



# health club management

MAY 2009 £4.00

INTERVIEW

## CHARLIE PARKER

The CEO of the Country  
Club Group on incorporating  
fitness into golf clubs

### teenagers' fitness

PHYSICAL ACTIVITY AS A WAY TO  
ADDRESS ANTISOCIAL BEHAVIOUR

### APPRENTICESHIP SCHEMES

A golden opportunity to boost business

EVERYONE'S TALKING ABOUT...

'GIVING' ADVICE TO MEMBERS

ARE WE SHORT-CHANGING CUSTOMERS IN A BID TO SELL PERSONAL TRAINING?



a leisure media  
company  
publication



The official  
publication  
of the FIA





at the *heart* of every successful leisure facility

[PULSESELECT.COM](http://PULSESELECT.COM)

[CLUB-PULSE.COM](http://CLUB-PULSE.COM)

[PULSESOCCKER.COM](http://PULSESOCCKER.COM)

[PULSEFITNESS.COM](http://PULSEFITNESS.COM)

Pulse, The Bromley Centre, Bromley Road, Congleton, Cheshire CW12 1PT  
T: 01260 294610 F: 01260 299282 E: [info@pulsefitness.com](mailto:info@pulsefitness.com)



## creative solutions

**T**hey say necessity is the mother of invention and it seems this old adage is holding true in the current economic situation. As you'd expect from a market characterised by driven, energetic and enthusiastic people, health club operators and owners are getting creative to find ways of continuing to grow their businesses and improve retention levels.

All aspects of the club operation are being reviewed and tightened. Fitness First is concentrating some of its efforts on consumer-facing marketing and product development initiatives, including the launch of a new range of branded home fitness equipment which will be sold through Tesco. This month the company has also announced the development of a new product line for the Nintendo Wii games console. The new initiative is being undertaken in partnership with Black Bean Games and the creators of TV programme and book *You Are What You Eat*. It will result in the launch of a game called *NewU InsideOut* which combines fitness and exercise content to give a full body workout. The rationale is to extend members' workout

outside the gym and to encourage new exercisers to feel comfortable with exercising, with the eventual aim being to encourage them to join a gym.

Other initiatives have seen Esporta launch a new scheme for people who have been made redundant. The company has developed the Fresh Start package to offer unemployed people the first three months' membership at 'very advantageous rates'. The scheme is just one of a range of new initiatives being introduced by Esporta.

Well capitalised companies are making the most of the depressed property market by

snapping up prime sites at very competitive prices to underpin their next development phase, and with so many real estate bargains available, this will set them up for expansion when the market improves.

Operators are also considering pay as you go pricing options. These have a premium attached when compared with a full membership, and prices are set at a level which is more profitable for the operator. Having a pay as you go option allows clubs to target potential new members who are not in a position to commit to a full membership, while still rewarding full members for their loyalty.

On the training front, Premier is guaranteeing all graduates a job interview with a fitness operator on completion. Other training providers are targeting people who have redundancy money to spend, in a bid to persuade them to retrain for work in the health and fitness market. Given that the sector has been suffering skills shortages over the last 10 years, this is a very valid thing to be doing, we just need to be careful not to oversell the employment opportunities which currently exist – especially for personal trainers or any other area which tends to involve self-employment.

One major upside to the current situation is the keen interest in the environment, as operators seek to reduce costs by being more fuel efficient. There's been a significant increase in the number of companies implementing energy-reducing schemes and investing in new technology. These changes will help keep firms solvent now, while setting them up for greater successes when better times return.

**Liz Terry, editor**  
email: [healthclub@leisuremedia.com](mailto:healthclub@leisuremedia.com)



NEWS AND JOBS UPDATED DAILY ON THE INTERNET [leisureopportunities.co.uk](http://leisureopportunities.co.uk)

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

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

© Cybertrek Ltd 2009

**Subscriptions**  
**Julie Albone**  
+44 (0)1462 471915  
**Circulation Manager**  
**Michael Emmerson**  
+44 (0)1462 471932  
**Editor**  
**Liz Terry**  
+44 (0)1462 431385  
**Managing Editor**  
**Kate Cracknell**  
+44 (0)1462 471906  
**Assistant Editor**  
**Katie Barnes**  
+44 (0)1462 471925  
**Journalist**  
**Caroline Wilkinson**  
+44 (0)1462 471911  
**News Desk**  
**Tom Walker**  
+44 (0)1462 471934  
**Caroline Wilkinson**  
+44 (0)1462 471911  
**Pete Hayman**  
+44 (0)1462 471938  
**Products Editor**  
**Sarah Todd**  
+44 (0)1462 471927  
**Mark Edmonds**  
+44 (0)1462 471933  
**Designers**  
**Claire Toplis**  
+44 (0)1462 471910  
**Andy Bundy**  
+44 (0)1462 471924  
**Ed Gallagher**  
+44 (0)1905 20198  
**Website Team**  
**Michael Paramore**  
+44 (0)1462 471926  
**Dean Fox**  
+44 (0)1462 471900  
**Tim Nash**  
+44 (0)1462 471917  
**Katie Eldridge**  
+44 (0)1462 471913  
**Publisher**  
**Jan Williams**  
+44 (0)1462 471909  
**Sales**  
**John Challinor**  
+44 (0)1582 607790  
**Tessa Alexander**  
+44 (0)1462 471903  
**Nadeem Shaikh**  
+44 (0)1462 471902  
**Julie Badrick**  
+44 (0)1462 471919  
**Nuzhat Hayat**  
01604 415414  
**Marketing Manager**  
**Jennifer Todd**  
+61 3 9694 5213  
**Financial Controller**  
**Sue Davis**  
+44 (0)1395 519398  
**Financial Administrator**  
**Denise Gildea**  
+44 (0)1462 471930  
**Credit Controller**  
**Shona Axford**  
+44 (0)1876 580347

sweat and smile

**YOUR MOVE**

CIRQUE DU SOLEIL.







INTRODUCING

# JUKARI FIT TO FLY™

A new gym experience from  
Reebok & Cirque du Soleil

Let the fun begin at  
[reebok.com/women](http://reebok.com/women)

**Reebok**

# welcome to HEALTH CLUB MANAGEMENT

PICTURE WWW.ISTOCK.COM



Middle East Spa Summit debuts p30



Can clubs benefit from apprenticeships? p54

## contents

### 08 letters

We need to set minimum standards for people who work with children, says James Porter, director of the ZigZag Training Academy

### 10 news round-up

Funding secured for Holt Park and for Nottingham leisure developments, and a new £14m sports centre opens at the Royal National College for the Blind

### 18 international news

Holmes Place opens in Hungary, and Tanzania's Serengeti national park gets a new hotel gym

### 20 fia update

Steven Ward provides the second part of a two-part update on the national Physical Activity Alliance

### 24 reps update

Details of the test centres planned for qualification accreditation



Vibration training news p53

PICTURE WWW.ISTOCK.COM



Balance training – helping older people maintain their lifestyle p64

### 26 people news

Peter Rigg joins Physique, and Mike McCardle retires from sporta

### 28 competitive edge

Race against the sun in the Lake District, or compete in a jungle marathon – all for charity

### 30 diary dates

Get ready for SIBEC UK and the FIA FLAME Conference

### 32 everyone's talking about... 'giving' advice

Where does fitness instructing end and personal training begin when it comes to giving members advice?

### 34 interview charlie parker

The CEO of the Country Club Group talks about combining fitness and golf, about creating great places to be, and about balancing success with not growing too large

### 38 child's play

Research shows that increasing children's participation in exercise can improve their academic grades as well as their health

### 39 physical therapy

We look at how exercise can help tackle anti-social behaviour in teenagers, and at the various initiatives taking on the challenge

### 44 health club spa shout it out

HEALTH CLUB SPA

We pay a visit to the Chelsea Club, an exclusive health club located at Stamford Bridge in London, to review its new Escape spa

### 49 health club spa all change

HEALTH CLUB SPA

Expert advice on the considerations that need to be addressed when designing changing rooms, whether for fitness, spa or swimming



A round-up of fitness gadgets p72

PICTURE: WWW.ISTOCK.COM



Tackling teens' anti-social conduct p39



Challenges that push your limits p28

## 52 health club spa spa news

HEALTH  
CLUB SPA

The Grange spa and personal training centre opens in Lincolnshire, plus new treatments for Spa London

## 53 fitness-kit.net special vibration training

gym80 launches its endurance force bike and VibroGym sees the debut of its Swarovski crystal-encrusted plate

## 54 home grown staff

With government funding being made available for apprenticeship schemes, and with training providers on-hand to develop bespoke programmes, should operators pay more attention to this opportunity?

## 58 showtime!

A round-up of the new products launched at IHRSA in March, plus summaries of the keynotes and a review from the show floor

## 64 striking a balance

Suggestions on how to incorporate balance training into workouts, and a round-up of balance equipment

## 70 inner space

Central YMCA recently completed a £2.7m refurbishment project. We report on what's been done, and why

## 72 fitness gadgets

From downloadable workouts to heart rate monitors, we look at some of the latest gadgets making an impact on the fitness market

## 74 supplier profile tim colston, keiser

The MD of Keiser UK talks about equipment that can cater for all markets, from the elderly to the elite

## 83 lightweights

The use of gems, and even walking through mud, in spa therapies

FIA  
FITNESS INDUSTRY  
ASSOCIATION

The official publication of the  
Fitness Industry Association  
+44 (0)20 7420 8560

## reader services



### digital magazine

See Health Club Management online  
[healthclubmanagement.co.uk/digital](http://healthclubmanagement.co.uk/digital)

### news & jobs

For jobs and news visit the Health Club Management website at  
[healthclubmanagement.co.uk](http://healthclubmanagement.co.uk)

### attention buyers!

Use our search engine to find suppliers and get innovation updates  
[fitness-kit.net](http://fitness-kit.net)

### subscribe:

Sign up for Health Club Management at  
[leisuresubs.com](http://leisuresubs.com), or call:  
+44 (0)1462 471915

### buyers' guide:

For suppliers of products and services in the health club and spa markets, turn to p78



# write to reply



Do you have a strong opinion or disagree with somebody else's views on the industry? If so, we'd love to hear from you – email: [healthclub@leisuremedia.com](mailto:healthclub@leisuremedia.com)

## minimum standards needed for those working with kids

Children's health is clearly high on the government agenda, and we welcome the initiatives and funding opportunities set up to establish kids' activity programmes in schools and local communities. But why are there no minimum standards for people working with kids?

Surely the key to any successful programme are the people delivering it. Adults have a massive influence on children – an influence that can stay with kids for life. An adult who doesn't really want to be there, or who is only intent on producing the next David Beckham or Andy Murray, could lead large numbers

of children to walk away from sport, exercise and physical activity.

We need to create a coaching culture that isn't just based on knowing the skills of a sport. We must develop skills in leadership, child behaviour management and disciplining. Adults need to understand how children think and why they behave in certain ways. From this, we learn how to engage kids at the appropriate level and keep them coming back to classes and activity sessions.

Stephen Studd, SkillsActive CEO, says employers should take a four 'R' approach with staff in these economically turbulent times: Retain, Re-skill, Re-deploy and Re-engage. We should take this chance to establish minimum standards for adults working with kids – and let's also take it one step further by ensuring prospective career progression. Not many people want to deliver holiday camps and birthday parties for their whole career. We must reward loyal, skilled staff with a variety of opportunities that also help children to be more active.

Let's set the standards, set out clear opportunities for staff and set kids on a healthier path to their future.

**james porter**  
director, zigzag training academy



PICTURE: WWW.ISTOCK.COM/ALDO MURILLO

**The wrong attitude from an adult mentor could put kids off sport**

## the letter of the law

**Taking early legal advice can often prevent a problem becoming a dispute. The team at Croner Consulting answers readers' questions**

**Q** Whatever happened with the test case on reclaiming charges imposed by the banks? Am I free to reclaim them yet?

**A** The Office of Fair Trading (OFT) has been pursuing a long-running court battle with the banks, arguing that charges for unauthorised overdrafts are subject to the Unfair Terms in Consumer Contracts Regulations. If won, the OFT will have the power to determine whether the charges are reasonable or not – and, if not, will be able to require the banks to refund them. The High Court and the Court of Appeal have both ruled in favour of the OFT, and the OFT was hoping finally to carry out its full investigation and make a decision later this year. But the banks have now managed to get permission from the House of Lords to appeal further, so a final decision is delayed once again.

**CRONER**  
CONSULTING



**Marketing to families could lead to longer-term commercial gain**

## use of mosaic profiling to drive participation

I was interested to read the article on the National Audit of Fitness Consumers (HCM March 09), which looked at using Mosaic profiling to identify segments of the population with low take-up of fitness.

Yes, we should market creatively to groups we're not currently reaching. But participation is also about getting existing members more active, more often; increasing visit frequency is the biggest driver of retention and customer value.

There are huge gains to be had from targeting marketing towards consumers who will retain their memberships for longer as a result. For example, our research shows that targeting Mosaic groups including individuals who are older, married and with a family can lead to longer-term membership, with subsequent health benefits for the consumer and commercial gain for the operator.

**justin mendleton**  
sales director, the retention people

**A**pril's franchise round-up feature (p61) stated that, by bolting on RESULTS4U's new vibration studio, RESULTS4 V.T., clubs can expect to gain £500 in extra membership. In fact, clubs can expect £5,000 in additional revenue each month. RESULTS FITNESS Ltd was established in 2004, but started franchising as RESULTS4U in 2008.



## CARDIO TRENDS & INNOVATIONS -

# Excite VARIO

**T**he R&D team at Technogym recognises that health club members want to have fun during their cardio workout and has developed the new Excite VARIO to meet this need.

The new machine is easy to use and gives members the freedom to do short strides, longer strides and even steps, so they can be creative in developing their own workouts and not be restricted to fixed planes of movement.

The Excite VARIO also picks up on the trend towards total body training and can be used by people of all abilities.

### innovation: the Excite VARIO

So let's have a look behind the scenes at the key drivers for creating a new cardio machine. Firstly, it's important to replicate natural body movements. To do this, the scientists have to define a safe, natural movement pattern. Secondly, the new machine must adapt to each user's natural stride length and allow them to actually change their stride length during exercise.

Therein lies the main difference between VARIO and an elliptical machine with a fixed range and pattern of movement - VARIO automatically adapts to the user's natural movement and stride.

Intense testing in the R&D labs with people of all abilities helped Technogym create a unique 83cm stride length for its new machine. This, combined with a



**Innovation:** The new Excite VARIO has a unique 83cm stride length

maximum user height of 210cm, means it can cater for people of all sizes.

OK, so the movement is defined. What else have exercisers said they're looking for? Consumer research clearly indicates that a low entry height onto the machine is important, as well as a low user height while in operation. To put it another way, the higher from the ground a person is, the more uncomfortable they can become when exercising. This is a simple point, but it's very important that attention is paid to every detail.

The VARIO is a total body machine with two sets of arms - a set of moving arms to give a 'total body' workout and another fixed set to be using during 'lower body' workouts.

Customer feedback was clear - users wanted to be able to track their heart

rate while using the machine in both settings. Being able to change resistance during a 'total body' workout was also seen as a big plus!

So in simple terms what did the engineers do? They modified the moving handles by adding heart rate grips and also a set of Fast Track Control buttons which allow the user to change resistance during the workout. These are similar to the controls found on a car steering wheel - simple but highly effective!

To conclude, a workout offering total body movement and natural stride length is what the R&D team set out to achieve. The proof of the pudding is in the eating though and you'll have to try VARIO and give us your feedback. It's a great new cardio workout, that feels so natural, it's easy to do and it's fun!



**Ergonomic:** Technogym undertook consumer research to find out how exercisers respond to equipment

## in brief...

**link4life secures nhs funding**

Link4Life, the sports trust working in the borough of Rochdale, is to receive direct funding from the NHS to provide free access to its SHOKK youth gyms for eight- to 15-year-olds.

The funding has been awarded by NHS Heywood, Middleton & Rochdale as part of a grant to promote healthy lifestyles.

The cash will support a range of initiatives for families and young people, as well as weight management projects already in place to tackle the rising obesity problem in both children and adults.

Access to all these schemes will be via local health centres.

**free inductions for adults**

Stockton Primary Care Trust, in partnership with sports trust Tees Active, is offering free Activ8 gym inductions to adults who live in the borough of Stockton-on-Tees.

The free sessions are available at Splash, Thornaby Pavilion and Billingham Forum. A spokesperson for Tees Active says: "More than 27 million adults in England are not getting enough exercise and 14 million don't complete 30 minutes exercise a week."

"The government is hoping to get 70 per cent of the population physically active for 30 minutes, five times a week. Currently only 30 per cent of the population is achieving this target."

**obesity strategy launched**

DC Leisure's programme to tackle the obesity levels in Rotherham, developed in partnership with the NHS, has begun.

The programme is aimed primarily at children between the ages of eight and 17 years old who have a history of weight issues.

The programme contains weekly lifestyle sessions, to be managed by DC Leisure on behalf of Rotherham Metropolitan Borough Council, and has been designed to form links between schools and leisure centres in the area.

**holt park secures funding**

Leeds City Council has announced that it has secured funding for the construction of a new leisure and wellbeing centre in Holt Park.

The Department of Health has confirmed the allocation, in principle, of £32m of Private Funding Initiative (PFI) credits for the new centre, which will combine services provided by Leeds City Council's adult social care, youth and sports services, NHS Leeds, and the local community.

The site will be the third facility being built under the council's PFI, called New Leaf Leisure Centres Project, following similar £30m developments in Armley and Morley.

The Holt Park facility, to be called New Leaf Well Being Centre, will include a 25m swimming pool, an easily accessible learner pool with a beach, a sports hall and a Bodyline gym. It will also have conference and multi-purpose rooms that will host health education workshops and exercise classes.

The wellbeing aspects include a hydrotherapy pool, sensory rooms and a rebound room – a soft-sided relaxation space with music. The centre is intended to replace the existing Holt Park Leisure Centre and to contribute to the regeneration of the area.

A spokesperson for the council says: "The plans for Holt Park are in the very

early stages, whereas we hope to start construction on the other two facilities this summer."

"All three facilities will be financed through the PFI, but the DCMS, which is providing the credits for the other two projects, says it cannot issue any more. It has therefore referred it to the Department of Health for social care PFI credits instead."

The Morley and Armley centres are set to become community sports hubs with links to schools, Primary Care Trusts and Social Services.



PICTURE: WWW.STOCK.COM

**Morley and Armley centres are set to become community sports hubs**

**winsford lifestyle centre opens**

The £10.8m Lifestyle Centre in Winsford, Cheshire, is now open.

Fitness facilities consist of a 48-station gym, equipped by Life Fitness, with a free weights area and a health suite offering a sauna, steamroom and spa pool. There is also a 25m swimming

pool and a learner pool, as well as two squash courts, a dance studio and a multi-purpose hall with tiered, foldaway seating to accommodate basketball, badminton and five-a-side football.

Conference and event rooms will be complemented by a cyber café and bar.

Developer Morgan Ashurst will now demolish the aged Winsford Sports Complex, standing on the same site as the new Lifestyle Centre, in order to provide landscaped gardens.

"One of the marks of a great leisure centre is whether the space is flexible enough to meet the needs of the community," says Morgan Ashurst's contracts manager Colin Dobson. "The multi-use hall fits that brief because it allows a wide range of people – from amateur dramatics clubs to basketball squads – to use the same space."



**£10.8m centre is "flexible enough to meet the needs of the community"**

edited by caroline wilkinson. email: [carolinewilkinson@leisuremedia.com](mailto:carolinewilkinson@leisuremedia.com)



The 58-station community gym is open to both students and members

## new sports centre for the blind

A new £14m sports and complementary therapy centre has opened at the Royal National College for the Blind in Hereford as part of a £23.5m campus redevelopment project.

The 5,680sq m (61,139sq ft) centre, called thePoint4, has been created to improve the education and training for people with sight loss. The new facilities feature an IFI Stage 2-accredited, Cybex-equipped 17-station gym for students training to work in the fitness industry, as well as a 58-station community gym that is open to students and members. There are also two spa rooms, a 12m fitness pool, spa pools and a licensed restaurant.

To cater for the visually impaired users, and as part of the college's aim to become IFI accredited, the facility offers tactile landmarks on the stairwells and floors to aid with navigation. There will also be six information points to aid navigation and ensure better understanding of the equipment.

Centre manager Chris Combe says: "We want to create a model for working with the blind, partially sighted and other disabilities. For those who aren't confident in a gym, we can exercise with them in our smaller training gym and then, when they feel able, they can use the main gym to work out alongside the other members."

## developer announced for basildon sports complex

Basildon District Council has appointed Community Solutions for Leisure (CSL) as the developer of the £35m Basildon Sporting Village.

CSL will now finalise the design of – and eventually build – the new village, which has been approved as a pre-Games training camp for the London 2012 Olympic and Paralympic Games.

Facilities will include a 100-station health and fitness club, an Olympic 50m swimming pool with 400-capacity spectator area, a learner pool, an

eight badminton court-sized multi-sports hall, a gymnastics centre featuring a specialist main hall and training hall, and a multi-purpose studio designed to offer a flexible space to accommodate dance, aerobics, martial arts and kick boxing.

There will also be meeting and function rooms, a café and a climbing wall with a bouldering area. Outdoor facilities will comprise a competition-standard athletics track and six floodlit five-a-side artificial turf football pitches.

**BRING  
FITNESS  
2LIFE**

**GAIN  
POUNDS  
WHILST  
THEY  
LOSE  
THEM**

The Concept2 Model E elevates everything - workouts, fitness levels, even where your clients sit. We've raised the bar, added a sturdier frame and a nickel plated chain for even lower maintenance. And when it comes to tracking progress, the new PM4 monitor is bursting with performance data at the touch of a button. **Call us now to find out how Concept2 can help pull in your profits.**

[bringfitness2life.co.uk](http://bringfitness2life.co.uk)

**concept 2**  
INDOOR POWER

**0115 945 5522**



# update

## new funding for £6.44m centre

A new £6.44m leisure centre, currently being built at Forest Fields, Nottingham, has received a £1m grant from Sport England's Free Swimming Capital Modernisation Development Programme.

Nottingham City Council is behind the plans for the new complex, which will replace existing facilities at Noel Street as part of the city's £18.5m Leisure Centre Transformation Programme.

The funding, which is made available to local authorities across England, is designed to encourage more people to take up swimming by helping to provide modern facilities and to enhance facility accessibility.

The windfall coincides with the launch of the government's free swimming initiative for people aged between 16 and 60 years, which will run until 31 March 2011. The intention of the initiative is to increase swimming participation



**£1m grant awarded by Sport England's free swimming programme**

ahead of the London 2012 Olympic and Paralympic Games.

The new centre is designed by Archial Architects and is being built by ISG Regions alongside the Djanogly City Academy. It is expected to be completed by April 2010. The council hopes residents will take the opportunity to improve their health and wellbeing for free.

## new outdoor gym for seniors

Herne and Broomfield Parish Council has installed an Xerscape outdoor gym facility, designed for senior citizens, at the Cherry Orchard Playing Field in Herne, near Herne Bay, Kent.

Seven pieces of gym equipment – including sit-up benches, triple pull-up bars and a pull-down exerciser – have been installed at the site and can be used by anyone over 12- years of age and of any fitness level.

Designed in conjunction with researchers from Staffordshire University's Centre for Sport and Exercise, the equipment provides benefits for upper and lower body strength and cardiovascular fitness.

The gym, funded by HBPC, is sponsored by Awards for All, Co-Op Community Fund, Kent International Airport and Action with Rural Communities.

## new £95,000 nhs-funded outdoor gym unveiled in nottingham park

A new 13-station outdoor gym – set alongside a traversing wall, a basketball hoop, a football goal and a dance area – has been unveiled at the Forest Recreation Ground in Nottingham to encourage locals to increase their physical activity levels.

Suitable for all ages, the new equipment has been supplied by The Great Outdoor Company and Park Leisure, and has been funded by a £95,000 grant from NHS Nottingham City.

NHS Nottingham City, in partnership with the city council, is also funding a new 'legacy gym' at Clifton Central Park, near to the Clifton Leisure Centre, and has five more outdoor facilities in the pipeline.



**Facility has been funded by NHS Nottingham City**

## £2m gym upgrade for sheffield hallam students



**Collegiate campus' new gym includes 40 stations of Life Fitness equipment**

The refurb of two gyms at Sheffield Hallam University has led to an increase of more than 2,000 visits a month.

The university spent £2m upgrading the gyms – at the Collegiate Crescent and the City Campus sports centres – to cater for everyday gym-goers, as well as for the sporting elite in its Elite Hallam Sports Programme and Talented Athlete Scholarship Scheme.

The Club Hallam Fitness Suite and High Performance Hallam Strength and Conditioning area at the Collegiate campus now offers free weights including barbells, weight-lifting bars, x-racks, dumbbells, stability balls and

Olympic bars. There are also 40 stations of Life Fitness kit and a SAQ (speed, agility and quickness) and plyometric area equipped by Life Fitness and Escape Fitness, which includes cable motion dual adjustable pulley, speed ladders, integrated force plate and plyometric platforms to develop explosive power and speed in athletes.

The City Campus gym has been upgraded to attract more females. The 75-station facility, equipped by Life Fitness, has a personal training area and offers Engage treadmills, the Life Fitness Circuit Series and Hammer Strength Motion Technology Selectorised Series.



# MINIMUM EFFORT MAXIMUM RESULTS



Exercising on a Power Plate® machine delivers a full body workout, in just a fraction of the time. When used as part of a healthy lifestyle just three short sessions a week can help users of any age or fitness level to benefit from:

- Improved fitness
- Increased muscle tone and strength
- Enhanced relaxation
- Reduced body fat and cellulite
- Better flexibility
- Improved balance and coordination

The Power Plate® pro5™ and pro5 AIRdaptive™ models are the only vibration training devices to have received Stage 2 Inclusive Fitness Initiative (IFI) accreditation, signifying that all people including those with disabilities can enjoy independent use.



For more information call  
020 7586 7200 or visit  
[www.powerplate.co.uk](http://www.powerplate.co.uk)

POWER PLATE®

my body, my time™



It is very easy to stereotype in the world of health and fitness. For example, elite athletes and body builders are seen as extreme, whilst any emphasis on recovery or perhaps the development of strength are not always viewed as being applicable to the everyday exerciser. I'm not sure I buy into this!

Firstly, recovery is not just important to the injured; it should be considered as prevention rather than cure. The ability to speed your readiness to exercise again is, of course, essential to elite athletes who strive to push boundaries. But it is also important to Joe Bloggs, who may be new to the gym or who may be unaccustomed to exercise. Furthermore, I know athletes at all levels, including the 35,000 people who run the Flora London Marathon in April, and footballers who hit the field regularly, require support to recover effectively.

Strength is another important aspect of any training that can be misunderstood. Although it is often referred to as 'bulking up', the ability to build muscle mass is not always about getting physically bigger. Strength is also about being functional for everyday activities and exercise, and it certainly helps to reduce the risk of injury.

So you see, I'm not sure we should stereotype the needs of anyone who participates in sports and exercise. The moment we do is the moment we lose sight of the different ways we can help people achieve their goals in sport, exercise and performance.

#### Nick Morgan

Head of Sport Science for Lucozade Sport

The LSSA has extensive knowledge drawing on over 30 years of experience in sports nutrition research.  
[www.thelssa.com](http://www.thelssa.com)



# update

# training



The training on offer will include inductions on ZigZag kids' equipment

## zigzag launches skills academy

Supplier of interactive gym equipment ZigZag, part of the PTE group, has launched a training academy to deliver courses for adults and young people wanting to work with children in the leisure and fitness industry.

The first two courses to launch are the Certificate in Adapting Gym Instruction for Adolescents, and ActivFutures. The former qualification is a one-day course, worth 20 REPs CPD points, designed to provide the skills to modify instruction for a teenage market and to understand the physiological and psychological issues that affect their ability to exercise. ActivFutures is a two-day workshop, worth 16 CPD points, aimed at those working with children aged four to 11 in a fitness, leisure or school environment.

The ZigZag Academy will replace the company's ActivKids arm and will run from three regional training centres – in Basingstoke, Bolton and Horwich.

## cyq expands its qualifications

A selection of duty managers and supervisors at three Hampshire leisure centres are the first people in the UK to start an advanced apprenticeship, leading to a new qualification from Central YMCA Qualifications (CYQ).

The group, employed at Havant and Waterlooville leisure centres and Romsey Rapids, will spend the next 18 months working towards CYQ's new Level 3 NVQ in Leisure Management.

Designed specifically for managers working in health and fitness, the qualification is delivered in the workplace and will develop their skills in team leadership, customer service and resource management.

The qualification is being delivered by Portsmouth-based training provider Catch22 South East Training. CYQ has also introduced Candidate Assessment Records for all qualifications to make referencing achievement against performance criteria quicker and easier.



Catch22 South East Training will deliver the new qualification

## ssl and bee improve people skills

South Suffolk Leisure Trusts (SSL) has introduced a new personal development programme designed to improve the people skills of its staff.

BEE – The People Programme has been developed by FitPro, and SSL is one of the first organisations in the country to use it. It works on the basis that customer satisfaction and loyalty are directly related to the ability of staff to communicate on a personal basis, engaging with customers and building rapport and relationships.

Tracey Copping, chief executive of SSL says: "The staff are really excited and motivated. Most passed their

training with flying colours and are now practising their new-found coaching skills on their colleagues. As an industry we train people in systems and processes, but often not in simple communication and people skills.

"If we can improve these, then the levels of customer service will improve automatically, followed by staff and customer satisfaction and loyalty. This is a new approach to customer service training, giving operators a whole 12-month support package."

The programme will be supported by ongoing monitoring and measurement, using surveys by Leisure-net Solutions.



Peak Pilates has developed a line of classical pilates equipment and education

## spin fitness acquires peak pilates

SPIN Fitness (Mad Dogg Athletics), creator of the patented Spinning programme and Spinner bikes, has acquired supplier Peak Pilates.

Over the past 12 years, Peak Pilates has developed a line of classical pilates equipment, education programmes focused on personal training, and group exercise including its MVe (Maximum Versatility Exercise) programme.

The MVe, similar to the Spinning programme in that it's available to clubs for an upfront fee, consists of pilates chairs and reformers, on-site instructor training, pre-designed group class formats, marketing and set-up support.

The MVe programme is said to offer revenue-generating opportunities through a range of fee-based pilates training options.

CEO of Spin Fitness John Baudhuin says: "We approached Peak Pilates because of their innovative programmes and their high quality products. Its MVe programme is an unmatched group exercise solution which helps membership retention."

Star Trac will distribute Peak Pilates equipment; is has already been distributing existing products from SPIN Fitness, including the Resist-A-Ball brands, for seven years.

## virgin active joins ez-runner

Virgin Active Health Clubs has chosen Ez-Runner, a subsidiary of ADDLeisure, to supply a management solution software to all of its facilities.

The software will provide Virgin Active with one central, online platform for its operations. The software is intended to improve efficiency by standardising the membership system across all its UK clubs, reduce the total number of systems used, and ensure membership policies and business processes are streamlined across the chain.

## wii and fitness first partner up

Fitness First has joined forces with Nintendo Wii to launch a new product for the games console.

The private-equity owned gym chain has partnered with Black Bean Games to launch the new product, New U Inside/Out, which combines a Fitness First-developed full-body workout and nutritional advice.

The programme is delivered by an on-screen personal trainer and includes feedback on performance.

When it comes to getting your club noticed on the internet...

Google

YAHOO!

Ask Jeeves

...do you appear on page 1 or 100?

**FOR A FREE FIVE  
POINT AUDIT OF  
YOUR SEARCH  
ENGINE  
OPTIMISATION  
CALL ANDY ON**

**0870 609 3216**



t: 0870 609 3216  
enquiries@hattrickmarketing.com  
www.hattrickmarketing.com

# GIVE YOUR BUSINESS THE EDGE.



## **HYDRATE YOUR BODY**

Just a 2% reduction in body weight through sweating can decrease your performance.

### **WHY USE IT?**

Lucozade Sport Hydro Active helps replace not only the fluid lost in sweat but also electrolytes such as sodium.

### **WHEN TO USE IT**

Drink Lucozade Sport Hydro Active before, during and after exercise to help your body stay hydrated and improve performance.



## **FUEL YOUR MUSCLES**

Fuelling the body is crucial to performance. Carbohydrate is the body's preferred source of energy during exercise.

### **WHY USE IT?**

Lucozade Sport Body Fuel contains fluid and carbohydrate to help fuel your muscles and maintain hydration in your body.

### **WHEN TO USE IT**

Ideal when exercising for 30 mins or longer at a high intensity, or 60 mins or longer at any intensity.



## **FOCUS YOUR MIND**

Sport, at all levels, requires you to be at the top of your game physically and mentally.

### **WHY USE IT?**

Lucozade Sport with Caffeine Boost contains carbohydrate to improve physical performance and caffeine, proven to enhance focus and alertness.

### **WHEN TO USE IT**

Drink approximately 500ml of Lucozade Sport with Caffeine Boost 1 hour before exercise to allow the caffeine to peak in the blood stream.





# CHOOSE LUCOZADE SPORT.



## ACCELERATE YOUR **RECOVERY**

Rapid recovery after sport is vital if you train regularly and want to get the most from your performance.

### **WHY USE IT?**

Lucozade Sport Recovery products contain a mix of carbohydrate and protein. Protein is required for muscle maintenance and recovery, and whey protein has been scientifically proven to accelerate recovery after sport and exercise.

### **WHEN TO USE IT**

For best results consume a Lucozade Sport Recovery product soon after sport or exercise in order to support muscle protein synthesis and rebuild glycogen stores.

## INCREASE **MUSCLE MASS**

Protein is key to gaining strength as it is shown to help promote the growth of muscle over time by enhancing protein synthesis.

### **WHY USE IT?**

Lucozade Sport has a range of high quality protein products designed to meet your strength needs and help in the development of lean muscle mass.

### **WHEN TO USE IT**

For best results consume a Lucozade Sport Pro Muscle high quality protein product in the period immediately after resistance based training.

## BUILD EXPLOSIVE **POWER**

Creatine intake is proven to increase the ability to perform repeated bouts of higher intensity and power based exercise.

### **WHY USE IT?**

Lucozade Sport has a range of products that include creatine to help build explosive power.

### **WHEN TO USE IT**

For most effective results consume in the period immediately after power based training.



PROVEN TO GIVE YOU AN **EDGE**

LUCOZADE, LUCOZADE SPORT, HYDRO ACTIVE and the Winner Device are registered trade marks of the GlaxoSmithKline group of companies.

## in brief...

**holmes place '42X a week'**

Holmes Place Iberia has launched a campaign to encourage club members to exercise at least twice a week for 10 weeks, in a bid to get members 'hooked' once they've experienced the life-enhancing benefits of regular exercise.

Called '42X por Semana' (42X a week), the campaign focuses on the maintenance stage of behavioural change, following the initial two stages: contemplation and action. An educational element aims to further 'hook' members on exercise.

Members receive personalised support throughout the 10 weeks. In preparation for the campaign, 1,600 staff – from sales to reception personnel to fitness instructors – received training in member retention, the importance of regular exercise, and their role in helping new members to maintain their commitment to physical activity.

**mr's sporty openings**

Mrs Sporty, the women-only fitness franchise, has opened two new clubs in Austria – a 190sq m club in Vienna which opened on 4 April, and a 130sq m club in Gleisdorf which opened on 21 March. Both offer circuit training on hydraulic units supplied by Technogym. The chain now has more than 250 clubs.

**innofinland award for hur**

HUR, the designer and manufacturer of air resistance fitness equipment, has received a regional award for its Smart Card system. INNOFINLAND is an annual award scheme that recognises Finnish technology and service innovations that improve opportunities for wellbeing.

**power plate california hq**

Power Plate North America is relocating to California, with a new central office in Irvine. A new Power Plate training studio is also set to open in Beverley Hills to host media events and training for VIPs, and to act as a showcase for prospective studio owners.

## vivafit international expansion

Vivafit, the leading brand in the Portuguese women-only express workout market, has opened its second club in Spain.

The club is located in Badajoz, a large town in the autonomous community of Extremadura near the Portuguese



**The club in Badajoz, Extremadura, is Vivafit's second location in Spain**

border. Measuring 200sq m, it offers 30-minute circuit-based workouts using hydraulic machines and platforms. Also on offer are 45-minute group pilates classes, and Les Mills' BODY VIVE in a 35-minute format exclusive to Vivafit.

"Extremadura is quite a virgin market for this type of fitness concept," says Vivafit's CEO Pedro Ruiz. Nevertheless, in the next five years, the company aims to expand throughout the region of Extremadura, with four gyms in Badajoz, two in Mérida, three in Cáceres, one in Plasencia, one in Don Benito, one in Almendralejo and one in Serena.

As a first step, Vivafit plans to open five new locations in Spain by the end of 2009. It will also have 110 gyms in full operation in Portugal by the end of 2009, with 20 set to open this year.

## serengeti's new kempinski hotel

On 1 June 2009, Kempinski Hotels will open the Billia Lodge Kempinski in the Serengeti National Park, one of Tanzania's UNESCO World Heritage sites.

The 74-room hotel is located in an untouched area in the north of the park, and guests can enjoy private game drives.

Using local materials and a natural colour scheme to blend into its surroundings, the hotel nevertheless offers modern facilities. This includes a 90sq m fitness suite, equipped by Nautilus, with a range of CV and resistance kit, free weights, a fit ball and a mini-trampoline. There is also an infinity pool overlooking the grasslands, a spa, and private plunge pools in the suites.



**Guests can enjoy private game drives in the Serengeti National Park**

## survival of the fittest at passage fitness first

**P**assage Fitness First clubs in Belgium and Luxembourg have, since the beginning of the year, been running a member competition called 'Survival of the Fittest'. Designed to engage with members and encourage active participation, the campaign was based on the philosophy that only the strongest will survive in times of financial crisis and tough competition.

Attracting more than 700 participants, the elimination rounds took place from January through to

March, with members submitting their best results from fitness tests.

The final, which took place at the end of April, involved what was dubbed a 'survival track' – in line with the Darwinian concept after which the competition was named, participants took part in both physical and mental tests to see who was best able to adapt to their environment and who was, therefore, the all-round fittest member.

Prizes included €10,000 and lifetime health club membership.



Holmes Place's first club in Hungary will soon offer members a luxury day spa

## holmes place opens in hungary

Holmes Place has opened its first health and fitness club in Hungary. The Gozsdu club is situated in Budapest's recently refurbished historic Jewish quarter, in a series of inter-connected courtyards known as Gozsdu Udvar.

The health club, located in the underground cellars of the Gozsdu Udvar, offers a 250sq m fitness suite with an extensive range of Precor CV equipment, including eight Adaptive Motion Trainers. This is complemented by a 70sq m indoor cycling area and a 165 sq m studio which hosts classes such as kickboxing, yoga, pilates, circuit training and power dance. There is also a 108sq m swimming pool which

overlooks one of the courtyards, two Finnish saunas, a steamroom and a spa pool. A luxury day spa is also due to open in the next few months.

General manager Tamás Balog says: "We have been extremely pleased with the reception the club has received. Whether members want guidance and motivation on their workout, nutritional advice, to learn a new discipline such as yoga, or simply to rest and relax in our day spa, this club enables them to live a more balanced and fulfilled life."

Since the beginning of 2007, Holmes Place has opened seven clubs in Central and Eastern Europe, with more new openings planned for the region in 2009.

## fitness first for delhi and riyadh

The official opening of two Technogym-equipped Fitness First clubs took place on 1 February – in Delhi, India, and in Riyadh, Saudi Arabia.

The 2,230sq m Delhi club, located in Connaught Place in the heart of the city, cost US\$4m to build. It offers 120 stations of CV and resistance equipment, dedicated studios for high energy group exercise classes, luxury changing rooms with spa facilities, and personal training.

Targeting middle and upper class people aged 30 and over, membership options range from a three-month

contract to an 18-month upfront cash payment option equating to just US\$1.5 a day. Within two months of its launch, the club had signed up 2,000 members.

Meanwhile, the 3,000sq m top-end 'Platinum' club in Riyadh offers a fully-equipped gym with Technogym CV and strength kit, Pure Strength free weights, a group exercise studio, personal training, 240m running track, indoor pool, sauna, steamroom and spa pool, outdoor terrace and members' lounge with complimentary drinks. Annual membership costs approximately 6500sr (£1,170).



**HUR®**  
**AIR RESISTANCE  
FITNESS EQUIPMENT**  
*naturally different*



*because  
everybody  
is not the  
same*

[www.huruk.co.uk](http://www.huruk.co.uk)  
Tel: 01206 798864

## fia goes green with new scheme

**T**he FIA has launched an Energy Efficiency Audit service, designed to slash FIA members' energy bills by more than 25 per cent.

Developed to address members' rocketing utility bills, the FIA's service will look into ways of cutting a facility's energy consumption in areas such as heating, lighting, power, ventilation/air conditioning and water.

Prior to this national launch, the service was piloted with a number of multiple and single-site operators. The FIA's operations director, David Stalker, says the results were "unbelievably revealing", with one of the clubs cutting its lighting bill by 90 per cent – an annual saving of £12,000, equivalent to almost 27 years' FIA membership fees. "This service is designed to help clubs during the recession by reviewing every cost to see how much can be saved," Stalker adds.

The service, which is an evolution of the FIA's Collective Purchasing proposition, is a three-tier strategy comprising smart procurement, increased energy efficiency and the identification of private funding to ensure the implementation of any changes doesn't cost a company money.

Measures clubs and centres could make to save money could range from little changes, such as switching to LED light bulbs and using pool covers at



PICTURE: WWW.STOCK.COM/IS HANKE

**The scheme will focus on areas such as ventilation and air conditioning**

night, to more sophisticated solutions such as adopting combined heat and power (CHP) devices.

"As an industry, we're probably one of the highest consumers of energy outside the heavy industry sectors," says Stalker. "While we're great at operating clubs, most of us can benefit from updates

on technology, funding available and relevant new service providers.

"That's why we've launched our new Energy Efficiency service – because we know it will slash all our operators' energy bills, irrespective of their size."

For more details of the new service, please contact: sheldon@fia.org.uk

## summit agenda is revealed

The keynote speakers at this year's FIA's Summer Summit, to run alongside the 2009 FLAME Conference in June, have been officially announced.

Professor Alan Marjory Davis, president of the Faculty of Public Health, will lead the team alongside Professor Willem van Mechelen, chair of the European Health and Fitness Association Scientific Advisory Board. Other speakers include Victoria French, Sunderland PCT's wellness manager, and Mark Jones, Liverpool City Council's lifestyle manager.

All will address the delivery of the government's public health strategy.

## new go box programme

The FIA is working in partnership with the Amateur Boxing Association of England (ABAE) to develop the go Box programme which will complement the already established go activity programme for teenage girls.

The scheme involves boxing-related activities, delivered by a qualified ABAE instructor in partnership with participating FIA members.

FIA CEO Andrée Deane says: "Working with the ABAE is a great example of how the disciplines of a classic sport, such as boxing, can be evolved and turned into fun, engaging, energetic exercises for teenage girls who would probably never dream of doing something like this."

The go Box programme will be piloted across the country from autumn 2009.

## cash boost for moreactive4life

The government has allocated around £200,000 to kickstart the FIA's MoreActive4Life programme.

On receipt of the funding news, operations director David Stalker appointed campaign specialists KTB to promote the scheme.

The news was also followed by calls from food and drink manufacturers, retailers and marketing agencies who, realising the power of Change4Life, were eager to be involved.

"Using Change4Life as a door-opener, clubs and leisure centres are partnering with major brands such as Tesco and Asda, as well as local GPs and PCTs," says Stalker. "FIA members can now position themselves as partners to help tackle our national health problem at a local level."



## future of flame shortlist unveiled

The six finalists for the 2009 Flame Awards' new category, The Future of FLAME, have been revealed – and the candidates now need FIA members' votes. We've put together a brief profile of each nominee

**gillian batty, sports centre manager, university of cumbria, health & fitness**



Batty's enthusiasm and unquenchable pursuit of the perfect exercise experience lie at the heart of her nomination. Her attempt to motivate non-sporting students at the university has included everything from cheerleading and golf to horse riding and juggling. Batty also runs programmes for local children.

**jo brown, membership manager, thorpe park hotel & spa, leeds**



Almost 40 per cent of Brown's recruits have gone on to senior and management positions, and this is no coincidence according to her team.

To them Brown has "the personality and passion to motivate anyone" which, when combined with her commitment to working with, and fundraising for, local communities and charities, helps explain why she has been put forward.

**richard noble, managing director, pf2, worcester**



Noble is an entrepreneur who has launched two successful clubs in the last five years and has plans to create another in Barbados. Noble is not afraid to make difficult decisions and prides himself on his integrity, which he says helps cultivate staff loyalty – a view that's backed up by his 90 per cent staff retention rate.

**mags pullen, family manager, the glamorgan health & racquets club, swansea**



Pullen's dedication and impact on the club's members epitomise the essence of FLAME and persuaded the judges to shortlist her. She goes the extra mile to arrange activities that engage families and children in exercise at the Esporta health club. "She makes the department come alive," says a colleague.

**jodie whitaker, fitness manager, arena leisure centre, camberley**



Whitaker is one of the industry's most motivated and inspiring ambassadors. Her commitment to helping teenage girls via the FIA's go scheme, battling childhood obesity via MEND and working with a local hospital on its cardiac rehabilitation programmes is without equal. Her dedication has also led to Arena Leisure Centre being the first DC Leisure site to obtain the Club Mark award.

**kevin yates, health and fitness manager, leisure connection**



Yates is best known for "transforming the landscape of personal training". The driving force of Leisure Connection's Disability Training Academy, designed to upskill trainers to deliver disability sport, Yates has also transformed all Leisure Connection sites into GP/exercise referral centres and is personally driving the launch of six new Harpers Fitness gyms.

**For more information, to keep track of the submissions and to register your vote, visit: [www.fia.org.uk](http://www.fia.org.uk)**



## CREATIVE FITNESS MARKETING

Worldwide leaders in Health Club Promotions

Do You Want 250 New Members In 6 Weeks?

- ✓ **You Put Absolutely No Money Down.**
- ✓ **We Pay For The Campaign Advertising**
- ✓ **We Provide The Onsite Sales Staff.**
- ✓ **You Have No Outlay & No Risk**

....The Perfect No Cost Solution For Finding New Gym Members in an Economic Downturn.

We did this for over 100 Other Independent Gyms In the UK Last Year! We Are Taking the Last Remaining Bookings For Late May/June 2009

**RIGHT NOW!**

**ihrsa** **ifaa** **ifaa** **ifaa**  
[www.creativefitness.net](http://www.creativefitness.net)

Call Dave Wright or Chevy Kelly to book a promo.  
**0870-270-6667**

## consulting on the alliance

Steven Ward, the FIA's public affairs and policy manager, reports on the progress of the National Physical Activity Alliance



**T**he National Physical Activity Alliance (NPAA) is a partnership of more than 50 representative organisations in the physical activity sector, and has support from the Department of Health (DH) to bring together the necessary expertise and resources to make the nation healthier.

While in development, the Alliance is being temporarily managed by an Interim Steering Group, comprising the FIA's CEO Andrée Deane and representatives from the outdoors and active travel sectors, the Local Government Association, the Faculty of Public Health, the National Heart Forum and local and regional networks.

I am part of the Project Working Group that liaises with the DH. This group is driving forward the consultation on the Alliance and is currently seeking the views of stakeholders, representative bodies, organisations and the public.

The consultation is designed to help ascertain what key areas the Alliance should focus on and will be primarily conducted online. FIA members will be notified of how they can respond to the consultation via the FIA's weekly Wellness Review.

There will also be a small number of one-to-one interviews and focus groups, in addition to two large events where stakeholders can come together to review progress.

### **governance and direction**

As a representative of the physical activity sector, the Alliance must be guided by the needs that the sector identifies. So, ultimately, it's the organisations involved in physical activity – such as health club operators – that have to determine the direction they want the Alliance to go in.



© PHOTOGRAPHED BY MARTIN JAGGERS/ISTOCK.COM

### **The Alliance includes organisations in the outdoor physical activity sector**

The Alliance represents a disparate group of interests within the indoor fitness industry, the outdoor activity sector and the active travel sector. However, because these groups are working towards the same goal of getting more people, more active, more often, the chances are we will see an equal increase in people joining their local Ramblers Association, joining their local health club or leisure centre, and/or booking outdoor activity holidays.

Fostering the trust between voluntary, charitable, local authority and private sector groups is always a challenge, and the Alliance will be seeking advice on the best way to manage this problem. Establishing an effective governance and funding model will be vital to achieving this trust.

### **local integration**

The vast majority of physical activity campaigns and initiatives are developed and funded locally. The consultation currently being carried out on the Alliance is an opportunity to consider how we can make all FIA members – public, private and third sector – comfortable and working competently in local partnerships. A focus on how to handle relations with Primary Care Trusts, County Sport and Physical

Activity Partnerships and local authorities will be important.

Conversely, there may be some work to be done on the other side of the fence, in trying to persuade Primary Care Trusts, County Sport and Physical Activity Partnerships and so on that the fitness industry – and in particular the private sector – is not the devil incarnate, and that it has a valuable role to play in getting people moving.

The consultation will need to capture what the current friction points are on the ground and suggest policy changes and actions to rectify them.

### **the way forward**

The consultation period is expected to run until the end of July. At this point, the Alliance will have a detailed business plan setting out the preferred organisational role, governance structure and funding model.

The business plan will then need to be signed off by the DH. The Alliance is therefore working in conjunction with the DH as it progresses, securing DH consent each step of the way.

The Alliance is a source of great personal and professional pride for everyone involved at the FIA. The views that we gather over the next few months will help shape the Alliance's future.



Register free  
to win a

**Wii Fit**

## BUY & SELL FITNESS GEAR AT **WWW.AUCTIONFITNESS.CO.UK**

Buy and sell fitness and exercise equipment at [www.auctionfitness.co.uk](http://www.auctionfitness.co.uk). You can bid and buy from a wide range of commercial or home use fitness equipment.

**Sellers...** Add your commercial or home fitness equipment **FREE**, as many times as you like, as long as you like. All we ask for is a small fee when your fitness equipment sells.

**Buyers...** Find a huge range of exercise equipment at your fingertips. Search our listings for treadmills, cross trainers, bikes, rowing machines, strength and resistance equipment, weights and fitness, exercise and gym accessories.

**+44 (0)870 8519419**  
**[www.auctionfitness.co.uk](http://www.auctionfitness.co.uk)**



**AuctionFitness**  
co.uk

## in brief...

### scottish convention date announced

The next REPs regional convention will be held on 26 June at the Edinburgh Indoor Climbing Arena in Scotland. Delegates will be able to listen to presentations from speakers such as Dave Clark, head of strength and conditioning at the Scottish Institute of Sport, as well as taking part in workshops.

The day will cover a broad range of topics, paying particular attention to matters directly relevant to REPs members north of the border.

For more information, visit: [www.exerciseregister.org](http://www.exerciseregister.org)

### new members appointed to reps council

Five individuals have been invited to join the REPs Council of Members, an organisation that sits quarterly to discuss how the Register can better serve its members.

Ben Jones, Angie Newson, Debbie Lawrence, Helena Philippou and Mairi Glynn will all be joining the council's nine existing members.

Registrar Jean-Ann Marnoch says: "Each one of the new members is clearly dedicated to both REPs and the industry, and will be valuable council members."

### reps member survey to form new business plan

More than 1,600 fitness professionals – including current REPs members, past members and non-members – have contributed to a survey designed to evaluate the services the Register offers.

The results, which are currently being analysed, will be used to help form a new business plan for REPs.

Participants were asked to evaluate the Register's performance, as well as answer questions relating to incentives for joining REPs and the registration process. The survey also asked how satisfied people were with the Register's products, services and customer service.



PICTURE: WWW.DREAMSTIME.COM

The centres will enable overseas students to prove their skills and knowledge

## new reps test centres planned

REPs is planning to establish test centres across the country to help assess people's knowledge and skills against its recognised standards.

The move is in response to an increase in overseas applicants and individuals from higher education wanting to join the Register but finding they are unable to prove their knowledge, competence and skills against the sector's agreed standards.

REPs has invited the industry's training providers to opt into the scheme and provide Accreditation of Prior Learning

(APL). In many cases, the APL will allow individuals to progress straight to assessment without participating in a training course.

Participating training providers will be listed on the REPs website as offering this service, both to those with international and higher education qualifications, and to those with old qualifications converting from provisional status to full status.

Registrar Jean-Ann Marnoch says: "We hope this will allow many more highly knowledgeable fitness professionals to begin working as REPs members."

## 60,000th member joins reps



REPs' milestone member is a KFA movement class instructor

Newly-qualified Keep Fit Association (KFA) Level 3 instructor Zoe Howarth has become the 60,000th person to register for REPs membership.

Howarth completed the KFA Level 3 Certificate in Teaching Fitness through Movement and Dance to Adults after being inspired by a KFA class three years ago. The Level 3 course covers anatomy, physiology, learning styles and theories as well as many areas of keep fit that can be implemented in lessons, such as the intensity curve.

"I can't wait to get my own classes going rather than just covering for other teachers," says Howarth.

For more about this qualification and course, go to: [www.keepfit.org.uk](http://www.keepfit.org.uk)

visit the reps online: [www.exerciseregister.org](http://www.exerciseregister.org)

leisureopportunities

is the official recruitment service of reps

PARIS PORTE DE VERSAILLES  
13.14.15 Sept 2009

## EUROPEAN SPA EXHIBITION & SUMMIT

The Spa  
event  
professionals have been  
waiting for!

CREATED BY SPA PROFESSIONALS  
AND SPECIALISTS, THIS ONE-OF-A-KIND  
EVENT IN EUROPE, TAKING PLACE  
IN PARIS FOR THE FIRST TIME THIS YEAR,  
WILL ATTRACT ALL THE KEY PLACE-SETTING  
PLAYERS IN THE WORLD OF SPAS  
AND WELL-BEING.

EUROPEAN  
SPA

BEYOND  
BEAUTY  
PARIS

[www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)

EMAIL: [europanspa@beyondbeautyparis.com](mailto:europanspa@beyondbeautyparis.com)

TEL: +33 (0)1 44 69 95 69

EUROPEAN  
SPA SUMMIT

13-14 SEPT. 2009

Starting, managing, developing  
& making a Spa profitable

COSMETIQUE  
spa

emotion  
spa  
Magazine

[proguidespa.com](http://proguidespa.com)

QUALITY SPA

spa business

spa opportunities

THE CRYSTAL AWARDS  
EUROPE

Official Sponsors:





**Mike McCardle is retiring**

## mike mccardle leaves sporta

Mike McCardle has announced his retirement from his position as executive secretary at sporta, the representative body for UK leisure and cultural trusts, after five years in the role. His responsibilities will be taken on by Leisure-net Solutions.

During McCardle's tenure, the organisation grew substantially to incorporate more than 100 member trusts, responsible for the management of more than 920 sites on behalf of UK local authorities.

McCardle, who was previously MD at Stevenage Leisure Ltd (SLL) for five years, says he will remain involved with sporta on an ad hoc basis to ensure a smooth transition. However, his main aim for the future is to reduce his golf handicap.

### in brief...

#### new md for nautilus uk

Nautilus has appointed Alan Vickers as managing director of its UK business.

Vickers has extensive experience in the sporting goods industry in Europe and North America, having previously held a number of senior positions in retail and wholesale branded companies. These include president of Nike France, president of Reebok EMEA and managing director of Olympus Sport.

Vickers was also recently president of the Starbucks franchised operations in the Middle East, Africa, Turkey and Russia.

## peter rigg joins pte's physique

Peter Rigg has joined Physique, part of the PTE group of companies, as business development manager following 15 years working for Life Fitness.

Rigg will help lead the expansion of Physique's consultancy arm, which supports clients in the development of their health and fitness facilities.

Rigg will also be responsible for increasing awareness of Physique's product portfolio, which includes Hoist strength, Impulse strength and remanufactured Life Fitness CV kit, and driving sales of the new Espresso Bike.

Graham Bertrand, managing director of the PTE group, says: "Rigg has a vast amount of experience in the health and fitness sector. During his time with Life Fitness, he directed the company's key account business in Europe, the Middle East and Africa and worked with many of the major chains."



**Rigg has 21 years' industry experience**

Physique consists of the recently merged Physique Sports – its sport hall and gym division – and the fitness equipment business. The PTE group also comprises Alliance Leisure, ZigZag and Home Fitness Direct.

## fenoughty joins sheffield trust

Len Crossley has announced that he will be retiring, leaving his role as trustee of the Sheffield City Trust, and his position as chair of leisure operator Sheffield International Venues (SIV), which he has held for 11 years.

Crossley helped approve the health and fitness scheme Fitness Unlimited, which now has 14,500 members.

Joining the trust to replace Crossley will be Mark Fenoughty, head of finance at legal firm DLA Piper, who has nine years' experience in the sports and

leisure industry. Prior appointees have included the chief operating officer at Sheffield United and finance director for Leicester City Football Club.

SIV operates a portfolio of community and international sports venues on behalf of the charitable trust. Facilities include the Hillsborough Leisure Centre, Concord Sports Centre, the English Institute of Sport in Sheffield, Westfield Sports Centre, Ponds Forge International Sports Centre, Sheffield Arena and Don Valley Stadium.

#### bannatyne appoints new gm

Former Scottish water skiing champion Mark Murray has been appointed as the general manager of Bannatyne's Health Club in Perth.

Murray moved to Bannatyne's having launched Norton House Health Club and Spa in Edinburgh. Prior to this position, he was manager and performance coach of the National Water Ski Centre in Dunfermline. He was also instrumental in establishing the Edinburgh International Climbing Arena and setting up Atrium Games, which specialises in bringing adventure games and experiences to leisure facilities.

#### obesity manager for dc leisure

DC Leisure has appointed Marie Hepburn as programme manager of the Carnegie Club, the new childhood obesity initiative in Rotherham.

The 12-week initiative is designed to raise the activity levels of children aged eight to 17 and to improve their understanding of healthy eating. The scheme is focused on youth above the 85th percentile for Body Mass Index.

Prior to joining DC Leisure, Hepburn spent two years as a project and fitness equipment co-ordinator for the IFI, and has experience as a duty manager and a fitness instructor.

## PEOPLE PROFILE



## michelle meade

Meade, the founder of hardcore strength facility Ripped Gym in Harlow, talks about the company's launch, filling a niche, and her plans for future developments

## Who founded Ripped Gym?

Ripped is jointly owned by myself, my husband and my brother. The facility started life as Musclemass Gym in 2007, but on reflection we decided it was a bit of a mouthful and changed it to Ripped. We took tenancy of our 1,486sq m (16,000sq ft) facility in Harlow in June 2008 and it's been a long and hard road with regards to the build.

Ripped is now an official Life Fitness Hammer Strength Training Facility, featuring 73 pieces of strength equipment. We also have the Cybex VR3 Heavy Weight range and 26 pieces of CV kit.

Other facilities include a boxing cage with an MMA matted area, nine punch bags, a boxing ring and a martial arts facility called Ripped Fight Club. We also have a juice and shake bar.

## How have you set the facility apart from the competition?

We've employed some of the best personal trainers on the circuit for our niche clientele, including a British heavyweight body building champion, a super middleweight and a light middleweight champion – so they know what they are talking about.

## What pushed you to open the club?

My husband and I have always trained in what I would describe as 'hardcore

strength facilities', but it was difficult to find a gym to satisfy both my husband's needs for heavy weights and mine for a mix of classes and cardio. Those sorts of facilities seemed few and far between and we felt there was a definite market.

Both my father and brother run their own businesses, so I guess being entrepreneurial is in my blood. In addition, while working for Ocean Media, I was lucky enough to work for a director who took the time to mentor me. Being privileged enough to watch gifted people in business meant I learnt a lot, not only about how to run a company financially but about how important people are.

## What drives you?

Ambition. We want to open three sites in the south-east of the country within the next 10 years and are looking to open our second facility within 12 months. Once that's done, I will have fulfilled the objectives I've set myself thus far.

I am proud of what we have achieved so far, especially since building a business was something completely foreign to us.

## What would you do differently?

Next time we launch a facility, I think we will hire a project manager rather than try to cut costs by doing everything ourselves. It pays to be one step ahead of building regulations and to foresee issues before they arise. We did absolutely everything ourselves this time around, from employing people to learning about building regulations and structural calculations

## When you're not working, what do you enjoy doing?

At the moment there isn't a time when I don't work. My husband and I are at Ripped 6am–10pm all week. We even work out there with our members.

"In Wattbike we have the perfect partner"



THEY  
SAID IT  
COULDN'T  
BE DONE.  
SO WE  
DID IT.



Wattbike is the first exercise bike to be endorsed by British Cycling because it gives accurate and comparable measurements of power output in watts, can be used by anyone and feels as realistic as indoor cycling gets. And it's affordable too.

Wattbike, the result of seven years work and a brief British Cycling said would be impossible, is already helping them take cycling to the next level.

**wattbike**

www.wattbike.com  
08448 759 547

WHERE WILL  
WATTBIKE TAKE YOU?



The fitness team at Ripped Gym

# competitive edge

27 SEPTEMBER 09

## run to the beat

Whether you like running to the sounds of the Pussycat Dolls, the Kings of Leon, Eric Prydz or Jay-Z, music can help motivate you to train and even enhance your performance levels. Now in its second year, the Sony Ericsson Run to the Beat is a half marathon in Greenwich, London, which features live music from DJs and bands performing on stages around the course. The four genres of music on offer – pop, rock, urban and dance – reflect the top choices of last year's participants. Entry costs £33 and charity places are also available.

Details: [www.runtothebeat.co.uk](http://www.runtothebeat.co.uk)



Whatever your taste in music, Run to the Beat will get you motivated



Cycle 100km from Lancaster to York

5 SEPTEMBER 09

## ride of the roses cycle challenge 2009

This bike ride, from Lancaster to York, is the longest and most challenging of the British Heart Foundation series. The 100km route takes in breathtaking landscapes including the Yorkshire Dales. The majority of the route will take place on rural roads with steep gradients and challenging hill climbs. The entry fee is £33 and there is no set sponsorship.

Details: [www.bhf.org.uk](http://www.bhf.org.uk)



Tackle ever-tougher challenges

5 SEPTEMBER 09

## race the sun 2009

This triathlon-style challenge, staged in the stunning countryside of Penrith in the Lake District, sees teams of four compete to cycle 50 miles, climb 2,500ft up Helvellyn and canoe across Lake Thirlmere. The event begins at sunrise and finishes at sunset – so teams literally will be racing the sun. In 2004, a team completed the course in just six hours and 33 minutes – a record which has not yet been broken. Entry to the event costs £195 and the sponsorship target is £2,000. Monies raised will go towards Action Medical Research, a medical research charity specialising in children's health.

Details: [www.action.org.uk](http://www.action.org.uk)



Challenge runs from sunrise to sunset

8-17 OCTOBER 09

## jungle marathon

Jungle Marathon is a challenge that promises to push participants to their limits. Set in the State of Para – often referred to as the Caribbean of the Amazon – this race presents a choice of two distances: 100km and 200km. Participants will need to be self-sufficient, carrying their own food and provisions, as they take on this staged race, where each leg is more difficult than the last. The course penetrates deep into the jungle on logging trails and hunters' paths. The registration for both races is £1,600.

Details: [www.junglemarathon.com](http://www.junglemarathon.com)

# DEVELOPMENT

## MAXIMIZE YOUR CLIENTS POTENTIAL AS WELL AS YOUR OWN PROFITABILITY.

A great number of your clients may not be consuming sufficient protein and as a result may not be seeing the results they envisaged.

Whilst energy drinks have application, protein drinks can dramatically improve results in the gym. Whey Refresh is perfect for developing and maintaining lean muscle.

It couldn't be easier to understand as a product; 40 grams of protein in filtered water with great natural flavours.

It is ideal as a proven way of introducing new users to supplementation.

The sports cap and bottle makes this the most convenient and familiar format available for first time users.

From the gyms perspective, it is easy for staff to sell, vends and has a great profit margin. Free fridges are also available.

## FOR MUSCLES, FOR BUSINESS.

RRP 500ml £2.99, 3 great flavours; orange burst, tropical punch and rhubarb.

## REFLEX RADIO

Please visit [www.reflex-nutrition.com](http://www.reflex-nutrition.com) to listen to Reflex Radio, the radio station that combines chart music with generic information on supplementation. Ideal to play in the gym.

Call our sales team on 0870 757 3353 for details and quote HCM for free samples. Free branded fridges available on first order of 60 bottles or more.



**FREE  
MP3  
WORKOUT  
ALBUM**



Visit the Reflex Radio page on our website

**reflex®**  
Tomorrow's Nutrition Today™

## MAY

**20-24 | International Festival for Physical Culture and Sports 2009**

**Venue** Olimpiyskiy Sport Centre,  
Moscow, Russia.

**Summary**

A business conference for club owners and managers, kids' fitness classes, aqua and fitness conventions and a trade show.

Tel +7 495 755 1819

Web [www.fitness-convention.ru](http://www.fitness-convention.ru)

**20-21 | SIBEX UK**

**Venue** The Belfry, Warwickshire, UK  
**Summary**

Two days of face-to-face meetings, forums and networking opportunities for buyers and suppliers in the local authority, trust and education markets.

Tel +44 (0)20 8547 9830

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

**24-26 | The Hotel Show**

**Venue** Dubai, UAE  
**Summary**

This showcase for hotels and resorts will launch The Resort Experience, an arena dedicated to leisure, spa and relaxation, and the first Middle East Spa Summit for wellness professionals.

Tel +971 4 331 9688

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

**27-30 | Club Industry East**

**Venue** Boston, Massachusetts, US  
**Summary**

For club owners, fitness management executives and personal trainers. Sessions focus on personal training, sales and management, programming, customer service, medical fitness and wellness.

Tel +1 203 358 9900

Web <http://east.clubindustryshow.com>



The FLAME Awards will now run alongside the new FLAME Conference



PICTURE:WWW.STOCK.COM

The Hotel Show will see the debut of the Middle East Spa Summit

## JUNE

**9-10 | The FIA FLAME Conference 2009**

**Venue** Reebok Stadium, Bolton  
**Summary**

Running alongside the FIA Industry Summit and the FLAME Awards, this new event is designed to combine a vibrant education programme with an opportunity for delegates to address, in an interactive format, some of the issues facing the industry.

Tel +44 (0)20 7420 8560

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

**10 | Asics Running 2009 Conference**

**Venue** Kettering Conference Centre, Northamptonshire, UK  
**Summary**

This conference, which focuses on the science of running, will be of interest to sports professionals, plus their trainers and coaches, as well as to healthcare professionals.

Tel +44 (0)1625 521239

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

**11-14 | Festival del Fitness**

**Venue** Rome, Italy  
**Summary**

An outdoor exhibition for the Italian fitness industry.

Tel +075 50 10 81

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

**29-30 | The Facilities Management Forum**

**Venue** Whittlebury Hall Hotel, Towcester, Northamptonshire, UK  
**Summary**

This forum is designed to save companies time, effort, money and stress by changing the way they develop and source innovative solutions.

Tel +44 (0)1992 374100

Web [www.forumevents.co.uk](http://www.forumevents.co.uk)

## AUGUST

**6-7 | Health and Fitness Business**

**Venue** Denver, Colorado, US  
**Summary**

This free conference targets manufacturers, suppliers and retailers in the health and fitness industry, as well as fitness professionals, industry influencers and the media.

Tel +1 949 226 5712

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

**12-16 | IDEA World Fitness Convention**

**Venue** Anaheim, California, US  
**Summary**

More than 5,000 health and fitness professionals from around the world attend this event, which aims to "inspire the world to fitness".

Tel +1 858 535 8979 ext.7

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



# Give your sales a good workout

- Fantastic year for Taut, generating great PR coverage
- **High profile sporting activity:**
  - Official sponsor of the British Triathlon
  - Official sports drink of the RFL
  - Official partner of Sports Aid
- **£1 million investment** to drive your sales



**TAUT**  
SPORTS DRINK  
made with NATURAL FLAVOURS

Kick start your profits, call us on:  
**01204 664 295**

The Best By  
**BARR**  
SOFT DRINKS

## everyone's talking about . . .

# 'giving' advice

What level of guidance should members expect for free, when does it become appropriate to charge for advice, and how do we make this clear to members to avoid putting staff in a difficult position?

**I**t's standard procedure that, on signing up, a new gym member will be given an induction: a tour of the facility and instruction on how to use equipment, if only for health and safety purposes. To kickstart their foray into fitness, some may also have a consultation and a programme drawn up.

But what else do members get for their monthly fee? Ideally they will be constantly monitored, with staff on-hand to give tips on technique and suggestions to help them reach their targets – maybe even a steer on nutrition or lifestyle habits, along with a review and new programme a couple of months in.

But wait. What happens when personal training is thrown into the mix? At what point should basic service end – the assistance that many members will expect as part of their monthly fee – and a paid-for personal training session begin?

In clubs where additional levels of advice and guidance cost extra, is this clearly communicated to customers? Will those on a basic membership be made aware, when they sign on the dotted line, that there may be an additional charge if they ask for help?

There are issues at an employee level too. If a fitness instructor also offers personal training, might they

avoid being too helpful on the gym floor lest they miss an opportunity to sell their expertise to those willing to pay? Yet if an employee is purposefully withholding information, are they not then short-changing customers?

The fact that one person could wear two different hats to offer the same piece of advice creates a real conflict of interest.

Even when fitness instructing and personal training is separated, how do operators ensure there is no friction between those members of staff who 'give away' guidance and those who make their living by selling it? We ask the experts for their opinions.

WHERE DO WE DRAW THE LINE BETWEEN FREE AND PAID-FOR ADVICE? EMAIL US: [HEALTHCLUB@LEISUREMEDIA.COM](mailto:HEALTHCLUB@LEISUREMEDIA.COM)

### david coulthard

regional health and fitness manager • leisure connection



**"T**here's no limit on free advice from our team coaches, but as most of them are only Level 2-qualified their knowledge is relatively restricted. Our PTs, who can be employed or self-employed, are trained at Level 3 and above, and that's when a cost is justified.

Members get an induction when they join and coaches are always on-hand with advice. We used to offer a free fitness programme too, but they were ineffective as members kept them for two, maybe three years: it was a huge problem as results weren't being achieved. So we launched the £20 Harpers Experience, which consists of five PT sessions at different stages within the first 12 weeks, as well as a health check and movement analysis. This extra charge is made clear to new customers at point of sale. Existing members were informed of the offer and given the option of a free update to their programme with a personal trainer.

If a member couldn't afford a PT session, however, we would still work with them. There's a fine balance and we don't have an internal policy as each circumstance is different. But we have full trust in our staff to use their common sense and upsell a product when needed."

### brian aggett

fitness instructor • parkwood health & fitness, potters bar



**"I**'ve been a fitness instructor for nine years, and for the past eight have also offered PT sessions alongside this. I've never had guidance on what to charge for, but it's something that most trainers pick up on the way.

Aside from an induction, members get 'five points of contact'. The first point of contact includes a health questionnaire, blood pressure check and a CV programme; second is a resistance programme; next is a free 30-minute PT taster session; after six weeks the fitness programmes are reviewed; and at eight weeks we phone to check how they're getting on.

I'd say written training schedules come under personal training. I'd also charge for an advanced programme for a specific skill such as increasing lung capacity, where I might conduct underwater swimming lessons. I'd never hold back on advice as a fitness instructor though, because the more knowledge you share, the more likely people will book a PT session.

However, I do think operators should have a policy on what costs extra to protect staff as much as clients – some PTs are pestered for free sessions, which devalues this skillful profession and means the club and employee lose money."



PICTURE:WWW.CLAIRETORRES.COM

**How can clubs ensure there is no friction between members of staff who 'give away' advice and those who sell it?**

### derek crawford

national fitness manager • fitness first



**“W**hen members join, they get a full club induction or they can opt for Body First – three 45-minute PT sessions, booklets, an assessment and nutritional advice for £30. There is a full money-back guarantee if clients complete the three sessions and come four more times in the first month. Our presentation booklet clearly outlines all

of these prices, so the member fully understands the offer.

Members then get full access to fitness staff on the gym floor. In each of our 164 clubs we have three fitness staff, but their role is separate from our 1,100 PTs who have a licence agreement.

We would never limit the information that an instructor gives for free because our customers are our priority. Each club has a Fit to Help station where members can seek free advice, and we've just introduced an initiative where fitness staff are taught how to deliver 20 short, motivational activities for different types of members.

PT is different: it's about one-to-one motivation and the rapport between two people. The boundaries of roles are clear, so there's no need to outline them in internal policies. There's absolutely no conflict between staff in these two roles.”

### sarah leonie

group fitness manager • dc leisure



**“O**ur fitness instructors who hold the necessary qualifications can offer PT sessions on or off shift, and our quality management systems mean the difference between instruction on the gym floor and PT is made very clear.

The boundary is crossed from normal gym instruction to PT when members look for specialist advice, such as how to

train for a specific event, how to recover from an illness/injury, or if they need support in other areas such as nutrition. We also offer buddy training, where a PT works with two to three people, and motivational sessions for small groups.

Those who hold back advice to upsell are shortchanging themselves and customers – in our experience, when instructors who offer PT deliver great gym sessions, they actually generate more clients because they get results.

All new members are offered the Kinetika Journey within their membership package. This includes five one-to-one, 30-minute sessions with an instructor to design a fitness programme. Programmes can be updated when required – the gym team is booked out for member interaction slots throughout the day, ensuring easy access to instructors between their PT sessions.”

The CEO of the Country Club Group talks to Kate Cracknell about combining golf and fitness, creating wonderful places to be, and balancing success with a desire not to grow too large



## charlie parker

**“Y**ou can't just stick a couple of pieces of kit in a 12 x 12 room and say it's a country club,” says

Charlie Parker, CEO of the Country Club Group (CCG). “It's actually very difficult to make it work.”

Parker, former CEO of The Club Company, is talking about CCG's latest project: adding premium health and fitness facilities to its golf clubs. It's a strategy with which he is familiar, having first tested the waters of a combined golf and fitness offering at The Club Company – or Clubhaus as it was then known.

“It was a concept we invented really. Even well-located golf courses tend to struggle financially, but we worked out that, if we could somehow broaden the range of facilities on offer and make it less one-dimensional, it would drive usage.

“Our clubs were brilliantly located and looked lovely – beautifully manicured golf courses, lots of trees and grass. They were natural places for people to hang out. So that was the concept. We invented a country club model – different from any existing businesses, which tended to be built around hotels or conferences – and it worked really well.”

Parker, who had previously worked as an accountant for Deloitte, and for P&O in Australia, joined what was to become The Club Company at its very

inception. “I was employee number one – I joined a company which ended up as Clubhaus, which then ended up as The Club Company – and went through various things, from public floatation to privatisation to outright sale.” He left in 2005 – “to work in the family business, plus a few other bits and pieces” – but was lured back to the sector in 2007, when he joined CCG.

“At The Club Company, we'd developed a hugely successful model and had already moved the concept on a bit – mostly from a design aspect – in the second round of developments. But when I started talking to Peter Blacker, the main shareholder at CCG, I felt excited about the idea of taking it on a stage further, of being able to start afresh without any of the limitations of working within an existing company with existing ways of doing things.

“It was partly a case of unfinished business and partly the fact that I've just done it for so long; there's a big bank of experience. I wanted to try and move it forward again. That's what really excited me and what continues to excite me.”

### premium fitness

Privately-owned CCG has five golf clubs in the south of England. It is funded by its shareholders and supported by Barclays Bank. “We're more than halfway through

the transformation of two of those clubs from straightforward golf facilities into a full-blown country club experience,” says Parker. The remaining three clubs will also be refurbished over the next few years.

“We're spending just under £8m across the two sites, with one opening at the beginning of June and the other at the beginning of July this year. We're confident that, when members see the new clubs, it will knock their socks off, with top spec health and fitness facilities and an upgrade of all the golfing elements.

“The brand new gyms will be equipped with the latest Matrix CV and strength equipment, as well as Power Plates. They'll have around 45–50 stations and about a 2,000-member capacity.

“Each will have three studios: holistic, aerobic and group cycling, with CYCLEwell bikes that are designed to cater for a more mature audience. Our membership profile is much older than the average health club; we don't have many 20-year-olds pumping iron, but we do have lots of 40- to 70-year-olds, and they need a slightly different emphasis on fitness.

“Our membership also includes lots of families with young children, so we'll have a kids' offering too. And there'll be treatment rooms – three at one club, four at the other – offering a full range of spa treatments.



**Cranleigh Golf & Country Club** is one of the first two sites to undergo the transformation; its fitness facility opens this summer

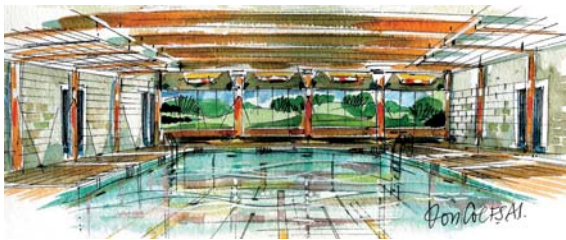
"Both clubs will have 18 x 8m Heritage swimming pools with spa pools, sauna and steam, plus outdoor sunbathing areas, gardens, and even an outdoor fireplace in one of the sites. Ultimately they're just nice places to be. If you want to pop in for a morning workout, you'll have a beautiful view over the golf course while you run on the treadmill. But if you have more time, you'll hang out afterwards. That's the essence of the country club and what gives it 'stickability'; there's a feeling of belonging that you don't really get elsewhere.

"But experience has taught us that, for this model to succeed, you have to provide the best facility for each particular function that you possibly can. If you're going to include a swimming pool and expect people to join your club because of this, it needs to be absolutely fantastic. You can't put an 8ft kidney pool in and expect people to join your country club as a result of that elongated bath. The gym must have a spectacular outlook and all the best kit. The golf course should be as good as it can be. If you have a spa, your treatments must be as good as those a proper, full-blown spa would provide.

"Primarily, though, it needs to be well located. No matter what you do, if you're stuck in the middle of nowhere it won't work."



**Club makeover:** An artist's impression of the redeveloped Slinfold site (above)



► **The Cranleigh and Slinfold clubs, now being refurbished, will have 18 x 8m pools**





## ► issue of integration

So what does the existing older, male-dominated membership think of this family-orientated encroachment into their golfing territory? "I'll tell you a story in answer to that," says Parker. "At The Club Company, when we overhauled our second club, it had a hardcore of golf members who were very unhappy at the prospect of change. But as soon as we opened, the older guys who had been most unhappy were the ones using the gym, the sauna, the swimming pool. They were absolutely loving it.

"So I've seen it with my own eyes. Eleven times we did this and 11 times it worked. I'm completely confident that existing members will enjoy the new facilities. Many commercial golf clubs are pretty run down, too, so if you then walk into a brand new club like ours, it really stands out.

"We expect to end up with about 40 per cent golfers and 60 per cent health and fitness members, with the latter providing the majority of the revenue. The beauty is that the pricing structure remains practically the same from the golfer's point of view – around £90 a month, but now including health and fitness – and the health and fitness-only membership is very, very competitive at around £60 a month. That's why it works: you get fantastic value for money in a wonderful, wonderful location.

"The other point is that golf has moved on from a fitness point of view – the link between golf and fitness is now completely established. Tiger Woods has really driven that. You don't have to be super-fit like him, but better flexibility, a better warm-up, sharper concentration, an ability to get round a course a bit easier, to hit the ball further – that all means you have more fun."



**A great place to be:** After a workout, members often hang out at the clubs, enjoying the attractive outdoor space



**Golfers will enjoy their round more if they're fitter, stronger and more flexible says Parker**

PICTURE: WWW.STOCK COMMERCIAL KINNE

## points of difference

So what will be the main similarities and differences between the offerings of CCG and The Club Company? "The model's very similar in terms of the membership structure and some of the operational procedures," says Parker.

"We've always believed that gym staff are there primarily to look after members. I know many operators have gone against that model – their gym staff are personal trainers and pay the operator to be there – but I don't like that approach. We're passionate about service. I think that's something you can always improve.

"The main differences are in the design – I'm really excited by how wonderful our new clubs look – and some of the content, such as the spa offering and the direction we're trying to take the fitness provision. We have programming for different profiles, some new ideas on staffing and the PT set-up, and a different supplier. We're also taking a new approach to the food and beverage offering. It tends to be the last thing on the list in a busy club, but I think it's an area of opportunity for us to do better."

So, once these first two clubs have opened, what are CCG's plans? "We'll possibly look at some acquisitions, depending on how we've traded and how the world's looking," says Parker. "I do think that, provided you're in the right location with the right product,

trade will be OK – there's much talk of leisure leading the way out of the recession, whenever that is, and I think the public are seeing membership as fundamental, not discretionary, spend.

"Certainly our strategy is to enlarge the group and there are probably some good opportunities to buy quite well at the moment. I think that, towards the end of this year or the beginning of next year, we'll add a few clubs to the group." Future acquisitions will be in the south of England, alongside the existing five clubs in Sussex, Surrey and Berkshire.

"There's a fundamental discussion going on internally, though, questioning whether we even want to aim for a 20-club portfolio and all that brings with it. We would like to find similarly located clubs that we can effectively develop, but we're a very small team – just five people – and it would be nice to keep it intimate. So, if you project forward say three to five years, I would hope we'll have doubled in size to perhaps eight or nine clubs, with six or seven up and running and two in development – something like that.

"What we want to do is have some fun, build some really nice clubs that will be there forever and a day, and hopefully make a few quid along the way."



**kate cracknell**  
healthclub@leisuremedia.com

## GOOD DESIGN IS SIMPLE

Optima Series strength equipment has been crafted specifically for smaller spaces with limited budgets and resources. Its winning combination of space-saving style and dependability makes Optima Series fit for your facility. We like to think of it as strength, simplified.

**Optima**  
SERIES

T: 01353 666017 / E: [life@lifefitness.com](mailto:life@lifefitness.com) / [www.lifefitness.com](http://www.lifefitness.com)

**LifeFitness**  
WHAT WE LIVE FOR

©2009 Life Fitness, a division of Brunswick Corporation. All rights reserved. Life Fitness is a registered trademark of Brunswick Corporation. (CPH-003-00)

"SDA bring a refreshing new approach to leisure management software and we are delighted with the results."

Robert Warner Finance Director Tone Leisure

## More tools for leisure...



Web-based leisure management software installed on your servers for outright purchase or monthly rental.

LeisurePoint

Web-based leisure management software installed on our secure servers for a low monthly fee.

SDAconnect

Web-based software to create and send great-looking subscriber email campaigns.

.NET technology that's tried, tested and available now.

To find out more call 0870 607 1966,  
email [sales@sdasolutions.com](mailto:sales@sdasolutions.com) or click [sdasolutions.com](http://sdasolutions.com)

©2009 Stuart Dyson Associates Ltd. All rights reserved.



Ref: HCM0309

# research round-up

## child's play

New research shows why ensuring that children exercise can help improve their performance in the classroom as well as on the field

**W**ith a rising number of inactive, obese children in the UK, there's an obvious argument for upping physical activity levels in the younger generation – be it at school or in local fitness facilities. Yet PE lessons are the first to get pushed aside if more focus is needed on priority subjects.

It should be noted, though, that children who are fit perform much better academically, according to findings of a study from Harvard Medical School, published in the *Journal of School Health*.

Although studies had already shown a significant positive relationship between PE time and class grades, few had "used standardised fitness measures and standardised test scores in large urban populations", according to this report.

This study was based on 1,841 students from the Cambridge Public Schools – an urban school district in Massachusetts, US. The average age of pupils assessed was 11.73 years, and almost 40 per cent were overweight or at risk of being overweight (see information box below).

To assess fitness levels, the students took part in five physical activity tests (see box below). Academic achievement was measured as a passing score on standard exams in maths and English.



PICTURE: WWW.ISTOCK.COM/REOBERT HUNT

**Children who are fitter than their peers often perform better academically**

### the results

The researchers found that the children who were the fittest – although not always outstanding athletes – scored higher in the maths and English exams.

The most significant improvement was in maths: the odds of passing this exam

improved by 38 per cent for each unit increase in the number of fitness tests passed. When it came to English, the students' chances of passing the exam rose by 24 per cent for each unit increase in the number of fitness tests passed.

A possible explanation for these results could be that physical activity stimulates neural development, while another belief is that it's related to higher levels of self-esteem and lower levels of anxiety and stress – each of which has been linked to better academic performance. Other reviews suggest that attention levels are likely to be greater in an active, rather than sedentary, students.

However, the researchers of this study say that there is no full explanation of the relationship between active children and brighter students, and suggest future studies should have a randomised design and look at the longitudinal effect for fitness on academic achievement.

### putting children through their paces

**S**tudents completed five fitness tests adapted from those of the Amateur Athletic Union and the Fitnessgram from the Cooper Institute.

These tests consisted of an endurance cardiovascular test, an abdominal strength test, a flexibility test, an upper-body strength test and an agility test. A student got a 'participant' score if they took the test but did not pass it. An 'attainment' score was awarded to those who met

the pass criteria and an 'outstanding' score given to those exceeding the pass criteria. For each fitness test, only attainment and outstanding scoring students received a 'pass' mark.

The weight of students was assessed by body mass index (BMI) scores based on height and weight measurements. A BMI of 85 to 95 was considered 'at risk of being overweight', while 95 and over was deemed 'overweight'.

# PHYSICAL

# THERAPY

Using physical activity to tackle teenage anti-social behaviour is a concept that's slowly being employed by social enterprises and local government. Caroline Wilkinson looks at the initiatives available for teenagers across the country

**A**ddressing the issue of teenage obesity has been at the forefront of new government initiatives recently. Fitness companies have risen to the challenge and are helping engage mainstream youth in exercise – but what about those disinterested teens who have little connection with society, who spend most of their time engaged in anti-social behaviour, and who we struggle to reach through education? It's believed that physical activity can help with a healthy transition into adulthood, because it not only has physiological benefits, but also has a positive impact on emotional and mental health.

Physical inactivity has been associated with many emotional and behavioural problems in adolescents, according to a study by the American College of Sports Medicine. More than 7,000 youths aged 15–16 participated in the survey, reporting on their levels of exercise

and mental and emotional states. Boys with less than one hour of moderate to vigorous physical activity a week had more symptoms of depression, anxiety and attention difficulties. Inactive girls were reported to be similar, but with an increase in rule-breaking and aggression compared to more active peers.

"Adolescence is already a complicated and sometimes difficult stage of life – emotionally, mentally and physically," says study author Marko T Kantamäa. "Compounding that with negative mental and emotional effects brought on by physical inactivity does not help young people ease into adulthood. Physical activity could be a highly effective and relatively easy way to help that transition, and could, in addition, lead to the establishment of life-long healthy habits."

Providing teenagers with a channel to vent or re-target their frustrations has had a proven benefit for individuals and communities through reduced crime rates and anti-social behaviour. Sefton Council, in Liverpool, witnessed a 37 per cent drop in anti-social behaviour and a 17.5 per cent reduction in crime when it ran a diversionary weekend of activities, in partnership with Merseyside Police, for more than 1,000 young people.

Other programmes, supported by operator Active Sefton, include Free & Active, which provides youths aged eight to 18 with structured sporting activities in the summer holidays, and Sound Waves, which exposes youths aged 13–19 to local bands and DJ challenges while swimming on a Saturday night.

Recent statistics show a 50 per cent drop in criminal damage and recorded crimes in local areas when Sound Waves is running. Simon Burnett, principal development manager, says: "The activities provide a positive environment away from negative attitudes and influences on behaviour."

Similarly, Wigan Leisure & Culture Trust has found running a late night football league on Friday night an effective diversionary activity for more than 250 young people. In the Game On Midnight League, 12–16-year-olds play five-a-side football between 8pm and 9.30pm. Funded by The Coalfields Regeneration Trust and the Football Foundation, Game On focuses on former mining communities in the North West, East Midlands, Yorkshire and the North East where there is a general lack of activity. In the scheme, football is also used to develop young people's awareness of key social issues such as respect, health, wellbeing and anti-social behaviour.

The Secretary of State for Culture, Media and Sport, Andy Burnham, says: "Schemes like this are fantastic in helping reduce anti-social behaviour. Even if they're not playing, young people are coming along to support and watch their friends so they are all together in a safe, controlled environment."

## forging relationships

Encouraging respect is high on the agenda for most troubled youth programmes – respect for themselves, other participants and society – as well ▶



**Diversionary tactics** A late night five-a-side football league in Wigan attracts 250 youths aged 12–16.



Minister for Health Alan Johnson (centre) shows his support for Fight Fit

## FIGHT FIT

The Fight Fit organisation operates programmes in troubled London communities such as Hackney, Brixton, Peckham and Lewisham, engaging groups of youths aged 12–16 in a 12-week programme of holistic boxing workouts. Through controlled punches and correct breathing, combined with positive mind coaching, the organisation attempts to reduce stress and frustration levels as well as showing the youths ways of dealing with conflicts and aggression, and giving them confidence and goals.

Martin McKenzie, Fight Fit MD, is a qualified neuro-linguistic programmer and uses his skills to understand the youths' personality types and ascertain the best teaching approach and style to engage with them effectively. "Finding better ways to engage with youth is key to creating real change," says Fight Fit's director of sports Derek Williams.

McKenzie adds: "It's about understanding their frustrations and their viewpoint, then changing their mindsets and showing them what they can aspire to be."

Fight Fit employs athletic stars from similar backgrounds to the youths to deliver motivational talks and to make them aware of the opportunities available to them. It also uses an open forum and feedback sessions to discuss the youths' issues and needs.

The instructors give advice and support in youth-related problems such as education and professional goals or issues at school or at home. "Our programme deals with the body and the mind; this is essential to succeed in youth-related training. Only a healthy body and a healthy mind can lead to a positive life, making the right decisions and keeping focused on the right things," says McKenzie.

Having one-to-one consultations at the start of the programme, McKenzie says, helps build trust between coaches and teenagers, as each feels they are being taken seriously. Making team and pair-work a consistent part of the programme also makes the teens realise they can rely on each other and not face problems alone.

"When the kids leave, they have a different mindset – they can't believe where their heads were at before they met us. Some are even motivated to go to college, when before they thought college wouldn't help them or provide opportunities," says McKenzie.

The Fight Fit programme and its REPs-accredited training course will soon be available to health clubs. The organisation is also setting up a six-week Fight Fit FightObesity programme for teens, with the support of the Minister for Health Alan Johnson, to encourage teens to exercise and adopt weight management strategies.

► as improving self-esteem and confidence.

A prime example is the multi-agency-led pilot programme Project Respect, designed to tackle the causes of anti-social behaviour in Lincoln by targeting youths aged 13–16 who had previously shown resistance to engaging with the police and outreach workers. The weekly two-hour project guides them through unfamiliar activities, such as raft building, canoeing, wheelchair basketball and boxing, with the help of partner Community Leisure Services.

Sergeant Phil Baker of Lincolnshire Police, says: "The project has a strong emphasis on respect to help develop the participants in areas of teamwork, community payback, education and sport. The hard work and development of participants is rewarded with planned trips at regular intervals."

Since Project Respect was introduced in late 2008, three youths have become volunteer supervisors for youth services. Not only that but, by February 2009, the incidence of youth anti-social behaviour had already dropped by around 75 per cent year-on-year on one estate in Lincoln.

"Clubs can't convince people to participate in these activities. It must be an outreach programme, participating with the youth," insists founder of Yogabeats David Sye, who teaches yoga to gang members and offenders in Glasgow, Scotland and Brixton in London. He suggests a day organised for street kids would help positively engage them in the community and with the organisation delivering the programme.

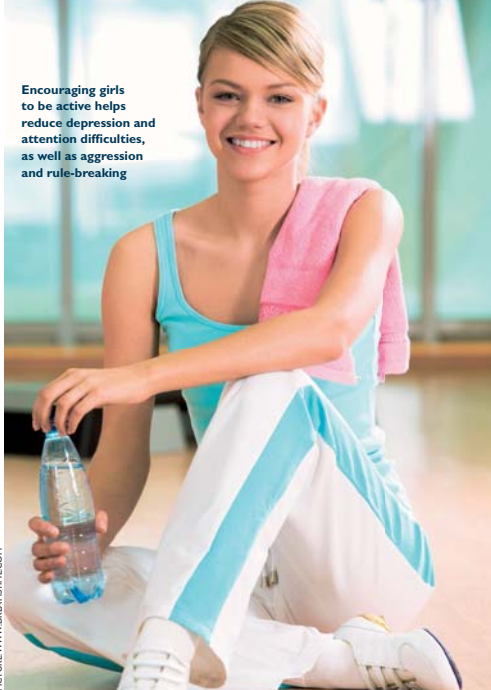


Yoga gang David Sye teaches yoga to young offenders and gang members in Glasgow and Brixton



Encouraging girls to be active helps reduce depression and attention difficulties, as well as aggression and rule-breaking

PICTURE WWW.DREAMSTIME.COM



Solent University uses a similar approach by taking 12 dance machines, supplied by Pulse Fitness, into the community on Friday and Saturday nights to hubs where teenage gangs hang out. Other activities brought on-site to occupy the teens' time include football and basketball. The programme engages more than 40 youths aged 11–19 each week and local police officers are being asked by the youths where the dance mats will be at the weekend, so they can use them.

#### the right activities

"To engage with particularly hard-to-reach young people, who waste their time on the streets, you have to take an approach that has credibility on the street," explains Anne Bateson, founder of Leeds-based social enterprise World of Fitness. "Boxing is recognised as a sport, has the discipline and the credibility required to engage young people, and has proven very successful in getting and keeping them on track."

World of Fitness also offers classes in hip-hop, street dance, martial arts

and cheerleading at its permanent club and in schools and community centres. "Young people don't necessarily leave what they consider their territory, so we go to them," says Bateson.

"The biggest challenge in running the programmes is getting through the barriers to reach the youths. It's not like we can go knocking on people's doors," she adds. "Speaking to schools, social and youth workers – who are all very busy with their own agendas – and trying to get them to recognise the benefits and buy into the programmes is problematic. But we can't reach the children without their support."

Sye believes consistency and commitment is as key as community buy-in. "An organisation must develop trust with the youths and provide a community environment that's accessible and welcoming," he says. According to Sye, the transformation of the gang members after yoga was "incredible", with many of them becoming respectful, laughing and adopting taught social parameters which they didn't have before.

# ZIG ZAG

Interactive Fitness Solutions



## ZigZag's unique five step dance mats

**Scientifically\* proven to:**

- boost energy expenditure by up to 300%!
- use substantially more energy than other active computer games, such as Wii tennis and boxing, and a similar dance mat game

**08453 387993**  
[www.zigzaguk.com](http://www.zigzaguk.com)

\*Source: Adolescent girls' energy expenditure during dance simulation active computer gaming, Heriot-Watt University, Edinburgh

# TEENAGE FITNESS ROUND-UP

## BODY SHOKK

**S**HOKK Blackpool has been working with council-funded centre Connexions Blackpool to offer impartial advice on health to 13–19-year-olds. The partnership also ran an activity week called Body SHOKK for girls aged 16–18 to help increase their participation in positive activities and to reduce stress, improve mental wellbeing and raise confidence. The programme, which also focused on body image, was delivered using aerobic activity on dance mats and in the gym.

## ZIGZAG

**H**orndean Technology College is continuing its 7.30am Fit 4 Learning workout programme through the GCSE exam period this month, after early morning exercise proved to benefit Year 11 students' performance in their mock exams. The programme, held at the school's gym, includes use of ZigZag dance platforms, Exer-Station Pro computer games, a Sportwall reaction panel and ZigZag CV and strength kit.

Although the early mornings proved tough, the students remarked on the difference the sessions made in making them more alert and willing to attend and perform in class.



Getting girls active SHOKK and Connexions Blackpool ran a girls' activity week

## SPORTCAT LEADERSHIP AWARD

**T**rixter has been working with schools to increase pupils' participation in physical activity by encouraging youths to lead the way. The SportCat leadership programme, equivalent to a GCSE grade B, is designed to empower young people to take responsibility by choosing the music, creating their own visuals and teaching their peers how nutrition and exercise affects the body.

## ENERJETIX

**P**recor's eight-week, modular-based activity programme, called Enerjetix, is designed for 11–13-year-olds. It is designed to build physical confidence through activities such as catching, throwing, running, jumping, balance and co-ordination. Charts track how long participants spend exercising and at the end of the course points can be swapped for prizes.

Activities are divided between gym-based sessions and general sport activity – the A Racquet class, for example, introduces the skills used racquet-based sports. The programme, currently running at several schools and council-run leisure centres, is intended to provide youngsters with the opportunity to exercise in a non-competitive environment.



Hit the spot Harpers' martial arts programme, Harpers Strike, targets five- to 16-year-olds

## harpers strike programme

**D**eveloped in association with Danny Ball and Liam Richards – a martial arts duo from ITV show *Britain's Got Talent* – the Harpers Strike scheme offers martial art training and choreographed routines for five- to 16-year-olds. Launched by Leisure Connection at nine of its Harpers clubs, the programme is divided into three classes – for five- to seven-year-olds, eight- to 11-year-olds and 12–16-year-olds – and offers guidance on how to eat and live healthily, as well as activities to boost self-confidence.

## on-site switching

**P**rivately-owned On Site Fitness has installed 10 resistance machines from the isotonic Switching range at Landau Forte College in Derby, to be used by students for circuit training and individual workouts. Designed with no settings to adjust, except weight selection, the machines are supposedly safer than conventional strength stations and offer a fast and easy workout.

The entire workout is done standing up to strengthen the neglected core muscles, which are especially important for improving the core stability of young people. The equipment is used as part of the college's curriculum and for extra-curricular activities such as breakfast and after-school clubs.



caroline wilkinson  
healthclub@leisuremedia.com

# Struggling

with your  
youth activity  
solutions?



time for a **SHOKK**

**10 YEARS**

of The Complete Youth Activity Solution



1999 - 2009

[www.shokk.co.uk](http://www.shokk.co.uk)  
[info@shokk.co.uk](mailto:info@shokk.co.uk)  
0161 877 7870



# SHOUT IT OUT



The Chelsea Club's Escape spa has re-opened following a £2m refurbishment. Katie Barnes pays a visit to investigate what's changed

A happy therapist is a sure sign of a successful spa operation. I'm visiting the spa at the Chelsea Club – a standalone building tucked behind the Chelsea FC grounds in Fulham, London – and my therapist, Debbie, is not only happy, but also kind and professional. Having worked at the spa for over two years, she has witnessed the facility's overhaul which cost almost £2m and was completed in January this year.

One of the club's USPs is its exclusive feel. "It's not just about getting bums on seats here," explains spa manager Lisa Butterworth, who previously worked as the spa manager at the Harbour Club just down the road. "It's also about providing enough facilities so people don't have to wait." Butterworth also makes a point of conversing with each new customer.

It's this kind of attitude that has attracted celebrity members such as England cricketer Kevin Pietersen, while all of the Chelsea FC players and their partners are allowed to use facilities for free.

It's a successful model, and yet to recoup the money spent on the refurbishment and to make up for losing two months' business while this work was being carried out, the strategy is set to change to take the business forward.

## something to shout about

"For the first time, Chelsea FC wants to market this place more actively," says general manager Angelo Lanzilotti, who came on board last September following his front-of-house manager role at the Chelsea FC-owned Millennium & Copthorne Hotels over the road. The plan, he says, is to raise membership from the current 780 members to a maximum of 1,200 to maintain quality and high levels of service. Each new member will pay a £450 joining fee, plus £190 a month thereafter, although the fee is reduced to £350 for those who pay for a year upfront.

The facility, which covers 3,716sq m (40,000sq ft), is set over two floors and has a 400m running track around the outside. The top floor is dedicated to fitness, with a large central area offering Technogym CV and free weight equipment, along with a studio for private pilates tuition. A separate space hosts Vibrogym units, while another room offers resistance machines and the Technogym Kinesis range. There is also an assessment room and three studios, including one for more energetic classes such as group cycling, and a yoga/meditation room that also houses the Kinesis equipment.

This offering has been further enhanced by the refurbishment of the

The Chelsea Club spa team is liaising with Chelsea FC to market the spa in match-day programmes

club's ground floor. Although the large female and male changing rooms – each with their own plunge pool, steamroom and sauna – were untouched, the indoor pool area was redecorated. The refurbished reception area is light and airy, while the redesigned restaurant and bar area – complete with glossy black surfaces, large comfy sofas and striped rugs – serves delicious, low fat, organic food from a menu created by the Chelsea FC nutritionist. And, of course, there's also the new spa.

## the great escape

The 465q m (5000sq ft) Escape spa was designed by the Syntax Group, a consultancy behind prestigious spas such as Chiva-Som in Thailand and One Spa in Edinburgh. For Escape, Syntax has selected natural materials – cream stone floors with pebble verges, dark wood walls and glass doors – to create an air of sophistication. The facilities comprise four treatment rooms, a relaxation area with infrared sauna and a manicure/pedicure area.

The footprint is actually smaller than the previous spa, which housed seven smaller treatment rooms. "It was all very tired and sadly it wasn't being completely utilised," explains Butterworth. Despite having only joined



**Clockwise from top left** The refurbished reception, new spa treatment room, spa entrance and redecorated swimming pool

the team last August, she's already positive that the spa can contribute much more to the business: "It's nicely situated and the facilities are great, so there's huge potential here."

And although she came on board quite late, Butterworth still managed to fit in some late changes, such as switching a Japanese slipper bath – a bath filled with water and essential oils and incorporated into treatments – for a manicure/pedicure unit. "I'd seen the bath not work well in past businesses," she says. "I thought maintenance treatments made more sense as far as revenue was concerned."

That's not to say she wasn't impressed with other aspects. "They've increased the back of house areas, which is great for quality of service," she says. "We now have a massive storeroom and a towel chute, so we don't have to drag laundry into the spa in front of customers."

She also feels the décor – with its natural hues and splashes of blue in accessories such as cushions – is perfectly suited to the clientele, around 50 per cent of whom are men. "It used to be very purple," she says. "But the colours and textures are unisex now: there's nothing pink and fluffy." On top of this, Butterworth has devised treatments to target men including the Rapid Power Peel – a facial to treat skin conditions such as razor rash – and the Russian Pedicure.

Also on the menu are facials, massages, reflexology, reiki and body wraps, as well as waxing and nail services. In addition, four self-employed specialists have been introduced to offer services such as osteopathy, acupuncture, sports rehabilitation and physiotherapy out of a treatment room.

While massage is the most popular treatment, Endermologie – a machine-based cellulite treatment – is favoured by

up to 40 per cent of female customers. Other popular treatments on the menu include facials using US-branded cosmeceutical skincare line ONLY YOURx, which has made its UK debut at Escape – the 'Rx', which is shorthand for a prescription in the US, hints at the product's medical credentials.

"These are the only facials that I've performed since the new spa opened," my therapist informs me. The ONLY YOURx facials start with a detailed skin analysis before the therapist custom-blends the paraben-free products to create a cream or peel that's perfectly suited to the client.

"I saw a gap in the market, because skincare is so generic," says Butterworth. "I thought offering something tailor-made would really put us up a level. I call it our results-driven range. But there will always be a place for Elemis, our other product house, because it's incredibly relaxing."



## CHELSEA FC THE BRAND

Chelsea Football Club (FC) is headquartered at Stamford Bridge in Fulham, south-west London. While the majority of its business is focused on the football team, the Chelsea FC brand does cover a number of other enterprises, all situated on or close to the Stamford Bridge complex. These include: two Millennium & Copthorne-managed hotels, owned by Chelsea FC and with a combined total of 275 rooms; Marco, a restaurant created by the famous chef Marco Pierre White in partnership with

Chelsea FC; and Frankie's Sports Bar & Grill, another joint venture, this time between jockey Frankie Dettori, Pierre White and Chelsea FC.

In addition to these is the Chelsea Club, a health club and spa which is owned and operated by Chelsea FC and which employs around 35 staff. While the health club shares the HR and marketing departments of Chelsea FC – and the football players have free membership there – it is operated as an independent profit centre.

▶ Butterworth also feels that adding the ONLY YOURx products to the retail offering will improve the revenue in this area. "I don't see why clients shouldn't be taking home what they've been using. It's unique," she says. To encourage her therapists to sell, she has organised some motivational training sessions and has also introduced an incentive scheme to reward those who meet sales targets.

### the same hymn sheet

In terms of clientele, Chelsea Club on average attracts people in their late 30s. During the day it's popular with yummy mummies and professionals who hold informal meetings in the bar/lounge area. After 6pm, it typically pulls in senior business people in search of a workout. Competition includes The Harbour Club – which, unlike Chelsea, admits the under-16s and has more of a family focus – and Kicks in South Kensington, although this club doesn't have a pool.

While closing down for a two-month refurbishment may have driven some members away, Lanzilotti says most have returned and that it was actually a good marketing tool: "We arranged for temporary memberships at other clubs, but people came back when they realised

how much nicer it is here," he says. The spa, he feels, was a key factor in retaining clients. "More health club members expect a spa these days, and I think the refurbishment was the right move. It's a way of offering something unique and I think it will help to increase membership in the future."

Meanwhile, Butterworth says the health club equally adds value to the spa: "With the health club members, we have a captive audience," she says. However, with only 10 per cent of club members opting for treatments so far, there's room for improvement. Integrating the two sides of the business is key to driving this improvement. So how are Butterworth and Lanzilotti going about this?

All club members are given an induction to the new spa and are entitled to one



**Restful space** The new Escape spa uses natural materials and colour schemes to create an air of calm and sophistication



**Synergistic businesses** The fitness suite at the club, which is now complemented by the new spa, is equipped by Technogym

free treatment, plus 10 per cent off therapies thereafter. "Once we get them in, it's our job to get them interested. The girls and I use this time to explain what we do and make sure people don't feel intimidated," says Butterworth. Meanwhile, day spa guests who spend more than £50 can purchase a day pass to access the rest of the club for £25. "Lisa's really good at mingling with members and getting them involved," adds Lanzilotti.

Cross-selling is also key, as Butterworth explains: "Our personal trainers [PTs] are versed in advising clients to come for a massage, and it's the same with us: if someone has Endermologie, we tell them about the exercise options, or if they're preparing for a wedding, it's great that we can get them to work with PTs. The gym manager and I keep plugging away [at integrating the spa and health club]. There's a natural synergy and it's all about singing from the same hymn sheet.

"Our medical team has really hit the ground running too. PTs who see that a member is suffering from an alignment problem or an injury can now send them to the spa for a medical treatment, when that person would have gone somewhere else before. It's increasing traffic and encouraging new business."

### the only way is up

If things go according to plan, the club is expecting to reach 1,000 members by this October. Meeting this deadline is

Lanzilotti's main objective in the coming months, but other areas he's hoping to concentrate on include looking at the group class offering "as they're not very popular" and increasing communication with members via online member forums and a monthly newsletter, which has already been introduced.

As for the spa, the goal is to raise the treatment room usage from 70 per cent – a level which is certainly acceptable for most spa operations – to 80 per cent. To do this, Butterworth is casting a wider net, aiming to increase the number of day guests; at present, custom is almost entirely generated by club members.

Part of her strategy is to maximise existing relationships within Chelsea FC. "We've started marketing our spa packages, such as the five and a half hour Ultimate Escape, to guests at the Millennium & Copthorne," she says. "In the current climate, it could mean the difference between them selling a room or not. We're also doing some cross-marketing in match day programmes and we're working closely with the team in charge of corporate boxes."

A bigger challenge, however, is attracting walk-in day guests. "We're tucked behind the stadium, off the street, so people aren't going to just find themselves wandering round here," she says. "Since re-opening, we've run local marketing and advertising campaigns, offering a variety of promotions, and are looking at working with gift voucher

websites." On top of this, Butterworth has devised a Pick n Mix package for groups of women – a minimum of six – where guests pay a very reasonable £100 for a choice of any three treatments on the current menu. "We're really good value here. A standard 60-minute massage costs £55," she says. "With the credit crunch, it's important that you're really competitive and this is something that I've worked hard on."

In addition, she says, "it's all about maximum utilisation". With only three full-time therapists, Butterworth – a trained therapist herself – is more than happy to "soak up extra business, rather than turn clients away". Similarly, she's contemplating extending opening times, which are currently 9am–8pm, if members continue to request treatments after their evening workouts. Making the best use of space available is also key, and Butterworth is toying with the idea of converting the relaxation area into a double 'luxury' treatment room. "Couples' massages are big business," she says, "and we have a lot of VIPs coming in who want treatments in private."

Overall, Butterworth says her aim is to boost every part of the spa business at the Chelsea Club. She concludes: "I've got quite a lot of work to do, but I've had some pretty quick wins so far and the only way is up from now on."



**katie barnes**  
healthclub@leisuremedia.com



## A Change for the Better

For over 30 years, the Geschwender Concept System has established an enviable pedigree for attractive and durable bespoke leisure fit-outs throughout Europe. The combination of traditional skills, enthusiasm and thirty years of experience working with High Pressure Laminate (HPL) results in projects that bear the hallmark of quality. Now combined with Metra Electronic Locking Systems (ELS) and access control for fuller functionality.



Lockers



Cubicles



Access Control

Duct walling



Benching



Vanity units

UK and Ireland Partner

**LSTA**  
projects limited

The Barn, White Horse Lane, Witham, Essex CM8 2BU

Phone: 01376 501199 Fax: 01376 502027

Email: [sales@LSAprojects.co.uk](mailto:sales@LSAprojects.co.uk)

Web: [www.LSAprojects.co.uk](http://www.LSAprojects.co.uk)



**Metra**

[www.medimotion.co.uk](http://www.medimotion.co.uk)

# MEDIMOTION

## A NEW INITIATIVE FOR YOUR GYM



Passive exercise for wheelchair users, the elderly, GP referrals, or rehabilitation

**PROVIDES POSITIVE ACTION FOR POOR CIRCULATION. REDUCES OEDEMA AND IMPROVES THE FLEXIBILITY OF JOINTS**

**The new 'VIVA 2' state of the art Therapeutic Exerciser that can do it ALL for you**

- FULLY PASSIVE MOTION
- ASSISTED ACTIVE MOTION
- OR FULLY ACTIVE

- Unique anti spasm control ensures safe and gentle continuous passive motion 240v • Operates at variable speeds and resistance to encourage progress and provides feedback on a large digital display
- Used extensively worldwide for rehabilitation and physiotherapy

**SOLE UK IMPORTER**

Contact us for a brochure: MEDIMOTION Ltd, PENCADER, CARMARTHENSHIRE SA39 9AZ



# ALL change

**W**hen designing changing rooms, taking a little time to consider the key points will ensure that the facilities provide a functional yet welcoming environment. The key to designing successful changing rooms is 80 per cent common sense and 20 per cent architectural expertise. However, some of the features I've witnessed in changing room design over the past 20 years suggest that, as with so many other things in life, common sense is an attribute in short supply!

## general principles

When a health club, fitness centre, spa or swimming pool is looking to design a multi-use changing facility, operators must address several issues. Who's going to use the changing rooms? What do they expect the lockers to hold? What combination of cubicles is required? What facilities are needed for disabled

users? How many users will there be at peak times? What is the flow between wet and dry areas? These questions are key to providing the perfect solution.

The number of lockers should not relate to available wall space. Rather, a sufficient number should be provided to accommodate the optimum throughput of the facility, including aerobic studios and wet areas, linked to the total number of memberships or projected users.

Generally, changing rooms are designed to meet peak capacity, which only occurs at limited times; where space is an issue, strike a balance between the number of lockers provided to meet peak capacity and the realistic level of usage. Additionally, where lines of lockers meet in the corner, there is a great opportunity to create individual private changing cubicles, maximising every square foot of the available space.

The provision of quality showers is imperative, with the number and

John Gibbs offers advice to operators looking to create the perfect changing room, whether for a spa, swimming pool or fitness suite



**Virtual money** Locker pin codes can be used to authorise payment for spa treatments

- ▶ size of showers being as important as the lockers and changing cubicles. Ideally, showers should have a depth of 1.4–1.5m – to allow the door to open inwards – with a wet floor drainage system laid so that, after showering, water moves down the drain and doesn't sit in the access areas to and from the dry changing. Clear segregation is also necessary between wet and dry areas, via privacy screens with signage that reiterates: 'For safety and consideration to other users, please towel dry prior to returning to the main changing area'.

A vanity unit incorporating three to six stations, mirrors and hairdryers is a prerequisite to the ambience of a female changing room, yet for the men, a number of smaller units located throughout will be more appropriate. Full-length mirrors are always useful for final grooming. These vanity and grooming areas should be sited in convenient locations, but ideally also positioned where the mirrors can add a sense of space to the room.

## wet vs dry

Design criteria for changing provision will differ greatly depending on whether clubs offer purely dry or a combination of wet and dry provision. Dry changing rooms will normally incorporate a limited number of stow and go lockers for those users who come pre-changed and only wish to stow away a change of shoes, light clothing, valuables, a mobile phone and possibly a small sports bag or handbag. The majority of the lockers should accommodate a user's day clothes; there should be no deterrent to working out, whether on the way to work, at lunchtime or after a shift.

When designing changing rooms in swimming pools, whether it's split into male and female areas or a village style,



**The finer points** Grooming areas should be conveniently located (above left), while swimming pool changing rooms need a variety of locker types (above right)



the ultimate solution should be designed around the optimum pool capacity at peak times, taking into account the split between individual and family usage, together with the needs of schools or external groups. Ideally more lockers and cubicles should be provided for women than men. Consideration must also be given to ethnic usage of individual changing rooms, and use by parents with young children of the opposite sex, to ensure sufficient privacy.

In village changing areas, link the mix and number of individual cubicles to the projected demographic usage of the pool. Position appropriate types of lockers and cubicles next to each other so that, when a swimmer comes out of a cubicle, the style of locker suited to their needs is within easy reach. Also, think about installing double-door cubicles – which allow dry entrance in and exit to the wet area – where necessary. Extra bench seating outside cubicles is generally minimal, whereas in changing rooms for where there are less cubicles, more seating is required.

Research shows that the typical family visit to a swimming pool consists of three to four people, so a changing cubicle needs to be of sufficient size, with adequate bench seating, hooks and rails for hanging clothes and, ideally, provision for a fold-down baby change unit and/or wall-fixed baby seat. A family will generally have either one large sports bag or two smaller bags to fit in clothes and possessions. Once changed, they will then require one enormous locker to store all their belongings, with a separate shelf for up to four pairs of shoes.

Although adult swimmers tend to be in the minority, they are a reliable asset for clubs: they generally live locally, turn up five to 10 minutes before opening, swim the statutory 25 to 50 lengths and shower and change before going to work. They require a changing cubicle incorporating a bench seat and clothes hook, together with a locker designed to accommodate hanging jackets, suits, shirts and so on, with a separate space for a sports holdall and a shelf for shoes, valuables and accessories.

Casual swimmers typically make up the majority of users and usually only require an individual-size cubicle sited, where possible, next to lockers which store a sports bag or carrier bag containing their clothes and towel, ideally with a separate space for shoes, valuables and mobile phone.

School groups typically prefer a dedicated space, where pupils' clothes and bags can be left on hooks or bench seating around the room, with the outer door locked behind them to give exclusive use.

The key groups that are not always well catered for are the disabled and ambulant-abled, who require suitably equipped changing cubicles with appropriate lockers alongside. These

## case study – titanic spa

Architects can design the most fantastic-looking facilities, but an operator has to run them day to day, and it's the practicalities that become crucially important to the success of an enterprise. The changing rooms are often forgotten about, but they're the focal point of a spa – the first impression that guests receive and the last one when they leave. Make sure they are as luxurious and also practical as possible.

### Top tips are:

- Never underestimate the number of lockers that you need. I did, and we've retro-fitted another 40
- Consider use longer term – we didn't install urinals in the men's changing rooms, which means the men's area can be given over to women's changing when demand dictates, giving us far greater flexibility in use
- Analyse your customer profile closely and deliver the balance of provision that will meet demand

*Warwick Burton, spa director, Titanic Spa*



**Luxury levels** In a spa, the changing room 'speaks volumes' to guests about how they'll be treated

lockers should be wheelchair-accessible and big enough to store prosthetic limbs and walking aids including crutches and sticks, as well as clothes, valuables and sports bags. They should be clearly labelled with 'Priority for the Disabled', have special handles on the keys, and use tactile and Braille number discs.

#### health club spa

Health clubs that offer spa facilities have a balance to strike between upbeat fitness and relaxing spa. Should they offer separate changing areas for the gym and the spa, each with a different finish and ambience? Is the gym close enough to the spa area to be able to combine the changing facilities? If the club has a full day spa offering, do they actually want spa guests and fitness members to meet?

Ultimately, availability of space is likely to dictate. However, particularly in spa, the changing rooms can convey the

level of experience and service visitors can expect throughout their visit.

Little touches – the lighting, the smell, the grooming facilities – as well as the furnishings speak volumes about how guests can expect to be treated. How the changing space is maintained also reinforces the level of service they can anticipate. Overflowing towel collection points, slippery flooring, empty shampoo and conditioner points in the showers or piles of abandoned robes will instantly make guests question the service levels.

The design and the finish of the lockers should fully reflect the brand image and overall interior design of the individual spa, but this is just the start of the process. It's also important to determine the size, type and number of lockers that will be needed. Will guests expect to find a luxurious locker containing a hanging robe, towels, a pair of slippers and a jewellery pouch? Are they likely to work out while they're at

the club, and will they therefore need somewhere to separately store their clothes and their used gym kit?

Along with the blend of lockers, consider the number of private changing cubicles, grooming stations, seating and circulation space required, particularly at peak times. All of these factors will impact on guest comfort and make a lasting impression.

Operators should also consider which locking system would be most appropriate. Will spa guests really want to carry a key fob around the spa, along with their purse or wallet? Digital keypad lockers are one possible alternative, with the four-digit code also used to make purchases in the spa – retail, food and beverage, additional treatments – without having to revisit the changing room to find money.



**john gibb**  
healthclub@leisuremedia.com

# A S A U N A A N D S T E A M R O O M F R A G R A N C E A R O M A T I K

Indulge The Senses With Essential Oil Sauna And Steam Room Aromas

01772 652 444

www.aromatik.co.uk

sales@aromatik.co.uk

## HEALTH CLUB SPA



## new treatments for spa london

Spa London – GLL and Tower Hamlets' public sector spa located in Bethnal Green, east London – has launched a new dry floatation therapy, as well as a new Thalgo scrub and massage treatment.

The dry floatation therapy takes place on a heated water bed, which rises up during the treatment to give a feeling of weightlessness. The customer is wrapped in a warm membrane, so remains totally dry throughout. Gentle vibrations ripple along the body, releasing muscle tension. Treatments last 25 or 55 minutes.

Meanwhile, the Thalgo Ocean Memory Treatment – which lasts 105 minutes – includes a salt flake and seaweed scrub, a neo-vital massage and a tingling algae mousse, all designed to revitalise and energise the body.

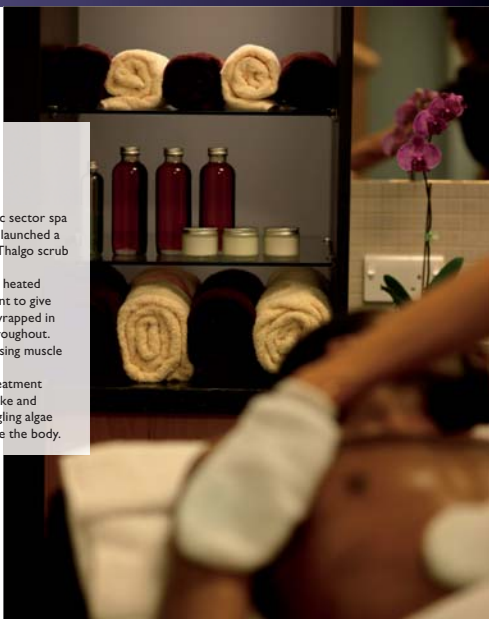
## energylounge from klafs

Klafs' new ENERGYLOUNGE spa lounge is designed to instil a sense of deep relaxation via its gentle hammock-like movement. It's made from leather to cushion the body and the motion has been specially developed to reduce brain activity and muscular tension and encourage sleep; indeed, the Fraunhofer Institute currently has one installed at its Future Lab in Duisburg, Germany, for ongoing sleep research.

## nailcare boost at bannatyne's

Bannatyne's Spas has enhanced its nailcare offering with the introduction of the Calgel Nail System, a range of nailcare and gel nail enhancement products and treatments.

Calgel is applied to each nail by brush and held under a UV light to cure. The gel becomes a thin nail-like substance, making nails strong and durable with a natural appearance, while still being flexible like real nails. A wide range of colours and designs are available.



The Thalgo Ocean Memory Treatment is designed to energise the body

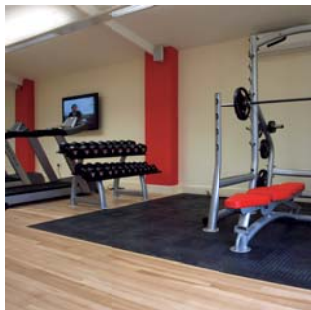
## pt and spa at the grange

A new luxury 780sq m (8,395 sq ft) day spa with a personal training studio opened in Pointon, Lincolnshire, at the end of February.

The Grange Spa was set up by personal trainer and sports therapist Matt Craven and his wife, who has a background in spa and beauty. It offers functional training and injury rehabilitation alongside a day spa experience, with a variety of packages for personal training, weight loss, sports-specific training and injury prevention.

The spa has six treatment rooms plus a heat experience area with two feature showers, an aroma bath, a salt inhalation room, a herbal bath, an ice fountain and a gemstone steam bath all supplied by Schletterer Wellness & Spa Design.

There's also a 100sq m (1,076sq ft) functional training studio equipped by Escape Fitness, Matrix and Keiser.



The training studio is equipped by Escape Fitness, Matrix and Keiser

# vibration training

fitness-kit.net  
**PRODUCT  
FOCUS**

Wherever you are in the world, find the right products and services 24/7 by logging on to **Health Club Management's** free search engine, [www.fitness-kit.net](http://www.fitness-kit.net)  
If you're a supplier, sign up for your free listing now on [www.fitness-kit.net](http://www.fitness-kit.net)



## DIAMOND EVOLUTION

The VibroGym range of equipment is to be extended with the Evolution Diamond.

Due to launch in the UK later this year, following its debut in Germany eight months ago, the product uses whole body vibration technology and features more than 65,000 crystallized Swarovski Elements, integrated by hand onto the sides and central column of the stainless steel training device.

The Evolution Diamond model will be marketed to professional athletes and celebrities.

fitness-kit keyword: **vibrogym**

## GYM80 LAUNCHES ENDURANCE FORCE BIKE

A new product from gym80 International has been launched, based on a conventional road bicycle model but also featuring a vibration platform fixed to the pedal cranks.

Called the Enforbike – the Endurance Force Bike – the vibration (which gym80 refers to as 'impulse training') is focused on the legs, isolating the upper body from any negative side effects caused by incorrect training on traditional vibration platforms. It can be used by people of all fitness levels; it's suitable for anyone able to pedal a stationary bicycle.

Fully adjustable for resistance, time, speed, frequency and amplitude through the integrated LCD console, the Enforbike offers a range of programmes, heart rate monitoring, wattage and calorie count. It's also said to burn more calories than traditional cycling, as well as helping users to train more efficiently through increased muscle fibre activation.



fitness-kit keywords: **gym80 uk**

## FITNESS FIRST TRIALS PINEAPPLE KIT

Two recently launched ranges of Pineapple whole body vibration equipment – 'The Pro' and the smaller 'Modahl' – are being put through their paces at Fitness First's club in Brighton.

The platforms form a core part of personal training programmes at the newly re-opened club. Located in the functional training area of the facility, their versatility means they can be used in conjunction with cable systems, free weights and, for advanced users, integrated with stability balls.

First launched in the UK market in 2008, Pineapple platforms use a low-frequency vertical vibration called bio-oscillation (see HCM Feb 09).



fitness-kit keyword: **pineapple**

**fitness-kit.net**

For more information, or to contact any of these companies, log on to [www.fitness-kit.net](http://www.fitness-kit.net) and type the company name under 'keyword search'

# home grown STAFF



In a survey, nearly three-quarters of respondents say apprenticeships produce better calibre job applicants and fill vacancies quicker

Establishing an apprenticeship scheme is time-consuming but the benefits can be tenfold. Caroline Wilkinson reveals the potential of such a programme, and how it can help companies maintain a competitive edge

**A**t a time when companies need to be more competitive than ever, with high levels of service to reinforce the value of their offering, free, bespoke industry-accredited training could be a lifeline. So why aren't more operators cashing in on government-funded apprenticeship schemes to help develop staff and access recruits?

The potential for fitness apprenticeships is "massive" according to Kate Couchman, apprenticeship manager at SkillsActive. "While some leisure chains are embracing apprenticeships, there is still a significant opportunity for a culture change where fitness instructors, leisure managers and frontline staff are recruited directly onto an apprenticeship, and for companies to grow and shape staff within."

By combining practical and technical skills, which can be put to immediate use by an employer, apprenticeships can help improve productivity and staff retention and can solve short-term recruitment difficulties. The government



PHOTOGRAPHER (RIGHT AND BOTTOM LEFT) ANDRÉS RODRÍGUEZ/AGENCY: DEARSTINE.COM PHOTO (TOP LEFT) WWW.STOCK.COM

has realised this and is investing heavily in apprenticeships to try and make it the flagship route for entry into employment, and for ongoing professional development. With more than £1bn on offer to fund an additional 35,000 apprentices during 2009–10, it's an ideal time for the fitness industry to ensure staff are trained to better meet their needs.

## reaping the benefits

"Hiring an apprentice is a long-term investment in your company's staff," says Couchman. "Employers who have taken on apprentices report increased loyalty towards the company, decreases in staff turnover, a positive working culture and well-trained staff, ultimately increasing the profitability of the company."

Apprenticeships can often boost secondary spend too: once a training provider ascertains the skillset in existing fitness team members, and decides how many are suitable to move into personal training, it can access funding on behalf of the operator to help gain them personal training qualifications.



**Employers who have taken on apprentices report decreases in staff turnover and a positive working culture**

According to a recent survey conducted on behalf of the Learning and Skills Council (LSC) by Populus, 87 per cent of leisure companies say apprentices boost overall productivity, while 63 per cent say they are more cost-effective than hiring fully-qualified staff as it reduces recruitment and training costs. Nearly three-quarters of respondents also say apprenticeships produce better calibre job applicants and fill vacancies quicker.

Apart from an apprentice's contracted wage of £80 a week for the first year – rising to £90 on 1 August – the biggest operating cost is the time taken by HR or a facility manager to set up the scheme. Funding can be sourced from the LSC to cover the expense of administration and workplace assessments (required for an apprentice to complete a National Vocational Qualification, or NVQ).

The amount of financial support depends on the age and circumstances of the apprentice, and in some cases employer contributions may be needed. Help towards wage costs may also be available through regeneration funds.

#### the fundamentals

There are two ways to run an apprenticeship scheme: work with an established training provider or become an established provider. Leisure trust North Country Leisure (NCL) took the latter option, but CEO John Maude says it's an "elaborate" process that may be right for larger employers, but not for all. The former is a much simpler route: the employer provides the apprenticeship placement and the training provider tailors and delivers the programme.

A suitable training provider can be sourced either through a regional LSC or a skills broker such as Train to Gain or the National Skills Academy for Sport and Active Leisure (NSA), set up by SkillsActive. While a training provider will work with the employer to develop a suitable programme, contacting a broker is a good first step to help identify skills gaps and to discuss how an apprenticeship could be tailored to meet the company's needs.

It's worth looking at more than one training provider to evaluate what's

offered. Couchman says it's essential to find a training provider that "understands your business needs and is willing to work with you to deliver the niche training," adding that it must work with the employer from the very beginning.

Heather Frankham, CEO of training provider Lifetime, agrees: "A lot of learning providers have a certain amount of funding and target potential apprentices that meet the criteria for this funding. As a result, the training they provide doesn't always meet employer's needs."

Training providers can also help to source suitable apprentices for an employer's programme, if it's new recruits they're after. Most providers will pre-screen people, delivering candidates who meet the firm's profile and who have the right soft skills, motivation and an aptitude for fitness.

The process is set to become a lot simpler with the launch of an online database – the National Apprenticeship Service – which matches employer profiles with apprentices. Once deemed compatible, the employer and provider ▶



An employer can expect an apprentice to arrive having acquired the knowledge needed for the job

► will jointly conduct an interview to ensure the potential partnership meets both the apprentice's and employer's needs.

The alternative route – becoming a recognised provider – requires employers to organise and take full ownership of a programme, to provide on-site assessments by qualified staff, and to receive funding directly from the LSC on a contract basis. Although arduous, one advantage to this route is that being a provider has the potential to generate surplus income from supplying training services to other employers. It does mean, however, jumping through some tough hoops to meet the LSC's, Ofqual's and SkillsActive's rigid standards.

A plus point, however, is that companies that become training providers can ensure the qualifications they offer are absolutely tailored to their needs. This also allows for a clearly mapped out progression route, which can act as a selling point to attract high quality, career-driven recruits.

#### what's involved?

As a rule of thumb, Level 2 apprenticeships take 12 months while

Level 3 advanced schemes – ideal to up-skill existing staff members – can take between 18 and 24 months to complete. Prior to starting the work placement, an apprentice is equipped with theoretical knowledge underpinning a specific role, key skills, competency qualifications, technical certificates and a strong commercial awareness, all of which eventually lead to an NVQ.

An employer can expect its apprentice to arrive having acquired the knowledge needed for their job, and for the individual to be fully functional in their new role within six months. "If a programme is run well, an apprentice should be contributing to the firm within a short period of time," says Florence Orban, interim CEO of the NSA.

For the programme to be a success, it relies on buy-in from all levels: the organisation, management and staff. Working in accordance with the provider, the employer must put in place strong mentorship and support. "A programme won't work when no-one knows what to do with the apprentice: when the activities at work have not been planned and integrated into schedules or when

the apprentice does not have a mentor to support them in the first few weeks," Orban adds.

Frankham agrees: "A really clear focus in terms of what all participants need to achieve is essential, as is having the training plan right from the beginning, with an understanding of what the employers and apprentices need."

"The key to success is to recruit the right people for the right programme at the beginning, and to work in constant partnership with the learning provider, the learner and employer to remain focused and to deliver results."

Lifetime, which works with the NSA as part of its accredited network of employer-led learning providers, is also a partner in creating the industry framework with the NSA for its £2m cut of the government's new £10m Apprenticeship Expansion Programme (AEP). The AEP is aimed at increasing current apprenticeship numbers to fill existing skills gaps. It's also designed to meet the additional costs associated with expanding apprenticeship schemes, such as training and management costs, as well as to pay the wages of a Level 3 apprentice for the first three months to help encourage firms to upskill staff.

David Way, the LSC's national director of apprenticeships, says: "Given the current economic slowdown, it's important that companies continue training their staff to maintain productivity and a competitive edge. Employing apprentices is an ideal way for businesses to position themselves as leaders for the recovery. The new AEP funding will make it easier for businesses to do this and provide the opportunity for [the industry] to successfully fill its existing skills gaps."

 caroline wilkinsons  
healthclub@leisuremedia.com

© PHOTOGRAPH (TOP RIGHT) (OPPOSITE PAGE) (AGENCY) (BANKSTOCK.COM PHOTO) (TOP LEFT) WWW.STOCK.COM

## TAG

The Transforming a Generation (TAG) initiative, founded by LA Fitness chair Fred Turok, provides apprenticeships for 18- to 24-year-olds not in employment, education or pre-training (NEETs). The scheme trains participants to Level 2 and gives them the soft skills necessary to get a job.

Candidates will be delivered to the workplace with the theoretical knowledge, soft skills and motivation to work effectively. TAG is also developing a 16- to 24-month postgrad programme to provide core

business skills and to train NEETs in leisure operations and management.

The board is looking to establish TAG centres in north, south London and east London to deliver the pre-training, and aim to open 100 across the country within five years.

"At a societal level, we cannot afford to lose this generation because they fail to fit a popular social and educational template. Every young person deserves the right to self-actualisation and self-fulfilment," say the TAG trustees.

# GO GREEN

[www.leisureopportunities.co.uk/green](http://www.leisureopportunities.co.uk/green)



Did you know that you can now receive  
a **FREE subscription** to Health Club Management  
in its new, greener, paper-free, digital format?

**Change the way you read Health Club Management magazine**

**SIGN UP ONLINE:** [www.leisureopportunities.co.uk/green](http://www.leisureopportunities.co.uk/green)

## WHY NOT ADD A FREE DIGITAL SUBSCRIPTION TO OUR OTHER PUBLICATIONS?



### SPA BUSINESS

Read about the innovators shaping the global spa market from curative and thermal to resort, day and destination spas



### LEISURE MANAGEMENT

The magazine for professionals and senior policy-makers. Leisure Management looks at the latest trends and developments from across all leisure markets



### LEISURE OPPORTUNITIES

The fortnightly recruitment, training, property and news publication which gets you the right job or the perfect candidate for your vacancy



### SPA OPPORTUNITIES

Fortnightly international spa recruitment, training and news publication



### SPORTS MANAGEMENT

For managers and policy makers in the sports market who want to keep ahead of the game



### ATTRACTIONS MANAGEMENT

Everything you want to know about the visitor attractions market. From theme parks and museums to science centres, zoos and corporate brandlands

**GO GREEN** [www.leisureopportunities.co.uk/green](http://www.leisureopportunities.co.uk/green)

# SHOWTIME!

Kate Cracknell rounds up the product launches and presentations from this year's IHRSA Convention and Trade Show



**N**ew launches. Almost 160 educational and networking sessions. Networking and charity events. IHRSA's 28th Annual International Convention & Trade Show took place in San Francisco, US, from 16–19 March.

UK attendance may have been down – a sign of the industry's synchronised tightening of belts – but IHRSA nonetheless reports nearly 10,000 delegates from more than 70 countries. "What stood out loud and clear was the commitment of the global health club industry to lead both on the economy and in their communities," says Joe Moore, IHRSA's president and CEO.

The 35,300sq m (380,000sq ft) trade show floor was occupied by 327 exhibiting companies, with total booth space equalling the third largest in IHRSA show history. Meanwhile, 52 companies sponsored programmes and activities around the show – an IHRSA record.

Exhibitors showcased the latest innovations in 30 categories of products, equipment and programmes. We round up some of the new launches.



© PHOTOGRAPHY THE PHOTO GROUP

Almost 10,000 delegates attended this year's event, in spite of the economic crisis

**Cybox** launched an 18-piece range of 'second generation' plate-loaded and free weight equipment. With a bold, clean look, the range is said to offer outstanding biomechanics and durability.

Launched in the UK in December but exhibited for the first time at IHRSA was Cybox's FT-450 Functional Trainer,

a total body trainer that offers hundreds of exercises in one machine. Its USP is progressive stabilisation: it allows the user to have as much or as little support as they require, spanning the gap between resistance machines which offer complete stabilisation and the ability to use high loads, and traditional cable machines with non-stabilised movements and limited loads.

**Cybox's new range of resistance equipment includes a squat press among its 18 pieces**



**FitPro** officially launched the Outbox programme – a boxing qualification accredited by REPs and the British Boxing Board of Control. Developed in partnership with boxing world champion David Haye and his trainer Adam Booth, the three-level qualification teaches boxing skills and also incorporates applied physiology and sports science.

**Les Mills** unveiled CLUBCOUNT, a web-based software application that allows clubs to plan, report on and evaluate group fitness offerings. It tracks attendance and compares this to targets and capacity, and includes an option to benchmark against clubs worldwide. From the dashboard, a manager can see the club's key group exercise metrics at



The show may have been quieter than usual, but those who did attend were there to buy, with strong leads generated

the touch of a button, and is also able to run reports, set targets and create and publish timetables.

**Life Fitness** launched the Optima Series, a 20-piece strength training line including single and multi-exercise machines, benches and racks. The first 13 pieces were on display, with the remaining seven due to be introduced later this year. Easy to use and durable, with a space-saving style, the machines have low-profile, fully-shrouded towers with weight stacks that provide drop-down increments for fine-tuning weight adjustments.

Meanwhile, a 'buddies' feature has been added to the Life Fitness Virtual Trainer website. Operating in a similar way to social networking sites such as Facebook, users invite friends and family to be their 'buddies'. They can then create and share cardio workout programmes with each other. "Research shows that social interaction is a key motivator when working out," says John Stransky, president of Life Fitness. "Technology now enables us to replicate the motivation of exercising with friends when you work out alone."

All Life Fitness equipment now includes docking for an iPhone, as well as for an iPod and Nike+.

**Marpo Kinetics'** VECTOR is a seated trainer designed for group or individual strength and cardio programmes. Small, portable and easy to use, it involves hauling in a rope and provides fast, effective upper-body workouts. The patented isokinetic braking system adapts to each user, while its focus on the upper body means it's suitable for those with lower-body injuries.

**Matrix Fitness Systems** launched the Matrix 1 Series, a new line of value CV products comprising the U1x upright cycle, R1x recumbent cycle, E1x elliptical, and T1x and T1xe treadmills. All feature intuitive controls to appeal to users of all levels of experience. Also launched were the T3x and T3xe treadmills, engineered to withstand heavy-duty use. All four new treadmills have a sleek, space-efficient design, a low step-up height of 7.5" for easy access, and include the Ultimate Deck System, which absorbs impact and provides more than 25,000 miles of maintenance-free performance.



Marpo Kinetics launched its VECTOR seated trainer, which delivers an intense upper-body workout

Matrix also unveiled the G7 Series, a premium strength training line. The units have a very low profile and aim to be less intimidating to beginners and the deconditioned while still providing a superior user experience. An integrated system tracks equipment usage, allowing operators to better estimate ▶





The Schwinn A.C. bikes from Nautilus closely replicate the experience of cycling a real bike

► when the units require maintenance without having to disassemble the machine. Seven pieces were on display, and the range will expand to 19 products by the end of 2009.

The latest models of the KRANKcycle and Tomahawk MyRide bike were also launched at IHRSA.

**MyRide**, the studio and gym floor indoor cycling solution, previewed its new 3wave design at IHRSA. Allowing for freestanding, pod formation or wall mounting options all in one, 3wave can adapt to any environment. Occupying minimum floor space, the system comes assembled with fully integrated wiring.

**Nautilus** unveiled its new range of indoor bikes, the Schwinn A.C. (Authentic Cycling) Series. Designed to closely replicate the experience of cycling a real bike, the A.C. Series comprises three models: Classic and Sport, both of which have a zinc-coated steel frame; and Performance, with its aluminium frame. All feature a chain rather than a belt. They also have a virtual braking system, which uses an

electro-magnetic force, rather than any contact on the wheel, to provide a perfect linear application of resistance. An optional console offers feedback such as RPM, heart rate and wattage output, designed to help instructors better structure their group cycling classes. Two models of console are available: Sport and Performance.

**Octane Fitness** launched its new xRide 'seated elliptical' cross-trainer. The xRide delivers the benefits of a standing elliptical – total-body, low-impact CV workouts – from a comfortable seated position. With 30 different resistance levels and a walk-through design, it's easy to access for everybody, while its elliptical movement provides a far greater range of motion and increased glute activity compared to recumbent bikes. It can also move forward or in reverse, adding variety and working different muscles, while the MultiGrip handlebars add the option to exercise the upper body too. Exercisers can choose to work the whole body, the lower body only by holding the stationary handlebars, or the upper

## GO PUT YOUR STRENGTHS TO WORK

REPORT BY **DR PAUL BEDFORD**

**M**arcus Buckingham, author of best-selling books *First Break All The Rules* and *Now Discover Your Strengths*, walked on stage with the confidence of a Brit who has conquered America. He was there to talk about a movement that's sweeping through business, education and government. What is this movement? It's simple and quite obvious: a focus on using and developing your strengths as much as possible.

Buckingham asked how many of us spend the majority of our working day using our strengths. The answer: extensive research has shown that only 17 per cent of us have a job where we use our strengths. International comparisons over a 10-year period have shown that western countries have started to change their performance focus to address this but, said Buckingham, even more effort is needed to get the best performance from employees.

Research conducted by Gallup – specifically, the 2000 and 2008 responses to the question "which do you think will help you be most successful, working on your strengths or on your weaknesses?" – threw up some interesting findings (see



Success will come from using your strengths, says Buckingham

table below left). Most notable is the dramatic change that has occurred in China, a country experiencing massive growth over recent years. Could this growth be attributed to the shift towards focusing on strengths rather than weaknesses?

Buckingham suggested that we should take time to reward strengths, creating positions for people that take advantage of their strengths – even if it means going against conventional wisdom and breaking all the rules. At a time when many businesses are facing tough economic challenges, he believes this will help us to out-perform and out-service the competition.

Summarising the factors that create great-performing teams and individuals, Buckingham said we must challenge the myths and explore the truths. He identified what he believes to be the biggest myth: that you grow the most by improving in areas where you are weakest. In fact, he said – concluding on a point that summed up the essence of his whole presentation – you will grow the most by focusing even more on areas where you are already strong.

2000	Strengths (%)	Weaknesses (%)
US	41	59
UK	38	62
Canada	38	62
France	35	65
China	24	76
2008	Strengths (%)	Weaknesses (%)
US	45	55
UK	54	46
India	56	44
China	73	27
IHRSA delegates	74	26



body only by resting their feet on the stationary foot pegs.

**Paramount Fitness** revealed its XL2 Strength Training Circuit, a comprehensive, yet space-efficient, 16-piece strength conditioning system. Advanced engineering features include a low-profile contemporary design with fully enclosed weight stacks, intuitive exercise adjustments and precise biomechanics. Other attributes include illustrated exercise instruction and height adjustment guides, easy pad adjustments for ergonomically accurate positioning, convenient weight stack access and low starting resistance.

**RealRyder** introduced the latest model of its unstationary bike, the ABF8. Taking onboard learnings from the last 12 months, since the launch of the original model, the ABF8 includes minor revisions and new components to maximise the performance and durability of the bike in a health club environment.

**Retention Management** showcased the latest addition to its automated email service: a new prospect email programme designed to provide clubs with "a powerful tool to leverage new member marketing dollars without an additional cost to them". Sent through Retention Management's systems, these prospecting emails will get through SPAM filters.



**Octane's seated elliptical, the xRide, offers an upper, lower or whole body workout**

**Star Trac** unveiled its full 14-piece Inspiration Strength line after previewing six pieces of the range last year. Designed to be aesthetically pleasing and non-intimidating, the equipment is based on extensive research into human movement and muscle strength. Each piece guides the user through the optimal range of motion and encourages superior muscle efficiency. Several of the machines offer converging and diverging motions and unilateral functionality, ▶

**Star Trac showcased the full 14 pieces of its Inspiration Strength range**



© PHOTOGRAPHER: THE PHOTO GROUP

## INVISIBLE OR REMARKABLE?

REPORT BY **DR PAUL BEDFORD**

**S**mall in stature, huge in intellect, Seth Godin understands marketing in the 21st century better than anyone. He is uniquely respected for his understanding of the internet, and his essays and opinions are widely read and quoted both online and off. His 10 books have been translated into 20 languages and *Purple Cow* is the best selling marketing book of the last decade.

Godin focused on three points in his presentation. First, that marketers no longer have the power to command the attention of anyone they choose, whenever they choose. Second, that in a marketplace in which consumers have more power, marketers must show more respect by keeping and delivering on their promises. Thirdly, that the only way to stand out in a world of mediocrity is to be remarkable. As he states in *Purple Cow*, the key to business success is to find a way to stand out – being the purple cow in a field of monochrome Holsteins.

His message was to treat customers with respect. Do this and things will work for you. Fail to do this and you lose them and their friends, and friends of friends, forever. To retain existing customers and win new ones, companies must go to extremes. Be remarkable. Be worth making a remark about. There are too many average health clubs, Godin said, providing average stuff for average people.

He challenged operators to identify whether they were looking to provide more customers for their club, or more club for their customers. While marketing reaches out to customers who are unaware of what you do, he said, existing customers are better placed to market you to their friends and colleagues. Take advantage of this and delight the customer.



Technogym's Excite range now comes in a new anthracite finish (above), known as TREND. Other refinements to the range are also due to be launched

© PHOTOGRAPHER: THE PHOTO GROUP



Putting on a show: The 35,300sq m trade floor hosted 327 exhibiting companies

▶ allowing the user to work each side of the body independently for balanced training and programme variation. All use Star Trac's LockNLoad pin-free weight selection system.

Technogym launched its new Kinesis Class concept at the show. Four different programmes are available – Kinesis Shape, Power, Sport and Move – targeting different groups with goals-focused content. Designed to drive revenue through small group training, at least three Kinesis ONE modules are needed. The modules are integrated into a wall configuration, with participants all

performing the same movements at the same time throughout the class.

TREND, a new anthracite finish for the Excite range of equipment, was also launched. Other extra features, such as an upgraded LED interface, are due to be introduced in the near future.

**The Retention People** introduced TRP PROCESS, a retention software module for managing the induction process. Launched in conjunction with TRP INDUCT, a training and consultancy package that focuses on behavioural change, TRP PROCESS links in with clubs' existing IT systems and other TRP software. It tracks members through their induction experience, helps staff to tailor interactions appropriately, and allows management to report on the effectiveness of their induction process, ensuring it can be refined to improve retention.

**ZigZag** launched the interactive Expresso S3y Upright Youth Bike, which – through its 19" integrated LCD screen – allows children to pedal through a range of virtual worlds, ride into scenic landscapes, take part in off-road competitions and even enter a fantasy kingdom and chase dragons. Riders must pedal to take part in more than 30 different tours and play a range of games in which they can win virtual rewards and trophies.

All bikes have internet connectivity, so riders can tap into an online community and compete in real time with their friends and family. Designed for children aged nine to 15, it's smaller than other ZigZag bikes and is power-assisted to make the range of virtual courses easier to negotiate.

## THE TALK OF THE SHOW

### REPORT BY PROMOTE PR

**W**alking around the two exhibition halls at the Moscone Center in sunny San Francisco this year, the atmosphere felt distinctly more subdued than in past visits to IHRSA. There seemed to be less traffic on the show floor and the exhibition itself appeared to lack the buzz of former years. Talking to exhibitors, however, all agreed that, while there was indeed less footfall, those visiting the show were there to buy, with strong leads generated.

The KRANKcycle by Matrix Fitness – the latest concept from Johnny G, the man behind the Spinning phenomenon – attracted the crowds. The excitement and enthusiasm around the stand was palpable as visitors stopped to watch new group 'kranking' sessions – hailed as Spinning for the upper body.

Another product to attract attention was The Gun, by Shoot-A-Way. This basketball machine shoots out up to one ball per second – that's up to 1,800 per hour – with players catching them and

throwing them back into a basketball net, thereby feeding them back into the machine. Described as a fun alternative to treadmills and other stationary gym equipment, it delivers an intense workout for individual or group workouts and can be packed away for easy storage.

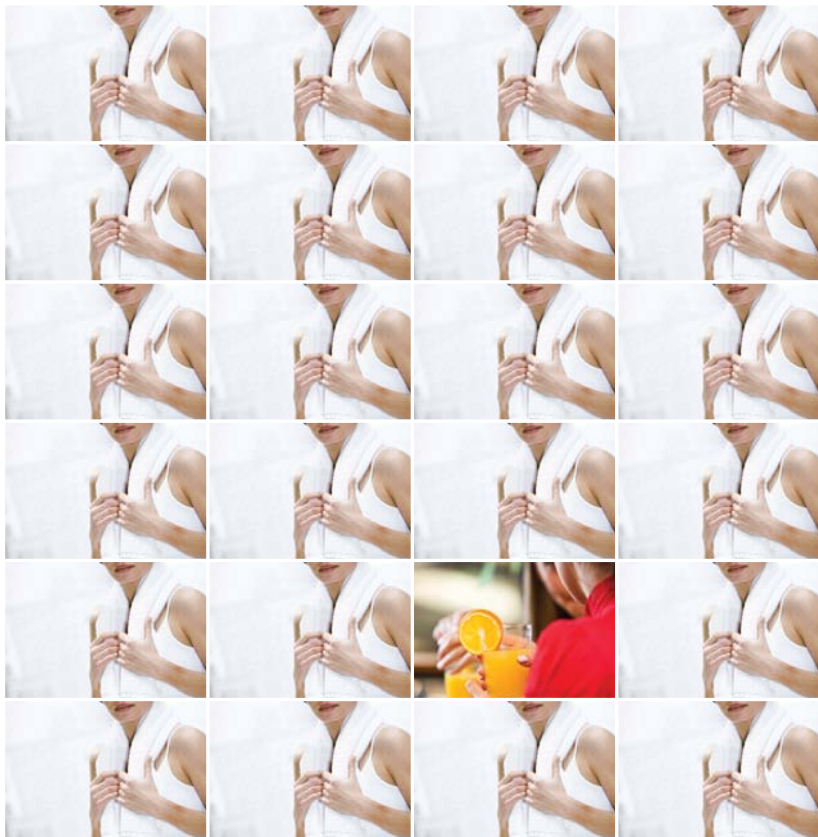
Meanwhile, Star Trac held a charity Spinning event, Chain Reaction, across the three days of the show. Raising funds for Dr Oz's HealthCorps' mission to stop child obesity, it invited everyone to ride alongside celebrities and athletes, provided they met a minimum fundraising goal of US\$75 per rider per hour. Most of the 15 rides across the three days were near capacity.



Krinking: "Spinning for the upper body"



**kate cracknell**  
healthclub@leisuremedia.com



Even after hundreds of workouts, a Miele keeps towels feeling like new. No sweat.

A Miele Professional washing machine provides outstanding cleaning and thermal disinfection with every wash. Its unique honeycomb drum is also gentle on fabrics, significantly extending the life of your towels. They're engineered to perform for years to come, meaning less downtime, longer replacement intervals and ultimately less cost. Giving both your members and your accountant great comfort.

For years of perfect performance, it must be a Miele.

Call **0844 893 0777** or visit **[www.miele-professional.co.uk](http://www.miele-professional.co.uk)**



**Miele**  
PROFESSIONAL

# STRIKING A BALANCE

What are the benefits of balance training, should we incorporate it into our gym workouts, and do current health club-based offerings address the needs of all types of exerciser? Kathy Carter investigates



**B**alance is a state of equilibrium, defined as 'the ability to maintain the centre of gravity of a body within the base of support, with minimal postural sway'. But is this something we should be working on at the gym alongside resistance, CV and flexibility training? And if so, are we offering the right kind of balance training in our gyms to improve members' performance?

Fitness training commonly focuses on two types of balance. The first is core balance training, which involves exercises designed to improve the muscular anatomy supporting the abdominal region, spine and pelvis, as well as proprioception (body awareness). The second is body equilibrium training. In addition to developing proprioception, this 'whole structure' balance training focuses on improving strength and power in the major muscles – particularly in the legs – and the dynamic stability of the supporting muscles, ligaments and tendons.

Paying attention to the whole body in this way, with balance training that

boosts muscle strength and power, is crucial according to Peter Hope of BalanceMaster. "Structural balance allows us to use our muscular strength functionally," he explains. "It increases our range of movement, enhances sporting performance and is an essential requirement for everyday living, including using fitness equipment in the gym safely."

Personal trainer Nick Mitchell, of health and fitness consultancy Ultimate Performance, adds that achieving optimum structural balance is a highly important component of building muscle. "If your 'big' muscles are strong, but the fixators and stabilisers that support them are weak, what do you think will happen?" he asks. "The answer is injury and impaired performance. To work on stability, focus on the large muscles and the stabilisers that enable them to fire properly."

## stable vs unstable surfaces

Balance training in health clubs, however, commonly focuses on developing the core: strengthening the muscles around

**Preventative measures** In fit members, balance training can help prevent injury by improving muscle force capacity

the abdominal region, spine and pelvis. Unstable exercise using a stability ball or wobble board is often favoured as a means to do this, challenging the centre of gravity and improving balance using reflex responses. In an online article, American personal trainer Ken Kashubara, of Kash Personal Training, explains that "while standing on an unstable environment, the body's sensory receptors tell the brain, 'we're about to fall'. The brain then tells the body what muscles need to contract to balance."

Advocates of stability balls such as the Swiss Ball or Fit Ball rightly say that exercising on a ball will improve vital strength in the abdominals and lower back, with the unstable surface requiring the user to constantly adjust their balance. Personal trainer Scott Bryant, a corrective holistic exercise kinesiology (CHEK) practitioner, believes the Swiss Ball, pioneered by Paul Chek

<sup>1</sup> 'Functional Strength Training: Using Hundreds Of Muscles With Each Exercise', Ken Kashubara, 2007



**Lifestyle maintenance** Balance training prevents falls in older adults, allowing them to stay independent and maintain an active lifestyle

## BALANCE RESEARCH

**fatigue and balance:** Moderate fatigue is thought to lead to an immediate reduction of balance performance, as fatigued people may be less focused. Fitness instructors should ensure members are not over-exercising, as injury may occur as a result of a subsequent loss of balance.

*Journal of Neuro-engineering Rehabilitation*, 3: 22, 2006. 'The effects of moderate fatigue on dynamic balance control and attentional demands', Simoneau et al

**reducing sprain risk:** A 2008 study sought to find out whether prophylactic balance and co-ordination training could reduce the risk of sustaining lateral ankle sprain. Researchers found that completing at least six weeks' balance training after an acute ankle sprain substantially reduced the risk of recurrent ankle sprains.

*Journal of Athletic Training*: 43(3):305-15, 2008. 'Systematic review of postural control and lateral ankle instability, part II', McKeon et al

**vision and stability:** A French study analysed the use of visual information in the postural ability of football players. Testing posture with eyes opened and closed, analysis revealed the importance of vision in postural maintenance was less in professional players than amateurs, suggesting that structural balance plays a more prominent part than vision in people undergoing targeted sports training. *Scandinavian Journal of Medicine & Science in Sports*. V:16 1-5, 2005. 'Effect of expertise and visual contribution on postural control in soccer', Paillard et al

as a performance enhancer in the 1980s, to be one of the most versatile pieces of equipment available. "They utilise neurologically induced muscular responses, to establish and restore core balance," says Bryant.

However, experts such as Paul M Juris, executive director of the Cybex Institute in the US, say health clubs should examine their provision of balance training. Juris believes that using unstable exercise as the only form of balance training in a workout is not conducive to 'whole structure' balance, and therefore not sufficient to address the need for dynamic muscle stability – a vital component of safe exercise and functional, everyday living.

Richard Mattis of Pipedreams, distributor of The Vew-Do Balance Board, also advocates the use of both core balance and whole structure balance as an exercise protocol. "Used together, they can enhance both neuromuscular activity and muscle force and power," he says, adding that good neuromuscular communication – synergy between the

central nervous system, muscles, tendons and joints – enhances balance.

"It's claimed that performing functional exercises on an unstable surface promotes balance," Juris adds. "However, I've collected a substantial array of peer-reviewed papers which indicate that exercise on unstable surfaces is not only ineffective for developing strength, but also leads to increased injury risks. I believe focusing on core stability is actually counterproductive to real functional stability. Trying to stabilise the body while also trying to move leads to nothing more than choppy, inefficient and skill-less motion, which is why most research examining the effects of unbalanced training on motor skills actually demonstrates an inhibition of skill, not an improvement."

Hope agrees: "Exercise involving static balance control on an unstable surface is fine for developing core balance. However, in most instances, re-establishing equilibrium requires adequate power applied to a stable surface – for example, if you're recovering a trip.

Substantial research, including that of Butler and associates<sup>2</sup>, who determined that equilibrium may be enhanced through muscle strength development, leads me to think it's illogical to use an unstable surface designed for static balance control where dynamic balance control on a stable surface is required."

On the next page, we look at how and why balance training should be used with different member groups. ▶

<sup>2</sup> *Brain Research*, V.1242, P. 244-251, 2008. 'Muscle weakness impairs the proprioceptive control of human standing', Butler et al



# Balance your Clients Workout with BalanceMaster

Already installed in many gyms around the UK, BalanceMaster will revolutionise the way your clients workout.

## Gain with no pain!

It's what's proving so popular with gym users. BalanceMaster can achieve remarkable results with very little effort.

NEW



"Having thoroughly investigated the merits and performance of the BalanceMaster™, DC Leisure is committed to installing these innovative machines into major refurbishment projects within our portfolio."

Lisa Taylor, Group Fitness Manager, DC Leisure



- ◆ Increases range of movement
- ◆ Improves dynamic muscle stability
- ◆ Builds strength and power
- ◆ Enhances spatial awareness
- ◆ Reduces the risk of injury

Designed for high use with very little maintenance, BalanceMaster will without doubt increase your gym's popularity and your income!

For a brochure or for more information call  
**01293 787075**  
www.balancemaster.co.uk

## balance training

### TAILORED WORKOUTS

"Whatever the gym member's requirements, I'd recommend a balance test at the assessment stage," says Hope. "Balance training should be incorporated into all exercisers' workouts. However, different types of member will require different types and intensities of balance training."

#### the older gym member

As the number of British pensioners increases, many fitness chains are targeting the 'grey market' with exercise plans designed to improve strength and balance. For example, in addition to conventional cardiovascular exercise for the over-55s, LA Fitness instructors also recommend low impact aerobics classes to boost general body equilibrium, and gentle free weights to improve muscle strength – and subsequently balance.

Charity Help The Aged says that yoga, pilates and t'ai chi can develop strength, flexibility and proprioception, and that attending professionally-run balance classes designed for older people is one of the most effective ways to reduce the risk of falling.

The National Service Framework for Older People also acknowledges the role of specific exercise in preventing falls in older people, says Dr Dawn Skelton of the research consortium 'HealthQWest' at Glasgow Caledonian University. "The Framework identifies the need to find programmes of suitable activities that have balance improvement at their core, but that also address poor power and lower limb asymmetry," Skelton says. "In particular, exercises that improve lower limb strength and power can contribute to better stability."

Hope adds that balance training can have both physical and mental benefits for older exercisers. "By making them more stable, it not only helps prevent falls, but also allows them to maintain independence and a more active lifestyle," he explains.

#### the deconditioned gym member

"Balance should be taught before embarking on any fitness programme, as well as being developed during regular training," says Pipedreams' Richard Mattis.

For deconditioned exercisers, traditional cardio and resistance equipment could be beyond their initial capabilities, in terms of both fitness and lower limb strength and power. For these members, an initial thorough warm-up period with stretching exercises, followed by some introductory work using hand weights that focuses on posture, will help improve mobility and strength. Movements such as back extensions, to work on strengthening the back's erector muscles, and side bends to strengthen the abdominal obliques, are especially useful for posture.

The addition of low-impact aerobic training using suitable mechanised gym equipment, for example, walking on a treadmill (if balance is adequate), will enhance general fitness and also help maintain bone strength. For purposes of equilibrium, it is important to develop through exercise a synergy between the central nervous system, muscles, tendons and joints.

#### the fit, balanced gym member

The fit gym member is the ideal candidate for targeted work to improve structural body balance.

Colin Gilbert, healthy living development officer at Cathall Leisure Centre in London, says that, for fitter gym members and athletes working at a high level of training, tailored exercise that improves body awareness and stability is especially important. "The fit, balanced gym member may have a higher chance of injury than other members, due to the level and amount of work they're doing, so anything that increases muscle force capacity will provide a form of injury prevention," he says.

"Balance work and lower limb stretching exercises provide an increase in range of a person's motion, which can help maximise a fitness programme," adds Hope.

PICTURE: WWW.WISTOCK.COM/ROBERT LERICH



Core training must be complemented by whole body balance training

fitness-kit.net

The website, email and search engine for fitness buyers



Visit [fitness-kit.net](http://fitness-kit.net) for the latest news about products and services for the fitness industry

To advertise your product and reach over 8,000 fitness professionals a month call now on  
**+44 (0)1462 431385** or email  
[fitness-kit@leisuremedia.com](mailto:fitness-kit@leisuremedia.com)

# pilates

*Movement for Life™*

Denise adds 16 kph to her serve.

Your club adds £70,792 to its bottom line.



## Balanced Body® Pilates

- Innovative group programming
- Onsite instructor training
- A trusted partner

For functional training at its best,  
call 00-800-7220-0008 or  
visit [www.pilates.com](http://www.pilates.com).

BALANCED BODY® INC.

# BALANCE TRAINING PRODUCTS



The BOSU (Both Sides Utilised) Balance Trainer is a balance, core stability and proprioception device that can be used dome- or platform-side up.

fitness kit keywords: physical company

## T-BOW

The T-BOW is a lightweight, curved plastic board for use in fitness routines, exercise and therapy. Its manufacturers claim the product helps users increase balance, strength and flexibility – T-BOW's studies at Zurich University showed that, with regular use, people with low fitness levels experienced a 30 per cent improvement in balance and a 20–95 per cent increase in dynamic strength.

fitness-kit keyword: instyle

## BALANCEMASTER

The BalanceMaster mechanised lower limb exerciser has a number of user benefits, including better joint mobility, improved muscle stability for the lower limb and pelvic regions, and enhanced proprioception. Regular users consistently gain improved balance and joint mobility. The machine features programmable direction changes designed to challenge balance, including plantarflexion and dorsiflexion of the ankle joints and simultaneous rotation of the hips. BalanceMaster exercises are very simple; the greater the angle of the footplate, the greater the stretch.

fitness-kit keyword: balancemaster

## VEW-DO BOARD

Vew-Do Boards from Pipedreams allow users to incorporate balance with effective torso strength training: recommended exercises include squats, knee dips and push-ups. The company's latest model, the Zone Pro Complete, offers three different rocking movements in one board. Meanwhile, the Indy, Sk8, Flow, Zone Pro Complete and Zippy models can be adapted as plyometric exercise equipment, offering core training to improve balance and co-ordination. A range of Vew-Do plyometric training exercises have also been developed for sport-specific training.

fitness-kit keyword: pipedreams



Vew-Do Combines balance and strength

## FIT BALL

The Fit Ball from ProActive Health is the world's leading brand of stability ball, and comes in three sizes: 55cm, 65cm and 75cm. The burst-resistant balls are suitable for a range of users, including sports professionals taking part in rigorous training sessions. Fit Balls aim to improve the strength of the users' abdominals and lower back, also improving proprioception and flexibility. fitness-kit keywords: proactive health



## RBK CORE BOARD



RBK Core Board Aids tone and function

The RBK Core Board from Escape Fitness is designed to improve tone and function of the core muscles through its ability to tilt, twist and recoil against the body's movements. Suitable for beginners and advanced users, the product features include a non-slip surface, two adjustable levels of stability, and eight individual positions for RBK Core/Stabiliser Tubes, supplied separately. Escape Fitness also offers a RBK Core Board DVD.

fitness-kit keywords: escape fitness



kathy carter  
healthclub@leisuremedia.com

# AB Audio Visual

Interactive Sound, Light and Vision

Entertainment Solutions  
Mood & Dynamic Lighting  
LCD & Plasma Screens  
In-house Messaging & Promotions  
Cardio Entertainment Systems  
PA Systems



For more information please call

**Tel: 01945 476973**



BritishRedCross

**3 Peaks Challenge**

25-26 July 2009

**24 Peaks Challenge**

15-16 August 2009



## Swap your laptops for the hill tops

Climb the 3 highest mountains in the UK in our infamous 3 Peaks Challenge or take on 24 mountains in the stunning Lake District – the choice is yours.

To find out more call Natalie or Lucy on **0844 412 2877**  
or email **challenges@redcross.org.uk**

The British Red Cross Society, incorporated by Royal Charter 1908, is a charity registered in England and Wales (220948) and Scotland (SC037736)



Photo: Scott Ferguson

[redcross.org.uk/events](http://redcross.org.uk/events)

Everyone welcome



"Authentic group walking indoor training"



visit us...

**[www.indoorwalking.net](http://www.indoorwalking.net)**



# INNER SPACE

Suzie Joyce reports on the self-funded £2.7m refurbishment that was recently completed at London's Central YMCA Club

Central YMCA Club, located on Great Russell Street in the heart of London's West End, is often fondly referred to as 'the tardis' by members and staff alike for, like Doctor Who's famous ship, the deceptively small entrance leads into a cavernous space.

Built on several levels and with a large, open central area, the building was originally designed in the 1970s, with expansive spaces for gymnastics, basketball and drill hall activities.

Piecemeal improvements were instigated over the years, as finances permitted, but the club was struggling to meet the increasingly diverse demands of an ever-growing membership base. So, in April 2007, the club embarked on a self-funded £2.7m refit. Members' views, sought in the annual surveys of 2005 and 2006, were factored into the decisions that were made while sourcing solutions to the club's issues.

There was certainly no lack of space, but much of it was poorly used or empty. The challenge for architects Pozzoni was to work out how best to make use of the vast area and transform the facility into a modern gym, capable of meeting the fitness needs of more than 6,000 members, while retaining the sense of space and 'wow factor' of the main sports hall area.

"We identified a need for increased capacity in our changing areas and

programmable spaces," says Central YMCA's facilities manager Alun Wood. "An overcrowded cardio zone and a disproportionately small free weights studio made availability of machines a real problem, particularly at peak times, while issues with layout restricted access for members with disabilities."

## a new level

The answers came through an innovative design that created more than 750sq m (8,073sq ft) of more effective, usable space for all activities.

In the cardio zone, 150sq m (1,615sq ft) of new floor space was created through the addition of a mezzanine, allowing a new range of Technogym Excite and Kinesis One to be installed, in addition to Precor treadmills.

Meanwhile, the club's two squash courts were sacrificed to make way for new facilities, as squash had declined in popularity. Indeed, one of the courts was already being used as a makeshift group cycling area, but this was far from ideal for such a popular class. The courts were transformed to house two new exercise studios on the upper level and a free weights area below. A new cycling studio has also been added, with 25 Keiser bikes plus funky colour-change lighting and linked audio equipment installed by AB Audio Visual.

The club's treatment area was also in need of a facelift, so three new

## IMPROVEMENTS AT THE CLUB

- Refurbished male and female changing rooms, plus new family and group changing areas
- A free weight area that is 30 per cent larger
- Cardio zone now twice the size, with the addition of a mezzanine
- Two new group exercise studios
- Purpose-built group cycling studio
- New air conditioning systems
- Additional audio-visual

treatment rooms and a dedicated beauty room were created, where members and non-members alike can enjoy a range of therapies.

The project also involved the complete revamp of the male and female changing areas. Previously cramped, dingy spaces were transformed, with chic opaque glass showers, modern tiling, illuminating lighting and vibrant red accents used to create a more pleasant changing experience. Again, space had been a problem, so each changing room was extended from 120sq m (1,292sq ft) to 250sq m (2,690sq ft). Plasma screen TVs, plus hair straighteners in the ladies, added the finishing touch.

With the club working to secure IFI accreditation, both changing rooms were made accessible, with dedicated disabled changing and shower rooms, plus a lift to enable disabled users to reach the swimming pool. New family and group change areas have also been added.

Wood adds: "We're also very aware of our environmental impact as an organisation, so the energy efficiency of the building has been enhanced with the addition of sensor taps, push-button showers, motion-sensor lighting, and independent air conditioning with temperature-sensitive controls to deliver comfortable internal environments."

As an integral component of Central YMCA, the club also runs a significant number of community programmes,

## WHO WAS INVOLVED?

- Architects/designers: Pozzoni  
Main contractors: ISG  
Contracts management:  
Davis Langdon  
Equipment suppliers:  
• Technogym (CV/resistance)  
• Keiser (studio bikes)  
• AB Audio Visual (AV systems)



Group cycling: A new Keiser-equipped facility (left) features colour-change lighting and audio equipment – a far cry from classes in the old squash court (above)





The large sports hall is now overlooked by a new mezzanine floor (top and above right). [Morethanjustagym.co.uk](http://Morethanjustagym.co.uk) kept members informed of progress (above left)

working with young people, older adults, GP referral and a plethora of community groups based in central London. As Wood explains: "The expansion will help these programmes, not just through physical space, but in allowing us to recruit more core members, thus generating the required revenue to subsidise our community work."

#### watch this space

The construction phase began in April 2008 and ended in March 2009, with the facility kept open throughout the entire refurbishment. Regular updates posted around the club on posters and TV screens, and on a dedicated website [www.morethanjustagym.co.uk](http://www.morethanjustagym.co.uk), ensured members knew exactly when and how their workouts would be disrupted, resulting in very few complaints.

Phil Jessop, construction director at ISG, which completed the building work on the project, says: "It's immensely satisfying to have successfully delivered a high quality fit-out within the world's oldest YMCA. The building presented our site team with a complex range of logistical issues, and operating within a busy, live environment proved a highly challenging undertaking. We were able to minimise disruption and enable continuous use of the facilities by carefully phasing the works, and I'm confident that the new amenities will prove highly popular with members."

The completion of the refurbishment was marked with a special 'Legwarmers and Lycra' event in March. A celebration of fitness through the ages, the event was attended by the club's oldest member, 76-year-old Angelo Monti, as well as

#### CENTRAL YMCA – THE CHARITY

Central YMCA is the leading activity for health charity. Its aim is to see a world where all individuals have the opportunity to live healthy lives in body, mind and spirit, and it seeks to change health attitudes through advocacy, education and direct delivery. Central YMCA Club plays a front-line role in achieving this vision.

Minister for Sport Gerry Sutcliffe, dignitaries, members and around 200 readers of *Time Out* magazine. The evening featured classes inspired by different eras, from the dance-based classes of the 1960s to 21st century cardio-kick, salsacise and tribal aerobics.

"We're immensely pleased with the results so far, but we won't be standing still. The installation of a poolside sauna and steamroom to enhance our holistic health offering is already in the design phase for completion in May," says Barry Cronin, executive director of the club. "Our longer-term objective over the coming years will be to upgrade the other 70 per cent of the club to a similar exemplary standard."



suzie joyce  
[healthclub@leisuremedia.com](http://healthclub@leisuremedia.com)

# FITNESS GADGETS

Mark Edmonds rounds up some of the fitness-related gadgets on the market, and assesses their value for the operators that invest in them

As technology continues to develop at an ever-quickenening rate, gadgets are becoming increasingly prevalent in gyms and health clubs up and down the country – and even further afield, with fitness advice available online and downloadable on to portable music and video players as well as mobile phones. We take a look at some of the latest products and find out what benefits they can bring to operators.

## **I** pumpone

PumpOne has introduced the youPump product, which is claimed to be the world's largest exercise library for use by personal trainers and health clubs. It offers more than 3,000 exercise images and demonstrations covering disciplines from strength training to yoga.

**The Finis Lap Track can monitor swimmers' split times, laps swum and calories burned**



Fitness professionals simply log on to the site and create bespoke workout programmes, clicking and dragging the exercises they want into a 'new workout' folder. The workouts are then downloaded from the PumpOne store on to a trainer's iPod, iPhone or portable video player, effectively creating a hand-held personal trainer.

These workouts can then be used with personal training clients, or indeed sold to members who want to have workouts to follow on their own iPod.

This package can be bought on a monthly or annual subscription basis, and is designed to help health clubs boost their personal training revenue. Chains can create their own custom-branded store, where members can buy workouts that have been developed for them. Individual stores can also be set up for each personal trainer.

## **I** healthclubtv

HealthClubTV is a website that offers users personalised workouts as well as advice, support and motivation via mobile phone and the internet, allowing them to work out when they want, how they want and whenever they want.

It also provides gyms with the tools to help members make the most of their time at the facility. Using an on-site interactive touch screen kiosk, personal trainers can give their members tailored advice and instruction. Members then download this information on to a Personal Digital Assistant (PDA) and take it with them to work out. This digital personal trainer ensures members work out in the correct way, lowering the risk of injury as well as keeping them interested and motivated. Meal plans can also be constructed, giving an added nutritional aspect.

The kiosk is constantly updated with new information and is designed to take up minimal space and require very little maintenance.

**PumpOne workouts can be sold to members and downloaded to their iPods, with videos to show how to execute each exercise**



**Activo is designed to motivate members to push themselves harder when they work out**

### || activo

The Activo Fitness System is a management solution for group training that tracks participants' heart rates and displays them anonymously on a communal screen to motivate the class.

Before starting, each member logs on to a touch screen to register their heart rate chest belt and is given a number that correlates with their intensity reading shown on the screen.

The latest development sees the integration of a new Feedback Solution: data is sent to each member's web-based training diary, allowing sessions to be recorded so individual training can be assessed, goals set and progress tracked.

Linking in to this, the system can now monitor the heart rates of up to 300 members at any one time, with the receiving unit located up to 300m away. It is therefore suitable for members all around the club, irrespective of what activity they are doing, with data feeding back to their personal web page.

### || finis lap track

While treadmills and bikes have been able to measure a user's efforts for years, swimmers have not enjoyed the same treatment – until now. The Finis Lap Track – an underwater lap counter and timer – keeps track of split times, calories burned and the number of laps completed (up to 50 at a time).

The user inputs their weight, sets the distance of a pool 'lap' – two lengths – and attaches the device to the pool wall via two suction pads. Laps are registered by tapping the face of the Lap Track each time a lap is finished. Users can also input which stroke they're doing to ensure that data, such as calories burned, is as accurate as possible, as well



**PTontheNet allows instructors to customise workout programmes and email them directly to clients**



as to help tell apart times swum using different strokes.

Gyms and health clubs can use the tool to motivate swimmers, encouraging them to continually push themselves, as the system calculates average lap times on a continual lap-by-lap basis.

### || pocket pt

Pocket PT is an online training system that clubs can offer their members as a way of improving membership retention. Programmes can be downloaded to video-enabled mobile phones, as well as any pocket video device.

The system is intended to drive sales of personal training, as all members using the system receive regular support and programme updates that help to sell personal training. Members who say they can't afford training can be targeted later in their membership, after a relationship has been built through the online system.

Membership to the club's online training service can be sold both online and in the club. For the club, this means that sales can be generated anywhere its marketing reaches, as opposed to only touching local businesses and residents. In addition, as Pocket PT is integrated into the club operations, online members who live locally can be sold club membership through the system.

### || ptonthenet.com

PTontheNet is an online educational resource from Fitpro for personal trainers, fitness professionals and health



**Pocket PT offers fitness programmes that can be downloaded onto any video-enabled pocket device**

clubs, offering multi-media tutorials, articles and workshops in exercise physiology, sports science, rehabilitation and specialist training programmes.

It also offers a library of more than 1,500 exercises, searchable by body part and client ability. This information can be collated into an exercise programme, which can be emailed directly to clients via any mobile device or computer.

Personal trainers stuck for ideas can make use of the create-a-programme facility, whereby they enter an ability level for a client, together with the type of equipment or exercise needed. The site then generates suggested programmes and exercises suitable for that session.

The site also has an extensive library of pre-made programmes covering a variety of common client requests, such as programmes to improve flexibility.



**mark edmonds**  
healthclub@leisuremedia.com



The MD of Keiser UK talks to Kate Cracknell about customer care, engineering innovation, and catering for everyone from elite sportspeople to the grey market

# tim colston

## COMPANY BY NUMBERS

**Global head office:** Fresno, California, US

**UK head office:** Gloucestershire

**Regional head offices:**

Holland and Australia, plus many distributors in Europe, Asia and Australasia – we work in more than 40 countries throughout Europe, Asia, the Americas, Australia and New Zealand

**Number of employees:** 15 in the UK, more than 100 in the US

**Most popular products:** M3 Indoor Cycle and Infinity range of pneumatic-based cable machines

### Q When was the company founded?

Keiser Corporation, Keiser UK's parent company, was set up in 1978 by designer and engineer Dennis Keiser and his brother Randy. Keiser Corporation remains a privately-owned company. Dennis has been working in the fitness industry since 1973, when he was hired as an engineer to design Universal's first variable resistance machine.

I was invited by Dennis Keiser to set up Keiser UK as a wholly-owned subsidiary of Keiser Corporation, which I did in 2001. We started out with the Air Circuit and with Power Pacer bikes

– one of the first indoor cycles, when group exercise was still in its infancy. Prior to that I was sales director for All in Fitness, which distributed Keiser equipment in the UK. In total, I've been involved with Keiser for 15 years.

### Q What's the company philosophy?

At Keiser UK, we believe in delivering on our promises. By this, I don't just mean delivering the right equipment at the right time, although this is important. I'm also talking about our commitment to customer-focused solutions with education at the core, as well as a strong emphasis on customer support; we're geared towards ongoing support rather than purely focusing on sales.

Everyone who works at Keiser is driven to exceed our customers' expectations. As MD, I also take a personal interest in all parts of the customer experience, and I strongly believe in a work hard, play hard ethic. It's about developing relationships and partnerships for the future.

### Q What's the focus of Keiser's R&D?

Problem-solving for operators and owners of clubs – our equipment is designed to be as maintenance-

free as possible, for example – and creating robust, high-quality products, building up to a specification rather than down to a price and not compromising on the fundamentals.

Safety and user-friendliness are also key: there's no impact on the joints with our pneumatic-based Air range, so any user can enjoy the benefits without jarring, and it's possible to increase the weight by increments of one tenth of a kilo at the touch of a button.

Last but by no means least, there's engineering innovation and thinking out of the box. Dennis Keiser, our founder and president, is a renowned engineer who leads from the front. The concept of pneumatics – which has only recently begun to be used, highly successfully, by Premiership football clubs – was developed by Keiser in the late 1970s. The company really does lead the way when it comes to innovation.

### Q Why do professional sports clubs buy Keiser Air?

Elite athletes and sports people recognise that the key component for success in sport is the development of power (power = force x velocity). To be powerful, you have to be strong and fast – strength alone does not make you powerful. Traditional weight

Prêt à porter Keiser's new M5 Strider group elliptical is the size of a studio bike



## KEY DATES

**1977:** Dennis Keiser applies for a patent for pneumatic strength training equipment  
**1978:** Keiser Corporation was established

**1985:** Keiser Air 300 range of pneumatic-based resistance equipment is developed

**1988:** Keiser forms a research alliance to look at the effects of exercise on ageing  
**1988:** Keiser hires Randy Huntington, who worked with Olympic athletes Mike Powell and Willie Banks

**1994:** Keiser receives a grant from NASA to design an exercise machine for possible use in the Space Station



**Best sellers** are the M3 studio bike (above) and Infinity pneumatic range. The Infinity Functional Trainer (right) allows for training of sport-specific movements

stack machines cannot be accelerated quickly because of inertia, meaning they can provide the resistance but not the speed component to develop power.

We can deliver both elements via our Keiser Air pneumatic-based equipment. Keiser Air allows sportspeople to 'move resistance' at any speed and accurately replicate what they do on the field. This enables them to develop power specific to the movements they use in their sport, which can then be harnessed when they are playing; sport is all about movement and power when throwing, jumping, hitting, tackling, kicking etc.

The advanced electronics on our Air machines also enable conditioning coaches to measure precisely the power output of each athlete and monitor this over time. This gives a true progression of their achievements and aids in the appropriate development of their key goals.

### **Q Is the equipment suitable for 'normal' exercisers too?**

Power is key to performance whether you're an elite athlete or an older



adult. We all need power to perform the activities of daily living: carrying suitcases when we go on holiday, walking up stairs, picking up our young children. Although our Air equipment was initially engineered for athletes, the company

quickly realised the application of this range for all users, whatever their age or ability: it's non-intimidating, easy on the joints, and effective and simple to use for everyone, from the first-time gym user to those in rehab and older adults. ►

**1996:** Keiser receives the Raymond Cizek service award from the Council on Aging and Adult Development

**1996:** Launch of the Keiser Power Pacer, a fixed gear bike for indoor cycling classes

**1999:** Launch of The Keiser Institute on Aging, to promote and disseminate research on ageing

**2000:** Launch of the Keiser Rear Wheel Drive Bike

**2001:** Launch of the Infinity Series of pneumatic-based equipment

**2004:** Keiser Air 300 Runner and Keiser Rack Series launched, using pneumatics and focusing on the athletic market

**2005:** Launch of the M3 Indoor Cycle

**2009:** Launch of the elliptical M5 Strider





## WHO'S WHO?

**Dennis Keiser:** President, Keiser Corporation

**Tim Colston:** MD, Keiser UK  
**Alastair Watson:** Vice president Europe & Africa sales and marketing, Keiser Corporation

**Steve Newell:** National sales manager, Keiser UK

**Vicki Galvin:** UK training manager

**Best of both worlds** The M3 has been designed to provide a smooth ride for the user, and to be as maintenance-free as possible for the operator

► We've long been established as a leader in equipment for older exercisers, backed up by education and research into this sector. In the last five years, our extensive investment in research and development has also allowed us to become one of the leading suppliers of equipment to the elite level sports market. It stands to reason that, if we can cater for two such diverse sectors, we can also meet the needs of everyone in between.

### Who are your clients?

We have a very diverse, very high quality client base. We work with local authorities, independent operators and leading health club chains such as David Lloyd Leisure, Esporta, Greenwich Leisure and DC Leisure. We also work with top professional sports clubs: 14 Premiership football clubs including Manchester United, Everton and Chelsea; rugby clubs such as the Welsh

Rugby Union, Gloucester, Bath, Ospreys, Scarlets and The Blues to name but a few; the National Tennis Centre; Surrey County Cricket; and Wentworth Golf & Country Club. We also work in the field of rehabilitation, via physiotherapists and medical establishments including BUPA.

### What's Keiser's USP?

As a comparatively small company, and one owned by the chief designer and engineer, we can react and be dynamic, whether that's in terms of R&D or tailoring for our customers. We're big enough to compete and to deliver on our promises, but small enough to provide our customers with truly bespoke partnerships on a one-to-one basis, and to avoid getting bogged down in bureaucracy.

### What are you most excited about at the moment?

Our professional sport customers winning trophies. We're now at the business end of the rugby and football season and I love to see my customers being successful.

### What are your most recent product innovations?

Operators need new group exercise concepts to reinvigorate their studio and gym timetables and aid member retention, and our newest product is the M5 Strider, a group training elliptical. It's small and portable, the size of a studio cycle, but can also be used on the

gym floor. It's highly engineered, with a super smooth resistance system offering muscle and joint protection for the user. Like the M3, our latest studio bike, it's been designed with operators in mind. Features include a low-maintenance design, unmatched sweat resistance, small footprint, intuitive computer, portability, comprehensive education and marketing programmes, smooth magnetic resistance and whisper quiet ride. It also consumes no energy, so has excellent 'green' credentials.

### What are your aims for the business over the next 12 months and beyond?

To consolidate our position, expand into new markets, spread the word about our exceptional products and continue to provide excellent support to our customers at every stage of their experience.

For the UK, 2009 will be a year of change. We'll move into new, larger premises in preparation for our next phase of development – via the M5, as well as building on our success of recent years with the M3 and Air ranges. We've also recently employed two new members of staff: a national sales manager to look at new markets for expansion, and a UK education manager to develop and enhance Keiser group exercise courses and strength programmes.

 **kate cracknell**  
healthclub@leisuremedia.com

## FAVOURITES

**Book:** Sports biographies

**Film:** *Jungle Book*

**Music:** Springsteen

**Workout:** Playing rugby and M5 Striding

**Place:** Millennium Stadium, Cardiff

**Food:** Guinness

**Favourite sporting moment:**

Scoring tries for my club, Dursley RFC... at my age, they're getting rare



# health club management

## DIRECTORY

For just over £20 per issue you can access over 10,000 motivated leisure professionals committed to the industry

To book your space call the sales team on  
**Tel: +44 (0)1462 431385**

### architects/designers

**RICHARD HYWEL EVANS**  
ARCHITECTURE AND DESIGN LTD  
[WWW.RHE-UK.COM](http://WWW.RHE-UK.COM)

fitness, therapy & spa  
**zynk**  
interior design  
1 020 7467 7332 • [stevens@zynkdesign.com](mailto:stevens@zynkdesign.com)  
zynkdesign.com

To book your  
advert call the sales  
team on  
**+44 (0)1462 431385**

### AV/sound

Headphones?  
...no problem

Whatever you need...  
**think...** **p81**  
[www.promotions81.com](http://www.promotions81.com)  
tel: 01625 500000

**lightmasters uk ltd.**

Wireless Cardio Cinema  
Wireless Audio for Spin Classes  
Full PA & AV Systems  
LED & Fibre Optic Lighting Systems

**01480 407727**  
Finance Package Available  
[info@lightmasters.co.uk](mailto:info@lightmasters.co.uk) [www.lightmasters.co.uk](http://www.lightmasters.co.uk)

**leisure  
sound solutions**

Complete audio visual systems  
for your business.  
For more information call **01829 733516**  
[www.leisuresoundsolutions.co.uk](http://www.leisuresoundsolutions.co.uk)  
[info@leisuresoundsolutions.co.uk](mailto:info@leisuresoundsolutions.co.uk)

### clothing & merchandise

The complete promotional merchandise service... **ACTIVATE**

tel: 020 8655 4222  
[www.activatepromotions.co.uk](http://www.activatepromotions.co.uk)  
email: [sales@activatepromotions.co.uk](mailto:sales@activatepromotions.co.uk)

### FOR THE BEST STAFF UNIFORMS AND CORPORATE WEAR

Tel: 01142 513512 for more information  
[www.corporatestrends.co.uk](http://www.corporatestrends.co.uk)

Branded  
Clothing?  
...no problem

Whatever you need...  
**think...** **p81**  
[www.promotions81.com](http://www.promotions81.com)  
tel: 01625 500000

**SPORTS & LEISUREWEAR  
FOR THE LEISURE INDUSTRY**

A COMPREHENSIVE RANGE  
OF CLOTHING  
EMBROIDERED, PRINTED OR PLAIN.

**CONTACT US TODAY**  
Tel 0845 230 4780  
Fax 0845 230 4781  
[e-mail:info@sprintsparts.co.uk](mailto:e-mail:info@sprintsparts.co.uk)  
sprintsparts.co.uk

**Clothing & Merchandise  
Solutions** call us today  
**0845 555 3311**  
[taylorshadesigns.co.uk](http://taylorshadesigns.co.uk)

**To book your  
advert call**

Julie +44 (0)1462 471919  
Jan +44 (0)1462 471909  
Tessa +44 (0)1462 471903  
John +44 (0)1582 607970  
Nadeem +44 (0)1462 471902

### club operation support

**RCS**

**DO YOU HAVE UNPAID  
MEMBERSHIP FEES?**

Consult the Industry Specialists

**REVENUE COLLECTION  
SERVICES**

'Professional Experts' in the  
collection of irregular payments  
Proven success at over 75%

CONTACT US NOW TO DISCUSS  
OUR 'FREE SERVICE'

e-mail: [info@rcs.uk.net](mailto:info@rcs.uk.net)  
Tel: Stuart Robinson 01932 753219

Looking to open a fitness  
or wellness business?

Britain's leading  
fitness and  
wellness franchisor

**0845 363 1020**  
[www.energiegroupp.co.uk](http://www.energiegroupp.co.uk)

### computer membership software

**SPORTSOFT**

- Membership/CRM
- Text Messaging
- Till & ePos
- Access & Swipe Cards
- Spa Management
- Sport & Class Booking
- Swipe & Fingerprint
- Course Management
- Monthly Payments
- Centralised Multi-Site
- Webcam Systems

**T 01423 873873**  
**W** [www.sportsoft.co.uk](http://www.sportsoft.co.uk)

**Legend**  
Club Management Systems  
**THE DEFINITIVE SOLUTION**

- The definitive set of club management software modules
- Fully integrated CRM
- Tried and tested solutions
- No upfront investment

**0800 389 2069**  
[www.legendware.co.uk](http://www.legendware.co.uk)



## exercise equipment cont.

FUNCTIONAL, RESULTS DRIVEN,  
INNOVATIVE EQUIPMENT FOR  
FITNESS, SPORTS & REHABILITATION

**Physical**  
COMPANY



Call us for your free 2009 / 2010 catalogue  
Phone: 0194 769 222 [www.physicalcompany.co.uk](http://www.physicalcompany.co.uk)

## hairdryers

**Wyvern Inn Leisure Ltd**

HAIRDRYERS, COIN-OP OR PUSHBUTTON

- Traditional handsets with a choice of 800W or 1200W
- New hot air tube 'Jumbo' 800W
- Enhances changing room facilities
- CE marked

Tel: 01258 453393  
Fax: 01258 456410  
Email: [sales@wyvern-leisure.co.uk](mailto:sales@wyvern-leisure.co.uk)

[www.wyvern-innleisure.co.uk](http://www.wyvern-innleisure.co.uk)

## insurance

Bespoke Insurance Solutions

**fml**

GYM INSURANCE

Individual Approach  
Individual Advice  
Individual Premiums

Tel: 01702 437800  
Fax: 01702 437788

Email: [tomfriday@fmlinsurance.com](mailto:tomfriday@fmlinsurance.com)  
Web: [www.fmlinsurance.com](http://www.fmlinsurance.com)

Health and Fitness Clubs,  
Gyms & Leisure Centres...  
Use the Market Leader

THE Fitness Industry  
Combined Insurance Scheme

**JA**  
John Ansell  
Insurance

Specialist cover  
for all your  
business  
requirements.  
FIA Discounts

Overseas House,  
19-23 Ironmonger Row,  
London EC1V 3GN  
Tel: 020 7261 6821 Email: [enquiries@ansell.co.uk](mailto:enquiries@ansell.co.uk)  
Web: [www.ansell.co.uk](http://www.ansell.co.uk)

## lighting

**lightmasters uk ltd.**

Wireless Cardio Cinema  
Wireless Audio for Spin Classes  
Full PA & AV Systems  
LED & Fibre Optic Lighting Systems

01480 407727  
Finance Package Available

[info@lightmasters.co.uk](mailto:info@lightmasters.co.uk) [www.lightmasters.co.uk](http://www.lightmasters.co.uk)

To book your  
advert call the sales  
team on  
**+44 (0)1462 431385**

**To book your  
advert call**

John  
+44 (0)1582 607970

Nadeem  
+44 (0)1462 471902

Julie  
+44 (0)1462 471919

Jan  
+44 (0)1462 471909

Tessa  
+44 (0)1462 471903

**lockers/changing  
rooms**

**Padlocks?**  
...no problem

Whatever you need...  
**think...**

**p81**  
Promotion 81

[www.promotions81.com](http://www.promotions81.com)  
tel: 01625 500000

**Crown Sports Interiors**  
...for a finer finish

- Leisure centres
- Golf clubs
- Health clubs
- Hotels



CROWN SPORTS LOCKERS (UK) LTD  
Unit 2-3 Torbay Business Park  
Woolford Road, Paignton  
Devon TQ4 5PP  
Tel: 01803 550885  
E: [crown@crownlockers.co.uk](mailto:crown@crownlockers.co.uk)  
[www.crownlockers.co.uk](http://www.crownlockers.co.uk)

**CROWN  
SPORTS**  
Lockers



**FITNESS SYSTEMS**

Cardiovascular Strength Free Weights Ancillaries

- Force branded strength products
- SK line TV Cardiovascular Products
- Free gym layouts
- Plate loaded equipment and free weights
- Leading brands reconditioned CV and strength equipment
- Flexible equipment finance

*Fitness Systems are one of the UK's fastest growing suppliers of Total Gym Solutions. Everything you need to create, manage and maintain your gym from initial design through to full installation all from one single supplier.*

**Fitness by Design**  
For further information  
contact Fitness Systems on  
01204 541710

**GRAVITY**  
GROUP FINANCE • LEASE • FINANCE • HIRE • PURCHASE

Four great  
programmes, one  
award-winning piece  
of equipment.

**www.gravityuk.net**

For more information call 0845 602 7485 or email [admin@gravityuk.net](mailto:admin@gravityuk.net)

To book your advert  
call the sales team on

**+44 (0)1462 431385**

## finance

Are you looking for  
**Low Cost Finance?**

Finance for ANY equipment,  
ANY value or ANY purpose.  
Immediate in principle  
decisions.

**Specialist Expertise Areas:**

- High Value Transactions
- New Start Funding Packages
- Used Equipment
- Imported Goods
- Schemes for equipment distributors



Very low rates for  
established businesses &  
medical professionals

Call Andy Bullock for a quote

**01928 739 712**

or send an enquiry via our website  
[beautybusinessfinance.co.uk](http://beautybusinessfinance.co.uk)

## flooring

flooring solutions for  
the fitness industry



Tel: +44 (0)1945 880257  
[www.easylockflooring.co.uk](http://www.easylockflooring.co.uk)



## lockers/changing rooms cont.

## spas saunas sunbeds

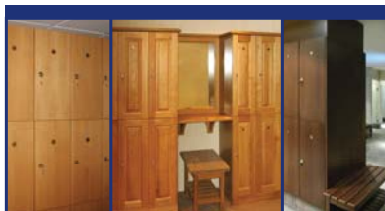
## COPYRIGHT NOTICE

To subscribe to Health Club Management, log on to [www.leisureclubmedia.com](http://www.leisureclubmedia.com), email: [subs@leisureclubmedia.com](mailto:subs@leisureclubmedia.com), tel +44 (0)1462 471915, fax +44 (0)1462 433909. Annual subscription rates: UK £41, Europe £52, rest of world £73 and students UK £20.

Health Club Management is published 11 times a year by The Leisure Media Company Limited, Portmill House, Portmill Lane, Hitchin, Herts, SG5 1DJ, UK, and is distributed in the USA by SPP, 75 Aberdeen Road, Emigsville, PA 17318-0437. Periodicals postage paid @ Manchester, PA. POSTMASTER Send US address changes to Health Club Management, c/o PO Box 437, Emigsville, PA 17318-0437.

The views expressed in print are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Limited. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise without the prior permission of the copyright holder. Printed by Warners Midland.

© Cybertrek Ltd 2009 ISSN 1361/351



## FITLOCKERS

Quality Affordable  
Timber Lockers

T: 01923 770435 [sales@fitlockers.co.uk](mailto:sales@fitlockers.co.uk) [www.fitlockers.co.uk](http://www.fitlockers.co.uk)



## sports towels



## To book your advert call

Jan +44 (0)1462 471909  
Tessa +44 (0)1462 471903  
John +44 (0)1582 607970  
Nadeem +44 (0)1462 471902  
Julie +44 (0)1462 471919

Lockers - Locking Systems - Cubicles - Washrooms

## SAFE SPACE



Safe Space Lockers Ltd  
Locker House,  
7 Barrow Hill Close,  
Worcester Park,  
Surrey KT4 7PT  
T: 0870 990 7989  
F: 0871 431 0452  
E: [info@safespacelockers.co.uk](mailto:info@safespacelockers.co.uk)



Please call **0870 990 7989** for more details

To book your advert call  
the sales team on  
**+44 (0)1462 431385**

## sales & marketing

[www.creativefitness.net](http://www.creativefitness.net)

Need to increase your memberships?

We can H.E.L.P!

CALL: 0870-270-6667



**Book your advert  
on our website  
and be seen by  
over 25,000 buyers  
every month from as  
little as £240.**



**CALL THE SALES  
TEAM TODAY  
TO DISCUSS YOUR  
BOOKING**

**01462 431385**

[www.healthclubmanagement.co.uk](http://www.healthclubmanagement.co.uk)

# R.E.D.

## REFURBISHED | EQUIPMENT | DIRECTORY

Sell you refurbished equipment fast by advertising your refurbished kit in the new directory. Book your space now by calling the display sales team on **01462 431385**, or e-mail your request to [displaysales@leisuremedia.com](mailto:displaysales@leisuremedia.com)



life fitness • precor • cybex • stairmaster

**PEAKBODY**  
FITNESS EQUIPMENT LTD

- Fully Remanufactured Fitness Equipment
- Genuine Parts
- One Years Parts & Labour Warranty

**We Guarantee To Beat Any Other Genuine Quote**

Tel: 0191 417 1055    [www.peakbodyfitness.co.uk](http://www.peakbodyfitness.co.uk)



**5 Reasons to buy from Amazon Leisure (UK) Ltd**



- 1) UK's largest supplier of refurbished gym equipment
- 2) Refurbishment levels to suit all budgets
- 3) Extensive warranties & service contracts available
- 4) UK's leading installers of commercial gym equipment
- 5) Over 18 years of trading

**Call us now**

**Tel: 01953 498098**

**Web: [www.amazon-leisure.co.uk](http://www.amazon-leisure.co.uk)**

**Email: [sales@amazon-leisure.co.uk](mailto:sales@amazon-leisure.co.uk)**



**Reconditioned sunbeds**

- Flexible leasing options
- Fully factory reconditioned.
- Ergoline specialists.
- Service/repairs to all makes.



Sunbed & Leisure Systems (UK) Ltd, Unit 8, Network Centre,  
Midland Way, Barlborough, Chesterfield, S43 4WW  
[www.sunbedandleisure.co.uk](http://www.sunbedandleisure.co.uk)    Tel 0845 241 4555



Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales



**Call: 0845 402 2456**    [www.servicesport.co.uk](http://www.servicesport.co.uk)

Sell you refurbished equipment fast by advertising your refurbished kit in the new directory.

Book your space now by calling the display sales team on

**01462 431385**,  
or e-mail your request to [displaysales@leisuremedia.com](mailto:displaysales@leisuremedia.com)

# lightweights

HEALTH  
CLUB SPA



## NEW SPA THERAPIES THAT ARE A REAL GEM

Incorporating jewels into the therapies that you offer is a gem of an idea to generate interest in your spa treatment menu. And two international spa operators have done just this.

Last July, the Amara spa in Dubai's Park Hyatt hotel introduced rituals based on the jewels of Arabia, which feature fine mists of pure gold, for cell rejuvenation, or silver, to support immunity. A massage is then given using oils infused with diamonds, emeralds, rubies or sapphires.

Then in Shanghai, CHI, the Spa at Pudong Shangri-La, unveiled its Jade Jewel Facial. In the facial, which has been inspired by ancient Chinese and traditional Himalayan principles, a customised CHI jade piece is employed to massage the face, along with a bioactive treatment ingredient – golden caviar. This substance is said to activate cell metabolism and skin microcirculation to reduce the signs of ageing.



## BOLLYWOOD STAR TO LAUNCH MEDI-SPAS

Shilpa Shetty, the Bollywood star who became famous in the UK when she won *Celebrity Big Brother* in 2007, is set to launch a chain of medi-spas in Mumbai, India.

According to news reports, the actress will be opening the spas in partnership with Kiran Bawa, who already owns and operates a spa in India. The facilities will reportedly offer the services of doctors and skin specialists, administering everything from acne remedies to Botox.

The plan is to launch the first spa at a five-star hotel in Mumbai. If successful, the pair may consider rolling out the spas across India.

© PHOTOGRAPHY: ANDREAS/AGENCY CREASTHE.COM



## FACES FED WITH FOOD- BASED SKINCARE

Skincare products that utilise extracts of superfoods to treat, heal and pamper the skin are growing in popularity.

EmerginC, a US cosmeceutical line, already uses fruit and plant extracts such as those from pomegranate and apple. The latest ingredient it's introduced is licorice.

Licorice root has been incorporated into the emerginC multi-vitamin and retinol serum to hydrate the skin, diminish the appearance of broken capillaries and soothe weathered skin.

The company has also re-formulated all of its products so they're free of parabens – chemical preservatives often used in skincare products – as well as synthetic dyes and fragrances.



## feet first into trail treatment

Squelching through mud and wading through water may not be the sort of treatments you'd expect to be offered as a way of boosting your health and vitality.

However, Britain's first and only barefoot park, which opened at Trentham Estate in Staffordshire in April 2008, is proving a popular choice for children and families and may be something that health clubs with spas could adapt to give them a USP.

Described as a "playground for the feet", the 1,000m nature trail consists of a variety of surfaces – such as timber, mulch, pebbles, wood and mud – followed by a brook, footpath, rocks, soft grass and soil.

The idea is to stroll barefoot over the trail, with the mix of terrains stimulating the feet as well as the cardiovascular system, helping to regulate blood pressure and improve circulation.

# VARIO, THE RIGHT MOVEMENT FOR YOUR CUSTOMERS.



## EXCITE™ VARIO MOVES WITH YOU.

Excite™ Vario is an inspiring product that enables you to move as freely as in real life.

With Vario, you can easily adapt your natural stride length from walking to striding and even to stepping. Vario's natural stride technology based on an 83 cm stride length accommodates users up to 210 cm height in an easy, natural stride movement.

The no-impact movement dynamically and automatically adapts to your natural stride length. With a low perceived effort and high calorie consumption, it is the best choice for you and your customers.

**NATURAL & PERSONALISED MOVEMENT**

**TOTAL BODY & LOWER BODY WORKOUT**

**GREATER RESULTS IN LESS TIME**

**PATENT PENDING SELF STARTING SYSTEM**



- Self-powered available
- Highly recyclable materials
- Solvent-free paints
- Long-life product
- Fully Recyclable
- Slim & eco-friendly packaging

Visit [www.technogym.com/Vario](http://www.technogym.com/Vario)

To find out more, contact us on 01344 300236 or email [UK\\_info@technogym.com](mailto:UK_info@technogym.com).

