



health club management

MAY 2011

INTERVIEW

JOHN OXLEY

The MD of Active
Nation on being a true
campaigning charity



a leisure media
company
publication



GAME, SET & MATCH

Specialist training for
tennis enthusiasts

EVERYONE'S TALKING ABOUT...

SEGMENTATION

ARE SUB-BRANDS THE WAY TO DEVELOP NEW MARKETS?

in the zone

Gym floor functional
training zones
make their mark

'In Every Industry, There is One Product or Service That Changes The Game Forever..'

Welcome to...

MYZONE™



MAKING MOVEMENT MEASURABLE



MYZONE™ is a new and exciting way for your members to get results!



MYZONE™ offers real time heart rate monitoring and calorie counting either as part of your studio classes or on the gym floor.



MYZONE™ offers your members that extra personalised touch whilst generating secondary revenue for your club and helping to improve retention.



MYZONE™ guarantees a 400% return on investment or your money back!



MYZONE™ is marketed and distributed by CFM UK

For details go to **myzonemoves.com**

Subscriptions

Denise Gildea
+44 (0)1462 471930

Circulation Manager
Michael Emmerson
+44 (0)1462 471932

Editor
Kate Cracknell
+44 (0)1462 471906

Editorial Director
Liz Terry
+44 (0)1462 431185

Assistant Editors
Jo Talbot
+44 (0)1462 471906

Katie Barnes
+44 (0)1462 471925

News Editor
Tom Walker
+44 (0)1462 471934

News Desk
Pete Hayman
+44 (0)1462 471938

Martin Nash
+44 (0)1462 471933

Designers
Andy Bundy
+44 (0)1462 471924

Ed Gallagher
+44 (0)1905 20198

Claire Toplis
+44 (0)1462 471910

Website Team
Dean Fox
+44 (0)1462 471900

Emma Harris
+44 (0)1462 471921

Tim Nash
+44 (0)1462 471917

Michael Paramore
+44 (0)1462 471926

Publisher
Jan Williams
+44 (0)1462 471909

Sales
John Challinor
+44 (0)1582 607970

Astrid Ros
+44 (0)1462 471911

Stephanie Rogers
+44 (0)1462 471903

Julie Badrick
+44 (0)1462 471919

David Hunt
+44 (0)1462 471902

Financial Controller
Sue Davis
+44 (0)1395 519398

Financial Administrator
Denise Gildea
+44 (0)1462 471930

Credit Controller
Rebekah Scott
+44 (0)1462 733477

a new partnership

The team at *Health Club Management (HCM)* is delighted to announce a new partnership with IHRSA – the International Health, Racquet and Sportsclub Association – whereby the magazine becomes IHRSA's strategic media partner across Europe.

IHRSA will now have a regular presence in *HCM* – see page 18 for the association's inaugural update. Together we will communicate IHRSA's news to *HCM*'s readership in the UK and Europe – from expert advice and insight, through news and updates from the global markets covered by IHRSA, to summaries of key research and reports.

Europe is an exciting and diverse market to be representing, with 2,000 IHRSA members spread across 28 countries, from nascent markets such as Croatia and Hungary through to more developed industries in the likes of the UK, Spain, Germany and the Netherlands. The latest IHRSA reports, published in 2010, note a particularly strong performance in Europe, with a growth in memberships of 4 per cent versus the previous year, to 42.5 million, and revenues of US\$31bn. We're proud to have been appointed by IHRSA to work with them across these markets.

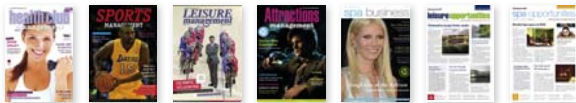
The industry's knowledge-sharing should not be restricted by geographical boundaries. Now is the time to throw the net wide, appreciating that ideas, advice and learnings can come from anywhere

The new partnership, by enhancing *HCM*'s links with IHRSA's European membership, will also help drive an increasingly international perspective in the magazine. As part of this, we would actively invite you to keep us up to date with news and trends from your respective markets. Because it is by sharing best practice that the relatively young fitness industry will grow, learning from others' experiences and channelling the sector's indisputable passion into delivering initiatives that have been proven to work.

Neither should this sharing of ideas be restricted by geographical boundaries. We've already seen business models cross borders – witness the low-cost clubs' march across the map, initially making their mark in Germany but now with a firm foothold in countries such as the UK and the Netherlands. Operators continue to grow through international expansion, whether through acquisition – the recent purchase of Swiss operation Silhouette by Paris-based Club Med Gym, for example – or new ventures, with US-based NeV bringing Madonna's Hard Candy Fitness chain to Europe, starting in Russia. And opportunities and threats that span markets and cultures are coming to the fore, from challenges such as music licensing to the possibilities presented to the whole sector by the notion of 'exercise is medicine'. Now is the time for true international knowledge-sharing, throwing the net wide and appreciating that ideas, advice and learnings can come from anywhere.

I believe there are few, if any, industries as collaborative as health and fitness. Each business of course does what it must to succeed and be profitable, but there's a shared ambition – encouraging more people to understand and enjoy the benefits of a healthy lifestyle – that transcends this and somehow avoids the usual sense of daggers-drawn competition. Whether it's IHRSA's mantra of 'Success by Association' or the FIA's unifying call to action – 'more people, more active, more often' – the industry must continue to work together in this way, driving its own growth by sharing ideas that will bring more people through its doors, and keep them there.

Kate Cracknell, editor
katecracknell@leisuremedia.com



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

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

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

© Cybertrek Ltd 2011

welcome to HEALTH CLUB MANAGEMENT



Get in on the outdoor action p42



H2 launches its first site in London p39

contents

03 editor's letter

A new partnership with IHRSA will drive an increasingly European perspective in *Health Club Management*, says Kate Cracknell

06 letters

Training remains a disappointingly low priority among operators, according to Total Gym's Michael Steel

08 news round-up

easyGym set to open this summer, Virgin Active to acquire Esporta, and GLL and Nuffield Health join forces

14 international news

Budget operator Fresh Fitness opens a third Danish site and Barcelona-based DiR opens its first medical facility, plus a makeover for SATS

16 people news

The FIA announces the appointment of David Stalker as its CEO



Design a perfect changing room p69



Why 'satisfied' members could be your downfall p50

18 ihrsa update

John Holsinger, director of IHRSA Asia Pacific, examines the impact of recent natural disasters on the local fitness industries

22 fia update

David Stalker reports on the FIA's new initiative, targeting shift workers to help fill off-peak gym capacity

24 competitive edge

Host a Gym for Heroes challenge, discover your local historic churches and a family run in London

25 diary dates

BodyPower and SIBEC UK take place this month, and FLAME is coming up in July

26 everyone's talking about... segmentation

Is now the time to reach new markets by creating sub-brands?

28 interview john oxley

The MD of Active Nation talks to Kate Cracknell about what it means to be a true campaigning charity

34 in the zone

Kate Cracknell takes an in-depth look at the trend towards functional training zones in gyms

39 q&a piers slater

Kath Hudson talks to the creator of London's new commuter gym, the H2 Bike Run in Soho

42 the great outdoors

Could your club attract more members and revenue by offering outdoor programming? Our experts share their thoughts

46 serving for success

The latest in our sports conditioning series, we find out how clubs can replicate professional tennis training



Train like Nadal p46



Make functional zones work for you p34



Talking charity with John Oxley p28



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 p78



50 moving on up

The results of the first Net Promoter Score survey, plus advice on ways to improve your score

52 weighing up the options

Abigail Harris looks at the options for clubs wanting to sell weight management schemes and nutritional products in the run-up to summer

57 fitness-kit.net ihrsa launches

Four pages of new equipment, software and programming from this year's IHRSA Annual Convention and Trade Show, including new launches from Precor, TRX, Technogym, Life Fitness and Les Mills

62 turning 30

As IHRSA celebrates its 30th year, we ask delegates to give their feedback on this year's trade show, including the show floor and keynotes

66 health club spa q&a emma dixon

Virgin Active's national spa manager on creating a high-value spa offering



69 health club spa time for a change

A look at the design considerations for health club spa changing rooms



72 health club spa spa news

The Mere Golf Resort and Spa opens in Cheshire and a new dance workshop launches at The Andaman



75 project showcase

The launch of MYZONE, plus Pulse's impressive new soccer complex



83 health club spa lightweights

An award-winning spa designed to look like bubbles in a champagne glass, and Tesco ventures into beauty

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



Operators speak of the virtue of education yet training remains a low priority

invest in human resources to reach our full potential

I was interested to read your editor's letter on staff training (*HCM* March 11, p3). In 2011, our industry has been deluged by a tsunami of educational opportunities and courses. While this can be – and I believe is – a good thing for our sector, it strikes me as slightly hypocritical that operators speak of the virtue of education, yet training remains some way down their list of priorities.

This reluctance to invest in training, and therefore in employees, is part of what lies at the centre of the vicious circle you described. Ours is a soft skills service industry, yet it seems that the essential skill sets our industry requires are the very same skills that we invest the least in. In speaking to club owners and managers, it's interesting to learn what percentage of their yearly budget is allocated to staff training and incentive/commission programmes: hardly anything.

Sadly, in many instances, ongoing training and education becomes the responsibility of the employee, giving up their own time and money. And yet they receive little reward: ironically these better-trained, more highly qualified employees, who provide a higher quality and more diverse service for their employers, are the most underpaid in the sector. There's a labour of love.

So it's completely understandable that our workforce is transient – why should they pay to learn more and yet earn less? Professional progress in every other business sector is rewarded financially and it's time for the fitness industry to do the same. To meet the opportunities of the future, we need to invest in and develop the human resources that will ensure that we reach our full business potential.
michael steel
international business development, total gym

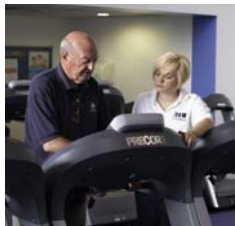
in-house or external, clubs must invest in staff training
It was encouraging to read your thoughts in 'seize the day' (*HCM* March 11, p3).

We believe there are vast opportunities for fitness professionals to enhance their skill sets and support the demands of an increasingly diverse member base. We also share your view on the importance of employers investing in staff training, both to ensure that the best service and experience is given to members, and to gain the confidence of government and the medical sector – for example, via specialist Level 4 courses.

Recently, a number of employers have taken up our Employer Training Licence. This involves a quality assurance process, with their in-house training provision at Levels 2 and 3 recognised and confirmed as based on national standards. Licensed employers can react quickly to address skills gaps and immediate training needs, with their in-house training recognised by REPs and eligible for CPD points.

Smaller operators may not have the facilities to deliver in-house staff training, but this should not preclude them from investing in their people: ongoing staff development can include many creative and dynamic subjects that support commercial opportunities at the club, not to mention keeping the fitness professional ahead of the game.

tom bell
endorsement manager, skillsactive



Instructors should be given the chance to gain specialist skills



Crater Lake



Bryce Canyon



Capitol Reef National Park



Zion National Park



Yosemite National Park



Murhut Falls

Where would you like to go today?

Virtual Active by Matrix allows users to escape to new destinations with fully interactive, cinema quality video workouts. Available on all 7xe cardio products.

MATRIX

For more information contact us on:

0800 389 6078

www.matrixfitness.co.uk



Escape with
VIRTUAL ACTIVE
by **MATRIX**



cuts force closure of wrexham health suites

TOM WALKER

Health suites at the Plas Madoc and Waterworld Leisure and Activity Centres in Wrexham, North Wales, closed on 1 May as part of local authority cutbacks.

Wrexham Council confirmed that the sauna, whirlpool and steamroom facilities were to be removed, although the gyms, pools and exercise classes will continue.

Alan Watkin, chief leisure, libraries and culture officer, says: "It is with regret that the council has decided to close this small element of the facilities."



Scott Brownrigg Architects designed the centre

£8.75m essex leisure centre plans revealed

TOM WALKER

Plans for a new £8.75m leisure centre and swimming pool in Witham, Essex, have been put on show at a public exhibition held by Braintree District Council.

Scott Brownrigg Architects are behind the designs of the new facility, which is to be located adjacent to the Maltings Academy and is part of a council bid to enhance local provision.

The new Witham centre will include a health club with two dance studios and a six-lane, 25m swimming pool.

easygym secures first sites

TOM WALKER

easyGym, the new budget club concept from easyJet founder Sir Stelios Haji-Ioannou, will officially open for business this summer after signing a deal with Virgin Active.

The new health club operator is to take on two locations – in Slough, Berkshire and Wood Green, London – and aims to open 10 clubs a year from 2012, in addition to other properties earmarked for 2011.

easyGym is the first fitness brand to be launched by the serial entrepreneur, who signed a licensing deal with private-equity backed Fore Fitness to develop the brand. Fore Fitness will introduce memberships starting from £15 per month across the easyGym estate.

Paul Lorimer-Wing, joint chief executive officer of easyGym, says he is looking forward



easyGym is to open this summer following its deal with Virgin Active

to the launch and the future: "We've worked closely with some of the best brains in the business to develop a proposition which we are confident will make us a leading player in the European market in the coming years."

kiss gyms to pursue uk expansion plans

PETE HAYMAN

Privately-owned health club group Kiss Gyms has appointed consultants Sports Solutions to identify and acquire new sites to push forward its "aggressive" expansion strategy.

Led by chief executive officer Rupert McKenzie-Hill, Kiss Gyms opened its first 15,600sq ft (1,449sq m) site in Milton Keynes, Buckinghamshire, earlier this year.

Sports Solutions has been named as the chain's property advisor and has been tasked with sourcing suitable locations for an additional 20 health clubs across the UK by 2012.

"Sports Solutions' experience in identifying sites enables us to achieve our ambition to open quality, low cost gyms," says McKenzie-Hill.



Kiss Gyms plans to open around 20 clubs in the UK

Sports Solutions' managing director Chris Bevan adds: "We've been appointed to work with Kiss to assist them in finding suitable sites in key areas in the UK and to help them achieve their exciting expansion plans."

Welcome to the
REVOLUTION
Systems every coach is talking about

Strength Resistance Training and Conditioning Systems,
Utilising the unique patented BBCT technology providing increased athlete strength
and power whilst reducing the risk of injury.

www.gen3kinematics.com

GEN³
KINEMATICS



virgin active to acquire esporta

PETE HAYMAN

Virgin Active is poised to expand its portfolio after agreeing a deal to acquire rival health and racquet club operator Esporta in a deal worth £77.6m.

The purchase of Esporta Racquets and Non-Racquets Holdings will see 55 locations – 35 health and fitness and 20 racquet clubs – rebranded and added to Virgin's existing estate. Societe Generale is to retain ownership of New Esporta Holding (NEH) as part of the deal, which is chaired by Richard Segal and owns 17 freehold or long leasehold racquet clubs.

Virgin Active's main operating company will take on a 25-year lease on the NEH assets, which will see it pay rent of £13.1m a year.

Esporta chief executive officer John Cleland, who joined the business in December 2009 as



The £77.6m deal will include all of Esporta's 55 centres in the UK

part of Societe Generale's efforts to strengthen the management team, will now join Virgin.

The transaction is subject to the approval of the Office of Fair Trading, although Segal told *Health Club Management* it is hoped that the deal will be finalised within the next two to three months.

gll and nuffield health join forces

PETE HAYMAN

Greenwich Leisure (GLL) and Nuffield Health have unveiled the formation of a strategic alliance that aims to deliver "significant benefits" to communities across the UK.

Nuffield Health has withdrawn from public leisure management services as part of the new alliance and will work with GLL to develop a "clinically-led" health improvement service.

The new arrangement will see GLL take over the operation of 15 leisure centres across four local authority partnerships from Nuffield Health – including two venues owned by the City of York Council and three Reigate and Banstead Borough Council facilities. Three facilities in the London Borough of



Redhill's Donyngs Recreation Centre is one venue now to be run by GLL

Kensington and Chelsea and seven in the City of Westminster are also affected.

The agreement sees GLL further consolidate its position following its merger with Nexus Leisure in 2010.

tone secures north somerset management contract

TOM WALKER

Leisure trust and social enterprise Tone has secured a contract to operate Churchill Sports Centre in North Somerset.

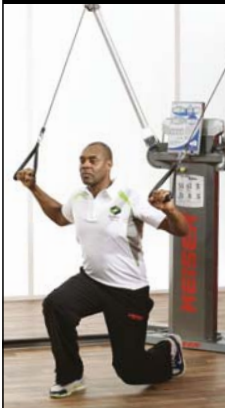
Tone plans to invest more than £100,000 in green measures, equipment and improvements

at the facility. North Somerset Council has also earmarked £800,000 for the project.

Plans include replacing the current pitch with an all-weather pitch and the conversion of a multi-use area into a health and fitness facility with changing area and aerobics studio.

KEISER
THE POWER IN HUMAN PERFORMANCE

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



"Power is becoming more and more an inherent part of football. We felt there is no system on the market which provides such an array of machines capable of training this parameter better than Keiser... Another fantastic benefit of the Keiser system is its immediate power output feedback which provides a hugely competitive environment for our players to challenge themselves and each other."

Dr Peter Brukner
Head of Sports Medicine
and Sports Science,
Liverpool Football Club



Keiser UK Ltd
0845 612 1102

www.keiser.com

new community gym to open in chilton

TOM WALKER

A new community gym in Chilton, County Durham, has opened to the public.

Chilton Community College Fitness Suite forms part of the Legacy Gym programme – a joint venture between Durham County Council (DCC) and the Changing the Physical Activity Landscape project.

Julie Tyrie, community action officer at DCC, says: "We are extremely pleased to see the launch of another key addition to the growing number of volunteer-run gyms in the county."



Traxter X-Bikes have been installed at the centre

dunston leisure centre opens after £5.1m revamp

PETE HAYMAN

Gateshead Council has opened the new-look Dunston Leisure Centre, following a £5.1m redevelopment designed by S&P Architects and built by Willmott Dixon.

It formed part of a £36m investment by the council in improving its facilities, which included the revamp of Heworth Leisure Centre completed in late 2010.

A new 219sq m (2,357sq ft) gym and two studios have been created, which feature Traxter X-Bikes and Technogym stations, along with interactive dance mats.

early start for sussex board

PETE HAYMAN

A new health and wellbeing board is to be set up a year ahead of schedule in West Sussex after the area was selected as an 'early implementer' by the Department of Health.

West Sussex County Council has been working alongside local government partners to develop the plans, with the board's formal establishment due to take place this month.

Health and wellbeing boards form part of the planned revamp of the NHS, which is being led by the Department of Health. Boards are set to be operational UK-wide by April 2012.

A 'shadow' board will guide the delivery of local health services before its work is reviewed ahead of its formal inception next April.

Louise Goldsmith, the leader of the county council, says: "Health and wellbeing is a



West Sussex is one of the areas to be selected as an 'early implementer'

priority for the county council, and we are at the forefront of local authorities, leading the way on public health.

"Establishing the board will allow us to move further and faster on the joint working between health, social care and public health for the benefit of residents."

work begins on £16m south shields site

TOM WALKER

South Tyneside Council has started work on a new £16m swimming pool and leisure complex on the seafront in South Shields.

Designed by LA Architects, the complex will be located on the town's former Majestic and Quasar Laser site and will be delivered by construction firm GRAHAM.

Facilities will include an 80-station gym, fitness testing/consultation rooms, a 25m eight-lane competition pool and an 18m x 8m teaching pool – both with adjustable floors – and a leisure pool with flumes, sprays and water play. A sauna and steamroom, two dance studios and an outdoor terrace and amphitheatre also form part of the development.



The leisure complex will be a boost to South Shields

Due to open in spring 2013, the swimming pool and leisure complex is designed to boost the redevelopment of South Shields' foreshore.

Service you can rely on - guaranteed 48 hour call out*

For all makes of commercial gym equipment

The three levels of service agreement give you the option of choosing the Agreement most suitable for your requirements, depending on the usage of your facility. With your choice of Agreement will be Health & Safety cover and preventative maintenance procedures. Once inducted, each member of staff will receive a Certificate to show they are fully conversant with the weekly checking of the equipment including in our Agreement.

Financially, the Agreement helps you forecast the labour cost of maintenance, keeps parts costs to a minimum and most importantly, the equipment safe.

* Subject to service agreement



Call: 0845 402 2456 www.serviceport.co.uk



OUR NEW RANGE FOR 2011

Whatever your space

there's now a Miele to fit

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

Miele's 2011 range of machines have
an option for even the most challenging
of installations, so everyone can enjoy
unparalleled laundry performance.



For more information on our
2011 range of machines call
0844 893 0027 or visit us at
www.miele.com/2011

Miele
PROFESSIONAL



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 Members for any
Health & Fitness Club.

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



www.creativefitness.net

Call CFM
Today on:
0870-270-6667

INDEPENDENT

INDEPENDENT
OPERATOR

studiopt launches in oxford

TOM WALKER

Two Oxford-based personal trainers, James Shields and Sam Bennett, have teamed up to open their own personal training centre.

Located in north Oxford, near the affluent Summertown area, StudioPT has a fully fitted functional gym along with a small selection of cardio equipment, powerbags and medicine balls supplied by Daventry-based equipment provider York Barbell. The club also has a small relaxation area.

Shields, a former British Army soldier, has worked in fitness for the past six years while Bennett turned to a career in personal training following an injury that ended his aspirations of becoming a professional rugby player.

Shields says: "We've been working in the fitness industry for a combined period of more



The club is designed for intensive training with kit supplied by York

than 12 years. We decided to set up and run our own PT studio and began the painstaking task of deciding on design and equipment.

"Our philosophy at StudioPT is utilising key functional movements to improve fitness and health and create a more able body, which using the York kit allows us to do."

soho gyms re-opens covent garden club

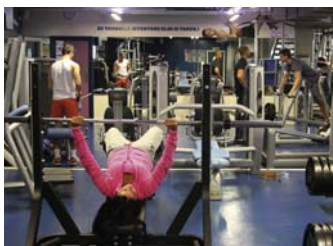
TOM WALKER

London-based independently owned health club chain Soho Gyms has re-opened its new-look Covent Garden club following extensive renovation work.

The refurbished venue on Macklin Street now boasts a bigger gym floor, new equipment, designer furniture and lighting, improved changing areas including air conditioning and a range of new facilities, plus a new café.

The project is part of recent upgrade work across all the company's clubs and is timed to coincide with a complete makeover for the brand.

New equipment, free Wi-Fi, and sleek new furniture are now all in place, while the company has also updated its look.



The refurbishment coincides with a makeover of the Soho Gyms brand

Managing director Mike Crockett says: "We're always striving to keep each venue in peak condition, and we're delighted with the transformation at Covent Garden, which was the very first gym opened by the company."

ripped gym partners with jiu jitsu team

TOM WALKER

Ripped Gym in Wych Elm, Harlow, Essex has secured an affiliate partnership with the Brazilian Jiu Jitsu Revolution Team.

As part of the agreement, Demetrius Ramos – the Jiu Jitsu Absolute Champion who has

coached seven world champion Brazilian Jiu Jitsu fighters – will host public lessons at the gym every Saturday.

Ripped Gym is a dedicated strength training facility with a range of equipment supplied by Hammer Strength and Cybex.

SUPPLIER & TRAINING

wolf report findings challenged

TOM WALKER

SkillsActive, the sector skills council for active leisure, has raised concerns with a number of findings from an independent study of vocational education published earlier this month.

The Wolf Review – carried out by Professor Alison Wolf of King's College London – stated that up to 400,000 young people were studying courses with "little value".

Other findings within the research claimed that the value-for-money of the Young Apprenticeship programme was questionable, and that there was a lack of progression to post-16 apprenticeships.

SkillsActive has now urged the Department of Education to look at the successful aspects of Young Apprenticeships to help guide the reform of the schemes for 14- to 19-year-olds.



SkillsActive has questioned the report's findings on vocational courses

In its statement, the sector skills council added that the Young Apprenticeships programme had been designed to help to fulfil the skills requirement across the active leisure sector ahead of the 2012 Olympic and Paralympic Games, and hence was important.

evolution fitness secures trugym contract

TOM WALKER

Equipment supplier Evolution Fitness has completed a multi-site deal to supply the growing club estate of budget fitness chain truGym.

Parm Singh, director of truGym, told *Health Club Management* that Evolution will also assist with gym design and fit out and will be working with the group as an approved supplier going forward.

He says: "We feel the quality of the product far outperforms others we have seen.

"In addition, Evolution Fitness has some plate-loaded machines, so it offers a range which we couldn't find from other suppliers.

"The machines have a very cutting edge, stylish design, something we have not seen



truGym has signed with supplier Evolution Fitness

before, but they don't look intimidating. This aspect is particularly important within our budget sector, as up to 40 per cent of our members have never been to a gym before."

fit group launched to promote suppliers

TOM WALKER

A new partnership has been launched bringing together equipment companies within the fitness industry.

Each member of The FIT Group pays a small monthly fee which collectively gives the group a greater budget to spend on marketing, PR and lead generation. Founder members are: gym80, Trixter, Keiser, BodyCore, Harlands Group, GymKit UK, Freedom Climber and Talk Twenty.

In turn, it is hoped the group will offer operators greater choice and best value.



Curves' trainers will be offered the new award

active iq creates bespoke programme for curves

TOM WALKER

UK-based awarding body Active IQ is to work in partnership with women-only operator Curves International across its 600 clubs, having developed a bespoke qualification for all Curves' trainers.

Curves' trainers will be offered the opportunity to complete additional specialist training to progress their qualifications, developed by Active IQ to meet EHFA (European Health and Fitness Association) standards. The qualification is based on the European qualification framework level 3.

In four easy questions, we'll help you choose the right dishwasher for your business.

Take a load off. Visit mydishwasher.co.uk to help you decide.



Miele
PROFESSIONAL

in brief...

sats signs up to precor

Scandinavia's largest health and fitness chain, the SATS group, has committed to sourcing all of its cardio equipment from Precor for the next 12 months. This is the first time SATS has allocated its complete CV spend to one supplier.

The contract sees SATS group, which has 117 clubs across Norway, Sweden, Denmark and Finland, become Precor EMEA's biggest chain customer. The 12-month contract also means that Precor now exclusively supplies cardio equipment to both SATS and Elixia, the two largest health and fitness chains in the Nordic region.

The deal includes the supply of treadmills, EFXs, Precor's award-winning AMTs and bikes.

realryder in netherlands

BodyFitness in Markelo, the Netherlands – an independent club run by Frans Martin Berghuis and his wife Rita – will become the first club in the country to introduce RealRyder bikes.

Having seen the bikes at the IHRSA Convention and Trade Show in March, Berghuis became the first Dutch certified RealRyder instructor. He will now install the first five bikes at his club after FIBO, with the remainder of his 20 group exercise bikes to be replaced with RealRyder units by October this year.

move it expands in europe

The Move IT training programme has been launched in the Netherlands, Spain and Switzerland, and will shortly launch in Croatia.

Designed to support the Move IT functional training zone (see p34), the programme contains a pathway of learning and development for the fitness team as well as a monthly small group training plan.

"This ensures that clubs get the most from their training area, as well as opening the equipment up to more people," explains Tommy Matthews of Optimal Life Fitness, which delivers the training programme.

fresh fitness: third danish site

Budget operator Fresh Fitness opened its third club in Denmark in March.

The 1,250sq m (13,450sq ft) facility, located in the Copenhagen suburb of Hvidovre, offers around 100 pieces of equipment, including the new NRG Line strength from Inter Atletika and CPO



The building was converted from a car dealership in a five-week project

(certified pre-owned) Life Fitness cardio equipment. There's also a Cycling Cinema: a 40sq m (485sq ft) virtual cycle studio with 12 BodyBikes and a full Cycling Cinema solution provided by Wexer. Also equipped by Wexer is the Group X Cinema – a traditional group exercise studio, measuring 125sq m (1,345sq ft), with both live classes led by instructors and virtual classes provided by Wexer.

Gantner wristbands act as membership cards and top-up payment devices. The ClubLead member administration system, provided by eXper, also integrates with the Gantner devices to provide access and to debit members for showers, live classes and vending machine purchases.

Read more about the founders of Fresh Fitness in HCM Mar 11, p32.

backcare centre at dir tuset

Barcelona-based DIR opened its latest club in February.

DiR Tuset includes a medical facility – equipped by back care specialist MedX – which specialises in back training, rehabilitation and strengthening.

A first for DiR, this new medical unit is home to a team of doctors and physiotherapists led by Dr Jorge Ramirez Haua, a specialist in sports medicine and sports traumatology.

According to the European Health Survey in Spain 2009, conducted by INE, back and neck pain is now the most common chronic health problem in Spain: 24.9 per cent of Spaniards over the age of 16 suffer from back pain.



The medical facility specialises in back training and rehabilitation

club #34 for strata partners

Strata Partners opened its latest health club – a premium Orange Fitness-branded facility – in February.

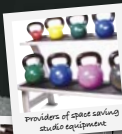
The new club is located in Krasnodar, the main administrative centre of southern Russia with more than 700,000 inhabitants. It occupies a four-storey building, with a total area of 9,290sq m (100,000sq ft), and has become the largest club in the city.

Facilities include a 25m indoor pool with hydro massage area, 8m children's pool, sauna, solarium and whirlpool.

There's also a multi-purpose sports court, boxing area and boxing ring.

For gym enthusiasts, there's a fitness suite with a dedicated CV zone, two spacious areas for group exercise, eight group and personal training spaces, plus martial arts and cycling areas. Three open verandas for pilates and yoga offer views of the Kuban River. There's also a kids' club, café, beauty salon and spa.

Suppliers include gym80, Technogym, Everlast, Tomahawk and Reebok.

**NEW 2011
 CATALOGUE
 OUT NOW!!**


Find us on
Facebook
Like our page and receive
 exclusive news and offers

T: 01494 769 222

W: www.physicalcompany.co.uk

E: sales@physicalcompany.co.uk


PH: ANTHONY GOMEZ, AG: PHOTOGRAPHY INC

UFC offers martial arts, fitness training, nutrition advice and kids' programming

ufc opens third site in corona

UFC Gym opened its third site in March, in Corona, California, US.

A brand extension of mixed martial arts (MMA) market leader Ultimate Fighting Championship, UFC Gym has been created with New Evolution Ventures, which is also behind leading fitness brands such as Crunch and Madonna's Hard Candy Fitness (see *HCM* Jan 11, p32).

The clubs integrate MMA, fitness training, nutritional support and kids' programming to drive immediate results.

This latest club, a 4,180sq m (45,000sq ft) facility, offers progressive group fitness, Muay Thai, kickboxing, jiu jitsu, self-defence instruction and High-Octane Conditioning. Facilities include six unique

training areas: a 32ft Octagon, a 400sq m (4,330sq ft) kids' gym, the Agility Room (bags, racks, monkey bars), the Cave (for PT), the Endurance Room (group fitness) and the Courage Room (jiu jitsu).

There's also a café offering healthy, affordable meals, a UFC Gym Store for the latest in MMA Lifestyle apparel, and locker rooms complete with dry saunas.

"Corona is our biggest gym yet, fusing the best of fitness and MMA in one location," says Adam Sedlack, UFC Gym's senior vice president. "We continue to create innovation in the way people train. People are tired of overcrowded, boring clubs and are looking to be part of a fitness and conditioning community."

sats customer experience

SATS, the largest Nordic fitness chain with 117 centres in Sweden, Norway, Finland and Denmark, has launched a range of initiatives aimed at enhancing customer experience.

Focusing on the concept of 'Easy, Inspirational and Professional', a new logo, imagery and colour scheme complement an upgraded club design. This has already been introduced at four clubs in Oslo – two new builds and two upgrades – with one, SATS Bislett, since selected as the best training centre in Oslo by Norway's leading business magazine, *Kapital*.

SATS has also introduced new programming – including Zumba, Piloxing, Training for Runners (indoor running class in conjunction with Nike), ReCycling (cycle class where members can donate their old training gear to charity), Parkour and Outdoor Running – and a new, eight-week small group training concept (weight loss, running and sports performance) led by a PT. Class attendance for Q1 2011 is up 9 per cent of capacity year-on-year.

There's also a new iPhone app with information on training, nutrition and health, as well as booking functionality.

GRAVITY®

Whatever equipment you're thinking of buying for your facility, this is better...



Call GRAVITY now on 01494 458970 for
 Total Gym® GTS® demos & club training

www.gravityuk.net

Find us on
Facebook
 GRAVITY

You Tube
 GRAVITYclubhouse

premier training names new operations director

TOM WALKER

Training provider Premier Training International has promoted Dave Christophi to the board of directors, as operations director.

In his new role, he will work with the regional sales managers as well as oversee the operations within Premier's London Academy. Christophi qualified with Premier in 1999 and went on to complete a Sports Science degree before returning to Premier as a careers advisor, where he then progressed to regional business manager.



Campbell (right) will hold the role until 2013

darren campbell mbe named quest ambassador

TOM WALKER

Olympic gold and silver medallist Darren Campbell, one of Britain's most successful male sprinters in recent times, has been named as the first ambassador for the revamped Quest scheme.

He will become the 'Face of Quest' as part of efforts to raise the profile of the quality scheme among both leisure centre operators and the public. Campbell will hold the role until October 2013.

former spa boss kyricos joins core performance

TOM WALKER

Mia Kyricos, former director of global spa brands at Starwood, has joined proactive wellness experts Core Performance.

Kyricos has been appointed Core's vice president of corporate wellness and will be responsible for the implementation and success of wellness centres and related programming at a host of Fortune 500 companies. Core Performance is backed by Polaris Ventures – a venture firm managing more than £2.1bn worth of investment.

stalker is confirmed as fia ceo

TOM WALKER

David Stalker has been officially appointed the new chief executive officer of the Fitness Industry Association (FIA).

Stalker, who has held the post of FIA's executive director since December 2009, will take over the role of CEO with immediate effect.

Stalker will assume all responsibility for the strategic direction of the FIA and leading the implementation of its three-year industry strategy.

According to the FIA, he will also take a more strategic approach to addressing the needs of the industry in line with the public health agenda to drive growth for the sector.

Says Fred Turok, FIA chair: "Stalker's industry experience, operational integrity, drive and leadership made this an easy decision. The board and I look forward to



Stalker will assume all responsibility for the FIA's strategic direction

working alongside Dave on this exciting new phase for the industry."

Stalker is currently a board member of EHFA and, prior to joining the FIA, held senior positions at Bladerunner, LA Fitness and Leisure Connection.

ihrsa appoints three new board directors

TOM WALKER

The International Health, Racquet and Sportsclub Association (IHRSA) has elected three new members to its board of directors while also re-electing Dr Art Curtis to a second term as chair.

The three new members are Robert Brewster, president of The Alaska Club, a network of 18 multipurpose facilities; Jasmin Kirstein, founder and CEO of My Sportlady in Munich, Germany; and Christian Pierar, founder and chair of the Belgium Fitness Federation. The three new board members will serve a four-year term beginning 1 July 2011.

Meanwhile Curtis becomes only the second chair in the association's 30-year history to be elected to a second term. "I have thoroughly



Dr Art Curtis has been re-elected for a second term as IHRSA chair

enjoyed serving the industry this past year as chair of the IHRSA board and meeting so many wonderful people in our industry from around the world," he says. *An interview with Dr Art Curtis appeared in HCM April 11 (p28).*

fergus kee to join fitbug holdings as executive chair

TOM WALKER

Fitbug Holdings, the AIM-listed online personal health company, has appointed Fergus Kee as executive chair with immediate effect.

He replaces Allan Fisher who is to step down from the role to pursue other business

interests. Fisher will remain with the company as a non-executive director.

Kee's past experience includes 18 years with healthcare company Bupa, where he played a leading role in growing revenues from £2.2bn in 2000 to £6.9bn in 2009.

PEOPLE PROFILE



Dr Lee Graves

Graves obtained a PhD in paediatric exercise science aged 25. He currently works with kids' fitness supplier SHOKK as part of a knowledge transfer partnership

How many years have you worked within the fitness industry?

I was fortunate to gain experience of working with industrial partners throughout my PhD. This included collaborating on proof of concept projects with corporations such as Nintendo. These projects supported my entry into the fitness industry with SHOKK in September 2010, when the knowledge transfer partnership (KTP) began.

How did the partnership with SHOKK come about?

SHOKK and the REACH Group (Research into Exercise Activity and Children's Health) at Liverpool John Moores University (LJMU) share a passion for helping young people improve their life chances through physical activity and have collaborated informally for over a decade. It was a logical progression to develop the relationship and the KTP provided an ideal vehicle for this. Our three-year KTP is funded by the Technology Strategy Board and Department of Health.

What does your SHOKK role entail?

As KTP associate and head of R&D, my role is to help SHOKK increase growth and productivity through the use of the knowledge, technology and skills that reside within LJMU. The key purpose of the KTP is to use cutting-edge science to validate and improve the effectiveness of the SHOKK programme and SHOKK Tactics in creating behaviour change in young people.

How important is it for a society to tackle childhood obesity?

It's imperative that time, money and resources are ringfenced for projects that address physical inactivity and unhealthy eating. Only a societal shift in attitudes and awareness of the importance of physically active, healthy lifestyles will prevent huge health and financial costs to the nation and public health services in the future.

What role will fitness play in government efforts to move from curative to preventive healthcare?

Over the next decade the fitness sector must take greater responsibility at the local level to support national campaigns to promote the benefits of physical activity and encourage participation. This can be achieved by 1) consulting and actively involving young people in physical activity; 2) providing skilled trainers/coaches (best practice every time to inspire and motivate); 3) promoting the benefits of physical activity (education); and 4) planning and providing youth-specific spaces, facilities and opportunities for physical activity. The sector needs to make physical activity fun, social and inclusive in the eyes of young people.

How can operators join in the fight against obesity?

Customer satisfaction is key. Fitness facility operators must continuously talk to their members, listen to their needs and provide an exciting, cutting edge offering that makes activity in and outside the gym enjoyable, social and habitual. Instilling a sense of ownership in a facility is a powerful tool for retaining members and encouraging long-term positive behaviour change.

What is the number one weakness in the fitness industry?

The fitness industry would benefit hugely from more closely aligning itself with academic institutions. The associated knowledge transfer will accelerate the development of both organisations and increase our ability to provide effective products and services.

What drives you?

A passion for promoting physical activity as an enjoyable behaviour that will make you friends, make you laugh and make you develop. We need to educate young people and provide them with affordable, accessible and appropriate opportunities for physical activity.

IS YOUR SPACE WORKING AS HARD AS YOUR MEMBERS?

EARN MORE WITH A FUNCTIONAL SPACE TODAY!



CALL FREE: **0800 294 2803**

GO TO: **WWW.ESCAPEFITNESS.COM/FUNCTIONAL**

escape  powered by
www.escapefitness.com/functional



true success by association

john holsinger • director • ihrsa asia pacific

Japan's earthquake and tsunami continued to fill the news long after the event, and the local fitness industry did not escape the devastation. Indeed, the FIA Japan has since indicated that more than 100 clubs sustained damage in the disaster, with 30 clubs still without a forecast for re-opening. These clubs are spread over seven prefectures and include both large chain clubs (with their own internal corporate support structures) and single-club operations that rely on their own work to 'fill their rice bowls'.

Electricity in many areas of Japan was rationed after the disaster and re-directed to the affected areas; businesses were forced to cut their hours of operation to reduce consumption and contribute to the recovery. Other obstacles included the shortage of materials, manpower and energy to begin the restructuring.

The best news out of this tragedy is that there was no reported loss of human life at the clubs. The fitness industry activated programmes and relief efforts country-wide and will communicate these plans to the global industry for its future support.

John Boardman – director of Tokyo-based Bravo Group – instructed his sales team to focus on service, as it was not

considered appropriate to push sales in these hard times. Such an attitude will certainly impact his corporate financial position for the foreseeable future, but nonetheless the company is supporting the collective recovery efforts through the shoring up of club customers, as well as actively engaging in charitable activities.

Meanwhile, following the earthquake in Christchurch, Richard Beddie and his FitnessNZ team have been busy with their fundraising and industry support efforts. With all of the clubs in the centre of New Zealand's second largest city in the devastated 'no go' zone, FitnessNZ has been focusing on initiatives such as erecting and equipping marquees in parks and open spaces, offering trainers and their clients a place to train and maintain some balance in their lives.

And Johannes Marx, MD of BSA-Akademie and the German College of Prevention and Health Management, has offered to three- to six-month placements at affiliated clubs across Germany for some of the Christchurch



Aftermath: The 'no go' zone in Christchurch, NZ

trainers affected by the disaster, to provide them with a meaningful way to earn a living during this difficult time.

These are but three of the many outstanding efforts of our industry to lessen tragic circumstances, all revolving around giving service: associations providing collective ideas and support for their members; impacted companies ramping up their service and reducing their footprint to help the collective good; and generous, unaffected supporters trying to find a way to help the survivors remain productive members of society. What a fantastic industry we are in. It really brings home the IHRSA tagline of 'Success by Association'.

ask the experts..... using technology to improve member retention

There are many ways to apply technology to enhance member loyalty and increase retention, according to Bryan O'Rourke, MBA, chief strategic officer and principal of US-based company Fitmarc.

Start by using club software to track member check-ins, offering discounts or other incentives when people reach certain thresholds of visits.

Other new tools that offer similar but more robust solutions using mobile technologies are emerging as well. FourSquare is a free mobile application that enables businesses to promote their offerings and allows members to 'check in' using their mobile smartphones. You could use this to create reward scenarios – for



Mobile smartphone use is booming, and clubs should tap in to this

example, the 'mayor' of your health club gets a certain discount on smoothies.

Another interesting mobile technology application, that can reward visit frequency using mobile applications, is SCVNGR. This solution enables you

to create different games that engage your customers/members.

There are many new and emerging solutions like these. Facebook Places is yet another example. What's great about these applications is that not only are they free, but they flow into the social media space, creating buzz and offering a way to connect with people in your area using mobile technologies. You can entice prospective members with offers.

Since mobile smartphone use is expected to double in the US alone over the next 15 months, expect more health clubs to take advantage of these and other engagement and promotional solutions. Read more at ihrsa.org/industryleader



Franchise operation Mrs.Sporty, backed by Steffi Graf, is a key player in Germany

german market snapshot

Deloitte and the German association DSSV reported the following key 2010 German fitness industry data during a March presentation made in Cologne:

- Number of clubs: 6,603 (6,053 commercial + 650 non-profit).
- Number of members: 7,900,000 (7,300,000 in commercial clubs and 600,000 in non-profit sites).
- Key drivers: Premium clubs and discount operators such as McFit, which passed the one million member mark in February. McFit now has 950,000 members in Germany alone – over 7,000

members per club – as well as six clubs in Austria and two in Spain.

- 8.9 per cent of the population train in commercial clubs, or 14 per cent of the 'relevant target group', defined as 18- to 65-year-olds.
- 2.8 million train in multi-club facilities.
- 74.6 per cent of clubs are owner-operated single clubs; 18.8 per cent are chain clubs.
- Revenue increase: 6.7 per cent overall, 3.8 per cent per club.
- Revenue decrease per member: 1.1 per cent.
- Industry turnover: €3.93bn.

events diary

Visit www.ihrsa.org/meetings

May 12, 2011

Webinar: 'Creating the Ultimate Member Experience' (with Shawn Stewart, operations manager, Gainesville Health & Fitness Center)

June 16, 2011

Webinar: 'What Geeks Can Teach You About Being Social: Facebook, Foursquare and Fitness' (with Steve Groves, vice president technology and CIO, GoodLife Fitness Clubs)

July 14, 2011

Webinar: 'The Winning Triad: Personal Training, Health Clubs & Medicine' (with Phil Kaplan, president and owner, Fitness 21)

obesity: a social issue

Scientists at Harvard University say the dramatic rise in adult obesity over recent decades is due, in large measure, to its spread through social networks – including family, friends, co-workers and neighbours.

And the issue doesn't stop there: the findings also suggest that the more obese people we know, the greater our chances of gaining weight.

"Our collective complacency about the impact that sedentary lifestyles and poor food choices have on our health must end," says IHRSa's president and CEO Joe Moore in response to these new findings.

"If each of us acts, both individually and together, we can break the social cycle of obesity."

in brief...

euro additions to board

New appointments to the IHRSa board were made during the recent IHRSa Convention, held in San Francisco, California, in March.

Christian Pierar, chair of the Belgian Fitness Federation and a 31-year industry veteran, became a full IHRSa board member. He was previously the board's special advisor for Europe. Jasmin Kirstein, owner and founder of My Sportlady Munich and a 27-year industry veteran, was also elected to the board.

swiss prize-winner

Kathi Fleig, the owner of two David Gyms in Zurich, won the European Super Cup prize 2010 for best fitness centre. A passionate triathlete, Fleig recently opened her second club and plays an active role in the Swiss Federation.

speak up!

IHRSa is always looking for new, dynamic speakers for its annual convention. Educational sessions are offered to health club owners, managers and other fitness professionals on topics such as sales, customer service, leadership, management, eco-friendly practices and technology, to name just a few.

Speaker applications are now being accepted for IHRSa's 31st Annual International Convention & Trade Show, to be held on 14-17 March 2012 in Los Angeles, California. If you are interested in presenting on any topic, please visit ihrsa.org/speaker-application and complete the application by 10 June.

ABOUT IHRSa

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

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

expansionary environment

For select health clubs,
2010 performance results
exceeded 2009 indicators.
Jay Ablondi reports

In March, IHRSA announced the results of its November and December Monthly Trends Surveys. Survey results show that participating companies – a sample that encompasses 318 club locations around the world – significantly improved performance in 2010 relative to 2009. The IHRSA Monthly Performance Index reached 105.7 and 105.1 in November and December respectively, indicating an expansionary business environment.*

upward trends

"With the economy posting positive growth in the fourth quarter, these leading clubs saw improved business conditions," says Jay Ablondi, executive vice president of global products at IHRSA. "Responding clubs reported improved performance in revenue and membership traffic, finishing 2010 on a strong note."

For the year-to-date at 31 December 2010, two-thirds (66.3 per cent) of responding clubs posted increased total revenue. Revenue from membership fees was up for 65.7 per cent of respondents, while secondary revenue improved for over half of respondents (56.4 per cent). Additionally, over three-quarters



A positive note: Overall, operators participating in the survey remain optimistic

of respondents reported that EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortisation) and EBITDAR (Earnings Before Interest, Taxes, Depreciation, Amortisation and Rent) were about the same or up for the year to date versus the previous year.

Membership traffic steadily increased among participating clubs in both November and December. The number of membership accounts added in November 2010 versus November 2009 increased for over half of the respondents (53.9 per cent) with slightly over a quarter of participants (27 per cent) reporting an increase in the number of cancelled memberships.

In December, two-thirds of clubs (66.7 per cent) indicated an increase in the number of membership accounts added in 2010 compared to 2009. Only six per cent of clubs reported an increase in the number of cancelled memberships.

In November and December, 90 per cent of clubs experienced a comparable or increased number of total visits.

looking forward

Overall, participating club operators remain optimistic, with just a few skeptical of improving business conditions. "Overall, we've seen a strong year, which surprised us," comments one survey participant. "Most of our clubs are ahead of budget."

Another commented on the challenges of increased competition: "It's a tough market for us. Unemployment has risen in our town, new clubs are being built and the pie is getting split more ways."

Looking ahead, a vast majority (80.8 per cent) of December respondents anticipate increased revenues in the next three months. Nearly three-quarters (73.1 per cent) expect to make capital expenditures for equipment over the same time period.

IHRSA's monthly surveys take only five minutes to complete. All interested club operators can participate by visiting the IHRSA Research Portal at www.ihrsaresearch.com. Contact research@ihrsa.org with any questions.



Year-on-year, the majority of clubs signed up more new members

Year-to-Date December 31, 2010 vs. Year-to-Date December 31, 2009

| | Down | About the same | Up |
|---|-------|----------------|-------|
| Total Revenue | 24.3% | 9.1% | 66.3% |
| Membership Dues Revenue | 25.1% | 9.4% | 65.7% |
| Non-Dues Revenue | 21.9% | 21.9% | 56.4% |
| Total Survey Responses, n=33 (representing 318 clubs) | | | |

*The IHRSA Monthly Performance Index is calculated based on four current monthly business conditions indicators (revenue, number of membership accounts, number of employees, and capital expenditures on equipment) as well as three expectation indicators for the next three months (revenue, number of employees, and capital expenditures on equipment). An index of over 100 denotes an expansionary environment, representing favourable business conditions for industry growth based on these indicators.

The patented treadmill climber that utilises low impact and high range of motion exercises to provide a superior cardio workout

Climbing the ladder to success



Jacobs Ladder is very unique piece of cardio equipment. One that is virtually essential in the construction of any commercial fitness facility. Not only does Jacobs Ladder represent a great way for fitness enthusiasts, professionals and athletes to train, but it offers the ability to objectively measure the user's progress and provide feedback to keep users focused and motivated. However, when it comes to overall fitness levels, many machines offer the ability to 'cheat' fooling the trainer or user, into thinking they are improving, when in fact, they are not. Jacobs Ladder uses full range of movement with almost no way to 'cheat'. The user is forced to lift their body

weight over a 12" step therefore burning more calories than almost any machine on the market today. The Ladder places the user at a 40 degree angle, thereby taking stress off of the lower back and offering a low impact way to measure progress. This is done by simply keeping track of the number of feet climbed over a specific period of time.

So far Jacobs Ladder has been a huge success on the NBC US TV show *The Biggest Loser*, the show that has attracted some of the largest contestants whilst challenging them to loose vast amounts of weight. Jacobs Ladder is the easiest machine to work hard on which is why it was chosen by the show producers because it is one of the best tools on the market for burning calories, increasing aerobic and anaerobic capacity without negatively impacting joints such as knees, hips and ankles that are so susceptible to injury.



CASE STUDY: Fitness First

Fitness First are helping their members take big steps towards reaching their fitness goals with Jacobs Ladder. The Poole and Cheltenham Fitness First clubs have been selected to trial Jacobs Ladder, a new concept in cardio exercising, a cross between a vertical treadmill and high-tech climbing frame which is designed to give twice the calorie burn as a treadmill, and achieve target heart rate in 30 seconds or less. Users climb on rungs, like those of a ladder, which descend as they are stepped on. The faster the rungs are climbed, the faster they go. The equipment is self-powered and suitable for both beginners and seasoned exercisers.

Derek Crawford, Fitness First's UK fitness director, said: "We want our members to have access to the very latest and most innovative fitness equipment, so we are always looking out for the next big thing. Jacobs Ladder is unique and is already causing a stir with members in our two trial sites."

For more information visit:
www.jacobsladderuk.org.uk
www.jacobsladderexercise.com

JACOBS LADDER
Ultimate Fitness Experience

shift into sports



David Stalker, CEO of the FIA, reports on a new initiative designed to support shift workers into physical activity by maximising operators' off-peak hours

Shift work decreases opportunities for participation in physical activity and can lead to poor health as a result – a situation that the FIA's latest campaign sets out to challenge.

Delivered nationwide through the Royal Mail's 215,000-strong network this spring, Shift into Sports is designed to encourage more shift workers to engage in sport and physical activity by working with FIA members to provide discounted offers for participation during off-peak hours.

The programme was developed with the mayor of London and Sport England. It was piloted in London with employees of Addison Lee, London's largest minicab and chauffeur service. The campaign forms part of the mayor's Sporting Legacy plans to increase physical activity and sporting participation across the capital leading up to and beyond the 2012 Olympic and Paralympic Games.

new markets

With 3.6 million shift workers in the UK, Shift into Sports presents an opportunity for our industry to exploit slower, off-peak hours and recruit new members into the sector.

Shift work makes a huge contribution to the economy but, due to the nature of the hours, workers often have limited opportunities to participate in sport and physical activity. Team sports, group activities and organised events are often particularly inflexible and do not meet the needs of shift workers.

Research shows that shift work can also have negative physical, emotional and social effects, including sleep disorders, chronic fatigue and gastrointestinal complaints, which are found in 20–75 per cent of rotating or night shift workers compared to 10–25 per cent of day



PICTURE: WWW.SHIFTINTOSPORTS.COM

Maximising downtime: Shift into Sports will encourage off-peak membership

workers. There's also an increased risk of anxiety and depression, adverse cardiovascular effects and, in some cases, reproductive issues in women. Several studies also suggest that shift work can lead to increased body mass and prevalence of obesity.

The FIA's Shift into Sports programme provides discounted off-peak memberships to exploit fitness operators' quieter times, while working in partnership with employers to recruit their shift staff to take up the membership offer. It has the potential to generate industry growth by supporting a currently inactive group to participate in physical activity.

the bottom line

The Addison Lee pilot targeted over 2,500 drivers working a shift pattern. Over 800 drivers registered on the Shift into Sports website and more than 150 proceeded to sign up as paying members of health clubs.

The programme has now gained momentum with participating organisations including Royal Mail,

the London Fire Brigade, several NHS Foundation Trusts and the Metropolitan Police. The FIA has also created toolkits for partners to use to encourage staff into activity.

By targeting the service sector – manufacturing, transport, hospitality, telecommunications and public services (NHS, fire, police etc) – we aim to reach the 496,000 shift workers in London, and 3.6 million across the UK.

And we have the backing of the mayor of London. Welcoming the initiative, Boris Johnson said: "Sport brings huge health and social benefits to individuals, communities and businesses. Shift into Sports is a fantastic opportunity to help those who may struggle to get to the gym because they have irregular work patterns or are not based in one location.

"I would urge Londoners to make use of this scheme and get active."

FIA members across the country are already signing up to deliver the campaign. With such a large audience to target, Shift into Sports has the potential to make a real mark on our sector.



WHY WEIGHT STACKS ARE HISTORY.

milon training equipment is advantageous over conventional weight stack equipment because milon uses electronic motors to create resistance. milon's machines produce 2 load types: concentric and eccentric weights. Weights are changed in 1-kg increments. It gets better.

milon equipment is proven to be up to 30% more effective than conventional equipment. All our machines are smart card controlled, each machine will set itself up automatically to

your personal settings. milon training systems are installed in over 1500 health clubs today.

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

Are you ready for milon?
www.milon.com



 milon®

COMPETITIVE EDGE

9-22 JULY 11

gym for heroes

The FIA will be repeating its nationwide endurance challenge again this year. The challenge, which will take place in fitness centres and outdoor spaces, can be taken individually or as part of a team and is either three or 12 hours long, involving three pieces of any CV equipment, including a swimming pool. The funds raised will go to Help the Heroes – the UK charity formed to support those who have been wounded in Britain's current conflicts. Last year's event attracted 1,000 participants and raised £100k. Details: www.gymforheroes.co.uk



£100k was raised in 2010 thanks to participants such as Gemma Passmore



Discover and protect local churches

10 SEPTEMBER

ride + stride

Ride + Stride raises money to restore and protect ancient churches across the UK. More than 13,000 people cycled or walked around 10,000 local churches last year, raising a total of £1.5m. The event takes place at locations throughout the country. Churches are steeped in history and intrigue, and for millennia have been the centres of culture, arts and learning. Taking part in Ride + Stride allows you to explore the countryside by bike or foot and discover more about these extraordinary buildings. What's more, there is no entry fee or minimum sponsorship for this event. Go to the website to find out what's on in your local area. Details: www.rideandstrideuk.org

17 SEPTEMBER 11

tree-athlon

The Tree-Athlon family day is a sponsored 5km course in Battersea Park, London, in aid of environmental charity Trees for Cities. Aside from normal running there are several alternative ways to complete the course – barefoot running, buggy sprinting and walking with your family. The event features entertainment stands along the way. Take part and help improve the environment as well as your health. Entry costs £20 and minimum sponsorship is £25. Details: www.treesforcities.org



2011
avEX



INTERNATIONAL VENDING AND WATER EXHIBITION
NEC BIRMINGHAM UK 15 & 16 JUNE 2011

DIARY

worldwide event listings for leisure professionals

MAY

18-19 | Screenmedia Expo 2011

Venue Earl's Court, London, UK

Summary

Showcase of a wide array of cutting-edge technology, from glasses-free 3D screens and augmented reality to virtual shopping assistants. For any operator or owner who wants to update their digital and visual club offerings.

Web <http://screenevents.co.uk>

21-22 | BodyPower

Venue NEC, Birmingham, UK

Summary

Focused on sports including strongman, wrestling, boxing, MMA, gymnastics, cycling and athletics, the exhibition incorporates sports nutrition, equipment, clothing and associated products, plus seminars with sports personalities.

Web www.bodypowerexpo.co.uk

25-26 | SIBEC UK

Venue: Birmingham, UK

Summary

SIBEC UK brings together 120 of the key suppliers and buyers of the UK leisure, health and fitness sector from the local authority, trust and education markets. It offers two days of interaction, face-to-face meetings, forums and networking opportunities with the highest calibre of operators and suppliers.

Web: www.sibec.co.uk

JUNE

2-5 | Festival del Fitness

Venue Rome, Italy

Summary

The 23rd exhibition for the Italian fitness industry. Around 250,000 participants attend this outdoor event.

Web www.fitfestival.com

SIBEC offers one-to-one meetings between operators and key industry suppliers



BodyPower is held at the NEC

28 | National Benchmarking Service (NBS) Conference

Venue Milton Keynes, UK

Summary

An essential event for anyone responsible for ensuring the efficiency and effectiveness of leisure centres, this conference will outline how the NBS can improve best practice in performance management.

Web www.questnbs.org

JULY

12-13 | The FIA FLAME Conference

Venue Telford, UK

Summary

Motivational discussions and seminars alongside the FLAME Awards.

Web www.fia.org.uk

AUGUST

11-14 | IDEA World Fitness Convention

Venue Los Angeles, California, US

Summary

More than 5,000 fitness professionals from around the world attend this five-day event featuring hundreds of sessions taught by world-renowned fitness presenters and many guest speakers. The IDEA Fitness & Wellness Expo involves more than 200 companies.

Web www.idealifeit.com/world

19-21 | Annual National Fitness Trade Show

Venue Reno-Tahoe, Nevada, US

Summary

The annual trade show for club owners, managers, fitness directors and personal trainers.

Web www.nationalfitnessradeshow.comSTRENGTH EQUIPMENT
FOR ELITE SPORT

WINNING ISN'T EVERYTHING
IT'S THE ONLY THING



UK DESIGNED
UK MANUFACTURED

SPEED IIII
STRENGTH IIII
POWER IIII
PROGRESS IIII

Tel: 01455 890100 Fax: 01455 890009

Web:

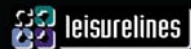
www.leisurelinesgb.co.uk

www.powerbag.com

www.leisurelinesperformance.com

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

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



everyone's talking about . . .

segmentation

Is now the time to further segment the health and fitness market, aiming to reach new audiences through the launch of different sub-brands? We ask the experts

High-end US operator Equinox has launched a new budget brand, Blink Fitness. Meanwhile Netherlands-based operator HealthCity International last year acquired the BasicFit budget chain, which it has continued to operate under the BasicFit name.

Could this be the start of a trend, with operators creating new brands to go after different markets, all under the same umbrella company? Budget is the most obvious option, but might we see other concepts targeting women, children, the grey market? Or even some lateral thinking which throws up some undiscovered concepts?

Blink Fitness is described as a "lite" version of the luxurious Equinox, which also owns the PURE Yoga brand. The concept offers a well-designed, well-equipped gym – but nothing more – for US\$20 (£12.36) a month. Vice president Dos Condon has been quoted as saying: "We want to bring fitness to millions of people in need."

Meanwhile, in the UK, the boom in low-cost gyms has led a number of operators to reassess or add to their existing offering. GLL launched a value brand, Gym London, in March 2009. This offers memberships from £19.95 a month by allowing people to choose a 'gym only' option rather than the previous,

all-inclusive membership package. GLL director Mark Sesnan says this has greatly increased the membership base, but with less than 5 per cent of existing members downgrading.

But is launching a low-cost brand the best way to improve market penetration, or does the industry need to get more creative? The H2 Bike Run clubs (see p39) are an example of a fresh approach, offering a groundbreaking concept for a very specific target audience. Might operators be able to identify other such opportunities to extend their reach?

Many operators have told *HCM* they won't follow the lead of Equinox, but is it time to be bold? We ask the experts.

SHOULD COMPANIES CONSIDER SEGMENTING THEIR OFFERING? EMAIL US: HEALTHCLUB@LEISUREMEDIA.COM

david giap Paolo

pi capital • chief executive



"I think segmenting the market works for some, but not for others – there's not a right or a wrong answer. There's a great argument for taking that approach and an equally compelling argument to stay true and focused on what you do. Most vegetarian chains don't start a meat restaurant, but plenty of people like to

eat meat and plenty of people don't.

Launching a new brand requires a different approach and mindset. You have to be careful not to mix and match two concepts. Many people have proved you can make money in both high-end and low-end markets, but that's not to say that moving into another market will guarantee success.

The advantages of launching another brand is that you have a different offering, which appeals to a different audience. The negative is that it takes capital, people and time. Many organisations would be better to stay ruthlessly focused on their core business and make that successful, rather than trying to get every crumb on the plate. In my opinion, what Equinox has done is a long way off becoming a trend, and speaking to other operators at IHRSA compounds this."

ray algar

oxygen consulting • managing director



"The story of the emergence of low-cost gyms can sound so compelling that people jump to the conclusion their future is in this segment. But the competition is intensifying and retention will soon become an issue as the brands proliferate, requiring clubs to focus on member engagement.

We already have several cities in England where low-cost brands are competing in the same catchment area, with a near-identical product and pricing proposition. I am looking forward to the impending launch of easyGym to see how consumers react to the first household brand entering the market.

Successfully operating a low-cost business requires organisational competencies to be zealously focused on operational efficiency. This is a radically different approach from operating a premium club proposition. Can Equinox, through Blink Fitness, be successful in both the self-service and full-service end of the market? Unlikely, I would say. Delivering a low-cost proposition requires a new organisational mindset. Personally, I think it's better to relentlessly pursue a narrower strategy, with the sole ambition of creating a brand which members love."



One is not enough: Will operators create new brands to go after different markets and attract more people to fitness?

david minton

the leisure database company (tlhc) • director



The industry has been too slow in understanding its customers. Supermarkets know who's coming through the door, track if they buy budget brands, deli brands or both, and position their offer accordingly. Tesco launched Tesco Local after identifying that many customers were spending less than £20 at out of town sites.

If health club operators really knew what their members were doing in-club, we would discover many more interesting concepts. To split the market between just high- and low-end is too crude. If we're going to take the market from 12 per cent to 20 per cent, we need more innovation to appeal to those who have never tried a gym, or who have already tried and dropped out. Outdoor facilities might be part of this equation.

Ten years ago, TLHC said the industry should be doing more to appeal to older people, but a decade later the industry is still, in the main, ignoring the largest demographic. Look at how well Saga appeals to this market.

The industry needs to know its customers, to be more innovative and prepared to take a risk, with groundbreaking concepts based on customer behaviour.”

david beattie

énergie group • brand and marketing director



The industry is starting to realise one size doesn't fit all, and budget brands resonate in this economic climate. Our budget concept, Fit4less, is currently our most popular franchise. It's interesting that Equinox chose to go with a different brand name, because we also deliberately created a distinctly different identity with Fit4less by énergie.

So far there's been a glass ceiling of 10 to 12 per cent membership penetration in the UK, but I think the budget clubs will help lift that ceiling. Our experience shows that, if you drop the price, many people who wouldn't otherwise have considered joining a gym will sign up.

People feel more comfortable exercising around like-minded people, which is why segmenting the market works. In our Redditch club, we have a full-service énergie club and an énergie for women club. Women are prepared to pay 20 per cent more to join the much smaller women-only club, because people feel comfortable when surrounded by like-minded people. An interesting market to unlock is the men-only gym. It's not only women who suffer from weight issues, so the opportunity is there, but it's hard to reach men with this sort of concept.”



JOHN OXLEY

The MD of Active Nation talks to Kate Cracknell about what it means to be a true campaigning charity



What's in a name? For some businesses it may be no more than a label, but for John Oxley – managing director of Active Nation – his organisation's name represents a statement of intent.

That much is clear the moment you read the company vision – a bold document that sets out in no uncertain terms a series of ambitious, forward-thinking objectives for the business that range from participation levels, through ambassadorial staff, to involvement in the healthcare agenda. Projecting forward to 2013, the document paints an aspirational picture in which Active Nation “has become the UK's number one sports and exercise charity” – one that “makes an impact on the lives of more than 10 million people across the UK and is seen as a beacon organisation wholly committed to its mission: ‘Persuading the nation to be active.’”

It's certainly an ambitious goal, but speaking to Oxley you quickly realise how willing he is to challenge the norms in a bid to achieve it.

The new approach stems very firmly from the organisation's transformation, in September 2009, from the “facility operator” Community Leisure Services (CLS) to the “campaigning charity” that is Active Nation.

Oxley explains. “Before, although we had charitable status, really all that meant was that it was cheaper for local authorities to buy our services.

“I felt that we, and other trusts, were simply contractors in different clothing, and that we were missing an opportunity to be so much more than that – to be mission-led.

“The whole reason we're in the industry is to get people involved in sport and exercise on a broader scale, in the interests of the health of the nation. Leisure centres are only a small part of that, so Active Nation is trying very hard not to be a facility operator. We're a campaigning charity that also manages facilities.

“Ultimately we're a very genuine, very passionate registered charity, driven not by the desire to make our services cheaper but by the desire to make a real difference and to have a positive impact on the communities we serve. In fact, three years after penning that mission statement, it's clear our



Educational but fun: Active Nation makes fitness accessible, but is also clear in communicating the benefits

approach sits very much alongside the government's Big Society vision to build a stronger society."

the feelgood factor

Getting employees on-board has been key to the organisation's transformation. "We did roadshows when we relaunched and I spoke to most of our staff. Many didn't even know we were a charity.

"For any employer to get the most out of its staff, every employee needs to understand who they work for and what that organisation is trying to do – why it exists. That's particularly important when you're a charity. A charity can only exist if it's benefiting the public; if it isn't, it shouldn't be there. And explaining that – that it wasn't just about being a leisure centre, but about having an effect on people's lives – was massively important. It didn't matter if they were a receptionist, a cleaner, a duty manager or a fitness instructor. That understanding re-ignited their enthusiasm for sport and exercise and meant they would come to work with a far more positive attitude."

It's also important for members – or, as Active Nation calls them, supporters – to be brought in on this feelgood factor,



Active Nation has a clear mission statement: 'Persuading the nation to be active'

says Oxley. "With a customer, there's only ever a transactional relationship. If we're truly going to persuade people to commit to a healthy lifestyle, we need to have a far deeper relationship with them.

"They're not just members of a facility: we need them to join our movement. We want them to be our advocates, to have conversations with their friends and family and promote our message.

"And once they know we're an organisation trying to do good, rather than just offering a facility and taking their money, they might even view their fee as a donation – as a contribution to the cause.



"In addition, because we're a charity, we feel we can be completely transparent. We don't need separate B2C and B2B strategies: what we communicate to our staff, our clients and our supporters can be the same. There's nothing to hide because we're unequivocally driven by our mission. It's the purest form of organisation I've ever worked within because it's completely credible."

beyond the facility

Nowadays everything about Active Nation is geared around its mission statement, from its name – "we needed ▶



To make a difference, you have to be willing to try things, take a risk and act with a bit of conviction

Active Nation looks beyond its facilities, working with schools and the local community

► to re-present ourselves in a way that was consistent with the vision," says Oxley – to the simplicity of its focus. "One of our goals is to keep things simple. Have a simple name, have a simple mission, and limit what we do to sport and exercise. We don't take on local authorities' cultural services, for example. We just do sport and exercise, which means we can't get distracted from what matters to us and from the purpose of our charity."

But for all that Active Nation has been very precise in its focus, it takes a wide-ranging approach to the delivery of this. "We don't want to be restricted to facilities," reiterates Oxley. "Indeed, we absolutely shouldn't be. We're currently engaged with a local NHS, preparing to deliver an exercise referral scheme – we discovered that 4,000 people walked into a GP surgery in that area every day and that 70 per cent of them were physically inactive. That's a huge opportunity to get to people we might never have reached before."

"We also deliver programmes in the workplace, community and schools. We're launching an event called the Kids' Tryathlon, with the emphasis on 'try', working with schools to encourage nine- to 11-year-olds to try out new sports. We'll test their fitness and ask them about their attitudes towards sport, both before and after the Tryathlon, as well as supporting them over the course of three months

to prepare for the event. That should give us some real data to prove we can have an impact, which hopefully can be used to inform decision-making at a national level. We're prepared to apply for funding for this sort of thing, because it matters."

"As part of our charity's mission, we also believe we have an important educational role to play – not necessarily even driving people to our facilities, but rather helping to raise public awareness of the value of exercise generally."

"A lovely example recently was our online 'New Year's Resolution' initiative, whereby people could sign up and make their exercise pledge. We found we were getting pledges from all over the country, not just from areas where we have facilities. We had pledges from people in Dunfermline, for example, and we don't have a facility within 100 miles of there. But people had come across us online and liked what we were saying."

"It just proves that, if you get a good message out there, you can reach an awful lot of people. We shouldn't be bound by facilities, by traditional thinking or by the geographic areas in which we physically operate."

Ensuring staff know what the company stands for and why it exists is vital, says Oxley

breaking down barriers

Oxley has always been in the leisure industry. "I can remember my dad saying: 'You're a long time at work, so make sure you do something that you enjoy,'" he explains. Starting out as a lifeguard, Oxley moved through the ranks of Crossland Leisure and SLM before setting up his own consultancy and working on projects such as leadership change programmes for British Airways. He joined what was then still known as CLS in 2008, attracted by the opportunity to take the organisation in a fundamentally different direction.

He is, however, clear in his views that years of expertise do not necessarily equate to having all the answers. "I

think people like me have done the industry a real disservice over the course of the last 25 years," he says. "We've been absolutely brilliant at developing programmes, marketing and pricing strategies that are attractive to between 10 and 15 per cent of the population and no more."

"If we continue to peddle the same stuff, we'll never move the percentage forward. There are so many people out there who want to get active, but the last place they want to do it at the moment is in a leisure centre. We have to rise up to that. We'll be successful in the future not because we understand why people exercise, but because we understand why they don't." ►





FitnessBooker is the leading web-based software for all sizes of health club and gym. FitnessBooker will help you increase your average transaction, drive membership, and help your business get healthier and more profitable. Check out FitnessBooker at our website, or call today, and find out how your business could benefit from:



- Membership Management
- Real-Time Online Class Booking
- Sell Membership, PT and Everything Online
- Social Media & Email Marketing
- Integrated Point-of-Sale
- Anywhere, Anytime Access Including Via Mobile Phone
- Integrated Spa Management if Required

FitnessBooker helps businesses all over the world to fulfill their potential.

www.fitness-booker.com

- So what are those reasons for inactivity, and how is Active Nation addressing them?

"When we did our roadshows, even among our own staff we came across lots of reasons why people don't exercise: 'I'd love to be fitter, but I don't want to walk through the door of the leisure centre' or 'I don't have time – my priority is making sure the kids get home from school' or 'I'd love to be able to play tennis but I know I'd be rubbish at it'. Some are practical reasons; others are quite emotional. But it reinforced a lot of what we'd already been thinking: that we have to take our offering out into the community, for example, and then maybe one day people will be ready to come into our centres.

"And if they do come through our doors, what's really going to make a difference? If I walk into a typical leisure centre, I'm probably met with a load of messages that say, 'we're proud to welcome you to our club... our qualified personnel will give you excellent service...' etc etc. You can see those signs everywhere, but it's irrelevant. Why does an organisation need to make those statements? As a consumer, I'd expect all that as standard.

"If I've walked in there for the first time, something that might actually make a difference would be a life-sized image of someone accompanied by a caption that read: 'I'm Sarah – I played netball last week for the first time in 15 years', or 'This is Tracy – she just became the youngest person to swim 25 metres in our pool'. Real people who've done real things. That's far more meaningful and can inspire people to try it for themselves.

"We're also trying to develop a conversational culture; in my experience, everything in life starts with a conversation. If someone tells you about a great holiday they had in Turkey, for example, even though you might never have considered going there before,

Online campaigns help Active Nation communicate with people in areas where it has no facilities



you're much more likely to find out more about it as a result of that conversation than if you'd seen leaflets or posters. So we don't have lots of brochures. It's not very environmentally friendly for starters, but also, if our staff have conversations with people, those people are then much more likely to feel they could have a go at tennis, netball or swimming."

trying new things

He continues: "We make excuses in this country. We have an image of sport as not being a worthwhile pursuit and we make excuses for the word 'fitness' or the word 'exercise' – we believe we have to use the word 'activity', otherwise we'll put people off. But I think it's better to take the bull by the horns.

"I'm the first to admit we don't have all the answers, but we're trying out some new ideas. We have our 'Sport in No Time' sessions, for example. On the ski slope at our Aldershot centre, even if you've never skied before, if you start with us at nine in the morning we promise you'll be able to ski by three in the afternoon. We offer the same for other sports such as tennis. You have to convince people that it's possible."

Active Nation also offers packages designed to appeal to those who are just starting out. "One size really doesn't fit all," explains Oxley. "If you're new to exercise, you need a different kind of package from somebody who's a regular gym-goer, so we have our 'Discover' and 'Explore' packages. You might want to

Real people, real stories: People are more likely to try something new if they're inspired by other members

'Discover Fitness' or 'Discover Badminton' – things you haven't done before – or, if you already know a bit about an activity but you want to take it further, you can go on an Explore programme.

"We haven't done it yet, but I'm also really tempted to try not selling memberships unless we truly believe people will use them. If someone comes in and hasn't done any exercise for the last 28 days, we probably shouldn't sell them a membership – they're not equipped to get the most out of it. We may be better off selling them a short-term package. If they then exercise twice a week over the following six weeks, we might consider selling them a membership. It might prove to be commercial suicide, but I'm convinced it's not all about selling memberships. It's about promoting activity and getting people into a sustainable habit.

"I just think you have to be willing to try things. When I first came in and started saying all this, a lot of people thought I was mad. Now more of them believe it's possible. If we're going to halt the rising obesity levels and have a society that values its health, we need to take a risk, do stuff we've never done before and act with a bit of conviction."



kate cracknell
healthclub@leisuremedia.com



**THE EVOLUTION
OF FREE
WEIGHTS**

REFRESH SMALL GROUP TRAINING FOR SUMMER 2011

ViPR™ integrates seamlessly with any fitness programme, with applications for group exercise, sport-specific exercise, reconditioning and individual PT sessions.

Discover why professional athletes, sports and health clubs nationwide – including Virgin Active, Edinburgh Leisure, SLM and the RFU – have taken on ViPR as their equipment of choice for 2011.



GET YOUR VIPR CLUB PACK TODAY AND SAVE OVER 10%*

Email busdev@fitpro.com or call +44 (0)20 8586 8636

WWW.VIPRFIT.COM

POWERED BY **fitpro**

*Club pack contains: 2 x 4kg, 6kg, 8kg, 10kg, 12kg, 16kg, 20kg, plus marketing and training for your team. ViPR club pack offers a saving of over 10% on the list price of pack contents purchased as individual items.

IN THE ZONE

Kate Cracknell investigates the trend towards the creation of functional training zones in gyms

“The gym of the future will have fewer machines – a bit of CV kit, but mostly open space where people train functionally,” declares Tommy Matthews of Optimal Life Fitness.

“At the moment, members aren’t excited by their gyms. We need to do something so they come out feeling they were taken somewhere both physically and mentally, that they were challenged. But most of all, it has to be enjoyable. Even adults want to play – they want that sense of fun, and it’s possible to create that in a gym environment. If you do it well, it’s a very powerful tool.”

Arke: Technogym’s new functional range, on trial at Fitness First, comes with small group programming

variety & results

Matthews has worked with Escape Fitness over a number of years to develop the Move IT concept, an off-the-shelf package for functional training zones that incorporates a broad range of workout options in one relatively small space. “The idea was to put everything together to create a sort of playground: speed training, suspension training, kettlebells, ViPR, boxing work, Powerbags, medicine balls, foam rollers, BOSU boards,” explains Matthews.

“Options are virtually endless, including small group training, one-to-one personal training, independent training, GP referral programmes, sport-specific programmes, youth fitness, active ageing and core conditioning,” adds Craig Swyer, product manager for Technogym, which



has just launched Arke. A new range of functional equipment, complemented by eight small group training programmes, Arke is currently being used in a three-month trial at Fitness First.

“These zones provide a blank canvas for working out,” adds Greg Sellar of GRAVITY UK. “On Monday you can do a kettlebell workout, Tuesday might be a TRX session and on Wednesday you might do abs on the Total Gym GTS. An operator can spend £1k on mats and some simple kit like foam rollers, Dynabands, Bosu balls and medicine balls and create a whole new area with infinite possibilities, as opposed to spending £100k on fixed equipment where all you can really do is change the weight or number of reps.”

Matthews continues: “Our zones look cool, so people want to work out in them, but it’s not a fad – it’s based on solid foundations and goes back to the way people trained in the days before machines. You can meet all your training needs in this sort of space: strength, power, speed, endurance, cardiovascular workout, metabolic training.”

Tom Haynes, commercial manager for York Barbell UK, agrees: “We’re hearing





THE THIRD SPACE

The new Third Space club in Marylebone includes a Retro Gym in the middle of the functional training floor. Offering climbing ropes, gymnastic rings, beams, bars and stairs, it has been specially designed to span two floors – extending up from the functional training floor and through the gap in the ceiling into the reception area above. Here, the ropes, rings and beams are set on tracks and can be packed out of the way if needed. The large functional training floor also offers the latest tools and equipment including Power Plates, ViPRs, TRX, FreeFORM boards, Powerbags and medicine balls.

The whole area can be used for small group classes, personal training and independent use – members are shown how to use the Retro Gym during programme design sessions, with a personal trainer also on supervision duty at all times, and everything other than personal training is included in the membership.

from the gyms we supply that members are wanting to try exciting new exercise forms to break the norm of using machine weights and CV. But in fact many of these current exercise trends date back to old-school training methods and have simply been forgotten over time."

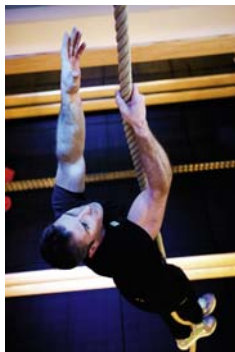
"There's currently a huge focus to get back to basics and train the body the way it was designed to move," continues Matt Julian, head of fitness at The Third Space. "This means whenever possible getting members away from machines and focusing on the large, multi-joint, 'primal' movements of the body – namely squatting, lunging, bending, twisting, pushing and pulling. When performing these movements while standing or moving through space, using body weight or other tools as resistance, the

body responds in a vastly superior way, recruiting the stabilising and postural muscles and developing the neural pathways and movement patterns that carry over into everyday life."

As a result, says Vicky Mahony, personal training expert at FitPro: "The industry and training syllabus for instructors and personal trainers has shifted to focus more around movement and function for daily life. Functional training or Whole Body Integration (WBI) has phenomenal fitness benefits, while also being varied and huge fun."

Allan Collins, Jordan's director of education, agrees: "Forward-thinking clubs now appreciate that it all boils down to results-based training. By giving trainers in the club the education, correct equipment and space to move,

Old school: The Retro Gym at The Third Space lies in the centre of the functional training floor and extends up into the reception area



these trainers can get the success that they, the member and the club all seek."

committing to the cause

Matthews continues: "The major problem is that many clubs don't sufficiently buy into these functional zones, as they're scared to remove too ▶



MOVE IT FOR MAXIMUM RETURNS



powered by
Reebok

move it

functional
zones



► much equipment. However, if you don't do it properly, these zones won't have enough impact to deliver the wow factor, to bring about an 'I want to go and play in there' reaction among members."

Mahony adds: "Operators may be nervous about removing traditional gym equipment to make room for this sort of space, but clubs often have under-used equipment that can be taken out. Where these zones are staffed, they also provide a great opportunity for employees to interact with members and assist them in achieving their goals."

Functional training kit, as Collins points out, also has a long shelf life compared to some of the more hi-tech equipment found in a gym.

"The biggest obstacle is the lack of information," says Haynes. "Some gym owners are business men/women, not fitness professionals, so they need to be educated on what's actually the best form of training before they can sell this idea to their members. But even just from a bottom-line point of view, the numbers stack up. There are minimal maintenance costs, low initial expenditure, more users per square foot of floor space... All this leads to a positive number on the books, but only if quality equipment is purchased."

At the moment, explains Matthews, many clubs use the zones for personal

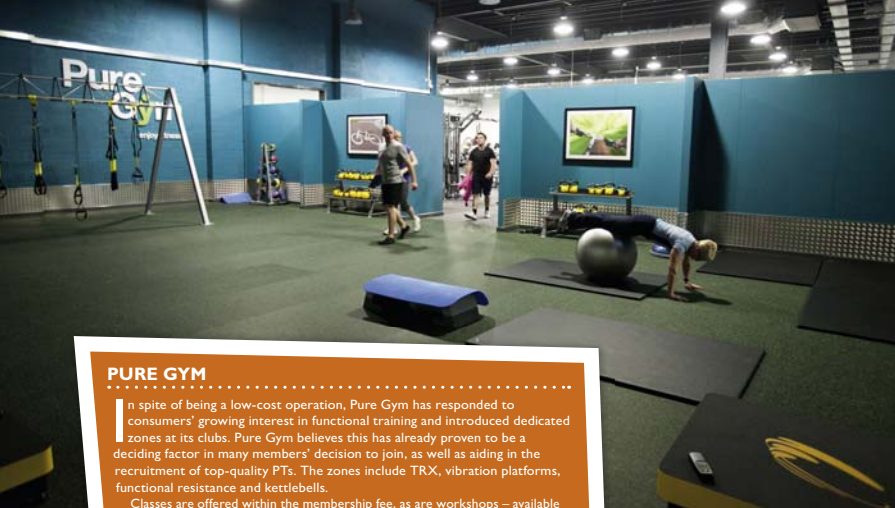
Get results: Jordan's director of education says clubs need to get the right kit, educate the PTs and give them enough space to move

training only. But to really get the most out of them, he recommends small group training sessions led by an instructor. "It's a real USP for the club – something very different from studio-based classes or personal training, driving member engagement through the social element and creating a buzz on the gym floor. And really all it needs is one or two instructors committed to running a programme of sessions throughout the week.

"For example, when DW Fitness first launched these zones, it ran small group training sessions during the week, all included in the price of membership. The first zone was in the Bolton club and the response was phenomenal – more than 4,000 members used the space in the first six weeks.

"For me, this small group approach is key to the success of these zones, as members will get more out of them if they're educated and supervised – if they're actually shown the hundreds of different ways to use the kit. We've already launched our Move IT small group training package in Europe –

"SMALL GROUP TRAINING IS A REAL USP FOR THE CLUB, DRIVING MEMBER ENGAGEMENT AND CREATING A BUZZ ON THE GYM FLOOR"



PURE GYM

In spite of being a low-cost operation, Pure Gym has responded to consumers' growing interest in functional training and introduced dedicated zones at its clubs. Pure Gym believes this has already proven to be a deciding factor in many members' decision to join, as well as aiding in the recruitment of top-quality PTs. The zones include TRX, vibration platforms, functional resistance and kettlebells.

Classes are offered within the membership fee, as are workshops – available on the club timetable – where members can book themselves in and find out the purpose and benefits of a piece of kit, enabling them to incorporate use of the functional training zone in their own, independent workouts.

training and pre-designed programmes that clubs can put in place on the gym floor – and we'll be launching this in the UK as soon as possible."

"If members are left to their own devices, these areas tend to be used quite sporadically," agrees Sellar. "However, once they've taken part in some group sessions, they have the confidence to use them on their own. I believe you have to factor in a programme of group sessions to make a functional zone a viable space."

a revenue stream?

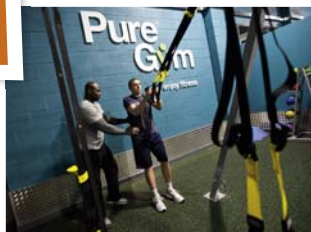
"Some clubs include use of these zones in the membership but, for example, small group training sessions could be charged for, providing an extra revenue stream.

Specific members can even be targeted based on their goals and the times they visit the club," says Mahony.

However, Sellar believes that:

"Although a minority of clubs are looking to encourage secondary spend, the majority currently use these zones for retention and attracting new members. Savvy PTs also use the zones to up-sell members to personal training."

And Steven Renata of Les Mills sounds a note of caution: "There's no doubt that small group training has increased in popularity in recent years – members love it because they enjoy working out as part of a group while also benefiting from one-on-one instructor interaction. For clubs, it's a great way to drive member-to-



Help to get started: At Pure Gym, members can join classes to learn how to best use the functional kit

member engagement and increase non-dues revenue. But while there are a number of small group training options out there, the concept is still in its formative stages. Most clubs have yet to find the right price point and to ▶



YORK[®]

STRENGTH - POWER - PERFORMANCE

01327 701 852
www.yorkstrength.com



Escape's Move It functional training concept has been designed to make exercise fun as well as effective

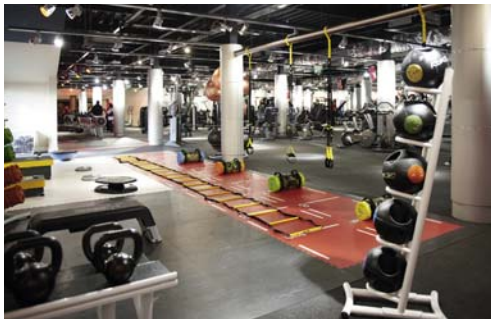
- ▶ demonstrate real value for members that balances free group classes with paid personal training results."

make some noise

Making a splash with a new functional zone is key, so marketing and location in the gym are important considerations – most people we spoke to recommended situating them in the centre of the gym floor, with powerful branding and a distinct colour scheme. But, says Sellar: "Often these zones aren't really marketed, and that's a shame. Members need to see that there's a new area with its own identity. The best way to do this is to create a separate schedule of taster classes and small group training to get people to engage with the new zone. Sessions should be regular but also exclusive enough – maybe six to 10 participants per session – to start creating some sort of demand."

Swyer agrees: "Promote as part of your marketing campaign, run taster classes to increase uptake and, most importantly, engage and motivate staff, upskill through training and get them to be the champions. This will encourage members to join in and is a key factor to success. Lastly, try different programming options to keep up the variety and ask for member feedback to create new sessions."

When DW Fitness launched its first functional zone, more than 4,000 members used it in the first six weeks



THE REEBOK SPORTS CLUB

"Sports performance and power/Olympic lifting has become more and more popular with trainers and members alike – it's a dynamic, varied and results-driven method of training," says John Penny, MD of The Reebok Sports Club London. "Our new zones, opening this month, cater for that evolution, with Olympic lifting platforms, power racks, a new kettlebell and ViPR area, TRX and a revised functional/combat/boxing zone."

"We'll offer specific inductions for members who want to use the area and mini refresh sessions for those who've used it before, plus scheduled studio masterclasses with our experienced PTs and teachers."

"These areas encourage people to work out together – something they may not normally do in a fixed equipment environment. It builds communities within the club and that can aid retention significantly."

"The club has a trainer who's an Olympic lifting coach and he takes some of the members for sessions on Olympic lifting. This adds a great deal of value to membership and the feeling of being 'part of the club,'" adds Tom Haynes of York Barbell UK.

"Once members can see and feel the results for themselves, they will regularly use these zones. But it's essential that the fitness team knows how to use this area to get results, and this must be led by the fitness

management team and supported by the sales team. Everyone must know why this area is being developed, how to promote it and how to use it effectively, otherwise the message does not get across to members."

The momentum behind functional training, and the creation of dedicated zones in clubs, certainly appears to be gathering speed. But there's still some way to go until their full potential is embraced. Says Sellar: "It has to be a two-way street. Trainers are expected to drive education forward, and many of them do, but they are let down when clubs don't install modern kit. Trainers today have a level of knowledge that far outweighs what the majority of clubs are providing – clubs aren't investing in kit that supports the trainer. The industry is moving one way and I'm not sure the operators are moving quite as fast in that same direction."



kate cracknell
healthclub@leisuremedia.com

PIERS SLATER



Last month, Soho became the first site in a proposed chain of commuter clubs – H2 Bike Run – which aims to release people from London Underground hell. Founder Piers Slater talks to Kath Hudson

What's your background?

My background is in property development. I was a commercial property agent and worked for clients including Virgin Active in the 90s. In 2002 I set up my own property company, Reef Estates. We develop in the retail, leisure, supermarket, residential and hotel sectors.

Where did you get the inspiration for H2 Bike Run?

I've been a cyclist commuter for a number of years and I think it's an absolutely brilliant way to get a workout, switch off from the office and make the commute a memorable part of the day, rather than spending it with your face in someone's armpit on the tube!

The downside was that it was always a problem getting a decent shower. I even joined a gym in order to solve this problem, but that didn't really provide everything I needed. I've had two bikes stolen when parked on the street, so I also felt there was a need for secure bike parking.

The H2 gym offers a core conditioning studio and a Spin studio, called H2 Ride, but no other CV



We want to create a 'cycle and run' community in London and support those with an active commute. Our ethos is that we're a normal gym, except we've thrown the treadmills outside.

How did you get the idea off the ground?

I initially had the idea in 2004, which in hindsight was a bit early. Then the property boom took off, so it was put on a back burner. With the crash in 2008, we dusted down the plans and started looking for sites.

We looked at funding it externally, but decided that we wanted to keep control of the concept, so there are only five investors and no bank debt. Currently we've invested around £1.9m in the project.

What does the H2 concept offer?

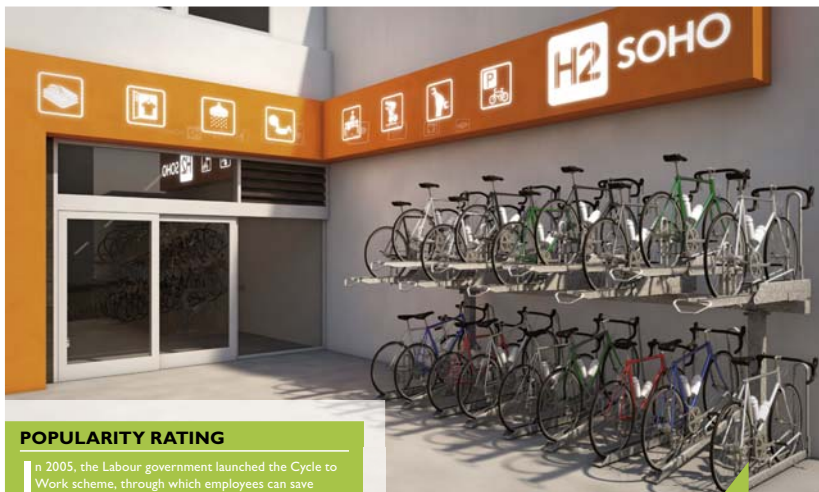
The 1,400sq m (13,000sq ft) club is open from 6.00am to 9.30pm and encompasses a Spinning® and core conditioning studio – there's no other CV equipment. The Star Trac-equipped Spin® studio, H2 Ride, will be the heart and soul of the club, offering six classes a day.

There are also fantastic showers, vanity bays and lockers that can comfortably accommodate one or more suits. And for bike commuters, we also have secure parking for 260 bikes and a further 220 nearby. We offer bike servicing and we've teamed up with Polaris and Gore to sell apparel.

We're also planning to hold cycle confidence training, specialist triathlon training and a running club. The aim is to use the club and social media to build a running and cycling community. Additional services include personal training, sports therapy and massage, and dry cleaning and laundry.

Are you running all of the additional services yourselves?

No, we've partnered with other companies: Sarah and Sandro Morelli will run H2 Ride – Sarah is also education and development manager for Star Trac, responsible for the Spinning® programme; personal training is offered as 'H2 powered by Lomax Personal Training'; and Osteon takes care of the sports massage offering under the banner of H2 Osteon Sports Therapy.



POPULARITY RATING

In 2005, the Labour government launched the Cycle to Work scheme, through which employees can save almost half the cost of a bike and the equipment needed for cycling to work. The employer buys the bike from an approved supplier, claims back the VAT and deducts the rest, over a period of time, from the employee's pay.

Nevertheless, cycling commuting in London remains low compared to other European cities: just 3 per cent, whereas in Copenhagen it's 36 per cent and 25 per cent in the Netherlands. The government claims to be keen to change this; Transport for London aims to increase cycling in London by 400 per cent by 2025.

However, cycling in general is already increasing in popularity, perhaps in part down to the GB Cycling team's success at the Beijing Olympics. A 2009 TGI survey of around 25,000 adults found that running was the sport that had shown the strongest growth in popularity, but with cycling a close second – 17.4 per cent of respondents said they cycled, up 4.1 per cent compared to 2005.

Meanwhile, according to a 2010 Mintel report, 545,000 daily bicycle journeys were made in London in 2009, up 9 per cent on the previous year and up for the seventh year running, resulting in a 91 per cent increase since 2000. And a study by Sport England has revealed that 4.46 per cent of the UK population now cycle at least once a week, up from 4.26 per cent in 2008/09.

► How much is membership?

It's our aim to be honest and transparent with the customer, so there's a standard price and no discounts. We offer no contract as standard, but you can sign for 12 months and achieve a cheaper rate. We've invested heavily in the membership system and website, so that people can manage their memberships online. These have been developed bespoke for H2 using our own web development company and Ansador for the access control system.

The cheapest monthly membership is £27.99, which includes bike parking, showers, a locker and use of the gym

H2 Bike Run has secure parking for 260 bikes and a further 220 nearby (above and right)

area from 10.00am onwards, as we have classes during our peak hours of 6.00am–10.00am.

Who is the target market?

We think lots of people who join will already walk, run or cycle to work, but we also think there will be a lot of 'nudders' – people who can be encouraged into action. We believe women will be our secret weapon: helmet hair is a key reason for women not cycling to work, second only to the health and safety aspect of cycling in the city. So we've provided great vanity areas with lots of hair straighteners.

Other people who live or work locally might well join just for the gym or Spin® classes, and we also think lunchtime joggers will be interested as they can get a shower and use the core conditioning equipment.

Who designed the club?

It was designed by our in-house design team, Urban Reef, with the help of interior design company Creative Switch. The fit-out specification is top-end, focused on delivering a high quality environment.

Primarily the aim was to make it feel light, airy and clean. We wanted to create a luxurious, healthy-feeling environment. Cleanliness is of utmost importance, and we've paid great attention to how the water drains away, as well as minimising the corners, so it's easier to clean. We chose the colour orange for the brand, because it's reminiscent of the sunrise and is a positive colour symbolising the start of the day.

What is the membership capacity?

We think it's 2,500, but will close the door if the number exceeds what we feel is a comfortable operating level. We're



going to monitor it, make sure we're offering a good experience at value for money, and create a club we're proud of and that makes a difference.

Will you push the 'green' angle of running or cycling to work?

We have a carbon footprint calculator on our website so members can calculate the impact/saving they're making by cycling or running to work. This is a sustainable way of commuting, and running outdoors as opposed to on a treadmill will bring about further energy savings. We estimate that an H2 member could reduce their carbon footprint by 5 to 10 per cent.

The club also uses heat exchangers to transfer heat – from air and water leaving the building – back into the building. It also has energy-efficient showers, sustainable building solutions, and we use recycled water and low carbon energy systems.

What's been the biggest challenge you've faced setting up the project so far?

Everything! For starters, there have been a number of technical challenges, such as how to deal with the amount of water that we need to heat.

Getting the concept to market without having a brand or the backing of a big company has also been difficult.

Re-educating the consumer has been another challenge. People are happy to pay £3.50 for a pint of lager, but will quibble about paying £1 a day for a shower and to have somewhere safe for their cycling gear.

Also, unless you've had the experience of running or cycling to work, you don't understand how exhilarating it is and how you can start the day in such a good frame of mind. Trying to get that idea across to people who've never tried it has sometimes been frustrating.

How have you marketed it?

With the website, business-to-business marketing and business-to-consumer marketing. We're offering a promotion to founder members whereby they get their first month's membership free.

Below: Vanity areas with hairdryers and straighteners were essential to attract female clients



What are your aims for the next 12 months?

To open the second site, at London Wall. We'd also like to get two or three more planned London clubs open next year.

What about longer-term aims?

We want to be the solution for running and cycling in central London, and to build a brand that we're genuinely proud of: a business that makes exercise fun and accessible and that makes commuting a pleasurable experience that's good for you.

What about expansion plans?

Our target is for 10 sites in London. However, although this is primarily a London business model, we are considering other cities including Newcastle, Manchester, Brighton and Leeds. It might be that we have a public sector involvement in other cities. I would like to take it overseas too: New York is high on the list.

What's the best piece of advice you've ever received?

You only ever learn from failure, not your success. Failing teaches you how to become more successful.



kath hudson
healthclub@leisuremedia.com

THE GREAT

Why aren't health clubs and leisure centres offering more outdoor fitness? Rebecca Douglas investigates

With lighter evenings now upon us, exercising outdoors can be far more appealing than a visit to the gym for many people. A good outdoor workout provides both physical and mental stimulation, and they say a little time spent getting muddy is good for the soul.

A local park provides an ideal workout 'playground', and in recent years we've seen a transition from individual park-runners and those enjoying a stroll with the dog to groups of fitness enthusiasts all working out together. Individual personal trainers and bootcamp-style sessions have picked up on this opportunity, but commercial operators are yet to really move into this area of the market. Why is this? We ask our panel of experts

OUTDOORS



RICH COWLEY
group health and wellbeing manager
DC Leisure



As leisure operators, it's our responsibility to provide local communities with an array of opportunities to engage in an active lifestyle, both indoors and out. Fitness enthusiasts are increasingly seeking innovative exercise options that allow them to escape their hectic lifestyles and maintain a balanced state of mind.

Operators must look past the ordinary studio classes and inject variety into their programmes. Through a diverse offering, a wider audience will be attracted to the facilities, increasing footfall and income.

We recently launched a six-month Nordic Walking pilot. An activity that can be completed in rural and urban environments, Nordic Walking is suitable for all ages and fitness levels. It can be used to improve general mobility, facilitate increased calorie burn for the fitness enthusiast, or even act as a method of cross-training for dedicated sports men and women.

The initial interest in DC Leisure's Nordic Walking sessions has been impressive and demonstrates the changing leisure demand nationwide. Four of our sites – Fleming Park, Xcel, Castle Place and Ferndown – now offer local residents taster sessions as well as the 'Learn to Nordic Walk' course which takes place over a four-week period. The 30- to 60-minute sessions teach participants how the activity can be used to achieve desired fitness and weight-loss results. Participants can then attend regular adventure walks suitable for all ages and fitness levels.

However, I think many operators are prevented from pursuing activities such as walking and running clubs due to the health and safety risks associated with activities that leave the premises. Anything that includes crossing roads entails many more risks from a health and safety perspective, and in many cases means these activities are excluded from the timetables.



DC's Nordic Walking pilot is suitable for all fitness levels



ROBIN COPE

MD

British Military Fitness



Some operators are offering an outdoor solution and are doing very well at it – Virgin Active, for example, offered Virgin 'Outdoor Active'. However I think for most, outdoor exercise just isn't part of the core business strategy.

There are probably a whole host of reasons why operators aren't looking beyond the four walls of the traditional health club, from the risk involved in taking members outside the club to the permission needed by external organisations to train in the outdoor environment. There's a lot of red tape involved in setting up an outdoor exercise business and it does require a great deal of attention, time and resource to maintain the highest levels of safety and quality for all involved. It might also be the case that operators don't recognise the ROI potential.

Do I think there's an opportunity for them? Yes, but I don't think this can be easily achieved without creating

new and innovative partnerships with brands and companies that specialise in outdoor fitness. I think that is where the opportunity lies for operators, but they have to be willing to think outside the box – outside the four walls of their club.

At the moment we all co-exist without stepping on each other's toes, but I think there has to come a time when clubs must and will need to diversify and evolve. We welcome this competition. Our members aren't always 'gyms aren't for me' people, and in fact many of them have memberships of commercial gyms too. They simply like what we offer and like the diversity we can bring to their fitness and training programme.

The BMF model is very different from that of the commercial operator and I think it's proving advantageous for the company and our growing client base. Our sessions rely on team work, interaction and being fully engaged for



BMF sessions rely on team work, interaction and being fully engaged for the entire session

the entire session. Members quickly make new friends and strike up positive relationships with the instructors and other members alike. This is very different from a traditional club where members typically work out in isolation, on individual machines – it's no wonder members can struggle with motivation. ▶

► **JAMES WILD**
head of training
Premier Global



There's no question that more people are opting to train outdoors for a number of reasons, from cost to general enjoyment, not to mention the various health benefits that training outdoors brings to the exerciser.

However, the majority of clubs remain completely focused on delivering exercise and fitness under one roof, where they're in control of the environment – from heating to lighting, music and so on. Clubs can also be risk averse, and there are certainly more risks when it comes to training outside.

To offer outdoor fitness, operators would need to change the model for delivery, requiring a cultural change from senior management. There are trainers who are willing to move members outside the four walls of the gym, but there is a resistance to do this from management.

From a training point of view, we teach 'training outside of the gym environment' as part of the Advanced Diploma in Personal Training. Although commercial gyms are still popular places for our graduates to find employment, we're noticing that many more are opting to set up their own personal training businesses using parks and local spaces to work with clients. One benefit of this is financial, as there is no ground rent and they can set their own prices.

Delivery of outdoor training relies on an imaginative trainer, as there's limited equipment – only the resources they bring along and those from their surroundings. However, this can lead to fun sessions for both client and trainer. With the right ideas and motivation, you can find everything you need to get the most from your exercise programme: benches, trees, railings, steps and hills all provide a varied 'gym'.

trainers are willing to move members outside but there's a resistance to do this from management **james wild**



Nordic Walking reduces pressure on facilities at peak times

MIKE ROLLASON
director
Nordic Walking UK



The UK fitness industry has been intrinsically geared towards the delivery of exercise indoors and very slow in embracing the opportunity of adapting their skills for the outdoors. I think this is because the business model that currently drives the industry assumes that the building and the equipment are the key assets, whereas the outdoor fitness model is completely the opposite: the key assets are the instructors and the programmes.

If you look back over the past 10 to 12 years, we haven't really increased market penetration – there's just a churn of people leaving and joining. As an industry, we need to look past the 12 per cent – the self-motivated few who enjoy the gym in its traditional sense. The model has to adapt and evolve.

We brought Nordic Walking to the UK five years ago to provide a product that could appeal to those who are not attracted to exercising in facilities. It originally came from a summer training regime for cross-country skiers in Scandinavia, but we've developed it away from performance coaching to become

a fitness discipline with a variety of programmes for different markets.

Our delivery model is different from traditional fitness programming. Instructors are trained in how to empathise with clients who are intimidated by the usual fitness terminology, and how to access new markets that the fitness industry has so far failed to attract. We've trained more than 2,500 instructors for 100 local projects in the UK, taking the industry's expertise to the community. This clearly demonstrates that there's demand.

The FIA's hard work at government level is presenting one of the greatest opportunities our industry has ever experienced. Operators need to start delivering programmes appropriate to the health market and embrace the concept of becoming a community hub, or others from outside our industry will capture this opportunity from under our noses. With budgets being cut, many organisations have the physical activity agenda on their radar as an alternative method of accessing funding.

Nordic Walking is extremely easy to implement. In addition to attracting a new audience, it reduces pressure on facilities at peak times by taking existing members outside and enables you to set up a satellite class/offering. As the majority of people will only travel 12 minutes to their nearest point of exercise, an outdoor solution can help increase your community penetration.

DAN SUMMERSON
national fitness manager
Leisure Connection



As great as it is to train outside, we find our members prefer the comfort of the gym environment to work out. They have multi-media at their fingertips, where they can catch up on their favourite soaps or the day's news. And if you train inside, you can't use the weather as an excuse not to have a workout.

Many members also take the time to enjoy our range of facilities. They might have a workout in the gym and then go for a quick dip in the pool, then on for a sauna and steam and finish with a cappuccino. Things as simple as changing facilities and hairdryers are still very important for our customers and members, as many of them head straight to the office after a morning workout.

Training outside relies on a clean and dog mess-free environment, which can't always be guaranteed! Some of our gyms aren't in locations that naturally lend themselves to a fantastic outdoor environment, so it doesn't make sense to offer it. We hold regular customer

forums and focus groups, so if members said they wanted outdoor activities we would certainly look at it, but there would need to be a solid business case to introduce this. People know what to expect with our gym membership – they can train indoors, have a swim and enjoy our classes. Offering bootcamp classes or sessions outdoors might dilute our offering and confuse potential members.

We do deliver the odd class outside, but it very much depends on the trainer. Many of them have concerns regarding insurance and, although the majority of them will be covered, they are sceptical because of the blame culture we live in.

I believe people who say 'gyms aren't for me' are simply members of the wrong gym. As an industry, we offer fantastic and innovative classes and state-of-the-art equipment. Members who claim they are bored with their workouts need to speak to the fitness staff and personal trainers, and perhaps staff also need to try to engage more with their members.

JON WILLIAMS
GM
The Marlow Club



Our contacts in the US told us that, as an industry, they were struggling to retain members who wanted something different from their fitness programme and were taking advantage of the growing number of bootcamps and outdoor training classes.


At The Marlow Club we saw this as an opportunity, as no operators seemed to be offering outdoor fitness. However, we didn't feel comfortable taking our members away from the safety of the club. It would also cost money and take up time in terms of red tape and working with external organisations, particularly the public sector.

So we took the decision to invest capital in developing our club within our four walls, transforming what used to be a sun terrace into an outdoor fitness area, which links on to the side of our gym. This space, which measures about 30m x 30m, will have a wooden structure and plenty of greenery – plants, ivy and artificial

grass – to give our members a sense of training outdoors without in fact leaving our site. There will be a mat area and plenty of equipment that can be used in circuit classes such as kettlebells, TRX suspension trainers, tyres, bungee ropes and hurdles – popular equipment that our members know how to use.

We believe this will make a huge difference to our members and our attrition levels. We do notice a drop in members in the summer months, and many look to suspend their membership over the summer. We hope this will offer a solution to those wanting to make the most of the great outdoors.

As an industry we need to consider the seasonality of our country. For nearly five months of the year it's dark at peak training times, which adds to the health and safety and risk issues surrounding outdoor exercise.

 **rebecca douglas**
healthclub@leisuremedia.com



The complete solution to successful Outdoor Programming

Take your expertise to the community



Ultimate Nordic ski and trek fit circuits



NEW weight loss programme in partnership with Pete Cohen

- Training • Equipment
- Marketing all provided

WWW.NORDICWALKING.CO.UK

0845 260 9339

Serving for Success

How does today's pro tennis player keep up with the increasing physical demands of the game, and what opportunities are available for tennis enthusiasts to access their own sport-specific conditioning programmes? Lauren Applegarth investigates

According to the latest figures from the Lawn Tennis Association (LTA), tennis is the fourth largest sport in terms of commercial value in the UK; it's currently a £1.3bn industry in this market alone. With over 23,000 courts nationwide and more than one million adults playing tennis every month, the demand for facilities and coaching programmes is only set to increase as summer draws ever nearer.

As the fastest-growing sport both at school and club level, and with the LTA already providing a number of schemes to increase participation, tennis certainly has an appeal to all ages and abilities. But how can health clubs replicate the specific training and conditioning

programmes that are so vital to the success of today's tennis professionals?

GETTING TECHNICAL

Tennis is one of the most accessible technical sports, but physical conditioning is essential to the success of elite athletes. At the top level, every player will already have mastered a winning technique, so what is it that makes the difference between a Grand Slam winner and a runner-up? The physicality of the player undoubtedly has a huge impact on their overall achievements – an undeniably demanding sport, tennis pushes players physically and mentally and requires the technical skills to stand up to these stresses.

Indeed, while all elite athletes will require tailored programmes based

around their physiology and the sport in which they compete, tennis is particularly technical and requires good physical strength in a number of parts of the body. When a tennis player takes a shot, the movement starts at the bottom – the power comes from the movement and positioning of the feet and ankles, up through the legs and hips, through the muscles in the back and up into the shoulder and arm. Tennis players therefore require strength and conditioning programmes that maximise strength and power in all of these areas.

Additionally, agility and flexibility training ensure optimal movement throughout a match, and coaching programmes combine cardiovascular training with a focus on footwork and lateral movement to replicate the demands of the tennis court.

In the professional game, the average point will only last for around eight seconds, so the ability to inject short, intense bursts of speed and strength are fundamental to the success of any tennis player. But players require high levels of both power and muscular endurance to ensure that they are able to apply a high proportion of strength very quickly and over a prolonged period of time as matches can go on for several hours, so training should be based around this.

Julia Dalgleish, master trainer for Cybex UK, works with individuals in sport-specific coaching and emphasises the importance of training for the physical demands of the game: "Tennis is a game of repeated bouts of high intensity activity, so a periodised and balanced conditioning programme would need to incorporate the key elements of fitness: solid aerobic endurance, coupled with anaerobic endurance, strength, power and the agility necessary for the rallies."

Sport-specific: Cybex works with tennis players to improve strength, power, endurance and agility





Cybex equipped the training facilities for the ATP World Tour Finals at London's O2

Meanwhile Steve Kotze, strength and conditioning coach for the LTA, is a fan of Michael Boyle – author of *Advances in Functional Training* – and a strong supporter of Boyle's opinion that “programming is not nearly as important as execution”. He therefore focuses heavily on two aspects when working with players: technique and range of motion.

He also pinpoints the importance of developing single-leg strength in tennis players, stabilising the pelvis to increase power, balance and injury prevention in single-leg activities such as running, jumping and squatting.

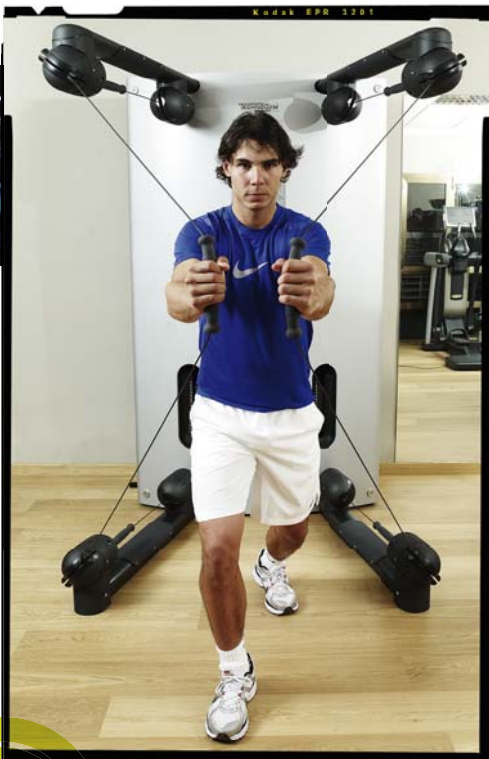
Kotze also believes the tailoring of training programmes to each individual is essential to achieving optimum physical performance and shorter recovery times, as well as preventing injury. He explains: “Time spent working with the athletes is restricted for strength and conditioning coaches, due to time that the athlete will spend travelling, competing and training on court.

Therefore it's vital that a player's strengths and weaknesses are identified from the very start. This allows us to establish their specific training needs.”

INJURY PREVENTION

Injury prevention is necessary in any sport, but is something that perhaps receives extra attention in tennis; due to the nature of the sport, the movements and actions involved in playing tennis put physical strain on many parts of the body.

Grant Broadley is head tennis coach at Esporta Brighton Health and Racquets Club – one of the first commercial racquets clubs to attain LTA High Performance Centre Accreditation. His team uses set definitions of body



In training: Rafael Nadal uses the Technogym Kinesis System

types to categorise athletes in order to work on injury prevention and produce bespoke training programmes to develop playing ability and fitness levels.

And David Lloyd Leisure

– as Rob Beale, group health and fitness manager, explains – “offers one-to-one personal training sessions which tennis members can use to improve their strength, co-ordination and power. But, importantly, there's also a focus on preventing or overcoming injuries.”

The shoulder, wrist and elbow are all subjected to repetitive, high intensity movements, so it is these areas – combined with the lower back and hamstrings – that tennis conditioning

coaches target. Cybex's Dalgleish adds: “Programmes must prevent the likelihood of developing some of the more common injuries, such as tennis elbow, rotator cuff and Achilles tendon injuries.”

EQUIPMENT OPTIONS

The same fitness equipment that is already installed in gyms and health clubs up and down the country is also used by elite athletes. Since the opening of the LTA's National Tennis Centre in Roehampton in February 2007, its training facilities have been fully equipped with apparatus from Life Fitness' Classic range. Chosen because of its high durability, the full suite includes recumbent and upright cycles, cross-trainers and treadmills, all of which have been selected to withstand high intensity and repetitive use by ▶



Strength: A training session at the LTA National Tennis Centre, Roehampton

Britain's top tennis players. Kotze highlights the benefits of using the treadmill for interval training, but also emphasises the advantages of using free weights and medicine balls.

Meanwhile, Technogym has been the equipment supplier for the All England Lawn Tennis Club in Wimbledon for over 10 years. With more than 20 pieces of strength and cardiovascular kit in use at the facilities, Technogym has also developed its own tennis programme on the Kinesis cable system. This can provide the user with over 200 different exercises, building strength, flexibility, resistance, co-ordination and balance – all essential elements required for optimal tennis performance.

As a dominant-sided sport, tennis requires specific training programmes that work to correct any physical imbalances that can easily occur, particularly in the muscles of the shoulder and the arm; cable-based strength trainers are particularly useful for this. Technogym's Kinesis Tennis programme is accessible online and provides a well-rounded series of exercises to accomplish dynamic core muscle activation, increase lower extremity stability and change of direction capacity.

Cybex, meanwhile, already provides both strength and cardiovascular equipment to the renowned Queen's Club in London, home to the annual ATP Aegon Championships. Following feedback from the players and coaches when at Queens, Cybex was also asked

to support the 2009 and 2010 Barclays ATP World Tour Finals at the O2, with a full range of fitness equipment – resistance kit alongside treadmills, cycles and cross-trainers from the 750 CV range.

Resistance options included the Cybex FT360 cable machine, which comes highly recommended by Jez Green, fitness coach on the ATP World Tour: "Cybex's cable machine really stands out. It's useful for tennis players because it offers an incredible array of angles, an excellent range of motion and good stability work."

TENNIS CONDITIONING

In addition to using equipment, players at any level can boost their fitness by participating in a range of classes. Health clubs nationwide cater for the training needs of the amateur tennis player, as Beale comments: "David Lloyd runs group VIPR tennis sessions and group Power Plate sessions which focus on improving the members' tennis fitness. Our tennis centres also deliver free sessions of Cardio Tennis, an LTA-endorsed fitness programme focusing on monitoring participants' heart rates to ensure that they are kept at an optimal level during exercise."

Health clubs offering tennis conditioning should ensure that their coaches receive the necessary training, as Beale explains: "All of our staff are hired with REPs Level 3 qualifications as a prerequisite, and anyone wanting to run tennis programmes must attend our tennis-specific training."

There would certainly seem to be the demand for health club operators to provide sport-specific coaching

Esporta, another leading nationwide provider of tennis facilities and coaching, offers more than 300 indoor and outdoor courts across the 21 Esporta racquets clubs throughout the UK. Currently working towards achieving the LTA Clubmark and already offering a number of racquets clubs with LTA High Performance Centre accreditation, Esporta boasts Andy Murray, Pat Cash and Tim Henman as members. As with David Lloyd, Esporta provides coaching programmes to suit all levels of ability, and offers training programmes taught both individually and in groups.

Meeting the physical demands for muscular and strength endurance, power, balance and agility is ultimately best achieved through a combination of equipment-based and non-equipment based training. As tennis reaches its peak participation levels over the coming months, there would certainly seem to be the demand for health club operators to provide sport-specific coaching.



lauren applegarth
healthclub@leisuremedia.com



BESPOKE BUSINESS SOLUTIONS FOR YOUR FITNESS FACILITY

At Life Fitness we understand the importance of supporting our customers in being successful. The Solution Partner programme has been carefully developed to ensure that we can offer the best service for all areas of your business.

Our Partner programme offers bespoke business solutions for your fitness facility. So, whether you are brand new, or fully established, Life Fitness Solution Partners can help with elements such as design and build right through to business intelligence, customer training, sales and marketing campaigns, facility management and finance solutions.

For more information on the Life Fitness Solutions Partner programme, email us at life@lifefitness.com

| | | |
|----------------------|-----------------------|-------------------|
| DESIGN & BUILD | BUSINESS INTELLIGENCE | CUSTOMER TRAINING |
| MANAGEMENT SOLUTIONS | CUSTOMER MARKETING | FINANCE SOLUTIONS |

LIFE FITNESS
SOLUTIONS
PARTNERS

LifeFitness
WHAT WE LIVE FOR

E: life@lifefitness.com / www.lifefitness.com

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



Functional Fitness Specialists





01945 880257
sales@jordanfitness.co.uk
www.jordanfitness.co.uk

XXX REP's
 Associate Member of
INRSA
 Insurance for Gymnasium
 FIA

Functional Training Zones powered by Jordan Fitness

- **Fitness flooring** – tailored to suit your requirements
- **Functional Equipment** – Suspension training, kettlebells, Powerbags, Combat, the list goes on
- **Full support** offered by Jordan from first concept to education and beyond
- Very **cost effective** and fun to use
- Ideal for group and circuit training or simply to enhance personal training sessions
- Contact sales@jordanfitness.co.uk for more information

NEW Jordan Fitness 2011 brochure now available to download for more information please visit www.jordanfitness.co.uk










moving on up

The first national Net Promoter Score® survey of the UK leisure/health and fitness industry has revealed that consumers' perceptions of the sector are worryingly low. Leisure-net Solutions MD Mike Hill examines the findings and investigates how the sector can improve its score and service



What's the ultimate question we should be asking our customers? Finding out if they're satisfied is one thing, but in order to really understand their relationship with a facility and so determine the future growth potential and profitability of that business, operators need ask just one question: How likely is it that you would recommend our company to a friend or colleague?

When Leisure-net Solutions, in partnership with The Retention People (TRP), asked more than 19,000 fitness industry customers from 159 UK sites that very question in March this year, their response was ominously negative. Overall, just 38 per cent said they'd proactively recommend their current gym or leisure centre, while 17 per cent were so unhappy that they were classified as Detractors – in other words, willing to actively be negative about the service they received. These figures give an overall average Net Promoter Score (NPS) of 21 per cent.

What's more, when responses are broken down, it's clear to see that there are significant differences between sectors – local authority sites scored the highest at 27 per cent, followed by trusts at 12 per cent and finally private multi-site operators, which scored a worrying minus 16 per cent. The range

of scores for individual sites varied considerably, with the lowest coming in at minus 32 per cent and the highest reaching a respectable 50 per cent.

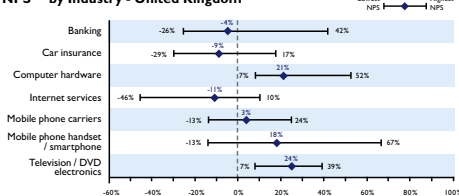
What your customers really think

The NPS – a customer loyalty metric developed by Fred Reichheld, Bain & Company and Satmetrix – measures member satisfaction and loyalty levels on a simple three-point scale. Based on how they answer, respondents are categorised as Promoters (nine or 10/10 rating), Passives (a seven or eight rating) or Detractors (zero to six rating). While Promoters are loyal enthusiasts likely to stay with a facility, spend more, buy

more and recommend it to their friends, Detractors are classed as unhappy customers trapped in a bad relationship – those most likely to leave early, spend little and even put other customers off. Passives are neither positively or negatively proactive, simply satisfied but unenthusiastic customers who can be easily wooed by the competition.

The percentage of Detractors is subtracted from the percentage of Promoters to obtain a Net Promoter Score – a clear measure of an organisation's performance through the eyes of its customers. A score of 75 per cent or above is considered high, and the fastest-growing companies in their respective sectors – those that really

NPS® by Industry - United Kingdom





deliver lucrative, sustainable growth – operate at NPS efficiency ratings of between 50 and 80 per cent. Indeed, companies that achieve long-term profitable growth have Net Promoter Scores two times higher than the average company, while NPS leaders outgrow their competitors in most industries by an average of 250 per cent. In addition, a 12-point increase in NPS has been shown to lead to a doubling in company growth rate. Any company or sector with a negative score is, in effect, consistently creating more Detractors than Promoters, and will therefore struggle to sustain profitable growth no matter how aggressively they acquire new business.

A smile can be deceptive: 80 per cent of members who said they were 'satisfied' in a survey left that service within a 12-month period

the survey. Having 'satisfied customers' just isn't enough any more. When Bain and Satmetrix were carrying out the research that led to the development of NPS, they tracked customers who stated they were 'satisfied' with their product/service to see how many of them left that service within a 12-month period. They discovered that, on average, 80 per cent of 'defectors' leave despite the fact they would class themselves as satisfied.

This figure explains a lot for operators in the leisure/health and fitness sector wondering why retention is such a problem when satisfaction surveys are good and customers relatively content. Satisfaction differs hugely from loyalty, and what the first industry NPS survey highlights all too clearly is that we are not yet creating that loyalty – loyalty that in turn would create Promoters.

hitting the spot

"The study provides an insight into how much work we have to do as an industry, but it also provides a great platform from which to move upwards. NPS is used in many industries and there are lots of case studies providing methods of 'moving the score', improving both customer satisfaction and the culture of an organisation," explains MD of The Retention People, Alister Rollins. "TRP and Leisure-net have adapted these processes for the active leisure market to help operators create raving fans among their customers."

To cut the number of Detractors and turn Passives into Promoters, the fitness industry must develop a service that hits the right spot in customers' heads and hearts. In other words, it's time we appealed to both their sense of reason and their emotional drive. Our sites should have the best features, services and price, but also leave customers

feeling as though we know them, value them and above all listen to them.

Like any good metric, NPS presents challenges. Companies must spend a significant amount of resources gathering and reporting reliable data. They must track variations in NPS and understand how and why customers react as they do to their products and services. They must also understand the causes of variations in NPS using surveys, field observations and analysis of customer comments to identify problems and opportunities. Lastly, they need to quickly address those problems and opportunities, holding management teams ultimately accountable for improving their score.

NPS is more than a metric; it's a set of disciplines designed to help organisations understand customers and drive strategy and operations. Companies need to learn these disciplines, not just the metric itself. The old vital statistics – net profit and the like – tell companies how they are doing financially. The new one, as more and more companies are understanding, helps them understand what their customers really think of them and whether they will drive or throttle profitable growth. In the long run, that may be even more important for a company's health.

MORE INFORMATION

For further information on customer insight services and NPS, contact Mike Hill at mikehill@leisure-net.org. For further information on customer experience and retention services including NPS, visit www.theretentionpeople.com



mike hill, md, leisure-net solutions
healthclub@leisuremedia.com

'Satisfied' is not enough

There can be no doubt that a score of 21 per cent leaves much room for improvement, but how does the leisure/health and fitness industry compare with other UK sectors? Our score seems reasonable, even positive, when compared with some of the current European NPS averages for industries such as banking, car insurance and internet service, and it is in line with the averages for industries such as computer hardware and mobile phone handsets (see chart opposite).

The problem is that the sectors mentioned above are known for and rated on their product. As a customer-facing industry, our service is our product. It's what we should be known – and recommended – for. Yet we lag way behind the NPS market leaders in terms of service delivery. Companies like Apple and Amazon, which rely on positive interactions with customers, regularly get scores of 70 per cent or higher.

The industry's score is perhaps not surprising when you look at the issues it has with customer service and retention. Service sectors with high customer face-to-face interaction, combined with community bases that make recommendation and referral more important, are the ones that find it harder to score highly – and this highlights one of the key messages from



weighing up the options

As members start to prepare their bikini bodies for summer, Abigail Harris looks at weight management programmes and nutritional products that can help increase revenue and attract new member types

24/7 MONITORING

THE PRODUCT:

Ki armband

The Ki armband – the result of five years' research by scientists, dieticians and sports specialists into how energy is consumed and used by the body – reads the customer's body behaviour in real time and reports through an interactive website and mobile display. Ki means 'energy' in Japanese. **Can be found at:** The Third Space, London; Champneys destination boot camps; and Eqvvs Training, Knightsbridge. www.kifit.co.uk



Anna Holder
scientific director, Ki

The benefits Anna Holder, scientific director at Ki, explains: "The Ki armband is licensed to operators wanting to offer their customers a clinically proven, bespoke service that on average achieves three times more weight loss than traditional dieting.

"By letting you know exactly what your body is doing 24/7, the medically certified Ki armband, in conjunction with the interactive website, provides motivation and insights that no other weight loss tool can. In addition to tracking calorie burn and activity patterns, it also looks at how activity – whether sleeping, sitting at a desk or exercising – affects the body. Uniquely, it also tracks sleep quality and duration, which is essential for managing weight and optimising health and wellbeing.

"Most clubs only see their members for a few hours a week, but their weight and fitness is affected by their lifestyle around the clock. The Ki system allows operators to see the full picture by monitoring members' lives when they're not in the gym, so they can prescribe bespoke activity and nutrition programmes."

HOME & AWAY

THE PROGRAMME:

Weight Loss Guru

by Pete Cohen

Weight Loss Guru (WLG) is a licensed programme incorporating face-to-face tuition in health clubs, as well as support at home via a 24/7 online platform. It addresses four key areas of lifestyle change – exercise, nutrition, motivation and habit breaking – and includes recipes, meal plans, nutritional advice and exercise suggestions. **Can be found at:** Freedom Leisure trust centres, Nordic Walking UK, Village Hotels, Lifehouse Spa in Essex and a number of independent operators. www.weightlossguru.com



Pete Cohen,
life coach and expert
in human behaviour,
Weight Loss Guru

The benefits WLG founder Pete Cohen explains: "WLG is a unique, proven and enjoyable programme based on the habit-busting approach I've used over the last 15 years. It doesn't involve calorie counting or unsustainable diets. It teaches people to lose weight forever by building their confidence and helping them understand why they've made the choices that have stopped them losing weight in the past.

"The WLG licence includes training by me, branded marketing materials and online access, allowing clubs to sell WLG as an online programme and as a face-to-face programme (once a week, usually for eight weeks). It can be co-branded as part of the club's integral offering.

"WLG can be used to engage with people who wouldn't normally go to a health club – meeting with them in their own home and building trust, rapport and self confidence. However, exercise is an integral part of WLG and the client can then be guided towards the club."

Converts: Weight Loss Guru builds trust, confidence and rapport before guiding people to the gym



FRANCHISE OPTION

THE PROGRAMME:

Xtravaganza Weight Loss Programme

a Scandinavian franchise brought to the UK by Nic Jarvis

Xtravaganza supports and coaches clients with lifestyle and wellness skills to deliver permanent weight loss through long-term behaviour change. It uses the principle of four 'guiding stars' for lifestyle change: mind training, mental nourishment, good energy and 'joy by movement'.

Can be found at: Xpect Health and Fitness in Braintree and Topnotch in Brierley Hill. www.xtravaganza.uk.com

"The challenge is changing behaviour. People know what they should be doing – they just aren't!"



Nic Jarvis
MD, Xtravaganza UK

The benefits "Average time on the programme is 14 months before switching to standard club membership, ensuring long-term customer results and testimonials to enable the programme to self-generate new customers," says Nic Jarvis, MD of Xtravaganza UK. "The profit per customer is usually just over £1,000, including an average secondary revenue of £400 per customer per year on additional tools and resources."

"Xtravaganza attracts a new type of client because it's aimed at people looking to lose weight but who wouldn't normally join a health club. Consequently it adds a completely fresh income opportunity, rather than adding incremental revenue on top of current memberships."

"Operators get everything they need to integrate the programme into their



Behaviour change: The key to the success of Xtravaganza is having staff who can relate to customers

club(s), and staff are given progressive training, a systematic approach to follow and the resources required to run the sessions, as well as ongoing feedback and coaching support to ensure the desired results for the clubs and the customers."

"The key is to use staff who are able to relate to customers. The challenge is changing behaviour rather than educating the client. People know what they should be doing – they just aren't!"

PERSONAL TOUCH

THE PROGRAMME:

JustSlim

designed by nutrition consultant, TV presenter, former TV Gladiator and international athlete Caroline Pearce



Caroline Pearce
director, JustSlim

The benefits "JustSlim provides a tailor-made menu, based on a personal profile of likes, dislikes, special dietary requirements, activity levels, body statistics and weight loss goals," says JustSlim director Caroline Pearce. "It uses Dynamic Nutrition Technology™, a set of algorithms to continually modify the plan, so if a user dips into the biscuit tin their plan is automatically adjusted to compensate. Individual diet plans change every step of the way, adjusting parameters to match changes in weight, activity level and lifestyle to ensure users continue towards their goal."

"JustSlim continually modifies the plan to match changes in weight, activity and lifestyle"

"JustSlim can help users to stay motivated with a daily menu by email, as well as progress summaries, reminders to update body statistics and tailored motivational advice. The no-fuss recipes, which can be super-sized to feed a whole family, come complete with an ingredients shopping list."

"All users are offered a free trial before signing up and anyone not hitting their weight loss goal within six months gets another six months free of charge."

"The programme incorporates my own diet rules and techniques I've used to transform clients' bodies. It tells you exactly what to eat, how much to eat and when to eat it. There's no thinking, worrying or counting calories or points." ▶

A bespoke online weight loss programme and personalised online diet programme.
Can be found at: www.justslim.net



YOU DON'T BELIEVE PROTEINS ARE TASTY? JUST TRY!

X-TREME PROTEIN

low fat – less carbs

- fully efficient protein drink with 50 g protein*
- not more than 35 g carbohydrates*
- lower than 0.1 % fat
- ready to drink, easy for take-away
- likely the best tasting protein drink, but now still improved
- unique bottle (6 in pack for sixpacks)



X-TREME CARBO-PROT

the power-drink

- supplies instant power
- contains 52 g of biologically high value protein*
- provides fast and long-lasting energy in form of carbohydrates
- has valuable vitamins and met-ol
- met supplies extremely fast twice as much energy as carbohydrates, and will definitely not be stored in fat pads

*per bottle (500 ml)

available at: NUTRITION FIRST, Derby
+44 1332 299911 – sales@nutritionfirst.uk.com

nutrition and
weight management

WEIGHT LOSS PRODUCTS

THE PRODUCT:

Reflex Nutrition health and sports supplements

Reflex Nutrition's range of 44 products – for muscle and size, power and strength, fat loss, energy and endurance and healthier living – allow users to develop, maintain or optimise their health and performance in their chosen sports.

Can be found at: Freedom Leisure centres, Hilton's LivingWell gyms, Pembrokeshire and Middlesbrough County Council sites, plus independent gyms, high street health retailers such as GNC, independent sports and health stores and at www.reflex-nutrition.com



Karl Schwick,
UK sales manager,
Reflex Nutrition

The benefits: "The supplements can be sold either as they are or prepared as a drink," says Karl Schwick, UK sales manager for Reflex Nutrition. "For example, one client sells the latest product, Diet Protein, as a ready-to-drink shake to help connect with female members who aren't traditionally as engaged with supplements."

"Other ready-to-consume products, such as our High Protein Flapjacks and Whey Refresh, also act as convenient and accessible products for people who

POINTS-BASED PROGRAMME

THE PROGRAMME:

Coach Yourself to Weightloss Programme from CK Academy

A weight loss and exercise programme designed specifically for operators and PTs. Based on start and goal weights, the programme calculates daily calorie and food portion allowances, with meal planners and recipes. Its physical activity section uses a simple points system, encouraging clients to achieve weekly activity targets. **Can be found at:** www.ckacademy.co.uk and bought from the online shop.



Georgina Jupp,
MD, CK Academy

The benefits Georgina Jupp, MD of CK Academy, explains: "The CK Academy programme offers everything needed to start immediately, including all weight loss and exercise calculations. The online tool explains the science behind the diet, includes comprehensive education around eating out, snacks, food



**strength &
conditioning
equipment
specialists**



are new to supplements, and they often represent impulse purchases.

"However, awareness and understanding of the benefits of weight management programmes and nutritional products is key.

"Many clubs use seminars to engage and educate members and potential members, and case studies from members who are willing to act as ambassadors are invaluable.

"PTs should also be motivated to offer advice and assistance to their

Know your market: Ready-to-drink supplements can be more appealing to women

clients, so health club managers need to ensure their team is well informed and confident in giving credible advice and solutions to interested parties.

"The fact that Reflex Nutrition products are supported by research should help engage members and foster confidence in their effectiveness."

labelling and alcohol, offers daily meal and portion planners, menus, recipes, exercise programmes and easy to use exercise calculators based on METs (metabolic equivalent of task).

"There's never been a better time to target new clients through the lucrative world of weight loss. As an industry I believe we don't make enough of the facts. First of all, the fact that we understand the effect of regular exercise on weight and shape – a point of differentiation versus many current weight loss industry leaders.

"Secondly, that our qualified staff are experts on delivering safe and effective exercise programmes designed to get real results. And thirdly, that we have the flexibility and knowledge to offer different models to different people.

"Coach Yourself to Weightloss can be dual-branded [CK Academy and the club's brand] and used to attract new members,

"There's never been a better time to target new clients through the lucrative world of weight loss"

motivate existing ones or form part of a separate offering. It's based on our 10 years' experience of delivering successful weight management programmes, and working in the fitness sector every day. With our support, clubs can create new revenue streams and expand their appeal."



abigail harris
healthclub@leisuremedia.com

- resistance machines
- plate loaded machines
- olympic platforms
- olympic lifting
- power racks
- free weights
- speed & agility training
- matting
- balance & flexibility
- plyometric equipment
- sportswear

Absolute Performance ensure that you have the right equipment package for your individual environment.

Working with:

- Schools, colleges and universities
- Sports associations, academies, institutes and professional clubs
- Health and sports clubs
- Government bodies and armed forces

CALL NOW ON
07866 599910
and let Absolute Performance take you to the next level

www.aperformance.co.uk
sales@aperformance.co.uk

High Grade Indoor Cycle by FreeMotion FMEX81010

The workhorses of our indoor cycling line offer the same high level of functionality, durability and quality that you expect from FreeMotion® products however delivering exceptional value.

Product Info

Easy-to-use handlebar and seat adjustments help you quickly determine preferred comfort setting

- Corrosion-preventing stainless pins can be quickly threaded tight for a secure hold on the sliding tubes
- Corrosion-resistant frame and finish with new step-through plate that protects finish from dirt damage
- Enclosed chain guard keeps lubricated parts away from the rider, yet offers convenient access for easy lubrication
- Two composite water bottle cages hold bottles up to one-liter in size
- Easy-to-turn adjustment knob and natural wool felt pads provide linear incremental resistance

10 bike package available from £27.69 per week. Other options available. Call for information sheet



The FreeMotion Dual Cable Cross Professional F624

The FreeMotion Dual Cable Cross enhances strength by allowing users to perform movements that mimic activities in both sports and life.

Functionally trains the muscles of the entire body to work together while building stability and coordination. A must if you are starting a PT programme. US Trainers swear by it. The RMDCC available from £24.92 per week. Other options available for limited period includes 2 x free core bars

Call for information sheet and testimonials



Incline Trainer VS Treadmill

The Power of Incline is now available from -3% to 30% with the FreeMotion Incline Trainer

Does everything a treadmill does but BETTER

- Burns calories from fat vs. carbohydrates
- Recruits more muscles than training on a flat surface
- Same or more cardio benefits with less joint impact
- Offers a unique cardio training experience with incline ranges exceeding traditional treadmills

Burns more fat:

- Walking at 2 mph at 21% burns 3.4 times more fat than running at 6 mph with no incline
- Walking at 2 mph at 21% burns 6 times more fat than running at 7 mph with no incline

The FreeMotion Incline Trainer TK256C is available from £27.13 per week. Other options available call for information sheet



FITNESS SYSTEMS

Please call 01204 541 710 or email info@fitnesssystems.co.uk to arrange a meeting with one of our consultants

www.fitnesssystems.co.uk

FreeMotion
FITNESS™



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



new line from freemotion

FreeMotion Fitness has a new line of indoor cycling bikes which make it possible for the first time to track progress over time. With the ability to measure power input (on the pedals), the user is supplied with feedback on their workout and progress. Users can track progress over time, compare themselves to other users, and use this information to improve performance. A complete training package is available.

fitness-kit.net KEYWORD
freemotion



new dumbbells from tko

TKO Sports Group has a new range of solid steel commercial dumbbells and fixed barbells. The urethane-coated dumbbells are virtually chip, scratch and tear resistant – backed with a five-year warranty. The heads are made with premium rolled steel, and the handles with superior high-quality 1045 steel, which greatly increases handle strength to prevent bending and ensure longevity. They range in weight from 5lb to 120lb. Concept Fitness International is the UK supplier of TKO equipment.

fitness-kit.net KEYWORD
tko

fitness-kit.net

the search engine for leisure buyers



Wherever you are in the world, find the right products and services 24/7 by logging on to *Health Club Management's* free search engine www.fitness-kit.net

precor launches new experience series

Precor unveiled its new Experience Series following more than three years' research and development. It consists of three new consoles – the P80, P30 and P20. The top of the line P80 features a commercial grade touchscreen that suggests new workout programmes to users, plus an Ethernet connection and new, faster motion controls.



fitness-kit.net KEYWORD
precor

fitness-kit.net KEYWORD
stairmaster



latest from stairmaster

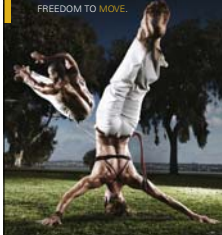
StepMill 5 is the latest offering from StairMaster. The machine offers the core mechanics of StairMaster's previous models, with an upgraded look and enhanced functionality. It comes with a choice of four consoles, and a 'Landmark Challenge' function – where users can chart their progress climbing well-known landmarks from around the world.

rip trainer: the brand new product from trx

TRX, fresh from a name change from Fitness Anywhere, has launched a brand new product, the Rip Trainer. Known for its suspension trainer, TRX's Rip Trainer is a 40-inch bar with a sheathed elastic resistance cord. The bar collapses for portability and comes with a door anchor, training DVD and book.



fitness-kit.net KEYWORD
trx



6 machines. 12 intuitive stations. 250 square feet. Limitless opportunities.

Designed to reflect human body mechanics, HumanSport™ is so simple, so intuitive and so natural, it feels as if it were custom built for each and every user. 6 dual-function, cable-based machines act as 12 workout stations by utilising dual weight stacks to provide a wide range of total body training options. Combined with our staff education and marketing support programs, no other functional training system provides your business with more opportunities to drive member programs. And it does it all with twice the function, in half the space and at a fraction of the price of the competition.



For more information, contact Star Trac at 01494 688260 or visit www.startrac.com/strength.

HUMANSPORT **STAR TRAC**

© 2011 Star Trac. All rights reserved. Star Trac and the Star Trac logo are registered trademarks of Core Industries. HumanSport is a trademark of Core Industries.

IHRSA launches

new circular pilates kit from balanced body



fitness-kit.net KEYWORDS

balanced body

Pilates equipment supplier Balanced Body has launched Orbit™ – which the company says is “like a reformer carriage without the tracks”. Unlike a reformer, Orbit exercises can include both circular and linear movements, and it keeps the abdominal muscles engaged throughout. Members can sit, lie, kneel or stand on the Orbit. It comes with a 34-minute, Level 1 DVD workout and provides programmes for personal training or group fitness sessions.

avanti's promise to 'burn more calories'

The CardioGym CG6 is the latest innovation from Avanti Fitness. The CG6 integrates cable-based resistance training with cardio conditioning via a recumbent bike and offers an on-screen personal trainer to guide users through the workout. Featuring an intuitive touchscreen display, users simply take a seat, grasp the handles and then follow the animated trainer on-screen.

Avanti says it promises to “burn more calories and body fat than any other cardio machine, with instant feedback.”



fitness-kit.net KEYWORDS

avanti fitness

three new launches from technogym



fitness-kit.net KEYWORD

technogym

Technogym has unveiled three new products: the Arke, Kinesis Stations and VISIOWEB. Arke is a functional training package for PTs – a wheeled station holding four sets of equipment, categorised air, earth, water and fire. Kinesis Stations is a series of six strength machines using the gravity technology of Kinesis (pictured left). And VISIOWEB is a new interactive, touchscreen console. It has internet connection, a news service, an online trainer, TV, radio, games, an instructional video library, plus Communicator, a function which allows a gym to send messages to members.

myzone: targeting users beyond facilities

MYZONE™ is a new product created by Creative Fitness Marketing (CFM) that offers real-time heart rate monitoring and calorie counting. Users wear a MYZONE belt that records information relating to their movement, in or out of the gym. This information is then automatically uploaded as soon as the user ventures within 50 metres of a MYZONE kiosk, which would be located in the club. The data is stored so that the user and the health club can review it. Users then receive an email providing feedback on their activity, and a link to their own MYZONE webpage. Says Dave Wright, CEO of CFM: "We've created not only



a measure of movement for users but a powerful reason for clubs to expand their business beyond their facilities." (For more information see page 75.)

fitness-kit.net KEYWORD

myzone

smartphone app, eco feature and charity from life



fitness-kit.net KEYWORDS

life fitness

Life Fitness has four new launches. First, a Virtual Trainer smartphone app which tracks workout progress on the go. Second, an integrated LCD TV that switches automatically from electric to user-generated power after a certain intensity level. Third, the Life Fitness Reader, which allows users to read books and documents on the Engage console via a USB. And finally, a limited edition Augie's Quest LifeCycle® Exercise Bike, to raise money for the Muscular Dystrophy Association (pictured left).

webracing software with 3d glasses

InStyle has launched its new 3D Webracing software, where users wear 3D glasses to transport themselves into the environment they are watching on-screen. At Ihrs, InStyle demonstrated its rowing function on the Fluid Rower and WaterRower stands. The Webracing software is also available for bikes, cross-trainers and treadmills (pictured right), and offers a surround view, with both front and side screens, to enhance the experience.



fitness-kit.net KEYWORD

instyle

BE DIFFERENT Add Climbing to your Functional Zone

**Great TOTAL BODY
and CORE workout**



Freedom Climber

The Revolutionary ROCK CLIMBING TRAINER that mounts to your gym or studio wall and provides members with a fun and challenging total body exercise.

View video at
www.freedomclimber.co.uk

For more information or
to arrange club visit:
info@freedomclimber.co.uk
or call: 01483 559785



fitness-kit.net KEYWORDS

cör systems

cör: inflatable bench

Cör Systems has launched the Cör Bench, a weights bench with an inflatable surface, which is said to place greater demand on the neuromuscular system than a traditional flat bench. Being filled with air also makes the bench lighter weight. The fabric is 400-denier nylon urethane (significantly stronger than a typical gym ball, for example) and very hard to puncture. It's also made with environmentally friendly products.

grammy award winner launches batuka

Batuka is a new group exercise class created by Grammy award winner Kike Santander, a songwriter and music producer who was one of the founding members of the Latin Grammy. He has collaborated with the likes of Carlos Santana, Jennifer Lopez and Gloria Estefan.

The Batuka concept has four different classes – dance, zen, fight and force. The music draws on a variety of genres, not just Latin, and offers quarterly choreographed routines with ongoing support for instructors.



fitness-kit.net KEYWORD

batuka

peak pilates launches new fit reformer

Peak Pilates has launched its new fit™ reformer, the only studio height reformer that is stackable.

It has no removable parts, to make stacking even easier, and stands on end if upright storage is required. It is wheeled and lightweight (100lb) so that one person can roll it into position. It has a simple one-hand gear bar for the user to adjust the height, an integrated side-split platform (normally a separate part), and the ability to add a jump board and a non-slip pad.

Peak Pilates is owned by Mad Dogg Athletics, based in California.



fitness-kit.net KEYWORDS

peak pilates



latest addition for keiser

Keiser has unveiled the latest in its M series. The M3 Total Body Trainer – a combination of bike and cross-trainer – complements the M3 Bike and M5 Elliptical as part of a circuit class. Users can exercise the lower body, the upper body or both. Like the M3 Bike, users can set their own level of resistance, useful for mixed-ability classes. It is also compact and lightweight and therefore easy to move around.

fitness-kit.net KEYWORD

keiser



les mills launches new class – cx30

Les Mills has launched a new class. CX30™ is a 30-minute core training programme which, according to CEO Phillip Mills, "combines the best features of both personal training and group classes." He adds: "CX30 is a unique series of moves that targets specific areas at high intensity, so you don't need to work out as long to get results." The programme is based on research by Pennsylvania State University.

fitness-kit.net KEYWORDS

les mills

KEEPING YOUR MEMBERS MOVING


TechnoGym

The Wellness Company™

The value of a Technogym service contract

is experienced across all levels of your gym operation:

- peace of mind that the equipment is inspected regularly for health and safety,
- improved financial planning; spreading and reducing cost of ownership,
- Service Level Agreements and performance to ensure rapid, efficient service to minimise equipment downtime,
- planned preventative maintenance to ensure optimum availability of equipment for members to enjoy,
- staff able to care for members rather than tied up chasing repairs,
- customer service; everyone in the Technogym Aftersales team is there to serve our customers,
- increased residual value; well maintained equipment can attract higher trade-in values.



Equipment availability is one of the key drivers of gym member satisfaction

Investing in premium quality equipment for your gym facility is the best way to attract new members; but how can you ensure that your investment is protected and continues to work for you, maximising financial return through member retention?

Members want value for money; they want the freedom to train when they want and to be sure that the equipment will be working when they get there!

Focussing your staff on your members on delivering against their aspirations rather than on the equipment is another way to increase retention.

The peace of mind that can be derived from a service partner that delivers high quality and performance will allow your staff to dedicate their time to this essential activity.

Technogym service contracts are a natural way to extend the excellent benefits of our factory warranty, continuing both the breakdown cover and the superb service delivery performance in conjunction with proactive, planned, preventative maintenance.

There are options available to vary the amount of contracted cover to suit all sizes of facility and budget.

Why choose a Technogym service contract?

We operate to one simple guiding principle: End User First.

This means that we live by our own standards; everything that we do is directed at maintaining and improving our customers' satisfaction with our service delivery.

We use NPS scores to drive continual improvement into every aspect of our operation from the experts in the hotline through to our factory supported engineers.

We measure our performance as our customers perceive it to ensure that we live up to and exceed our customer promises.

When you ask for service make sure you get service.

Technogym Aftersales Service, keeping your members moving...

To find out more information about a service contract offering to suit your facility, call us on 01344 823700, Email: uk_servicecontracts@technogym.com or visit www.technogym.com

Queen's Sport, Belfast 140 stations, 10,500 members

CUSTOMER TESTIMONIAL

"Queen's Sport have invested heavily in fitness equipment and... it made good business acumen to ensure we took out a service contract with Technogym. That allowed us to plan ahead and profile our business spend on an annual basis."

"Sport in its' very nature can be a very litigious activity therefore Health and Safety is paramount. The certificates & the well-documented procedures in relation to preventative and reactive maintenance gives

me peace of mind that we have a very safe environment for our users and that can only add to their experience."

Liz McLaughlin – Head of Sport

"To sum up the service we get from Technogym: the service is reliable, consistent and it performs to the highest possible standards to ensure that our objectives are always adequately met."

Sean McQuade – Centre Manager

IHRSA celebrates its 30th birthday in 2011.

We ask a selection of delegates to give their feedback on this year's Annual Convention and Trade Show, which took place in San Francisco, US, on 16–19 March

TURNING 30

TRADE SHOW FLOOR

KEVIN YATES, HEAD OF COMMERCIAL DEVELOPMENT, LEISURE CONNECTION

It was great to see another strong UK presence at IHRSA, which supports the fact that even in tougher times, UK operators are still investing in new concepts and innovation for their clubs. Technology led the way, with some fantastic new ideas from top suppliers.

The UFC is opening up some interesting opportunities to the strength programming market via its cage fighting concept, while TRX Fitness concentrated on creating some noise around its conditioning training and group programming offering, with the launch of new accelerating and decelerating equipment which can be added to existing TRX units.

It was encouraging to have so many classes championed throughout the

show through demonstrations as well as participation, for example Batuka which is looking to grow in the US following the sensational success of Zumba.

Star Trac is making waves with its plate loading system, Max Rack, designed to make working out with plates effective, rewarding and safe. Recent design changes have produced a sturdy piece of equipment – a solid investment. Star Trac's new Spinner bike, The Blade, welcomed plenty of attention as well, bringing the Spinning experience closer than ever to actual cycling.

Advances in technology are starting to set a trend. MyRide is really pushing the industry in the right direction, with investment in virtual footage that takes group cycling participants through

scenery such as the Californian mountains via HD-ready, interactive consoles.

Precor's connective software system is also putting an emphasis on advances in technology. Its system can not only monitor the progress of individual members, but also track usage of the equipment and monitor maintenance and upkeep.

Life Fitness is showing some great ways to innovate fitness equipment using technology: the introduction of the Virtual Trainer for iPods, applications on the web and member tracking are excellent.

MYZONE is going to a big thing for the future and could change the way we interact with members both in the facilities and outside – it's a new and exciting way for gym members to get results. A belt records users' activities and – with colour-coded, motivational guidance – allows them to comfortably work out in the right training zones to ensure they reach their fitness and weight loss goals. One to watch.

In the future, we could see service providers choosing specific technologies to fit around members and their requirements – technologies that adapt to get the most from a workout or interact with members' needs. With such advances, the procurement of equipment might start to be based more on how its technology provider interacts with your member service systems on-site and less on the equipment programme functionality and capability.



Keep going:
Freemotion gives a
demonstration of its
new range of bikes



Wide variety:
There were 305 exhibitors on the show floor this year

KEYNOTES

SUE ANSTISS, MD, PROMOTE PR

While opinion among UK delegates attending the IHRSA Conference were mixed regarding the content and relevance of the general sessions, once again the keynotes were very impressive.

It must be tough for IHRSA to find speakers to follow previous years' big hitters such as Deepak Chopra, Rudy Giuliani, Malcolm Gladwell and Bill Clinton, but they did so this year, lining up the likes of Daniel Pink, Tony Hsieh and the US Surgeon General.

Fans of TV show *The Amazing Race* enjoyed the presentation by its longtime host Phil Keoghan, who attributes his success and zest for living now to a near-death experience at the age of 19. He called upon the audience to create their own 'life list' of goals to achieve.

Daniel Pink, best-selling author of the book *Drive: The Surprising Truth About What Motivates Us*, encouraged delegates to think again about what really motivates staff, beyond the predictable assumptions of more money.

It was a privilege to hear America's most senior doctor, the 18th Surgeon General of the United States Regina Benjamin, present her "Vision for a Healthy and Fit Nation" as she reinforced the message that 'exercise is medicine'. She emphasised the importance of fighting the obesity epidemic by communicating and celebrating the full benefits of healthy living. "Americans will be more likely

to change their behaviour if they have a meaningful reward – something more than just reaching a certain weight or dress size," she said. "The real reward is invigorating, energising, joyous health. It is a level of health that allows people to embrace each day and live their lives to the fullest without disease or disability."

company culture

For me, the two keynotes that most resonated had a similar message: that whatever business you are in, ultimately it's the culture of a company that will make or break it, not the services or products that you sell.

In a very entertaining presentation, Patrick Lencioni, founder and president of The Table Group, said that many businesses focus 95 per cent of their time on becoming more 'smart' and working on areas such as technology, marketing, finance and strategy. In fact, he said, there is a much bigger opportunity to drive company success by focusing on building a 'healthy' company and striving to create a working environment with minimal politics, low turnover of the best people, minimal confusion, high morale and high productivity.

Lencioni said all businesses have the 'smart' stuff, but that the 'health' of an organisation is truly the multiplier of the smart stuff. Striving to create a functional, cohesive team is one of the few remaining competitive advantages available to any organisation looking for

a powerful point of difference.

Functional teams avoid wasting time talking about the wrong issues and revisiting the same topics because of lack of buy-in. Functional teams also make higher-quality decisions and accomplish more in less time, and with less distraction and frustration. Additionally, the best players rarely leave organisations where they are part of a cohesive team.

Lencioni highlighted that successful teamwork is not about mastering subtle, sophisticated theories, but about embracing common sense with uncommon levels of discipline and persistence. Ironically, teams succeed because they are exceedingly human. By acknowledging the imperfections of their humanity and creating real trust, members of functional teams – led by those at the top setting the example – overcome the natural tendencies that make teamwork so elusive.

defining values

Tony Hsieh author of the New York Times best-seller *Delivering Happiness: A Path to Profits, Passion and Purpose* and CEO of Zappos.com, grew the company's gross sales from US\$1.6m to US\$1bn. He had a clear message for the IHRSA audience: define your core values and commit to them.

He explained why defining and committing to his company's core values led not only to profits, but also – as the title of his book suggests – passion and purpose. When he took over the company, he recognised 'The Power of



"THERE IS A MUCH BIGGER OPPORTUNITY TO DRIVE COMPANY SUCCESS BY FOCUSING ON BUILDING A 'HEALTHY' COMPANY"

► Wow', repositioning it as a specialist in customer service rather than an online shoe retailer. "We decided that customer service shouldn't be a department – it should be the entire company," he explained. Business decisions are not made on the basis of how they will improve efficiency or productivity, but on how they can enhance customer service.

Zappos' core values guide every decision their employees make, from handling a phone call to hiring a new employee. When a prospective employee interviews for a job at Zappos, they are greeted by a complimentary shuttle

at the airport. "At the end of the day, however well the interviews have gone, if the shuttle driver wasn't treated well, we won't hire that person," Hsieh said.

Hsieh doesn't suggest that every company should adopt Zappos' core values. He does, however, encourage businesses to define values of their own and then commit to them. And by committing to them he means "hiring and firing people based on those core values, not on job performance."

Two books he recommended to everyone looking to develop the culture of their business were Jim Collins' *Good to Great* and David Logan's *Tribal Leadership*.

Try it: Attendees were able to have a go on all the latest innovations in equipment



Fun: Fitness classes and demonstrations raised the energy at the show

EVENT OVERVIEW

DAVID STALKER, CEO, FIA

All the usual faces, from operators to suppliers, joined us out in San Francisco for the biggest FIA trip in years, and the atmosphere



at IHRSA this year was fantastic. What with the Zumba classes and Batuka demonstrations, the trade show certainly had some energy.

Our area of focus was, as always, the international lounge, where we spoke to other industry delegates from around the world. I was pleased to discuss our experiences of leading an industry with other leaders from emerging countries; we shared experiences and the FIA was able to offer support for their growth strategy over the coming years. It's great to be able to mentor younger countries and IHRSA really is an opportunity to bring us together, finally putting a face to a name.

The FIA contributed at sessions such as the global federations meeting, music licensing strategy meeting and the club certification session, alongside some impressive speakers. I particularly enjoyed the general session by Tony Hsieh, CEO of online shoe and clothing shop Zappos.com – what a wealth of knowledge he brings to our industry.

This year was my 19th IHRSA, with many of these taking place in San Francisco, and it's a great venue, complemented by great people. Even the bad weather couldn't spoil it for us!

Hold the date: Next year's event will take place in Los Angeles from 14–17 March.

PRESIDENTIAL VERDICT

JOE MOORE, PRESIDENT & CEO, IHRSA

IHRSA30 commemorated the finest of the global fitness industry on this anniversary year, as we celebrated our collective achievements and growth over the past three decades.

Celebrating IHRSA's 30th Anniversary International Convention & Trade Show were over 10,400 industry professionals representing more than 70 countries, including 7,000 convention and trade show attendees, with 305 exhibitors on a sold-out trade show floor occupying 13,100sq m (141,000sq ft) of exhibition space.

Even more impressive than these numbers, however, was the energy. I experienced it first-hand, and I heard

about it from nearly every attendee, vendor and presenter with whom I spoke. The vitality and passion on display during IHRSA30 bodes well as the fitness industry prepares to climb to new heights over the next 30 years.

The planning is already underway for IHRSA's 31st anniversary International Convention & Trade Show, to be held on 14–17 March 2012 in Los Angeles, California. See you there!





Available
in print
& online

HEALTH CLUB MANAGEMENT HANDBOOK 2011

The 7th edition of the Health Club Management Handbook is now available. The handbook is a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA and FIBO.

WHAT'S IN IT FOR YOU!

FOR INDUSTRY SUPPLIERS

- Multiple listings of all industry suppliers by:
 - A-Z
 - Phone book
 - Web address book
 - Product selector
- Company profiles including key information, contact details, images of products and a picture of your company contact
- Vertical strip adverts in the address book section

FOR INDUSTRY OPERATORS

- Who's who? of key industry personnel in the UK and Europe:
 - Private sector operators
 - Public sector operators
 - Industry organisations
- Features and reference material
- Predictions for 2011 from key industry figures
- Industry statistics
- Development pipeline - details of forthcoming projects across the sector
- Competitive edge - charity events to motivate your staff and members for the year ahead
- Diary dates - a guide to all industry events, shows and networking opportunities

GET YOUR COPY NOW!

call: +44 (0)1462 431385

email: displaysales@leisuremedia.com

POWERED BY
fitness-kit.net
The search engine for fitness buyers

The Health Club Management Handbook is available to purchase at £25 per copy and all content will be available online at www.healthclubhandbook.com

**health club
management**
Brought to you by
Health Club Management magazine



Boost your revenue with Fight Fit

Fight Fit is an expert in generating secondary spend for health clubs and gyms nationwide as well as improving clubs' internal communication, motivation and efficiency levels, which significantly boost retention levels and new business opportunities.

Fight Fit's dynamic, nationally accredited range of boxing for fitness courses have proven to be a great success in health club chains and independent operators across the UK, enabling clubs to provide members and prospective clients with a top quality fitness program, designed by international Fitness Experts and World Boxing Champions.

For more details on how to boost your revenue with Fight Fit call 0207 788 7825 or email info@fightfit.co.uk

WWW.FIGHTFIT.CO.UK

The UK's NO 1 in Boxing for Fitness

Fitech
The Fitness Technology Company

Earn £500 per day
From corporate health screening

- > Run your own business, easy to set up
- > Full or part time, no hassle
- > We provide everything you need
- > Marketing & promotional materials provided
- > Full NPA approved training provided
- > Marketing & business support

To find out more visit...

wellness.fitech.eu

Fitech is a Global Wellness Provider, Est 1982. Registered in
England 5532915

www.fitech.eu—01183 240 061



EMMA DIXON

The national spa manager for HeavenV, Virgin Active's in-club spa brand, talks to Kate Cracknell about treating others as you'd want to be treated yourself

How long have you been with HeavenV, and what's your role with the company?

I joined Holmes Place Health Clubs in February 2006 and transferred over to Virgin Active as a result of the acquisition in November 2006. My role is national spa manager, overseeing 26 in-house HeavenV spas and 14 spa concessions.

What's your professional background?

I trained as a beauty therapist in the mid-80s and worked in Mayfair for the first few years of my career. I then went to work for Steiner on cruise ships and spent three years working and travelling overseas.

On my return to the UK, I joined a health club company that eventually became Esporta and spent the next 11 years working my way up from a beauty therapist, through general manager of health clubs, to the national spa manager of 40 spas. My time with Esporta was fantastic and the management training was invaluable. They encouraged you to learn and take responsibility for the complete operation, from sales to cost control, from health and safety to the specialist areas of the business. Most importantly, they showed us that the people within the business were the most important asset and that, without their support and commitment, success was almost impossible to achieve.

After leaving Esporta I had a brief stint with ESPA and then rejoined the health club business, which is my passion. With Virgin Active, I have my dream job: marrying health and fitness with the amazing business of spa and beauty.

HeavenV spas vary in size from two to 10 treatment rooms, but most have around five rooms



When did Virgin Active launch HeavenV?

In 2006, initially with 11 businesses, growing to 26 with the acquisition of the Holmes Place group. All of our spas are located within a Virgin Active Health Club, but every spa is budgeted to make a profit and we have separate P&L reports just for the spa department.

What's the HeavenV concept?

HeavenV very much embraces the core values of Virgin Active: excellent customer care, great value for money, challenging the norm and having fun. However, our spa business operates at a different pace from what you would expect in a busy gym; we strive to create a feeling of calm within the spas and encourage our clients to 'let go' for the time they are with us.

We pride ourselves on offering an amazing client experience at a very competitive price, based on the belief that great customer service costs us nothing – it's about having the right attitude and the desire to make someone feel really special. Our golden rule is to treat others as we would wish to be treated ourselves, and this applies to both clients and our colleagues.

What facilities are on offer?

Our spas vary in size from two to 10 treatment rooms, but most have around five rooms. Many of our spas are attached to the pool area of the club, where we also have saunas, steam rooms and spa pools. That allows us to offer spa day packages for both members and non-members.

Our fastest-growing service is spa days, where clients can visit us for a few hours or a full day if they wish. They can use all of the health club facilities or simply relax in the treatment area.

What are HeavenV's USPs?

The facilities at Virgin Active clubs are fantastic, so clients can enjoy a full day spa experience in some of the best gyms in the UK. We have an amazing team of therapists who really enjoy what they do. Most of our spa locations have free car parking – excluding central London – so offer very easy access. And we have crèche facilities, so clients with young children can take time out knowing their little ones are safe, happy and close by.

Unlike many other providers of spa days, clients do not pay a high fee for using the spa facilities (around £10 for non-members and free for members), so most of the money spent is on actual treatments. The prices for our spa treatments are also excellent value for money. And clients have the option to upgrade their pre-booked treatments on the day – assuming we have available slots – and can also enjoy a 10 per cent discount on any additional treatments they may decide to have.



“ Clients increasingly expect the spa at their health club to be just as good as a destination spa ”

How do you drive business to the spa?

We have regular clients – both members and non-members – who visit us weekly and monthly for their treatments, be it waxing, facials or a massage. Many of these clients have been with us for years – we have a loyalty scheme for clients and in some sites we offer a 10 per cent discount if they book their next treatment on the spot.

We also create specific promotions to link different departments within Virgin Active – for example, buy a course of massage and receive a free personal training session – which we tend to manage at a local level. In one of our spas, the general manager has even created sub-teams within the club to encourage departments to work together to promote each other.

We haven't really used companies such as SpaFinder or lastminute.com in the past, although we are considering this for the future. As these sites charge additional fees for using them, we are careful to analyse the number of packages or treatments we need to sell to make the promotion worthwhile.

What are your most popular treatments?

Our most popular treatments are massage and waxing, with skincare treatments coming in a close third. We're currently developing a range of signature treatments, which we will be launching later this year.

Which product houses do you use?

We believe we work with partners who offer the best in their field of expertise: MD Formulations skincare, Australian Body Care waxing system and Jessica Nails to name but a few. We also use ESPA, Lycon wax system and St Tropez tanning. Our equipment and consumable products are supplied by Ellisons.

What percentage of spa revenue comes from members?

On average, 7–10 per cent of our total membership uses HeavenV on a monthly basis, and around 70 per cent of our spa clients are members. We have special member exclusive offers that allow us to give our members preferential rates on a selection of services.

What's the staffing model?

Most of the staff are employed by HeavenV, although we do have a few massage therapists who are also personal trainers in the club. None of the freelance therapists are employed.



Use of the spa facilities costs £10 for non-members – free for members – so most of the money spent is on treatments

What do you think are the key trends for health club spas?

Clients love the convenience of having their beauty spa under the same roof as their health club. In the past, spas within health clubs have been seen as an add-on department – a 'nice to have' service – but we're finding clients are increasingly demanding high quality treatments and are well educated. They want treatments that give them fast results and have high expectations that the spa at their health club should be just as good as destination and day spa providers and high street salons.

What do health club spas currently do well, and where could they improve?

Health club spas currently offer great value for money and the range of treatments on offer is improving all the time. To improve their business, they must drive further member awareness of the treatments on offer, as well as building relationships with other departments to help with promotions. There should also be a proactive approach to external marketing to attract non-members.



kate cracknell

healthclub@leisuremedia.com

Ridgeway Furniture



"Most gym users visit the changing rooms at least twice per visit"

IMPRESS THEM!



Nirvana Spa



Nuffield Health, Newbury



David Lloyd, Exeter



Kanvas Interiors

UK BASED SUPPLIERS OF:

- Wooden & laminate lockers
- Toilet cubicles & IPS systems
- Reception counters
- Any other wood based product



www.ridgewayfm.com

Tel: 0870 420 7818 Email: sales@ridgewayfm.com



What are the considerations when designing a spa changing room? Jo Talbot investigates

Time for a change

Changing rooms are as much a part of the health club spa experience as the pool, steamroom or flotation tank – done well, they set the scene for the spa journey and start the process of relaxation. For the guest, they are less of a functional space and more a place to preen, pamper and feel spoiled.

For the club, however, there are many practical considerations – cost, layout, how many people do they need to cater for, how easy are they to clean? Each decision affects the ambience and practicality of the space. We talk to three changing room suppliers to understand the decisions taken in recent installations.

REACHING NIRVANA

Client: Nirvana Spa
Supplier: Ridgeway Furniture

Nirvana Spa and Pulse 8 Fitness in Wokingham, Berkshire, is a dual aspect club – one where business and members have full access to both the gym and the spa.

But until recently the different elements of the club had quite a different look, with a luxuriously furnished spa and a more functional gym, with less money spent on fit-out. So, the club recently decided to bring the gym's changing rooms up to the same high spec luxury that the spa already offers.

"The start of the journey is important," says club manager Richard Macklin. "It sets the impression for the whole club. Our goal was to make a very high spec changing room that could also cope with a high footfall – 1,400 to 1,500 people a day. We wanted a dark wood feel, larger lockers to fit proper kit bags in, easy to

clean non-slip flooring and comfortable benches with some nice vanity areas, which we didn't have before. It was a small area, around 46sq m (500sq ft), and we wanted around 80 lockers."

The original room was split into two parts, so Ridgeway Furniture removed the majority of the dividing wall to open up the room and create a far more aesthetically pleasing area. This also improved the security aspect by removing hidden corners.

It installed 80 of its spa lockers with jacket compartments that are large enough to hold a suit and shirt, plus a sports bag. "Many of the users of this facility are business people who require hanging space," says Ridgeway Furniture's sales manager John Dibble.

"We chose lockers featuring the latest security: the Melo electronic lock. Keyless locker systems are far superior as there are no problems with lost keys and no-one can monopolise a locker. They also offer additional security as



Removing the dividing wall opened up the changing room and made it more aesthetically pleasing

people don't have to leave keys lying around when in the pool or gym if they don't want to pin them to their clothes."

Ridgeway Furniture selected a rich walnut veneer to improve the standard and feel of the room, and to match other areas of the recently refurbished spa. It added two upholstered free-standing benches, four glass shower cubicles, a TV/display cabinet and vanity units. These additions, coupled with improved lighting were felt to meet the client's 'quality with luxury' brief. ▶



A VICTORIAN CHALLENGE

Client: Reynolds Health and Fitness

Supplier: Craftsman Quality Lockers

Craftsman Quality Lockers fitted out the new changing rooms in the unusual setting of Reynolds Health and Fitness in Bexley – a gym and spa in a converted Victorian chapel.

The family-run boutique chain of three Kent health clubs asked CQL for luxury facilities to complement its spa in the 1,860sq m (20,000 sq ft) Bexley club, which includes a eucalyptus steamroom, a sauna with fibre-optic lights, a whirlpool spa and treatment rooms.

The unique location posed a few challenges but nothing that could not be overcome, says CQL managing director John Gibbs: "Designing changing rooms within a Victorian building meant taking note of the feature columns, cladding them with walnut veneer to match the locker doors and providing specially designed lockers to fit into the alcoves."

The clubs are at the upper middle end of the pricing structure and the owners' main aim is to provide exceptional service in an environment that makes their customers feel "loved and looked after from the minute they walk through the door to the minute they leave", and the changing rooms were specifically designed to reflect this pampered feeling.

Continues Gibbs: "CQL suggested lockers in a warm walnut finish with a subtle striped pattern that not only created the soft, welcoming look that was requested, but also delivered a distinctive brand image." To continue the soft theme, Saponetta doors were recommended. "With their soft rounded edges they enhanced the whole ambience of the spa experience," says Gibbs.

A mix of hanging and holdall lockers were installed – while some members needed to hang their work clothes and also have a shelf for shoes, valuables and accessories, other members only needed to store a gym bag.



Private spaces to change in and large vanity units help members leave the spa feeling refreshed

Display units with back lighting were incorporated within the line of lockers to display spa products available for purchase at reception. Changing cubicles with a bench seat, a vanity mirror and clothes hooks were included for members who wished to have a private space to change. To complete the installation, a large vanity unit with a mirror and storage for hairdryers was also incorporated. "It was designed so that members could leave the spa feeling refreshed, pampered and eager to return again," says Gibbs.

Exceptional changing rooms add to a guest's overall feeling of being pampered



A LUXURY BUDGET

Client: Lifehouse

Supplier: Safe Space Lockers

Lifehouse is a new, £30m luxury health spa in Essex. A 'day and stay' spa, it has 89 guestrooms, a spa, a gym, beauty and hairdressing salons and relaxation areas, all set in 130 acres of landscaped gardens. It opened in December 2010 (see *HCM* Feb 11, p32) and aims to offer a unique experience tailored to each and every guest.

Its changing rooms therefore needed to be equally bespoke. "Our brief was to produce changing areas that were aesthetically appealing, but that also met every aspect of what the spa is trying to do," says Dominic Hyett, director of Lifehouse's locker supplier Safe Space Lockers. "There are three main groups of members, each requiring different locker access systems – members, members who pay extra for a private locker in a private changing room, and day and hotel guests. We had to bear in mind that all these guests could be using any of the facilities, including the gym."

In addition, Safe Space was presented with a particularly interesting challenge as part of its brief. "One of the spa experiences is undertaken naked, so we had to think how the guest would carry their key card! We designed a bespoke bracelet with a small petal-shaped fob as the key to overcome this problem."

"We chose large, 400mm wide, oak lockers with a high gloss pink insert," continues Hyett. "The client selected oak as a theme but also wanted a splash of colour – they chose pink – and the high gloss delivered the top-end look they required. The lockers are large enough to hang a dressing gown, with shelves for the spa's slippers and the guest's clothes, plus a gym bag."

"The spa has five changing rooms. One is specifically for the private members who pay extra for a personal locker. We fitted these lockers with an electronic system, allowing them to have access to



Lifehouse has five different changing rooms, providing flexibility for its guests' needs

one particular locker at any time. The other changing rooms are for the rest of the members, hotel and day guests. The reason for so many changing areas is that the spa wanted flexibility of use; a party of day guests could, for example, be allocated their own personal changing room. Members receive a card that can be used for any locker in these rooms, but once locked the card can only open that same locker. The day/hotel guests' cards also have a time delay, so the card expires after they leave for the day."

 **jo talbot**
healthclub@leisuremedia.com

SAFE SPACE 

Lockers



Locking Systems



Cubicles



Washrooms



Safe Space Lockers Ltd
Unit 6, Chancerygate Business
Centre, 214 Red Lion Rd, Surbiton,
Surrey, KT6 7RA
T: 0870 990 7989
F: 0871 431 0452
M: 07974 154811
E: dominic@safespacelockers.co.uk

Please call
0870 990 7989
for more details

new club and spa for the mere

The Mere Golf Resort and Spa in Knutsford, Cheshire, has opened its new £5.5m five-star health club and spa.

The new development features seven luxury treatment rooms, a state-of-the-art fitness centre and spa lounge serving a range of healthy dishes using fresh, local produce from across Cheshire.

Facilities include a 20m swimming pool, as well as a hydrotherapy vitality pool and thermal zone with hammam, caldarium, aroma steamroom, salt infusion and experience showers. It's also the only health club and spa in the area to offer a rasul room, an ancient Arabic cleansing bathing ritual that uses mineral-rich mud, heat and steam.

The new spa is one of only a handful in the north of England to offer the 'Fishy Feet' foot treatment and bespoke skin consultations from luxury beauty brands Carita and Aromatherapy Associates.



The £5.5m Cheshire spa includes a lounge serving fresh local food

Co-owner Gary Corbett says: "I am delighted that phase one of our £15m redevelopment is complete and am confident that The Mere now provides the ultimate in luxurious but affordable health, wellbeing and day spa experiences in the region."

dance at malaysia resort

V Integrated Wellness, a new wellness centre at The Andaman – a luxury resort on the island of Langkawi, Malaysia – is introducing a new 'ecstatic dance' workshop next month. Classified as "an exuberant kind of yoga", it aims to "free students from the rigidity of the body and mind through uninhibited movement – the type of dance our ancestors embraced, and tribal people still do," according to instructor Michael Hallock.

Participants will take part in a series of therapeutic sessions that incorporate yoga, meditation and relaxation techniques, and be educated on how to "let go of physical tensions and mental and emotional blocks," he adds.

V Retreats is one of five components at V Integrated Wellness, alongside V Botanical Spa, V Fitness, V Healthy Cuisine and V Beach Club.

lifehouse appoints hypnotherapy expert

Lifehouse, the 'day and stay spa' in Thorpe-le-Soken, Essex (see *HCM* Feb 11, p32), has appointed hypnotherapist Tom Barber to its panel of experts to add to the range of services on offer at the new spa.

Barber, whose areas of expertise include the Virtual Gastric Band treatment for those looking to lose weight without invasive surgery, has spent two decades in full-time

practice as an analytical and cognitive hypnotherapist, psychotherapist and integrative counsellor.

He is also the co-author of the book *Thinking Therapeutically: Hypnotic Skills & Strategies Explored* and has lectured on the subject of hypnotherapy around the world.

Tom Barber specialises in Virtual Gastric Band treatment



klafs rolls out children-only spa concept



Kids can try out a range of spa experiences including a water grotto

Wellness programmes for children are gathering ground in the US and Europe, and now – following a successful trial with the Steigenberger Hotel Group – spa supplier KLAFS is rolling out its children-only spa concept.

The Steigenberger Hotel Gstaad-Saalen in Switzerland has piloted this new concept over the last two years, with an entire floor of its three-storey Spa Luxury World – a 150sq m (1,615sq ft) area – devoted to children alone.

Children can try out a range of healthy treatments in a supervised setting. These include a treehouse sauna, with a mild temperature of 40 degrees – a gentle

introduction to the spa experience – and a water grotto, which offers an adventure shower and waterfall, with everything from tropical raindrops to sudden thunder and lightning.

They can then relax in hammocks, on sofas or in swinging gondolas before taking their energy levels up again in the mountain hut, which features Wii consoles and a climbing wall.

Children aged 12 years and older can also explore the other areas of the spa in the company of an adult – the panoramic sauna with its mountain view, for example, or the aroma sanarium and herbal steam bath.

STOP!

ASK YOURSELF

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

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

How much time and money could you save if you could meet everyone you wanted to meet face to face, by pre arranged appointments... in just 2 days?

Are you fed up with trade shows?

Find it hard to reach the real decision makers in your industry?



SIBEC¹¹
Europe

2-5th November, Hilton Malta
Celebrating 15 years of SIBEC

well...

...have you heard of
McLean Events International?

visit: www.mcleaneventsinternational.com

For more information email David Zarb Jenkins on david@mcleaneventsinternational.com.
Find out how we can change the way you do business in your industry.

Bringing people together for 15 years in the following industries:



HOTEC

Hotel Management



SIBEC

Health & Fitness



SPATEC

Spa, Wellness and Beauty



CONFEC

Meetings & Incentives

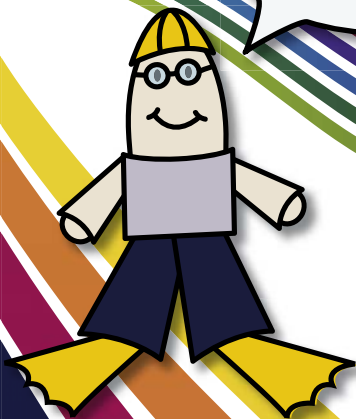


IQL UK
Royal Life Saving Society

shhhhhhhhh

We've got a secret...

...and we know
what it is!



Want to know too?

Then register your interest in attending LIW
at www.liw.co.uk/RLSS

**LEISURE
INDUSTRY WEEK**
20-22 Sept 2011 • NEC Birmingham UK

PROJECT SHOWCASE

WE TAKE A LOOK AT RECENT PROJECTS FROM MYZONE AND PULSE

REACHING OUT WITH HEART RATE TRAINING

SUPPLIER: MYZONE

PROJECT: New product launch

MYZONE is a new solution that allows operators to capture accurate activity data that members achieve within the four walls of their club, as well as outdoors.

Designed with health clubs in mind, MYZONE is an affordable, easily integrated heart rate system that provides operators with a tool to interact with members and help them achieve their health and fitness goals. It also allows operators to drive secondary revenues through heart rate belt sales, increased personal/group training revenues and membership options.

MYZONE makes heart rate training easy to understand, scalable and relevant to members. They simply purchase a MYZONE belt – or are given one by the club – which they wear on the gym floor and in studio classes. Their real-time calorie burn and effort level (as a percentage of their maximum) can then be displayed on a big screen to show them what intensity they are working at so they know whether to push harder or ease off.

The user can choose to be identified by their name, nickname or even their favourite movie star if they prefer to remain anonymous. Alternatively, they can opt out of being shown on screen and simply record their activity data to review later.

Once the member has finished a workout, their activity data is automatically sent to the MYZONE kiosk in the club, which uploads this activity into their personal, online MYZONE account. Here, members can view all of their exercise history and biometric data, set themselves goals and even take part in MYZONE club challenges with other MYZONE users. Club owners and operators also have access to this data and are able to set monthly reports to support member retention.

The MYZONE belt can also be used by members when away from the club, storing activity data within the belt's memory

The MYZONE belt automatically downloads information to the kiosk in the gym



The MYZONE screen shows members' heart rates and a colour coded reference to their training zone

function. Users must return to the club each time they want to upload their data or review their latest workout; all data is wirelessly transmitted to the kiosk. This is intentional – rather than allowing users to download data at home, it means clubs become an integral part of each member's MYZONE experience.

The MYZONE model also allows clubs to connect with their local community. Clubs can link with local businesses that want to encourage their employees to be more active, selling them MYZONE belts – and possibly even a MYZONE kiosk to go in the office reception. A link can be created between the gym's MYZONE kiosk and the corporate offices' MYZONE kiosks, meaning that the employees' belt data can also be downloaded at the gym in question. Employers may then choose to incentivise their staff to be more active, and they are able to monitor and track this. The health clubs also benefit – not only from the revenue from belt sales, but also by tapping in to a pool of potential new members.

The same approach can be taken with partnerships with local schools, encouraging children to be more active while also opening the door to new members of the future.

MYZONE officially launches in the UK on 1 June 2011, following a preview at IHRSA in March and an official European launch at FIBO last month.

For more information, contact CFM – global distributor of MYZONE products – on +44 (0)870 270 6667 or email steve.newell@cfmglobal.net

THE PULSE SOLUTION

- £2.7m Pulse investment
- Design, build and operate
- Latest 3G pitch technology
- Next generation fitness equipment
- Sales and marketing support
- Membership services
- Shared income stream



SELF-FINANCING SOCCER AND FITNESS COMPLEX

SUPPLIER: Pulse

CLIENT: Phoenix Collegiate, West Midlands



With a design model in place that was set to raise the game in five-a-side soccer provision, Pulse was looking for a suitable public sector partner to share its vision of creating the ultimate soccer and fitness venue. Phoenix Collegiate rose to the challenge.

As the UK's leading 'Total Leisure Solutions' provider, Pulse was able to use all its expertise in creating quality, self-financing leisure facilities. It developed a £2.7m, state of the art five-a-side soccer and fitness concept that, in addition to the very latest pitch technology and a new generation Pulse gym, also includes luxury team and fitness changing provision, sports café bar and interactive studio.

Pulse designed, built, project managed and equipped the new soccer and fitness complex, which was launched at the start of 2011 following a 36-week build programme in partnership with Phoenix Collegiate Business Enterprise and Sports College in Wednesbury, West Midlands. The college has the benefit of access to the soccer, fitness and studio facilities during school term and will also receive a shared income stream for the full term of the partnership, without investing any capital or having to meet any ongoing operational costs.

The new centre, which is managed and operated by Pulse, is open to the local community seven days a week and includes eight third generation all-weather, floodlit five-a-side pitches and a

The £2.7m development includes eight all-weather, floodlit pitches and luxury changing provision

dedicated 60m x 40m coaching arena, all featuring the latest play-safe video-controlled technology. The 560sq m (6,000sq ft) pavilion offers changing room provision for both male and female players as well as a fitness suite with a 55-station Pulse gym – complete with the latest Fusion cardiovascular range of equipment featuring SmartCentre virtual trainer technology.

An air-conditioned dance studio and function suite incorporate the latest Pulse interactive gaming wall and a 12-mat Dance Machine system, both of which create a unique environment for bespoke classes and provide the ultimate children's party package. The stylish big-screen sportsbar and lounge provides the perfect place to relax and unwind after a game or a workout and makes for an ideal function venue, particularly when combined with the large, free, easy access car park.

Warren Ormerod, director for football and fitness at Pulse, says: "Wednesbury has been a fantastic project for Pulse. We were given a complete blank canvas, enabling us to create from the ground up the ultimate soccer and fitness facility on a realistic budget. This site is a great flagship site for Pulse and will be used as the blueprint for future soccer developments."

This latest business model from Pulse demonstrates how educational establishments can work hand in hand with private business to create sports and leisure facilities that are beneficial for entire communities – facilities that are not only self-financed but fully self-sufficient income-generating business units.

For more information, visit www.pulsefitness.com



The centre is managed by Pulse and is open to the local community seven days a week

be inspired...



Our fully interactive dance mats, walls and floors are a fun and exciting way to engage children of all abilities.



Inclusive, state-of-the-art cardio, strength and freeweight fitness equipment provides fitness for all.



The latest Smart Centre gym management software, helps you manage, train and retain your members.



Pulse Soccer & Fitness provide superb self-contained, self-financing multiple 5-a-side soccer and fitness centres.



Our energy efficient swim and gym solutions, create the latest in environmentally friendly facilities that help save you money and resources.



With our Select portfolio of design and build concepts and investment options, you can create the ultimate facility without spending a penny.



Club Pulse provides expert solutions for operations, management, training, marketing and finance.

LATEST NEWS: Pulse commence £8M redevelopment of Waterlane Leisure Centre in Lowestoft, following appointment as strategic leisure partner to Waveney District Council for the next 20 years.

For inspiration on how to improve and maximise your leisure facility offering - contact Pulse, the UK's leading leisure solutions provider.



TRACK LIVE
PROJECTS ONLINE

Pulse, The Bromley Centre, Bromley Rd, Congleton, Cheshire CW12 1PT T: 01260 294610 E: info@pulsefitness.com

PULSESELECT.COM

CLUB-PULSE.COM

PULSESOCCER.COM

PULSEFITNESS.COM

health club management DIRECTORY

For just over £20 per issue you can access over 10,000 motivated leisure professionals committed to the industry

To book your space call the sales team on
Tel: +44 (0)1462 431385

architects/designers

MASS
DESIGNERS
HEALTH & FITNESS DESIGNERS
+44 (0)844 344556
www.massdesigners.com

RICHARD HYWEL EVANS
ARCHITECTURE AND DESIGN LTD
WWW.RHE.UK.COM

zynk
interior architects
www.zynkdesign.com
t: 020 7193 1430

AV/sound

AVB Audio Visual
PA & Background Music Digital Signage
Cardio Entertainment Large Screen TV
Mood & Motivational Lighting
Tel: 01945 476973
www.abaudiovisual.co.uk
Email: info@abaudiovisual.co.uk

lightmasters uk ltd.
Wireless Cardio 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
BEAT CONCEPTS
CONTACT US TODAY
Tel 0845 230 4780
Fax 0845 230 4781
e-mail: info@sprintsports.co.uk

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

club operation support

make fitness your
business with
Britain's leading
fitness
franchisor
energie
GROUP
0845 363 1020
www.energiefranchise.com

clothing & merchandise

The complete promotional merchandise service... **ACTIVATE**

tel: 020 8655 4222
www.activatepromotions.co.uk
email: sales@activatepromotions.co.uk

**The one stop shop for all your
fitness uniforms and
promotional products**
• The latest designs and wick dry fabrics
• We offer our services to all clubs, small or large
• Take a look at our website and see our unique online ordering system
• Call or email for further information
BEAT
T: +44(0) 208 206 2299
www.beatconcepts.co.uk
E: sales@beatconcepts.co.uk

Book your advert on our website and be
seen by over 26,000 buyers every month
from as little as £240.



**CALL THE SALES TEAM TODAY
TO DISCUSS YOUR BOOKING**

01462 431385

www.healthclubmanagement.co.uk

LEISURE WEAR & STAFF CLOTHING SOLUTIONS



PRICE, QUALITY, SERVICE

CT
Corporate Trends

Tel: 0114 251 3512 for more information. www.corporatetrends.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.

The most trusted member management software in the world.

Operates in 12 languages
Free trial, training & support

igofigure.com
sales@igofigure.com

See more of your members

Sales Prospecting • Bookings
Member management • CRM
Access Control • Retention
BACSTEL-IP Billing

sdo solutions

sdasolutions.com
+44 (0)870 607 1966

Promotional Packs

- Bags, bottles, towels and other accessories available
- Prices start from just £4.99 per pack
- Simple online ordering
- Call or email for further information



BEAT

T: +44(0) 208 206 2299
W: www.beatconcepts.co.uk
E: sales@beatconcepts.co.uk

To book your advert call the sales team on

David +44 (0)1462 471902
Jan +44 (0)1462 471909
John +44 (0)1202 742968
Julie +44 (0)1462 471919
Steph +44 (0)1462 471903

computer membership software

brighttime
cloud 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 • Membership • Access Control • Bookings • Assets • E-POS • Stock Control • BACS Processing • Reporting • Management Reporting

E: sales@brighttime.co.uk | W: www.brighttime.co.uk
T 0844 800 8350

Clubwise
Business Solutions

MANAGES DD COLLECTION SERVICES

Club Management Software

Interactive CRM, Reviews, & Web based Attendance Survey

THE ONE STOP SOLUTION FROM A SINGLE SUPPLIER

0800 072 6411

E: sales@clubwise.com W: www.clubwise.com

A highly functional, constantly improving system, to manage most leisure environments

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Spa management

Contact us on: +44 (0)1423 873873 www.sportsoft.co.uk



SPORTSOFT

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.

gullMartin

Software Solutions for
the Leisure Industry

www.gullMartin.co.uk

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

leisure

for all your
leisure management
IT needs

www.xnleisure.com
+44 (0)870 80 30 700

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

HARLANDS GROUP

High collection, low cost
high quality membership collection
from the direct debit experts

E: 0845 2303636
W: sales@harlandsgroup.co.uk
W: www.harlandsgroup.co.uk

Harlands Services Ltd
1st Floor, 40-42, Portland Road,
Harpenden, Herts AL5 2JN

hg

exercise equipment

"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




GRAVITY
GROUP FITNESS, PILATES, PERSONAL TRAINING, YOGA, BARRE

Four great programmes, one award-winning piece of equipment.

www.gravityuk.net

For more information call **0845 602 7485** or email admin@gravityuk.net

RESIST



Physical COMPANY

NEW 2011 CATALOGUE OUT NOW!

forward thinking fitness equipment

T: 01494 769 222
W: www.physicalcompany.co.uk
E: sales@physicalcompany.co.uk

Find us on Facebook

LIKE OUR PAGE AND RECEIVE EXCLUSIVE NEWS AND OFFERS



servicesport

Service and sales of equipment

- o Fitness Equipment Servicing
- o Sportshall Servicing
- o Equipment Sales
- o Parts Sales

Call: **0845 402 2456** www.servicesport.co.uk



Range3D

Gym equipment for stretching

- technically advanced
- safe and effective
- simple to use

Tel: **01246 435251**
www.range3d.com

ST Fitness Equip

SALES AND SERVICE
NEW/RECONDITIONED RESISTANCE, CARDIO
VASCULAR AND FREE WEIGHTS EQUIPMENT.
TEL: 01204 668667
WWW.STFITNESS.COM



exercise equipment (continued)

Welcome to the

REVOLUTION

Systems every coach is talking about

Strength Resistance Training and Conditioning Systems,
Utilising the unique patented BBCT technology providing increased athlete strength and power whilst reducing the risk of injury.

GEN3 KINEMATICS
INNOVATION THROUGH THE REPEATED LIFT

www.gen3kinematics.com




To book your advert call the sales team on

+44 (0)1462 431385

Jordan
Functional Fitness Specialists

FUNCTIONAL FITNESS EQUIPMENT


Tel: +44 (0)1945 880257
www.jordanfitness.co.uk



SCIFIT
Scientific Solutions For Fitness™

THE LEADER IN INCLUSIVE & SPECIALIST CARDIO EXERCISE

www.SCIFIT.uk.com



flooring

DONT BE FLOORED BY FLOORING

FOR FREE SAMPLE CALL 0800 458 5558

from £21.50 per sq meter

reaction



Jordan
Functional Fitness Specialists

FITNESS FLOORING SOLUTIONS

Tel: +44 (0)1945 880257
www.jordanfitness.co.uk



Wyvern Inn Leisure Ltd

HAIRDRYERS, COIN-OP OR PUSHBUTTON

- Traditional handsets with a choice of 600W or 1200W
- New hot air tube 'Jumbo' 600W
- Enhances changing room facilities
- CE marked

Tel: 01258 455383
Fax: 01258 456410
Email: sales@wyvern-innleisure.co.uk
www.wyvern-innleisure.co.uk



insurance

Bespoke Insurance Solutions



GYM INSURANCE

Individual Approach
Individual Advice
Individual Premiums

Tel: 01702 437800
Fax: 01702 437788

Email: tonfriday@fmlinsurance.com
Web: www.fmlinsurance.com

lighting

lightmasters uk ltd.

Wireless Cardio 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

lockers

lockers/changing rooms



FITLOCKERS

Quality Affordable
Timber Lockers

T: 01923 770435 sales@fitlockers.co.uk www.fitlockers.co.uk

**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,
19-23 Ironmonger Row,
London EC4V 3DN
Tel: 020 7261 6821 Email: enquiries@ansell.co.uk
Web: www.ansell.co.uk

YOUR PARTNER
IN LOCKING SYSTEMS
FOR LOCKERS

ojmar

United Kingdom
Ojmar Leisure UK
Mrs. Dex Sharpe

Phone: 44 1 727860513
dex@ojmarleisure.co.uk



**Book your advert
on our website
and be seen by
over 26,000 buyers
every month from
as little as £240.**



**CALL THE SALES
TEAM TODAY
TO DISCUSS
YOUR BOOKING**

01462 431385



www.healthclubmanagement.co.uk



UK BASED MANUFACTURERS OF:

- Wooden & laminate lockers
- Toilet Cubicles & IPS Systems
- Reception Counters
- Any other wood based product

RIDGEWAY FURNITURE



T 0870 420 7818

sales@ridgewayfm.com

Leisure Management Systems

**CLARITYLIVE
for Leisure**

**One POS
interface
- endless
benefits**

Bookings, loyalty, reporting
membership, online & more

- Impress your customers
- Raise staff productivity
- Increase operational efficiency

For a demo call 01732 525870
leisure@claritycommerce.com

CLARITY
Experience is
everything

Lockers - Locking Systems - Cubicles - Washrooms

SAFE SPACE



Safe Space Lockers Ltd

Unit 6, Chancerygate Business Centre,
214 Red Lion Rd, Surbiton, Surrey, KT6 7RA
T: 0870 990 7989 F: 0871 431 0432
M: 07974 154811
E: dominic@safespacelockers.co.uk
W: www.safespacelockers.co.uk

Please call **0870 990 7989** for more details

**To book your
advert call the
sales team on**

David +44 (0)1462 471902
Jan +44 (0)1462 471909
John +44 (0)1202 742968
Julie +44 (0)1462 471919
Steph +44 (0)1462 471903

**lockers/changing
rooms**



**For a
great changing
room experience**

Style



Design



Innovation



Craftsman Quality Lockers
Allington Road, St Neots,
Little Barford, Cambs,
PE19 6WE

T: 01480 405396
F: 01480 470196

E: johng@cqlockers.co.uk

www.cqlockers.co.uk

sales & marketing

**Want an extra 200-700
new members for FREE?**



Call Creative Fitness Marketing on 0870-270-6667

THE WORLDWIDE LEADERS IN HEALTH CLUB PROMOTIONS

UK IRELAND USA NZ CANADA AUS



creativefitness.net

staff training

Jordan
Training Academy

UK's largest portfolio of REPs
endorsed CPD training courses
for the fitness professional.



Tel: +44 (0)1945 880257
www.jordanfitness.co.uk

sales and marketing

MOMENTUM

Boost your club sales fast

Generate membership leads via one of the most effective systems available in the UK.

Please call
020 7917 2780

www.getmoremembers.co.uk

spas saunas sunbeds

Viking Saunas and Steam Rooms

Specialists in new build, replacements & refurbishment.

01257 427019

www.viking-saunas.co.uk

COPYRIGHT NOTICE: To subscribe to Health Club Management, log on to www.leisureclub.co.uk, email: sales@leisureclub.co.uk, tel +44 (0)1462 471915. Fax +44 (0)1462 433989. 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, Portland House, Pennell Lane, Hitchin, Herts, SG5 1DL, UK, and is distributed in the USA by SPP, 75 Aberdeen Road, Enigsville, PA 17185-0457. Periodicals postage paid at Manchester, PA. POSTMASTER: Send US address changes to Health Club Management, c/o PO Box 437, Enigsville, PA 17185-0437.

The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder.

Printed by Warners Midland.

© Cybertrek Ltd 2011 ISSN 1361351

**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

HEALTH
CLUB SPA



BUBBLING HOT FOR SPA DESIGN IN MILAN

More than 1,200 mirrored bubbles have been used as an interior design feature in a spa in Milan to make it stand out from the norm.

Created to look like champagne bubbles rising to the top of a glass, the "melted metal drops" in the Atomic Spa Suisse in Milan, Italy, are attached to the walls and ceilings, sparsely at the entrance and becoming denser the further you go in.

This is just one feature of the 600sq m (6,458sq ft) spa that helped it to clinch US Interior Design magazine's 2010 Best of Year Beauty, Spa, Fitness title – ahead of stiff competition from spas at W hotel Doha, Four Seasons Seychelles and Revel Spa in San Francisco.

The man responsible is Italian architect Simone Micheli and the accolade is quite fitting for a spa residing in Boscolo Exedra – an eclectic, ultra-modern hotel – in the very heart of the fashion capital of Milan. Details: www.boscolohotels.com

PC: GUYSTEFEN

Floating spa concept for Montréal



PC: GUYSTEFEN

The Bota Bota is no cruise ship spa, it's a new stationary floating spa concept on a refurbished 1950s ferry which is based at the Quays of the Old Port of Montréal in Canada.

Bota Bota is spread across five decks of the ship. The lower decks are divided into more than 20 treatment rooms and Bota Chic – a lounge for hand and feet treatments. There is also a yoga and meditation studio and hydrotherapy facilities.

A spokesperson from the designers, SLA, says: "Users can rediscover the imagery related to a boat trip, even though they're not on the move." Details: www.botabota.ca

PC: WWW.WAXALTERLOCK.COM



WAXING ON AISLE TWO: TESCO TAKES ON BEAUTY

You might pop to Tesco to pick up a lipstick or a pot of hair gel, but that's usually the extent of the grooming you'd look for at a supermarket. But now you'll be able to pick up a bikini wax, hair cut or even a spray tan because Tesco has announced plans to roll out a chain of beauty salons and spas at 70 of its stores in the UK.

The salons will initially offer facials, nail treatments and hairdressing, but if successful, the supermarket hasn't ruled out expanding the services. Andrew Carpenter, beauty category manager at Tesco, says: "Beauty treatments are very popular with many people these days, and we feel the convenience of great value and quality services could be a success with our customers."

ka-yoga ka-raze in florida

Clearwater in west Florida is home to an unusual activity – KaYOGA, which combines kayaking and yoga.

KaYOGA was created by Tim Ganley, local yoga and fitness expert, as a way to combine exercise while enjoying the natural environment and beautiful scenery of the area. The activity involves instructors leading kayaking groups to secluded barrier islands, where they can unwind on the beach by practising

hatha yoga – which is well-known as a more relaxing form of the discipline. The sounds of the sea and swimming dolphins are said to create a peaceful backdrop.

Ganley used to be a SWAT police officer but has now chosen a less stressful career. He has also created a more intense workout, KAYAKERCISE, where the kayaking adventure ends with a mini beach boot camp. Details: www.yogaenergy.com



READY FOR A NEW **EXPERIENCE?**

Welcome to a new fitness experience. The highly intuitive touch screen interface responds just like a high-end phone, and a range of functionality motivates and entertains members like never before. What's more, Networked Fitness capabilities mean it's a fitness solution that gets more powerful the longer you own it. Welcome to the future.

Welcome to the new Experience Series.