

health club management

SEPTEMBER 2011



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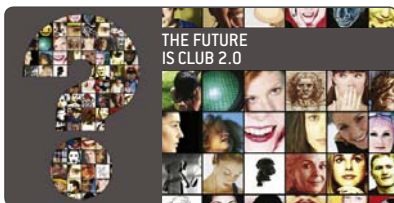
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Share the inspiration of the Games with your staff and members as Technogym are delighted to be introducing the I Pledge Campaign designed to bring the industry closer to Team GB and ParalympicsGB. Find out how to get involved by attending the keynote kick off presentation on Tuesday 20th September at 10.30 in Keynote Theatre 1 or visit us on the Technogym London 2012 I Pledge Stand - H478.



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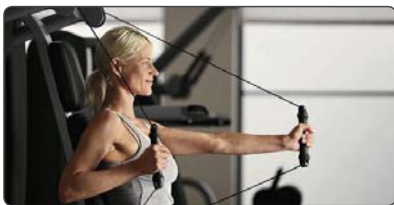
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health club management

SEPTEMBER 2011

LIW 2011

Show preview and news
from the exhibitors

MAKING AN IMPACT

Combat training hits the gym



a leisure media
company
publication

INTERVIEW

SCOTT LLOYD

The CEO of David Lloyd Leisure
on international expansion

EVERYONE'S TALKING ABOUT...

LEVEL 4 QUALIFICATIONS

WHAT'S THE NEXT STEP FOR THESE SPECIALIST COURSES?

iHRSA
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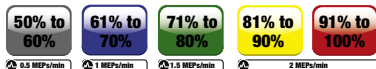
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an olympic legacy

Will the London Olympics deliver the desired physical activity Legacy? Not as things stand, it seems: with less than a year to go, only 21 per cent of the public think the event will inspire them to become more active; 67 per cent say it won't. Just five per cent feel they're already more active as a result of the Games. These are the findings, released in July, of an ICM poll conducted on behalf of *The Daily Telegraph*.

If harnessed correctly, the Games do represent a unique opportunity for our sector – but we need to start putting words into action. As GLL MD Mark Sesnan said in his recent interview with *HCM*: "The Legacy's not going to magically appear – you have to go out there and make it happen" (see *HCM* Aug 11, p30). So how can we go about doing this, and how should we define 'Legacy' in the first place? What can we realistically hope to achieve? The sports sector has its own Legacy roadmap and the fitness industry now needs to clearly state its ambitions in this area.

But as if the ICM stats didn't represent enough of a challenge, the fitness industry faces a further hurdle: even if the Olympics do inspire some of the UK's inactive masses to get off the sofa and try a sport that's particularly caught their eye, health clubs – with their predominantly gym-based offering – could find themselves some way down the line in terms of benefiting from this. Leisure centres might fare better, with their involvement in sports development offering a more obviously Games-related entry point, but the challenge of converting any uplift in public interest into action will still remain.

So what are our options? The FIA is certainly hoping that Legacy opportunities will stem from a memorandum of understanding signed with Sport England at the end of June, but there are other possibilities for operators to turn the buzz of public interest – which will surely grow as the Games draw closer – into participation. Olympic partner Technogym, for example, is launching its 'I Pledge' campaign at LIW this month (see p79). Open to all FIA members as well as Technogym clients, this aims to establish fitness facilities as local hubs through which people can make activity pledges throughout 2012.

It's an exciting idea, yet its key focus is on getting existing members more active. Could we not broaden the horizon of vehicles such as these to capture the imagination of entire communities? In other words, should we settle for a Legacy that's based on getting 'people more active' – in itself a great way of driving retention, making activity ever more integral to these people's daily lives – or should we strive for the higher goal of 'more people active', perhaps resurrecting Commit to Get Fit with an Olympic twist? This hasn't been made clear to date, and is a decision without which a clear strategy cannot be developed.

Ultimately it will be down to operators to decide what resources they can devote to Games-related initiatives – and of course restrictions over the use of Olympic logos and terminology will mean a degree of creativity is required – but the real winners will surely be those who embrace the opportunity to turn their facilities into buzzing community hubs of Olympic excitement where everyone can get involved, from members to non-gym goers to the huge number of lapsed members (see p55) for whom eye-catching events scheduled around the Games might just be the hook we need to get them back through our doors.

Kate Cracknell, editor
katecracknell@leisuremedia.com

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

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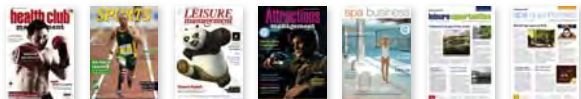
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welcome to HEALTH CLUB MANAGEMENT



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AQUARINO



Intelligent hydration system Aquarino can generate revenues of £5,000 a month in just one year. Jon Williams, MD of RFL Management – the company bringing the product to the UK – explains how



As a former county-level athlete, Jon Williams understands that good hydration is crucial to any effective workout. So when it came to his own health club – The Marlow Club in Buckinghamshire – he was determined to make it a cornerstone of his offering.

Enter Aquarino. Invented in Germany over a decade ago but brand new to the UK market, Aquarino is a state-of-the-art intelligent drinks system designed especially for health clubs. Using the latest touch-screen technology, it offers members unlimited access to a delicious range of thirst-quenching, chilled fruit drinks for an affordable flat-rate fee. And it delivers a product that has been specially developed to meet all their hydration needs – without the high-calorie content of the most well-known sports drinks.

What's more, Aquarino is as healthy for the bottom line as it is for members. Since Williams and his partners introduced it to The Marlow Club last year, the system has proved so successful that they have now set up a dedicated company, RFL

Management, to bring it to the UK market. But why is the system so revolutionary? And, more importantly, what could it do for your business? Williams explains...

How long has Aquarino been around?

"The system was developed in Germany in 1998 by a gentleman called Karl-Heinz Rütter. Today it's in over 1,000 clubs in Europe with just over a million users. One German club has 4,000 members and over 2,500 members on the system, which demonstrates the potential."

How does the system work?

"Aquarino combines a chilled drinks dispenser with cutting-edge digital technology. When it's not being used, the touch-screen displays a revolving screensaver, which can be used to advertise anything from the latest fitness class to a new treatment in the spa. But as soon as the member places their finger on the fingerprint scanner, the screen changes to display the choices available. They can select still or sparkling water plus one of six flavours: raspberry, lemon, lime, pineapple, blood orange or multi-fruit. They then simply place their bottle under the tap and select the amount they want to dispense. It's that easy."

Is Aquarino environmentally friendly?

"Yes. At the Marlow Club, we provide every member with a reusable water bottle branded with our logo, so the reduction in waste from plastic bottles, and plastic or paper cups next to water fountains, is huge. It also consumes far less electricity than a fridge, so all in all it's a much greener option."

How pure is the water?

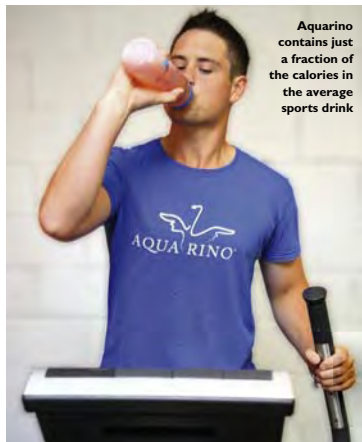
"We put mains drinking water through an advanced monoblock sediment filtration system, then a final UV filter to ensure it's as pure as it can possibly be."

How is Aquarino different from well-known sports drinks on the market?

"Water drives performance and aids recovery, but to ensure proper hydration it's also important to replenish the mineral salts, or electrolytes, we lose when we sweat. Our concentrates contain just the right balance of electrolytes – including sodium, potassium, calcium and magnesium – to replace those lost through exercise, as well as added vitamins."

"However, in contrast with most well-known sports or so-called 'isotonic' drinks, Aquarino does NOT include added carbohydrates, meaning it contains just a fraction of

Aquarino contains just a fraction of the calories in the average sports drink





When it's not being used, the Aquarino touch-screen can be used to advertise anything from fitness classes to treatments in the spa

the calories of the average sports drink. We believe that although added carbs are important for athletes taking part in endurance activities, such as running marathons, they're not necessary for your average gym-goer – and in fact the extra calories could cause them to put on weight."

How much do members pay for Aquarino?

"At The Marlow Club, members pay just £1.99 for unlimited access to the system, which we collect by direct debit. If they come to the gym three times a week, and use Aquarino twice each visit, that works out at just 33p a drink, compared to around £1.50 for a bottle of most well-known sports drinks."

What's to stop one member filling up someone else's water bottle?

"Aquarino is programmed so that once a member has filled up their bottle, they can't use the system again for 25 minutes. Alternatively, if a client prefers, the system can be adapted so that it's activated by a chip on the member's water bottle rather than by their fingerprint."

How profitable is the system?

"It's extremely profitable. At The Marlow Club, we were generating over £2,000 a month after just six months, and over £5,000 a month after one year. You only need to get 120 members signed up to cover the costs of leasing the system and buying your concentrates – anything over that is profit. The product's cost of sale can be between 20 and 35 per cent dependent on the strength of the drink, so based on £1.99 per member per week, that's a very nice margin. The great thing is it saves your members money too, so it really is a win-win."

How else does the business benefit?

"We benefit because our members benefit – they're getting a great, nutritional product for a low price and they don't need to worry about carrying around cash to buy drinks. It also means staff spend less time selling products and more time talking to members."

How easy is the system to install?

"Incredibly easy – you just need a water pipe, an electrical socket and an internet connection."

What training and support do you offer?

"At RFL Management, we're not just selling products, but setting up partnerships – after all, it's in our interests that Aquarino works for you as well as it has done at The Marlow Club! For this reason, we offer ongoing training and support to all our clients. We'll show your fitness staff how to include a hydration test and an Aquarino demonstration in every gym induction, and we'll even coach your reception and café staff on the benefits so they're also able to recommend the product."

What's next for Aquarino?

"The Club and Spa at The Cube in Birmingham has just signed up to the system, and several other operators are very interested. Moving ahead, we'll be looking to expand our range of flavours, but for now we're focusing on getting this fantastic product into as many health clubs as possible."

For more information or to see the product, please visit www.rflmanagement.co.uk or call us on 0800 035 2340

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



The onus is on all of us to keep kids' fitness and child obesity on the agenda

collaborative approach needed to address child obesity

Kids' fitness is a low priority on the political agenda, but it has not yet dropped off (ref *HCM* July, p26). Look at the resurrection of the Youth Sports Trust and other, largely school and social, environmental or Olympic policy-related activities and funding streams.

The same cannot be said of child obesity. Despite the fact that one-third of our children are overweight or obese, policies and funding continue to focus on unproven prevention of further obesity, rather than proven treatment of those who are already overweight or obese.

The fitness industry is well placed to tackle both child obesity and fitness. The FIA is fighting a good fight, particularly through the Responsibility Deal and other policy involvement; four leading organisations, including MEND and the FIA, recently submitted a proposal to the Department of Health showing how the fitness industry, with suitable training and support, could be an extremely cost-effective and scalable delivery arm

for child obesity and fitness initiatives. But the fitness industry could be more effective if we all work collaboratively.

From April 2013, many public health initiatives will be delivered by local authorities, which have clearer links to community fitness than their health counterparts. Change4Life is also continuing and provides an opportunity for innovative partnership working. Over the next two to three years, however, NHS leadership and senior politicians believe that 'non-core' activities, including fitness and child obesity, will attract very little or no central health funding, and that many local health authorities will reduce or eliminate their spending in these areas.

The onus is on all of us, individually and collectively through the FIA, to fight to keep kids' fitness and child obesity on the policy and funding agenda – ideally moving up it – so kids get the support they need to live fitter, healthier, happier lives.

harry macmillan
ceo, mend

children's fitness – let's keep it simple

I read with interest your Talkback feature on kids' fitness (*HCM* July 11, p26). This topic is very close to my heart.

The key to engaging children in activity, and then keeping them engaged, seems to remain a mystery to many people. There have been many initiatives, products and services that have tried and failed to make a big impact on childhood obesity levels, and it is for this reason that I think children's fitness has dropped off most people's radar. It's my belief that many people have over-complicated and confused the issue by bringing out new initiatives too often.

Children will remain active as adults if they associate activity with fun – but many kids become disinterested in being active at a very young age, because coaches and teachers do not have the skills or training to be able to engage them.

We must go back to basics, engaging children at a young age by adopting a simple, achievable and sustainable (SAS) approach to a healthy lifestyle. SAS advice on daily habit changes for both families and children is the first step, helping them to understand what's required to make a difference – whether to lose weight or get fitter. The goals must be achievable and, most importantly, sustainable.

dean horridge
founder and ceo, fit for sport



We need to go back to basics and engage children early, says Horridge



Intuitive functional movement

the new training experience with Kinesis Stations

Kinesis Stations adds to the vast range of equipment for practicing the Kinesis discipline of Strength, Balance and Flexibility in a new, easy and effective way for all user groups.

Kinesis, the innovative solution launched by Technogym, has revolutionised the approach to movement training focusing on strength, balance and flexibility. Kinesis lets you rediscover natural movement using a system of free cables for unrestricted body movements in three dimensions.

The Kinesis family is extending further with the introduction of Kinesis Stations, combining the benefits of functional strength with the simplicity of more conventional strength equipment.

A huge variety of exercises and

progressions, free and without limitations, can be performed either completely independently or in the presence of a Personal Trainer.

Intuitive, simple and natural

Like all of the equipment in the Kinesis range, Kinesis Stations use full gravity technology for moving the body in three dimensions.

In addition, with the double weight stack each cable weight can be adjusted to suit users' strength or training aspirations

Kinesis Stations are the answer for anyone who wants to use the



Kinesis discipline in the gym in an easy, comfortable and intuitive way. It is the best possible combination of stability through seated exercises and the versatility through the movement offered by cables, making it ideal both for beginners and experienced users.

Interaction for training results and retaining members

Thanks to their versatility, Kinesis Stations facilitate interaction with customers and help the club to boost its Personal Training activities to guide customers through the countless possible exercises and progressions. A virtually unlimited number of exercises can be achieved which provide variety and progression for members to enhance their workout.

WYCHAVON LEISURE COMMUNITY ASSOCIATION

Evesham Leisure Centre installed Kinesis Stations in June 2011. Nigel Grundy, Fitness Manager for Wychavon Leisure commented that 'We chose to install Kinesis Stations to add variety on the gym floor and offer members something new and exciting'. He went on to comment 'the member feedback has been excellent and everyone that tries them really enjoys the experience'.

To maximise the use of Kinesis Stations, they are being included within the induction process to demonstrate the workout possibilities to new members joining the centre. Kinesis Stations are also being used within Personal Training sessions on a 1-1 basis and also for 20

minute small group training sessions run by an instructor for up to four people.

"Wychavon Leisure are always looking for new and innovative products to enhance the member experience. Kinesis Stations has been a great addition to Evesham Leisure Centre as the range has both complemented and extended the range of equipment on offer and has been very well received by our members."

Peter Williams, Managing Director, Wychavon Leisure Community Association.
Learn more at:
www.wychavonleisure.co.uk

**TO FIND OUT MORE INFORMATION ON KINESIS STATIONS CALL US ON 01344 300236
E-MAIL: UK_info@technogym.com OR VISIT www.technogym.com/kinesisstations**

sutton facilities in line for major refurbishment

Sutton Council has announced that two facilities – Cheam Leisure Centre and Sutton Arena, London – are to benefit from a joint £950,000 refurbishment.

Everyone Active – the trading name of Sports and Leisure Management (SLM) – is funding the schemes, which will see Cheam Leisure Centre receive a £600,000 makeover, including a new gym entrance.

The remaining £350,000 will be invested in extending the gym at Sutton Arena. Both schemes are to be completed ahead of an £11m rebuild of Westcroft Leisure Centre.



The gym will be used by elite student athletes

new performance gym opens at bath university

A new £100,000 performance gym has been unveiled at the University of Bath to help boost the preparations of London 2012 Olympic and Paralympic hopefuls.

The university worked with the English Institute of Sport, Sport England, TASS and UK Sport to undertake the project, which is an extension to an existing venue.

An integrated testing platform to provide in-depth physical analysis, a video feedback system and a system providing feedback on strength and power outputs are on offer at the new performance facility.

15 minutes' exercise 'beneficial'

One of the largest mass studies on the benefits of exercise has revealed that just 15 minutes of physical activity a day can boost a person's life expectancy by up to three years.

Taiwan's Department of Health carried out research between 1996 and 2008 and involved 416,175 individuals in standard medical screening programmes, with people placed into one of five categories of exercise volumes.

The results of the study were published in the medical journal *Lancet* and showed that, when compared with the 'inactive' group, those in the 'low volume' group who exercised for an average of 15 minutes a day had a 14 per cent reduced risk of all-cause mortality and three more years of life expectancy.



15 minutes of activity a day can prolong life expectancy by three years

Each additional 15 minutes of daily exercise beyond the initial 15 minutes further reduced all-cause mortality by 4 per cent and all-cancer mortality by 1 per cent. These benefits were applicable to all age groups and both sexes.

£31m redcar leisure plans move forward

Detailed plans for a new £31m leisure, business support and community facility in the heart of Redcar have been submitted to the local planning authority for consideration.

Outline plans drawn up by S&P Architects and Plus3 Architects were given the green light by Redcar and Cleveland Borough Council (RCBC) earlier this summer.

Middlesbrough-based Buckler Demolition has already started work to clear the site at Kirkleatham Street and Coatham Road, which will be the location for the development.

Facilities will include a six-lane, 25m swimming pool, a training pool and a leisure pool as well as a dance and performance space, a fitness suite, junior gym and sports hall.



Facilities will include three pools, gym and sports hall

Business space for small to medium-sized firms and community facilities also form part of the scheme, along with public spaces. Willmott Dixon is the lead contractor.

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exercise 'key' to cancer patients

A report by Macmillan Cancer Support has claimed that a lack of physical activity may be putting around 1.6 million cancer survivors at risk of long-term health issues.

Move More found that breast cancer patients' risk of recurrence and of dying from the disease can be reduced by up to 40 per cent through 'recommended' amounts of exercise – 150 minutes of moderate activity a week.

The risk of prostate cancer sufferers dying from the illness can be cut by 30 per cent with the recommended amount of physical activity, while the risk for bowel cancer patients can be cut by up to half with 'significant' levels of physical activity – around six hours of moderate intensity activity a week.

The fourth finding was that all cancer sufferers can reduce the risks of side-effects – such as



Exercise can help cancer patients reduce the risk of dying or recurrence

fatigue, depression and heart disease – by doing the recommended amount of exercise.

Macmillan Cancer Support chief executive Ciaran Devane says: "Cancer patients would be shocked if they knew just how much of a benefit physical activity could have on their recovery and long-term health."

'nudging' unlikely to promote active lives

A new report from the House of Lords Science and Technology Sub-Committee has called for new measures to be implemented in order to encourage lifestyle changes.

Behaviour Change said that isolated "nudging" is unlikely to be successful in promoting a healthier lifestyle (see also *HCM* Feb 11, p3), and that social issues also had to be taken into account to bring about behavioural change.

This report follows a year-long probe into how the government might change the behaviour of individuals.

The committee has now called for new measures – including some regulatory – to drive the behavioural and lifestyle changes needed to combat some of the UK's social problems.



'Nudging' is unlikely to encourage people to alter unhealthy lifestyles

In the Lords' report, it was also found that current voluntary arrangements with businesses – with regards to public health – have major flaws and should be dropped in favour of regulation.

rebranding for stockport trust

North-west England-based Stockport Sports Trust has confirmed that it is to be renamed Life Leisure as part of the organisation's wider strategy for future growth.

The new brand is expected to launch on 1 October when the trust takes over management

of Stockport's Grand Central Pools from current operator Serco Leisure.

Andrea Pankiw, the trust's business development manager, says: "We are now in a position to potentially move our model into facilities nationwide."

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new sports centre for camden

A new sports centre is among the facilities to be developed in King's Cross, London, as part of a wider scheme by Camden Council to provide a range of services on one site.

Three Pancras Square is to house other council-run operations, including a library and a customer contact centre, under LA Architects-designed proposals for the building.

Initial plans for the two-floor sports facility include a 25m, five-lane swimming pool with an adjustable floor and a small teaching lagoon-style pool for non-swimmers and families.

A poolside spa area with sauna and steamroom, a fitness suite to incorporate more than 100 stations, and two group exercise studios are included in the initial proposals.

Camden Council has now signed contracts with the project developer, King's Cross



Camden Council has now signed contracts with the project developer

Central Limited Partnership, with plans due to be submitted for consideration.

A council spokesperson says: "The sale or termination of leases at seven existing buildings will pay for the building and means the council can create new facilities for the community at no additional cost to taxpayers."

work starts on fraserburgh development

Aberdeenshire Council has held a turf-cutting ceremony to mark the start of work on a new multi-million pound swimming and leisure complex in Fraserburgh.

The project is to be delivered by Stewart Milne Construction and will feature a 25m competition standard, six-lane swimming pool and a small training pool.

A three-court sports hall, a gym and a fitness studio will also form part of the venue, along with a village changing area, sauna/steamroom facilities and a new community centre. Sustainable materials and measures will be incorporated into the new building, which aims to attain a "Very Good" rating under the BREEAM assessment system.



Stewart Milne Construction will build the new centre

Architectural works have been carried out in-house by the Infrastructure Service of the council. W A Fairhurst and Partners, AECOM and DEP Landscape Initiatives will work with the local authority going forward.

sibec heads for malta to celebrate 15th year

More than 200 operators and suppliers from across Europe will head to the Mediterranean island of Malta for this year's special SIBEC event (2-5 November).

The event celebrates its 15th birthday and many big brand operators from across Europe are already signed up, including Fitness First, Virgin Active, David Lloyd Leisure and Anytime Fitness.

David Zarb Jenkins, event director, says: "This year, delegates will also have an opportunity to interact with some of the industry's most established experts in a *Question Time*-style session."



The gym was opened by Tim Brabants (in blue)

new-look gym for london college facility

Ethos – the sports centre at Imperial College London, South Kensington – has re-opened its Energia fitness suite following the completion of a major refurbishment.

Work at the venue has included the reconfiguration of the gym's layout and the installation of Matrix Fitness' Virtual Active suite of interactive video-based cardiovascular workouts.

Users can also develop their own tailored fitness programmes via an on-screen personal trainer on the MyRide indoor cycling system.

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former marine opens london gym

Barry O'Connell, a former Royal Marine PTI, has been awarded a £25,000 grant by the British Legion, through its *Dragons' Den*-style 'Be the Boss' scheme for ex-servicemen and women looking to start their own business after leaving the armed forces.

O'Connell has used the grant to open State of Mind Fitness, a personal training gym in Hammersmith, west London.

Part of the grant funding was needed for the cardio equipment in the gym; O'Connell has chosen to start with two pieces of SCIFIT kit – the AC5000 Treadmill and the SXT7000 Elliptical.

'Be the Boss' is a joint venture between the Royal British Legion and the Department for Business Innovation and Skills. O'Connell is one of many ex-servicemen to receive a grant



The State of Mind Fitness club in Hammersmith, west London

after successfully pitching his business idea to a panel of Legion members and experienced business professionals.

In its first year, the 'Be the Boss' was only open to those who left the armed forces after 2001, but it has recently been expanded and is available to all former personnel.

entrepreneur to rebrand ex-esporta site

Entrepreneur Mo Chaudry – owner of the Water World theme park in Stoke-on-Trent – has acquired the city's former Esporta Health Club.

Chaudry had been a member at the club for 11 years and was already planning to start his own fitness business when he learned that the health club was destined for closure.

"I had been exploring opportunities to develop my own health and fitness business for a while and my plans were well advanced, but the prospect of owning and operating a club that I personally have many connections with seemed a natural business opportunity," he says.

Chaudry has confirmed that he plans to keep the existing range of facilities at the 3,252sq m



Chaudry is to launch the remodelled and rebranded club in September

(35,000sq ft) club – including a spa – but is also looking to add new services to create an "upmarket, high-class facility" appealing to the discerning health club member. The rebranded club is expected to open in September.

durden-smith to host members' choice awards

Mark Durden-Smith has been announced as host of the first ever Members' Choice Health Club Awards, taking place on Wednesday 21 September at Hilton Birmingham Metropole NEC. A total of 18 independent operators have been shortlisted this year, and all have a

realistic chance of winning. The awards, which will be presented to winners in 14 categories, have been designed to help health clubs promote themselves locally.

To book tickets, please visit www.healthcluboftheyearawards.com

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activegraduates website launches

The National Skills Academy for Sport and Active Leisure (NSA) has launched its new ActiveGraduates online service to help graduates of the Future Jobs Fund initiative gain employment.

The service – available via the website www.activegraduates.com – will allow all young people who completed the Future Jobs Fund initiative and are still without full-time employment to list themselves on the ActiveGraduates database.

Prospective employers can then search this database free of charge. Florence Orban, CEO of the NSA, says that each ActiveGraduate has undergone quality assured training and six months of hands-on work experience – a fact that will make them attractive to employers.

“The young people on this website are competent, qualified and ready to take the



The website holds information on hundreds of fitness graduates

next step in their career,” she says. “They are passionate about working in the leisure sector, so are perfect for employers looking to find people who will be able to hit the ground running – people who want to spend their career in the sector.”

Orban estimates that there are around 500 ActiveGraduates looking for work right now.

david lloyd achieves fia code compliance

David Lloyd Leisure (DLL), one of the UK's leading health club operators, has announced that it is now compliant with the Fitness Industry Association's (FIA) Code of Practice.

The quality assurance scheme – introduced to the sector by the FIA in 2007 – encompasses performance standards relating to health and safety, staff training and customer care.

Facilities that are compliant with the Code of Practice are required to demonstrate that staff are trained to standards recognised by the Register of Exercise Professionals (REPs).

Compliant facilities also have to ensure members receive adequate inductions, and they must provide fair contracts in accordance with the Office of Fair Trading guidance.



The code covers all aspects, such as customer service

DLL sales and operations director Steven Matthews says: “This recognition complements our externally audited programme and confirms that both our teams and members are provided with a safe environment.”

premier training and fitbiz offer new business course

Premier Training International (PTI) and Fit Biz Builders are looking to equip fitness professionals with the tools needed to boost sales and encourage business expansion.

The partnership has launched a new 12-week business, sales and marketing course which will be delivered over an e-learning platform in easily manageable one-hour weekly sessions.



New TAG service will target young professionals

tag launches 'online university' service

TAG, the youth charity, has launched TAG University, an online fitness training resource designed to help exercise professionals develop core business skills.

Developed in partnership with business consultants Fit Biz Builders, the online service will provide open access to foundation courses in core business disciplines such as finance/accounting, sales, marketing and operations. Developed specifically for young professionals, the website aims to help commercial novices learn more about business disciplines including business planning, the rudiments of marketing and an understanding of the importance of cashflow.

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in brief...

german interfit network

The JUST FIT chain of fitness clubs in Germany has launched subsidiary INTERFIT – a concept whereby a single membership offers access to a network of clubs throughout Germany. For a monthly membership fee of €75, INTERFIT members have the flexibility to work out at more than 600 high-end, predominantly single-site clubs across the country.

kids livewell initiative

More than 15,000 restaurant locations from 19 chains have come together to create a US-wide Kids LiveWell programme. Launched in July, and including chains such as Burger King, the scheme is designed to combat childhood obesity by providing healthy kids' menu options. Kids LiveWell meals must be under 600 calories, with two or more servings of fruit, vegetables, whole grains, lean protein or low-fat dairy, as well as limited sugar and sodium content. The menu must also offer at least one other individual item of 200 calories or less, and all healthy items must be visibly promoted.

star trac leverage fit-out

Bally Sports Club opened its latest facility in Lansdowne, Maryland, US, in July. Equipped predominantly by Star Trac, the new-build club is the first in the world to install Star Trac's entire Leverage range – a new plate-loaded strength training line comprising eight pieces of equipment.

Bally Total Fitness is one of the leading chains in the US, with 3.5 million members across 270 clubs.

trixter's californiana install

US family-focused operator California Family Club recently installed Trixter in its Rocklin site. The club ran a challenge evening on installation of the new Xdread bikes, allowing members to race against each other. As a result of high uptake among members, the bikes will now be rolled out to three more clubs in October, and to the rest of the 16-strong estate in 2012. Each club will receive four bikes.

evo expands in norway

Low-cost Norwegian chain EVO Fitness opened three new clubs in Q1–Q2 2011, with – at the time of going to print – a fourth site set to open in August.

The clubs – located in Lillestrom, Moss, Greaaer and Fredrikstad – are part of an aggressive roll-out. EVO currently has



Precor is working with rapidly-expanding EVO Fitness to equip its new clubs

14 clubs, all of which have opened in less than 18 months, and a goal of reaching 20 clubs by the end of 2011.

The unmanned EVO clubs are a new concept in Norway. Rather than staffing the sites, EVO manages them using a new IT system – Credlock – developed by EVO at a cost of €3m. This enables the chain to take charge of membership contracts and payments, club access and personal training bookings over the internet, 24 hours a day, and keeps the cost of membership to less than €37 a month.

Each of the 450sq m clubs offers a full complement of Precor's cardio and C-line strength equipment, plus Precor free weights. In addition, all of the clubs have between three and five personal trainers, each running their own business from the gym on a self-employed basis.

dir launches budget price point

Catalan fitness operator DiR has launched a low-cost fee to access its existing clubs. Ranging from €20–35 a month, the lower fee allows members to access all the same facilities, but only during certain hours: 12.00–1.00pm, 2.45–4.00pm, and 9.15–10.15pm.

The new fee is available in all 18 DiR clubs in Barcelona and Sant Cugat and includes access to the full range of DiR services, including showers with shower gel, shampoo and conditioner, hair dryers and towels. Members on the low-cost fee also have access to a highly qualified technical team that designs – at no extra charge – a personalised fitness programme for every member.



Reduced fee: The lower price membership allows full access but at limited off-peak times

aspire opens its doors in thailand

Fitcorp Asia launched its new private club in Bangkok, Thailand, in June.

The Aspire Club adopts a detailed NLP (neuro-linguistic programming) coaching methodology to help members achieve their goals and aspirations – an approach that's said to guarantee results and identify the real motivations behind success.

With 790sq m (8,500sq ft) of state of the art health, fitness and performance space, the club offers a diverse range of programming: a fusion of high intensity

and functional programmes such as CrossHIIT, TRX, Urban Warrior Training, bootcamps, functional stretch and foam rolling programmes.

Memberships will be limited to ensure the highest levels of customer service and a results-driven exercise experience are maintained.

Facilities also include a 185sq m (2,000 sq ft) rooftop outdoor gym, indoor studio, luxurious locker rooms, member lounge, juice bar and dedicated customer/member services.



The latest premium club from World Class includes two floors of CV equipment and two studios

world class: 19th moscow site

Russian fitness operator World Class opened the doors to its latest club on 1 July – the company's 19th in Moscow.

Located within the 'Four Winds' business office complex in the centre of the city, the new facility was designed by US company Essenza Architecture.

Operating at the premium end of the market, facilities at the 3,200sq m (34,440sq ft) club include two studios for group fitness, a functional training area, a private pilates studio and a martial arts studio that's visible from the gym floor, giving members a taster of the activities on offer.

Meanwhile, in the gym, the cardio area is spread across two floors. The

Life Fitness Journey concept has been implemented, breaking the layout into zones to help members progress through their workouts. In addition, the Life Fitness equipment adopts the colour scheme of the club. Precor's AMT is also on offer in the gym, as well as Hammer Strength resistance equipment.

Facilities also include a 25m pool offering lane swimming, aqua fitness classes and a spa pool area. There's also a fitness café and retail shop, as well as the Beauty Spa by World Class, which offers a wide range of services – from manicures and hair cuts to full-body treatments such as massages, wraps and hydro massage baths.

anytime enters the netherlands

US-based fitness franchise Anytime Fitness has continued its international expansion with the opening of its first clubs in the Netherlands.

The first club opened in July in Susteren, in the south of the country. A second site opened at the end of August, in Gulpen on the Belgian border, and a third is set to open in Landgraaf, in the south-east, in October. The new openings come a year after the signing of a master franchise agreement for Benelux, with the aim of opening as many as 150 clubs in the region over the next 10 years.

"It's been my dream to make healthy lifestyles more affordable and accessible for people in the Benelux," says master franchisee Petro Hameleers.

"In a highly competitive, densely populated region, we're confident that the simplicity and convenience of Anytime Fitness will meet the needs of Dutch consumers," adds John Kersh, Anytime's VP of international development.

As in the US, the Benelux gyms offer a wide range of cardio and resistance equipment, as well as tanning and personal training packages.

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s&p architects director passes away

London-based S&P Architects has announced that director Chris Barr has passed away at the age of 53, following a short illness.

During his 26-year career with the company, Barr worked on a number of iconic leisure and sports schemes – including Bracknell's Coral Reef and Tralee Waterworld, Ireland.

Barr's most recent projects included the renovation of the Royal Commonwealth Pool in Edinburgh and the new swimming pool facilities at the University of Leeds.



Hamilton has spent 13 years at Future Fit

hamilton appointed to future fit training board

Future Fit Training has appointed Sian Hamilton to the board of directors. Prior to her appointment, Hamilton held the role of general manager of the company.

Future Fit CEO Rob Johnson says: "Over the last 13 years, Sian has made a tremendous contribution towards the success of the company. Her appointment will strengthen the company leadership structure as we plan for further growth."

new sales director for safe space lockers

Daniel Jones has been appointed as the new sales director of Safe Space Lockers.

In his new role he will work alongside co-owner Dominic Hyett and has been tasked with organising the sales and marketing strategy for the forthcoming 12 months, as well as helping to identify target sectors.

Jones joins Safe Space from PTE Group, where he worked on the sales team for the ZigZag products. He will still work for ZigZag as an agent.

les mills appoints renata as west coast ceo

Les Mills International has announced the appointment of Steven Renata to the role of chief executive officer of its Les Mills West Coast arm, based in San Francisco, US.

Renata moves to head the operations from his previous role as global sales director of New Zealand-based parent company Les Mills. In this previous role, he was responsible for developing sales systems, training and account management to support the Les Mills system globally.

Renata is an original shareholder in Les Mills International and was one of the company's founding employees at its inception in 1995.

He says: "I am really excited to take on this role, and feel very fortunate to be championing group exercise in the United States at a time when it is at the tipping



Steven Renata was previously global sales director for Les Mills

point of a huge expansion. It's my aim to ensure that Les Mills West Coast delivers an outstanding group fitness experience every time, everywhere."

Les Mills International is a global provider of choreographed exercise-to-music group fitness classes.

matrix fitness expands strategic team

Matrix Fitness, the commercial division of Johnson Health Tech UK, has appointed Brian Thompson as its new strategic development manager for international business.

Thompson will be responsible for managing ongoing relationships with both UK and international key accounts, while identifying the regions most likely to offer growth opportunities.

He joins Matrix following 13 years at Technogym UK, where he held various roles including senior national account manager and UK hospitality sales director. Thompson's arrival is the latest in a series of changes within the company and follows the recent announcement of Jo Rich as key account manager and Anthony Foster as head of sales (north).



Brian Thompson is one of a number of new appointments at Matrix

Daniel Clayton, vice president of global development, says: "We're delighted to be strengthening our team with such a high caliber individual as Brian. His industry experience will be invaluable as we continue with our UK and global expansion plans."

frenkel named new coo of american council on exercise

The American Council on Exercise (ACE) has promoted Janet Frenkel to the role of chief operating officer.

Frenkel previously served as executive vice president of marketing and sales for the organisation.

In the newly created position, Frenkel is responsible for the implementation and execution of the American Council on Exercise's overall strategic objectives, as well as providing operational leadership for ACE's core and consumer business.

PEOPLE PROFILE



jonathan scott

Jonathan Scott weighed 19 stone at the age of 16. He turned his life around and then became a personal trainer. He is now an ambassador for the MEND scheme

How many years have you worked in the fitness industry?

I have worked in the health and fitness industry for eight years, since I was 18.

How has your career progressed?

I began my career at LivingWell in Carlisle in 2003 as a part-time health and fitness coach while studying business at university.

One morning, I was watching BBC Breakfast and a story came up discussing whether a child should be taken into care because they were obese. I grew up as an obese child and teen but I lost weight and became a fitness instructor and personal trainer, so my view was that they shouldn't be taken into care. I wrote a letter to the BBC and sent in some before and after photos. As a result, I was invited to sit on the Breakfast sofa the next day to talk about the issue. From that point, I went on to feature in many national newspapers and magazines as well as becoming a regular on the BBC Breakfast sofa talking about obesity issues.

One of the ex-instructors from LivingWell who had moved to Carlisle Leisure saw me on TV one day and gave me a call to invite me to the launch of a new family weight management programme called MEND.

A few years later I was given an opportunity to join MEND's partnership development team. I joined as a MEND ambassador in July 2006 and became a full-time employee in the media and communications team in January 2007. I then took on a new role as partnership development manager in January 2009.

I have also written a book called *Off the Scales*, which highlights key areas of my battle with obesity, how I did everything possible to achieve my goals - and how others can do the same.

How big an effect has your journey had on your role at MEND?

A huge effect. I love telling my story to kids and families and showing them pictures of what I was like. I would like

to think that I have motivated several families to join a MEND programme by showing them that anything is possible.

What is your typical day?

It varies greatly. I work from home in Carlisle, so I usually spend my days at my computer or on the phone promoting our More Active Health programme.

Our head office is in London so, with lots of meetings going on there, I also spend a lot of time on trains! I meet lots of new operators and leisure centres and discuss ways we can work together in partnership to help them meet their objectives.

What are the goals of the MEND scheme?

We empower children and adults to become fitter, healthier and happier and to reach or maintain a healthy weight. MEND offers solutions that people can use throughout their lives to improve their fitness, health and self-esteem.

How important is it to have well qualified people on the frontline?

The more qualified the professional, the better the service and the bigger the impact. It's also important that fitness professionals develop new skills which allow them to coach individuals, as opposed to instructing them - this makes all the difference to participants' motivation levels.

What do you think is the number one weakness in the fitness sector?

The name - it should be the health and fitness industry rather than just the fitness industry. It should move from just giving people fitness and exercise advice to including services and programmes that will improve people's general health.

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

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medical fitness in italy

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In Italy, the importance of exercise has always been recognised by the healthcare system. Today, however – with obesity, diabetes, heart disease, hypertension and the explosion of other chronic conditions – the nation's healthcare system is looking for ways to cut costs. Now is the time to truly unite the healthcare and fitness industries.

The Italian Fitness Federation has implemented two strategies to help these industries co-operate to produce a healthier population: firstly, the education of opinion leaders – namely physicians – and end users; and secondly, innovation of the core product – that is, the health club experience.

We organised, alongside the Ministry of Health, a physicians' event – entitled 'Active Doctors, Active Patients' – designed to educate them about the world of fitness. Physicians tried 16 different activities such as Step, group cycling, SlowFIT, Zumba and so on. The event proved a success in terms of physician satisfaction: the ministry has awarded attendees with medical 'continuing education' credits and has asked us to organise similar events across the country.

Meanwhile, to educate end users – ie the general population – we launched an

amusing campaign. The goal is to educate inactive people, encouraging them to adopt exercise as a lifelong habit, just like brushing one's teeth.

In terms of innovation, we focused on what matters most: the core product. That, after all, is what people are going to experience when they come in to a health club having been referred by a physician. If we fail to offer the right product, all of our efforts in co-operating with physicians will lead to a dangerous 'boomerang'-type situation, whereby we demonstrate the inadequacy of the fitness industry to the very audience we're trying to win over.

With the goal of creating an appealing product that's accessible to the masses, we defined a double strategy: 'quality fitness for all' (ie a programme that's safe and effective) and 'focus on fun' (to fight boredom). We created a personalised group training class in which 20 to 30 people who have, or who are at risk of, chronic or other health conditions can follow a personalised exercise plan, all working together with one trainer.



'Active Doctors, Active Patients' educates doctors about fitness

Several premium Italian clubs and club chains now offer this revolutionary medical fitness system, which also includes a personal training method and many profit centre services: body evaluation, posture evaluation, etc.

Alberto Gamba, owner of Sport Più, a five-strong club chain in the Bergamo area of Italy, says: "Medical fitness is an incredible opportunity for the growth of our industry, but we should be ready before physicians start to refer hundreds of new customers to us. We should be sure that our product is safe, effective and fun. Inactive people will never adopt exercising if they believe they will be bored."

ask the experts..... phones in clubs

Should mobile phone usage be limited in health clubs? Mark Stevens, regional director for The Houstonian Health Clubs and Spas, offers his advice on this topic.

Calls, texts and emails are a way of life today. They cannot be eliminated, but they can be limited in terms of where people are allowed to take, and access, their mobile phones.

Phones going off in a gym, with their various ringtones, can be distracting.

More importantly, attempting to answer a call, write a text or send an email while exercising can be dangerous, both to the person using the phone and to others around them – for example if they should mis-step on a treadmill or other equipment.



Phone use while in the gym can be dangerous

For privacy reasons, the use of smartphones with cameras and video capabilities is highly discouraged in our changing rooms. We understand that parents, doctors and others

will occasionally need to take an emergency call. However, we ask that they move to a public area whenever they have to do so.

A gym policy might read something along the lines of: 'For safety reasons and for the enjoyment of others around you, the use of mobile phones is not permitted in our fitness areas or changing rooms. Calls may be taken in public areas such as hallways, lobby areas and the café. In the case of an emergency, if a call must be answered, please turn off the equipment in use and move to a public area to complete the call discreetly.'

Read more answers to this question on the IHRSA website at www.ihrsa.org/industryleader



PHOTO: SHUTTERSTOCK.COM/ALANANDR MARTIN

Many operators are trying to integrate medical fitness to differentiate themselves from budget clubs

standards and medical fitness

Many clubs trying to differentiate themselves from budget clubs are attempting to integrate medical fitness into their concepts. But are we all singing from the same hymn sheet regarding the definition of this?

Paul Eigenmann of Qualicert in Switzerland has been active in certification and standards for more than 15 years. Clubs that meet the medically-focused criteria specified by Qualicert benefit from subsidies that Swiss insurance companies and employers contribute (reimburse) to members who train in these facilities.

"Many European countries would like to have this model in their countries, but the consequences are often not clear. Increased personnel standards, controls and regimentation, and even regulation of pricing for services are some of the potential results," observes Eigenmann.

Exercise is Medicine will again be a topic at IHRSa's upcoming 11th Annual European Congress, to be held in Milan next month. Eigenmann will chair the panel hosting this session, which will also include Dr Fausto di Giulio of Italy and Ken Germano of the Medical Fitness Association in the US.

congress update

speakers announced

Three general session speakers for the 11th Annual IHRSa European Congress have been announced.

Santiago Alvarez de Mon will give a talk entitled 'Leadership: The Art of Engaging People'. De Mon is a tenured professor of organisational behaviour at IESE Business School. He is also the author of numerous books including *From Adversity - Leadership: A Question of Character* and *The Myth of the Leader*.

Simon Bolton will present on 'Building Equity and Business Value through Effective Product and Brand Development'. Bolton is a graduate of the Royal College of Art and is an international award-winning designer. He is co-founder of the London-based design group Creative Resource Lab.

Finally, Jonny Hewlett, managing director of Diesel UK and Ireland, will discuss 'Driving Positive Change: Transforming Diesel in the UK'. Hewlett's challenges at Diesel have included turning around the UK affiliate in terms of both sales and profit, re-structuring the wholesale team, re-evaluating the UK retail strategy, and driving organisational change to embrace career development and a coaching culture across the business.

This year's IHRSa European Congress takes place in Milan, Italy, on 27-30 October.

Visit www.ihrs.org/congress for more information or to register.

events diary

Visit www.ihrs.org/meetings

1-3 September 2011

12th Annual IHRSa / FITNESS BRASIL Latin American Conference & Trade Show - São Paulo, Brazil

15 September / 6 October 2011

Webinars: Profitable Small Group Training Programs (15 Sept) / Seven Secrets to an Effective Marketing Plan (6 Oct)

27-30 October 2011

11th Annual IHRSa European Congress - Milan, Italy

30 October-1 November 2011

ChinaFit / IHRSa China Management Forum - Qingdao, China

social media success story

Fit Plus in Landshut, Germany, currently has 80,000-100,000 visits to its Facebook page every month, according to owner Uwe Eibel. Twitter and Facebook have also significantly increased the number of visits to the club's website. Eibel says that some months, 10 per cent of new business comes from the internet or social media and even when that figure is lower, the efforts in this area are reportedly well worth the investment.

"Social media is a great customer retention tool," he says. "We learn a lot about our target group as we interact with them." Eibel says he has, for example, learned that he must personally be the voice of his business, and that posts must reflect his own philosophy in order to resonate with his target audience.

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 www.ihrs.org. Locate a quality IHRSa club at www.healthclubs.com

Doping: an industry problem?



FIA CEO David Stalker explains why the FIA has partnered with EHFA and the European Commission to develop a responsible strategy to counter doping in the fitness sector

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



In the UK, doping does not always hit the fitness industry headlines. However, at a European level it's a very different story, with the European Union viewing the fitness sector as falling within the remit of amateur sport.

The Commission's 2007 White Paper on Sport recognised that doping poses a threat to sport and citizens alike, calling on organisations to develop "rules of good practice to ensure that young sportsmen and sportswomen are better informed and educated in the issues of doping".

The possibility of a doping problem within amateur sport was also noted at the EU Anti-Doping Conference in 2009, implicating the fitness sector but doing so without detailed evidence to back it up. Furthermore, the 2011 Lisbon Treaty – Developing the European Dimension of Sport stated in no uncertain terms that the use of doping substances "poses serious public health hazards and calls for preventative action, including fitness centres."

industry research

We have done some early research and it's fair to say that the prevalence of doping in our sector varies depending on where you look, what you read, and who you ask.

In the UK, for example, frequently quoted sources regarding the use of androgenic anabolic steroids in the fitness sector vary from 5 per cent to 65.8 per cent of gym users and everything in between. However, the studies lack consistent methodologies, sample sizes, messaging and strategy. Most studies only investigate steroids, for instance, while most strategies focus on the sort of interventions that would be more at home within the realm of elite sport.

This is why we have worked with EHFA and the European Commission to establish a network of 11 fitness sector partners across 10 countries – all national trade associations capable of undertaking primary research into the prevalence of doping within the fitness sector in their

market. The project is the result of EHFA's strong presence and efforts at the European level to ensure that, as a sector, we are properly represented as a potential partner for public health.

EHFA clearly set out its intentions at its November 2010 summit. Commenting at the time, Harm Tegelaars, EHFA president, said: "We are honoured to work with the European Commission and our strategically picked partners who, for the first time, will review whether there is any basis to assumptions made of doping practices in the fitness industry. With the support of its partners, EHFA will provide evidence-based information on the extent of doping in fitness and will critically assess the success of current anti-doping policies and develop new intervention strategies."

"We are an important industry for the health of European citizens. As such, we need to act responsibly and recognise where we need to address potentially negative associations relating to our sector and tackle them in an evidence-based way."

As one of the project partners, the FIA is working in the UK with Leisure-net Solutions to survey club managers, exercise professionals and consumers regarding their experiences, if any, of doping within the sector. The questionnaires will cover topics such as what people do at the gym, their motivation for working out, any guidance offered on nutrition, and the prevalence of everything from performance-enhancing to social drugs.

The collated results will help us to understand not only the prevalence of doping, but also what motivates someone to use these substances, and



Doping is still an issue and must be tackled to maintain our integrity

will form the basis on which we can develop a preventative approach to doping in the fitness sector.

ahead of the curve

For me, as with so much of what we do, this is about an industry recognising its responsibilities to the health of the nation. We can't pick or choose our favourite health issues and, like it or not, doping is still a health issue: the use of steroids, amphetamines and growth hormones has been shown to increase the risk of cardiovascular disease, liver disorder and stress.

Every day of the year we promote our facilities as safe, and our staff as informed professionals; with that, we're communicating our ability to act as an effective arm of the health service. Ensuring our facilities are free of harmful substances is a central component of this.

Whatever the findings of the project, as doping is perceived to be an issue among certain groups in the sector, we the industry body must get ahead of the curve and overcome any possible negative perceptions of our industry.

Everyone Active Company News

Everyone Active

One million active customers. How?



At this year's Fitness Industry Association awards (FLAME) Everyone Active was awarded **2011 Leisure Operator of the Year**. This is the second year running that the company has achieved this accolade and is down to the dedication of all the staff at all the centres across the country.



In addition to the Leisure Operator of the Year award, Bob Halls, a member of staff who works at Everyone Active Mid Suffolk Leisure Centre, was awarded the **Future of Flame** award which recognises individual achievement and commitment to the fitness industry.

30 mins
activity

5
days a
week

The new pledge will be achieved by data insight and an understanding of our customers activity behaviour; the introduction of a rewards programme and an innovative digital activity called *MyEveryoneActive*.



New Leisure Centres

This year 6 new contracts have been won to manage a further 16 leisure venues in partnership with local authorities by Everyone Active. They include centres in Blandford, Sutton & Basildon which were all operational pre-summer. To follow will be Cambourne Sports Centre, Stratford Park Leisure Centre & 5 sites in Plymouth including the impressive Plymouth Life Centre. All in all a very good year for growth.

Join our winning team

Due to the expansion of Everyone Active, there are numerous job vacancies advertised on www.everyoneactive.com or now with leisure media www.leisureopportunities.co.uk. We are passionate about our people. Employees are our greatest asset and it's our aim to develop them in a way that enables each individual to realise their potential.



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COMPETITIVE EDGE

30 OCTOBER 2011

halloween howler

For a mix of fitness and fun, look no further than The Stroke Association's Halloween Howler Fancy Dress Run in Glasgow this October.

As the sun sets, participants dressed in their *Scream* masks or armed with their broomsticks will set off on a 6.6km run – a run that finishes after dark to add to the spooky atmosphere.

There will also be Halloween festivities and a prize for the best costume. Entry is £5 and more than £50 must be raised in sponsorship. Details: www.stroke.org.uk



There's a prize for best fancy dress
in Glasgow's Halloween Howler

PH: GIMMAY/ISTOCK.COM/LENNIK



Master the white wilderness

PH: © EXTREME SPORTS

24-29 MARCH 2012

arctic adventure challenge

The Prince's Trust is calling for people to "master the white wilderness" in Norway, in temperatures as low as minus 30 degrees. Teams of four to six will take part in dog sledding, Nordic skiing, snowmobiling, team long-skiing and ice fishing over five days for up to seven hours a day. Registration costs £450 and the minimum sponsorship is £3,900. Details: www.princes-trust.org.uk

29 APRIL 2012

greater manchester marathon

Following a 10-year absence, the Greater Manchester Marathon returns to the city once again next year.

The 26.2-mile course is expected to attract around 5,000 participants and the route will take in some of the key landmarks and countryside around the borough of Trafford.

Participants can choose to raise money for charities such as Cancer Research UK or the Manchester United Foundation, which uses football to change the life of young people in disadvantaged areas in the UK. Details: www.greatermanchestermarathon.com



Marathon returns after 10-year absence

PH: GIMMAY/ISTOCK.COM/DANIEL KOSZCZYNIAK

DIARY

worldwide event listings for leisure professionals



Main event: Leisure Industry Week takes place this month at the Birmingham NEC

SEPTEMBER

20-22 | Leisure Industry Week

Venue NEC, Birmingham, UK

Summary

LIW is the UK's largest and most influential exhibition for the leisure industry, catering for all sectors of out-of-home leisure and attracting thousands of leisure professionals. It spans seven sectors, with each one designed to offer leisure business operators an insight into the latest trends and innovation available to them, helping them to attract more customers, keep them safe and keep them coming back more often.

Web www.liw.co.uk

22-25 | SIBEC North America

Venue Marina del Rey, California, US

Summary

SIBEC North America is a one-to-one meeting forum between 70 owners, operators, CEOs and COOs of America's leading health, recreation, sports and fitness organisations with 85 leading executives from key supplier companies. Throughout the event, attendees can also meet each other during the breakfasts, lunches, dinners and other networking activities.

Web www.mcleaneventsinternational.com

OCTOBER

5-7 | European Fitness Summit

Venue Barcelona, Spain

Summary

The European Fitness Summit offers the fitness, wellness and health industry a place to meet high-ranking decision-makers from leading fitness studios and wellness centres from selected European markets in face-to-face meetings.

Web www.european-fitness-summit.com

6-9 | Inner IDEA Conference

Venue La Jolla, California, US

Summary

Inner IDEA's mission is to "inspire the world to wellness through body, mind and spirit."

Web www.ideafit.com/conference

16-17 | Professional Beauty North

Venue Manchester, UK

Summary

The UK's biggest beauty exhibition outside London features more than 300 exhibitors and seminars from industry experts.

Web www.professionalbeauty.co.uk

26-28 | FSB 2011

Venue Cologne Exhibition Centre, Cologne, Germany

Summary

An international trade fair for amenity areas, sports and pool facilities.

Web www.fsb-cologne.com

27-30 | IHRSA Annual European Congress

Venue Milan, Italy

Summary

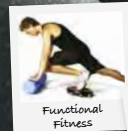
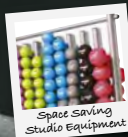
The 11th annual IHRSA European Congress will feature presentations delivered by executives from both inside and outside of the health club industry, providing thought-provoking commentary on trends shaping business and the fitness industry. Networking icebreakers, focus group discussions and lunch and evening receptions will provide the opportunity to build relationships with colleagues from across Europe.

Web www.ihrsa.org/congress



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Level 4s...

What's the future for Level 4s? Are they worthy qualifications capable of courting the medical community? Or are they too expensive and surplus to requirements?

It was proven before the launch of Level 4s that there was a need for more weighty qualifications that would give instructors the knowledge, and confidence, to work with clients with chronic conditions.

Level 4s are also more likely to encourage GPs to make referrals, as it's at this level of qualification that the fitness instructor takes on liability for the patient from the GP. If we want to build closer links with the medical community, this is a vital step to take.

And yet the fitness sector has been slow to embrace Level 4. One industry expert I spoke to, off the record, even questioned the need for them altogether.

There are currently 10 Level 4 courses covering exercise prescription for falls prevention, respiratory diseases, cancer, lower back pain, cardiac disease, accelerated post-illness or injury rehab, stroke, obesity and diabetes, mental health and neurological conditions.

However, it has taken a long time for training providers to emerge in all of these areas; more are still needed.

One of the problems for training providers is that, due to higher risk and assessment costs, Level 4s are very costly to run compared to Level 3s.

As Level 4s represent such a big progression from Level 3, another issue has been the number of candidates

enrolling with insufficient background knowledge. This puts training providers in a difficult situation: do they refuse entry, accept students knowing they will probably have to fail them, or do they try to train them up, which makes the course overly long and expensive?

SkillsActive has now put a filter in place, allowing only those with Level 3 Exercise Referral to progress to Level 4. Students will now enter Level 4 with a broad knowledge of illnesses – vital, as people never present with just one issue.

The ultimate aim of Level 4 is for GPs to be confident to refer on to the fitness industry and pass on liability. How close are we to that goal? We ask the experts.

WHAT'S THE NEXT STEP FOR LEVEL 4? EMAIL US: HEALTHCLUB@LEISUREMEDIA.COM

jean-ann marnoch

reps • registrar



"I think the Level 4 categories are very much needed in the industry if we're to be one of the solutions in the management of disease: we all know that many diseases respond well to structured exercise. Level 4 is the fastest growing area on the REPs register, with 1,200 instructors now registered at this level. Many of these have gone on to work in

clinical settings and in exercise referral schemes within clubs.

Level 4s were introduced in response to clear evidence that they were needed: in many cases, specialist programmes were already being provided to work with patients with medical conditions, and there was a need to formalise these qualifications. SkillsActive therefore developed the Level 4 standards to ensure that exercise programmes being delivered for the prevention, treatment or management of long-term conditions were safe and effective.

My experience of sitting on the Joint Consultative Forum is that representatives of the Royal Medical Colleges are happy with the standards at Level 3 Exercise Referral and Level 4 specialist conditions and would feel confident in referring to instructors with the relevant category on REPs."

debbie lawrence

fitness wales • director



"I think Level 4s offer a great opportunity for exercise professionals working in specialist areas – or aiming to do so – to update their CPD, moving from a vocational to an academic level. The qualifications are upskilling the industry and creating new career paths.

We were the first organisation to run a mental health Level 4, and consulted with organisations such as Mind, Journeys, MDF and Gofal, all of which were keen to see the development of this qualification. We also run a Level 4 in lower back pain and are about to launch obesity and diabetes and neurological courses. These are a big step up from Level 3, moving away from assessment via multiple choice to essay-writing, research and producing fact sheets. We also teach soft skills: performing as part of a multi-disciplinary team, giving feedback and gathering information. The first few candidates have completed the mental health qualification and are working in hospital-based physio teams and mental health settings.

I think, as Level 4 becomes more established and mapped to the QCF and other national frameworks, some aspects could become a generic unit – behaviour change, for example – so instructors don't have to keep repeating the same areas."



PC: WWW.SHUTTERSTOCK.COM/STOALITE

Exercise referral: How close are we to having staff who are sufficiently qualified that GPs are able to pass on liability?

chris onslow

mbodies training academy • director



“We believe that many personal trainers and pilates instructors will soon find themselves under-qualified if they haven't started focusing on a number of Level 4 qualifications.

But at the moment there are many barriers to entry. First of all, not enough Level 4s are being run, partly because it's so costly for deliverers. In addition, the

knowledge of anatomy and physiology required for Level 4 is far beyond that of most Level 3 students, so some Level 4s have been dumbed down; students who have invested in these qualifications still don't feel sufficiently expert by the end of the course.

So there's some way to go before Level 4s are embraced by the medical community, with GPs willing to hand over the liability for patients, but this is what the fitness industry should work towards. Our courses will focus heavily on record keeping to get in line with medical culture. We're also splitting our Level 4 courses into modules, specialising in separate conditions such as breast cancer and MS: this gives candidates more time to study and get the background knowledge necessary for the full Level 4. In the meantime they have a qualification, which we hope will be endorsed by the relevant charities.”

tom bell

skillsactive • endorsement manager



“Level 4 awards offer a logical progression route from Level 3 Exercise Referral, which is key in helping the fitness industry gain the confidence of the medical sector.

The long-term aim for Level 4 is that GPs will view it as equal to a physiotherapy qualification and will be confident in referring patients and transferring the

liability in the same way that they now refer to physios. We've already made some strong links with the medical community, with increasing levels of interest from them, and Level 4 can act as a bridge between the two sectors. Further down the line, we might start to see some NHS staff cross over to take Level 4s to support their work, or alternatively fitness instructors might take part in NHS courses on subjects like smoking cessation.

But although Level 4 instructors are the fastest growing part of the REPs register, there are still not enough Level 4 graduates: we need more training providers on-board. We're talking to a number of universities which are looking at incorporating Level 4 into their degree programmes. This would increase the number of Level 4-qualified fitness instructors, as well as providing a new career path for graduates wanting to come into the industry.”

SCOTT LLOYD

The CEO of David Lloyd Leisure talks to Kate Cracknell about international expansion plans and a constantly evolving product portfolio



Scott Lloyd is, it seems, successfully working his way through an ambitious 'to do' list.

The CEO of David Lloyd Leisure (DLL) since the 2007 merger of DLL and his own company, Next Generation, Lloyd has already overseen the successful integration of the two businesses – and he's now looking further afield for the next challenge. He explains: "Since the merger, the core focus of our investment has been sharing best practice between the two brands, as well as rapidly developing our product portfolio. Although we will always continue to evolve our products, essentially that work is now complete, so we're able to turn our focus to international development and accelerate our plans in this area.

"Over the last few years, we've been building up momentum in our pipeline, especially in what we call European gateway cities: the major cities across Europe. There are very few clubs like ours in these locations at the moment – our type of premium, family-focused, broad leisure offering – so we see this as a big opportunity."

The *Times*' coverage in May suggested that DLL's European expansion would probably start in Spain – is that correct? "We already have a great club in Barcelona, so Spain would be an obvious first step for our European development, but we're

DLL's offering: A "premium, family-focused, broad leisure offering" that Lloyd sees as more akin to Centerparcs than other health clubs



looking at a number of markets. As a result of our work over the last few years, we now have good visibility of a number of possible sites and would expect to open our first new club in Europe in 2012."

opco-propco

Talk has been of DLL adopting a management contract approach to achieve its international ambitions; indeed, DLL's operating company has already been separated from its property company. So is the property side of things taking a back seat going forward?

"Our business is still wholly owned at a 'top-co' level," says Lloyd. "The capital structure is now opco-propco, and we function within that as an operating company, but the property side of the business remains relevant. However, the way we're looking to finance our development is more on an operating model as opposed to developing our own wholly-owned freehold sites."

"Even on the new clubs in the UK, we're working with property developers who finance the building, with DLL then investing in the fit-out and taking on long-term leases. It makes the whole model more scalable in terms of the availability of capital. However, we're not looking to pass on responsibility unless there are significant benefits to our business of having strategic partners."

Strong pipeline: The DLL Exeter club, which opened late last year, is part of an ongoing plan to open one or two clubs in the UK each year

With that in mind, the company's international expansion plans will adopt two different models. For European markets such as Spain, where DLL already has expertise, as well as in neighbouring European countries, the company will continue to invest its own capital. However, in markets such as Russia and the Gulf, DLL will indeed venture into management contracts.

Says Lloyd: "We're beginning to look at using our brand and our management expertise to set up management contracts, much like the four- and five-star hotel operators who develop their hotel portfolios on a management contract basis. We're also finding that local property investors want to own high quality assets, such as our type of club, within their developments."

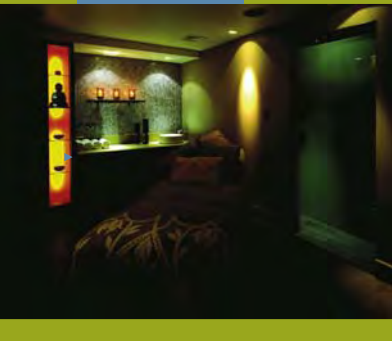
"That's the sort of model we're looking to take further afield, to territories such as Russia and the Gulf where it's harder for us to really know the local market without having a strategic partner or an investment partner – markets that we would find less easy to prioritise for our own capital."

Interestingly, other operators such as Fitness First have also held back from running their own clubs in countries such as Dubai, instead opting for a franchise model in these markets. Lloyd is, however, quick to stress the difference between this approach and the DLL management contract model: "We'll have a much greater involvement in these businesses – it's a much more operational model. We'll be applying our brand and taking on a bigger management role than would be the case in a franchise, which essentially creates a framework from which other people can run the business."

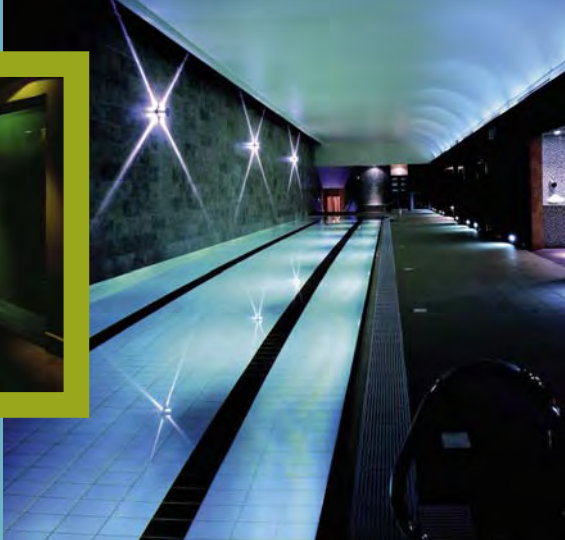
He continues: "We haven't got as far as outlining number of sites or exact timings, but discussions are ongoing with a number of interested parties. It may take a little longer to launch our first management contract site, as obviously our partners will need to arrange the financing; we're less in control of the timings. However, we're in a very positive position and I'm confident DLL will grow its international business in 2012."

home and away

DLL also has a strong UK pipeline, with the £11m Exeter club opening late last year and a new £15m site scheduled to open its doors in Farnham in December ▶



Amida Spa: The DLL sub-brand will now have a greater wellbeing element introduced, encompassing relaxation as well as treatments



► of this year. What will the balance be between UK and international development going forward?

"There's still a significant opportunity in the UK," says Lloyd. "We've already identified 20 or 30 locations currently without a club of our kind, but with the right demographic profile, and I can easily see us moving from 80 to 100 clubs in the UK, opening probably one or two new clubs a year.

"However, although over the next year or so the balance of investment is likely to be fairly equally split between the UK and international development, the pace is likely to shift over time with international development taking priority. Ultimately I'd expect to have at least twice as many clubs opening overseas as in the UK each year. Although territories such as the Gulf are included in our plans, the focus will be on European markets at this stage – we're not currently looking at markets such as the US or South Africa, for example."

So is the model likely to change to adapt to different consumer needs and mindsets in new markets? "We already have experience in four European markets – we currently have 80 sites in the UK and 10 in Europe – and yes, the mix of facilities can vary a bit. In Barcelona, for example, we don't have indoor tennis but we do have padel tennis courts – a fast-paced game that's popular in Spain, and that in fact we now plan to introduce to the UK. However, although the offering flexes slightly to the local environment, the business model is consistent throughout."

Presumably DLL would not, therefore, consider adopting the sort of segmented approach that's proved successful for European market leader HealthCity International, whose portfolio encompasses premium, mid-market and budget clubs? "No," says Lloyd emphatically. "Our focus is very much on premium, family, integrated clubs that drive long-term sustainability, good retention levels and retail revenues.

"The budget model may have exploded recently in terms of number of sites, but I still remain to be convinced of the long-term sustainability of the model, and it's certainly not an area we'll venture into."

product portfolio

So what are the key areas of focus for DLL going forward? "We're working hard to be innovative in how we develop our sub-brands and products, focusing on the things we're good at and continuing to evolve and grow in these areas," says Lloyd. "These contribute to the differentiation of our business relative to the traditional definition of the health and fitness industry.

"Increasingly we're becoming more of a Centerparcs or a Merlin – a much broader leisure business that in our view doesn't really sit within the health and fitness sector. We now have a whole armoury of strong concepts we can put in place every time we build a new club or undertake a redevelopment."

Those business-differentiating sub-brands include DL Kids and Amida

Spa, as well as an improved food and beverage offering introduced under the DL Café Bar brand, which has won a Midas award for best menu in the sport and leisure sector.

"Amida is already a strong brand, and we now think there's real potential in introducing a greater wellbeing aspect to the concept – not just treatments but relaxation too. We'll be incorporating this into the Amida Spa in the new Farnham club, which will be open to non-member day spa guests as well as members – a full relaxation experience that will operate as a separate entity within the building, with a separate entrance. If it works well, we'll roll it out to other sites.

"Our kids' offering, meanwhile, is a key differentiator for us and is very much part of our investment strategy for both existing and new clubs. We have a number of different models for DL Kids based on size and investment level, right up to the full-scale offerings in Raynes Park, Leeds and Finchley – and soon to be in Beckenham, Hampton and Farnham. Those sites typically measure up to 930sq m (10,000sq ft), with a number of activity rooms and spaces as well as an educational aspect – IT rooms, for example. We're also developing our All Stars brand – originally launched to offer tennis tuition for kids, and now also encompassing swimming – to cover tuition for kids in other sports."

Not only do the sub-brands help differentiate the business, but they ►



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Focus: A budget club venture is not on the radar for DLL, which will stick to its premium, family brand, driving "long-term sustainability"

▶ also have an immediate impact on the bottom line – DL Kids and All Stars, for example, run over two million sessions a year, from kids' parties and summer camps to tennis and swimming lessons. "That represents significant business," says Lloyd. "The diversity of our revenue streams is something that the budget gyms, for example, just don't have."

Indeed, such is the success of the DL Kids brand that it is now being introduced at the Barcelona club – the first time the concept has been launched outside of the UK.

One interesting new venture has been the launch of a sports medicine offering, with a clinic already introduced in the Raynes Park club. "Sports medicine and physiotherapy is something our members need, so we want to be able to deliver this for them. We're not saying we're medical providers, but our members do see us as a trusted brand with a great level of expertise in a number of areas; our aim is therefore to expand our portfolio of products, further enhancing our service and meeting our members' needs."

"The Raynes Park clinic is operated as a joint venture with Pure Sports Medicine and it's doing very well; we'll roll this model out in up to 12 sites across our portfolio. Across the rest of our estate, we'll develop our own DL Physiotherapy product – already operating in four of our clubs – employing qualified physiotherapists but training them in our brand standards and the DLL way of doing things."

"The great thing about DLL is that, with our extensive facilities and the land we have available to us, we're able to continually evolve our offering and take market share in new product areas."

building communities

Connecting with members is also key to the future of the business, says Lloyd, referencing DLL's recent deal with

Triathlon England, Scotland and Wales to introduce triathlon clubs in its facilities.

"Over the years, there's been a fallacy that a health club's best members are those who don't actually use the club. That couldn't be further from the truth. We spend a lot of time looking at new ways of engaging with our members, ideally to encourage them to visit every single day. That's what our triathlon clubs are all about – creating a sense of belonging, as well as tapping into things our members are already interested in – but it won't stop there. It's about constantly finding new products, or enhancing our existing product, to develop the member experience. From looking at how our PT works, to introducing new small group training options such as ViPR classes, to creating distinct spaces on our gym floors such as functional training areas, it's all about continually evolving the experience and engaging as many different people, in as many different ways, as possible."

"We also aim to consistently improve our communication, ensuring that our members feel valued. That can be as simple as greeting them individually, but

it's also about trying to build a deeper understanding of what they want, so we can effectively communicate our products."

"Developing the business online is key to the sort of enhanced communication we're trying to achieve, and it's an area in which I feel the industry as a whole has been poor. Saying that, I'd acknowledge that DLL is perhaps best positioned to develop some of this thinking: our product is so multi-faceted that we always have a lot to talk to our members about. We're developing our online tennis and gym communities, for example, allowing us to share our expertise wherever our members might be."

a differentiated market

So what does Lloyd see happening in the fitness industry as a whole over the next few years? "I think there'll be further consolidation, and through that process the strongest brands will get both stronger and more differentiated in their offering and what they stand for: Nuffield and its medical positioning, for example; DLL representing the sport/health/family model; and the budget brands with their basic offering at the lowest possible cost."

"As a result, it will become easier for consumers to know what to expect of any given club. They will become more aware of where each brand lies, and where they therefore need to go to find what they want."



kate cracknell
healthclub@leisuremedia.com

Consolidation will lead to further differentiation, with consumers more aware of where each brand lies

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PHOTO: KIPANATHENS

The Pods in Scunthorpe:
five interconnecting domes

POD LIFE

**NORTH LINCOLNSHIRE COUNCIL HAS CREATED A
GENUINELY GROUNDBREAKING, ECO-FRIENDLY
FACILITY IN SCUNTHORPE. KAY GLOVER REPORTS**

In the heart of Scunthorpe, The Pods Leisure Centre appears to have emerged fully formed from the ground. Designed to be at one with its environment and as eco-friendly as possible, natural materials merge with futuristic hi-tech design to create a truly inspiring building.

Built entirely for purpose, as part of a broader rejuvenation project to revitalise Scunthorpe, the leisure centre opened in July 2011 and is located within the town's Central Park, which has also recently received investment – a new children's play area, a café, a refurbished fountain and an events area with an open-air amphitheatre.

The Pods is formed of five interconnecting domes coated in an unusual range of materials including shingle, turf-like plants (green sedum), plastic, glass and metal. The domes house

a large welcome area, a split-level gym, a six-court sports hall, two fitness studios, a health suite, a 25m competition pool, a learner pool, a pool viewing platform for up to 150 people, a café with outdoor terrace and the Little Pea Pods crèche.

A glazed dome entices you into the building, and the interior curves and undulations lead you seamlessly through the other four pods to the gym, pools, café and out on to the lagoon terrace – an innovative open-plan design that has won an award from the Royal Institute of British Architects.

Designed by Andrew Wright Associates with S&P Architects, and then built and delivered by a consortium of experts including Bowmer and Kirkland construction (see information box, p40), the £21m leisure centre took 18 months to create and was funded by North Lincolnshire Council with

contributions from Yorkshire Forward and Sport England.

"North Lincolnshire Council wanted an iconic building for the new centre and this is exactly what it got. I think it was really courageous in its selection of Andrew Wright's design," says Ron Wallwork of S&P Architects, the leisure specialist architectural company that delivered the Andrew Wright Associates creation. "The building spans more than 5,000sq m without any supporting columns – the first time, I believe, that this type of construction approach has been used for a leisure facility."

Cllr John Briggs, cabinet member with responsibility for sport, leisure and culture at North Lincolnshire Council, adds: "Our aim was to provide a real focal point for sport and leisure. It has to be seen to be believed, but I've never seen a leisure centre like it. It's unique in its concept and design and provides an impressive array of facilities to help people lead active lifestyles."

eco-focus

The centre's gently domed and partly vegetated shell structures have been designed to fuse landscape and building, creating an experience that effectively extends the landscape – as well as provide a flowing, uninterrupted, enticing internal space.

Briggs continues: "We've been sensitive to our environment, as



PHOTO: KIPANATHI

improving local biodiversity has always been a prime concern. We've improved wildlife corridors throughout the park by planting new trees, for example, and the building techniques and green initiatives at The Pods are further testament to our commitment. I'm very proud of what we've achieved. The feedback we've received is tremendous, and rightly so."

Creator of the award-winning design, Andrew Wright from Andrew Wright Associates, explains more about the green initiatives: "The structure of The Pods has been developed to create an inspirational and sustainable building. The shell roof minimises the amount of structural materials required to construct the centre and we used renewable resources and sustainable materials throughout. I feel that the structural efficiency of the shells and the gentle form that flows from the landscape give a clear vision of how traditionally energy-intensive public buildings can work in harmony with our environment."

Direct or diffused light and natural ventilation is used throughout to reduce the facility's environmental impact, while a sustainable water strategy has

Geodesic design: The shell roof, designed by Andrew Wright Associates, minimises the amount of structural materials required to construct the centre

been employed to minimise wastage and flood risk. For example, grey water from the showers is recycled to feed the green sedum roofs and the water systems in the park, while a bio-mass boiler fed by wood chippings provides heat energy for the building.

design challenges

The Pods is one of the first examples in the UK where this type of geodesic domed structure has been used for a major leisure project. In fact, 10 years ago it wouldn't even have been possible, as the structural analysis computer technology didn't exist. Wallwork continues: "As specialists in leisure facilities, we were brought in by Andrew Wright Associates to provide advice and then deliver the building. This project was innovative, unusual and large in scale.

It pushed the boundaries of traditional sports centres in so many areas and, as a result, wasn't without its challenges. The three main issues were containing the project within budget, solving acoustic issues and retaining its green credentials. In many cases we had to think on our feet to come up with solutions.

"For example, the noise issue was an interesting one to solve. Traditionally, pool areas have a tiled finish that reflects and enhances noise levels. This can be a problem in such an open-plan layout, so we worked with the construction company to create acoustic cassettes as part of the roof panels. We also had to work out the most environmentally sound and economical way to waterproof and insulate the building and ended up with a membrane that stretches across all four covered domes like a waterproof skin."

fitness offering

The 5,000sq m leisure centre includes a 500sq m fitness suite, with Life Fitness working closely with S&P Architects on the gym design and equipment selection for the 85-station offering. ▶



Acoustic cassettes in the roof panels help absorb the sound created by the tiled surfaces in the pool area

► Situated across two floors, the Life Fitness-equipped facility includes the Integrity cardiovascular series – the majority of which is self-powered, fitting in with the centre's green credentials – as well as the Signature Series resistance range and a selection of Cable Motion machines.

"Our target audience is very broad," says The Pods' health and fitness development manager Lisa Goodison.

"We're here for the whole community – everyone from the age of 14 right through to the over-60s. We aim to become a centre of excellence for sports and recreation and we work closely with GP referral schemes, surgeries and hospitals. We also encourage use by disabled members with specific targeted sessions, inclusive equipment and easy access to all areas of the centre."

SUPPLIERS

Design and construction

Andrew Wright Associates – architects
S&P Architects

Bowmer and Kirkland Construction
Buro Happold – structural engineering

Gym

Life Fitness – gym equipment and accessories, plus project consultancy
Keiser – group cycling bikes
Concept2 – rowing machines
Show Off Media – design and artwork for branding within the gym

The ground floor of the gym houses fixed strength equipment, a small amount of cardio and a large floor work area. Upstairs is the main cardio arena, plus free weights and cable equipment. Two impressive studios are used for group exercise and Keiser group cycling, while classes for up to 70 people can also be held in the sports hall. A health suite offering sauna, steam and spa pool complete the fitness facilities.

"We were involved very early in the process so could consult throughout, from design on paper right through to completion. The fitness space was created with the equipment and end vision in mind," says Nick Mennell, territory development manager Midlands & Military, Life Fitness.

He continues: "The building is designed to encourage flow between all the different areas without barriers, which very much fits with our approach. We've therefore been able to help realise The Pods' vision of health and wellbeing for everyone: we're seeing swimmers taking part in their first ever gym workouts, and gym enthusiasts taking part in classes for the first time. The site is living and breathing its integrated approach to fitness."

Full membership – via direct debit and for a minimum of eight months – costs £32 a month and includes unlimited use of the gym, all group fitness programmes, casual swimming and use of the spa suite. "Pay as you go" options are also available.

Each new member receives a familiarisation session and is allocated

a personal trainer who puts together their fitness programme.

Due to the high profile of the project on local TV, radio and print media, neither signing up members nor recruiting staff have been a problem. However, a tiered offer was set up for the first 300 members: three months free membership for the first 100, two months for the second 100 and one month for the third. All free months can only be taken after 12 months, acting both as a joining and a retention incentive.

looking forward

Plans are already in place to develop the site into a centre of excellence for sports and recreation, with sessions for local sport and swimming clubs and close links with local colleges and schools. The Pods will also be working with Life Fitness to harness new technology that could help encourage fitness outside of the gym, including using the re-landscaped park for outdoor training.

In the meantime, with the new centre both completely at ease with its environment and startling to behold, it's no wonder The Pods and Central Park are already attracting thousands of visitors – both of the human and wildlife variety. Says Goodison: "We like to think that we have created the best fitness facility in Scunthorpe: the widest range of top quality equipment, the best trained and most passionate staff, and a really wonderful and inspiring environment."



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The fit-out features the familiar 'easy' orange branding, making it instantly recognisable

PE DOES IT AGAIN

Interior refurbishment
company PE Contracts
reviews its recent work

Specialist interior refurbishment contractor PE Contracts was appointed as the principal contractor for the UK's first two easyGym's which will be located in Slough, Berkshire and Wood Green, London.

Both projects were run simultaneously and after just seven weeks for Wood Green, and four for Slough, the sites were fully operational and members were enjoying the benefits of the budget brand's first foray into the fitness sector. As principal contractor, PE Contracts had delivered both build projects on time and on budget, thanks to the professionalism and 'one stop shop' nature of their set up.

Within one week at both sites all the demolition was complete, changing rooms, ceilings, electrics, flooring, cubicles, showers, saunas, in total over 700yd³, an estimated 45 tonnes of material was removed from the buildings in order to facilitate the remodelling of the interior space.

Wales Millenium Centre



In order to prepare the freshly cleared, new, open plan layout, there were multiple mechanical and electrical challenges, soil and vent pipes had to be re-located, new drainage had to be core drilled and all the sub-floors were chased so that all the network, coaxial and power requirements for the state of the art Precor fitness kit could be hidden.

Work then began on building the 2 new clubs which made more efficient use of the square footage available. The aim was to create larger, more airy work out areas, ensuring that, despite the low price point, members felt they were getting great value for money.

In addition to the construction and interior works, PE Contracts also produced all the construction drawings and managed the Statutory Consents and Building Control documentation.

Dominic Evans, MD at PE Contracts, says: "The easyGym brand is well recognised and the opening of the first two easyGym's in the UK is attracting a lot of interest from the national media, other fitness operators and the leisure sector in general. All eyes were on this project and we're proud that easyGym chose us."

Keith Burnet, Keith Burnet, Joint CEO of easyGym, says: "We chose PE Contracts for two reasons; their proven experience working in the fitness industry and the fact that their work came highly recommended. For me, it was important not only that the finished project looked great and performs well over time despite high levels of usage, but that it came in on time and on budget joint CEO of easyGym, they delivered on both fronts."

PE Contracts, which has been in business since 1967, is a true 'one point of call' business. It does not subcontract its key services and therefore controls every aspect of the project from concept to completion using its own fully trained and employees. It offers a multi-faceted service which includes:

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Leisure Connection

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making an impact

Forty minutes of boxing can burn off 500 calories, which is as good a reason as any to run a combat training programme. Kath Hudson looks at the options available



Boxing-style classes have been around long enough for most gym members to feel comfortable with them, but with women's boxing now set for inclusion in the 2012 Olympics and white collar boxing events becoming popular, especially in London, there's a growing thirst to take things a bit further.

You don't have to be a toughie to get into boxing and women embrace it with as much gusto as men, says Steven Sykes, formerly of Escape Fitness, who set up Tube Boxing in January after identifying this niche as a buoyant market. Indeed, combat-style exercise is said to have many benefits for both the mind and body, including improving co-ordination, speed, stamina, muscle tone, sleep quality and posture, as well as lowering blood pressure, controlling anxiety, triggering endorphins and enhancing mood.

It's also an accessible and fun way of achieving all-round fitness, adds Sykes: "Many people can find that they join a gym, but two years down the line they haven't achieved the results they'd hoped for. This doesn't happen with boxing-based exercise. It really works. We reckon that 20 minutes' boxing is as good as an hour in the gym and we're planning to undertake research to prove this."

Sock it to 'em: "Twenty minutes' boxing is as good as an hour in the gym," says Steven Sykes



Spotting a trend: Tube Boxing is a self-contained boxing studio concept with bags and LED lighting

starting from scratch

But for an operator wanting to develop a boxing/MMA offering, it can be hard to know where to start or how ambitious to be with the programme. The list of possible equipment is dizzying: technique bags, mitts, gloves, hand wraps, inner gel gloves, strike shields, jab pads, maize bags, head guards, racks and rings...

Fortunately, most boxing equipment suppliers will now work with you to come up with an equipment and training solution based on your needs, target market, footprint and budget, with most of the equipment relatively cheap. Not only that but, in spite of the extensive list above, you don't actually need much kit to run a class. It therefore offers a cost-effective alternative to cardiovascular equipment, as well as providing an interesting group exercise concept.

As a guideline, Jordan charges £1,300 for a package that will cater for two to three users, which includes a punch bag, wall bracket, gloves, mitts, Thai pads, powerbags, two weighted speed ropes, one day's staff training, promotional banners and posters and planning advice.

However, if you want to make the area a real feature in your gym, then other options are available. Boxing rings, for example – although they tie up a lot of space and aren't strictly necessary – are an eye-catching addition to create a buzz on the gym floor. Meanwhile the Tube Boxing concept is a £29,000, self-contained boxing studio comprising 10 bags, and with an LED light show and specially-mixed music to guide participants through 12 rounds of boxing. The company provides all the promotional material and training, which takes a day and a half.

Escape Fitness also offers tailor-made packages including area design, equipment selection and flooring, plus training and education, creating a boxing area specific to customers' needs and brand. Nuffield's City of London site used Escape to set up a boxing and MMA area including a ring; with former boxer Carlos Illera on the staff, it already had a heavy emphasis on combat training. "Our clientele work in the local business district and are high-end and stressed out," explains Nuffield City club's health and wellbeing manager Simon McConnell. "This training option suits them perfectly: they need the release and enjoy the structure and intensity of the boxing workouts."

beyond boxing

Meanwhile Allan Collins, director of education at Jordan – which provides both equipment and training – says he now encourages clubs to go down the MMA route rather than boxing alone, as it offers more variety.

"Boxing is limited to strikes and jabs, but MMA utilises other strikes from Thai boxing, as well as moves using elbows,



knees and roundhouse kicks. It's a mish-mash of styles and not so rigid," he says. "Whereas boxing is dominated by the upper body, MMA uses a lot of ground conditioning work, so provides a better full-body workout."

Jordan's MMA instructor training course is REPs-endorsed and sticks as closely as possible to the real thing. "When we designed the course, we wanted to keep it as authentic as possible, so we didn't water it down with fitness exercises like lunges and shuttle runs," says Collins. "We believe you don't need to do that – that you can get a great workout by keeping it pure. MMA is great from a PT perspective, as there are loads of moves to teach so the clients won't get bored. Plus you don't need a big space or a lot of investment."

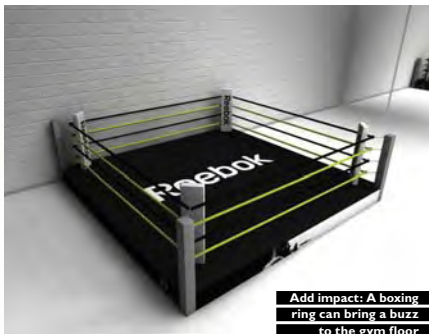
Jordan is currently working with Klick Fitness – Fitness First's budget chain, being launched this month – to supply the equipment and provide the training for the clubs' combat and functional training areas. "The ethos of the clubs is to embrace functional training, which means less is spent on CV equipment. That's a huge saving on investment and space," says Collins. "We've been working with them to develop their model and are creating 50 sessions for them, training up the instructors to run these. The idea is to run regular combat sessions which will be standardised across all the clubs."

club benefits

So can boxing and MMA provide another revenue stream for a club or leisure centre? Potentially, yes: it could be run as an



Clued up: Staff training is key as your members will need guidance



Add impact: A boxing ring can bring a buzz to the gym floor

where to go for training

Jordan offers REPs-endorsed training, and Escape and Tube Boxing also run courses.

Meanwhile Fight Fit is the main boxing training provider for Premier Training and offers a licence to clubs who wish to run their own Fight Fit boxing training.

FitPro runs a boxing programme aimed at PTs and small group fitness classes – an online course followed by a two-day practical. The company is also about to launch an MMA

qualification, taking MMA techniques and translating them to the fitness environment.

Boxercise set up the first widely recognised boxing-related fitness qualification, and has been offering its a one-day intensive course for almost 20 years.

Worldwide brand Thump Boxing runs REPs-accredited CPD Boxing for Fitness courses which are designed by sports scientists, combining professional boxing training with functional fitness.

▶ extra charged-for service. Alternatively it could be used as a tool to attract new members or simply add value for existing members, helping them achieve their goals and providing them with something different to keep their interest levels up.

Tom Haynes of equipment supplier York Barbell UK says, if you charge for classes, return on investment can be quick. "It's inexpensive to lay on a class with pads and mitts. If you make a charge of £4 per session, you can get return on investment within around five classes," he says.

But before setting up an area it's therefore important to establish what you are trying to achieve, says Matthew Januszek, Escape's customer solutions director. "At Escape, we help clients clarify their end goal before we offer boxing as a solution," he says. "If our clients want to generate additional income and take the pressure off the cardio area during peak times, we could look at developing a boxing-based class that can be used by personal trainers to interact and develop a relationship with potential clients.

"Alternatively, the class could be used as a themed small group training concept, where the price per person is lower than a typical PT session – removing a barrier to entry – but the hourly income for the club would be higher."

Januszek also advises clubs to decide who they want to target and then market the area in a way that will specifically appeal to them. "Be clear on who you want to attract and

focus on their needs, using the correct imagery and wording so you can tap into the right audience," he says. "You will need to create a different area if you want to attract the next David Haye than if you want to get your mum's friends doing some activity on a Friday lunchtime."

maximising investment

Although the equipment is generally cheaper than other fitness kit, getting the detail right in the delivery of a boxing and combat training offering is of utmost importance. This is one area where it won't work to leave members to figure it out for themselves: to the uninitiated, punch bags can look very intimidating. Similarly, while a boxing ring in which a couple of members are doing pad work with a PT looks buzzy and exciting, sitting empty it doesn't give off a good image. Have a plan in place to maximise your investment and don't skimp on the training – make sure that enough instructors are trained up so the success of the area isn't compromised if somebody leaves.

With suppliers reporting that trade is brisk and with new chain Kick Fitness placing functional and combat training at the heart of its concept, it will be interesting to see if more clubs go down the combat training route.



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green fingers



Rob Lambe, MD of Willmott Dixon Re-Thinking, offers his advice to operators looking to boost their green credentials

Why should health clubs pay more attention to going green?
The UK leisure sector is a massive consumer of water and energy – we spend around £700m on energy a year. That's not good for the sector's image, its bottom line or the planet. Over the last decade, the cost of gas has risen by 120 per cent in real terms while electricity has risen by 66 per cent. Leisure facilities are a heavy user of energy all year round, and with steeper increases expected over the next 10 years, operators need to address this or see their bottom line further eroded.

There are many ways of tackling energy efficiency, whether you want to make an existing building work better, invest in a refurbishment or build a new facility from scratch.

Where should businesses start if they want to cut bills in existing buildings?
It's important to make sure that you focus your efforts on areas where action will be most cost-effective. It therefore

makes sense to start by monitoring your water and energy use so you know what you're using and where you're using it.

With energy, this typically involves installing wireless meters to lighting, heating, cooling and power circuits covering the main areas of use. This data gives you a baseline of usage against which you can set targets to improve your performance. Initiatives to meet those targets could involve changes in behaviour, such as encouraging staff to switch off equipment, or operational changes such as installing new technology to help the building run more efficiently. The data collected will help make the business case for any costs you incur buying new technology such as timers or motion sensors; in fact, these actions will then be seen as a business imperative.

Leisure facilities also have an abundance of heat-producing equipment – from lighting to gym equipment – that can be made more energy-efficient. Water consumption can be reduced significantly by installing reduced-

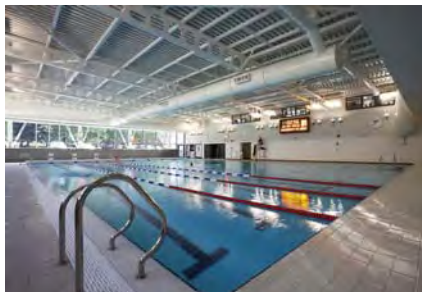
flow taps, showers and toilets, and remember that savings in hot water use will also help reduce your energy bill.

What lessons can the leisure sector learn from other sectors?

The retail sector is starting to make huge strides in reducing carbon emissions and energy consumption, partly through a sense of corporate responsibility but also thanks to the need to address its cost base in the face of stiff competition. Cutting the cost of energy use in stores, often operating 24 hours a day, is not as much about being green as it is about sound business practice. We're seeing new supermarkets being built that are lit entirely using LED lighting, which is maintenance-free for 50,000 hours. These companies are also using new refrigeration technology, typically a big energy consumer, and are adept at positioning new stores where solar panels can benefit from the most sunlight, as well as using roof windows to flood a store with natural daylight.

Retail has similarities with leisure in that stores are constantly working hard to attract and retain customers: our clients are demanding better-performing, more cost-effective buildings. It's therefore important to pay attention to the cost of a building, not only on day one but over its whole lifetime.

Many modern retail buildings have highly integrated services – for example,



Swimming pools have large expanses of roof that could be covered with solar panels to generate energy for the centre



The Green Microgym generates 36 per cent of its own energy, including capturing human energy via its CV kit

It's important to pay attention to the cost of a building, not only on day one but over its whole lifetime

they re-use heat that's created as a by-product of cooling and refrigeration – and health clubs could easily follow this example. Air-conditioning units for gyms are often located externally on a building, blowing out warm air from heat exchangers. This wasted warm air could instead be used to pre-heat incoming fresh air for swimming pools.

Supermarkets provide a good example of building efficiency. They are now highly efficient, airtight buildings, with their warm and cool environments very well controlled. Leisure facilities, which have hot and cold, wet and dry areas, should be looking to control these environments efficiently too.

How can new facilities be made green, and still be cost-effective?

Building green need not cost more or involve buying lots of unfamiliar technology, as a lot can be done through good design. We're working on projects that are constructed using dense materials like concrete, for example, which can help to keep a building warm in winter and cool in summer.

What single energy innovation do you feel the sector should be thinking about now?

There are some exciting energy-saving technologies that can now be incorporated into new and existing buildings. Take the new Houghton-Le-Spring Primary Care and Leisure Centre in Sunderland, for example, which we're currently working on. From inception, the aim of this project was to reduce running costs and be more efficient with energy usage. It includes a host of clever technology now on the market, including 350sq m of PV (photo voltaic) panels – the panels on roofs used to create energy from sunlight – as well as 12.5sq m of solar thermal panels to heat water, an 18m-high wind turbine and three ground source heat pumps.

The really smart element is the ventilation, which comes from a metre-wide 'thermal wall' designed by Cambridge firm Breathing Buildings. Divided into 39 separate chimneys with a concrete plenum at its base, it allows for cooling air from the thermal wall to be gradually released throughout

How a small US gym grabbed global attention by going green

A small gym in Portland, Oregon, US – The Green Microgym – captured international media attention three years ago because of its focus on sustainability – and specifically its move to capture the power generated by members who were working out on adapted bicycles and cross-trainers.

One of a growing number of gyms in the US to market itself on its sustainability credentials, its environmental strategy has included investing in:

- Energy-producing cardio equipment – the company buys its equipment from Seattle-based PlugOut
- Treadmills that use 30 per cent less electricity than standard models
- Slightly used equipment
- LCD TVs instead of plasma screens – plasma screens use more energy
- Member-controlled lights, televisions and fans, rather than 'always on' equipment
- Refillable bottles – the company only sells refillable bottles, not bottled water
- Eco-friendly building materials such as recycled rubber flooring
- Solar panels
- Energy-efficient ceiling fans
- Compact fluorescent lighting

The UK leisure sector is a massive consumer of water and energy – we spend around £700m on energy a year

**Houghton-Le-Spring
Primary Care and
Leisure Centre has
350sq m of PV panels**



Greening up for the future

Here are a few options for leisure facilities to consider going forward:

Energy-generating equipment

Gym equipment coming onto the market aims to benefit both the body and the environment by harnessing energy generated by human activity. In the US, PlugOut markets a range of bicycles and a cross-trainer that export energy back to the grid. And earlier this year SportsArt Fitness, which sells the energy-saving EcoPowr treadmills, launched its Green System for gyms, a pod of up to six fitness products attached to an inverter.

Reports vary on how much of a difference this equipment can realistically make to a gym's energy bills, but the technology is developing rapidly, which makes it worth keeping an eye on innovations.

Energy-generating floors

On the European club scene, the next big thing is to have a dance floor that converts the movement of dancing crowds into electricity. The first club to feature the technology was Rotterdam's Club Watt, which incorporates a floor from Sustainable Dance Club and uses the energy produced to power lights in the floor itself, which change colour and pattern. At the moment, the dance floor technology is as much a design feature as an energy saver, but technology and interest are developing fast.

UK manufacturer Pavegen produces an energy-producing paving slab made of recycled tyres that harvests energy from footfall.

Alternative heat sources

Redditch Council's new Abbey Stadium leisure centre and swimming pool, which is set to open next spring, will be the first in the UK to re-use waste heat from the crematorium next door. A few people found the idea distasteful, but it makes sound environmental sense as the waste heat will meet more than 40 per cent of the centre's annual heating demand and save the council £14,500 a year in running costs, as well as the cost of a new heating system.

Stroud District Council is looking at the potential to use local food waste to heat Stratford Park Leisure Centre, as well as a range of other local amenities. The council is considering siting an anaerobic digester (a machine in which micro-organisms break down biodegradable material) next door to the leisure centre to convert local food waste into heat, not only reducing heating costs for local amenities but also cutting the cost of food waste disposal in the district.

Community heating projects like these are likely to become increasingly popular in the future.

the day using flow through the plenum, keeping temperatures down in the summer. In the winter, the system uses lower power fans to mix cool air from outside and warm interior air, avoiding the need to pre-heat fresh air.

The centre's other sustainability credentials include exporting redundant heat to a neighbouring sports and leisure centre, electric car plug points, a sedum roof and rainwater harvesting, cutting running costs by more than 30 per cent.

I believe the leisure sector should make more use of solar panels to help supplement heating for swimming pools. There's a large expanse of roof over a swimming pool that could be put to very good use, and this month the government is expected to introduce the Renewable Heat Incentive, which will provide help towards the cost of installing renewable heating systems such as solar thermal panels. It's therefore set to become an attractive option.

Generating electricity using your roof will create opportunities for earning income from the feed-in tariff – your roof area could become a goldmine!



ABOUT THE AUTHOR

Rob Lambe is MD of Willmott Dixon Re-Thinking, the sustainability arm of Willmott Dixon. Willmott Dixon is the UK's second largest privately owned capital works, regeneration and support services company – www.willmott Dixongroup.co.uk

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all inclusive

Jo Talbot quizzes gyms for tips on how to cater for all

PHOTO: SHUTTERSTOCK.COM/ROBERT KNECHKE

Fewer than 8 per cent of the 10 million people living with disabilities in the UK are achieving the recommended levels of physical activity, according to national research commissioned by Central YMCA. Put off by incorrect kit and unhelpful staff, plus a general feeling of discrimination and prejudice, many people with disabilities feel gyms are simply not places for them.

However, not only do we have a moral responsibility to be inclusive, but there is also a great business opportunity for opening up our doors to people of all abilities because, quite simply, there isn't much out there for them.

For clubs wishing to make some adjustments, our selection of best practice examples offer food for thought.

CREATE A SOCIAL NETWORK Mill Chase Leisure Centre, Borden, Hampshire

Mill Chase Leisure Centre in Hampshire sets a wonderful example of how clubs can really make a difference to their disabled members' lives beyond the gym equipment, and at little cost.

The centre, which achieved IFI status in 2005, employs a dedicated 'IFI activator', Sue Lewis, who runs a social timetable for disabled members, as well as ensuring accessibility remains a priority across all three of its East Hampshire District Council-owned sites – the others being Alton and Tarrow.

Outings have included a trip to the zoo, a forest bike ride using adapted bikes, a boat trip on an accessible boat, and a special public event to walk the length of the 1.2 mile Hindhead Tunnel underneath the Devil's Punchbowl, which 50 gym members attended. They are already planning a trip to the Olympics.

They also enter fun runs and challenges, including the BUPA Great South Run and the Big Fun Run series. In addition, there is a Christmas lunch, birthday parties and charity 'Cake Fridays' – "not great for the waistline but great for cheering people up," says Lewis.

She believes the programme enables the leisure centre, which is managed by



Social outings: The centre has run events such as a boat trip and adapted bike ride

DC Leisure, to go beyond the physical health of its members and boost their social opportunities and emotional wellbeing too: "Our disabled clients don't have many social connections. This enables them to meet other disabled people and, through the regular contact, friendships grow."

gap in the market

Lewis explains the history: "The council and DC Leisure realised there was an income to be made from disabled people, but there was also a belief that our facilities should be accessible. We run a public service – a service to the whole community – and we have a responsibility to make sure everyone is able to use our facilities."

Out of the 2,200 monthly visits to the gym, 10–12 per cent are now from disabled users. In total, Lewis says



there are around 200 disabled gym users, although many others use the pool. Most of the equipment is IFI-accredited and suppliers include Precor, Technogym, SCIFIT, Cybex, Escape and Medimotion. The centre has electric doors, disabled parking bays, a lowered reception, accessible toilets, and it offers reduced pricing for disabled PT sessions in off-peak hours (£3.70/hour).

Among the gym's many success stories is a client who started attending after he broke his neck in a bicycle accident. Through exercise he became able to sit up in bed unaided – extremely important for him as he was dependent on his wife who had to use a hoist. Another client was able to sleep upstairs in his house after sleeping downstairs for some time, while an elderly lady achieved her goal of being able to walk unaided down the aisle at church.



Visuals © DJR

A lack of facilities for disabled children in the area prompted Park Leisure Centre to be more inclusive



SOMETHING FOR THE KIDS

Park Leisure Centre, Barrow-in-Furness, Cumbria

Park Leisure Centre in Barrow responded to demand and created specific gym and activity programmes for children with disabilities, including building a soft play and sensory zone.

A focus group with parents had led to the realisation that there was a need for an improved service for children with disabilities in the area and within the club itself. "We thought we were doing our best," says Ian Jones, health and fitness development officer, "but it became obvious that more needed to be done."

"For example, with the school holiday timetable. We prepare the timetable six weeks in advance, but parents and carers of children with disabilities need much longer to arrange activities. In many cases, these activities need to be booked months in advance."

Following this realisation, the centre worked towards and achieved IFI

accreditation both in its adults' gym and in its youth gym in March 2010. Most of the new IFI-accredited equipment has been supplied by Pulse Fitness, with whom the centre has been in a franchise agreement since May 1997. It also has Medimotion's motor-driven bike, MOTOMed.

The centre then started sessions in its youth gym exclusively for children with disabilities, which it called MAX Inspiration. It was so successful that the programming was then expanded to MAX Cycling, MAX Canoeing, MAX Climbing, Multi MAX (multi-sports sessions) and Aqua MAX (pool activities). It also increased the amount and variety of holiday activities suitable for children with disabilities.

In addition, the centre added an inclusive strapline to all of its marketing materials: "Physical activity can be accomplished by anyone and should be enjoyed by all." And it started to build

working relationships with groups and organisations in the local area who assist children and adults with disabilities.

The centre's most recent project, completed in September last year, was Play MAX, a soft play area with sensory room for children with disabilities (also available for use by pre-school children), as this was flagged up as something not available in the area; parents complained that, while soft play centres existed for pre-school children, older children with disabilities weren't allowed to use it.

To create the new facility, a badminton court was converted by design company Rompa, in consultation with local groups, special needs schools, health professionals and individuals. The £51,000 project was funded by Barrow Borough Council, with £15,000 from Aiming High Funding and £6,500 from a local organisation called PACE (Parents and Carers of Children with Epilepsy). ▶



Staff treat every client individually and do whatever it takes to help them use the gym

IT'S ALL ABOUT THE ATTITUDE

Cyncoed Fitness Centre / Wales Sports Centre for the Disabled, Cardiff

Though it is used by the public and students at UWIC (University of Wales Institute, Cardiff) where it is based, Cyncoed Fitness Centre – also known as The Wales Sports Centre for the Disabled – was designed specifically with disabled people in mind, and so offers many good lessons for gyms wanting to be more accessible.

Fitness manager Allison Jones says that although physical accessibility – equipment, entrances, changing rooms and so on – is of course a necessity, the real difference a gym can make is through the willingness of its staff.

"It's less about having fancy equipment and more about being committed to helping individuals," she says. "We'll meet anyone wanting to use the gym and find out what we can do to help them use it – they tell us what they need. Basically we talk to the people who come in the door, take them on to the gym floor and see what we can do to help. Even if someone wants an extra

piece of equipment, we'll try to fundraise to get it."

As an example, Jones helped a blind man by sticking Blu-Tack on the treadmill keys, and when a day centre contacted her after its activities funding was cut, she set up a programme for them. Its clients now come in twice a week for a personalised programme.

Another client who receives the personal touch is a 26-stone man in a wheelchair who wanted to get mobile. "You don't need special kit for this," says Jones. "We just help him to walk around our indoor running track on his zimmer frame and then use some basic weights. Our attitude means he enjoys it."

commitment costs nothing

The gym offers a heavily discounted annual disabled membership – £55 rather than £140 – and allocates one afternoon a week for dedicated disabled use.

Jones also says she consults one of her most loyal disabled clients before she buys any new products: a caring, committed touch that costs nothing. How many health clubs and leisure centres can say they do the same?

Jones believes many gyms just don't consider disabled people in their planning. "I know for a fact that my own local gym couldn't cater for disabled people," she says. "The equipment is too close together – there isn't room for a zimmer frame, let alone a wheelchair."

The floor space at the Wales Sports Centre for the Disabled, meanwhile, was specifically designed for wheelchair users, as were the changing rooms. The front entrance is flat, with eight disabled parking bays outside and push-button doors, while the front desk is low so that staff are face-to-face with wheelchair clients. The gym also has a member of reception staff who is a wheelchair user, which Jones believes puts clients at ease and helps them feel their needs are being understood.

Equipment is mostly supplied by Powersport and includes a range of resistance equipment and two crank cycles, all with seats that fold away so a wheelchair can be used in its place. There are also two Octane cross-trainers, sitting and upright, and a Life Fitness Cable Column donated by The Bruce Wake Charitable Trust. ▶

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Francesca,
who competes
at wheelchair
ballroom dancing,
trains weekly

INCLUSIVITY MAKES GOOD BUSINESS SENSE Hockley Health Club, Hockley, Essex

Hockley Health Club was set up by a man with a mission to make exercise inclusive. Stuart Cully installed 80 per cent accessible equipment in his gym when it opened in 2005 – then called Cully's – and it went on to achieve a reputation as an accessible, friendly, inclusive club. As a result, the gym attracted not only disabled users but many older clients who enjoyed the unimposing atmosphere, with some clients travelling up to 45 miles to use it.

Sadly Cully injured his back in 2008 and was forced to sell up two years later. Taking over the helm was energetic couple Mo and Sarah Robinson, both young fitness professionals who met while studying sports at Brunel University, and who vowed to continue Cully's mission.

Says Mo: "I think the club is wonderful. We have a mixed type of membership – you'll see people with learning difficulties, disabled athletes, able-bodied people, overweight people, sporty types, old people, people training with oxygen tanks

for assisted breathing... They all train in one place, which creates an environment that says 'whatever your personal circumstance or your exercise goal, we can help you achieve it here'. Seeing people get on with their training here really inspires us and our members to be grateful for our health."

In addition to all the IFI kit, the gym runs weekly cardiac rehab clinics – for people who have been discharged from hospital cardiac rehab – run by a Level 4 fitness professional. It also has twice-weekly NHS pulmonary rehab sessions. Says Mo: "Some patients can't even walk into the club without resting every 20–30 seconds, and to see them build up their fitness over the weeks is amazing. Many stay on and join the club even though we're not their closest gym."

The club also has a loyal following of stroke clients thanks to a link with the local stroke association. "Due to the open space in the gym, it's easy for people to move about with walking sticks and zimmer frames. Those who have had a stroke also feel they can come here thanks to our unimposing environment."

The club now has around 5–10 per cent disabled clients, with the majority able-bodied older people. Most members are aged 40–50, but a remarkable 30 per cent of its income comes from an over-60s membership.

One of the gym's main goals is to encourage independent workouts. The Omni Powersport fixed resistance machines, designed by a disabled athlete based in Cardiff, are easily adapted by the user so that disabled members can move from machine to machine on their own, without requiring assistance from the gym team. The machines include a lateral pull-down, seated row, tricep press, chest press, shoulder press and cable machines. Accessible CV machines include a hand bike and adapted hand rower.

"I think disabled people and the older population are untapped markets," adds Mo. "We're passionate about helping all types of people achieve their fitness goals, but there's definitely a business opportunity for providing services for this type of client."



jo talbot
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GROWTH POTENTIAL

The UK's fitness industry is in good health, according to Mintel's latest report – *Health and Fitness Clubs - UK* – which was published in June. Michael Oliver, senior leisure analyst for Mintel, reports on the findings and implications

With squeezed incomes, recessionary pressure and less discretionary spend than ever available to consumers, many sectors have had a tough time over the past couple of years. However, according to research for Mintel's new *Health And Fitness Clubs - UK* report, the health and fitness clubs sector has weathered the economic storm reasonably well.

While 2009 was a difficult year – at the depths of recession with consumers deferring major one-off purchases amid concerns about their employment prospects – 2010 saw stronger growth in both member numbers and revenues, before 2011 brought reports of worsening trading conditions and performance.

Based on accounts filed at Companies House, it is in fact the premium clubs – not the mid-market – that have been hardest hit. Indeed, many operators are experiencing flat or only slightly reduced turnover in the past two years; the situation is certainly not as bad as some of the more pessimistic predictions suggested at the start of the recession.

Overall the UK health and fitness clubs market continues to grow, but the

pattern of growth is hesitant, dictated by shifts in consumer confidence and discretionary incomes.

rising prices

The role of VAT should not be underestimated: in 2009, the market was probably saved from a big dip by the reduction in VAT in November 2008 – from 17.5 to 15 per cent – which made memberships relatively more affordable in the recession. When the rate went back up to 17.5 per cent in January 2010, the impact was mitigated by rising consumer confidence, particularly in the first part of 2010, as the economy moved back into growth. However, the January 2011 increase to 20 per cent hit consumers at a time when their household finances were under intense pressure from stalling earnings, rampant inflation and rising fuel and utility prices, so it's likely to have dampened the rate of growth – even if, by value, the market will jump simply as a result of the higher rate of VAT. Club members have therefore been hit with a price increase in each of the past two years – unless, that is, clubs have chosen to absorb the increase.

But clubs have also been hit by rising prices. Overheads increases – ranging from rises in the national minimum wage to higher utility and rent bills – are examples of pressures currently being exerted on health and fitness club businesses which may make their mark.

market snapshot

The UK market for health and fitness clubs has increased in value by 17.3 per cent between 2006 and 2011 to £2.66bn. Member numbers have increased by a slightly slower rate during this period, reflecting an increase in average yield per member. There are currently an estimated 5.33 million members of private health and fitness clubs in the UK – up 13.6 per cent since 2006.

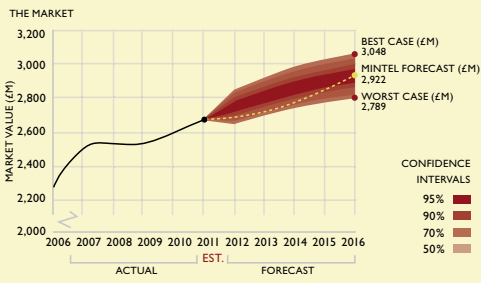
Meanwhile, although sports participation rates declined in 2010, there has been an uplift in the proportion of adults who are members of sports clubs, suggesting a trend away from more insular, individual exercising towards structured, organised group activities.

Although average yield per member has risen, it's nevertheless the area of secondary spend that's shown the weakest growth during the past few years; membership and joining fees account for the largest share of health and fitness club revenues (80 per cent) – a figure that's risen over the past few years. The squeeze on household incomes has meant that, while people have recognised that



Taking classes out of the club could attract new users

FIG 1: UK HEALTH AND FITNESS CLUBS MARKET SIZE TRENDS, 2006-16





An improved childcare offering could help prevent new mums from lapsing

their gym membership represents good value for money if they use it regularly, they can cut back by spending less on secondary items like catering and beauty.

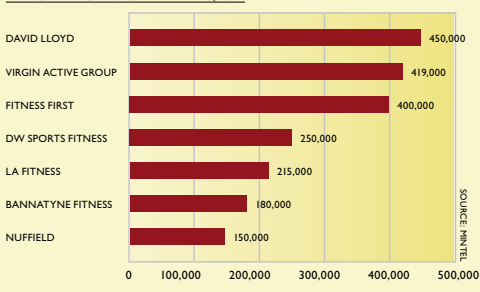
With consumers remaining on edge about their future prospects and the economy only growing slowly, short-term prospects for the health club market are likely to be difficult; while household incomes remain under pressure, discretionary spending is certain to be hit in 2011 and probably also into 2012.

On a more positive note, if as expected the economy and consumer confidence begin to recover in 2013, there looks likely to be a return to stronger growth rates towards the end of the forecast period (2016) – see Figure 1 (left). Indeed, the UK market is forecast to grow in value by 9.9 per cent from 2011–2016, with most of this growth occurring towards the end of this period as the economic recovery gathers momentum.

consumer attitudes

However, the positive health of the market is not just evident in its value growth, but also in consumer attitudes. The UK is slowly catching up with the more developed US market, where membership penetration was around 20.5 per cent of the adult population by the end of 2010 – albeit, interestingly, with average revenue per member much lower in the US than in the UK (£227 in the US in 2010, compared to £484 in the UK).

FIG 2: LEADING UK HEALTH AND FITNESS CLUBS OPERATORS, BY NUMBER OF ADULT MEMBERS, 2011



Approaching one in five adults aged 15+ questioned in a survey claim to use private health and fitness facilities (18 per cent). The vast majority (16 per cent) are members, with around two-thirds claiming to visit once a week or more. A further 24 per cent of adults say they would consider using a health and fitness club – 11 per cent lapsed users and 13 per cent who have never been a user before. With the economy and consumer confidence also expected to begin recovering from 2013, the market is therefore poised to continue growing steadily during the next five years.

Positively for the industry, numbers of 25- to 34-year-olds – a key group of health club users – are also set to grow by more than a tenth during the next five years. Above-average projected growth in the numbers of AB consumers, the socio-economic group most likely to be members, also bodes well for the industry.

The overall prospects for the health and fitness clubs industry therefore look extremely positive. However, between one in five and one in four adults and around one in seven children are still obese. The tendency to be overweight or obese is most prevalent among



Operators should encourage members to connect with each other via social networks

- people from the lower income groups, reflecting lower levels of awareness about the benefits of healthy living. There is still much education to do.

market dynamics

Looking to the future, and with household incomes continuing to come under severe pressure in 2011, growth rates are likely to remain subdued; the budget sector is likely to show the strongest growth. With only around 60–70 budget clubs in the UK, the potential for further expansion of this sector is significant. Meanwhile, the top seven operators account for 23 per cent of the total number of clubs and 39 per cent of members (see Figure 2, p55), illustrating the relatively fragmented nature of the industry, which continues to be characterised by a large number of independent, single-site businesses.

There is certainly still scope for further consolidation in the industry, with several medium-sized chains – Greens and Total Fitness, for example – that would sit well within the portfolio of larger players. Meanwhile, if Mid-Ocean Partners were looking for an exit strategy, maybe Duncan Bannatyne would be interested in taking on the LA Fitness business?

overcoming obstacles

In terms of growing the membership base, the 24 per cent of current non-users who would consider using a club represent an obvious opportunity – but lapsed users will have lapsed for a reason, and there are clearly also barriers to entry for those who have never used a gym; it's up to operators to come up with club

formats and types of membership that will appeal to these consumers. Many lapsed users are working mothers from the ABC1 families lifestyle; the key to re-engaging them may well lie in solving childcare and logistical issues rather than any issues with cost. Perhaps there is scope for clubs to offer a home babysitting service? This could even be extended, with the babysitters providing a fun, at-home fitness class for the children while mum works out.

Meanwhile, for first-time users, the biggest issue tends to be cost, so maybe non-budget operators need to be canny and take a longer-term view by signing up younger people on lower tariffs related to either their age or whether they are still in education?

Other options for operators include 'de-bundling' memberships into their constituent parts (eg gym-only, classes-only, swimming-only) to make them as appealing and flexible as possible. Taking activities such as group classes into community environments where people feel more comfortable – a local park or community hall – is another option.


So what else can clubs do to try to entice more people into their facilities? Mintel's research reveals that joining fees remain a big obstacle. Although clubs are reluctant to forego this income, perhaps they could use it as more of an incentive, reimbursing members when they reach certain milestones in their membership lifetime. The cost of doing this would surely outweigh the marketing and recruitment costs associated with constantly having to attract and convert new joiners in the conventional manner.

There is also probably scope for more flexibility in the time periods for which memberships are available: not everybody has the need for a gym the whole year round – for example, students at university and summer athletes – so perhaps there is potential for more clubs to sell monthly memberships or offer 'pay as you go' blocks?

With the explosion in smartphones there's surely potential for an app that helps friends and/or family co-ordinate their visits to the health club. Mintel's research shows that a fifth of prospective users would be encouraged to start using a club if they had someone to go with, and with social networks now a major feature of people's lives, it makes sense for operators to encourage members to connect with each other. Established health club brands could extend into fitness apps, which could also be used to generate new business leads.

Despite the relative maturity of the market, the prospects for the health and fitness clubs industry in the UK look remarkably healthy. There are still a large number of prospective customers who are interested in joining up: it's up to operators to come up with innovative, affordable and flexible options to encourage them to do so.

Mintel is offering *Health Club Management* readers a 20 per cent discount on the *Health and Fitness Clubs – UK* report. Visit www.store.mintel.com/hcm and type in the reader code: HCM20

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strike a pose

What makes for a successful yoga offering? Kate Howe asks a panel of industry experts for their thoughts



An estimated 30 million people around the world practise yoga every week, with almost 500,000 people doing so in Britain. From bikram to yin, ashtanga to acro, dynamic to iyengar – which types of yoga do members want, and what advice can we take from the experts to improve our offering and take a slice of this growing market?

Jonathan Sattin
Founder and MD, triyoga



Pierre Bibby
CEO, British Wheel of Yoga



The classes on offer and the quality of the teachers are fundamental factors to bringing in full sessions. My view is not to limit yourself to one specific style, but instead to offer a variety of classes at a variety of times on the schedule.

Our ethos is 'yoga is for everyone', which is why we have designed an environment and schedule to nurture the health of every individual: men and women, babies, kids and teens, right through to seniors. The yoga environment in gyms may be very different from ours, but that's not to say they can't still provide variety and choice.

We've seen an increase in more dynamic types of yoga in recent years – ashtanga and vinyasa flow, for example. However, the slower-paced kundalini, anusara-inspired, yin and restorative forms of yoga are also popular, as is pilates.

Meanwhile, Andy Murray's use of yoga is well documented and we have in the past run a 'yoga for sports' programme, including yoga for football, tennis, golf, skiing, running and athletics. There's no reason why gyms couldn't do the same.

The Gyrotonic method has also gained popularity recently: it contains similar elements to those found in yoga, but they are more three-dimensional, with a greater emphasis on spiralling and twisting. This method uses specialist equipment, so could be run as one-to-one and semi-private classes at a higher fee.

Such is the interest in yoga that I believe there has never been a better time to introduce classes into your health club. In our hectic modern world, the reasons people give for taking up yoga are as diverse as the styles of yoga available.

Yoga can be preventative or rehabilitative and can benefit specific physical conditions: it can help asthma sufferers, or help people manage stress. It can also be offered to pregnant women and children. Whatever your members' objectives – be they health or lifestyle – there are yoga classes that can meet them.

A good teacher, qualified to a nationally accredited standard, can be a golden asset, offering a value-added benefit to membership that complements your existing offer.

Some people find the focus on stretching and strengthening in yoga complements their work in the gym, for example, and others use the breath work to improve their cardiovascular efficiency when doing other activities such as cycling, swimming or running.

Different styles of yoga classes have a different emphasis – some classes are more physical, while others focus more on relaxation, breath work and meditation – but all should be viewed as part of overall fitness and wellbeing.

It's worth speaking to any potential yoga teacher about their approach before you sign them up, in order to make sure the class will be right for your members.



Now is the time
to add a yoga
offering, such is
its popularity, says
Pierre Bibby

"FOR GYMS TO RETAIN MEMBERS, IT'S ESSENTIAL THAT THEY USE WELL TRAINED AND EXPERIENCED YOGA TEACHERS"

Jane Kersel

Yoga studio owner/teacher and
co-founder of shedtheworld.com



Sarah O'Connor

Yoga teacher, YogaMindSpace



The main issue for yoga in gyms is ensuring the quality and standard of the teacher. It's far less about the innovation of the offering – acro/pulse/ashtanga – and more about finding a teacher who works with students to develop an all-encompassing style for varying levels that deepens students' practice.

You can't expect a gym-going personality to sit perfectly still in meditation or in a restorative pose. Instead, you need to demonstrate how yoga is about so much more than just becoming flexible – it's also about developing strength, passivity with dynamism and improving breathing on and off the mat.

The Western body is usually highly stressed, with poor posture, weak core and tight back/hamstrings, and this needs to be addressed in the way yoga is delivered. However, most yoga instructors teach postures using a classical foot alignment for narrow Indian male hips, rather than for western, pear-shaped women and tight-hipped men.

SHED is a new style of yoga based on evidence from osteopathic principles, adopting a modern-day approach to getting a mind and body fit – the sort of approach that gyms need to adopt to attract their members to yoga classes. Teaching a modern approach will bring in new members and allow them to combine yoga with other forms of gym-based exercise.

For gyms to retain members, it's essential that they use well trained and experienced yoga teachers. Styles of yoga will come and go, but an experienced teacher grounded in theoretical principles will hold classes again and again and retain long-term members for clubs. It's not enough to simply use someone who's trained to teach exercise to music or Body Balance and pass them off as yoga classes. Understanding anatomy and physiology is essential, but so is an understanding of mental health and being able to communicate to students how this is affected by what we do physically.

Safety is key for yoga in gyms. If someone is suffering from anxiety, yoga can help overcome this if taught sensitively, but a strong backbend taught by an inexperienced teacher could make the symptoms even worse. Likewise, pregnant women should be attending an antenatal yoga class, not a standard gym yoga class. Ante- and post-natal scheduling can also optimise use of studios by taking place during off-peak hours.

Gyms need to provide a range of yoga classes, for beginners through to more experienced members, and invest in equipment such as blocks and belts to help encourage and support members as they progress through their yogic journey.

Finally, yoga is a lifestyle decision for improved body, mind and soul – marketing its health and lifestyle benefits is crucial. ▶



A beginners' class will safely introduce members to yoga

▶ **"WE'RE FINDING THAT SOME MEMBERS JOIN OUR CLUBS PRIMARILY TO ATTEND OUR YOGA CLASSES" – ROB BEALE, DLL**

Rob Beale

Group health & fitness manager, David Lloyd Leisure



Holistic classes, and in particular yoga, make up an important part of our exercise class programme because we know this is what our members want, and class participation in itself tends to encourage member retention.

We've seen the demand for, and interest in, holistic classes such as yoga and pilates increase markedly over the last five years as members become more aware of the benefits, which include increased flexibility, improved posture and core stability, as well as being an antidote to stress. It's for this reason that we now offer a wide range of types of yoga, including hatha, ashtanga, vinyasa, anusara and iyengar. We also offer a 'yoga moves' class, exclusive to David Lloyd Leisure, which just focuses on technique rather than the spiritual side.

The holistic studios in our clubs are designed to create a relaxing environment with soft lighting and décor, which is especially important during relaxation. We're also fortunate in that our reputation tends to bring in the best teachers – this is essential for yoga. We review our yoga classes every three months and are always looking to respond to members' demands and new trends. We now have plenty of yoga information on our website and are always looking to give members new opportunities. We're also finding that some members join our clubs primarily to attend our yoga classes.

Allie Hill

Yoga teacher / founder of yogahaven



Each class has its own drawback for different people. Those who practise yoga a lot, or who have been practising for a while, tend to be interested in more dynamic classes such as vinyasa flow. For people who've had little or no exposure to yoga before, basic beginners' classes should offer them the opportunity to try yoga in a safe environment so that they can start to become familiar with the different postures.

New, innovative classes such as pulse yoga – which uses free weights – are also bringing in new clients, possibly thanks to the novelty factor, but also due to the appeal of these styles to the more fitness-focused yoga enthusiast.

In terms of scheduling classes, it is of course difficult to please everyone all of the time and much depends on participants' frequency of practice and level, but weekend morning classes tend to be a popular time.

Employing the right marketing techniques is also essential. It goes without saying that word of mouth is by far the most successful way of bringing in new clients, so it's extremely important to have the right teachers taking classes. Without a doubt, the teachers are key to client retention.



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rebrand for venesta

Armitage Venesta has overhauled its complete leisure offering, including lockers, in a rebranding exercise. The new Relay range of aluminium lockers comes in 36 colours and has a choice of locks: coin retain, coin return, cylinder/cam lock or electronic. They are available in a choice of heights (180cm or 146cm) and widths (31cm or 41cm) and are impact resistant and suitable for wet or dry environments.

fitness-kit.net KEYWORDS

armitage venesta



control locker access from reception

LSA Projects has launched the Metra electronic locking system with access control. The system allows club receptionists to set locker access via a control panel, which also gives an overview of locker occupancy, maintenance warnings and allows remote unlocking. It has a built-in alarm and users are given wristband 'keys' with RFID (radio-frequency identification) media, or a PIN code can be used.

fitness-kit.net KEYWORDS

lsa projects

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add some colour with new range of digital locks

Codelocks has launched a new range of colourful keyless digital locks. A cost-effective and quick retrofit solution for standard cam locks, they give the user immediate and simple keypad access. The user enters a code that will lock and open only once, and then be erased. The lock remains open until it is reset by the next user, when a red LED light flashes to show the locker is in use. The lock offers up to 10,000 four-digit user codes and comes with everything needed to install it.



fitness-kit.net KEYWORD

codelocks



fitness-kit.net KEYWORDS

safe space

see before you buy with safe space

Safe Space Lockers has launched a new interior design and 3D rendering service. The service will enable customers across the leisure industry to design and visualise their new changing room before committing to spending any money.

Safe Space Lockers offers pre-fabricated as well as custom designed, UK-made wooden and aluminium lockers, available in veneer or solid wood and with a variety of finishes. The company also sells washrooms, cubicles and padlocks and has an account management service.

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lockers



true colour glass lockers and cubicles from prospec

Prospec is offering on-trend true-colour theming in its glass lockers and cubicles thanks to a new system of manufacturing its glass.

The vibrant colours are created by applying a ceramic layer to an ultra-white-coloured toughened glass – standard glass has a greening effect which tends to distort colour. The company can also digitally print ceramic colour onto the glass to incorporate a gym's existing design, theme or logos.

Gymbox Westfield, pictured above, is the latest to install Prospec's eye-catching range. The chain is choosing a new colour scheme for each new gym. The glass doors are fitted on Prospec's Marathon glass lockers and Cabrillant cubicles. "We're offering true colour and colour flexibility and putting it into a proven system," says Prospec MD Jon Pearson.

fitness-kit.net KEYWORDS
prospec ltd

wooden range and mini lockers from skirmett

Skirmett has introduced a new range of wooden leisure lockers. Designed with space in mind, the lockers have a selection of different compartments for storing longer articles of clothing as well as smaller items.

All products are supplied on a bespoke basis, allowing individual design requirements to be met. Doors are available in three grades – melamine particle board, veneered board or solid wood – and come in a variety of styles.

Skirmett has also developed a Mini Locker. This is to meet the need for secure locker space for smaller everyday items such as mobile phones, iPods, keys and so on. It offers a space-saving, secure



and robust storage space. Mini Lockers could be used in large leisure complexes, fitness centres or pool areas in conjunction with larger locker systems, or individually.

fitness-kit.net KEYWORD
skirmett

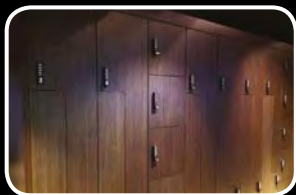
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ENGAGING MEMBERS

SUPPLIER: Trixter

CLIENT: The Third Space

The Third Space recently opened its new club in Marylebone and, like its parent club in Soho, there has been no expense spared. Alongside the ozone-treated swimming pool and forward-thinking, functional Retro Gym, the club has expansive cardio and weight areas, all set across three floors of modern décor.

"The look and feel of the Soho club has been brought to the new space," says The Third Space's head of fitness Matt Julian. "The idea is to give the very best health and fitness offering to our members in an environment that makes them feel great. Providing the most innovative, state of the art kit on the market is an absolute necessity."

Investment has been made in every area of the club to ensure the most up to date and satisfying experience for members. And with proven success at the Soho club, Trixter Xdream bikes were must-have showpieces when designing the cardio floor.

"The Third Space is a different class of gym and Trixter equipment offers a different class of workout," says Lyndon Wood, sales director at Trixter. "The Xdream bikes use interactive technology to deliver



The exclusive new Third Space club in Marylebone offers Trixter Xdreams

an engaging and motivating experience, while the capabilities of the hardware give unprecedented insight into usage and user loyalty."

The Trixter Xdream bike offers a fun and rewarding workout that inspires members to come back for another ride in every gym session. Each user has their own log-in details and user profile, recording race stats and unlocking new courses and difficulty levels as they progress.

The different levels and courses are designed to give interval-based workouts that encourage and reward progression in an immersive mountain bike simulation. The bike acts as a sophisticated controller for the simulation, with sensors in the handlebars, saddle and pedals to emulate on-screen every move the rider makes on the bike. Meanwhile the patented laterally moving handlebars add a core and upper body workout that can boost calorie burn by up to 55 per cent when compared to a standard exercise bike.

The on-screen simulation engages and motivates by challenging the rider to beat computer controlled opponents, while stats read-outs and ghost racing modes encourage progression to beat your own times. Competitive natures come out even more when two or more bikes are linked together in a real-time multi-player race, bringing an exciting social atmosphere to the gym floor.

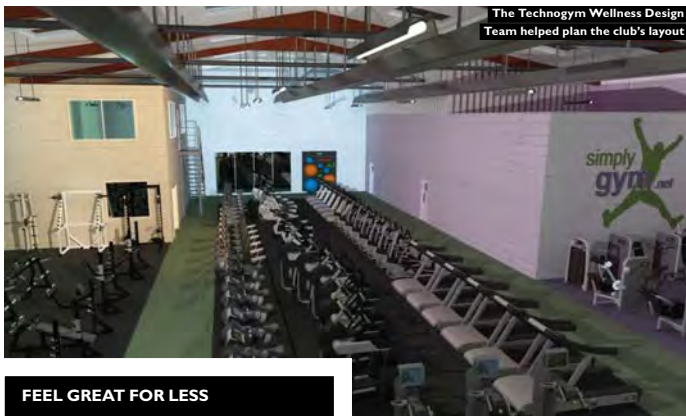
"Instead of distracting you with television or games, the software engages you directly with the exercise at hand," says Julian. "We can see it on members' faces when they are on the bikes. Energy levels are boosted and the shot of enthusiasm lifts the whole room – it's addictive and contagious.

"We've had members race each other – we even had a group of work colleagues who set up a competition table. Members are loyal to the Xdream bikes in a way that you don't usually see with an exercise bike or any other piece of equipment on the gym floor."

For more information, go to www.trixter.net



Trixter's Xdream bike ensures the user is fully engaged with the exercise



The Technogym Wellness Design Team helped plan the club's layout

FEEL GREAT FOR LESS

SUPPLIER: Technogym

CLIENT: Simply Gym

Simply Gym opened at the end of June and is a new concept for Swansea, offering great quality at an affordable price.

Simply Gym is run by Swansea-based Bay Leisure, the independent not-for-profit trust that operates Wales' most visited leisure attraction, the LC, located in the centre of Swansea. "Our research revealed significant demand for a low-cost gym offering in the east of the city," says Richard Proctor, chief executive of Bay Leisure. "Our aim at Simply Gym is to offer a great gym with excellent service and standards, as well as the latest innovative equipment, all at an unbelievable price."

Simply Gym offers 100 pieces of the highest specification cardio and resistance equipment by Technogym, including the new Arke functional training line, Group Cycles and Excite+ cardio equipment with Visio – Technogym's advanced digital platform.

"Technogym was selected due to the quality and robustness of the equipment. The sophisticated technology that is an integral part of the Technogym equipment made it by far the most attractive proposition," comments David Evans, chief financial officer of Bay Leisure.



Simply Gym: Uses the latest innovative Technogym equipment

Simply Gym also offers a full on-site personal training team and an online personal training service to allow trainers to manage, monitor and educate members away from the gym. There are also inductions and programming, plus changing facilities with large lockers, cubicle showers and hairdryers.

In conjunction with the Technogym Wellness Design Team, the facility has been zoned into different areas to offer an environment suitable for all members:

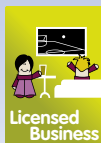
- **Simply Weight Loss & Toning:** Element+ was selected for both its comfort and its capacity to target those difficult areas. Combined with an Easyline circuit – hydraulic resistance with no weights or cables – it's an ideal weight-loss and toning zone.
- **Simply Strength:** The Pure Strength range, with its robust design, delivers performance training options for sport, strength and power. Including free weights, this area offers a complete weight training environment.
- **Simply Functional Training:** Simply Gym has installed Arke, Technogym's exciting new set of functional training products that provide new workout experiences. The area also includes Radiant, designed with movement in mind, to provide a cable resistance offering for exceptional training results.
- **Simply Cardio:** This area uses Excite+, including Top, Synchro, Run Now, Wave and Vario. With Visio entertainment included, members can watch TV, use the internet and listen to their iPods while working out.

A comprehensive value-added package was collated through Technogym partner Your Management Solutions, which resulted in impressive pre-sales of over 1,500 12-month memberships. A strong website includes a virtual tour created by the Technogym Wellness Design Team, simple navigation and an online joining portal supported with strategic social media. At the time of writing, the club was fast approaching 2,000 members after just two months; the first year of the club's operation is certainly looking strong.

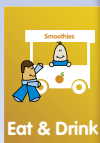
For more information, go to www.technogym.com



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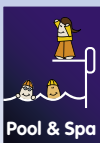
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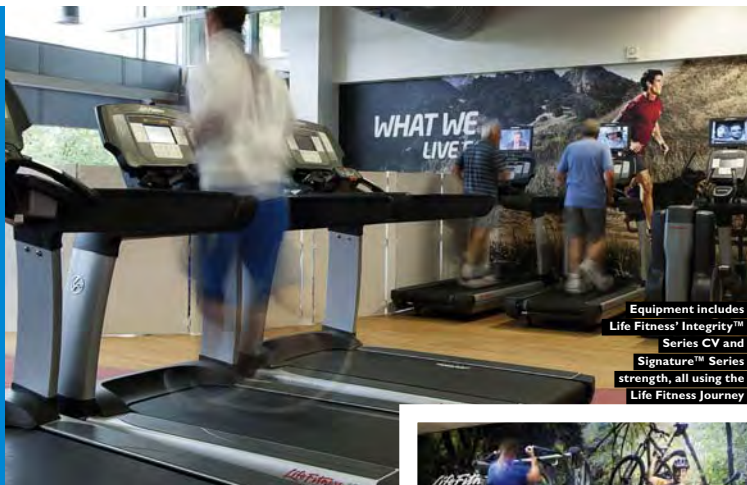
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ELITE & COMMUNITY

SUPPLIER: Life Fitness

CLIENT: Bisham Abbey National Sports Centre

The 90-station gym at Bisham Abbey National Sports Centre re-opened in April following substantial investment in its refurbishment and the installation of new Life Fitness equipment.

Bisham Abbey, one of Sport England's National Sports Centres, is home to several of Britain's leading sportsmen and women, many of whom will be going for gold at London 2012. However, not only does the new gym play a significant role in supporting Britain's elite athletes in their quest for success, but it also does much to encourage increased participation among the local community.

With 2,500 members to consider, as well as the vital need to uphold the status of the facility as a whole, it was important to get the equipment and layout choice right first time – and Life Fitness, together with its Solution Partners, was able to offer its knowledge and expertise to achieve the perfect outcome in just four weeks. "I was really impressed by how quickly Life Fitness was able to turn this project around and manage it seamlessly from start to finish," says Zoe Dixon, head of National Centres for Sport England.

The equipment installed uses the Life Fitness Journey™ concept throughout, a facility planning approach that taps into what motivates people and keeps them on their exercise path. The Journey creates a varied set of experiences for exercisers of all fitness levels, while the different spaces prevent members from getting bored by offering a natural progression throughout the gym.



The installation, which is split across two floors, includes the best-selling Integrity™ Series cardiovascular equipment with attachable screens, Signature™ Series strength, benches, racks and Cable Motion Series machines, Circuit Series and a Hammer Strength Power Rack with a comprehensive range of Life Fitness accessories.

Dixon explains: "Sport England's vision is to encourage more people to play sport and support athletes to succeed, and the new gym at Bisham Abbey helps us to achieve exactly that. The equipment on offer to our elite athletes and members of the local community is now truly world-class, and I'm looking forward to seeing our sports stars of the future make use of this fantastic facility."

Kerrie Pleasants, account manager for Life Fitness (UK), is also delighted with the new offering at Bisham Abbey, saying: "This facility is a great example of how elite athletes and the local community can be brought together through health and fitness. The Journey concept, the range and level of equipment, together with the new branding make this gym not only the best in the area but one of the best in the country."

For more information, go to www.lifefitness.com

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new olf courses

Optimal Life Fitness (OLF), which specialises in continuing education for the strength coach and fitness professional, has introduced two new courses: the Bulgarian Bag Specialist (BBS) and Move IT (MIT).

Great for PT and also group training, the Bulgarian Bag – a new functional tool – gets great results for strength, power, weight loss, metabolic training and much more.

Move IT (MIT) is a functional training programme designed for PT and small group training. It introduces trainers to tools such as kettlebells, core bags, boxing, suspension training, teaching them how to integrate functional tools and deliver exciting, fun training sessions.

fitness-kit.net KEYWORD

optimal

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ridgeway: extended product range

Ridgeway Furniture is pleased to announce its continued expansion in the health club marketplace, with toilet and shower cubicles plus wet and dry vanity units now available. Whether you require corian, marble, glass or laminate, Ridgeway Furniture can now offer a cost-effective solution with great aesthetics.

The new items complement the high quality wooden lockers, benches and vanity units it already supplies to operators such as David Lloyd Leisure, LA Fitness, Fitness First, Virgin Active, Bannatyne and Nuffield Health, plus many smaller standalone health clubs and spas.

With many health club operators expressing growing concerns about changing room security, and also opting to use a padlock system on



locker doors, Ridgeway Furniture also offers a new Ultra Secure Lock System that's both cost-effective and, it claims, far more secure than other systems currently in the marketplace.

fitness-kit.net KEYWORD

ridgeway

university deal for gen3



Gen3 Kinematics has entered the university sector, agreeing the sale of its MyoTruk and MyoThrusta systems to the University of Exeter – one of the UK's biggest sporting universities.

Gen3's business development manager Andy Naisbitt says: "With our focus on injury prevention in training, we are delighted that the MyoQuip systems can be used by the students – Exeter's sporting stars of the future – to train effectively with a highly reduced risk of injury."

According to distributor Gen3 Kinematics, the MyoTruk and MyoThrusta represent one of the biggest revolutions to strength training, catering for any performer in any environment and providing a unique way of training the leg extensor muscles that's more efficient, more effective and safer to use than conventional exercises.

fitness-kit.net KEYWORDS

gen3 kinematics

portman's helping hand

Portman Asset Finance – which provides turnkey equipment finance solutions to gyms – recently helped a customer set up their first gym.

The customer required finance of around £120,000: £90,000 for gym kit, £6,000 for lockers, £8,000 for entry systems and £16,000 for air conditioning. Portman financed all of this with one straightforward finance agreement; the customer was able to preserve his own money for building works, working capital and advertising.

Many banks have withdrawn their equipment finance offering to start-ups, but Portman has the expertise to assist all types of gym – from new start-ups to established businesses – and covering all business equipment, including CCTV, furniture, refrigeration, computers, phone systems, signage and gym equipment.

fitness-kit.net KEYWORD

portman

boxercise for kids



fitness-kit.net KEYWORD

boxercise

total control from ez-runner

New from EZ-Runner, Campaign Manager allows you to create and schedule email campaigns – and it monitors the results, which are sent

fitness-kit.net KEYWORD

ez-runner

Boxercise launched its latest course earlier this year, adding to the four courses it already offers. The new 'Boxercise for Kids' course has been designed for instructors who wish to teach Boxercise to children but feel they lack the specific skills and knowledge required to do this safely. The course covers specific anatomy, physiology and safe exercise prescription for all age groups from five years and upwards.

Course director Andy Wake says: "This course helps instructors safely adapt their adult classes to teach in the ever-growing kids' fitness market."

to your inbox. Operators can see if a specific target audience took them up on an offer, for example, or email members who had certain treatments and point them to special offers. It can also be used for annual renewals, saving valuable time and money.

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To find out more on how music can work for you visit **musicworksforyou.com**.

*MusicWorks survey of 2000 people, conducted March 2009

†If you play recorded music in public it is a legal requirement to obtain the correct PPL licence, failure to do so may result in legal action. PPL is different from PRS for Music. PPL collects and distributes money on behalf of record companies and performers whilst PRS for Music collects and distributes money on behalf of songwriters, composers and publishers. Both licenses must be obtained to ensure all copyright holders are fairly paid.



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leisure industry week 2011

Are you ready for LIW? We offer a sneak preview of what's coming up at this year's show

Leisure Industry Week returns to the Birmingham NEC this month for what promises to be an inspirational and innovative leisure industry showcase. A key highlight at the show this year will be the launch of a dedicated Youth Engagement Zone in partnership with Fit for Sport and COMPASS, putting the leisure industry at the forefront of youth sports innovation.

LIW 2011 will also see the introduction of the CPD Masterclass Arena, powered by SkillsActive and sponsored by MYZONE and Quick Energy, along with the CPD Seminar Theatre also supported by SkillsActive. These exciting features will give visitors from the fitness industry the opportunity to collect CPD points by booking onto training sessions and seminars for a taster of the industry's latest training programmes and products. The whole LIW Education Village will offer an engaging and comprehensive education programme, with more than 150 hours of free seminar content.

LIW will also showcase the industry's leading health and fitness suppliers, demonstrating their products side by side. These exhibitors include Technogym, Precor, Life Fitness, Cybex International, Escape Fitness, Pulse Fitness and Keiser.

With so many varied highlights at LIW this year, the events team at UBM Live has created the new and eagerly anticipated LIW phone app to help visitors get the best out of the show. Details are available on the show website.

LIW: visitor information

Venue: NEC, Birmingham

Dates: 20–22 September 2011

Opening times: Tues 20 September, 10am – 5pm

Weds 21 September, 10am – 5pm

Thurs 22 September, 10am – 4pm

Contact: Pre-register for the show for free at www.liw.co.uk

new for 2011

With the tag line 'Where Innovation Meets Inspiration', LIW is set to introduce numerous new features and exhibitors.

Portfolio director Jonny Sullens highlights one of the reasons why the show is so exciting for the health and fitness sector: "With the 2012 Olympics just around the corner, it's an exciting year for the active leisure industry. To celebrate this once in a lifetime opportunity for the UK, we have joined forces with Technogym,

who will be showcasing a special London 2012 Team GB-Paralympics GB area at the show. Participating clubs will get the chance to win equipment from the Olympic Village gym, and REPs-accredited trainers will be able to enter a competition to win a place as a trainer in the Olympic Village gym during the Olympics and Paralympics."

In another Olympics-related session, Joe Ryan, director of Right Directions, will explain the simplicity of a successful health and safety management system. Right Directions has been contracted to deliver the Baseline Health and Safety

Management System for all London 2012 Olympic Park venues on behalf of the London Organising Committee of the Olympic Games and Paralympic Games Limited (LOCOG). Ryan will show how a five-step strategy can help your organisation meet regulatory health and safety requirements, and will demonstrate how he has used this process to take companies including the Lee Valley Regional Park Authority from a one- to a four-star British Safety Council award. Developing a positive safety culture is key to succeeding in the effective delivery of health and safety arrangements, Ryan says. He will explain not only how this approach can help implementation of the process, but also how to do it well and efficiently.

celebrating innovation

Also new to the show is the FIA Spark of Innovation Showcase. Nominees for the 2011 FIA Spark of Innovation FLAME Award will be highlighted at the show, and the 2012 nomination process will be launched. The FIA Spark of Innovation Award, part of the Outstanding Performance Awards, is a new addition to the FLAME Awards and aims to highlight a club that has made a



Find out how Joe Ryan took Lee Valley from a one- to a four-star safety award



Sebastian Coe with Nerio Alessandri, founder of Olympics supplier Technogym

profound impact on the way in which the industry delivers excellent service.

The FIA Networking Lounge is also back, providing visitors and exhibitors with the opportunity to network with their peers and ensure that they are in a position to maximise industry opportunities brought to light by the educational, feature and exhibitor content at LIW.

David Stalker, CEO of the FIA, says: "LIW is one of the most important events in our industry calendar. We have been working with LIW this year to develop a schedule that reflects the work we're doing to drive the industry forward, and we're delighted to bring to delegates an event packed with the very latest industry news and opportunities."

Continuing the theme of innovation and in a world first, Cranlea and Instyle Fitness have set up a virtual biathlon Web Racing competition exclusively at LIW, using innovative and revolutionary products that allow live online training in the virtual world. Visitors will have the opportunity to run and ride, logging their combined times in a bid to win a brand new magnetic braked M10 Aerobike and full Polar heart rate cycle set-up.

'i pledge' – embracing 2012

LIW exhibitor Technogym has been the Official Fitness Supplier to the Olympic Summer Games since Sydney 2000 and will take up this role once more at the London 2012 Games.

Using this partnership as a springboard to encourage the UK fitness industry to maximise the opportunity presented by the Games, Technogym is inviting not only Technogym clients but also all FIA member clubs to join a national campaign. The 'I Pledge' campaign, which will be officially launched by Technogym and the FIA at LIW on Tuesday 20 September, calls on people to get behind Team GB and Paralympics GB with the strapline "900 athletes, 60 million strong" – an entire nation supporting its team.

Full details of the campaign, which will run for the whole of 2012 in a bid to create a genuine Legacy from the Games, will be announced at the LIW launch event. However, the basic idea is to get people actively participating in the Olympic buzz, rather than simply being an armchair

fan, by encouraging them to make Olympics-inspired pledges: "I'll walk to work twice a week rather than driving" or perhaps "I'll give up takeaways for a year and see if my family are healthier as a result" – or even non activity-based pledges, just to get people involved in the Olympic spirit, such as "I'll shave my hair off if we win more gold medals at London than at Beijing – all to raise money for Sport Relief".

Participating health clubs, leisure centres and Olympic partner corporate locations will act as 'I Pledge' community hubs, encouraging their members and staff to make their pledges in support of the Games – all of which will be logged and tracked via a specially-designed Facebook site.

Tony Majakas, Technogym's London 2012 UK project director, says: "The 2012 Olympic Games are a once in a lifetime opportunity. It's important that we don't get to the end of 2012 and find ourselves saying: 'I wish we had done...'. Join us at LIW 2011 and join the movement!"

seminars & keynotes

The free education available at LIW will provide various CPD opportunities for visitors to the show.

With cuts of up to 30 per cent being predicted for local government leisure services, it's essential that operators look even more closely at what they are doing and how they could do more for less. In response to this, Leisure-net Solutions will offer a series of presentations and debates to reflect the deep challenges facing the leisure sector. These seminars will help leisure professionals to address issues around sales, customer experience and health and safety.

Keynote presentations will be provided by TV celebrity and weight loss coach Pete Cohen, who will offer his assessment of successful gym weight loss programmes, and by Ray Algar, MD of Oxygen Consulting, who will present his latest report on the low-cost gym sector. Attendees will be given the first opportunity to download the full report for free, thanks to support from Precor.

There will also be a timely debate on gym memberships and contracts following the recent coverage this topic has received on national radio. David Stalker, CEO of the FIA, will be joined by Dave Wright, sales expert and CEO of Creative Fitness Marketing, for what is sure to be a lively debate.

Meanwhile TV presenter, nutritionist and Power Plate ambassador Amanda Hamilton will be sharing her tips on successfully juggling a well-balanced diet and regular exercise in today's busy world. She'll talk specifically about her new lifestyle programme to aid weight loss, which combines Acceleration



Precor is funding free copies of Ray Algar's latest low-cost gym sector report

Training™ workouts on the Power Plate® machine with her nutritional expertise. This enlightening seminar will reveal why there is no longer any reason for anyone to say they are too busy to exercise regularly and eat well.

"This year's LIW promises to be even more exciting and innovative than ever before," says Sullens. "We take our position as the UK's leading show for stakeholders in the active leisure sector extremely seriously and strive to improve year on year. This year we have an added emphasis on highlighting innovations and providing high-value, free education."

CPD & masterclasses

Sessions in the CPD Masterclass Arena and CPD Seminar Theatre will feature a multitude of industry-leading organisations including:

Jordan Fitness, whose education specialists will outline how to use unconventional equipment such as ropes, chains and sleds. Jordan will also present 'Powerbag Training', an overview of why the Powerbag is considered one of the most functional pieces of training equipment on the market.

FIT2FITE will present 'Fighting Moves to Funky Grooves' – a group exercise class that choreographs fighting combinations to uplifting dance music. It will also run a seminar outlining the secrets to establishing and maintaining client relationships: 'How to Win the Clients You Really Want'.

Fit Fit Training: Founder Martin McKenzie will give dynamic demonstrations on how to attract and train clients more effectively. With the latest pad work and punch combinations designed by top World and British Boxing champions, this masterclass will develop skills to a whole new level.

Keiser will present 'M3 Power' and 'M Series Data'. These workshops will teach fitness trainers how to effectively instruct their students to use speed, resistance, motivation and intensity to power up their next indoor cycling class.



Keiser will teach fitness trainers how to power up their indoor cycling classes



Escape will be showcasing its TRX system (above) at the show

Premier Training is offering 'Dynamic Powerclubs', in which personal trainer Ben McDonald will look at putting movement back into Hybrid sets, using all three planes of motion while being true to the dynamic movements associated with Powerclubs. Ben Pratt of Premier Global will also offer a fresh perspective on how to tackle obesity.

FitPro will present 'PTA Global – Understanding Why We Fail and How to Change It', delivered by international presenter Nic Jarvis. This session promises to question how and why the health and fitness industry can be growing in the midst of an epidemic of obesity and lifestyle-related disease.

Magnus Scheving will talk about *LazyTown*, the global entertainment brand dedicated to kids' health.

STOTT PILATES will be offering 'Pilates for Everyone: Market to All Members'. Vice president Carol Tricoche will provide instruction on determining how to best design and market pilates offerings to meet the needs of individual membership. This cutting-edge and interactive session will provide delegates with strategic marketing tools to equip them to attract specific target groups.

Peak Pilates: Learn about the classical pilates-infused MVe® Chair workout; designed for every age and fitness level, visitors will see what makes it different from other fitness equipment and explore the basic exercises performed on it.

Nordic Walking UK will present 'Creating an Outdoor Fitness Business', teaching visitors how to create, promote and develop a business that appeals to a variety of markets. This session will provide an update on the code of practice for the delivery of outdoor health and exercise, health and safety, and the issues surrounding payment for the use of green space.

Escape Fitness: The TRX Suspension Trainer has established itself as a leader in functional fitness and encompasses programming content and hands-on professional education. The addition of the TRX Rip™ Trainer further expands the Escape Fitness-TRX partnership's ability to deliver functional, innovative training for all fitness levels and abilities. Escape will be showcasing both pieces of equipment.

Physical Company: This 30-minute masterclass will take participants through a sample group exercise session, trying out basic exercises through to more advanced moves. It will also look at effective ways to integrate the freeFORM Board with existing equipment in your studio, such as BOSU and ViPR.

Star Trac Spinning will encourage participants to learn how to safely balance its variables with the riders' goals. Using the Spinning® programme philosophy, delegates will discover how to use a variety of available teaching tools to get the most out of interval training.



Magnus Scheving, aka Sportacus, will present on LazyTown

To reserve a place on any of these sessions, visitors can sign up at www.liw.co.uk



Fit for Sport is introducing the UK's first accreditation scheme for organisations working with young people

youth engagement zone

Leading the new Youth Engagement Zone at LIW this September, Fit for Sport – in partnership with COMPASS – is introducing the UK's first accreditation scheme for leisure organisations and professionals working with schools and young people.

Fit for Sport believes it's vital that the leisure industry gets to the heart of what engages children, to help drive innovation and develop sustainable offerings for the youth market. Operations director Craig Jones comments: "To date, many innovations coming out of the youth sports market have been developed and driven by adults. It's imperative that we start listening to our youth audience to develop physical exercise programmes and solutions that excite them."

Following the *Start Active, Stay Active* report on physical activity for health released by the Department of Health in July, Jones advocates that the key to a successful and sustainable youth sport engagement programme lies in the strong partnership between innovative solutions providers and the passionate coaches and instructors employed to deliver the programme.

He continues: "Children are surrounded daily by the latest consumer technologies such as games consoles and

the internet, so to get them off of the sofa and taking part in physical activities, these activities must be both fun and led by inspiring people. To help achieve this, LIW brings together best-of-breed solutions and top professionals from across the leisure industry, providing the perfect catalyst for renewed innovation in the youth sports sector."

new income streams

In this time of austerity, it's more vital than ever that leisure centres and organisations are at the forefront of youth sports innovation and best practice to help improve profitability through secondary revenue spend. For example, many leisure centres could lease spaces that sit empty throughout the day to local schools, or even to host children's birthday parties. Many proactive leisure organisations are also driving secondary spend by hosting health days for local schools or sending their experts out into the local community to talk about the importance of fitness and health – in school assemblies, for example.

Meanwhile, Fit for Sport's recent study revealed that two of the most popular physical activities children undertake with their families are swimming and the Nintendo Wii. Jones comments: "As an industry, we must embrace 'pester power' and reach out to our youth

audience to understand what excites them. This will be a key aim in the Youth Engagement Zone at this year's LIW."

Balanceability will also demonstrate its new activity programme designed to encourage all children between the ages of two and six years to develop the confidence, ability and skills to enjoy riding a bicycle without stabilisers. The programmes are developed by professionally qualified instructors, with each session constructed around games, challenges and new experiences that are proven to achieve desired objectives. Children who have never previously ridden a bicycle are able to progress step-by-step and experience a variety of developmental exercises, skills and confidence building situations.

Jones concludes: "The Youth Engagement Zone at LIW will offer a fantastic opportunity to see how to engage children in physical activity. There will be demonstrations including children's activities, ways to engage young people in the community, and products to support children's programmes within leisure facilities, health clubs, schools and sports development. We will also be highlighting some of the good practice that's currently being delivered across the sector."



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SPORTHOUSE SUPPLIER

International fitness equipment provider Cybex International has been named as the exclusive equipment supplier for SportHouse, a leading fitness training facility and a Games Time Training Venue for athletes participating in events in 2012.**

Once complete, the SportHouse site will house the country's most comprehensive sports conditioning gym in the UK, hosting elite competitors from handball, futsal, rowing and athletics, and competitors from judo and wheelchair rugby. The site will support a wider sporting legacy by providing permanent training facilities for elite performing teams and talented young athletes, alongside the local community, after the completion of international competitions.

In preparation for next summer, London and the UK have successfully taken on the challenge of positioning themselves amongst the world's leading providers of elite sporting facilities. Alongside the world class venues hosting the Games, the training facilities are integral to the success of the athletes who will be arriving from over 200 countries, competing in 26 sports.

Located in the London Borough of Barking and Dagenham, SportHouse is one of just 28 sites to be awarded the status of Games Time Training Venue by the London 2012 Organising Committee and the Olympic Delivery Authority. Developed in partnership with the Borough and Ebbsfleet Community Sports Centre, the team behind the site located within Mayesbrook Park have chosen Cybex to fully equip the training venue. In an exclusive five-year deal, the agreement will see the full range of Cybex's premium cardiovascular and

strength training equipment installed at the facility in time for the opening of the site in March 2012.

Sport and leisure industry consultancy firm HBA was appointed as part of the leisure sector consultancy team for Ebbsfleet Community Sports Centre and has acted as the advisory body on various aspects central to the delivery of the SportHouse project. Director Mark Harrop explains why Cybex was chosen for the role as official equipment supplier: "the gym at SportHouse will be used by a diverse range of people, from children and the local community, to professional athletes." Cybex's focus on engineering equipment that is biomechanically correct factored greatly in our decision and with their comprehensive range of IFI accredited equipment we felt they provided the best solution for the site."

Equipment installed to reflect the diversity of its users

In the build up to the summer of 2012, the facility will host competitors from handball, athletics, judo and rugby. Once complete, it will boast the largest multi-use indoor sports hall in the UK at 5000m², two gymnasiums, a drug testing room plus meeting room and education training facilities.


The initial concept for the site came from Mike Stimson, managing director and CEO of SportHouse. As part of the tender process, Mike and his team

visited IHRSA earlier on this year to test out equipment belonging to all of the major fitness equipment manufacturers. On his decision to choose Cybex, Mike said: "I wanted an equipment supplier that shared my passion for sport and my vision for SportHouse. The Big Iron racks and lifting platforms clearly demonstrate that Cybex understands the needs of aspiring and performance athletes, but their complete range also allows us to provide something for everyone, no matter what their level. I'm excited to see the finished gym and I look forward to trying out all 250 exercise stations!"

Showcasing versatility of Cybex's fitness equipment

Included in the 1000m² gym facilities at the site will be over 75 pieces from Cybex's cardiovascular range. This will comprise of 75IT treadmills, 750C upright cycles, 750R recumbent cycles and both lower and total body Arc Trainers. The full suite of cardio equipment will be made up of standard exercise machines, equipment featuring Cybex's Personal Entertainment Monitors alongside equipment from Cybex's Total Access range.

Developed in accordance with the Inclusive Fitness Initiative (IFI) programme, Cybex's Total Access range comprises of both cardiovascular and strength training equipment. The range has been designed to be accessible to the physically impaired, without



"The SportHouse gym will be split over two floors and contain 250 pieces of Cybex equipment".

excluding others. This has resulted in Cybex becoming one of few suppliers offering a comprehensive range of stage 2 IFI accredited equipment.

A full range of Cybex strength training equipment will also be installed at the site, to support the needs of the elite athletes who will start using SportHouse in the build up to summer 2012. This extensive list of equipment includes eight Big Iron half racks and lifting platforms, eight Bravo functional trainers, six plate loaded stations and 17 free weight stations. Over 35 pieces of strength equipment will also be installed from Cybex's Eagle, VR1 and VR3 ranges. All staff will receive comprehensive on-site product and fitness programming training, as well as ongoing maintenance support.

The extensive suite of training apparatus will also include Concept2 Rowers, Versaclimbers, Spinner bikes and a variety of plyometric and functional training equipment to compliment the comprehensive range of Cybex equipment.

Rob Thurston, national sales manager for Cybex UK has been instrumental in securing the deal with SportHouse and is looking forward to seeing the site fully operational: "It has been fantastic for us to work on such an exciting and interesting project such as this one. Next summer, SportHouse will host some of the world's leading athletes and to know that our equipment was chosen to meet the high training specifications of these competitors is testament to the high quality and diverse range of fitness equipment that we produce."

As part of the agreement, Cybex will use SportHouse as the new UK base for its REPs accredited education programme. The seminars will cover

various health and fitness topics including exercise biomechanics and machine analysis, advanced training techniques using functional equipment and weight lifting. Places will be available for SportHouse staff as well as up to 30 places available for Cybex clients. The site will also be used as a 'showcase' for Cybex equipment, where new and existing clients can visit the facilities and see the diverse range of users and training requirements that Cybex caters for.

Supporting the sporting legacy

Following a busy summer of sport in 2012, SportHouse will form part of what will ultimately be a sporting legacy set to last for generations to come.

The facilities have already been a focus of attention from the British Handball Association, the FA and British Weight Lifting, all of whom have expressed interest in the long-term use of the site.

Discussions with The FA have already been held around the suitability of SportHouse as a venue to host Futsal competitions across all levels of the game, as the site has already been confirmed as a training venue for the England senior Futsal team in April 2012.

The facility will also be used to support nearby schools and the local community to encourage involvement in sport, as Rob Thurston concludes: "the versatility of the site will ensure that users of all ages, abilities and sporting interests will benefit from the facilities for years to come. Cybex will continue to work in close partnership with Ebbsfleet Sports Centre and HBA to ensure that SportHouse supports a lasting legacy".

*** Cybex International is not a sponsor or supplier to the 2012 Olympic Games; its supplier relationship is only with the SportHouse Games Time Training Venue.

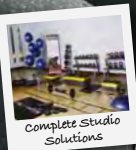
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Xn Leisure's Challenge – Improve Customer

Xn Leisure is engaged in a programme of continuous strategic investment in people, systems and processes offering a wealth of industry knowledge and expertise. Through regular communication with its customers through a network of User Groups and regular dialogue provides the means to continually improve solutions specifically meeting the needs of the industry.

This partnership approach includes our choice of hardware and technology providers. Xn Leisure naturally teamed up with Protouch, the UK's leading supplier of touch screen and kiosk systems. It provides products for a great number of services including: payment, ordering, product look up and ticket printing; utilising many innovative devices like chip and pin, RFID, keyboard, Bluetooth, web cameras, printers, scanners, wifi and much more.

Fife Sports and Leisure Trust is a non profit distributing organisation, limited by guarantee to operate and manage sport and leisure facilities on behalf of Fife Council. Under the terms of the business transfer agreement with Fife Council, the Company is responsible for the operational management, delivery and development of the local authority's 13 sports and leisure facilities.

In 2010, Fife Sports and Leisure Trust had a number of objectives to be achieved in order to run a self service booking and payment solution in each of its Leisure centre receptions:

- To remove customer service obstacles which were causing capacity limitations, in order to drive business growth.
- To provide an automated self-service customer channel.



- To relieve pressure on members of reception staff during busy periods.
- To allow customers to autonomously check in for activities, collect tickets, make reservations or enquire about Fife Sports and Leisure Trust services.
- To enhance customer experience by fast tracking members' entry to bookings and activities and reducing queuing time.
- To provide a mechanism for the collation of customer service feedback.

Nowadays time is at a premium and self service is becoming the norm as people are increasingly familiar with the technology and aware of the time saving it offers. A consultative approach allowed us to understand the specific challenges that Fife Sports and Leisure Trust face in order to develop the most appropriate solution.

The busiest part of Fife Sports and Leisure Trust's Leisure operation is the Reception, the first point of contact for information, for bookings, for payments and for interaction with customers. Making these processes faster and more

Xn leisure's solutions empowers members to book and purchase at a time convenient to them

efficient, while at the same time ensuring the management information is as detailed as possible was a key factor.

XN Leisure and Protouch collaborated to develop an innovative 'TurnKey' Self Service kiosk solution where the whole booking, ticketing and payment process for Fife Sports and Leisure Trust was automated and presented in an attractive and easy to navigate interface.

The kiosks feature state-of-the-art touch screens, RFID smart Card Reader, receipt and ticket printer and software was installed which enabled on screen payment applications and a booking system, in addition to providing fast-track access and a top rated security system using membership cards to remotely unlock gates and doors.

Once customers have made a booking via the kiosks, they are immediately

Striking new kiosk designs adds to the improved customer experience.

Experience

"SELF-SERVICE ELEMENTS AND ONLINE FUNCTIONALITY ARE VIEWED AS THE NEXT PROGRESSIVE STEP FOR THE SECTOR"

and automatically granted access to the leisure facilities and their membership cards are credited.

The kiosks have been specifically designed for ease-of-use and to provide customers with an alternative to using the front desk, to reduce queuing and to relieve pressure on Fife Sports and Leisure Trust staff.

Analysis of the 13 sites at which kiosks have been deployed has shown that an average of 55% of customers use the self service kiosks.

The implementation of Self Service Kiosks has revolutionised the way sites deal with its customers.

The Kiosks have become a 'Virtual Receptionist' and propelled Fife Sports and Leisure Trust to the very front of the technological self service arena with in Leisure industry.

This technology has streamlined Fife Sports and Leisure Trusts resources to be able to provide a wider range of services, reduce

costs and to more efficiently use staff resources.

This innovation has successfully taken tasks away from the reception team, and empowered them to become more effective at their primary customer service roles. Automating the simpler tasks of checking in for activities and collecting tickets, making future bookings or enquiries quickly and efficiently has become a major catalyst for business growth and enhanced efficiency.

XN Leisure's Self Service Kiosk software and Protouch's Xen X6 Kiosk hardware uses robust, tried and tested technology with optional payment solutions, and has provided an extremely high uptime ratio.

Focusing on simplicity and ease of use, speed of transaction is paramount to a successful deployment and an enhanced customer experience. Customer feedback functions complete the solution for a fully rounded product set.

With an average of 55% customer uptake of the self service kiosks and usage figures in excess of 70% in some locations, it is clear that this has been a highly successful and profitable project.

The key positive results are:

- Turned staff from Receptionists to Customer Service Ambassadors - The reception team are less rushed and



able to spend quality time with the customers that need a more detailed response to joining the facility or information and advice on what the centre can provide.

- Enhanced customer experience - the speed of transactions and efficiency with which customers can now check in and book has been improved and taken away the need to queue.
- Helping to provide Fife Sports and Leisure Trust with a way to control costs, increase profitability and efficiency while at the same time increasing the standard and quality of service.

Xn Leisure approach is to make Self Service easy to use and more importantly provide feedback that makes self service simple. You can't treat all customers the same, and you especially can't treat visitors the same way that you treat your members. Self-service holds the potential to deliver significant benefits. It's an approach that can make it easier for your customers to do business with you and drive customer satisfaction, loyalty, and profitability at the same time, it's an approach that can lower your costs to serve.



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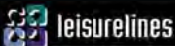
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Win a National Kids TV Campaign at Leisure Industry Week. Leading kids' TV channel Cartoon Network is attending Leisure Industry Week for the first time. Turner Media Innovations is the advertising and media consultancy team for Cartoon Network and they are industry experts when it comes to reaching kids and families. They know how to harness the commercial power of their kids brands and can advise on the most cost-effective and impactful ways to reach this audience. Armed with extensive research in the field, they can help the holiday and leisure industry reach its core audience. Turner Media Innovations are running a competition to win a national kids TV campaign exclusively for LIW attendees. This prize includes production of a bespoke commercial and a significant volume of airtime across the Turner channel portfolio. To enter, head over to the Cartoon Network stand – A80 in the Play & Attractions Hall.
Section: Play & Attractions



**CodeLocks:
Combining
convenience
with colour**

CODELOCKS LTD

Tel: +44 (0)1635 239645 | www.codelocks.co.uk
CodeLocks combines convenience with colour in a range of digital locks for locker cabinets. Digital Cabinet Locks are a cost-effective and quick retrofit solution for standard cam locks and give the user immediate and simple keypad access without the hassle of keys. Key management can be a concern for leisure centres and gyms due to the high numbers that get lost. "Managers at leisure centres and gyms can spend a great deal of time and money replacing keys and opening up lockers," explains Grant Macdonald, Managing Director of CodeLocks. "And having to carry a locker key around is inconvenient for users too. Installing keyless digital cabinet locks to gym lockers will help solve these problems." Each Cabinet Lock comes with a locker-mode function, offering a single-use code setting facility ideal for use on lockers in fitness studios, health centres or public leisure facilities.
Section: Leisure Facilities

**Concept 2: The
first choice
rowing machine
for 25 years**

CONCEPT2 LTD

Tel: +44 (0)115 9455522 | www.concept2.co.uk

The Concept2 Indoor Rower is the world's number 1 rowing machine and has for 25 years been the first choice in rowing clubs, gyms, homes and the military in the UK. The success of the product has come about due to its robustness and incomparable accuracy which has also led to the creation of Indoor Rowing with races all over the world. Concept2 have also recently launched the SkiErg which like the Indoor Rower provides the same excellent workout and accuracy of data. Come to stand H5 to find out about our new servicing offer.
Section: Health & Fitness



WIN A NATIONAL TV CAMPAIGN



CARTOON NETWORK™

ENTER AT
STAND A80
IN HALL 17: PLAY & ATTRACTIONS

Campaign period to be decided by Turner.
Terms & Conditions Apply - see stand for details



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STAND NUMBER: H710**

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WWW.FIGHTFIT.CO.UK

► CREATIVE FITNESS MARKETING

Tel: +44 (0)115 955 6667 | www.cfm.net

CFM is still the world's leading member driver. We still don't ask for client outlay and we still bear the financial risk. In fact, for the last 21yrs we have been purely member driven and from now on you will know us as CFM MemberDrive. We can drive 200-700 members through the door in six weeks, but because our clients want a long-term legacy we also provide: Long term cash flow direct to the bottom line, a large boost in secondary spend, referrals from the new members. The awareness that comes from 30+ advertising streams, a springboard to launch the club to a profitable and progressive future. We create the time, the budget and the manpower for you to capture those members who are hard to reach and wouldn't normally walk through a health club door if it weren't for multiple exposure CFM MemberDrive. If you want to maximise your profitability and have your club become a community hub of health and fitness, call the company used by some of the most reputable health clubs in the UK and Ireland. MemberDrive - when would be the best time for you to start maximising your income?

Section: Health & Fitness

CYBEX INTERNATIONAL

Tel: +44 (0)845 606 0228 | www.cybexintl.com

CYBEX International, a leading industry provider of cardiovascular and strength training equipment, will be showcasing some of their premium pieces of equipment at LIW throughout the three days. This will include treadmills, bikes and the innovative Arc Trainer. CYBEX also manufactures the industry's largest selection of strength equipment, with over 150 unique pieces; equipment will be featured on the CYBEX stand from the VRI Duals, VR3 and Eagle strength lines. In addition, CYBEX produces modular, plate loaded and free weight equipment, plus the popular Big Iron series of racks and benches, which will also be in use on the stand as part of daily workout demonstrations. Demo sessions will continue throughout each day, focusing on a range of equipment to include the Bravo functional trainer and the Arc, as well as a session on Olympic lifting. CYBEX ambassador and runner up of ITV1's The Biggest Loser Paddy Cunningham will be taking part in the Bravo demo and answering questions on his weight loss since finishing the show, which CYBEX supplied with a comprehensive range of cardiovascular and strength equipment.

Section: Health & Fitness

ESCAPE FITNESS LTD

Tel: 0800 458 5558 | www.escapefitness.com

Escape Fitness are so excited about LIW this year because we're going to spread the word about our Move It Revolution! We have one simple goal: To transform the way we exercise, combining the key principles of functional movement with exciting, intuitive and purposeful equipment that gets the body moving, brains working and business booming. So let us show you how to Move It and head to stand number H250 at LIW.

Section: Health & Fitness



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Transforming the
way we exercise



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energy drink and no.1 soft drink by rate of sale.* Used by some of the nation's top athletes, Red Bull has been proven to enhance physical performance, increase reaction speed and stimulate metabolism. It's the brand of choice for consumers

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► FUTURE HEATING LTD

Tel: +44 (0)20 8351 9360 | www.future-heating.co.uk

Future Heating Ltd are specialist Solar Thermal Design and Installation Company offering turnkey solutions in the design & installation of Swimming Pool and Solar Hot Water Systems throughout the UK. As a Microgeneration Certification Scheme (MSC) registered company, installations we carry out are eligible for the Government's Renewable Heat Incentive Scheme. A Solar System heating your swimming pool, leisure centre, or any commercial building will currently earn 8.5pence per kWh each year, for the next twenty years. It is best to install now, as more solar systems are installed in the coming years the kWh rate will be reduced. In addition to the RHI savings, you will also save money directly off your annual energy bill. Please feel free to visit us at LIW, Stand F100 to discuss system paybacks and how much you could earn over the next twenty years with a Solar Hot Water System. Section: **Pool & Spa**

GLADSTONE HEALTH & LEISURE

Tel: +44 (0)1491 201010 | www.gladstonemrm.com

At LIW this year we have three exciting product developments to show for the first time. Learn2 is our new swim school product which simplifies the often complicated and time consuming administration process. Learn2 also allows operators to register people for courses, manage accreditation and ease the movement of pupils between levels. Contact Manager allows your sales team to follow the sales process from lead to qualified prospect and ultimately to new member. Finally our new iPhone app allows your members to search for activities and book them from anywhere. Visit our stand at H210 to see these for yourself.

Section: **Leisure Facilities**

GRAVITY UK

Tel: +44 (0)1494 458970 | www.gravityuk.net

Greet the NEW Total Gym line-up on the Total Gym stand (#H520). With three new models on display – GTS, Power Tower and Sport – experience these functional variable resistance incline trainers by trying a GRAVITY workout. Programming includes personal training, group exercise, Pilates and post-rehab, and you can enter the draw for a new Total Gym GTS to be given away at the show. Contact us now to arrange an incline demo.

Section: **Health & Fitness**

GRAVITY:
Showcasing
the new Total
Gym line-up



GYMSTICK UK

Tel: +44 (0)845 260 9339 | www.gymstickuk.com

GYMSTICK UK has a range of products for PT's, Studio classes, Outdoor sessions and Functional gym work. Instructor training is also available and the studio concept comes with regular updates. Visit the stand to see how one simple piece of kit can add resistance to your studio, interest to PT sessions and reduce queues for popular kit in the gym. UK master trainers also required to help with the UK rollout - +44 (0)845 260 9339.

Section: **Health & Fitness**

Visit us at Leisure Industry Week
Booth H722 • Sept 20-22, 2011

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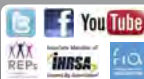
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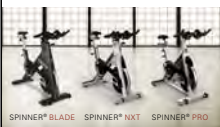
Benches

Fitness Flooring

Performance

Training Academy

INTRODUCING THE NEW SPINNER® BIKES



LEAD THE PACK.

Come see Star Trac at
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20th-22nd September.

Success Spinning® started the group cycling revolution with its patented group cycle design and the competition has been trying to catch up ever since. Six years ago the Spinner® NXT changed the group cycle category and now the next generation Spinner® bikes continues to maintain its position as the leader in the industry.

Features Improved biomechanics delivers the best rider Q factor in the industry. A patent-pending drive train including new pedal, crank arm and bottom bracket interface will far exceed the current group cycling design standards, all packaged in a new sleek, iconic design.

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For more information contact
Star Trac at +44 (0) 1494.688260 or
uksales@startrac.com

For information about the
Spinning® Program contact the
Star Trac Education Team at
+44 (0) 1494.688285 or
education@startrac.com



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EXHIBITOR NEWS

► HARLANDS GROUP

Tel: +44 (0)7966 577746 | www.harlandsgroup.co.uk

Harlands Group is the UK's leading Direct Debit and Membership Management provider. Our affordable service includes fully managed collection, call centre, online sign up and debt recovery delivered to a diverse range of clients. Harlands provide third party collection and a bureau service to clients who already have a BACS Service User Number. Our Snap system introduced online sign up to the UK in 2005 and the recent release of version 5 brings even more features. Our integrated technology means we have significant experience in the low cost sector where Harlands provide services to all the leading budget health clubs.

Section: Health & Fitness

HIPPO LEISURE PRODUCTS LTD

Tel: +44 (0)1752 771740 | www.hippoleisure.com

Come and see Hippo Leisure's exciting Squirtrum product range. Showcasing their innovative handpump water toys, the Squirtrum range comprises of four interactive units, with a simple hand operated pump which is easily rotated by children as young as 12 months but can be enjoyed by all ages. The pump produces a water squirt which flows through one of 4 brightly coloured, interactive feature tops encouraging children to chase the water back into the pool. Choose from our standard, 2-Way, Racer and Plug Hole designs. Squirtrums do not require a water supply and can be installed in any shallow pool.

Section: Pool & Spa

INNOVATIVE LEISURE LTD

Tel: +44(0)116 288 7263 | www.innovativeleisure.co.uk

Innovative Leisure Ltd. is the exclusive UK and European distributor of a range of high energy, physically challenging, interactive, family attractions suitable for use in a variety of outdoor and indoor venues, including theme parks, zoos, farm parks, FECs, local authority sites and many more. The company's product range includes a selection of climbing walls and towers, the Coconut Tree Climb, the computer controlled DigiWall, modular climbing panels, the Water Wars water balloon game, available with the optional Depth Charge feature, and a new range of major high ropes courses.

Section: Play & Attractions

Jordan Fitness:
Teaming up
around the world

JORDAN FITNESS

Tel: +44 (0)1945 880257 | www.jordanfitness.co.uk

Jordan Fitness have had a very busy 12 months since last year's LIVW. Evidence of this can be seen on their dynamic stand this year. The team have been developing new relationships with other leaders in the global fitness industry and are proud to be able to showcase this at LIVW 2011. Liveline USA and Alpha Strong have teamed up with Jordan as their main European distributors. BeaverFit and SAQ are renowned UK brands that are now working with Jordan. Jordan will launch their own much anticipated Functional Power Rack, brimming with unique design features. Come meet Team Jordan!

Section: Health
& Fitness





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Stand H230

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Tel: +44 (0)845 612 1102 | www.keiseruk.com

Keiser creates intelligent CV and resistance equipment designed for all abilities and ages. From Air, the innovative pneumatic resistance equipment designed to deliver maximum results with minimum impact, to the M3 Indoor Cycle and M5 Elliptical, with their user feedback courtesy of the onboard computer, Keiser inspires users to fulfill their exercise potential. From the Best Commercial Clubs to the best Professional Clubs Keiser can help you. Visit stand H391 and ask us 'Why Keiser?'

Section: **Health & Fitness**

KYLEMARK WORKWEAR

Tel: 0800 756 0837 | www.workwearandlogo.com

Established in 1997, Kylemark Workwear is a leading national supplier of embroidered and printed sports and leisurewear for staff uniforms to the health and fitness, hospitality and leisure industry. Whatever your business, Kylemark Workwear has the solution to your staff clothing requirements. In House embroidery and printing facilities mean we guarantee great service, quality and price. Visit us at stand F251 to see your new uniform and get the best deal of the show!

Section: **Leisure Facilities**

LEISUREWEAR DIRECT LTD

Tel: +44 (0)1246 454447 | www.leisurewaredirect.com

Established in 2001 Leisurewear Direct Ltd has a track record second to none in meeting its varied customer's needs for uniform garments and bespoke items within the passenger transport industry. 2011 is our 10th birthday which sparked the thirst for expansion so we have added a range of beauty and spa garments to our tried and tested range. You will be met with a warm welcome by Jane, Laura and Calvin at stand F342.

Section: **Leisure Facilities**

LIFE FITNESS

Tel: +44 (0)1353 666017 | www.life-fitness.com

Life Fitness will be showcasing several additions to their equipment ranges at LIW 2011, including the vibrant new Signature Series StackWrap™ shroud covers, Hybrid Cardiovascular equipment to harness your energy and power the machines and Virtual Trainer Application, which allows users to track and record workouts whilst on the move! With 40 years of delivering performance, comfort and durability to create the ultimate fitness experience, Life Fitness work tirelessly to develop the best fitness equipment on the market today.

We offer complete solutions to meet specific needs and budgets including training, after-sales service and support, financial packages, club design and construction, branding and layout, facility management and audio visual entertainment.

With expertise to provide guidance from project conception to completion, Life Fitness' award winning and aesthetically appealing products leave a powerful impression on everyone who walks through the gym doors, providing the ultimate experience that keeps them coming back.

Section:

Health & Fitness ►



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EXHIBITOR NEWS

MATRIX FITNESS

Tel: +44 (0)1782 644900 | www.matrixfitness.co.uk

Matrix Fitness Systems is the commercial division of Johnson Health Tech UK Ltd, the UK subsidiary of Johnson Health Tech Co. Ltd. (JHT), which has been producing premium fitness equipment since 1975 and is the fastest growing manufacturer of fitness equipment in the world. A truly global company with 16 subsidiaries worldwide, JHT has the intellectual resources necessary to produce the most technologically advanced equipment on the market and the economies of scale needed to deliver the best value possible. In the last two years alone, we've brought more innovative and unique concepts to the industry than any other brand. We're able to do this by combining a talented development team with exclusive partner relationships from within our industry and beyond - partners that excel in their fields, and, together with Matrix, are helping to reshape the fitness industry. Visit Matrix at LIW on Stand H370 for:

- The latest innovations in experiential CV equipment
- A preview of our brand new CV product - coming to the market soon
- Our advanced strength equipment solutions
- Our latest range of relaxation and wellbeing products
- An insight into the Team Johnson Ambassador Programme, and an opportunity to meet Olympic rower, James Cracknell OBE.

Section: **Health & Fitness**

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Designed and
engineered to the
highest standards



MERRITHEW / STOTT PILATES

Tel: 0800 328 5676 | www.merrithew.com

Synonymous with professional quality, STOTT PILATES® equipment is designed and engineered with the highest standards and craftsmanship. Featured at Leisure Industry Week will be the Club SPX™ Reformer Bundle. Lightweight, easy to move and built to last, the value-priced, entry-level Club SPX Reformer comes with all the accessories needed to get your facility's Pilates programme quickly up and running.

Also featured at the event will be the Cardio-Tramp™ Rebounder, a fun and innovative accessory that will intensify any Reformer workout. This cutting-edge tool easily transforms any STOTT PILATES Reformer into a unique Pilates cardiovascular machine.

Section: **Health & Fitness**

MILON INDUSTRIES

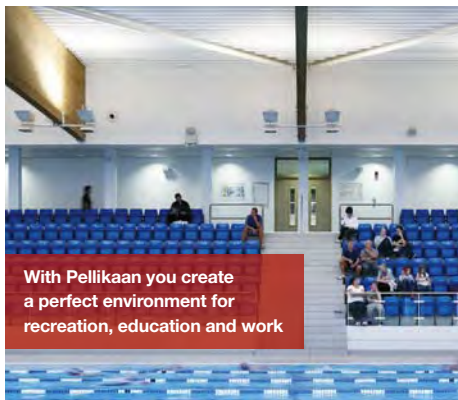
Tel: 0800 0988 420 | www.uk.milon.com

Milon Industries is Germany's leading exercise systems manufacturer. We implement a unique technology: our devices are all smartcard-controlled and, instead of mechanical resistance through weight stacks, are equipped with electronic engines which produce the resistance. Seat- handle- and lever positions and resistance levels adjust themselves automatically within seconds, making faulty device adjustments and incorrect usage a thing of the past. The electronic resistance allows additional eccentric weight to be programmed on the devices, which makes a work out 30% more effective when compared with traditional equipment. The award winning milon circuit is regarded as the most effective and innovative exercise concept in the market today. It has been implemented in over 1400 fitness clubs and our clients in the UK have seen a dramatic improvement in additional revenue and retention. Experience milon. Made in Germany.

Section: **Health & Fitness**

milon:
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controlled
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circuits





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or on www.pellikaan.co.uk
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► MYZONE

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MYZONE® is a revolutionary new system designed to enhance member engagement through user generated content (UGC). It accurately tracks, measures and monetises members' workouts, both inside and outside a club. The MYZONE® telemetry system monitors heart rate, calories, time and MYZONE® Effort Points (MEPs) using a proprietary MYZONE® Physical Activity Belt and cloud-based technology. It is the only monitoring device that wirelessly uploads without human intervention. Not only can it measure effort in a facility, it can be used in all forms of concerted physical activity irrespective of location. Rewarding effort rather than fitness, MYZONE® can help anybody regardless of age, size or ability to lead an active and fulfilling life. MYZONE® is the pinnacle of customer interaction, allowing daily engagement with members about their physical activity levels. MEPs are earned solely on each individual's level of fitness, removing imbalances based on gender, age, weight and heart rate. They are a fantastic currency with which to build an exciting programme of incentives to drive member loyalty and retention. The MYZONE® system also creates new revenue streams via belt sales, through personal training and membership upgrades. MYZONE® is the solution to your 3R's - Recruitment, Retention and Revenue!

Section: **Health & Fitness**

NEPTUNUS

Tel: +44 (0)845 180 4001 | www.neptunus.co.uk

Neptunus introduces the 'Flexolution', the latest addition to their temporary buildings product range. With this innovation, Neptunus are able to offer the characteristics of a permanent building, with all of the benefits of a temporary structure. They can be supplied and built very quickly, used for as long as necessary, can be hired or purchased and then dismantled and relocated elsewhere. Neptunus structures have been used in many applications, including a semi-permanent sports hall to be used as an Olympic Training Centre by the Dutch national team. This project saw Neptunus engineers link two Flexolution structures to form over 3,000 m2 of space in only two weeks. Importantly, Neptunus structures have the look and comfort of a permanent building and offers A-Rated energy performance under the EU Energy Performance in Buildings Directive.

Section: **Leisure Facilities**

NUTRITION COMPLETE

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Nutrition Complete – FREE report: Get 70% Better Results With Your Clients AND Make An Extra £1000 Per Month, get it now at www.nutritioncompleteonline.com. Nutrition Complete is an online nutrition and meal planning software solution for Fitness Professionals and Health Clubs with recipes from 3 of the UK's leading nutritionists. Call now to book a screen demonstration on +44 (0)161 8840604 or email us at support@nutritioncompleteonline.com. Check us out on Facebook too.

Section: **Health & Fitness**

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software for *Life*

▶ OCTANE FITNESS UK LTD

Tel: +44 (0)7799 475366 | www.octanefitness.com
Octane Fitness is a premium, x-trainer only supplier with a difference. The Pro 3700 IFI model was the first elliptical x-trainer to receive IFI Stage 2 accreditation, making it ideal for beginners and IFI users. The Pro 3700 has a smaller footprint, whilst offering far more variety to personal trainers. It includes the revolutionary Converging Path and MultiGrip handlebars, which give greater choice, comfort, and variety and replicates the natural path of the body. The Arm Blaster programme offers a serious upper body challenge while the Glute Kicker programme does likewise for lower body. The 'seated x-trainer', the Octane xR6000 is unique yet popular and very different to anything in your gym. It can be very easy for the de-conditioned user or incredibly tough for advanced users. It can be used for lower body only, upper body only, or for total body.

Section: Health & Fitness

OMNITICKET NETWORK LTD

Tel: +44 (0)1782 714300 | www.omniticket.com
OmniTicket Network is the solution of choice for venues of all sizes with a proven track record in the most well known and demanding venues. Our clients include some of the most prestigious venues in the world: Walt Disney World Universal Studios Drayton Manor Park Royal Botanical Gardens Kew English Heritage – Stonehenge Royal Zoological Society Scotland – Edinburgh Zoo.

Section: Play & Attractions

OPEN FRONTIERS LTD

Tel: +44 (0)1223 651 400 | www.openfrontiers.co.uk
With their web based system, TIME PURSUIT, Open Frontiers has revolutionised the automation of visitor management for leisure attractions operators, from zoos to museums, theme parks to activity centres, and football clubs to ropes adventures. The web based system uniquely brings together the sale and subsequent management of all leisure products for an operator under one roof in real-time. Take control - drive visitor growth, secondary spend, and team productivity!

Section: Play & Attractions

PELLIKAAN CONSTRUCTION LTD

Tel: +44 (0)20 8392 93 55 | www.pellikaan.co.uk
Over 900 leisure centres with more than 500 swimming pools in Europe: an impressive portfolio. Pellikaan specialises in designing and constructing sports facilities and commercial buildings including schools, offices and hotels. They have the experience and expertise to design, co-ordinate, and complete every aspect of construction projects. Pellikaan can be involved from the very first design or work with the client's architect to fine-tune the drawings and carry out the construction works. The vast know-how and experience have led to all UK projects being handed over on time and on budget. Visit Pellikaan on stand F408.

Section: Leisure Facilities

PHYSICAL COMPANY LTD

Tel: +44 (0)1494 769 222 | www.physicalcompany.co.uk
Suspension training has become a cornerstone of functional training. As leaders of innovative functional training, Physical Company will be launching their latest suspension gym - The Human Trainer at LIW. The Human Trainer is a dual strap suspension system that is heavy duty, comfortable and extremely easy adjust. Come to stand H520 to try The Human Trainer and to greet Physical Company's new studio set-up. Contact Physical Co - sales@physicalcompany.co.uk for details.

Section: Health & Fitness



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Power Plate International continues to set the standard for Acceleration Training™ products and services, with the launch of the Power Plate® powerBIKE™ on show at this year's Leisure Industry Week (LIW). Visitors to stand H530 can experience the next evolution in vibration training, when they try the powerBIKE, the world's first stationary bike with mechanical vibration technology. Combining the acknowledged benefits of vibration training with a cardiovascular workout, it complements the existing Power Plate machine range, by adding yet another dimension to the way in which members train. The vibrations provide an additional stimulus for a more challenging workout, but also activate the stretch reflex in the muscles, so users are better able to cope with the increased intensity. The Power Plate team will also be showcasing the many different Acceleration Training applications, with a series of short demonstrations throughout the three day LIW event.

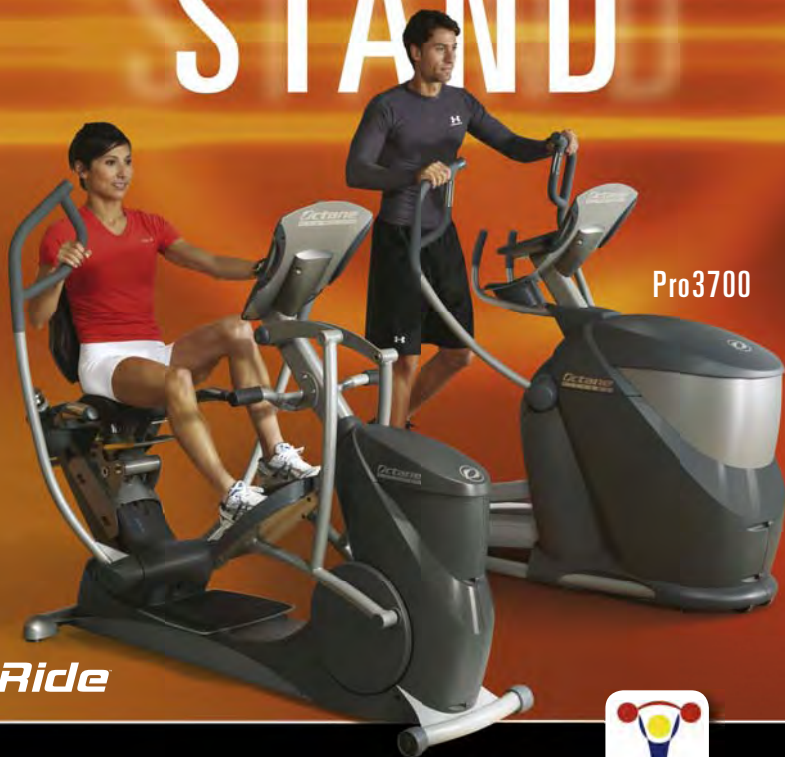
Section: Health & Fitness

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Section: Health & Fitness

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Section: **Health & Fitness**

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Whether it is state-of-the-art, sustainable, turnkey design and build developments or inclusive, energy saving, stylish fitness equipment with a superlative motivational entertainment and education package – Pulse has it all and more on display at LIW. With more than 30 years' commitment to building a healthier future for leisure operators, Pulse will be showcasing its latest innovative leisure solutions at the show to help operators keep their business as fit as their members. With inspiring partnership solutions for operators across all market sectors, everyone will engage on the Pulse stand and will be touching, discussing and trialling their latest offerings that include the Fusion Cardiovascular range, IFI-accredited machines, the Evolve Strength range, the latest generation software solution, unique competitive interactive entertainment and, operators can see and hear all about our latest sustainable, environmentally efficient leisure development partnerships.

Section: **Health & Fitness**

REVOLUTIONARY PRODUCTS

Tel: +44 (0)1403 752223 | www.revolutionaryproducts.co.uk

Revolutionary Products launches the AmadaSport Ixion interactive Real Life Video cycle. Bringing serious studio style cycling into the gym, it features a 20" touchscreen with interactive software from TACX systems. Cycle on world famous courses such as Alpe d'Huez or train with the pro's using Real Life video, or have Virtual Reality fun. Use Google Earth to explore your favourite locations or training seriously with the Catalyst training programmes. Freedom Climber, the revolutionary climbing system, allows clubs to feature climbing in the functional zone for an exciting total body workout. Stand H615

Section: **Health & Fitness**

SAFE SPACE LOCKERS

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Safe Space Lockers are launching their new interior design and 3D rendering service at this years LIW. The service will enable customers from the whole of the leisure sector to design and visualise their new changing room without committing to any costs. Safe Space Lockers are renowned for quality of lockers, washrooms, cubicles, padlocks, service and account management. Now with the added service of interior design and 3D rendering, why not visit stand H405.

Section: **Health & Fitness**

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Section: **Health & Fitness**





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Section: **Leisure Facilities**

STAR TRAC UK LTD

Tel: +44 (0)1494 688 260 | www.startrac.com

Star Trac® will showcase its two newest releases at Leisure Industry Week. The Spinner® Blade is the company's latest high performance Spinning® bike. It features an iconic aluminum frame design, an improved bottom bracket and new fore/aft seat and handlebar adjustments. The Leverage® range is set to redefine the plate loaded strength category, offering enhanced design and features, from stainless steel knurled grips to shock assisted seat adjustments and user pre-stretch settings.

Section: **Health & Fitness**

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Tel: +44 (0)1344 300236 | www.technogym.com

Technogym are delighted to announce the UK launch of the highly innovative range of Kinesis Stations cable driven solutions. The six stations allow all users of any age and ability the full range of motion with easy progression in a safe engaging way. ARKE is the complete functional solution, perfect for circuit training, small group and personal training. Combined with Kinesis there will be an active demonstration area to explore the endless exercise options to engage your members and drive secondary revenues. Also you can discover more about ARKE at the CPD Masterclass @ 3.30pm on 21st September. Register at: <http://www.liw.co.uk/Content/CPD-Masterclass-Arena-I-2>. Additionally explore Vario – the new way to run, enjoy demonstrations for the perfect cardio product that adapts to your stride (up to 83cm) the longest stride length on the market! Just visit the Technogym stand (H320) for more information!

Section: **Health & Fitness**

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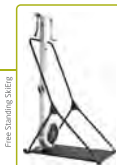
Section: **Sport**

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Visit us at stand H5 to find out how you can upgrade your existing indoor rowers to the latest model E's, to find out about adaptive accessories, and to try the SkiErg.

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Printed by Womersley Midland.

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10.30-11.15

Through the door and into the till: Innovative ways to generate new members and boost secondary spend



by: Graeme Hinde

Drawing on his years of experience and network of contacts, Graeme will tell you what some of the 'big' operators do to generate more revenue from their members. Graeme will explain how independent gym owners should consider themselves as 'landlords and shelf-stackers' based on a principle that worked for one of the UK's wealthiest retail and fitness entrepreneurs. Using real, current examples Graeme will help you to create your own action plan so that you return to your club/gym with a purpose.

11.30-12.15

Step Toe through Your Club's Legal Minefield



by: David Stalker

Due to the Corporate Manslaughter Act, Health Club Owners can be held liable for injuries that occur in their club if they don't have the right procedures in place. The CEO of the Fitness Industry, Dave Stalker, presents a frank, to the point session on the Code of Practice, what is needed, how to put it in action and an exact blueprint that Independent Operators can use to ensure that they do not fall foul of their corporate responsibilities.

12.15-14.00 Lunch in the IOU lounge

14.00-14.45

WTF is social media and how can it help your club?



by: Matt Bradney

Many companies spend a fortune on building their brand, but then completely ignore their online reputation. They think that just having a website is all you need to increase awareness and to attract new customers, but this is not the case. Your potential and current customers are on social networks talking about your business right now, so you should be engaging with them and developing one of your most important tools – word of mouth.

15.00-15.45

Global trends in the Fitness Industry that will change the game

by: Thomas Plummer



An industry legend at helping Independent Health Clubs around the globe build and run better health clubs. In his first session ever in the UK, this keynote session draws on Thom's 30+ years of pertinent experience in the fitness business. Talking about the emergence of low-cost clubs in America, to the new training techniques that allow Independent Operators to compete in today's society. The writer of the most sold books in the fitness industry on running health clubs, it is an absolute honour and a privilege to have the legendary Thomas Plummer at this year's IOU at LIW.

16.00-17.00

The IOU Annual Club Owner Forum



chaired by: Dave Wright

A closing session debating the trials and tribulations from Independent Operators around the country allowing them to share their experience and lessons learnt from running their own independent health clubs. Be it small to large and old to new, this is a unique panel selection of IOU members that can add value to the group. Designed to be a 'starting block' for total room participation, this open discussion will also focus on the best bits from the sessions of the day along with discussions about contracts and ways that the IOU can be improved for the future.

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