

health club management

NOVEMBER/DECEMBER 2015

No 230

Friend or foe?

Will ClassPass users
ever become
your members?

Barry's Bootcamp

CEO Joey Gonzalez on
growing the brand



BEAR GRYLLS

The survival expert on
the launch of his BG Epic
workouts and franchises



move**GB**

The **UK's largest health club client**

**CLICK
HERE**

Visit **webuyanymembership.com** to tell us about your business



Member motivation on the go.

Get the revolutionary MYZONE MZ-3 physical activity belt and new MYZONE app to engage and retain members like never before. With the MZ-3, your members can track their effort and stay connected with your club no matter where they are.

Visit myzone.org to learn more.



Earning loyalty in 2015



Are contracts really the key driver of member loyalty, as numerous retention reports have stated over the years? ukactive's latest Business Performance Benchmarking report suggests not – or at least, no longer. It found that gyms with a minimum 12-month fixed-term contract saw an average membership length of 11.2 months – far shorter than the 17.2-month average enjoyed by gyms that didn't require a 12-month commitment and that offered more flexible contract lengths.

It seems the drivers of loyalty are changing. And while those drivers will vary from one customer to the next, one increasingly recurrent theme is the desire for flexibility.

The fitness sector has begun to respond, recognising that loyalty should be an active choice rather than a forced hand. The low cost-led shift away from contracts was a positive first step, and even where contracts have stayed in place, forward-thinking operators are introducing more flexibility: DiR's à la carte membership, where members pay only for what they use, is a good example. But more can be done.

One new trend – a short hop on from flexible pricing – is 'sympathetic pricing'. This involves imaginative discounts and rewards that go beyond telling people you care, actually proving it by directly addressing customers' specific pain points – and earning their loyalty as a result. For more on this, turn to page 36.

But the latest leap in consumer expectation demands even more flexibility from all operators – because the younger generations in particular no longer want to belong to just one gym. They want to mix and match, keeping enjoyment levels high by bringing variety into their routine.

As The Futures Company pointed out in the last issue of *HCM*: "To win with those aged under 30, gym owners must

Your customers aren't being disloyal if they don't only use your gym; things have moved on from the one-stop shop

embrace – even encourage – a certain degree of promiscuity of membership."

The boutique studios have recognised this. With flexibility at the very heart of their model, these operations are garnering huge loyalty by creating strong brands and enthusiastic communities – this in spite of a premium price tag and commitment-free 'pay per class' set-up. Joey Gonzalez, CEO of Barry's Bootcamp, explains how in his interview on page 26.

The key here is to understand that your customers aren't being disloyal to you if they don't only use your gym; operators need to play to their strengths to ensure they stay in the exercise mix, but at the same time realise things have moved on from the one-stop shop.

So if you're an operator, what's the best way to go about embracing this desire for variety and flexibility? Certainly

the likes of ClassPass offer a route to market that caters for the cherry-pickers – but how do you best use these tools to ensure they benefit your business rather than undermining it? On page 44, Stephen Tharrett and Mark Williamson of ClubIntel offer their advice to anyone considering working with what they call the 'internet middlemen'.

A final thought on loyalty comes in our trendwatching feature on page 36, which points to the need for far deeper engagement with consumers. Did you know 63 per cent of people only buy products and services that appeal to their beliefs, values or ideals? German women-only club My Sportlady certainly appreciates this, offering heart-warming inspiration on page 58. It's time to define what your brand stands for – your customers' loyalty depends on it.

Kate Cracknell

Editor

katecracknell@leisuremedia.com

[@HealthClubKate](https://twitter.com/HealthClubKate)



ON THE COVER
Bear Grylls is launching his new BG Epic concept, encompassing both classes and fitness studio franchises. Read more on p52.

Photograph: www.emmamartyrle.com

To share your thoughts on this topic,
visit www.healthclubmanagement.co.uk/blog or email healthclub@leisuremedia.com

T: +44 (0)1462 431385 WWW.HEALTHCLUBMANAGEMENT.CO.UK
E: HEALTHCLUB@LEISUREMEDIA.COM SUBSCRIBE: WWW.LEISURESUBS.COM

Welcome to HEALTH CLUB MANAGEMENT



52 ON THE COVER: Bear Grylls unveils his new fitness concepts



68 How can clubs best scale up their income?

03 EDITOR'S LETTER

Your customers aren't being disloyal if they don't only use your gym, says Kate Cracknell. It's time to recognise a growing desire for flexibility

08 LETTERS

The sector has already made great strides in spreading the message of 'Everybody active, every day' says Tiffany Gould of Everyone Active

10 NEWS ROUND-UP

Sports Direct Fitness' £250m 'war chest' for expansion, Serco Leisure sale facing delays, WHO unveils 10-year physical activity strategy, and Impuls launches its low-cost Lemon Gym brand in Latvia

22 UKACTIVE UPDATE BLUEPRINT FOR AN ACTIVE BRITAIN

Steven Ward offers an overview of ukactive's new vision document

25 DIARY DATES

SIBEC Europe takes place in Spain in November, while January 2016 sees the inaugural London Health Show

26 INTERVIEW JOEY GONZALEZ

The new CEO of Barry's Bootcamp talks to Kate Cracknell about growing its boutique club empire and building a global Barry's community

32 EVERYONE'S TALKING ABOUT RESOLUTIONS

January is boom time for fitness clubs, but how can operators ensure that all those keen New Year joiners haven't faded away by the spring?

36 ENLIGHTENED BRANDS

Brands today must challenge their customers to do and be better – but how? Global trend agency trendwatching.com offers insights into how this might be achieved

44 A NEW WAY OF BUYING

In the first of a two-part series, Stephen Tharrett and Mark Williamson of ClubIntel investigate the influence of the internet middlemen in the fitness market

52 INTERVIEW BEAR GRYLLS

The survival expert and TV presenter talks to Magali Robathan about the launch of his new BG Epic workouts and studio franchise model

58 GYMTOPIA A PLACE IN OUR HEARTS

The My Sportlady club has forged an invaluable place in the lives of women in Munich and beyond

62 DESIGN SPOTLIGHT

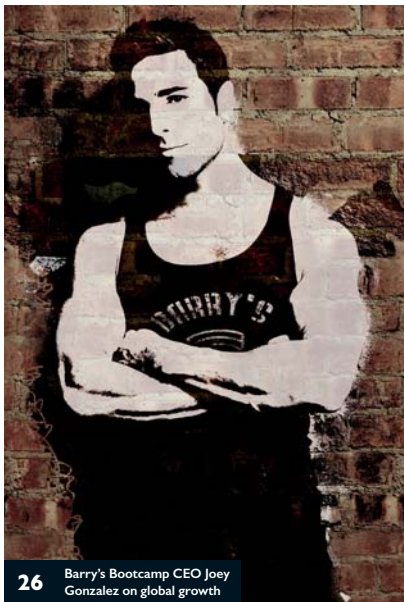
Does your club have the 'wow' factor? We continue our series, looking at some of the world's most architecturally impressive clubs



58 Showing they care: My Sportlady in Munich



78 Former boxer David Haye at LIW 2015



26 Barry's Bootcamp CEO Joey Gonzalez on global growth

68 BUSINESS BOOSTER

How can operators best broaden their revenue base by developing secondary income streams?

72 IT ALL ADDS UP

Is it worth trying to get your members to visit more frequently? Dr Melvyn Hillsdon considers the likely impact on retention rates based on the TRP 10,000 survey

78 LIW REVIEW

TAKING THE STAGE

This year's new-look Leisure Industry Week had a strong focus on education. If you missed the keynotes, turn to page 78!

84 IHRSA UPDATE

READY FOR IHRSA 2016?

Kristen Walsh looks ahead to the 35th IHRSA Annual International Convention and Trade Show, being held in Florida for the very first time

86 FITNESS-KIT.NET SPECIAL HIT THE FLOOR

We showcase the latest flooring launches from Escape, TVS Sports Surfaces and Gerflor, including a portable running track

88 SUPPLIER SHOWCASE

An overview of recent projects by Life Fitness, Cybex and Precor

98 BREATHE EASY

Year-round exercise could be the key to fighting asthma, with the frequency of physical activity being more important than intensity, according to new research



health club management
Public Affairs Media Partner



Health Club Management is IHRSA's European Strategic Media Partner

READER SERVICES

DIGITAL TURNING PAGES

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

NEWS & JOBS

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

ATTENTION BUYERS!

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

SUBSCRIBE

Sign up for Health Club Management leisuresubs.com
+44 (0)1462 471915

BUYERS' GUIDE – p93

For suppliers of products and services in the health club and spa markets



health club management

EDITOR

Kate Cracknell

+44 (0)1462 471906

EDITORIAL DIRECTOR

Liz Terry

+44 (0)1462 431385

ASSISTANT EDITOR

Katie Barnes

+44 (0)1462 471925

NEWS DESK

Jak Phillips

+44 (0)1462 471938

Helen Andrews

+44 (0)1462 471902

Tom Anstey

+44 (0)1462 471916

PUBLISHER

Jan Williams

+44 (0)1462 471909

SALES

John Challinor

+44 (0)1202 742968

Astrid Ros

+44 (0)1462 471911

Julie Badrick

+44 (0)1462 471919

DESIGN

Paul McLaughlin

+44 (0)1462 471933

PRODUCT EDITOR

Kate Corney

+44 (0)1462 471922

SUBSCRIPTIONS

Denise Adams

+44 (0)1462 471930

CIRCULATION MANAGER

Michael Emmerson

+44 (0)1462 471932

WEB TEAM

Dean Fox

+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917

Michael Paramore

+44 (0)1462 471926

FINANCE

Denise Adams

+44 (0)1462 471930

Rebekah Scott

+44 (0)1462 733477

Email: contact's full name @leisuremedia.com

CHOOSE HOW YOU READ HEALTH CLUB MANAGEMENT



Download the
latest issue

www.healthclubmanagement.co.uk



DIGITAL

Read Health Club
Management free on
Digital Turning Pages
and enjoy extra links
and searchability



PRINT

Health Club Management
is available in glossy print
on subscription. You can
sign up any time at
leisuresubs.com



PDF

The magazine is also
available as a PDF
edition for readers
who want to read
offline or on a tablet

OTHER RESOURCES FROM HEALTH CLUB MANAGEMENT

Health Club

Management Handbook

The latest industry stats, trends and analysis all in one place: The Health Club Management Handbook is an invaluable reference guide and global resource for decision-makers across the health and fitness industry.

Read online healthclubhandbook.com ▶

PDF version healthclubhandbook.com/pdf ▶

www.healthclubmanagement.co.uk

Health Club Management's website features daily health club news and jobs, as well as offering access to digital editions of Health Club Management and links to other Leisure Media magazines and websites.

Visit www.healthclubmanagement.co.uk ▶

Health Club Management ezine

The Health Club Management ezine brings the best of the week's news and jobs to your inbox every Friday. Covering everything from facility openings to sector investment, public policy to new research findings.

Sign up www.leisuremedia.com/subscribe ▶

Leisure Opportunities

Our sister title focuses on news, jobs and training. It has a daily website – www.leisureopportunities.co.uk – an ezine and an instant alerts service.

Visit www.leisureopportunities.co.uk ▶

PDF version leisureopportunities.co.uk/pdf ▶

Sign up www.leisuremedia.com/subscribe ▶

fitness-kit.net

Our search engine for buyers offers contacts and details for 5,000 suppliers. Find all the connections you need to streamline your buying, and get news via the weekly leisure-kit ezine.

Visit www.fitness-kit.net ▶

Sign up www.leisuremedia.com/subscribe ▶

Instant alerts & RSS

Get the news as it happens and find out about the latest job openings and tenders the second they're posted online, by signing up for our free, customisable instant news alerts and RSS feeds.

Sign up www.leisuremedia.com/subscribe ▶



Read or download: www.leisuremedia.com



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)



[CLICK TO READ](#)

UK news update

WHO unveils 10-year physical activity strategy

The World Health Organisation (WHO) has set its sights on overcoming the growing physical inactivity epidemic by outlining a 10-year strategy to get Europeans moving more.

The focus on physical inactivity as a separate issue to obesity marks a significant sea-change in the public health narrative and follows a recent University of Cambridge report which concluded that physical inactivity is killing twice as many Europeans as obesity currently is.

WHO estimates indicate that, in Europe, more than one third of adults and two thirds of adolescents are insufficiently active, significantly increasing the risk of deadly diseases such as heart disease, diabetes, plus breast and colon cancer. With health systems struggling under the burden of care amid budget cuts, the WHO has resolved to tackle the growing crisis through a decade-long strategy.

Details: http://lei.sr?a=3v4g9_H

Jamie Oliver backs plans for new 'sugar tax'



The TV chef is backing a 10p sugar levy

Celebrity chef and food campaigner Jamie Oliver has thrown his support behind a new wellbeing initiative that will see a voluntary tax placed on sugar.

Brighton is pushing forward with plans to tackle obesity by bringing in the Sugar Smart City campaign to cut consumption.

Health services in the region currently spend £80m per year treating diet-related diseases, while one in three UK 11-year-olds is currently overweight or obese, with sugar shown to be a major contributory factor.

Food campaigner Oliver is supporting calls from Brighton's director of public health for residents, schools and food outlets to reassess their sugar consumption. The TV chef is inviting food outlets in the city, from restaurants to takeaways, to adopt a voluntary 10p sugar levy on soft drinks with added sugar.

Details: http://lei.sr?a=q7W3W_H

Sports Direct readies 'war chest'

Sports Direct Fitness is laying the foundations for its 'aggressive' expansion over the next year by bringing in fresh blood and setting aside £250m to turbocharge growth.

Health Club Management revealed last month that owner Mike Ashley is happy with the dual-use gym and retail concept devised by the company and is now eager to scale up the rollout of new sites. The '£250m war chest' – first reported by Property Week – will be used to gain a stronger foothold in the southeast of England as the chain aims to reach its goal of 200 gyms nationwide. The company plans

to launch up to 16 new sites in 2016 under the dual-use concept, which has seen it offer memberships from as little as £5 per month.

A senior Sports Direct source confirmed that Ashley has appointed Michael Murray, formerly of Central London Properties, to a new property director role. He is tasked with kicking off the expansion of the business on standalone brownfield sites, which will see Sports Direct aim to capitalise on the synergy between its retail and gym divisions by offering the two prospects side-by-side under one roof.

Details: http://lei.sr?a=r2m5p_H



Mike Ashley believes Sports Direct Fitness' dual-use sites are a winning combination

Serco Leisure sale facing delays

Services giant Serco's plans to offload its leisure arm as part of CEO Rupert Soames' strategy overhaul may be delayed by 'up to a year'.

Serco Leisure – which manages around 60 UK locations – had been expected to be sold this summer, with two UK buyers initially understood to have been in contention.

However, a well-placed source has told Health Club Management that the sale may now not be completed for up to a year. Serco's Environmental Services business is also up for sale and it's

thought the complexity of divesting from the various leisure and environmental contracts it has in place with local authorities is part



Serco CEO Rupert Soames wants to sell Serco Leisure

of the reason for the slow progress. A Serco spokesperson said the "disposals of both our Environmental Services and Leisure businesses in the UK are ongoing."

Details: http://lei.sr?a=H5k5Q_H

Is Fitness First shaping up for a sale?



Fitness First's Bishopsgate site is one of the jewels in the gym chain's crown

Speculation is mounting that Fitness First could be up for sale, with owner Oaktree Capital Management said to be lining up a potential suitor for the gym chain.

One well-placed insider told *Club Management* that private equity firm Oaktree would "sell Fitness First today if it could," going on to note that private equity investment is "ultimately, all about returns."

Meanwhile, several recent business decisions have suggested that Oaktree may be planning an exit strategy. Chief among these was the decision in June to replace CEO Andrew Cosslett with Oren Peleg, one of Oaktree's senior managers who

has a strong pedigree in finance. Peleg's appointment sparked suggestions that he will move to cut costs and boost earnings ahead of a potential sale of Fitness First by Oaktree, which bought the company in 2012.

Fitness First has also recently hired Tulchan Communications – a firm which "specialises in advising companies on their Capital Market Communications" as well as the "preparation and articulation of a compelling investment case, wrapped in a strong corporate narrative." A Tulchan spokesperson wouldn't confirm or deny whether Fitness First is up for sale, stating simply: "No comment."

Details: http://lei.sr?a=y9G8s_H

Bannatyne 'betrayed' by former employee



Bannatyne has made several new hires

Duncan Bannatyne has said he feels 'betrayed' over revelations of fraud by former staff at The Bannatyne Group.

Newly-published accounts show Bannatyne Fitness profits dropped from £10m to £3m in the past year. The accounts make clear what is believed to be the cause: "During the year, the directors identified that misappropriation of the company and the group's assets had been occurring for a number of years by former employees."

Details: http://lei.sr?a=7N2C_H

Gym goes at significant risk of 'bigorexia' disorder



One in 10 men in UK gyms are 'at risk'

Gym goers have been warned of the dangers of 'bigorexia', an anxiety disorder which can lead to depression, steroid abuse and – in extreme cases – suicide.

Muscle dysmorphia, described as a form of "reverse anorexia," is particularly prevalent among men, whose body insecurities can cause them to go to dangerous lengths to make themselves more muscular. Symptoms can include abuse of supplements, steroids and protein shakes; prioritising working out over family, as well as depression and mania.

Details: http://lei.sr?a=D8f5f_H

Roberts: Cut gym VAT to aid NHS

Pure Gym founder Peter Roberts has called on the government to abolish VAT on gym memberships to encourage more people to get active and lighten the load on the NHS.

The direct and indirect costs of inactivity in the UK are estimated at £20bn a year and Roberts believes more accessible gym memberships could help shift the emphasis onto prevention rather than cure.

"There's a tradition of everything being solved by pills, when a lot could be solved by exercise," said Roberts.

With only 13 per cent of UK adults currently members of a health club, Roberts said the move could help increase this figure



Roberts says cheaper gyms will help the NHS

to around 20 per cent. European countries such as Norway offer a VAT exemption on gym memberships, and the country boasts a penetration rate of 19.6 per cent.

Details: http://lei.sr?a=JSD5A_H

exhibition centre cologne

JOIN GLOBAL FITNESS AT FIBO. 7 – 10 APRIL 2016

THE LEADING INTERNATIONAL TRADE SHOW
FOR FITNESS, WELLNESS & HEALTH

- › **136,000 visitors** from more than 100 countries
- › More than **850 exhibitors**
- › All the industry highlights
- › Conferences about the latest **innovations**
- › Inspiring **stage shows**
- › Exciting **competitions**
- › **Purchase opportunities** & much more ...

DON'T MISS OUT ON THIS GLOBAL EXPERIENCE IN GERMANY!



EXPERT
shape the
business.

Book your tickets now: WWW.FIBO.DE/TICKETS

UK news

EHFF 2016 to spotlight innovation



Deloitte partner Karsten Hollasch will present the latest fitness market research

"Driving membership growth through innovation in fitness" will be the theme for the third European Health & Fitness Forum (EHFF) – the annual prelude to the world's largest health and fitness show, FIBO.

400 key players and industry experts are expected at EHFF 2016, which will feature keynote speeches on the trends, innovation and economics shaping the industry.

EuropeActive, which organises the one-day EHFF event with FIBO, has set a target of 80 million European health club members by 2025, and the conference on 6 April will examine the various business components

which are vital to the fitness industry in achieving this goal. Experts from the worlds of fitness, politics, healthcare and business will explain what is required to reach the 80 million mark. At the Forum, they will offer useful oversight and practical examples to show participants how changes and new ideas can be successfully implemented.

Building on his star turn at last year's event, Deloitte partner Karsten Hollasch will present the latest market research conducted by EuropeActive and Deloitte, outlining key facts and figures for the European fitness market.

Details: http://lei.sr?a=T8s5P_H

ukactive refutes Coca Cola claims

ukactive chair Tanni Grey-Thompson has issued a strong rebuttal to a Times article which appeared to suggest that Coca Cola's membership of the physical activity trade body had influenced its position on obesity.

In a letter to *The Times*, Grey-Thompson said that ukactive has consistently championed healthy eating and regular exercise as part of a healthy lifestyle.

But, she added, it has also distinguished between inactivity and obesity – issues which are often conflated by policymakers and the national media.

"Our position on public health

issues has been consistent and unaffected by any outside influence," wrote Grey-Thompson. "We've never disputed the importance of obesity. But we've also been unwavering in pointing out that obesity and physical inactivity are separate public health issues that need to be tackled as dual priorities of equal significance."

Details: http://lei.sr?a=n6e8x_H



Grey-Thompson responded with a letter to *The Times*



Hit the Ground Running with an Active IQ Qualification

Discover the opportunities available to you when you become an Active IQ approved centre. With over 100 qualifications to choose from, including the international NASM courses, we will ensure your centre is fully prepared to offer learners everything they need to start their careers in the active leisure sector.



Connect with us
in 
#activequalifications

Visit
www.activeiq.co.uk/join
to become approved and get your
first 5 registrations free - quote
'5REG15'

Independent news

Soho shrugs off takeover talks with focus on future



Soho Gyms has eight sites in London

London-based fitness chain Soho Gyms has moved to draw a line under speculation of a potential takeover by outlining plans to develop its existing portfolio, as well as its fledgling budget offering.

The eight-strong chain of London gyms, which was founded in 1994 by current chair Jeremy Norman, had been linked to several investors, with reports suggesting Sports Direct Fitness was planning a bid to gain a strong foothold in the southeast.

However, no such deal was reached and Soho Gyms has said it will now be focusing on operations. The chain's newest gym, Farringdon, will shortly undergo a refurb, while sister brand Budget Gym is currently scaling up its low cost offering in Lewisham. Despite this, speculation remains that a deal may yet still be reached for the profitable chain.

Details: http://lei.sr?a=2n4s_H

Choices transforms derelict pool



The 20,000sq ft (1,858sq m) site features a wide range of new wet facilities

An abandoned community swimming pool has become an 'eyesore no more', thanks to an ambitious turnaround project led by family-run operator Choices Health Clubs.

Troutbeck Bridge Swimming Pool in the Lake District, which closed in 2012 with the pool beyond repair, has benefited from a £500,000 investment as part of its relaunch as the mid-market Choices Health Club Windermere.

"When I first walked into this site it was in a real mess – having been closed for three years," said Choices Health Clubs director Duncan Foster. "There was evidence of vandalism, broken windows and the building was a real eyesore in such a beautiful location. Being able to bring around this change is a fantastic feeling."

Staying true to its aquatic roots, the 20,000sq ft (1,858sq m) site features a new pool, sauna, steamroom and Jacuzzi as part of the £39.99 per month proposition. The club's gym is kitted out with the Matrix 7xe Cardio range, with integrated screens and Virtual Active Software, as well as the Aura strength range. It also contains a large free weights zone and functional training equipment, plus two exercise studios.

"Watching the club grow from a building site into a premium full service health club has been an incredible experience and the word 'proud' is a huge understatement of how I feel when I walk into work now," added Andy Gray, who is the general manager of Choices Windermere.

Details: http://lei.sr?a=u3SSG_H

Estate management

Logistics & storage

National service

Parts supply

Install

Sales

Servicesport

TO FIND OUT MORE

08454 742 336

www.servicesport.co.uk

THE LONDON HEALTH SHOW 2016

January 20th & 21st Olympia London

**FREE TO
ATTEND!**

COVERING 6 SECTORS



Nutrition & Supplements



Beauty & Anti-Ageing



Complementary Health



Sports & Fitness



Healthcare Equipment & Technology



Organic & Natural Products

150+ Exhibition Stands

Thousands of Quality Attendees

Free Conference Workshops & Live Demos

VIP Meet the Buyer Sessions

Live Demos of the Latest Innovative Products & Services

PARTICIPATING ORGANISATIONS INCLUDE:



LA fitness



REGISTER FOR FREE TICKETS TODAY WWW.LONDONHEALTHSHOW.COM

TEL +44 (0)207 127 4501 FAX +44 (0)207 127 4503 EMAIL info@oliverkinross.com

Organised by:
oliver kinross



Producing for domestic and commercial customers, Aachen Wellness is the UK's largest manufacturer and installer of wellness solutions for leisure. Our Lancashire factory offers UK made bespoke saunas and steam rooms, along with a wide range of treatment rooms such as, rasul mud rooms, dry salt rooms, ice stations, ice pedestals, tiled loungers and tiled foot spas for all types of leisure customers.

From concept to design, through manufacture and installation Aachen Wellness offer meticulous attention to detail, using quality materials together with highly skilled craftsmen, tillers, joiners and service engineers to present an end-to-end service second to none in the wellness market. Our design offices and factory have been producing saunas and steam rooms for nearly 20 years and so it is no surprise that Aachen Wellness products are provided to the UK's best known spa resort facilities.

Aachen Wellness
Sauna & Steam

Aachen Wellness
Preston Lancashire
PR4 4TH

Tel: 01772 617063
info@aachenwellness.co.uk
www.aachenwellness.co.uk



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



Getting active every day

I was interested to read the editor's letter in the October edition of *HCM*, which said the PHE report *Everybody Active, Every Day* presents an opportunity to further promote physical activity to the nation and embed this message in homes across the UK.

While I would agree more can be done with a co-ordinated effort across the industry, I also feel recognition should be given to what's already been achieved.

There are very few brands in the industry that don't actively encourage regular activity: '30 x 5', 'persuading the nation to be active', 'keeping you active, anytime, any way' are some examples of the brand messages already out there.

Efforts are also being made to engage with local communities, with outreach campaigns targeting families, schools, older adults, specific health conditions

and designed to support general health and wellbeing.

While the comparison to the Five a Day message is an obvious one, it's important to remember that this was officially adopted by the UK government in 2003. It has taken time for supermarkets and other companies to fully leverage this message, and even with 12 years of government support, the average person still only consumes 3.5 portions of fruit and veg a day.

There are definitely lessons to be learnt from 'Five a Day' to ensure the *Everybody Active, Every Day* message is adopted and recognised, but steps have been taken and they will continue. Our impact will only become greater with a directed, cross-sector approach.

Tiffany Gould
Digital fitness & exercise referral, *Everyone Active*, UK

Age inclusivity, not exclusivity

The recent editor's letter entitled *Designing for Dementia* (*HCM* Sept 15, p5) raised some interesting points – I was pleased to finally see an article that touched on exercise for older people.

The health suite I operate is based in a retirement village in Malvern. We've been open since June 2014 and have done over 400 inductions, mostly for people over 50.

However, the phrase 'fitness for over-50s' is something that interests me. Although we have a lot of interest from those aged over 50, I don't actually believe the fitness industry should create gyms specifically for the over-50s. 'Over 50' isn't old, nor should that age group be segregated. However I do have vast interest from people over the age of 50 who find a quieter club more appealing; I believe that, by keeping clubs small and non-intimidating, you're more likely to encourage an older user; be they 50, 60, 70, 80 or 90 years old.

In addition, although we see high usage levels among the over-50s, our members are not limited to that age group. Clubs such as ours encourage social interaction across all age groups, which is particularly important as people reach later life.

With the chains still focusing predominantly on younger people, I believe we'll see the continued growth of smaller, private clubs with values often overlooked by the larger chains: values such as cleanliness, friendly fitness staff, fully operational and easy to use equipment, and a welcoming atmosphere. Clubs with these key values, which also promote wellbeing and social inclusion, will see constant growth and engagement with the majority of the older market, while also delivering outstanding membership retention figures.

Matt Kingston
Managing director, *Clarence Park Health Suite*, UK



Older members tend to be attracted to smaller, more supportive clubs



THANK YOU FOR VISITING

THE **MATRIX**

INTERNATIONAL SHOW 2015



'Northern Lights for the Soul' retreat

Off the Map Travel has launched a four-day 'Northern Lights for the Soul' wellness programme at the Tundra Resort in Finland, set for March 2016.

The programme includes yoga, exercise and relaxation techniques, meditation, a wellness nutrition menu using local recipes and produce, plus access to the spa, hot tub and ice hole.

"Anyone who has experienced the Arctic night sky and the northern lights will agree that it is a transcendent experience," says Jonny Cooper, director of Off the Map Travel. "Combine this with the isolation and beauty of the Arctic tundra and you will have an amazing shift in physical and emotional wellbeing."

Details: <http://lei.sr?a=V8h2E>

Eastern Europe leads the way – or does it?

The latest data on physical activity seems to suggest that countries on the eastern edge of the EU are more active than those in central Europe and the west.

According to the report – published by the European Commission in co-operation with the World Health Organisation (WHO) – 85 per cent of the population in Greece and Hungary meet the recommendation of at least 150 minutes' moderate intensity aerobic activity a week, or 75 minutes' vigorous activity. Meanwhile Germany (39 per cent), Ireland (31 per cent) and Austria (30 per cent) are among the least active.

However, the findings should be approached with caution as there are discrepancies between the data sets from country to country, as well as the methodologies used to gather the data. Many of the countries with reportedly high numbers of active adults – including Hungary – don't have national monitoring centres or services for health and physical activity. In these cases, figures are based on WHO estimates using global surveillance systems.

The danger in trusting WHO estimates becomes clear when studying countries with an established health monitoring system – such as Finland and Estonia – as differences between WHO figures and those published by the national systems are huge. For example, official Estonian government figures say 36.7 per cent of the population met WHO recommended levels in 2014, but WHO estimates the figure at 85 per cent (data from 2010). Details: <http://lei.sr?a=m2E6x>

Linzenich's 15th site in Germany

German health and fitness operator Linzenich Fitnessgruppe opened its fifth Sportsclub4 facility on 5 October.

Located in Leverkusen, the 1,000sq m club has a studio for group exercise, a barbell area, cable machines, a functional training area and a milon circuit. Nutritional therapy and personal training are also on offer.

Targeting those looking for a reasonably priced membership – but still wanting a variety of exercise options and individual support – fees start at €5.90 a month, with a one-off service charge of €59.90.

Linzenich Fitnessgruppe is owned by two brothers, Johannes and Marc Linzenich. The

first site launched in 1982, and the company now has five different concepts across a total of 15 sites – located in Cologne, Olpe, Lindlar and Walldorf.

There are six Family fitness clubs with a broad offering of wellness, sports and health; two TOPfit gyms, which focus on toning, weight loss and muscle building; and two women-only clubs. The remaining five clubs operate under the Sportsclub4 brand.

The group also offers a corporate health management service, which includes workplace health checks, healthy eating and relaxation courses.

Details: http://lei.sr?a=P3V2M_H



The company offers five different fitness concepts spread over its 15 sites

Vivafit continues overseas march

Women-only fitness franchise Vivafit, headquartered in Portugal, continues its rapid expansion with three clubs opening in three different markets last month: in Pune, India; Atyrau in Kazakhstan; and Dubai.

The Pune site is a 180sq m club, with a PT studio and group exercise studio. Aimed at high-class Indians, membership costs the equivalent of €450 a year and includes a monthly consultation with a dietitian. There

are plans for two more clubs in Pune and 500 more in India.

Previously a public swimming pool, the Kazakhstan club has two studios and a 100sq m gym. It targets expats, with a membership price of €283, pre-paid for six months. This is the first site in Kazakhstan and there are plans for 24 more.

With a gym and two studios, the Dubai club targets Emiratis and expats with its non-intimidating atmosphere and range of Vivafit and Les Mills classes.

Details: http://lei.sr?a=59V7p_H



Vivafit has entered India, Kazakhstan and Dubai



Impuls budget brand heads to Latvia



The Lemon Gym brand will be the first budget fitness chain to enter Latvia

Baltic club operator Impuls has announced its entry into Latvia, with two budget clubs set to launch in Riga next year.

Operating under its low-cost Lemon Gym brand, the first club will open in January, followed by a second in the spring. There are already plans to open at least another two Lemon Gym sites in Riga by the end of 2016.

Impuls CEO Vidmantas Siugzdinis explains the decision to expand into Latvia: "Impuls is owned by a private equity fund, so geographical growth is one of our priorities. Until now there have been no budget fitness clubs in Latvia, and Riga is the biggest city.

"We've explored the Baltic market, searched for the best locations, secured financing and now we're ready to expand internationally. By the end of 2016, we plan to have 25 clubs operating across three countries, with 40,000 members."

There are currently four Lemon Gyms in operation in Vilnius, with membership priced at €19 a month. The company also operates 11 full-service Impuls clubs in Lithuania, with a 12th set to open this month.

Impuls plans to continue its expansion both by organic growth and acquisitions.
http://lei.sr7a=H2D8w_H

Virgin Active international growth

Virgin Active founder Sir Richard Branson has announced plans for significant international expansion over the next three years.

Buoyed by the support of South African investment powerhouse Brait, which recently acquired a controlling stake in the business, Virgin Active plans to significantly increase its presence in Asia Pacific. The chain is partnering with leading Thai mall operators

to secure prime locations for the six new clubs it expects to open in Thailand over the next three years. The company also announced plans to bring up to 14 new gyms to Australia, taking the estate to around 20.



Branson: Up to 14 gyms in Australia and six in Thailand

"We're confident we have the track record, a strong pipeline of potential sites and the right infrastructure in place to accelerate our growth," said Branson.
Details: http://lei.sr7a=H2D8w_H

Eliminate the expense and frustration of lost locker keys!

Stop members personalising lockers overnight!

Craftsman can transform your locking system with the following benefits:

- Retrofitting service
- Unique master code
- Master key override
- Programmes for:
 - Personal use
 - Free use
 - Automatic unlocking
- Battery test indicator
- 3 year warranty
- Locks for chlorine environments



REGAIN CONTROL OF YOUR LOCKERS

CONTACT CRAFTSMAN TODAY!

+44 (0)1480 405396

Email: johnh@cqlockers.co.uk

www.cqlockers.co.uk

Technology news

PTs need better education to harness wearable tech



Wearables are making a big impact

Exercise professionals need better training to be able to advise their clients on the booming wearable tech market, said the American Council on Exercise (ACE).

The wearable tech market has boomed in recent years and shows no signs of abating, with devices like the Apple Watch pushing wearables firmly into the mainstream.

ACE questioned 58,000 health and fitness professionals on wearable tech to understand how the industry is adapting to this growing trend. It found that 72 per cent of trainers are regularly asked by their clients for insight and feedback on such devices, but only 51 per cent felt prepared to answer those questions.

Wearables are able to produce an ever-growing array of metrics and information, however the interpretation of this data is where the opportunity lies for the fitness industry. ACE said that the key takeaway from the survey is that better education is needed to ensure that clients and trainers are making the most of their investments in wearables.

Details: http://lei.sr?a=5m4x6_H

Gym Group turns to tech for pricing



The data model included detailed analysis of 800,000 member records

The Gym Group has sought to gain an edge in the competitive budget sector by commissioning a statistical model to understand the impact of price changes on member acquisition and retention.

Budget gyms have harnessed technology and data-driven insight to become the industry's biggest success story of the last decade and The Gym Group has been at the forefront of this. The new data model – created by Retention Guru Dr Paul Bedford and respected fitness industry consultant Rob Gregory – will enable the company to make strategic decisions about pricing and promotions that will then have a direct link

to the chain's products and services.

"We have invested heavily in technology to underpin our business model and this infrastructure enables a wide breadth of high fidelity data across our 1.6 million member records," The Gym Group COO Jim Graham told *Health Club Management*.

"We believe that this analytical work, coupled with our combined insight into the human psychology of engagement with and adherence to exercise, is really adding value to our members and will help to further differentiate our proposition from those of less data-rich operators."

Details: http://lei.sr?a=P7U6Z_H

BORN DIGITAL

eGym was founded in 2010. Unencumbered by the past we've always had a digital mind-set. And the result is, as you would expect.

Supplier & training news

Gym kit should be 'like an iPhone'



Roesch-Schlenderer believes data-driven gym kit will provide unprecedented insights

In future, the success of fitness equipment suppliers will depend on the strength of their software, rather than the physical kit itself.

That's the view of tech entrepreneur Philipp Roesch-Schlenderer – founder and CEO of fitness supplier eGym – who believes the ability to regularly update gym kit remotely to keep pace with digital advances will give companies the edge.

He said gym equipment will still need to be made to high standards, but will largely be driven by the software that supports it, in the same way that the bulk of the iPhone's functionality comes from its apps. One of the biggest benefits, he adds, is that data-driven gym kit will provide operators with unprecedented insights into their members' behaviour patterns.

"With the constant advancement of technology, we see that hardware is largely becoming the conduit for ever-updated software, and one of the biggest benefits of this is that it allows you to

improve your equipment in a very cost-efficient way," Roesch-Schlenderer told *Health Club Management*. "There are huge opportunities for digitisation in the gym market, with software-driven kit able to provide enhanced data profiles of users that operators can use to shape the member journey and take action when members show signs that they are about to leave. All of this functionality means that ultimately the customer will be able to enjoy a far greater experience."

Having launched in 2012, eGym – which produces electric resistance machine circuits backed by regular software updates and retention solutions – currently features in more than 650 gyms in Europe.

Roesch-Schlenderer has now set his sights on penetrating the UK market, backed by the sales network of Matrix Fitness, which has signed up as exclusive distributor for the product.

Details: http://lei.sr?a=A2c3u_H

Ukactive announces line-up for new Suppliers Council



Lifetime's Nigel Wallace has won a seat

An array of fitness industry thought leaders will make up ukactive's newly-elected Suppliers Council, which aims to give a voice to the backbone of the sector.

The Suppliers Council has been formed as part of ukactive's Governance Review and will serve as a mouthpiece for the suppliers within the ukactive membership base. Replacing the longstanding FEES body, it will handle key issues which matter to members and utilise the extensive reach and network of suppliers.

Ukactive supplier members were asked to put themselves forward for the 14 seats on the Suppliers Council, with the final line-up decided by the ukactive Membership Council. The seats were weighted on the amount of ukactive supplier members within each membership category. For the full list of representatives, follow the link below.

Details: http://lei.sr?a=y7d6U_H



Our 'smart' gym equipment personalises your exercise programme, tracks your activity (in and out of a facility) and automates progression of your workout.



eGym's open digital platform also allows users, trainers and operators to see key data in real time on mobile devices and enables you to connect to other third parties.



Exclusive partner of United Kingdom
MATRIX
t + 44 1782 64 49 00
marketing@matrixfitness.co.uk
www.uk.matrixfitness.com

CAN YOU TELL A DUMBBELL FROM A SMART ONE?

According to industry reports, dumbbells are now one of the most popular pieces of fitness equipment in commercial fitness facilities.

As a company that has manufactured and sold over 9.5 million kilograms of dumbbells to 80 countries, we have learned a thing or two about making dumbbells.

In the interests of raising quality standards for free weights and increasing their popularity, we have developed a report and would like to share with you some of the trade secrets surrounding the production of dumbbells that some manufacturers would prefer remain secret.

FIND OUT MORE.

If you're thinking about purchasing free weights and would like the full report, follow the link to download

➔ www.escapefitness.com/hdb



☎ 0800 294 2803 | 🌐 www.escapefitness.com | ✉ sales@escapefitness.com

escape 



**leisure media
STUDIO**

LET US QUOTE YOU

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

Industry-leading marketing and design services

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

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

People news

Anytime bolsters property team



Anytime Fitness now has a 10-strong in-house property team for the UK market

Anytime Fitness has made six new hires to boost its UK property team as the franchise bids to make good on ambitious growth plans.

The gym chain, which currently has 52 sites, wants to reach 200 locations in the next couple of years and is consequently making property acquisition one of its top priorities. A further 14 locations are set to be unveiled later this year, while the company has more than 40 sites in legal discussions with an early 2016 opening date, plus a further 110 clubs which are expected to follow as the year wears on.

"The growth of the company presents an exciting challenge for this new-look team to identify suitable properties of around 5,000sq ft (465sq m) that are conveniently located," said Brett Edwards, Anytime Fitness general manager.

The six new recruits include five leasing managers; Kevin Cockburn who joins from Asda, Heather Blenkinsip from Colliers,

Kirsty Berry from Majestic Wine, Simon Copper from Travis Perkins and Brandon Jones, who is recently qualified. In support, Guy Terry has joined Anytime Fitness to drive the legal process and ensure the timely opening of the clubs.

"Our 24-hour clubs represent a quality brand for members who are prepared to pay a little more for the convenience and quality on offer," added Stephen Rough-Whitta, head of property at Anytime Fitness UK. "We now have a 10 strong in-house property team, which includes a programme manager and town planner, and together they are already starting to agree some great new deals. We have also appointed three external agencies who are working with us to find suitable properties. They are Cushman in Scotland and the North of England, BWP in the Midlands and Jackson Criss operating in the South."

Details: http://lei.sr?a=P8F9m_H

Nuffield Health names Steve Gray as new CEO



Steve Gray (pictured) replaces Mobbs

Nuffield Health has announced that Steve Gray will replace David Mobbs as chief executive when the charity's longstanding leader stands down at the end of this year.

Having led the growth of the health and wellbeing offering at both Lloyds Pharmacy and subsequently at Superdrug, Gray has a strong healthcare background.

"Steve's strategic insights into the UK healthcare market combined with his vision for Nuffield Health over the next stage of its development were compelling," said Nuffield Health chair Russell Hardy. "He has a proven track record of innovation and success."

Gray faces a tough job filling the void left by David Mobbs, who was hailed as a "visionary in healthcare provision." Mobbs led Nuffield's repositioning from a hospital operator to become the UK's leading integrated health and wellbeing business.

Details: http://lei.sr?a=Z5R5f_H

hattrick:
marketing

Smash your targets
DIGITALLY

Exceed your January sales targets with digital campaigns.

Find out how Hattrick Marketing can add a low cost / high yield dimension to your Marketing.
Call Andy Kidd on 0870 609 3216 or email andy.kidd@hattrickmarketing.com

www.hattrickmarketing.com



Blueprint for an Active Britain



Steven Ward offers an overview of this vision document, officially unveiled at this month's ukactive Summit

More people, more active, more often. That's the unwavering mission statement of ukactive, and this month sees the unveiling of our latest initiative in support of this quest.

Blueprint for an Active Britain has been a long time in the making. It's a vision document setting out what (as well as where and how) the government – in close collaboration with the physical activity sector – can do to get our sedentary nation moving again.

It covers a number of key areas such as public health, the role of the NHS, the wellbeing workforce, active travel and active workplaces, as well as looking at ways to promote activity within under-represented groups such as people with a disability and older adults.

We haven't come to these conclusions alone. The Blueprint is a stakeholder-led document, produced in consultation and with the support of big charities such as Mind, Age UK and the British Heart Foundation, as well as numerous individual supporters including former Children's Commissioner Sir Al-Aynsley



ukactive is calling for the Cycle to Work scheme to be scaled up further

and nurses moving themselves. We're seeking an innovative partnership with public health, with a greater involvement of the sector and inclusion of private

We're also calling for the Cycle to Work scheme to be scaled up, giving employers access to classes or gym memberships as part of wider 'personalised activity plans' for individuals or families; these could include children's activity camps or other pursuits. We're calling for these policies to be underpinned by a cross-government, cross-departmental physical activity strategy, building on the existing work by the DCMS and Public Health England to lay the foundations for a more active society.

Preventable long-term conditions cost the UK £121bn a year, so these policy ambitions and asks of government are unashamedly ambitious and vitally needed

Green and Lord Darzi, government advisor on health.

This report allows ukactive and the activity sector to put forward one cohesive proposition at a time when government engagement with the sector has never been keener.

CALL FOR ACTION

For example, we're calling on the NHS to appoint a physical activity tsar to fully integrate physical activity into care pathways for long-term conditions. We'd like to see an NHS workforce physical activity scheme too, to get doctors

enterprise. And we aim to put an exercise professional in every GP surgery, further integrating activity professionals into the core delivery of health and wellbeing.

The Blueprint calls for an enhanced role for the traditional sector too, recommending that the Department for Business recognise the provision of leisure as the provision of healthcare, cutting red tape for operators – thereby reducing the cost of trade and facilitating a focus on innovative new programmes – as well as supporting local authorities via local partnerships that are designed to both protect and grow leisure services.

PUSHING THE AGENDA

Preventable long-term conditions cost the UK £121bn a year, so these policy ambitions and asks of government are unashamedly ambitious and vitally needed. Over the next year, ukactive will be pushing to ensure the visions set out in the Blueprint are realised. ●



**health club
management**
Public Affairs Media Partner

PROGRESSION AND A SENSE OF ACHIEVEMENT KEEPS EXERCISERS COMING BACK

It's about more than equipment, Life Fitness can help you to make your facility unique.

The Life Fitness Journey creates an engaging environment where exercisers want to progress and reach their goals.



Life@LifeFitness.com
www.lifefitness.co.uk | 01353 666017

©2015 Life Fitness, a division of Brunswick Corporation. All rights reserved.
Life Fitness is a registered trademark of Brunswick Corporation.

LifeFitness

WHAT WE LIVE FOR



FREEDOM TO FOCUS ON WHAT MATTERS MOST: YOUR MEMBERS



Sophisticated solution,
easy to use



Peace of mind,
financial strength



Sales solutions
that work



Your members,
better connected

Contact us

To learn how ClubWise can help you find the freedom to focus on your members, please get in touch with our team

📞 01844 348300 ✉ sales@clubwise.com 🌐 www.clubwise.com

Connect with us



2016 is just around the corner and you could start it with an extra £120,000+ in membership revenue.

"It is clear that the CFM model to help promote and drive a **membership campaign is a tried and tested blueprint**, and throughout the campaign they communicate with you for tweaks and clarity so that it is **tailor-made to your specific needs**.

The **results for the duration of the campaign have been extremely encouraging** and have certainly met my expectations and I would **certainly have no hesitation in endorsing them for future campaigns**"



**CALL NOW TO SEE HOW WE CAN
HELP YOU IN 2016.**

Want more members?
Get the experts in.

Call : +44 (0) 115 777 3333
Email: uk@cfm.net



memberdrive

CELEBRATING 25 YEARS
IN THE FITNESS INDUSTRY

NOVEMBER

10-11 | Spa Life UK Holiday Inn Hotel, Stratford-upon-Avon, UK

Spa Life offers spa professionals a chance to see new product innovations, share industry insights, network and access high quality management education.
www.spa-life.co.uk

18-21 | SIBEC Europe Costa Blanca, Spain

Brings the UK and Europe's major operators in health, fitness and leisure together with leading suppliers in a one-to-one meeting forum.
www.sibeceurope.com

21-22 | BodyPower Ireland Royal Dublin Society (RDS), Dublin, Ireland

New for 2015, BodyPower Ireland has been set up to enable health and fitness retailers, gym owners/managers, group buyers and distributors to speak directly with fitness enthusiasts.
www.bodypower.ie

26 | Active Training Awards '15 Crowne Plaza, Marlow, UK

Brought to you by ukactive and CIMSPA, the Active Training Awards celebrate exceptional performance and commitment in the physical activity sector, with a specific focus on vocational education, training and development. Before the gala dinner, an afternoon's Active Training Workshop will take place. The workshop will bring together health and fitness employers, training providers, awarding organisations and educational institutions to discuss workforce development.
www.ukactive.com

DECEMBER

1-2 | BASES Conference 2015 St George's Park, Burton-upon-Trent, UK

The annual conference of the British Association of Sport and Exercise Sciences (BASES), the professional body for sport and exercise sciences in the UK. This year the two-day event will be held at St George's Park, the national centre for the UK's Football Association.
www.bases.org.uk

JANUARY 2016

20-21 | London Health Show Olympia, London, UK

The inaugural London Health Show has been created to bring together buyers and distributors from all sectors of the UK's healthy living and wellness marketplace. The event will enable them to meet, network and do business with leading UK and international suppliers.
www.londonhealthshow.com



ISPO attracts over 80,000 visitors

24-27 | ISPO Munich Messe München, Munich, Germany

Hailed as an international trade fair for the sport business elite. Every year, more than 2,500 international exhibitors present their latest products from the areas of health and fitness, outdoor ski, action, performance and sports, textiles and sourcing to over 80,000 visitors.
www.munich.ispo.com

25-26 | Facilities Management Forum Radisson Blu Hotel, Stansted, UK

A two-day event organised for directors and managers who are directly involved in the procurement of facilities management products and services.
www.forumevents.co.uk

PAVIGYM TURF.

ENJOY THE GRASS FEELING:
INDOOR & OUTDOOR.



PAVIGYM™ TURF helps you to create a functional area to wow your members in spaces that you never imagined.

- Ideal for all types of workout
- Realistic look and max comfort
- Customization options.

PAVIGYM UK

Tel: 01223 969 870
support.uk@pavigym.com
www.pavigym.com



Don't miss the Active Training Awards

Joey Gonzalez

The new CEO of Barry's Bootcamp talks to **Kate Cracknell** about growing the empire and building a global Barry's community



I've had a 4D experience with Barry's Bootcamp," says Joey Gonzalez, who was appointed CEO of the boutique studio brand in July of this year. "I started off as a client – that's where my passion for, and belief in, the brand began. I then became an instructor, then a manager, and finally a partner. That's given me some useful insights from lots of different perspectives.

"But even though I'm now CEO, I still instruct classes. So does the company's founder Barry Jay – he teaches almost every day in West Hollywood. We all very much practice what we preach."

BOUTIQUE PIONEER

Barry's Bootcamp first hit the market in 1998. "It really was a pioneer in the area of boutique fitness," says Gonzalez. "When Barry's opened, there were almost no other options around – to the point that, when bootcamps started to become more popular, for a few years Barry's was able to approach other companies using the term 'bootcamp' and get them to change their name. We effectively owned the bootcamp category."

He continues: "Barry's concept was based on his [Barry Jay's] desire to eliminate the need to go to the gym. He'd realised how easy it was – by the time you'd done a body strength class and maybe a cycling class – to spend hours in a gym. What he wanted to do was pack it all into one 60-minute class: treadmills to burn fat and strength training to build physique.

"A lot of the classes out there at the time were pretty lightweight – they weren't really building lean muscle tissue, raising resting metabolic rate or improving bone density... all the great things that true strength training does. In Barry's concept, dumbbells went up to 70lbs. That had never been done before – people were using 3lb dumbbells and expecting results.

"Barry also created a schedule that focused on different body parts on different days: arms and abs one day, butt and legs on another. You always work out the opposing muscle groups too, so you never leave with an imbalance.

"The philosophy remains very much the same today, because it works. Barry's is a results-driven programme and that's what I believe sets it apart. If you attend four

Gonzalez has worked his way through the ranks at Barry's to become the company's CEO





“

If you attend four or five times a week, you will absolutely, without doubt, see a difference within a matter of weeks

”

Joey Gonzalez



Gonzalez still teaches classes (above), as does founder Barry Jay, who can be found running classes in LA

► or five times a week, you will absolutely, without doubt, see a difference within a matter of weeks. For some people it might be two weeks, three weeks, four weeks, but you will 100 per cent see a difference.

"The brand is also no nonsense and really honest about the need to work hard. But at the same time it's cheeky and funny – we don't take ourselves too seriously. That makes it less scary than people might originally think."

CHANGING PERCEPTIONS

Nevertheless, I suggest, the whole ethos and vibe around Barry's Bootcamp is fairly hardcore and therefore most likely to appeal to people who are already fit. Would Gonzalez agree with this outsider's perspective?

"I'd say that Barry's typically caters for people who, in some capacity, are already exploring fitness – but I think that's less about the workout itself, and more because fitter people are attracted to the brand and image that goes with it. Others might be slightly intimidated.

"It's certainly not a workout only fit people can do. Case in point, one of our former trainers Bob Harper became the trainer on TV show *The Biggest Loser* and he'd bring the contestants from the TV show to Barry's Bootcamp in West Hollywood. These were people who weighed 300–400lbs, and who had no experience of working out, but they could absolutely get through the workout. I instructed a lot of them and they were pushing just as hard, if not harder, than the people next to them who'd been doing Barry's for a few months.

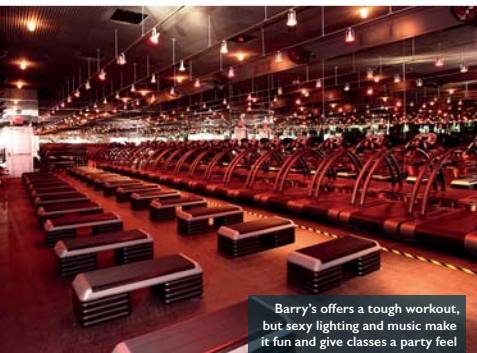
"I've seen Barry's change lives. We've done transition programmes before with people who were severely overweight. As long as people are willing not to be a hero on day one and take it a little slower, it's something that can fit in almost anybody's life."

So if it's the brand image rather than the workout itself that's putting some people off, is this something Gonzalez is planning to address – or would changing the marketing risk undermining the aspirational coolness of the brand? In other words, is Barry's happy remaining fairly niche, or does it want to expand its reach to new audiences?

"That's a great question and something we talk about often," says Gonzalez. "We like that our reputation around town is for offering a results-driven workout that attracts people who are really serious – who understand that it takes hard work. We're not necessarily seeking mass appeal – I don't think that's what Barry's is about.

"But the number one thing I hear from first-time clients is that they've been afraid to come, but that now they're here, everybody's so friendly and they've had so much fun they wish they'd known sooner.

"That to me is a big SOS and something I want to fix. We want to put out a clearer message that this is something everybody can do. Just because you pick up a paper and see super-fit Barry's clients like David Beckham, in the end it doesn't matter, because when you show up to a class everybody gives the most they possibly can. This is something I'm spending a lot of time on at the moment, trying to figure out how to get rid of the disconnect between expectations and actual experience on a first-time visit."



Barry's offers a tough workout, but sexy lighting and music make it fun and give classes a party feel

He continues: "A lot of that is about overcoming fear of the unknown, so we're trying to make it clearer on our website what the Barry's experience entails. You hear the word 'bootcamp' and you imagine someone in military uniform screaming commands at you, but we're a million miles from that. Barry's is a treadmill weights class with sexy lighting and fun music – it feels almost like a party where you happen to be working out. People woo and clap and cheer each other on – sometimes you do partner work. It's a very positive, fun experience and we want to give people a glimpse of that."

GROWTH PLANS

Barry's Bootcamp currently operates 17 clubs – predominantly in the US, where there are 13 studios, as well as two in Norway and two in London, UK. Another four clubs are to open in the US before the end of Q1 2016: Miami, San Francisco, Hollywood and Manhattan.

But further growth is on the cards, with Barry's recently securing investment from North Castle Partners – a private equity firm that has previously been involved with fitness brands including Equinox and Curves International. North Castle MD Jon Canarick says it now plans to leverage its established network and industry knowledge to build Barry's into one of the world's premier boutique fitness studio operators and brands.

So how will this come to be? "Our immediate focus is to continue growing in areas where we already operate – Los Angeles, New York, Miami, San Francisco, Boston – as well as adding two new domestic markets, probably in 2017, sticking to our model of opening in big metropolitan cities," says Gonzalez.

"We're exploring international opportunities too. It's interesting to see how eager a lot of markets are to take on some of the bigger American brands. I think the Barry's Bootcamp model is particularly appealing because it isn't a big box gym. We can go slap bang into some premium sites right in the middle of a city."

"Dubai and Hong Kong are high up the list – in fact Dubai is actually already happening. It's going to be our first store in the Middle East and I'd be disappointed if it didn't open before the end of 2016."



Founder Barry Jay was ahead of the pack when he founded his boutique fitness concept in 1998

The number one thing I hear from first-time clients is they've been afraid to come, but they've had so much fun they wish they'd known sooner. That's a big SOS and something I want to fix

"Up next, hopefully Hong Kong. I'm having some very preliminary meetings but there's a lot of interest from Asia, particularly Hong Kong and Singapore. We just need to spend time figuring out how the city and the culture works, and spending time with prospective partners to make sure we're aligned – Barry's is a close-knit family, even though it's a big brand, so we need to ensure we hold on to that as we expand overseas."

"We'll also be opening another club in Norway in the next year, and London has taken off to such an extent that we're always looking for new locations there."

"Everything domestic will be corporately owned and operated, and everything international will most likely be a combination of both joint venture and corporate. We stopped franchising about a year ago – that's initially why we started to look to raise more funds, because we wanted to grow corporately."

"We'd love to grow to 50 domestic stores over the next four or five years, and that doesn't even include the potential for international growth. We have a fully-baked strategy on which markets to enter at what time. However, I've been doing this long enough to know that you also have to seize opportunities when they present themselves. If a perfect location were to come up that wasn't part of this plan, we'd certainly consider it."

He continues: "A big part of my role is acting as a cultural compass, making sure employees and customers feel that, as Barry's scales up, it retains the sense of close-knit community that we've worked so hard to preserve."



Barry's revenue streams include its Fuel Bars, which sell protein shakes

► "North Castle Partners gets that: it fundamentally believes in building value with values. There have been moments where I've said 'I don't always make decisions based on the bottom line. I make decisions based on the culture, how it's going to affect my employees and my consumers' – and time and again they reassure me that this is exactly why they chose me to lead the way. They're very sensitive to the fact that Barry's Bootcamp – and boutique fitness in general – is a people-driven industry, and they really don't want to change much in our way of doing things."

"What they do want to do is provide me with better tools to make data-driven decisions, lend expertise on some of the markets we've never entered before, and help us successfully scale the business while maintaining the integrity of our brand."

"They also bring to the table expertise in ancillary categories such as nutrition, apparel and so on."

A STRONG BRAND

When it comes to ancillary revenue, while continually assessing new options – digital and technological opportunities are currently under the microscope – Barry's already has strong streams in place. These include its Fuel Bar café area, where it serves healthy protein shakes, and a Barry's clothing line.

"We've designed the apparel to suit the sort of workouts we do – we want our customers to be comfortable in their workouts – but it's also a badge of honour. People who do Barry's are so proud of it that they want to wear a branded top, whether in class or at Starbucks, to say to others 'this is who I am, this is how I work out, I'm a part of this community.'"

Presumably this customer loyalty and strength of brand is also paying dividends as the boutique fitness market becomes more saturated? "I feel lucky that Barry's has been around for almost 20 years, because at this point it's a household name – a brand that people know and trust. I know we can make it through this boutique concept trend, no matter where it's headed, because we've been around since before it existed."

"We're certainly dealing with a lot more competition now – in New York City we've seen over two dozen new boutique concepts launch this year alone – but

most of them aren't results-driven, so I believe we still have a competitive advantage."

"The pool of consumers has also got much bigger. We used to compete with the big box gyms, but now many people have cancelled their gym memberships and are attending various boutique concepts throughout the week. People are starting to allocate more money to health and fitness, because they're realising they need to

People who do Barry's are so proud of it that they want to wear a branded top, to say to others 'this is who I am, this is how I work out, I'm a part of this community'

prioritise it. Americans were slightly ahead of the curve here, particularly in Los Angeles and southern California, but it's definitely caught on elsewhere too."

He concludes: "What I love most of all is that, with boutique concepts, fitness has become so much about community. For years, magazines have told us to find a friend to work out with, and that's what I love about where we are right now, and where it looks like we'll be for a while: people are leaning on one another for support – recognising that it's so much more powerful when you do it together. There's accountability, there's fun – it's become the new social club, at least in the big metropolitan areas. I've also seen that spill over into the places people go for dinner, or the things they choose to cook. And this community is getting bigger and bigger on an international level. That really excites me." ●

2016 CATALOGUE NOW AVAILABLE

NEW LINES | ENHANCED RANGES

COMPLETE. FITNESS. SOLUTIONS



REQUEST YOURS



FEATURING

AIREX®

Our special offer for all Health Club
Management Readers: 25% off all
products by AIREX with promo code
AIREX25PC (valid until 31/12/15)



hygienic with
antimicrobial finishing



comfortable with
perfect cushioning



extremely durable



calyana 
by AIREX

Also by AIREX and best in their
class: New CALYANA yoga mats

**Invest in the best quality on the market and
eliminate the need to replace your mats every year!**

www.my-airex.com | facebook.com/myairex |  made in Switzerland

- Premium grip and durability
- Optimal cushioning and comfort
- Swiss design made in Germany



Memberships are an easy sell in January, but clubs must also support clients' goals

RESOLUTIONS

January is boom time for the fitness sector, but how do we make sure New Year joiners are still coming regularly the following Christmas? **Kath Hudson** reports

N

ow is the time many gym operators start to think about what offers they can run to lure in the New Year's resolutions.

Although many resolutions soon fall by the wayside, January certainly brings with it a nationwide appetite for change, stoked by media reports on detoxes, diets and exercise fads; there will be no shortage of interest from prospects in the first few weeks of the year.

So how do you make sure New Year joiners stick with their fitness resolutions, even if they give up on other resolutions?

How do you make sure that by February they're already getting hooked on exercise, and by April the gym has become an integral part of their lifestyle?

There's no other time in the year when a gym membership is such an easy sell. People may have the urge to get fit and lose weight pre and post summer too – the other regular peak in new membership sales – but exercising outside seems so unappealing in January.

However, rather than seeing January as a quick win business opportunity – the chance to sell memberships and personal training – clubs need to be thinking longer-term. Members must be

supported in changing their behaviours, and external influence will be important – persuading the medical sector of the value of fitness in preventing disease, for example, so other trusted professions are also encouraging regular exercise.

But in the shorter term, how can clubs best support members in achieving their resolutions? Do they need to go as far as offering everyone a wellness check with an exercise and diet programme? If that isn't feasible, how about running talks on nutrition, a diet club, accessible fitness challenges? Could staff have more informal chats with members about their goals? We ask the experts.



Natalie Braithwaite
Professional head of nutrition,
Nuffield Health & Wellbeing

People tend to have unrealistic notions of overhauling their lives and trying to do everything at once in the New Year. As health professionals, we can help highlight the places where they can make a difference. It's all about small steps, education and information.

Clubs should sit down with members, discuss their resolutions and help them set realistic goals. Resolutions need a starting point but also an end point. Our programmes tend to be 12 weeks, so we can evaluate progress and set new goals.

Changing behaviour must be done incrementally. Too often New Year's resolutions fail because people try to do too much too soon, not taking into account the fact that their situation, lifestyle and responsibilities are the same as in December – large-scale change is impossible, even with the best intentions.

After the Christmas excesses, many people want to start diets. We

Too often New Year's resolutions fail because people try to do too much too soon

Natalie Braithwaite

Good nutritional advice can help members avoid the fad diet trap



discourage fad diets, because taking away food groups can put the body into shock and sometimes it can respond by holding on to fat. It's important to phase foods out gradually and bring them back in gradually. Don't go straight in to a new diet – prepare for it. Take a few things out, add a few things and make sure you have the right nutrients.

Diets based on calories, rather than nutrition, will also fail in the long run because they don't sort out sugar cravings or change tastes or metabolism.

It's also important to impress on members that working out hard in the gym doesn't cancel out an unhealthy diet: it's all about getting those two elements working together.



Matt Roberts
MD, Matt Roberts
Personal Training

There are three obvious times in the calendar when people's personal interest in fitness is heightened: the New Year (fresh start), early summer (about to bare flesh) and post summer (bared too much flesh and massively indulged). These are the times when the media focuses more attention on fitness, precisely because it's when everyone has a just reason to get excited.

As an industry, any chance to trigger good intentions, and a little more activity, can only be good. However, New Year's resolutions take advanced planning – it's no good just rocking up in January and putting together some goals on the hoof.

While there should be ongoing dialogue around plans and goals throughout the year, the opportunity to spend focused time with your client, mapping out the detail, is something not to be missed. For some people, the New Year period is critical to how they establish their entire year of training and development, so it's a great time to engage with clients.

This shouldn't be just part of a normal PT session either. Make an appointment,



Discussing New Year goals before Christmas can help clients stay focused

It's no good just rocking up in January and putting together some goals on the hoof

Matt Roberts

sit down together, discuss, plan and enthuse about the goals and programme.

Don't charge for this appointment: lawyers might want to charge clients for every minute in which discussions take place, but that's exactly why everyone hates lawyers! This is your time to make sure that the work you're paid for is correct, planned and appropriate.

At Matt Roberts Personal Training, we plan our clients' goals, schedule, regime, diet and rewards before the Christmas and New Year season kicks off. By going into the potential damage period with a plan, two things happen: the client knows what's coming and actually stays more focused on not letting go too much; and secondly, there's a very clear, agreed plan

of attack to stick to afterwards, so that malaise can't set in or carry on.

Some people respond well to a strict dictat as a way of sticking to the promises they've made to themselves, but as a trainer you need to establish what approach your client responds to.



Tom Williams
Co-founder,
Jantastic

Often New Year's resolutions focus on the outcome and end point, but we need to look for ways of making sure they're a part of people's lives past the end of January, by structuring challenges that will make people want to continue.

My experience of working in the gym industry was that gyms always set targets like who can run the furthest or the fastest, or do the most push-ups. The fittest members would instantly post up unbeatable scores and the less able felt it wasn't for them. Ideally people should set their own goals and measure progress against themselves rather than others.

My business partner Martin Yelling and I took all this into consideration when creating Jantastic, a digital New Year's fitness product which had 30,000 users this year. It's a 12-week commitment, setting a target to get people through the winter. It started out as a running challenge and we extended it to become a triathlon challenge, by adding swim and bike. We'd love to collaborate with gym operators to add gym sessions as well.



Jantastic is a 12-week New Year plan to help people set and achieve fitness goals

In the first four weeks, people set a target of how many sessions they will do. In the second four weeks, they also set the distance of the longest run/swim/ bike ride they will do, and in the final four weeks they predict a time to complete that longest session. People are scored by percentages, so if they're aiming for six sessions overall and complete four, they get 66 per cent. We encourage people to aim for 90 per cent or more and are

confident – if they set the right goals in the first place – that those who reach 90 per cent will see huge health benefits.

As a challenge it works because it levels the playing field – people are competing against themselves – plus it takes them through to the spring and sets a habit. We've considered making it a year-round product, but we think it's more powerful to just run it through the winter, as it encourages focus.



Dr Paul Chadwick
Clinical director,
Discover Momena

Given that more than 50 per cent of the population make a New Year's resolution to change their behaviour, it's perhaps surprising that there are very few studies on whether resolutions are successful or not. Research available suggests it's not making a resolution per se that determines whether a person changes their behaviour, but rather the nature and quality of those resolutions.

At its most basic, a resolution is simply a statement of intent to change behaviour. As such, resolutions that are SMARTER and specified in terms of behaviour (such as go swimming twice a week) rather than outcome-based (such as get fitter) are more likely to change behaviour.

Nevertheless, there's a gaping chasm between stated intention and actual behavioural change, and the research clearly shows that very few people successfully manage the leap.



Gyms must teach people the skills they need to build activity into their daily routine

Dr Paul Chadwick

Resolutions are more likely to be successful if the individual is equipped with the skills and social support for the change, and can future-proof it by making it habitual. Fitness providers are great at offering opportunities to practise physical activity resolutions, but unless they supplement this by teaching people the skills they need to build activity into their daily routines, they will fail to support customers in bridging the intention-behaviour gap.

DEAD QUIET

AN EMPTY CYCLE STUDIO IS A VERY BAD PLACE

2:28:29 PM

“TRULY TERRIFYING”

Many multi-purpose clubs' cycle studios are sitting empty for more than 80% of their opening hours.

“I HAVEN'T SLEPT PROPERLY SINCE”

Boutique cycle studios are growing fast, with 42% of US club members also using boutiques – it was half this number in 2014!

“ABSOLUTELY SHOCKING”

Clubs with just 2-3 cycle classes a day could be missing out on up to a horrifying £120,000* a year in membership revenue.

LES MILLS

Register today to secure your place at a Les Mills Insight Seminar – INDOOR CYCLING: THE MISSED OPPORTUNITY.
Simply search for Les Mills UK at www.eventbrite.co.uk, or for more information about SPRINT email: LMUK.busdev@lesmills.com

*Based upon a club with 3,000 members increasing from 18 to 40 live classes a week and bringing class utilization up to 70%.



ENLIGHTENED BRANDS

Brands today must challenge themselves and their customers to do and be better, and must put their money where their mouth is to prove to consumers that they genuinely care. Global trend agency trendwatching.com offers new insights into customers' changing expectations

For a number of years now, we've been witnessing a growth in the number of brands wanting to show off their human side – their empathy, flexibility and humour. Smoothie manufacturer Innocent was one of the first to embrace this, light-heartedly chatting to consumers on the side of its packaging ever since its launch in 1999.

But the sight of a million and one brands desperately tweeting, instagramming and periscoping their 'human' side is proof that this Human Brands trend has now jumped the shark, descending into an orgy of youth culture bandwagon jumping, pop-up eco and social responsibility vanity projects, and awkward inter-brand 'fun' on social media. The final death knell? The twitter account @BrandsSayingBae, created to poke fun at brands trying to sound cool and down with the kids.

FROM HUMAN TO ENLIGHTENED

So what went wrong? In pursuit of a human side, most brands took a shortcut: a chirpy brand voice covered them in a patina of humanity and allowed them to pay no more than lip service to the human virtues they were trying to take on for themselves – empathy, generosity, responsibility and so on.

With the credibility of Human Brands thus undermined, customer expectations have raced onwards and upwards; the new desire is for Enlightened Brands. But what does that actually mean?

People are looking for brands to evolve to a higher state of consciousness by taking real, meaningful action to make their individual lives – and the world we share

– better. It means doing the right thing, even when it pushes brands, and consumers, out of their comfort zone. And this shift in consumer expectations is already having an impact on the bottom line: in an April 2015 global survey of 28,000 consumers, conducted by GfK, 63 per cent of consumers said they only buy products and services that appeal to their beliefs, values or ideals.

The irony here? Many customers are far from saintly themselves. After all, they co-created this planet-

63%

of consumers only buy products and services that appeal to their beliefs, values or ideals





warming, sugar-rushing, socially damaging mess we're in, right along with brands. But however unfair, consumers are now looking for the brands that are able to embrace enlightenment for them.

So how should brands go about that? First of all, to be enlightened, a brand must be restless – forever in search of new ways to make the world a better place, and willing to hold itself to higher standards of fairness and responsibility in its products, services, production methods, internal policies.... even if that costs it money.

Secondly, it must be empathetic – understanding and addressing customer pain points and working to make individual lives easier, faster and more fun.

And finally, it must be demanding – nudging, pushing and cajoling consumers to do better and be better.

But there's a long way to go, with very few brands anywhere near enlightenment. Indeed, research carried out by Havas in April 2015 indicated that only 7 per cent of consumers believe brands positively or meaningfully contribute to their lives.

LEADING BY EXAMPLE

But there are already some best practice examples out there that we can learn from, with a number of them picking up on the idea of physical activity as a 'do better, be better, have fun' pathway to enlightenment.

In January 2015, for example, the Mexican government installed 30 motion-sensitive machines at subway stations across Mexico City. The machines issue a token that can be redeemed for a free subway ticket to any commuter who completes 10 squats – an

idea already trialled in Russia. Pedometers were also offered to the first 80,000 participants. The scheme was introduced in response to an escalating obesity crisis in the country; according to a 2013 UN report, 32.8 per cent of the Mexican population is obese.

Meanwhile, in Q1 2015, Reebok promoted its ZPump Fusion sneakers with a campaign that encouraged Korean commuters to get active. The brand installed its Subway Pump Battle game in a Seoul subway station, ▶





Fitness First Home Run offered bag-carrying and guided routes for Londoners to run home from work

- ▶ with two commuters chosen at random from the crowd and invited to participate in a fun fitness challenge. The two participants had to press as many pump buttons as possible in the allocated time, with the winners receiving a pair of Reebok sneakers as their prize.

Another great example is the Nudge Kick app. Launched in December 2014, the app motivates people to reach their fitness goals by blocking access to other mobile apps until they do. Users can choose to block Facebook until they have walked 1,000 paces, for example; the free UK-created Nudge Kick app will monitor their physical activity and automatically unlock Facebook once a given target has been achieved.

Launched in June 2014, Fitness First Home Run enabled Londoners to run all or part of the way home from work. Four guided routes were made available for commuters, with a bag-carrying service included so runners could have their belongings delivered at the run finish point. The Home Run service was available free of charge for members of Fitness First gyms, or to non-members at a cost of £15 for 12 runs.

And last but not least, July 2014 saw Nike install special vending machines across New York City, with tweets providing hints about their locations. The FuelBox vending machines only dispensed Nike products in exchange for points accrued on the FuelBand – Nike's wearable activity tracker – within the last 24 hours. Users plugged their devices into the machine to pay for items such as shirts, socks and hats.

There's plenty of food for thought here for health club operators looking to get more members of the public active, including beyond the four walls of their clubs.

Gyms could easily latch on to the idea of offering rewards to members who decide to walk to work during London's ever more frequent Tube strikes

SYMPATHETIC PRICING

Another good place to start moving towards enlightenment is by embracing the Sympathetic Pricing trend. This involves imaginative discounts that go beyond simply telling customers you care – most people simply won't believe you – to actually proving it, putting your money where your mouth is.

The online space has already primed consumers to expect transparent, flexible, dynamic pricing – and it's just a short hop from there to embrace sympathetic pricing, which comes in three main categories.

Painkiller pricing targets lifestyle pain points. For example, in April 2014 during a 48-hour London Tube strike, mobile cab app Uber offered 50 per cent off all London trips for passengers who split their fare with another passenger. In October 2013, the company also offered free rides to Boston students during a bus strike.



'Painkiller pricing':
Could your gym
reward members
who opt to walk
to work during
tube strikes?

Gyms could easily latch on to this idea, offering rewards to members who decide to walk to work during London's ever more frequent Tube strikes.

Meanwhile compassionate pricing is all about creating discounts that offer a helping hand during difficult times. Launched in Spain in September 2013, Tienda Amiga (Friendly Shop) is a great example – an initiative in which small businesses offer discounts to unemployed customers in their neighbourhood. By January 2014, more than 150 local shops had signed up the project, offering discounts of between 5 per cent and 20 per cent to those who were out of work.

Given the positive impact exercise can have on an individual's self-esteem, there's a clear opportunity here for gyms to do similar, offering big discounts during off-peak times – or even free access – to those out of work.

Finally, purposeful pricing creates discounts in support of a shared value or belief. For example, in July 2015, South Africa-based weight loss programme SureSlim produced a flyer made out of 100 per cent pure milk chocolate to attract new customers. This was distributed across the country, offering people 20 per cent off the weight loss programme if they brought the uneaten flyer to a SureSlim store. Another chance was given to those who gave in to temptation, by giving customers 1 per cent discount for every block of chocolate they hadn't eaten.

But why stop there? Gyms could easily harness the power of data-driven sympathy, for example, thanks to the rising numbers of consumers now measuring a range of personal metrics, from steps walked to mood. That opens the door to personalised sympathetic discounts

for members having a bad day, or struggling to meet personal goals. And how about discounts for those who help create a sense of community in the club? The La Petite Syrah café in France has created 'politeness pricing', charging customers less if they say 'please'. The floor is yours to invent your own human pricing play in your health club or leisure centre.

CURRENCIES OF CHANGE

Meanwhile, if you're searching for new ways to push customers to do and be better, check out the Currencies of Change trend. This is rooted in the notion that customers now expect good behaviour to be more than just its own reward: relevant discounts, vouchers, rewards and more can be used to incentivise a desired behaviour.

The Quantified Self is a good example: while a growing proportion of the population own an activity tracker, and particularly in affluent societies the tension continues to

**The number of consumers
measuring personal metrics
opens the door to
sympathetic discounts for
members struggling to meet
personal goals**



89% said taking personal responsibility for health was the best way to stay healthy – but **91%** admitted to ‘snacking all day on candy, ice-cream and chips’

PHOTO: SHUTTERSTOCK.COM

- ▶ mount between ‘who I am’ and ‘who I want to be’, the data in itself isn’t enough to keep most people motivated in their quest for self-improvement. Hence ‘who I want to be’ remains at arm’s length, sabotaged by people’s poor time management, loss of focus or just plain old laziness. Human nature simply gets in the way of our best intentions, however much we might wish otherwise.

Nielsen research from January 2015 proves this point: in a survey of US consumers, 89 per cent said taking personal responsibility for health was the best way to stay healthy – but 91 per cent admitted to ‘snacking all day on candy, ice-cream and chips’.

The solution? Combine new technologies with a deep understanding of human behaviour, resolving this tension with rewards that help customers become the people they want to be. PwC research conducted in October 2014 indicated that 37 per cent of Millennials would be motivated to use a wearable device if it ‘rewarded those who frequently use it with loyalty points’ – a figure that rises to 52 per cent if the rewards were monetary.

For example, August 2014 saw Chinese online media brand Tencent team up with gaming hardware company Razer in a deal that was designed to incentivise healthy behaviour. The collaboration allows fans of Tencent’s popular Timi Run Everyday game to purchase in-game rewards using real-world exercise data recorded by Razer’s activity-tracking smartband.

Meanwhile, in February 2015, Weight Watchers launched its ‘Lose 10lbs on us’ offer, which promised that the first two months of membership fees would be waived for any member who lost at least 10lbs within two months of joining Weight Watchers.

And in June 2014, Brazilian TV station SBT launched a pop-up anti-smoking campaign. Installed at Mackenzie University in São Paulo, SBT’s ‘Machine of Life’ allowed

people to exchange cigarettes for free gifts. Based on each cigarette being equivalent to 11 minutes of longer life, when people placed cigarettes in the machine, they were rewarded with free leisure-related gifts such as magazines or movie tickets. That initiative could so easily – and arguably should – have included gym passes.

This sort of campaign can also encourage consumers to change society as well as themselves. For example, in February 2015, Fitbit partnered with hunger-relief charity Feeding America to launch the FitforFood campaign. Fitbit users could opt in to the programme, with every calorie they burned going towards a goal of 1 billion calories burned by all participants – enough to buy 1.5 million meals for US citizens in need.

SEIZE THE DAY

With people very much at the heart of the health and fitness industry, and with the sector’s offering so intrinsically focused on getting people to ‘do and be better’, there’s clearly a huge opportunity for health club operators to tap in to these trends.

Whatever you do, consumer needs and expectations are changing – and in a direction that fits so well with what the fitness sector offers that it would be a crime not to embrace the opportunity with open arms. ●

FIND OUT MORE

As one of the world’s leading trend firms, trendwatching.com sends out its free, monthly Trend Briefings in nine languages to more than 160,000 subscribers. Sign up at www.trendwatching.com



WeBuyAnyGymEquipment.com

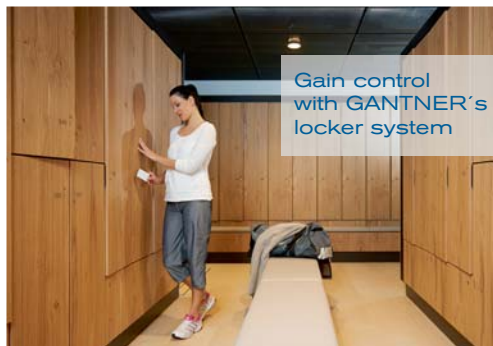
GETTING LOW PRICES FOR YOUR OLD GYM KIT?

Follow the 3 simple steps to get the best price



Email: enquiries@webuyanygymequipment.com

Phone: 07557 365669 Twitter: [WeBuyAnyGymKit](#) FaceBook: [SellGymEquipment](#)



Gain control
with GANTNER's
locker system

Gantner
technologies



- ACCESS CONTROL
- ELECTRONIC LOCKER SYSTEMS
- CASHLESS PAYMENT

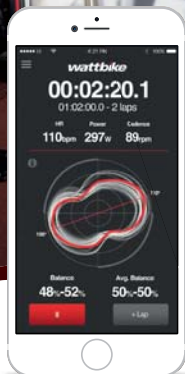


GANTNER Electronics Ltd.
T +44 1245 69 75 88
info-uk@gantner.com
www.gantner.co.uk

TRAIN

UPLOAD

powerapp



wattbike

[@wattbike](#) [f/wattbike](#) [v/wattbike](#)



ANALYSE SHARE

powerhub



Tom Crampton @tecrampton

1 min ago



"Just finished a 3 Minute Test on the Wattbike. View my session here bit.ly/1B8DAeH"



STRAVA



The Ultimate Indoor Bike

Whether in a group cycling environment or on the gym floor, the Wattbike is the only choice for precise fitness testing, individualised training and real performance data.

Combining the most realistic ride feel and scientifically accurate, reliable training feedback with a bespoke smartphone app and analysis software, Wattbike offers the most advanced training solution available today.

Chosen by the UCI World Cycling Centre, elite athletes and health clubs and cycling studios the world over, the Wattbike is the Ultimate Indoor Bike.

For more information please call

0115 945 5450 or email sales@wattbike.com

In the first of a two-part series, **Stephen Tharrett** and **Mark Williamson** of ClubIntel investigate the influence of internet middlemen in the fitness industry

But with the emergence and evolution of internet middlemen comes the billion-dollar question: When is the business relationship between seller, middleman and buyer a symbiotic one that lifts all parties, and when does that relationship become parasitic or even cannibalistic, potentially wiping out a business or even an entire industry?

An internet middleman is a business that leverages the internet and worldwide web to offer consumers attractive alternatives to traditional shopping experiences. A good internet middleman provides



Cycling is one of the most popular classes among ClassPass users

PHOTOS: SHUTTERSTOCK.COM

HOW IS YOUR RELATIONSHIP?

Symbiotic relationships:

In this relationship, the internet middleman brings added value to the seller's proposition while also helping the seller tap a new source of revenues. The buyer receives something they want, such as greater convenience or a lower price. The middleman benefits by growing its business and generating a profit. A great example of this would be Instacart, which has Whole Foods as a client. Consumers benefit by being able to purchase Whole Foods groceries online and get same-day delivery without leaving their home. Whole Foods benefits by reaching a new audience, driving incremental revenue at little to no extra cost. Instacart earns revenue by marking up the food price to consumers and by charging consumers a nominal fee. Everyone wins.

Parasitic relationships:

In this relationship, the consumer and middleman tend to benefit while the seller may or may not.

For example, Just Eat, GrubHub and Seamless (note that GrubHub and Seamless are two distinct brands owned by one entity) benefit the



19%

of boutique fitness studios engage in an internet middleman-driven programme, and

13%

of traditional commercial clubs

consumer by allowing them to order home-delivery food from a variety of restaurants – there's more choice and added convenience for the consumer. Each of the aforementioned middlemen benefits by receiving a commission that ranges from 12–14 per cent of the sale.

The seller benefits from new incremental sales, but may not generate incremental profit because of the commission paid.

If the restaurant fails to account for the commission in its marginal costs, it could actually lose money on the sale. If the restaurant's profit margin exceeds the cost of the commission paid to the middleman, it's a symbiotic relationship; if the commission exceeds the profit margin, it becomes a parasitic relationship.

Cannibalistic relationships:

This relationship is an example of Schumpeter's "creative destruction", where new and innovative business models make it impossible for some businesses to survive. In cannibalistic relationships, one party loses out while the other parties benefit.

Take Uber for example. The consumer wins through lower prices and greater convenience. Uber wins by generating revenues and profit. Existing car transportation businesses lose because they're at a competitive disadvantage (due to higher operating costs and government taxes, and being less convenient).

This of course is capitalism at its finest, but for those whose industry is imperilled it may not seem that way. ▶

► THE FITNESS MIDDLEMEN

The health and fitness industry now finds itself immersed in a digital middleman economy – a stampede that has been led by ClassPass (classpass.com) and then followed by newcomers such as Wildfire (wildfire.life), Dibs (ondibs.com) and FitReserve (fitreserve.com).

In the recently released 2015 *International Fitness Industry Trend Report: What's All the Rage* – conducted by the American Council on Exercise (ACE), IHRSA and ClubIntel (see *HCM* Oct 15, p78) – approximately 8 per cent of all fitness businesses surveyed said they participated in an internet middleman-driven programme, up from 3 per cent in 2013. This same report showed that 19 per cent of boutique fitness studios engaged in such a programme, and 13 per cent of traditional commercial health clubs. Other operators – such as non-profits, private clubs and so on – registered lower uptake.

The market leader, and the first to really introduce the fitness industry to the digital middleman phenomenon, is US-based ClassPass, which was originally branded as Classivity.

ClassPass allows fitness consumers to purchase a subscription (membership) that gives them the opportunity to engage in unlimited fitness classes or gym visits at over 3,000 studios around the globe for between US\$79 and US\$125 a month (price varies by market, but is US\$99 in most); the only caveat for the consumer is that they're limited to three visits to any one studio or club during the course of a month.

Users simply go online and reserve a spot in a class at any participating club or studio in their market, from barre to cycling, dance to HIIT, pilates to yoga.

ClassPass currently has over 3,000 studios and clubs enrolled in its network in over 33 markets, including the US, Canada and the UK. Just this past April, it acquired competitor FitMob to further extend its reach. According to an article on *techcrunch.com* in February 2015, ClassPass is booking over 1.5 million reservations a month. Those numbers are likely to grow significantly as it pursues its goal of being in at least 100 markets in the next year.

According to the recently completed 2015 *Fitness Studio Operating and Financial Benchmarking Report* conducted by the Association of Fitness Studios (AFS), approximately 13.5 per cent of studios participate in ClassPass.



ClassPass is
booking over

1.5 million
reservations a month,
and that will grow as
it pursues its goal of
being in at least
100
markets
in the next year



NEW KIDS ON THE BLOCK

Since ClassPass first entered the market, more start-up internet middlemen have entered the fray in the US market. The first of these is a company based in San Diego, originally called FitN and since rebranded as Wildfire.

Wildfire is similar to ClassPass in that it offers fitness consumers a monthly membership subscription that allows them to register for classes at partner studios and clubs (over 300 partners and 12,000 classes in the San Diego, Orange County and Los Angeles markets) for US\$149 a month. Like ClassPass, the consumer benefits from gaining access to a great variety of clubs at price points below the going market rate.

Wildfire's value proposition differs from that of ClassPass and others in a few ways. First, justifying its higher monthly fee, consumers are not limited to three classes or visits per month per studio, and instead have unlimited access to classes at any partner studios. Second, Wildfire has been designed specifically for a mobile platform. Third, Wildfire contributes a portion of each customer's membership fees to the Boys' and Girls' Clubs of Southern California, to support efforts to improve the health of young people.

The second entrant to the fitness internet middleman market is New York-based FitReserve, which launched in autumn 2014. Like ClassPass and Wildfire, FitReserve offers a monthly subscription that allows consumers to register for over 13,000 classes at approximately 190 studios throughout New York City.

However, there are some differences versus the other middlemen. FitReserve allows consumers to visit each of its partner studios up to four times per month, and members also have access to a studio's entire schedule – there are no 'blackout' classes as there can be on other platforms like ClassPass. It also offers its members additional benefits – such as discounts – through partnerships with other internet-based middlemen such as Uber and Zeel.

In addition, there are three different levels of FitReserve membership: five classes a month (US\$79); 10 classes a month (US\$149); and 20 classes a month (US\$249). These rates are designed to be more in-line with the pricing offered by the studios themselves, thereby supporting the studios' value proposition – although the FitReserve consumer still gets a significant discount on the cost of an individual class or session compared to



PHOTOS: SHUTTERSTOCK.COM

Consider only offering your less popular classes to non-members

purchasing directly from a studio or club (from 25 per cent to over 50 per cent).

The third entrant to the fitness internet middleman market is a company called Dibs. Dibs' value proposition is more closely modelled on platforms such as Open Table for restaurants, and to some extent many of the hotel booking platforms. The Dibs platform is described as a B2B (business to business) platform with a consumer-facing value proposition that leverages real-time dynamic pricing – a principle used by airlines and hotels. The platform allows individual boutiques to establish their minimum and maximum price points, and then uses sophisticated algorithms to offer consumers real-time prices based on the studio's / club's supply and demand dynamics: if the demand is high and supply is low, the price goes up; if the demand is low and supply is high, the price drops.

The Dibs platform does not offer a subscription model: consumers can only purchase one class at a time. This, combined with the dynamic pricing – which can mean consumers actually pay a premium on the usual price for high demand classes – is designed to maximise value capture for the studios and prevent the platform from becoming a competitor.

Dibs generates revenue by taking a percentage of the fee that the studio earns from each registration, similar to GrubHub and Just Eat in the restaurant segment. From the consumers' perspective, Dibs will allow them to book



While the middlemen's delivery against the consumer promise of convenience, flexibility and value is unquestionable, it's less certain whether partner businesses benefit

a class at any of their partner studios with the understanding that they will pay a price based on the studio's price parameters and supply and demand dynamics. To gain access to the most popular classes, consumers will pay more; for less popular classes they will pay less – think airlines' capacity and load models.

WEIGHING IT UP

But all that glitters may not be gold: each of the middleman business models brings different considerations for the operator.

ClassPass probably drives the most traffic, but also generates the lowest value capture and would be the most likely to drive a studio's clients to switch. Fit Reserve and Wildfire may not drive as much traffic as ClassPass due to their market presence, and might be less likely to cause clients to switch due to their higher price points. They also bring slightly more revenue per guest than ClassPass – but that's balanced by the fact that they probably drive slightly less traffic. All three are subscription models, so will ultimately compete with studios when it comes to conversion.

Dibs would bring studios the highest price point and most value capture, and since it isn't a subscription model it doesn't compete with the studio. Due to the dynamic pricing, it's likely to allow the highest conversion. What's unknown is whether it will drive the same levels of traffic, as its price point can potentially be higher than the studio's own list prices.

We'll explore this in more detail in the next edition of *HCM* (January 2016), looking in depth at the ClassPass model.

For now, however, the crux of the argument is this: while the middlemen's delivery against the consumer promise of convenience, flexibility and value is unquestionable, it's less certain whether partner businesses benefit – and indeed ▶



The prices charged by Dibs vary according to how popular the class is

PHOTOS: SHUTTERSTOCK.COM

- a number of operators are beginning to look at wresting some of the power back from the middlemen.

For studios that are struggling to fill classes, or for new start-ups with limited marketing budget that want to get their name out there, internet middlemen can offer benefits, certainly in the short-term. However for established operators – unless strict parameters are applied to their relationship with the middlemen – the risk of undermining their own business by cutting profitability, undermining perceived brand value and introducing the risk of loyal customers switching to the middlemen is very real.

MAKE IT WORK FOR YOU

When comes to the fitness studio market, internet middlemen are here to stay. So how do operators make sure they secure symbiotic relationships with these middlemen? Here are our five tips:

- 1 **Don't devalue your brand** by discounting too deeply – that is, don't accept a 50–60 per cent discount. Negotiate for a price that reflects your studio/club's value to the consumer. Remember, these internet middlemen need your studio or club to enhance their value proposition, so take a tough stance and be prepared to negotiate for more. Even a few dollars more per class can make a significant difference. The more



Don't devalue your brand
by discounting too deeply.
Negotiate
for a price that reflects your studio/club's value to the consumer

studios/clubs under your umbrella, the more negotiating power you have.

By way of example, in video gaming the digital platforms get 30 per cent and the developer/publisher gets 70 per cent. Massage internet middleman Soothe takes 30 per cent of revenues and gives the remaining 70 per cent to the massage therapist. While neither is ideal, it's certainly better than what's currently being offered by the middlemen players in today's fitness market.

In the restaurant business, the internet middlemen take a percentage of revenues – in some cases as much as 14 per cent – but even in these instances, the restaurants control the pricing. As the seller, you're incurring all the risk and all the cost, so make it worth your while.

2 **Protect your existing client base.** Your clients are paying fair market price to engage with your studio or club. They shouldn't be shoved out to accommodate a lower paying guest who has no intention of becoming a member or regular client. This means that, if you have classes with high member occupancy levels (greater than 80 per cent), you shouldn't open them up to low paying guests. However, it should be noted that some of the internet middlemen don't want you to 'black out' classes.

Take, for example, a yoga studio we spoke to that was getting 75 per cent of

HYDRO+ MORE THAN JUST A VENDING MACHINE

HYDRO+ =

Intelligent drinks dispensing system

- + Outstanding return on investment
- + Innovative hydration solution
- + An effective retention tool
- + Secure, cashless vending
- + Eco friendly

**CALL NOW to find out
what Hydro+ can do for
your business.**

01865 987910



☎ 01865 987910 ✉ info@hydroplus.co.uk

www.hydroplus.co.uk

Hydro+
more than just water



Make sure you
provide more
 for your members than
 for internet middleman
 guests – the top
 instructors, the most
 convenient times, the
 signature classes,
 the best music, the
most care

► its visits from ClassPass. In essence, the ClassPass guests were pushing out the regular clients. Furthermore, make sure you provide more for your members and regular clients than you do for the internet middleman guests, such as making sure the members get the top instructors, the most convenient times, the signature classes, the best music and the most care. If you do this, you're likely to lessen the chance of your regular clients switching to become middleman users, and with it avoid sacrificing high margin business for low margin business.

④ **Limit your offerings.** If you look at these internet middlemen services from a yield management perspective (what airlines and hotels do with seats and rooms), then you can lessen the parasitic elements of the relationship and garner greater benefit for your business.

Limit these guests to classes with low occupancy percentages (below 50 per cent occupancy). If offering gym time, limit the hours they can access the gym. Note however that one studio told us that, when it limited the classes that ClassPass guests could use, the guests tended to leave negative online reviews.

If all your classes have occupancy levels under 50 per cent, then you have an entirely different set of issues to address and ClassPass or other internet middlemen might be what you need.

Make sure any classes you are opening up to internet-driven guests are at times that are unappealing to your existing client base. You might even consider creating a few classes you know members will never visit, and using these as your offering for internet-driven guests. However, note that certain middlemen require that classes on your schedule be made available to their members.

And manage the process. Monitor usage and occupancy on a daily basis so you know when the guest traffic may be interfering with your clients' experience. We refer to this management process as yield management.

④ **Create a conversion incentive.** If you want more visitors to convert to your studio or club, then find an incentive that shows it's better value to be a regular client than a temporary visitor. This involves demonstrating the benefits of being part of your community – access to best instructors, best classes and so on – rather than a transient visitor. Remember that these internet-driven guests will pass through your door a limited number of times in a month, so you need to capture

their heart and feet at the onset. As Tom Cruise pulled off in the movie *Jerry McGuire*, you have to get them at 'hello'.

④ **Monitor switching behaviour.**

One of the dangers that comes with any internet middleman service is the possibility of existing clients, even the loyal ones, abandoning you for the middleman. If they can get what they perceive to be an equivalent offering for half the price, they will switch. Those who are at the highest risk of switching are infrequent users (less than twice a week), the quiet ones and those you don't have as much personal contact with. It's critical that you monitor usage and identify the high-risk clients and reach out to them. Don't give them a reason to abandon you.

LEARN FROM THE PRESENT

What happens in the future is anyone's guess. With new internet middlemen emerging on the health and fitness scene, it will place pressure on all of them to create value propositions that foster symbiotic relationships and bring value and profit to all the players.

Not only will internet middlemen need to reconsider their value proposition, but studio and club operators will need to get considerably wiser in how they negotiate and work with these middlemen. ●



ABOUT THE AUTHORS

Stephen Tharrett and Mark Williamson are the co-founders of brand insights and member experience firm ClubIntel (club-intel.com). Together they have over 50 years' experience in the club and hospitality business.

Stephen was formerly CEO of the Russian Fitness Group, senior vice president of ClubCorp and president of IHRSA. Mark has been a VP of market research, consumer insights and employee insights for ClubCorp, Match.com, Brinker International and Applebee's. They can be reached at stevet@club-intel.com and markw@club-intel.com.

A complimentary abbreviated version of the AFS report is available from ClubIntel.



DFC

Bespoke Direct Debit Services



Get in touch today



www.debitfinance.co.uk



sales@debitfinance.co.uk



01908 422 000

BEAR GRYLLS

The survival expert talks to Magali Robathan about the launch of his new BG Epic workouts and studio franchise model

British adventurer and TV presenter Bear Grylls is set to launch his own training programmes and fitness studios, based on a method he's developed in conjunction with personal trainer Natalie Summers.

The BG Epic Training workouts are based on the principals of enhanced interval training and typically involve the use of alternating periods of short, intense anaerobic exercise with less intense recovery periods. The programmes will be delivered via group exercise classes in no-frills BG Epic studios across the UK.

Rebel co-founder James Balfour and Jungle Town director Sarah Grimsdick have both recently joined the BG Epic team, with a concept store due to open in Q4 2015 to showcase the BG Epic adult fitness and BG Kids studio models. Franchises with then be sold for both concepts. We speak to Grylls about the inspiration for the new venture.



Grylls is launching 'no frills' BG-branded studio franchises for adults and kids

How has 2015 been for you so far?

2015 has been a big year for us as a team. I never thought I'd see the day when I was on the cover of *GQ* magazine, taking the US President on an adventure or winning a BAFTA, but I've learnt to be ready for the unexpected!

Programming-wise it's been a busy one for sure, with the airing of our first big primetime ITV series *Mission Survive*, plus a second season of *The Island* on Channel 4. Meanwhile, in the US, we've just finished airing the US version of *The Island*, as well as season two of NBC's *Running Wild* with Bear Grylls. The highlight of this was receiving a personal request from the White House to take Barack Obama to Alaska on a mini adventure. It was such a special time together, and a privilege to help champion his climate change ambitions along the way.

I also released my first adult fiction thriller novel, *Ghost Flight*, based on the discovery that my grandfather commanded one of World War II's most clandestine military units.

When and where did you get the inspiration for BG Epic training?

When I was younger and training with the military, although it was very physical, it was mostly about endurance and building mental resolve.

After that I got into climbing, which was endurance again, and then I did that classic male thing where I went to the gym but never actually got very fit!

Then, four years ago, I started training with Natalie Summers and learnt a new style of training. Since then I've totally changed in shape, in fitness level, leanness and flexibility. It's quite counterculture to find myself fitter at 40 years old than when I was 25, but the reason for this



It's quite
counterculture to find
myself fitter at 40
years old than when
I was 25



is the innovative style of high intensity, functional strength workouts that we do. And the best bit is that we do it all in around 25–30 minutes.

So many people started asking about the new type of training we were doing, because they saw the results. From this, the BG Epic concept was born: results-driven, fun, challenging, functional workouts that guarantee you maximum results in minimum time.

Can you briefly describe the BG Epic training exercise programme?

The Epic workouts are based on the proven and recognised principles of high intensity interval training (HIIT).

Our workouts are made up of a variety of short, intense blocks of exercises that promote excess post-exercise oxygen consumption (EPOC). Put simply, this type of training means that our bodies are burning calories long after our actual workouts end.

BG EPIC TRAINING WORKOUTS

BG Epic Training workouts offer a whole body approach to training, delivering epic results in shorter periods of time. BG Epic Training integrates functional fitness to improve balance, co-ordination, power, aerobic capacity, muscular strength and endurance.

BG BODY WEIGHT

BG Body Weight uses the practitioners' own body weight to provide resistance. The workouts use signature crawl, jump and density sequences to help improve muscular strength and endurance, agility and range of movement.

BG KETTLEBELLS

BG Kettlebells uses combinations of kettlebell sequences to strengthen the posterior chain, and signature compound moves to improve muscular power, core strength, speed and athletic performance and to build lean muscle tissue.

BG PRIMAL POWER STRETCH

A unique sequence of primal-inspired yoga poses which are performed in a vigorous high-intensity power stretch (HIPS) format to use the body's physical power, as well as to enhance the body's natural strength and physical flexibility.

UNDERGROUND BATTLE CIRCUITS

Underground Battle Circuits (UBC) is a HIIT resistance circuit using a mix of battle ropes, kettlebells, bodyweight and suspension training.

PRIMAL BOXING

Primal Boxing is a fun, high-energy workout guaranteed to maximise cardiovascular benefits and improve flexibility, balance, hand-to-eye co-ordination, reaction speeds, muscle tone and strength.

Source: www.bgepictraining.com

The BG Epic Training workouts offer a whole body approach





- The blocks of exercise are inspired by my and Natalie's functional training approach, and they vary from bodyweight exercises to kettlebells to power stretches. Every workout targets the whole body, with an emphasis on posterior chain and core work.

I like to think there are three main things that make us different: firstly, our unique BG Epic no-frills studio experience where we specialise in express, 30-minute workouts; secondly, our community-focused customer service; and finally, great results in a group exercise environment.

What stage are you at with the fitness project?

Phase one has been all about testing the products and setting up our BG Epic training academy and concept studio. There's been a lot of testing, researching and refining both as a business and while writing the programmes.

We're confident we now have a unique product and business that will empower

Grylls' own routine involves five BG Epic express workouts each week, including kettlebells and yoga



The **BG Epic** concept offers **results-driven, fun, challenging, functional** workouts that **guarantee** you **maximum results in minimum time**



fitness entrepreneurs to build their own businesses, while also helping change people's lives for the fitter and better.

We all want to be fitter, stronger, leaner, more flexible versions of ourselves, and what better way to do it than while at the same time building a fun business with like-minded people?

Natalie and I were keen to expand our team after phase one and have taken the time to bring on the right expertise to transition to phase two – developing the business franchise model. So I'm excited to say that we have two new additions to our Epic team, to help achieve this growth: James Balfour (I Rebel) and Sarah Grimsdick (Jungle Town) both bring a wealth of experience to our project.

I'm excited to see BG Epic now really starting to gain traction, with the imminent launch of the BG Epic adult fitness and the BG Kids studios.

The next 12 months will see the roll-out of these Epic studios across the United Kingdom, with a longer-term aim of taking the Epic concept global.

Grylls is on a mission to give people the tools to become fitter, leaner and happier in their lives



What for you is the most exciting thing about this project?

Changing lives and seeing the results people experience is so exciting. Our goal as a team is to empower people to be healthier, happier and fitter, and to achieve it in fun 30-minute sessions a few times a week.

There's nothing more humbling than receiving letters and tweets about how Epic is improving individuals' self esteem, reducing body fat and weight and giving people the confidence to go out and live healthier lives. We've had so many of these already, both through Natalie and my book *Your Life Train for It*, as well as through the BG Epic test studio.

My three young boys also love Epic and have helped design the choreography and moves for the kids' workouts.

In the latest version, Huckleberry – our youngest – inspired the Eagle poses for the children's power stretch; at six he's already a strong natural athlete and he thrives in our BG Kids workouts. That's very fun to see.

How do you keep fit?

I plan 5 x 30-minute BG Epic express workouts a week – including a mix of kettlebells, power stretch/yoga and bodyweight sessions. The great thing with these short, highly effective workouts is that I can fit them around my schedule and family time... taking just 30 minutes a day, there are no excuses!

How would you set about tackling the obesity epidemic?

By educating individuals to be able to take responsibility for their own health, fitness and food choices, on a daily basis. It's about instilling the idea that you're the only person who can look after your body, fuel it correctly and get it moving.

BG Epic and BG Kids can genuinely change lives for the better. It just takes a great team of motivated individuals to build the franchises across the country.

What drives you?

The 5 Fs: Family, friends, fun, faith and following dreams. ●

2016

CATALOGUE

NOW AVAILABLE

NEW LINES

ENHANCED RANGES




COMPLETE.
FITNESS.
SOLUTIONS.

REQUEST YOURS

 **Physical**
COMPANY

☎ 01494 769 222

 physicalcompany.co.uk

Strength & Conditioning: a growing trend

Technogym's Pure Strength range is meeting the rising demand for performance training, and enabling regular members to train like elite sportspeople



Only a few years ago many gym spaces around the UK were governed predominantly by rows of cardiovascular machines and fixed resistance

equipment. New trends are constantly emerging on the gym floor, creating an expectation for operators to provide the latest in equipment, training methodologies and programming to satisfy a wide range of member needs and interests.

The functional training area continues to grow in popularity, with many operators looking at how they can develop dedicated spaces within their facility. This need for functional space has demanded the creation of wide open expanses with a collection of small functional tools and training rigs offering personal trainers a variety of options for specialist programming and fast classes. So what is next?

Technogym is seeing the rise in strength and conditioning, and sports performance training establishing a real presence on the gym floor. This is no longer exclusively confined to the world of the professional athletes or the hard-core users; the growing interest in performance-based training is bringing strength and conditioning into the arena of the everyday user. Andy Knight, Group Manager for Physical Activity and Healthy Lifestyles at the London Borough of Barking and Dagenham, has seen a significant growth in demand from members for strength and conditioning: "We've listened to customer feedback and are in the process of increasing our strength and conditioning space within the gym by 50 per cent to meet the needs

of our members, attract new members from the community, and stay ahead of the latest trends in the market. We've chosen to install Pure Strength equipment for this area based on its scientifically-validated, robust design. We believe that it's the best-designed equipment in the market, and will make our offering the most compelling in a very competitive marketplace."

DESIGNED BY CHAMPIONS, FOR CHAMPIONS

This year Technogym unveiled five new pieces for the Pure Strength range, to create a full complement of plate-loaded equipment. Technogym has over three decades of expertise in this field, with extensive research in science and movement in order to offer advanced solutions to maximise sport performance. As Official Fitness Equipment Supplier to six suc-

cessive Olympic and Paralympic Games, including next year's Rio 2016, Technogym has historically been linked to the highest level of sport performance. This has provided valuable feedback from the world's leading teams and athletes, and gives Technogym the unique knowledge required to constantly improve the solutions so that all users can achieve their full athletic potential.

UNIQUE FEATURES

All Pure Strength models incorporate the unique features, quintessential to the Pure Strength range, which maximise comfort, stability and ease of use. These include yellow visual flags to demonstrate correct body positioning to the user for maximum training effectiveness; high-density padding to improve stability and comfort; and ergonomic handgrips to increase the user's grip, making their movements more effective.

There's a growing interest in performance training among the public



SAFER AND MORE ACCESSIBLE

Through Technogym's digital innovations the equipment becomes safer and more accessible for all members. A simple scan of the NFC or QR technologies on the Pure Strength equipment, allows members to obtain video tutorials through mywellness cloud, which demonstrate safe and effective use. The integration with mywellness cloud, also makes the Pure Strength range easier for goal-oriented users to track their progress.

MAXIMUM MUSCLE ACTIVATION

Technogym works with prestigious partners from the worlds of science and academia to develop products that apply the most advanced biomechanical principles, ensuring the best movement trajectory and best workload distribution.

DESIGNED TO LAST

In the Technogym labs, more than 188 intensive tests are carried out on Pure Strength machines and components for a total of 54,262,581 cycles. Products are stressed well beyond their normal usage to ensure they offer maximum durability and reliability.

Pure Strength is designed to maximise comfort, stability and ease of use



NEIL PARSLEY, STRENGTH & CONDITIONING COACH

Neil Parsley is one of the most sought-after strength and conditioning coaches in the UK. His 15-year career has taken him to two Olympic Games and he has spent the last three years working with England Rugby. "After I achieved my goal of playing rugby professionally [with Warrington Wolves] I wanted to continue working in elite sport," says Parsley.

"The physical side of training and preparing for games always fascinated me so this motivated me to do my degree and continue in the field as a career."

Parsley spent 10 years as Strength and Conditioning Coach at the

English Institute of Sport, where he helped athletes prepare for a variety of Olympic sports including wrestling, boxing, athletics and swimming. He also led the strength and conditioning for the successful GB Taekwondo team for

the London 2012 Olympics, which included Olympic gold medalist Jade Jones.

The Underground Training Station (UTS), Parsley's unique training facility, brings to life his philosophy that 'all humans have the potential to be athletes'. He says: "My partners and I set up UTS six years ago as we felt that there was a gap in the market for providing the average person with a world-class service at the gym, helping them to achieve their fitness goal, whatever that goal may be. At UTS we offer education and coaching at a high level in an environment that encourages you to want to get better."

The very existence of a facility such as UTS demonstrates the public's growing interest in performance training. "There's a definite change as your average person has started using training methods that used to be solely used by elite athletes," he says.

In a performance-based facility like UTS, the equipment is key to being able to deliver results. Neil explains: "The equipment has to fit your philosophy of training, as well as being robust and hard-wearing." Technogym's Pure Strength equipment was selected by Parsley for UTS to offer the best possible opportunity for members of all fitness levels to fulfil their goals. He says: "The Pure Strength range was the obvious choice as they're all extremely well-made pieces of equipment that allow our tribe (users) to perform key compound exercises in a safe and effective manner. They also look awesome!"

PHONE: +44 (0)1344 300236

EMAIL: UK_info@technogym.com

WEB: www.technogym.com

TECHNOGYM

The Wellness Company



A place in our hearts

My Sportlady has forged an invaluable place in the lives of women in Munich and beyond. **Ray Algar** reports

This month I want to share the remarkable story of how the My Sportlady independent club based in Munich, Germany, is harnessing its altruistic purpose to forge meaningful connections with members as well as the wider community.

Why feature My Sportlady?

Given that there are more than 48,000 fitness clubs and centres across Europe (source: EuropeActive), I'm always fascinated as to why a minority of clubs have a reputation far beyond their operating borders. These days, most clubs typically possess similar resources (skilled people, equipment, facilities, programmes and so on) – globalisation has seen to that – so why does the story and mission of a 2,000-member, women-only club in Germany spread?

A purposeful club

Since Jasmin Kirstein founded the club in 1984, its core purpose – as a special place for women that helps to foster a healthy work-life balance – has remained constant. While budget gyms and boutique studios sprout up around the club, My Sportlady has remained focused on how it can continue to create long-term value, not just for its members but also for women across Munich and beyond.

While possessing all the paraphernalia of other 2,000sq m fitness clubs, it operates more as a centre for cultivating



My Sportlady founder
Jasmin Kirstein
(second from left)

life skills than a typical fitness club. As an example, its cooking school helps members understand the importance of nutrition and healthy eating. The club exists not simply to support a woman's need for physicality, but also to offer her independence, tranquility and acceptance.

Pay what you can afford

Although most people in Munich are now employed, this was not the case during the global financial crisis, and members began coming to the club to cancel their memberships. Kirstein did not believe this was the right thing for her members to be doing – not visiting a club that some had belonged to for many years would just provide more instability in their lives.

IN A NUTSHELL

Project by:
My Sportlady, Germany

Web:
www.my-sportlady.de

Charities supported:
Numerous

Project status:

Ongoing and long-term

Impact:
Germany and overseas

Gymtopia keywords:
**Clothing and shelter,
education, food & nutrition,
health & wellbeing**



Member fees are suspended if a user is being treated for an illness

So she decided these members could use the club for free, or simply pay what they could afford until they secured new jobs.

Further compassionate acts are evident when members face serious illness, like cancer. After such a diagnosis, a member typically approaches the club to cancel their membership, believing they will be too unwell to attend. However, My Sportlady waives the membership fee during treatment and encourages the member to visit the club when they believe a visit would be beneficial. Members may visit



During the financial crisis, **Kirstein decided members could simply pay what they could afford until they secured new jobs**



only once in a month, but they know the club is there to support them.

This capacity for a club to simply do what intuitively feels right resonates with all the club's stakeholders. It's one reason why staff say they choose to work at My Sportlady over other clubs. Why? They simply feel immense pride in working for such a compassionate business.

My Sportlady Foundation

A separate not-for-profit organisation was set up in 2009 to co-ordinate the



The Foundation supports projects in Myanmar and Sri Lanka





'Eat for Smart' is one of the Foundation's charitable programmes, offering free nutrition courses at schools and kindergartens across Munich



- club's growing philanthropic activities. The Foundation's mission is to help women and children across Germany and overseas.

'Eat for Smart' is one of its programmes, offering free nutrition courses at schools and kindergartens across Munich. This programme is now supported by the local government and health insurers. Other programmes – this time overseas – provide support to orphanages in Myanmar and Sri Lanka.

The rationale for the Foundation is that the business should be more than "just a members' club", using its influence and expertise beyond the walls of the club.

Supporting mums

For the past five years, My Sportlady has been supporting mothers whose children

are receiving cancer treatment at a nearby hospital. The children's hospital is a centre of excellence and so attracts families from across Germany, with the mothers living between the hospital and a nearby hotel. My Sportlady therefore came up with the idea to provide complimentary access to the club. The hospital issues a 'club prescription' which mothers redeem at the club. This allows them precious time to suspend, just for an hour or so, the distress of witnessing a child battle with cancer.

A desire to help others

When trying to understand what motivates a business to put the interest of people before short-term profit, it often helps to look back into the founder's life journey. In Kirstein's case it was the

experience of seeing her young daughter, Anna-Marissas, battle leukaemia. Her daughter made a full recovery, but it left Kirstein with a profound sense of gratitude and perspective. Anna-Marissas went on to pursue a career in nutrition science and now runs the Eat for Smart initiative.

Would this club be missed?

The test of a remarkable club is knowing members, staff and the wider community would genuinely miss it if it were to permanently close – not simply a temporary sense of frustration as an alternative is sourced, but profound disappointment. This special affinity is no random act of good fortune at My Sportlady, but instead the result of a persistent determination to forge a relevant place in the lives of women.

What's your club's story?

Among the ocean of clubs and fitness offers, what is your business doing to stand for something and use its influence to create meaningful change? If you've made a difference, share your story on Gymtopia and see how remarkable things spread. ●

GYMTOPIA – A PLACE WHERE CLUBS DO SOCIAL GOOD

Gymtopia was conceived by founder and chief engagement officer Ray Algar, who believes the global health and fitness industry has enormous influence and potential to do good in the world, beyond its immediate customers.

The idea of Gymtopia is simple: to curate and spread remarkable stories in which the fitness industry uses its influence to reach out and support an external community in need. It was created with the generous support of five organisations: Companhia Athletica, Gantner Technologies, Les Mills, Retention Management and The Gym Group. Gymtopia received an Outstanding Achievement Award in the ukactive Matrix Flame Awards 2014. Read more stories and submit your own: www.Gymtopia.org



gymtopia



Reebok

FITNESS EQUIPMENT

WORK OUT, STAND OUT.

The latest range of tough fitness equipment from Reebok embraces strength, function, aerobic, yoga, and recovery to deliver the experience and results expected from the next Fit Generation. Inspire your members and give them the tools they need to achieve their fitness goals.



FOR THE FULL RANGE GO TO REEBOKPROFESSIONAL.CO.UK

INFO@D2FFITNESS.COM +44 (0)845 862 9855

D2F Fitness
OFFICIAL DISTRIBUTOR



The Tokyo club sets a new trend in designer climbing walls

Does your club have the 'wow' factor? We continue our architecture and design series, looking at some of the world's most architecturally impressive health clubs

CLIMBING FRAMES

The Illoha Omotesando fitness club in Tokyo, Japan, is spread across two below-ground floors of a building. Architect firm nendo therefore decided to create an unusual two-storey workout area to unify the space.

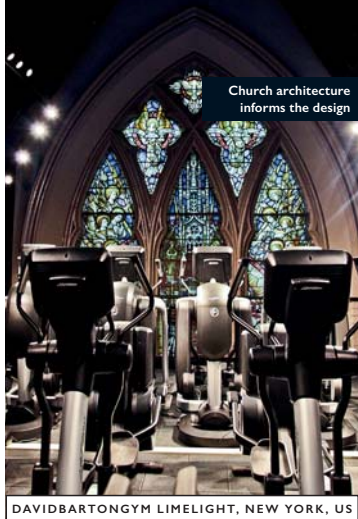
To express the original brand concept of "becoming beautiful through movement", nendo chose the theme of rock-climbing in Omotesando. "We developed a design that uses the mismatch between a rugged outdoor sport and Tokyo's fashion district to its advantage," explains a spokesperson for nendo. "Instead of the usual rough and outdoorsy climbing wall, we came up with the idea of using interior design elements like picture frames, mirrors, deer heads, bird cages and flower vases to create a challenging wall with hard-to-find holds and unusual finger grips."

"We hope our unique Omotesando-style climbing wall inspires newcomers to try out the sport, and kicks off a new wave of fitness with style."

ILLOIHA OMOTESANDO, TOKYO, JAPAN

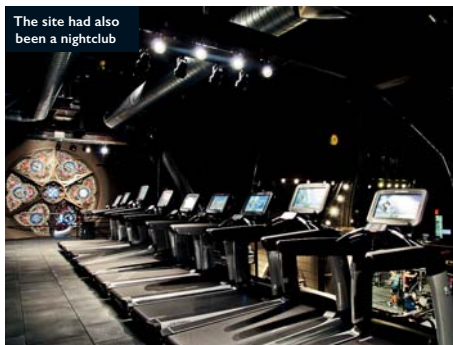


The club occupies two below-ground floors



Church architecture informs the design

DAVIDBARTONGYM LIMELIGHT, NEW YORK, US



The site had also been a nightclub

TAKE ME TO CHURCH

Opened in November 2014, New York's DavidBartonGym Limelight is located in a building that was previously a church and then later a nightclub.

Working with interior design company Studio Sofield, the design brief was to fuse the original architecture of the building with the brand's rebellious gym style. Members enter through an active bell tower and are surrounded by original stone structures and stained glass windows while they work out, with features including a power lifting chapel.

"With each DavidBartonGym, we infuse the design with our signature elements while staying true to the area where the gym is located," says designer Bill Sofield.

"With Limelight, we kept several of the classic elements of the space, giving a sophisticated wink to the venue's past as both a church and a nightclub, while making sure we put our DavidBartonGym spin on its future."



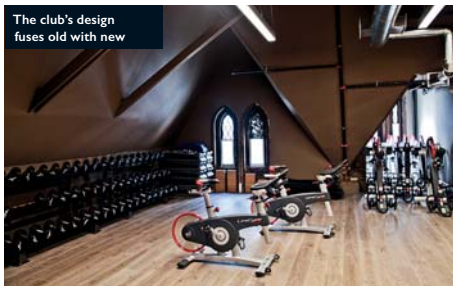
The bell tower is still active



The brand is known for its rebellious style



Original church features remain intact



The club's design fuses old with new

THE THIRD SPACE, LONDON, UK

Spaces in the club have been connected vertically

LINES OF SIGHT

The building The Third Space occupies, in London's Soho, was originally designed for the house staff of the hotel across the street. Its very low floor-to-ceiling heights and antiquated servicing put off most potential operators who were considering a health club project – but The Third Space team saw this as an opportunity to design a unique space.

The vision – delivered by Mark Goldstein of Goldstein Ween Architects – was to create a lifestyle environment of activities and spaces connected vertically through voids and glass floors and horizontally through layers of open planning, producing long vistas within the tight horizons of the club while at the same time channelling real sunlight throughout all levels.

The design was never intended to reflect the corporate efficiency of the typical health club chain, the exclusivity of the high-end private club or the decorative thematic expressions of speciality health spas, but was more about the simplicity and vitality of natural health. The club was opened in 2000. ●



Think your club is worthy of inclusion in our series? Drop us an email with a few photos: healthclub@leisuremedia.com

Available
in print
& online



HEALTH CLUB MANAGEMENT HANDBOOK 2016

The 12th edition of the Health Club Management Handbook will be a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

WHAT'S IN IT?

FOR INDUSTRY SUPPLIERS

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

BOOK YOUR COMPANY PROFILE NOW!

Call: +44 (0)1462 431385

Email: displaysales@leisuremedia.com

FOR INDUSTRY OPERATORS

- Who's who? of key industry personnel in the UK and Europe:
 - UK operators – public, private and franchise
 - UK budget operators
 - European operators
- Features and reference material
- Predictions for 2016 from key industry figures
- Consumer and industry trends for 2016
- Industry statistics
- Diary dates – a guide to all industry events, shows and networking opportunities

**The Health Club Management Handbook
is available to purchase at £50**

PRECOR EXPANDS EQUIPMENT OFFERING

Think functional training, think Spinning®, think leading fitness equipment supplier and manufacturer **Precor**



Precor will be providing an enhanced Spinning experience with the launch of a new Spinner indoor bike in Spring 2016

With a reputation for quality, excellence, category innovation and with over 35 years' experience and world-class customer service, the industry giant has teamed up with leading fitness brands Spinning and Queenax to expand its product portfolio.

Growing quickly in popularity among exercisers and operators, functional training is one of the fastest growing fitness activities* and offers training for life by using integrative movements that enhance performance in both daily routines and sporting endeavours.

The global Spinning community spans over 80 countries around the world, and is taught in 25 languages. There are currently more than 150 Master Instructors and 35,000 licensed Spinning facilities, hundreds of thousands of active Spinning instructors and millions of riders.

Precor understands the vital role both these fitness offerings play in attracting new members and retaining existing clients.

SPINNING ITS WAY TO SUCCESS

Always at the forefront of design, technology and advances in the industry, Precor is now embarking on becoming a leader in the indoor cycling category through its exclusive worldwide agreement with Mad Dogg Athletics, Inc., the creators of the Spinning® indoor cycling programme and the Spinner® bikes brand.

The partnership will see Precor assume all commercial Spinner® bike production for an entirely new line of Spinner® indoor cycling equipment, which will hit the market in Spring, 2016.

"We wanted to find the best partner to serve our global dealers, education representatives, clubs, gyms and studios, as well as the worldwide Spinning community,"

comments John Baudhuin, CEO of Mad Dogg Athletics, Inc.

Incorporating the strengths of both brands, the new range of indoor cycling products will include brand new engineering and design components co-developed by Precor and Spinning, as well as new technologies and educational elements to bring an enhanced Spinning experience.

"We are committed to pursuing opportunities that allow Precor to deliver top of the line fitness experiences to exercisers and operators," comments Rob Barker, President of Precor.

"Spinning and Precor will continue to expand their global reach, offering the best in research and development, innovative design, customer satisfaction and world-class education programmes. In short we will produce nothing less than the best indoor cycles in the market."



The Queenax bridge offers accessibility and flexibility for all fitness levels



The equipment optimises space using walls and ceilings

FUN FUNCTIONAL TRAINING

Creating an optimum member experience is at the heart of everything Precor does. Responding to its customers' needs, the recent acquisition of Queenax, by parent company Amer Sports, under the Precor brand, brings a proven functional training

to its product portfolio, further establishing Precor as a leader in its field, offering the best and most comprehensive fitness solutions on the market.

A global innovator and pioneer within the functional training space, the Queenax flexible, modular and expand-

able system transforms gyms into a multi-purpose, customisable training area and optimises space by using areas such as walls and ceilings.

Fostering one-on-one interaction between personal trainers and members - critical to increasing a facility's member engagement, retention and attraction - this multi-use system can be incorporated into a variety of class formats too, giving operators the opportunity to generate secondary revenue streams.

For instance, personal trainers can offer functional training as part of their one-on-one sessions, or functional training can be featured as part of both large and small group classes.

Erica Tillinghast, Global Education Manager at Precor comments:

"Exercisers are demanding versatile training options. Based on coordination, strength, core and mobility, functional strength training helps mimic real-life movements such as lifting, pushing, pulling and bending, making these everyday movements easier to perform.

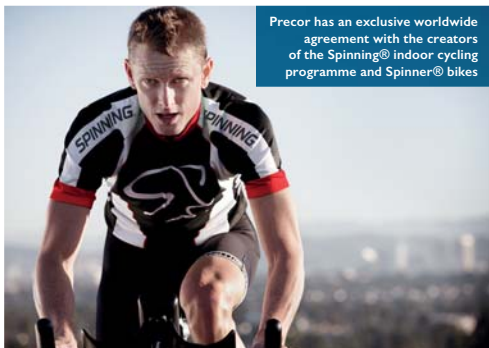
"By offering flexibility and accessibility for all fitness levels, Queenax provides an enormous range of exercises and is a fun way to get fit."

**Worldwide Survey on Fitness Trends in 2014 published by the ACSM Journal, states that functional fitness and group training are among the top 10 fitness trends for 2015.*

TEL: +44 (0)1276 404900

WEB: www.precor.com

Precor has an exclusive worldwide agreement with the creators of the Spinning® indoor cycling programme and Spinner® bikes



PRECOR®



Business booster

Health clubs rely heavily on income from memberships. How can operators broaden their revenue base by developing secondary income streams? **Kath Hudson** reports

The Pure Group has created a Pure Apparel range

CREATING A PACKAGE

Colin Grant – CEO, The Pure Group, Asia

The secret with secondary spend is making sure it complements what the customer is getting and fits with their profile and demographic. For example, Apple has an

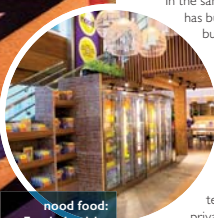
ecosystem where customers buy one product and, almost immediately, they want to buy another product such as software or music. Similarly with Starbucks, people plan to purchase a coffee but frequently end up buying a sandwich or pastry as well.

In the same way, The Pure Group has built complementary businesses to its health club brand Pure Fitness: we have yoga studios under the Pure Yoga brand, Pure Apparel, and our healthy diet option nood food. Within these businesses we have other revenue streams too, such as workshops, private sessions, teacher trainings, retreats, private dance, PT, boxing training, and recovery sessions.

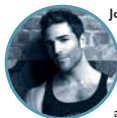
We don't believe it's effective to charge members for every single service, so we offer them a number of things for free such as towels, apples, DVDs, loans of iPods for their workouts, and some workshops.

However, what we do offer is the option to upgrade to other services that support our members' desire for a healthy, integrated lifestyle.

nood food:
Fresh, healthy
nutrition –
and a strong
revenue stream



ASPIRATIONAL BRAND



Joey Gonzalez – CEO, Barry's Bootcamp, US

There are no hard sells at Barry's Bootcamp and we never pressure our members to spend money. We've built our business by listening to our members, providing them with the things they desire and giving them the opportunity to upgrade.

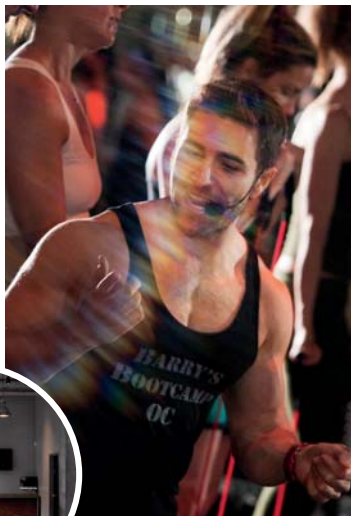
All the products we've developed are aspirational, top quality and fit the lifestyle brand we promote, so they sell themselves.

We offer exclusive Barry's-branded fitness and lifestyle apparel items – sometimes partnering with brands such as Nation, Splits 59 and Ramy Brook to collaborate on designs for their retail collections – as well as protein shakes at our Fuel Bar and healthy grab-n-go meals from local restaurants, such as Greenleaf Gourmet ChopShop.

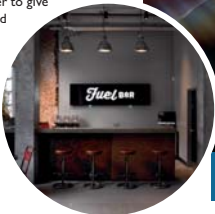
Currently we're improving the online shopping experience, making it easier for customers to purchase, as well as open it up to a wider market.

Rather than charge extra for essential services, we prefer to give members the option to upgrade for extra perks, so a tiered membership was introduced to cater for this. Our MVP package, for example, allows for advance booking of a specific treadmill or floor spot, a personalised concierge service, early sign-up and priority wait list.

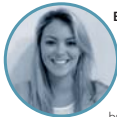
Digital media is a much talked about trend and we're currently researching options and collecting data on whether this would be a viable way to reach fans across the world – and if so, how we can monetise that. If we do go ahead with this, though, it will be imperative that we stay consistent and deliver a cohesive experience.



Barry's "aspirational products sell themselves"



SPECIAL EVENTS



Emma Cherry – regional events manager south-east, Everyone Active, UK

Everyone Active has identified running events as a good way for individual centres to hit and exceed budgets, use facilities in their down time, and introduce new audiences to the facilities. It's a synergistic business as we already have event management experience, as well as food and beverage facilities on-site.

The south-east is the first of the three Everyone Active regions to introduce an events arm and has an annual revenue target of £1m.

We evaluate what might work on a site-by-site basis. Larger venues might lend themselves to big celebrations like christenings and weddings, as well as exhibitions, conferences and sporting spectacles such as boxing, MMA and Muay Thai. We have a large function hall at our leisure centre in Harrow which is pillar-less and can accommodate 1,800 people, so this has become a popular venue for Asian weddings.

Smaller sites lend themselves to events like comedy nights and craft fairs. We're also thinking about pop-up cinema screenings in and around facilities for next year, which provides something new and exciting for existing members.

There have been a few challenges. It's been important to strike a balance, doing everything we can to keep regulars happy when we have to take facilities out of use for a day, so wherever possible we try not to take bookings at short notice. Also, some sites have had to invest in additional equipment like tables and chairs, and apply for premises licences in order to host certain events.



Everyone Active has hosted successful comedy nights



► NETWORK MARKETING

Casey Conrad – author of *Hidden profits: The real truth about making money in the fitness industry*

I follow the marketing philosophy of Jay Abraham, which says there are only three ways to increase revenue: get

more customers, get your customers to buy more often, or get your customers to make bigger purchases.

We've discovered that the way to get customers to buy more is to introduce a viral system of selling products – something we call network marketing. The idea is that certain members of staff at a gym or health club become involved in selling selected wellness products, which are delivered to people's homes, and they earn commission on it. This motivates them to sell more. The health club also gets a commission as it made the introduction between buyer (club member) and seller (club staff).

The other aspect of network marketing is that it uses referrals as its primary form of advertising: if you show someone a product they like, as a general rule they will then tell three other people. So members do your marketing for you.

It's a wonderful opportunity for clubs to increase secondary spend without a huge investment in build-out or inventory – say compared to adding a juice bar. As word spreads beyond its member base, a club still earns commission on all sales. And even if members leave, they're still connected to the club if they continue to buy the products from your staff.

If you just put a product on a shelf, it won't sell itself. People need education – that's the biggest driver. There's so much stuff out there for them to potentially buy that you have to give them the what and why.



Network marketing uses referrals as its primary form of advertising

I help clubs sell essential oils through network marketing. One of my clubs is up to US\$1,000 a month after just six months, while another has made US\$75,000 in retail sales and commissions in its second year.

Constance Ruiz – CEO, Vivafit

It's important that clubs work with network marketing products that complement the membership.



Wellness products are simple for frontline staff to introduce to clients, as it's a natural conversation to have to ask people about their aches and pains. etc. For network marketing to work, representatives need to be genuinely interested in the product and must have a sufficiently diverse product line, as people will get bored with just one product.

EXPANDING SERVICES

Stefan Tilk – MD, Fitness First Germany

We're currently observing a pressure on membership dues in the market, so it's more important than ever to focus on secondary spend to increase revenues.

Fitness First Germany generates good results in secondary spend revenues, mainly driven by food and beverage. Generally there's a mindset to address though, because people do tend to think everything should be included in the membership fee – and in particular they don't want to pay extra for something that used to be free of charge. For example, Lufthansa has recently angered its customers by saying it's going to start charging extra for luggage. Ryanair can get away with this because it has done it from the beginning.

How secondaries are presented is important: secondary spend can be really successful as long as the members perceive an added value and are hooked in a positive way. So clubs need to ask themselves what they can offer on top of existing services.



Secondary spend can be really successful as long as the members perceive an **added value** and are **hooked in a positive way**



What we're therefore trying to do over the coming years is offer our members ways to reach new levels in their training. We've worked with a renowned German sports scientist to create a FitnessCheck, which measures an individual's 'fitness age' against their actual age. The first check will be free, but subsequent checks will levy a small additional charge. We think the product will be very motivational: people will see the value of this product and will want to have regular checks. We also believe more people might want to buy into personal training as a result, to help improve their fitness age. ●



health club management

RETENTION SERIES

We've pulled together the latest retention series written for Health Club Management by leading industry experts Dr Melvyn Hillsdon, Dr Paul Bedford and Guy Griffiths



This one-stop online shop gives you quick access to the latest thinking, stats, trends and reports in this vital field

This easy-to-use online library gives you access to all these features – and more – to keep you up to speed on our latest issues



www.healthclubmanagement.co.uk/retention



IT ALL ADDS UP

Is it worth getting your members to visit more frequently? **Dr Melvyn Hillsdon** does the sums based on the latest findings of the TRP 10,000 survey

There's considerable variation in how frequently members use their clubs. A fine balance is required to avoid clubs feeling over-crowded, but at the same time ensure members attend often enough to feel they're getting value for money.

We've previously reported that member attendance is linked to membership retention, with non-attendance in any given month increasing the risk of cancellation in

the subsequent month. Using data from the updated TRP 10,000 study of membership retention, we'll use visit frequency and retention data to examine the financial implications of member usage patterns with the aim of informing club strategy and policies on usage levels.

FREQUENCY OF USE

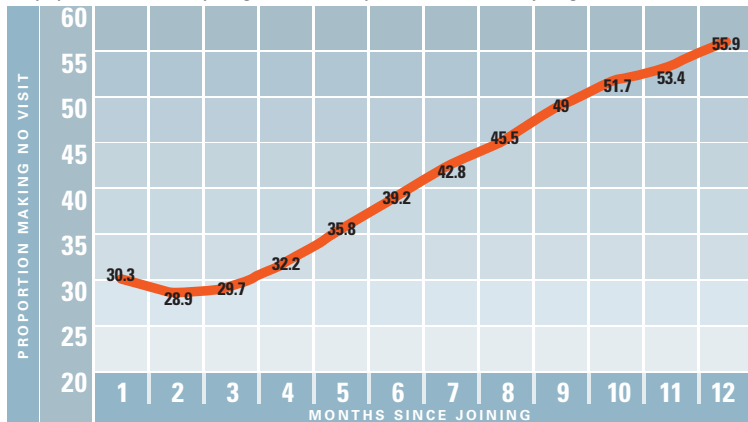
During the first 12 months of their membership, TRP 10,000 members

used their clubs an average of 4.1 times each month. However, this is skewed somewhat by a small number of members who visit a lot, and a higher number of visits in the early months.

Figure 1 shows the proportion of members reporting no visits at all in each month after joining; around 30 per cent of members fail to visit their club in each of the first three months of membership, increasing to more than half by month 12.

FIGURE 1: THE NO-SHOWS

The proportion of members reporting no clubs visits (by number of months after joining)





New members who attend at least once in a month are 27 per cent less likely to cancel in the next month

PHOTO: SHUTTERSTOCK.COM

However, this is only important if we show that not visiting in a month increases the risk of cancellation – and our data shows that each month a member makes at least one visit to their club, their likelihood of cancellation reduces by 20 per cent compared to members who don't attend at all.

For members in the first six months of membership, the benefit of attending is even higher: making at least one visit in a month reduces the risk of cancelling in the next month by 27 per cent.

This suggests that failing to attend the club for a month is more likely to lead to cancellation among newer, rather than established, members.

THE BOTTOM LINE

A key question is, of course: do more visits translate into more income?

One way to estimate the impact of retention on income is to model the retention of 1,000 members over the first 24 months of membership. Assuming all members pay a monthly fee of £50, we can then plot the income for each month by multiplying the £50 monthly fee by 1,000 (the original number of

Each month a member makes at least one visit to their club, their likelihood of cancellation reduces by 20 per cent compared to members who don't attend at all

members) and then by the proportion of members still paying in any given month.

We can then layer visit frequency on top of this. Table 1 (overleaf) displays the income for each month after joining according to frequency of visit. Each column is a separate scenario, each based on 1,000 original members and assuming all retained members attend the same number of times a week. So in month one, the income from an original 1,000-member sample paying

ONGOING TRACKING

The TRP 10,000 study initially surveyed 10,000 health and fitness members on their exercise habits and membership behaviour between July and September 2013. In the next development of this project, this same group of members has now been followed for a further two years, tracking cancellation and survival rates up to the end of August 2015.

During the follow-up period, 45 per cent of participating members cancelled their membership. To date, TRP 10,000 members have an average follow-up period (to their cancellation date or the end of August 2015, whichever comes first) of 20 months from the date they completed the questionnaire, and 47 months from their original join date.

RETENTION

- £50 a month and all attending less than once a week would be £48,875 [$1,000 \times 50 \times 0.9775$ – the latter being the retention rate in the TRP 10,000 study]. In month 18, the income from an original 1,000-member sample paying £50 a month and all attending twice a week would be £35,610 [$1,000 \times 50 \times 0.7122$].

Standardising the number of members in each group and the monthly fee means we can judge the impact of different attendance levels, and the accompanying retention rates, on total income without results being skewed by differences in fee or number of members.

Over 24 months, a difference in total income of 17 per cent is seen between a member base where all members attend less than once a week versus one where all attend at least three times a week.

Monthly incomes are also higher in each month after joining for every increase in visit frequency: any increase in members' average visit frequency results in increased income from membership dues with immediate effect.

THEORY INTO PRACTICE

In Table 2, rather than use a simulated sample of members, we applied the method to the actual members who participated in TRP 10,000.

In our sample, 2,724 members attended their club less than once a week on average; 3,977 less than twice a week; 2,261 less than three times a week; and 1,038 at least three times a week. Assuming they all paid £50 a month for their membership, Table 2 displays the 24-month income from each group based on the attendance and consequent retention rates observed for them. On this basis, an original 10,000 members paying £50 a month according to their visit frequency would yield just over £9m.

The highest income comes from the members who visit once a week simply because they represent the largest group and have a higher retention rate than members who attend less frequently – not because attending once a week is the most effective attendance pattern.

CHANGING VISIT FREQUENCY

We can repeat this exercise to estimate how a change in visit frequency would alter 24-month income. For the purpose of this article, Table 3 displays revised incomes based on a 10 per cent upward change (same 10,000 total but a revised 'N' – number of people in the group – for each of the groups); the new numbers in each group are displayed

TABLE 1: MORE VISITS = MORE REVENUE?

Estimated income per month for 24 months after joining, for four different scenarios – 1,000 original members all attending:

- (a) less than once a week, (b) once a week, (c) twice a week, or (d) three or more times a week

	<1/WEEK	1/WEEK	2/WEEK	>=3 WEEK
1	£48,875	£49,385	£49,555	£49,315
2	£47,360	£48,575	£48,855	£48,580
3	£45,510	£47,305	£47,900	£47,665
4	£44,135	£46,300	£47,220	£46,705
5	£42,640	£44,935	£46,350	£45,925
6	£41,425	£43,885	£45,185	£45,285
7	£39,840	£42,640	£44,290	£44,415
8	£38,940	£42,025	£43,865	£43,590
9	£37,740	£41,045	£42,975	£42,995
10	£36,740	£40,090	£42,295	£42,355
11	£35,860	£39,365	£41,700	£41,895
12	£34,905	£38,650	£40,745	£41,115
13	£33,760	£37,915	£39,835	£40,430
14	£32,650	£36,935	£39,070	£39,650
15	£32,090	£36,365	£38,350	£39,240
16	£31,155	£35,750	£37,670	£38,690
17	£30,415	£35,135	£37,095	£38,415
18	£29,040	£33,360	£35,610	£37,865
19	£28,335	£32,730	£35,040	£36,950
20	£27,895	£32,050	£34,485	£36,310
21	£27,245	£31,365	£33,785	£35,670
22	£26,645	£30,725	£33,425	£34,980
23	£26,050	£30,205	£32,915	£34,480
24	£25,465	£29,610	£32,300	£33,745
TOTAL	£844,715	£926,345	£970,515	£986,265

TABLE 2: THEORY INTO PRACTICE

Estimated 24-month income from TRP 10,000 members based on retention rates for different attendance groups

	<1/WEEK	1/WEEK	2/WEEK	>=3 WEEK	TOTAL
NUMBER OF PEOPLE (N)	2,724	3,977	2,261	1,038	10,000
24-MONTH INCOME	£2,301,004	£3,684,074	£2,194,334	£1,023,743	£9,203,155



Clubs should be working harder to reduce the number of members attending less than once a week

Any increase in the average visit frequency of club members results in increased income from membership dues with immediate effect

in the second row. Over 24 months of membership, a 10 per cent increase in average attendances would lead to an increase in revenues of £43,343 from this cohort of 10,000 members.

An alternative strategy would be to work harder to reduce the number of members attending less than once a week. Table 4 shows what would happen to incomes if the number of members in the lowest attending group were reduced by 50 per cent, with half of them moved to a once a week and half to twice a week. The second strategy would yield £141,260 more compared to the income in Table 2.

TABLE 3: BOOSTING ATTENDANCE - SCENARIO 1

Estimated 24-month income from TRP 10,000 members based on retention rates for different attendance groups, if attendance in each group were increased by 10%

	<1/WEEK	1/WEEK	2/WEEK	>=3 WEEK	TOTAL
NUMBER OF PEOPLE (N)	2,452	3,851	2,433	1,264	10,000
24-MONTH INCOME	£2,071,241	£3,567,355	£2,361,263	£1,246,639	£9,246,498

TABLE 4: BOOSTING ATTENDANCE - SCENARIO 2

Estimated 24-month income from TRP 10,000 members based on retention rates for different attendance groups, if the number of members in the bottom group were reduced by 50% and these members equally redistributed between 1/week and 2/week

	<1/WEEK	1/WEEK	2/WEEK	>=3 WEEK	TOTAL
NUMBER OF PEOPLE (N)	1,362	4,658	2,942	1,038	10,000
24-MONTH INCOME	£1,150,502	£4,314,915	£2,855,255	£1,023,743	£9,344,415

SUMMARY

It's clear that increasing the average visit frequency of members yields more income from membership dues because of the higher retention rate. Although any uplift in average visit frequency will increase income, reducing the proportion of members who visit less than once a week – moving them to an average frequency of once a week – yields more income than increasing the visit frequency of members who already visit regularly.

Also, targeting members in their first six months who fail to attend in a given month will have the greatest impact on reducing premature cancellations. ●

RECOMMENDATIONS

- Understand the patterns of attendance and non-attendance, their impact on membership and how this applies to the clubs you run.
- Develop a customer experience strategy to reduce the proportion of members who visit less than once a week.
- Develop a strategy for targeting any members in their first six months of membership who fail to attend for a month – use a range of methods to effectively intervene.
- View all club attendances as an opportunity for all employees to 'sell' another visit – that is, provide an experience that members wish to return for, signpost members to activities they may enjoy, discuss attendance with them, and ask members about their next visit.

ABOUT THE AUTHOR



Dr Melvyn Hillsdon is associate professor of exercise and health at the University of Exeter, where he researches physical activity and population health. Since his landmark retention report in 2001 (*Winning the Retention Battle*), he has published numerous reports into the determinants of membership retention.

FIVE STEPS TO CREATING THE BEST CYCLE EXPERIENCE

Boutique indoor cycle studios have hit the UK market and are rapidly gaining market share. Meanwhile studios in mid-market facilities sit dormant for up to 80 per cent of opening hours, missing out on valuable revenue. Protect yourself against the rapid growth of boutique cycle studios by providing your members with the best possible cycle experience. Here are five steps to making it happen.

1

SET UP AN INSPIRING STUDIO

It is imperative you set up a studio that members want to be in. Create a space that inspires people to push hard and enjoy their overall workout experience. This includes everything from the layout and quality of the bikes to the studio décor.

Great interior décor and lighting work together to create the overall studio experience. Carpets, colours, wall graphics, marketing materials, patterns and shapes can all be used to create a great sense of energy and movement.

Creating amazing workout experiences relies on a quality sound system capable of pumping high volume. There's one design factor that is non-negotiable – all participants must have a clear and unobstructed view of the class instructor.

2

OFFER BETTER CYCLING CLASSES MORE OFTEN


The fastest, most simple way to increase weekly attendance is to give people more of what they want. Customers want immediate satisfaction and they want your schedule to adapt to theirs, not the opposite.



Customers want classes adapted to their schedule, not the other way round



Colours, wall graphics and lighting all work together to create the ambience



Build a rock star team of instructors to attract business

Research shows "convenient schedule times" are a major driver of group fitness attendance globally, and one of the primary reasons for the success of boutique gyms. Offering a mix of live classes and virtual classes enables the number of classes on offer to grow considerably each week.

3

GET ROCK STAR INSTRUCTORS

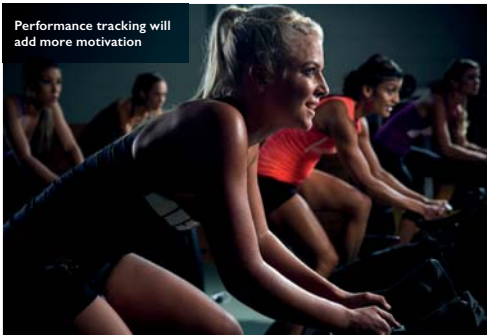
Instructors are the face of your business. It's important you build a rock star team – and keep them. Ideal instructors are:

- ★ People who have involvement or experience in the entertainment industry
- ★ Credible physical role models and passionate about sport
- ★ Naturally able to interact and connect with a large variety of people
- ★ Naturally able to catch and hold people's attention
- ★ Passionate about inspiring your members and developing social bonds
- ★ Totally committed to ongoing training and up-skilling
- ★ Able to represent your club culture and willing to help grow your club.

4

PROVIDE CUSTOMERS WITH AN ONLINE BOOKING SYSTEM

Boutique cycling studios offer a booking process that is driven by technology. These days customers want 'no barrier' experi-



Performance tracking will add more motivation

ences. They want to be able to pay, book and select seats without any hassle.

5

ADD PERFORMANCE TRACKING

Adding a performance tracking element so that people can compete (either with each other or with their own historic performance) is a highly attractive proposition, specifically with the millennial market. This should allow your members to compete by measuring and displaying key metrics, and record and track their personal performance over time.

Join the discussion on these insights and more at our free Les Mills Insight Series Seminar, Indoor Cycling: The Missed Opportunity. Email Imuk.BusDev@lesmills.com to reserve your space.

TEL: +44 (0)2072640200

EMAIL: Imuk.busdev@lesmills.com

WEB: www.lesmills.com

TWITTER: @LesMills_UK

FACEBOOK: facebook.com/LesMillsUK

LES MILLS

TAKING THE STAGE

This year's new-look LIW had a strong focus on education, with a line-up of inspiring keynotes from the world of sport and leisure



ow in its 27th year, Leisure Industry Week 2015 placed education at the heart of the show. In keeping with the event's prominent 'One Team' message, the line-up included stellar names from the world of sport and business – figures such as Ben Cohen, Kellie Maloney, Stuart Pearce and David Moorcroft, who each gave a rousing session that packed the 500-seat Keynote Theatre auditorium

A SHARED PURPOSE

Talking on the topic of 'Taking UK Athletics from the brink of bankruptcy to the most commercially successful athletics governing body in the world', David Moorcroft commented that he would be highlighting not only what worked well, but what didn't go so well. Admitting that luck also plays a part in success, Moorcroft's first major point to his audience was to highlight that "a crisis is a great excuse to drive through change – but it's better to anticipate that change is needed before crisis happens".

Appointed CEO of the British Athletic Federation (BAF) in 1997, two weeks prior to the federation going into administration, Moorcroft focused on the factors that led to virtual bankruptcy, the immediate challenges in creating a new governing body (UK Athletics), and securing financial stability for the organisation. His achievement in managing to financially rebuild the federation was, in his words, down to emphasising the importance of being positive through the trauma of people losing their jobs and the dramatic downsizing that saw the federation go from 60-plus employees to 10.

Working with the administrators of the BAF, one early challenge was to raise the money to buy back commercial and TV rights, which as Moorcroft commented "was a pivotal moment as we then had

something of value to sell". He continued: "I put my trust in experts in their field – people like Alan Pascoe, one of the UK's most successful sports marketing and sponsorship professionals."

Moorcroft also gave an insight as to how, with the small team that they had remaining, they went about recruiting a board of five very high-powered individuals led by Sir Christopher Chataway to become the newly-formed UK Athletics 98.

In spite of drawbacks – "we had problems like drugs, the government withdrawing our hosting of the 2001 World Athletics Championships, and a few relatively unsuccessful years at major championships" – Moorcroft and his team were able to turn the organisation around.

With a combination of anecdotes and words of wisdom, Moorcroft's talk was a heartfelt message, as he

Alongside a busy show floor – with the likes of David Haye, former boxing champ and now Keiser ambassador, among the surprise visitors – LIW 2015's Keynote Theatre played host to industry experts and well-known sporting names including Ben Cohen, Stuart Pearce, David Moorcroft and Kellie Maloney





- himself said, "of creating a shared purpose, employing talented and committed people, being quick to make decisions and implement them, and modernising the governing body focusing on complementary skills".

BE TRUE TO YOURSELF

The boxing world is a particularly difficult one to tackle for new managers. Kellie Maloney, appearing following her recent gender reassignment, showcased the ins and outs of starting up alone with no experience and little training. Her talk was a mixture of recollection and advice, from a true life story.

Having battled through insults and abuse for being the newbie, and ridiculed for signing up boxing champion Lennox Lewis, Maloney's talk 'Effective negotiation and getting the best deal for your client or business' would have been inspirational to many, not just those in boxing. Showing that anyone can achieve anything they set their mind to, Maloney discussed how despite being self-taught, it all comes down to two key things: a combination of persistence and belief in oneself.

It's the **belief in yourself as a person, the belief in your product, that will carry you through**

Kellie Maloney



Not one to take 'no' for an answer, Maloney commented that she wasn't bullied into deals in the past and hopes that, following her return to boxing, her strength of character will inspire others to believe in themselves too, no matter what the odds. As Maloney pointed out: "The key to negotiation in any business is about reading people, about researching people, learning their weak points and being prepared." She continued: "Sometimes you have to lose a battle to win a war."

Offering insight into the tools that landed her where she is today, Maloney added: "You have to believe in yourself, your service or product and be honest to

clients. It's the belief in yourself as a person, the belief in your product, that will carry you through. Some companies will bully you into making a deal or force you to compromise and change your side of the deal to suit them, because they think they can get away with it."

An engaging combination of both business and daily routine, Maloney's talk offered a window into her day-to-day techniques to keep both body and mind strong, including her meditation process that allows her to relax and her resilient belief that the key to success is about "determination, frame of mind, making time for you and empowering yourself".



Above, a panel discussion on women in sport. Below, former boxing champ David Haye making an appearance



AND IF ALL THAT'S NOT ENOUGH....

Weightlifter Zoe Smith, athletics champ Sally Gunnell, England footballers Laura Bassett and Karen Carney and Olympic cyclist Lucy Martin participated in a panel discussion debating the future of women in sport. Former boxing champion David Haye made a surprise appearance at the show.

A host of industry experts led seminars on a wide range of topics from affiliate and digital marketing to resourcing rehabilitation, increasing participation, professionalising the professionals, strategies for personal trainers and developing a champion's mindset.

KNOW YOUR TEAM

Treating the audience to a presentation entitled "Effective management and getting the best out of your team", Stuart Pearce, football manager for Team GB at London 2012, led the busiest session of the show, focusing on the obvious challenges of leadership as well as the not-so-obvious methods of dealing with these challenges.

Focusing of course on the business of football, nevertheless all sports and fitness professionals attending the talk were able to take away key learnings. As Pearce explained: "While football is a unique business, it has great parallels with everyday life in the corporate environment and I will use my experiences, knowledge and stories to draw parallels between the two."

Bringing his experience of being both managed and a manager, Pearce talked about his own learning curve and the influential people in his life. Leaning on his vision of what makes a good leader, he talked about his personal experiences of dealing with adversity alongside the ins and outs of goal-setting and team motivation.

Key aspects of his talk addressed individual and team progression, how important it is to get to know each individual, seeing how personnel gel as a team, and some key pointers for staff empowerment.

With a focus on goal-setting and team motivation, Pearce promised to impart tips for overcoming the challenges managers typically experience with regards to time and distance, as they only really get to see their team for short periods each month.

Pulling on his own challenges with the press, Pearce also offered up some personal advice for those riding the media rollercoaster, including how success and failure can be managed in the eyes of the media. ►



PARTNER WITH SPEEDFLEX TO ENHANCE YOUR OFFERING

Offer your members a point of difference with Speedflex, the results driven, HIIT, group training concept.

Building on their success, Speedflex is looking to invest in health clubs, leisure centres and gyms nationwide to create standalone studios, featuring the Speedflex concept.

Combining cardiovascular exercise with resistance training, Speedflex training delivers excellent results to keep members motivated and on track with the added bonus of little to no post exercise muscle soreness. Speedflex also encompasses a range of health and fitness assessments, all delivered by experienced Physiologists in state-of-the-art assessment rooms.

TO ENQUIRE ABOUT INVESTMENT FROM SPEEDFLEX:

Call: 0191 212 7450
Email: paul.ferris@speedflex.com
Visit: www.speedflex.com

SPEEDFLEX

THE POWER IN HUMAN PERFORMANCE

/ M3i INDOOR CYCLE
/ M5 ELLIPTICAL
/ AIR RESISTANCE RANGE

**Premier fitness equipment
used by David Hays**

Keiser are delighted to be working with David Hays as the UK Ambassador for our Keiser 'Air Resistance' strength training equipment. 'After rehabilitating and training on Keiser equipment it was the machine of choice for David's training regime'



DAVID HAYS

**AMBASSADOR FOR
KEISER AIR STRENGTH
EQUIPMENT**

For more information on the M3i, M5i
and Air Resistance Ranges, contact:

0845 612 1102
or email sales@keiseruk.com
www.keiseruk.com

**BE
POWER
FUL.**

KEISER®

LIW REVIEW

► GRASSROOTS TO ELITE

Rugby World Cup winner Ben Cohen – capped 57 times for England – delivered an honest, forthright talk on ‘Creating a culture of inclusion and equality in sport’ to a packed theatre, with a particular emphasis on supporting communication (“no matter what level you play sport, even at the highest level, communication can be poor”) and youth sport (“it’s a shame that sometimes kids don’t get enough guidance in sport”).

Known primarily for his career at the pinnacle of world rugby, Cohen is also known for his work as an activist: The Ben Cohen StandUp Foundation, which he founded, was set up to combat homophobia and bullying in society.

Cohen observed: “There’s obviously an extremely close link between grassroots participation in our national leisure facilities, and the standard of those facilities, with success at elite level. We’re a nation that has to get active.

“I want to talk to those involved in sport, physical activity and leisure about the issue of inclusion and how, as an industry, we can do more to get people from all walks of life active.” ●



Ben Cohen's StandUp Foundation campaigns against bullying

LOOKING BACK... AND FORWARD

Despite a short build-up for Leisure Industry Week 2015 under its new management team at BodyPower, there was plenty of interest in the show, with delegate numbers rising to just over 8,000.

The show floor was a hub of activity throughout the two days of the event, with eye-catching demonstrations and product launches sitting alongside special zones including a concept spa area and pool area.

In the fitness and nutrition zone, the latest equipment was put through its paces, while in sports and physical activity the key areas of focus were inclusion for all age groups, outdoor recreation, and the education and engagement of children from primary school upwards.

The interactive group training area was one of LIW 2015's hottest tickets, with live workouts and Q&A sessions. It sat alongside the club showcase, a concept gym showing how to future-proof your facility. Secondary spend seminars were also on offer from some of the industry's most respected names.

“We were confident LIW had huge potential going into this year's event, and that opinion has only been reinforced after a packed two days,” says Nick Orton, BodyPower founder and CEO. “Our tailored educational programmes, star-studded keynote theatre, interactive areas and product launches from exceptional brands made the show a clear success.

“We’re already planning next year's event and have some fantastic new additions to make LIW 2016 even bigger and better. The 2015 event was always going to be about consolidating the show before growing it to its full potential. But in fact we exceeded expectations this year with significant show growth.”

Leisure Industry Week will return to Birmingham's NEC on 20–21 September 2016. To find out more, register your interest in exhibiting or to register as a visitor, visit www.liw.co.uk



DuraFLEX™
PREMIUM FITNESS FLOORING

exclusively at



INDIGOFITNESS



DuraFLEX is not just rubber flooring. It's a 32mm thick, premium fitness flooring system engineered to maximise comfort, durability and functionality.



10 Year Guarantee



Full Integration with
Other Flooring Surfaces



Reduced Noise and
Vibrations

**PERFECT FOR
FUNCTIONAL
TRAINING
SPACES**



www.indigofitness.com



01455 890100



sales@indigofitness.com



Ready for IHRSA 2016?

Kristen Walsh looks ahead to the 35th IHRSA Annual International Convention & Trade Show

In just four months' time – on March 21-24 – IHRSA will for the first time ever host its annual convention and trade show in Orlando, Florida.

"It's always exciting to introduce attendees to a new city," says Joe Moore, president and CEO of IHRSA. "People around the globe suggested Orlando as a site because of its size, climate and the fact that, for many attendees, it

represented a quicker, easier and more affordable trip than to the West Coast."

Alongside the trade show – which, with 2.1 million square feet of available exhibition space promises to be bigger and better than ever – attendees can look forward to more than 150 educational sessions, panel discussions, receptions and networking events.

Among the highlights will be the 20th Annual IHRSA Financial Panel, the seventh Annual Women's Leadership

Summit, a Fast Track continental breakfast focusing on best practices, and the popular Ignite session of five-minute insights. Select educational sessions will be simultaneously translated into Spanish, Russian, Chinese and Japanese.

There will also be a series of high quality keynote speeches, all of which will be translated into Spanish and Russian. Here, we offer a sneak preview of the expertise the keynote speakers will share in their sessions.

JAY BAER

Author, and founder of **Convince & Convert**

'Youtility: Smart marketing is about help, not hype'
Monday 21 March



If you're wondering how to make your company seem more exciting, you're asking the wrong question. Because you're not only competing for attention against other similar products – you're also competing against your customers' friends and family and viral videos and cute puppies.

To win attention these days, you must ask a different question: "How can we help?" If you sell something, you make a customer today – but if you genuinely help someone, you create a customer for life.

In his keynote presentation at IHRSA 16, Jay Baer will highlight a new approach that cuts through the clutter: marketing that's truly, inherently useful. Offering dozens of real-world examples, Baer will fundamentally change the way that you think about your business.

Baer is a business strategist, active venture capitalist, keynote speaker and *New York Times* bestselling author of four books. He's also the founder of Convince & Convert, a consulting firm that helps prominent companies gain – and keep – more customers through the smart intersection of technology, social media and customer service. He has advised more than 700 companies since 1994, including Caterpillar, Nike, Allstate, and 31 of the Fortune 500.

He's also an avid tequila collector.

GREG McKEOWN

Author, and CEO of **THIS, Inc**
'Leadership Essentials'
Tuesday 22 March



Greg McKeown has dedicated his career to discovering why some people break through to the next level while others fail to progress. In his keynote presentation, he will demonstrate why leading as an essentialist is critical for taking teams to the next level and producing breakthroughs in results and innovation.

He will teach five key principles, providing examples of how teams and companies can be killed by their own success – and what to do instead. Using evocative stories, hard questions and thought-provoking exercises, this will be an interactive keynote session.

The definitive treatment of this issue is addressed in his latest project: the *New York Times* and *Wall Street Journal* bestseller, *Essentialism: The disciplined pursuit of less*. This book challenges core assumptions about achievement to get to the essence of what really drives success.

McKeown is the CEO of THIS, Inc – a leadership and strategy design agency based in Silicon Valley whose clients include Airbnb, Apple, Google, Facebook, Pixar, Symantec, Salesforce.com, Twitter, VMware and Yahoo.

His writings have appeared in, or have been covered by, *Entrepreneur*, *Fast Company*, *Fortune*, *The Huffington Post*, *Politico*, and *Inc. Magazine*. He's among the most popular bloggers for the *Harvard Business Review* and LinkedIn's Influencers Group, averaging a million views a month.



Florida will host the
IHRSA convention for
the first time in 16

RANDI ZUCKERBERG

Author, and founder/CEO of
Zuckerberg Media

'It's Dot Complicated: Exciting trends
impacting your business right now'
Wednesday 23 March



In this entertaining talk, which feels as much
a one-woman show as a keynote – complete with musical
performance and audience interaction – Randi Zuckerberg
takes you through 10 of the most exciting trends in tech/
business/leadership/entrepreneurship that you can't ignore
if you want to build successful, sustainable businesses.

Zuckerberg is the founder and CEO of Zuckerberg
Media, a boutique marketing firm and production company
working with high profile organisations and Fortune 500
companies such as The Clinton Global Initiative, Cirque du
Soleil, Condé Nast and PayPal.

She's the author of *The New York Times* bestseller *Dot
Complicated*, in which she discusses her personal journey
on the front lines of Facebook and her thoughts on how
technology has transformed our lives. She's also the author
of *Dot*, a children's picture book that features an energetic
little girl who learns to find balance between her gadgets and
playing outside with her friends. The Jim Henson Production
Company recently optioned the television rights for *Dot*.

Zuckerberg is a TV producer and contributor. In
2011, she was nominated for an Emmy Award for her
innovative blend of online/TV coverage of the US mid-
term elections. In 2012, she was the executive producer
for a TV docu-series, aired on Bravo, about Silicon Valley's
start-up culture, and she regularly appears on camera as a
contributor for *The Today Show* and the *Katie Couric Show* to
discuss life in the digital age. She can currently be heard on
the business talk radio show, *Dot Complicated*, on SiriusXM.

NIR EYAL

Author and entrepreneur
'Consumer Behaviour: Creating
habit-forming products'
Thursday 24 March



Why do some products capture
widespread attention while others flop? What
makes us engage with certain products out of sheer habit? Is
there a pattern underlying how technologies hook us?

Nir Eyal answers these questions and many more
by explaining the Hook Model – a four-step process
embedded into the products of many successful companies
to subtly encourage certain customer behaviours. Through
consecutive 'hook cycles', these products reach their
ultimate goal of bringing users back again and again without
depending on costly advertising or aggressive messaging.

Eyal writes, consults and teaches about the intersection of
psychology, technology and business. He has founded two
tech companies since 2003 and is also an advisor to several
Bay Area start-ups, venture capitalists and incubators.

He's the author of *The Wall Street Journal* bestseller
Hooked: How to build habit-forming products – named one of
Inc. Magazine's 'Top 10 Marketing Books of 2014'. He has
taught at the Stanford Graduate School of Business and the
Hasso Plattner Institute of Design at Stanford. In addition
to blogging at NirAndFar.com, he's a contributing writer for
Forbes, *TechCrunch* and *Psychology Today*. ●

WANT TO ATTEND IHRSA 2016?

Dates: 21–24 March 2016

Venue: Orange County Convention Center, Orlando,
Florida, United States

For more information: Visit ihrsa.org/convention
for the full agenda, to register for the event, and for
hotel information. Registration fees increase after
16 November. If you have any further queries, please
contact intl@ihrsa.org



Health Club Management is IHRSA's
European Strategic Media Partner

HIT THE FLOOR

What's hot in the world of studio equipment? We round up the latest product launches



The portable track enables clubs to create a speed zone anywhere

NO CLUB TOO SMALL

The Portable Speed Track by Escape is designed to give health clubs all the benefits of its Speed Track surface but without having to install it permanently. Instructors can create a speed zone anywhere in the facility, so members can sprint, bear crawl and use the Quad Sled to develop explosive power and agility. The Portable Speed Track can also be used in studios for circuit or bootcamp classes and can be rolled up and neatly stored when training is complete.

The flooring is available in a variety of colours and Escape can create custom logos and markings to tailor the track to individual clubs. It measures one to four metres in width and up to 25m in length. The track is manufactured in the UK and is made from UVS polypropylene with a needle punch finish. It comes with a three-year warranty.

fitness-kit.net KEYWORD **ESCAPE**

CHILD'S PLAY

TVS Sports Surfaces has launched colourful safety flooring for outdoor children's play and training spaces.

The Euroflex Sports Pavement Slabs are shock-attenuating tiles that can be used under climbing equipment or beneath outdoor fitness training machines. They feature impact protection and are tested for critical fall heights to meet high safety standards.

The tiles can also be used to create a multi-use games area, and provide a non-slip playing surface with cushioning and ball rebound. For children's play areas, the lettered and numbered tiles of the range allow for creative, educational floor patterns, while the products are available in a range of bright colours and stimulating textures. The range also offers modular sandpits, as well as tiles featuring animal shapes and geometric shapes – all designed to promote social interaction and imaginative play.

fitness-kit.net KEYWORD **TVS**



Tiles include numbers and letters, geometric shapes and animals



The Taralay safety flooring comes in a range of realistic wood finishes

DESIGNED FOR SAFETY

Design, slip resistance and performance are combined in Gerflor's latest recyclable safety flooring, which is suitable for sports and leisure venues.

A 100 per cent recyclable flooring, Taralay Impression Control flooring comes in a range of realistic wood finishes, as well as modern designs in contemporary colours.

The mix of 24 nature-inspired designs – ranging from dynamic to calming – ensures there's something

for all gym, health club and studio interior design schemes.

The flooring has a low slip risk in wet conditions and is also designed to be hard-wearing, tough and durable. It's also compact at 2mm thick, with a 0.70mm thick wear layer and an easy to clean, hygienic UV-cured PUR surface treatment that eliminates the need for waxing and polishing.

fitness-kit.net KEYWORD **GERFLOR**

TVS SPORTS SURFACES

Gym flooring specialists



- FREE WEIGHTS FLOORING – FUNCTIONAL TRAINING – DANCE STUDIOS.
- CUSTOMISED COLOURS & FLOOR GRAPHICS.
- SPECIALIST ACOUSTIC SOLUTIONS.
- PROFESSIONAL INSTALLATION.
- SURFACES FOR INDOOR & OUTDOOR SPORTS.

Tel: +44 (0) 1706 260 220
Fax: +44 (0) 1706 260 240
Email: sales@floors4gyms.com
Web: www.floors4gyms.com



TVS Sports Surfaces

FITNESS FLOORING SPECIALISTS

SUPPLIER SHOWCASE

We take a look at recent projects by Life Fitness, Cybex and Precor

A BREATH OF FRESH AIR

CLIENT: University of Nottingham, UK

SUPPLIER: Life Fitness

In summer 2016, the University of Nottingham will see the completion of a new £40m sports complex following a comprehensive redevelopment of the existing centre. The new building will be three times the size of the previous facility. As part of this development and a continued investment in sport, the university partnered with Life Fitness to create a challenging fitness trail featuring nine Synrgy BlueSky training stations.

The 1.7-mile active trail, which represents one of the largest installations of Synrgy BlueSky globally, extends across five sites on the University Park campus. Areas have been transformed to create new outdoor training spaces for students, staff and the local community.

The trail was unveiled during the 2015 Welcome Week. In preparation, Life Fitness worked with the university's sport and fitness team to create 30-minute training tutorials to introduce users to energetic workout sessions featuring circuits, interval training and fun challenges. After gaining popularity with the university's sports teams, a growing number of students are now enjoying free outdoor functional training.

Samantha Bell-Minogue, assistant director of sport/participation at the University of Nottingham, explains: "The university's ambition is to increase participation in sport at all levels, from encouraging young people to experience a range of new sporting pastimes, through to the enhancement of elite performance at a national and international level.

"Since launching the active trail during Welcome Week, there has been notable activity across campus. The students have



The trail has proved popular with students and the wider community, who can scan QR codes to access exercise tutorial videos on the LFConnect app

embraced the trail and have taken to using it as individuals and for club training sessions.

"The staff have also been using the equipment, for morning workouts and during lunch times, and we've launched our active trail bootcamp sessions, where our team deliver structured sessions outdoors across our lovely green campus.

"It has provided an alternative, free method of training for our whole community, and we hope to engage many more people over the coming months as more people become aware of the new trail and become confident in using it."

The modular outdoor training system features several scalable body weight

training stations and can be customised to meet a range of fitness levels, making it ideal for beginners to advanced users. In the absence of PTs, users can reference either placards on the Synrgy BlueSky stations that outline proper form, or else use QR codes to access exercise tutorial videos through the Life Fitness LFconnect mobile app.

Craig Cocking, UK vertical sector manager for Life Fitness, says: "Creating this inviting and inspirational exercise space with Synrgy BlueSky will help students and local people enjoy fitter and healthier lifestyles."

www.lifefitness.co.uk



The students have embraced the trail and have taken to using it as individuals and for club training sessions





GET THE MOST OUT OF YOUR DATA

Your cardio equipment has stories to tell.

Detailed asset management data provided by Life Fitness cardio equipment through LFconnect™ can guide business decisions and build your brand.

As a facility manager, you have access to a range of powerful data through your LFconnect account which allows you to learn the habits of exercisers in order to maximise your business, differentiate from the competition, and engage exercisers with a facility that caters to all of them.

STAFF



By telling you the peak time and day for your facility, it allows you to schedule staff appropriately during busy hours, and to reduce staffing costs when it isn't as busy.

ROTATE



Proactive emails offer suggestions on what equipment to rotate, depending on what is being used the most.

MAINTAIN



Equipment notifications also recommend preventative maintenance checks in order to keep equipment up to date and reduce downtime.

01353 665507 | uk.support@lifefitness.com
www.LFconnect.com

LF **connect**
technology solutions

LifeFitness



The fit-out includes Cybex Arc Trainers and VRI strength range

FIVE FOR ONE

CLIENT: Northampton Leisure Trust, UK

SUPPLIER: Cybex International UK

Northampton Leisure Trust recently celebrated its 10-year anniversary working in partnership with Cybex, with the launch of the newly refurbished Cripps Recreation Centre.

Opened this summer, Cripps Recreation Centre is owned and operated under the trust's Trilogy Leisure brand and is the fifth site in Northampton to be equipped by Cybex; the trust also operates Danes Camp, Lings Forum, Mounts Baths and Duston Leisure Centre, which have all been refurbished.

The trust's membership programme provides users with access to all five gyms. Student, corporate and senior citizen rates are available, as well as a Junior Active membership, which targets users up to 15 years old and includes weekly

courses, activities for the under-fives, after school and holiday clubs, and free activities in the community.

Originally built in 1974 for the staff of Northampton General Hospital, Cripps Recreation Centre continues to form part of the hospital's facilities and offers preferential membership rates for staff.

The refurbished fitness suite – which includes a dedicated strength training area, functional training studio and stretching zone – offers a range of cardio equipment including Cybex Arc Trainers, selectorised strength equipment from Cybex's VRI range and the Bravo functional trainer. Meanwhile the strength training area includes a Cybex power rack and plate-loaded smith press.

The facility is also home to a MyRide virtual indoor cycling studio, sports hall, squash courts, swimming pool and synthetic turf pitches.

Commenting on the refurbishment of Cripps Recreation Centre, Ian Redfern, managing director of Northampton Leisure Trust, says: "Inspiring active lifestyles is what we do.

"Our partnership with Northampton General Hospital at the Cripps Recreation Centre enables us to expand our offering



to customers. Cripps now features state of the art Cybex equipment and a comprehensive studio/indoor cycling programme, making it an extremely motivating place to exercise.

"The facility also enables us to deliver our Junior Active membership package, with swimming lessons and holiday activities already on offer."

Rob Thurston, Cybex UK's commercial director, adds: "Cripps is a fantastic gym and a great addition to the trust's range of facilities. Throughout our longstanding partnership with Northampton Leisure Trust, we've worked closely together to ensure that we not only maximise the available space, but also deliver gyms that complement the trust's other sites, providing Trilogy Leisure's members with facilities that encourage and support an active lifestyle, regardless of the users' training abilities, interests or goals."

www.cybexintl.com



The gym complements the trust's other sites, providing Trilogy Leisure's members with facilities that encourage and support an active lifestyle





For over 40 years, Cybex has proven itself a leader, innovator, educator, and partner to fitness facilities and their members across the world. Our commitment to providing premium quality, high-performance fitness equipment begins in the lab with the Cybex Research Institute and continues onto the fitness floor with training, education, and customised programming solutions that help you and your members get results faster.

While we are known for our durability and results, we'll continue expanding in 2015 with new products and programs that meet the ever-changing world of fitness.

Our goal is to help enhance your environment and create a better experience for your members, because we believe fitness should be fun, easy, and accessible for everyone.

CARDIO

STRENGTH

EDUCATION

PROGRAMMING

T: 0845 606 0228

E: info@cybexintl.co.uk

W: www.cybexintl.com

@CybexUK

ONE STEP AT A TIME

CLIENT: Leisure at Cheltenham / Re-Active exercise referral scheme, UK

SUPPLIER: Precor

Just over two years ago, Leisure at Cheltenham underwent a major refurbishment to its 403sq m gym, with a new layout across its two floors and the addition of Precor equipment. The 80-station gym now prides itself on offering state of the art equipment accessible to all, including people new to training and medical referrals.

The club's exercise referral scheme 'Re-Active' has been running for about eight years and helps 600–700 people a year – the majority being people with diabetes, weight issues or high blood pressure.

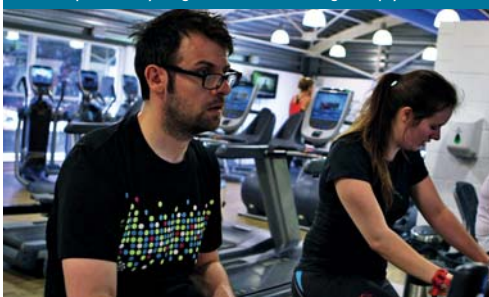
One notable referral is 32-year-old sports journalist Will Wood. Two-and-a-half years ago, Wood was found by his car having a fit and was diagnosed with a subarachnoid haemorrhage – commonly known as a bleed on the brain. The prognosis was that he would never use the left side of his body again and – along with severe memory loss, impairment of planning abilities and the impact on his confidence – meant he had to learn to walk again from scratch.

He was referred to Leisure at Cheltenham for rehabilitation and exercise has played a crucial part in his recovery. Starting off slowly using the Precor recumbent bike and an upper body ergometer, along with a circuit of air-pressure resistance stations to gently strengthen and condition the muscles, Wood began to improve, and progressed

Using networked solution Preva, Wood can work out without having to memorise his programme



Journalist Will Wood (both photos) suffered a bleed on the brain, yet defied medical expectations by using Precor's treadmill to regain his physical abilities



to the treadmill. Just walking on the treadmill was a feat, but as soon as he managed to walk a mile he set the goal of being able to run on the machine.

Chris Davis, fitness suite supervisor for Leisure at Cheltenham, says: "What I noticed about Will was his tenacity and drive to progress with every session – sometimes well before he was ready."

"I advised a gradual build-up and to use the treadmill under supervision, but came in one day to find Will jogging by himself! Weeks of undergoing what Will had found to be a frustratingly simple – yet valuable – strength regime had given him the stability and confidence to fulfil one of his most important gym-related goals."

Given Wood's inability to plan journeys or retain directions, the use of networked fitness solution Preva became a key

component of his workout. He found it easy to use and the simplicity of being able to save his workout and get going on the Precor treadmill at the touch of a button gave him motivation to succeed.

Having reduced his limp to the point that it's almost imperceptible – as well as now being able to run on the treadmill and walk to work – Wood is on the way to a full recovery. He explains: "I took exercise for granted before, but it has played such a major part in my recovery."

"Not only has exercising given me back the use of my body, but it has restored my confidence and I'm looking forward to healthy times ahead."

For more on Wood's journey, visit: www.health-club.co.uk/precor-will

www.precor.com



Not only has exercising and using the treadmill given me back the use of my body, but it has restored my confidence



To book your space call the sales team on +44 (0)1462 431385

ARCHITECTS/DESIGNERS

MASS
DESIGNERS

HEALTH CLUB & FITNESS DESIGNERS

t 0844 344 5566

w massdesigners.com

zynk
interior architects
zynkdesign.co.uk
t 020 7193 1430

AV/SOUND

Lightmasters

- › Wireless Cardio Cinema
- › Wireless Audio for Spin Classes
- › Full PA & AV Systems
- › LED & Fibre Optic Lighting Systems

Finance Package Available

01480 407727

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

Leading supplier of professional sound systems, headsets and accessories to the fitness industry...

SOUND
DYNAMICS
YOUR PARTNER IN CLASS
www.sounddynamics.co.uk
01773 82 84 86
support@sound-dynamics.co.uk



SOUND
INSTALLATIONS

www.sound-installs.co.uk
sales@sound-installs.co.uk

- › Gym TV Installations
- › Spin Studio Lighting
- › Fitness Sound Systems
- › Cardio Entertainment
- › Wireless Mic Systems
- › Design & Installation

01773 825 000

CLEANING & HYGIENE



FREE STANDING
ANTI BACTERIAL
WET WIPE
DISPENSER
FOR GYMS



Phone: 0800973165 www.addgards.com

COMPUTER MEMBERSHIP SOFTWARE

the standout
leisure software provider

Legend

www.legendware.co.uk

0800 031 7009

WHATEVER YOUR SECTOR...



Needs a management solution?

Get in touch and find out how you can start saving and making money, year after year...

ez runner
membership software only

t: 0844 847 5827 w: www.ez-runner.com

A highly functional, constantly improving system, to manage most leisure environments

- Membership / CRM
- Sport & class booking
- Till & credit card
- Access control
- Fingerprint scanning
- Web Systems

Contact us on: +44 (0)1423 873 873
www.sportsoft.co.uk



brightlime
sharp web based
membership management

0844 800 8350

www.brightlime.com

TO BOOK YOUR ADVERT
CALL THE SALES TEAM ON
+44 (0)1462 431385

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

leisure media
STUDIO

Contact Tim Nash

Tel +44 (0)1462 471917

timnash@leisuremedia.com

Get Members. Keep Members.

member
drive by



www.cfm.net

MYZONE
MAKING MOVEMENT MEASURABLE

Phone: 0115 777 3333

DIRECT DEBIT COLLECTION

**HARLANDS
GROUP**

High collection, low cost
high quality membership collection
from the direct debit experts

T: 0845 2301636
E: sales@harlandsgroup.co.uk
W: www.harlandsgroup.co.uk
Harlands Services Ltd
1st Floor, 4-6 St Barnabas Road
Haywards Heath • West Sussex • BN26 1BN

hg

To book your
advert call the
sales team on
**+44 (0)1462
431385**

DRINKS & VENDING

HYDRO+
MORE THAN JUST
A VENDING MACHINE

01865 987910 E: info@hydroplus.co.uk

www.hydroplus.co.uk

Hydro+
more than just water

EXERCISE EQUIPMENT



**DESIGN
MATTERS.**

Find out how the right design for
your gym can revolutionise your appeal
and your revenue potential.

escapefitness.com/design-hcm
sales@escapefitness.com
0800 294 2803

escape

**absolute
performance**
029 2036 2664
www.aperformance.co.uk
WERK SAN | UK SOLE SUPPLIER
Sport International | f t
setting the standard in gym equipment solutions

**C.V. TO
FUNCTIONAL**
WE HAVE IT ALL

TRUE
Tel: 01204 541 710
info@gymsuppliesonline.co.uk
www.gymsuppliesonline.co.uk

FITNESS SYSTEMS

total gym
The future of
functional training

T: 01494 458970 W: www.gravityuk.net

2018 CATALOGUE NOW AVAILABLE
NEW LINES | ENHANCED RANGES

REQUEST YOURS
T: 01494 769 222
E: physicalcompany.co.uk
W: www.physicalcompany.co.uk

Physical

SCIFIT
Prescribed for Progress®

Inclusive Fitness English & German of Disability Sport

THE LEADER IN
UPPER BODY & INCLUSIVE
CARDIO EXERCISE

Tel 01344 300 022
www.SCIFIT.uk.com

ServiceSport
Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales

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

MIRRORS FOR TRAINING LTD



- Mirror Installation - Nationwide
- Portable Mirrors
- Bathroom / Washroom Mirrors

01902 791207 or 07737263611
info@mirrorsfortraining.co.uk
www.mirrorsfortraining.co.uk

gymmirror.co.uk

WE SUPPLY & INSTALL GYM MIRRORS

- ✓ Stock & bespoke sizes
- ✓ Installation service
- ✓ Fast reliable nationwide delivery

Call the experts at Aspect Safety Mirrors
01223 263555
email: info@aspectsafetymirrors.co.uk



LOCKERS/CHANGING ROOMS

FUNCTIONAL TRAINING / FLOORING

FUNCTIONAL TRAINING: REDEFINED.

The Escape Fitness 2015 Catalogue is available now.

Order your copy here...
www.escapefitness.com/2015chcm
sales@escapefitness.com
0800 294 2803

escape

THE PREMIUM FLOORING MANUFACTURER.

TECHNICAL FLOORING.
FUNCTIONAL TRAINING.
EDUCATION.
INTERACTIVE STATIONS.
USER EXPERIENCE.

PAVIGYM UK
01223 969 870
support.uk@pavigym.com

www.pavigym.com

PAVIGYM



Create a great changing experience

by providing Craftsman Lockers to fully meet your members' expectations

- Lockers
- Cubicles
- Vanity units
- Bench seating
- Treatment room furniture

Call now:
01480 405396

To draw on the Craftsman experience in helping design changing rooms that work

www.cqlockers.co.uk

CROWN
SPORTS LOCKERS

Tel: 01803 555885
Email: sales@crownsportslockers.co.uk
Web: www.crownsportslockers.co.uk

MORE THAN JUST LOCKERS

Changing Rooms - Treatment Rooms - Washrooms



FITLOCKERS

Quality Affordable Timber Lockers



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk



Available
in print
& online

**HEALTH CLUB MANAGEMENT
HANDBOOK 2016**

The 12th edition of the Health Club Management Handbook will be a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.



BOOK YOUR COMPANY PROFILE NOW!

Call: +44 (0)1462 431385

Email: displaysales@leisuremedia.com

The Health Club Management Handbook is available to purchase at £50

Go Keyless. Go KitLock.



No more lost keys!

Fit keyless locks to your lockers.



For a free site visit and consultation please call or email us now!

01635 239645
sales@kitlock.com

Kit-Lock
Coded Locker Solutions



We're No.1 in lockers and cubicles.

- Wide range of locker designs including laminate, glass and timber

- AutoCAD & Revit Facility
- Comprehensive selection of locking systems
- 3D visual rendering available

www.prospec.co.uk
Email: sales@prospec.co.uk
Tel: +44 (0) 1709 377147

prospec
the Perfectionists

SAFE SPACE

Lockers
Locking Systems
Cubicles
Washrooms
Servicing
3D Design
Rendering

Info@safespacelockers.co.uk
www.safespacelockers.co.uk
Telephone: 0870 990 7999

THE CHANGING ROOM EXPERTS

**To book your advert
call the sales team on
+44 (0)1462 431385**



memberdrive by 

**Want an extra 200 - 700
new members for free?**



Call: 0115 777 3333

SOFTWARE



**Your Business
Our Solutions**
+44 (0)20 825 8000
info@esp.co.uk
www.esp.co.uk

The preferred IT partner driving success,
participation and the highest standards in leisure



CRM • Bookings • Online & Mobile • Access Control • Kiosks
Point of Sale • Business Intelligence • Courses & Achievements



ClubAssistant
Membership Software

TAC The
Resistant
Company
www.tac.eu.com



COPYRIGHT NOTICE

Health Club Management is published 11 times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally ©Cybertrek Ltd 2015 ISSN 1361/3510. To subscribe to Health Club Management log on to www.leisuremedia.com or email subs@leisuremedia.com or call +44 1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.

**Book your advert
on our website
and be seen by
over 29,000 buyers
every month from as
little as £240**



**CALL THE SALES TEAM TODAY
TO DISCUSS YOUR BOOKING**

01462 431385

www.healthclubmanagement.co.uk

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



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

Breathe easy

Year-round exercise could be the key to fighting asthma, with frequency more important than intensity, say scientists

An estimated 235 million people have asthma globally, according to the World Health Organisation. Many of these people report difficulty in controlling the chronic disease, which can lead to them suffering an asthma attack – sudden shortness of breath and wheezing. During the attacks, the lining of the bronchial tubes swells, restricting the amount of air reaching the lungs.

However, new research suggests that exercising for 30 minutes a day may help keep these symptoms in check, despite the traditional belief that working out could actually trigger an attack.

A study of adults

In the study, published in *BMJ Open Respiratory Research* in October*, experts from a number of Canadian institutions analysed the exercise habits of 643 patients diagnosed with asthma. Unlike most asthma studies which focus on children, this one was based on adults who had an average age of 53.

The participants filled out three questionnaires which focused on their ability to control asthma, their quality of life as asthma sufferers, and a one-year exercise recall to assess their leisure time physical activity (LPTA). The LPTA questionnaire took into account the intensity of exercise and activity levels in the summer (May to October) and winter (November to April) when temperatures are cooler.

No need to be strenuous

The findings from the study were clear. Those who engaged in the most exercise and met recommended physical activity guidelines – doing around 30 minutes' exercise on most days of the week – were nearly two and a half times more likely to have good control of their asthma systems compared to those sufferers who did no exercise at all.



Moderate, regular exercise is the key to sufferers having better control of their asthma

Initially it appeared that participants who worked out more intensely had the best control over their asthma. However, these findings were less significant when other variables such as age and gender were taken into account. This led the scientists to believe that a workout doesn't really have to be strenuous.

"We're not talking about running marathons," explains Simon Bacon, the study's lead author and an exercise scientist at Concordia University in Montreal. "Just 30 minutes a day of walking, riding a bike, doing yoga – anything active – can result in a significant reduction of asthma symptoms."

Bacon acknowledges the challenges of getting active when suffering from asthma, but says simple precautions can be taken to avoid additional discomfort. He explains: "The issue of exercise-induced

bronchospasm is real, but if you use your reliever medication – your blue puffer – before you exercise, and then take time to cool down afterwards, you should be OK."

Year-round exercise

Another key finding from the study was that "undertaking physical activity during winter, rather than summer, was a stronger predictor of better asthma control". This is something to bear in mind from November to April, when fitness levels tend to drop along with the temperature, and when cold air provides another trigger for asthma symptoms.

"Our study shows that those who were able to engage in physical activity on a regular basis year-round benefit most," says Bacon. If the outdoors is a no-go in the colder months, he suggests working out in a gym or at home.

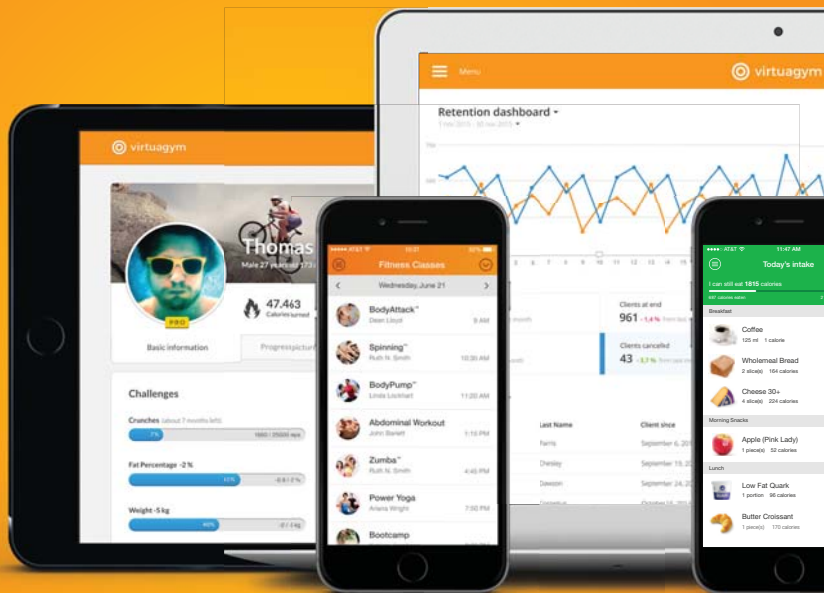
He's hopeful the findings of the study could lead to an exercise prescription. He concludes: "It would be great to see physicians recommending physical activity to patients with asthma, alongside traditional pharmacological treatments."●

Just 30 minutes a day of walking, riding a bike, doing yoga – anything active – can result in a significant reduction of asthma symptoms

*Bacon, S et al. Association between patterns of leisure time physical activity and asthma control in adult patients. *BMJ Open Respiratory Research*. Oct 2015

Everything You Need

Membership management, scheduling & booking, exercise & nutrition plans and more. All in one online solution with branded mobile apps.



INTRODUCING

CYBEX® CARE

ASSET MANAGEMENT

For over 45 years, Cybex has combined customer insight with the latest technology to help customers succeed.

This year, we're introducing Cybex Care, a web-based asset management system that wirelessly collects cardio data, then uses it to help save you money, reduce equipment downtime and manage machine usage.

Managing your equipment has never been so simple. From your personal dashboard, keep track of equipment case status, usage trends and upcoming tasks.

Get extensive insight on machine usage and member preferences. See data as "miles run" or "hours used." Even project six-month patterns. Use this information to rotate low and high use equipment, keep your equipment in top condition, and ensure that your members are getting the best workout experiences possible.

Cybex Care Benefits

Improve Member Experience

By measuring usage trends you can ensure that your equipment is optimally positioned in the gym, in top condition, and always available to exceed your members' needs.

Reduce Downtime & Optimise Performance

With advanced cardio insight, keep your equipment running perfectly and prevent disruptions before they occur.

Streamline Maintenance & Service

Determine an optimal cleaning schedule. Train staff through instructional videos and task scheduling. Predict service needs and reduce service time.

Lower Cost of Ownership

Through regularly scheduled maintenance and the rotation of low and high use machines, Cybex Care will help you extend the life of your equipment.

Higher Standards

New standard features complement Cybex Care, making our premier cardio equipment even better: power cord retention hooks, side power switches and ez-grip coax cables.



T: 0845 606 0228

W: www.cybexintl.com

Twitter: [@CybexUK](https://twitter.com/CybexUK)