Club Management, c/o PO Box 437, Emigsville, PA 17318-0437.

The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited.

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.

Printed by Warners Midland.

© Cybertrek Ltd 2012 ISSN 1361/351

lightweights

BUST A MOVE WITH DRAG QUEEN WORKOUT

Health club operators who are looking to spice up their fitness offering might consider teaming up with local nightclubs/bars and follow in the footsteps of Florida's in London, which has recently created a drag queen dance class workout.

The Cuban-themed restaurant/bar/entertainment venue in Soho has launched a 90-minute exercise routine led by one of its cabaret performers – the cross dressing Globe Girls. Strictly 'no flats' are allowed in the workout, in which participants wear heels and learn a catwalk strut and various other diva-type moves in an attempt to improve muscle tone, flexibility, co-ordination and core strength.

The routine also includes fitness/healthy eating advice from *Gladiators'* Tornado, while the Globe Girls treat participants to a rendition of their *All The Single Ladies* act. The class costs £25 – including a Cuban mojito cocktail. For £55, a three-course Latin American meal is added. Details: www.floridalondon.com



PH: KAREN STRUTHERS WWW.SHUTTERSTOCK.COM

GRAVY WRESTLING – IT'S A SAUCY SPORT

Lancashire is famous for its seaside town of Blackpool and traditional hot pot dish. It's less well-known for gravy wrestling, despite the fact that the county will be hosting the fifth World Gravy Wrestling Championships on 27 August.

This wacky wrestling competition will be held at the Rose n Bowl pub in Stacksteads. It involves wrestling in a pool of gravy for two minutes while being scored for audience applause and various moves.

There are prizes for the best fancy dress costume, while monies raised go to charity. For details, visit www.worldgravywrestling.com



'WATCHING' THE WEIGHT AND COUNTING BITES

Researchers at Clemson University in South Carolina, US, have created a measurement device to make it easier for people to monitor whether they're eating too much.

Worn like a wrist watch, the Bite Counter tracks wrist roll movements to identify when a bite has been taken. Researchers compare it to a pedometer, but for eating. Calories are calculated according to the number of bites based on a similar formula used by exercise equipment to estimate calories burned. An alarm sounds when a person has eaten too much. The idea is to eventually sell Bite Counters alongside devices like heart rate monitors. Details: www.clemson.edu



PH: WWW.SHUTTERSTOCK.COM

smashing for low blood pressure

The stodgy reputation of potatoes has been questioned following research which shows that they may help reduce blood pressure in overweight people.

Dr Joe Vinson, a professor at the University of Scranton, US – and lead author of the report – said that when 'potato' is mentioned, people associate it with "fattening, high-carb and empty calories... In reality, when prepared without frying and served without

margarine, butter or sour cream, one potato only has 100 calories and dozens of healthful phytochemicals and vitamins."

In the study, 18 people split into two groups and either ate six to eight small purple potatoes cooked in a microwave, twice a day for four weeks, or ate no potatoes. Although eating potatoes didn't accompany changes in body weight, blood fats or glucose levels, the potato-eating group did see a drop in blood pressure.



PLAY &
PARTIES

SPORT

Travel &
HOLIDAYS

HEALTH &
FITNESS

Food &
Drink

LEISURE
FACILITIES

Got something to shout about?
LiW is the perfect platform
for your new products

Contact joel.willmore@ubm.com to get your company
in front of more than 9,000* budget holders looking to
invest in a product like yours.

follow us @l_i_w



LEISURE
INDUSTRY
WEEK

18-20 Sept 2012 · NEC Birmingham UK

liw.co.uk



READY FOR A NEW EXPERIENCE?

Welcome to a new fitness experience. The highly intuitive touch screen interface responds just like a high-end phone, and a range of functionality motivates and entertains members like never before. What's more, Networked Fitness capabilities mean it's a fitness solution that gets more powerful the longer you own it. Welcome to the future.

Welcome to the new Experience Series.