

health club

management

JUNE 2010



The official
publication
of the FIA



a leisure media
company
publication



INTERVIEW

PETER ROBERTS

The founder and MD
of Pure Gym on quality
and profitability in
the budget sector

a warm welcome

Should club reception be
staffed or automated?

EVERYONE'S TALKING ABOUT...

EXTERNAL INSTRUCTORS

HOW SHOULD CLUBS BEST MANAGE THEIR FREELANCE STAFF?



Expect more

We dedicate ourselves to product innovation and engineering solutions based on our customer's needs. Solid construction, enhanced ergonomics and exquisite lines means Matrix equipment fits the human form and captivates the human eye.

Our new G7 strength range, 7 series CV range and Krankcycle take refined ergonomics, enhanced user experience and group exercise to the next level.





hanging in there

With 2009 being a year from hell for most UK businesses, we've been waiting to see how the fitness industry has been faring.

Anecdotal evidence suggests trading has been reasonable enough and that the industry has avoided the massive drops in performance that some sectors have experienced. Now new data from the *2010 FIA State of the UK Fitness Industry* report – carried out by The Leisure Database Company for the Fitness Industry Association – shows that the sector continued to grow in terms of both new facility openings and total membership numbers in the 12 months to 31 March 2010. And this in the face of a decline in GDP for the UK as a whole of 4.9 per cent in 2009.

A full report is available from The Leisure Database Company, but headline figures show that 58 new public and 64 new private sector gyms opened during the period; multi-site operators accounted for 62 per cent of the private sector openings. This brings the total number of facilities being logged and monitored by the survey to 5,885 – thought to be all the clubs in the UK. There's no indication yet of

how many of these additional clubs were new-build projects and how many were fit-outs.

In a year when most businesses in the UK saw shrinkage in their customer base, the number of gym members actually grew by just under half a per cent to 7.4 million. We don't yet know the turnover within this number in terms of lapsed and new members, but to grow the total through such a tumultuous year is an outstanding achievement for the sector.

Digging into the figures, this means

the number of facilities grew by 1.6 per cent, while the number of people using them grew by only 0.4 per cent. Although there's no indication at this time whether the growth in membership was in the newer clubs or whether existing operations enjoyed this increase, it does indicate a growth in capacity that has not yet been exploited.

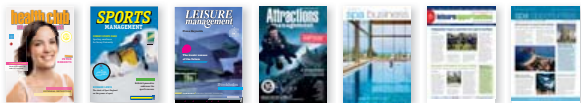
The value of the industry in terms of turnover also increased and was up by 0.9 per cent to £3.8bn during the year, making this the 10th consecutive year of growth for the sector.

However, although we're logging the percentage of the population currently holding gym membership (12 per cent), we're not keeping such a close eye on the ever increasing number who used to belong but have lapsed. Tracking these would give us a truer picture of the growth potential of the market.

In presenting the headline figures, David Minton, director of The Leisure Database Company, commented: "The ongoing investment by consumers in their health, despite difficult economic times, provides a solid platform that all operators can leverage as the economic recovery builds."

It will be very interesting to see the full breakdown of the numbers – most importantly, we need to understand how the situation changed throughout the year and where the lowest point in trading occurred. Although we can anticipate an increase in members and improved trading if the economy does continue to recover, cuts in the public sector may slow the growth of facility development in the next few years, throwing an increased focus on optimisation.

Liz Terry, editor
email: healthclub@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 2010

Subscriptions
Julie Albone
+44 (0)1462 471915
Circulation Manager
Michael Emmerson
+44 (0)1462 471932
Editor
Liz Terry
+44 (0)1462 431385
Managing Editor
Kate Cracknell
+44 (0)1462 471906
Assistant Editor
Katie Barnes
+44 (0)1462 471925
News Desk
Pete Hayman
+44 (0)1462 471938
Martin Nash
+44 (0)1462 471933
Sarah Todd
+44 (0)1462 471927
Tom Walker
+44 (0)1462 471934
Products Editor
Sarah Todd
+44 (0)1462 471927
Designers
Andy Bundy
+44 (0)1462 471924
Ed Gallagher
+44 (0)1905 20198
Claire Toplis
+44 (0)1462 471910
Website Team
Katie Eldridge
+44 (0)1462 471913
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
Julie Badrick
+44 (0)1462 471919
John Challinor
+44 (0)1582 607970
Stephanie Rogers
+44 (0)1462 471906
Astrid Ros
+44 (0)1462 471911
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



Targeting Generations X, Y and Z p40

© ISTOCKPHOTO.COM



Both quality and value at Pure Gym p26

contents

06 letters

Celebrity endorsements can bring real benefits to retention and new member enquiries, says Marc Diaper

08 news round-up

Rat Race Urban Gym planned for Edinburgh and the £12.5m Edge project opens at Leeds University

14 international news

€2m Golem site opens in Bratislava, and Curves targets Indian market

16 fia update

The FLAME Conference speaker line-up is announced

20 people news

sporta re-elects board, plus an interview with IHRSA's Emerging Female Leader award winner

22 competitive edge

Challenges include the World Swim Against Malaria and The Welsh 3000s mountain walk



Charity events to motivate members p22



The emotional benefits of exercise p39

23 diary dates

Get ready for the International Council on Active Aging's UK event and the World Leisure Congress

24 everyone's talking about... external instructors

Kath Hudson asks the experts for advice on getting the most from freelance instructors – how should we manage this key group of people?

26 interview peter roberts

Kate Cracknell talks to the founder and managing director of Pure Gym about maintaining standards and creating a profitable business at the low-cost end of the market

30 on the pulse

Neil Gibson, BASES-accredited sports scientist at Heriot-Watt University, provides a technical briefing on heart rate training

34 heart rate training operator packages

We take a look at some of the heart rate training options specifically geared towards the health and fitness industry

36 london leisure

The new £31m Hillingdon Sports and Leisure Complex in Uxbridge, west London, opened earlier this year. Shoshana Kazab pays a visit

39 get e-motion-al

Could emphasising the emotional benefits of exercise be the key to getting teenagers into fitness? We outline the findings of new research

40 across the divide

How can clubs appeal to staff and members from Generation Y, while still addressing the needs of Generations X and Y and the Baby Boomers? Simon Walker reports



Golf fitness p44



Heart rate training p30



The £31m Hillingdon complex p36

STOTT PILATES PHOTOGRAPHY © NEARTECH CORPORATION

44 in the swing of things

As part of our sports conditioning series, we talk to operators and training providers about the opportunities for facilities wanting to tap in to the golf fitness market

48 kiosk culture

Should health club receptions be staffed or automated? Sean James takes a look at the pros and cons, and at some of the software options available to support each route

52 thirsty work

As the sports and energy drinks market continues to grow, Sian Brechley looks at new evidence from Mintel to see what the future holds for this secondary income stream

55 fitness-kit.net special energy snacks

Jelly beans from Lucozade Sport and a new range from Maximuscle

57 it all adds up

Adrian Hill looks at the importance of calculating whole life costs when procuring new facilities

60 going the extra mile

We showcase a selection of initiatives designed to encourage disabled people to see health clubs and leisure centres as inclusive environments – food for thought for operators wanting to expand their offering in this vital area

66 striking a balance

Susie Srivastava talks to a selection of independent operators about integrating core/balance training into workouts. Plus a look at a selection of core/balance training equipment

75 lightweighters

Wife-carrying contests in Finland, yoga-practising firemen in New York and Taiwan's new 'bike hotel'

FIA
FITNESS INDUSTRY
ASSOCIATION

The official publication of the
Fitness Industry Association
+44 (0)20 7420 8560

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 p71



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



Iwan Thomas is involved in members' programmes and in-club challenges

celeb endorsement has led to 38 per cent rise in enquiries

It was interesting to see specialists from the industry debating the impact of celebrity endorsements on health and fitness clubs (*HCM* March 10, p30).

I've been working as a consultant with Dolphin Fitness Club, an independent in central London, for the past 16 months. In March of this year, we introduced former European Champion, Commonwealth Champion, World Cup Winner, Olympic Silver Medallist and British Record Holder Iwan Thomas MBE to the business.

There were two key objectives to this: firstly, to attract more prospects into the club; and secondly, to boost retention of our current client base. We used Iwan's image on our March marketing campaigns both for attracting new members and for referrals within the club. Our incoming enquiries have increased by 38 per cent year-on-year (and 23 per cent just from February to March this year) while our referrals have increased by 81 per cent.

Meanwhile, from a retention perspective, Iwan and the team devised

three set programmes that members can pick up and use on an ad hoc basis. We appreciate that not all members wish to have personal training, or even have a programme designed for them, but the three set programmes – Reduce, Re-shape and Re-size – can help to add variety to members' workouts.

We've also introduced a variety of gym challenges for members. Iwan helps with these and the impact has been amazing – not many members can say they've completed a workout with a world champion! Although too early to determine the precise impact on attrition, we're already seeing a 1 per cent improvement on our forecasts.

In summary, being an independent and therefore being able to closely monitor the impact of initiatives with accurate data, although still in its early days, having a celebrity/athlete on board has definitely benefited our business so far.

marc diaper
director, starc solutions

the gaming industry is knocking on our door

David Minton points out that "the majority [of the population] do not relate to words like 'fitness' and 'exercise', so we need to change both vocabulary and graphics" (*HCM* May 10, p60).

This is something I've believed for some time: gyms' penetration stands at just 12 per cent of the population, and we need to make exercise more entertaining. Our Webracing™ product therefore integrates with cardio machines to allow the equipment to act like gaming consoles.

The gaming industry is now eyeing the fitness sector, believing it can market 'activity gaming' where the focus may not on fitness, but where fitness is certainly the result. Indeed, Nintendo is already working on a bike to operate with the Wii, while gaming magazines such as *Wired* have reviewed our Webracing range.

I've now been invited to present at a gaming industry workshop taking place at the University of Abertray (Dundee), which will look specifically at how the gaming industry can transform health.

These are exciting developments: given the mass appeal of gaming, they could help the fitness industry move away from being a perceived niche player in the health and wellbeing market. We need to stop looking inwards and look outwards to gain a greater understanding of what our members might want.

duncan lawson
md, instyle fitness



With activity gaming, fitness may not be the focus, but can be the result

PICTURE: WWW.ISTOCK.COM/ANTHONY CARLO FRANCO

SALE SALE SALE SALE SALE SALE SALE SALE SALE

JUST LIKE TODAY'S COACHES, TRAINERS DURING THE ANCIENT EGYPTIAN TIMES DEVELOPED SPECIAL MEALS FOR ATHLETES OR FOR PEOPLE WHO WANTED TO IMPROVE THEIR NUTRITION, HEALTH AND SPORTS PERFORMANCE. ULTRALIFE HEALTHCARE HAS CARRIED ON WITH THIS WORK BY CREATING FORMULATIONS FOR PEOPLE WHO REQUIRE EXTRA SUPPORT IN ACHIEVING THEIR GOALS WHETHER IT IS LOSING WEIGHT, BUILDING UP MUSCLE, IMPROVING FITNESS LEVEL OR WELLBEING.



	RRP	SSP	TRADE	
XTREME NOX PUMP	£44.95	£31.49	£20.49	PERFORMANCE
MAX NUTRITION	£29.95	£20.99	£13.65	OUR PERFORMANCE
PROTEIN	£32.95	£23.09	£15.00	RANGE CAN HELP
CREATINE	£17.95	£12.59	£8.19	PEOPLE WHO REQUIRE
GLUTAMINE	£14.95	£10.49	£6.85	EXTRA SUPPORT IN
LEAN GAIN	£32.95	£23.09	£15.00	ACHIEVING TOP
NOX PUMP	£19.99	£13.99	£9.10	NOTCH PERFORMANCE
				DURING TRAINING
				OR BEFORE
				COMPETITIONS.
				TRADE EXC-VAT
DETOX	£17.95	£14.35	£9.57	LIFESTYLE
SLIMSHAKE	£33.95	£27.15	£17.35	THE LIFESTYLE
MAX	£26.95	£21.55	£13.75	RANGE CAN
FRUIT AND VEG	£14.95	£11.95	£7.65	HELP PEOPLE WHO
ANTIOXIDANT	£14.95	£11.95	£7.65	WANT TO IMPROVE
FITNESS SHAKE	£36.95	£29.55	£18.85	THEIR HEALTH,
MULTIVITAMIN	£14.95	£11.95	£7.65	WELLBEING AND
				GENERAL FITNESS
				LEVELS.



**ROCK BOTTOM PRICES
LIFESTYLE OR PERFORMANCE PRODUCTS.**

ULTRALIFE CAN HELP YOUR BUSINESS INCREASE SALES AND TURNOVER & IF YOU WOULD LIKE TO LEARN MORE, PLEASE CALL MARKETING FOR FURTHER DETAILS ON 01296678183

FREE GIFTS WITH EVERY ORDER

ORDER LINE: 0800 8620082 AND QUOTE
PROMO CODE: UL-HCM05

ultralife
Optimum Nutrition. Optimum Taste.

in brief...

**trust takes over
bournemouth facilities**

Bournemouth Borough Council (BBC) has transferred responsibility for five leisure facilities, the Bournemouth International Centre (BIC) and the Pavilion to a new trust.

BH Live – a charitable organisation run by an independent board of 11 trustees – took control of the venues on 1 May after being set up to deliver “significant” financial and service benefits. Stokewood Leisure Centre, Sir David English Sports Centre, Kinross Swimming Pool, Pelhams Park Leisure Centre and the Littledown Centre are the five facilities now operated by BH Live.

BBC leader Stephen MacLoughlin says: “The trust will lease the existing buildings from the council for 25 years. BH Live will pay the council a fee for the use of the venues, and will continue delivering [the] services to leisure centre users, show-goers and delegates currently on offer under the council’s management.”

**harrow leisure centre
plans dumped**

The newly-elected Labour leaders of Harrow Council in London have announced that its Tory predecessors’ plans to redevelop Harrow Leisure Centre will be scrapped. Instead, council leader Bill Stephenson told the *Harrow Times* that he was proposing a combined library and arts centre and a new leisure centre and function hall.

It’s not the first time that plans to redevelop Harrow Leisure Centre have been scrapped. Back in October 2008, *Leisure Opportunities* reported that the £37.2m proposals had been dropped due to the then-looming recession.

The project, designed by architects at Kier Group in partnership with Saunders Architects, was to include an eight-court sports hall, four squash courts, two multi-use studios, a 25m, eight-lane swimming pool with spectators’ area, a 20m learner pool and a gym. The centre was also set to be one of the most environmentally-friendly in the country.

‘urban gym’ for edinburgh

An innovative new exercise concept, which will see fitness instructors guide participants on a full-body workout using the Edinburgh cityscape, has been launched in Scotland.

Rat Race Urban Gym will make use of the city’s natural and man-made environment to form a street circuit that will allow people of all fitness levels to benefit from a ‘unique’ workout.

Classes will run on Monday and Wednesday evenings and will provide a number of aerobic, resistance and conditioning exercises, starting and finishing from a central hub on the city’s Castle Terrace.

Hour-long sessions will incorporate 3km (1.9 miles) of running and jogging around the city, broken up with ‘rat stops’ – exercises using the urban environment rather than traditional gym kit.

The urban gym concept has been developed as a result of the popularity surrounding the annual Edinburgh Rat Race, which forms part of the international Rat Race Urban Adventure Series.

Jim Mee, who runs the adventure series, says: “Modern cities have a fantastic natural and man-made environment that’s perfect for creating a comprehensive all-round fitness workout. The Rat Race Urban Gym is aimed at people who have a

passion for health and fitness as well as a love of the great outdoors.

“The classes are designed to teach people that they can create their own workouts in their own time and location without any restrictions.

“They are also a great opportunity to meet and train with like-minded people on your own doorstep.”

Dean Macey, the British Commonwealth Games gold medal-winning decathlete, has been appointed as a consultant for the nationwide ‘Rat Race Urban Gym’ Programme.



Exercises use the urban environment instead of gym kit

the edge opens at leeds uni

The Edge: Equipped by Technogym

A major new £12.5m swimming pool and fitness complex – The Edge – has opened its doors at the University of Leeds in West Yorkshire.

Delivered by Hertfordshire-based company Willmott Dixon, The Edge has been designed by S&P Architects and includes a new 200-station fitness suite equipped by Technogym.

The centre also offers an eight-lane, 25m swimming pool with moveable floor to create depths of up to 2m (6.6ft).

The centre’s pool will be able to cater for sports such as water polo and canoe polo. Other facilities include spectator seating, changing rooms, a health suite with a sauna and steamroom, and a small café.

The Edge will also provide a permanent training base for the Leeds & Bradford Triathlon Club.

tag reaches 300 landmark

Transforming a Generation (TAG) has ensured that more than 300 young people, all of whom were claiming Job Seekers benefits, are now in training to be fitness instructors and/or in work.

The milestone has been reached within just five months of the launch.

Specifically designed to help unemployed young people into careers in the health and fitness industry, TAG has set a target of putting 1,800 young people through the scheme over the next year.

TAG was set up by Fred Turok, chair of the Fitness Industry Association (FIA) and founder of LA Fitness.

"It's very encouraging that we are gaining ground and that industry support is continuing to grow," he says.

"TAG employs many young people who have not previously had the opportunity to gain solid work experience in the industry, because they lacked the qualifications and workplace knowledge.

"We want to ensure that a new generation of fitness instructors are well placed to advance and develop careers, with the technical knowledge and customer service skills that make them an asset to their workplace."



The TAG programme was established to get young people off benefits and into work

world record attempt at leisure industry week

The momentum is building to this year's LIW with the announcement that the event will host the culmination of a world record attempt.

Ex-army instructor Mike Buss is aiming to run 100 marathons in 100 days to raise £10,000 for Help for Heroes and set a new world record for the most marathons run back-to-back on a treadmill.

His challenge begins in Swindon on 16 June and will finish on Star Trac's stand at LIW on 23 September.

Having served in the British Army for 10 years as a physical training instructor, Buss then became a professional ultra marathon athlete. If successful, this will be his 10th world record since October 2009: other records include the furthest distance run on a treadmill in 24 hours and 48 hours carrying a 40lb pack, and the furthest distance covered on a treadmill in seven days.

Leisure Industry Week takes place at the Birmingham NEC on 21-23 September: www.liw.co.uk

ATTRACT NEW MEMBERS THIS WINTER!

Meet the all new SkiErg from Concept2 – a revolution in gym based fitness training.

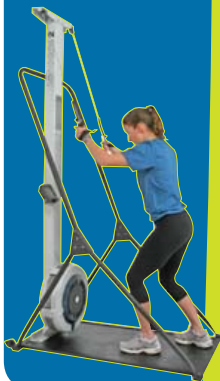
The Concept2 SkiErg:

- provides a quality all round aerobic workout
- introduces a brand new group activity
- helps develop ski specific strength in the core, upper body and legs
- uses an air-resistance flywheel: providing user controlled intensity
- boasts the renowned Concept2 build quality

Call today to find out more about this exciting new product.

0115 945 5522

www.concept2.co.uk/skierg



in brief...

islington's sobell centre saved?

The Sobell Leisure Centre in Islington, north London, could be saved after Labour won control of the council in the recent election.

Before the election, Labour promised to halt the then-Lib Dem council's plans to demolish the centre and replace it with a modern venue.

According to the *Islington Gazette*, the Lib Dems said their proposals would cost around £30m, as opposed to £46m to renovate the centre. But Labour candidate Paul Convery, who has been appointed head of regeneration and leisure in the new council cabinet, said it would only cost £14m to refurbish the centre.

What happens next remains to be seen, but it would appear that, for now, the Sobell Centre is safe.

wii fit clubs launched in colchester

Colchester Borough Council (CBC) has rolled out new Wii Fit clubs across the Essex town to encourage more young people to be active.

A pilot scheme has already proved successful at St James' Primary School, with a second Wii Fit club now due to be set up at St John's Green Primary School.

Three Wii Fit consoles have been bought after the council secured funding from the Child First Extended Schools programme for North Essex. Forming part of the Safer Colchester initiative, the after-school clubs will promote fitness and social interaction.



The £13m centre was designed by FaulknerBrowns Architects

rushden leisure plans deferred

Detailed plans for the new £13m Manor Park Leisure Centre in Rushden, Northamptonshire, have been deferred by officials at the local authority.

Further time is needed to negotiate on the exterior design of the planned complex, according to East Northamptonshire Council's (ENC) development control committee.

Concerns were also raised about the travel plan for the scheme, while internal modifications will be required in order to cater for a bar and to accommodate theatrical productions.

Working alongside Rushden Town Council, ENC's plans for the Manor Park development include a six-lane, 25m swimming pool and teaching pool, as well as a fitness suite.

Leisure water facilities such as water jets and fountains, dance and exercise studios, a six-court multi-use sports hall and a crèche also form part of the FaulknerBrowns Architects-designed proposals.

wakefield pool plans submitted

Wakefield Council has submitted a planning application for a new multi-million pound swimming pool in the heart of the West Yorkshire city.

The new facility – which is expected to cost around £10-11m – is set to incorporate an eight-lane, 25m pool, a 13m x 7m learner pool and a 130-station health and fitness suite.

Also included within the proposals are a multi-use activity studio, a 200-capacity spectator viewing area, a health suite with spa bath, steamroom and sauna, and a café.

NPS Group is behind the designs for the Sun Lane scheme, which is being led by Wakefield Council. It will be project managed by Drivers Jonas Deloitte.

Wakefield Council service director for sport and culture, Lisa Dodd, says: "The application will now go through all the normal planning processes and we hope that, once approved, initial work can begin later this year."



Facilities will include a 130-station gym and a 25m swimming pool

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 paint 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



LCC's John Procter in Armley Leisure Centre's new 100-station fitness suite

armley opens to the public

Leeds City Council (LCC) opened the doors of the new multi-million pound Armley Leisure Centre to the public on 18 May.

A 100-station Bodyline fitness suite, a 25m swimming pool and 10m learner pool and a hydrotherapy pool are among the facilities at the complex, which forms part of a wider £33m leisure development in the city.

Armley Leisure Centre also includes a four-court sports hall, a two-court sports hall, a dance studio and a café, as well as an outdoor multi-use games area.

Reading-based contractor Interserve started work on the new facility in

October 2008, managed by the Local Education Partnership with support from the Department for Culture, Media and Sport and Sport England.

A new leisure complex is also being developed at Morley as part of the £33m investment, which is being overseen by LCC. It will replace former facilities that have now been demolished to make way for the joint scheme.

LCC executive member for leisure John Procter says: "Lots of credit goes to the whole team overseeing the project who, despite all the recent problems in the building market, have ensured this centre [opened] perfectly on schedule."

details revealed for £23m centre

Contractor Leadbitter Group has been awarded a contract to design and construct the new £23m Beacontree Heath Leisure Centre in London.

Working to original designs drawn up by S&P Architects, the new complex will include a 100-station fitness suite and two studios, plus dedicated changing facilities. The new leisure centre will also feature a 10-lane, 25m swimming pool and learner pool, a four-court sports hall, a 500-seat spectator area and a martial arts room.

glenogle centre to re-open

Sports trust Edinburgh Leisure is to re-open Glenogle Swim Centre on 2 July following a £5.7m refurb.

While the Victorian style of the old building has been retained, the centre has been revamped to include improved changing areas, additional disabled changing facilities and access, new gym equipment and a new sauna, steamroom and relaxation area.

The work was funded by the City of Edinburgh Council.

escape

**DON'T
BE FLOORED BY
FLOORING!**
WE CAN HELP YOU FIND
YOUR PERFECT FIT



TO FIND OUT MORE
ABOUT HOW YOUR FLOOR
COULD BE FLAWING
YOUR BUSINESS
DOWNLOAD YOUR FREE
FLOORING GUIDE TODAY

VISIT
WWW.ESCAPEFITNESS.COM/FLOORINGGUIDE

**OR
CALL NOW**
0800 458 5558

moveit



find us on facebook



UK IRELAND NZ USA CANADA AUS

CREATIVE FITNESS MARKETING

Worldwide leaders in Health Club Promotions

Do You Want 200-700
New Members in 6 Weeks?

- ✓ **You Put Absolutely No Money Down.**
- ✓ **We Pay For The Campaign Advertising**
- ✓ **We Provide The Onsite Sales Staff.**
- ✓ **You Have No Outlay & No Risk**

The Perfect No Cost
Solution For Finding New
Gym Members in an
Economic Downturn.

To see if your market
qualifies for this
internationally
acclaimed and unique
membership sales drive
call **0870-270-6667** today



ihrsa **io** **ilam**
www.creativefitness.net

Call CFM
Today on:
0870-270-6667

**INDEPENDENT
OPERATOR FOCUS**

independent

news

entrepreneur opens ilkley site

Kirstin Ferrie, the former personal pilates teacher of HRH the Duchess of York, Sarah Ferguson, has opened a new studio in Ilkley, Yorkshire.

The Pure Pilates and Wellness Studio has been designed based on a selection of pilates centres around the world.

Facilities include a full range of pilates equipment, hand-made by California-based supplier Balanced Body. Equipment includes reformers, tower, cadillac, wunda chair and ladder barrel.

The interior décor uses a soft pastel-coloured palette, complemented by the equipment which is upholstered in soft white leather. Studio classes will be small – a maximum of three people – and prices start at £18.50 per session.

Ferrie says: "My career has allowed me to plan very carefully how I would design and equip my own studio and where that would be. I have always



The club's equipment was supplied by US-based Balanced Body

preferred the countryside over city living. I have strong family ties in this part of Yorkshire, so the town of Ilkley was a natural choice for me."

cadbury house completes gym revamp

The health club at Cadbury House hotel in Congresbury, Bristol, has undergone a refurbishment.

The management at 'theclub' has invested £50,000 into the facility's gym to add to the already extensive range of equipment. Work included the knocking down of a wall in order to facilitate a larger stretching area. There is also brand new equipment, including six new pieces of Technogym kit from its Pure Strength range.

Facilities at theclub now include a large indoor heated pool, an spa and salon, a children's gym area, and dance and group exercise studios.

Manager of theclub, Jason Eaton, says: "We've added lots of equipment and more space for people to exercise, making the atmosphere in the club relaxed and spacious. All the changes we make are discussed with our members and we are constantly thinking of ways we can improve it."

'unconventional' gym for bolton



New gym uses unconventional tools and has no traditional equipment

Mohammed 'Mo' Yacoobali, a University of Bolton Strength and Conditioning MSc student, has launched his own fitness club which uses mainly non-traditional pieces of equipment.

The Mo Power Gym has been designed by Yacoobali and uses equipment as diverse as anchors, chains, sandbags, logs and truck tyres. He has even utilised a heavy roller more commonly found on a cricket ground.

Yacoobali says: "We need to think again about fitness regimes and change the way we train the body. My programmes involve constant change and use scientific principles."

supplier and training

news



Olympic sprinter Darren Campbell opened the new-look fitness facility

life fitness kit for pontypridd

A new-look fitness suite has been unveiled at Hawthorn Leisure Centre in Pontypridd, South Wales, following a £70,000 scheme to upgrade the facility.

Rhondda Cynon Taf County Borough Council (RCTCBC), which operates the venue, has leased 40 pieces of new equipment as part of a lease agreement with Life Fitness.

The facility, which offers a free weights area and a stretch area, also includes a layout that incorporates Life Fitness' Life Fitness Journey to guide users in their training.

Robert Bevan, cabinet member for culture and recreation at RCTCBC, says: "The newly-refurbished fitness suite at

Hawthorn Leisure Centre is exemplary and will undoubtedly impress the regular users while also rapidly increasing the current customer base.

"A range of groundbreaking leisure initiatives are also being run, such as health referral schemes offering tailor-made exercise programmes to help patients on the road to recovery."

Life Fitness also recently installed a 120-station fitness club at the newly opened £36m Surrey Sports Park. Facilities at the 700sq m (7,535sq ft) Surrey club also include three multi-purpose sports halls, six squash courts and a climbing wall, as well as three exercise/dance studios.

training news

active iq expands into scotland

Training company Active IQ is expanding its activities into Scotland. The group announced that it will launch a range of new qualifications specifically designed for the Scottish market.

All courses will be recognised by SQA and the Scottish Credit and Qualifications Framework (SCQF).

Yvonne Cooper, head of business development at Active IQ, says: "It's a very exciting time for us and we're looking forward to working with training providers and helping people who want to work in the fitness industry."

idea launches home training

IDEA Health & Fitness Association (IDEA) has introduced the IDEA Certificate Program, a video-based home-study programme.

The product has been created for fitness professionals who want to add to their skill set and includes two tracks: group strength programme design and choreography class design.

Completion of the course is rewarded with an IDEA Certificate of Completion. This certificate can count towards CPD programmes.

Liz
Yelling
Olympic
Marathon
Runner



ENERGY & ENDURANCE
WHEN & WHERE YOU NEED IT

Lucozade SPORT

PROVEN TO GIVE YOU AN **EDGE**

NEW



Find out more at www.lucozade.com

in brief...

fitness first boxcamp

Regina Halmich, the unbeaten flyweight WIBF World Champion from 1995–2007, has teamed up with Fitness First in Germany to launch a new training concept: 'BoxCamp – powered by Regina Halmich'.

A full-body, circuit-based workout, BoxCamp builds on the core elements of boxing, including rope skipping, punchbag work, shadow boxing and so on. The programme was introduced to selected Fitness First clubs in Berlin in April. By autumn 2010, Fitness First aims to offer the classes in at least 50 per cent of its 100+ clubs in Germany. "We do not want to train professional boxers, but appeal the masses," says Halmich.

zensations refurb

The Zensations spa in the 'Balmes' Holmes Place Health Club in Barcelona, Spain, re-opened on 16 April following an extension.

To mark the re-opening, for the first month all treatments were priced at just €45. This included new treatments, including a facial that involves a detailed mapping of the face to ensure the perfect combination of products is used.

russian fitness festival

The 16th annual Russian Fitness Festival took place at the Olympic stadium in Moscow on 15–18 April.

Organised by the Russian Fitness Group – operators of the World Class and Fizkult health club chains – and supported by bodies such as the Ministry of Sport and the Russian Fitness Aerobic Federation, the event attracted 160,000 people, from instructors to professional athletes to club members.

It encompassed: a 3,000sq m trade show; a business conference for club owners and management; a 10-hall fitness convention offering three days of classes conducted by almost 200 teachers; sessions on topics such as functional training; a kids' fitness convention for school and pre-school teachers; and the Russian Open fitness aerobic championship.

fourth golem club for slovakia

Golem Health Club in Bratislava, Slovakia, opened at the end of March.

The €2m, new build facility is located in the city's new Eurovea complex, which also includes a theatre, office suites and penthouse apartments.



StarTrac has equipped the new 1,700sq m facility in Bratislava

The 1,700sq m club has been equipped by StarTrac. Facilities include a full cardio gym and weights area, a Spinning® studio, plus additional group exercise studios, a pool and a spa. The club currently has 300 members.

StarTrac has installed its E-Series cardio range with embedded 15" screens, Inspiration Strength line and Spinner® NXT bikes.

Funded by private investors, the club is the fourth in the Golem Health Club chain. The three existing sites, all in Slovakia, are located in office blocks and shopping centres.

The new club differs, however, in that it offers monthly membership packages only – €100 a month – where the other three clubs are operated exclusively on a 'pay as you go' basis.

mcfit opens in mainland spain

Budget operator McFit opened its first club in mainland Spain on 3 May.

The club, in the town of Torrejon de Ardoz, sits in prime commuter belt territory close to Madrid. McFit plans to open further sites in Madrid, Barcelona and nearby towns by the end of 2010.

The Spanish clubs are based on the same concept as in Germany and Austria – c.2,000sq m sites offering gym-based exercise, with CV and resistance kit supplied by gym80. However, monthly membership fees in Spain are €2 more than in Germany, at €18.90/month.

McFit now has a total of 126 clubs across Germany, Austria and Spain; it already had a club in Palma de Mallorca.



McFit is targeting the commuter market in key Spanish cities

curves targets indian fitness market

US-based women's fitness club franchise Curves International Inc has announced plans to open up to 250 fitness centres in India.

The clubs will be opened over the next three years, a roll-out which will be managed by the master franchise, Curves India.

The plans include opening 30 centres in Mumbai, 50 in Delhi and 18 in the state of Andhra Pradesh.

In April, the company signed a deal with Q-Mart Retail Ventures, a chain

of grocery stores, which will take on responsibility for Curves sites across Andhra Pradesh.

US Consul General Cornelis Keur, who presided over the signing ceremony, said the franchising opportunities presented by the roll-out will create jobs for Indians, increasing prosperity and providing more options for consumers. Curves India CEO David Ramadan added: "We want to bring our proven programme of health and fitness to Indian women."



Linzenich's new club offers a gym only, without any add-on services

club no.11 for linzenich group

Linzenich Fitnessgruppe, the German health club operator, opened its 11th site in the city of Cologne on 1 April.

The 1,300sq m facility, named 'Sportsclub 4', offers a gym supplied by Pulse, Life Fitness and Hoist – a bright, spacious area spread over two floors with a large cardio zone, group exercise studios and a group cycling area. Dietary advice is also available in line with the group's overall wellness concept, which focuses on the four key pillars of 'fit, slim, strong, healthy'.

The Linzenich group encompasses three different types of facility. There are seven FAMILY fitness clubs, aimed at the mass market and catering for all age

groups with a broad offering. Meanwhile, Top Fit is the group's budget option (€16.90 a month), which is operated on a franchise basis. Finally, Besser Schlank (which translates as 'Better Slim') is Linzenich's specialist weight loss concept.

MD Johannes Linzenich says the Cologne site is a totally new type of club compared to the others in the group: "The club offers a gym only, without any of the extras – a coffee bar or beauty treatments, for example – usually found in our FAMILY clubs. It offers well-educated instructors and a friendly atmosphere, but the main focus is on your workout rather than on the social components."

énergie acquies jackie skelly

Fitness franchise operation énergie Group has acquired Jackie Skelly Fitness in Ireland.

The deal, which was announced on 24 May, will include the restructuring of the business's balance sheet, as well as the acquisition of nine of the 10 clubs in the Jackie Skelly Fitness estate. These nine sites will be rebranded and will operate under the énergie brand.

énergie plans to continue to provide all of the facilities currently available at these clubs, and will also invest €1.8m in new equipment and refurbishment.

énergie is now in negotiation with the landlord of the 10th club, located in Greystones, to assess the possibility of keeping the club open.

énergie currently operates seven fitness clubs in Ireland, located in Belfast, Galway, Limerick, Waterford (two clubs), Wexford and Lisburn. Two more clubs will open shortly, in Letterkenny and Derry. With the acquisition of the Jackie Skelly Fitness clubs, énergie will become the leading fitness group in Ireland, operating 18 clubs under the énergie brands.

THE DIFFERENCE MONITOR EVERYONE & EVERYTHING



Wattbike accurately monitors 29 parameters 100 times a second so there's plenty of data to keep an eye on. And thanks to the Expert software that's included free with every Wattbike, it's the ideal platform for group training. Simply connect the bikes together and to a screen and any one of 10 parameters can be displayed for all to see. If the mood takes you, you can even race up to 14 bikes with a visual display.

And outside of the group situation, because Wattbike doesn't have a fixed crank it's perfect for individual training as well.

So for less than the price of some other group training solutions, why not look instead at Wattbike. Visit www.wattbike.com to find out how your gym could benefit.



WWW.WATTBIKE.COM
08448 759 547

from the board



healthy britain

niki keene • international wellness director • curves

At its core, I believe the TwentyTen Commission is based on a simple guiding premise: Project Healthy Britain and our role in that plan.

In this column, my fellow FIA directors have talked about the need to upskill our workforce. Elsewhere, our CMO has touched on the FIA strategy to engage with the healthcare community. However, as a former healthcare professional who joined our industry because I passionately believe in the role of exercise in preventative and remedial healthcare provision, I believe that the two 'communities' must agree what health outcomes we collectively want and work together to achieve the agreed goals – be that at a macro level in terms of national and PCT ambitions, or at a micro level in terms of a specific patient's needs.

Neither industry can do it alone, but sometimes it feels like we're two different nations, with different cultures, languages and agendas on either side of a huge wall that we're only just starting to chip away at.

Perhaps we need a strategy to target the next generation in medical schools. For example, could their syllabus include more about the preventative and remedial benefits of exercise when dealing with specific diseases? That might be fanciful, but perhaps it includes a germ of an idea that will make a profound and lasting impact on Project Healthy Britain.

flame conference line-up

The 2010 FLAME Conference will spotlight the industry's hottest topic: soft skills. Focusing on issues that challenge managers at all levels in the industry, from facilities managers to CEOs, a wide range of issues will be addressed by an expert panel of speakers.

- Simon Walker will reveal insightful tips on employee motivation in his presentation 'Motivation – what makes your team tick?'
 - Derek Barton and closing keynote speaker Graham Davies will address the issue of building brand preference and brand loyalty among existing and potential customers – of particular interest to CEOs and owner/managers.
 - Beyond the swipe card: A number of speakers will articulate how we can get to know our customers better and turn 'favourability' for our facility into loyalty for our brand.
 - David Davies OBE, the former director of the FA – fresh off the plane from the World Cup – will combine backroom tales with observations on all things related to exercise.
- In addition to the FLAME Conference and the Industry Summit (an integral part of the event), there will be a special treat for anyone wishing to combine fun and networking. The FIA Golf Day will precede the conference and the highly acclaimed Ball of Fire will close the day.

The FIA Golf Day, enjoyed by everyone from beginners to semi-pros, offers participants the chance to

compete against industry colleagues and friends. Meanwhile, the Ball of Fire continues to celebrate the industry's stars – namely, the FLAME Award winners – as well as providing an unparalleled excuse for revellers to reveal their partying prowess.

Commenting on the 2010 FLAME Conference David Stalker, executive director of the FIA, says: "The FLAME Conference, awards and Ball of Fire represent a potent 24-hour mix of informal business development, professional upskilling, a celebration of 'best of class' and fun.

"There can be no better investment in our future than the FLAME experience and, like you, I hope to see as many friendly faces as possible in a relatively short period."



David Davies OBE, former director of the FA, will speak at FLAME

hcs: going from strength to strength

The Health Commitment Statement (HCS) is gathering pace, with more and more members signing up to it every day – there are now more than 500 FIA members using the HCS in their clubs up and down the country.

Developed by the FIA in association with medico-legal risk management specialist EIDO, the HCS allows the industry to adopt a uniform approach to new members, which will result in greater clarity for consumers, better relations with the healthcare sector, and greater efficiency for operators.

To add to the momentum, the FIA is currently in negotiations with FIA

supplier insurance members and are close to securing up to a 30 per cent discount on insurance premiums for members who have adopted the HCS.

"With this latest development, the HCS is really proving to be a great benefit for operators," says David Stalker, executive director of the FIA. "Not only has it removed a long-standing and, some have said, unnecessary hurdle consumers had to overcome if they wanted to get fit and be more active, but it also brings operators in line with all other sports and active leisure sectors in regard to all health matters."



The team, including Stalker (back row, centre), raised £15k for Help for Heroes

moving mountains for charity

FIA executive director David Stalker recently put his fitness credentials, and his sanity, to the test as he led a team in an endurance challenge like no other – all in the name of charity.

The team was made up of lunatics of all ages and all levels of fitness, and together they set out to climb the equivalent of the six highest peaks in the world (150,000 ft) on the feared Versaclimber – all in just 24 hours.

At the outset, 150,000ft was their target, but a gruelling 24 hours led to significantly higher achievements. Stepping off the climber for the last time, they had:

- Climbed well over their 150,000ft target, reaching 197,485ft
- Passed their target at lunch time – but kept on going, scaling the equivalent height of climbing well into space
- Raised more than £15,000 for their chosen charity, Help for Heroes

Commenting on the challenge, Stalker says: "Our feat was great and a tad insane, but it's nothing compared to the physical and mental traumas faced by the brave and sometimes broken heroes on their return from the battlefield – so a big thank you to anyone and everyone who supported us!"

stalker joins ehfa board

FIA executive director David Stalker has been voted onto the EHFA board.

Stalker's appointment is in recognition of his successful leadership of the FIA, during which time he has overseen the launch of MoreActive4Life, the FLAME Conference and the TwentyTen Commission, a strategic process to develop a five-year plan for the industry.

"Voting David onto our board was a no-brainer," says Herman Rutgers, EHFA executive director. "Our counterparts in the UK have often led the charge for the sector, be it in relation to skills, the health agenda or lobbying, and David has been at the centre of this movement."



Stalker's appointment to the EHFA board was said to be a "no-brainer"



NOW
THE UK's
NUMBER 1
DANCE MAT
SYSTEM



DANCE MATS
INTERACTIVE GAMING
VIRTUAL INSTRUCTOR



Call or E-mail for a free
No-Obligation Demonstration on:

0845 869 2848 or

Info@Cyber-Coach.co.uk

welcome to the new politics

David Stalker, FIA executive director, shares his thoughts for the future, working alongside the new government



“So here’s the New Politics.” “Here cometh the axe man.” “Let’s get ready for the age of austerity.” Just three of the commonly used phrases to welcome our new Liberal Conservative government. But how does the new configuration of power affect the work of the FIA? What’s our refined message for these new times?

We believe that, by subscribing to our mission to get ‘more people, more active, more often’, the health and fitness sector recognises its responsibility to work with government at all levels to create a healthier society. This message remains true whoever forms the party of government.

co-ordinated response

Demand on healthcare is, as we all know, growing exponentially: a result of numerous factors including the challenges posed by obesity, the growth in lifestyle-related conditions and the UK’s ageing demographic profile. In the medium term, this threatens the viability of a healthcare service that’s free at the point of use.

A series of strategies with broad cross-party support have correctly recognised the strategic national need to rebalance the health service in favour of prevention.

What’s missing from this picture is delivery, and the level of co-ordinated and strategically guided investment – from both government and industry – to bring this about on a sufficient scale to meet the challenges presented.

That’s why we’re calling for a strategic five-year plan between

industry and government that will last the length of this parliament. Much of this plan is emerging as a result of the FIA Twenty Ten Commission, which is dovetailing nicely into the new government’s own development timescale.

To catalyse the delivery system into action and to ensure that supply catches up with demographic demand, the FIA is advocating a number of actions for the sector to take in partnership with government, at a local and national level.

action plan

First, industry and government must come together to raise levels of investment in skills within the sector. Employers in the industry are already committed to working with government to jointly invest in addressing skills shortages where they occur, in recruiting new employees not currently in education, employment or training, and in upskilling the current workforce to deal with today’s big issues

such as chronic condition management, behavioural modification, and falls and fracture prevention. SkillsActive, our Sector Skills Council, has an enormous brief and the FIA will be working very closely with them to hit the goals.

Second, we need to play catch-up in the provision of health services. We spend less when developing our interventions than the acute or pharmaceutical industries, which are our main competitors in healthcare. We need government to support us in investing in the research and development needed to provide solutions across public health, from cradle to grave, including physical activity, nutrition, smoking cessation and alcohol.

Third, we need joint investment in the collection and analysis of outcomes. The sector has failed to collate the evidence needed to prove the effectiveness of physical activity solutions needed by commissioners of health services. We believe the industry will have to invest

in this area, with government, to address this shortcoming.

Fourth, we must see increased investment in programme delivery. We know there’s a desire among operators to deliver on a greatly increased scale than is currently the case. Buoyed by Free Swimming and other challenges that have been thrown their way, operators now have the confidence to deliver at scale. We need to use national government and industry funds, potentially in match funding, to extract greater levels of national and local funding.

We also need to find ways to encourage the industry to work with the voluntary and community sector to provide the organisational capacity to deliver interventions such as walking programmes. This is where the government’s ‘Big Society’ will make itself known in our sector.

Finally, we will be calling for continued marketing activity to show that being physically active requires only small steps to start, and that it’s normal and positive



Cameron and Clegg: Leading the new coalition

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

© ISTOCKPHOTO.COM AIRPORTJAT



We must take a more holistic view of public health delivery, encompassing smoking cessation and nutrition as well as fitness

way of living life. We have to continue integrating key public health messages into our own sector's communications.

We will also pursue an expanded role for commercial partners – from the food manufacturing, retail and media sectors, for example – in the communication of key messages and reaching of key audiences. We should also see expanded use of the health and fitness sector as a delivery channel for other public health communication campaigns such as smoking cessation, responsible alcohol consumption and nutrition.

national-scale prevention

In light of a projected deficit of £160bn in 2010/11, creative approaches will be needed finance this step change. These might include following through on the pre-election pledge to ring-fence public health budgets nationally. Funds should be allocated locally only on production of detailed delivery plans that evidence local support and investment, broad engagement of public and private sectors and an ability to deliver stated outcomes.

There was also a pledge prior to the election to restructure the Lottery back to its original four pillars of sport, arts, heritage and charities. This should see a steady increase in funding towards Sport England that could help grow participation beyond sport, using the assets of the health, fitness and wider leisure sector.

We have to ensure cross-government investment and accountability in pursuit of what is a vital national objective. The Department for Work and Pensions (older society) and the Department for Business Innovation and Skills (skills issues) have to provide consistent investment alongside the Department of Health and, to a lesser extent, the newly created Department for Education and Department for Culture Media and Sport.

We must explore potential within the taxation system to incentivise fitness operators to engage further with their local community. For example, there could be tax breaks for clubs that meet agreed social outcomes such as engaging with local schools and workplaces as healthcare partners, or employing young people as

apprentices. This could be based on the successful Community Amateur Sports Club Scheme and could unlock a wave of community engagement across the sector.

Finally, where there's robust evidence to support the scaling up of initiatives, and where budgets are available to support this, government must be brave enough to do so (for example, in the provision of child weight management services).

Now's the time to rebalance the health service and the role of the DH towards the full-hearted delivery of public health strategies. There's a window between now and the Comprehensive Spending Review in the autumn to set a new tone to this relationship.

The FIA is committed to taking the use of health and fitness services from one million to two million visits a day, in partnership with government and in pursuit of agreed social objectives. With joint investment from government and industry, we believe we can establish a plan to achieve this over the next five years, with shared outcomes by which both sides can be measured.

leisureopportunities is the official recruitment magazine of the fia



King will take over the role in June

new md for carlisle leisure

Carlisle Leisure Limited (CLL) has appointed Andy King as its new managing director.

King will replace the retiring Jim Douglas, who was part of the founding team of CLL in 2002.

King is currently director of sport and community development for Serco Leisure and will take over the role at the end of June.

During his career, King has worked in both the public and private sectors with the likes of Horsham District Council, Virgin Active and Fitness First.

He says: "The purse strings are tightened so we must be strategic in our approach, ensuring we get the best bang for our clients' bucks and demonstrably making a difference."

in brief...

beadle joins lifetime

Iain Beadle has been named as the new sales and marketing director for training provider Lifetime.

Beadle will also become a member of the board as part of the role, which includes responsibility for overseeing all aspects of sales, business development, key accounts and marketing activity for Lifetime.

Prior to joining Lifetime, Beadle spent five years as sales and marketing director at Computershare Voucher Services, focusing on the employee benefits space and specialising in the delivery of childcare vouchers.

sporta re-elects executive board

The Sports and Recreation Trust Association (sporta) has re-elected its executive committee for an unprecedented fourth term.

The committee, elected back in during the sporta AGM, comprises chair Craig McAteer from Link4Life; vice chair Jon Argent from Halo Leisure; treasurer Mark Sesnan from Greenwich Leisure Ltd; and honorary secretary Adrian Bailey from Barnsley Premier Leisure.

Six regional representatives were also voted in place by members attending the AGM. The only change to the executive board is the replacement of Edinburgh Leisure's Keith Jackson, who is retiring, with Borders Sport and Leisure Trust's Ewan Jackson.

McAteer, sporta chair, says: "We would like to wish Keith all the best in his retirement from Edinburgh Leisure and therefore his role with sporta. Keith's



Craig McAteer will continue as chair

experience has been invaluable during his two years on the sporta board."

Jackson, CEO of Borders Sport and Leisure Trust, adds: "I'm delighted to have been elected to represent the Scottish region on the sporta board."

siv man joins isrm

Lorenzo Clark, director of operations at Sheffield International Venues (SIV), has taken on one of the top roles at the Institute of Sport and Recreation Management (ISRM).

Clark has been elected to the post of ISRM Yorkshire and Humber chair for the next two years, taking over from Chris Spargo. Clark is stepping up from his previous position as vice chair of the ISRM Yorkshire and Humber.

Clark says: "Over the next two years, we will be looking to align our regional

objectives to that of the ISRM's national strategy. Our work will focus on helping to drive forward the development of the organisation, growing membership and achieving full professional chartered status to put leisure management on the same level as accountancy or engineering.

"It's also about diversification and changing perceptions of the ISRM to attract new members through the provision of the highest quality industry training, support and continuous professional development."

pulse appoints sheen, promotes shiners

Pulse Fitness has appointed Richard Sheen as national sales manager. The appointment follows the promotion of Paul Shiners, commercial director at Pulse, to further aid future business development.

Since joining Pulse in 2008, Shiners has had a dual role: supporting business development and managing the sales division. Following Sheen's appointment, Shiners will be able to focus his efforts on new technologies and key strategic projects.

Sheen was previously at Nautilus.

sports therapist for concord

Sports therapist James Allen has joined the team at Concord Sports Centre in Sheffield, tasked with helping customers increase their fitness levels "without the aches and pains". Allen will work alongside Lauren Waller in Concord's sports therapy team to rid fitness fans of their sporting injuries.

Allen, who has a masters degree in sports therapy, joins the centre having previously worked at Bradford City Football Club alongside its head sports therapist. He has also worked at the National Swimming Championships at Ponds Forge in Sheffield.

PEOPLE PROFILE

INDEPENDENT OPERATOR



karen jashinsky

IHRSA's first Julie Main Emerging Female Leader award winner, Jashinsky is the founder and CEO of O2 MAX, a youth fitness media company with a studio in Santa Monica

How many years have you worked in the health and fitness sector?

About eight and half years now officially, but for as long as I can remember I was always dragging friends to do workouts and try new exercise with me!

What was your first job?

My first job was probably working as a camp councillor. My first real job was in my senior year of high school when I worked at a racquets club. Looking back, it was the beginning of a lifelong journey pursuing a career in fitness. My first job after college was media planning at an advertising agency. I hated it. It was really stifling and uncreative. My next job was at an internet company. I learned a lot there.

What was your motivation to carve a career in fitness?

I was always really good at motivating my friends and getting them to try different workouts with me. When I quit my job to apply to business school, I started exploring different aspects of fitness.

A lot of my clients early on were parents worried about their kids. I started learning about PE being cut at schools, the youth obesity epidemic and the way teens communicated and I recognised an opportunity to do something with youth fitness. I knew that the internet had to play a big role in the concept though.



Jashinsky: Making a positive impact

Kids have contributed throughout my journey – from the name, colours and programmes we offer to events, marketing campaigns and more.

What drives you?

A lot of my drive comes from my parents. When I believe in something and set my mind to it, I don't stop until it's achieved. My parents worked really hard to provide for my sister and me, and I want to be able to give back to them one day.

I'm also driven by the fact that I'm doing something that's making a positive impact to the way kids view their fitness, health and lifestyles. Getting today's youth active is not easy, but I'm determined to do it through the use of dynamic programmes and events.

What are your goals and ambitions?

Professionally, I aim to play an active role in being a leading force for the health and nutrition of today's youth. I want to create a company that's led by entrepreneurial thinkers, which includes my team and our members and clients. From a personal point of view, I want to keep training for more things – maybe to compete in an Iron Man one day.

What's the number one weakness in the fitness industry?

Not making it friendly or easy enough to help those people who would most likely say: "I need to get in shape first before I can begin to work out."

What's your favourite life motto?

"Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind." Dr Seuss

If you have any stories for inclusion, please email them to us at newsdesk@leisuremedia.com

See it. Experience IT.



ClarityLive

Next Generation Leisure Management Software

ClarityLive is the new, fully integrated software that takes customer experience to a new level. It enables you to connect and deliver the most rewarding interactions possible, encouraging customers to do more, buy more and remain loyal. From core leisure management tasks to bar and food service, ClarityLive excels.

Experience ClarityLive now

+44 (0) 1732 525870
leisure@claritycommerce.com
www.claritycommerce.com

CLARITY

Experience is
everything

competitive edge

25 JUNE 2010

world swim against malaria

Malaria, a disease that kills up to 3 million people a year, can be prevented with just a US\$5 mosquito net.

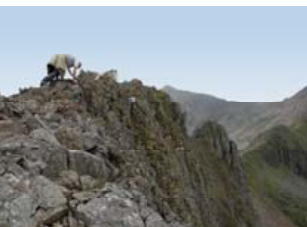
To raise money for nets, the Against Malaria Foundation is aiming to get one million people worldwide to take part in World Swim Against Malaria.

Participants can swim on, before or after 25 June and there is no set distance or sponsorship.

Speedo, a sponsor since the first event in 2005, has donated 35,000 items of swimwear this year. Details: www.worldswimagainstmalaria.com



Seventy per cent of malaria victims are under five years old



Crib Goch: The most difficult path up Snowdon

© LUCY JOHNSTON

NO FIXED DATE

welsh 3000s

The Welsh 3000s, a 25-mile walk over 15 peaks, all over 3,000ft high, is said to be more advanced than other mountain challenges due to a relatively complicated route. The trail starts at Snowdon and heads north-east over the Glyder and Carneddau sections. The record stands at four hours and 19 minutes, but most people aim for 24 hours. The challenge can be booked online and options for transport, food and mountain leaders are available. Details: www.welsh3000s.com



Cycle the Tour de France route

10-20 MARCH 2011

thailand jungle expedition

Pick a charity of your choice and head to the Thungyai Naresuan Wildlife Sanctuary in western Thailand's Kanchanaburi Province. Here you'll spend six days trekking, rafting and kayaking on the River Kwai and riding elephants through the forests and mountains of the sanctuary. You will be guided by the Karen people – local hill tribes who know the area better than anyone. You'll also be hosted overnight in their bamboo stilt houses. Registration costs £375 and the minimum sponsorship is set at £2,750 per person. Details: www.charitychallenge.com



Registration for the trek is £375

© CHARITY CHALLENGE

21-28 AUGUST 10 guide dogs le tour cycle challenge

This six-day cycle challenge is not for the weak-willed. Participants will follow in the bike tracks of the world's greatest cyclists over the Pyrenees stage of the Tour de France. The total distance is 585km and the route includes 10 difficult mountain climbs. Registration costs £99 and minimum sponsorship is £1,700. Money will go towards UK charity Guide Dogs, which trains dogs to provide mobility to blind and partially-sighted people. Details: www.guidedogs.org.uk



© STOCKPHOTO.COM/STEFANWITZ

Events include the FIA's FLAME Conference and the World Leisure Congress

JUNE

28 – 1 July | 6th Annual International Conference on Kinesiology and Exercise Sciences

Venue Athens, Greece

Summary

A conference for scholars and students from all areas of health science.

Tel +30 210 3634210

Web www.atiner.gr

JULY

5–6 | Facilities Management Forum

Venue Stansted Airport, UK

Summary

This forum will focus on the ecological aspect of facilities management.

Tel +44 (0)1992 374100

Web www.forumevents.co.uk

12–13 | International Council on Active Aging, UK

Venue TBC

Summary

The US ICAA will hold its first ever event in the UK this July. Topics will include active ageing and wellness.

Tel +1 604 734 4466

Web www.icaa.cc

14 | The FIA FLAME Conference

Venue Cheltenham Racecourse, Gloucestershire, UK

Summary

Also hosting the FLAME Awards, this conference will run alongside the FIA Industry Summit. Golf day on 13 July.

Tel +44 (0)20 7420 8578

Web www.fia.org.uk

AUGUST

4–8 | IDEA World Fitness Convention

Venue Los Angeles, US

Summary

More than 5,000 international fitness professionals attend this event.

Tel +1 858 535 8979 ext.7

Web www.ideafit.com

19–21 | 29th Annual National Fitness Trade Show

Venue Reno-Tahoe, Nevada, US

Summary

A trade show for health club owners, managers, fitness directors and PTs.

Tel +1 541 830 0400

Web www.nationalfitnessradeshow.com

28 – 2 September | World Leisure Congress

Venue Kangwon National

University, South Korea

Summary

This congress will run alongside the World Leisure Games, which take place 28 Aug–5 Sept. Encompassing around 15 different sports – including wakeboarding, paragliding and sport fishing – the games are expected to attract more than 15,000 competitors.

Web www.worldleisure2010.org

SEPTEMBER

6–8 | BASES Annual Conference

Venue University of Glasgow, UK

Summary

This BASES event will feature high-profile international speakers.

Web www.bases.org.uk/BASES-Annual-Conference

FUNCTIONAL, RESULTAL
DRIVEN, INNOVATIVE
EQUIPMENT FOR FITNESS,
SPORTS & REHABILITATION

Physical
COMPANY



Contact us
to request
your free copy



T: 01494 769 222

W: www.physicalcompany.co.uk

E: sales@physicalcompany.co.uk

GRAVITY

WELCOME TO THE FUTURE OF FUNCTIONAL TRAINING

- ✓ OVER 200 FUNCTIONAL TRAINING EXERCISES
- ✓ FOUR WORLD-CLASS PROGRAMMES
- ✓ FULL REPS-ENDORSED TRAINING AVAILABLE
- ✓ IN-CLUB DEMOS



CALL 0845 602 7485 NOW FOR A BROCHURE
OR VISIT WWW.GRAVITYUK.NET



everyone's talking about . . .

external instructors

Most health clubs and leisure centres use external instructors to take classes, but do we get the most from them by making them feel part of the team? Kath Hudson investigates

I used to work as a freelance massage therapist in a number of different locations and it was interesting to see the varying attitudes towards freelancers. Some places really embraced me as part of the team, which gave me a sense of loyalty to them – even if the pay wasn't so good – whereas others didn't even know my name. The place where I used to work several times a week was so offhand when I left to have a baby that I felt a real second-rater and didn't return.

External instructors make up a large tranche of the health club workforce and clubs do rely on them: it makes sense to employ specialist freelance

yoga, pilates and Muay Thai kickboxing instructors, for example, when there might only be a couple of classes a week. This allows a higher standard of instructor to be drafted in, paying for the relevant sessions only, rather than using an in-house all-rounder.

One of the good things about freelancers is that, as an employer, you don't have to worry about motivating them: they provide a good service as their livelihood depends on it. Many have an unrelated day job and taking classes – sharing their knowledge and enthusiasm – is their passion.

However, just because they don't have to be motivated doesn't mean

to say they don't like to feel valued. Working freelance can be lonely, so making them feel part of the team would be appreciated.

Bear in mind, too, that good instructors are like hairdressers: once people find one they like, they tend to follow them around, even if this means joining a different gym. External instructors might be easily dispensed with, but they can just as easily choose to work elsewhere.

Making sure they're treated as equals – included in company events, known personally by all the team and with their work promoted – are simple ways to integrate external staff.

HOW SHOULD OPERATORS MANAGE EXTERNAL INSTRUCTORS? EMAIL US: HEALTHCLUB@LEISUREMEDIA.COM

raul aparici

soho gyms • group operations manager



"Freelancers promote adherence and deliver an incredible product, but must be managed properly and engaged with the rest of the operation. We've always gone out of our way to make our freelance instructors feel welcome. They have their pick of gyms and choose to work for us, so we want to keep our end of the deal.

We treat them as a key part of the team: offer good rates, pay them on time and invite them to functions and events. We encourage them to come up with new concepts and grow their class as if it were their own. They are known to all the staff, who are also encouraged to attend the classes so they can promote them to members in bookshop-style reviews.

Teaching classes is a specialist job, which is why we contract it out. Our freelancers are at the top of their game and all want our gyms to succeed. Their views on the business and interaction with members are priceless: a lot of our members will join just to take one or two weekly classes with a particular instructor. Many freelancers have day jobs, and teaching is their passion. You know they're looking forward to coming in and delivering a great experience for members."

jean-ann marnoch

register of exercise professionals • registrar



"I was a freelance instructor for 25 years and I felt very much a part of the club. This was largely down to me, as I chose to socialise there afterwards, but it was a very friendly environment. I brought people to my class, as I had a bit of a following, but they also did well at selling it – putting my picture on the wall and telling members to go to my class.

Health clubs tend to do what's most cost-effective and I think, at the moment, gym instructors tend to be permanent staff, group exercise instructors are more likely to be external, and the personal trainers tend to be a bit of both depending on the recruiting model used by the club.

Although I think it's absolutely right for clubs to invest in their staff so they're able to take more of the classes, I think one of the good things about using external instructors is that it can refresh the timetable and send a buzz around the club. However, clubs need to have a good interview process to assess instructors' skills and ensure they're REPs-registered. Once they've found a good teacher, it is important for clubs to respect them and reward them accordingly: whether they're internal or external, good teachers make for loyal members."



It might be the personal trainers that clubs tend to promote, but member loyalty is often to freelance class instructors

phillip mills

les mills international • creative director



“When staff work only for you, it's easier to organise meetings and training, build team spirit and common values, and cover classes. On the other hand, a full-time team may be less flexible with their timetable than freelancers – very often, full-timers must teach multiple classes.

However, you see freelance instructors less often, so it may be more difficult to assert quality control. Less stable employment can also go hand-in-hand with high turnover, with instructors potentially taking loyal clientele with them to another club. Using branded programmes from an outside provider can create loyalty to the programme and club, rather than to the individual instructor.

Meanwhile, teamwork issues can be addressed by making freelancers feel they're working towards a common goal: a training calendar and goals, for example, can create a team focus on results. Agree with your instructors their individual goals in every class they teach, and how they will contribute to the club's goals. Then produce weekly ranking lists, with quarterly prizes for the best performances. This gets the most from freelancers and makes them feel part of the team.”

lisa bond

freelance yoga teacher and personal trainer



“Besides the handful of private clients I have, I run my business out of a local health club. I've built up my client base by word of mouth and none have come from the health club, although they do hand out my business cards to people who ask about me.

I've built up a good relationship with the staff, partly by inviting them to my classes so they're informed if people ask about them. But I feel as though the management are only concerned about me paying my invoice on time. I'd like to be invited to team meetings, for example, so I could find out about future events and changes to the facilities. At the moment I'm informed but not included, and I don't have a voice. I feel that, if they were more open to working together, it could enhance both of our businesses.

I'd also like to have more flexibility with the schedule to get my busy classes into better time slots. Having the opportunity to put my picture on the wall and for them to be more proactive about selling my classes would be good too – if I were a customer, I'd be much more interested in finding out about the qualifications of the instructor taking my class than I would be in finding out about the management.”



Peter Roberts at the Manchester club – Pure Gym's first site, which opened in November 2009

PETER ROBERTS

The founder and MD of Pure Gym talks to Kate Cracknell about the practicalities of creating a profitable business at the low-cost end of the market

“One of our big challenges has been consumer perception: it's difficult to get our concept across to people until they've actually seen it. They just see our price point – we're charging £15.99 a month – and assume it must be rubbish.”

Peter Roberts is speaking to me about Pure Gym, the low-cost health club chain of which he is founder and MD. He continues: “However, we spend a million pounds per site on the fit-out, not including the cost of the gym equipment, and that's without buying the property – we're doing them all leasehold. Our clubs offer a good-sized gym with very good equipment: ours is supplied by Matrix and we have between 170 and 200 pieces in each club. So budget is perhaps not

the right word to use, because it sounds as though it's cheap. In fact it's not cheap at all.”

Joining is all done online, with fees paid by monthly direct debit and no contract. There's also 24-hour PIN access to the clubs – security and IT systems are provided by Secure Options and 11 Out Of 10. Nevertheless, Pure Gym has higher staffing levels than other low-cost operators, with a base of around 10 to 12 gym floor personnel per site. It also offers some classes, included in the monthly fee, although there are no separate group exercise studios.

“Just because it's low-cost doesn't mean it's easy,” explains Roberts. “This is a competitive industry and you can't compromise on your standards. You have to get the right atmosphere, the

right machines, the right number of people to look after your members. If you don't, people will soon leave you.

“There will always be people who want to go to clubs like David Lloyd and Esporta for the breadth of their offering. And at the end of the day, for a lot of people it's about convenience: if there's a Virgin, an LA Fitness or a Bannatyne's down the road, they'll probably go there. It's not all about money, that's for sure.

“We're doing a lot of focus groups across the UK to try and understand what people from different age groups and backgrounds want; we've only been open for a few months [the first site



Pure Gym invests £1m in the fit-out of each site, including 170–200 pieces of Matrix equipment per club



launched in Manchester in November 2009] and we're very much learning as we go. The food industry, for example, would never launch a new product without endless research, and I think the leisure sector has perhaps been a bit lax about this in the past.

"However, I believe there will always be a section of the market, even post-recession, that wants value. In fact, genuine value for money is probably something we all want."

SEGMENTED MARKETS

Roberts trained as a chartered surveyor and has a background in property. A move into leisure-specific property came after 15 years, with a hotel and indoor leisure-based business – the Langdale Group – that was eventually sold to Scottish & Newcastle. His next

ventures – Luminar Leisure and Country Style Inns – were both sold at around the same time, at which point he moved into hotels. Following the establishment – build, development and management – of three successful hotels, Roberts became involved with Manchester United FC, developing the hotel next to the club and with the club coming onboard as a shareholder in his company.

And then, he explains: "I came up with the idea of a chain of value for money hotels – one above budget. I teamed up with Golden Tulip, a Dutch group, and my concept was rolled out as Tulip Inns. We actually opened the first one on 9/11, but even then it was a flying success, so we knew we were roughly on the right road.

"We went into the market, raised money from the City and rolled out the concept from 2002. We built it up to

a group which we sold to Whitbread in 2007. I helped Whitbread on the property side for about a year and then got itchy feet and started looking around for the next opportunity. And that's when I came across low-cost gyms."

Roberts already had some experience in health and fitness, having served as non-executive director on the board of Dragons Health Clubs for eight years. "I was drawn to low-cost gyms because of the success of budget operators in other fields – Primark, easyjet, Travelodge and so on," he says. "We felt there was a gap in the market to do the same in the fitness business.

"My own view is that, as things go along, the budget and the top end will be fine, but mid-range clubs might get squeezed. That's exactly what happened in the hotel industry." ▶

Pure Gym has opened five clubs so far, including Leeds (these images), with plans for seven more in 2010



► A handful of independent mid-market gyms have already converted to a budget model as a result of precisely this squeeze. Does Roberts feel more may follow suit?

"Not that I've looked into it in any great detail, but to change the whole club layout – getting rid of the pools and wet areas – would cost an awful lot of money. Plus a lot of those mid-market clubs probably have 3,500 to 4,500 members. You're not going to survive on that as a budget operation. Charging the sort of fees we do, you need at least 6,000 members to make it work."

"Not only that but, when you have members who've been used to different facilities and you suddenly tell them: 'I'm sorry but you can't have those any more', are you really going to get a good reaction? I wouldn't even consider buying a gym that had gone bust because of the baggage carried over from the previous operation. People take an awfully long time to forget what's gone before."

In any case, he suggests, if we again take hospitality as an example: "The budget sector in hotels has matured now and I think people recognise that it's horses for courses: there's a large market out there and it's just a case of providing something for everyone."

EXPANSION PLANS

Pure Gym plans to expand rapidly. It's opened five clubs to date – in Manchester, Leeds, Edinburgh, Wolverhampton and Sheffield – with plans for a further seven in 2010, plus eight to 10 a year going forward. All will be owned and operated by the company – there are no plans for expansion through franchising.

"We want to become a market leader," says Roberts. "I think one of the advantages of doing it at the moment is that, thanks to the recession, the deals

available on property are currently better than they were. However, it's obviously not easy to raise money – in all the time I've been doing this I've never known it to be so difficult. And the market for leasing assets and equipment on a large scale is virtually non-existent. So with no debt at all, and no lease money, you have to raise more equity."

"I was lucky as I had my previous private backers, and that funding got us up and running with the first four clubs. We've just raised further funds through a consortium led by Magenta, so we'll have over £10m of equity in the business without any bank debt at all. We have a very strong balance sheet, with no borrowings, but I'll be honest and say it's taken a lot of hard work to get there."

Pure Gym's model is, as Roberts explains, "low cost, high volume, so picking the right sites is very important". In general terms that means large population centres, although the company is still weighing up the pros and cons of business-orientated city centre sites versus residential areas.

Nevertheless, costs in the capital mean many budget club chains steer clear of London. What about Pure Gym? "We're certainly planning to open in London, but getting 15,000–20,000ft of floorspace with the right floor to ceiling height, the right access and visibility – all at the rent you want to pay – is difficult."

"I think even a budget club would probably have to push its prices up a little in London, but you have to be careful not to fall in the trap of suddenly becoming a mid-market gym. I believe we have to be under half the price of our mid-market competitors to differentiate ourselves. Anyone who thinks they can come in and charge twenty-odd quid... Well, I don't think

it's good enough. There has to be clear water between you."

Putting the mid-market competition aside for one moment, the budget club sector is also growing rapidly. Does Roberts have concerns about the challenge this might represent, either in London or elsewhere? "With a model that relies on getting fairly large numbers through the door, if someone were to set up shop next to you, you'd both suffer significantly. One does rely on a certain amount of common sense from competitors," he says pragmatically.

FUTURE CHALLENGES

So what are the major challenges for Pure Gym, and indeed the wider industry, going forward? "I think one of the clouds on the horizon is that there may be an increase in VAT, potentially to 20 per cent," says Roberts. "That would represent a 14 per cent increase in the VAT on our membership price. Do we try and absorb that? That would be tricky but in today's market, if we were to add it to the fees, there would certainly be a negative reaction. Particularly at our price point, if we suddenly upped our fees to £18... Suffice to say it's a potential threat to our business model."

"Other than that, it's simply a case of being willing to continually re-invest in the business. If I come back to the hotel industry, a lot of the old-fashioned hotels that were built in the 70s, 80s and even 90s are now beginning to look very tired. We can't let that happen. Even as a low-cost business we have to set aside a lot of money every year, because the moment your standards drop, you're going to lose members."



kate cracknell
healthclub@leisuremedia.com



Functional fitness specialists

01945 880257

sales@jordanfitness.co.uk
www.jordanfitness.co.uk

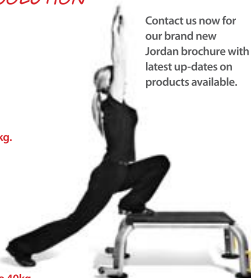
FROM FUNCTIONAL FITNESS TO STRENGTH AND CONDITIONING JORDAN HAVE THE SOLUTION



Powerbags available in sizes 3.5kg to 50kg.
Prices start at £42.00



Jordan kettlebells available in sizes 4kg to 40kg.
Prices start at £7.37 for a cast iron version



Contact us now for
our brand new
Jordan brochure with
latest up-dates on
products available.



Plyometric platforms available in 3 sizes
Prices start at £122.09

"Plyometrics refers to the type of exercise
that links strength with speed of movement
to produce power. Un-like traditional cardio
or strength training methods, plyometrics
enables a muscle to reach maximal force in
the shortest possible time"

Dean Kent, Exertrain

All prices exclude vat & delivery.



Free Weights

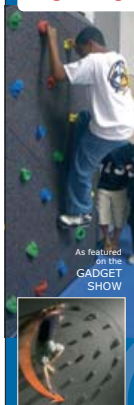
Studio Equipment

Fitness Flooring

Benches

Performance

Bringing the outdoors to your youth activity zone



As featured
on the
GADGET
SHOW

Safe, challenging, basic real
climbing experience that kids
love! Make it COOL to exercise.

Freedom Climber gives kids a
great fun activity whilst providing
fundamental fitness benefits,
such as total body & core muscle
development, co-ordination,
flexibility and balance.

Fits on most walls, no ropes, no
helmets, low level real climbing
is safe and simple for kids.

No gimmicks...
just good clean fun!

Call 01483 559785 for a
demonstration or email
info@freedomclimber.co.uk
for more details

View the video at
www.freedomclimber.co.uk



Revolutionary Products

European Distributor for Freedom Climber

Huge new stocks available ready to go!

Including boxed, refurbished,
ex demo, integrated TV Life fitness

- Benefit from 20 years' industry experience
- Unique within the industry bespoke design and production facilities
- Commercial grade equipment, fully refurbished at a fraction of the cost of new
- Finance options available
- Tailored service contracts, reduce downtime, increase customer retention and satisfaction



Delivery &
installation
experts



Special offers on Concept rowers call for details.

01953 498098

www.amazon-leisure.co.uk



on the PULSE

Neil Gibson provides a technical briefing for operators wanting to implement heart rate training

Whether related to an individual client or used in an exercise class setting, heart rate monitoring can provide an excellent prescriptive and feedback tool, as well as offering a novel service that many clients may never have experienced before.

As people's lives become increasingly hectic, there's greater pressure to get the most out of their training sessions in shorter periods of time. By using heart rate monitors, greater objectivity and periodisation of training can be applied so that each and every client reaps the benefit from their very own virtual personal trainer.

from pros to amateurs

For years, the systematic monitoring of internal training load has been commonplace in the preparation of top-level athletes. Physiologists and sport scientists have utilised the individual heart rate (HR) response of athletes to quantify training load and assess the effectiveness of their interventions.

So what do we mean by 'internal training load'? When a group of individuals perform the same session, be that a group cycling class or a circuit training session, the cardiovascular response to the exercise stress will be markedly different in each person. This of course raises the question of whether the session content is conducive to the aims and goals of the individual, be they weight loss, general fitness or a specific aspect of conditioning such as improvements in lactate threshold or VO₂ max.

With the advent of talent identification schemes that are transforming amateur athletes into potential Olympians, and celebrities attaining ultra-endurance feats, it's little wonder that there's a growing demand from the general public to 'train like the pros'. Health clubs and leisure centres can go some way to meeting these demands by utilising current heart rate monitoring technology to allow their clients to really individualise their training sessions and maximise their gains.



HR taster Suunto's group exercise solution introduces members to HR training

Number crunching There are many ways to determine maximal HR, from bleep tests to Six Minute Walk Tests

maximising potential

To fully realise the potential of heart rate monitoring, a little extra work will need to be undertaken by health club staff in order to obtain the necessary physiological data from their clients.

Heart rate data can be reported in either absolute or relative units, although relative units are of most use in tracking the training response over time, most commonly reported as the percentage of the individual HR maximum. Calculating these values, however, poses a problem, in that we must first ascertain what the individual HR maximum is. Fortunately, HR maximum is a relatively stable entity generally unaltered by training, unlike the resting and sub-maximal HR.

There are a number of methods that health club staff can employ to assess this parameter, some of which may already comprise part of clients' initial needs analysis. Field-based assessments of aerobic fitness are commonplace in sport – for example, the multi-stage fitness test, or 'bleep test' as it's most commonly known – and these may also be applicable to health club clients. Such assessments are relatively easy to administer, will yield a maximum heart rate and cater for large numbers in one session. Additionally, they provide an objective method of tracking improvements in aerobic performance over time.

However, caution must be exercised beforehand, ensuring that there are no contraindications to maximal exercise, as well as ensuring that any further assessments are standardised for accuracy. Drawbacks surrounding this method include the requirement of a maximal effort by the participant. For those who dislike the idea of running to exhaustion, or who report medical conditions that preclude exhaustive exercise, there are suitable alternatives such as the Six Minute Walk Test.

software developments and data analysis

Current software packages offer in-depth training diaries that enable users to see at a glance the intensity, duration and activity profile from any given session. Clients can also view their training history

and performance longitudinally. Such an approach is excellent at facilitating motivation, increasing adherence to training interventions and member retention. Longitudinal electronic tracking also has massive advantages in the periodisation of training, especially for those working toward a specific goal – for example, a 10K run or half marathon. In addition, most packages offer excellent security settings, preventing personal data being accessed by other users.

The formulae that software packages use to calculate training load and intensity may not be suitable for every user, however, especially if they have very specific training goals. In this instance, there are a number of ways that data can be broken down into a format that the practitioner and client feel satisfy their particular needs. An exhaustive list of data analysis methods is beyond the scope of this article, but would include the use of weighting factors for each training zone or the

ISTOCKPHOTO.COM/WM



All in the wrist Suunto has launched a new range of watches (see p40)

Personal fitness tool An app is being designed for the iPhone to assess the HR variability parameter

- ▶ training impulse method (TRIMP), a tool used to model an individual's aerobic endurance capacity.

Most software packages also allow raw data to be exported to external destinations, making additional data manipulation relatively easy to achieve.

hardware developments – real time analysis & heart rate variability

In the past, a major issue with heart rate monitoring during a session was the necessity for exercisers to continually check their wrist unit, or worse still, wait until their session had ended before reviewing the data. Neither scenario allowed for effective real time monitoring. Times change, however, and technology moves forward.

There are now a number of systems on the market that offer the ability to simultaneously view the individual heart rate response of a number of people in real time (see p40–41). It's my opinion that projecting this sort of computer display at the front of a group cycling class, for example, would be an excellent selling tool for clients and really help them get the most out of their session. The only requirement is that each person wears a heart rate transmitter belt.

In addition to real time monitoring of the heart rate response, there are also systems on the market capable of assessing heart rate variability. Heart rate variability assesses the contribution of the autonomic nervous system to our cardiovascular function. When in a rested state, we tend to exhibit

greater heart rate variability – that is to say, larger and more irregular gaps between each heart beat (R-R interval). Conversely, a number of factors – including a relative lack of recovery, anxiety, illness and lack of sleep – can elicit reductions in heart rate variability.

From a practical standpoint, higher heart rate variability has been shown to accompany augmented VO₂ max values, while reduced variability accompanies increased mortality and cardiac events. Assessing heart rate variability can also inform day-to-day session content. For example, if we have a client who, after a hard interval session the day before, exhibits a marked reduction in variability the next day, we may recommend a strength or active recovery session. There are complications with such measures, most notably in the stability of the measure over time and the magnitude of changes following exercise. However,

over time the experienced practitioner should be able to spot trends and make well-advised recommendations.

physiological assessments

Of course, the accuracy of heart rate monitoring in guiding the intensity of training sessions becomes much greater when it's teamed with additional physiological data, for example the blood lactate and ventilatory response.

This represents the top end of the market and would probably be reserved for those actively engaged in long-term training for specific events of an endurance nature. Saying that, despite the time commitment involved in training for such events, there's no shortage of amateur competitors – and many participants conduct their rigorous training routines without any systematic monitoring or progression.

Some health clubs might feel well placed to provide this service in-house, while others might prefer to outsource it to a specialist local organisation – here in Edinburgh, Sportsactive provides a range of comprehensive physiological assessments and in-depth analysis. Results are then sent back to the health club practitioner for interpretation.

Either way, through a comprehensive understanding of a client's physiology, a thorough and effective training intervention can be designed which the client can monitor over time. Never before has the term 'training smarter, not harder' been more appropriate.

 **neil gibson**, BASES-accredited senior sport scientist, Heriot-Watt University
healthclub@leisuremedia.com

©ISTOCKPHOTO.COM/SENANASOY



Group motivation The Activio system is designed for group exercise classes (see p40)

Activio Total Solution

Heart Rate feedback
throughout the fitness centre



Real time visual feedback
Automatic data collection
Reports and statistics afterwards

**Activio is successfully used
by over 350 health clubs**



ACTIVIO®

contact@activio.co.uk
www.activio.co.uk



Movescount
Your Sports Community
com



INSPIRING MOVES.™

MAKE EVERY MEMBERS MOVE COUNT.

The new Suunto M-Series range provides 24/7 support and guidance in and out of the gym. Visit movescount.com for more information to discover why you and your members will love it!

**Make yours and their moves count.
Call us on 01276 404985.**

NEW!



SUUNTO
www.suunto.com

heart rate training OPERATOR PACKAGES

Kate Cracknell takes a look at some of the options geared specifically to health and fitness clubs

suunto

Suunto has just launched a brand new range of heart rate monitor watches to the UK market. Designed with health club retail channels in mind, the new M Series caters specifically for recreational, fitness-focused users rather than the elite, performance end of the market where – through its T Series line of monitors – Suunto's expertise traditionally lies.

The focus of the new M Series is on ease of use as well as inspiration, motivation and guidance. For example, the M4 starts off by instructing the user to undertake a 1km treadmill walk, which allows it to assess fitness levels; it then structures the workout accordingly.

The monitors are structured around three broad targets – improving fitness, managing weight or free training – with a personalised workout suggestion shown on the display each morning according to your progress. It also offers real-time guidance before, during and after training.

A study is currently underway at the University of Jyväskylä in Finland,

looking at the M Series in relation to health benefits and improvement in cardiovascular performance.

Also newly launched is movescount.com, a sports and fitness web portal that allows users to upload all their training data. As with Facebook, users can join groups of interest to them, also providing operators with an opportunity to create their own communities and interact with both members and prospects – it's available to everyone, not just Suunto users, and is free to use.

Suunto also offers a group exercise heart rate monitoring solution – the Suunto Fitness Solution. Similar to other such systems, it involves participants' heart rate data being transmitted in real time to a big screen at the front of the class, with customisable colour-coded heart rate zones allowing them to track their efforts. Individual results can be emailed to members at the end of each class, with the option to include marketing messages to promote club activities and/or special offers.

The system can also be used for gym floor monitoring, such as small group or one-to-one personal training, with results automatically emailed to the members afterwards.

In addition to making classes more engaging, the Suunto Fitness

Solution allows clubs to get members 'hooked' on heart rate training, educating them on its benefits before trading them up to the M Series of watches and thereby driving secondary revenue for the club; the same chest strap can be used with both the group exercise system and the personal monitors, as well as with the majority of CV kit on the gym floor.



Belt up The Activio heart rate belt

activio

Launched in 2006, the Activio Fitness System is the company's group exercise solution: a large screen at the front of the class showing a heart rate 'dial' for each class participant, all of whom wear chest belts, with heart rate data transmitted wirelessly and in real time. These dials are anonymous – only the participant knows which relates to them – while the colour-coding allows both instructor and participants to easily keep track of their output. Being in the white zone, for example, means your heart rate is at less than 60 per cent of maximum – ideal for warm-up and recovery – while the red zone, at the other end of the scale, denotes 90–100 per cent and therefore maximal exertion.

Launched in 2009 and expanding on this offering, the Activio Total Solution comprises a network of receivers located throughout a club or leisure centre. Able to pick up data from up to 200 metres away, this means that anyone working out in the facilities – from the gym and group exercise studios to the tennis courts – can wear a heart rate belt and have their data picked up. Able to cater for an unlimited number of simultaneous users, the system only recognises Activio belts.

This data is then instantly sent to the individual members' password-protected web pages, via the Activio Feedback Solution.

To allow members to extend this monitoring option to out of club activities, Activio is also launching a range of memory-equipped heart rate watches later this year, to be available for retail through clubs.



Watch it Suunto Fitness Solution (above) and M Series watch

"OPERATORS NEED TO NOT ONLY RECORD MEMBERS' DATA, BUT ALSO INTERPRET IT"



Ice cool Polar's Cardio GX system allows the instructor to set goals for members and for them to track their progress each week

polar

Polar's heart rate monitoring system for group exercise studios is due for imminent launch in the UK. Designed to make classes more interesting, motivating and effective, the Polar Cardio GX system allows the instructor to set tangible goals for members, as well as allowing them to track their progress from week to week. It also helps the

instructor to find the proper training response for every member, thereby avoiding over- or under-training.

Allowing for real-time monitoring of up to 28 participants from one base station, or up to 80 participants from linked bases, clubs can customise the heart rate zones according to their membership profile. Graphical summaries are created at the end of

each session, including details of time spent in each heart rate zone, with the instructor able to email individual reports to the participants.

The screen at the front of the class, on which heart rates are projected, includes customisable advertising space – projected on-screen during the workout – allowing clubs to communicate marketing messages to members.

optima-life

With many clubs now looking to enhance their offering in the health arena, operators need to start considering ways of not only recording members' training data but also interpreting it. This will allow clubs to offer personalised advice to members relating both to workouts and to broader lifestyle, leading to enhanced results and, ultimately, improved retention levels.

Optima-life has been working with Finnish company Firstbeat Technologies to develop a software

package that provides objective data and personalised reports relating to post-training recovery and lifestyle. The technology was initially developed for elite athletes; by measuring recovery as well as training load, the athletes are able to optimise their programme, avoiding over-training, fatigue and so on.

Recently, these principles have also been transferred into a format that's easy for health club staff to implement, enabling clubs to deliver the benefits of heart rate data

analysis to their members. This can be offered as a value-added service or, alternatively, used to generate additional revenue for the club.

The process complements the principles of traditional heart rate monitoring, as it relies on the collection of heart rate variability data using devices such as a Suunto memory belt or a Suunto T6c heart rate monitor. This data is then downloaded and analysed using patented algorithms, which results in a portfolio of personalised reports.

london leisure

The Hillingdon Sports and Leisure Complex in Uxbridge, west London, has undoubtedly been one of London's most talked about leisure projects in recent years. It was over 10 years in the planning, took more than two years to complete, came with a £31m price tag, offers the capital's first new Olympic-

sized indoor and outdoor swimming pools in decades, and involved the logistical intricacies of working with Grade II-listed buildings.

After being given the green light in September 2007, the complex was officially opened by London mayor Boris Johnson on 23 March, and the outdoor pool was unveiled just under two months later on 20 May.

**Shoshana Kazab
provides an in-depth
look at the new
Hillingdon Sports
and Leisure Complex**

The complex stands on the original site of the Uxbridge Lido, as it was affectionately known by local residents, which was built in 1935 and which closed after falling into disrepair in 1998. Since then, the council has been working on developing the site in order to once again offer the local community a leisure and sports facility it could be proud of.

design challenges

The project was funded by a number of different parties, including a sizeable £26m from Hillingdon Borough Council's Capital Programme, £2.25m from the London Development Agency (LDA), £1m from the Heritage Lottery Fund – which went towards the refurbishment of the Grade II-listed open-air pool – and £1.5m from Sport England.

Although the complex was built, in part, with the 2012 Olympic Games in mind, the project had been planned before it had been announced that London had won the Olympic bid. London had not had an Olympic-sized indoor swimming pool in almost 40 years – this is the first since Crystal Palace in the 1960s – but the Hillingdon Sports and Leisure Complex provided the ideal opportunity to create a pool of this size: the site already featured the Grade II-listed outdoor Lido, which has been restored to its former glory as part of the project.

As architects, Faulkner Browns had their work cut out for them, as they were required to incorporate the existing Grade II-listed buildings into the new complex. This included the outdoor pool,

The swimming pool at Hillingdon is London's first Olympic-sized pool since Crystal Palace opened in the 1960s





The main sports hall caters for a wide range of activities, from basketball to badminton and from martial arts classes to table tennis

a chevron alcove, grandstand building and cascades. English Heritage was closely involved in the project and the result is an homage to old and new. The grandstand, for example, has been seamlessly integrated into the new building and importantly retains all of its existing features.

Another challenge was the fact that on one side was the Lido, which couldn't be moved or redesigned in any way, and on the other side was a protective green belt boundary, which meant that only a limited amount of space could be allocated to accommodate all of the indoor facilities.

A modular, rectangular build was created, enabling the indoor facilities to be effectively 'sandwiched' between the Lido and the green belt boundary.

making a splash

The indoor swimming pool is a point of particular pride among those involved in the project, not least because it was the subject of a potential funding deficit.

The council allocated sufficient funds for a 25m pool. However, it approved the construction of a 50m pool with the aim of finding the additional funds elsewhere. Thankfully, Sport England and the LDA stepped in to offer the remaining £3.75m required to complete the scheme.

The swimming pool features a moveable floor and boom. This allows it to be split into two separate 25m pools

with a depth ranging from 0m to 2m, thereby enabling a wide range of activities to take place within the same space. The result is the potential simultaneous use of the pool area by everyone from elite athletes in training to mother and baby swimming lessons. It also features a hoist, which allows disabled users to access and enjoy the facility.

Nevertheless, although the primary objective for the complex is to deliver a community use facility, interest has already been expressed in the complex by countries participating in the forthcoming London Olympics, as a potential venue in which their athletics teams can train. Members of the 'Hillingdon Best', an elite swimming club comprising the very best swimmers from local swimming clubs throughout the borough, have also chosen the complex as their training venue.

"The primary objective for the complex is as a community use facility that's open and accessible to all," says Cllr Henry Higgins, Cabinet Member for Culture, Sport and Leisure. "Whatever our residents' aspirations, from having fun and keeping fit to achieving sporting greatness, this centre provides opportunities for all.

"Along with the new Botwell Green Sports centre, due to open this summer, we really will have some of the best sports provision around." Botwell will bring the council's total investment in leisure facilities to more than £50m.

diverse offering

In addition to the swimming pools, new facilities at the Hillingdon Sports and Leisure Complex include an athletics stadium complete with a Level 1-graded 400m running track and long and triple jump pits, 3G five-a-side synthetic pitches, a main sports hall that's used for everything from basketball to badminton and from martial arts classes to table tennis, an indoor cycling studio, two group exercise studios with semi-sprung floors, a Pétanque terrain which consists of five pistes, and a large gym.

All of the fitness equipment within the health and fitness area has been supplied by Matrix Fitness Systems. This includes 19 Matrix Fitness Tomahawk 5 Series bikes in the indoor cycling studio and a 100-station gym with a combination of cardiovascular equipment from the Matrix 7 Series, resistance equipment from the G7 range, and IFI-accredited equipment from the Johnson range. As part of the council's commitment to ensuring that the complex is accessible to all, the Hillingdon Sports and Leisure Complex is aiming to be fully IFI-accredited by the summer.



ALL PHOTOS © JIMMY TURNER



► Fusion Lifestyle works in partnership with the council to manage the complex, and Lindsey Perry, operations manager at Hillingdon, is hoping that the complex will be Fusion Lifestyle's flagship site. In addition to running the gym team, which comprises eight members of staff and personal trainers, Perry is also responsible for developing the schedule of classes in the group fitness studios. "We currently offer around 36 classes a week and, as our grand launch has gone so well, we aim to double this figure in the coming months.

"We offer all the popular group exercise classes and will be adding a few unusual ones too, including hula hooping and Bollywood dancing, to ensure that we attract widest range of users possible."

The gym is spread over two floors. The upper level features cardiovascular and resistance equipment, as well as a selection of free weights and a stretching area. It has been designed to be an open, non-intimidating space for all levels of user. The lower level features a more extensive free weights area, multi-functional trainers and additional resistance equipment.

"We worked closely with all parties on the Hillingdon Complex project to ensure that the gym would appeal to everyone, from total beginners to seasoned gym users," says Jeremy Jenkins, head of sales (south) at Matrix Fitness. "We felt it would be beneficial to create two very defined areas within the gym: consolidating the heavier weights and resistance equipment on

The gym is spread over two floors: the upper level features CV and resistance kit for all; the lower floor caters for more experienced users

"HILLINGDON OPENED WITH MORE THAN 2,200 DIRECT-DEBIT PAYING MEMBERS"

the lower level ensures that more experienced users can simply get on with their own training."

fitness for all

The council is keen to promote the idea of engaging in an active lifestyle from an early age. It's working with local schools, colleges and universities to encourage students to get involved and the complex is already being used by The Harefield Academy, Uxbridge College and Brunel University students.

In addition to Hillingdon residents, the facility is also available to residents from other boroughs. Visitors to the complex are offered a mixture of monthly and 'pay as you go' options, in order to comply with the council's commitment to making the facility accessible to all. There are currently three options available: monthly memberships; a HillingdonFirst Card, a multi-use card that offers preferential rates for 'pay and play' access; and a non-resident option that enables non-members and people

from outside the community to use the facility on a 'pay as you go' basis.

Fusion is working towards some ambitious targets in the coming years. This year it's setting benchmarks in terms of usage across all defined target groups, which includes people from different ethnic and cultural backgrounds, women, the under-16s, the over-60s, disabled users and unemployed members of the community. Usage targets will then be established in year two, during which time Fusion will continue to target and market to all of the key usage groups.

While the Hillingdon Sports and Leisure Complex has only been open for a short time, it can already demonstrate some impressive usage figures. It opened with more than 2,200 direct debit-paying members and is aiming for a total of 4,500 members, including high football from the key usage groups.

As far as the future is concerned, according to Stephen Brown, head of operations at Fusion Lifestyle: "We will continue to work with the council to ensure that the facility provides value for money both in terms of efficiency and accessibility. Hillingdon is our single largest site under management and we envisage that, in addition to providing the local community with an unrivalled sports and leisure facility in terms of quality and diversity, the complex will also become one of London's leading aquatic clubs – a very exciting prospect."



shoshana kazab
healthclub@leisuremedia.com

research round-up

get e-motion-al

Emphasising the emotional benefits of exercise could be the key to getting teens into fitness, according to new findings

Operators wanting to focus on teenage fitness might want to pay attention to a new study¹ that suggests the key to getting adolescents to exercise is to focus on the emotional benefits and how good it can make them feel, as opposed to emphasising the impact on health.

Reema Sirriyeh from the University of Leeds, lead author of the new study, told *The Daily Telegraph*: "There is evidence that people who believe that physical activity is enjoyable and fun are more likely to engage in sport and exercise."

Sirriyeh and her team focused on 120 16- to 19-year-olds from four sixth forms in West Yorkshire. Participants were split into three experimental groups and one control group. The three experimental groups received one text message a day for two weeks that respectively:

- Outlined emotional gains: "Physical activity can make you feel more cheerful"
- Highlighted health benefits: "Physical activity can help maintain a healthy weight"
- Contained a mix of both emotional and physical benefits

The levels of physical activity were self-reported and it was found that, on average, the teenagers took part in an extra 30 minutes of moderate exercise during the experiment overall. But when looking at patterns in individual groups, it was found that inactive participants who received messages emphasising the emotional gains of exercise increased their activity levels more than those in all of the other three groups.

the fat gene in teens

While many studies of late suggest that our fitness levels are pre-determined in our genes, another recent piece of research² relating to teens suggests that an hour or more of physical activity



Those who appreciated the emotional benefits of exercise were more likely to join in

every day is associated with control of body weight in adolescents – even among those who are genetically predisposed to obesity because they carry mutated versions of FTO (the gene associated with fat mass and obesity).

"There is compelling evidence that human obesity is a multifactorial disorder where both genes and lifestyle factors, including diet and physical activity, are important contributing factors," observe the authors.

The study, which was carried out by the Karolinska Institutet in Sweden, was based on 752 adolescents who were part of a cross-sectional study in 10 European countries from 2006 to 2007.

Among the teens, 275 (37 per cent) had no copies of the FTO mutation, 354 (47 per cent) had one copy and 123 (16 per cent) had two copies.

The mutation was linked to a higher body mass index (BMI), higher

body fat percentage and larger waist circumference in participants. However, the scientists found that the effect of the gene mutation was much lower in teens who met daily physical activity recommendations of 60 minutes of moderate to vigorous intensity exercise.

It was found that those who had a copy of the mutated gene, but who stuck to activity recommendations, had a BMI that was only 0.17 higher (per gene) than those with no mutations. In contrast, those who had a copy of the FTO mutation and who did not meet exercise requirements had a BMI that was 0.65 higher per gene.

Similarly, each mutated gene was associated with an increase of 0.4 per cent in body fat and a 6mm increase around the waist among those who met activity guidelines, compared with a 1.7 per cent increase in body fat and a 11.5mm increase in waist circumference among those who did not.

¹ Physical activity and adolescents: An exploratory randomized controlled trial investigating the influence of affective and instrumental text messages, *British*

Journal of Health Psychology, 2010; 10.1348/135910710X486889

² *Archives of Pediatrics & Adolescent Medicine*, 2010;164(4): 328-333



Generation Y – people born in the 1980s to mid-1990s – makes up a large part of the health and fitness industry workforce

ACROSS THE DIVIDE

SIMON WALKER OFFERS HIS ADVICE ON MANAGING GENERATIONAL DIVERSITY
IN A HEALTH CLUB ENVIRONMENT, BOTH AMONG STAFF AND MEMBERS

“Of course I understand young people – I remember what it was like when I was young.” We are all probably guilty of this when thinking about the expectations, preferences and needs of our younger customers and staff, the so-called Generation Y. But can we rely on this assumption when thinking about how we manage younger staff, or how we meet the needs and expectations of younger customers?

Some things do hold true across generations. For example, many young

men in their late teens and early 20s act as if they're immortal, perhaps taking risks that, as we get older, do not seem worth taking. This is pure biology and was probably just as true thousands of years ago as it is today.

But age, or maybe 'life stage' is a better term, is just one factor in generational preference. The other two factors are the conditions in which we grew up – including social, cultural, economic and, importantly now, technological conditions – and the common experiences a whole generational cohort lives through.

The commonly used labels for groups that share values, attitudes and preferences are: Baby Boomers, born between World War II and the mid-1960s; Generation X, born between the mid-1960s and 1980; Generation Y, born between 1980 and the mid 1990s; and teenagers and younger children born since the mid-1990s, sometimes known as Generation Z. Each group has clear preferences, expectations and common viewpoints created by the conditions and experiences through which they grew up.

When talking about generational preferences we are, of course, talking



Attracting people from Generation Y as members and employees is crucial to the long-term success of the fitness sector

GETTING THE MOST FROM GENERATION Y EMPLOYEES

- Be a great mentor. Gen Y expects and wants feedback – almost constantly. They prefer a 'little and often', mentoring approach, not just an annual review (but who really wants that? – this is another example of something that Gen Y demands but that's good for other generations too).
- Be straight with them. Openness and transparency in communication is particularly important – Gen Y sees through spin in an instant.
- Don't make assumptions about them. Gen Y is probably the most

diverse generation in history. One size most definitely does not fit all.

- Trust them and give them responsibility. This means you have to train and develop them properly (again, a motivator for all generations).
- Give them flexibility whenever practical. This is particularly important in relation to working hours and work location if possible.
- Recognise that they're used to being connected 24/7: they manage projects in a synchronous, matrix-like way. To other generations this looks chaotic

and disorganised, but resist the urge to micro-manage their processes; instead, manage the outcome.

- Recognise that the boundaries between work and play are blurred for Gen Y. They expect to mix both – why not keep up with a mate on Facebook at work and do a bit of work in a spare 10 minutes at home, in a Starbucks hotspot or on the bus? This is another example of when you might need to manage the outcome (ie is the work done to standard and on time?) rather than the process.

about generalised trends. Making assumptions about individuals based on age alone can be a big mistake – more on this later.

However, study after study has shown that, on average, there are clear differences between generations and what they expect and prefer. This has significant implications for how we recruit and manage staff, and also for how we attract new customers and retain existing members.

STAFFING IMPLICATIONS

So how does attitude to work vary across generations? I'm 42: a typical member of Generation X. I grew up as a teenager in the UK through the winter of discontent, Thatcherism and a recession with the loss of countless jobs. Like many of my peers, whether consciously or subconsciously, I tend to consider employment as precious and not something to be taken for granted.

As a result, Generation X often puts up with less-than-ideal leadership. We may be disengaged and performing below our optimum capabilities, but we're unlikely to resign.

Gen Y employees – now in their 20s, the age group that constitutes a large part of the fitness industry workforce – see things differently. Until this recent recession, they grew up with full employment, unprecedented economic growth and high disposable income. ▶

► Their view of employment is based on options and flexibility. If they don't get what they want from their leaders or their role, they leave. Simple as that.

Even in the current recession, anecdotal data suggests that Gen Y employees are making their feelings clear if a job does not live up to expectations. They might not up and leave quite as readily as they have in the past, but they are being just as vocal about wanting feedback, development and responsibility. And, if their role does not deliver what was promised when they were recruited, you'll know about it. You'll know the saying that 'employees leave managers, not jobs'. In Gen Y's case it's particularly true.

This brings us to a crucial point: although there are genuine differences in attitudes, values and preferences between the generations, there are far more similarities. For example, members of every generation appreciate being able

to play to their strengths at work, being trusted and being given responsibility. In other words, we all appreciate good leadership. The difference with Gen Y is that they demand these things. Other generations are conditioned not to expect them and will struggle on regardless, grateful to have a job – a notion particularly pertinent in these credit crunch days. So the message is this: many of the actions that organisations must take to retain and motivate their Gen Y employees will also engage and motivate employees from other generations.

However, there are some real differences between Gen Y and other generations. For example, Gen Y prefers to communicate synchronously – that is, in real time. Text messages and instant messaging are preferred. Other generations are more used to communication methods that are non-synchronous, ie with a time delay between receipt and reply – initially letters, then

faxes and now email. Because even email does not lead to an instant answer – there's often a time lag before an email receives a reply. This frustrates Gen Y.

See information box opposite (p73) for further recommendations on managing your Gen Y employees.

MEMBER IMPLICATIONS

So how do we meet the needs of our Gen Y customers, the market we need to convert and bring in as our lifelong members of the future?

Communication is key, but it's not just a case of good customer service and friendly, knowledgeable, efficient staff; it's about embracing and using new media effectively. We're not talking about investing in new websites or technology here. Gen Y use the stuff that's out there, available to everyone free of charge. Does your club have a Facebook page, for example? It might without you even knowing about it. Log in and find out – then be part of it. And, if you don't have a Facebook page, get one set up asap. Why? Because Facebook provides much of what Gen Y relates to and expects:

- **Sharing:** The internet generation has grown up being able to share everything online – music, videos, jokes, anything – so why not training schedules, personal bests, new routines, comments on new equipment, instructors, classes?
- **Dialogue:** Forget marketing messages – Gen Y expects to be in a conversation. The success of Twitter demonstrates this. Set up a Twitter feed and use it to tell customers about events, new classes, special offers and other more general news stories from your club.
- **Instant feedback:** Voting and rating online is second nature. Can you use this to get near-instant feedback on new offers and club sessions?

All these ideas will work well to attract and retain Gen Y members, as well as appealing to staff. But don't fall into the trap mentioned at the beginning of this article of making assumptions and pigeonholing people according to age. Twitter is a fantastic way to keep in touch with your customers, but recent research shows that it's actually slightly older users, in their 30s, who have particularly embraced this – and,



Baby boomers are used to communicating by calling on land lines and writing letters

GOLDEN RULES OF COMMUNICATING WITH GEN Y ONLINE

DO

- Be authentic and transparent. Avoid spin and don't pretend to be something you're not.
- Be vibrant, energetic, enthusiastic.
- Be customer-driven. Focus on what they want/need, not on what you can offer.

DON'T

- Try to control – you will fail.
- Try to be too organised – the web is chaotic, and yet fully searchable. While Gen Y can appear chaotic and disorganised to other generations, they simply use search tools like google to get the information they need.
- Be exclusive – the world wide web is all about sharing.
- Be product-driven. Just because you can offer a product or service, doesn't mean people want it. Gen Y expects to 'co-create' products and services with you by submitting ideas, suggestions and feedback.
- Be 'on message' – ie don't keep repeating a message in the hope that, if you do, people will eventually believe it.

let's face it, many of the Twitterati like Stephen Fry are even older.

Lastly, if you're not Gen Y yourself, empower your Gen Y staff to advise you on what would work and even allow them to oversee the communication. There's nothing worse than someone 'old' trying to be 'down with da kids' – just ask Gordon Brown about the time he tried to embrace YouTube.

WHAT ABOUT THE OTHERS?

And what about Generation Z – the current crop of teenagers and those born since the mid-1990s?

Based on the drivers of generational preference, age, conditions and experiences, they will have a different set of expectations from Gen Y. Early research shows that the three big factors are technology, recession and the environment. Technology is now an integral part of every aspect of their school, home and social lives. They have also experienced this recession and

witnessed family members or friends' parents losing jobs. Finally, they are probably the first generation to be totally aligned with the green/sustainability agenda; previous generations have talked a good game, but behaviour in this regard has, to date, been patchy. Expect Gen Z to demand that the recycling is done properly and that energy use is responsible and capped.

And finally, don't forget your Gen X and Baby Boomer clients. You may need to use your understanding of generational diversity to coach and train your young Gen Y staff to understand the expectations and preferences of older clients. To Gen Y it may be a shock, for example, to realise that many people don't run their life online, but instead send letters, read magazines, call people (on land lines!) and make plans and stick to them instead of simply texting to make plans in a 'just in time' way.

The key to running an effective business is to ensure that everyone,

Generation Y uses the internet constantly and communicates in real time – they want instant responses

from senior management down, appreciates and respects generational preferences and makes changes to ensure that every customer's experience is a great one.

Simon Walker will be presenting at this year's FIA FLAME Conference on Wednesday 14 July. His breakout sessions will address the topics of 'Motivation – what makes your team tick?' and 'Mind the gap – managing across the generations'.



simon walker is the co-founder of talentsmoothie
healthclub@isuremedia.com

in the swing of things

What are the considerations when physically preparing golf aficionados for their game, and what are the opportunities for fitness operators and exercise professionals wanting to tap into this market? Vicky Kiernander asks the experts

Ben Langdown, training executive for sports science, PGA National Training Academy

The Professional Golfers' Association (PGA) trains and serves PGA professionals. Ben Langdown is responsible for sports science on the PGA's foundation degree in Professional

Golf, the BA (Hons) degree in Applied Golf Management Studies, and the Sports Science Continuing Professional Development for PGA members

Golfers on tour realised several years ago that the myths about strength training being bad for flexibility, and ultimately their golf swing, were simply not true – you only have to look at Tiger Woods to see the impact of fitness and conditioning on someone's game. Golfers began to understand that, to gain an edge over their opponents, they needed a tailored training/nutrition/psychology programme. And once elite golfers started to change and the game became a power sport, this thinking began to filter down to amateurs.

Sports science is now an integral part of any PGA professional's training and will continue to grow and integrate with other subject areas. Having an understanding of how the body works and being able to test for flexibility, strength, power, balance, stability and range of movement is essential for any PGA trainer who wants to gain the best improvements in their players. Without a full understanding of what their clients can achieve physically, it's impossible to know what to work on and could result in a coach trying to get a player into positions they simply cannot achieve.

As part of the sports science modules, we work with students in the gym to learn anatomy and physiology,



Game-enhancing conditioning
Ben Langdown works with one of his students

Going pro Professionals like Tim Cooper (right) and Dan Greenwood (below) have realised the benefits of golf fitness training



All golfers need to think about conditioning: no-one has a perfect body and there are always limitations

biomechanics, fitness, strength and conditioning, nutrition, psychology, skill acquisition and motor control.

All golfers need to think about fitness and conditioning: no-one has a perfect body and there are always going to be limitations that impact on the golf swing. A golfer who wants to be the very best they can be needs to embrace this change in attitude towards golf fitness, and junior golfers are no exception – they should be exposed to fitness for golf as soon as possible to establish good habits. Youngsters don't always understand how their lifestyle can impact

on their ambitions in golf. Sitting at home on the sofa or at a computer encourages poor posture, and with poor posture comes limited rotation in the swing.

However, with corrective exercises and body resistance work, any junior can gain advantages on the course.

At the PGA, we're not using sports science to train people to become fitness instructors. We're giving them the tools to identify when a player could benefit from another expert's services. Working with a physiotherapist, fitness expert or strength and conditioning coach will help golfers get better results

from their lessons and make them less susceptible to injury; offering these services therefore presents a good business opportunity for golf clubs.

However, any fitness programme that's created should be specific to the golfer's needs and goals. There's no point trying to get your client's swing to look like Sergio Garcia's, as they may have physical limitations that prevent them getting into the positions that Garcia can. Having said that, if a golfer is not doing any fitness work at all, a general gym programme would be a good start. ▶

case study: hole in one pilates international

Hole in One Pilates International offers instructor training for fitness trainers, pilates instructors, golf professionals and medical professionals. The company's Pilates for Golf and Hole in One Fitness programmes are designed to help golfers hit the ball further and straighter, with reduced risk of injury and back pain.

Hole in One fitness combines pilates principles with anatomy workshops and motion capture technology to develop core strength and improve posture, alignment and stability – all the elements needed for a good swing.

"Staying fit and preventing injury have become as important as club selection and which ball you play with, regardless of whether you're young or old, male or female," says Deanna Zenger, executive director of Hole in One Pilates International. "Golf is an athletic sport that requires physical conditioning. Most golfers just can't do what a good swing requires them to do."

The company's workshops and courses run throughout the world, recently including the Magnolia Golf and Country Club in Aylesbury. The focus is on providing interactive and practical education, continues Zenger: "We don't believe in 200 people sitting in a conference centre taking notes. Attendees will know what a golf swing requires because they're taught by a pro. They'll know how to conduct assessment testing and identify physical limitations because they'll do it, not read about it."

Core work Hole in One works on players' posture and stability

shay brennan, co-founder, yourgolfmatters

► **Shay Brennan is a PGA golf professional and one of only a handful in the UK to hold the TPI Level 2 qualification from the Titleist Performance Institute in the US, considered the leading experts in golf fitness. Brennan works with golfers of all ages and abilities, as well as with golf clubs and schools**

Some people think that golf is a slow sport. Yes, the golf swing starts from a stationary position but, just over a second later, the golfer has rotated away from the target and turned back again, striking the ball with the club head speed approaching 140mph, and with the golf ball travelling

at 200mph. Research has shown that rotational forces during the swing are more than eight times body weight.

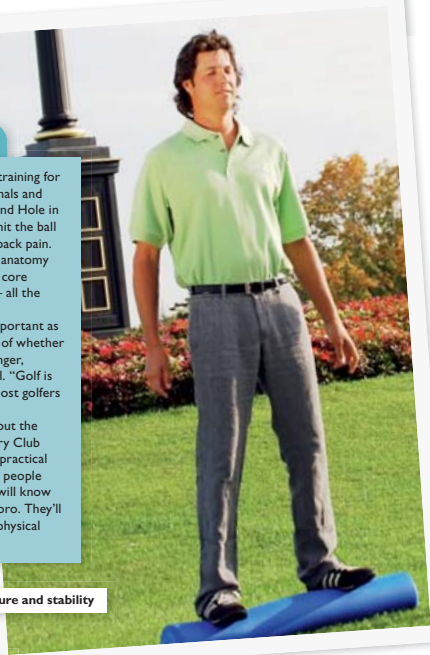
The body is the power source of the golf swing and, with heightened physical conditioning, the potential for improvement in swing is vast. The key areas to work on are agility, balance and co-ordination, with client-specific programmes developed to ensure efficient progression.

The vast majority of clients have issues with balance. This restricts their ability to stabilise efficiently, rotation is limited and clients are then plagued by loss of power and accuracy. As a result, habits form using incorrect muscles and technique, which leads to injuries and breakdown of technique over time.

All our sessions start with a thorough screening process to identify every client's fundamental movement patterns and physical literacy. This includes a pelvic tilt test, pelvic rotation test, torso rotation, overhead deep squat, toe touch, external shoulder rotation test, single leg balance, bridge with leg extension, half-squat eversion test and ankle inversion/eversion test.

I use a lot of commercial fitness equipment including the York STS Cable Crossover, which is great for all rotational exercises. Combine this with unstable surfaces such as wobble boards and Swiss balls and you have lots of potential for progression.

The seated wood chop on a Swiss ball, for example, is a great move for core activation and rotation. Medicine balls, kettlebells and tornado balls are also



The vast majority of clients have issues with balance. This restricts their ability to stabilise efficiently, rotation is limited and clients are then plagued by loss of power



Get that swing Core muscle strength can provide a more powerful swing

case study: hedge end golf centre

Chartered physiotherapist Emma Ross has run pilates classes at Southampton's Hedge End Golf Centre for four years. The registered STOTT PILATES studio runs 12 mat and equipment classes a week, as well as a number of private sessions. Offered in blocks of four, the prices range from £9 to £13 for a one-hour group class or £43 for individual tuition. There are no more than eight people per class and golfers represent around 60 per cent of clients.

Since pilates builds core strength and stability, alignment and muscular balance, it's a good option for golfers says Ross: "Golf is a rotational sport, so we include a lot of spinal, shoulder

and hip rotation exercises in the classes. Golfers who attend regularly often find they have a more consistent swing, with a better back position during swing and follow-through, because they have more freedom of movement. Developing a stronger core can also add distance to their shots – the strength of the core muscles can be used to generate more power in their swing."

Ross believes that golf clubs could make use of space by offering pilates classes. "A lot of clubs don't have gyms or studios, but they could offer classes in their rooms. All you need are some mats, bands and Swiss balls – and a qualified pilates teacher."

fantastic for developing core, rotation, speed and power. Swiss balls and balance boards are perfect for improving stability and for progressing more advanced clients. The York Fitness Core Board allows full development of critical core muscles while developing rotation, power and endurance. Olympic lifting sets are also ideal for advanced clients.

Today's elite players can see how conditioned the successful professional golfers are, and know they must be physically prepared if they are to compete. This preparation and conditioning is filtering down to players of all abilities. My role is to produce more physically literate golf athletes.

By the time my current clients progress to more elite levels, their agility, balance and co-ordination will be outstanding, and much of the initial correction work I'm doing with them will progress to developing speed, power and even greater performance.

General improvements to a golfer's conditioning will definitely help optimise performance and improve their enjoyment of the game. However, it's imperative that any golf conditioning is done in consultation with a suitably qualified PGA golf professional.



vicky kiernander
healthclub@leisuremedia.com

THE RIGHT EQUIPMENT FOR ANY ENVIRONMENT...



Modular Training Stations

Lifting Platforms

Benches

Cable Machines

Stations

Olympic Plates

Dumbbells

Barbells

Strongman Equipment

Boxing Equipment



YORK
STRENGTH - POWER - PERFORMANCE

TEL 01327 701 852

yorkstrength.com

FINANCE OPTIONS
AVAILABLE FOR ALL
BUDGETS. CALL US TO
FIND OUT MORE

KIOSK CULTURE

Club check-in: should it be attended or unattended? Sean James reports

Travelling to the Munich beer festival last year, I checked in at Heathrow. I queued for 10 minutes or so and, when it was my turn, I was greeted with a warm smile and good service while my luggage was checked in, my tickets and passport were administered and I was ushered through to the departure lounge.

On my way back from Munich, at check-in there was no queue. Nor were there any staff – just a kiosk and a conveyor belt. Slightly bemused, I went up to the kiosk and checked myself in. The kiosk carried out all of the checks that were previously carried out by staff, as well as printing out my tickets and luggage labels. I loaded my luggage onto the conveyor belt and was invited to go through into the departure lounge. It wasn't a bad experience. In fact, with a hangover I didn't feel much like polite conversation anyway, so the

machine check-in was perfect for me – as well as being a lot faster.

It was this experience that started me thinking again about the necessity of attended check-in at health club reception. The modern customer is well used now to business websites and telephone numbers to deal with any customer administration. They are well used to kiosks from which they make bookings, print tickets, withdraw cash and buy food. So are receptionists at club reception really necessary?

cinematic vision

The cinema industry moved to electronic kiosks and online booking to ease strain (and cost) from front desk operations some years ago, and this has made significant differences to operational efficiencies.

Clarity Commerce has been an innovator in the provision of electronic

reception and front desk systems and supplies a large number of cinemas with their electronic customer service products. Clarity's division director Kevin Anson explains: "Clarity has installed more than 1,000 kiosks in cinema chains including Cineworld, UCG & Empire. Kiosks are used for ticket sales and retrievals and also to generate additional revenue by accelerating the entry process, giving customers more time to linger at concessions stands.

"Kiosks reduce transaction costs through significant staff savings, while driving revenue through up-selling products. They also help increase return on investment through advertising and promoting upcoming events and offers. Typically now, staffed counters are 'customer service counters' rather than being the primary point of sale desk.

"We've also extended our knowledge and working practices

Could health clubs follow the check-in methods used by cinema chains and airports (left), and move away from staffed reception areas?



©STOCKPHOTO.COM/SPH



“TRADITIONALLY, STANDALONE CLUBS USE PERSONAL SERVICE AS A WAY TO DIFFERENTIATE THEMSELVES”

in the entertainment industry and applied it to our sports and leisure management software products. Gedling Borough Council and Medway Council, for example, is currently installing self-service kiosks to complement the work of its reception staff, allowing customers who've pre-booked to register their attendance and collect their receipts without going to the reception desk.”

This extent of automation is fantastic for a busy leisure centre or cinema, but a standalone health club is unlikely to have the same footfall and, therefore, queue problems. It's also unlikely to offer the same range of activities, requiring high levels of organisation, as a leisure or sports centre. A much lighter solution is therefore required.

customer expectations

But here's the question: traditionally one of the ways in which a standalone health club differentiates itself from a

much larger centre is in the level of personal service offered. This service starts at club reception. But at a staffing cost of £20,000 a year or more, and with the availability of automated check-ins, is the cost of service at reception providing good returns?

As many health club professionals already know, the traditional model of health club operation has changed. We no longer have a simple formula of 'one size fits all'. Now there are 'high service' clubs and 'low service' clubs, and their respective pricing reflects their service offering. It's exactly the same as the comparison between traditional airlines and low-cost airlines.

FitSpace is one of the new breed of budget fitness operators with eight clubs now running a very successful low-cost, low service formula. Kenny McAndrew, MD of FitSpace, sums up the company's approach to customer service at check-in: “The expectation of the customer regarding a low-cost

business, whether it be a low-cost airline or low-cost health club, is not what it is for a full service business. Customers don't expect waiter service in fast food restaurants. Customers don't expect full service treatment and pampering with low-cost airlines. It's the same for low-cost fitness.

“We have CCTV covering front desk and we operate a floating staff who supervise our automated check-in and who are able to attend to customers at front desk if necessary. But we've deliberately designed our membership management technologies to be wholly automated, to save operational costs of a fully-attended front desk reception. It's not dissimilar to the supervision available at Tesco or Asda over self-service tills. There are attendants available if necessary, but the primary transaction relationship here is between the customer and the machine.”

FitSpace's front desk member service automation, in which kiosks manage



► the membership joining process as well as issuing membership cards, is once again provided by Clarity Commerce. Anson explains: "With FitSpace, we've again adapted our expertise to produce an automated solution that reduces the admin burden and the need for staff at front desk. It's the same concept as for leisure centres and cinemas, but with a significantly reduced range of services and a much higher focus on membership process automation."

seamless service

Fitness4Less is another of the low-cost clubs but, unlike FitSpace, they still operate a staffed service approach at club reception. Director Emma Edwards says: "Automation at member check-in has always been a critical requirement for our clubs. However, unlike a low-cost airline, because members use the club several times a week, there's something positive about seeing a familiar face at check-in, even if staff are just monitoring rather than attending. They're there to help if needed."

"Simplicity and speed are key watch-words that we've tried to apply throughout. In looking at the membership joining process, we've

Fitness4Less uses Fiserv's software to run an automated check-in, but with staff still behind reception to assist members if necessary

deliberately cut out the interrogation of new members regarding goals and objectives, experience and fitness. We felt this process was often a significant barrier to joining a health club, as well as taking an inordinate amount of time to complete. With Fitness4Less, it's a matter of basic details and direct debit, then off you go."

The check-in and club management solution used at Fitness4Less is provided by Fiserv. "Club operators can easily set up our software to run member check-in either as an automated, unattended process or as an attended one," says James Barter, senior projects manager, Club Solutions, Fiserv.

"The unattended option checks the member in automatically, whereas the attended check-in requires a staff person to meet and greet the member and attend to their pre-booked courses or appointments. As is the case at Fitness4Less, though, there's always the option for the software to run in unattended mode and for

the member's status still to be visible to them on a screen fixed onto the turnstile when they check in.

"With regard to automating the membership joining process, we've gone to great lengths to develop a seamless relationship with billing providers so members are able to join online, with their data seamlessly passed straight into the member database. In the case of Fitness4Less, the direct debit billing provider is Harlands Group, and the automation achieved with the joining process means there's no manual data entry by staff at all."

added extra support

But while many software providers have automation capabilities in membership check-in, there are still good arguments for a personal 'meet and greet' service when a member visits their health club.

Bianca Boone, sales director for management software provider Go Figure, Inc., says: "Automation options are built into the iGo Figure software, but many of our 8,000 clients worldwide still feel very strongly about personal contact at member check-in."

"iGo figure is able to track a huge range of member activities which can be flagged when a member checks in, and that a member of staff can pick up on. For example, personalised greetings to address each member, such as 'happy birthday, Mr Member' or 'did you have a nice holiday, Mr Member?' Alternatively, employees can be alerted to special

"THERE'S SOMETHING POSITIVE ABOUT SEEING A FAMILIAR FACE AT CHECK-IN, EVEN IF STAFF ARE JUST MONITORING"



For Curves, a personal approach based on touchpoints with members is crucial

health considerations a member may have, such as high blood pressure. The iGo figure software can track any attributes a club owner wishes to track and deliver these at member check-in."

For Curves, the US-based, women-only health club franchise – which also now has more than 300 clubs in the UK – this sort of attended check-in and staff acknowledgement is an essential part of the member experience. Curves uses the iGo Figure software but operates a highly personalised service approach, where touchpoints with the members are crucial to the business model.

Jeanne Smith, director of Curves' operating system (OS), explains: "The whole ethos of Curves is community:

Kiosk terminals are used at FitSpace to manage the joining process and issue membership cards



being 'stronger together'. To ensure members stay motivated and positive, with success in reaching their goals, we need to stay close to them.

"Our new Curves OS system, combined with the Curves Smart technology on our circuit machines, aid staff in providing that 'stronger together' member experience. Curves Smart is programmed when a member joins and follows their workout journey, prompting staff to take action to aid them in having the best possible workout. We've effectively brought technology and personal service together to better look after our members: staff can not only quickly retrieve critical information about a member working out, but now have the ability to assist that member in staying motivated and reaching her goals."

options open

It's quite clear that advances in technology present health club operators with a range of options when it comes to planning or reviewing reception customer service delivery, and the question of attended or unattended member check-in has very real operational cost implications.

Ultimately, it's a matter of how much service and at what cost, because technology and well-organised administrative structures will allow complete service automation at reception – something with which today's customer is quite comfortable.

But of course this has to fit with the club's business and service model; if what happens at check-in is an important part of the member experience, then health club management software – though clearly capable these days of running wholly-automated member check-in – can equally provide extensive prompting and messaging tools to assist staff in providing a very personal service.



sean james
healthclub@leisuremedia.com

HEALTH CLUB MANAGEMENT HANDBOOK 2010



WHAT'S IN IT FOR YOU?

- ◆ Who's who? of key industry personnel:
 - Private sector operators
 - Public sector operators
 - Trade associations
- ◆ Updated State of the Industry reports
- ◆ 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
- ◆ Predictions for 2010 from key industry figures
- ◆ Features and reference material
- ◆ 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

TO ORDER YOUR COPY OF
THE HANDBOOK CALL
+44 (0)1462 471915

OR EMAIL:
SUBS@LEISUREMEDIA.COM

Copies will be available to purchase at £25 each and all content will be available online.

thirsty WORK

Sian Brechley reports on new research from Mintel that reveals continued growth in the UK's sports and energy drinks market

Sports and energy drinks have become a familiar sight within the health and fitness world, whether it's the brightly-lit vending machine near the gym floor encouraging consumers to maximise their workout with a caffeine boost, or the rows of sports drinks by the exit promising rehydration. And, while the recent economic climate might have impacted a huge number of sectors, the latest Mintel research reveals that consumers are still providing a lift to the sports and energy drinks sector.

THE STATS

- 48 per cent value growth in sports and energy drink sales between 2005 and 2009
- Value growth of 10 per cent in 2008 alone, from £855m in 2007 to £941m in 2008 – this at a time when other previously growing non-alcoholic markets, such as smoothies and bottled water, were in decline
- Market topped £1bn in 2009, with total value sales reaching £1,035m
- Volume sales hit 525 million litres in 2009, up 19 per cent on 2007 (442 million litres)
- Forecasts suggest value sales will increase by 37 per cent by 2014, to reach in excess of £1.5bn
- Volume sales set to rise by 32 per cent in the same timeframe, to reach 757 million litres
- Value retail sales of sports drinks in gyms and health clubs has risen 19 per cent since 2007, to an estimated total of £25m in 2009

CONSUMER CONFUSION

However, despite this success, there's much confusion over usage within the

©ISTOCKPHOTO.COM/NEUSTOCK/IMAGES

Value sales of bottled water have declined by 8 per cent from 2007 to 2009

market. Simply put – but often confused by consumers – sports drinks exist primarily to rehydrate the consumer post workout, with energy drinks used to energise pre-workout.

Research shows that, within the overall market, it's energy drinks that have captured the mainstream consumer. Between 2004 and 2009, sales of these products grew 66 per cent and the market is now worth £788m.

"Energy drinks have benefited from the increasing popularity of gym membership and the increasing desire to facilitate busy lifestyles,

especially among the young," says Jonny Forsyth, senior drinks analyst at Mintel. "Red Bull in particular has attracted younger drinkers and led the way for new brands such as Relentless and Monster to flourish."

By contrast, sports drinks are more of a niche product. Initially aimed at athletes, they have grown from a value of £136m in 2004 to £247m in 2009.

HEALTHY OPTIONS

Despite the economic downturn that has hit soft drinks sales – most notably smoothies and bottled water – sports



and in particular energy drinks have benefited from providing consumers with a tangible benefit for relatively little outlay. For example, according to Mintel consumer research, they help over a quarter of users "to get through a busy day", while almost one in five (19 per cent) of these drinkers view them as good for endurance during exercise.

Michael Clark, head of sales for Ultrabody Nutrition, has been watching the energy and sports drink phenomenon gain ground over time and attributes its success in the health and fitness industry to a number of factors: "Membership sales and member retention have been so tough through the recession that operators have focused far more on driving secondary spend to create additional revenue. As part of that focus, they've become better retailers than in the past. Supplement suppliers have seen this change in operator focus and have

reacted accordingly, with more targeted products, especially in the female supplementation category, as well as adopting a more supportive approach for operators in terms of marketing and promotions."

Clark argues that the drinks can be positioned as a nutritional aid. "The end user has been seeking more cost-effective and less time-consuming ways of improving their diet and nutritional intake, and sports supplementation can often provide a very quick, cost-effective and genuinely healthy way to fit the right nutritional balance into a daily routine," he says.

Contributing to this healthier trend, Lucozade Sport has recently launched Lucozade Sport Lite, a new low-calorie sports drink aiming to appeal to everyday exercisers and social sports participants who would otherwise be put off by calorie and health concerns. Each 500ml bottle contains only 50 calories and manufacturer GlaxoSmithKline has high hopes for its sales potential. Teresa Smyth, category development manager for Lucozade Sport, comments: "Many people who exercise do not purchase or consume a sports drink because of calorie content. Lucozade Sport Lite draws on our sports nutrition expertise to meet consumer demand for a low-calorie sports drink."

THE FLIP SIDE

However, it's not all good news for the sports and energy drinks market. Mintel's research shows that a fifth of energy drinkers do not think the products are 'good for you' and energy drinks have been subject to negative PR, particularly about their adverse effect on children. While their growing 'subversive' reputation has done no harm at all for sales among younger consumers, it risks alienating an



Low-calorie options are crucial for capturing the health-conscious

increasingly health- and calorie-conscious adult population. The ingredients used in these drinks will increasingly come under the microscope, and new product development has already focused on formulating drinks without artificial flavourings and with more natural and lower-calorie energy-boosting ingredients.

Meanwhile, sales of the perennial favourite exercise hydration beverage – bottled water – have taken a tumble during the recession, with an 8 per cent decline in value sales between 2007 and 2009; consumers have been loathe to pay for something available for a fraction of the cost within their homes.

However, bottled water is beginning to recover, aided by increased consumer confidence and expenditure as well as



Red Bull managed to attract younger people and led the way for new brands

"SPORTS SUPPLEMENTATION CAN PROVIDE A QUICK, COST-EFFECTIVE AND GENUINELY HEALTHY WAY TO FIT THE RIGHT NUTRITIONAL BALANCE INTO A ROUTINE"

- the introduction of new products, such as Glaceau Vitamin Water – water infused with vitamins and energy supplements. As a result, bottled water is set to provide increased competition for energy drinks over the next few years. Added to this, plain bottled water has one major advantage over sports and energy drinks: it's calorie-free.

CAFFEINE CONTENT

Much of the future growth of energy drinks will be driven by the emergence of energy shots such as Focus and Lucozade Alert Plus. These have recently flooded the market, having proved particularly popular in the US. These shots are much smaller than the traditional size of energy/sports drinks and are designed to provide a more sustained burst of energy.

As a result, they're helping to expand the market – to encompass workers as well as gym-goers – rather than

"CAFFEINE DOES HAVE A PLACE IN SPORT: IT ASSISTS MENTAL PERFORMANCE, WHICH HELPS ATHLETES OF ALL LEVELS CONCENTRATE AND ACHIEVE GOALS"

cannibalising the existing energy drinks market. But what does the caffeine content of such products mean for consumers wanting to use that energy burst as part of their workout? "In truth, caffeine does have a place in sport," says Nick Morgan, head of sport science for Lucozade Sport. "Caffeine assists mental performance, which helps athletes of all levels focus, concentrate and achieve their goals during training."

"However, caffeine has received some negative press because it may increase heart rate and cause dehydration. It's therefore extremely important to monitor caffeine intake when training to ensure the effects are positive. Everyone's different, but the typical amount consumed by sports people (1–3 milligrams per kilogram of body weight: 70–210 mg) before or during exercise is unlikely to give rise to any detrimental health effects. However, in saying this, for caffeine-sensitive individuals, pregnant women and those aged under 16, it's probably more responsible to simply avoid caffeine."

Meanwhile, product alternatives for consumers wishing to totally forego caffeine are also becoming available.



© STOC/PHOTOMANIA BRITISHANZIA

While caffeine can be useful, pregnant women and the under-16s should avoid it

Voltz Distribution UK has recently launched the 'Voltz energy shot' health drink to the UK market. Consisting of a combination of B vitamins, amino acid and antioxidants, the company actively promotes its low calorie content and high nutritional value. Rob Arnold, CEO of Voltz Distribution UK, says: "Most high-energy drinks are not actually very healthy. Many fizzy energy products contain large amounts of sugar and caffeine which, although they give an instant boost, can make you jittery and result in a 'crash' several hours later. It's also necessary to consume a large volume of liquid to feel the benefit."

"The Voltz energy shot is a completely different concept. It contains no carbohydrates and only contains three calories, giving the consumer an energy boost without the sugar and high concentrations of caffeine."

MARKETING JARGON

However, while product innovation may be stimulating market interest, there are still areas in which consumers seek reassurance from

manufacturers – and Mintel concludes that, despite the increased popularity of the sector, almost a quarter of consumers say they don't believe the functional claims made for energy drinks. Many are also confused by the difference between sports and energy drinks, the excessive range of similar-sounding products and the esoteric jargon employed by manufacturers.

The market is currently hugely dependent on 15- to 34-year-old men and the challenge is to grow its user base by appealing more to females, 35- to 54-year-olds and workers. This means stealing share from carbonates and bottled water. The problem is that energy drinks appeal most to the physically active, and men aged between 15 and 34 do perhaps more exercise than anyone else. However, increasing levels of innovation, including low-calorie options and more natural ingredients, will assist in broadening the customer base and energising the sector even further.



sian brenchley, pr manager, mintel
healthclub@leisuremedia.com



Carb energy jelly beans from Lucozade Sport

GlaxoSmithKline's Lucozade Sport® range has been boosted with the addition of a number of new lines including Body Fuel Jelly Beans.

Developed with input from top athletes and sports scientists, the jelly beans are intended to effectively deliver workout-boosting fuel to exercisers and sports participants.

The jelly beans are available in orange and raspberry flavours and are said to enable consumers to train harder for longer. They are part of a new 'impulse products' line that also includes the Pro Muscle 'All in One' Carbohydrate Protein and Creatine Bar and the Body Fuel Carbohydrate Energy Bar.

Teresa Smyth, category development manager, says: "Lucozade Sport® Nutrition range benefits from a loyal following among sports and exercise participants, from the elite to grassroots level.

"By converting consumers of isotonic drinks into investors in sports nutrition products, outlets can further strengthen their consumer demand, fuel category growth and power incremental sales."

fitness-kit.net keyword
gsk

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

For more information, or to contact any of these companies, log on to www.fitness-kit.net and type the company name under 'keyword search'

Providing sustained energy with Clif

US-headquartered Clif Bar & Company has a range of products available for the UK market including Clif® Bar energy bars and Clif Shot Bloks® electrolyte chews.

Designed to provide sustained energy before, during and after exercise, the products contain a combination of carbohydrates, protein and fibre.

The range includes a Builder's Bar available in three flavours, the original Clif® Bar, and a Luna Bar that's been created specifically for the needs of women's bodies.

The Shot Bloks have been designed to be eaten three at a



fitness-kit.net keywords
clif bar

time and contain both simple and complex carbohydrates, sodium to maintain hydration, and potassium to prevent muscle cramping.



fitness-kit.net keyword
maximuscle

Give workouts a boost with MaxiFuel

Sports nutrition company Maximuscle has unveiled a new range of nutrition products.

Called Maxifuel, the products are primarily intended for the endurance market. They will launch nationwide from June and have been developed in conjunction with leading sports nutritionists and doctors. The range comprises three systems – focus, energy and recovery – and includes gels, energy bars, capsules that can be added to a water bottle and ready-to-go drinks.



Supporting local produce with HEFF

A vending machine aimed at introducing healthier alternatives to the more traditional vending snacks, while focusing on regional food and drink and supporting West Midlands producers, could be an ideal solution to post-workout snacking.

The machine, called Savour the Flavour, has been designed so it can only be filled with healthy, locally-produced food and drink, which could include water, fruit (either dried or fresh), yoghurts, smoothies, cereal bars and sandwiches.

It's the brainchild of the Heart of England Fine Foods company (HEFF) – a regional food group for the West Midlands that represents local producers.

HEFF marketing manager Jon May says: "This is a fantastic way of raising consumer awareness. We believe it's a particularly good scheme for health clubs and leisure centres where there's already an emphasis on healthy lifestyles."

Health clubs can receive a branded machine if they commit to stocking it with food and drink from the West Midlands.

fitness-kit.net keywords
heart of england

Nutri-Grain is official snack of British Swimming



Nutri-Grain breakfast bars from Kellogg's have been named the official snack of British Swimming and will be seen at all the major events on the British Swimming calendar throughout the remainder of 2010.

Cassie Patten, Olympic bronze medalist in open water swimming, says: "As a professional swimmer, my training regime means I have to have to breakfast twice in the morning – once when I get up

at 5am and then again after training at 9am. That's why Nutri-Grain works for me."

One of the largest cereal snack brands in the UK, and worth more than £30m in annual sales, Nutri-Grain is available in six flavours, has only 133 calories per bar and is made of oats and wheat, fortified with vitamins and iron.

fitness-kit.net keyword
kellogg's

Ericson's nutritional concentrates range

French company Ericson Laboratoire produces a range of nutritional concentrates, designed to improve both the body and the mind.

There's a total of four drinks – Phyto-Slim drink, Phyto-Fine, Phyto-Stress and Phyto-Age – which are formulated using a variety of plant extracts, essential oils and other natural ingredients ranging from ginseng to dandelion.

Phyto-Fine is intended to regulate cholesterol levels as well as improve bowel movements, while the Phyto-Slim drink is designed to aid digestion. Phyto-Age contains a range of antioxidants, which are designed to ease rheumatism and cramps, while Phyto-Stress is said to aid sleep and increase wellbeing.



fitness-kit.net keyword
ericson

IT ALL ADDS UP

Adrian Hill looks at the value of factoring in whole life costs when procuring new health and fitness facilities

Whole life costing. What is it, how does it compare to other building procurement methods, and how can it make a difference to the business performance and the bottom line of leisure operators?

It may not be the most exciting subject; think about whole life costing (WLC) and you may picture someone in a suit, analysing spreadsheets, perhaps comparing forecasts of cost and lifespan of different flooring types. This is not the 'sexy' end of an industry as fast-moving and dynamic as fitness and leisure.

Turn that on its head, though, and proper use of WLC will create a leisure facility that's more efficient to manage and that makes better returns. Admittedly it still involves looking at

which materials wear best, or which boiler is the more energy-efficient. But by using WLC as a basis for procurement decisions, and by involving the people who will actually run the centre in the early design phase, you can create a leisure facility that maximises both customer participation and revenue.

TEAMWORK FROM THE OUTSET Whole Life Cost has been something of a dark art, with different companies and sectors using differing methodologies.

However, in 2008, a new international standard set down some definitions: broadly speaking, lifecycle costs are those associated directly with the building, while whole life costs include land and income and outgoings associated with the business. To

work out the whole life cost of a leisure facility, everything must be considered, from the orientation of the building on its plot, to the internal layout and fittings, to the heating systems and controls. The best way to do that is by sitting the designer, consultants, contractor and – crucially – the operator down from day one to interrogate every design decision.

Some companies have been taking this sort of approach for a long time, although they may not have labelled it 'whole life costing'. Their drive is clear: to maximise revenue and minimise outgoings. And that means designing internal spaces that encourage customers to keep renewing their membership, as well as selecting materials and products that don't detract from the customer experience by looking scruffy after two years.

This has never been more important. The impact of the economic downturn on membership, combined with rising energy prices, means that new centres must perform better than ever to retain members and avoid costly fuel bills. That ▶

"LIFE CYCLE COSTS ARE THOSE ASSOCIATED WITH THE BUILDING. WHOLE LIFE COSTS INCLUDE LAND, INCOME AND OUTGOINGS"



SETTING THE
STANDARD FOR
OVER 75 YEARS



SARACENS RUGBY



NORTHAMPTON SAINTS RUGBY



DERBY COUNTY FC



BRITISH & IRISH LIONS

t. 01327 701 852
w. yorkstrength.com

YORK
STRENGTH - POWER - PERFORMANCE

procurement
and funding



► can only be done by collaborative working at the design stage – involving end user and contractor alongside architect and funder – where the impact of decisions on the cost of running a facility are understood from the start.

Consideration must also extend to a building's operation. Designing an energy-efficient building means ensuring you have people able to operate that system efficiently; proper training should be given in the use of the heating, lighting and ventilation systems to those who will operate them.

THE LOGICAL DECISION

High maintenance facilities that cut away at the bottom line are often the result of fudged building. This is a disjointed process where the architect produces a design, then a builder gets involved and prices it, and that price is too high. So everyone goes back to the drawing board and cheaper alternatives to the original specification are found – often at the expense of durability, as

WHY WHOLE LIFE COSTING MATTERS #1

The architect has specified tiles up to shoulder height in the changing rooms. The operator argues that the whole room should be tiled. The initial cost is more, but the room will look better for longer, customers will be happier – and staff won't spend time fielding complaints or repainting walls.

products tend to now need replacing within three years instead of 10.

Good examples of WLC being used from day one, especially in the public sector, are those procured under Public Private Partnerships (PPP), where a company signs up to construct, maintain and operate a facility for, say, 25 years.

The Elmbrook Xcel Leisure Complex is a case in point. DC Leisure Management and Willmott Dixon combined their expertise on this PPP contract to develop a facility with a 25-year life cycle in mind.



WHY WHOLE LIFE COSTING MATTERS #2

The mechanical and electrical consultant has included a number of energy-saving features, but there's only one set of meters for the whole building. The operator asks for sub-meters to be installed so that he can monitor different areas of the building and make changes accordingly.

Specifications for materials and energy were drawn up with the production of a high quality environment with low running costs in mind. The result? A financially successful facility that attracts 850,000 visits a year – compared to 250,000 visits at the two old facilities this centre replaced – and membership that's more than doubled.

Whole life costing is not about paying more for something upfront. It's about prioritising decisions for your new club in line with your business needs, and recognising that budgets are finite.

Proper use of WLC can create a leisure facility that's more efficient to manage and that makes better returns

It's a huge juggling act that's been complicated by the introduction of the government's Carbon Reduction Commitment, which will see bigger companies paying for the carbon they produce. Recently, and particularly in the public sector, decisions have been taken because they tick the right box environmentally – even if they don't necessarily stack up from a business point of view.

With all these elements feeding into whole life costing, there's no way that decisions should be left to the man in the suit with his spreadsheet. After all, he's not the one who will be running the building – or the business.



**adrian hill, group leisure
sector manager, willmott dixon**
healthclub@leisuremedia.com



allianceleisure

**THE ONE
STOP SHOP**



**Managing your build
From concept to completion
On time and on budget
No upfront costs
A no risk solution**

Telephone: 01278 444 944
E-mail: admin@allianceleisure.co.uk
www.allianceleisure.co.uk



Going the Extra Mile

Kate Cracknell rounds up best practice examples from health and fitness facilities that have introduced unusual initiatives to encourage disabled people through their doors

We're all familiar with the compelling argument – both moral and financial – for opening up our facilities, making them fully accessible to disabled people as well as to the able-bodied. But is there anything more, besides installing inclusive equipment, you could introduce at your facility? We showcase a selection of initiatives designed to encourage disabled people to see health clubs and leisure centres as places 'for them' – food for thought for operators wanting to expand their offering in this important area.

TASTER SESSIONS

SLM-operated leisure centres already hosted various weekly sessions for disabled users, but wanted to try out new activities with a view to introducing the more popular options to these weekly sessions. The company therefore came up with the concept of disabled activity 'taster days' covering a broad range of activities, from climbing to ice skating using specially adapted sledges, and from trampolining to fun-based sessions using the Nintendo Wii. Participants rotate around the different activities, ensuring everyone has an opportunity to take part in a selection of sports during the course of the day.

Meanwhile the Pemberton Centre in Rushden, managed by Cultural Community Partnerships (CCP), carried out a survey during its activity 'taster day' for disabled people. This revealed that what the participants, parents and carers wanted were opportunities to participate regularly in multi-sports, in a safe and welcoming environment; for parents particularly, the opportunity to have quality time to interact and socialise with other parents was also key. The result was the development of a fortnightly, daytime Multi Activity Club (MAC) for adults and non-mainstream young people.

Eighteen months on, MAC is a self-sustaining club averaging 35 participants per session, which include activities as diverse as air hockey, Wii Sport, soft play, archery and inductions in the IFI gym. This same template was used to launch a Young Inclusive People (YIP) club, teams from which



Taster sessions are a great way to see which activities go down well, enabling clubs to develop sustainable programmes

have gone on to compete in regional boccia championships.

Chamberlayne Leisure Centre in Southampton – an Inclusive Fitness and PAT Mark accredited leisure centre with an existing disability trampolining group among its many inclusive options – last month played host to a gymnastics roadshow. Just one of a number of inclusive events available at the centre during IFI Awareness Week this year, the roadshow offered 'come and try' sessions of gymnastics and trampolining, as well as workshops and displays.

Catering for people with a wide range of physical, sensory and learning difficulties,

plus teachers and coaches wanting to gain the skills needed to work with this market segment, the roadshow was organised by The Southern Region Gymnastics Association and partners.



The Games covered events such as table tennis and specialised wheelchair events including a slalom



DISABILITY GAMES

The Disability Games is an annual event organised by Lincoln's four Rotary Clubs. Designed to give people with both mental and physical disabilities the chance to take part in specially adapted sporting challenges, this year's event, held in April, attracted almost 400 competitors.

Taking place at Active Nation's Yarborough Leisure Centre, the Games covered sports as diverse as table tennis, shooting, weightlifting, archery, curling, darts and swimming, as well as specialised wheelchair events including boccia and a wheelchair slalom. It adopted an Olympic theme, with competitors awarded medals.

THE RIGHT ACTIVITIES

Katie Young, inclusive activities co-ordinator for Kingston & Wimbledon YMCA, came up with the idea for DanceAbility classes after consulting with the local Learning Disability services, with disabled service users in the local community, and with their support workers/carers about the types of activity they enjoyed doing or wanted to try; dance and music was highlighted as the most popular by far.

Predominantly catering for adults of all ages with learning disabilities, nevertheless some class attendees have physical disabilities, so dance moves are adapted to allow wheelchair users to participate. The classes are also open to participants' carers/support workers. YMCA Wimbledon has an average of 18 participants each week, providing a great social aspect and sense of belonging.

Meanwhile, continual monitoring and evaluation of services at the Pemberton Centre resulted in a request for rock climbing by members. Funding was secured from a number of bodies, allowing the centre to purchase a 'Matterhorn' inflatable climbing wall, which has proved highly popular among disabled members. "I conquered the Matterhorn at the Pemberton Centre" T-shirts have been awarded to those managing to scale the wall.

Wheels for All provides access to cycling for disabled people through the provision of a range of cycles, tricycles, quads, tandems and chair-linked cycles. Taster sessions in



The YMCA's DanceAbility classes were launched following consultation with local disabled people

October 2009 proved so popular that the initiative was officially rolled out at a launch event in Inclusive Fitness Week. Held at Sporting Edge, Edge Hill University, it was organised in

partnership with Cycling Projects and Central Lancashire PCT. It's now hoped that funding can be secured to run long-term regular sessions and that partnerships can be forged with local disability groups. Meanwhile the Arm Cycle Marathon, held during Inclusive Fitness Week, brought together staff and both disabled and non-disabled members of Sporting Edge, keeping the arms of the Sci-Fit Pro II Upper Body Ergometer moving for 12 hours non-stop in a bid to raise funds for charity. ▶

EQUIPMENT: THINKING LATERALLY

The Aspire National Training Centre in Middlesex is said to be the first fully integrated training centre in Europe for disabled and non-disabled people; currently around one-third of its users are disabled. It offers 'Fusion' classes in its IFI-accredited gym – a combination of indoor cycling and KRANKing, using Schwinn indoor bikes and KRANKcycles – which allows both disabled and able-bodied members to get a great workout in the same group exercise class.

The Beacon Centre for the Blind in Wolverhampton uses ZigZag's dance mats and Sportwall as a way of breaking down barriers to exercise for people with sight loss. Fundraising and marketing manager Clare Thomas says: "Some able-bodied people find it hard to go to the gym, so you can imagine how terrifying it can be for people with sight loss. However, most people with a visual impairment have some sight, and the bright lights on ZigZag's interactive equipment make it ideal for our members. The noises also help."

ZigZag has also kitted out three special needs schools in Dorset – part of Cambian Education, the largest UK provider of specialist residential education and care for young people

The Technogym Kinesis suite at Blackshots Leisure Centre is used by the local Alzheimer's Society

with autism and Asperger's Syndrome. With its action/reaction and light and sound sensory stimulus, the Sportwall is said to be ideal for children with Autistic Spectrum Disorders (ASDs).

Clare Stockley, PE co-ordinator at Purbeck View School, explains: "As our students have ASDs, they're not always willing to join in with team games, but the Sportwall is the ideal medium for them to compete against each other without direct interaction. They can play easily by themselves, but also in small groups without feeling stressed."



At Impulse Leisure's Blackshots Leisure Centre, in Grays, the Technogym Kinesis suite provides an invaluable lifeline for various groups such as the Grays and Thurrock Alzheimer's Society. This group of members, aged between 60 and 75, all suffer from severe short-term memory loss. As many as eight participants and four assistants attend the sessions, where the emphasis is on having fun while exercising in a calm environment that allows them to focus on their balance, posture, co-ordination, stability and breathing. Participants are reported to be experiencing improved mobility and a greater range of movement. The classes also offer a social element, helping develop social and interaction skills.



Buddy systems are a great way to provide support and encouragement

BUDDY SYSTEMS

DC Leisure is working with the English Federation of Disability Sport (EFDS) to run an Activity Buddy Scheme at its centres with a view to increasing sports participation among disabled people. The scheme operates via a volunteer programme, with 'buddies' accompanying the disabled person during exercise to provide support and encouragement.

The EFDS supplies training for both the volunteers and the centres' Activity Buddy co-ordinators, as well as providing marketing materials. Sarah Cohen, project manager for the EFDS, says: "The Activity Buddy scheme has been a major factor in helping participants overcome different barriers to participation. Creating a positive experience around exercise is essential to ensure continued regular involvement."

Protect your investment with the industry's leading UK service provider

Our highly experienced, professional Life Fitness technicians deliver quality results every time

Contact us today for further information on service packages to suit all clubs and budgets



Your dedicated service delivery partner

T: 01353 660411 / E: uk.servicecontracts@lifefitness.com / www.lifefitness.com

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



Include all, achieve more

SCIFIT is an Inclusive Fitness Research Associate and with a number of its cardio machines IFI accredited at Stage 2 making them one of the leading suppliers of inclusive fitness equipment.

The SCIFIT range offers a complete cardio and strength solution when inclusive fitness exercise for all is paramount. Key models can also sit alongside your existing traditional cardio and strength machines to meet your IFI commitments and open your facility to new markets.

SCIFIT Ltd UK

Tel 01344 300022

Email info@scifit.uk.com

www.SCIFIT.UK.com

disability
fitness

ELECTING A CHAMPION

The three DC Leisure sites operated on behalf of East Hampshire District Council have appointed an Inclusive Fitness Initiative Activator – Sue Lewis – to co-ordinate and promote all IFI activity across the contract, providing help and advice, developing inclusive programming and so on. These promote the social aspect of visiting the gym, encouraging word of mouth recommendations, with all staff trained to offer the sort of personal touch that's vital to the creation of a positive, accessible environment. Activities vary according to community needs but have included: working with a local MS support group to run fortnightly exercise sessions; fun fitness classes for adults with learning difficulties; and offering work experience to students from a local college that caters for disabled youngsters. The initiative has led to overall increase in monthly footfall of disabled users from 1 to 12 per cent over last two years.

LEADING BY EXAMPLE

Just as the presence of older instructors encourages their peers to join a gym, so too can the presence of disabled instructors encourage other disabled people to see gyms as environments 'for them'.

YMCAfit is therefore actively engaged in training disabled people to become exercise instructors: it's the delivery partner for Coach-ability, a fitness training and employment programme offered to disabled people living in London.

The components of the course remain the same, with no change to the level of commitment required to achieve the final qualification. What is different is how it's delivered: flexibility in overall length of the course, instruction at a slower pace, at least two teacher trainers per session, adapted classes to meet the needs of those in attendance, and the instruction itself placing equal emphasis on verbal, visual and kinesthetic communication.



SHARING KNOWLEDGE

South Lanarkshire Lifestyles Fairhill, equipped by HUR, is the first facility in the UK to achieve the IFI's 'Excellent' level accreditation. It's a great example of best practice across the board, but one interesting development is how the site's inclusive approach has strengthened its relationship with the PCT. The PCT now uses the gym with a wide range of its client groups, giving Fairhill's instructors exposure to people they might not normally work with – stroke patients, for example, as well as those with MS, learning disabilities and Parkinson's, and those who have suffered falls and fractures. Consequently, Fairhill and the PCT have established a training exchange agreement, with staff from both sides helping to train each other in areas where benefit can be gained from sharing expertise: Fairhill staff are offered greater insight into possible contra-indications for various conditions, for example, while PCT staff are encouraged to appreciate the softer skills associated with client interaction and interpretation of needs into functional exercise programmes.



kate cracknell

healthclub@leisuremedia.com

**THE NUMBER OF
CHILDREN THAT
WILL DIE TODAY
FROM MALARIA
WOULD FILL
7 JUMBO JETS**



Make the difference
£2.50 per long lasting bednet
20 nets = 1 life saved
100% of the money buys nets



Join the BIG swim on 25 June 2010
(or you can swim any time!)

www.WorldSwimAgainstMalaria.com

Going back to basics can help your members to maximise the effectiveness of their workouts. Susie Srivastava reports

Have you ever tried to fire a cannonball while sitting in a canoe? Chances are the answer's no. But this is the metaphor that corrective exercise specialist Karl Pearson frequently uses with clients to explain the benefits of core or balance training. "This type of training is really important, because promoting balance and stability provides a sound platform from which the rest of the body can effectively move," he explains. "In the same way, if you did fire that cannon from your canoe, without a steady base you'd soon capsize. That's exactly the premise that core or balance training works on. Used regularly, it can help people to keep active and functionally fit, as well as preventing falls and accidents."

injury prevention

Pearson observes that individuals' goals at the gym regularly focus on easily measured results, such as losing weight or toning up, rather than the less tangible benefits a strong core zone brings: better posture, increased functional strength and muscle firing, for example, as well as decreased risk of injury because the body is better equipped to deploy swift reactions.

However, at his own training facility in Lancashire – Get Involved Fitness – Pearson emphasises the importance of functional fitness, encouraging members to train in a way that meets each of their personal goals while also improving their capability to effectively complete everyday activities. Core and balance training play a key role in this. "Although we quite rightly hear lots about the benefits of maintaining a healthy heart and cardiovascular system, at Get Involved Fitness we believe in the importance of integrating core or balance training into every workout, with a view to improving the body's functional ability," Pearson explains.

John Hardy, founder of independent PT studio and instructor training provider Faster Fitness, and a consultant for Escape, agrees: "Core and balance training has evolved to mean passing through a point of neutral spine, rather than holding the body in one place

and moving other limbs. This is a vital component of all workouts, because it gives the client the ability to experience and develop defence strategies in positions of potential injury."

universal relevance

Says BalanceMaster's Peter Hope: "Balance training should be part of everyone's fitness programme. Improved balance increases range of movement, ensures muscle groups are co-ordinated and enhances agility and sporting performance. It puts muscle strength to functional use, encouraging major muscle groups to work together to respond to the demands on the body."

Technogym's Sian Baker adds that core or balance training has different, functional advantages for everyone, commenting: "An elderly lady will have more confidence in her ability to avoid falls if her balance is better; a carpenter would be able to hold himself in a particularly awkward position for

a longer period of time with increased core strength and balance; a footballer could improve his stability in contact, withstand tackles better and improve his ability to receive and offload the ball."

However, while core or balance training is beneficial for everyone – from the sports person keen to improve stamina and performance to the older person looking to minimise injury risks – Pearson warns that instructors should guard against adopting a 'one size fits all' approach, instead using different training methods and equipment that will effectively integrate this training into their clients' workouts.

Hardy notes that the increase in popularity of functional training has given rise to a whole new set of equipment, including Escape's TRX suspension training kit, FitPro's ViPR and The CoreStick. On the next two pages, we take a look at a selection of equipment that's particularly well-suited to core or balance training. ▶

STRIKING A BALANCE

Strength to the core Core/balance training should be part of everyone's workout

AIREX®

Professional exercise line



"Only the best is good enough for our customers"

Chirry Romani-Ruby, MPT, ATC, International Pilates Presenter

AIREX® exercise mats and balance products offer countless possibilities to improve your fitness. To find out more, please visit our new website or download our BeBalanced! training manuals and videos **for free.**

www.bebalanced.net

Distributors:

JPL

J.P. Lennard Ltd.
01788 544 839
www.jplennard.com

Physical
COMPANY

Physical Company Ltd.
01494 769 222
www.physicalcompany.co.uk

made in switzerland

www.bebalanced.net

pilates

Movement for Life™

Denise adds 16 kph to her serve.
Your club adds £70,792 to its bottom line.



Balanced Body® Pilates

- Innovative group programming
- Onsite instructor training
- A trusted partner

For functional training at its best,
call 00-800-7220-0008 or
visit www.pilates.com.

BALANCED BODY® INC.

BALANCE & CORE TRAINING EQUIPMENT

STABILITY AND MOBILITY FROM BALANCEMASTER

The BalanceMaster machine provides progressive, rhythmic movement patterns, creating 'out of balance' situations that help the user to improve joint mobility, proprioception and dynamic muscle stability for the lower limbs and pelvic regions.

This is achieved by a series of rotational stretching exercises involving eversion, inversion, plantarflexion and dorsiflexion of the ankle joints and simultaneous rotation of the hips about the sacroiliac joint. The user progressively increases the angle and speed of the foot platform's movement.

BalanceMaster does not challenge the aerobic system, nor does it encourage

the development of lactic acid, so it can be used by customers of all abilities.

The machine is used in health clubs to improve balance and agility and to develop muscle tissue. The low impact nature of the machine also makes it ideal for warming up and down.

"Clinical trials conducted by a leading exercise physiologist prove that, when used regularly, BalanceMaster significantly improves lower limb strength and power and reduces asymmetry between the legs, which contribute to better stability and mobility," says BalanceMaster's Peter Hope.

fitness-kit keyword: balancemaster



VIPIR FROM FITPRO: THE 'SWISS ARMY KNIFE' OF CORE TRAINING

FitPro's ViPR is essentially a heavy-duty rubber tube with various hand grips that comes in seven weights from 4–20kg. It provides a full body workout, building muscle and burning calories through strength and movement training as users lift, drag, throw and step on the tube.

ViPR can be used to perform literally thousands of different exercises thanks to its adaptability: it mimics the utility of seven different pieces of equipment,

including a number of core training tools – the barbell, dumbbell, kettlebell, stability ball, medicine ball, balance device and speed ladder.

"The 'Swiss Army knife' programming potential of the tool is exploited in 9,000 currently developed exercises which are equally adaptable for beginners or elite users," says ViPR's inventor Michol Dalcourt.

fitness-kit keyword: fitpro



ESCAPE'S FUNCTIONAL TRAINING TOOLS

At Faster Fitness's Baker Street gym, John Hardy specialises in teaching instructors the most effective methods to functionally train their clients. By alternating traditional equipment such as the squat rack with Escape functional training products such as the Core Board and the Stretch Cage (right), Hardy believes he has attracted some of the best personal trainers in London.

Hardy highlights Escape's Core Board as an excellent functional training tool, commenting that, by offering a predictable yet moveable surface, the board enables a trainer to develop a client's balance in the ranges that occur at the foot and ankle, thereby preventing damage being caused further up the kinetic chain.

fitness-kit keywords:
escape fitness

STOTT PILATES® PHOTOGRAPHY



STOTT PILATES: RESTORING BALANCE TO YOUR BODY

Commenting on the current popularity of core training, Moira Merrithew, executive director of education for STOTT PILATES, explains: "A strong core provides a link between the upper and lower body, alleviating excess stress on the peripheral joints. In athletes, core strength contributes to enhanced performance by providing a solid foundation from which the upper and lower extremities can generate force for running, throwing, rowing or jumping."

STOTT PILATES equipment allows users to improve the way that the body functions, looks and feels, she explains. It focuses on restoring balance, as well as strengthening muscles in a concentric and eccentric fashion – on the 'in' and the 'out' movement – with attention centred on breathing, pelvic placement, rib cage placement, scapular movement, and head and cervical spine placement.

As a result, exercising on STOTT PILATES equipment can improve muscular control and help prevent future injuries. The equipment can also be used for rehabilitation, in which core strength is crucial to pain reduction, movement, and return to daily activities.

fitness-kit keywords:
proactive health

POWER PLATE STABILISATION

Power Plate UK's education and training manager Lars Harms says many clients focus on training the big muscles but often forget the ones that stabilise our bodies. He believes every training session should start with some stability and co-ordination exercises, with a core section also integrated during each workout.

The instability of the Power Plate platform makes exercises more challenging by dropping away from the user between 30 and 50 times per second, with the side-to-side movement of the plate creating further instability.

All exercises on the plate can be performed in either a dynamic or static fashion. Power Plate recommends beginners remain static in the learning phase and then add some dynamic exercises to reap maximum benefits.

fitness-kit keywords: power plate



susie srivastava
healthclub@leisuremedia.com



“ Keep up to date
with the health & fitness
market by reading
the leading title
for the industry
subscribe today

SPECIAL OFFER
Add Leisure
Opportunities to
your subscription
for only £10
(UK only)

ADD THE FOLLOWING TO YOUR SUBSCRIPTION...



spa business

Read about the innovators shaping the global spa market from curative and thermal to resort, day and destination spas



sports management

For managers and policy makers in the sports market who want to keep ahead of the game



leisure management

The magazine for professionals and senior policy-makers. Leisure Management looks at the latest trends and developments from across all leisure markets



leisure opportunities

Fortnightly leisure recruitment, training, property and news publication which gets you the right job or the perfect candidate for your vacancy



attractions management

Everything you want to know about the visitor attractions market. From theme parks and museums to science centres, zoos and corporate brandlands



spa opportunities

Fortnightly international spa recruitment, training and news publication
For your copy visit www.spaopportunities.com

subscribe online: www.leisuresubs.com

Alternatively please call our subline +44 (0)1462 471915 or fill out the form below and fax back to +44 (0)1462 433909

PLEASE SEND ME THE FOLLOWING MAGAZINES:

Attractions Management ☐

UK £34,
EU £45, Int £65,
Student £17

Leisure Management ☐

UK £38,
EU £49, Int £69,
Student £19

Health Club Management ☐

UK £41,
EU £52, Int £73,
Student £20

Leisure Opportunities ☐

UK £10 (*standalone
subscription £31),
EU £41, Int £62,
Student £16

Spa Business ☐

UK £28,
EU £38, Int £38,
US/Canada £28
Student £18

Sports Management ☐

UK £27,
EU £37, Int £58,
Student £13

Total subscription cost: £ **I wish to pay by:** ☐ Visa, ☐ Mastercard, ☐ Maestro, ☐ AMEX, ☐ Invoice – purchase order No

☐ Cheque (in £ sterling – please make payable to the Leisure Media Company Limited and post to the following address:
Subscriptions, The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ)

Card No: **Expiry date:** **Issue No:**

Name: **Position:** **Signature:**

Company: **Main business of organisation:**

Address:

Postcode:

Tel: **Fax:** **Email:**

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
THE FITNESS DESIGNERS
t: + (44)20 8556 5336
w: www.massdesigners.com

RICHARD HYWEL EVANS
ARCHITECTURE AND DESIGN LTD
WWW.RHE.UK.COM

interior architects
zynk
and designers
zynkdesign.com
t 0207 467 7332

To book your advert call

Julie +44 (0)1462 471919
John +44 (0)1582 607970
Steph +44 (0)1462 471903
Jan +44 (0)1462 471909

AV/sound

AB Audio Visual
PA & Background Music Digital Signage
Car Audio Entertainment Large Screen TV
Mood & Motivational Lighting
Tel: 01945 476973
www.abaudiovisual.co.uk
Email: info@abaudiovisual.co.uk

lightmasters uk ltd.
Wireless Car Audio Cinema
Wireless Audio for Spin Classes
Full PA & AV Systems
LED & Fibre Optic Lighting Systems
01480 407727
Finance Package Available
info@lightmasters.co.uk www.lightmasters.co.uk

clothing & merchandise

**SPORTS & LEISUREWEAR
FOR THE LEISURE INDUSTRY**
A COMPREHENSIVE RANGE
OF CLOTHING
EMBROIDERED, PRINTED OR PLAIN
CONTACT US TODAY
Tel 0845 230 4780
Fax 0845 230 4781
e-mail info@sprintsports.co.uk

Think Branded merchandise...
think...
p81
Leisure
01625 500000
www.promotions81.com

The complete promotional merchandise service... **ACTIVATE**

tel: 020 8655 4222
www.activatepromotions.co.uk
email: sales@activatepromotions.co.uk

FOR THE BEST STAFF UNIFORMS AND CORPORATE WEAR


Tel: 01142 513512 for more information
www.corporate Trends.co.uk

Think Uniforms...
think...
p81
Leisure
01625 500000
www.promotions81.com

To book your advert call

Jan +44 (0)1462 471909
Julie +44 (0)1462 471919
John +44 (0)1582 607970
Steph +44 (0)1462 471903

club operation support

make fitness your
business with
Britain's leading
fitness
franchisor **energie**
group
0845 363 1020
www.energiefranchise.com

coin operated vending

CASH-IN
• Free Installation
• Profit sharing scheme

• No maintenance costs
• No capital outlay

We provide a wide range of weighing
machines to leisure centres, swimming
pools and gyms across the UK.

Northern number
0161 7943206
Southern number
01634 296 234
Leisure Vend Operating Ltd
www.leisurevend.co.uk

computer membership software

SPORTSOFT

- Membership/CRM
- Text Messaging
- Fit & Shift
- Audits & Shop Cards
- Spa Management
- Sport & Class Booking
- Selfie & Fingerprint
- Course Management
- Monthly Payments
- Controlled Multi-Site
- Website Systems

T 01429 873879
W www.sportsoft.co.uk

ClubWise

Manages 50+ Clubwise Systems

Core Management Software

Interactive Club, Resource, Resource Survey

THE ONE STOP SOLUTION FROM A SINGLE SUPPLIER

0800 072 6411

e: sales@clubwise.com W: www.clubwise.com

direct debit collection

- 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

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

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.

See more of your members

Sales Prospecting • Bookings
Member management • CRM
Access Control • Retention
BACSTEL-IP Billing

sda solutions

sdasolutions.com
+44 (0)870 607 1966

HARLANDS GROUP

High collection, low cost
high quality membership collection from the direct debit experts

T: 0845 2301636
e: sales@harlandsgroup.co.uk
W: www.harlandsgroup.co.uk

Harlands Services Ltd
1st Floor • 41-43 Parliament Road
Hemel Hempstead • Herts • AL3 7JN

xn LEISURE

for all your leisure management IT needs

www.xnleisure.com
+44 (0)870 80 30 700

Legend

Club Management Systems

THE DEFINITIVE SOLUTION

- The definitive set of club management software modules
- Fully integrated CRM
- Tried and tested solutions
- No upfront investment

0800 0317 009

www.legendware.co.uk

gullMartin

Membership Software for the Leisure Industry

www.gullMartin.co.uk

brighttime

Cloud and server based membership management

Outsmart the competition:

- With powerful browser based web software
- Offline smart client backup protection

"Brighttime delivers fantastic software with the economic benefits of the web and 24/7 support. It ticks all the boxes for our club."

Prospecting • Booking • Access Control • Bookings • Access • CRM • Check Control • BACSTEL-IP Billing • Reporting • Management Reporting

E: info@brighttime.co.uk W: www.brighttime.co.uk
T 0844 800 8350

LeisureMOST

Software for the Leisure Industry

Membership Bookings
Visit Recording Point of Sale
Card Production Back Office
Image Capture Courses
Access Control Web Bookings
Text Messaging Single/Multi Site

0113 2370688
www.leisuremost.com

Over 6,000 health clubs choose Club Solutions from Fiserv.

Connect with us at
+44 (0) 845 013 1000 or
visit www.clubs.fiserv.com

fiserv.

exercise equipment

FREE-WEIGHT FLOORING

FOR FREE SAMPLE CALL 0800 458 5558

from £21.50 per sq meter

escape
www.escapeflooring.co.uk

"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

FUNCTIONAL, RESULTS DRIVEN, INNOVATIVE EQUIPMENT FOR FITNESS, SPORTS & REHABILITATION

Physical

Call us for your free 2009 / 2010 catalogue
Phone: 01494 769 222 www.physicalcompany.co.uk

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

exercise equipment cont.



GRAVITY
GROUP FITNESS • PILATES • FUNCTIONAL FITNESS • FLEXIBILITY

Four great programmes, one award-winning piece of equipment.

www.gravityuk.net

For more information call **0845 602 7485** or email admin@gravityuk.net



STOTT PILATES® has earned an international reputation as the world's most respected Pilates brand.

Distributed in the UK by Pilates Solutions, we can work with you on space planning, sourcing instructors or training existing staff, marketing and finance options to create a profitable Pilates studio for your facility.

0800 434 6110
www.pilatesolutions.co.uk

UK Distributor of STOTT PILATES® Equipment






Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales

Call: 0845 402 2456 www.servicesport.co.uk



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



SALES AND SERVICE
NEW/RECONDITIONED RESISTANCE, CARDIO
VASCULAR AND FREE WEIGHTS EQUIPMENT.
TEL: 01204 666887
WWW.STFITNESS.COM



**FUNCTIONAL
FITNESS SPECIALISTS**



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

flooring



**FITNESS FLOORING
SOLUTIONS**



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

hairdryers

Wyvern Inn Leisure Ltd

HAIRDRYERS, CON-OP OR PUSHBUTTON

- Traditional handsets with a choice of 800W or 1200W
- New hot air tube "Jumbo" 400W
- Enhances changing room facilities
- CE marked

Tel: 01250 405303
Fax: 01250 406414
Email: sales@wyvern-innleisure.co.uk
www.wyvern-innleisure.co.uk



**To book your
advert call**

Stephanie
+44 (0)1462 471903

Julie
+44 (0)1462 471919

Jan
+44 (0)1462 471909

John
+44 (0)1582 607970

lockers/changing rooms



FITLOCKERS

Quality Affordable
Timber Lockers

T: 01923 770435 sales@fitlockers.co.uk www.fitlockers.co.uk

insurance

**Health and Fitness Clubs,
Gyms & Leisure Centres...**
Use the Market Leader

**THE Fitness Industry
Combined Insurance Scheme**

Specialist cover
for all your
business
requirements.
FIA Discounts



Overseas House,
10-23 Kilmington Row,
London EC1V 3QN
Tel: 020 7251 6821 Email: enquiries@ansell.co.uk
Web: www.ansell.co.uk

Bespoke Insurance Solutions



GYM INSURANCE

Individual Approach
Individual Advice
Individual Premiums

Tel: 01782 437800
Fax: 01782 437788
Email: tomfrishy@fmlinsurance.com
Web: www.fmlinsurance.com

lighting

lightmasters uk ltd.

Wireless Cinema
Wireless Audio for Spin Classes
Full PA & AV Systems
LED & Fibre Optic Lighting Systems

01480 407727
Finance Package Available
sales@lightmasters.co.uk www.lightmasters.co.uk

lockers/changing rooms continued

Lockers • Locking Systems • Cabinets • Showrooms

SAFE SPACE



Safe Space Lockers Ltd
Locker House,
7 Barrow Hill Close,
Worcester Park,
Surrey KT4 7PT
T: 0870 990 7989
F: 0871 431 0462
E: info@safespacelockers.co.uk

Please call **0870 990 7989** for more details

print

referral solutions

Think Print...
think...



01625 500000
www.promotional1.com

Think Referral solutions...
think...



01625 500000
www.promotional1.com

**To book
your advert
call the sales
team on**

John
+44 (0)1582 607970
Stephanie
+44 (0)1462 471903
Julie
+44 (0)1462 471919
Jan
+44 (0)1462 471909

sales & marketing

**Want an extra 200-700
new members for FREE?**



Call **Creative Fitness Marketing** on **0870-270-8667**

THE WORLDWIDE LEADERS IN HEALTH CLUB PROMOTIONS

UK IRELAND USA NZ CANADA AUS



creativefitness.net

spas saunas sunbeds

**Viking
Saunas and
Steam Rooms**

Specialists in new
build, replacements
& refurbishment.

tel. **01257 427019**

www.viking-saunas.co.uk

**To book your
advert call
the sales
team on**

+44 (0)1462 431385

COPYRIGHT NOTICE

To subscribe to Health Club Management, log on to www.leisureclubs.com, 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 1DJ, UK, and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ 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 Midlands.

© Cybertek Ltd 2010 ISSN 1361/351

**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

lightweights

WIFE CARRYING CONTEST 2010

Those who want to come up with an alternative way of keeping fit might gain some inspiration from a competition taking place this July in Finland: the Wife Carrying Championships 2010.

Ever since its first race in 1992, the contest in Sonkajärvi, east Finland, has become a big tourist attraction and couples from as far away as Japan and the US take part.

The competitors must carry their wives over a 253.5m track, which is covered with sand, grass, gravel and which has obstacles such as water jumps along the way. The woman – who could be the wife of the competitor, a friend, or even a new acquaintance – must weigh at least 49kg, otherwise she will be required to wear a heavy backpack to make up the difference.

The origin of the event dates back to the early 19th century, when locals used to steal women from neighbouring villages.



NEW YORK FIREMEN GET HELP FROM YOGA

A study of more than 100 firemen from New York has highlighted how practising yoga could benefit the profession.

Men in the study – published in the *Journal of Bodywork and Movement* – had no experience of yoga, but were active outside of work. The classes were carried out at fire stations over six weeks and comprised typical yoga breathing, posture and relaxation techniques.

At the end, 62 per cent of the men said they felt more flexible, while 41 per cent reported feeling calmer and more focused.



COMMITTED COUPLES MORE LIKELY TO EXERCISE

Men and women in strong relationships are more likely to exercise on a regular basis, according to Hendrik Schmitz, a researcher from Germany's Ruhr Graduate School in Economics. His study found that women in relationships were 34 per cent more likely to keep fit, while men were 20 per cent more likely to go running once a week if they were married.

The study also showed that married men were expected to live longer, as their wives make sure they visit a GP. Six per cent of married men were more likely to see a doctor than single men, who don't have anyone to remind them about check-ups.

NEW 'BIKE HOTEL' IN TAIWAN

UK hoteliers wishing to attract a sportier audience could take the lead from The Formosan Naruwan hotel in Taitung, Taiwan, which is the first hotel in the east of the country to cater specifically for tourists on two wheels.

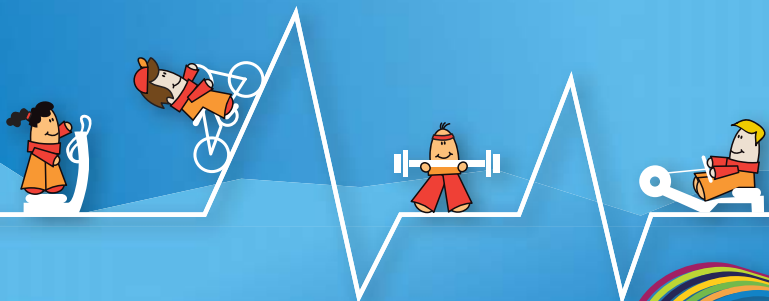
The facility has 80 new suites – half of which have been allocated for cyclists. They feature in-room bike racks for added security, are conveniently located near a cycle lane circling the city, and

are accessed by bike-friendly lifts. A special area in front of the hotel has been provided so riders can wash their mounts and pump up tyres.

The new hotel follows the example of Asia's first ever bike hotel, which opened in southern Taiwan in early 2009. The Yoho Bike Hotel has a check-in counter designed to keep cyclists' feet off the ground, as well as a bike spa and maintenance shop.

exhibit at

could you use
a bit more
muscle?



LEISURE INDUSTRY WEEK 21-23 September 2010 · NEC Birmingham

Health and Fitness at LIW is the exhibition for the UK's health and fitness sector and is supported by the FIA (Fitness Industry Association) and IOU (Independent Operators Unite).

Covering all areas of the health and fitness Industry, including: Private independent gyms & Health clubs • Multiple gym & health club operators • Amateur and professional sports clubs • Local authority leisure centres • Local authority trusts and management contractors • Primary care trusts • Physios/sport science and medical specialists • Schools, colleges and universities • Architects and building contractors • Personal trainers and fitness instructors • Corporate wellbeing advisors • Hotels and spas • Golf & country clubs • Armed forces and fire services

For information on exhibiting, visiting, interactive training sessions, innovative demos and education seminars contact Jonathan Monks on 020 7955 3972 or jonathan.monks@ubm.com



For more information on LIW 2010 visit www.liw.co.uk

Associated with:

