

# health club management

AUGUST 2013 No 205

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# health club management

AUGUST 2013 No 205

INTERVIEW

## JOHN PENNY

The MD of The Reebok Sports Club London on transforming secondary services

INSIDE

HEALTH  
CLUB SPA



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## IT'S A GOAL!

Effective goal-setting  
with your members

ON THE COVER

## RUNNING ON JUICE

The dramatic health benefits of juicing

Cover image: Jason Vale,  
founder, Juice Master

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EVERYONE'S TALKING ABOUT...

## BEYOND 12 PER CENT

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#### Trust

"Our centre is well known in the area as the premium entertainment facility for young and old. Despite this we knew there was still a segment of the market we were not capitalising on for gym membership. CFM in October/November 2012 turned this around in a traditionally slow period and now we have had one of the best starts to the year we have ever had. The numbers were important but the unexpected lift in motivation of my team was a real bonus."

**Roger Davison, CEO, Brentwood Leisure Trust, Brentwood UK**



#### Independent

"Our club is high quality and renowned throughout the community as a full service facility that produces results. Even though we have highly experienced quality staff, I wanted the experts in their field, to bring in a team that could dedicate the extra time, resources and manpower, not only to generate new members but to put us firmly at the forefront of our industry."

With no outlay, risk free, it enabled us to showcase our facility to the maximum, with maximum local media coverage, obtaining extra long term cash flow too! CFM are without doubt the only company that are able to do this professionally and effectively."

**Pete Todd, Pontefract Squash & Leisure Club, Pontefract. UKActive Board Director, Independent Operator**



#### Hotel

"Sensing the rise in competition in the area and a rise in the Budget Club Model we brought CFM in to get on the front foot, after a recommendation from our sister hotel in Ireland. Over 3 years and 3 Campaigns later we are over 1500 members better off, giving our club income security and establishing a huge presence as a market leader in the area."

**Cyril Patrick Baptist, General Manager, Croydon Park Hotel, Croydon UK**



#### Franchise

"The intensity of the campaign that CFM ran for us really captured the attention of our local market. Awareness is all well and good but you want to turn that into action. They used over 20 types of marketing to bring members through the door and created over 300 brand new members in 6 weeks without me having to put my hand in my pocket. I would strongly recommend them as they were recommended to me."

**David Webster, Owner Energie Fitness, Newbury UK**

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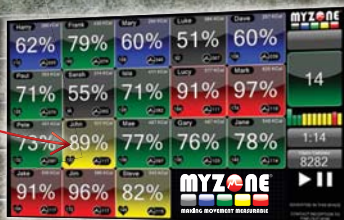
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John



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## Beyond the 12 per cent barrier



The UK fitness sector has reached a plateau in its product lifecycle: after the rapid growth of the noughties, it's been stuck at roughly the same level of market penetration – 12 per cent – for years, with only the arrival of the budget clubs nudging it up a meagre half point (*State of the UK Fitness Industry Report*).

There are signs the sector can push beyond this, from the green shoots of interest from the medical sector to the involvement of increasingly influential partners such as Tesco, which has partnered with Xercise 4 Less to build gyms in supermarkets – a move that will ensure a far higher profile with the public (see p15).

However, if we want to see a dramatic uplift, there needs to be an equally dramatic

members, but well over half have lapsed. Meanwhile figures based on TLDC data and new retention research from Dr Paul Bedford suggest up to 3.5 million members lapse each year (more details in *HCM Sept*).

That's a huge number who at best feel the gym isn't "for them", and who at worst have been alienated by clubs' behaviour.

Rather than comforting ourselves that penetration remains steady around 12 per cent, we should be analysing the situation more thoughtfully in relation to churn.

The 23 per cent of adults who are lapsed members present an opportunity to boost membership – but only if we deliver what they want, where and how they want it. London-based pop-up operator Move shows how this can be done: its Facebook page asks "What would you like to do, and where?" with suggestions acknowledged and delivered on – a contrast to the model that insists people come to the same facility with the same timetable all the time. It's about helping people create their own routine – something that suits, motivates and engages them.

It's also about fitting into routines people have already created for themselves: the last thing we should do is undermine existing fitness habits in order to implant new ones.

Equipment manufacturers are recognising this, partnering with third party apps to ensure those already engaged in tracking activity – via the likes of Nike+ or Runkeeper – can stick with this routine while drawing gym equipment-based data into the mix (see p60). These people may not use gyms all the time: they're likely to enjoy a variety of activities. However, if clubs position themselves as hubs that offer goal-setting (see p52), guidance and data interpretation, they could attract more exercise converts – and that's surely the easiest target of all to take us beyond 12 per cent.

Even before we look to new audiences, there's so much more we can do to attract people who have already bought into exercise

shift in approach. In our panel feature on page 30, ukactive's David Stalker talks about moving from fitness delivery to health delivery, while TLDC's David Minton identifies older and deconditioned people as key prospects to drive penetration and Mintel's Michael Oliver picks out young singles. But YouGov's James McCoy highlights the importance of targeting lapsed members, and this is key. Even before we look to new audiences, there's so much more we can do to attract people who have already bought into the idea of exercise.

Mintel research shows almost 40 per cent of UK adults have, at some point, been gym

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## 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](mailto:healthclub@leisuremedia.com)



**A Canadian study suggests a lack of evidence on the benefits of barefoot**

## Barefoot or shod, people run best when they're comfortable

I was interested to read your recent feature on barefoot running (see *HCM* July 13, p38). Benno Nigg and Henrik Enders, from the Human Performance Laboratory at the University of Calgary, recently published an article entitled 'Barefoot running – some critical considerations' in the journal *Footwear Science*. This examined the known research into barefoot running's effects on foot motion, training, running economy and injury.

Nigg and Enders dispute claims that running without shoes encourages a forefoot rather than a heel landing, making runners less prone to injury. They state that not only does the available research not prove any reduced injury risk, but also that other factors – such as the running surface, shoe choice, speed and individual preferences – play too large a role to make such generalisations possible. Likewise, the researchers found no difference between shod and barefoot movements in their ability to strengthen certain muscles.

They also question the main claim of barefoot supporters: that running without shoes leads to fewer injuries. They point to problems with the research on which the original claims were based and note that, while existing articles address the different injuries caused by different landing styles, they know of "no publication that provides hard evidence that people running barefoot have fewer injuries than people running in running shoes". They conclude that "it is not known whether people running barefoot have more, equal, or fewer injuries than people running in conventional running shoes".

When it comes to performance and injury, Nigg and Enders suggest that individual preference and running style is what matters: in the end, runners run best when they're comfortable – whatever they're wearing (or not) on their feet.

**Ben Hudson**

Marketing exec, Taylor & Francis Group

### Swimming needs a centralised database

The findings of the recent ASA survey, which suggest that less than 60 per cent of 10- to 11-year-olds can swim just 25 metres, is incredibly worrying (see *HCM* July 13, p17). Swimming is a life skill and should be actively encouraged, with a firm place on the curriculum. It's vital that PE funding is increased.

However, while I'm pleased the ASA has taken the initiative to carry out this survey, there are two major issues that mean the facts are based on speculation.

Firstly, the way school swimming is run across the country differs massively. Some operators hire out their pool space to schools; others actively run the sessions. We need to gain an understanding of which works best.

Secondly, data is collected in different ways by different organisations – some are still paper-based! – so it would be impossible to analyse the statistics collectively in their current format. The only way to truly understand current trends would be to have one central database of all swimmers across England.

The government must focus its efforts on enforcing the capture of information via a centralised database, so we have clear access to accurate data. Then we can focus on ensuring schools reach the target of 22 hours of lessons a year.

**Ross McCaw**

Director, Cap2 Solutions



**Swimming is a life skill and there should be more funding for classes**

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## Caerphilly to benefit from leisure investment

Residents of Risca in Caerphilly, Wales, are set to benefit from a £200,000 investment in leisure facilities, as works to improve Risca Leisure Centre are due to be completed by the end of July.

A new gym has been developed at Risca Leisure Centre with more than 50 stations, including cardiovascular, resistance, and free weights equipment.

A new health suite, viewing area and outdoor five-a-side pitch will also be on offer. Details: <http://lei.sr?a=R9A9H>



Northern gyms: A less engaged audience?

## People in the north use gyms less frequently

New research shows that gym users in the south are more active and in better health than those in the north.

The payasUgym survey looked at 8,000 gym members, with findings showing that people in the south of England visited their gym far more frequently than those in the north. London occupied the top six spots for fittest postcodes with SE1, SW1, E1, W2, NW3 and N1 coming first to sixth respectively. Manchester is the only northern city to make the top 10, coming in at number eight. Details: <http://lei.sr?a=oDoW9>

## Loughborough Leisure Centre re-opens after fire

A leisure centre in Loughborough, Leicestershire is set to re-open six months after it was forced to close because of a major fire.

Loughborough Leisure Centre has undergone an extensive revamp, with almost £1m being spent on repairing the centre. In addition to refurbishments, the pool was deep-cleaned, relined and repainted, while metal lockers had to be replaced because they melted in the fire.

The refurbishment started in March.

## ukactive joins 'Fighting Fitter'

The 'Fighting Fitter' campaign, which provides members of the armed forces with discounts at health and leisure facilities across the UK, has received a huge boost in the shape of support from ukactive.

The scheme, launched by the Labour Party in April, originally launched with Pure Gym and Virgin Active offering military discounts at a combined 190 centres.

The addition of Nuffield Health, which is offering a 25 per cent discount on a year's membership, and DLL, which recently offered free access to clubs for forces and their families over the Armed Forces Day weekend, has seen the number of participating facilities rise to more than 450.

The campaign has received the backing of former Liberal Democrat leader Ming



The campaign is backed by former Lib Dem leader Ming Campbell (left)

Campbell, who says: "Our service men and women deserve nothing but the best."

"With an increased emphasis on good health, access to a gymnasium can make a real difference to people's lives."

Details: <http://lei.sr?a=W7d5u>

## 2013 FLAME Award winners announced

The winners of the FLAME Awards have been announced during an event at the annual FLAME Conference in Telford.

Recognising excellence and best practice in the health and fitness sector, the awards are based on an independent business assessment to help benchmark facilities and the staff who work within them.

This year, winners were announced in 11 different categories. DC Leisure was given the health club operator of the year award, while Ribby Hall Sport and Leisure near Blackpool in Lancashire was handed the club of the year award for sites with more than 3,000 members.

Dave Stalker, CEO of ukactive, which organises FLAME in partnership with Matrix, says the awards continue to grow in popularity:



The FLAME winners were announced at an awards dinner in July

"The entry numbers for the 2013 awards were up on the year before, which means that people recognise these as a pinnacle achievement. In all the years that FLAME has been going, entry numbers have increased and it has become hugely competitive."

For a full list of winners: <http://lei.sr?a=14k6W>

## New leisure centre to be built in Warwickshire

A new £1.46m leisure centre in Coleshill, Warwickshire, is set to be built after funding for the project was secured.

Based at Coleshill School, the new development will offer a health and fitness club, dance studios, a four-court sports hall, squash

courts and changing facilities. The centre will be open to school children and the community. Planning permission was approved in April, while additional funding was secured from Academies Capital Maintenance Fund. Details: <http://lei.sr?a=Z2y9t>



## easyGym opens on Oxford Street

Budget fitness chain easyGym has opened a new flagship club on Oxford Street, in the heart of London.

The 2,415sq m (26,000sq ft) club is the company's eighth site, and the largest yet.

Facilities include more than 200 exercise stations, a large functional training zone, an extensive free weights area and group exercise studios.

Equipment has been supplied by Precor and Escape Fitness, including 113 units from Precor's networked 880 line as well as a wide range of Icarian strength equipment.

The club's functional training space – the Freedom Zone – offers a range of kit including core bags, ViPR, TRX and kettlebells.

Monthly membership at the club starts at £19.99. easyGym CEO Paul Lorimer-Wing says: "We're challenging the conventions of



The new flagship club is located in the heart of London's Oxford Street

both the budget and the premium gyms in the same radical way that its sister brand easyJet transformed air travel.

"Our secret is giving freedom to do more at prices that just knock people out they're so reasonable." Details: <http://lei.sr?a=l7J8G>

## New fitness centre for Exeter University

The University of Exeter has announced a new partnership with Life Fitness to equip its new fitness centre.

The centre, which will be located on the Streatham campus, will offer students and the local community new cardiovascular and strength equipment. Life Fitness will install its swipe-screen Discover consoles, Lifecycle exercise bikes and Synergy360XL hub as part of the new agreement.

The centre is due to be completed in October 2013 and will be located on the Sports Park, which offers users an eight-badminton court double sports hall, three exercise studios, squash courts, 10 indoor tennis courts, six indoor netball courts and a four-lane



Life Fitness will kit out the new centre at the University of Exeter

indoor cricket centre. Outdoor offerings at the Sports Park include a water-based hockey pitch, sand-dressed hockey pitch, MUGA, 3G Astro pitch, additional tennis courts and a 25m pool.

## Torfaen leisure services in Wales taken over by trust

A not-for-profit trust has taken over management of council-run leisure facilities in the county borough of Torfaen in Wales.

The Pontypool Ski Slope, Cwmbran Stadium and Fairwater Leisure Centre will all be operated by the newly-formed Torfaen Leisure

Trust – a move designed to create a more efficient service.

Torfaen County Borough Council will continue to fund the facilities, but has recently experienced budget cuts of 4–5 per cent.

Details: <http://lei.sr?a=n6S7t>

## Revamp for Gainsborough Leisure Centre

A new art and dance studio will be created as part of a £269,000 refurbishment at West Lindsey District Centre in Gainsborough.

The investment, which comes from West Lindsey District Council, will see unused areas of the building refurbished and brought back into use to accommodate a rise in attendance of 21 per cent since 2007.

The current dance studio will be refurbished to become a group cycling studio. A heavy weights area will also be built.

Details: <http://lei.sr?a=C8F7U>



Designs for the youth facility have been unveiled

## £6m Youth Zone planned for Wolverhampton

The first images and design plans of the new Wolverhampton Youth Zone facility for young people aged between eight and 19 have been unveiled. Wolverhampton City Council, The Morgan Foundation and the charity OnSide are working on plans to develop the purpose-built centre.

Situated on land between School Street, Worcester Street and Little Bricklin Street, the centre will offer a range of activities including sport, fitness, dance, arts, music, media and self-improvement.

Plans drawn up by HB Architects show a two-storey building featuring a four-court sports hall with facilities for indoor tennis, badminton, football, netball and basketball and a separate climbing wall.

## Upgrade for Goodwood Hotel and Health Club

The Goodwood Hotel and Health Club luxury spa and hotel in West Sussex has announced an upgrade of its gym facilities to include the latest Precor equipment.

The club has a membership capacity of 2,000 people and is also used by hotel residents. Facilities include a 160sq m (1,725sq ft) gym, now fitted with the new Precor equipment, plus treatment rooms, swimming pool, sauna and steamroom.

Details: <http://lei.sr?a=m3JA>

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**Ingrid Owen**  
VP of Group Fitness, 24 Hour Fitness

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Once members get hooked on their Zumba class, they stay. The social aspect of Zumba classes is a proven motivator that keeps members coming back. According to The IHRSA Guide to Membership Retention, "Members who socialize with friends (both new and old) at clubs have higher retention rates." With Zumba® Fitness, you attract new members with in-demand classes and retain more members by building a tight-knit community in your club. Plus, there are absolutely no licensing fees to clubs for any Zumba program, so you can fill your Group X rooms with packed Zumba classes right away.

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Zumba Gold® class offers simplified moves and easier-to-follow pacing for active older adults. This could be the perfect group to cater to during slower daytime hours

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To find the Zumba instructor that's right for your facility, and get tips on auditioning and selecting your instructor, visit [zumba.com/clubs](http://zumba.com/clubs).

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All you need is an empty space, a sound system and a licensed Zumba® instructor.

### VISIT [ZUMBA.COM/CLUBS](http://ZUMBA.COM/CLUBS)

\*Except in China

## Pure Gym announces 24 new sites

Budget club operator Pure Gym has reached agreements to open 24 new fitness centres in key locations throughout the UK.

The move follows the news in May of a £50m investment in Pure Gym following its acquisition by affiliates of CCMP Capital Advisors LLC. This investment has enabled the recent acquisition of six sites in London, five in Manchester, and two each in Edinburgh, Glasgow, Leeds and Liverpool, with the others to be announced.

Peter Roberts, founder and chief executive of Pure Gym, says the group is also planning to open a further 20 gyms throughout the UK by the end of 2014.

He adds: "We're delighted to have acquired a further 24 sites. With an equity base of £135m and a profitable and thriving



Pure Gym: Adding a further 24 sites to its existing estate of over 50 clubs

business, Pure Gym offers the best covenant to landlords in our sector."

The Pure Gym concept is based on affordable fitness and offers users 24/7 opening hours, more than 40 fitness classes a week, low monthly membership rates and no fixed contract.

## US: Obesity still up despite more exercise

New research shows American people have become more active over the last decade, but this has done little to stem the nation's obesity problem.

According to *The State of Health in the United States* report, by the University of Washington, for every one per cent increase in physical activity, prevalence of obesity fell by just 0.11 per cent.

From 2001 to 2009, obesity rates for men and women have fallen in just nine of 3,007 counties in the United States.

More than one-third of adults in the US and approximately 17 per cent of children are obese.

But in spite of the findings, American life expectancy has risen from 75.2 years in 1990 to 78.2 years in 2010. According to the study, changes in a county's income, educational



Growing problem: More than one-third of adults in the US are obese

attainment and insurance coverage did not show a correlation with life expectancy, suggesting that shifts in behavioural drivers of disease such as diet, exercise and obesity are more important.

Details: <http://lei.sr?a=17Q7H>

PHOTO: WWW.SHUTTERSTOCK.COM/KIRIHAN

## Premier Sport: New programme for young people

Sports coaching company Premier Sport has revealed plans for a new physical activity programme aimed at giving more young people the chance to be active and stay active.

The Inspire programme consists of six parts, which are carried out between Key Stages one

through four: Inspire to Nurture, Achieve, Excel, Compete, Engage and Feel Good.

The programme will measure pupil progress and attainment based on agreed outcomes with each school, allowing staff to easily measure progress. Details: <http://lei.sr?a=X1B4s>

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**jump fx**  
T3 jump

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**fight fx**  
T3 fight

Martial arts-inspired fight sequences & conditioning drills devised to strip fat & amplify power, co-ordination & confidence

**Reebok**  
EASYTONE STEP  
T3 Reebok  
EASYTONE STEP

No-nonsense exercise sequences using the EasyTone Step target fitness, core strength, balance & fat loss

## UPDATE

## Xercise4Less to open Tesco club

Independent budget gym chain Xercise4Less has secured a deal with supermarket giant Tesco to open a club at the Tesco Extra store in Stockton-on-Tees.

The 2,964sq m (31,910sq ft) club will have more than 300 exercise stations supplied by Matrix and is the first of a string of Xercise4Less clubs planned for Tesco stores.

Equipment at the Stockton club will be 'zoned' for different activities such as cardio, weights, a combat zone, a large ladies-only gym with a wide selection of female-friendly weights, and a dedicated PT zone.

Monthly memberships will be offered from £9.99 and members will have 40 free classes to choose from each week, ranging from boxercise and TRX to circuits, pilates and Zumba. An indoor cycling studio will incorporate the virtual cycling system MyRide, which allows participants to experience cycling tracks from around the world.

Xercise4Less managing director Jon Wright says: "We're excited to be partnering with Tesco on this new format, as this helps us further extend our reach and get closer to people who really need our services."

"By making fitness accessible to more people, we hope to have a positive impact on the region as a whole and really add value to the Tesco shopping experience."



Jon Wright, MD of Xercise4Less at the Stockton-on-Tees Tesco Extra

"We realise that members use our facilities for lots of different reasons. For us, it's all about offering members flexibility, and taking away as many barriers as possible to help people find time and fit exercise into their everyday lives."

The Tesco deal is part of the company's ambitious expansion plans. Earlier this year Xercise4Less announced a target of opening another 100 clubs in the next three years.

Doug Wilson, Tesco corporate affairs manager, adds: "Our store will continue to offer everything our customers need for their weekly shop, with the added benefit of a gym to help customers lead a healthy lifestyle."

Details: <http://lei.sr?a=S2C1M>



Boxer Anthony Crolla with co-owner Sean Krool

## Former Fitness First gym bought by managers

A former Klick Fitness gym, where boxing champion Anthony Crolla trains, has been acquired by two former managers.

The gym closed in March as part of Fitness First's company voluntary arrangement which saw the group disposing of its lowest performing sites. Klick Fitness was the group's budget brand.

Former managers Barry Cornwell and Sean Krool acquired the site with external financial backing, including from the landlord, and relaunched the 1,950sq m site under a new name: Tick Fit Gorton.

The club offers 52 CV stations, 20 studio bikes, a large selection of fixed resistance kit and a large free weights area. There's also an extensive functional zone offering kettlebells, ViPR, battle ropes, Power Plate, a purpose-built rig with monkey bars and a variety of suspension training equipment.

Alongside the group exercise studio is a second studio for boxing, offering training sessions and white collar boxing events. A lounge offers free tea and coffee at all times.

The club currently has 1,850 members.



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## SkillsActive and 1st4Sport deal

SkillsActive, the Sector Skills Council for active leisure, learning and wellbeing, has announced a partnership with 1st4Sport Qualifications to bring advanced levels of collaboration between the respective organisations.

1st4Sport has been heavily involved in the active leisure sector, engaging in partnerships with the FA, RFU, ECB and LTA to build qualifications that aiming to strengthen the industry.

SkillsActive CEO Ian Taylor says: "Our work with awarding organisations goes a long way to maintaining the high levels set by the industry, to ensure its employees are fully qualified and competent, and 1st4Sport Qualifications is the perfect organisation to partner this work."

1st4Sport qualifications education director Tony Dallimore adds: "We look forward to



New partnership: Ensuring employees are fully qualified and competent

working with SkillsActive on a variety of qualifications that will help meet the needs of the industry."

In a statement, SkillsActive also said that 1st4Sport's consistent levels of excellence will ensure that standards in the industry are maintained and remain relevant to the sector's employees.

## Bursary launched for fitness instructors

Training company YMCAfit has launched a £50,000 bursary to subsidise the costs of its current specialist populations training courses. By offering course subsidies worth up to 25 per cent, the charity is aiming to increase the number of fitness professionals who can safely teach groups such as pregnant women and new mothers, older adults and people with a range of disabilities.

Many of the groups are at present unable to take part in exercise because facilities or instructors are unable to cater for their specific needs – something demonstrated by research conducted by YMCAfit and Aspire. The findings of Aspire research shows two and a half times fewer disabled people take part in sporting activities compared to non-disabled people.

Denise Page, head of YMCAfit, says: "We passionately believe that everyone should be able to take part in some form of exercise, regardless of age, physical condition or ability.



The funding will look to increase the number of trainers who can safely teach specialist populations

"It's important that we encourage fitness instructors to cater for the needs of groups that are often excluded from regular exercise, such as older people, pregnant women and people with disabilities."

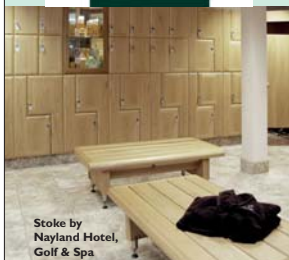
## Fitbug secures deal with Aetna to feature on CarePass

Online personal health and wellbeing provider Fitbug Holdings has secured a deal with CarePass, a new interactive consumer website and mobile app launched by Aetna.

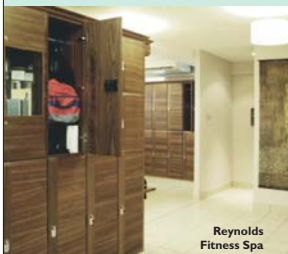
Fitbug users will be able to upload their activity, nutrition and other data to the

CarePass platform for a holistic view of their health and wellness.

CarePass helps consumers set health goals and guides them to apps that can help achieve those goals, such as Fitbug's devices that sync to the latest smartphones and tablets.



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## TSI announces Fitcorp Private Fitness Division

Following its acquisition of Boston-based Fitcorp earlier this year, New York-based Town Sports International (TSI) has announced the launch of Fitcorp Private Fitness Division.

The new division will manage private fitness centres for large and small companies. In addition to Boston, TSI plans to roll the model out to New York, Washington DC and Philadelphia, where it already operates clubs.

Gary Klencheski, founder and former president and CEO of Fitcorp, will be the president of the Fitcorp Private Fitness Division. Members of the division will also have access to TSI's 159 clubs.

## Webracing announces rollout of pilot study

Webracing is due to conduct clinical trials using interactive bikes with people suffering from Parkinson's disease, following promising results among a small sample of patients.

"Over last three years, we have been testing interactive bikes with Parkinson's patients with some promising results," says Webracing's Duncan Lawson. "It's not a question that physical activity helps – it's about looking at the role of the interactivity on stimulating neurotransmitters."

The four national health insurers in the Netherlands have underwritten the costs of the pilot, which starts in October. "Initial results are so promising that they have also underwritten the next stage, to scale up to 2,500 patients in January 2014," says Lawson.

A German health insurer has also committed to the project, adding a further €250,000 to the €4m trials.

## Vivafit to enter UAE – first club in Abu Dhabi

Women-only fitness franchise Vivafit is set to open its first location in the UAE this October, in Abu Dhabi.

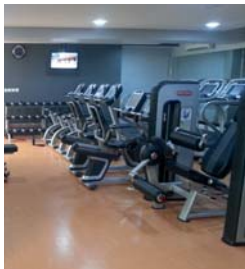
The club will offer modules focused on lifestyle change, weight loss management, nutrition, fitness and coaching.

Otina Bhanot, area developer of Vivafit in the UAE, says: "Vivafit is absolutely suited to this market and fills a big gap – an advanced fitness centre created for women that takes into consideration how they work, live and take care of their wellbeing."

Bhanot's long-term aim is to open four centres in Abu Dhabi.

## 'Eat and Burn' concept for Nigeria

A new independent health club, Biobak Eat and Burn, has opened in the Nigerian city of Abuja. Owned by Biobak Ventures, which already runs two successful restaurants in Nigeria, this new club marks the company's first venture into fitness.



The brand targets middle to high income groups

The brand new, 160sq m gym, which opened on 4 June 2013, is located in the Citrus Mall shopping centre in Abuja. Also in the mall – which spans a total of 1,800sq m including car park and lawns – are a restaurant and spa, both also owned by Biobak Ventures, as well as a selection of shops.

The gym is kitted out exclusively by Star Trac, offering CV kit with embedded screens, the Inspiration Strength range, HumanSport cable-based stations and Spinner NXT bikes.

The gym targets those earning middle to high incomes, with a monthly membership of US\$60 (10,000 Nigerian Naira). The monthly membership fee only covers gym membership – use of the spa and other facilities incurs additional costs. However, included in the membership fee are free dieting services for all members. Healthy meals can also be purchased.

Although this is the first club for Biobak Ventures, its owners already hope to expand the Biobak Eat and Burn concept into other cities in Nigeria.

## FITLANE announces eighth location

French operator FITLANE, the market leader on the Cote d'Azur in the south of France, has announced the forthcoming opening of its eighth health club.

The new club will be located in the town of Villeneuve-Loubet, with the opening currently scheduled for October 2013.

Facilities at the 2,000sq m site will mirror those of other FITLANE clubs, with an extensive group exercise timetable alongside a large gym.

For more information on FITLANE, please see our interview with founder and CEO Hans Peter Franklin – HCM Oct 12, p32.



Facilities will mirror those of other FITLANE clubs

## UXF rollout for Town Sports International

Town Sports International (TSI) in the US has announced plans to install UXF Training Zones in most of its clubs by the end of the year.

Around one-third of its clubs – which operate under the brand names New York Sports Clubs, Boston Sports Clubs, Philadelphia Sports Clubs and Washington Sports Clubs – already have these areas, which focus on functional training. The green-turfed zones offer a range of equipment including suspension trainers, battle ropes, sandbags, weighted sleds and tractor tyres.

The goal is to offer a training option that delivers results in a short period of time, with

instructors leading sessions in the zones such as UXF Ripped – a class that combines a core workout with functional strength training to burn calories, build muscle, and increase stamina and agility.

"We've seen a huge shift towards functional training in the fitness world, but it's typically offered by specialised gyms, which don't often feature a diversity of other equipment and fitness programmes," TSI CEO Bob Giardina said in a statement. "The UXF Training Zones have become so popular with our members that we're now planning to install 50 per cent more than we'd originally projected."

## Juicy Oasis opens in Portugal



The new juice retreat in Portugal includes a gym and the Eden Spa for guests to enjoy year-round

Juicy Master, the juicing company owned and run by director Jason Vale, has launched its second retreat.

Juicy Oasis launched in Portugal in June 2013, offering week-long residential juicing and exercise programmes. The new retreat is open year-round, so the offering includes a gym and spa – the Eden Spa – to ensure guests have fitness and relaxation options whatever the weather.

This second location, which is wholly owned by Vale, is bigger and more luxurious than the original retreat in Turkey. “There’s a beautiful relaxation room with suspended cocoons, a hot pool, five treatment rooms and an outdoor loft sauna overlooking the lake,” says Vale. “There’s also a yoga dome, a

huge exercise platform overlooking the lake, and a small gym with equipment from Life Fitness and TRX.”

The original Turkish retreat has been running for around 10 years, and has now settled at a location in the mountains outside Dalaman. It offers a mountain water pool, a covered space for exercise classes during the heat of the day, a platform for morning and evening sessions, and beautiful surroundings for daily hill walks.

Vale now has plans for more Juicy Oases: “I’d like two in the States – one on the east coast and one on the west. I’d also like one in Australia and one in England, in Cornwall.”

*For a full report on the Juicy Master philosophy and business, please turn to p38.*

## Obesity is a disease, declares AMA

The American Medical Association (AMA) – the leading physicians’ organisation in the US – has voted to declare obesity a disease, in a move that effectively categorises 78 million American adults and 12 million children as having a medical condition requiring treatment.

“Recognising obesity as a disease will help change the way the medical community tackles this complex issue that affects approximately one in three Americans,” says AMA board member Dr Patrice Harris.

The AMA’s decision lifts obesity above the status of a health condition, disorder or marker for heightened risk of disease

– as high cholesterol is for heart disease, for example – and essentially makes diagnosis and treatment of obesity a physician’s professional obligation.

“This will force primary care physicians to address [obesity], even if we don’t have a cure for it,” says Dr Rexford Ahima of the University of Pennsylvania’s Institute for Diabetes, Obesity and Metabolism.

Prior to the vote, the AMA sought advice on whether its action might help affected patients get improved access to useful treatment, or simply further stigmatise a condition that has numerous causes but few easy fixes.

20<sup>th</sup> - 22<sup>nd</sup> February 2014  
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Dexter will oversee all ACSM operations

### William Dexter named president of ACSM

William W Dexter has taken up his new role as president of American College of Sports Medicine (ACSM) – the world's oldest and largest organisation focused on sports medicine and exercise science.

Dexter says: "ACSM has become a national and world leader. It's now critical that our membership sees value and benefit from this extraordinary growth and change. We will also continue to engage the public, building on organisational relationships to build our brand and promote awareness."



Mike Beeny becomes a director at CFM

### Mike Beeny to look after MYZONE in Asia Pacific

Mike Beeny – a former director of Lifetime Training who relocated to Australia with his family – has been made a director of Creative Fitness Marketing (CFM) Australia, looking after MYZONE in the Asia Pacific region.

Dave Wright, chief executive of CFM, says: "Mike is a very experienced fitness professional and has a sharp business mind."

"His knowledge of training and systems is a great asset to us as a company – particularly in the markets of Australia and New Zealand."

## Gym Group grows property team

The Gym Group has named David Melhuish as its new head of property development. The role is a new one, and has been created to support plans to grow the company's commercial property portfolio by up to 30 clubs a year.

The company, led by John Trehan, also intends to add a fourth acquisitions manager to its growing property team.

The two key roles were announced on the back of a £50m investment in new equity by Phoenix Equity Partners and prepares the budget gym chain for rapid expansion.

With an MSc in building services engineering and more than 20 years' experience of property development and facilities management in the retail sector, Melhuish will oversee The Gym Group's commercial portfolio. He will report to the property director and work alongside the acquisition managers.

Melhuish says: "This is a crucial and exciting time in the company's history. The Gym has great brand awareness and has won countless awards in leisure and business

circles. With new, strong financial backing and great governance, I believe I can make a significant contribution to the achievement of ambitious growth plans."



Melhuish will oversee the commercial property arm

## Derek Burke takes up EMEA role at Precor

Equipment supplier Precor has announced the appointment of Derek Burke as EMEA regional commercial director.

Burke's appointment follows the imminent retirement of current president Paul Byrne, and Rob Barker's subsequent appointment as Precor's new president.

Burke joined the fitness industry in 2003, working as sales and marketing manager with one of Precor's distribution partners – the

KAAS group in the Middle East – and since 2006 has worked directly for Precor. He moves from his current position as sales director for Precor's EMEA Export business, which he has held since 2009, to take up the responsibilities of EMEA regional commercial director.

During his time at Precor, Burke has been instrumental in leading the growth of Precor's EMEA Export business – which covers areas including the Nordics, Russia, the Middle East and Africa – managing and developing a growing, multi-disciplined team.

Burke's new role is based at parent group Amer Sports UK offices, although Burke will spend time travelling to other key Precor and Amer offices within EMEA markets as part of his remit to further develop the business.

Burke says: "These are extremely exciting times for Precor, where significant investment in research and development in recent years has led to heightened levels of growth and customer satisfaction. I'm honoured to now lead the strategic direction of the EMEA business."

Rob Barker, Precor's new president, adds: "Precor has a long and established track record of team development and succession planning. Derek's skills and experience will be a tremendous asset to driving the business forward in this region."

Precor is part of Amer Sports, which also owns the Wilson, Atomic and Suunto brands.



Burke: "Honoured to lead the strategic direction of the EMEA business"

## New marketing boss for payasUgym

Online lead generation service payasUgym.com has appointed Ed Luck as its new marketing director.

Tasked with driving customer acquisition, Luck will be responsible for the strategic direction of all marketing initiatives moving forward. He arrives as a highly experienced marketing professional with extensive knowledge of blue chip and SME businesses, spanning a range of high-growth consumer brands including Orange and Sportsgear.

Commenting on his appointment, Luck says: "What I find appealing about the payasUgym proposition is its straightforward and intuitive nature."

"There are exciting times ahead for the brand and I'm looking forward to helping with the next stage of the company's evolution."

PayasUgym.com currently has more than 1,200 gyms, leisure centres and health clubs on its system – each using the service for online lead generation. Last year the company secured a partnership with Tesco which could see the online company provide gym passes to up to



Luck will be responsible for all marketing initiatives

16 million Clubcard customers. The deal will allow Clubcard customers to use their Clubcard points to purchase gym passes for health clubs and leisure centres across the UK.

## Steve Cram to step down as EIS chair

Steve Cram is to step down as from his role as chair of the English Institute of Sport (EIS) after more than 10 years. UK Sport will lead the process to recruit a new chair and expects to make an appointment in the autumn, when Cram will hand over to his replacement.

Cram, a former Olympic silver medallist, says: "After the superb achievements of London 2012, the high performance system is going through a period of evolution to help ensure that Great Britain can maintain its success. I think now is the right time to move on and pass the baton to someone else to guide the EIS in the next stage of its development."

EIS provides sport science and sport medicine to more than 30 Olympic and



Cram is a former Olympic athletics silver medallist

Paralympic sports. It currently has more than 200 practitioners delivering an average of 4,000 hours a week of sport science and medical support to athletes.



Andy Bryan joins OCL from Impact Sales

## OCL brings sales in-house and appoints new manager

Oldham Community Leisure (OCL) has brought its sales and membership teams in-house for the first time, and recruited a new membership manager.

Andy Bryan previously worked for Impact Sales, the external sales company used by OCL.

In his new role, he will be responsible for overseeing the management of employees and resources within the sales team, to ensure the OCL meets the specific needs of its customers. The rest of the four-strong sales team started last month.

## Klaus to lead Club One following McBride exit

Bill McBride has stepped down from his role as president and chief operating officer of US-based health club chain Club One.

Robin Klaus, the current chair and former chief executive of Club One, will retain his role to continue managing the company for rapid growth.

Klaus was formerly chair of Planet Fitness, a health and fitness club company in Singapore, and served as the president and chief operating officer of fitness manufacturer Star Trac.

## "MARRIOTT LEISURE GETS SOCIAL"

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Director of Golf & Leisure – UK North (and our client)  
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## Why attend IHRSA's Congress?

• Alison O'Kane • Associate VP of international operations • IHRSA

Having attended 10 of IHRSA's 12 annual European Congresses, I look back fondly, recalling the amazing people I have met, as well as the cities it has brought us to – Madrid, Brussels, London, Berlin, Rome, den Haag/Amsterdam, Paris, Lisbon, Dublin, Barcelona, Milan, Vienna. Each event had its own personality, made up of the people who attended and the local culture. Now we come full circle, back to the city that launched the Congress – Madrid.

We're heading to a city that's home to one of our strongest international partners, MAS (Management Around Sports). MAS will be providing delegates with recommendations of what to do and see, to help attendees fully experience Spanish culture.

We expect 450+ operators and industry professionals from approximately 30 countries and five continents, making the Congress not only a European event but a global learning experience. There will be ample opportunity to network with peers, speakers and sponsors, with a sponsor showcase featuring the latest product innovations, as well as networking breaks, dinners and a tour of local clubs.

The educational programme will cover all aspects of the health club business such as leadership, sales management, retention and member loyalty, strategies for creating



This year's Congress in Madrid offers one of Europe's best educational and networking opportunities

a leading brand, financial management, community engagement, and social media.

One of our keynote speakers, Magnus Lindkvist – an author and trendspotter from Sweden – will address the subject 'When the Future Begins: Trendspotting, Future-Thinking and the Attack of the Unexpected'.

We hope that you will join us at the IHRSA European Congress in October

### The IHRSA European Congress

Venue: Meliá Castilla, Madrid, Spain

Dates: 17–20 October 2013

For more information:  
[www.ihrsa.org/congress](http://www.ihrsa.org/congress)

## Ask the experts: Getting recognition for your community outreach initiatives

*We're expanding our involvement within the local community. With that, we're hoping to generate some positive PR. Can you suggest any PR strategies for our independent club?*

*Linda Mitchell, director of marketing & public relations for Newtown Athletic Club in Pennsylvania, US, offers her thoughts:*



"Generating positive PR is an ongoing activity that begins with getting yourself physically outside of your club. Either make the commitment to do it yourself, or assign a capable representative.

Join local business groups such as the Chamber or the Business Association. Join local service groups such as Rotary International, Lions Club, Kiwanis Club

or Red Cross. Get involved with charitable organisations at a local or regional level.

Once you've joined and become familiar with these groups, take on a few choice leadership roles in the organisations that align closely with your mission. This will demonstrate to the community not only your dedication, but also your ability to achieve goals and make a difference. We found we could make the most impact for good in the community, and gain the most credibility for doing so, by being leaders.

In addition, support local charities and schools through a well-managed system of donating goods and services to their various fundraisers.

Finally, create good relationships with your local media. This is more easily done when your community involvement is



Health clubs should take the lead in the community

already established. Often the local media will be present at community events and interested in how you are contributing. This leads to organic relationships with the media that will give you access when you need it."

Read more answers to this question at  
[www.ihrsa.org/industryleader](http://www.ihrsa.org/industryleader)



## Strategic partner for IHRSA in Croatia

IHRSA has announced a new strategic partnership for Croatia, having come to an agreement with CLT Sportski Savjeti – the representative for Les Mills in Croatia.

"IHRSA is pleased to work with a strong partner in the newest European Union country," says Hans Muench, IHRSA director for Europe. "By partnering with CLT, IHRSA is leveraging global strengths and local expertise in order to grow the sector and raise awareness about the health benefits of exercise."

CLT's plans for 2013 include driving growth and improving the professionalism of the Croatian fitness sector via regional seminars, regular networking events, a new internet and social media platform and organised trips to IHRSA's European Congress and the 33rd Annual IHRSA International Convention & Trade Show.

Laurent Duchene of CLT says: "It was a great experience to attend IHRSA's 12th European Congress in Vienna, Austria, last year. After networking and sharing best practices with over 450 delegates from 35 countries, I was keen to become part of IHRSA's network."

Details of the new partnership were announced at the FRIC Fitness and Wellness International Congress, which took place in Rijeka, Croatia, on 22 June. "IHRSA and CLT share a common goal of promoting and protecting the global



Duchene: Keen to become part of IHRSA's network

health and fitness industry," says Joe Moore, IHRSA's president and CEO. "We look forward to growing this mutually beneficial relationship."

### Events diary

Visit [www.ihrsa.org/calendar](http://www.ihrsa.org/calendar)

#### 5-7 September 2013

14th Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show – São Paulo, Brazil

#### 12 September 2013

Championship Personal Training: Increasing Your Business Performance (Webinar)

#### 17-20 October 2013

13th Annual IHRSA European Congress – Madrid, Spain

#### 12-15 March 2014

IHRSA 2014: The Annual International Convention and Trade Show – San Diego, California, US

## Running reduces anxiety, says study

A new study published in *The Journal of Neuroscience* suggests that running can reduce anxiety. The study involved two groups of mice: one sedentary group, and another that was allowed and encouraged to run regularly. All of the mice were then put in mildly anxiety-inducing situations, and the parts of the brain responsible for stress response lit up in both groups' brains.

However, the regular runners adapted quickly and were able to cope with the anxiety much more rapidly than the sedentary mice, who still showed signs of stress and anxiety long after their counterpart group had calmed down. "It's not a huge stretch to suggest the hippocampi of active people might be less susceptible to certain undesirable aspects of stress than those of sedentary people," says study author Elizabeth Gould.

## Congress: Registration rates rise after 20 August

The European Congress features presentations delivered by executives from inside and outside the health club industry, providing thought-provoking commentary on trends shaping business and the fitness industry. Networking events, focus group discussions and evening and lunch receptions provide the opportunity to build relationships with colleagues from across Europe. Registration rates for this year's event – to be held on 17-20 October in Madrid – will increase after 20 August. Visit [www.ihrsa.org/congress](http://www.ihrsa.org/congress) to learn more and to register at the lowest available price.

## Applications open for Leadership Award

IHRSA is seeking nominations for the 2013 European Club Leadership Award. The award will be presented at the annual IHRSA European Congress in Madrid, Spain. The award recognises the European club leader who has done the most to advance their company and the industry through strong leadership and performance. Individuals may nominate themselves or others. The deadline for entries is 6 September. For an application form, email [intl@ihrsa.org](mailto:intl@ihrsa.org)



Rene Moos of HealthCity International won the European Club Leadership award in 2012

## About IHRSA

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

To learn how IHRSA can help your business thrive, visit [www.ihrsa.org](http://www.ihrsa.org)  
Locate a quality IHRSA club at [www.healthclubs.com](http://www.healthclubs.com)

# The IHRSA Global 25

Who are the world's leading health club operators? Kristen Walsh summarises this year's listing

IHRSA recently published *The IHRSA Global 25*, an annual listing of the top 25 health club operators around the world.

"The companies recognised in *The IHRSA Global 25* truly span the globe, and each makes a significant contribution to making people healthier and more physically active," says Joe Moore, president and CEO of IHRSA. "Every day, our vibrant industry – with its vast array of quality health club facilities, fitness professionals and innovative programmes – helps members and non-members alike to achieve their health and fitness goals."

"*The IHRSA Global 25* listings are instructive and impressive," adds Jay Ablondi, IHRSA's executive vice president of global products. "The leading club companies that populate *The IHRSA Global 25* are entrepreneurially driven and continually demonstrate their ability to provide health and wellness services, fitness facilities and expertise at a value that today's consumers demand."

## Worldwide leaders

Of the 54 companies that make up *The IHRSA Global 25* listings, 24 are headquartered in the United States, followed by the UK (seven companies), Brazil (three), France (three), Germany (three), Japan (three), Norway (three), Denmark (two), Russia (two), and Sweden (two). Argentina, Australia, Canada, Chile, Columbia, India, Mexico, Taiwan and Turkey each have one entry.

The top player on *The IHRSA Global 25* ranking in terms of membership is 24 Hour Fitness USA, with 3.8 million members. Curves International comes in at number two, with 2 million members.

When it comes to units owned, LA Fitness International in the US claims the number one ranking with 568 locations, followed by 24 Hour Fitness with 419 sites.

## NUMBER OF FACILITIES OWNED - YEAR 2012

Rank & Company	Number owned	Other Units	Total Units
1 LA Fitness International, LLC	568	N/A	568
2 24 Hour Fitness USA, Inc	419	N/A	419
3 Fitness First	405	Franchised: 31	436
4 GoodLife Fitness Clubs	300	N/A	300
5 Health City	279	N/A	279
6 Virgin Active	269	N/A	269
7 Konami Sports & Life Co., Ltd	205	Managed: 173	378
8 McFit GmbH	170	N/A	170
9 Town Sports International Holdings, Inc	160	N/A	160
10 ClubCorp	144	Managed: 6	150
11 Groupe Moving	135	N/A	135
12 Central Sports Co., Ltd	116	Managed: 41	157
13 Talwalkars Better Value Fitness, Ltd	110	Licensed: 6; Franchised: 21	137
14 Renaissance, Inc	107	Managed: 7	114
15a Life Time Fitness, Inc	105	N/A	105
15b SATS	105	N/A	105
16 Fitness World	100	N/A	100
17 David Lloyd Leisure	93	N/A	93
18a LA Fitness	80	N/A	80
18b BIO RITMO/SMARTFIT	80	Franchised: 4	84
19 Holmes Place	79	N/A	79
20 DW Sports Fitness	68	N/A	68
21 Pacific Club	67	N/A	67
22 GoodLife Health Clubs	66	N/A	66
23a Bodytech (Colombia)	64	Franchised: 39	103
23b Nuffield Health Corporate Wellbeing	64	N/A	64
24 Bannatyne Fitness, Ltd	61	N/A	61
25 Russian Fitness Group (World Class & FizKult)	51	N/A	51

In 2012, franchise companies continued to report impressive growth. The leaders in terms of unit growth were all in the US. Anytime Fitness was at number one with 2,035 facilities – a 15 per cent increase over 2011. Snap Fitness, with 1,400 units, was

up 13 per cent. Meanwhile Planet Fitness reported 653 clubs – a 33 per cent increase.

US-based Life Time Fitness (NYSE: LTM) was first for total revenue, reporting US\$1.127m in 2012, followed by the UK's Virgin Active in with US\$1.037m.

## MAKING THE CUT

Each year, *The IHRSA Global 25* ranks companies on the following criteria:

- Total membership
- Total clubs owned
- Total revenue
- Revenue and unit growth
- Total franchise units
- Five-year revenue growth
- Five-year unit growth

## FOR MORE INFORMATION

To read more, and to view all *The IHRSA Global 25* listings, visit:  
[www.ihrsa.org/cbi/2013/6/25/ihrsa-global-25.html](http://www.ihrsa.org/cbi/2013/6/25/ihrsa-global-25.html)

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# Budget Cuts



David Stalker, CEO of ukactive, reports on how the latest round of spending cuts will impact the physical activity sector

**W**ith the UK economy recovering slower than originally expected, Chancellor of the Exchequer George Osborne announced another set of budgetary changes in the 2013 Spending Review of 26 June. In it, he set the target of a further £11.5bn of savings from current spending, laying out spending plans across 17 government departments during the financial year 2015–2016, with details of the direct impact this latest round of cuts will have on public services.

In total, government expenditure for 2015–16 is expected to be £745bn – a bid to meet the government's commitment to pay off Britain's budget deficit within five years. Some departments may have fared better than others, such as the NHS and overseas aid, but the majority received average cuts of between 8 and 10 per cent.

## DCMS & local government

The impact on the physical activity sector will be a mixed one. The department of Culture, Media and Sport (DCMS) has had its resource budget cut by 7 per cent, with community sport in particular receiving a 5 per cent cut. In comparison to the cuts other departments are expected to make, those of DCMS are quite limited, but it will still result in the direct loss of several million pounds from Sport England's core budget. However, since the organisation mainly funds its projects through National Lottery funds, the proceeds of which continue to be healthy, the decrease in budget will have a limited impact on its activity.

More significantly, the cut in local authorities' budgets will have an indirect but deeper effect on local services such as leisure. The Department for Communities and Local Government took one of the biggest hits in this year's Spending Review. Local government has to make a 10 per cent cut – a huge decrease. As a result, all local budgets across the country will be tighter, which in turn will restrict local investment and put at risk the development and maintenance of local facilities and sport programmes. It will also force tough decisions regarding the mix of



Government plans to extend the age for traineeships could be good news for fitness sector employers

facilities provided by local authorities, and the approach taken to their management.

## Positive news

However, there are other reforms taking place in parliament that will benefit the physical activity sector in the long term, the most significant of which are education measures targeting the employability of young people. The government recently announced a series of actions aimed at developing further apprenticeship and traineeship programmes.

Traineeships, which currently target young people aged 16–19 years, will be extended to 19- to 24-year-olds to help the transition from education into work. In addition, the Department of Business, Innovation and Skills will run a consultation this summer to review apprenticeship funding, which aims to place purchasing power directly in the hands of employers as suggested in the Richard Review, which was published back in November 2012. The consultation will consider the possibility of making payments to employers.

These announcements are good news for employers in the fitness sector, as it will help upgrade and diversify the workforce by making possible

the development of new training and qualification opportunities for young people entering the activity sector.

## Olympic legacy

Finally, the budget for elite Olympic and Paralympic sport has been ring-fenced, ensuring £355m of investment in the organisation UK Sport over the four years up to 2016. The government will also invest, again through UK Sport, over £70m of Exchequer and Lottery funding in Paralympic sports, to promote equality and social mobility in the run-up to Rio 2016. These steps may not have a direct impact on our sector, but it demonstrates willingness on behalf of the government to pursue the Olympic legacy, the baseline of which was to get more people active.

## Opportunities remain

Public funding for sport may have been cut nationally and locally, and this may not be the final word in the government's plan to reduce the deficit. However, investment in the NHS, the training of young people and commitment to an Olympic legacy does mean that there are still plenty of opportunities for the health, fitness and physical activity sector to have a positive impact on public health.

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GLL is as excited about the future today, as we were back in 1993. We recently moved beyond leisure centres and also run libraries, adventure playgrounds, arts, day spas and parks services. But that's not all. We'll be operating two flagship Olympic venues; the Copper Box Arena and London Aquatic Centre on the Queen Elizabeth Olympic Park after the successful London 2012 Olympic and Paralympic Games. So, for all our customers, partners and supporters, there are even more exciting times ahead.

To everyone that's played a part in our journey to date, thank you. We look forward to the next 20 years...

To find out more about GLL, please visit [www.gll.org](http://www.gll.org)

To become a member of your local leisure centre (or library), visit [www.better.org.uk](http://www.better.org.uk)

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## AUGUST

### 7-11 | **IDEA World Fitness Convention**

Venue Los Angeles, US

#### Summary

Claimed to be the world's largest, longest-running international fitness convention, featuring diverse educational programming from world-renowned presenters.

Web [www.idealifeit.com/world](http://www.idealifeit.com/world)

## SEPTEMBER

### 3-5 | **BASES Conference 2013**

Venue UCLAN, Preston, UK

#### Summary

The annual conference of the British Association of Sport and Exercise Sciences, the professional body for sport and exercise sciences in the UK.

Web [www.bases.org.uk](http://www.bases.org.uk)

### 5-7 | **Annual IHRSA / Fitness Brasil Latin American Conference & Trade Show**

Venue São Paulo, Brazil

#### Summary

Latin America's premier health and wellness event, featuring three days of seminars, networking opportunities, and a trade show with more than 100 exhibitors and over 10,000 visitors.

Web [www.ihrsa.org/fitness-brasil](http://www.ihrsa.org/fitness-brasil)

### 8-11 | **SPATEC Fall, North America**

Venue San Diego, US

#### Summary

An appointment-based event that brings operators of leading hotel, resort, destination, athletic, medical and day spas together with leading domestic and international suppliers.

Web [www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)

### 18-19 | **Health+Fitness Business Expo & Interbike Expo**

Venue Mandalay Bay, Las Vegas, US

#### Summary

This event in the US brings brands, retailers, press and industry influencers together for the business of health and fitness. Taking place alongside the Interbike Expo is an Outdoor Demo event on 16-17 September.

Web [www.healthandfitnessbiz.com](http://www.healthandfitnessbiz.com)

### 18-20 | **European Fitness Summit**

Venue Barcelona, Spain

#### Summary

This summit offers suppliers from the fitness, wellness and health industries an opportunity to enjoy face-to-face meetings with decision-makers from leading fitness studios and wellness centres in selected European markets.

Web [www.european-fitness-summit.com](http://www.european-fitness-summit.com)

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## EVERYONE'S TALKING ABOUT ...

## Beyond 12 per cent

**I**n the UK, the fitness industry has been hovering around 12 per cent population penetration for years. Why can't we push beyond it?

John Treharne, CEO of the Gym Group, says 35 per cent of its users have never been

to a gym before. But if low-cost clubs are attracting a new demographic, why are we still stuck at 12 per cent? Are we haemorrhaging members as fast as we can sign them up? Or is the 12 per cent figure out of date, simply repeated out of familiarity rather than being accurate today? Or is the static membership figure due to a growth in casual users, who might account for another few per cent?

The ongoing problem of retention of course lies at the very heart of this:

The 12 per cent market penetration figure gets bandied about, but how accurate is it? What figure could the sector reach, and what does it need to do to achieve this?

penetration levels are always going to be plagued by members lapsing. What more can we do? Of the non-user groups, lapsed members are generally recognised to be the easiest sell, so are clubs finding out why people have left and making efforts to win them back? And how good are clubs at welcoming new members, setting them off on the right track and keeping them motivated – and returning regularly – by making sure they're achieving their goals?

Non-gym based activity is another issue: findings from YouGov's SixthSense survey suggest that many people prefer to exercise outdoors, using cycling, walking or gardening as their mode of fitness. Can the fitness sector drive penetration by connecting

with these people, offering outdoor activities as well as the more traditional indoor alternatives during winter?

How much appetite is there in the industry to change the status quo? What percentage penetration could we actually get to, and how? Who is it we're not currently getting to – who are the other 88 per cent, and how likely is it that they'd join a gym? What's the true potential for the health and fitness sector? We ask the experts...

WHAT POPULATION PENETRATION RATE IS POSSIBLE? EMAIL US: [HEALTHCLUB@LEISUREMEDIA.COM](mailto:HEALTHCLUB@LEISUREMEDIA.COM)

## DAVID STALKER

ukactive • CEO

**"T**he 12 per cent penetration figure is fairly accurate, although it only covers those with memberships, not 'pay as you go'. However, even if it's out by 2 per cent either side, it's still not good enough.

I think it's realistic to double this figure in a fairly short space of time, but to do so we need to change the focus of the sector. We assume everyone wants what we offer, so we don't change our offering – which means we're always knocking on the same doors.

We need to focus more on the people who should be users but currently aren't. This requires operators to move from fitness delivery to health delivery. We need to show we offer programmes to deal with diseases such as type 2 diabetes, and we need to actively welcome these people. The sector needs to develop partnerships with healthcare providers and use the statistics available to back up their programmes. Staff need to be trained not only to deliver specialist programmes, but also to interact with people who are very different from them.

None of the current non-users are easy to reach, but those on the cusp of needing medical assistance are a good group to aim for and will be the most appreciative of the intervention. However, to do this as a sector, we need to prove that we can make a difference."



## DAVID MINTON

The Leisure Database Company • Director

**"T**his year, the penetration figure has risen by 0.5 per cent to 12.6 per cent, which is a result of the expansion of low-cost clubs. However, low-cost isn't an innovation to genuinely grow the sector.

It just means we're virtually giving away memberships and lowering the value of the industry, as seen in the drop in yield.

The industry has so far benefited from the low-hanging fruit, and isn't catering for the largest demographic: older and deconditioned people. To grow penetration, we need innovation and better leadership. Clubs need to change the message and nudge people – people currently believe they don't have to join.

We also need to keep the members we have by helping them achieve their goals. Weight Watchers received £4m from the Department of Health because it has systems in place to prove how many people it helps each year. By contrast, I recently asked four health club general managers how many of their members were training for a personal challenge. None of them knew. Too few clubs know how often members are attending the gym and what they do when there. Turning gym instructors into PTs is also a backward step unless everyone gets a PT: clubs rely on members to find the motivation themselves, and there's too little engagement when the members get bored."





**YouGov says 80 per cent of consumers find club fees too expensive**

## JAMES MCCOY

YouGov • Research director

“Our research puts gym membership penetration at around 14 per cent.

This doesn't include casual usage, which would push it up to one in four adults.

Up to 17 per cent of current non-gym users say they may be tempted to join a health club in the future. Add this to the 12–14 per cent who are currently members and you would be forgiven for thinking penetration could reach as high as one in three. However, because of the high churn rate, without massive industry-wide effort penetration is unlikely to significantly increase in the near future.

Barriers include the fact that some people prefer to exercise outdoors; others want specialised instruction at a dedicated facility, such as yoga. We've also found many people prefer solitary activities, with nobody else around, despite the fact that studies suggest group exercise – with its higher levels of adherence – is more beneficial to health, fitness and weight loss. Finally, a whopping 80 per cent of consumers feel gym memberships are too expensive: three out of five lapsed users cite cost as the reason.

Lapsed members are a good place to start to push up penetration, but solutions need to be provided to get them back, such as membership flexibility. There also needs to be a focus on measurable results with minimal time commitment.”



## MICHAEL OLIVER

Mintel • Senior leisure and media analyst

“Mintel's latest research is encouraging for the sector: 16 per cent of adults (based on 2,000 internet users aged 16+) are using clubs; 21 per cent are interested in joining; and 23 per cent of lapsed users – people who have already bought into the idea of gym-going – would be interested in joining again.

Reflecting the maturity of the sector, almost 40 per cent of respondents have, at some point, belonged to a club, including current members; just under 25 per cent are lapsed members.

Of the 16 per cent of respondents currently using a private health and fitness club, three-quarters are members. The balance attend on a 'pay as you go' basis, which continues to be part of the business model for many gyms, and which may have become even more important in the difficult economic environment of the past few years. Flexibility in membership will be key to continuing to drive penetration rates.

Going forward, the demographic that's most interested in taking up a membership are the younger age groups, singles and students. There's also a notable peak in interest among those living in London; the fact they haven't yet joined a health club in part reflects the relatively poor provision of clubs in the capital due to high development costs.”





# JOHN PENNY



**W**hen you take over the reins at a large, successful club like the Reebok Sports Club London, the temptation must be to sit back, assess the situation and not do anything too dramatic in the first few months. Not so John Penny. With the advantage of having already been general manager of the club for almost five years – and with a background in managing large, high-end facilities such as the Harbour Clubs – on being promoted to MD in 2011, Penny immediately embarked on an ambitious and comprehensive review of the offering and operations.

“We were starting to recognise the opportunities we had to really develop our secondary services, with the three main ones being personal training, the restaurant and the spa,” he explains.

## Getting personal

“One of the big things we did towards the beginning of my time as MD was

The MD of Reebok Sports Club London talks Kate Cracknell through the extensive redevelopment project that’s seen a “total transformation” of the offering

re-organise the PT set-up. We used to have a contract agreement with someone we’d known for a very long time, and who worked with his team within the club. We changed that, bringing someone in from New York to head up our personal training. Some of the trainers are still self-employed, but the PT business as a whole – including the new manager – is now directed by me and my team.

“It’s going very well. We’ve grown the team from 15 to 20–25 PTs and our PT revenue almost doubled within the first 12 months of the new system. We’ve also started to branch out into other areas of private training, which is very big in the States, such as yoga, martial arts, boxing and small group training.

“As part of that, around 18 months ago we introduced three new areas to the gym floor: a boxing and combat area, a functional zone and a heavy lifting area.

“But we still have more to do. If you look at some of the large format clubs in the States, the top-performing sites will have 20–30 per cent of their members doing personal training. We’re currently around 7–10 per cent, and I want to move that up to 15–20 per cent.

“That’s challenging, because of course members need disposable income to do PT, but there are many different ways to approach it. That was one of the main reasons I brought in a very experienced PT director from New York – because the US is ahead of us, with many different ways of packaging PT. They do ▶



The spa was rebranded from the Reebok Spa to Re:SPA

## The Reebok Connection

Located in the prime corporate territory of London's Canary Wharf, Reebok Sports Club London is a privately owned, high-end club.

"The original slogan on a lot of our marketing was 'excellent value, unrivalled choice', and in many ways that still sums us up," says MD John Penny. "In terms of the facilities on offer, there's nothing like this in the area: 170 classes a week, a huge gym, a swimming pool in the heart of Canary Wharf, a 13m climbing wall, golf centre, spa, restaurant. It's one of the largest – and I believe nicest – clubs in London, and we maintain it to a very high standard."

He continues: "We license the name to trade as the Reebok Sports Club. There are six globally – one in New York, two in Brazil, two in Spain and one here – and they have to be a particular type of premium club. Some are even more luxurious than ours. Some, where the weather permits, also have a strong outdoor offering.

"So it's a licensing agreement, but we do also work very closely with Reebok. What I like about them is they're not scared to have a go at new concepts: Jukari, CrossFit, group exercise equipment such as the new EasyTone Step. We're not obliged to take on their new offerings, but nevertheless we do try to work with them on their innovations."



A 13m climbing wall grabs the eye the moment you enter the club



The club offers a swimming pool in the heart of Canary Wharf





**Above:** The restyled restaurant has a 1950s-inspired feel

**Right:** The refurbished spa offers a champagne manicure bar

- ▶ it in small groups; they have tier systems with different price points offering different levels of education. These are some of the things we're trying out, to address the needs of members who would like to have private training in some capacity, but who might not previously have been able to afford it.

"That pretty much took us up to the early part of last year, but it's settling down now and we're starting to see the fruits of our labour."

### Spa & restaurant

Penny continues: "At that point we turned our attention to the other big secondary businesses in the club, namely the spa and the restaurant.

"Sparstudio were brought in to oversee the refurbishment of the spa, which was rebranded from Reebok Spa to Re:SPA. It still offers everything it had before – standard spa treatments as well as complementary services such as physiotherapy, podiatry, osteopathy, hypnotherapy – but we introduced a lot of new elements too.

"There's now an express treatment room, champagne manicure bar, large make-up area, new relaxation lounge, spray tanning section and a much larger retail area stocking Murad, Aromatherapy Associates and Guinot. We also fully refitted the other seven treatment rooms. That work was completed last October, although developments are still ongoing – creating a new spa website that links with the club's website, for example.

"It's an urban spa so people don't generally stay all day, although we're addressing day spa, particularly at weekends. It's open to non-members as well as members – 35–40 per cent of our Re:SPA business is from non-members – with members receiving a 5 per cent discount."



Next up came the restaurant, which officially opened in May of this year, this time designed by B3 of Shoreditch, London. "We used to have what I'd describe as a gym canteen that did a reasonable lunch service. It was doing pretty well, but it needed a refurbishment anyway and the location over Canada Square Green was an ideal opportunity to do something special. Our investors recognised that.

"Now we have a fully operational, Monday to Saturday, West End-style restaurant and cocktail bar. It's been a total transformation. It has a 1950s-inspired, *Madmen*-style Shoreditch House vibe. It's very relaxed and informal but lovely."

A specialist general manager has been recruited to run the restaurant, which now operates under a distinct brand – The Pearson Room. As with the spa manager, this GM reports directly into Penny and his team.

Each of the three brands – Reebok Sports Club, Re:SPA and The Pearson Room – will, as Penny explains, be "connected but separate", with distinct identities and separate but interlinked websites. "This will help us draw in the non-member customer," he adds. This is particularly the case with the

restaurant, which sits below the club with a separate entrance and really, to all intents and purposes, represents a new, high quality, standalone restaurant targeting the 105,000 people working in Canary Wharf.

But it's important not to lose sight of the members, says Penny: "We're trying to create a separate restaurant/cocktail brand within Canary Wharf, but at the same time maintain an association with our members. It's their bar and restaurant as well, and we need to keep them engaged with it, so we have lots of great discounts flowing through the business. For the restaurant, we launched with a 30 per cent discount for our Reebok Club members. That will probably go down to 5 per cent in the future, in line with the discount in the spa, but we'll run a few reports and see."

Neither the spa nor the restaurant function as separate profit centres, instead contributing to overall club revenue: around 10–15 per cent of overall profit is expected to come from the restaurant, and around 10 per cent is expected to come from the spa within the next 12 months, once it's operating at the expected 70–90 per cent capacity. Both figures mark a doubling or even tripling of previous contribution levels. ▶

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## The Reebok Sports Club – Facts & Figures

**Location:** Canary Wharf, London, UK

**Opened:** 2002

**Size:** 9,290sq m (100,000sq ft)

**Membership:** "There are 105,000 people working in Canary Wharf, and 80 per cent of our business is currently corporate – our clients include BP, Citigroup, Barclays," says MD John Penny. "But Canary Wharf and the surrounding East End is developing residentially, so we've introduced a weekend membership – Friday to Sunday – which is already growing."

**Fees:** "The headline rate for a non-corporate individual is £112.50; corporates receive up to a 10 per cent discount depending on how many memberships they commit to. Then there's the weekend deal, which costs £67 a month."

**Competition:** "There's Virgin Active Riverside and LA Fitness West India Quay, but our main competitors are the mini gyms in-house at the banks, some of which are free for employees."



### ► Members' club

As if all that weren't enough, Penny is now embarking on the final – for now at least – leg of the upgrade: the club itself.

"There are three elements to the club upgrade," says Penny. "There's a bit of general refurbishment to future-proof the club and reinforce a leading market position for the next five to 10 years. There's yield enhancement, driving more revenue per member via new facilities and offers. And there's the added sizzle, enhancing and improving facilities to create an even more luxurious feel."

"We're also looking to create a new style, giving it more of a members' club feel – aspirational, comfortable, luxurious, informal but dynamic, rich materials and finishes. The designers from Sparstudio talk about eclectic style, post-industrial chic. There are lots of dark browns, olive greens, armchairs, rugs, a new lighting scheme. The club is a very social place where people meet after work, train together, stay around afterwards, so very importantly there will also be strong wifi throughout."

He continues: "We're starting with a new-style changing room, which we're developing to integrate all the bolt-ons we've introduced over the years. We have a three-tier locker room system: one you have access to as part of your membership; for £25 more a month you get into a whole new area with your own private locker; then there's an executive lounge, which we call Premier Plus, that costs another £85 a month for a full-size locker and all sorts of treats, including us doing your laundry for you."

"We'll also be looking at the gym to see how we can offer members even

more. We're considering a much larger stretch zone, for example, and a new pilates area. Then there's the group exercise timetable, where we have lots of exciting things coming up: Tabata for example, which will be huge in an area like Canary Wharf where people are time-poor (see *HCM* June 13, p70).

"The three gym floor zones we created 18 months ago have also proved very popular: we now have a specific combat timetable which I'd like to add to; the functional area is booming to the point that we're having to look at expanding it; and Olympic lifting – while it required a bit of member education, as heavy weights aren't really what we're about – has become so popular we're also going to have to evolve that area further."

"My mind is racing and there's lots I want to do. The luxury for us is that, as a 9,290sq m (100,000sq ft) club, we have the space to offer a wide range of options, allowing people to try out new things and discover what they like – something that's sustainable for them."

"But it's the 80/20 rule: 80 per cent of your business has to be bread and butter, which means offering a certain amount of equipment and a certain number of certain types of classes all the time – having enough facilities to look after the membership and ensure they're well maintained. The other 20 per cent is what we call the 'sizzle round the edges' – innovations in equipment, new group exercise offerings, little extras like shining members' shoes and offering free chair massages on the gym floor."

"We're going to keep the club open throughout the refurb, and work should be finished by around mid-2014."

**Refurbishment:** The third and final stage is the health club itself

### Future prospects

So will that then be job done for Penny? Where does he see the club in five years' time? "The population of Canary Wharf could grow to 120,000–140,000, and our capacity is around 10,000–11,000 members. Once we get there, it becomes about yield management and capacity management, looking at what contributes the most per square foot, assessing bottlenecks, and letting those factors decide how we develop the club."

And how about the fitness sector as a whole – how will it move forward? "We're already doing much better at making fitness more readily available whatever your income – the local authority and budget offerings have really opened the market up."

"The opportunities have to revolve around how we improve the nation's health: the synergies we can make with health and medical services, but also schools and sports development – how we get the mentality of sport and physical fitness in at grass roots."

"I've always found it challenging with wellness though. Lots of clubs are being proactive about wellness testing and it's breaking through slightly, but most members will only address something when it becomes a problem. They don't think about preventative healthcare and don't want to pay for it. It's up to us to re-educate them. It's interesting how much people will spend on going out versus the benefits of having a PT. We have to try and change people's perceptions of what's valuable." ●



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# RUNNING ON JUICE

Seven days up a mountain in Turkey, far away from all temptation, exercising for five hours a day fuelled on nothing but four daily juices and plenty of water. That's how I spent the first week in June this year. Many people thought me mad; even I had my doubts before I went. So why on earth was I doing this?

'7lbs in 7 days' would be a compelling enough answer for many people – the amount of weight the average person loses over the course of the week. And that's how the Juice Master

retreat is marketed, at least at an entry level, based on the bestselling book of the same name written by Juice Master founder and director Jason Vale. But I soon realise there's much more to it than that.

## HITTING RE-SET

"It was the publisher that wanted to call the book *7lbs in 7 days – Super Juice Diet*," explains Vale. "I didn't even want to include the word 'diet' in the title. Weight loss is a by-product of what we do – I think of the programme, and the

Whether you're looking for weight loss, detox or disease prevention – in some cases even cure – juicing claims to have the answers. Kate Cracknell reports

retreats that we've set up based on that programme, as the most effective one-week recharge you can give your mind and body."

Interestingly, that sentiment was echoed by most of the people attending the retreat with me. Many had been at least two or three times before; one was attending for the seventh time. All of which begs the question: why?

"I come every year for a reset and a re-balance – to get my body back to feeling good," one guest told me before we'd even left the airport. "It's not about losing weight. It's about energy and health."

"You feel so energised by the end of the week," agreed another. "Your taste buds change too – you go home wanting totally different foods."

Arriving at the resort and meeting the other guests, it was clear that juicing was in fact already a way of daily life for most, with many citing the health benefits rather than weight loss. So far, so intrigued. So what was it all about? And could juice alone really sustain me for a week?

## NUTRIENT-RICH DIET

"If you tell people you're just going to have juice for a week, they'll tell you it's dangerous – and yet they don't bat an eyelid if someone's living off junk food for months on end," says Vale.

The focus of Juice Master is therefore on explaining why to juice, not just how. "People want to feel good, and when you juice you're getting everything your body needs. You feel recharged, rebooted, full of energy. Your skin becomes clearer, your hair and nails better, you lose weight. It also has huge health benefits: the two biggest causes of all disease are toxicity and nutrient deficiency, and our programme addresses both of these.

"When you explain it that way, people find it very logical, very tangible. It isn't about going on a diet – it's about changing your diet."



Vale started juicing to cure a skin condition





## THE TWO BIGGEST CAUSES OF ALL DISEASE ARE TOXICITY AND NUTRIENT DEFICIENCY, AND OUR PROGRAMME ADDRESSES BOTH OF THESE

"You get more good nutrients in one juice than most people get in a day," explains retreat manager Becky Lennox on our first morning up the mountain. You might feel a bit hungry, although in my experience not as much as you'd expect. You might even get a headache for a day or two – withdrawal symptoms from the likes of sugar, salt, caffeine, alcohol. But while our stomachs might be used to more volume, inevitably our normal daily diet will include a good smattering of junk food – food with little nutritional value. We may feel physically full, but nutrient-wise and at a cellular level our body is quite likely starving. Give it a week of freshly extracted, live juice (none of this tetra-packed, pasteurised, longlife stuff) and you've recharged it, replenishing the live enzymes, vitamins and minerals it needs to remain healthy, while simultaneously removing all the toxins that prevent it from functioning efficiently.

"We often eat the wrong things – things that make our body acidic, which in turn is the cause of a number of diseases," continues Lennox. "The body works best in an alkaline state, and



juices – especially green juices – help put your body into this state. Sugar is the worst offender. It's the number one ingredient that contributes to acidity, and it's very addictive. Our retreats help you break that cycle of addiction.

"People ask why not just eat the vegetables, but one of the benefits of juicing is that it gives your body

a break from having to digest food; digestion takes up a huge amount of energy. When you juice, the nutrients go straight into your system, so your body can preserve its energy to heal itself. Not only that, but if you look at everything that goes into one glass of juice, would you really sit and eat your way through all that?"



The retreats at Juicy Mountain offer around eight hours of activity every day

► She continues: "Juicing also retains a much higher percentage of the nutrients in fruit and vegetables than if you just eat them. You can get everything your body needs from juicing. People often ask about protein and fibre, but we use superfoods in our recipes – avocado in our smoothies, for example, and spirulina, which is a complete plant-

based protein with all the amino acids. And apples are in most of our juices – they include pectin, which is a fibre."

"In any case, the body only uses the juice that's contained within the fibres of the fruit and veg," adds Vale. "Fibre itself can't penetrate the intestinal wall; it just keeps things moving in the colon, and you can use psyllium husks for this."

#### ONE DISEASE, ONE SOLUTION

There will still be some who want to question the science, but the testimonials speak for themselves – including, on our retreat alone, a diabetes sufferer who almost halved his insulin dose just in the space of the week, and a regular juicer whose husband has seen his MS symptoms

## JUICE MASTER RETREATS

"We ran our first retreat in Turkey around 10 years ago – the *7lbs in 7 days* book had done incredibly well, so we contacted our database to see if anyone would like to go away for a week to do the programme with us," says Juice Master founder Jason Vale. "It was such a success that we found a location we could rent throughout the summer months."

Located in the mountains outside the village of Gocek, the 'rustic' Juicy Mountain retreat offers 11 rooms and four luxury tents. There's a pool filled with mountain water, a covered space for exercise classes in the heat of the day, a platform for morning and evening yoga and rebounding – high-energy classes using mini-trampolines – and of course the beautiful surroundings for the daily walks.

Nothing is compulsory, and there are a few hours in the middle of each day for relaxation, but guests are encouraged to participate in as much as they can, with around eight hours of activities scheduled every day. One-to-one yoga or fitness training is also available (£40 for an hour), as well as massages (£50 for 50 minutes).



Juicing is described as one solution for many different ailments

Meanwhile Juicy Oases launched in Portugal in June 2013. The new retreat – this time wholly owned by Vale – is bigger and more luxurious, but again offers 'stylish camping' options. As it's open all year, it also includes a gym and spa – the Eden Spa – to ensure guests have fitness and relaxation options whatever the weather. "There's a beautiful relaxation room with suspended cocoons, a

hot pool, five treatment rooms and an outdoor loft sauna overlooking the lake," says Vale. "There's also a yoga dome, a huge exercise platform overlooking the lake, and a small gym with equipment from Life Fitness and TRX."

And Vale has plans for more Juicy Oases. "I'd like two in the States, one in Australia and one in England, in Cornwall. But if, on my travels, I found a spot on the beach in Thailand that I could buy and make a rustic retreat with wooden tree huts, I'd consider that too!"

Prices for the week, excluding flights and transfer, range from £450–£1,150 for Turkey, or £645–£2,150 for Portugal. Eden Spa treatments cost €65–€140. Details: [www.juicemaster.com](http://www.juicemaster.com)



There are more nutrients in one juice than many people get in a day

## FOR LONG-TERM CHRONIC DISEASE, I THINK IT'S NON-SENSICAL TO ONLY TREAT THE SYMPTOMS AND NOT THE CAUSES

improve dramatically since she got him onto juicing every day.

Meanwhile a number of reputable studies link juicing to a range of health benefits, from apple juice to alleviate asthma in kids (National Heart and Lung Institute, UK) through to three-times weekly juicing leading to a 76 per cent lower chance of older people developing Alzheimer's (Vanderbilt School of Medicine, US), and many more besides.

The Juice Master team is also a living, breathing case study. Lennox uses juicing as a way to manage her arthritic condition, while Vale originally came to juicing in his late 20s in a bid to cure his head-to-toe psoriasis. "At the time I smoked 50 cigarettes a day, I was overweight, unfit, drank too much, had asthma and eczema and other allergies – and then there was the psoriasis."

Discovering a book by Norman Walker, considered to be the pioneer of juicing, Vale read that his psoriasis could be treated with a juice of celery, cucumber and spinach. "But I hated vegetables and I just couldn't drink that combination, so I tried carrot juice instead – I'd read about someone who'd used it to cure himself of bladder cancer. I spent months just drinking carrot juice. It didn't work for my psoriasis though – I just turned orange!"

"So I went back to the original recipe but added other ingredients to make it more palatable, including fruit. It cured my psoriasis – and all my other conditions too."

Such whole-body benefits are echoed by experts across the globe. Charlotte Gerson – daughter of Max Gerson, who devised Gerson Therapy, the controversial juice-based nutritional regime that's said to cure cancer (see *Spo Business* 2 2008, p62) – famously said: "You can't heal selectively. You can't keep one disease and heal two others. When the body heals, it heals everything."

This is what Vale calls "one disease, one solution". He explains: "I believe juicing can help all illnesses. Never underestimate the power of the body to heal itself when given the right nutrients and opportunity to do so."

"Even the World Health Organisation says 85 per cent of World disease is caused directly by what we eat and drink. So why isn't diet the first thing to be suggested when it comes to illness?"

A number of documentaries, such as *Food Matters*, go so far as to suggest that it's the influence of Big Pharma – the drug companies – that ensures the power of nutrition in preventing and curing disease remains all but hidden. Vale is a little more balanced in his outlook. "I accept there are times when medical intervention is necessary, for short-term, acute conditions," he says. "But for long-term chronic disease, I think it's non-sensical to only treat the symptoms and not the causes."

For all of that, he's certainly not advocating that people do nothing but juice for the rest of their lives. "Yes, you'll eat again – who would want to live

on juice alone? Out of sheer desperation to rid my body completely of psoriasis, I once did a juice-only programme for three months – not even any smoothies or superfoods. Would I recommend it? Not in a million years. I lost too much weight – excess fat, but also healthy fat and lots of lean muscle.

"That said, I've devised the 7lbs in 7 days plan so carefully that you could live on it for three months if you chose to. There's no need to, and I don't recommend it, but on a nutritional level you could."

In fact, the recommendation is to wean yourself back onto food carefully, starting with raw food like salad – which is great, as after a week of detoxing that's what you're craving anyway.

The idea is that you then progress to, as far as possible, a diet of what Vale calls Low HI (human intervention) foods. "It's not about reading what's on the label," he explains. "It's about eating food that doesn't need a label to explain what it is." Around 50 per cent should be high water content foods such as fruit, veg and juices, with the rest being lean proteins and wholegrain carbs. There's also an acknowledgement that, for it to be sustainable, up to 10 per cent can be what Vale calls 'party foods'... the naughty stuff.

### JUICING THE WORLD

Speaking to Vale it's clear that, in spite of the well-documented weight loss successes of his programmes, it's the health aspect that most interests him. ▶



The newer Juicy Oasis retreat in Portugal is more luxurious

I'D CONSIDER DEVELOPING A PACKAGE FOR NEW HEALTH CLUB MEMBERS. IT COULD DO A LOT FOR RETENTION AS THEY'D GET QUICK RESULTS

► "We're filming a documentary at the moment – *Super Juice Me: One Disease, One Solution* – that's all about putting health back in your hands. We want to test the 'one disease, one solution' hypothesis, so we have eight people with various conditions ranging from fibromyalgia to arthritis, eczema to high cholesterol and high blood pressure. We already know we can reverse type 2 diabetes in four to six weeks, but now we're setting out to prove that, in just one month of juicing – and with everyone having exactly the same treatment – the vast majority of those conditions, hopefully even all of them, will get better. I believe this documentary will have the biggest impact of anything we've ever done."

So what else is new at Juice Master? "We've just opened our second retreat in Portugal, which I'm really excited about. It's stunning, and includes a gym and spa [see p40].

"We have a 5lbs in 5 days programme coming out in January 2014, as people were telling us they found it hard to maintain a juice-only diet at weekends. It aims to give the same results as 7lbs in 7 days but in a shorter timeframe, incorporating high-intensity training.

"Juice Master Delivered is a relatively new service where we deliver frozen juices directly to your door – if you

freeze juices immediately, it maintains the goodness. In my mind this service is only for really busy or really lazy people, but it's already taken off to the point that we've had to bring someone in to take it over for us.

"Similarly, we have a franchise concept for Juice Master juice bars in shopping centres, but we're not a big company and haven't had the resources to really grow that. We currently have seven sites, with a few more in the pipeline – in Dubai, Canada, Ireland, Scotland and Belgium – but Paul Duffen, the former owner of Hull Football Club, has come in and wants to make it the biggest chain of healthy juice bars in the world.

"If there's one part of the business I'm slightly uncomfortable with, it's that we have an online shop selling Juice Master products and merchandise – even though I'm very careful about what we put our name on. That said, if someone wants to wear a 'Running on juice' T-shirt or use a 'Juice Junkie' flask, it helps create a community and spread the word. It's my mission to 'juice the world.'"

#### COLLABORATIVE VENTURES

Given how important exercise is in all Juice Master programmes, would Vale consider teaming up with health clubs to drive forward this mission?

"I'd love to run our programme at a boutique health club, but the challenge is that we'd want to take over the whole place for five days, with the operator taking it back for the weekend trade. At our retreats there isn't even a village shop nearby – nothing to tempt you – and we'd need to replicate that within the club.

"I'd also like to work with a gym chain, as I think a lot of personal trainers already use *7lbs in 7 days* with their clients. I'd consider developing a package for new members that includes the book when they join, perhaps a discount on a Juice Master retreat, and the gym could incorporate some PT. I think it could do a lot for new member retention, as they'd get quick results."

A juice partnership, with all its health benefits, could also help clubs strengthen their offering in the preventative healthcare arena. Vale concludes: "With our new *Super Juice Me* documentary, which we'll also roll out into a book and a programme, we want to coin the phrase and put it into everyone's psyche. If someone's ill, instead of people's first reaction being 'you should go to the doctor for medication', we want them to think: 'You need to be Super Juiced'.

"After all, if you don't look after your body, you will have nowhere to live." ●

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# PEDAL POWER

From microgyms to new technology and new formats, indoor cycling is booming. Levezé Kerey asks the experts for their tips on how gyms can capitalise on this trend

Indoor cycling has been a staple offering on gym class timetables for years, picking up legions of dedicated fans who become incredibly passionate and loyal to their chosen class. Now indoor cycling is on the rise again, enjoying a renewed interest thanks to factors such as the growing visibility of elite cycling – the Olympics and

the Tour de France – exciting new formats of club and programming, and an influx of innovation in technology.

It's time to take a fresh look at how the many indoor cycling options might be used to bring a buzz to fitness facilities. So how can operators capitalise on this renewed public interest?

## SCHWINN

**Merrill Richmond, VP of sales and marketing**

Indoor group cycling can be a strong tool to attract and retain members: done well it's very inclusive, opening the door for clubs to market their offering to new audiences.

However, many clubs risk alienating potential group cycling participants through their approach to these classes, with every session labelled as advanced on the timetable and instructors roaring on the very fit, regular participants to push themselves harder and harder. That's not going to appeal to someone who last rode a bike 20 years ago, but who might have been inspired by their Olympic heroes to get pedalling again.

The opportunity is there to create a mixed timetable of classes welcoming beginners, teenagers/millennials, the fit and the fat, the ever-growing over-60s



market. Offer riders the chance to experience a team pursuit, a recovery class, a Classical vs Dance tunes special or the joys of climbing Alpe d'Huez. It's about making people's regular trips to the gym more exciting and inclusive, and all achievable within their own personal limits/goals.

Variety in the timetable is one of the reasons why indoor cycling microgyms are being so successful; they have also packaged their offering well and have a story to tell around their concept.

Then there are the basics which, while obvious, sometimes seem the hardest to achieve: invest in fabulous coaches and their further education; invest in



**Invest in great coaches, bikes and AV systems**

reliable bikes, ideally with consoles to improve the experience; and invest in an extraordinary sound system, as great music is still a huge source of motivation, especially if the soundtrack is geared to the target audience of each distinct class. ▶

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#### WATTBIKE

**Richard Baker,**  
commercial sales manager

There has to be a credible link between the indoor and outdoor cycling experience for gyms to take advantage of the surge in interest in cycling. Many outdoor recreational riders won't enter a gym due to the poor experience of riding an indoor bike. We've focused on providing the authentic feel of riding a real bike, which gives gyms a unique opportunity to market to the burgeoning cycling sector.

To attract the cycling community, indoor cycling must also offer something of value other than just sweat. Cyclists like data, so being able to see the important numbers such as power, heart rate and cadence is a fantastic way to attract, motivate and retain members.

Gyms with Wattbikes can now perform fitness assessments, set structured training plan for both groups and individuals, and provide real-time pedal technique analysis – an unrivalled level of scientific accuracy on the gym floor. There's never been a greater opportunity for the health and fitness industry to grasp what is the fastest growing sport in the UK.



Gyms with Wattbikes can offer riders fitness assessments

#### CYCLEBEAT

**Greg Allon, co-founder**

As consumers become more sophisticated, they're less inclined to accept a 'one size fits all' approach to their exercise. If they take their indoor cycling seriously, as many do, they want a venue that takes it equally seriously, with the facilities and instructors to prove it.

Also, many consumers are no longer prepared to pay for facilities they don't use; if they mainly go to a gym for cycling, they're increasingly willing to go somewhere where high quality cycling will be the only thing they're paying for.



Boutique cycling studios like Cyclebeat, which are already big business in the US, are set to establish themselves in the UK, with game-changing studios and flexible payment models.

It's unlikely that non-specialist gyms will be able to cultivate the growing popularity of cycling to the same extent that boutique studios can. However, in order to develop this part of their business, gyms need to create a richer experience for their riders through the use of emerging technology, by bringing in staff who understand the needs of cyclists, and by designing an outstanding indoor cycling environment.



Boutique cycling studios are big in the US, and are set to grow in the UK



## H2 Bike Run: Promoting the benefits of indoor cycling to outdoor cyclists

### H2 BIKE RUN

**Piers Slater, co-founder**

The key to capitalising on the renewed interest in cycling, getting more people through the doors, is to promote the benefits of indoor cycling to outdoor cyclists. At our clubs, we often attract outdoor cyclists into the gym with the promise that they can keep their fitness up in poor weather and enhance their outdoor performance.

We tap into the commuter market, offering them a safe storage space for their bikes and somewhere for them to change and store their clothes, while also giving them the option of a great indoor cycling workout. People often ride a bike every day just to get from A to B; at H2 Bike Run, we give them the best of both worlds.

We use MYZONE heart rate monitoring to demonstrate that classes aren't just about maxing out heart rate in a class but about building endurance, which will translate to road cycling. It's also important to offer a variety of classes, so you appeal to total beginners as well as seasoned triathletes who want a workout that's as challenging as the ride they do outside.



### WEBRACING

**Duncan Lawson, MD**

Indoor cycling will always be popular, but gyms can invest in audiovisual technology to push classes into the 21st century, keep members motivated and get riders coming back for more.

Webracing Peloton, for example, gives each rider their own on-screen avatar to follow during the class. The system can be used with any brand of bike, with all bikes in the studio linked wirelessly. Riders then race each other, or in teams, on the same virtual track – be that a velodrome or on the moon. The end of session data then allows everyone to see their individual results.

The software will soon allow riders in different clubs to race live on-screen, use power pedals to measure the rider's power, and include resistance that links with the visuals – for example, when riders see a hill, they will feel a hill.

Investing in this sort of technology will increase motivation and maintain indoor cycling's popularity. Allowing members to use the equipment outside of timetabled hours will also maximise use of the studio and feed newcomers into classes in a non-pressurised way. ▶



# LifeCycle GX

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### LES MILLS

**Glen Ostergaard,  
programme director**



The way to maintain indoor cycling's relevance and popularity with gym members is to develop programmes that follow trends in the fitness industry.

For example, the latest research shows that for fat loss, sprints or intervals are the best option, helping to lose body fat and increase performance. This ties in well with the current interest in HIT (high-intensity interval training), with people gravitating towards shorter, sharper workouts that get quick results. Our RPM™ programme has been using this method for years, but now that more people are aware of the benefits of HIT, the class is booming.

It's also about great music, simple choreography, coaching techniques that emphasise 'pack mentality' and riding imagery to immerse riders in the experience.



**Indoor cycling needs to follow current fitness trends, like HIT**

### STAR TRAC

**Sarah Morelli,  
European education &  
development manager**

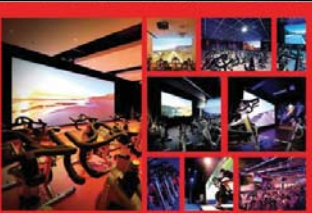


Spinning® will always be a popular class for gym members, but it isn't only gyms that can benefit from the growing popularity of cycling, as the rise in standalone cycling studios proves.

Standalone studios don't need to be large, or even a permanent fixture. Beatbike – a pop-up Spinning studio that launched in St Albans, UK, last year – is a great example. The founders rented space from their local cricket club, so buying the bikes was the only major

investment. It has gone from strength to strength, organically building a robust client base in just 12 months.

For gyms, now is the time to invest in new technology and training to keep classes fresh. For example, our new SPINPOWER™ programme – launched alongside the new Spinner Blade ION, which includes mechanical strain gauge technology – offers a comprehensive guide into the benefits of power-based training. Understanding what power is, and how it's measured, will help instructors deliver effective, science-based classes. Knowledge is power, and power is the science of performance.



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**"It's all about great music, simple choreography, coaching techniques that emphasise 'pack mentality' and riding imagery"**

### KEISER

**Tim Colston, UK MD**



Group cycling has always been popular because it appeals to all ages and abilities. Versatility is vital in ensuring this broad appeal going forward.

Microgyms are the new kids on the block, harnessing the popularity of group cycling and enhancing their classes by using the latest technology. The ambience of a class has a huge

effect on the participant's exercise experience, and some microgyms have used a stadium-style layout and immense sound systems to offer an experience that's hard to beat.

But whatever the type or size of facility, instructor education is key to providing effective and exciting classes for all levels of ability. This, combined with technological innovation and quality engineered equipment, ensures that group cycling will continue to inspire. ●

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## RESEARCH ROUND-UP

# Estrogen booster

A new study has highlighted one of the reasons why exercise is effective in preventing breast cancer

**T**he effect exercise has on how women produce estrogen could be a reason why physical activity helps to reduce the risk of breast cancer, scientists have found.

We know from a range of existing research that keeping fit can help prevent breast cancer, but just how it does so has remained a mystery until now. "Ours is the first study to show that aerobic exercise influences the way our bodies break down estrogens to produce more of the 'good' metabolites that lower breast cancer risk," says lead researcher Mindy Kurzer, a professor in the Department of Food Science and Nutrition at the University of Minnesota, US.

### Exercise intervention

The Women in Steady Exercise Research clinical trial was based on just under 400 healthy but sedentary females aged between 18 and 30 years. All were premenopausal, meaning their bodies still produced estrogen – a large contributing factor in developing breast cancer.

The women were randomly split into two groups. Those in the first group remained inactive for the 16-week trial for control purposes. Meanwhile, the women in the second group performed 30 minutes of moderate to vigorous aerobic activity five times a week. Exercises included walking on a treadmill, or using a stepper or elliptical cross-trainer.

The exercise intensity was initially set at 65–70 per cent of the women's age-predicted maximal heart rate, and was increased by 5 per cent every four weeks until 85 per cent was reached.

### Estrogen effect

Published in *Cancer Epidemiology, Biomarkers & Prevention*, the results showed that exercise had a significant impact on two estrogen metabolites –



Exercise seems to boost benign metabolites, which may help ward off cancer

by-products when estrogen is broken down by the body. Women in the exercise group had higher levels of hydroxystestrone (2-OHE1) – a relatively benign metabolite – and lower levels of 16 alpha-hydroxystestrone (16-alpha-OHE1), a mutagenic metabolite that's capable of damaging the DNA and that's considered potentially carcinogenic.

Having more of the benign metabolite and less of the damaging one is, says Kurzer, linked to warding off breast cancer.

Women in the exercise group also had significant increases in aerobic fitness and lean body mass, and significant decreases in body fat percentage.

Of the effects exercise has on altering estrogen, Kurzer says: "Exercise, known to favour fitness and improve heart health, is also likely to help prevent breast cancer by altering estrogen metabolism. It is important, however, to decipher the biological mechanisms behind this phenomenon." She is therefore conducting a similar study on women with a high risk of breast cancer, in collaboration with researchers at the University of Pennsylvania.

"There are so many more questions we could look at," says Kurzer. "Could some women benefit more than others with exercise? Or could you see a greater effect with additional activity?"

Certainly research by the University of North Carolina<sup>1</sup> suggests more exercise does make a difference. The study was based on more than 3,000 women aged 28–90 who were taking part in the Long Island Breast Cancer Study – half had breast cancer. Those who did very little exercise but were still physically active decreased their risk of breast cancer by 6 per cent compared to sedentary women. Yet the risk of developing the disease decreased to 30 per cent among women who exercised 10–19 hours a week.

### More women, more active

While there's room for further research, Kurzer is hopeful that her study, and others, will at least give people a good reason to start working out regularly.

"I think a lot of people are afraid of cancer and feel helpless," she says. "Perhaps this is one thing they can do to lower the possibility of getting cancer." ●

<sup>1</sup>Kurzer, Mindy S et al. The Effects of Aerobic Exercise on Estrogen Metabolism in Healthy Premenopausal Women. *Cancer Epidemiology, Biomarkers & Prevention*. May 2013

<sup>2</sup>McCullough, L et al. Fit or Fat: The Joint Effects of PA, Weight Gain and Body Size on Breast Cancer. *Cancer*. June 2012

# LES MILLS RPM™

## THE RIDE OF YOUR LIFE!

RPM™ is the indoor cycling workout where participants ride to the rhythm of powerful music as they take on the terrain and discover their inner athlete

**F**ar from your typical indoor cycling class, RPM™ is the innovative indoor cycling solution from global fitness brand LES MILLS™ that will boost membership and retention levels in your fitness club or personal training studios.

LES MILLS RPM™ has been designed to help fitness clubs not only increase the attendance levels of their existing members, but also attract new members who really want results fast. Scientifically backed and proven all around the world to ensure world class instruction, RPM™ is a fast-paced results-based workout that promises to get your customers' hearts racing and is one of the most fun and quick ways to burn fat, tone the body and boost fitness levels.

RPM™ classes are available in 60, 45 and 30-minute formats, allowing you to easily timetable classes in peak and off-peak times. Furthermore, from a club management perspective, it also gives you the option of timetabling two different RPM classes at the same time, giving you greater value from the LES MILLS™ indoor cycling solution.

Like all LES MILLS™ programmes, a new RPM™ class is released every three months with new music and choreography to keep the programme fresh for customers. Furthermore, all LES MILLS™ classes are delivered safely by highly qualified fitness practitioners, who receive high quality ongoing training. The RPM™ choreography is created with cycling principles in mind and LES MILLS™ continually develops and extends its cycling product range to move with current market trends.

Recent statistics showed the LES MILLS™ flagship club in Auckland putting on 2,000 rides per week, demonstrating RPM's increase in popularity as people gravitate towards those shorter, sharper workouts.

Glen Ostergaard, programme director for LES MILLS RPM™ said: "The interval training format of RPM™ fits well within



Make your cycle studio the life and soul of your club with Les Mills RPM™

the current trend towards High Intensity Interval Training (HIIT). Latest research shows that for fat loss, sprints or intervals are the best way to lose body fat and increase performance."

Furthermore, by signing up with LES MILLS™, you will also have the added benefit of receiving regular LES MILLS™ marketing materials and strategies. From retail point of sale that drives member attendance and creates acquisition opportunities, to social strategies that drive retention and make your RPM™ studio a club within your club, LES MILLS™ brings you expertise that has been developed over 20 years of implementing Group X and RPM classes in clubs around the world.

All LES MILLS™ classes are scientifically backed and proven all around the world.

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### ABOUT LES MILLS

Les Mills International is the creator of 13 global group fitness and team training programmes, including BODYPUMP™ (weights), BODYCOMBAT™ (martial arts) RPM™ (indoor cycling) and its recent LES MILLS GRIT™ Series (30-minute high intensity interval training).

Millions of participants every week build their fitness in a LES MILLS™ class, held across 80 countries in more than 15,000 licensed clubs around the world.

# IT'S A GOAL!

Setting goals with your members, based on an understanding of their underlying motivations, is a vital step in ensuring exercise adherence. Dr Paul Bedford reports

**W**e all talk about setting goals with our members, but how many health club operators sit down with each and every individual to ensure they have clear targets?

This article will focus on understanding the role that goals play in influencing day-to-day behaviour, motivation, values and beliefs – and how health clubs can use this information when it comes to coaching, supporting members and programme design.

## Changing behaviours

Sustaining exercise as a regular behaviour is not easy. Numerous theories and models of behaviour change exist, but the challenge I've always focused on is how to get individuals to maintain new lifestyle behaviours once started.

As a gym instructor, I was always encouraged by the numbers of new people starting to exercise in the club where I worked. Each day I would conduct inductions for those starting out on their new exercise behaviour, as well as spending time chatting to those who were my regulars – people who had already added going to the gym as an activity choice. Over time,

however, I realised that many of those who started so enthusiastically just weeks before were unable to maintain this new behaviour. They eventually disappeared from the club.

Having studied exercise psychology, I was aware that many of the new members I spoke to had goals they wished to achieve – but these were rarely the long-term motivators of behaviour. Many of their stated goals I now describe as general aims or outcome goals: things like lose weight, tone up, get fit. These are very general and often require little consideration, because all of the rationalisation as to why they want to exercise has been done before the question is even asked. You could think of it like preparing an answer to a standard question – what's your favourite colour, your favourite food, your favourite film? – whereby the answer is stored and ready to be rolled out on request.

Although being physically active on a regular basis has obvious health benefits, it's important to remember that not everyone who joins a gym is actually seeking health as an outcome for their efforts. Indeed, Eccles et al (2002) suggested that the goals individuals



General goals like 'tone up' are rarely the long-term motivators of behaviour

select for exercising are influenced and then endorsed by cultural values and social pressures, such as 'lose weight' and 'tone up' for women, and 'build muscle' for men – a stereotypical view I know, but this is his research, not mine.

But whatever the external or internal influences, people coming to the gym know they will be asked questions about their reasons for wanting to exercise, and so prepare an answer they feel is 'correct'. Yes, they do want the outcome, but little thought goes into what needs to be done on a daily and weekly basis in order to get it, or what the underlying motivator or driver for that outcome might be.

## Setting goals

If we look at goal-setting theory, we discover that individuals are motivated to change because they want to reduce the perceived gap between their

## THE HIERARCHY OF GOAL-SETTING



Rebranding exercise: closing the gap between values and behaviour. M. Segar, J. Eccles and C. Richardson. *International Journal of Behavioural Nutrition and Physical Activity* 2011, 8:94



desired state and their actual state – in their own minds, people conduct some form of basic gap analysis between current and desired states. Goal-setting then creates a framework through which an appropriate behaviour can be identified and attached to the goal in order for it to be achieved.

Carver and Scheier (1990) have identified that goals have multiple hierarchical levels – levels they have named the focal goal, superordinate goal and subordinate goal. The focal goal is commonly referred to in the fitness industry as the outcome goal – the result the individual is striving for, such

weight loss or muscle growth – and is the type of goal we're most familiar with.

The subordinate goal is a lower order goal – one we would usually describe as a process goal. Process goals are the day-to-day activities required to reach the outcome goal. For someone looking to lose weight, a subordinate goal

#### THE ROLE OF THE SUPERORDINATE GOAL

**M**any people receiving a gym induction have been drawn into focusing on a limited number of health- and weight-related benefits: research has shown that 75 per cent of outcome goals relate to weight loss and health benefits. Further studies suggest that 40 per

cent of women over 45 exercise solely to improve body shape and appearance.

As social pressures have led individuals to have these sorts of health/weight goals, it's logical that health is frequently cited as a reason for exercising. Yet despite health and shape being a

commonly cited value, a growing body of research is suggesting that outcome goals focusing on health and weight are not in fact the optimal goals to drive exercise adherence.

A study by Huberty et al (2008) investigated exercise adherence in two groups

of women over a 12-week period. It was found those who did not adhere were motivated solely to lose weight, whereas those who adhered did so for superordinate reasons – not wanting to be judged badly by people at a big upcoming event, for example.





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Clubs must help members verbalise why they exercise

► might be to get their training kit ready to go the night before, learning how to programme the treadmill without supervision, or identifying a workout goal like adding two minutes of CV time.

Subordinate goals are often overlooked in the fitness industry, but are a vital part of goal achievement. Setting process goals provides an opportunity for celebrating successes well in advance of achieving the outcome goal. These processes goals can also serve to build confidence and self-efficacy, both strongly associated with exercise adherence.

The superordinate goal is more abstract than the previous two, which may be why fitness professionals have avoided making use of it. A variety of names could be attached to the superordinate goal, including 'motivator' or 'driver', but for the purposes of this article it's the why. These 'why' goals are linked to an individual's values, beliefs and behaviours. By understanding and delivering on the why – the superordinate goals – we can better help people achieve their outcomes.

Do not confuse asking "why do you want to exercise?" – which so often gives us the bland answers of "to lose weight, tone up, get fit" – with asking "why is that important to you?" or "why is that of value to you?" Both of these 'why' questions require a consideration of the superordinate goal, and then a justification of the behaviour, and can be followed by more probing questions like "what will that do for you?", and then "and what else will that do for you?"

It's not uncommon at this stage to get a blank stare in response. People

will not be expecting this level of questioning, and if you've failed to establish and maintain rapport, you will often be given an answer they have already given, but this time repeated with a questioning tone or the blank stare. If you've asked the questions with the correct tone of voice, you will get a pause, a glance up and to the left, followed by a glance down to the left, before you get a verbal response. Give the person time and don't rush to speak if they are obviously thinking about the question you asked.

### What does this mean for us?

In the time-limited environment of many health club inductions, it can be tricky to complete all of the tasks required and deliver something meaningful to members. However, understanding what motivates them is critical to success and failure – both theirs and ours.

Ask them: What do you want to get from your exercise programme? What will that do for you? What else will it do for you? Why is that important? Why is that of value? Thinking about the future for a minute, when you have reached your goal of [whatever their goal might be], what will life be like?

People exercise on different days for different reasons: on Monday their workout might be motivated by guilt from eating too much at the weekend, or mid-week it might be to create some 'me time' away from the office. However, all of the reasons are ultimately driven by a desire to achieve the abstract superordinate goal – the why – and this is what health and fitness

clubs must help their members to identify and verbalise.

If we want to increase exercise adherence and goal achievement, we may need to revise the approach we use during the goal-setting process. We need to stop using the restaurant process of order-taking and replace it with an exploration of motivators and drivers of behaviour.

We also need to reconsider where and how these conversations take place. Current research on consumer behaviour is leaning towards asking the questions while individuals are actually consuming or buying the goods and services in question, rather than asking them to predict their behaviour using focus groups or recalling their motives in questionnaires. Given the relatively brief, conversational nature of the questions outlined above, gym-based goal-setting discussions could actually be made much less intrusive, conducted by any member of staff at any point during the club visit. Asking about a behaviour once, in an environment other than the gym floor where the behaviour takes place, will not provide the insight required to support a lasting change. ●

**Paul Bedford** PhD has worked in the fitness industry for more than 20 years. His business, Retention Guru, helps health club operators increase retention, reduce attrition and improve member loyalty.

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# Pilates Predictions

What's the most exciting innovation in the world of pilates at the moment? Kath Hudson asks the experts for their thoughts

In recent years, pilates has had something of a soft image: an activity for yummy mummies or ladies who lunch. But this is changing. Many operators are making classes more challenging, with the addition of cardio and functional elements for example, which is capturing the attention of new audiences such as men and elite sports people.

Pilates is also a great prehab and rehab tool, and a perfect antidote to lifestyles that involve far too many hours of sitting around plugged into technology.

Little surprise, then, that the number of gyms offering pilates classes, as well as the number of dedicated studios, is growing – this according to James McCoy, research director at YouGov.

So where is pilates headed next? Will we see new interpretations of the activity? Will clubs start hiring more male instructors? How will new equipment shape programmes? We ask the experts for their thoughts on the most exciting innovation in pilates at the moment...

Functional training is fusing with pilates





Many mat and reformer classes now see a 50:50 split between men and women



Pilates teachers are upgrading their qualifications to teach special populations

## LYNNE ROBINSON



**BODY CONTROL PILATES:**  
FOUNDER AND DIRECTOR

Pilates is losing its girly image. Ten years ago, the normal class ratio was 10 women to one man but, as more men appreciate the benefits of the discipline, it's now a 50:50 split in many of our matwork and reformer classes. A growing number of men are also going on to teach pilates.

The fact that most Premier League football clubs now use pilates as part of their training helps create demand, as does the fact that our national cricket, rugby and rowing teams, top athletes including Mo Farah, and top tennis players including Novak Djokovic and Andy Murray all practise a version of pilates to help with performance enhancement and injury prevention.

Reformer classes give much more of a physical challenge. Exercises still focus on alignment, breathing and centering (core stability), but the pace is generally more dynamic and the challenges just that bit tougher. There's less TLC, more vigorous encouragement and more use of props, such as foam rollers and toning circles, which add variety and challenge.

Most of Joseph Pilates' earliest clients were army cadets and policemen in Germany and the UK. I wonder how long it will be before we come full circle and it's the girls who are outnumbered!

## CHRIS ONSLOW



**MBODIES TRAINING  
ACADEMY:**  
MANAGING DIRECTOR

We're now seeing the professionalisation of pilates as it moves beyond the mainstream and into niche segments,

such as special populations. Pilates has been a part of mainstream fitness in the UK for approximately 10 years now, and around 25 per cent of qualified pilates instructors have advanced their training to allow them to work effectively with niche segments of the market.

There's both anecdotal and research-based evidence that pilates is beneficial to populations including Parkinson's

disease and Multiple Sclerosis patients, and for breast cancer rehabilitation. This is allowing pilates to move beyond being seen as purely a core strengthening, body-shaping fitness method. It's now attracting a more long-term, wellness-orientated customer base that's constantly being refreshed, allowing pilates instructors to specialise and differentiate themselves.

## JUSTIN ROGERS



**TEN PILATES:**  
CREATIVE DIRECTOR

Transforming pilates into an all-encompassing workout is one of the current exciting trends, introducing elements from circuit and weight training, and even group cycling, to make the workout more intense, more

cardiovascular and more functional. Adding elements from other disciplines in this way is making pilates more appealing and more relevant to more people. Males and professional sports people are now increasingly starting to see the benefits, for example – we're working with a number of sports people, including the London Irish rugby squad.

Our programme still has the teachings of Joseph Pilates at its heart, but our brand of dynamic pilates focuses on results and time-efficiency – a full-body

workout that enables people to see and feel the difference, fast.

Our in-house academy is also constantly looking to refresh our programming with new iterations of classic, proven exercises. For instance, we're currently looking at what we can add by introducing jumpboards. But although we're always looking at how we can refine our offering to meet client needs, we won't introduce things just for the sake of bringing in something new – only if it is valid and beneficial.



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PHOTO: BODY CONTROL PILATES

## PILATES



Alongside reformer classes, there needs to be a standing element for bone health

### GLENN WITHERS



APPI HEALTH GROUP:  
FOUNDING DIRECTOR

The future of pilates is getting off the mat, and we're seeing a move towards more functional upright positions. In order for pilates to really make a significant difference in the rehabilitation world, we must demonstrate that the exercises can make people's daily activities a lot better.

Just exercising on the mat, or reformer, will not have a direct correlation to upright functional movement patterns that cause most of our daily discomforts. When exercising in these positions, you're working across gravity, not against gravity as we do when we're standing upright. So although lying down is good for initial rehabilitation, it's not enough for a full functional recovery.

We need a standing element to generate the bone-loading required to increase bone strength. With osteoporosis predicted to affect one in two women in the UK, and one in five men, this is very important – we must focus exercise on addressing bone health.

APPI has therefore developed a standing concept that includes a combination of pilates, gyrokinesis (rotational movements) and the Anatomy Trains concepts of functional fascial movements. In our body, we have a fascinating link of anatomical structures that all work in unison to create effective movement. When one understands these patterns, or connections, we can exercise in these directions to achieve a better outcome.

By moving into this functional, upright response, we've seen a drastic growth in the number of older people gaining benefits from pilates, including reduced falls – and with that, avoiding potentially life-changing hip and spinal fractures.

### KEN ENDELMAN



BALANCED BODY:  
CEO

I think one of the most exciting things to happen in the pilates world is the advent of barre programmes. A barre is a stationary handrail, originally used during ballet warm-up exercises.

While pilates classes generally rely on a lot of equipment, barre classes only need a sturdy chair for each participant and the barre, which can be bought at a

reasonable price and can accommodate six to eight participants. Classes are organised in a way that imitates interval training, so students have bursts of physical activity interspersed with deep stretching. Participants are encouraged to hold positions for longer than is usual in pilates classes, in order to create more muscle density and strength.

Now many pilates companies are creating high-energy barre programmes that include both a mind-body element and dynamic functional movement, making it a great marketing tool to attract and retain members. ●



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# TAPPING INTO APPS

KATH HUDSON TAKES A LOOK AT THE GROWING TECHNOLOGICAL OPTIONS FOR TRACKING ACTIVITY BOTH IN AND OUTSIDE OF THE GYM

Using apps and other new technology to track fitness progress is increasingly becoming the norm among exercisers, whether working out on their own or at the gym.

Last year, Life Fitness conducted an independent fitness and technology study that evaluated the habits of exercisers from seven countries, all of whom owned smartphones or tablets and exercised at least twice a week.

It found that: nearly three-quarters of regular exercisers used some form of technological device during their workouts; 62 per cent used some form of digital content outside of the gym to support their workout programme; and more than half of respondents considered themselves more successful at achieving their weight and fitness goals thanks to technology. Meanwhile 33 per cent of respondents said that,

provided prices and location were similar, they would be willing to switch gyms in favour of one that offered them access to the technology they wanted in the gym. And 75 per cent per cent of those aged 30 or under said access to personal content would encourage them to work out more.

Equipment manufacturers have taken this on board, with most of the major players now offering advanced consoles that include inbuilt exercise tracking facilities, as well as access to media and other forms of entertainment. Many have also developed their own apps to support these on-kit consoles, allowing out-of-club activity to be tracked too.

But things don't end there: equipment manufacturers are increasingly linking their systems with established third party apps, so exercisers don't need to change their habits or use multiple apps to track their activity. We take a look at some of these partnerships.

## TECHNOGYM

Technogym's mywellness cloud is now able to synchronise with Runkeeper and MapMyFitness, with all its subsidiary applications such as MapMyRun, MapMyRide and MapMyDogWalk.

Both Runkeeper and MapMyFitness use GPS on smartphones to track outdoor activities according to distance travelled, meaning that activities such as cycling, running, skiing and walking can be measured. Data such as a route map, altitude changes during the activity, split times per kilometre covered and average pace are also tracked.

Once connected with the Technogym system, data from Runkeeper and MapMyFitness automatically transfers to the mywellness cloud on completion of the workout. All activity data, from in and outside of the gym, can therefore be stored and tracked in one single location.

The two apps were chosen due to their popularity: Runkeeper has more than 19 million users worldwide, while MapMyFitness has over 10 million.

"Partnering with them was the ideal solution to help end-users record everything in one place without changing their exercising tracking habits," says Andrea Bianchi, Technogym MD.

"Since all user data is merged into one Technogym mywellness account, and constantly available in the cloud, it's quick and easy to add and integrate external applications to provide users with comprehensive feedback about their lifestyle.

"As well as being convenient for users, this offers a great opportunity for operators to engage with customers who already exercise outdoors: even when people can't get to the gym, they can still measure their outdoor activities. This helps end-users maintain motivation and stay engaged with their gym, and contributes to greater overall momentum in staying fit."

## PRECOR

Precor completed its first integration with a third party app, EveryMove, in February of this year. This partnership provides Precor with an instant link to many of the top fitness tracking devices via one portal: EveryMove integrates data from Precor's own Preva app, but also with more than 20 other well-known apps and devices such as FitBit, Nike Fuel/Nike+, MyFitnessPal and Runkeeper. This enables exercisers to aggregate their data from a variety of sources rather than limiting them to only one or two options.

EveryMove is a free app that enables consumers to track and capture their healthy activities and convert that information into reward points. Workout information can be entered



Technogym's mywellness cloud stores all forms of activity data in one single location



62 per cent of regular exercisers use digital content to support their workouts outside the gym

manually through the website, as well as automatically through the app.

Reward points earned can be exchanged for merchandise and gift cards from well-known brands or donated to charity. Most of EveryMove's reward partners are currently in the US, but that network is already expanding into EMEA. Alternatively, operators can sign up as an EveryMove reward partner and create their own rewards for members, such as free personal training sessions. Users can pick a reward to work towards and share their activities via social media.

Preva – Precor's networked solution – allows users to track out-of-club activities, as well as workouts on Precor equipment, using the Preva app. Anyone with a Preva account can link this to EveryMove; once this bridge is created, all Preva activity data is automatically synced with EveryMove.

## LIFE FITNESS

Life Fitness works with its own app, LFconnect, as well as Runtastic, Lose It!, Wahoo Fitness and SoFit. Third party apps that provide exercisers with a wide range of workout options have been selected, ensuring there's something for everyone, whatever their personal goals and preferred tracking methods.

Runtastic provides a total mobile fitness package to more than 15 million users worldwide. It's been designed to help exercisers track their sports activities and connect with friends who are also using the app – users can create profiles on [www.runtastic.com](http://www.runtastic.com) to cheer friends on, share photos, keep track of exercise stats, log runs and biking routes and more. Linked up with the Life Fitness Open Platform, it automatically synchs distance, calories burned and speed during workouts carried out on Life Fitness equipment.



Life Fitness has its own app called LFconnect, but has also teamed up with third party apps

FOR MANY GYMS THIS COULD BE THE MISSING LINK IN SUPPORTING A CUSTOMER, ESPECIALLY THOSE WHO WANT TO LOSE WEIGHT BUT DON'T KNOW HOW

**Users of Matrix fitness equipment can access the MyFitnessPal app through the 7xi consoles**

► Meanwhile Lose It!, Wahoo Fitness and SoFit also work seamlessly with Life Fitness equipment, allowing health club members to use their smartphones or tablets to customise their workouts and create experiences that engage and motivate them.

Lose It! is a personal weight-loss programme that tracks calories and workouts. It helps exercisers set a daily calorie budget, track their food and exercise, and stay motivated to make smarter choices and achieve their goals, connecting users to the people, devices and food information they need to achieve their weight-loss goals.

SoFit is a social gaming application using social networks, real-world rewards, fitness and charity partners to motivate users to stay active year-round. Users can compete against others to win virtual medals, and redeem points for offers and charitable donations.

The Wahoo Fitness app is a running and cycling app that connects to heart rate monitors, cycling speed/cadence sensors and Life Fitness equipment. With the Life Fitness integration, Wahoo Fitness users can also track data from their indoor workouts.

### FREEMOTION

FreeMotion has teamed up with iFit to provide interactive technology to connect and track all fitness activities.

iFit mobile apps track all outdoor workouts, with the iFit Running and iFit Cycling mobile apps using advanced GPS to track the exact route travelled, even when there is little or no signal. Every workout is then automatically uploaded and available to repeat indoors on FreeMotion CV equipment. The iFit app for iPad can be used to control FreeMotion cardio equipment to simulate the outdoor activity: equipment belt speeds can be adjusted and inclines and declines regulated, while viewing Google Maps Street View on an iPad.

Every completed workout is recorded and available to analyse on iFit.com



— users can review the exact mileage, time, calories burned and elevation gained for individual workouts, as well as downloading training programmes, setting goals, following friends and creating personalised workouts.

Meanwhile the iFit Club portal offers club management tools to interact with members while tracking equipment usage and diagnostics. Trainers can use iFit to prescribe workout programmes and keep track of progress.

“FreeMotion chose to work with iFit because, with over 10 million miles logged in 2012, it’s growing and evolving to create the most interactive workout experience possible,” says Ian Thorpe, MD of FreeMotion’s UK distributor Fitness Systems.

### MATRIX

Matrix has teamed up with MyFitnessPal, a website and app that can be used to log meals and workouts quickly and easily. This enables users to track their activity and weight loss, helping them to stay on track and achieve their goals; the app claims to have proven benefits for weight management.

Matrix chose to work with MyFitnessPal as it has over 30 million users and an extensive database of foods from restaurant chains, as well as packaged and fresh food items, to help users keep track of what they eat.

Users can access the app on the Matrix 7xi consoles; this integration means the process is seamless, so the user doesn’t have to input information manually. Users can view their total calorie intake – as well as their calorie goal, net calorie data and their exercise data for that day – via the Matrix console. Their activity accumulates on the 7xi console and, when the workout is completed, automatically uploads into their MyFitnessPal account, which will immediately register their credits for the calories burned.

“For many gyms this could be the missing link in supporting a customer, especially those who want to lose weight but don’t know how. For gyms nervous about imparting nutritional advice, this app helps guide a user and uses evidence-based methodology to promote safe and sustainable weight loss,” says Matrix MD Jon Johnston. ●

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# THE SUNSHINE VITAMIN

Sunbeds: friend or foe? Our panel of experts outline the health arguments for and against sunbed use



**W**ith the high levels of vitamin D deficiency among the UK population highlighted in numerous media channels over recent months, is it time for health clubs and leisure centres to put their focus back on sunbeds – for so many years handled with caution following

warnings from the likes of cancer charities? If used properly, can sunbeds be used for positive health reasons, giving people a little dose of the otherwise scarce 'sunshine vitamin' (see also *HCM* Jan 13, p60)? Or should they still be avoided in favour of a spray tan and a daily vitamin D tablet? We ask the experts.

## AGAINST

**DEBORAH MASON**  
Communications manager,  
British Association of  
Dermatologists



**M**ost people are now aware that exposure to sunlight helps to create vitamin D in their bodies – but this vitamin is also available through diet and supplementation.

Perhaps what people are less aware of is that a sunbed does not emit 'sunlight': it puts out a mixture of UVA and UVB rays (which are constituents of sunlight) that have been specifically calibrated to make the skin

tan quickly. It's also worth noting that a recent study by CRUK (published in the *British Journal of Dermatology* earlier this year) found that nearly 90 per cent of sunbeds in the UK did not comply with EU regulations, and that the cancer risk for comparable time of exposure on these sunbeds was up to six times higher than Mediterranean sunlight; while it might be safe enough for many people to sit in the midday sun for eight to 10 minutes, the equivalent on a sunbed is not the same.

Research linking sunbeds to skin cancer is often dismissed by the sunbed industry, perhaps because they don't really understand how the research

works. The most widely quoted paper (by Mathieu Boniol et al) is a meta-analysis, which means it has looked at many different pieces of research to see if there are common findings. They found 13 different studies that all came to the same conclusion: using sunbeds before the age of 35 increases your risk of skin cancer by 75 per cent. It's also important to look at non-melanoma skin cancer; the sunbed industry tends to focus on melanoma only.

Also, recent Advertising Standards Authority rulings say that a sunbed is not a medical device, and that under advertising laws no health benefits can be advertised as arising from its use.



Sunbeds have been linked with melanoma risks in the past, but new research suggests they may offer health benefits

FOR  
**OLIVER GILLIE**  
BSc PhD FRSA  
Health Research Forum



**F**or many years, sunbeds have been condemned on the grounds that their use can cause melanoma, the serious form of skin cancer that costs lives. Now we have new scientific evidence from the UK that suggests this view is not necessarily correct and that sunbeds, when used carefully, are generally safe.

Even more surprising, we now know that the vitamin D produced in

skin during a sunbed session probably protects us from a variety of cancers.

Scientists at Leeds University have shown that regular exposure to the sun, and use of sunbeds, doesn't generally cause melanoma in the UK. In fact, people who work outdoors and get lots of sunshine, and those who spend weekends outdoors, get less melanoma. Greater exposure to UV light means they make more vitamin D, which almost certainly protects against several cancers, including melanoma, and protects against common infections such as 'flu and many other diseases.

However, a link between use of sunbeds and melanoma has been

found by the International Agency for Research on Cancer, a prestigious body. IARC calculated that exposure to sunbeds would increase risk of melanoma by 15 per cent. However, this figure probably does not reflect modern sunbeds and modern usage in the UK. A favoured explanation is that risk of melanoma comes primarily from burning, or excessive exposure to UV light, when the skin has had little or no previous exposure.

Care always needs to be taken to begin any sun exposure with small doses: then the benefits in terms of the prevention of cancer greatly exceed the risks.

MAIN PHOTO: SHUTTERSTOCK.COM/IDOT9100C

NOW WE HAVE NEW SCIENTIFIC EVIDENCE FROM THE UK WHICH  
SUGGESTS THAT SUNBEDS, WHEN USED CAREFULLY, ARE GENERALLY SAFE

## SUNBEDS

PHOTO: SHUTTERSTOCK.COM/ALLANCE



Exposure to sunlight produces vitamin D, which helps protect against disease

## HEALTH CLUB MANAGEMENT HANDBOOK 2013

The 9th edition of the Health Club Management Handbook is being distributed in January 2013. The handbook is a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

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FOR  
**GARY LIPMAN**  
Chair,  
The Sunbed Association



For many years, sunbeds were a significant secondary revenue generator in the vast majority of health clubs across the UK. The anti-tanning campaigns vociferously attacked sunbeds, lobbying for their withdrawal on alleged health grounds, with much success. Now the tide is turning. What we have always known is now backed up with published scientific evidence: there is no correlation between responsible sunbed use and skin cancer. Indeed, recent studies have shown that responsible tanning can help prevent melanoma.

In addition, the world's leading experts on vitamin D advocate use of a sunbed to ensure optimum vitamin D status when living in countries

with latitudes such as the UK, where regular exposure to the correct intensity of UV just isn't possible for more than six months of the year. Vitamin D deficiency is linked to many health issues and diseases – as well as, interestingly, athletic performance.

As in any successful gym environment, properly trained staff and well-maintained equipment are at the core of responsible sunbed provision. For health clubs keen to ensure their sunbed provision operates to best practice, membership of The Sunbed Association provides the necessary tools, information and support.

Given all the above – and with regulatory maximum UV irradiance levels in place to remove the risk of burning, legislation to prohibit underage use of sunbeds, and a code of practice ensuring optimum customer care – there is considerable synergy to be derived from the provision of sunbeds in a health club environment.

AGAINST  
**JORDAN SMITHIES,**  
MD,  
Elite Fitness



based on what she was telling me I felt that, as a health centre owner, I had a duty to remove sunbeds altogether.

Although the decision mainly came about thanks to Gill's efforts, in the end we all know someone who's suffered from cancer. I wanted to do my bit. When there are other risk-free alternatives out there like spray tans, I felt it was right thing to do to remove our sunbeds.

At the time, we did look into offering spray tans instead, but in the end that didn't happen. We didn't experience any negative impact as a result of our decision though. Sunbeds were never really a core part of the business, and in fact members seemed to appreciate what we'd done – as did the local press, who gave our decision a lot of very positive coverage. ●

# SUNBEDS + HEALTH CLUBS = SYNERGY + REVENUE



Recent years have seen a downturn in sunbed investment in the UK's health club market. That decline has now turned into a steady ascent as operators seize the opportunity to invest in the synergy that exists between the gym and the sunbed. Results benefit member satisfaction and retention as well as club revenues

**E**xtensive published research has clearly demonstrated the link between vitamin D and optimum athletic performance. From the International Olympic Committee and football's Premier League through to eminent sports scientists and leading sports coaches around the world, vitamin D status is recognised as having an impact on athletic performance.

## The Opportunity

Health clubs have a prime opportunity to tap into a new membership recruitment and marketing initiative with the provision of sunbed sessions as part of a member's fitness goals.

Over 95 per cent of our vitamin D production comes from exposure to sunlight, but in the UK the sun isn't strong enough for this purpose from October to May, which is why the majority of UK adults are vitamin D deficient by the end of winter.

Vitamin D experts recommend 25 per cent of I Minimal Erythral Dose (MED) on a sunbed 2-3 times per week to achieve and maintain optimum vitamin D status, perfectly coinciding

with the average number of visits to the gym each week by health club members.

## Understanding Vitamin D

A comprehensive understanding of the relationship between UV exposure, vitamin D production and the effects on athletic performance can be found within Ergoline, the world's largest manufacturer of commercial sunbeds and leading supplier to the UK market.

Operators can tap into the extensive knowledge of Team Ergoline gaining all the information and training necessary to introduce sunbed sessions to achieve more than just tanning.

## Training

As an Ergoline customer your team can access a detailed training programme designed to explore and develop the relationship and potential of sunbed provision in a health club environment, connecting all the latest data on vitamin D and athletic performance.

## Talk to Team Ergoline

Leading the UK's indoor tanning market for more than 25 years. Call +44 (0)20 8498 7277 or email info@ergoline-uk.com

## World Class Performance

Ergoline is internationally renowned for groundbreaking technology and outstanding performance and comfort across its extensive range of sunbeds. Its heritage in provision to the health club market is unrivalled, understanding the needs of the operator to satisfy the demands of a discerning membership whilst maximising revenue opportunities.

## Total Workout Benefits

The total package is on offer from Ergoline: a performance enhancing, membership retention tool that can also boost club revenues.

Useful information and advice, exceptional product, training and marketing support, an excellent after-sales Customer Care Programme, finance options including rental and income share, together with investment into a brand you can trust.

The time is right to find out more about how an Ergoline sunbed can help reinvigorate your core business, aid membership accrual and retention and increase revenues. Feel free to also enquire about the excellent tanning performance synonymous with Ergoline.

# EMBRACING SPA

From managing the customer experience through to packaging services in line with your broader philosophy, today's multi-faceted spas have important lessons to teach health club operators. Liz Holmes shares her thoughts



**W**e know that 12.6 per cent of the population are currently members of health clubs or publicly owned fitness facilities. We also know that the number of people becoming members of a health and fitness club has increased by 4.5 per cent in the last year. (Source: The Leisure Database Company)

But behind these positive figures, the sad truth is that the yield per member across the fitness industry is suffering, with low-cost operators inflating membership numbers. So what other health, wellness and beauty services are members spending their hard-earned cash on, and how can health club operators tap into these channels to broaden their own offerings and optimise revenue?

While membership yield will continue to be a key focus for the fitness industry, I believe the modern health club has many lessons to learn from the spa

sector in terms of driving yield. Spa businesses models of course vary – from the destination spa through to the high street beauty offering – but the thing that defines their success is a strong understanding and delivery of the customer experience: not only in terms of each individual customer, but also what each customer expects out of each individual visit.

Historically considered the soft and fluffy relation of the health and fitness club, spas are now stepping up to provide multi-faceted services that are able to secure their business success. So what can fitness operators learn from this example?

## SPA TRENDS

Three years ago, the *Spafinder Trend Report* predicted that the spa industry would move its focus from pampering treatments to a broader spectrum of health and wellness treatments previously associated with health clubs

and complementary health centres. This is reflected in the offering of both day and residential spas, which now include services such as nutritional consultations and inch loss programmes alongside facials and massages.

Espa Life at The Corinthia in London and Gleneagles hotel in Scotland, for example, offer full health assessments with individual wellness programmes, while day spas such as the award-winning Zen Spa in Edinburgh put lifestyle advice, based on the whole person, at the heart of client consultations.

Fiona Fowley, Zen Spa's co-founder, explains: "While most of our treatments are about improving the appearance of skin, our clients are more aware than ever that their lifestyle plays a huge part in bringing about the changes they want. We're training our therapists in offering detailed consultations to reflect this, as well as linking up with other specialists such as personal trainers and nutritionists to complete the picture."



Fitness and spa can be integrated in wellness packages





Above and right: Rockliffe Hall integrates day spa guests alongside club members to drive revenue

People are increasingly time-poor but still want results; they need their club to provide a personal service with bespoke programmes



#### HOLISTIC HEALTH

Health clubs have the opportunity to tap into this holistic trend by taking elements of what works for the spa industry and re-packaging them to appeal more to the health club market. This will allow clubs to explore revenue streams that create secondary spend opportunities for members, as well as pay-as-you-go, day visitor experiences that don't dilute the membership offer.

People are increasingly time-poor but still want results; they need their club to provide a personal service with bespoke programmes and wellness treatments to get them to where they want to be,

and keep them there. By understanding members' broader needs and meeting these with personalised services, we can improve retention and secondary spend.

Services such as full health screening, nutritional consultations or specific wellness workshops do not necessarily require additional facilities, and in the main fit with the skillset of fitness teams. However, they do need a marketing strategy and must be linked to the membership induction process. Developing the offer further – into more relaxing spa-type services such as massage, reflexology or beauty treatments – involves getting the

design and customer journey right for the individual club.

The Reebok Sports Club London is a great example, driving additional revenue by improving services such as spa and personal training (see also p32). Diane Kay, club manager, explains: "We've always had an individual approach to our members: a PT director matches members with the right trainer for their needs, and a help and advice desk offers extra support. Now our expanded range of services can fulfil members' broader needs."

Meanwhile non-members can use the Reebok club facilities prior to



**Rockliffe:** Average day guest spend is close to the monthly membership fee



**Operators should offer ways to help members manage stress**

PHOTO: SHUTTERSTOCK.COM

- ▶ any spa treatment, finish with lunch, or drop in to the wellness centre for medical services.

#### ENHANCING THE OFFER

But before we consider developing the health club offering, a club first needs to look at its USPs so it enhances and develops these, rather than creating bolt-on services that have no real link to the club's philosophy. Clients have an instinct for inauthentic offerings, and can sniff out a money-making scheme if it's not well thought through with the client experience in mind.

Ray Payne of Topaz Consulting – which provides design and management services to the spa and leisure industry – advises health clubs to consider the client journey from start to finish when considering developing new facilities or services. "Investment in facilities will only work if it becomes an integral part of the business and actually delivers something the client or member wants," he explains.

Beverly Beyes, director of Sparcstudio, adds: "Tacking a few generically styled treatment rooms onto a club will not create a credible offer that will appeal to the fitness member or indeed a potential day spa guest. A better bet is to create a distinct offer with its own brand and identity.

"Location within the club is key. Basing the spa at the front of a club can create greater awareness and visibility, as well as access for non-members. Alternatively, choosing a location within the heart of a club can ensure a closer link to other facilities such as a thermal suite and pool area, enabling the club operator to offer more of a complete spa experience, which can be marketed to non-members as a package."

#### DRIVING YIELD

If health clubs can tap into the day visitor model, this will have a positive impact on yield – but it will require a management strategy that measures and drives the customer experience, and a sales and marketing strategy to promote expanded services. This approach works well for the hybrid spa-health club model, which understands the importance of meeting the needs of members and non-members alike.

In the north-east of England, two-time ukactive FLAME finalist Rockliffe Hall hotel, spa and golf club offers a high-end fitness service, with a reputation as a pay-as-you go destination for wellness programmes and spa days. The two aspects of the business complement one another: a membership base of 750 people ensures a lively class programme and supports excellent facilities, while day visitors drive a separate yet integrated revenue stream.

It's interesting to note average spend per day guest falls close to the monthly membership subscription fee of £110, with the main benefit of pay-as-you-go day packages being the ability to closely control the client journey and the flow of guests at any one time, ensuring the highest level of personal service.

#### CAN FITNESS EMBRACE SPA?

Health clubs and gyms are the real wellness and coaching experts, but I believe not enough is being done to enhance the fitness industry's reputation in the fields of customer service, customer experience and holistic health and wellness programming.

The fitness spa experience doesn't have to involve scented candles or whale

music, but it must expand the customer experience far beyond swiping a membership card to gain access to a set of facilities. Clubs need to appeal to the lifestyle of their customers, embracing the whole person by: offering a full wellness consultation for every new member; identifying that exercise is only part of the picture by offering the type of helpful wellness advice which can be applied day-to-day, including relaxation; and never forgetting that every visit should leave a positive memory so customers want to return.

Fitness professionals have the expertise to get people fit. Now they need to promote their ability to help people manage their stress and have an all-round healthier lifestyle to appeal to the 87.4 per cent of the population who are not currently members of a gym.

Facilities and design play a key role in creating a day visitor offering, but behind this has to be the intention to create an inspired experience that offers an outcome. That outcome may be simply a well-earned rest, a shared and fun experience like a boot camp or dance class, a workshop in healthy nutrition or an anti-ageing facial.

My hope is that we have enough managers in the sector who work with KPIs that measure the client experience, rather than just member retention figures at the end of the month: our long-term success depends on it. ●

**Liz Holmes**, spa director at Rockliffe Hall, is a level three qualified fitness instructor specialising in yoga and pilates.  
Email: [liz@rockliffehall.com](mailto:liz@rockliffehall.com)  
Website: [www.rockliffehall.com](http://www.rockliffehall.com)



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We continue to lead innovation in the sauna and steam relaxation sector, investing in the development of the latest technologies as well as redefining spa luxury with bespoke experiences.

We have provided wellbeing solutions for a range of clients in the private, public and higher education sectors. Key projects include the Verulamium Spa, St Albans; Ribby Hall Spa, Preston; various Spa London sites for GLL; various Center Parcs villages and Cowshed Spa, Babington House, Somerset.

We can advise you on the latest technologies and tailor spa experiences to ensure that you not only meet the needs of your clients, but also secure a return on your investment. For example, a small aromatherapy room may be more suitable for a health club

with a high female membership than a traditional sauna, which tends to be the least popular of heat experiences among women who often find them too hot. By contrast, a tiled aromatherapy room with heated walls operates at a cooler 35°C - 40°C. The gentle warmth combined with the infusion of natural aromatherapy essences is perfect for relaxation after a workout.

## working with you

Earlier this year we created the first public sector spa for St Albans City and District Council at Westminster Lodge Leisure Centre. Working with S&P Architects, we reintroduced the concepts of Roman bathing with a series of rooms of varying temperatures – a caldarium, laconium and tepidarium.

We have also just completed work on a luxury spa at Brighton's iconic hotel, the De Vere Grand, as part of a £5m refurbishment project. The new spa has been built over a former swimming pool on the lower ground floor transforming the space into a tranquil retreat offering a thermal suite, a relaxation area and eight treatment rooms.

We are currently working with GLL on a new spa at Wimbledon Leisure Centre and also with Alliance Leisure on a new spa at Ramsgate Sports Centre.

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# SUPPLIER SHOWCASE

WE REPORT ON RECENT PROJECTS FROM CYBEX, PAVIGYM AND LIFE FITNESS



The Arc Trainer is one of Cybex's most popular pieces of equipment

## HIGH PERFORMANCE

CLIENT: UNIVERSITY COLLEGE DUBLIN

SUPPLIER: CYBEX INTERNATIONAL UK

The new €50m University College Dublin (UCD) Sport & Fitness facility officially launched in summer 2012 and has since undergone further development, leading to the opening of a performance gym in 2013.

The new 850sq m gym, more than double the size of the previous facility, will support members from the student population and local community as well as athletes and sports students, who will have access to over 100 pieces of cardiovascular and strength training equipment from manufacturer CYBEX International.

This includes treadmills and upright bikes from CYBEX's 625 commercial series, Bravo functional trainers, half racks and lifting platforms and plate-loaded equipment including chest, overhead, incline and squat presses. Meanwhile 13 pieces of selectorised equipment from CYBEX's Eagle and VR3 ranges sit alongside a functional training zone to make up the state-of-the-art strength and conditioning gym.

Work on the project started in 2008, with the €50m complex comprising the new gym, 50m swimming pool, tepidarium spa, range of indoor and outdoor pitches, climbing wall, squash courts and rifle range.

The facility also includes a 90-seat cinema, 125-seat theatre, tournament-grade debating chamber, student offices and meeting rooms, and a radio pod. The innovative site also has its own rainwater harvesting system and combined heat and power plant used to generate its own electricity, the excess of which is used by the university.

While supporting the needs of its students and the local community, the gym at UCD is also used as a training site for professional rugby union side Leinster and was recently used by French rugby union side Toulon in preparation for the Heineken Cup final in Dublin in May.

Ciaran Magee, CYBEX sales manager for Ireland, led on the deal, which was awarded to CYBEX through a detailed tender process. Magee says: "UCD Sport & Fitness is undoubtedly one of the country's top sports facilities, and every component of the site reflects this. The gym has been designed and built for the wide demographic it supports and from the feedback so far, we're delighted with the final outcome."

UCD Sport & Fitness Centre manager Hughie McGearty adds: "The range of equipment offered by CYBEX has ensured that we can cater to the needs of all users, regardless of their ability, level of fitness or training needs. The feedback we've received already from our members is fantastic."

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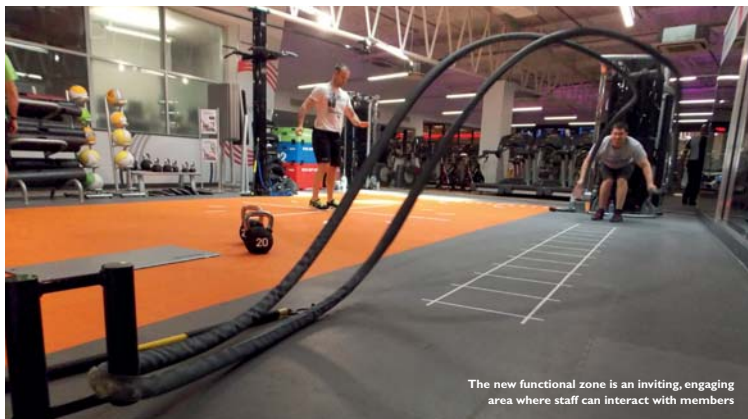
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The new functional zone is an inviting, engaging area where staff can interact with members

## HIT THE DECK

CLIENT: FITNESS FIRST CLAPHAM JUNCTION

SUPPLIER: PAVIGYM

As part of a refurbishment programme across the Fitness First estate in the UK, Pavigym was appointed to work alongside the architects to redesign the functional training space at the club in Clapham Junction station, London.

Fitness First wanted to optimise the space available in the busy club, creating a functional zone that would act as a focal point in the gym. The new zone sits right next to the entrance to the gym, drawing the eye as soon as you walk into reception.

Pavigym created an individual design for Fitness First that worked in conjunction with the functional training equipment available, as well as the specific programming goals of the club: the area was specifically configured to cater for small group training and PT, as well as creating more space for members to use the functional equipment within their own workouts.

Flooring was brought forward as an active element of the design: floor markings guide users through a series of functional movements, allowing the club to open up a range of new activities to its members.

The club has now been able to increase the functional classes on the timetable, with sessions such as circuits taking place in the functional zone. Equipment including kettlebells, ViPR and soft plyo boxes are complemented by stations integrated into the functional area, including battle ropes and monkey bars/a tricep dip station.

"Ensuring the space was well positioned in the club was crucial to its success, along with the look and functionality," says Steven Sykes, sales director at Pavigym UK. "Inspiring and motivating members to take up new exercises and incorporate these into their workouts, turning them into functional training fans, was the key objective for the creation of this new space."

"Our goal when developing our Freestyle training areas is to create as many interaction points as possible for our members



Taking to the floor: The new markings guide users through a series of functional movements

in a space where they can move – with small equipment or without," adds Lee Matthews, UK head of fitness at Fitness First. "The new flooring has allowed us to create an inviting and engaging area to interact with our members, and we've seen a notable increase in the number of club members who are using this space, and the functional equipment within it, as part of their personal training sessions, team workouts – our small group training sessions – or simply integrated into their overall workouts."

Sykes continues: "Being able to reconfigure gym spaces to keep up with new fitness trends is crucial, and Pavigym ensures that its flooring and training solutions offer a cost-effective way of doing exactly this. Pavigym enables a client to choose from a range of solutions – from basic flooring through to the most advanced flooring technology incorporating lights and software systems, for example – to create a bespoke, on-trend training area whatever the club's objectives and needs."

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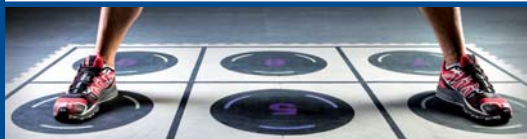
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There's a new social atmosphere on the gym floor since the refurbishment

## DRIVING ENGAGEMENT

CLIENT: ST PETER'S LEISURE CENTRE, BURNLEY, UK

SUPPLIER: LIFE FITNESS

In December 2012, St Peter's Leisure Centre in Burnley turned to Life Fitness for assistance in driving higher customer retention rates and increasing membership. To achieve these objectives, the fitness suite floor was completely transformed to provide members with an interactive group exercise solution.

St Peter's is one of the first sites in the country to offer Life Fitness' newest functional training exercise solution, the Synrgy360XL, which is now a centrepiece on the gym floor. Offering numerous stations within one structure, it acts as a central hub for classes, PT sessions and individual workouts.

Members now have access to diverse training possibilities through this one solution, helping them to achieve their goals by adding more diversity to their existing workouts, – incorporating endurance, improved balance, co-ordination, speed, agility, flexibility, power and strength. To achieve these goals, the product combines several popular exercise trends including core training, bodyweight training, reaction training and sport-specific activities.

Members can now benefit from a timetable of tailor-made, Synrgy-specific classes focused entirely on functional training, working all areas of the body and appropriate for all abilities. Neil Hutchinson, leisure facilities general manager, says: "We offer 20 bespoke classes a week that deliver a totally immersive

experience through purpose-designed lighting, graphics, flooring and programmes, from Life Fitness' Solutions Partners."

Since the refurbishment was completed, a new social atmosphere has been created on the gym floor – an energetic vibe that's designed to encourage and motivate members.

Along with the interactive Synrgy classes, this is leading to an increase in group participation, making exercise engaging and enjoyable for all demographics from novices through to experienced fitness enthusiasts. "The thing I really like about Synrgy360XL is the variety it offers, as well as the chance to meet people. It helps every aspect of your body – I really enjoy it," comments one female member.

The development of the centre has delivered positive results for Hutchinson, who says: "The introduction of Synrgy360XL classes has really transformed our fitness suite for the better. Our members can train and interact to achieve their personal goal, which in turn creates a more social atmosphere – something that's not always easy to achieve in a health club environment.

"The new equipment has had a huge impact on both membership figures and retention, and we're proud that our members are some of the first in the country to use the new Synrgy360." Indeed, membership of the club has risen by 15 per cent, with the average lifetime of a member now 17 months.

Alongside Synrgy360XL, members can also benefit from the Elevation Engage and Inspire cardiovascular series, so workouts can continue to be tracked with activity and progression through the LConnect site and smartphone app. ●

For more information: [www.lifefitness.co.uk](http://www.lifefitness.co.uk)

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## Nutritional products



### Diet and weight control soups by USN

USN has launched Diet Fuel Soup in Chicken and Herb and Vegetable flavours. These meal replacements are formulated to provide a nutritious meal and contain essential nutrients and high fibre levels for weight loss and maintenance. They are formulated with chromium to help maintain both a normal blood sugar level and lean muscle. Each box has five 55g sachets.

**fitness-kit.net** KEYWORD

USN



### Reflex Nutrition's Intra Fusion for workouts

Intra Fusion is designed to be used during workouts, with branched chain amino acids, glutamine, citrulline malate and electrolytes. It's designed to contribute to normal protein and glycogen metabolism, as well as helping reduce tiredness and fatigue to maximise workouts and training activity. Formulated for gym-goers and athletes, it comes in Fruit Punch and Orange Burst flavours and is priced at £39.99.

**fitness-kit.net** KEYWORD

Reflex

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### The Power Layer Bar by Multipower Sportsfood



European sports nutrition company Atlantic Multipower has launched a new protein bar, the Power Layer Bar in Chocolate-Caramel Nut flavour. With 33 per cent protein, the 60g Power Layer Bar is designed to be a convenient protein (19.8g) and carbohydrate (23.8g) snack to aid

muscle recovery after exercise. It has nuts, caramel, crispies and chocolate; the protein comes from milk proteins. The bar also contains branched chain and essential amino acids.

**fitness-kit.net** KEYWORD

Multipower

### Britvic's Mountain Dew energy drinks

Soft drinks manufacturer Britvic Soft Drinks and PepsiCo UK has launched Mountain Dew Sugar Free energy drink, as well as a new 'AMP Energy powered by Mountain Dew' stimulant energy drink.

Mountain Dew Sugar Free is a citrus drink containing caffeine but no sugar, and Britvic has been running a Mountain Dew TV campaign in the UK to support the launch of the drink. AMP Energy powered by Mountain Dew also has a citrus taste and contains extra caffeine, B vitamins and taurine for those who want high-impact energy. AMP Energy is available in a 500ml can.



**fitness-kit.net** KEYWORD

Britvic



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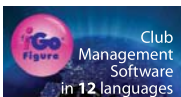
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# Members' choice

What do your members say about you? The Members' Choice Awards shortlist has been revealed, with tickets on sale for the gala dinner



The official shortlist has been announced for the third annual Members' Choice Health Club Awards, in partnership with Leisure Media's *Health Club Management* magazine.

The awards aim to find out which clubs offer the best all-round customer experience based purely on ratings from members, and this year 350 clubs took part, with a total of 40,000 member questionnaires being completed during the three-month voting period.

Simon Brown, MD of Health Club Awards, says: "We're absolutely delighted that the effort being put in by the participating health clubs has paid off. The competition is all about engaging members and motivating staff, and that's exactly what we're seeing in the feedback."

## New categories

This year, for the first time, clubs are competing in three categories – Budget, Mid-Market and Premium – in their respective UK regions, thereby ensuring a level playing field.

The *énergie* group has entered clubs across its three brands. "Of all of the sector awards schemes, the Members' Choice Health Club Awards are the only ones that reflect the views of the members themselves rather than a committee," says *énergie* CEO Jan Spaticchia. "I'm particularly proud of the fact that we won 17 awards last year and are nominated for over 30 this year. I feel it genuinely reflects the excellent work of our franchisees across the network."

"Our members demand consistently high standards from their clubs, and the Health Club Awards provide an excellent means of measuring how we meet, and exceed, their expectations."

The awards have always been open to leisure centres as well as private clubs, and Everyone Active has done particularly well in this year's Mid-Market regional shortlists.

"Everyone Active enters the Health Club Awards because they are voted



Leisure Media Company MD Liz Terry with last year's People Award winners

for by the general public. This is a fantastic way of assessing how well the centres are doing in the eyes of our members," says Rachel Shelton, group marketing manager for SLM. "This year we have 24 leisure centres shortlisted, which is a great achievement for the company as a whole, demonstrating the strength of our brand across the areas in which we operate."

The unique scoring system also allows smaller, independent clubs to compete fairly with the bigger brands. Pulse 8 and Nirvana Spa – both run by Barry Ashton – have entered for the first time, and both have made the shortlist. Ashton says "We're absolutely delighted that both clubs have made it through in our first year of entering. We're especially proud because the Health Club Awards are based purely on feedback from members, and that says everything about how we run the clubs."

## Awards ceremony

Gold, silver and bronze winners for the regions will be acknowledged, as well as winners in the national chain categories and the Grand Prix categories for Best Club in the UK (Budget, Mid Market and Premium). Outstanding efforts by individual staff members will also be recognised in the People Awards, again based on feedback from members.

Winners will be announced at a gala dinner, which will take place at the National Motorcycle Museum in Birmingham on 24 September, alongside Leisure Industry Week. The black tie event will be attended by 400 guests and will include an exclusive after-dinner party. ●

For further details about the awards and to purchase tickets for the gala dinner, please visit [www.healthclubawards.co.uk](http://www.healthclubawards.co.uk)

# SCOTLAND

## BUDGET

Fit4Less Dundee  
Fit4Less Dundee Douglas  
Fit4Less Perth

## MID-MARKET

Aberdeen Sports Village  
Curves Perth  
energy Fitness Edinburgh  
energy Fitness For Women Airdrie  
energy Fitness For Women East Kilbride  
energy Fitness For Women Linlithgow  
energy Fitness For Women Motherwell

## PREMIUM

Bowfield Hotel & Country Club  
LivingWell Edinburgh Airport  
LivingWell Strathclyde  
Westerwood Hotel QHotels

# NORTHERN IRELAND

## BUDGET

Fit4Less Lisburn

## PREMIUM

LivingWell Templepatrick

# NORTH WEST

## BUDGET

Fit4Less Stockport  
Xercise4Less Bolton  
Xercise4Less Wigan

## MID-MARKET

energy Fitness Warrington  
Metro Fitness Stockport  
Pendle Wavelengths & Inside Spa

## PREMIUM

Park Royal QHotels  
Spa Natural Fitness Dunkenhall  
Spa Natural Fitness Norton Grange  
The Midland QHotels  
Thornton Hall Country Health Club

# NORTH EAST

## BUDGET

Fit4Less Blaydon  
Fit4Less Hartlepool  
Fit4Less Tynemouth  
Xercise4Less Stockton-on-Tees

## MID-MARKET

energy Fitness For Women Morpeth

## PREMIUM

LivingWell Newcastle Gateshead

# YORKSHIRE & THE HUMBER

## BUDGET

Be Fitness  
Xercise4Less Castleford  
Xercise4Less Doncaster  
Xercise4Less Leeds  
Xercise4Less Wakefield

## MID-MARKET

Bircotes Leisure Centre  
Fitness Flex Doncaster  
Fitness Flex Pontefract  
Fitness Unlimited - Don Valley Stadium  
Metrodome Leisure Complex

## PREMIUM

Crown Spa  
LivingWell Sheffield

# WALES

## BUDGET

Fitness4Less Newport

## PREMIUM

LivingWell Newport  
Spa Natural Fitness Cardiff

# WEST MIDLANDS

## BUDGET

Fit4Less Redditch  
Fitness4Less Birmingham

## MID-MARKET

Everyone Active Malvern Splash  
Haden Hill Leisure Centre  
Perdiswell Leisure Centre - Harpers Fitness  
Ryland Centre  
Smethwick Swimming Centre  
Tipton Sports Academy  
Wednesbury Leisure Centre

## PREMIUM

Chesford Grange QHotels  
Spa Natural Fitness Brandon Hall  
Spa Natural Fitness Sharnbury  
St. George's Park Health Club

# EAST MIDLANDS

## BUDGET

Fitness4Less Northampton

## MID-MARKET

energy Fitness For Women Arnold  
energy Fitness For Women Long Eaton  
Everyone Active Doncaster Leisure Centre  
Everyone Active Enderby Leisure & Golf Centre  
Everyone Active Hinckley Leisure Centre  
Everyone Active Llamas Leisure Centre  
Everyone Active Waterfield Leisure Centre  
Everyone Active West Lindsey Leisure Centre

## PREMIUM

Forest Pines QHotels  
LivingWell East Midlands Airport

# MEMBERS' CHOICE HEALTH CLUB AWARDS 2013



healthclubawards.co.uk

# OFFICIAL SHORTLIST

## BEST BUDGET CHAIN (5+ clubs)

Fit4Less  
Fitness4Less  
Xercise4Less

## BEST SMALL CHAIN (3-9 clubs)

Aquatera  
One Leisure  
Sandwell Leisure Trust  
Xercise4Less  
YMCA London South West

## BEST MEDIUM CHAIN (10-30 clubs)

BPL Group  
Fit4Less  
Fitness4Less  
QHotels  
Spa Natural

## BEST LARGE CHAIN (30+ clubs)

energy Fitness Clubs  
energy Fitness For Women  
Everyone Active  
LivingWell

## GRAND PRIX CATEGORIES

Best Budget Club in the UK  
Best Mid Market Club in the UK  
Best Premium Club in the UK

Regional and national winners will be announced on Tuesday 24th September at the 3rd annual Health Club Awards Ceremony.

The awards will be held at the National Motorcycle Museum, Birmingham on the first night of Leisure Industry week.

TO BOOK YOUR TICKETS FOR THIS PRESTIGIOUS EVENT GO TO

www.healthclubawards.co.uk/table-booking

# LivingWell Leicester

LivingWell Northampton  
Nuffield Health Nottingham  
The Nottingham Belfry QHotels

# EAST OF ENGLAND

## MID-MARKET

energy Fitness Leighton Buzzard  
Everybody Health & Fitness  
Everyone Active Camboorne Fitness and Sports Centre  
Everyone Active Mid Suffolk Leisure Centre  
Everyone Active Stradbroke Swim & Fitness Centre  
One Leisure Huntingdon  
One Leisure Ramsey  
One Leisure Sawtry  
One Leisure St Ives  
One Leisure St Neots

## PREMIUM

LivingWell Cambridge

# SOUTH WEST

## BUDGET

Fitness4Less Bristol

## MID-MARKET

Everyone Active Blandford Leisure Centre  
Everyone Active Henbury Leisure Centre  
Everyone Active Kingsdown Sport Centre  
Keynham Leisure Centre - Aquatera

# SOUTHERN

## BUDGET

Fitness4Less Cheltenham  
Fitness4Less Chesham

## MID-MARKET

energy Fitness Andover  
energy Fitness For Women Bicester  
energy Fitness Liscombe Park  
Everyone Active Stratford Park Leisure Centre

## PREMIUM

LivingWell Bracknell  
LivingWell Milton Keynes  
LivingWell Reading  
LivingWell Swindon  
Nirvana Wellness Suite  
Pulse 8  
The Cheltenham Chase QHotels

# LONDON

## BUDGET

Fit4Less Casplan Wharf  
Fit4Less Kilburn  
Fitness4Less Cambridge Heath  
Fitness4Less Southwark

## MID-MARKET

Archway Leisure Centre - Aquatera  
energy Fitness For Women North Finchley  
energy Fitness Forest Hill  
energy Fitness Northwick Park  
Highbury Pool & Fitness Centre - Aquatera  
The Armoury Jubilee Trust Hampstead  
Westminster Gym Jubilee Trust  
Wildesden Sports Centre - Harpers Fitness  
YMCA Club Great Russell Street  
YMCA Club Wimbledon

## PREMIUM

Dolphin Fitness Club  
LivingWell London Docklands  
LivingWell London Metropole  
LivingWell London Wembley

# SOUTH EAST - Essex, Hertfordshire, Middlesex

## BUDGET

Everyone Active Eversley Leisure Centre  
Fitness4Less Southend  
Fitness4Less Watford

## MID-MARKET

energy Fitness For Women St Albans  
Everyone Active Basildon Sporting Village  
Everyone Active Central Park Leisure Centre  
Everyone Active Grange Paddocks Leisure Centre  
Everyone Active Hartham Leisure Centre  
Everyone Active Hornchurch Sport Centre  
Everyone Active Waltham Abbey Pool  
Everyone Active Watford Leisure Centre - Central  
Everyone Active Westminster Lodge Leisure Centre

## PREMIUM

LivingWell Stansted  
LivingWell Watford

# SOUTH EAST - Kent, Surrey, Sussex

## BUDGET

Everyone Active Phoenix Leisure Centre  
Fit4Less Canterbury  
Fit4Less Maidstone  
Fitness4Less Sutton

## MID-MARKET

Addlestone Leisure Centre - Achieve Lifestyle  
Egham Leisure Centre - Achieve Lifestyle  
energy Fitness East Grinstead  
Everyone Active Cheam Leisure Centre  
Everyone Active David Meir Leisure Centre  
Everyone Active Spelthorne Leisure Centre  
YMCA Club Hawker Centre  
YMCA Club Surbiton

## PREMIUM

Ashford International QHotels  
LivingWell Arundel  
LivingWell Brighton Metropole  
LivingWell Dartford  
LivingWell Maidstone

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