

HCM

MAY 2019

HCMmag.com

@HCMmag

UNITING THE WORLD OF FITNESS

HUSSLE.COM

HUSSLE



Ready to grow? Say hello to Hussle
Powering UK gym growth

Put your gym in front of millions

List your gym on Hussle for free today and team up with thousands of the best gyms in the UK attracting new customers into their clubs.

- **1 million** visits to hussle.com every month
- **92%** of visitors to your gym will be new
- **14%** go on to be gym members



HUSSE





Jon Canarick

The North Castle Partners financier talks about funding fitness **p63**

Mark Wahlberg

On investing in F45 **p12**

Olia Sardarova

The founder of BXR on building a gym good enough for Anthony Joshua **p32**



Sign-up to
HCMmag

EMS-TRAINING 
A GLOBAL MOVEMENT!

mihabodytec
made in germany

BE A FIRST MOVER

**EXPERIENCED TRAINER?
PREPARE FOR A FITNESS REVOLUTION!**

**SIGN-UP for a free
EMS demo session!**
www.be-a-first-mover.com

**BE A PART OF THE FASTEST GROWING AND MOST
EFFECTIVE TRAINING METHOD IN EUROPE:**

- Better results in less time
- More clients per hour
- More money per square foot
- Reach new clients
- Backed by science
- Differentiate your offering

MAKE THE FIRST MOVE TO SMARTER TRAINING!

EMS TRAINING
ELECTRO – MUSCLE – STIMULATION



MIHA BODYTEC EMS UK LTD.

14 Gower's Walk • London E1 8PY • UK



PHONE

+44 208 068 078 0



EMAIL

uk-info@miha-bodytec.com

www.be-a-first-mover.com



Forging good habits

The health and fitness industry must change its midset and begin to build strong relationships with kids from childhood to ensure they enjoy the benefits of regular exercise and good health

Shocking numbers published this week by Women in Sport and Sport England, reveal that only 10 per cent of girls aged 13-16 are meeting the recommended daily guidelines of 60 minutes of physical activity each day. The remaining 90 per cent are missing out on the health benefits of regular exercise of any kind.

The report, *Reframing Sport for Teenage Girls*, also identified a big gap between knowledge and behaviour, with 78 per cent of 14-16-year-old girls understanding the importance of an active lifestyle, but only 28 per cent actually enjoy taking part.

When it comes to health, a significant number – 44 per cent – are overweight or obese. In addition, at least a third are unhappy with their body image, and 70 per cent of this group say they will resort to unhealthy behaviours to control this.

The report also found evidence of deteriorating mental health, reduced levels of happiness and increased levels of stress.

So what can the fitness industry do to contribute solutions to this emerging crisis in the lives of girls and young women?

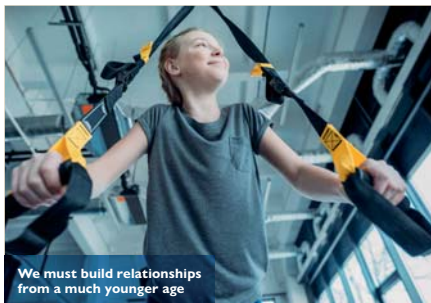
Things like the boom in boutiques show our industry is able to re-engage with young women as they reach adulthood, with the growth in this sector being clearly linked to female participation. *The Global Boutique Trends Report 2018* found women made up 83 per cent of classes booked in London, for example, but this still represents a small percentage of the population.

There's a significant time gap between the point where girls disengage from exercise in their early- to mid-teens and the stage where some young women recommit by joining a gym or booking classes at a boutique. It's here we need to focus our efforts.

Reframing Sport for Teenage Girls is a robust piece of work which makes a series of excellent suggestions in the form of 'eight principles of success'. These highlight ways in which we can help girls to reframe this whole area of their lives and get them into good physical activity habits for life.

These include creating relatable role models who inspire girls, giving them purpose and value and invoking excitement, to bring a sense of adventure and discovery. The report also recommends giving girls the freedom to play.

It's time the industry reviewed its approach to the whole opportunity for children and young people to use facilities and started to reach out and develop relationships with kids at a



We must build relationships from a much younger age

Most gyms won't accept memberships from kids until they reach 16. This 'gap' is a huge missed opportunity for everyone

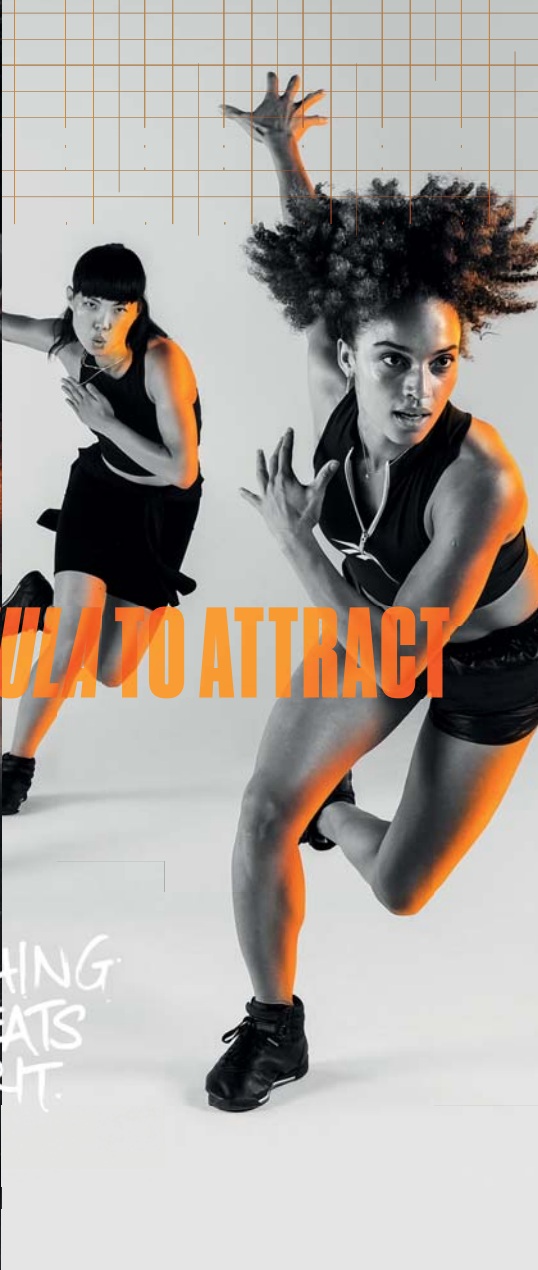
much younger age, either on-site, or via community outreach projects which use school or neighbourhood facilities.

Most gyms won't accept memberships from kids until they reach the age of 16 and this 'gap' is a huge missed opportunity for everyone involved – kids, parents and operators.

We have the knowledge to do this and with the industry focusing on how to attract millennials, Gen Z and Gen Alpha, now's the time to adopt a new strategy to engage with children at a time when we can help them through these challenging years.

Read the report at HCMmag.com/reframingsport

Liz Terry, editor
lizterry@leisuremedia.com
 @elizterry



THE FORMULA TO ATTRACT

NOTHING
BEATS
GRIT.



MILLENNIALS AND GEN Z

"THROUGH IMPLEMENTING LES MILLS GRIT™ AND DEVELOPING OUR EXPERT TEAM, AS WELL AS WORKING ON THE FEEDBACK OF OUR MEMBERS, WE HAVE BEEN VERY IMPRESSED WITH OUR RISING NPS SCORES. IT'S JUMPED +8 SINCE IMPLEMENTATION!

LES MILLS GRIT™ HAS PROVED A HIT WITH OUR GEN Z MEMBERS WHO MAKE UP 75% OF ALL OUR PARTICIPANTS AND WE'VE SEEN GROUP EXERCISE ATTENDANCE RISE IN ALL CLASSES AS A RESULT."

ZAK EVANS, HEALTH FITNESS AND PERFORMANCE
MANAGER, KING'S COLLEGE LONDON

[LES MILLS .COM/UK/GETGRIT](https://lesmills.com/uk/getgrit)

LES MILLS
GRIT

HCM CONTENTS

Uniting the world of fitness

MAY 2019 No 268



32 We chat to BXR founder Olia Sardarova



12 Hollywood actor Mark Wahlberg has invested in the F45 brand

05 Editor's letter

12 HCM people Mark Wahlberg

The 47-year-old Hollywood actor and fitness enthusiast has recently invested in Australian fitness concept F45

16 Gareth Bale

Real Madrid and Wales football star Gareth Bale will be joint partner and investor in Rowbots, a rowing-based boutique concept

18 Ed McCabe

The founder of Kelta Fit explains his fitness concept, which is based around Scottish ceilidh dancing, harnessing the social power of the traditional dance

20 News

Stay up-to-date with the latest news in health, fitness and physical activity from the UK and around the world

30 Events calendar

We round up the most exciting upcoming industry events from across the globe, including EuropeActive B2B Congress & Personal Trainer Day and FIBO China

32 Interview Olia Sardarova

The founder of London-based luxury boxing gym BXR discusses her journey to creating a facility that would be good enough for world heavyweight boxing champion and investor Anthony Joshua

63 North Castle's Jon Canarick on investing in fitness

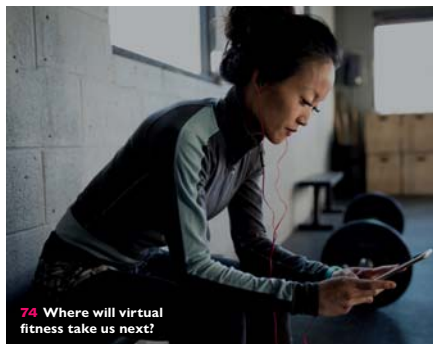




48 Upgrade Labs gives members the tools to bio hack their health



81 Gareth Kirk on GLL's investment in Belfast



74 Where will virtual fitness take us next?



40 Protect your members' mental health

40 Talking point **Mental health first aid**

With one in six people expected to suffer from some form of mental health issue each year, should our industry be training staff as mental first aiders?

46 Down and dirty

An analysis of London's supersize fatberg has revealed worryingly high levels of illegal performance-enhancing drugs present in the city's sewers

48 Bio Hacking

Dave Asprey, Silicon Valley hacker and the creator of Bulletproof coffee, has developed a boutique fitness studio, which uses technology to upgrade members' health

56 Age concern

Older people are less likely to exercise, making them more prone to developing long-term health conditions. How can fitness providers reach people in their 50s, 60s, 70s and above?

63 Interview **Jon Canarick**

Private equity firm North Castle Partners has made possible the Barry's Bootcamp expansion and Curves' success in Asia. We talk to the firm's fitness lead, Jon Canarick

74 Virtual worlds

There are no limits to where virtual can take the health and fitness industry. We take a look at the latest directions

81 Interview **Gareth Kirk**

Leisure trust GLL and Belfast City Council will invest £105m over the next decade. We talk to the chair about the impact of the social enterprise model

87 Supplier showcase

The latest case studies from Precor, Gympass, Fisikal and Physical Company

95 Fitness-kit.net **Product innovations**

Check out these innovative new products from Anytime Fitness, Shapewatch, Monkey Mill and TecnoBody

98 HCM Directory

MEET THE TEAM



EDITOR
Liz Terry

+44 (0)1462 431385



PUBLISHER
Jan Williams

+44 (0)1462 471909



MANAGING EDITOR
Steph Eaves

+44 (0)1462 471934



HEAD OF NEWS
Tom Walker

+44 (0)1462 431385

For email use: fullname@leisuremedia.com

DESIGN

Paul McLaughlin

+44 (0)1462 471933

PRODUCTS EDITOR

Lauren Heath-Jones

+44 (0)1462 471922

CIRCULATION

Michael Emmerson

+44 (0)1462 471932

SUBSCRIPTIONS

+44 (0)1462 471910

FINANCE

+44 (0)1462 471930

CUSTOMER SERVICES

+44 (0)1462 471901

CREDIT CONTROL

+44 (0)1462 733477



CHOOSE HOW YOU READ HCM

PRINT

HCM magazine is available in print on subscription:
www.leisuresubs.com

DIGITAL

Read free on online and enjoy extra links and searchability:
www.HCMmag.com/digital

PDF

A PDF edition is available to read offline at:
www.HCMmag.com/pdf

OTHER RESOURCES FROM HCM

HCM HANDBOOK

www.healthclubhandbook.com
www.healthclubhandbook.com/pdf

HCM WEBSITE

www.HCMmag.com

LEISURE OPPORTUNITIES

www.leisureopportunities.co.uk
www.leisureopportunities.co.uk/archive

HCM EZINE, INSTANT ALERTS & RSS

www.leisuremedia.com/subscribe

BUYER SEARCH ENGINE

www.fitness-kit.net



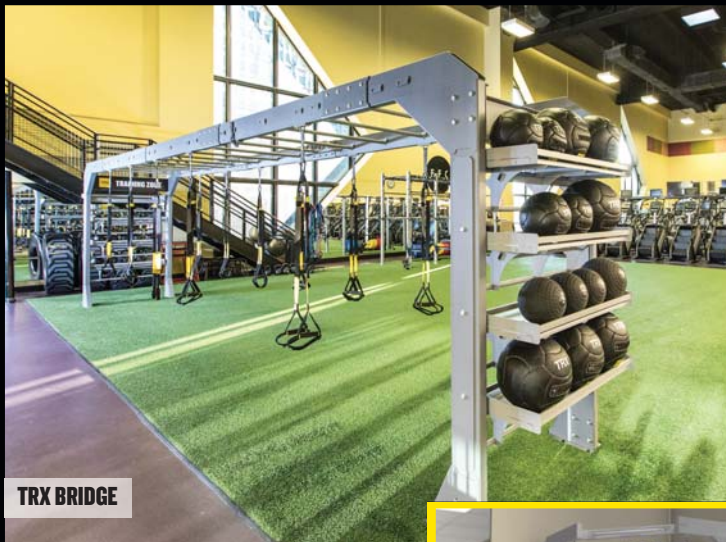
©Cybertrek Ltd 2019 ISSN 1361-3510 (print) / 2397-2351 (online)

COPYRIGHT NOTICE

Health Club Management is published 11 times a year by Leisure Media, 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 Company 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 2019 ISSN 1361-3510 (print) / 2397-2351 (online). To subscribe to HCM magazine, log on to www.leisuresubs.com, email subs@leisuremedia.com or call +44 (0)1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.

TRX

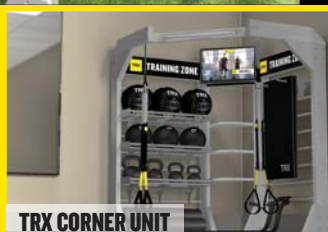
TRX STUDIO LINE



TRX BRIDGE

TRANSFORM THE SPACES IN YOUR FACILITY

Create the ultimate Functional Training Zone in your facility. These highly customizable suspension anchoring and storage systems maximize space efficiency and exercise functionality, while emphasizing design and aesthetics to suit the needs of each unique member, space and activity.



TRX CORNER UNIT

CONTACT YOUR REP TO ORDER

jwoolley@trxtraining.co.uk

trxtraining.co.uk/commercial/trx-training-zone-solutions



The founders of F45 Training have done an incredible job building a global brand, and with this partnership, we hope to continue to disrupt the fitness industry

MARK WAHLBERG

INVESTOR, F45

Actor Mark Wahlberg, who has built his professional image on being super-fit, has continued to grow his portfolio of fitness investments by taking a stake in Australian HIIT franchise, F45.

The investment was made via his Mark Wahlberg Investment Group.

The deal – for a minority stake in the company – also included investment from FOD Capital, which is managed by Michael Raymond and values the F45 business at US\$450m.

Wahlberg's involvement is a high profile win for F45 founders, CEO Rob Deutsch and partner Adam Gilchrist, who will continue to lead the company through its next stage of global growth.

In announcing the deal, Deutsch said: "This is a monumental transaction for F45. When we started the company, we had bold plans to create a global fitness movement and we're excited to embark on this partnership with Mark Wahlberg and his team of investors. His genuine passion for fitness, combined with his proven business acumen and shared vision for F45 Training made him an ideal fit for the company."

THE RIGHT INVESTOR

Deutsch said F45 went through a two-year marketing process to identify the best investor for the business. The aim being to enable it to accelerate its global growth plans, with a particular focus on

increasing brand awareness – especially in the fast growing and lucrative US market.

The cash injection is expected to enable F45 to improve its systems and processes, while also driving the global roll-out of new locations.

Wahlberg said he's excited to be getting on board with the F45 business, explaining: "The founders of F45 Training have done an incredible job building a global brand, and with this partnership, we hope to continue to disrupt the fitness industry."

"The strength of the business is that people of all fitness levels find motivation and support in an F45 studio."

"We look forward to inspiring people all over the world to pursue their health and fitness goals by introducing them to F45."

TRAINING WITH WAHLBERG

Wahlberg said F45 will be his "go-to workout" when he's not involved in specific training for an acting role which requires specialist interventions or equipment.

The actor is well-known for undertaking physical transformations to enable him to play specific roles, including piling on 56lbs of muscle to take him from a low of 165lbs to 221lbs.

His most extreme role to date was as a body builder in the film *Pain & Gain*.

The prospect of training alongside the actor – however slim – is expected

The actor will promote the brand worldwide, with a special focus on growing it in the lucrative US market



F45 founder and CEO Rob Deutsch says Wahlberg is the perfect fit for F45





Wahlberg, here with CEO Rob Deutsch, is expected to draw on his passion for fitness to drive the growth of F45

- to be a draw for fans. It's thought likely he'll also make guest appearances and attend some openings.

Wahlberg has 10m followers on Instagram and regularly posts details of his workout regime, which includes going to bed at 7.30pm, rising at 2.30am, doing a 90 minute workout starting at 3.40am and a second workout in the evening.

TRAINING FOR BUSY PEOPLE

F45, which originally launched into the Australian market, has largely grown through franchising and already has 1,500 studios across 40 countries.

It currently has 50 locations in the UK, with a new club opening soon in Glasgow.

Deutsch worked as an equities trader in the financial markets for over 10 years before launching F45. He told HCM: "I always found time to work out alongside my stressful job – but I saw many people failing to juggle them both.

This inspired me to leave the corporate world to set up an effective training technique for busy people."

The first F45 opened in Sydney in 2013 and the franchise business launched in 2014.

BEST OF BOTH WORLDS

"When we launched," Deutsch told HCM, "we set out to create a 'third way' – an alternative to what was available in the market at the time. On the one hand, you had people spending around AU\$20 a week on gym membership but getting no innovation or motivation, so they inevitably stopped going. At the other end of the spectrum, people were paying up to AU\$80 for personal training.

"I wanted to create something that combined the best of both. We do offer some personal training for those who want it, but our focus is very much on instructor-led group sessions that build a community, and that come with a mid-range price tag."

F45's HIIT classes deliver a functional, results-driven, full-body workout that are said to boost energy levels, metabolic rate, strength and endurance. Sessions are fast-paced, with a strong community element to ensure members push themselves, and there's support and guidance from F45 coaches.

These coaches guide customers through a series of intense, 45-second exercises, with short breaks in between so they can catch their breath. The focus is on functional training – hence the 'F' in 'F45' – and classes last 45 minutes.

"We aim to constantly surprise people with inventive new workouts: we draw from a pool of over 3,000 exercises when we construct classes, and every three months 250 new ones are added, along with fresh equipment," says Deutsch. "So every day at F45 is different. That's a key reason for its popularity, and why studios are popping up all over the world."

SUCCESS STARTS HERE ///

REIMAGINE YOUR FACILITY WITH
OUR TOTAL SOLUTIONS APPROACH



Contact our team today to
discuss the right solution for you.

Email: info@precor.com Call: 01276 404900
Or visit: www.precor.com

PRECOR®



We noticed this gap in the UK market for a complete workout that invigorates the body while impacting the mind

GARETH BALE

JOINT PARTNER, ROWBOTS

Real Madrid and Wales star Gareth Bale has announced he's investing in Rowbots, a new rowing-driven fitness

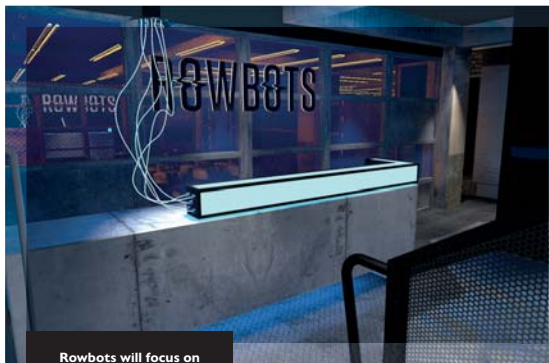
boutique concept. Bale will be a joint partner and investor in the startup.

The Rowbots concept will employ rowing and dynamic floor exercises to create a complete body workout.

The business has secured its first location at 42 Eastcastle Street in Fitzrovia, London via Shelley Sandzer. The 1,800sq ft unit will provide space for 11 rowing machines and floor work, with a capacity of 22 people per class.

The interiors have been designed by chief brand and design officer, Sarah Mannerings, and will have an industrial style, complete with mood-lighting and 'urban' finishes.

Bale – who has won four European Champions League titles with Real



Rowbots will focus on high-end training, with rowing and floor work at the core of the concept

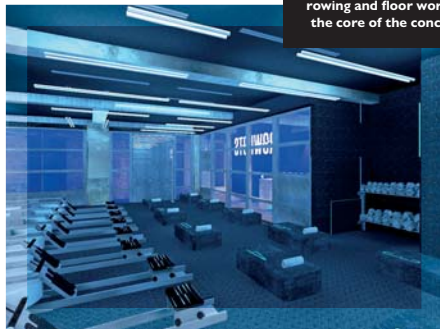
Madrid in the past five years – is known for including rowing as an integral part of his fitness routine, and this has spurred his involvement in the new concept.


INVESTORS

He joins CEO Sam Green and fellow investors Greg Zimmerman and Joshua Barnett on the Rowbots top team.

Green, co-founder and CEO, said: "Our objective is to empower our customers to be strong both physically and mentally, utilising the incredible power of rowing, which works 85 per cent of the body."

"Right now, London has nothing like this concept and we have strong aspirations for the future of the business and are excited about the start of our journey with our debut London location."



A full-page photograph of Gareth Bale in a white Real Madrid kit, captured in a dynamic pose as he kicks a soccer ball. He has a man bun and is looking down at the ball. The background is a blurred stadium crowd.

Gareth Bale has invested
in the new Rowbots
boutique concept



Ceilidh dancing is great; it's full of fun and energy and after a night of it you leave happy, smiling and sweating

ED McCABE

FOUNDER OF KELTA FIT AND CEILIDH CLUB

What's Kelta Fit all about?

Our goal at Kelta Fit is to help people become happier and healthier, with a Scottish twist. We've taken a great Scottish tradition – a ceilidh – and developed a cardio workout around its dance moves and used traditional music.

We're also interested in helping people with their diet and rest, as these are the other two important aspects of wellbeing.

How did you come up with the idea?

I started the Ceilidh Club in 1998. We hire halls and bands and aim to give people the best three hours entertainment in London.

Ceilidh dancing is great; it's full of fun and energy and after a night of it you leave happy, smiling and sweating.

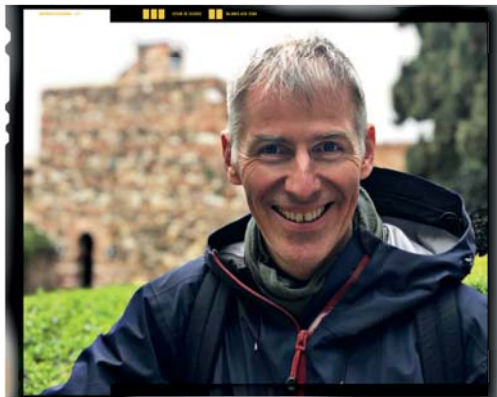
You can crank out several thousand steps over the course of the night. Lots of people comment, 'I won't have to go the gym this weekend' and some people asked me if I could make a cardio workout based on this. I don't have a dance background, so I asked one of the bands – Licence to Ceilidh if they were interested in working with me.

Ali Barnes who plays in and manages the band has a background in dance and music and put together the moves. Her husband Phillippe Barnes is a top class musician and arranged the music. The band recorded the music and Ali and Phillippe had various friends who helped in the making of the DVD.

Kelta Fit started with just fitness DVDs, when did you launch live classes?

The idea behind Kelta Fit was always to bring the feeling of a real ceilidh into people's homes and workout studios.

In order to make it into a class I



McCabe is bringing the ceilidh into the fitness and wellbeing industry

approached Dance Base in Edinburgh and they put me in touch with Cat Perry who runs Dance Division. She created the dance routines for the class.

I then got the training programme accredited by REPS and commissioned Cat to write a programme suitable for primary and secondary pupils.

These programmes were accredited by Exercise Movement and Dance (EMD) UK. This whole process all took longer than expected and I didn't have the time to concentrate on the project full time.

Late last year we held our first ambassador training in Edinburgh and the ambassadors have now set up their own classes, which are great. However, we are still at the early stages of offering classes.

Does having DVDs and live classes encourage beginners, who can try the workout at home first?

Yes, the DVD/download allows people to try it wherever they choose, as it's not always convenient to get to a class.

However, a ceilidh is a sociable activity and we hope the classes will bring people together to support each other on their health and wellbeing journeys.

We see ourselves as facilitators and we are happy to work with anyone who wants to use our material.

Who is your main audience?

We have two main markets – those who would go to a traditional class, such as Zumba, and school pupils. We believe



Kelta Fit classes have been validated by REPs



- ▶ that the music is infectious and you can't help moving when you hear it. We're also really keen to help kids to move and this kind of dance can fit very well with other initiatives designed to make activity interesting, fun and rewarding.

What challenges have you faced during your journey with Kelta Fit?

One of the hardest things was understanding what REPS wanted and formatting the information to fit their templates so we could get the classes registered and authenticated.

I don't know why it was so tricky – maybe because I don't come from a personal training or dance



background, however, it took a lot of brain ache and energy to get it right.

I also spent some time writing a traditional business plan, however, we're now far more flexible. Yes, we have our target markets and we know what we want to do in the future, but we focus more on the next three months and what we want to achieve then, than being too obsessed about the future.

What are your plans for the brand?

We're developing our Ambassador training programme – we had a training session in Glasgow recently and we're planning a London training session in early summer this year.

We're also talking with a variety of partners as to how we can work together to use Kelta Fit to be happier and healthier – with a Scottish twist.

Honor Yoga to double number of locations in 2019

Yoga studio operator Honor Yoga has revealed plans to expand its footprint and stretch its presence across the entire US market.

The chain, which currently operates 10 sites in the state of New Jersey, has set its sights on a nationwide expansion push driven by franchising.

It currently has 25 locations in various stages of development in the states of North Carolina, California, Florida, Ohio and Indiana – all of which are due to open by the end of the year.

In total, the brand plans to open 100 studios by 2023.

Founded by entrepreneur Maria Turco, the operator is

looking to tap into the rapidly growing popularity of yoga.

According to the *Yoga in America Study*, conducted by *Yoga Journal* and Yoga Alliance, the number of yoga practitioners in the US has grown by more than 50 per cent since 2012.



Yoga is the most popular alternative health approach in the US

Maria Turco



Honor Yoga has 10 sites open and another 25 in its pipeline

According to Turco, Honor Yoga seeks to disrupt the popular model of yoga studios by providing yoga for all.

She said she had become “tired of box-like studios” and sought to establish an “accessible yoga studio”.

“Yoga is the most popular alternative health approach in the US,” Turco added. “The number of adults practising yoga is projected to grow to more than 55 million by 2020.”

More: http://lei.sr/X5v9Y_H

Boutique operator Ritual Gym to open first US site

Ritual Gym will open its first site in the US next month.

The Singapore-based company, launched in 2012 by professional mixed martial arts specialist Brad Robinson and fitness coach Ian Tan, has secured a site in Santa Monica, California. The pair will open the studio in May.

Ritual Gym currently operates seven studios in Singapore, Brazil, Spain and South Africa.

Offering 20-minute HIIT workouts, the Ritual method focuses on free weights and bodyweight exercises.

There are four levels of progression to encourage participation from people at



Ritual Gyms focus on free weights and bodyweight movements

varied levels of fitness – from beginners to elite athletes.

There is also an emphasis on personalisation – programmes can be adjusted to meet the

specific needs of members, and class sizes are capped at 10.

Co-founder Brad Robinson added: “What people want is personalisation. Rather than

being one of 6,000 members at a big gym, we try and stand out by making sure our service levels are personalised.”



We try and stand out by making sure our service levels are personalised

Brad Robinson

More: http://lei.sr/w6c9H_H

Anytime Fitness reveals plans to enter German market

Franchise operator Anytime Fitness has revealed plans to enter the highly competitive German fitness market.

The company has appointed a European-based master franchising team and will open an Anytime-branded corporate gym later this year.

The master franchising team, led by fitness industry veteran Stefan Tilk and

business partner Ashish Sensarma, will begin searching for franchisees to open additional gyms on the German market from 2020.

Tilk spent nine years as chief executive of Fitness First Germany, while Sensarma is a veteran apparel executive in the branded retail and digital space.

Tilk believes Anytime will thrive in the highly competitive German market.

"Anytime Fitness is present on six continents and we're confident our gyms will be successful in Germany as well," he said. "There are many reasons why the business model has flourished in more



Anytime Germany: Stefan Tilk (left) and Ashish Sensarma

than 30 countries. Benefits and programming for our members are constantly evolving and expanding."

Dave Mortensen, Anytime Fitness president and co-founder, added: "We're incredibly pleased that Stefan and Ashish will be introducing Anytime Fitness

to the people of Germany. We believe they have the fitness industry experience and the consumer satisfaction skills to produce rapid growth.

"We foresee great things for this dynamic duo – and their franchisee gym owners."

More: http://lei.sr/X5n6h_H



We foresee great things for this dynamic duo

Dave Mortensen

Deloitte report: European fitness sector 'growing rapidly'

The European health and fitness market continued to grow strongly in 2018, as the total number of health

club members increased by 3.5 per cent to 62.2 million. The number of facilities on the old continent increased by 4.6 per cent to 61,984 during the year.

The figures come from the latest *European Health and Fitness Market Report*, which has now been published in full by Deloitte and EuropeActive.

"2018 was another year of continued growth," said Herman Rutgers, co-author of the report. "It was interesting to see positive developments across all market segments."

More: http://lei.sr/y7N4K_H



It was interesting to see positive developments across all markets

Herman Rutgers



There are now an estimated 61,984 health clubs in Europe

Record number of adults now physically active

A record 62.6 per cent of the adult population are now classed as physically active, according to the latest figures from Sport England's *Active Lives Survey*.

During the year to November 2018, the number of people aged 16 and over who meet the Chief Medical Officer's guidelines for activity increased by 498,100.

The growth was driven by an increase of 286,000 in the



“
Things are now moving in the right direction

Tim Hollingsworth



The number of physically active women has increased rapidly

number of women who are regularly active, which Sport England credits to efforts to make physical activity more appealing to women.

The report shows that walking remains the most popular activity (with 26.9m

people taking part), followed by fitness and gym sessions.

“Things are now moving in the right direction,” said Sport England chief executive officer Tim Hollingsworth.

More: http://lei.sr/z9Z2s_H

Technogym takes on at-home market as profits grow by 53 per cent

Fitness equipment giant Technogym is entering the home fitness market with the launch of Technogym Live, a digital platform offering gym-goers the option to take part in classes at home.

Content will be created in collaboration with Technogym's operator partners, with London's 1Rebel, Virgin Active Revolution Milan and Rumble in NYC already signed up.

Looking to tap into the market, which has seen the likes of Peloton become hugely successful, Technogym revealed it will launch a new range of home exercise equipment to accompany the service, including a bike, treadmill and rowing machine – all of which will feature the new home workout console.

“From the Technogym Live equipment console users will be able to join live streaming classes with their favourite

celebrity trainer or choose their class, based on trainer, music, duration and language from the comprehensive on-demand library.

“Classes are developed for different levels, to meet different training objectives and music styles. It will also allow operators to stream their club or studio classes to their members at home.”

Nerio Alessandri, president and founder, said the launch of Technogym Live represents a “key stage of the industry's development journey”.

“Innovation has always been Technogym's priority for the industry's growth, to create unique and irresistible experiences for end users and to guarantee value for operators,” he explained.

“We are the only company featuring an ecosystem, made of innovative technology,



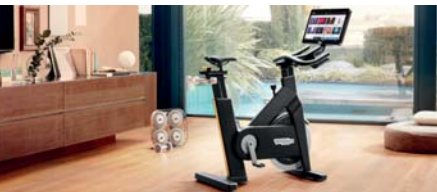
“
Innovation has always been our priority

Nerio Alessandri

Italian design, services and engaging contents.”

Technogym made the announcement as it reported its financial results for 2018. Consolidated revenue reached €634m (£546m) during the year, leading to profits of €93m – a 53 per cent increase on the year before.

More: http://lei.sr/Y3p4d_H



Technogym Bike is the first to be integrated into the platform

Discobarre to open first standalone studio in London

Independently-owned boutique fitness operator Discobarre, which “bridges the gap between fitness and dance”, will launch its first standalone studio in London this month.

The business, in Dalston, east London, is based on the original Discobarre concept – combining a “hardcore ballet-barre workout” with house and disco music – which was founded by Sophie Ritchie.

It’s marketed as the only studio in London offering the original Lotte Berk Technique, with additional classes including curated ballet, dance-related fitness and movement meditation.

“The studio has been designed to offer a safe space devoid of pretension and intimidation to help people gain confidence in their bodies, move with freedom and fluidity and cope with the demands of the city,” Ritchie said.



The studio will offer the original Lotte Berk Technique

“It’s my mission to make people feel comfortable in their body and confident in the way they move.

“I wanted to create a fun and relaxed and supportive

environment where people can come and dance like no one’s watching and get a seriously powerful workout.”

More: http://lei.sr/c5M3w_H

Bodystreet adds two locations – targets 200 UK sites by 2025

Fitness studio franchise business Bodystreet has expanded its UK operations with the opening of two new studios.

The company – which offers a combination of EMS (electrical muscle stimulation) and personal training – has opened sites in Coventry and Edinburgh, bringing the number of locations to eight.

The company launched with a single micro-studio in Munich in Germany in 2007. After two years of developing the concept, it set out on an expansion push using franchising.

The number of studios has since grown to almost 300

across Germany, Austria, Italy and the UK, with more than 40,000 people taking part in classes every week. It opened its first UK site in 2017.

UK Master Franchisor Mark Holland said: “The EMS market in the UK continues to grow, with some of our locations

seeing a 40 per cent increase in members since November 2018. Because the training requires just 20 minutes a week, we see huge potential in the UK – my goal is to have 200 studios by 2025.”

More: http://lei.sr/S7Q6A_H



The EMS market in the UK continues to grow

Mark Holland



The franchise operator launched in 2007 and currently has eight studios in the UK

David Langridge launches on-demand fitness provider IFitLife

The on-demand fitness sector has a new player, following the launch of 1FitLife.

The brainchild of industry veteran and entrepreneur David Langridge – a former global marketing director for Fitness First and founder of Connected Fitness Labs – the company will produce a wide range of virtual fitness content and looks to tap into the rising popularity of exercise apps.

1FitLife has secured a deal to supply virtual fitness platform Wexer to host its own channel, and has also worked with Fitbench to create exercise videos.

1FitLife will target UK and European-based operators, offering them a white label digital platform to host both live and on-demand content via US platform Intelivideo.



By 2020, most clubs will have incorporated virtual fitness
David Langridge



1FitLife will target UK and European-based operators

"Fitness providers are increasingly attempting to monetise digital fitness and there's a market for it," Langridge said. "By 2020, it's estimated the majority

of fitness clubs will have incorporated virtual fitness in some form, but few have the expertise to make it work."

More: http://lei.sr/D4Z4X_H

Fusion and Active Life merge – £11.5m earmarked for facilities

Leisure operators Fusion Lifestyle and Active Life have committed to investing £11.5m in improving facilities in Kent, following the signing of a long-term lease deal with Canterbury City Council.

The deal will see Active Life enter into 50-year leases

for the council's three main leisure centres and then work with Fusion to deliver an investment package of circa £11.5m into Kingsmead Leisure Centre in Canterbury, Herons Leisure Centre in Herne Bay and Whitstable Swimming Pool.

The investment package will result in the refurbishment and redeveloping of the leisure centres – including the creation of extended and improved fitness facilities, new family-friendly play facilities and on-site cafés.

As part of the deal, Active Life – set up as a local charity to operate the sites – will become a subsidiary of Fusion, but will continue operating with an independent identity and a local board.

Peter Kay, CEO of Fusion, added: "In an increasingly challenging environment for local authority leisure services, there is a demand for greater efficiency and more innovative thinking.



There's a demand for greater efficiency and innovative thinking
Peter Kay

"This partnership between Fusion and Active Life allows both organisations to further their charitable objectives and delivers significant improvements to the council's leisure facilities."

More: http://lei.sr/q5h5m_H



DYACO

On the move

A woman in athletic wear is running against a yellow background. Overlaid on her is a large white circle containing several physics-related diagrams. At the top left of the circle, a green dot is labeled $F = ma$ with an arrow pointing upwards and a 80° angle indicated. To the right, a green dot is labeled M_k . Further right, a green dot is labeled $m \cdot g$ with an arrow pointing upwards. Below that, a green dot is labeled F_y with an arrow pointing upwards. At the bottom right, a green dot is labeled 8 m/s^2 with an arrow pointing downwards. The background also features a green circular graphic on the left and a yellow circular graphic on the right.

Dyaco UK Ltd. offers a versatile range of world-class fitness equipment for the commercial fitness, physical therapy and rehabilitation markets.

We look to energise facilities with new thinking and smart, disruptive products and solutions designed to fit the operator's needs.

SPiRiT



UFC



dyaco.co.uk

0800 0293865 sales@dyaco.co.uk

Gymshark to open its first gym and 'innovation hub'

Fitness wear and apparel supplier Gymshark has revealed plans to open a large gym and innovation hub in order to help it with its product development.

The company will open the Gymshark Lifting Club, described as a creative hub combining "R&D and working out" in Birmingham this year. Gymshark has appointed design specialists Oktra

to create the 55,000sq ft space, which will include a large, 20,000sq ft health club, a studio space for the new Gymshark fitness app, a 100-person auditorium, an R&D factory and several high tech photographic studios.

The space acts as a base for Gymshark's creative teams, providing "unique zones to test ideas and products".

Ben Francis, Gymshark founder, said: "During our

time in this industry we have had the pleasure of visiting and training at the best gyms in the world.

"Gymshark Lifting Club will see us combine our favourite parts of each of these gyms to create something that will serve as the ultimate home to anyone really interested in conditioning."

More: http://lei.sr/d8N5j_H



We'll combine our favourite parts of the best gyms in the world

Ben Francis



The space will be used by Gymshark to test new ideas and products

Peloton removes workout classes after copyright lawsuit

Home fitness giant Peloton has pulled a wide range of its popular live and on-demand home workouts after a lawsuit was filed alleging that many of its classes feature songs the company has "used without obtaining proper licenses".

The lawsuit, by a number of US music publishers – including Downtown Music Publishing, Pulse Music Publishing, Reservoir and Round Hill – accuses Peloton of infringement of more than a thousand musical works.

The tracks mentioned in the lawsuit include some of the most well-known contemporary artists – including Rihanna, Bruno Mars, Lady Gaga, Katy Perry, Justin Timberlake, Ed Sheeran and Justin Bieber.

The plaintiffs – all members of the National Music Publishers' Association (NMPA) – are seeking damages of more than US\$150m.

In a statement, NMPA said: "While Peloton has licensed with some of the music publishing industry, it has failed to do so with a significant number of publishers, leaving a great deal of income lost to songwriters."



The filing of the lawsuit is unfortunate and disappointing

John Foley

Peloton CEO John Foley said: "The lawsuit is unfortunate and disappointing, as it occurred after what appeared to be fruitful discussions."

More: http://lei.sr/E7b6y_H

The lawsuit claims Peloton failed to license the music it uses





PERFORMANCE

BRING YOUR STRONGEST AND
BEST TO EVERY MOMENT

"Working with the team at Eleiko has been a revelation. From initial design all the way through to after sales care, it's easy to say they are the best. Never would we consider putting anything else in the hands of our athletes and customers."

ZADE AL-SALIM

Owner of CRANK, Peckham's first boutique fitness studio



Eleiko_UK

FOLLOW THE FUTURE OF STRENGTH AT [ELEIKO.COM](https://www.eleiko.com)

ELEIKO

RAISE THE BAR

Exercise more important than diet in maintaining weight loss

Physical activity is crucial in order to maintain substantial weight loss – and more important than a person's diet.

That is the finding of a study by the University of Colorado Anschutz Health and Wellness Center (AHWC), published in the March issue of *Obesity* journal.

The survey found that successful weight-loss maintainers rely on physical activity to remain in energy balance – rather than chronic restriction of dietary intake – to avoid weight regain.

"Our findings suggest that successful weight-loss maintainers are consuming a similar number of calories as



Successful weight-loss maintainers are physically active

Victoria A Catenacci



Being active works better for weight loss than a change in diet

obese individuals but avoid weight regain by having high levels of physical activity," said Victoria Catenacci, researcher at AHWC.

Danielle Ostendorf, a postdoctoral fellow at AHWC, added: "By providing evidence

that successful weight-loss maintainers engage in high levels of physical activity is a step forward to clarifying the relationship between exercise and weight-loss."

More: http://lei.sr/K5U4H_H

Rutgers study: is popularity of HIIT behind increase in gym injuries?

A study on exercise injuries

has suggested that people who engage in high-intensity interval training (HIIT) could be putting themselves at greater risk of injury.

Research by Rutgers University in the US, published in the *Journal of Sports*

Medicine and Physical Fitness, shows that there has been a steady increase in the number of injuries attributed to the use of exercise equipment since 2007. Analysing people's exercise habits, the study then links the increase with the popularity of HIIT.

For the study, a team of researchers at Rutgers analysed records in the National Electronic Injury Surveillance System from 2007 through 2016.

They found a total of 3,988,902 injuries resulting from the use of specific exercise equipment – such as barbells and kettle bells – and people doing calisthenics. Both methods of exercise are common in HIIT.

The researchers found a steady increase (an average of 50,944 injuries per year) in gym injuries, which the team deemed to be in line with the growth in the number of people doing HIIT workouts.

Joseph Ippolito, a member of the research team,



These workouts are marketed as one-size fits all

Joseph Ippolito

said: "These workouts are marketed as 'one size fits all', but many, especially amateurs, do not have the flexibility, mobility, core strength and muscles to perform these exercises."

More: http://lei.sr/D7G9Y_H

Researchers studied injury statistics and linked them with HIIT



The background of the entire page is a photograph of a modern fitness studio. In the foreground, several blue and black exercise bikes are visible, arranged in rows. The studio has a curved wall and ceiling, and the floor is dark. The lighting is dim, with some blue and green accents. The Hutchison Technologies logo is in the top left, and the 'ht' logo is in a blue circle in the top right. The text 'creating outstanding experiences | since 1991' is in the top center. A list of services is on the left, and event information is at the bottom.

hutchison technologies



creating outstanding experiences | since 1991

- audio visual
- feature & effect lighting
- access control
- membership cards & wearables
- data & telecoms

we're at **ELEVATE** let's talk
8-9 MAY 2019 | EXCEL LONDON
stand **R50 & THE STUDIO**

Hutchison Technologies have been helping customers deliver bespoke member experiences across European health, fitness and leisure clubs through unrivalled creative design and expert technology integrations for over 25 years.

hutchison-t.com | 0333 240 7369 | sales@hutchison-t.com

Events calendar

MAY

2-3 May | SIBEC UK

The Belfrey

SIBEC will bring together UK suppliers and buyers in the leisure, health and fitness sectors from the local authority, trust and education markets to participate in a series of one-to-one meetings.

www.sibecuk.com

8-9 May | Elevate

ExCeL, London, UK

The UK's cross-sector event bringing together academia, healthcare, government, the physical activity sector and performance experts to focus on an increasingly important and complex societal challenge – turning the tide on inactivity.

www.elevatearena.com

10-11 May | BodyPower Expo

NEC, Birmingham, UK

The BodyPower Expo show provides a visitor experience with international body building stars and industry experts, an exhibition, interactive feature areas and national competitions.

www.bodypower.com/uk



The ACSM will hold its annual event in Orlando at the end of May



FIBO China is one of eight FIBO events worldwide

22-24 August 2019 | FIBO China

National Exhibition Centre, Shanghai

FIBO China is Asia's leading trade show for health, fitness and wellness, offering an international business platform for managers, distributors, suppliers, investors and decision makers across the industry.

www.fibo-china.cn

FIBO GLOBAL FITNESS

11-12 May | OM Yoga Show Manchester

EventCity, Manchester, UK

The total yoga experience under one roof, including free yoga and pilates classes, a range of workshops, children's yoga and exhibition stands covering all aspects of yoga, pilates, ayurveda and naturally healthy products.

www.omyogashow.com

28 May-1 June | ACSM Annual Meeting

Orlando, FL, USA

This sports medicine and exercise science conference covers the science, practice, public health and policy aspects of sports medicine, exercise science and physical activity.

www.acsmannualmeeting.org

30-31 May | EuropeActive B2B Congress

& Personal Trainer Day

Rimini, Italy

The B2B Congress is for fitness entrepreneurs and (future) leaders. On Friday, Personal Trainer Day allows PTs to develop their skills and experience the future of the profession.

www.riminiwellness.com



HEALTHCHECK SERVICES

PRECISION BODY TRACKING



Northern Area Offices **0161 794 3206**
EMAIL: info@healthcheckservices.co.uk

Southern Area Offices **01634 296234**
WEB: www.healthcheckservices.co.uk





I wanted to create a
gym that was good
enough for
Anthony Joshua
- that was the
benchmark

OLIA SARDAROVA

An 80-page business plan, an innovative ‘two in one’ model, and a partnership with boxing world heavyweight champion Anthony Joshua. The founder of boutique boxing concept BXR talks to Kate Cracknell



How would you describe the BXR concept?

BXR is the first high-end boxing gym in the world.

‘Boxing’ and ‘high-end’ don’t usually go together in the same sentence – when you think about boxing, you tend to think of a gritty space – but what I wanted to create was a facility where you could train like a champion.

Specifically, I wanted to create a gym that was good enough for Anthony Joshua. I’d met him partway through construction of BXR and he was keen to get involved in the business, so that was the benchmark that was always in the back of my mind. It had to be good enough for him.

What does ‘Train Like a Champion’ look like in practice?

Design-wise, BXR is a beautiful club that has won awards. Interior design is my personal passion and I worked with Bergman Interiors to design this gym as an aspirational home, with all the little details really thought through to make everyone feel welcome.

When you first come in to BXR, it looks like a hotel lobby. Then you turn the corner and there’s a massive Joe & the Juice lounge/café. It’s only after that, when you walk through all the corridors and get upstairs, that you finally understand you’re in the gym. The gym itself is quite dark – it’s grey and black and encourages you to train – but then you go into the ladies’ changing facilities, for example, and everything is light, white and feminine. ▶

► Every area of the club has been designed to have its own wow factor. But it goes far beyond appearances.

In fact, the biggest fear I had pre-opening was that – with our location on Marylebone's upmarket, trendy Chiltern Street – some magazine or other would question whether BXR could actually be a 'real' boxing gym. What I've done to mitigate that, and I was very strict with it, was only hire professional fighters to teach combat. All our guys are former champions or still fighting professionally.

Meanwhile, all our strength and conditioning coaches hold Masters degrees in sports science and nutrition. They get their buzz from coaching professional athletes, which in turn means the sort of members we attract are people who take their training and their nutrition seriously – and that includes professional athletes. In fact, in addition to boxers, we have professional footballers training at BXR too, as well as NBA and NFL players flying over and using our club. That's great: I wanted to create an institution that was highly respected by athletes from all sports.

Tell us about the performance aspects

We've partnered with Centre for Health and Human Performance, the Harley Street clinic that looks after Team GB in the Olympics, to deliver services such as physiotherapy, osteopathy, acupuncture and massage; that's how I came to meet Anthony Joshua.

Once our partnership was agreed, I wanted Anthony Joshua to be able to come here and train, so we have the best strength coaches, phenomenal boxing coaches and a raft of physiotherapists, acupuncturists and osteopaths who treat professional athletes. We have recovery facilities too: sauna, steam, an ice basin and we offer massage.



Superstar boxer Anthony Joshua is a backer of BXR

We also have great equipment, which we've cherry-picked rather than taking everything from one supplier. This includes a huge selection of Keiser Air, which is designed specifically for professional athletes and is great for rehab; we have Technogym cardio; we have Life Fitness and Hammer Strength for weights; and a professional-size boxing ring in the middle of the gym floor, with all the equipment facing in towards it.

What is Anthony Joshua's role in the business?

He's a stakeholder and has been instrumental in the success of the business by contributing his vision and advice along the way. He isn't involved in the day-to-day operations, but I run most major decisions by him.

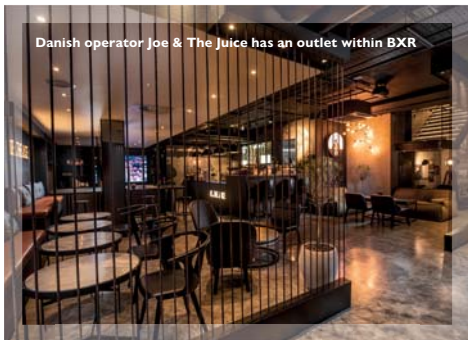
He's a great match for the BXR brand: he's extremely disciplined and a phenomenal athlete. Our tagline is 'Train Like a Champion', so I wanted to work with someone who embodies that. Someone who trains like a champion and who behaves like a champion in and out of the ring. Someone who truly deserves to be a champion.

Does Anthony Joshua do all his training at BXR?

No, he wouldn't be allowed to do everything with us. He does his boxing training at his gym in Sheffield; he needs privacy for that. But he does come to BXR for his strength training with his strength and conditioning coach Jamie Reynolds.

What's the profile of your 'normal' members?

We don't have many people who come to BXR just for socialising or just to be seen inside. Our members tend to be very serious about their training and we've built a community of very like-minded people. Sometimes we have competitions on the



Danish operator Joe & The Juice has an outlet within BXR



Sardarova says 'best of breed' kit was chosen for each part of the club

gym floor, and our lectures – on nutrition, sports injuries and so on – are very well attended. Our members are interested to know more about how to train properly as part of their regime.

Interestingly, around 35–40 per cent of our members don't do any boxing with us: they come in for other forms of training such as strength training. That's great, but it's also a challenge when it comes to marketing. Boxing is the core of our brand, but the other services we offer are key to retaining members and we can't forget about them. Not everybody wants to do boxing every day.

My target market are the young but affluent residents of Marylebone, St John's Wood and Hampstead. Young, because fitness has become a really big part of young people's lives; the bulk of our membership are in the 18-to-45-year-old bracket. Affluent, because this is a premium area. Rents are high and we have to charge a certain price to deliver the service we want to deliver.

What do you charge?

We charge £180 a month for membership of the gym, with an option of paying upfront for the year in return for a small discount.

That gives members access to the gym floor, including all our gym floor combat classes: boxing and kickboxing. We host four of these classes every

My target market are the young, affluent residents of Marylebone, St John's Wood and Hampstead – fitness has become a really big part of young people's lives; the bulk of our membership is 18 to 45 years old



BXR attracts both men and women to train and has a strong PT programme

► day – predominantly in the mornings and evenings – but sometimes at lunchtime as well.

Members pay extra for one-to-one training and this generates a significant revenue stream for us – almost as much as membership revenue – with up to 20 per cent of our members purchasing PT packages on a regular basis.

Our members are busy people who, when they come to see us in between their work meetings, want to be pushed. That's an easier goal to achieve with a trainer than training by themselves.

They also pay extra for Sweat by BXR, which is essentially a second business that is operating under the same roof as the BXR gym.

Tell us more about Sweat by BXR

Located in our basement, this is our pay-to-train group exercise offering comprising three concept studios. Each studio holds a maximum of 20 people, so the trainers can really pay attention to each person.

As with our gym, Sweat by BXR been designed with the view that it has to be good enough for Anthony Joshua. An athlete like him has to do three types of training: cardio, where he'd normally go for a run in the park; strength, which he does at BXR with Jamie Reynolds; and boxing skills. Our three studios have been designed around this structure.

In our studio, we run Climb to the Beat classes on our 20 Versaclimbers – the first Versa classes in Europe. It's low impact, so great for your knees, but still a tough, full-body workout. We know we need to ease people into it, so our introductory package offers three climbs for £30. The marketing reads: "Climb one, we know it's unique; climb two, you find your feet; climb three, let's climb to the beat!" After that, they're hooked. It's our most over-sold class.

The second studio is all about boxing skills, using punch bags and body weight. The classes have been designed by professional fighters and focus heavily on developing skills, rather than just punching for fitness.

Our members are busy people who, when they come to see us in between their work meetings, want to be pushed. That's easier with a trainer

Finally there's our strength studio, where we run strength and conditioning classes but also things like yoga, pilates, barre, stretching. Once again, these classes pay a lot of attention to form. We've recently launched a class called 'Form and Focus', for example, which has become super popular. Not only do you get to work out the exact muscles you want to focus on that day, but you also get a wealth of knowledge that then allows you to confidently train alone, getting the results you want without getting injured.

What's the price structure for Sweat by BXR?

If you buy just one class, it's probably one of the most highly priced in London at £30 per class. But the moment you start buying packages – four, 12, 25 and ►



Sardarova did the business plan for BXR as part of her MBA

■ OLIA SARDAROVA: The journey to BXR

I was born in Russia, but my parents sent me to boarding school in the UK at the age of 15 and I fell in love with the country. I went on to study economics at LSE – economics was always a huge passion for me – and from there went straight into banking, right in the middle of the crisis in 2009, landing a job at Merrill Lynch.

I then moved on to launch a start-up, Yoo Moo Frozen Yogurts, in 2010. It was all about British cows, British milk, British quality, and was aimed at health-conscious mothers who wanted their children to have less sugar.

We sold the company in 2015. I'd had two children myself by that point, but I was still very much looking for the next opportunity. I love fitness and was

training hard myself, and when I went to the States with my husband, I saw how massive boxing had become.

I did some research and found that boxing actually originated in the UK: the rules of boxing were written in the UK and the first ever recorded match took place here as well. I came up with the idea of a powerful boxing brand, born and bred here in England.

At the same time as this thought process was going on, I did an MBA at Imperial College. At the end of the two years, you have to do a dissertation, which is normally an academic research piece. However, I spoke to them, telling them I had a real business idea – that I felt there was a niche in the market for the world's first high-

end boxing gym brand – and asking if I could write a business plan instead of research piece. They agreed.

What this allowed me to do was put together the most in-depth business plan you can imagine: an 80-page plan that allowed me to really study the market and get it right. With no kind of fitness background myself, I believe that was hugely beneficial.

I then found an incredible space in Marylebone, London, to build my gym; that was the only area I wanted, as the demographics are perfect.

Halfway through construction, I met Anthony Joshua. This was just before the big fight that made him a superstar. He loved what I had in mind and decided to be a part of it.



***BXR on Chiltern Street
is our headquarters.
It's where the brand is
nurtured, where the
community is built, where
we hold our beautiful
celebrity events. It's a great
place to spend time and
meet like-minded people***

► unlimited classes – we become the cheapest in London, going as low as £6 a class. You can then mix and match from the 100+ classes on offer across the three studios every week.

So, this is our pay-to-train concept, and it's inside the gym but separated: if you're a BXR member, you'll need to pay extra for Sweat by BXR classes; if you only buy these class packages, you won't have access to the BXR gym floor.

I was heavily criticised for this model at first. However, I believe it makes sense to bring in new faces. Our gym floor is just 4,500sq ft and we break even at 800 members; we'd never be able to fill all the classes just from the BXR membership base, especially as data shows very little overlap between those who like to work out in a gym and those who like to do group exercise.

It's also a fact that the BXR membership base is slightly skewed towards men, whereas our classes bring in more women. Having the female-orientated Sweat by BXR sit alongside the male-dominated boxing concept, and then bringing everyone

together in the same shared lounge space – it creates a wonderful and well-balanced set-up. It really works.

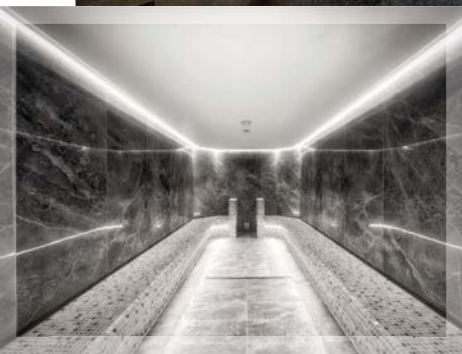
It works from a capacity perspective too. Our goal is to achieve a minimum of 60 per cent occupancy in every class; we could go lower to break even, but we believe classes should be full to be fun and vibrant. And we're achieving that: none of our Sweat by BXR classes are less than 65 per cent occupied, with Climb to the Beat averaging over 90 per cent occupancy.

What are your expansion plans?

BXR on Chiltern Street is our headquarters. It's where the brand is nurtured, where the community is built, where we hold our beautiful celebrity events. It's a great place to spend time and meet like-minded people.

But it's the Sweat by BXR concept that we'll roll out, starting with London. I'd like to have at least five Sweat by BXR studios over the next three to four years.

Sardarova worked with Bergman Interiors to create the look and feel for all areas of the club



I'm also very interested to explore opening new locations beyond London, not least because Anthony Joshua is involved in the business. He's an absolute legend all over the UK – and actually, the further north you get, the more of a legend he is – so having his support will make expanding into places like Manchester, Liverpool and Newcastle very interesting. The pay-to-train market is still in its infancy in those cities, but that's changing rapidly. Barry's Bootcamp opened in Manchester at the beginning of this year, for example, and it will be interesting to see how they perform.

I'm very open to international ventures too, but I find every market very different. If we do an international venture at some point, it will, therefore, be with local partners. I've had a lot of interest from the Middle East – Dubai and Qatar, for example. Israel is also an interesting market, with a young population who train a lot and look after themselves. However, I'm not rushing until it's right. ●

■ Sardarova on life outside work



Favourite workout

Strength workouts dedicated to isolated, targeted muscle groups – for example, our 'Form and Focus' class at Sweat by BXR

Favourite holiday destination

Exotic islands – I love a major change of scenery!

Favourite book:

Atlas Shrugged by Ayn Rand

Favourite film

Inception by Christopher Nolan

Favourite app

Anything that simplifies my life, like parking apps and the BXR booking app

The person you'd most like to meet

Queen Rania of Jordan

The best piece of advice

This great piece of advice came from my Dad: 'Don't do anything that's driven by a temporary emotion and that could change the course of your life forever'

What you'd like to be remembered for

Creating the first high-end boxing gym brand in the world, and with it making people's lives better and healthier

Mental health first aid

With one in six people expected to suffer some form of mental health issue each year, should the industry be training mental health first aiders? Kath Hudson investigates

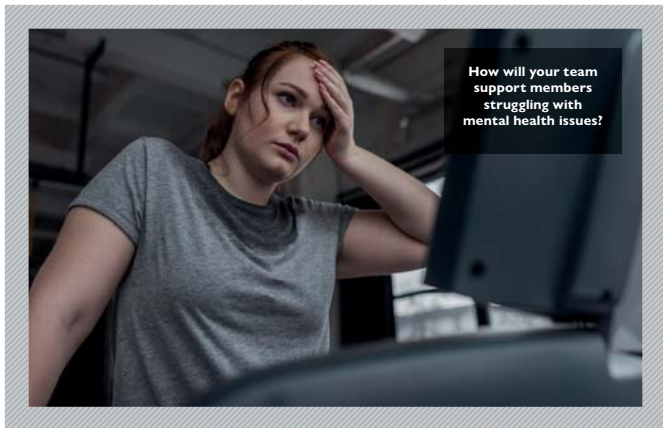


PHOTO: SHUTTERSTOCK/LIGHTFIELD STUDIOS

Many gym members will already be using the facilities and programmes offered by our industry to look after their mental health. Endurance sports such as triathlon, marathon running and long distance swimming frequently appeal to people who have found that the best way to maintain their mental equilibrium is to immerse themselves in training for a tough sport.

However, there are so many more people out there who could greatly benefit from exercise to help with their anxiety, depression, bereavement, body image or eating disorders, or maybe a one-off stress like a relationship break-up, but who aren't coming to clubs for any number of reasons.

Despite mental illness impacting 25 per cent of the population, from all walks of life, there still

remains a stigma around the subject. This means the people who need help sometimes stay in denial or can't find the motivation to enter a health club.

As an operator, how can you reach out to them and make sure you and your team are equipped to offer them a positive experience that helps them manage, or even overcome, their symptoms?

According to Richard Holmes, director of wellbeing at Westfield Health, an increasing number of GPs are now using exercise as the first intervention for some mental health issues, before prescribing medication. So it's likely that there will be more referrals. However, there are many ways the industry can quietly reach out to this cohort, as well as retaining members who develop difficulties. We explore this important subject.

Appoint mental health champions to support members

Dr Dane Vishnubala

Active IQ: chief medical advisor

Our industry knows there's a strong link between exercise and improved mental health, providing both the opportunity and responsibility to really make a difference. Reception staff, PTs and gym instructors are on the front line, speaking to members every day and with the right training, could spot initial signs of mental health problems and direct people to sources of support.

Active IQ's new Level 2 award in Mental Health Awareness has been developed to enable fitness industry staff to administer mental health first aid. They learn to identify and understand common signs and symptoms, as well as the treatments and interventions for a range of mental health issues, including depression, anxiety, eating disorders, bereavement and self harm.



“It’s very important for the industry to play a part in breaking down the stigma that continues to surround mental health”

As well as teaching people to listen and communicate in a non-judgmental way, the qualification equips people to give the initial help and then signposts them to experts. It also informs learners how to promote good mental health, both for themselves and others.

The course takes 20 hours, with a mix of eLearning and a one day face to face course. More than 25 training providers have already been approved to deliver it.

It's very important for the industry to play a part in breaking down the stigma that continues to surround mental health. Simply displaying mental health-related signs throughout a facility could be the help someone needs, but appointing mental health champions within fitness and front-of-house teams to organise events that bring employees together to talk freely, can be very powerful. Working in partnership with a local mental health organisation could also prove helpful. ▶

■ MENTAL HEALTH AWARENESS WEEK, 13-19 MAY 2019, WILL FOCUS ON BODY IMAGE

Last year, Mental Health Foundation research found that 72 per cent of Brits had felt stressed to the point of being overwhelmed at some point during the year and that one in six people experienced symptoms of a mental health problem each week.

This month (13-19 May), Mental Health Awareness Week will focus on body image. Many people have a challenge with how their bodies look and the way this makes them feel. Exercise can be a great way to reframe this relationship.

The Mental Health Foundation is keen to work with health clubs to support and protect mental health and highlight Mental Health Awareness week.

You can download the report: *How To Look After Your Mental Health with Exercise* at www.mentalhealth.org.uk

“It’s important for staff to have a level of mental health awareness, so they can spot signs of distress and provide immediate support”

▶ Chris O’Sullivan

Mental Health Foundation: head of engagement

When it comes to protecting and improving mental health, increasing physical activity has one of the strongest evidence bases going.

Exercise is a fundamental way to keep well, negotiate tough times, and help address mental health problems like depression, so the fitness industry is well placed to both reach out to those suffering from mental health issues and break down the stigma. Many health club goers will already be using clubs to manage their mental health.

As well as providing the benefits of exercise, the health club environment in itself can also be very helpful in addressing mental health challenges, since clubs offer a social space with

classes, coaching and friendships. However, many potential members will be inhibited by their mental health from taking part, so health clubs need to keep working towards creating an accessible and welcoming environment.

Offering targeted sessions, such as women-only, or body confidence programmes could help to ease newbies



into the club culture. Running sessions with local schools could also be beneficial in introducing teens to the facility.

It’s also crucial to consider the images and language used in your marketing and communication, especially on social media. Ensure you reflect a range of backgrounds and body shapes for instance. Also avoid communication relating to weight loss, especially implying guilt or shame around weight gain or lack of exercise, particularly after Christmas.

It’s important for staff to have a level of mental health awareness, so they can spot signs of distress and provide immediate support. This could extend to helping people with mental health problems incorporate exercise into self-management strategies.

Operators can signal commitment by supporting anti-stigma programmes and fundraising for mental health charities or featuring the stories of members and staff who have been through tough times.

Richard Holmes

Westfield Health: director of wellbeing

There’s an intrinsic link between physical health and mental health, which the medical sector is increasingly recognising. Health clubs provide the ideal environment to educate people about how mental health and physical health impact each other, as well as to break down the stigma.

At Westfield Health’s chain of workplace gyms, we educate our members that there are four pillars to wellness. Nutrition, movement and recovery are the three things that keep you well and the fourth is the mental discipline to do the first three.

All too often people react to stress and feeling pressure by skipping exercise, but we want them to understand that not exercising will lead to them being less resilient both physically and mentally.

We’ve taken a robust approach to mental health in our gyms by appointing a head of coaching and wellbeing, whose role it is to develop content for a monthly campaign in which we discuss different topics relating to health. Issues relating to mental health are a regular feature. Similarly, this is frequently discussed on our online portal to which all members have access.



“Nutrition, movement and recovery are the three things that keep you well. The fourth is the discipline to do the first three”

We also run workshops on the subject, which are open to non-members, and this helps to bring a new audience over the threshold.

Although we can help in terms of mental health first aid and a management programme, some members will need more specialised support and in those cases we signpost them to national support agencies. ▶



Researchers found exercise supports university students in achieving better academic results

Vince Mayne

British Universities and Colleges Sport: CEO

The mental wellbeing of students is one of the most serious challenges for universities, as both demand for mental health services and suicide numbers are increasing. Universities UK has recognised that higher education institutions need to tackle this issue and the launch of the #stepchange initiative calls for leaders to adopt the promotion of good mental health as a strategic imperative.

We recently carried out a piece of research – *The British Active Students Survey* – which established the value of sport and physical activity in terms of mental wellbeing. Our research discovered that students who are more active, through either playing sport, or going to the gym, have better scores on a host of positive measures that contribute to a strong mindset and confidence, including mental wellbeing, perceptions of attainment



“Kings University College runs an active wellness scheme that enables students to be prescribed exercise for mental health issues”

and employability and feelings of social inclusion and community.

Students who went to the gym and played sport scored the highest and we also found that the more active they were, the better their all round mental wellbeing score.

Our online society has created a culture of FOMO (fear of missing out), negativity and social isolation in many people, which can be countered by being a member of a gym.

Higher levels of physical activity were also found to engender confidence in achieving academic success: the ability to get a good degree and job after graduating is essential in building self-confidence and impacts students' drive to perform well in their academic work.

Many universities are doing more to promote good mental wellbeing among students. Kings University College runs an Active Wellness Scheme that enables students to be prescribed exercise for mental health issues and the University of Nottingham is working on a programme to tackle the stigma associated with men's mental health. ●

The Active IQ Mental Health Awareness Course heightened everyone's awareness of others and developed empathy



MIND THE GAP

Mental health awareness is high and not before time, says Active IQ, with one in four of us fighting a mental health problem each year. This month sees Mental Health Awareness Week from May 13-19 hosted by the Mental Health Foundation

Awareness of mental ill-health is the starting point and a gap exists between this and the action needed to find solutions. Leisure operators have the opportunity and responsibility to take action.

Upskilling across the board – from senior management and front-of-house staff to PTs and instructors – will ensure both members and staff are covered.

EXPERT TRAINING

The Active IQ Level 2 Award in Mental Health Awareness has been expertly assembled and comprises two units: Mental Health Awareness and Mental Health First Aid. The qualification provides learners with an understanding and awareness of common mental health disorders and issues; reduces stigma and discrimination; encourages people to talk about mental health; identifies the early signs and highlights signposting options.

The qualification was developed by Andy Gilbert, Active IQ qualification development manager, in tandem with Dr



"Reducing stigma and discrimination will lead to people being more open about mental health and able to access the support needed"

Andy Gilbert, Active IQ

Dane Vishnubala, Active IQ chief medical adviser and mental health organisations.

Gilbert has a professional and personal interest in mental health. He holds a degree in psychology and additional qualifications in mental health and has worked with mental health charities.

From his experience of mental illness, he understands how hard it can be to talk about how you're feeling, for fear of being judged or considered a 'lesser person'.

"Reducing stigma and discrimination will lead to people being more open about mental health and thus able to access the support needed," he says.

"Our qualification increases learners' awareness, encourages empathy and instils confidence to speak to people affected by mental ill-health. The first aid module makes our qualification stand out from the crowd and equips learners to speak to someone experiencing a decline or crisis in their mental health. Having the confidence to step in here has the potential to save lives."

EXAMPLE: FUSION LIFESTYLE

Fusion is one of the first operators to implement the Level 2 Mental Health Awareness qualification.

Its staff training was delivered by Robin Gargrave, co-founder of Ad Lib Training, whose insight as a contributor to the



"Our qualification increases learners' awareness, encourages empathy and instils confidence to speak to people affected by mental ill-health"

qualification and an experienced Active IQ training provider is second-to-none.

"Leisure centres act as community hubs and it's important our services are all-encompassing, ensuring mental as well as physical health support is available," says Fusion's Matthew Houghton. "With 87 sites and around 3,500 employees we're conscious we can make a difference. We've trained mental health champions in centres to look out for members and colleagues, especially staff working shifts or long hours.

HEIGHTENING AWARENESS

"The Active IQ course heightened everyone's awareness and developed empathy. It made us more mindful of staff needs and we're looking at creating a mental health module to enhance employee training," says Houghton.

"We've applied our learnings to our Exercise on Referral Schemes that previously only focused on improving physical conditions," he says. "We get referrals for depression and anxiety, so this is important. We knew the positive benefits

of exercise for mental health, but the course went into more depth in identifying symptoms and giving helpful strategies.

"We trained a variety of colleagues to ensure our sites are covered including a learning and development manager, GP referral instructors and stroke referral instructors. From here we can cascade knowledge across the group and ensure ongoing training as new staff join.

"Mental health issues are not always visible, but we now know the signs to look out for and how to help." ●

■ Prioritising mental health at work

- 1 Promote a culture of openness, team feedback and reflection to help manage stress
- 2 Educate staff in mental health awareness and mental health first aid
- 3 Create quiet spaces where colleagues can enjoy some headspace
- 4 Give colleagues an opportunity to speak up, knowing they can expect full, non-judgemental support
- 5 Work with local mental health charities to promote mental health wellness for members and staff

Find out more

www.activeiq.co.uk
www.fusion-lifestyle.com
www.mentalhealth.org.uk

Active IQ

FROM AWARENESS TO ACTION

"The industry has mental health awareness but now we need to see action," says Dr Dane Vishnubala.

"I'm pleased to be chairing a seminar at the Elevate conference on 'Ending the stigma of mental ill-health and the role of physical activity in promoting positive mental wellbeing'. That pretty much sums up the next steps for the sector. Our Mental Health Awareness qualification combined with the industry's desire to bring about change can really make a difference."



Dr Dane Vishnubala



Researchers found legal and illegal gym supplements in significant quantities in the London fatberg

PHOTO SHUTTERSTOCK/STUDIO

Down and dirty

A study conducted for a recent Channel 4 documentary – *Fatberg Autopsy: Secrets of the Sewers* – revealed there are high levels of illegal performance-enhancing drugs and gym supplements floating around London's sewers, as **Tom Walker** reports

Fatbergs are by-products of the plastic crisis and have become a real problem, blocking sewers up and down the country. It's estimated that they cost £80m a year to clear.

Parasitology experts from Aberystwyth University undertook a thorough examination of a supesize fatberg, discovered underneath the streets of London's South Bank.

The analysis of the 750-metre long mass – weighing the same as 11 double-decker buses – offered unprecedented insights not only into what people chuck down the toilet, but also into what they consume.

The autopsy of the vast, congealed mass found it consisted of fat, human waste and discarded items, such as nappies, wet wipes and condoms.

Researchers also found that substances used for muscle-building and weight loss

made up more than half the pharmaceuticals found in the capital's sewers – a greater proportion than recreational drugs.

The evidence raises issues for the health and fitness industry when it comes to educating members about the negative effects of abusing illegal performance-enhancing drugs.

PERFORMANCE ENHANCING

The researchers tasked with undertaking the challenging task and analysis were professor Jo Hamilton and Dr Justin Pachebat from Aberystwyth's Institute of Biological, Environmental and Rural Sciences (IBERS).

"We were given bucketloads of the fatberg for the initial analysis," Pachebat

What is a fatberg?

Fatbergs are congealed masses found in sewer systems, made up of oil and grease that has been poured down drains, mixed with flushed personal items that fail to disintegrate, such as wet wipes, condoms, sanitary towels and nappies. Fatbergs form blockages in sewerage systems and have been making the news in recent months.

The UK isn't the only country to suffer from them. New York, Denver, Melbourne and Valencia are just some of the cities to have found giant fatbergs lurking within their sewers.

Fatburgs block
sewers and cost
£80m a year to clear



"The Beast"

The study was conducted on a very large fatberg which was discovered by workers in the Whitechapel sewer in London in September 2017. Nicknamed 'The Beast', it weighed 130 tons and stretched 820 feet (250 metres) – more than the length of Tower Bridge. Part of this fatberg has since been put on public display at the Museum of London.

PHOTO: SHUTTERSTOCK/UNIVERSITY OF ABERYSTWYTH

says. "The project was fascinating and we soon realised that there were several biological 'layers' for us to work on.

"As expected, we found *Campylobacter*, *E. coli* and *Listeria* – all species that are a common cause of food poisoning in humans."

"But there were also a lot of small molecules, such as antibiotics, drugs and steroids – in fact, we found a higher concentration of those than you would expect in a sample of normal waste."

Among the substances found were ostarine, which is used in performance-enhancing sports supplements and hordenine, which has the ability to promote weight loss by boosting the metabolic rate.

ILLEGAL SUBSTANCES

Ostarine, which is used mainly for muscle gain, was added to the World Anti-Doping Agency's prohibited list in 2008. It's classed as a selective androgen receptor modulator (SARM) and is not licensed for medical use in the UK.

For Pachebat, the high concentration of steroids and hormones designed to aid muscle-building and weight loss suggests that there could be an issue in the way they're used.

"I'm assuming most of the steroids and growth hormones have been consumed and then excreted in urine," he says.

"If we have drugs and steroids in the fatberg, we know that we must have them floating freely around in the sewage water"

Dr Justin Pachebat,

Aberystwyth's Institute of Biological, Environmental and Rural Sciences

"The fact there was such a relatively large amount of them could mean they've just gone through the body without being changed or metabolised in any way.

"That suggests people may be taking them in such high doses, that the majority of the drugs just pass straight through the body."

"In other words, people are either consuming far too much of these supplements, or they don't work and pass through the body untouched."

ENVIRONMENTAL HAZARD

As well as raising questions over the ethics, legality and health costs of drug use, having a high concentration of steroids in the fatberg could indicate a more serious problem.

"If we have drugs and steroids in the fatberg, we know we must have them floating freely around in the sewage water," Pachebat says. "A lot of water cleaning systems filter out bacteria, pathogens and debris – but they won't necessarily always take out the drugs."

"This means there might be small amounts of these drugs and steroids going back into the water system, or being released out into the environment.

"Things like marine molluscs, animals and insects living in the rivers or close to waste treatment plants might get affected by building up concentrations of some of these drugs in their tissue."

In terms of environmental hazards, there is also the possibility that these substances will ultimately find their way back into our drinking water.

Pachebat and his team are currently working on a further analysis of the fatberg, with results expected in early summer this year. ●



The team at the University of Aberystwyth analysed the makeup of the London fatberg

PHOTO: SHUTTERSTOCK/UNIVERSITY OF ABERYSTWYTH



BIO HACKING

Silicon Valley hacker

Dave Asprey used his

tech skills to gather the

latest fitness kit to create a

bio hacking boutique.

Kath Hudson investigates



Upgrade Labs has opened a luxury club in the Beverly Hilton in Beverly Hills. The 6,000sq ft facility is the second to launch and included 15 different technologies



The technology can induce the benefits of three hours of exercise in just 30 minutes, as the machines tell the body how to respond

Amanda McVey
vice president, Upgrade Labs



How did Upgrade Labs come about?

It was created by Dave Asprey, a computer hacker from Silicon Valley, who was the first person to put anything on the internet. He spent so much time working and not enough time on his health, that he ballooned to 300 lbs, causing him to experience terrible fatigue and brain fog.

After a year of intense dieting and exercise, he decided to put his computer hacking skills to good use to solve

the puzzle of his body, figuring that the body is like hardware and the brain is like software. So, he travelled the world in pursuit of better health.

He returned to Santa Monica and opened a coffee shop – selling his turbo-charged beverage, Bulletproof coffee – while filling his house with tech that amplifies health.

It was the type of stuff that was only previously used by the super wealthy or professional athletes, not the public. Wanting more people to benefit, he acquired the store next to his coffee shop and spent \$2m (£1.77m, £1.5m) on equipment, which was when I asked for a job.

I'd spent 15 years in the health and fitness industry, most recently as a master trainer for the POUND workout (see HCM March 2019, p 12), which involved constant travelling from continent to continent.

My task was to figure out the concept, the programming, the customer journey and the costings and also to find staff who were able to deliver the concept. We launched the business in 2017.

Tell us more about Upgrade Labs

It's more space age laboratory than a health club. Highly-trained "biohackers" use cellular-level data



Upgrade Labs is looking to develop 1,000 sites by rolling out its full-size concept, and developing a version with a lower price point. A class-based concept is also in the works.

- ▶ to develop individualised custom plans for high performance in brain, body and recovery. There's no guesswork – machines crack the code and accelerate results. Performance is constantly monitored and programmes are adapted to maximise results.

Do people work out or relax when they visit?

It depends on their goals. Fifteen minutes twice a week on The Cheat Machine is all that's needed to build strength and endurance. It's like lifting weights, but the machine works out the appropriate amount of weight for both the push and the retraction.

On the flip side, the PEMF (Pulsed Electro Magnetic Field) is all about recovery, detoxing, energising and reducing inflammation – it pulls with the earth's magnetic field and re-energises the body on a cellular level.

The technology can induce the benefits of three hours of exercise in just 30 minutes, as the machines tell the body how to respond. Members lose fat and build muscle without breaking a sweat or raising their heart rate.

How does the membership work?

People can either come for an hour and use one machine (US\$75, €66, £57); purchase an hour with a trainer who will curate the experience (US\$175, €155, £134); or monthly memberships start at US\$500 (€442, £382) a month, rising to US\$3,500 (€3093, £2672), depending on how often they want to use it.

Who are the members?

There's now an amazing mix. We started with high performers like celebrities and elite athletes; then the very affluent professionals came in; they were followed by people with injuries and those in the midst of a health crisis. We're now starting to see ourselves spread to the general public. People are willing to pay the price to go away feeling better after just one session and with a report card about their health.

EXPERIENCE OFFERINGS

Road Warrior Reset: For before or after travel. Claimed to eliminate jetlag and boost the immune system

Red Carpet Radiance: An 'internal detox', billed as leading to glowing, toned skin, increased energy and a calm mind'

About Last Night: Designed to purge toxins, rehydrate and repair damage caused by a big night out

Sweat: 60-minutes which are claimed to be the equivalent of a week's worth of exercise

Custom: A 60 minute experience involving any three technologies from the recovery or strength labs



“

People are willing to pay the price to go away feeling better after just one session and with a report card about their health



Cryotherapy chambers take people down to minus 250°F to boost their immune system and reduce inflammation

PRICING FOR MONTHLY MEMBERSHIPS

CRYO

\$500, €442, £382 (unlimited)

FIRE & ICE

\$750, €663, £573 (unlimited)

SILVER

\$600, €530, £458
(one session a week)

GOLD

\$1080, €955, £824
(two sessions a week)

PLATINUM

\$1440, €1273, £1099
(three a week)

DIAMOND

\$3500, €3094, £2672
(up to seven a week)

One of Upgrade Labs' more unusual pieces of kit is the Atmospheric Cell Trainer, which changes air pressure to work at a cellular level



- However, we want to take the concept more mainstream and we're currently looking at ways to offer it at a lower price point. Firstly, I'm working on a group exercise model so that our biohackers can work with multiple people at one time. As we're planning a large-scale rollout, we've also developed relationships with equipment manufacturers to drive the cost down.

What are the expansion plans?

Orangetheory is our inspiration: its CEO, Dave Long, has been massively supportive and shared a lot of their learnings. So, we're looking to follow them and are setting our pie-in-the-sky figure at 1,000 locations worldwide. We also already have 200 people interested in franchising if we decide to go that route.

We've just opened our second site in January, at the Beverly Hilton in Beverly Hills, which is 6,000sq ft (372sq m) and includes 15 cutting-edge technologies, with custom packages suited to the location, such as getting ready for the red carpet and decreasing travel fatigue.

Flagship stores, like Santa Monica, will need a footprint of 4,000-6,000sq ft (372sq m to 557sq m), as they have an integrated medical complex. We envisage there's scope for 40 of these worldwide, in major cities like London, New York and Sydney.

Added to this, we'll offer a smaller model of 2,500sq ft. (232sq m), with the working title of Express Labs. These will be significantly more affordable, with less equipment and could work in any city. ●

EQUIPMENT

CRYOTHERAPY CHAMBER

Three minutes in a -250 degree Fahrenheit chamber boosts the immune system and releases endorphins

REDCHARGER

Infrared lights promote muscle recovery, decrease inflammation and boost mitochondrial function

BONE TRAINER

Strengthens bones by applying optimal biomechanics and bone compression.

THE CHEAT MACHINE

Adaptive resistance technology, which gives the benefits of a week's worth of weightlifting in two 15 minute sessions

ATMOSPHERIC CELL TRAINER

Futuristic pod which changes the air pressure to work the cellular energy system

OXYGEN TRAINER

An oxygen mask that alternates between high and low oxygen, giving the lungs a good workout and saturating cells with oxygen. It's used with an exercise bike

COLD HIIT

This is currently being tested by NASA for space flights to Mars. It combines compression and cooling technology during a HIIT session to allow individuals to push beyond limits and recover faster

THE VIBE

G-forces penetrate every muscle fibre to make them vibrate at 30 times a second, allowing a complete workout in a few movements

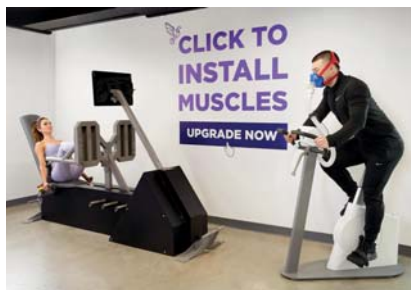
BREATHE EZ

Breathe in specially charged EZ water vapour to repair cells

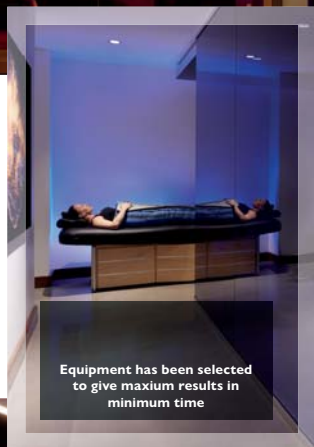
PEMF

Through vibration and the earth's magnetic pull, the Pulsed Electro Magnetic Field promotes cell regeneration

The infrared sauna is believed to promote muscle recovery, calm inflammation and boost mitochondrial function



Members can buy one-off access to the lab, or commit to a regular membership, with packages from £382/month to £2672/month



Equipment has been selected to give maximum results in minimum time



FFS!

How to stop your members suffering from 'fitness failure syndrome'

Matrix Fitness is fighting 'Fitness Failure Syndrome' (FFS) with a completely connected solution to ensure members build a fitness habit and see long-lasting results

“I train three times a week but I'm still fat! Does this sound familiar? Are your members questioning their results?” asks Matt Pengelly, managing director at Johnson Health Tech UK.

“It's not enough to commit to a gym membership, get on a treadmill occasionally and press 'Quick Start'. Most of your members will not see results, will lose motivation and will face what we're terming 'Fitness Failure Syndrome' (FFS),” he continues. “Allow this to happen and wave goodbye to your retention rates.”

THE SOLUTION

“To tackle this issue, we approached it from the member's perspective and stepped back to see the bigger picture,” Pengelly continues. “Technology is now an undisputed part of our daily lives and plays

an increasingly key role in our fitness and health. But there's a problem,” he says.

“Not everyone buys a heart rate monitor or counts their calories; a small percentage do and those people are already halfway there – likely to be the fit and focused, low risk members of any facility. But what about the members needing more guidance, who don't care or understand about tracking or find it too complex? This could be up to 70 per cent of your gym population – a number that can't be ignored.

“How can your trainers and your staff identify these members and help them towards their goal?” asks Pengelly. “A masterstroke here would have a direct impact on your bottom line.”

“What's needed is a system that helps you track the activity and performance of

each individual member, offering a bespoke member journey for both the 'fit and focused' members and the remaining 70 per cent – a system that's simple enough to engage everyone,” he concludes.

THE HABIT LOOP

“To solve this, we launched our Connected Solutions to provide an open platform that's much more than a collection of hardware, software and connectivity options,” says Pengelly. “Designed to combat member struggles and help your entire team support, encourage and interact with them. It identifies changes in behaviour, often before the member has realised change themselves.”

The process that Connected Solutions creates for members links back to the idea of 'The Habit Loop', a framework devised by Charles Duhigg.

Duhigg proposed that habits are created by a cue, a routine and a reward – all of which cultivate a craving that drives the loop. In this sense, members face a cue that encourages them to get fit. For example, weight loss, a summer holiday, an Iron Man challenge or a wedding.

On entering a facility that offers Matrix Connected Solutions, their routine and reward are already in place (the reward will differ depending on whether they're a fit and focused member or in the '70 per cent' group) allowing the habit to strengthen, driving lasting change and goal success.

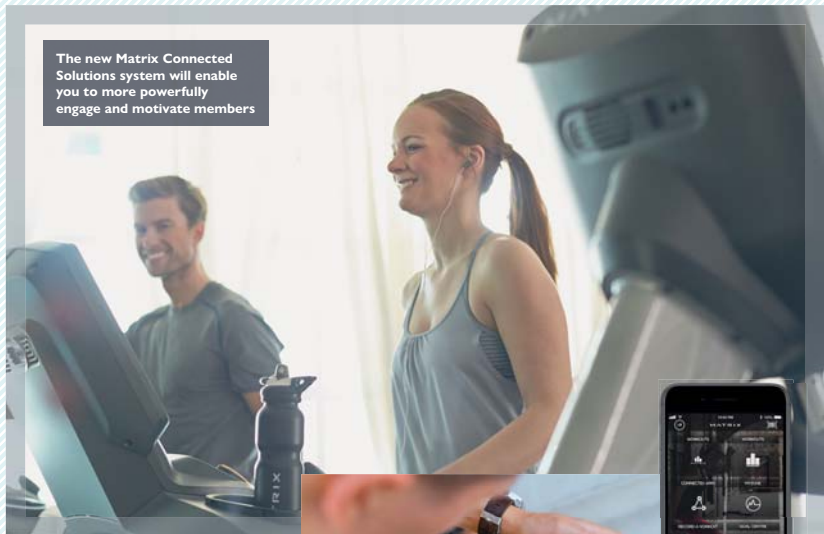
All Matrix products support Connected Solutions, including elements designed to add value to members' journeys and ensure results.

Data captured through key touch-points provides you with a level of



Matrix Connected Solutions has been designed to combat member struggles

The new Matrix Connected Solutions system will enable you to more powerfully engage and motivate members



insight and business intelligence into your membership base that allows you to keep each and every customer on track, thus supporting business objectives.

CONNECTED SOLUTIONS ELEMENTS INCLUDE:

Workout Tracking App

Implementing this singular tracking solution, branded to your facility, will allow your fit and focused members to capture data from all their fitness apps in one place, create personalised goals, set challenges and applaud others through activity-based social feeds.

Members can also use the 'Request Training' functionality, while your sales team can send 'refer a friend' incentives to encourage new members.

Your team will also receive 'at risk' notifications so you can take action when a '70 per cent' member shows signs of inactivity or disengagement.

Mass targeting options are integrated so your team can use push notifications to promote classes, training or in-club discounts while reward programmes can be linked to deepen engagement and foster community. The network streamlines the management of your facility and the dashboard gives a virtual snapshot of real-time member activity.

Matrix Connected Solutions includes an app, which is branded to your facility

Trainer Portal

The Trainer Portal works in addition to the Workout Tracking Network app, allowing you to capture and engage every member and virtually connect with them individually or en masse.

Trainers can view member information, create signature exercise programmes and assign individual and group workouts. They can also set personal and group challenges, send "Workout of the Day" notifications and assess progress virtually through any web-based platform.

Members can provide instant feedback, check their training schedule and share fitness data to help trainers hold them accountable and maximise their results – really important when considering the '70 per cent' group.

Asset Management

If your equipment is healthy, members are happy. Accessed via any web-based platform, this solution offers a 360-degree view of equipment status, automatically notifying you of any performance concerns using a colour-coded system.

The platform monitors usage patterns to maximise product life, making it easy to identify the optimum, most cost-effective product mix for your space. You can even manage offline equipment and data from multiple facilities through a single channel.

- Matrix Connected Solutions is GDPR compliant.
- Functionality varies depending on equipment selection

MATRIX

TEL: 01782 644900

EMAIL: info@matrixfitness.com

WEB: <https://uk.matrixfitness.com>

AGE CONCERN

The older people get, the more likely they are to have a long term health condition.

But getting ill is not an inevitable consequence of getting older, so targeting the over 50s market could bring about multiple wins. Kath Hudson reports

Two thirds of the NHS budget is currently soaked up by the treatment of long term conditions and the overlap between such illnesses and age is huge, as the proportion of people living with a health condition increases by 10 per cent every 10 years.

However, although health decline is often assumed to be an inevitable part of old age, this doesn't have to be the case. Analysis published by the *British Medical Journal* showed that poor health is closely related to a drop in fitness, so if people actually stayed active they would be less likely to get ill.

Getting people in their 50s, 60s, 70s, 80s and even 90s physically active could have massive wins all round: saving the NHS billions; giving more people extra healthy years of their life and generating new audiences and revenues for the health and fitness sector. The fact that older people often like to exercise late morning also provides a good use for the club during the quieter periods.

OVERLOOKED AUDIENCE

The over 50s is a hugely diverse market with many segments, and it is not true that older people can't afford memberships. According to ukactive's *Reimagining Ageing* report, 70 per cent of the nation's wealth is held by individuals aged over 50 and, in 2017, this cohort spent £320bn. However, they are generally unused to spending their money on their health, so it can be difficult to change their mindset.



We match our older clients with PTs who have some life experience and are able to relate to them more

Kira Mahal, Motivate PT



To bring older people into facilities, operators will need to make sure they have well designed workouts, which are both fun and social. Staff also need to be appropriately trained: no one wants to be patronised by someone who is 40 years younger and has no empathy regarding their mobility or health issues.

"It's really important to take a soft, nurturing approach. You can't be pushy, because they can easily become stubborn and rebel," says Kira Mahal, founder of Motivate PT. "We match our older

clients with PTs who have some life experience and are able to relate to them more. Usually we find the tipping point in motivation comes when they feel the benefits, whether that be finding it easier to get out of bed, or noticing that a pain has started to dissipate."

A few operators are already starting to design clubs with older clients in mind, including Lanes Health Club in Sussex; eActive's Health Lounge which is designed to feel like a lounge, and Tony de Leede's latest venture, Club W, which has been curated to appeal to women over 50.

FITNESS AMBASSADORS

"As people get older, they like a chat and crave community, conversation, connection and comfort, and this is the environment we try to provide at Club W," says de Leede, who has gone to great lengths to remove any form of 'gymtimidation'. For example, the word exercise is never uttered, instead terms like activity and mindfulness are used.

The club has places to chat and relax and the workout experiences are all delivered virtually and in bite sized chunks, from five to 20 minutes. During a visit, people might do a bit of pilates, some tai chi, have a massage, listen to a short lecture, sit in an O2CHAIR to breathe deeply and have a chat. "It's like a health buffet," he says.

Rather than employ fitness instructors, Club W employs hosts who talk to members and even accompany them to classes. This is backed up by the use of fitness ambassadors: enthusiastic



CIMSPA says there's been a significant rise in the number of people with three or more health conditions from 1.9 million in 2008 to a predicted 2.9 million in 2018

Older people look for more connection, community and conversation in the gym

members who are given free, or heavily discounted memberships, in return for buddying up with newbies.

"Young people look for a tribe, older people look for community. You are much more likely to turn up to exercise if you have made the appointment to meet someone," says de Leede.

BEHAVIOUR CHANGE

Employing older staff is important if operators are serious about attracting older people into clubs, as they need to see people they can relate to. So could de Leede's idea of recruiting enthusiastic members as hosts and paying them in workouts become a new industry trend?

Active IQ believes older members can be great evangelists for the industry and, in response, has designed a qualification to formalise this role. The Level 2 Certificate in Promoting Community Health and Wellbeing takes 60 hours to complete and equips trainees to help influence behaviour change in terms of getting active, giving up smoking and improving eating and drinking habits.

"People in their 50s, 60s and 70s can make a significant impact as a fitness



People in their 50s, 60s and 70s can make a significant impact as a fitness motivator, able to promote physical activity and a healthy lifestyle

Jenny Patrickson, Active IQ



motivator, able to promote physical activity and a healthy lifestyle and bring a mix of life experience, empathy and personal insight into how it feels to be exercising in older age," says Active IQ managing director, Jenny Patrickson.

"Clubs looking to recruit older fitness motivators will likely find them already working out in their gym: offering a little advice to others and welcoming new people. A poster in the changing room could be just the nudge they need to get more involved."

Recruiting older staff and volunteer hosts is a really easy way of making your club more inclusive, and if the head of PT at Future Fit Training, Paul Swainson, is to be believed, it should be getting easier to find them. He has noticed an appetite among baby boomers to quit their jobs and re-train as fitness professionals.

ROLE MODELS

"These corporate runaways have a lot to offer in the industry in terms of creating a more inclusive environment and providing a role model for members of all ages: younger gym members are completely inspired by seeing someone in their 60s



According to ukactive's Reimagining Ageing report, in the next 20 years one in seven of the UK population will be over 75. By 2030, the number of over 60s in the UK will be 20m, 31 per cent more than today

- looking fit," says Swainson. "Also, older trainers bring life experience to their work, which is very valuable.

"Having faced, and overcome, various issues in terms of staying active, they are in a great position to advise clients on how to overcome their barriers to success. Plus, those coming from high-powered executive jobs also bring fantastic organisational, management and IT skills with them."

However, welcoming older people into clubs does throw up a few challenges, especially if they are very elderly, suffer from a long term condition, or have

mobility issues, which is why CIMSPA has launched the new professional standard, The Working with People with Long Term Conditions Professional Standard.

UPSKILLING INSTRUCTORS

"This is the product of our consultation across the health and sport sectors," says CIMSPA's head of education, Colin Huffen. "It provides practitioners with the framework of skills and knowledge required to work with people with single long-term conditions, or at risk of developing a long-term condition and people who present with co-morbidities."

Serco Leisure has also recently introduced a new CIMSPA-accredited one day workshop designed to upskill instructors on how to better understand the motivations and goals of older people. Developed along with Life Fitness Academy, the course covers workout design and the interpersonal skills needed to make sure the class is fun and social.

"In later life, it's key that people maintain their quads, as these have a huge impact on reducing falls, and improving balance in general," says Paul Street, national health and fitness manager at Serco Leisure. "Our workshop looks at



Move It or Lose It trains health and fitness instructors to work with older people



The friendly atmosphere and ability to socialise, as well as exercise, is key to getting older people to attend week after week

Julie Robinson, Move it or Lose it



the science behind these kinds of issues, enabling staff to develop individually focused programmes."

Move it or Lose it also trains instructors to work with elderly people, including chair-based exercise programmes. They have been designed according to feedback from thousands of attendees who say they want the session to be about chatting and laughing as well as the health benefits.

"The friendly atmosphere and ability to socialise, as well as exercise, is key to getting older people to attend week after week," says Move it or Lose it CEO,

Julie Robinson. "The exercise session includes flexibility, aerobics, balance and strength (FABS) and the part they most enjoy is the exercise to music, which is really motivational.

PREVENTATIVE CARE

As our society ages, the government is committed to spending £300m to support sectors to develop opportunities to reorient the structure of society and the health and fitness sector needs to be part of the solution. According to NHS advisor, Sir Muir Gray, as the population ages and the government sets out its

preventative care strategy, getting older people exercising will be the key to the survival of the NHS.

Reaching this market will involve designing appropriate workouts led by suitably qualified people. There is a strong business case to do so, and also a simple reason: the sector could add years to people's lives, prevent them becoming housebound and keep them living independently. What could be more rewarding? ●

Read our feature on ageing and fitness from Sir Muir Gray in the February 2019 issue of HCM

Open for business

Legend announces the industry's first open leisure management platform for all 2,000 of its clients

Software business Legend Club Management Systems has launched the industry's first leisure management system, with open data functionality already enabled, at no additional cost for all clients.

The announcement follows an industry-first initiative, launched in November 2018, that saw ukactive, Sport England and the Open Data Institute working with OpenActive and Legend to enable deeper collaboration and data-sharing.

COMMITMENT TO SECTOR

Legend's commitment to supporting the industry is demonstrated again through its support of OpenActive, the sector-wide open data initiative which is stewarded by the Open Data Institute (ODI) in partnership with Sport England.

Sean Maguire, MD of Legend says: "The success of OpenActive is fundamental to our progress as an industry.

"The term 'open data' should not be misunderstood," he explains. "It's actually about making information that's already available on the web easier to access."

"OpenActive has two phases," he continues. "The first is the 'opportunity feed', which opens up opportunities for new business, while the second phase – the 'bookings standard' – enables people to book across platforms.

"Here at Legend, we immediately identified OpenActive as a vital initiative that helps the sector. It is also an opportunity for our industry to demonstrate to stakeholders, including government, that it's technically advanced, and capable of cooperating on data standards to support innovation," he concluded.

PROGRESSIVE COLLABORATION

"The new OpenActive standards have benefited from a progressive industry collaboration between operators, innovators, vendors, Sport England, the ODI, and OpenActive," says Maguire. "It's



We immediately identified OpenActive as a vital initiative that helps the sector and an opportunity for our industry to demonstrate it's capable of collaborating on data standards to support innovation

Sean Maguire, MD, Legend Club Management Systems

a collaboration to be proud of and early adopters have shown it has powerful benefits, such as opening up new channels to market unbooked time slots and introducing people in new market segments to clubs and leisure centres."

SECTOR ON SHOW

"In addition to being an outstanding example of industry collaboration, the success of the OpenActive initiative is inherently positive for wider industry stakeholders," says Maguire: "For Public Health England's Change4Life campaign, OpenActive has the potential to add a leisure sector multiplier to every pound invested (Change4Life already has five million downloads of its app). The same applies to Sport England's This Girl Can Initiative.

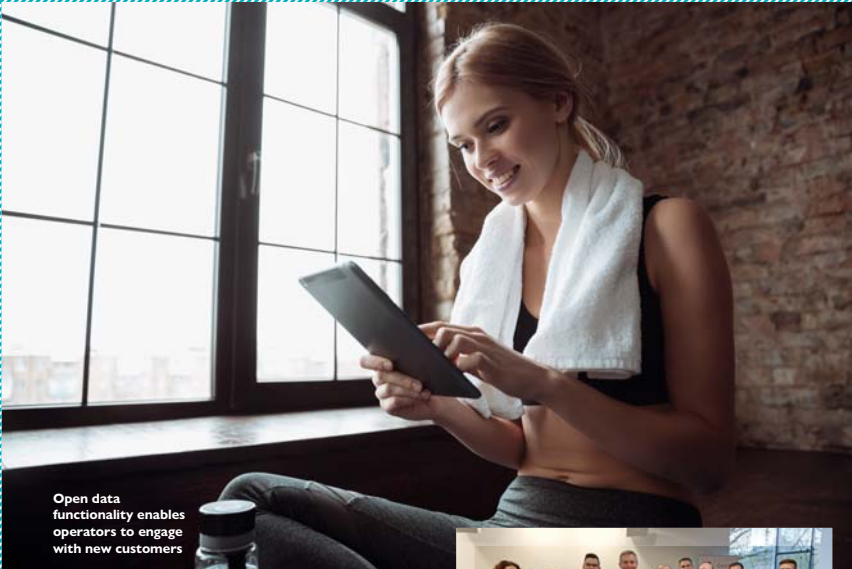
"The initiative is something we should celebrate as a sector and proudly talk about," he says. "The sector has a new chance to shine, as it addresses increasing concerns over physical inactivity," he continues. "The availability of open opportunity data and booking APIs will accelerate innovation in our sector by allowing smaller innovators to deliver fresh and exciting access to health and leisure facilities and activities.

"Open data provides greater opportunities for innovation which we must embrace, or we will get left behind as a sector," he concludes.

WHY COMMIT TO OPEN DATA?

"OpenActive lays the foundation to help more people get active and get more





**Open data
functionality enables
operators to engage
with new customers**

people into leisure facilities," says Maguire. "This benefit comes at no cost, propelled by millions of pounds' worth of investment in things like the 2019 Change4Life campaign, which starts in July using the OpenActive opportunity feed and the This Girl Can campaign, to name but two.

"Opening the opportunities feed has no downside for operators," says Maguire, "only the probability of increased demand and easier access to services to help grow physical activity."

NO CHARGE TO CUSTOMERS

Legend has enabled all its customers to open their data for collaboration with third parties and to adopt open data standards, with this being free of charge.

The aim is to enable all 2,000 facilities that use Legend software to open up their 'opportunity feeds' in time for the summer launch of the Change4Life campaign.

EMBRACE INNOVATION

OpenActive's Richard Norris believes the industry needs to embrace innovation to keep abreast of new ideas and trends. He said: "We're delighted to be working in partnership with Legend to enable such a large proportion of the sector to open its data in this way, and to make collaboration with third parties a question of business strategy, not technical possibility."

**Sean Maguire joins
Legend Customer
Innovators at
the OpenActive
Booking Finalisation
Workshop in
London with many
more present
online!**

EVIDENCING

Operators are aware that the measure of quality and effectiveness in service delivery is shifting from cost to outcomes and a key aim of OpenActive is providing 'sector-benefitting evidence'.

As an industry, we're undeniably innovative in how we engage our communities, but we have poor data in key stages of the journey, which hinders evidencing. OpenActive will help us to measure benefits, costs and outcomes through data standards and innovation.

In one particular aspect, health outcomes tracking, Legend is leading the way by helping customers track their investment in communities and evidence social ROI with its innovative Active Outcomes health outcomes module.

PUTTING CUSTOMERS FIRST

Speaking at the recent OpenActive bookings workshop, Maguire said:



"Since Legend has been engaged with OpenActive, our position has been that operators need to embrace innovation or accept being out-innovated!"

"We live in an era of rapid change, where they cannot easily identify the next innovation that has the potential to grow their business. We want to make collaboration frictionless and by removing barriers, we've made this technically possible for all our clients, so it's now up to operators to decide how they engage and help grow the reach of the sector." ●



TEL: +44 (0)1904 529 575

EMAIL: info@legendware.co.uk

WEB: www.legendware.co.uk



14
MIN
MAX
RESULTS

MAXimise your HIIT workouts
with the revolutionary MAX Trainer MTX, exclusively from Octane Fitness



WHY MAX TRAINER?

- Quick on and off transitions
- No adjustments required
- Instant resistance change
- Small footprint & self powered
- Max 14 interval workout
- Max calorie burn

MAX
TRAINER®

NEIL CAMPBELL • UKSALES@OCTANEFITNESS.COM • 0203 463 8542 • OCTANEFITNESS.COM

Octane
FITNESS

©2016 All rights reserved by Octane Fitness.

JON CANARICK

Barry's Bootcamp expansion, the Curves success story in Asia, and an at-home fitness market set to boom in the wake of Peloton's success. The fitness lead at private equity firm North Castle Partners speaks to Kate Cracknell

Tell us about North Castle Partners

North Castle Partners is a lower- to middle-market private equity firm that's focused on consumer brands, and within that, uniquely focused on health and wellness.

Back in 2001, we called it Healthy Living and Ageing. Today we call it Healthy, Active and Sustainable Living. But effectively we've been investing in the wellness movement for over 20 years. We're raising our seventh fund now – a US\$400m fund – and in a few years' time should have close to US\$1bn invested across the sector.

We have three areas of focus. The first is beauty and personal care. Second is nutrition, which we define as weight management, healthy foods, supplements and so on – we own the diet centre business Jenny Craig, for example. And finally, there's fitness and active lifestyle, which along with nutrition has been our most active sector over the years since investing in Equinox in 2001.

I became involved in the fitness division in 2007, after North Castle had sold Equinox, and ultimately took on a leadership role in our fitness club efforts in particular. ▶



WE'RE RAISING OUR SEVENTH FUND NOW WHICH WILL BE A US\$400M FUND AND IN A FEW YEARS' TIME SHOULD HAVE CLOSE TO US\$1BN INVESTED IN OUR ACTIVE FUNDS ACROSS THE SECTOR

Curves is big in Asia Pacific and has been sold to North Castle's Asia partner

► What sort of deals do you get involved with?

Our primary investment type is small capital leveraged buyouts, where we enter an entrepreneurial business as the first investor and the majority shareholder.

We also do some growth sector investing, in cases where there's significant revenue growth but not yet a profitable business – where the company needs capital to grow its business, for example.

Finally, we occasionally invest in turnaround situations where we feel we have relevant expertise to offer. Jenny Craig would be a good example of that, as we'd been successful in weight management before.

The smallest investment we'll get involved with is US\$10m – if we see opportunity and a chance for growth – but most commonly we invest in businesses with revenues of US\$25–200m.

Tell us about Curves

We've recently sold our interest in Curves, which was another turnaround effort.

The thing no one knows about Curves, unless you live there, is that it's an incredible brand and operation in Asia, and particularly in Japan where it's the number one fitness brand, with close to 2,000 clubs and nearly 1 million members.

Why is that? Firstly, in Japan, compliance is easier to obtain. There's also the fact that the typical Curves member is at least 55 years old, with a median age well into the 60s, and in Japan they do an incredible job of delivering an anti-ageing marketing message.

In the US and Europe, Curves has two primary consumer types: both of them are older, but one of them is also quite overweight. In Japan, they don't have nearly the same obesity percentages as we have in the UK and US, or Australia for that matter. So, in Japan, Curves primarily focuses on an anti-ageing message and women go very loyally, year in year out, three days a week. Engagement is absolutely off the

Jon Canarick favourites

Favourite workout
Barry's Bootcamp!

Favourite holiday destination
I truly don't have a go-to spot. We change it up from visiting the parents in Florida to exploring the Grand Canyon, and from beach/pool lounging to a visit to see Mickey Mouse with my eight- and 10-year-olds

Favourite restaurant
Babbo Italian Eatery (NYC)

Favourite book
I Know This Much is True

Favourite film
Shawshank Redemption

Favourite app
Podcast aggregator (I love podcasts)

The person you'd most like to meet
If I had to choose, I'd be super psyched to meet Bruce Springsteen

The best piece of advice you've ever been given
To not spread myself too thin – it's so important to focus on fewer things and do them well. I'm working on it!

What you'd like to be known for
Empathy and kindness



Barry's Bootcamp founder Joey Gonzalez created the concept which is now being scaled by North Castle



charts and average membership is over 450 per club, which is huge for Curves' small format model.

So, women are getting the vital benefits of strength training – slowing down muscle ageing and maintaining metabolic rate – in a format that's both effective and social. Really, Curves was way ahead of its time: a group of local women working out together, doing something that's achievable, where there's a lot of chatting and community. It covers off, in a meaningful way, most of the buzzwords in terms of today's consumer needs.

However, in all honesty, our efforts to turn Curves around in the North American and European markets were unsuccessful. There are still very successful clubs in both markets, and incredible owners doing a great job – they will continue to be successful on a smaller scale. But the business became so heavily focused on Japan and Asia that it didn't make sense for us to own it much longer. We weren't the most value-adding investor and we were able to work out a deal to sell it to our tremendous partners in Japan, who do an awesome job of running that business. So, they are now the owners of the global franchise.

What are your best known fitness investments?

The most well-known fitness investment we currently have is boutique fitness brand Barry's Bootcamp.

When we invested in Barry's, it had 17 clubs – in New York City and southern California, plus franchises in San Francisco, Boston, Miami, Nashville, London (UK) and Norway. It had grown in a fairly unusual way, and CEO Joey Gonzalez and the other founders had finally decided it was time to bring everything together.

Barry's was something special – an incredible workout and an aspirational brand – and we saw an absolute tonne of opportunity to expand. We always have fad/risk conversations internally, and boy did we have them here, but Barry's has been around since 1998, and its methods – running and weightlifting –



aren't fads. It puts together two time-tested ways to exercise together in a way that's unique and fun.

I would also argue that, if you compare it to the quality of a personal training session – as far as really getting results out of that hour – Barry's is tremendous value. I personally would rather spend US\$30 on a class than US\$90 on a personal training session.

So, I think there's quite a bit of room to run. We've just opened in Manchester in the UK and will be opening in Seattle, US, soon. We're going to open in Calgary in Canada and will open in Houston, Texas, alongside the existing stores in Dallas. We've already opened in Toronto, Stockholm, Sydney, Milan, Dubai and we've just announced a Paris opening for May. Meanwhile, back in the US, we think Los Angeles, New York and San Francisco can probably each support around 10 locations. We're very rapidly growing our global footprint.

What else is in your fitness portfolio?

We've also invested in a much smaller, pilates-style boutique business called SLT, which uses Lagree Fitness equipment [see HCM June 18, p66]. ▶



North Castle has invested in Brooklyn Boulders, which is on track to go from four to eight locations by 2020

- We're Lagree's largest licensee, with a very strong focus in the north-east: New York City and its premium suburbs, plus Boston and Philadelphia. The thing that's interesting about the Lagree Fitness model is that you own your own brand: SLT is our brand and we can do with it as we please, within the territory we've acquired. That's important to us.

To complete the list, we have a climbing business called Brooklyn Boulders – a very cool, urban, hip brand and an incredible way to work out. It currently operates four large format climbing gyms, plus a unique, smaller format adventure centre that includes bouldering. We'll be opening sites five and six this year, with seven and eight to follow probably in the next 12 to 18 months.

What defines all your investments?

We tend to focus more at the premium end of the market, although not deliberately. I'm a big believer in mass market businesses and there's nothing at all that would prevent us from investing in a lower-cost brand. In fact, Planet Fitness was always interesting to us. However, it was very quickly a very large business, so larger private equity firms were also keenly interested in it.

So, it may simply be that the mass market is a bigger market and tends to attract larger investment firms, whereas premium brands tend to be a little bit smaller – and we're a smaller firm. That said, we're also very focused on brand, and we very often find the stronger brands are in the premium space. Where we never want to get caught, of course, is in the middle.

Is there anything you're less likely to invest in?

We're open to pretty much anything, as long as the growth opportunity is there. That said, given the increasing convergence of technology and club-based experiences, I'd stress that we're not a pure technology investor. Our focus is on bricks and mortar and physical products, rather than on tech/software only.

I'm not saying we'd never do it if the right combination of brands existed, but we're not a Silicon Valley-style investor who's willing to make deep losses to gain market share and eventually get to profit 10 years later. That's just not how we're structured.

What's your role in each investment?


We have two primary roles, and then of course many ancillary roles. The first thing we do is to work on the strategy in partnership with the CEO: we're very thoughtful around what makes the business special and how we think it should grow. This forms the basis of a living, breathing, flexible five-year plan.

Secondly, we work with the CEO to make sure they have the right management team and other resources in place to deliver the plan as laid out.

Layered on top of this, there are two key elements to our approach that I believe drive our success: the relationships we build and the opportunities these bring; and our genuine integrity and devotion to our values in an ethical sense. Yes, we exist to add value and create value for our investors, otherwise they won't invest in our subsequent funds, but we do it while being good people and living with a set of values.

A final point, but another major term we use internally is 'full potential partnership'. If you have a strong, trust-based relationship with your CEO partner, they should never be afraid to call and deliver bad news. It's the only way to truly know what the problems of the business are; the people in our network can then help solve those problems.

When it comes to our exit strategy, while our funds do have a lifecycle, we try to be flexible. Sometimes we extend our plans and have longer ownership times; sometimes something opportunistic comes along. We're also very proud of our record in selling a significant number of our portfolio companies to strategic buyers, as opposed to just another private equity firm. We like the idea of creating great brands



North Castle has invested in a pilates-style boutique business called SLT, which uses Lagree equipment

and great companies that larger businesses then have a strong desire to own. We then make our return by helping to grow businesses and build beautiful brands.

Do you only invest in US-based companies?

We're a relatively small firm and our resources are very North America-focused. We, therefore, invest in businesses headquartered in the US and Canada. We then secure international partners to expand them overseas.

For example, Fitness & Leisure Group (FLG) is our partner in Australia for Barry's – the first time Barry's has

partnered with a company rather than an entrepreneur. FLG has rights beyond Australia and we're excited at the prospect of them helping us reach new markets – Asia, for example, where Barry's has no presence.

What will the market look like in 15 years?

In some ways, a continuation of the same: there's no question in my mind that HVLP – high value, low price – will continue to have deep penetration. Within HVLP, we're seeing the development of a 2.0 model, certainly in the US, where a lot of value is being put in. ►

WE LIKE THE IDEA OF CREATING GREAT BRANDS AND GREAT COMPANIES THAT LARGER BUSINESSES THEN HAVE A STRONG DESIRE TO OWN. WE MAKE OUR RETURN BY HELPING TO GROW BUSINESSES AND BUILD BEAUTIFUL BRANDS

SO, THE COMPETITION IS NOW HERE... AND WHO'S TO SAY IT ALWAYS HAS TO BE AT A PREMIUM PRICE POINT? WHY SHOULDN'T SOMEONE ALSO COME IN WITH A CHEAPER AT-HOME OPTION?



- Specifically, I'm talking about group exercise, which I believe is a better way to work out for many of us.

Meanwhile, in the boutique segment, there's a lot of content out there with the growth of competition – specifically with the proliferation of boutique franchises. At some point, we'll see some closures of boutiques in urban markets where property rates are very expensive.

Then there's Peloton, which has completely re-shaped what it means to do fitness at home. Connecting hardware to content is just in its early stages in this market and Technogym has already announced it's getting into this game. I imagine SoulCycle will eventually do something too.

That premium market is going to get competitive, and over the next five years there'll be a battle for number two: Peloton is so far ahead, I can't imagine anyone being a threat to its business, but it won't be as easy any more.

So, the competition is now here... and who's to say it always has to be at a premium price point? Why shouldn't someone also come in with a cheaper at-home option?

All that said, I believe we humans still desire 'live' experiences – whether it's because we work out with friends or because we need motivation and accountability.

The club market is, therefore, okay – Peloton just ups the ante, especially for the premium-end facilities. They have to do a better job at making customers want to come in now. They have to deliver a better experience: if it's the same thing people can get at home, they're probably not going to bother going to a club.

For now, though, I think Peloton is just increasing the average number of times people work out a week. When they can't get to the gym, they do a 30-minute class from home, and that's just awesome for health and wellness. ●

ELEVATE YOUR BUSINESS

MEMBERS THAT ATTEND GROUP EXERCISE CLASSES ARE 26% LESS LIKELY TO CANCEL THEIR GYM MEMBERSHIP THAN MEMBERS WHO ONLY USE THE GYM*

*(The Retention People (IRP) 2013)

UPSKILL YOUR GROUP EXERCISE WORKFORCE AND BOOST YOUR REVENUE.

As an Active IQ training provider, EMD UK run a variety of nationally recognised qualifications including Level 2 Group Training, Level 2 ETM, Level 3 Pilates and more. Bespoke options available to meet your needs.

Contact our instructor development team today on 01403 266 000 or email training@emduk.org and quote ELEVATE for latest offer.
www.emduk.org/courses

Active IQ



PD: Approval
Endorsed



Reach new clients with classfinder

Powered by open data, classfinder is the largest directory of group exercise classes in the UK. Share your classes and activity timetables to expand physical activity opportunities and reach new clients.

Contact EMD UK, the national governing body for group exercise to find out more.



www.classfinder.org.uk



01403 266 000



insight@emduk.org

Say hello to HUSSLE



As aggregator PayAsUGym announces a rebrand, we talk to COO Neil Harmsworth about the move

You might not be familiar with the name Husle, but if you're involved in the fitness industry, you'll know the company.

Until recently, they've been known as PayAsUGym, the original gym fitness marketplace. Their website brings thousands of gyms from all over the UK to one place, providing operators with access to hundreds of thousands of customers who want a national reciprocal membership system.

The Husle website is already approaching 700,000 individual members, and features thousands of the country's best gyms. With copycat services constantly popping up across the globe, the company has decided to change its name. So it's goodbye to PayAsUGym, and hello to Husle.

Neil, can you explain how the decision came about?

There are a number of factors driving the rebrand. The first is that PayAsUGym doesn't really describe what we do any more: we're no longer just a pay-as-you-go service, so that was causing confusion.

The second thing relates to audience: the move to Husle is designed to appeal to a millennial audience, a customer group that's very aesthetically conscious, active on Instagram, and quite careful about the kinds of brands they use.

PayAsUGym wasn't a premium name – it didn't really reflect the quality of our service. Significantly it also really doesn't represent the service our premium and mid-market operator partners provide to customers. We're working with the best gyms in the country: our brand

The Husle app makes it easy for consumers to enjoy their choice of gym access

needed to reflect that.

What kind of people use Husle?

We're very much talking to the 18-35 market. They're pretty well-known for being hard to reach: they don't consume traditional media, they're less trusting of advertising than previous generations, and actually at the moment, they're not taking up traditional gym memberships. It's why the average age of a gym member in the UK has been creeping up every year.

So how do you reach them?

This audience has really grown up with digital media. That's where our core expertise lies: we've got a lot of

experience in digital marketing, and we know our audience really well. So we're helping gyms all over the UK leverage that expertise in a way that they haven't really been able to before.

On top of this, the geographic coverage we provide through our operator network makes our service extremely appealing to commercial partners, who want to use fitness as a reward or benefit for their customers.

Traditionally, individual gym operators haven't been able to provide the scale to function as a truly national marketing partner, which is why we haven't seen a deal comparable to something like the Meerkat Movies



Our research shows that 14 per cent of our customers go on to be members of the gym directly, so it's working out really well for our gym partners

PayAsUGym has become Huddle in a major rebrand



campaign, which drove 4.3 million UK cinema visits last year alone.

Those people sitting in cinemas could just as easily have been visiting the gym. We want to enable this and grow the fitness market at the same time.

Why will consumers use Huddle?

Well, first and foremost, this is about convenience for an audience who are busy, with different aspects of their life constantly competing for attention. Work, family, travel, friends, chores – the list goes on.

When people are busy it can be very easy to sacrifice health and fitness and we exist to help them make life work out. Having a gym wherever they

need – whether that's at home, work, or wherever – is a key benefit. And of course, this is an audience that really values variety, so the ability to mix it up and try something new every time they work out is also hugely appealing to a millennial audience.

Service is important to them too. By letting them use the best clubs all over the country on a flexible basis, they can start to appreciate the benefits of a service-led fitness experience, rather than the no-staff budget option they might get as an alternative to a Huddle partner club.

How does it work for operators?

We're working with 2,500 gyms all over the UK – and that's growing all the time. We've got a complete mix of operators: you can find premium chains like Nuffield Health & Wellbeing and Bannatyne Health Clubs on Huddle, and you can also access public sector providers like Places for People Leisure and Everyone Active. There are hotel brands like Hilton Livingwell and Village Gym on our site, as well as thousands of the UK's best quality independent clubs.

The reason so many operators work with us is that we help them reach new customers, specifically the 18-35, pre-family age group. With almost 700,000 registered customers – of which our data shows 92 per cent are new to the gym they visit – we already have huge

reach. What's more, 14 per cent of these customers go on to become members of the gym directly once they reach a phase of life which doesn't require the same level of convenience that we provide. It's always been free to become a listed fitness partner, and we typically have clubs up on the website and receiving customers within a week.

There's been a lot of debate about fitness marketplaces over the last 12 months. What's your view?

The fact is that consumer behaviour has



Leading budget gym chains continue to be the most vocal detractors of aggregators and it's not hard to understand their motivations – they don't want things to change!

“

The mid and premium markets are now fighting back by using aggregators like Hussle to regain market share from budget gyms



- changed. Brands need to be present in every sales channel the customer chooses to shop through. That's a customer-led, macro-trend which extends far beyond fitness and is widely acknowledged by pretty much every operator I meet.

In other market sectors this approach is called omni-channel marketing – it just recognises the fact that in order to be paid by the customer you need be seen by the customer!

Fitness marketplace are simply a new way to do that in fitness, making sure your business is present in every channel the customer shops through.

What would you say to your critics about aggregators?

People that fear change are those that benefit most from the status quo. Formula One racing is a good comparison: if your car has the fastest engine and you're winning every race then naturally, you do everything you can to stop the engine regulations changing. It's pure self-interest to maintain competitive advantage.

Over the last ten years, budget gym chains have established market-leading positions by cannibalising the mid-market with aggressive price disruption in the 18-35 age group, and by dominating search engines online. This explains why budget gym chains continue to be the most vocal



detractors of aggregators and it's not hard to understand their motivations – they don't want things to change!

However, the mid and premium markets are now fighting back by using aggregators like Hussle to regain market share from budget gyms. They're using services like ours to make sure they are exposed to a wider online audience and benefitting from the national marketing deals we can strike. The result will be that consumer narrative will soon shift away from 'lowest cost' to focus more on service, facilities and convenience – which can only be a positive development for any operator that wants to do more than compete on price alone.

What's the future for Hussle?

The core of our service will remain 'gym-first' for the foreseeable future, and we'll continue focusing on B2C channels, rather than the highly contested corporate membership market. In terms of geography, our focus remains on the UK, but we have our eye on a number of other territories for when the time's right. ●



HUSSELE

EMAIL: sales@hussle.com

WEB: www.hussle.com

Hussle.

Powering UK gym growth

Put your gym in front
of millions.

HUSSLE.COM

"Hussle has quickly become a valuable revenue stream for Nuffield Health, attracting genuinely new customers into our clubs."



"We find it's a great way to get new customers into our club, many of which go on to become members with us directly."

FEELGOOD
HEALTH CLUBS

 **HUSSLE**



Virtual WORLDS

Things are moving fast in the world of virtual. HCM checks in for an update



Escape has launched into the virtual market with MARS – Multi-Activity Resource Station – which gives instruction on how to work out with every Escape product

RACHEL YOUNG

Head of training and education

Supplier: Escape Fitness

Product: MARS

Escape just launched MARS (short for Multi-Activity Resource Station), which gives touchscreen access to a library of exercise videos and pre-loaded workouts for people of any ability and demographic.

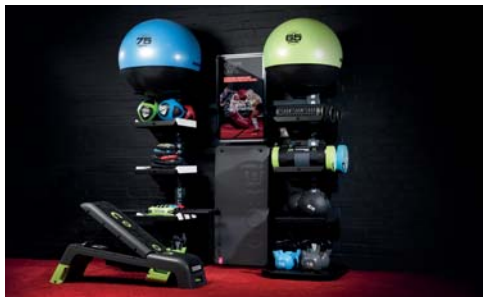
MARS gives basic instruction on every Escape product, as they launch, along with a range of workout options, so even if there's no one available to help, gym-goers will have the inspiration and guidance to safely and effectively do their workout.

It instructs on a range of equipment, including balls, bags, barbells and dumbbells, as well as aerobics, strength, upper, lower and full body activity.

The MARS screen features workout inspiration and exercise options. Gym-goers can get started immediately, with clear instructions and on-screen video.

Gyms just need a power socket and the internet to offer MARS. The system is also suitable for unsupervised gyms, enabling them to stay up-to-date with the latest functional training offerings.

There are three options: MARS Rack Pack consists of a Rack5, stocked with Escape equipment with the MARS screen as the centrepiece; MARS on a Frame can be mounted on any Octagon frame leg with a separate bracket 1.5m from the floor, so it's easily visible and; MARS on the Wall is available with a wall bracket to create a consistent branded look with Escape's equipment.



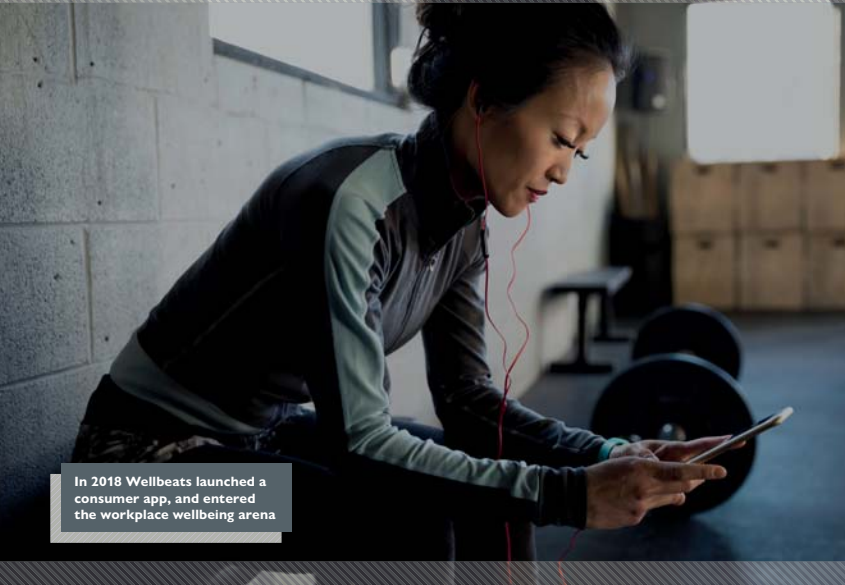
MARS bridges the gap between education and exercise

Why should health and fitness operators choose your service?

MARS bridges the gap between education and exercise, provides ROI for both operator and members and is ideal for everyone from members who don't know how to use functional equipment to experienced trainers learning about the newest Escape products.

The system reduces the confusion that can prohibit people from joining gyms – the 'intimidation barriers' that Paul Bedford talks about in our *Escape Your Limits* podcast.

It also helps members exercise safely, getting the most benefit and reducing the chance of injury. Navigation is easy, so anyone can use it.



In 2018 Wellbeats launched a consumer app, and entered the workplace wellbeing arena

JEN ZYGMUNT

VP sales and marketing

Supplier: Wellbeats

Product: Running and Recovery channels

Wellbeats continues to add new content, for example, we're launching a new running channel featuring Olympian Carrie Tollefson, and a Recovery channel that focuses on stretching, which is an important, but often overlooked element of fitness for many people.

In December, we launched a consumer app that is available in the Apple App Store and in late 2018, we also introduced our platform to the employer market for use in workplace wellbeing initiatives.

What are the biggest trends in virtual fitness?

The ability to access different types and levels of fitness at any time, from any location continues to be a dominant trend. This market is projected to reach US\$2.6bn by 2022.

In addition, as our knowledge of behaviour change increases, there's more of a demand for "Fitness that fits." This is what we strive for with our programming – to meet people at all ages and stages of life with fitness that allows them to be active anywhere, doing things that interest them.

Why should operators choose you?

Wellbeats makes it easier for health and fitness clubs to extend the member experience and to keep



The ability to access different types and levels of fitness at any time, from any location continues to be a dominant trend. This market is projected to reach US\$2.6bn by 2022

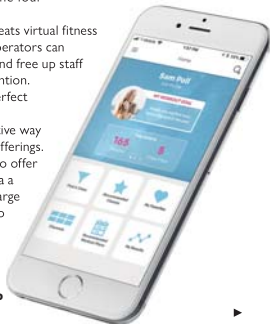
people engaged well beyond the four walls of their club.

By integrating with the Wellbeats virtual fitness platform in a variety of ways, operators can create membership continuity and free up staff to focus on acquisition and retention.

Wellbeats content is also a perfect complement to group exercise programmes and is a cost-effective way for clubs to expand their class offerings.

Clubs can pay a licensing fee to offer Wellbeats content in the club via a per-site subscription fee and charge a per-member, per-month fee to offer the Wellbeats app to their members.

Wellbeats content is an ideal complement to group exercise programmes



A close-up of two hands clapping, with a cloud of white powder or chalk dust rising from the palms. The text 'ROI ≈ (VαJ)' is written in white chalk on the dust cloud.

BOOST ECONOMIC FITNESS

Discover The Harlands Effect | www.harlandsgroup.eu

A wide-angle shot of a modern gym interior. The floor is covered in a light-colored, wood-grain patterned Taraflex sports flooring. In the background, there are various exercise machines and a person working out. The ceiling has exposed pipes and circular light fixtures.

TARAFLEX
— SPORTS FLOORING —

**COVER EVERY
INCH OF
THE GYM.**

It's...Where Champions Train

Taraflex® is the most widely specified indoor sports surface in the world. Chosen by top international athletes for its unique construction and technical performance, it has been fitted at every Olympic Games since 1976.


Taraflex® provides industry leading innovation and high levels of comfort and safety, it stands the test of time even in heavy traffic fitness environments.

Contact us now for a free site survey.

 www.gerflor.co.uk  @gerfloruk

 01926 622600  contractuk@gerflor.com

Gerflor
theflooringgroup



Virtual can offer a greater range of workout options throughout the day



Research shows there's a 12 per cent average increase in attendance at live classes when virtual is available and 75 per cent of virtual users also attend live classes

► WENDY COULSON

CEO UK & Ireland

Supplier: Les Mills

Product: Les Mills Virtual

Les Mills Virtual allows clubs to offer convenient, accessible workouts for time poor members and exercise newbies at off-peak times. Our research shows that three in five members are influenced to join a club based on the number of exercise classes available. This is where virtual really shines, allowing clubs to maximise studio space and provide high-quality service throughout the day.

Timetables with both virtual and live classes ensure members can find a class that suits their schedule. Research shows there's a 12 per cent average increase in attendance at live classes when virtual is available and 75 per cent of virtual users also attend live classes.

We suspect that this is because virtual helps people overcome the initial intimidation they feel by being new in an exercise class. Having the option to attend virtual classes has a positive impact on the number of times people work out each week and how long they stay as club members.

What are the biggest trends in virtual fitness?

As technology evolves, and more virtual features become available, members' expectations increase. To answer this demand, we've developed an immersive cycling experience called The Trip, which combines a 40-minute multi-peak cycling workout with a journey through digitally-created worlds, inspired by cinema, live concert experiences and interactive gaming.

Clubs have the option to run The Trip as a virtual class with a voiceover, as well as a live class with an instructor. It's been shown that immersive experiences like this increase satisfaction and decrease the rate of perceived exertion for new exercisers, meaning they find the intensity of exercise more sustainable and easier – even if it isn't.

Why should operators choose you?

Empty studios are a drain on ROI, especially for cycle studios. The average studio is idle for 50-80 per cent of the day and can mean up to £120,000 per year in lost revenue.

Virtual helps maximise studio assets and lighten the load on peak periods. Considering 40 per cent of people say they'll join a club when virtual is on offer, it can make an immediate impact.

Les Mills Virtual builds on the fresh music, scientifically proven workouts and trained instructors that make our live classes so widely loved.

The Wexer Web Player offers inspiration for solo in-club training

DAVID PACKMAN

Marketing director

Supplier: Wexer

Product: Wexer Web Player

The Wexer Web Player allows clubs to create a club-quality, 24/7 group exercise experience, from club to home, giving members access to on-demand virtual classes when they can't make it to their club.

All they need is a log-in and an internet-enabled device and the password-protected web portal allows them to stream their choice of workout from Wexer's library of 500 pre-recorded virtual group exercise classes. There are also workouts in multiple languages.

For members, the Wexer Web Player offers an online experience that mirrors the quality of programming they expect from their health club. It also provides another source of workout inspiration for those training on their own in the club. For non-members, it's a chance to test-drive a club via a quality-guaranteed online product – a first step towards full membership.

What are the biggest trends in virtual?

With so much competition, it can be very hard for health club operators to 'own' a member's entire fitness journey, from in-club to at-home and elsewhere. Yet that ownership is important to maintaining their loyalty.

Operators must recognise that fitness has moved beyond just bricks and mortar. Members enjoy the in-person gym experience, but they also want elements of that experience and expertise to be available to them outside the club too. ●



The new Wexer Web Player offers members a 24/7 online experience that mirrors the quality of programming they expect from their health club



Wexer's library offers 500 pre-recorded group classes



SAFE SPACE

THE CHANGING ROOM EXPERTS

- LOCKERS
- BENCHES
- PADLOCKS
- CUBICLES
- VANITIES
- SERVICING

Contact us today for further information

T: 0203 651 1500

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk



ServiceSport 

**THE UK's LEADING
INDEPENDENT SERVICE PROVIDER**

REMANUFACTURING ● PARTS ● ELECTRONIC REPAIR
INSTALLATION ● SERVICING ● EQUIPMENT ● UPHOLSTERY

www.servicesport.co.uk ● 0845 402 2456

CREATING A NEW GENERATION OF POOL LIFEGUARDS

STA are changing the way Pool Lifeguards are trained...

in line with industry needs and modern best-practice

Find out more at ELEVATE on Stand S61 or visit

www.sta.co.uk



ELEVATE

8-9 MAY 2018 EXCEL LONDON

**Stand S61
for more**

• **Swimming Teaching**

• **Lifesaving**

• **First Aid**

• **Health & Safety**

• **Pool Plant**

www.sta.co.uk

Delivering professional qualifications that reflect the ongoing needs of employers, trainers and learners

STA is recognised by HSG 179 as a Pool Lifeguard Provider

Connect with us:

• [STAHealthLeisureLife](#)

• [STA_HQ](#)

• [sta_team](#)

• [/in/sta-swimming-teachers-associ/](#)



**Professional
Standards**

Kirk says GLL has enjoyed collaborating with the community in Belfast to drive change and increase activity

GARETH KIRK

Leisure trust GLL has partnered with Belfast City Council to invest £105m over the next decade. We talk to the trust's chair and regional director about how the social enterprise model is transforming operations

When we first took over the Belfast partnership in 2015, the operating practices in place here were 10 to 15 years behind their time," says Gareth Kirk, GLL's regional director for the city. "In terms of the equipment, the programming and the way classes were delivered, it was very similar to the way the industry was operating back in 2000."

Kirk is describing the portfolio of leisure centres owned by Belfast City Council (BCC), which the leisure trust began operating four years ago. GLL took over BCC's 10 centres in January 2015, running them under its 'Better' brand.

Since then, GLL and the council have worked together to

upgrade facilities and add four centres to the estate, with a further three set to open within the next 12 months.

"What we've been able to do, in the space of just four years, is to move operations and standards forward by 10 years," he says.

STRATEGIC MOVE

The council's decision to transfer operation of its leisure centres to a charitable social enterprise was part of its plans to refresh and upgrade leisure services across the city. At the heart of its strategy, called Leisure Transformation Programme, is a commitment to invest £105m in leisure ►

► services over the next decade – a major financial commitment in times when local authority budgets are constantly squeezed. The investment includes the building of seven new leisure centres.

"Making a capital investment of that magnitude is completely unheard of in today's environment," says Kirk. "Most of that funding will be spent on new stock, which has resulted not just in new leisure centres and fitness facilities, but also in significant upgrades in existing venues.

NEW KIT

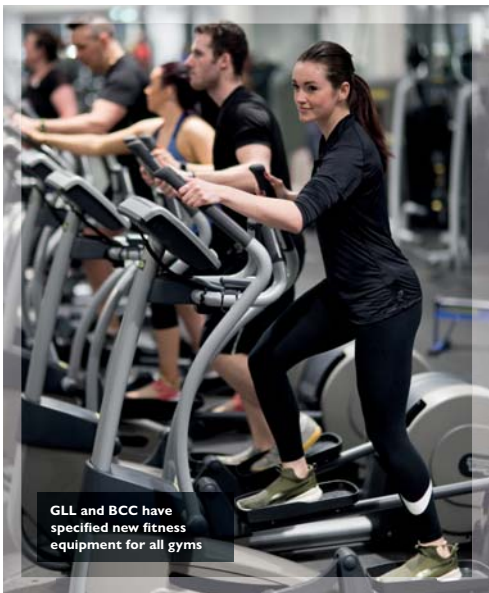
"We've pledged to get new kit into every centre, so it's not all about building new facilities. Our strategy is to make sure every centre – old and new – has got modern equipment."

Kirk says the updating of existing centres has been helped by a long-standing partnership the trust has with equipment supplier Technogym.

"Technogym has played a key role in us bringing the portfolio up to date, equipment-wise," he says, "but also in bringing in new innovations, such as the Technogym Moves concept".

"They've helped us ensure that every facility – whether it's the brand new £20m Olympia Leisure Centre or the much older Shankill Leisure Centre – has the same selection of equipment. It's part of the commitment we've made to deliver a top quality service for every community. As a result – for a relatively compact and small city – Belfast now has a huge amount of top class, public facilities."

Kirk says that providing inspiring facilities fitted with modern equipment helps achieve the key objective of the partnership between GLL and the council – to attract and retain new members and get people more active.



GLL and BCC have specified new fitness equipment for all gyms

"In the past, even if potential new members found their way into a council-operated gym, they would have been faced with the prospect of training on old kit," Kirk says. "Now, we have consistent quality across the estate."

ACCESSIBLE TO EVERYONE

Kirk adds that as part of the strategy, there's a focus on tackling one of the UK's major public health issues – getting people from disadvantaged backgrounds more physically active. The efforts are driven by what Kirk describes as accessible pricing.

"We have two tiers of pricing – around £33-£34 for those who pay the full membership and £16-£17 for those who can't afford the full price," he explains. "So around 50 per cent of our members pay half price, because they are in a position where they can't pay the full membership – such as being unemployed – so we subsidise them.

"The entire social enterprise model is based on the principle of reinvesting all profits back into local facilities and communities – and the membership structure is a perfect example of that."

BIG IMPACT

Kirk says the combination of the council's capital investment and GLL's operational expertise has led to impressive results.

"The impact we're having on the ground in Belfast is considerable," he explains. "In terms of the gym

Gym memberships have increased from 8k to 12k in four years





Kirk says GLL is ready to take on more contracts in Northern Ireland

membership, for example, there were between 7,000 and 8,000 members when we took over in 2015. Now there are more than 12,000. That growth is mainly down to us improving the gym product and ensuring it's delivered by well-trained people."

"We've also seen huge growth in the number of children taking part in swimming classes – and that has been without adding any more pools. We've got more kids in the pool simply by improving the overall offer and focusing on marketing.

Kirk singles out the new Olympia Leisure Centre – which opened in 2017 at a cost of £21.75m to replace an ageing facility – and how it could be seen as a microcosm of the effects of council investment and GLL operations.

Between 2016 (the last year of the old facility) and 2018, memberships increased from 700 to 2,050 and annual income increased from £425,000 to £1.3m.

FOR THE COMMON GOOD

Kirk says that the success of the partnership has raised the profile of the social enterprise model – a relatively new concept not just for Belfast, but for the region. It has also highlighted the fact that not only does the model re-invest in facility stock, but

■ GARETH KIRK:
A SWOT analysis of social enterprises

STRENGTHS

A definite strength is the model's non-profit aspect and the fact that social enterprises genuinely give back to the community. Once people understand the ethos – that all surpluses are directly re-invested back into the business for the benefit of members and the wider community – it's a very powerful 'selling tool' for everyone involved.

WEAKNESSES

Awareness and understanding of the business model. People still don't really know enough – or understand – what trusts are and how they operate, so I think we need to figure out how to raise the profile of social enterprise. The weaknesses are often the flip side of the opportunities, so educating people is crucial. There's no reason why all public leisure shouldn't be run by social enterprises. It's proven to be a very sound model.

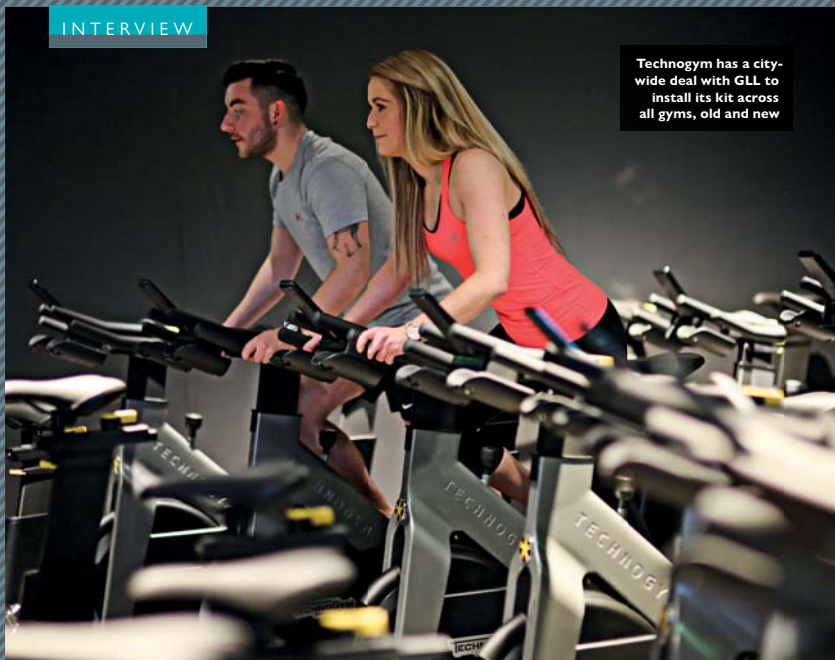
OPPORTUNITIES

There are definitely opportunities around new products and programmes – which some leisure trusts have already trialled and dabbled in – such as trampoline parks and big soft play centres. I think there are also opportunities to stretch ourselves outside of the gym, swim and exercise classes.

THREATS

These are probably more on the macro level and the wider environment of the unknown – such as political challenges or the fallout from Brexit. Certainly here in Belfast that's the case, as the political parties aren't currently talking to one another and no decisions are being made. So it makes it difficult for social enterprises to present their case.

Technogym has a city-wide deal with GLL to install its kit across all gyms, old and new



► also in other local physical activity projects.

One of these is a GLL-led programme to invest in young, local athletes. More than 100 Belfast athletes have so far benefited from £70,000 worth of funding towards their sport and training. The programme is delivered in partnership with the Mary Peters Trust and Belfast City Council.

"When it comes to new models, the social enterprise format wasn't really seen here before – and certainly not in leisure," he says. "It was a significant change for Northern Ireland, not least because around 30 per cent of the country's workforce is employed in the public sector."

It is, therefore, perhaps no surprise that while both the council and GLL have hailed the partnership as a great success, others have needed convincing of the benefits of the new system.

These include trade unions, which represent some of the staff employed at the leisure centres that are now operated by GLL. Some have been vocal with their challenges over the involvement of "an outsourced player" and the introduction of more flexible staffing.

Kirk explains the set-up, saying: "The changes have allowed for a close working relationship between us and the staff who are at the centre of the service. Also, they're part of a strong focus on staff development – we've delivered more than 50 internal promotions since the partnership was launched."

"Technogym has helped us ensure that every facility has the same selection of equipment. It's part of the commitment we've made to deliver a top quality service for every community"

All members of the community are welcomed, with fees set according to their ability to pay

There have been some political challenges too. "I think everyone's aware of the nature of the city and its history, so there are some challenges to understand and work on," Kirk says. "But at the local level, people are very open about them and they are quite happy to talk about them and, importantly, there's a really solution-focused approach about it all. The key is to really collaborate closely with the communities – and that's exactly what we've done.

"The great thing about that is that you get to know people face-to-face, whether it's members of the team or local councillors. It's not uncommon for me to get calls from councillors – across all parties – in the evenings discussing a swimming pool issue or a gym fit-out.

"It's been a challenging first few years, but we're now in a strong position, with a great partner in Belfast City Council and a shared vision – to improve communities through leisure and physical activity."

BEYOND BELFAST

While BCC is seen as a pioneer due to its embracement of the social enterprise model – and its impressive investment levels – it's not just Belfast that's undergoing something of a leisure renaissance. Other councils are following suit and Kirk estimates there are between four and six new leisure centres opening on the outskirts of Belfast in areas run by councils other than BCC.

"There's a huge amount of capital funding going into new stock, so it's an exciting time for the leisure industry in Northern Ireland and also for the island of Ireland," Kirk says.

So, with leisure experiencing a boom in the region and with local authorities looking to develop new facilities, is GLL looking to expand beyond Belfast?

■ GLL

GLL is an employee-owned company, managed by a team of worker board directors. The UK-wide organisation has more than 14,000 staff and a turnover of circa £300m. Since its launch more than 25 years ago, GLL has re-invested more than £100m back into the services it provides.



"In short yes," Kirk says. "We're in discussions with other councils and partners."

"It's taken us four years to really understand the marketplace. It would have been naive for us to come to Northern Ireland thinking that it would operate in the same way as other places we're active in.

"It's a different operating environment in terms of people knowing each other and there being real value in getting connected with the community. But that makes for a very friendly and connected environment to work in, with much stronger collaborative working by local partners.

"So I think we're at the stage now where we can start looking at other opportunities in Northern Ireland if – and when – they present themselves.

"But our focus at the moment is very much still on Belfast – not least because of the big investment and commitment we and the BCC have made. It's taken us four years to really get things humming along and we're looking forward to really delivering the results that the social enterprise model is capable of." ●



Customers wanted more a modern functional training experience using HIIT-style equipment



Precor at Darwen Leisure Centre

Maximising the budget with mix and match equipment and a unified console

Managing budgets while still offering a high-end fitness experience was the priority for Blackburn with Darwen Borough Council, when planning the refurbishment of its 375 sq m gym at Darwen Leisure Centre.

Maintenance costs were increasing on the older equipment, and customer feedback established that a new, less cluttered layout was wanted, along with a more modern functional training experience using HIIT-style equipment.

Richard Brown, leisure, health and wellbeing manager, says: "We wanted a partner who was a good match for our leisure, health and wellbeing strategy and aspirations, as well as our operational needs. Working with Precor enabled us to make the best use of resources by choosing lines of CV equipment to suit our requirements, while maintaining consistency across the gym floor by installing machines with the same consoles.

This, combined with Precor's aftercare and support, was a significant factor in our



"The flexibility of being able to mix and match the Precor 800 and 700 cardiovascular lines, while using P62 consoles across the whole range has allowed us to manage our budget in a smart way. It provides a mix of CV equipment, while at the same time offering a consistent, interactive networked screen."

Richard Brown, Blackburn with Darwen Borough Council

decision to partner with them."

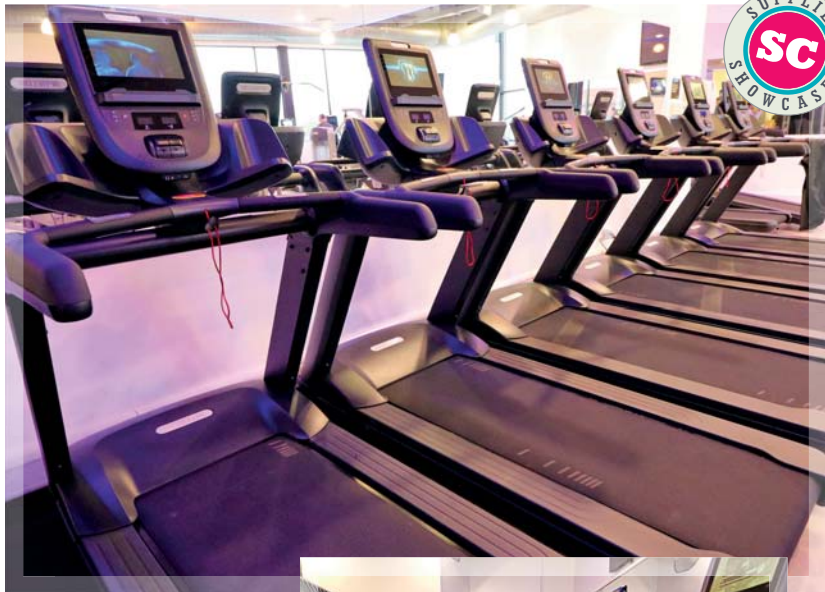
The centre's 80-station gym now benefits from a new layout, showcasing Precor CV and strength equipment, as well as a Queenax™ functional fitness unit, all fitted out in the new Precor Black Pearl colourway.

MIX AND MATCH

Brown explains: "The flexibility of being able to mix and match the Precor 800 and 700 cardiovascular lines, while using P62 consoles across the whole range has allowed us to manage our budget in a smart way. It provides a mix of CV equipment, while at the same time offering a consistent, interactive networked screen. This makes it easier and quicker for customers when they switch machines.

Operationally, it meant we were able to make our budget work hard and incorporate additional equipment, like the Queenax™, providing a more up-to-date offering and addressing the need for a versatile, functional fitness area."

The Open Format Queenax™



The entire installation has been done in Precor's new Black Pearl colourway

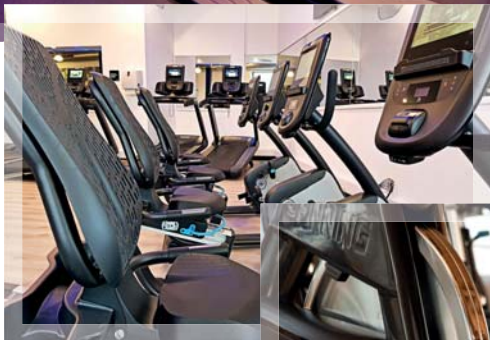
functional training unit was installed in the same Black Pearl colourway as the CV and strength equipment, creating a unified and sleek ambience for all the equipment across the gym floor.

The centre has also gained a mix of 21 Spinner® Chrono™ Power and Spinner® Ride™ bikes, which have been installed in a newly-refurbished fitness studio, which also benefitted from a new sound system and lighting, to create an immersive and modern indoor cycling training experience.

HIGH-QUALITY EXPERIENCE

Brown concludes: "We have more than 7,000 members across all the fitness facilities within the borough, who have access to Darwin. As a result, installing the new Precor Spinner® bikes is important, as it enables us to provide customers with a high-quality ride using a mix of bikes to suit all levels.

"The Queenax™ functional training unit also provides us with an attractive and versatile piece of kit that allows us to offer a varied and fun training experience,



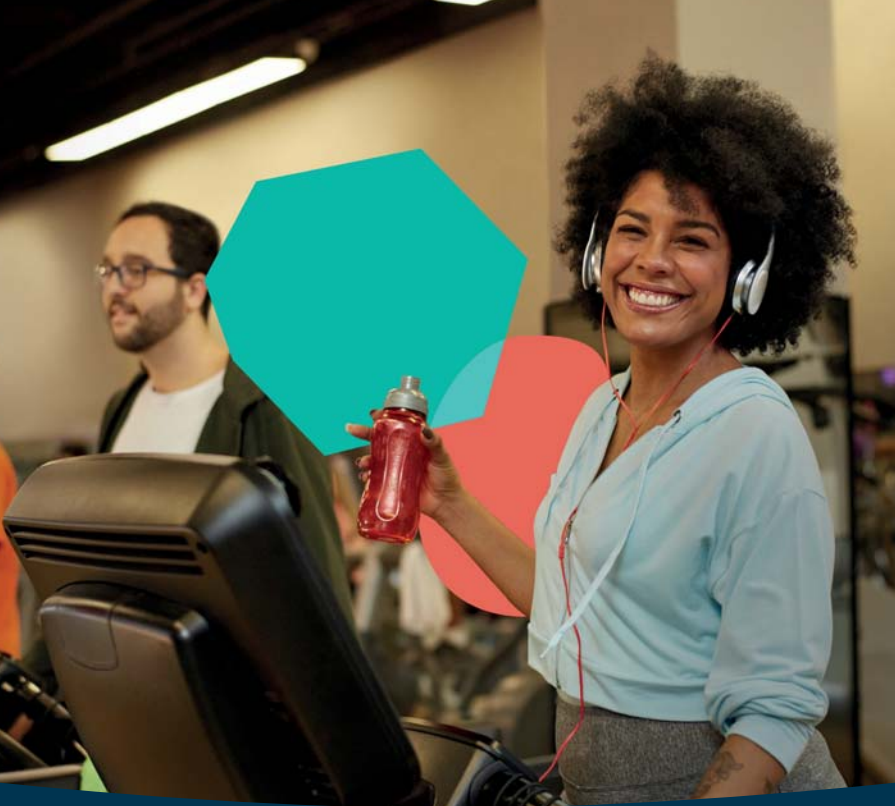
Offering consistent interactive networked fitness consoles

while maximising the use of space.

"We've had a fantastic reaction to the new gym," says Brown. "Social media went crazy when we posted sneak-peek photographs of work in progress, and when we opened, they couldn't believe the changes to the facilities on offer."

Find out more: Precor.com





Gympass

gympass.com/uk

Connecting you to
corporate customers



Gympass enables employees of companies such as Tesco and Santander to use Everyone Active facilities

Unlocking corporate sales

Everyone Active and Gympass sign extended club deal to drive corporate engagement

In December 2018, Gympass, leader in corporate fitness sales, and Everyone Active, one of the largest leisure centre operators in the UK, announced a 68-club deal, which was predicted to bring the leisure operator 10,000 new members over a three-year period.

Following a strong start, confidence in Gympass was so high that Everyone Active wasted no time in extending the partnership to its nationwide portfolio.

Just five months on from the launch, plans are on track and Everyone Active has already benefited from hundreds of new members, 80 per cent of whom were not previously members of a gym.

"Our partnership in the south-east region proved so successful in just a few months that it made total sense for us to extend the deal to the rest of the business, bringing our full estate into the Gympass network," says Duncan Jefford, regional director for Everyone Active.

The success of the partnership has been bolstered by recent signings between

Gympass and high-profile corporate partners such as Tesco and Santander. Their employees, who total more than half a million, can benefit from a Gympass membership at a favourable rate.

EMPLOYEE WELLNESS

"Employers are starting to recognise that providing employees with wellness benefits can have a huge impact across all areas of the business, from recruitment to profitability. Our corporate partners love our vast network of fitness facilities UK-wide," says Eamon Lloyd, director – head of partnerships for UK&IE at Gympass.

"I'm certain we'll get more inactive people from our partner companies into Everyone Active centres over the next few months, as we continue to onboard more employees who can access centres both near work and close to home," he concludes.

Gympass' technology has brought new members directly to Everyone Active's front door, matching employees with facilities, based on their location, but the



Eamon Lloyd from Gympass (left) signs the deal with Duncan Jefford

deal has extended far beyond the platform – Gympass' live corporate wellness events put members of the Everyone Active team on the ground in corporate offices to discuss membership options, run classes and do health checks face-to-face.

Breakfast wellbeing events at Everyone Active centres have also encouraged more employees to try the facilities in a safe and supported environment.

One in four adults in England get less than half an hour of exercise a week. This extended partnership will help improve this, driving both companies forward in their mission to defeat inactivity.

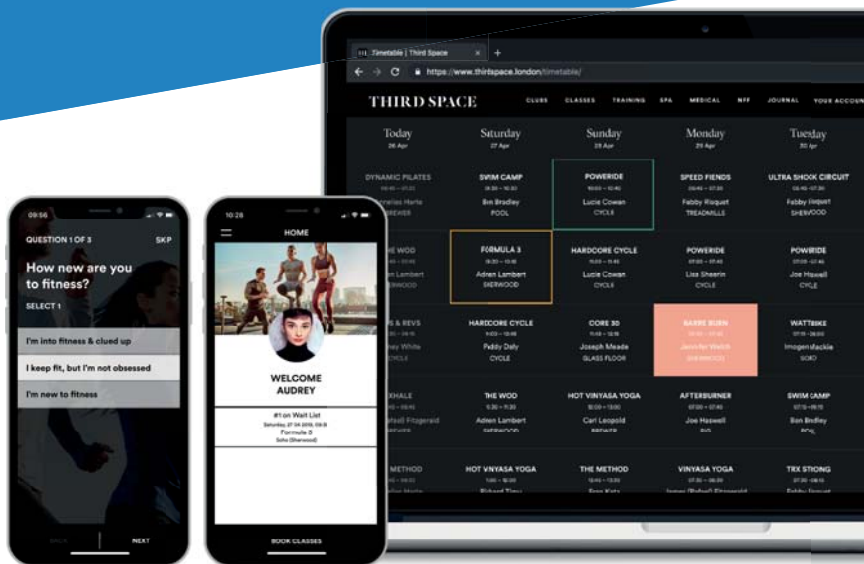
Find out more: www.gympass.com/uk

"Our partnership in the south-east region proved so successful in just a few months that it made total sense for us to extend the deal to the rest of the business, bringing our full estate into the Gympass network"

Duncan Jefford, regional director, Everyone Active

ADVANCED MANAGEMENT OF YOUR CUSTOMERS, STAFF AND BUSINESS.

INTEGRATED SOLUTIONS FOR CLUBS, STUDIOS, TRAINERS, ACADEMIES & BRANDS.





The team behind Surge in Hammersmith, London plans to expand to additional locations

Surge EMS chooses Fisikal

Fisikal provides digital business solution to one of London's first dedicated EMS studios

Software expert, Fisikal, won the tender to custom-build, implement and maintain a business management solution for Surge, a premium EMS (Electronic Muscle Stimulation) studio, which opened in Hammersmith, London in 2017.

James Nuttall, Surge commercial manager, says the decision has positively impacted the business: "Fisikal was the only company that could accommodate all the customisations we required," he explains. "The team delivered an impressive, complete solution that includes a billing system with a contract structure, built completely from scratch. "We also wanted to offer a premium member experience, simplifying payments and bookings through an app," he says.

CUSTOMER JOURNEY

"Because every EMS workout is led by a personal trainer, every session has to be pre-booked," continues Nuttall. "When

the member arrives, we also need instant visibility of their suit size, so we can make sure the equipment is ready for them to get started. This creates a potential pressure point for both us and members, which, I'm pleased to say, has been completely negated, thanks to the integration of the Fisikal online booking solution.

"Fisikal's system runs the entire back-office at Surge," explains Nuttall. "I analyse financial and operational data daily, if not hourly, to manage performance. Reports drive decision-making, providing information on occupancy, payments, sales and prospecting and supporting our business management needs.

"Over the next five years, we'll be expanding to multiple sites, so we've chosen a digital partner that can grow with us," he continues. "Fisikal gives access to both aggregated and segmented data: at any given moment, we can get a real-time impression, not only of the performance of individual sites, but also



"Fisikal was the only company that could accommodate all of the customisations we required"

James Nuttall, Surge

across all sites. The value of this will be immense as we expand. Ultimately, we rely on Fisikal to run our business."

● Find out more www.fisikal.com or email info@fisikal.com.

FISIKAL DRIVES BUSINESS MANAGEMENT & CUSTOMER ENGAGEMENT

Fisikal helps fitness professionals, facility operators and education organisations improve efficiencies and service through online business management solutions.

The custom-built, facility management and product education platforms enable operators to manage their businesses online or via mobile.

Functionality includes payment solutions, staff management, bookings, content delivery and business analysis.

Fisikal also improves the customer experience via a mobile app that provides anytime access to online bookings and a huge library of personalised fitness content.



30 YEARS OF FITNESS SOLUTIONS

1989 • 2019



PHYSICALCOMPANY.CO.UK



Physical Company offers
1,900 different products,
from kettlebells to flooring

Celebrating 30 years of evolution

As Physical Company celebrates its 30th birthday, John Halls reflects on how the company continues to evolve by providing solutions that enable operators to innovate and inspire

“Through our network of global suppliers, we provide leading specialist fitness solutions,” says John Halls. “It’s our ability to stay one step ahead of the curve, predicting today what will be needed tomorrow, that keeps us at the forefront of fitness equipment provision.”

“Physical Company is continually reviewing its product portfolio and expanding its global supplier network. We currently offer more than 1,900 products, from functional training consumables and rigs to Pilates reformers and custom products,” he says.

“Success is built on partnership, we provide operators with end-to-end solutions, from concept to installation.”

“In the last twelve months, we’ve delivered some incredible boutique spaces, from the outdoor functional training space at Village Gym, Portsmouth to PilaYoga at The Marlow Club.

MIND-BODY SOLUTIONS

“Our extended partnership with Merrithew – the global leader in mind-body equipment – means we’re now able to provide a complete mind body solution, from Pilates reformers to a full complement of accessories.

“In February, we announced a partnership with Beaulieu International to distribute its market-leading Turfgrass flooring exclusively to the UK fitness sector. The product is being used in Thé Yard, the énergie Fitness boutique concept.

“The range employs a unique method of weaving markings into the turf during the manufacturing process, making it integral to the product rather than an add-on.



“We’ve delivered some incredible boutique spaces, from the outdoor functional training space at Village Gym, to PilaYoga at The Marlow Club”

John Halls, MD, Physical Company

“This results in a single piece of flooring that looks great and withstands constant heavy use. Add this new range to our existing relationship with Ecore flooring and we’re supplying some of the highest quality flooring solutions in the market at extremely competitive prices,” says Halls.

MEET UP AT ELEVATE

In addition to sourcing innovative products, Physical Company also invests in the design and manufacture of bespoke innovations. The Evo Bench is a good example. Answering a market need for a space-saving multi-function exercise and storage bench. “Evo Bench is now used in 11 Village Gyms,” says Halls, “playing a vital part in the delivery of the Burn Baby Burn group exercise concept.

“This year also sees the launch of our new app,” he continues, “which provides free access to a library of fitness content to support both trainers and end users.

“To cap it all, Physical Company has a new brand identity for 2019,” says Halls, “we’ve also tweaked the aesthetics of some of our core products, such as kettlebells, following client feedback.

We’ll be on stand L20 at Elevate – to book a meeting, call 01494 769 222 or email sales@physicalcompany.co.uk

Surfaces for Sport & Leisure Facilities



SPORT | FITNESS | PLAY | ACOUSTICS

- POINT ELASTIC & AREA ELASTIC SPORTS FLOORING
- IMPACT RESISTANT RUBBER FLOORING FOR FREE WEIGHT AREAS
- SLED LANES, EPDM SPRINT TRACKS & DANCE STUDIO FLOORING
- SOLUTIONS FOR PLAYGROUNDS, MUGAs & OUTDOOR PLAY SPACES
- ACOUSTIC WALL PANELS FOR SPORTS HALLS

Contact us now:

Office: +44 (0) 1706 260 220

Email: Sales@TVS-Group.co.uk

Web: www.TVS-Group.co.uk



TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest product launches in health and fitness

Anytime Fitness launches coaching app for members, explains **Marvin Burton**

Available on both iOS and Android, Anytime Coaching is available via the Anytime Fitness app for all Anytime members, who log in with their membership details.



"Anytime Coaching provides an affordable and accessible way for members to receive expert tuition and get the guidance they need to achieve their goals"

Marvin Burton

Anytime Coaching provides an online platform that enables PTs to share bespoke workouts and communicate with members via in-app messaging. It also enables members to set goals and track their daily steps.

The service is designed to reduce the need for physical, in-person coaching and enables PTs to coach their clients even when they are unable to get to the gym.

Marvin Burton, head of Product at Anytime Fitness and a former PT, says: "Anytime Coaching is an exciting addition to the digital revolution that's sweeping the fitness industry. Even regular gym visitors are only spending five per cent of their week



Anytime Coaching is accessed via a dedicated app

in the gym, so this provides a way for clubs and PTs to impact their member's lives in the remaining 95 per cent."

"Anytime Coaching provides an affordable, accessible way

for members to receive tuition and get the guidance they need to achieve their goals."

fitness-kit.net KEYWORD
ANYTIME FITNESS

ShapeKAMS 'bridges the gap between static and dynamic assessment', says **Dr Ryan Comeau**

Shapewatch, a 3D body visualisation firm, has teamed up with Kinetisense, manufacturer of a markerless human motion assessment system, to create ShapeKAMS, a dynamic movement assessment tool.

Combining Kinetisense's Advanced Movement Screen (KAMS) with Shapewatch's body scanning solution, ShapeKAMS enables operators to offer visual accounts of biometrics, including body fat percentage, lean body mass and waist:hip ratio.

Trainers can also use the system to assess functional movement, which enables users to track their body changes throughout their fitness journeys.



"I am confident that ShapeKAMS will serve as the ultimate differentiator for our trainers"

Dr Ryan Comeau

Dr Ryan Comeau, CEO of Kinetisense, says: "ShapeKAMS bridges the gap between static and dynamic biomechanical assessment, allowing trainers to incorporate data analytics to their assessment."



The new system gives biometric readings

"This system provides information over the course of training that shows changes in biometrics and functional movement. This allows for engagement with the client via a data-driven 'compass'

that shows their progress. I'm confident that ShapeKAMS will serve as a differentiator for our trainers," he adds.

fitness-kit.net KEYWORD
SHAPEWATCH

- New Monkey Mill is inspired by Tough Mudder, says **Mike McKenna**

Monkey Mill – a new motorised monkey bar machine – has launched in the UK.

The patent-pending kit features a continuous moving bar system that provides an endless run of monkey bars



"The idea for Monkey Mill was born back in 2012 while I was training for the monkey bar obstacle in UK Tough Mudder event"

Mike McKenna

to offer combined CV and strength training.

The Monkey Mill is a similar model and footprint to a traditional treadmill.

Features include adjustable speed settings and interval training programmes, as well as optional attachments such as battle ropes and suspension trainers.

"The idea for Monkey Mill was born back in 2012 while I was training for the monkey bar obstacle in UK Tough Mudder event," says CEO Mike McKenna.

"I was asking where I could gain this type of experience and develop the skill in my gym? The answer was nowhere, then it hit me – what if I could turn a treadmill upside down and provide an



The Monkey Mill enables continuous monkey bar workouts

endless set of Monkey Bars in the same way a treadmill provides an endless road?"

We've come a long way since then and with the support of a talented team, the concept has turned into a fantastic training

solution, with kit that is made in the UK that we feel will transform many training facilities across the world over the next few years."

fitness-kit.net KEYWORD
MONKEY MILL

Stefano Marcandelli introduces the Walker View 3.0

Tecnobody, an Italian fitness and rehab equipment supplier, has launched its Tecnosport range, including the Walker View 3.0 treadmill into the UK market.

Billed as 'a walk and run analysis laboratory', the Walker View 3.0 is designed to aid recovery in sports injuries and is capable of analysing and providing immediate feedback on the user's gait, highlighting the

strengths and weaknesses in both form and technique.

In addition, it can provide feedback on the runner's posture, support the foot and correct arm movements and is equipped with a touchscreen LCD monitor, load detection belt and a motion capture 3D camera.

Stefano Marcandelli, CEO of Tecnobody, says: "The Walker View 3.0 offers a complete and immersive

visual experience that engages athletes and patients in their training and recovery. Training no longer has to be boring and demotivating."

Other products in the range include the D-Wall, a VR functional training experience which features a library of 450 different functional and rehab exercises. ●

fitness-kit.net KEYWORD
TECNOBODY



"The Walker View 3.0 offers a complete and immersive visual experience"

Stefano Marcandelli

The Walker View 3.0 is designed to aid recovery





"These new products offer the market a complete indoor cycling solution. We have indoor bikes that cover both home and commercial fitness sectors, and user groups from general health and fitness, to elite sport" Richard Baker, CEO, Wattbike

Two new Wattbikes, the Atom X and Icon, offer complete indoor cycling solutions that create immersive experiences for the rider

Wattbike has expanded its product range with the launch of two new indoor bikes.

The first, the Atom X, is billed as an industry game changer. Building on the success of Wattbike's Atom cycle, the Atom X is a smart bike designed to give riders a fully connected, immersive cycling experience.

It features a series of in-built interactive workouts, tests, training plans and climb mode, all accessible from the touchscreen performance monitor.

Other features include smart technology that enables third party connectivity, so members can train their way.

The second launch – the **Wattbike Icon** – is described as an evolution of the Wattbike Pro/Trainer, and was designed to elevate the

user experience. It features the all-new Performance Touchscreen, which has an HD display that delivers advanced performance feedback for a fully connected user experience.

Richard Baker, Wattbike CEO, says: "These new products offer the market a complete indoor cycling solution. We have indoor bikes that cover both home and commercial fitness sectors, and user groups from general health and fitness to elite sport."

"With this we offer our customers a virtual cycle from their home, health club, hotel or work."

"Our mission is to continue leading the market with our advancements and technology," he added.

fitness-kit.net KEYWORD

WATTBIKE



The 'Immersive' Atom X from Wattbike



The new Wattbike Icon gives performance feedback



Wattbike has ranges to meet the needs of home and commercial fitness, from general fitness to elite

Directory

To book your promotion, call the sales team on +44 (0)1462 431385

ARCHITECTS & DESIGNERS

zynk | INTERIOR
ARCHITECTURE
& DESIGN

zynkdesign.com

WWW.ZYNKDESIGN.COM

AV / SOUND

Lightmasters

Audio Visual Systems

Effects & Mood Lighting

PA Systems

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

WWW.LIGHTMASTERS.CO.UK

COMPUTER MEMBERSHIP SOFTWARE



Legend

Call Legend today
0800 031 7009
legendware.co.uk

WWW.LEGENDWARE.CO.UK

COMPUTER MEMBERSHIP SOFTWARE

WHATEVER YOUR SECTOR...



Need a management solution?
Get in touch and find out how you can start saving and making money, year after year...

EZ / RUNNER

Management Software: made easy

0844 847 5827 www.ez-runner.com

WWW.EZ-RUNNER.COM

COMPUTER MEMBERSHIP SOFTWARE

BrightLime

SHARPER WEB BASED
CLUB MANAGEMENT

0844 493 3696
info@brightlime.com

WWW.BRIGHTLIME.COM

COMPUTER MEMBERSHIP SOFTWARE

A highly functional, constantly improving system, to manage most leisure environments

- Membership/CRM
- Activity & Class Bookings
- Course Management
- Till & Payment Systems
- Access Control
- Online Bookings & Sign-ups

Contact us on:
+44 (0)1423 873 873
www.sportsoft.co.uk

SPORTSOFT

WWW.SPORTSOFT.CO.UK

CUSTOMER ENGAGEMENT

GET MEMBERS..... KEEP MEMBERS!



memberdrive

www.cfm.net

www.myzone.org

myzone



WWW.CFM.NET

DIRECT DEBIT COLLECTION



DFC
Revenue Management
Solutions

**We do more than
just collect your
subscriptions**

www.debitfinance.co.uk
sales@debitfinance.co.uk
01908 422 026

WWW.DEBITFINANCE.CO.UK

DIRECT DEBIT COLLECTION

harlandsgroup
www.harlandsgroup.co.uk

Maximum Revenue, Minimum Hassle!

We don't just process your payments, we manage your memberships so you can manage your facilities more effectively...

- Maximise profitability
- Reduce admin time
- Unlock the potential in your staff
- Increase income

01444 449 157 | sales@harlandsgroup.co.uk

WWW.HARLANDSGROUP.CO.UK

EXERCISE EQUIPMENT

MAKING A STRONGER WORLD

ELEIKO SPORT LTD. IS NOW WORKING DIRECT WITH FACILITIES IN THE UK AND IRELAND.

By integrating the world's best strength equipment, education and expertise, we make people stronger, so they can perform better in sports and in life.

UK@ELEIKO.COM

ELEIKO

WWW.ELEIKO.COM

EXERCISE EQUIPMENT

JORDAN®

THE FUNCTIONAL FITNESS SPECIALISTS

E: sales@jordanfitness.co.uk
T: +44 (0) 1553 763 285
W: www.jordanfitness.com

WWW.JORDANFITNESS.COM

EXERCISE EQUIPMENT

ServiceSport

Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales

Call: 0845 402 2456 | www.servicesport.co.uk

WWW.SERVICESPORT.CO.UK

FLOORING

GYM FLOORING & ACOUSTIC SOLUTIONS



Contact us now:

Office: +44 (0) 1706 260 220

Email: Sales@TVS-Group.co.uk



TVS GROUP

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

WWW.TVS-GROUP.CO.UK

FUNCTIONAL TRAINING / FLOORING

Regupol®

IMPACT SOUND INSULATION | GYM FLOORING



INFO@BERLEBURGER.DE > WWW.EVERROLL.BIZ

BSW

WWW.EVERROLL.BIZ

FUNCTIONAL TRAINING / FLOORING

TARAFLEX
SPORTS

High Performance Fitness Flooring
Recognised Brand Trusted Quality

www.gerflor.co.uk

Gerflor
the floor company

WWW.GERFLOR.CO.UK

LOCKERS & INTERIORS

CRAFTSMAN

- Changing Rooms
- Treatment Rooms
- Lighting & Interiors
- Bespoke Storage & Lockers

sales@cqlockers.co.uk | +44 (0)800 030 6082

WWW.CQLOCKERS.CO.UK

Directory

HCM

HEALTH CLUB MANAGEMENT

To book your promotion, call the sales team on +44 (0)1462 431385

LOCKERS & INTERIORS

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



WWW.CROWNSPORTSLOCKERS.CO.UK

LOCKERS & INTERIORS

FITLOCKERS

Quality Affordable Locker Room Solutions



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk

WWW.FITLOCKERS.CO.UK

LOCKERS & INTERIORS



- LOCKERS
- BENCHES
- PADLOCKS
- CUBICLES
- VANITIES
- SERVICING

Contact us today for further information

T: 0203 651 1500

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk



SAFE SPACE
THE CHANGING ROOM EXPERTS

WWW.SAFESPACELOCKERS.CO.UK

LOCKERS & INTERIORS



RIDGEWAY
furniture manufacturing
ridgewayfm.com

tel 01525 384298 sales@ridgewayfm.com

WWW.RIDGEWAYFM.COM

RETAILS SOLUTIONS

SRS
Leisure

YOUR COMPLETE RETAIL SOLUTION



0121 550 2700

sales@srsleisure.com

www.srsleisure.com



WWW.SRSLEISURE.COM

SALES & MARKETING

GET MEMBERS...



memberdrive

...KEEP MEMBERS

myzone



0115 777 3333 WWW.CFM.NET

WWW.CFM.NET

REGISTER NOW

ELEVATE

8-9 MAY 2019 | EXCEL | LONDON

THE UK'S LEADING
TRADE EVENT FOR
PHYSICAL ACTIVITY

HEADLINE PARTNER

fibodo
find it. book it. do it.

REGISTER NOW FOR YOUR FREE PASS TO ATTEND

Elevate is now firmly established as the UK's largest gathering of fitness, performance and healthcare professionals. With more exhibitors, physical activity innovations and expert speakers than ever before, make sure you don't miss out. Highlights include:

- Thought-leaders Conference
- Elevate Kids
- Seminar streams:
 - Active Kids
 - Active Aquatics
 - Strategies for an Active Nation
 - The Business of Physical Activity
- The Studio
- Innovation Awards
- The Tech Lab
- Drinks Reception

CO-LOCATED WITH

COPA

ELITE SPORTS UK

350+
EXHIBITORS

1000+
PRODUCTS

6 INNOVATION
AWARDS

300+
SPEAKERS

FANTASTIC
NETWORKING

LEAD SUPPORTERS:



More people
More active
More often



CHARTERED INSTITUTE FOR THE MANAGEMENT
OF SPORT AND PHYSICAL ACTIVITY



Public Health
England



INSTITUTE OF SPORT
EXERCISE & HEALTH



inspire the nation



COVENTRY CITY OF
SPORT

EXHIBITORS INCLUDE:



SPEAKERS INCLUDE:



Dame Sally Davies



Tara Dillon



Mark 'Dot' Perkins



Dr Zoe Williams



Chris Grant



Ali Oliver



James Sanderson



Michael Brannan



Julie Crofield



Gareth Thomas

REGISTER NOW - ELEVATEARENA.COM

SHIFT TO REAL RIDING



SKILLBIKE™ CLASS

Technogym brings the outdoor cycling experience indoors to challenge your riding skills in real race segments and demanding climbs. Enjoy the sensation of riding a bike that feels and behaves like your own in virtue of its patented Real Gear Shift and Road Effect System. Discover more: [Technogym.com/hcm-skillbikeclass](https://www.technogym.com/hcm-skillbikeclass)



The Wellness Company