

# health club management

SEPTEMBER 2009

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INTERVIEW

## MARTIN LONG

The CEO of LA Fitness talks  
about re-focusing the  
business on people

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MEMBER REWARDS

HOW SHOULD WE INCENTIVISE REGULAR ATTENDANCE?



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## is it working?

This should be a golden age for fitness – the Olympics are on the horizon, the government has enlisted our help in the battle to get the nation active and there's widespread recognition of our power to change lives for the better.

The public is more aware than ever of the importance of exercise to health and we have government funding to jump-start fitness programmes which are being delivered by the industry. What more could we ask for? Sometimes I have to pinch myself when I see how far we've come.

But signs are emerging that we may be about to blow it. Although great work is being done, the question is, can we prove it's working and are we doing enough to ensure those in power are aware? Time is against us. We face a general election next year and a possible change of government. Would the Conservatives back health interventions with the same enthusiasm as Labour? They say they would, but, if elected, they'll be facing tough budgeting choices and if there's no evidence to show that the work done in clubs has achieved its objectives, then we could find ourselves at the back of the queue again.

**Researchers found that nearly two million more people are leading unhealthy lives than six months previously. One in five admitted to living an unhealthy lifestyle – an increase of four per cent**

We're not the only ones involved in this push for health and fitness either, meaning there's competition for funding. How are the health club-based programmes faring and can we prove they're value for money?

We need to make sure that every programme undertaken is monitored professionally and that the findings are collated centrally so we can show clearly that we can deliver results. This is especially important in this age of provable outcomes.

The challenges we face are increasing too, as research by IpsosMORI for PruHealth's bi-annual Vitality Index shows.

Researchers found that nearly two million more people are leading unhealthy lives than six months previously. Nearly one in five admitted to living an unhealthy lifestyle – an increase of 4 per cent – while the number reporting that they never exercise increased from 11 per cent to 14 per cent. In addition, the percentage doing 30 minutes of exercise per session has fallen from 64 to 57 per cent over the six-month period. IpsosMORI's conclusion is that the recession has meant people are working harder and being more stressed, meaning they compromise on healthy eating and exercise.

People make decisions about whether to exercise every day and there's always pressure to do nothing. This makes the work of the fitness industry especially challenging and important.

Humans are programmed to enjoy sweet and fatty food and to conserve energy – it's prehistoric programming. Motivating people to get moving is a difficult and challenging job.

No other industry has to deal with such fundamental challenges – it isn't hard to sell food, it's not difficult to get people to part with money for a home to nest in or things to make it comfortable and not challenging to sell anything addictive, such as caffeine or tobacco-based products. We have the hardest job of any sector, and we have to win the battle over and over, every day, day in and day out.

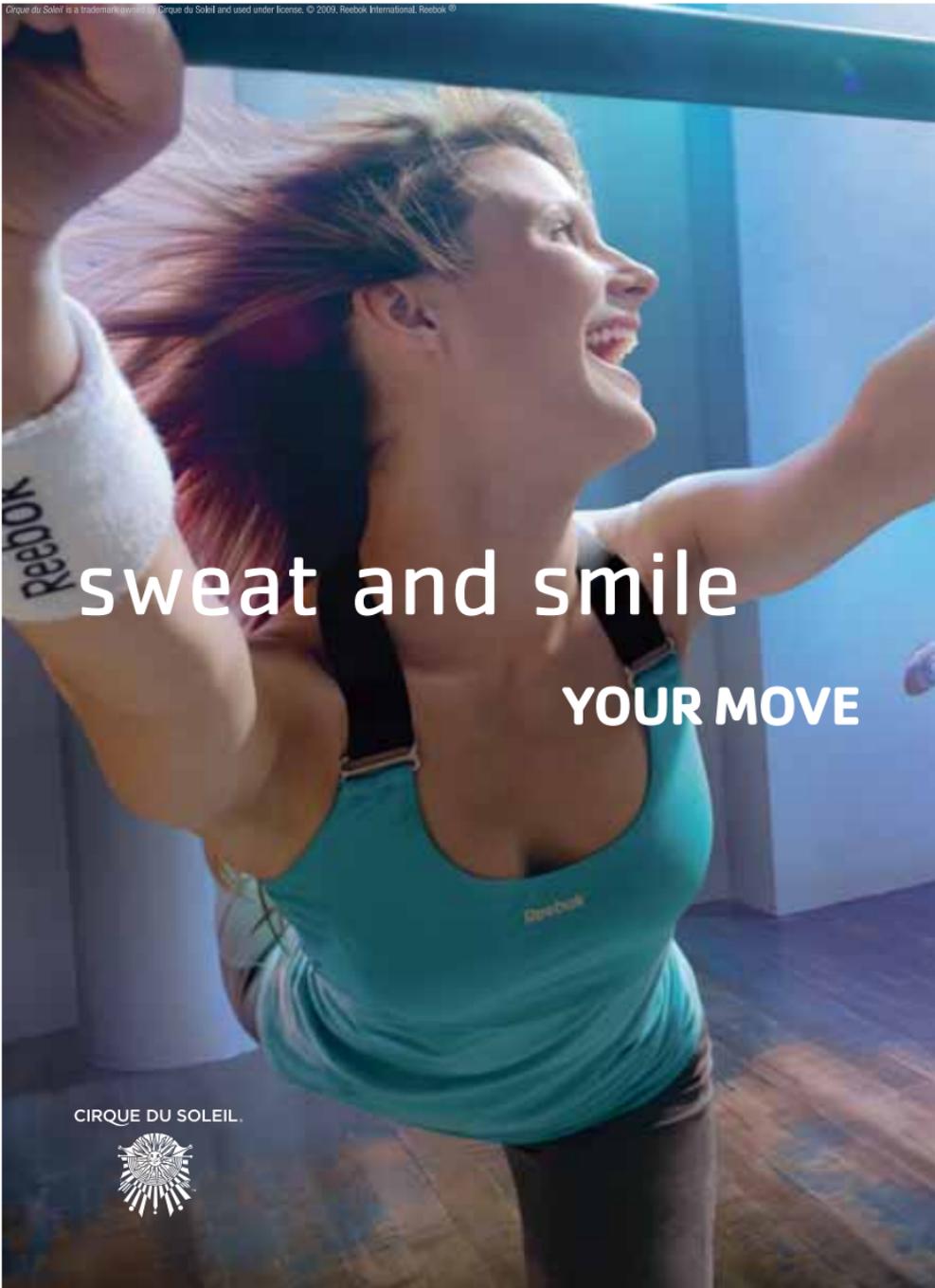
The key to success is motivation – our ability to connect with and encourage individuals in a way that's effective and enduring. We need to value the motivators and place them at the heart of the business.

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



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# welcome to HEALTH CLUB MANAGEMENT



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Work out without leaving your bed!



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### buyers' guide:

For suppliers of products and services in the health club and spa markets, turn to p110



# 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)

## resistance training: research proves fat-burning role

I read with interest the resistance training feature in the last issue of *HCM* – specifically the observation that many members do not realise the calorie-burning potential of resistance exercise. In a research column in *IDEA Fitness Journal* earlier this year, authors Len Kravitz, PhD, and Lawrence Herrera reported results of research which reinforce the fat-burning role of weight training.

This investigation (led by Ormsbee and colleagues and originally reported in the

*Journal of Applied Physiology*) is the first study to examine the specific effects of resistance exercise on adipose-tissue fat metabolism. It also examined the extent to which the body uses fat as a fuel during and after a resistance workout.

This original investigation found that energy expenditure was elevated for 40 minutes after the resistance training workout and was approximately 10.5 per cent higher than during the corresponding 40 minutes on the control day. Also, glycerol levels (the marker for lipolysis, or fat breakdown) were raised 78 per cent during and 75 per cent after the resistance training workout as compared with their levels during corresponding times on the control day. And fat oxidation was 105 per cent higher after the resistance training exercise than after the control workout. Fat was definitely being used above resting values as a fuel (in conjunction with carbohydrate) during and after the resistance training bout.

This study was completed with trained male subjects; it will hopefully be repeated with other groups in the future

**sandy todd webster**  
*editor in chief, idea fitness journal*



Research shows that fat is used as a fuel during and after weight training



Swine flu: Provide advice about hygiene to staff and members

### swine flu: helping clubs to function normally

As an ex-NHS GP, I am aware of the general concern that must be out in the community about swine flu at the moment. Within health clubs, both staff and members are absorbing the information from media sources, and it's difficult to tease out the sensible advice from the scaremongering.

At Nuffield Health Fitness and Wellbeing Centres, we've kept staff up to date with the latest medical news about the scale of the pandemic and any changes to the Department of Health's approach to the H1N1 virus. Regular updates have been posted on our e-bulletin board, and records of staff members away with swine flu have been maintained. There's also a clinical support line for employees to ring for any local issues, and this has been well used – I should know, as I am at the support line!

As far as our members go, we've kept them informed with leaflets about the pandemic flu situation, plus advice about hygiene and hand-washing. We're providing hand gels at reception and in all changing room areas.

This information, clinical support and regular updating of both members and staff seems well-received and, hopefully, has reduced anxiety and concern to a level where the health clubs are continuing to function normally.

**dr sarah dauncey**  
*medical director, nuffield health wellbeing*

## 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** If my company accidentally breaches the Data Protection Act, what action can be taken against us?

**A** There are various offences which can result in fines (unlawful obtaining or selling of personal data etc), but the Information Commissioner has no powers to fine you for breaching the eight data protection principles: to process data fairly, to obtain it only for specified and lawful purposes, data must be adequate and not excessive, it must be accurate, it mustn't be kept for longer than necessary, it must be processed in accordance with the subject's rights, it must be safeguarded, and it mustn't be transferred outside the EU unless that country has data protection safeguards. However, from April 2010, the Information Commissioner will be able to issue fines if any of the principles is seriously breached, and the breach was deliberate or likely to cause substantial damage or distress to the individual concerned.

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# the future is club 2.0

COMING  
SOON

## SHAPE

"Looking good is what makes me feel good. I exercise to burn calories, manage my weight, and tone my body".



## POWER

"Physical presence is a key ingredient of success. I exercise to look strong and powerful".



## FUN

"I enjoy meeting people and trying something new. Having fun makes me feel alive."



## MOVE

"I want to be active and healthy. I exercise to improve my everyday wellbeing".



## BALANCE

"I am looking for relaxation from a tense and stressful life. I exercise to achieve a mind, body balance".



## SPORT

"Sport is not my only passion, it's my second life. I exercise indoor and outdoor to improve my sport performance."



Wouldn't it be great if you could understand why your customers use your club's facilities and how they can get the most out of their experience ?

If you could ensure their experience matched their aspirations you would reap the benefits. Technogym's Club 2.0 does just that. The focus of Club 2.0 is to establish people's aspirations and understand the way in which this determines how they live and move. This brings the focus back to your customers enabling you to create the perfect environment for them.

### ask yourself

- How can I match my club's services to the needs of my customers?
- How can I increase members' loyalty?
- How can I develop other sources of income in addition to membership fees?
- How can I ensure the space I have is being maximized to deliver best return on investment?

To find the right answers to these questions, you must place member aspirations at the centre of your business model.

### how can i find out what aspirations move my clients?

The 'Technogym Aspiration Finder' is the first-ever scientific on-line questionnaire that tells you what moves your clients. The web-based questionnaire takes only 5 minutes to complete, with the results communicated via the Technogym Aspiration Map. Each result is unique for each client revealing a relative percentage mix of the six core aspirations.

Technogym appointed The University of Milan to carry out extensive testing in Europe, the results of which validate Technogym's customer segmentation model based on six motivations: Shape, Power, Fun, Move, Balance and Sport.

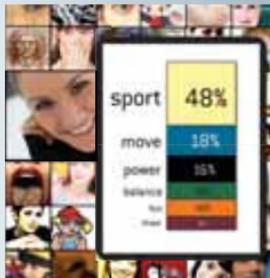
### how can this help me drive my business strategy?

#### products, services and activities

Awareness of your customer aspirations can help develop your business strategy in many ways. By applying Technogym's Aspiration Finder to a test group of customers, you will be able to visualise the aspiration map of your entire club. This will help you to understand what products, services and activities you should offer and also provide a way of directly targeting these customers.

#### personal training

The Technogym Aspiration Map provides Personal Trainers with the information needed to develop a



Club 2.0 creates Aspiration Maps to show you which of the six core aspirations motivates each member

profitable personal training relationship and increase secondary spend.

#### layout

Club 2.0 offers a new way to layout your facility by creating six aspiration zones. These zones would help to create the ideal environment in which to train.

#### Wellness System compatible

- Drive programmes linked to aspirations through Wellness System connectivity platform
- Drive interactions that are based on customers' aspiration types
- Communicate with members based on their aspiration type

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## in brief...

**banbury open air swimming pool re-opens**

Cherwell District Council has re-opened Woodgreen open air swimming pool in Banbury, Oxfordshire, following the completion of a £1.5m refurbishment scheme.

Work has been carried out to modernise the 50m pool, after the council agreed in December last year to contribute £50,000 each year towards the management of the facility, which was closed to the public in 2002.

The scheme has included the reduction of the pool's maximum depth to 1.8m, a new tiled deck-level pool, a new 'Aqua Zone' for young children, a revamped flume, and work to upgrade both the plant and water treatment systems.

New safety surfaces and a refurbished refreshments kiosk have also been included.

**matlock leisure centre design debated**

The £12m leisure centre planned for Matlock, Derbyshire, looks set to be given the green light by Derbyshire Dales District Council.

The centre is set to include an eight-lane, 25m swimming pool, two sports halls, a dance studio and a fitness suite.

However, the designs – created by Dyer Architects – have come under fire from both Matlock Town Council and Matlock Civic Association, with the latter calling it an "obtrusive and alien feature within the landscape".

**senio takes over waterside club**

Senio Community Leisure (SCL) has taken over the management of the Waterside Club at Cambridgeshire's Buckden Marina.

The 92-acre facility includes a 30-station health club, an indoor swimming pool, sauna, steamroom and spa pool. SCL has taken over the operations of the club on a 15-year lease from owners Mark Williams Leisure Estates (MWLE).

**olympic-sized pool for corby**

A new £20m Olympic-sized swimming pool, which has been included as a potential training facility for teams ahead of the London 2012 Games, has officially opened in Corby, Northamptonshire.

The 50m Corby East Midlands International Pool was unveiled by Olympic swimmer Mark Foster on 24 July and is equipped with moveable floors and booms to accommodate international junior diving events and short and long course races.

Designed by S&P Architects, the facility also includes a 20m, four-lane training pool, a fun pool with a 63m aquatube body ride and pirate ship, a 70-station fitness suite equipped by Life Fitness and an aerobics studio.

The pool also includes a health suite incorporating a sauna, spa pool and steamroom, a meeting room and a café, as well as the area's first changing place that exceeds requirements outlined in the Disability Discrimination Act. This offers disabled users full, assisted access to toilet, shower and changing facilities.

Willmott Dixon was responsible for the construction of the pool, which was funded by Corby Borough Council (CBC) in partnership with English Partnership, the East Midlands Development Agency, the Department of Local Government and North Northants Development Company.

CBC leader Pat Fawcett says: "Corby has grown from strength to strength over the years, and the opening of this iconic building is a statement as to just how far we've come and where we're heading in the future.

"We're an ambitious town, proud to have opened a state-of-the-art 50m pool that will be a great training facility for our future swimming and diving stars."



**The facility was designed by S&P Architects and offers three pools**

**natural england to tackle obesity**

**New outdoor Natural Health Service**

Natural England has joined in the battle to ease the UK's obesity burden by launching a new manifesto, titled Natural Health Service.

The manifesto outlines a number of initiatives planned by the government body as a way to get more Britons active. The document also calls for major changes in the way people are given access to green spaces, and the ways in which outdoor activity programmes are supported by GPs.

The two main goals set out in the manifesto are to increase the number of households located within five minutes' walk of an area of green space – covering at least two hectares – and to make sure every general practitioner or community nurse is able to refer patients to an approved health walk or outdoor activity programme nearby.

edited by tom walker. email: [tomwalker@leisuremedia.com](mailto:tomwalker@leisuremedia.com)



The centre is part of the £300m regeneration programme planned for the town

## catterick leisure centre opens

A new £21m leisure centre has opened at Catterick Garrison in North Yorkshire. The centre has been developed and funded by Defence Estates, North Yorkshire Council and Richmondshire District Council.

Facilities at the centre include a six-lane 25m swimming pool, two learner pools, a six-court sports hall, a 40-station health club with equipment supplied by Technogym, and an exercise studio offering a range of classes.

The centre will also house the town's new library and the facilities will be used by the wider community.

The opening is part of a £300m regeneration planned for the military

town by Defence Estates, which is the development arm of the MOD.

Defence Estates aims to improve the quality of life for both the town's military personnel and its civilians by transforming 15,790sq m of the town centre into a mixed-use development.

When complete, the new town centre will feature an 84-bedroom hotel, leisure facilities, retail units and healthcare opportunities. There will also be 184 residential units and offices.

Robert Manners, principal estate surveyor of Defence Estates, says: "Our vision for the redevelopment of Catterick Garrison is to create a prosperous community in which to live."

## green light for basildon sporting village

Construction work is scheduled to start in October on a new £38m regional sports facility in Basildon, Essex, after the local authority appointed Community Solutions for Leisure (CSL) to deliver the scheme.

Basildon Council has also approved a detailed funding plan for the Basildon Sporting Village project, which is set to house the county's first Olympic-sized swimming pool and which has been included in the Pre-Games Training Camp guide for the 2012 Olympics.

The new facility will include a 100-station health and fitness suite, multi-use exercise studios, a competition swimming pool, a 400-capacity spectator area, a learner pool, a multi-use sports hall and a gymnastics centre.

Outdoor facilities will include six floodlit artificial turf pitches and an athletics track with a 750-capacity spectator area. Basildon Rugby Club has also received planning permission to establish a new home at the venue.

## Quality design for the health & fitness industry



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It doesn't seem long since the football season came to an end. But, here we are twelve weeks later and it is already underway.

Most professional teams have completed six weeks of pre-season training, which means they only had six weeks off. Who'd be a football player these days! On a serious note, given the players are required to hit the ground running at the beginning of August, the intensity of pre-season training during summer presents interesting challenges for backroom medical staff.

Lucozade Sport works with many Premier League football teams, continually supporting them by providing sport science support such as hydration testing, applied research and education and relevant sports nutrition products that help build and maintain fitness throughout the season.

The needs of professional football are such that fuel, hydration, recovery and strength are all key attributes that need to be addressed if players are going to be conditioned to pick up crucial points. And different nutrition is required to address each attribute and ensure the right balance of fuel, fluid and electrolytes are maintained during the season. Put simply the right nutrition can increase performance.

I don't need the fans of Newcastle United how crucial an extra point may have been at the end of last season. But I'm sure every player at every level knows that small differences can change the outcome of any game.

#### Nick Morgan

Applied Sport Science Manager,  
Lucozade Sport Science Academy

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# update

# news



Equipment was supplied by Star Trac

## racing team upgrades gym

UK-based Formula One racing team Brawn GP has refurbished its corporate health and fitness club at the team's headquarters in the town of Brackley, Northamptonshire.

The team appointed supplier Star Trac to install CV and strength kit at the site. Equipment includes Spinner NXT bikes, E-Series total body trainers, upright bikes and treadmills, and the Impact strength range.

The club is largely self-funding, with employees paying a monthly contribution towards the cost of maintenance and the fees for the on-site fitness manager.

Ross Brawn, team principal of Brawn GP, says: "Working at the top level of motor sport, in the pressurised environment of Formula One, requires a huge level of commitment from our staff.

"We strongly believe that investing in facilities which will improve the fitness and lifestyle of our staff will result in a happier and more productive team."

## revamp at the marlow club

The Marlow Club in Marlow, Buckinghamshire, has undergone a revamp of its fitness facilities which includes the installation of the latest milon circuit equipment.

Comprising six pieces of cardiovascular and six pieces of cardiovascular resistance equipment, the new milon system cost £90,000 to install. The club is the first facility in the UK to install the system.

The circuit format of the milon system allows members at the club to either join a class or complete a workout on their own. It provides an express cardiovascular and muscle workout in just 35 minutes.

Jon Williams, manager at The Marlow Club, says: "The arrival of this new equipment is a massive statement in terms of taking the club forward."

Other facilities at the health club include three large exercise studios, two squash courts, a 20m swimming pool and an Annabel's-branded beauty spa.



The revamped fitness suite at The Marlow Club includes a milon circuit

## barnsley club re-opens

Barnsley Premier Leisure re-opened the health club at the Royston Leisure Centre in Barnsley, South Yorkshire, last month, following a £400,000 revamp.

Work on the centre included spreading the fitness suites over two levels and investing in new equipment, supplied by Pulse Fitness.

The 50-station gym includes a large CV area featuring rowing machines, cross-trainers and treadmills, as well as a new free weights area.

The health club will also offer its members a number of different fitness classes, including boxercise, group cycling and yoga.

Other facilities at the leisure centre include a 25m, six-lane swimming pool, a learner pool, a multi-use sports hall, and conference and seminar space.

Glenn Tolan, head of operations at Barnsley Premier Leisure, says: "Due to this recent investment, Barnsley now offers some of the best fitness and sports facilities in the region."

Barnsley Premier Leisure manages and operates a portfolio of facilities in the city of Barnsley on behalf of the local council, ranging from small community recreation centres and civic halls to large regional facilities such as the Metrodome Leisure Complex.



ISPAL chief executive officer, Sue Sutton (centre), at the signing of the deal

## ispal joins forces with the nsa

The Institute for Sport, Parks and Leisure (ISPAL) has become the first national institute to be awarded Academy Provider status by the National Skills Academy for Sport and Active Leisure (NSA).

ISPAL has been appointed Academy Provider for Leadership and Management and will be responsible for delivering a range of discounted CPD programmes from September 2009. It's estimated that the programmes will reach more than 280 industry workers during the first year of operation.

The courses, which will be made available via the Skills Academy,

include free training needs analysis, and can be delivered on-site to suit the organisations taking part.

Sue Sutton, ISPAL chief executive, says: "The partnership with the National Skills Academy really does celebrate joined-up thinking and should provide employers and employees within the sector with the opportunity to make training decisions with complete confidence."

The latest figures from SkillsActive's Sector Skills Agreement show that 64 per cent of managers do not feel they have the business and management skills they need to do their jobs.

## focus awarded academy status

Focus Training has been awarded the status of National and Regional Academy Provider for Health and Fitness by the National Skills Academy for Sport and Active Leisure (NSA).

Focus has also been enlisted to deliver the NSA's health and fitness training in the North West after being awarded Academy Provider for Health and Fitness in the region.

As an approved provider, Focus Training will be signposted by NSA to employers seeking training solutions.

## skillsactive training forum

SkillsActive will host its annual Health and Fitness Training Provider Forum at Liw this year.

The forum, to be held on 22 September, will be chaired by Robin Gargrave, executive director at YMCA Fit. It will provide an update on the ongoing review of the qualifications framework and the structure of CPD in the sector, alongside the latest news on the National Skills Academy (NSA).

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## gladstone plus technogym



The deal will combine Technogym equipment with Gladstone software

Management software supplier Gladstone has secured a certified partnership with equipment company Technogym UK.

The partnership will aim to provide health clubs and fitness facilities with a complete solution for raising customer service standards, increasing member retention and improving profitability. The first development to come out of

the deal will be an integrated solution allowing transfer of data between Gladstone's flagship Plus2 membership solution and Technogym's Wellness System and Contact Manager solution.

Said Ziai, CEO of Gladstone, says: "Integrating our technology solutions opens up additional possibilities for managers of fitness facilities."

## dimplex air for staveley centre

Staveley, Derbyshire's Healthy Living Centre, has installed Dimplex ARC architectural air curtains as part of a list of energy-saving measures.

The £8m health, sport and leisure centre, which opened in March 2008, generates up to 40 per cent of its energy requirements from low carbon sources.

The Dimplex ARC architectural air curtains are said to limit heat losses through the doors while contributing to the aesthetics of the building.

The air curtains feature automatic heat and fan speed control which are dependant on footfall through the door, adjustable thermostatic operation, and links to integrate the units within a BMS/BEMS building energy management system – all of which are said to allow tight control over running costs.

A choice of painted, brushed steel or polished stainless steel finishes are offered. When wider entrances are required, multiple units can also be linked together as a continuous system operated from a single control point.

## shapemaster and alliance leisure agree collaboration

Alliance Leisure and Shapemaster have joined forces as part of efforts to offer not-for-profit fitness facilities a way of targeting new user groups.

The venture will see Shapemaster installing £50,000-worth of toning table equipment at sites run by trusts and other not-for-profit companies. Shapemaster will also deliver all the back-up marketing, sales and promotional support for free. The scheme is designed to work on an income share basis, where the facility retains the initial income up to an agreed level, after which the income share mechanism kicks in.

Pendle Leisure Centre in East Lancashire will be the first site in the UK to benefit from the initiative.



Pendle Leisure Centre will be the first to benefit

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# PARTNERING FOR PROFIT – A NO-RISK BUSINESS SOLUTION

**B**eing commercially aware in today's tough economic climate is vital if clubs and centres are to achieve social and financial objectives.

With leisure centres looking to capitalise on the movement of customers from private clubs to local authority and Trust centres, a partnership with Alliance Leisure really can make a difference to the bottom line.

According to an independent survey conducted by Leisure-net Solutions, 88% of respondents stated they would not be where they are now in terms of membership and income growth if it were not for their partnership with Alliance.

Alliance Leisure is so confident it can deliver a positive business solution that no fee is taken until a site achieves pre-set targets – a win/win situation for leisure centres.

## free health check

John Leaver, head of partnership for Alliance Leisure, comments: "Providing the right type of partnership is the key to success. Alliance has developed a free health check that addresses key issues and provides a complete review of procedures and systems in order to determine what the business requirements are."

## growing membership and income

When Blackpool Council entered into a partnership with Alliance in May 2008 membership increased from 1,300 members to 1,600 in just six months.

## PARTNERSHIP SUPPORT OPTIONS

- REPs accredited sales training & workshops
- Sales systems
- Customer Care training
- Lead generation campaigns
- Retention systems & promotions
- Sales and marketing planning
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- Website design
- Brand creation & development
- Pre-sales support packages
- Mystery shoppers and audits
- Performance management & benchmarking



Partnering with Alliance can help boost membership and generate income growth

John Hawkins, head of leisure Management observes: "We decided that external expertise and focus would deliver the results far quicker than could be achieved alone."

Blackburn and Darwen Borough Council brought in Alliance Leisure to increase the fitness income of four of its mature leisure centres. Analysis was carried out and REPs accredited training was delivered to all members of staff, supported by a simple, but efficient enquiry system. Alliance Leisure helped the council to grow Direct Debit income by 24% in just 12 months and membership was also up 18% from 803 to 947 members.

Steve Fitzmaurice, general manager for Leisure, Entertainment and Catering, Blackburn and Darwen Borough Council said: "Since working with Alliance, we have addressed some real issues in relation to sales and retention. The membership growth and income increase reflects the quality of our partnership with them and the commitment from everyone involved."

## choosing the right partnership

Alliance Leisure offers a risk-free payment method – a monthly income share partnership. Alliance bears all the costs upfront, with the client only paying

## FREE BUSINESS HEALTH CHECK

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commission when memberships reach an agreed threshold.

However, if your club simply needs short-term help – for instance, a one-off training day, posters to support a new programme or a new website design – Alliance Leisure can also offer off the shelf support.

## what are you waiting for?

Give Alliance Leisure a call for a free health check and enter into a partnership that you know will make a difference.

## in brief...

**russian 'fitness movement'**

Olga Sloutsker, president of the Russian Fitness Aerobic Federation and of health club chains World Class and Fizkult, has launched a new 'Fitness Movement' project supported by the Federal Agency of the Youth Affairs.

Developed to promote a healthy lifestyle in Russia, the project aims to seek out young specialists in the fields of sport, fitness and physical activity who are ready to learn, create, promote and bring innovative ideas and methods to the public. Amateurs and professionals can be involved.

The annual 'Seliger' Russian Youth Forum will provide an opportunity for young people to tap in to the Fitness Movement, putting them in contact with those who can help them enhance their qualifications, open their own business or become a certified instructor.

**club one spreads the net**

Club One, the San Francisco-based fitness management provider, has announced the addition of six clubs to its current roster of nearly 100 fitness centres across the US.

The company also plans to launch two new products designed to engage with those who have never before belonged to a gym. The support programmes are aimed at creating behavioural change. "It's about living a healthy lifestyle but begins with changing negative behaviours and bringing down walls that have stopped them achieving their health and wellness goals in the past," says Bill McBride, Club One COO.

**star trac's tv appearance**

Star Trac, which last year launched its 'Expect Different' campaign against global obesity, has partnered with weight loss TV show *The Biggest Loser* in the US. The manufacturer has kitted out the gym used on the programme to whip contestants into shape. The show challenges overweight contestants to shed pounds in a safe manner, through diet and exercise, as they compete for US\$250,000.

**australia's eco-friendly resort**

Wolgan Valley Resort & Spa, Emirates Hotels & Resorts' first luxury conservation-based resort outside Dubai, in the heart of Australia's Blue Mountains, is set to open on 1 October.

The resort incorporates as many ecologically sustainable design principles as possible, including rainwater collection,



**The resort has used locally-sourced materials wherever possible**

full recycling of all domestic water, heat exchange technology to reduce electricity consumption and the use of solar panels for all hot water systems – the resort has more than 100 solar energy units.

A Technogym-supplied gym features state-of-the-art CV equipment – all stations are connected to the Internet and offer LCD touch screens and digital TV receivers – and a free weights area. A studio area with mats for stretching, relaxation, yoga and pilates hosts private and semi-private classes on request. There's also a 25m outdoor pool, an indoor/outdoor relaxation deck, a steam room and sauna and an icy plunge pool.

The Timeless Spa, Emirates' own brand, offers six double treatment rooms.

All fitness and spa facilities are for use by hotel guests only.

**factor gx for fitness first spain**

As part of a campaign to promote group exercise (GX) in its clubs, Fitness First Spain recently ran a three-month competition for the best group fitness instructor across the whole Fitness First Spain network – The GX Factor.

The competition was structured similarly to TV's *X Factor*: instructors nominated by their club fitness manager were asked to send in videos of their classes. A grand final saw six finalists go head to head, judged on everything from the welcome to class structure and motivational skills. First prize, a trip to the International Aerobics Convention in Turkey, was won by Riki Navarro of Fitness First Los Fresnos in Gijón.



**The Factor GX finalists, including winner Riki Navarro (far right)**

**medical connections for anytime fitness**

A new partnership between ACSM (American College of Sports Medicine) and US fitness chain Anytime Fitness has been created to help promote collaboration between healthcare providers and fitness professionals.

ACSM's Exercise is Medicine™ global initiative is at the heart of the agreement – a programme which supports the notion that healthcare providers, especially physicians, should play a vital role in encouraging patients to get healthy, and that fitness professionals

should have a hands-on opportunity to carry out the doctor's orders within the four walls of a health club.

Anytime will offer numerous benefits to those who take the health-and-fitness merge to heart, including: Exercise is Medicine health screenings in its clubs; discounts and rewards for members who bring a completed exercise 'prescription form' from their healthcare provider; and awards for healthcare practitioners who discuss exercise as a preventive healthcare tool with their patients.

edited by kate cracknell email: katecracknell@leisuremedia.com

## elixia clubs for holmes place

**H**olmes Place, the leading European operator of premium health clubs with 72 clubs across 10 countries, has acquired the Elixia chain of clubs.

Elixia's two high-end clubs in Vienna have been rebranded Holmes Place and incorporated into the Holmes Place business. This brings the Holmes Place portfolio to a total of six clubs in Austria, making it the country's leading health and wellness brand.

Holmes Place is also in the process of consolidating its group in Europe, with Doron Dickman taking on the CEO role across the whole of the continent.

Regarding the Elixia acquisition, Dickman comments: "The Holmes Place 'one life, live it well' philosophy and the 'vitality' concept of Elixia have attracted a very similar type of member – one who is primarily looking for a quality club with top-end fitness and wellness facilities that promote lifestyle enhancement. In this respect the acquisition is well-suited."

The remainder of the Elixia chain – clubs across Germany, France, Norway and Finland – currently continues to operate under the Elixia brand.



SA Fitness aims to create an atmosphere that's welcoming to all members

## sa fitness opens first club

SA Fitness, a new health club operation set up in South Africa by owner Nash Cohen, opened its first club last month.

The R3m (£224,300), 1,000sq m, 5,000-member capacity club is located in Ballito on the north coast of Durban, a rapidly-growing upmarket area of the city, targeting the mid/upper-mid market with a mass-appeal, non-intimidating brand.

The main gym – equipped by suppliers including Star Trac, Technogym, Concept2, Expresso and Octane Fitness – offers a view of the sea. In addition to CV and strength kit, it also features a boxing ring for personal training, two group exercise studios, two outdoor chill out zones, a crèche and a juice bar.

Classes include South African Pole Dancing, a boot camp on the nearby beach, and Extreme Kettlebells from Optimal Life Education.

"For some people, entering a club can be incredibly intimidating," says Cohen. "Above all, we must recognise this and create an environment that's welcoming and enjoyable for all. Members join a club to get strong, but the best strength a club can give someone is mental strength. Create a comfort zone for members so they feel they belong, and feel energised and empowered when they leave."

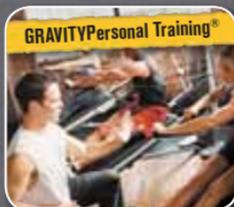
Three more clubs are in the pipeline: in Bluff, Durban; in Goodwood, Cape Town; and in Hermanus, Western Cape.

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## from the board



## government links

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In August, results emerged from the government's free swimming initiative which show that young people took advantage of 2.8 million free swims in the scheme's first three months. In addition, there were 1.6 million visits to pools by senior citizens aged 60 and over.

In total, 259 councils are offering free swimming for people aged 60 and over, and 190 for 16 and unders.

The scheme has been recognised by members of the government as one of the most successfully implemented policies of all time. They've been impressed by the speed of delivery and the impact the campaign is making on the ground.

This wouldn't be the case without the massive amount of support the initiative has received from the industry: at SLM, for example, we're running it across our portfolio.

It's a real challenge to divert our focus to respond to these projects, especially when we're involved in multiple initiatives at any one time; we're also spearheading the delivery of Fit for the Future in Bristol and MoreActive4Life nationwide.

However, initial results show not only that these initiatives work for government, but also that they work for us. If we can continue to demonstrate the success of these programmes, then interest in working with our sector will soar.

## giving advice about nutrition

Nutritional expert Lynn Clay knows that fitness knowledge, underpinned by deep understanding of nutrition, can improve a club's or leisure centre's retention rates and give it a valuable edge over competitors. "Most consumers join a gym because they want to lose weight and look good. But there's often a gulf between their ambitions and our ability to advise and counsel them about the importance of nutrition to exercise and to getting results," claims Clay.

"When members sign up, they're often given advice on their exercise and training programme, but very rarely do they get good advice about their diet. After a few weeks, they usually see some

results, but these would be far greater if they had as well-planned an approach to their diet as they do to their exercise.

"Once they 'peak' they start to lose motivation, gym attendance falls off and that all-important value for money – in terms of their perception of their gym membership – starts to be questioned."

This pattern is one Clay sees all the time and is the problem she will be focusing on when she presents at The Fundamentals of Nutrition and Compound Movements – the first of the FIA's series of seminars on exercise and nutrition – which will take place in London and Sheffield on 27 October and 1 December respectively.

Clay's highly interactive seminars include detailed meal and lifestyle plans, which outline correct nutritional information designed to sustain high energy levels. Clay will also advise seminar attendees on how best to communicate nutritional information to members – including advice on poster and leaflet content, as well as nutritional information for restaurant menus – so members learn how to tailor their diet to maximise their exercise.

The other main issue Clay addresses is the use of supplements. Most gyms stock products and recommend them for weight loss and muscle building. However, few advise members on how much to take and when to use them.



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The FIA's nutrition event will be sponsored by Maximuscle

## technogym crowned fia golf day champions

Battling rain, wind and a highly competitive field, Technogym beat 22 teams to become 2009 FIA Golf Day champion at Staverton Park.

The event concluded with a drinks reception. Entertainment was provided by video footage of the golfers playing over water to the 18th green, before an awards ceremony recognised some of the outstanding performances.

During the evening an exclusive Elementum watch, kindly donated by Suunto, was auctioned to raise money for the Cystic Fibrosis Trust. Incredibly generous contributions of £2,000 from Dominic Evans at PE Contract Interiors and Mark Williams at Waterside Leisure meant more than £4,500 was raised for the charity.

Geraldine Tuck, national sales manager at Technogym and a member of the winning team, says: "I'm obviously very happy with the result, but for me the main reason to attend is the networking. With such a good mix of operators and suppliers supporting the event, I will definitely be returning next year to defend the title!"

David Stalker, COO at the FIA, says: "We have been overwhelmed by the generosity of guests this year and I would like to thank everyone who made a contribution. I would also like to express gratitude to our sponsors Gatorade, PE Contract Interiors, Suunto, Lifetime, EAS and Promote PR, who have made this event such a success."

## meet your team... sheldon amos

### What do you do at the FIA?

As FIA membership consultant, my job is to make sure our members make full use of all the benefits and services we offer, and ensure that membership of the FIA adds value to our members' bottom line. Basically I'm there for any member who needs any kind of assistance, guidance or advice.

### What's the most frequent enquiry?

General enquiries regarding the efficient day-to-day running of their club. I'm the first port of call for any member who has any commercial or business query. I might not know all the answers, but I will know a man (or woman) who does.

### What's your attitude to exercise: Mr Motivator or Garfield the cat?

If anyone saw a picture of me they would definitely think Mr Motivator! Only joking, but I do have a passion for a healthy and active lifestyle.

### What's your attitude to diet: Scooby Doo or Gillian McKeith?

I certainly like Scooby Doo more than Gillian McKeith!

### What do you do for exercise?

I swim every Saturday, but to be honest having a two-year-old is as much



Amos is FIA membership consultant

exercise as you need – I spend so much time running around the house!

### Summer or winter?

I'm originally from South Africa, so I would have to say summer. I feel more energised in the sun.

### What do you do to relax?

I love cooking and spending time with my family. I also love sports and spend any spare minute I get watching it.

### What's your guilty secret?

Oh dear, I'm a great fan of Red Bull. Other than that I'll keep it to myself!

## dates for your diary

**Leisure Industry Week: 22–24 September, NEC, Birmingham**

**The ultimate event for ideas, demos, suppliers, education, conferences and networking. For more information, go to [www.liw.co.uk](http://www.liw.co.uk)**

To celebrate its 21st anniversary, Leisure Industry Week (LIW) 2009 will include a Fitness Zone.

Situated in the Health & Fitness area of the show – a showcase area dedicated to networking and education for key stakeholders in the industry – the Fitness Zone will be a hub dedicated to exhibiting health and fitness-related brands.

At the nucleus of this will be the FIA VIP Lounge, perfectly positioned for delegates to meet key targets, old friends and FIA executives.

Other highlights at LIW include:

- MoreActive4Life: Initial results of the national consumer summer campaign
- FIA drinks reception: The 'must-attend' event will be held on 22 September and is open to all FIA members
- Independent operators' seminar programme: Sponsored by Creative Fitness Marketing, IOU (Independent

Operators Unite) offers two days of free seminars developed specifically for independent operators

- Child Obesity Study: The results of the world's largest study will be unveiled

**For more information, please call**

**Lauren on +44 (0)20 7420 8564, or email [lauren@fia.org.uk](mailto:lauren@fia.org.uk)**

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# 'orphan' policy era to end

Steven Ward, the FIA's public affairs and policy manager, reports on health secretary Andy Burnham's vision for physical activity



The good and the great of the physical activity world descended on the Leisure Connection-run Willesden Sports Centre on 13 August to hear from health secretary Andy Burnham.

The FIA was delighted to help host the event, which gave Burnham the opportunity to set out his vision for the future of physical activity.

He used the speech to outline the numerous benefits of physical activity, both on a macro level for government and on an individual level. He said: "Increasing active lifestyles is a simple answer, starting us in the face, to many of the big challenges facing our country today – rising obesity, the ageing society and sustainable public spending."

His message was clear. As a nation, we have no choice but to fundamentally address the fact that the UK is only the 21st most active nation in Europe. Burnham set a new target: to move from 21st place to fourth by 2020.

## action points

He set out a four-point plan to bring his vision into action. First, he pledged to create a new accord across government to ensure policymakers lead from the front. The days of physical activity as an "orphan" policy are over, he said. Under his leadership, physical activity will be firmly rooted as a priority of the Department of Health (DH).

Burnham pledged that he was ready to make the case across government, working with Olympics minister Tessa Jowell and culture secretary Ben Bradshaw to "spend differently" in the pursuit of a more active nation. He also announced that Mike Farrar, chief executive of the North West Strategic



**Bike for Life is just one campaign Burnham (left) believes can get us fitter**

Health Authority, will champion physical activity across the health service.

National government will also create the framework for an active nation with Walk4Life, Dance4Life, Bike4Life and Play4Life emerging to follow Change4Life and the FIA's own MoreActive4Life activities.

Second, there was a call for a new awakening across the NHS to recognise that "active lifestyles are now an intrinsic part of 21st century health". This will be typified by the autumn roll-out of the physical activity care pathway 'Let's Get Moving'.

The fitness sector has a major role to play in supporting this drive across the country. Burnham said that local commissioners have "the green light [to] be creative and ambitious. Do local deals – for instance with councils, local gyms and fitness centres – that open up those opportunities." He added that "this is a potentially big change that [will make] some of the welcome experiments in the area of prescribing exercise become, in time, mainstream prescribing practice."

Third, Burnham laid the ground for a quantum shift in social attitudes so that physical activity "starts to resonate as a clinical need, not just a lifestyle choice".

Finally, the health secretary called for a complete sea change in local provision,

so that active lifestyles become universal. He announced the DH's ambition to make the current free swimming offer available across the board.

"Free" was a recurring theme of Burnham's speech – his clear passion for free swimming has spun into Bike4Life, Walk4Life and Dance4Life – all things which he believes can be provided for free. He added that "this is the logical way forward" in terms of correcting the anomaly that you get free treatment on the NHS, but you have to pay to prevent the illness in the first place.

## time to act

By the time the dusts settles on Burnham's visionary physical activity speech, we may or may not have a new party of government. Either way, coming on the back of the Public Health Commission Report, we can be assured that physical activity remains a key area for all three major political parties.

However, in order for Burnham's speech to have true effect, the mindset of local commissioners needs to change with the times. It's time for them to be bold in their actions and strong in their convictions. Working together with the fitness sector and groups in the community promoting dance, walking and cycling, we can turn this ambition into a deliverable reality.

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## NEW LOOK LOGOS

In the spirit of the new occupational standards, a new-look website and a new registrar, REPs has commissioned a new logo too. The latest version will still feature the Register's distinctive three figures and colours, but gives a fresher, more contemporary feel.

REPs' chair John Greenway MP says: "Our brief was to keep the logo recognisable but to give it a modern twist, and we feel that has been successfully achieved. I hope our members will be as pleased with it as we are."

REPs has also taken the opportunity to introduce a new stamp, specifically for use by members to advertise their REPs membership. In addition, the CPD logo has been updated, and designers have also created a stamp for qualifications approved by SkillsActive, REPs' parent organisation.

Registrar Jean-Ann Marnoch says: "The REPs logo is increasingly becoming seen as a badge of approval and excellence, and we wanted to create a set of new logos that reflect that stamp of authority. We hope our members will wear their Registered Exercise Professional badges with pride and will find the new course and CPD logos informative and easy to understand."

The new logo is now in use and will be fully integrated by the end of the year.



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REPs logos have been designed to enable members to market their qualifications

### 1 REPs Badge

This year-dated badge will be sent out annually to all members.

### 2 REPs Stamp

Downloadable from the REPs website, this Registered Exercise Professional stamp can be used by members on marketing materials to

advertise their REPs membership. For full guidelines on how to use the stamp, visit the members' area of the REPs website.

### 3 REPs CPD logo

Used to denote the CPD points that can be earned by taking part in activities such as courses and conventions. All CPD points values are set by SkillsActive.

### 4 REPs level logo

To be used by Awarding Bodies to show the level at which the qualification gives entry to the Register.

### 5 REPs new logo

The logo showing REPs' association with SkillsActive. This can be used by training providers and awarding bodies.



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

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Jenny Frear (left) and Leah Cooper

## new regional bosses for kla

Kirklees Active Leisure (KAL) has appointed two new regional managers as part of the trust's strategy to improve customer service. Leah Cooper will oversee operations of the five KAL sites in Dewsbury, Batley and Cleckheaton, while Jenny Frear will oversee the operations of the six KAL sites in Huddersfield, Scissett, Holmfirth and the Colne Valley.

Both will be based at the leisure trust's headquarters at the Stadium in Huddersfield. Frear has more than 10 years' experience working for KAL and for local government. For the last 18 months, she has been general manager of Huddersfield Sports Centre and is currently taking a management studies qualification.

## nuffield appoints doyle as new cfo

Nuffield Health, a registered charity and the largest not-for-profit independent healthcare provider in the UK, has restructured its executive board and appointed KP Doyle as chief financial officer for the group.

Previously chief executive of the Wellbeing division, Doyle will now oversee all aspects of financial planning and management across the organisation and will report to group chief executive David Mobbs.

Doyle succeeds Jack Jones in the role, who retired as group finance director at the end of July, after more than 17 years at Nuffield Health.

The group has also promoted two senior managers to new positions.

Nick Burrows, managing director of commercial fitness, has joined the executive board to continue his work in developing its 52 Fitness & Wellbeing



Doyle replaces Jack Jones in the role

centres. Laura Kerby has also joined the executive board as the new managing director for clinical services, with a focus on new product development and the integration of services across the group.

## new faces at matrix

Matrix Fitness Systems has expanded its team by appointing Gregg Rumble and Adam Rogers as the company's new area business development managers for the North and South regions.

Rumble, a former personal trainer and sales, training and merchandising executive for Hi-Tec Sports Footwear, has joined Matrix Fitness Systems as area business development manager for the North region.

Meanwhile, Rogers will take over the same position in the South, covering

the North Thames region. Rogers joins Matrix from Davis Sports, where he spent three years selling sports equipment to the education sector.

Jon Johnston, managing director of Matrix Fitness Systems, says: "We're pleased to welcome these two new additions to the Matrix team. It's important that we continue to employ the best in the industry, enabling us to build upon the firm relationships our sales team has already developed with operators across the UK."

### in brief...

#### asa appoints mckenzie to facilities role

The Amateur Swimming Association (ASA) has appointed Ian McKenzie as its new head of facilities.

McKenzie will be tasked with rejuvenating the country's swimming pools. As former head of facilities development at SportsScotland, McKenzie handled £300m-worth of projects, including the national swimming centre at Tollcross Park Leisure Centre.

He will keep his position on SportsScotland's team, preparing for the 2014 Commonwealth Games.

#### hutton promoted at life

Life Fitness has promoted Brent Hutton to vice president of the consumer business unit at the company's head offices in Illinois, US.

Hutton joined Life Fitness in September 2008 as the director of consumer retail development.

Prior to joining Life Fitness, he was vice president of Buxton Company, where he was responsible for strategic retail analytics.

"Brent has the knowledge to provide our partners with new tools and innovative ideas," says John Stransky, president of Life Fitness.

#### cleator moor appoints community coach

The town of Cleator Moor in Cumbria is to benefit from the appointment of a new community physical activity coach.

Lynsey Smith will take up the new post, which has been funded by Sport England in conjunction with North Country Leisure Copeland, a charity that runs several centres in and around Copeland.

Smith, a former health club general manager, says: "This project is not just about sport; it's about using physical activity to gain substantial rewards and bring people together."

## PEOPLE PROFILE



### dr kenneth cooper

The founder of the Cooper Aerobics Center has worked in preventative medicine for 40 years – and continues to work 60-hour weeks at the age of 78

#### What initially sparked your interest in the fitness sector?

A personal experience when I was 29. Following years of a sedentary lifestyle, I had gained almost 20kg and developed a supraventricular tachycardia (PAT). PAT caused my heart rate to shoot from around 120 to 240, resulting in nausea, chest discomfort, and what I thought was a heart attack. By the time I arrived at the hospital, my heart rate had returned to normal and all they could find wrong was that I was terribly out of shape. That shocked me, so I proceeded to lose the excess weight in six months. Now, at 78 years of age, I'm still in good health and working 60 hours a week.

#### What does your current role entail?

As founder of the Cooper Aerobics Center, my work over the past 39 years has included research, patient care and administration. Over the years, I always felt that my priorities for medicine should be in that order: research, patient care and administration. However, as the demands of our growing organisation increased, I found it necessary to reverse those priorities to administration, patient care and research.

#### What would you describe as the highlight of your career so far?

Being able to perform the annual fitness examination for our former president of the United States, George W Bush.

The personal letter of appreciation I received, documenting this 20-year relationship and the great benefit he had had from my counsel and advice, is one of the highlights of my career.

#### How can the fitness sector play a part in preventative healthcare?

The escalating cost of healthcare has made administrative powers realise that the only way to control this devastating problem is to concentrate more on the prevention of disease. From a personal standpoint, we are seeing an increased interest in the preventative medicine programmes offered by the Cooper Clinic, from corporate executives to people in politics.

#### How can operators get involved in the fight against obesity?

For people to get involved in an exercise programme, they need to have a thorough evaluation to determine what problems they have. Spend educational and motivational time with your clients; give them specific and realistic recommendations as to how to change their lifestyle; and finally, get them to come back and see you on a regular basis.

#### What are you currently working on?

I'm trying to get mandatory physical education programmes back in all schools in Texas, from kindergarten right through to the 12th grade.

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

In my view, it's a lack of highly-qualified, certified instructors.

#### What's your motto?

I have two: "Fitness is a journey, not a destination, which you must continue for the rest of your life." And: "It's far easier and more cost-effective to maintain good health than to regain it once it's lost."

  
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# competitive edge

## ALL YEAR ROUND

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Splash out for breast cancer – at a date convenient to you

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## 4-16 MAY 10

### land's end to john o'groats cycle

Cycling from Land's End to John O'Groats is the furthest possible distance in the British Isles. The 1,000-mile, 12-day route goes through Dartmouth, along the Welsh border, skirts the Lake District and into Scotland, via lochs and mountains. Entrants should choose their own charity, pay a £349 entry fee and then raise £2,950 in sponsorship. Details: [discoveradventure.com](http://discoveradventure.com)

## Climb Mount Kinabalu



© STOCKPHOTO.COM/LIN KIN GOH

## 15 MAY 10

### the london playtex moonwalk

Entries open next month for the ever-popular Playtex MoonWalk, in London, where women decorate their bras and power-walk across the city at night. The aim of the event is to raise awareness of breast cancer, and raise money for breast cancer charity Walk the Walk. Participants must choose a full moon (26.2 miles) or half moon (13.1 miles) marathon. Men can join in too, but all walkers are asked to wear bras! Other Walk the Walk events in 2010 will be held in Bristol, Edinburgh and Newcastle. Details: [walkthewalk.org](http://walkthewalk.org)



Walk across London in your bra

## 10-20 SEPTEMBER 10

### borneo: the ultimate challenge

Take in the beauty of Borneo, one of the world's most stunning islands, as you complete three exciting events over 10 fantastic days. Trek through tropical jungle and a national park to the 4,095m peak of Mount Kinabalu – the highest mountain in South East Asia. Cycle 170km through the scenic Crocker Mountain Range. And take on the fast-flowing rapids of the River Padas on a nail-biting white water rafting trip. Various payment options are available. Details: [globaladventurechallenges.com](http://globaladventurechallenges.com)



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**FSB takes place in Cologne, covering amenity areas, sports and pool facilities**

## OCTOBER

### 11-12 | Professional Beauty Manchester

**Venue** Manchester, UK

**Summary**

The UK's biggest beauty exhibition outside London features more than 300 exhibitors, as well as seminars.

Tel +44 (0)20 7728 4298

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

### 22-24 | IHRSA/Fitness Brasil Latin America Conference & Trade Show

**Venue** São Paulo, Brazil

**Summary**

The largest fitness trade show in Latin America, with an education programme.

Tel +55 11 5095 2699

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

### 22-25 | IHRSA European Congress

**Venue** Dublin, Ireland

**Summary**

Presentations from business leaders from within and outside of the industry. Plus networking with suppliers and operator colleagues from across Europe.

Tel +1 617 951 0055

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

### 27 | The Fundamentals of Nutrition and Compound Movements – FIA Seminar

**Venue** Esporta, Chiswick, London

**Summary**

Focusing on the importance of nutrition when exercising, plus in-depth information on compound movements.

Tel +44 (0)20 7420 8578

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

### 28-30 | FSB

**Venue** Cologne, Germany

**Summary**

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

Tel +49 221 821 2495

Web [www.fsb-cologne.com](http://www.fsb-cologne.com)

## NOVEMBER

### 4-7 | SIBEC UK & Europe

**Venue** Le Meridien Lav, Split, Croatia

**Summary**

A one-to-one meeting forum between operators from the private, local authority and trust markets in health, fitness and leisure, and leading suppliers. The event will bring together over 200 delegates from across Europe.

Tel +44 (0)20 8547 9830

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

### 10-13 | IHRSA Asia-Pacific Forum

**Venue** Tokyo, Japan

**Summary**

Speakers provide commentary on some of the trends shaping the health club industry in the Pacific Rim. Plus a chance to meet with suppliers.

Tel +1 617 951 0055

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

### 12 | BISL Conference 2009

**Venue** Lord's Cricket Ground, London

**Summary**

Aimed at the leisure, gaming, sport and hospitality sectors. Keynote speakers will include the Minister for Sport Gerry Sutcliffe MP and Magnus Scheving, creator of kids' TV programme *Lazy Town*. *Leisure Management* is official magazine.

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everyone's talking about . . .

# member rewards

Should we reward members for coming to the gym on a regular basis? If so, what kind of incentives and schemes should be offered – and should this include subsidised memberships?

**T**o encourage regular activity, health club operators might consider following the example of the weight-loss industry, which is getting people to shed pounds through different rewards.

In Australia, for example, overweight bus drivers have half of their Weight Watchers bill paid by the state government; the union is now thinking about paying them to work out too.

Closer to home, the UK fitness camp FitFarms is rewarding those who lose half a stone during one of its programmes with £100.

Meanwhile, Basildon Council in Essex will launch a pilot scheme this

month in which people will be given a £1 Asda shopping voucher for every pound in weight they lose (see below).

Health specialist Mike Adams recently wrote about the proven effectiveness of financial incentives on NaturalNews.com. He said: "In a [newly-published] study involving 57 subjects, half were rewarded with a lottery prize if they achieved the weight-loss goal (16 pounds). The other half were asked to make a substantial cash deposit (several hundred dollars) which they would forfeit if they failed to lose the 16 pounds.

"The results? The incentive group lost about four pounds more than

the non-incentive control group...

The promise of simply being healthier doesn't work for many people, but flashing some cash seems to work relatively well to incentivise their weight-loss efforts."

While weight loss might not be the right target to set for health club members – it's been argued that this could be potentially dangerous, and isn't in any case the goal of every member – the notion could be adapted for the fitness industry. But if this is indeed the way to get more people more active in the future, just what kind of schemes could be offered? We ask some experts for their opinions.

SHOULD WE OFFER AN EXTRA INCENTIVE TO GET PEOPLE MOVING? EMAIL US: [HEALTHCLUB@LEISUREMEDIA.COM](mailto:HEALTHCLUB@LEISUREMEDIA.COM)

## john kersh

vice-president of international development • anytime fitness



**P**rospective members decide whether to join a club based on several factors, including price, location, the club atmosphere and operating hours. But tell them that they can earn US\$20 a month if they actually use the club on a regular basis and they'll respond: 'Where do I sign?'

In partnership with dozens of health benefit providers, we're paying over 100,000 of our 700,000 members US\$20 each month if they exercise a minimum of 12 times a month. The reimbursements are wildly popular. They appeal to new members and are a good retention tool.

Lowering membership fees might encourage some people to join a club, but it won't incentivise them to use it. Human nature is such that most people hate to miss a free opportunity. Our members tell us that they love getting paid to exercise. The money gets them into the gym. The fitness results they then achieve keep them coming back. If you want members to develop a genuine loyalty towards your club, then give them multiple reasons to visit on a frequent basis. Reward them for their visits. They'll see that exercise has its own rewards, and you'll have a member for life."

## david stalker

chief operating officer • fitness industry association



**I**n our world, where retention is the Holy Grail, it's not the nature or the value of the incentive which improves retention, but the fact that the club manager and his/her team is actively engaged with their members.

A few years ago, LA Fitness piloted a concept called Promise – a results-led, no music, no mirrors proposition

which promised to refund members' money if they did not meet their objectives. Apparently they never made a refund and retention was more than 90 per cent.

Ahead of its time, Promise was designed specifically for the 30 per cent of the population who do not exercise at all and who are referred to as the 'hard to reach'. They were not hard to reach: we just tried to sell them cabbages, when what they really wanted to buy were apples.

Supporting and rewarding members who have a clear and realistic understanding of what they want from exercise and/or their gym has enormous long-term benefits for the gym manager/owner. We therefore have to challenge our model and really try to get to grips with what our members want from us."



Should we offer financial incentives to those who attend the gym regularly, as a way of encouraging an exercise habit?

### derek crawford

national fitness manager • fitness first



“**M**embership cost is important to most people, but providing value and a great experience encourages people to use the gym more.

One of the ways we offer value is through our BodyFirst induction programme, which includes three 45-minute PT sessions, booklets, an assessment, and nutritional advice – all

for £30. There’s also a full money-back guarantee if members complete the first three sessions as well as seven independent sessions in the first month. Our rationale behind this guarantee is that we know from research that the first month of membership is critical to help members achieve a new habit – something that benefits both the member and Fitness First in the long term.

While it costs us more, the money-back guarantee is a more generic, one-size-fits-all solution than providing rewards and gifts. It means we’re more likely to appeal to more new members. However, we already reward and incentivise referrals from existing members with tiered levels of gifts.

So far, the take-up has been very positive, and we’ve also seen an improvement in member retention among those who have purchased BodyFirst.”

### simon jones

marketing and promotions officer, cultural services • basildon council



“**O**ur pilot project, which has a working title of Own Goals, is part of Basildon’s Get Out There scheme – an initiative which has been created in response to the government’s Change4Life programme.

The idea behind Own Goals is to get 50 local people, who may previously

have tried weight management or a gym without success, to step forward. We’ll then bring them together for an evening and offer them health and nutritional advice, ideas for incorporating physical activity into their lives, and tips from a life coach.

The people will be weighed and set five goals they want to achieve in relation to their health. After three months, they’ll be weighed again. As a reward, we’re offering each person £1-worth of Asda vouchers (to be spent on healthy food) for every pound of weight they lose. We chose this reward over money or gifts as we wanted to make the connection with healthy eating. We have no expectations or targets to reach, as this has never been done before, but I think it’s the best way. If we have 40 people come back who have all made a difference to their lives, that would be great.”

# martin long



Barriers preventing staff from interacting with members must be removed, says Martin Long (left)



**Mix 'n' match** Local nuances, but brand consistency maintained at Piccadilly (above) and Muswell Hill (below)

## The CEO of LA Fitness talks to Kate Cracknell about putting people at the heart of the business

**E**nergy and passion are the name of the game, according to Martin Long, CEO of LA Fitness, as he talks about the repositioning work going on at the chain.

He has been in the job for about a year and a half now – what he calls “a very long induction period” – during which time it’s been nose down, getting to grips with the business. The result is a rethink of the way the chain will operate going forward, and it’s clear he’s excited at the prospect of unleashing LA Fitness’ potential.

Long’s background is in retail – he previously ran a company called Game, Europe’s largest retailer of video games. The number of Game stores in the UK grew from 16 to 400 during his time at the company, gaining a 25 per cent market share, while simultaneous international expansion means there are now 1,200 stores across nine countries.

“But the games industry is very cyclical and I’d done a number of evolutions of

technology,” Long explains. “I wanted a change: to work in a different industry, or for a different retail brand, and to broaden my horizons with a new challenge.”

### changing the output

So what drew him to the health and fitness industry? “There’s been single-figure growth in the sector for the last few years, but I subscribe to the view that we’re set for a new period of growth,” he says. “I think clubs are really looking at their operations to make a change and broaden their appeal. That’s where I come in – I’m very consumer-focused.

“At Game, to get the market share we did, we built a packaging around our product which absolutely anyone coming into the store could understand. Because the playing field’s not level: it’s about what you do with the playing field. You may not be the cheapest, but if you can put a package together that delivers great value for the customer,



**Residential format:**  
Muswell Hill is the first of the non-city clubs in the portfolio to be refurbished

creating great loyalty, you can move ahead from the competition.

"And I think there are a lot of similarities between retail and fitness. Fitness is very member-demanding, for example, and I don't think any operator has got that part right yet.

"But there are differences too. In retail, there's a new product every week. There's constant evolution, different reasons to keep coming to the store. And if something's not right, you can change it quickly.

"We don't have that in the fitness industry, and that's where it's even tougher than retail. Your members come in regularly, but it's always the same product. There's plenty of opportunity to meet or exceed their expectations, but that lack of change means there are also lots of opportunities to fall short of those expectations. We have to make it a challenge to ourselves to try and produce a different output with the same product.

"And quite frankly, LA Fitness is miles from where we'd want it to be. The company has gone through a big growth phase, with a lot of time spent on

acquisition. But growth isn't always good: you have to make sure your foundations are right first. And I'd say that LA was probably fraying around the edges.

"LA's current vision is to have 200 clubs, but my answer, very simply, is to put that all aside. We want to have 86 clubs that are great – that really deliver great member satisfaction and that we're proud of. If we've got that, then getting the 200 clubs is easy. But we can't put the cart before the horse."

#### customers first

"Every time I look at the business, I see a massive opportunity. So what we're rolling out now is a whole new approach – a new set of values, a new vision, new identity, a simplification of the way we do things – based on a huge amount of research that's helped us to identify where we are today, where we want to be and the steps we're going to take to get there. We're investing something like £30m over the next three years.

"Creating more time for customers is number one. We have all these systems, all these processes and all these boxes ▶



**New look** Colour schemes and murals at the Muswell Hill club are full of energy

► to tick. And the attitude is: wouldn't it be great if members didn't come in, because they get in the way of me ticking all these boxes and doing all the things I have to do to make sure I'm compliant with health and safety and so on.

"So we're simplifying what we do, taking out a lot of the reasons why our staff can't get on the gym floor. Anything they're doing that means they're tucked away in the office, we'll ask why, and if there's no real reason, we'll remove it.

"It's also about getting the right balance between competence and behaviour in our staff. REPs is about a technical skillset, and that's important – we need standards – but a technical skillset doesn't necessarily mean great customer service. You can teach people technical knowledge. You can't teach them to want to talk to people.

"So how we recruit, where we recruit – that's all changing. TAG, for example – the apprenticeship scheme for youngsters from challenging backgrounds – gave us an opportunity to bring new blood into the business. We've got some real gems in there: people who really know how to chat to members. They're fantastic.

"But it's also up to us to change the way we work. Our staff come to us with lots of energy, wanting to help people with their fitness, but they're often given a sales job. We're pulling all the fun and energy out of the industry.

"So energy and a real desire to want to talk to people, and to help them, will be at the forefront of our staffing going forward. You have to care. We can't sell someone a 12-month journey and only input into the first three or four weeks. We have to create a business that makes a genuine attempt to ensure a member gets value throughout the period of their membership. They may choose not to take that – we can't force them to come



**Irreverent signs at the Piccadilly club help engage with the target market**



**This year alone, LA Fitness will refurbish about 20 clubs as part of a £3m brand refresh**

to the gym – but we can care about being their conscience and trying to make sure that they do. Because all our members come in for a reason – they all have a goal – and we're going to be looking at how we truly embrace those goals.

"But to create more time for members, you have to create more time for staff – coaching them, developing them, creating career paths – and that's the second prong of our new approach. I don't think you'll ever create good member retention unless you create good staff retention, and I think that's an issue in the industry as a whole.

"So we're creating stepping-stones, setting out career paths. Our regions are now smaller, with a lot of ownership within them. I want people to feel they own the business, and to feel that there are opportunities to progress.

"It's also a case of making sure staff know what a good job looks like. You can give them a job description with all sorts of boxes to tick, but I'd rather have a job description that says 'your job is to make sure the members are happy'. That's empowerment."

### brand identity

"We're also refurbishing about 20 of our clubs as part of this project. We need to revitalise the facilities a bit, accentuating the energy and the passion that exists within the business.

"It's also a clean-up and a re-presentation of the LA Fitness brand. If you look around our clubs at the moment, there are remnants of three or four different campaigns run by the business over a number of years.

"LA Fitness can also, at present, be a different brand as you move around the country – the city clubs, the residential

clubs, the Crown Sports clubs we acquired a few years ago. It doesn't have the consistency I'd like.

"There will always be local variances of course, to cater for local demographics, but it's a balance between capturing those nuances, making sure they're right for the marketplace, and keeping the brand's energy and integrity.

"We've already refurbished our Piccadilly club in central London, and it's clean, it's crisp, it has a bit of attitude. In the swimming pool for example, the mural on the wall says: 'Butterfly. Go on, I dare you!' And, as you enter the club, you get to the bottom of the stairs and it says: 'That's the hard bit over'. We haven't changed everything in the club, but it has bags of energy.

"We've also refurbished Muswell Hill – the first residential club we've done, as well as being an ex-Crown Sports club. The challenge has been to extract the elements from Piccadilly that will work in Muswell Hill while still maintaining a commonality between the two.

"Now, going forward, I think we have a good idea of the template for both our city and our residential clubs.

"All in all, I don't think there's a single stone the new management team and I have left unturned in looking at our business, asking ourselves: Is it right? Should we change it? When do we change it? How do we change it? How can we change the perception of LA Fitness? Refurbishment is part of that, but mostly it's changing the way we operate. Ultimately, this is a people business. If you don't get the people bit right, then you've got nowhere to go."



**kate cracknell**  
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Amanda Baker reports on the new fitness and sports development at The Royal National College for the Blind



# LEADING THE WAY

**T**he first thing you notice when you arrive at The Royal National College for the Blind's (RNC) new Sports and Complementary Therapies Centre is the staff. There's a bubbling sense of urgency and excitement in the air, coupled with outbursts of laughter and broad smiles. And smile they should: the new £14m centre has not been easy to bring to fruition, taking 16 months to build, and yet here it stands, nestled in the glorious Herefordshire countryside.

The centre is part of a £23.5m campus redevelopment project which was funded by grants from the Learning Skills Council (LSC), Advantage West Midlands, The Football Foundation, Garfield Weston Trust and Sport England.

The cost wasn't purely financial either, as part of the funding came from the sale of woodland owned by the college to a local development company. Additional income continues to be raised by the college.

But the contribution this centre will make to the lives of the 150 residential students, as well as the local community – there are already 215 members – leads to a consensus that it was undoubtedly worth the hard work.

## facility upgrade

Ex-professional footballer Tony Larkin, who is currently team manager for the National English Blind Football Squad, is now head of events and conferences at RNC. Larkin was one of the main movers behind the development of the new facilities, having worked with the RNC for more than 20 years.

“The new gym offers students a realistic transition into their local health club”

**The new facilities were funded in part by grants, as well as by the sale of land. They cater for both student and community use**

He says: “In 2004, an inspection by OFSTED confirmed the excellence of the teaching at the college, but highlighted that some of our facilities and resources needed to be upgraded. We were keen to create proper work-based training as a pathway to qualifications, giving students the opportunity to work alongside experts in the leisure sector. The new facilities mean

that, for the first time, we can offer learners aged 16 and over the opportunity to study at NVQ Level 3, whereas before, only Levels 1 and 2 were offered.

“We also aim to offer knowledge of all different areas of life so that, when they return to their local area, they have the confidence to use any sport and leisure facility; many arrive here with no knowledge of health and fitness centres or spa environments.

“Now we can provide an unrivalled experience for our students on the vocational side, as well as enhancing the leisure facilities available for their use here.”

## all-inclusive

The new centre replaces a small football pitch which had been for general training, and a small gym which had predominately been used as a teaching area and offered little time for learners' recreational use.

Called thePoint4, the primary purpose of the new centre is to aid education and training for people with sight loss. Nearly 76 per cent, or 107, of the residents at the college are registered blind, while 32, or almost 23 per cent, are registered partially-sighted.

RNC is, however, keen that the 5,680sq m (61,140sq ft) centre will benefit all local users, both disabled and able bodied, as well as attracting local, regional, national and international disability sports groups. As a result, there's a mix of accessible equipment in the large community gym, which is open to students and members, as well as in the training gym, which is used primarily by RNC students who are training to work in the fitness industry. Both gyms feature IFLI stage 2 accredited CV and strength equipment from Cybex, with 73 stations of this equipment in total – 50 in the community gym and 23 in the training gym – representing an investment of more than £200,000.



Simple measures, such as angling the equipment so that the weight stacks all face the wall and the seats are all angled to the walkway, also help ensure ease of use for the students – this allows easier wheelchair access and also helps the visually-impaired, as they get used to the equipment ‘patterns’, always going about approaching the kit and sitting down in the same way.

Centre manager Chris Combe explains: “When we began to research equipment, we visited a variety of facilities with two of our visually-impaired staff. Colour contrast and tactile buttons are two vital aids on the equipment that we chose. We didn’t want to have two styles of equipment at the centre, one for disabled and the other for non-disabled, as integration of our students with the local community is a key goal.

“We want to create a model of excellence for working with the blind and partially-sighted and people with other disabilities. If we have members who aren’t confident in a gym environment, we can exercise with them in our smaller training gym initially and then, when they feel more comfortable and able to make the change, they can be introduced to the main gym to work out alongside the other members.”

John Lynch, manager of vocational skills, who has been with the college for over seven years, adds: “By using exactly the same equipment for both disabled and non-disabled users, we can offer our learners a realistic transition into their local gym once they return home from here. This imbues them with the confidence and self-belief they will need to thrive in everyday life.”

Features in the new centre include tactile landmarks on the stairwells, floors and skirting to aid navigation, as well as tactile entry-points and full wheelchair accessibility.

In addition, the college will be introducing a touch-screen computer system, called T3, which will offer schematic diagrams of the building and, eventually, of each piece of fitness equipment in the centre. This new system is designed to make use of the facility, and also of the equipment, as simple as possible – helping cognitively-impaired individuals, for example, to navigate their way around the centre and be as independent as possible in their workout. ▶

**The college will have touch-screens with schematic diagrams showing the location of each piece of fitness equipment**



▶ **sporting excellence**

The new club also offers indoor and outdoor sporting pitches, which have been designed to meet international Futsal standards – Futsal being a type of indoor football in which the surface and dimensions of the pitch make it suitable for blind players – and a sports hall with retractable seating for 280 people.

The groundbreaking project has allowed the college to enhance its relationship with the British and English Blind Football team. Larkin explains: “We wanted to create an international standard pitch, and we now have the only indoor and outdoor international standard Futsal pitches in the UK.

“In order to create the indoor pitch, we worked closely with our architects Willmore Iles, with builder Morgan Ashurst, and with consultants Mach Acoustics to research our requirements and create anechoic lower walls. This reduced echo enhances the acoustics to enable the players to orientate themselves effectively during the game.

“Our extensive research looked into everything from creating sound boards for both the indoor and outdoor pitches [which helps the blind players with their orientation] to the best colour contrast of the indoor pitch [blue and white], and the use of single line markings and appropriate lighting.”

The build was challenging, as nothing like this had been created in Europe. Willmore Iles were selected for their experience of working in education, and worked hand-in-hand with the staff at RNC to ensure all accessibility requirements were met. Mach Acoustics rose to the challenge of replicating the outdoor environment on an indoor pitch as closely as possible.

The college's considerable investment has been rewarded with the hosting of the 2010 Blind Football World Championships in August 2010, as well as becoming the training camp for the British / English Blind Football Team, England Futsal Team and the venue for both the blind and partially-sighted football leagues. The college is also listed as a West Midlands Training Camp leading up to the Olympics and Paralympics in 2012, and has completed an initial assessment for IFI accreditation with the aim of gaining the highest level of accreditation – Level 3 – in the future.

**The indoor football pitch (above left) and new gym (above right), offering a wide range of IFI Stage 2 Cybex equipment**

▶ **student needs**

Complementing the sports and fitness facilities are the massage and complementary therapy areas, which include a spa and relaxation zone featuring saunas, spa pools and steamrooms, as well as a pool with resistance swimming facilities.

Students studying for ITEC Level 3 diplomas in holistic, sports and Indian head massage, as well as reflexology, have

the opportunity to practise their skills. Treatments are available to students, as well as members, free of charge in the student-led clinics, or as charged-for services from visiting professional therapists.

Additional facilities such as conference and meeting rooms, a licensed restaurant and a rooftop terrace add to this social aspect of college life, which includes a club for over-18s as well as a student union which hosts events such as the annual summer prom.

The official opening was on 24 June 2009, although the facilities opened in April. A variety of memberships are on offer, starting at £19 a month for local disabled people and £49 for full membership. This includes unlimited use of the gym and spa. Access to a personal trainer, the indoor and outdoor pitches, fitness pool, massage treatments and conference facilities incur an additional cost. From this month, a class programme including yoga and pilates will also be available.

Also included is a 56-bedroom accommodation hall for students, as well as overnight accommodation and an access assessment centre including a suite with interview and group meeting rooms. Here, a team of assessors can offer applicants the opportunity to have their potential recognised and quantified, allowing for the development of meaningful training plans.

Looking ahead, RNC is keen to continue its work with the Football Association and other disability groups. The eventual aim is to host a major international event on an annual basis, as well as expanding its NVQ Level 3 vocational training. Whatever happens next, thanks to the enthusiasm and dedication of the staff, the 130-year-old college will undoubtedly continue flourish and thrive.



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# IMPROVING THE FITNESS

John Hackston, managing consultant at business psychology firm OPP, talks about the role the Myers-Briggs Type Indicator instrument can play in motivating and retaining your customers

**T**he majority of us start going to the gym because we want to be healthier and more comfortable in our own skin. Yet when progress is measured in numbers, it's easy to forget why we joined the gym in the first place and, instead of confidence, we can get negative feedback and stop going altogether. Particularly in the current climate, with consumers looking to save money, this could be all the rationale they need to leave. It's therefore vital that health clubs do more to ensure that members see the real value and benefits of their gym membership.

## A PERSONALITY WORKOUT

If you probe deep enough, you may find out that members are leaving because the club hasn't done enough to keep them engaged or motivated in their fitness regimes. This is easier said than done, and many fitness professionals fail to appreciate the role that individual personality type plays in determining approaches to fitness.

Personality can have a big impact on the way people think and feel about exercise. Would regular classes be your choice – group workouts in a noisy, crowded room – or would you prefer to swim laps solo with only your thoughts for company, just when you feel like it? Do you feel better about exercising with a fitness partner or on your own? The answers to these questions have little to do with physical ability and more to do with personality.

With this in mind, health clubs need to be doing more to understand their customers by investing in tools that establish their motivations and different approaches to retaining them. By starting with personality, as opposed to the activity, personality tests such as the Myers-Briggs Type Indicator® (MBTI) instrument can be used by instructors to help them discover what activities and regimes their customers will most enjoy, engage and stick with.

Currently the MBTI self-report questionnaire is the most widely used instrument to make psychological types

understandable and useful in everyday life. The tool sorts individuals into psychological 'types', helping them to understand how they are different from other people, and how they can improve their working and personal relationships in a positive and constructive way.

What the MBTI questions reveal is whether you get your energy from the outside world (extroversion) or your inner world (introversion); whether you gather information by looking at the evidence of your five senses (sensing) or by those things that 'go together' (intuition); whether you make decisions with your head (thinking) or your heart (feeling); and whether you like to make up your mind and move on (judging) or explore possibilities and keep your options open (perceiving).

These different types of personality directly feed into the individual training regime. The effectiveness of the full training cycle, from the moment the member steps into the gym until they leave, is dependent upon how the programme relates to the different preferences of each individual.

Do they prefer to talk through their programme, or do they prefer time and space to think about it independently? Do they like to interact while they work

Would you rather take an aerobics class with lots of other participants (left), or swim laps solo?



## OF YOUR MEMBERSHIP

out, or do they want quiet so they can concentrate? Are they more active learners, preferring to learn by do-think-do, or are they more reflective learners, preferring think-do-think? When setting goals, do they prefer lots of specific, detailed objectives, or would they rather have bigger picture targets?

Do they want a more regulated schedule, with activities decided in advance or would they be more energised by spontaneity, deciding what to do on the day? When getting feedback, are they achievement-based, wanting praise as and when they achieve something, or effort-based, wanting more regular feedback as and when they work hard?

These are just a few of the questions fitness instructors should be thinking about when working with their clients, and this is how the MBTI can be used to shape the best programmes.

### STAFF APPLICATION

Fitness instructors can also use this tool to help them understand their own working preferences. For example, they might not be aware that, when designing and organising workouts, they tend to automatically structure them in a certain way. This might be effective for some clients, but obviously not for all.

Some people thrive on continuous repetition and structure, but others detest it and won't exercise if that's what they're forced to do. Giving your customers an exercise plan that matches their personality type increases the likelihood that they'll continue to engage with it over the long term.

As well as on the shop floor, these techniques can be applied behind the scenes among colleagues within the fitness team. By identifying differences, which can be the source of much misunderstanding and miscommunication, teams can work much more effectively together. In the long term, this will harvest a happier and more productive workforce.

MBTI techniques can also be used by a sales team to help shape the approach used to sell and encourage gym membership; different 'types' will respond to different messages and different styles of communication.

### HIGH IMPACT TRAINING

Many people dismiss psychometrics as expensive and time-consuming, yet running costs are low and the time taken to administer a test or questionnaire varies from 10 minutes to over an hour. Most complete the MBTI in 30–40 minutes. Questionnaires can

also be administered to many people at the same time, which can make them more time-efficient than other assessment or development methods.

An instructor or manager can also complete the MBTI questionnaire themselves, and then train the rest of the team. If staff can be trained in how to pick up on these differences in others, as well as making changes in their own behaviour, they will be able to make a significant impact on retention levels.

With health clubs across the UK under pressure to step up to the challenge of maintaining and growing their customer base, personality questionnaires have a significant role to play. Investing in tools to further engage and motivate their members, and their staff, will go a long way to improving the fitness of the leisure industry.

OPP is the sole licensed provider of the MBTI and certification training in the UK and Europe. For further information, please contact [www.opp.eu.com](http://www.opp.eu.com)



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# RICKY HATTON

The former boxing world champion talks to Kate Cracknell about targeting the whole community with his new family-focused club – a spacious, high-end facility in Hyde, Manchester

## Q Why did you want to set up a club?

I've trained in a number of gyms and always wanted my very own health club. I wanted a boxing gym, but I also wanted to go one better and target the community with a full health and fitness offering. I wanted a state of the art club with all the best possible facilities.

## Q How did your boxing background impact on your plans?

It was very important. I wanted the boxers who train in the gym to have access to the very best equipment, and also to equipment that's relevant to their training. For example, I have two boxing cardio machines to practise upper cuts and two punch bags on a moving frame, as opposed to static bags. I've also had cameras installed in the gym so we can record sparring and play it back later. It's the little things like that which can make the difference. I've recruited young fighters starting out in their careers – hopefully, with time and effort, they can become champions.

However, the boxing facilities are also popular with members for fitness training, rather than purely being used by those who want to box as a sport. We offer boxing fitness classes twice a week, which have been a huge success. The club is absolutely not just a boxing gym – it's been designed to have a welcoming, family feel to it.

## Q Who was involved in the development of the club?

My dad, Ray, took responsibility for the design, and I had input on the boxing side – I have no doubt the boxing facilities are among the best, if not the best, in the UK. I also have a great gym manager in Nigel Wilkes, who gave a lot of input on the health and fitness aspects.

The boxing equipment is from Cleto Reyes in Mexico, with some products from my own brand, Hatton, while the fitness equipment is by Cybex.

## Q How was the £2m club funded?

I was able to fund the new facility out of my earnings from boxing. The gym's been paid for outright.

## Q Who are you targeting?

I'm targeting ladies; if their partners and children come at the weekend, it's free. Members are typically aged 18–70, with an average age of 38.

## Q What's the philosophy of the club?

The philosophy is to make my health club a premium club but, at the same time, to ensure it's affordable and accessible to the whole community.

Also, where some clubs can be a bit impersonal and overcrowded, as well as tying people in to long-term contracts, Hatton Health & Fitness is friendly, helpful, clean and not overcrowded.



© PUNCH PROMOTIONS/MARK ROBINSON

Hatton has had some of his world championship belts displayed in the club

## Q How key is wellness to the club?

I see the club as being broader than just fitness. We offer sports massages, stress relief massage, sunbeds, sauna and beauty therapies. There's also a lounge with a self-service café where you can chill out.

## Q What are your club's USPs?

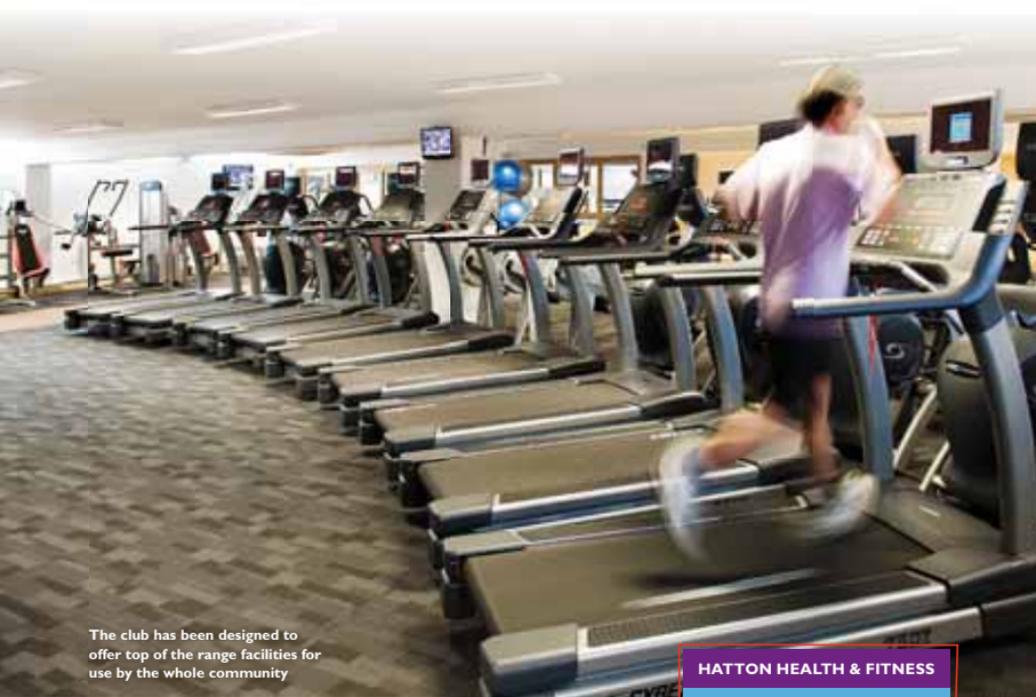
Without wanting to sound big-headed, I think it's the fact that members get to train at the same gym as Ricky Hatton, while at the same time enjoying top-end facilities. We're also the first club in the UK to have Cybex's FT-450 cable trainer.

## Q Do you think the industry has changed over the years?

I think it's definitely changed. When I started my boxing career, there were no



Hatton Health & Fitness: Facilities include a group cycling studio and boxing rings, which are used for fitness and boxing training



The club has been designed to offer top of the range facilities for use by the whole community

big chains of health clubs – gyms were mostly independent, and there were very few of them. I also think people now expect better standards from their club. I know I've provided a top class facility and I will continue to do so. That clearly benefits the members.

**Q What does the industry do well, and what could it do better in your opinion?**

The good thing about the industry is that it improves the quality of people's lives. We need to keep promoting that message. But if we want to attract more people, moving forward we need to get far more families involved and make membership much more affordable.

**Q What has been your initial experience of running your own club?**

My first impressions have been the huge amount of support I've had from the local community. People who've never been inside a gym have joined because it's my gym; once they've joined, they've enjoyed themselves and told their friends, who have also joined.

Without a doubt, my proudest moment was the official opening. I'd just returned from Las Vegas following my fight with Manny Pacquiao. The fight hadn't gone the way I'd hoped, but there was an amazing turnout at the opening. I was very proud for my dad, as I know

how hard he'd worked to help me get the gym off the ground.

**Q Do you have plans to expand elsewhere in the UK?**

It's definitely something we'd like to do down the road, but I want to consolidate what we've done in Hyde first. I want to learn from my first club before we open others.

**Q What are your short-term objectives for the club?**

My short-term goal is to create brand awareness and increase membership at the club. For example, we arranged for Muhammad Ali to visit us when he came to Manchester last month, which helped raise the profile of our club.

We're also looking into ways of working with the community – we want them to have access to the gym and we'll be working with the local authority, schools and community leaders to facilitate this. I also want to get other trainers using the club in the evening for their fighters, so that the facilities are being used to the fullest extent.

**Q What are the key challenges at the moment, and how will you address these?**

The biggest challenge at the moment is the recession, and encouraging

## HATTON HEALTH & FITNESS

**Location:** Hyde, Greater Manchester

**Size:** 1,476sq m (27m x 18.5m gym)

**Member profile:** Family focus, average age 38, with women the key target. Also coaching for budding young boxers

**Fees:** From £28 a month

**Facilities:**

- 81 stations of Cybex CV and resistance equipment, plus four Concept2 rowers and two Power Plates
- Two group exercise studios
- Boxing offering, including two boxing rings, punch bags and speed balls
- Massage and beauty therapies
- Sauna and sunbeds
- Lounge and café

members to join. I think the way forward is to keep subscriptions at an affordable rate to make the gym accessible to people.

I also believe it's important to give good incentives to encourage loyalty and to convince people to sign up. We give members products from the Hatton clothing range when they join the gym – this also helps to reinforce our branding – and we give our new and existing members regular opportunities to win prizes in competitions and member-only prize draws.



**kate cracknell**  
healthclub@leisuremedia.com



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# GET THE MEASURE OF IT

Melvyn Hillsdon looks at how clubs can measure the effectiveness of their retention interventions, and explains the best ways to keep members coming back

**I**n part one of this series, we focused on defining the problem of retention and attrition, as well as on sales and marketing strategies for increasing retention and decreasing attrition. In part two, we'll focus on retention interventions and how to measure their effectiveness.

From existing industry research, we've established that retention is associated with the frequency of club visits and the frequency with which fitness staff talk to members; any retention intervention should attempt to reduce the number of members who visit the club infrequently, and to maximise the number of interactions between staff and members.

Once an intervention is decided on, we need to evaluate its effectiveness. There are two kinds of evaluation that should be undertaken. The first is process evaluation – this tells us if the intervention is being delivered as intended, with whom and when. The measures used in process evaluation are usually what people refer to as key performance indicators (KPIs). The second type is outcome evaluation, which tells us whether our intervention has led to a change in retention.

## process and outcome

In order to identify appropriate KPIs, we need to ask a number of clear questions. These might include the following:

- 1 Is a fitness induction associated with visit frequency in the first 12 weeks of membership?
- 2 Is 12-week visit frequency associated with retention?
- 3 Is a fitness induction associated with 12-month retention rates?
- 4 Do fitness staff interactions change visit frequency?
- 5 Are fitness staff interactions associated with retention?

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## Do induction uptake, visit frequency or interaction frequency vary by sex at your club?

These questions would lead us to measure induction uptake, visit frequency and interaction frequency as KPIs. We would also be interested to know whether these three indicators vary by the age and sex of members, and perhaps by the type of membership. Finally, we'd want to know the date of these events, as it's possible the timing of their occurrence is important (eg should you interact early or later in the membership?). These measures would form the basis of our process evaluation.

The outcome measures would be the four indicators of retention and attrition described in part one of this series, namely the retention rate, the attrition rate, the risk rate and the lifetime value.

## system selection

Measuring who gets an induction, visit frequency and interactions isn't a pen and paper exercise – some sort of software will be required. For system information, see HCM April 09 (p69–71).

When considering purchasing a system, there are a number of key things to look out for, such as:

- 1 Can the system record customer-defined process measures such as inductions, interactions and visits?
- 2 Does the system record the date of these events and, in the case of inductions and interactions, can it record who conducted them?
- 3 Does the database automatically synchronise with the membership database that holds data on other member characteristics (age, sex etc) as well as join dates, membership status and cancellation dates?
- 4 Does the system measure retention and attrition using the methods described in part one of this series?

Points 1–3 are critical if any kind of process evaluation is to be undertaken, while point 4 is required if the effectiveness of any intervention is to be properly measured and understood. ▶



All changes to procedures need to be evaluated to allow operators to clearly assess their impact

### ▶ reporting effectiveness

Assuming a system is in place, how might the effectiveness of our interventions be reported? Figure 1 (right) shows the difference in the mean number of visits to a club in the first three months of membership, and the 12-week mean, between members who received an induction and those who did not. It's clear that receiving an induction is associated with a higher average visit frequency to this hypothetical club – a large, independent, private sector health club.

The next question to address is whether the 12-week visit frequency is associated with retention during the first year of membership. Figure 2 shows that visits made in the first 12 weeks of membership are associated with a significantly higher rate of retention: members who make at least 22 visits (high) in the first three months are 65 per cent less likely to cancel during the first year of their membership compared to members who make less than 16 visits (low).

table 1

	1 interaction	2-3 interactions	4+ interactions
Probability of visiting next month compared to no interaction	20% more likely to visit	50% more likely to visit	80% more likely to visit

It's also possible that an induction has a direct effect on retention rates, as well as via increased visit frequency. This is shown in Figure 3. At 12 months, 70 per cent of members who received an induction are still members, compared with less than 40 per cent of members who didn't receive an induction.

Once members have received an induction, we're interested in whether ongoing fitness staff interactions are associated with increased visits – especially as we now know visits are associated with retention – and whether interactions are directly related to the retention of that member.

Table 1 shows the probability of a member making a visit in the month after the current one, according to how many interactions they have with fitness staff in that current month. Compared to people who visit and receive no interaction, members who receive one interaction are 20 per cent more likely to visit the club the following month, 50 per cent more likely if they receive two

or three interactions, and 80 per cent more likely if they receive at least four interactions (equivalent to one a week).

Finally, independent of a change in visit frequency, it's possible that members who are frequently interacted with feel more valued and therefore retain their membership for longer. Figure 4 shows a strong relationship between interactions and retention and attrition. Simply put, more interactions equal higher retention rates.

### proceed with caution

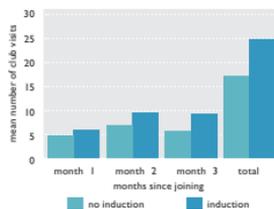
Our process and outcome evaluation allows us to conclude that, for this sample club:

- A fitness induction increases the visit frequency in the first 12 weeks of membership.
- A higher 12-week visit frequency is associated with a higher retention rate.
- A fitness induction is associated with a higher 12-month retention rate.
- Fitness staff interactions change visit frequency.
- More frequent fitness staff interactions are associated with higher retention.

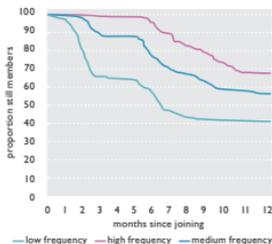
There are many other analyses we could conduct to refine these findings.

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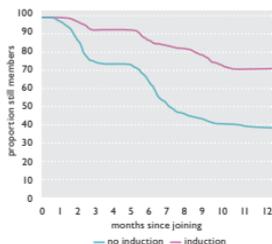
## 1 Average visit frequency by induction or not



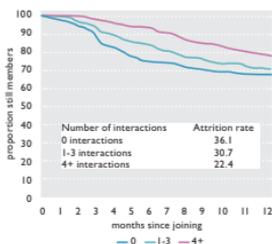
## 2 Retention rate by 12-week visit frequency



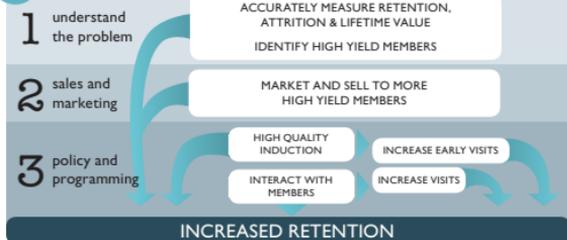
## 3 Retention rate by induction or not



## 4 Retention rate by interactions



## 5



such as looking at whether the findings vary by the age and sex of members. Nevertheless, this quality of evaluation has tremendous value for club operators and, if implemented, would lead to a significant improvement in profits.

Other interventions aimed at increasing retention can be evaluated in the same way, provided appropriate process and outcome measures are used. For example, some software companies send email or text messages to members who haven't made a visit to their club for a predefined number of days. At present, there's no evidence to show the effectiveness of such a strategy or, indeed, if it worsens retention by

reminding people to cancel their direct debit. All interventions should be evaluated before being fully adopted, and I'm currently in the planning stage of an evaluation to examine the effects of messages on low frequency users.

This advice holds even for clubs implementing the interventions described above, as it doesn't necessarily follow that the findings we've described will be the same in every club. A good retention system supplier should be able to provide this kind of analysis and support as part of the service.

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\* Dr Melvyn Hillsdon is the world's leading independent researcher into membership retention and author of the FIA membership research.

# CHANGING TIMES

Andrew Frost looks at the implications of the new Carbon Reduction Commitment, and at ways clubs can gear up for it – and save money in the process

**F**ollowing the 2006 Stern Report's warning of impending environmental disaster, climate change has risen on the agenda of all legislators.

In the UK, the recent Climate Change Act set stringent emissions targets for new-build domestic and non-domestic buildings to help the UK reduce its greenhouse gas emissions by 34 per cent by 2020. And next year will see the introduction of the Carbon Reduction Commitment (CRC), which will affect every organisation spending over £500,000 a year on gas and electricity.

#### the legislative landscape

Due to start in April 2010, the CRC aims to cut carbon dioxide emissions caused by larger 'low energy intensive' organisations burning fossil fuels directly in boilers and ovens or indirectly in power stations.

The CRC will initially be compulsory for organisations that consume over 6,000 MWh of half-hourly metered electricity from January–December 2008. At today's prices, that's equivalent to an annual energy bill of approximately £500,000.

The legislation covers both the public and private sectors and will impact at least 5,000 organisations, in the process affecting 25 per cent of business sector emissions; multi-site leisure operators will certainly be in the firing line.

Each year, these organisations will have to surrender certain allowances covering the total tonnage of CO<sub>2</sub> emitted the previous financial year, with one allowance covering one tonne of CO<sub>2</sub>. Companies will buy most of their allowances from the government in advance of producing emissions, initially at a cost £12 a tonne. Then, from 2013, they will be sold through auction. The cost could run into millions of pounds a year.

Six months after buying these allowances, the money will be given back – but with a bonus added, or a penalty deducted, depending on how much energy was saved in the previous financial year. This bonus or penalty could be as large as half of the money spent buying allowances, depending on performance in terms of reducing energy use and emissions compared with other organisations covered by the CRC.

With an annual CRC league performance table, your brand will also be in the spotlight, with the best-performing organisations benefiting from recognition of their achievements. But the ultimate benefit of the carbon reduction produced by the CRC will be reduced energy costs.

#### does the CRC affect you?

With the scheme due to start in eight months' time (see timescale, p50),



organisations must start making preparations now to ensure they comply with legal requirements:

#### checklist for action

- Find out whether you meet enough of the criteria to make data disclosures necessary for your organisation.
- If you feel it's likely you have obligations, start gathering the necessary data now, including Half Hour Meter Reader data for 2008.
- Look out for the information packs that will be sent out from the Environment Agency this month; if you don't get one, apply for one.
- Review the accuracy of the data from the Half Hour Meter Readers in your organisation within the qualifying period (2008).
- If your energy consumption is above 6,000 MWh in 2008, register as a full participant for the scheme between 1 April 2010 and 30 September 2010.
- Be clear on your carbon footprint methodology, and access to accurate data, ready for submission in July 2011.

### CIBSI GUIDE F INDUSTRY BENCHMARKS

Application	Best Practice kWh/m <sup>2</sup> , per year		Typical Performance kWh/m <sup>2</sup> , per year	
	Gas	Electricity	Gas	Electricity
Sports centre with pool	264	96	598	152
Fitness centre (no pool)	201	127	449	194
Dry sports only	158	64	343	105
Leisure pool	573	164	1321	258

#### prevention strategy

As well as measuring your CO<sub>2</sub> emissions, the CRC adds another argument in favour of reduction: addressing our carbon footprint is no longer just a moral obligation, with a financial incentive in terms of reduced energy bills, but is now also a legal requirement.

So how can clubs and leisure centres go about this? Our top tips are as follows:

#### 1 Make someone responsible

Experience shows that making someone responsible for energy is the most cost-effective way of managing

energy and can achieve a 10–20 per cent saving in demand.

#### 2 Know where you are

To successfully manage energy, you have to know where you're starting from. A good way is to collect gas and electricity consumption data for the past three to four years for all your sites. Then obtain floor plans and calculate the Treated Floor Area (TFA) for each site, calculate the energy intensity in terms of kWh consumption per square metre for gas and electricity use, and compare these figures to CIBSI Guide F industry benchmarks (see table above). ▶

## CRC TIMESCALE

### 2008

The period from January 2008 to December 2008 will be used to identify which non-energy intensive organisations have consumed more than 6,000 MWh of half-hourly metered electricity.

### mid 2009

The Environment Agency will issue letters to the billing address of all half-hourly metered properties asking organisations to identify whether or not they qualify for the CRC.

### april 2010

The CRC scheme begins, and this date will be used as both the start of the first compliance year and the start of the 'Footprint Year'.

### april - sept 2010

The official registration period.

### april 2011

The first sale of allowances will take place, acting as a 'Double Sale' to cover both the previous year's emissions (actual), and the following year's emissions (forecast).

### July 2011

Each organisation must submit its Footprint Report by this date, and allowances must be surrendered by this time.

### oct 2011

The first Recycling Payment will be made, with companies receiving their allowances plus/minus the bonus/penalty payment depending on their performance in the league table.

**3 Refine your data** It may well be worth installing separate gas meters on the boilers and installing electricity meters on the AC plant circuits.

**4 Work out where you want to go** Start to develop Energy Efficiency Strategies, ie what reductions you can make year on year, ready to benchmark against your competition – your performance will be publicly available in the published Performance League Table.

**5 Develop an overall Carbon Management Plan** The importance of staff involvement in this whole process cannot be overestimated. Consider creating a project team to manage the plan, including the building owner (if possible), facilities manager and an energy solutions provider, plus representatives from departments in the building such as accounting and quality control. Champions should be identified to communicate ideas to colleagues and feed back responses to the project team.

This should be supported with regular updates to the gyms and a training programme on energy/sustainability; it's vital that building users are educated in how the building operates. A sustainability policy and/or environmental statement is also essential in gaining traction with stakeholders, ensuring reduction targets seem realistic and achievable.

**6 Compile an asset register** This should detail boilers, air handling units, air conditioning units, lighting, BMS, workstations etc. This could also be extended to look at water use (eg types of taps) and recycling facilities.

**7 Consider the following improvements during a refurb**

- Replace fixed speed heating pumps with variable speed pumps.
- Install energy-efficient lighting, such as the T5 lamps – this is the most effective for many types of building.
- Add a heat recovery system to reduce the amount of energy lost through the exhaust air, whether heated or cooled. This can be fitted retrospectively to an air conditioning system.
- Install a high-efficiency boiler, such as a 95 per cent efficiency condensing boiler, and high-efficiency chiller units.
- Maximise free cooling potential by, for example, removing suspended ceilings to give warm air somewhere to go, or fitting a chilled beam system to replace the existing fan coil units in air conditioned gyms.

**8 Consider Low or Zero Carbon (LZC) technologies**

Sites could benefit from the use of LZC Technologies, such as combined heat and power, heat pumps (where the gym cooling system contributes to the pool heating), solar heating panels, and airside free cooling (using outside air to cool the gym for up to two-thirds of the year).

**9 Communicate your results**

Ensure that your stakeholders are aware of how their actions are impacting in a positive way.

**10 Keep it at!**



**andrew frost** is head of re-thinking, willmott dixon's consultancy for sustainability and energy efficiency

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# HOW TO DO A TOUR



The tour is the all-important culmination of the sales process – an opportunity to turn a prospect into a long-term, profitable member. But what makes for the perfect tour? Kate Cracknell investigates

**Y**ou might have a state-of-the-art gym with brand new kit and all the bells and whistles anyone could hope for... but so may your competitor down the road. So what's going to make you stand out?

Connecting with prospects emotionally, rather than relying on your club's physical offering alone, is key: a warm welcome and a personalised tour, based on a needs analysis, go a long way to creating that all-important first impression. We talk to operators for their thoughts on touring best practice.

## SHARING THEIR THOUGHTS

**Rob Beale**, group health and fitness manager, David Lloyd Leisure (DLL)  
**Neil Burton**, COO, Holmes Place Central & Eastern Europe  
**Danielle Dormer**, membership sales manager, Central YMCA  
**Naomi Ellis**, GM, Nuffield Health Fitness & Wellbeing, Nottingham  
**Patrick Ferguson**, group membership sales manager, The Club Company  
**Terry Gibbs**, national sales manager, Leisure Connection  
**Mike Hill**, MD, Leisure-net Solutions  
**Rich Hutson**, sales director Asia, Fitness First  
**Andy Kay**, director, thirtysevendegrees  
**Craig Lynch**, sales and marketing manager, GL-14  
**Ian Mahoney**, MD, Reebok Sports Club  
**Dawn Sansom**, group sales and membership manager, DC Leisure  
**Rachel Shelton**, group marketing manager, SLM  
**Dave Wright**, MD, Feelgood Fitness/CEO, Creative Fitness Marketing



Call the prospect to chat about targets so you can tailor the tour to what they want to achieve

## preparation & systems

**Ian Mahoney:** There should be scripts and systems for everyone in the club, to lead all enquiries smoothly through to a tour – and these should be regularly tested. To conduct the tour you have to do your homework. Know what you're talking about, prepare answers to possible questions, rehearse. Be prepared and be professional.

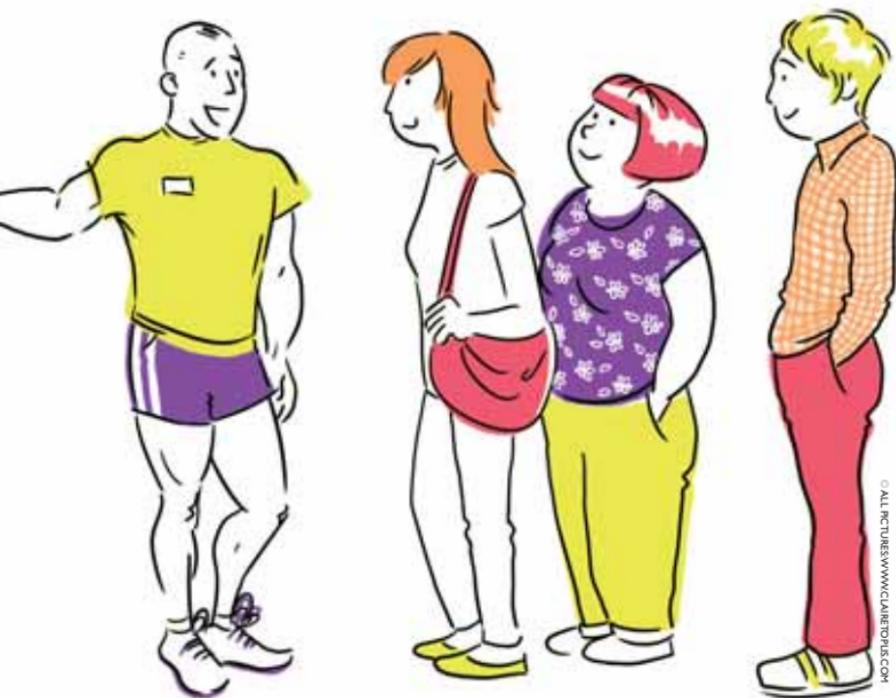
**Andy Kay:** Set your business up to sell.

All areas need to scream out that this club is a great thing to be a part of. Being neat and tidy isn't enough. Imagine you're selling a house; it's this sort of thought process you need to apply to the tour. An owner or general manager should stand in reception or walk through a club to get a sense of whether it's running well.

**Neil Burton:** The club manager must personally lead the sales process, with an hourly 'walkabout' to check all the systems are being adhered to.

## first impressions

**Rich Hutson:** Most people are very uncomfortable going to a health club for the first time, but a great membership advisor has the ability to put the potential member at ease before, during and after the tour. When setting an appointment, let your prospect know you'll be waiting for them outside the club. This gives a great first impression and makes them feel more comfortable when entering the facility. And have a



**Actively taking an interest in prospects' needs throughout the tour can help to establish an element of trust**

good chat on the phone so you can be prepared with some articles or material for the prospect when they show up. This will demonstrate that you have a genuine interest in what they're trying to achieve and goes a long way in helping to create trust.

**Rachel Shelton:** Proactive activities, such as pre-tour confirmations and giving reception a list of that day's tours, are important. Once in the centre, a potential customer should be warmly greeted by the reception staff and then be met by a membership advisor.

**Andy Kay:** If the reception staff have an appointment schedule, when the prospect walks in, they have a chance of greeting them by name. If someone knows your name it makes you feel instantly special.

**staffing considerations**

**Ian Mahoney:** Pick the right people to do the tour. If you have a small club where everyone has to be able to do tours, pick the right people in the first place. They must have the right personality to create an instant rapport with the prospect, whatever that prospect is like. Joining a club is an emotional decision as much as anything else. You have to make prospects think: "This is the place where I'll be looked after and cared for."

**Dawn Sansom:** Building a good rapport is 50 per cent of the selling process; people buy from people they can connect with.

**Andy Kay:** Subtle behaviours can make a big difference. The best sales consultants effortlessly adjust the way

they speak and their tone of voice to match those of the prospect, also adapting their body language to mirror the prospect's, including the pace they walk, the way they stand and so on.

**Patrick Ferguson:** Actively take an interest in the prospect's needs throughout the tour until an element of trust is built between prospect and advisor. Without this, your chances of getting the business are greatly diminished. You also have to demonstrate your own passion for the club and the product; if you don't believe in what you're selling, how can you hope to overcome the prospect's objections?

**Rich Hutson:** My experience shows that the best membership consultants are usually ex-personal trainers, fitness staff or people who have some passion and understanding of fitness. These people are able to provide the best solutions for potential members because they understand the product and use it themselves. ▶

Mirroring a prospect's behaviours, such as body language and tone of voice, can make a big difference in building a rapport

## a prospect's plea

Dear health club/leisure centre – I really want to get fitter, lose some weight and feel better about myself. I want to join your club, but when I come along to see you...

1. Please make the club easy to find, the front entrance obvious and the reception welcoming. I'm going to arrive feeling much more relaxed and positive if I've been told all the little details about finding the place, parking and how to get in
2. Please make sure that my initial impressions are good. I'm likely to decide if I like your club/centre within one minute of arriving and based upon the first two or three people I meet
3. Please make me feel expected: I've booked an appointment and it would be nice if everyone knew about it and even knew my name!
4. Please ask me what I want to achieve and why, and don't assume you know what I want
5. Please show me what equipment, classes and programmes you have that will help me to achieve my goals. Show me what I'm really interested in first, not what you like the best
6. Please tell me how you're going to help me achieve my goals. You have all these staff, so what are they going to do to help me?
7. Please be honest about the commitment you need from me. Don't tell me it's going to be easy and fun all the time because I don't think it will be
8. Please find out about my lifestyle – my work, home, shopping, school run commitments. All these things are important to me and take up a lot of my time, but if using your club/centre can fit in around my busy schedule, I'm more likely to use it
9. Please give me some simple choices about paying for my membership. I don't want to be confused about which way to pay, but I do want some flexibility based on how and when I'm going to use it and whether I can afford to pay upfront
10. Please don't charge me admin or joining fees for the privilege of becoming a member. I don't mind paying for something that has some value or that's going to help me start off my programme well, but it makes me feel bad about you straight away if I feel I'm being asked to pay for someone pressing a few buttons and setting up a direct debit!

Thank you  
Your prospective member  
(aka Mike Hill, MD, Leisure-net Solutions)

**Be honest about the commitment required. Prospects know it will not be fun and easy all the time**



► **Neil Burton:** Use every opportunity to introduce prospects to other staff, as well as to members; just a room full of kit.

### listen and personalise

**Neil Burton:** A powerful tool is simply to listen to what the person wants.

With so many young and nervous salespeople in clubs, they can spend too much time talking and not enough time listening to the prospect.

**Craig Lynch:** The member will always tell you directly or indirectly what they want, provided you ask the right questions. We have two ears and one mouth: use them in that order.

**Ian Mahoney:** Draw out of the prospect what they want/need and structure the whole tour around this.

**Danielle Dormer:** It's important to remember that the tour is not designed to showcase all the facilities you offer, but to give the prospect a feel for how the club can fit into their lives and help them achieve their specific goals.

**Naomi Ellis:** Make the tour relevant to the prospect. For example, if a non-swimmer wants to use the pool, tell them: "The pool is only 1.2m deep and is the same depth all along, which means you can stand everywhere, making it easier for you to learn to swim."

**Rich Hutson:** Take your time. Explain how each piece of kit works and how it will help them achieve their goal, but don't make it too technical or bombard them



Many sales people spend too much time talking and not enough time listening

You should never have to sell. If you've built a rapport, established their needs and offered a solution, they should buy it.

with information. Prospects generally don't remember much of what they're told because they're too busy taking in all the sights of the club. It's more important to ask questions to keep them engaged.

#### making the sale

**Craig Lynch:** Don't sell, solve. By the time the tour is complete, you should have pre-handled your prospective member's objections and they should feel understood, valued and positive about achieving their goals in your club.

**Dave Wright:** You should never have to 'sell' anything to anyone, although you do have to ask for the sale. If you've built a rapport, established their needs and offered a solution in line with what they want – and if they are serious about wanting a solution – they should buy it.

**Rich Hutson:** Don't discuss the price during the tour, but ask the prospect 'test close' questions such as "Could you see yourself using this treadmill?" or "What time will you be training:

morning or evening?" This lets you know how close they are to making a buying decision, and will also get them starting to think like a member.

**Naomi Ellis:** Tours should be conducted at the time the client will use the club, as this instantly helps overcome standard objections such as: "I need to come back at peak time to see how busy it is."

**Andy Kay:** At the end of the tour we always sit the prospect back down. You can't expect to sell a membership standing up. Sales consultants need to lead the prospect to a seat; many sales are lost by letting the prospect stand and then walk.

**Craig Lynch:** Have your new prospective members sign a guest sign-in book, so you have their contact details for easy follow-up should they not join on the day.

 **kate cracknell**  
healthclub@leisuremedia.com

#### HOW IMPORTANT IS THE TOUR?

Every prospect who comes in for a tour is a potential member with a significant lifetime value to the club. Staff must think long-term and ensure every tour is excellent.

#### Ian Mahoney

Twenty per cent of prospects will join even if the customer advisor did a bad job; 20 per cent will not join even if the customer advisor did a fantastic job; and 60 per cent need help making the decision which may radically improve their lifestyle.

#### Dawn Sansom

It's my belief that everybody we tour wants to join. They simply wouldn't be there otherwise. Therefore a sales advisor can only lose the sale during the tour.

#### Terry Gibbs

The quality of sales is important, not just the quantity. In some clubs, there's so much pressure to make sales that tours are rushed. If you don't do a good tour based on a solid needs analysis, even if that person joins, they're likely to leave quickly.

#### Rob Beale



# LEISURE INDUSTRY WEEK 2009

Leisure Industry Week celebrates its 21st birthday this year. We take a look at the highlights of the show, which takes place in Birmingham this month

**B**irmingham's NEC once again plays host to Leisure Industry Week (LIW) this year, with 13,000 visitors and 350 exhibitors from across the leisure industry expected to attend.

The show, which takes place from 22-24 September, is split into seven dedicated sections: Leisure Facilities, Eat & Drink, Health & Fitness, The Licensed Business Show, The Sport Show, Pool & Spa, and Attractions Expo.

"For anyone in the leisure industry, this is the must-attend event of 2009," says Jonny Sullens, event director of LIW. "We've introduced new features, new seminars and recruited some of the industry's most credible speakers to make sure that, whether you're at LIW to exhibit, buy, network or learn, you will not be disappointed."

## sport and fitness

Health & Fitness at LIW attracts a wide range of attendees, including private independent gyms and health clubs, multi-site operators, local authorities, trusts, schools, colleges and universities,



New seminars have been introduced this year



personal trainers and fitness instructors. There's also a diverse range of exhibitors, from equipment suppliers to leisure training experts and consultants.

The Sport Show will incorporate an exhibition, live demonstrations and an extensive education programme. The event will support Sport England's pathways for 'Grow, Sustain and Excel', with three core themes: increasing participation, developing infrastructure and improving performance. A wide range of industry specialists are represented within the exhibitor line-up, including installers of outdoor and indoor sports surfaces, architects and consultancies, sports equipment suppliers, governing bodies of sport and national delivery agencies, and training/coaching providers.

The Sports Networking Village, meanwhile, will provide visitors with the chance to discuss issues relating to building facilities and pathways to accelerate talent development, increasing participation and accessing funding for facility development.

Governing bodies and delivery agencies taking part include Volleyball England, British Gymnastics, British Judo, Sports Coach UK, Sports Leaders, UK Athletics, The Amateur Rowing Association, The Rugby Football Union, British Cycling and the Women's Sport and Fitness Foundation.

In addition to governing bodies, the show and conference will also work in partnership with organisations from the education sector, including the Association for Physical Education (AFPE) and British Universities & Colleges Sport (BUCS).

## Leisure Industry Week 2009

**Venue:** NEC, Birmingham

**Dates:** 22-24 September 2009

### Opening times:

Tues 22 September, 10am-5pm

Weds 23 September, 10am-5pm

Thurs 24 September, 10am-4pm

### Contact:

Pre-register for the show at [www.liw.co.uk](http://www.liw.co.uk)

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## Day 1

Wednesday 23rd September 2009

REGISTER  
NOW

13:00-14:00

### Cutting costs, saving money and making more money in today's economic climate.

Whether it's ways to reduce your overheads, increase staff productivity, maximize government funding for your health club, you'll be hard pressed to leave this seminar without at least 3 money saving and revenue producing ideas.

Speaker: Kevin Scott



Kevin Scott, Director of Harlands Group, has 25 years industry experience working in both public and private sector having managed local authority leisure facilities and owned several health clubs. Over the last 15 years Kevin has specialized in membership billing whilst a Director at Leisure Finance and more recently at Harlands Group. During this time Kevin has gained vast experience across the leisure industry and brings his broad industry knowledge and unique insight to his audience. There is no magic wand to success but Kevin is able to offer informed advice to any health operator in a difficult market.

14:30-15:30

### Retention: Low cost ways to keep and retain members in your independent club.

It costs 7 times more money to get a new members than to retain existing ones. In this session, you'll find useable and practical ways to stop the leaking bucket of members out of your club and in the same way convert your members to become raving fans as to why members should join and stay at your club.

Speaker: Richard Ekstrom



Richard Ekstrom, Founder & President, Retention Management. Prior to the launch of his company in 2003, Rich served as a club operator for 20 years. His management resulted in record revenues and substantial increases in retention for all of the clubs he has touched. His success as an operator, and now with the more than 700 clubs using Retention Management's service, has focused on finding ways to make members feel more connected and cared for than they have in the past. As someone who has devoted his career to combating attrition, Mr. Ekstrom has written numerous articles and regularly presents to groups of club operators on the subject. He holds a B.S. in Exercise Science and a Masters in Health Fitness Management.

16:00-17:00

### Tips, Tricks and Suggestions from clubs around the world to boost your business.

This is a collection of various ideas used and implemented in independent clubs around the globe. From low cost ways to market your gym, to easy ways to programme your members and proven ways to increase retention, this is a punchy to-the-point presentation that is not worth missing.

Speaker: Dave Wright



Dave Wright is the owner and CEO of the International Sales and Marketing Company Creative Fitness Marketing- a company that generates over 45,000 new members every year for health and fitness clubs around the globe. With offices in Melbourne, Chicago and Nottingham, he has over 200 employees whose sole responsibility is to generate new memberships for independent health clubs every single day. Dave regularly speaks at international events in the USA, UK and Australia, he writes monthly sales and marketing articles for international trade journals and also has 6 of his own independent health clubs across two continents.

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## SHOW HIGHLIGHTS

### ACTIVE AREAS

Special features and demonstrations across the three days of the show include:

**Gatorade Sports Beach Festival:** The indoor beach in The Sport Show will host a range of live sporting demonstrations, in partnership with the Urban Beach Tour, including sessions from Volleyball England, the RFU and the UK Footvolley Association. Olympic silver medallist Roger Black MBE will also join Fit For Sport on the Urban Beach on Tuesday 22 September, to announce the results of the 2009 Fitter Schools Challenge.

**Astral Pool:** A commercial swimming pool within Pool & Spa, this area will also showcase a range of pool, swimming and wet area products – from ceramic and glass tiles to showers and saunas. Demonstrations in the pool will include Rookie Lifeguard, the RLSS UK's children's water safety programme, and presentations will also take place, including from Zoggs and Karen Pickering, the ASA and Aquasphere.



British Gymnastics' dedicated area will include displays of pre-school gymnastics



The Astral Pool: A commercial swimming pool on the show floor, which will host live demonstrations

**Boxing Training and Equipment Zone:** Demonstrations and advice on how operators can incorporate boxing training into their facilities. There will also be a Pilates Body and Mind Zone and a Pole Fitness Arena.

**The Lucozade Sport Fitness Arena:** Supported by FitPro, this arena hosts group fitness training demonstrations from leading training providers. Fit For Sport will display some of the Fitter Schools UK Challenges and multi-sport Kids' Camp activities on Wednesday 23 and Thursday 24 September.

**The SHOKK Activity Area:** The SHOKK team will offer demonstrations on how to motivate and enthuse young people through progressive physical activity. The emphasis will be on fun, as master trainers provide circuit sessions to give users the full SHOKK treatment.

**British Gymnastics** will have a dedicated demonstration area, with displays of cheerleading, pre-school gymnastics,

team gymnastics, aerobic and acrobatic gymnastics – around six performances will run each day. Louis Smith and Beth Tweddle have also been invited along to sign autographs.

### INCLUSIVE ZONE

The Inclusive Fitness Initiative (IFI) is developing and managing The Inclusive Fitness Zone, which will offer free advice and showcase the latest accredited equipment to enable leisure operators to provide more inclusive facilities.

Sue Catton, national director for the IFI, says: "The success and impact that was achieved with the creation of an Inclusive Fitness Zone at LIW last year made it an easy decision for the IFI to get involved once again.

"The combination of having examples of inclusive fitness equipment on show, and making available the expertise of the IFI team, creates the ideal opportunity for leisure providers, operators and other industry professionals to come and discover how they too can create an inclusive fitness environment."

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## SEMINARS AND CONFERENCES

There will be seminars and conferences at LIW from leading organisations including Sport England, the FIA, the SkillsActive Group, the National Academy for Sport and Active Leisure, ISRM, SPATA, IQL UK, REPs and The Wright Foundation.

These will offer information on the issues facing the leisure industry, with advice and discussion on how to solve these problems and encourage best practice. Many organisations – including the FIA and The Wright Foundation –

have also chosen LIW as the platform to release campaign and research results.

### the national sport conference

The theme of The National Sport Conference is 'Innovation in Sport: Delivering the 2012 Legacy for Community Sport'. Sponsored by Knight, Kavanagh & Page, and supported by SAPCA and Sport England, keynotes will come

from leading figures in sports policy and programmes. These include Sue Tibballs, CEO of the Women's Sport and Fitness Foundation, Linda Plowright, CEO of Sports Leaders UK, and Margaret Talbot, CEO of the Association of Physical Education. Olympic medallist Duncan Goodhew will also speak at the conference on 'The Changing Culture of Swimming', where he will explore the government's recent free swimming initiative.

SAPCA will host day three of the conference, with a series of workshops

including one – 'Innovation in Sport and Leisure Facilities' – chaired by Chris Trickey, SAPCA CEO. Other speakers include John Eady from KKP and Duncan Wood Allum from Capita Symonds. Sport England's workshop will be used to provide an update on its Innovation Fund and how this can be used to engage new partners into community sport.

### independent operators unite (iou)

Creative Fitness Marketing will host a free programme specifically designed for operators of independent health clubs and gyms. Taking place on Wednesday 23 and Thursday 24 September, and sponsored by Cybex, it will address ways for independent operators to cut costs and increase revenue.

There will also be practical tips on the best ways to boost your health club operation and retain members, with examples from successful businesses across the world. A networking event will also take place, free to all attendees, on the Wednesday evening.

The National Exercise Referral, Rehab & Activity Conference: Results of the world's largest child obesity study

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The Youth Activity People

**"MoreActive4Life is an integral part of our members' engagement programme; it's fitting we outline the impact of this industry-wide initiative at the industry's leading show."**

David Stalker, FIA

#### the national health & fitness conference

Supported by IHRSA and sponsored by Matrix, the theme of these free seminars is 'Maximising Opportunities in this Challenging Environment.' Running across the three days of the show, the keynote presentation will be given by Roger Black on behalf of Fit for Sport.

The subsequent line-up includes some of the leading names in the health and fitness sector. Doug Miller will look at creating unique promotions to sell more memberships, while IHRSA's Hans Muench will share international health club success stories. Other presenters include Nic Jarvis, Tor Davies, Glen Rankin and Ray Algar.

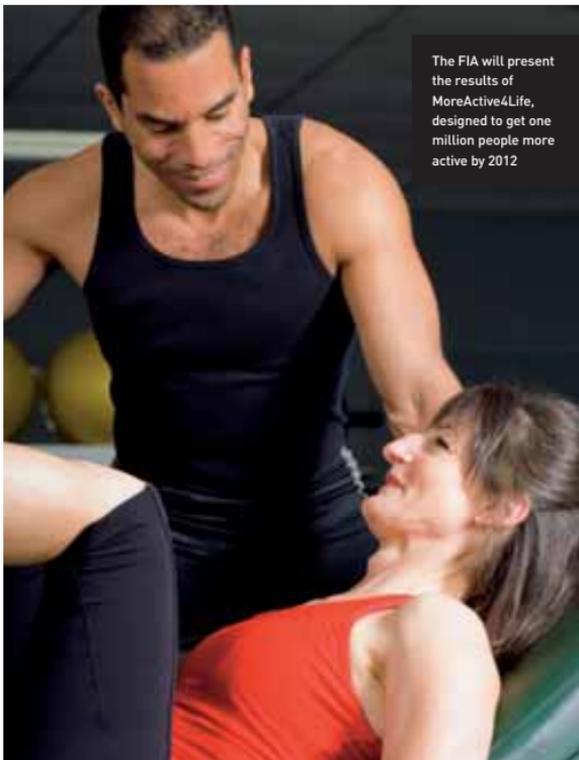
The FIA will also announce the results of its MoreActive4Life campaign – a campaign that's been running alongside the government's Change4Life campaign, with the aim of getting one million more people more active by 2012.

"MoreActive4Life is an integral part of our members' engagement programme; it's only fitting that we outline the impact this industry-wide initiative had on consumers at the industry's leading show," says David Stalker, FIA COO.

#### national exercise referral, rehab & activity conference

Dr Kenneth Cooper, founder of the Cooper Institute in Dallas, will announce the results of the world's largest child obesity study at this conference, hosted by The Wright Foundation. The study is currently working to reduce obesity levels among some 2.68 million children in the US, with results expected to show that improved academic performance, increased school attendance and fewer disciplinary incidents are associated with higher levels of fitness.

The Wright Foundation will now pilot a similar scheme in the UK, encouraging 10,000 primary school kids to take part in three hours' physical activity a week.



The FIA will present the results of MoreActive4Life, designed to get one million people more active by 2012

#### Other seminars include:

- REPS National Convention, in partnership with the FIA, takes place on Thursday 24 September.
- The SkillsActive Group seminars: The Annual SkillsActive Health & Fitness Training Provider Forum takes place on Tuesday 22 September; Cost Effective Workforce Development Solutions is being run by the National Skills Academy, part of the SkillsActive Group, on Wednesday 23 September; and Careers in Active Learning and Leisure will be held on Thursday 24 September.
- The ISRM CPD Seminar takes place on Wednesday 23 September, covering European Standards relating to the design of swimming pools and fitness equipment.
- SPATA's three presentations will look at current construction trends, with a guide to the design and construction process. Plus a presentation from Duncan Goodhew on the 'Changing Culture of Swimming.' Tuesday 22 September.
- The IQL UK. Advice for pool operators on surviving the crunch without cutting corners on safety. A series of presentations will look at how to comply with new and existing legislation, plus tips for improving revenue streams and a presentation of new industry research. Tuesday 22 September.
- UK Strength & Conditioning Association. Sports Performance seminar including practical demonstrations on the show floor. Tuesday 22 September.



reddot design award

Welcome  
to freedom  
of motion

## The superior member experience

The Adaptive Motion Trainer (AMT) lets you move the way you want to move, without pushing buttons or changing settings. With its unrivalled high calorie expenditure and zero impact, members will achieve results faster. **Welcome to freedom of motion.**



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Move Beyond

## NEW PRODUCTS

- **Aquasphere** will launch the new Kayenne goggle at LIW, which offers swimmers increased visibility, allowing them to look up and down with ease.
- **Cybox International UK** will showcase the FT-450 cable column, designed to span the gap between resistance machines and traditional cable machines. It will also display its highly successful new CV range, the 750 series, which combines function and form.
- **Escape** will showcase a new speed-training line, comprising ladders, speed belts and cones.
- **FitPro** will launch the ViPR (Vitality, Performance and Rehabilitation). Available in a range of weights and sizes and offering a wide choice of exercises to challenge any ability level, the ViPR can be carried, tilted, dragged, thrown, flipped, stepped on and rolled for the ultimate in functional full-body training.
- **Life Fitness** will showcase its customer solutions programme, as well as the new Optima strength series.



**FitPro will launch the ViPR at LIW**



**Pulse will introduce the latest software for its Dance Machine dance mat system**



**Matrix: UK launch of the G7 strength line**

- **Matrix** will officially launch the 7 Series CV kit, G7 strength series and the MX circuit at LIW. It will also demonstrate the Tomhawk S series bike with new Myride console.
- **Pulse** will showcase a wide range of new products, including a new version of the AbSolo machine that includes a reps counter. The latest software for its dance mats, iDANCE v2, will also be launched. Featuring the latest in graphics and music, the Dance Machine dance mat system will be demonstrated by the world dance champions, who can dance at speeds of up to 25 steps a second.
- **SHOKK** will launch its new functional training programme, The SHOKK Speed System (SSS). The programme is designed to develop core skills in young people, making them better all-round athletes, as well as helping to educate them about the benefits of a healthy lifestyle.
- **Triple Edge** will demonstrate the BodyCarver for the first time to a UK

audience. This piece of fitness equipment offers skiers, snowboarders, surfers and wakeboarders the chance to work out and condition themselves indoors before tackling the great outdoors.

- **Trixter** will introduce the new X-bike Interactive, an exercise bike with patented X-Bar technology which integrates with the Sony PlayStation Network for individual, multi-player and online racing capability.
- **ZigZag** will launch a number of new products, including the Espresso Youth Bike. Riders must pedal to take part in more than 30 different tours. All bikes have internet connectivity, so riders can tap in to an online community and compete in real time with their friends and family, wherever they may be.

**Trixter X-bike: Sony PlayStation integration**





## THE HEART OF THE MATTER

### Smarter training for better results with the new Suunto Fitness Solution

**F**or decades, Suunto sports instruments have been used by divers, adventurers and athletes. Having established a reputation for reliability and authenticity, the Finnish brand is now taking this precision and inspiration to the health and fitness club industry for the first time, with its new Fitness Solution.

#### what is the suunto fitness solution?

The Fitness Solution displays up to 72 participants' heart rates on screen with colour-coded training zones. This allows instructors to guide their class members and adjust the session intensity accordingly due to the real-time feedback. At the end of each class, Fitness Solution generates personal workout reports with an exercise summary and guidance for future sessions. These reports are automatically sent to each participant via email and an overall group report is also generated for the instructor.

#### what are the benefits to health clubs using fitness solution?

Fitness Solution is a differentiator – it gives health clubs the lead over competitors by offering an additional cutting-edge, premium service that will appeal to existing members and attract

new people to join. Clubs can engage more with their members, offering them a higher-level of service with the immediate personal performance reports and combining this with more interesting group sessions – a simple way to encourage longer member retention rates. Fitness Solution will also see club revenues increase significantly through Suunto heart rate belt and monitor sales. From a member perspective, members will leave the club feeling an increased level of satisfaction through being able to train smarter and seeing enhanced results. Fitness Solution reports will ensure members feel motivated to return to classes and encourage others to join. It also makes group exercise sessions more fun and rewarding! Benefits for instructors mean that classes are consequently run more efficiently with training intensity being managed very effectively. Fitness Solution also allows instructors to have the satisfaction of engaging with individual class members on a more one-to-one level. Again, this results in longer instructor retention due to increased support and the appeal of working with the latest technology. Fitness Solution doesn't have to be enjoyed purely in a class environment. As well as the range of other benefits of Fitness Solution, club members also have the flexibility to use the system when working out individually on the gym floor.

**Fitness Solution gives health clubs a competitive edge by offering a premium, state-of-the-art service**

#### why heart rate training?

Heart rate training ensures members are achieving their fitness goals in a safe and effective way. Fitness Solution inspires and guides club members and instructors, providing them with reliable information on training intensity. It also allows members and instructors to track individual improvement and therefore plan more efficiently together for future sessions.

#### global popularity

"With over 150 installations in Europe already, we're confident that Fitness Solution is going to see a significant uptake in quality UK health clubs," said Steve Newell, key account manager for Suunto, Europe. "And, with partners such as Mood Media onboard, we believe we're able to bring a new dimension to these operators with immediate results."

#### getting started

Installation is quick and simple and starting up the Solution is a matter of clicks each time. What's more, maintenance of the system is minimal, needing very little input from the club. For more information, please contact Simon Timmins at Suunto on +44 (0)7712863764 / +44 (0)1276 404 800 or [simon.timmins@amersports.com](mailto:simon.timmins@amersports.com)

## EXHIBITOR NEWS

### BalanceMaster

+44 (0)1293 787075

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

BalanceMaster is a user-friendly, popular and versatile addition to any gym, suitable for all ages and ability levels. BalanceMaster provides a series of exercises to aid functional training, warming up and cooling down. Users have reported benefits including increased movement range, improved spatial awareness and decreased muscle soreness. So whether challenging the functional stability of athletes, or improving quality of life for those with joint or balance problems, BalanceMaster provides an effortless, effective solution.

#### Health and Fitness

### Battlefield Sports

+44 (0) 1237 424444

[www.battlefieldsports.biz](http://www.battlefieldsports.biz)

Battlefield Sports is the world's leading manufacturer of infrared combat game systems with over 400 operators in 34 countries. New for 2009, the next generation of technology S\*A\*T\*R has arrived. This groundbreaking 'hit feedback' system has taken computer games from the keyboard and created a revolutionary outdoor game, BattlefieldLIVE. Totally scalable for pay-as-you-go or for groups of 100s of players at the same time.

**Attractions Expo**

**Battlefield Sports:**  
World's leading manufacturer of infrared combat game systems



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### Belmont Leisure Solutions

+44 (0)1932 753200

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

FREE DIRECT DEBITS are a part of Belmont's special programmes to bring down the cost of membership fee collection and improve profitability for facility operators. This initiative, combined with specialist credit control and arrears management, ensures maximum possible cashflow for Belmont clients and saves staff time in tracking and chasing up membership payments. Our special member hotline means we talk to your members for you regarding membership enquiries and renewals. We aim to maximise revenue and improve financial retention while maintaining good membership relationships. Our end-to-end service leaves operators free to focus on running their facility.

#### Leisure Facilities

**BalanceMaster:**  
Suitable for use by people of all ages and ability levels



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Call today to find out more about this exciting new product or see us on stand H149 at LIW.

**0115 945 5522**

[www.concept2.co.uk/skierg](http://www.concept2.co.uk/skierg)



**Boxercise:** A class format that allows the instructor to build a relationship with all participants

## **BODYCarver™**

+44 (0)1304 812 903

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

The BODYCarver™ is the first ski and snowboard simulator to accurately replicate the movements performed while on the slopes. With the ability to burn up to 700 calories an hour, the BODYCarver™ not only provides a full body cardiovascular workout, but is the ideal simulator to introduce a complete novice to the joys of skiing or snowboarding. Designed initially to help skiers stay in top condition out of season, the BODYCarver™ is versatile enough to add a new dimension to personal training and be incorporated into a gym environment as a piece of cardiovascular equipment, appealing to all age groups.

### **Health and Fitness**

## **Boxercise**

+44 (0)844 770 6333

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

Boxercise increases retention. A Boxercise instructor is in a unique position - holding focus pads allows one-to-one interaction with every single person in the class. Therefore the instructor builds relationships with all class members. This is crucial for retaining members over long periods of time. Boxercise has provided boxing fitness instructor training for 17 years and leads the industry as the largest provider in the UK, with 10 venues running courses most weekends.

### **Health and Fitness**

# The power of experience

We have designed and built over 900 leisure centres



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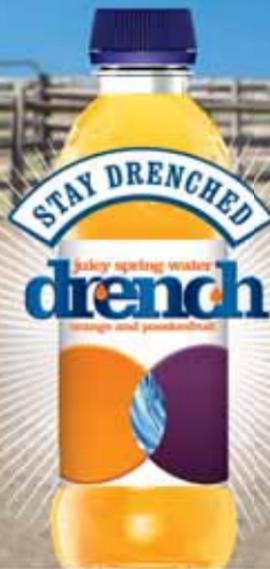
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Your brain is 75% water

Source: 1. Internal figures - BBW P11 Wk4. 2. Nielsen, Total Coverage to w/e 16.05.09. Adult Juice Drinks defined as 'Oasis, Ribena, Feelgood, This Water, drench spring water. drench and the droplet device are registered trademarks of Britvic Soft Drinks Limited.



Escape Fitness, distributor of Reebok kit, helps operators add innovation and flare into their studio programming

point tactile electrode system, which is far more accurate than relying on empirical estimates such as gender or age.

#### Health and Fitness

##### Escape Fitness

+44 (0)1733 313 535

www.escapefitness.com

Want to add some innovation and flare to your studio programming? Escape Fitness guarantees to wow and inspire you with the very latest and hottest equipment and fitness trends. Our continued success lies in our ability to provide solutions for customers looking to improve retention, increase revenue and maximise Return on Investment.

#### Health and Fitness

##### Ez-Runner

+44 (0)844 847 5827

www.ez-runner.com

Ez-Runner is a facility-wide membership and resource booking system, the culmination of over 30 years' practical experience of providing software solutions to the leisure industry. Sold as integrated modules, it meets the needs of all types of leisure businesses worldwide, from individual sites to multi-national groups requiring a single central database. By listening to and working closely with our 600+ clients, we are able to provide the best solution to fit each unique requirement. To find out how you can benefit from our tailor-made solutions, please visit us on Stand F105 at LIW.

#### Health and Fitness



## The Key to Retention:

Choose the Right  
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***We do for you*** what you want to do but don't have the time or resources.

*There is a Difference !*

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Guys  
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Hundreds of satisfied clubs and millions of satisfied members	✓	
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No changes to operating procedures	✓	
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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.

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www.wattbike.com  
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WHERE WILL  
WATTBIKE TAKE YOU?

## EXHIBITOR NEWS



The Freedom Climber: A  
rock climbing trainer with  
no need for high ceilings

### Fitness-Mad & Pilates-Mad

+44 (0)1386 856551

www.fitness-mad.com

Pilates-Mad will be launching its new comprehensive range of Studio Pilates equipment at LIW – the first ever from a UK brand. The range includes reformers, cadillacs, barrels and stability chairs. In addition, Fitness-Mad and sister brand Yoga-Mad will be showing off their comprehensive range of yoga, resistance, core stability and strength training equipment that is available through leading distributors to the leisure industry.

**Health and Fitness**

### Freedom Climber UK

+44 (0)1483 559785

www.revolutionaryproducts.co.uk

Freedom Climber is a revolutionary new rock climbing trainer that offers real climbing without the need for high ceilings and the usual safety and supervision issues. With no motor, it easily mounts to your wall, and rotates and adjusts to the climber's ability. Climbing offers members a new and exciting workout alternative, while offering total body, core muscle development, flexibility, balance and cardiovascular benefits. Be different and get your membership climbing with the Freedom Climber.

**Health and Fitness**

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## Hippo Leisure at LIW 2009

**REVITALISE** - your customers and your income

**REJUVENATE** - your tired old water features

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Come and see us at LIW 2009 where we will be showcasing our new Fun, Fill & Splash sequential play equipment.

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SEE US AT LIW 2009



Hippo Leisure: Offers 'intelligent' water play



#### GRAVITY UK

+44 (0)845 6027485

[www.gravityuk.net](http://www.gravityuk.net)

Brought to you by GRAVITY UK, GRAVITY is a dynamic relationship between equipment (the Total Gym GTS) and programming (GRAVITY4 Programmes) designed to expand the key growth areas of any fitness facility. Targeting a multitude of health and fitness goals including muscle-shaping, weight loss, joint and muscular rehabilitation and improved athletic performance, the Total Gym GTS and GRAVITY4 Programmes have won innovation awards on three continents and are now distributed in 17 countries worldwide.

**Health and Fitness**

#### Hippo Leisure Products Ltd

+44 (0)1752 313075

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

Bring a photo of your pool hall to our stand for a FREE consultation, complete with artist's visual of how to re-energise and expand your existing facility. See how our Fun, Fill & Splash range can be configured and customised to suit your needs. Come and look at our designs, test our toys and feel our unique soft-to-touch coating system. Learn how intelligent water play works with Hippo Leisure. Enter our FREE FLOATABLES competition to win a set of our fun and friendly pool floats. Come and see us for all your interactive water play requirements.

**Pool and Spa**

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# EXPERIENCE MORE

## What is the right mood for your brand?

The Mood Media Group are passionate about creating powerful and persuasive sensorial marketing experiences that stimulate the senses and deliver your brand message in a way that relates directly to your customer.

From the moment a customer enters your business environment our expertly developed music, video and scented products are working to deliver a be spoke atmosphere that engages customers, creates stimulating, positive experiences and builds a powerful, long lasting association to your commercial identity.

With over 50 years experience of providing sensorial marketing experiences and entertainment, Mood Media can transform the perception of your commercial identity and business environment.

Call today to discover what we can do for you.



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- Attract new users, especially men
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“With Legend there is finally an alternative for the public sector market, a tried and tested system, no hidden costs and real value for money”

Mike Tait, Assistant Chief Executive  
Oldham Community Leisure Limited  
August 2009

“Legend pays its own way. The best decision I have made this year”

Steve Bradley, Operations Director  
Topnotch Health Clubs  
July 2009



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Legend transforms the way leisure organisations work. Whether a single centre or multiple sites, Legend sets the standard with a seamless solution.

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+44 (0)1904 529 560  
www.legendware.co.uk

Legend is a leading supplier of leisure management software to public leisure centre operators and trusts, private health clubs, universities and hotels. Legend works with clients to maximise benefit from the system. From EPOS to cash management, membership, web bookings and fast track kiosks, BACS processing, sales/retention marketing, energy reduction, management reporting – Legend delivers straight out of the box. Legend is a scalable solution to suit standalone centres to the largest multi-site operators. Easy to use, it is delivered in an all-inclusive package including 24/7 helpdesk support and free upgrades. Just ask our satisfied customers!

#### Health and Fitness

#### Life Fitness

+44 (0)1353 666017  
www.lifefitness.co.uk

Life Fitness, the leading global fitness equipment manufacturer, will be showcasing The Journey™ exercise experiences system at Leisure Industry Week 2009. This utilises its broad range of equipment to create unique customer destinations. Part of the products on display will be the new Optima Series strength line, which incorporates elements of style and simplicity into a comprehensive range of durable space-saving equipment. Visit us on stand number HF3 to find out more about The Journey™ and the Optima Series, and to see how Life Fitness is committed to providing long-term business support and bespoke solutions to its customers.

#### Health and Fitness

#### Matrix Fitness Systems

+44 (0)1782 749100  
www.matrixfitness.co.uk

The Matrix goal is to produce commercial fitness equipment that stands out and sets new industry standards. We are dedicated to product innovation and engineering solutions based on our customers' needs. Solid construction, enhanced ergonomics and exquisite lines mean Matrix equipment fits the human form and captivates the human eye. Several new and exciting products will launch to the UK market at LIW: The 7 Series CV range is redefining the user experience, with integrated TV screens featuring Vista Clear Technology for the most vibrant picture available, iPod compatibility and FitTouch touch-screen technology. The new G7 Strength series delivers effective strength training for the widest range of users. Introducing a stylish new low level design and refined ergonomics, the series also boasts a range of convenient user features, such as the integrated rep counter and Action Specific Grips. The MX circuit line, comprising nine pieces of hydraulic equipment, offers a safe, efficient and easy workout solution for people of all abilities. Also showcasing at LIW is the Matrix Tomahawk S Series bike with new MyRide 3wave training system, providing users with a personal indoor cycling experience. With Matrix, you can expect more. Visit stand HF7 to find out why.

#### Health and Fitness

# INTRODUCING LIFE FITNESS JOURNEY™



## EXPERIENCES THAT DIFFERENTIATE

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**JOURNEY**

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**LifeFitness**  
WHAT WE LIVE FOR

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## Know Your Members Inside Out

A Biospace InBody Composition Analyser is the essential business tool.

It provides a precise, instant and in-depth assessment of your client's health statistics, including body fat percentage, muscle mass, water, bone mineral and protein content, and visceral fat area.

Offering this highly advanced technology can help you to;

- Attract new members by enhancing your service
- Retain existing members by building loyalty
- Drive usage of additional chargeable services
- Stay ahead of your competitors

Try the InBody Composition Analyser by visiting stand H196 at Leisure Industry Week

For further information call 01661 886169  
or email [sales@derwenthealthcare.com](mailto:sales@derwenthealthcare.com)

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healthcare





# Carve your way to fitness success

The new BODYCarver Ski and Snowboard Simulator is the ultimate in exhilarating and effective fitness equipment. Combining a realistic simulator and interactive gaming technology, it offers a low-impact, motivational cardiovascular workout ideal for any age and fitness level.

Stand out from the crowd

Attract new members

Aid member retention

Add a new element to personal training

Try the BODYCarver by visiting stand H118 at Leisure Industry Week. For further information call 01304 812903 or email [info@bodycarver.com](mailto:info@bodycarver.com)

International Patent Application applied for: PCT/GB2009/00036



Your business...  
Your staff...  
Your future...

VT Training is the largest work-based learning provider in the UK, providing training, support and development to learners across a wide range of industry sectors. VT Training has 19,000 learners, working in partnership with over 6,000 employers across the UK.

VT Training deliver nationally designed Apprenticeship and NVQ courses for employees in the Active Leisure industry. These programmes enhance existing skills through a combination of training and assessment.

Alongside the government funded Apprenticeship programme and Train to Gain courses we also offer commercial short courses to improve the skills of your staff.

To find out more about the wide range of courses available to you and your staff, contact us now on: Freephone: 0800 731 8199. Email: [training@vtplc.com](mailto:training@vtplc.com)



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0800 731 8199

Email: [training@vtplc.com](mailto:training@vtplc.com)



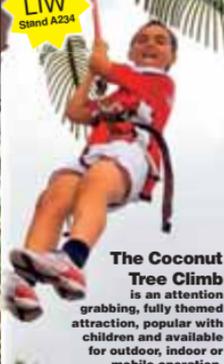
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## NEW THRILLING FAMILY ATTRACTIONS

See us at  
LIW  
Stand A234

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See more at [www.innovativeleisure.co.uk](http://www.innovativeleisure.co.uk)



### Mood Media Ltd

☎ +44 (0)1689 882 200

🌐 [www.moodmedia.com](http://www.moodmedia.com)

Getting members in the right mood: There are many tools to assist membership retention and the music used for classes and gym areas is certainly one of them. Giving members the freedom to select their own video, TV or music channel helps to make their workout as enjoyable as possible. Interactive notice boards are also a useful tool to ensure your members are getting the best service possible. Mood Media works with leisure operators such as Nuffield Health, LivingWell, Leisure Connection and Parkwood Leisure. Services include audio-visual equipment, installation, service, touch-screen class timetables, cardio theater and video.

#### Health and Fitness

### National Extension College

☎ +44 (0)800 389 2839

🌐 [www.nec.ac.uk](http://www.nec.ac.uk)

Choose from: ISRM/City & Guilds Higher Professional Diploma, ISRM Supervisory Management Certificate, ISRM/Active IQ Fitness Management Certificate, Nutrition Awareness. NEC's range of distance learning courses mean you can enrol at any time and study at your own pace, in your own time, with the support of a specialist tutor. "I found that NEC made studying simple and easy," says Stephen Yeung, winner of the ISRM H.R. Austin Award for the Best Overall Distance learning Student.

#### Health and Fitness

### Octane Fitness UK Ltd

☎ +44 (0)7799 475366

🌐 [www.octanefitness.com](http://www.octanefitness.com)

Octane Fitness is a premium, cross trainer-only supplier, whose machines benefit from a smaller footprint. The Pro 3700 is the only IFI Stage 2-accredited elliptical cross trainer. It also has the added challenges of the Squat, Glute Kicker and Arm Blaster options, which are great for personal training. The newly arrived Octane xR6000 'seated elliptical' offers variety in a workout for all, from the most de-conditioned to the fittest users.

#### Health and Fitness

Mood Media gives members the freedom to select their own video, TV or music channel while they work out

## 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



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Lisa Taylor, Group Fitness Manager, D.C. Leisure



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## EXHIBITOR NEWS

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Pellikaan's portfolio includes more than 500 swimming pools

### OmniTicket Network Ltd

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OmniTicket Network will develop tailored made systems to each client's individual specification. All installations are custom built to provide each venue with a wide range of options. OmniTicket Network is the solution of choice for venues of all sizes, with a proven track record in the most well-known and demanding venues. Our clients include some the most prestigious venues in the world: Walt Disney World, Universal Studios, Drayton Manor Park, Kew Gardens London.

**Not selected**

### Pellikaan Construction Ltd

+44 (0)20 8392 9355  
www.pellikaan.com

Over 900 leisure centres with more than 500 swimming pools in Europe: an impressive portfolio. Pellikaan specialises in designing and constructing commercial buildings and sports facilities. During more than 60 years, Pellikaan also completed hundreds of schools, wellness centres, hotels, offices, shops, day care centres and industrial buildings. The company has the experience and expertise to design, co-ordinate and complete every aspect of sports and leisure projects. Pellikaan can be involved from the very first design of a scheme, or work with the client's architect to fine-tune the drawings and carry out the construction works. The vast know-how and experience are a large asset to any project team and have led to all UK projects being handed over on-time and on-budget. You can visit Pellikaan on stand F160.

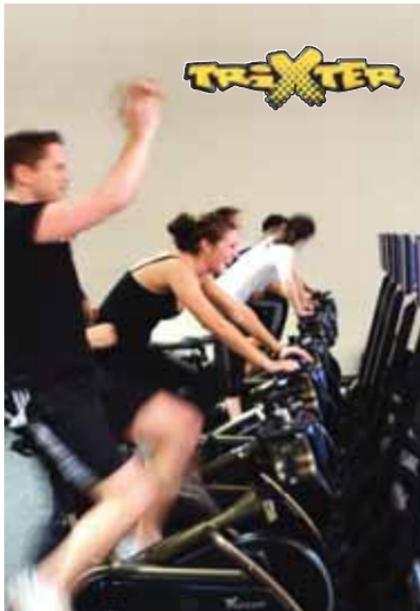
**Leisure Facilities**

### Physical Company Limited

+44 (0)1494 769222  
www.physicalcompany.co.uk

Physical Company is proud to be continuing the expansion of various innovative products across the complete spectrum of fitness and wellbeing. Collect a 2009 Catalogue from our stand to guarantee you are up to date with the latest functional fitness trends such as Bosu, Gliding, Kettlebells, TRX, Bender Ball and Agility, Quickness and Reactivity. Be ahead of the game, find your solutions to your retention battle and inspire your members and staff.

**Health and Fitness**



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**FT FINANCIAL TIMES**

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## EXHIBITOR NEWS



The Play Bus Company specialises in the conversion of double decker buses into mobile children's play centres

### The Play Bus Company

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www.theplaybuscompany.co.uk

With over 20 years' experience, The Play Bus Company specialises in the conversion of double decker buses into comprehensive mobile children's play centres. The latest techniques are used, producing innovative and safe play designs and equipment that provide an exciting and unique new addition to an existing play area. The buses can be customised to your own specification, incorporating your logo and web address, so it becomes a travelling advertisement. The playbuses are a fabulous alternative to the normal party packages available. Not only do they offer additional party facilities, but self-advertising is also a fantastic addition for existing play providers.

### Attractions Expo

### Pocket PT (Pocket Innovation)

+44 (0)20 7617 7880

www.pocket-innovation.com/hcodelmo

Online support, unlimited membership and a new source of revenue. Pocket PT is a powerful service tool, built to improve retention, sales and PT revenue. Pocket PT supports and integrates with the various fitness and PT models seen across the market, while offering a new service that will take the member support experience to a new level and personal training beyond traditional limits. For the member, Pocket PT behaves similarly to the version available publicly at www.pocketpt.co.uk - with added club, instructor and management features for the club environment. One of this year's must-see stands: H190.

### Health and Fitness

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stand H190

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EQUIPMENT

LIW Stand H240

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## EXHIBITOR NEWS

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and co-ordination

### Power Plate International

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Power Plate® products are the market-leaders in Acceleration Training™ exercise equipment. These ingenious fitness devices can deliver a full body workout in as little as 15 minutes. As part of a healthy lifestyle, regular exercise on a Power Plate® machine can help improve strength, tone, flexibility, balance and co-ordination. It can also aid weight loss and reduce the appearance of cellulite. By targeting specific muscle groups to stretch, tone, relax and strengthen, visible results can be achieved in three short sessions a week. The Power Plate® pro5™ and pro5 AIRdaptive™ machines are the only vibration training devices with Stage 2

Inclusive Fitness Initiative accreditation, signifying people with disabilities can enjoy independent use. This year, Power Plate International launches its new pro-motion cable resistance technology. Its flexible cables offer consistent resistance while optimising the transfer of vibrations, to combine a traditional resistance workout with Acceleration Training exercise.

**Health and Fitness**

### Precor

+44 (0)1276 404900

www.precor.com

Precor's multi-award winning 'Adaptive Motion Trainer' (AMT) has just celebrated the second anniversary of its launch, and the widespread popularity of this machine has never been more evident. With a successful, proven track record, and thousands of units now installed in over 60 countries, the AMT has created a new category of CV equipment, in much the same way as Precor's trailblazing cross-trainer did in 1995. The AMT effectively combines the most attractive elements of both the treadmill and the cross-trainer – providing a zero-impact workout that's as different and challenging as every individual user wants it to be. The extremely user-friendly features of the AMT means that users can begin enjoying natural movement within seconds of stepping onto the machine, and the freedom of stride length and variety of resistance levels continually challenges both the beginner and the advanced member.

**Health and Fitness**



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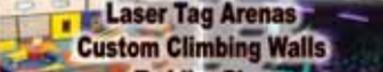
## Indoor Play Structures



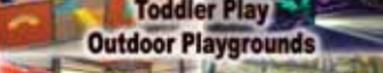
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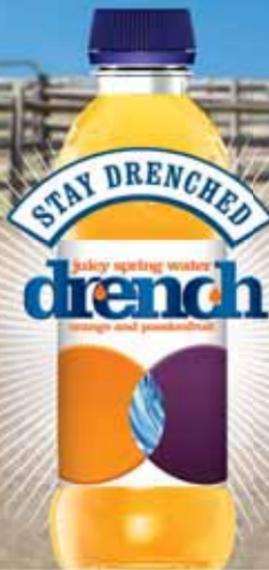
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Source: 1. Internal figures - BBW P11 Wk4. 2. Nielsen, Total Coverage to w/e 16.05.09. Adult Juice Drinks defined as 'Oasis, Ribena, Feelgood, This Water, drench spring water. drench and the droplet device are registered trademarks of Britvic Soft Drinks Limited.



### Pulse

+44 (0)1260 294600  
www.pulsefitness.com

PULSE SET TO INSPIRE THE LEISURE MARKET. To find your inspiration at LIW 2009, visit Pulse on stand H148. The stand will be packed full of inspirational ideas and innovative services to help leisure operators plan, build, equip and operate fun, modern, sustainable and profitable leisure facilities. The "Be Inspired" theme of the Pulse stand is intended to help those attending the show to find inspiration on how to improve and maximise their leisure facility offering in the current climate, with the help of the Pulse range of proven leisure services and solutions. At the show, Pulse will be launching new products, unveiling new product developments, presenting the latest leisure concepts for juniors, swimming, fitness and soccer and lots, lots more. Leisure operators will be amazed at the many competitive and cost-effective solutions Pulse can provide.

### Health and Fitness

### QubicaAMF

+44 (0)1442 286509  
www.qubicaamf.com

QubicaAMF is dedicated to providing customers with the best bowling and entertainment products available, creating facilities that serve customers better and generate consistently higher returns. We offer a complete line of equipment and services to suit any budget, whether you're building a typical bowling centre, an FEC or entertainment facility. Our coin operated, mini-bowling solution, HIGHWAY 66, appeals to bowlers of all ages and skill levels and can add excitement to your venue without the maintenance, space or expense of conventional bowling. SKILLER, meanwhile, simulates target shooting with soft air weapons for a real shooting range experience. www.qubicaamf.com

### Attractions Expo

Pulse: Helping operators to plan, build, equip and operate fun, modern, sustainable and profitable facilities

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\* Dr Melvyn Hillsdon is the world's leading independent researcher into membership retention and author of the FIA retention research.

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The **12 Days of Fitness** for Augie's Quest is a **global campaign** that unites the Health and Fitness Industry and helps raise money for Augie's Quest to find a cure for ALS. The 12 Days of Fitness programme brings people to your club and helps everybody become more fit whilst raising money for a good cause. This December, open your doors to the public by selling a '12 Days of Fitness' pass for a £20 donation. It is a fantastic way to **generate prospects** and **sell memberships** during the holiday season and help **Augie's Quest** Find a Cure for ALS.

Augie Nieto, industry innovator, was diagnosed with ALS in 2005 and then created Augie's Quest in conjunction with the Muscular Dystrophy Association (MDA).

Be a part of history, go to [www.clubsfortheure.com](http://www.clubsfortheure.com) or see us at LIW stand No. H257 Get your club involved!

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### Health and Fitness

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### Leisure Facilities

### Sales Makers International

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🌐 [www.salesmakers.com](http://www.salesmakers.com)

Sales Makers International is a sales and marketing company co-founded by Doug Miller, assisting clubs in selling and retaining more members. We will be showcasing our new internet product, [www.joinonline247.com](http://www.joinonline247.com). This allows clubs to simply sell memberships online with a link to an existing website, host an online store, booking system and also communicate instantly to members – and it does so without going through an email or even opening a web browser. We do all the production and it's available with NO contract, a one-year contract and a 'commission only' two-year contract. Stop by and see the Future of Making Sales – TODAY! Additionally, Nic Jarvis, Lexie Griffiths, Glenn Rankin, Duncan Green, Steve Jack (presenters at LIW) will be at the stand – so stop by and talk to the experts.

### Health and Fitness



Renco Nets: Provides nets for indoor and outdoor play

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#### SCIFIT Ltd UK

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www.SCIFIT.com

While SCIFIT continues to be the leader in upper body exercise, it is excited to have achieved the Medical CE class IIa on not only its upper body series, but on eight of its other products. SCIFIT set the industry standard for upper body exercise and now has more to offer the marketplace, with fully IFI-accredited and CE versions. Looking forward, SCIFIT continues to develop unique products to help meet the needs of individuals worldwide.

#### Health and Fitness

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www.leisurepoint.co.uk

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#### Leisure Facilities

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Suunto's heart rate monitoring system offers real-time feedback and personalised workout reports

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SLKids' range of play equipment is compact, modular, scalable and easy to install. It offers the simplest, cost-effective route to achieving exciting play environments for children and our full product range can be purchased online at [www.SLKids.co.uk](http://www.SLKids.co.uk). In addition, our bespoke design and build facility can create unique play elements specific to your brief. For larger projects, we offer both project management and installation services. Visit us at LIW, stand A192.

#### Leisure Facilities

#### Sportstada

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🌐 [www.sportstada.com](http://www.sportstada.com)

SPORTSTADA is the world's first portable multi-sports stadium just for kids. It even comes with its own eco-friendly floodlights. It's a rotationally moulded, modular 10m x 5m stadium, which allows children between the ages of five and 12 to enjoy five popular sports in a safe and fun environment. Sportstada revolves around a unique three-a-side team game, designed to include children of all age, gender and ability. It takes just 30 minutes to fully assemble the Sportstada on any surface, indoors or outdoors, and can be taken down and packed away in even less!

#### The Sport Show

#### Suunto

☎ +44 (0)1276 404 800

🌐 [www.suunto.com](http://www.suunto.com)

Suunto will be showcasing its latest Fitness Solution that promises to bring a new dimension to UK health clubs. The innovative heart rate monitoring system will offer immediate benefits to health club members, with real-time feedback and personalised workout reports automatically emailed after group exercise classes or individual workouts on the gym floor. For club owners and operators, the solution provides new business opportunities by offering increased member services and products through heart rate belt and monitor sales. The cutting-edge, premium service also encourages longer member retention through increased interaction. Fitness Solution displays up to 72 participants' heart rates on-screen, with colour-coded training zones. This allows instructors to guide and motivate their class members and adjust the session intensity accordingly. For more information, check out [www.suunto.com](http://www.suunto.com) or visit us at stand HF8 in the FIA Active Area, next to Precor.

#### Health and Fitness

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### Swiss Timing

+44 (0)2380 274520

www.swisstiming.co.uk

Swiss Timing is the world leader in the supply of sports timing equipment, scoreboards and timing services, and as a company of the Swatch Group, provides timing services on behalf of leading Swiss watch brands including OMEGA, Tissot, Longines and Swatch at competitions up to and including the Olympic Games. This doesn't mean, however, that only the international venues can afford Swiss Timing equipment: we pride ourselves on supplying the same equipment as used at the Olympics to any venue at a competitive price, allowing up-and-coming athletes to train and compete on the same equipment.

### Leisure Facilities

### Trixter

+44 (0)844 979 4567

www.trixter.net

Trixter offers the only indoor exercise bike to mimic the body's natural movements, for an exciting and durable piece of kit with motivating and engaging programmes. Users experience a full body workout and burn up to 55 per cent more calories on the Trixter X-Dream Fitness Bike, compared to conventional exercise bikes. This year, Trixter launches the X-Bike Interactive, which incorporates patented X-Bar™ technology and integrates with a leading games console. It offers individual and multi-player racing capability for a challenging and fun workout. The laterally-moving handlebars offer realistic movements.

### Health and Fitness

Trixter's X-Bike: Laterally-moving handlebars offer realistic movement and help users burn more calories

**+ 8 THINGS EVERY CLUB OWNER SHOULD KNOW ABOUT WOMEN BUT WAS AFRAID TO ASK**



- 01** A global survey of over 5000 women concluded that women find working out a chore
  - 02** Women are motivated if exercise is fun, social and engaging
  - 03** On average 80% of the people who use the Group Fitness studio are women
  - 04** Participants in Group Fitness classes visit their club at least twice a week
  - 05** Having fun is a more important factor in women's workouts than staying in shape is
  - 06** Women are more loyal customers
  - 07** Women have a wider perspective of colour than men and have different favourite colours
  - 08** Women make or influence over 80% of all brand purchases
- ✓ CALL ESCAPE NOW** to find out how the reebok global survey of over 5000 women can help you attract more members

+ CALL: 0800 458 5558

+ CLICK: [WWW.ESCAPEFITNESS.COM/MOVEIT](http://WWW.ESCAPEFITNESS.COM/MOVEIT)

+ SEE FOR YOURSELF AT LIW 2009



LEISURE INDUSTRY WEEK  
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escape

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## EXHIBITOR NEWS



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# novelty factor

Following on from our round-up of the group cycling market in the last issue of *HCM*, this month we take a look at some of the recent innovations in other categories of fitness equipment

## cardio

**Concept2's** new SkiErg provides a low-impact, high calorie-burning full body workout for all ages and abilities. Built around an air resistance flywheel, which allows the user to control the intensity, users pull the handles downwards in a ski-like movement. This provides an aerobic workout as well as helping develop ski-specific strength in the core, upper body and legs. Each pull engages the legs, arms, shoulders and core in a downwards 'crunch', using body weight to help accelerate the handles. The machines can be used individually or as part of a class – races can be created wirelessly between SkiErgs.

**Keiser's** M5 is a small, portable elliptical machine. The size of a studio cycle, it's ideal for group elliptical training as well as gym floor exercise. The M5 is low maintenance and sweat-resistant, has a super-smooth resistance system and offers excellent green credentials – it consumes absolutely no energy.

**Matrix Fitness Systems** launched its premium range of CV equipment this year. The 7 Series includes treadmills, ascent trainers, ellipticals, hybrid cycles, upright cycles, recumbent cycles and steppers – all in 7xe and 7x models.



Most of Matrix's 7x models feature self-powered screens



The SkiErg from Concept2

The 7xe models offer a 15" integrated LCD console with touch-screen graphics, while the 7" LCD screen on the 7x models is self-powered on all machines other than the Tread and Ascent Climbers – including for TV viewing. All consoles are iPod compatible, with an integrated three-speed personal fan and an embedded FitLinxx wireless transmitter.

Innovations in the console will also allow further interactive workout modules to be built in, with details to be announced in the new year.

**Octane Fitness's** xRide (the Octane xR6000) is a seated elliptical cross-trainer that delivers all 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 move forward or in reverse, adding variety and working different muscles, while the MultiGrip handlebars add the option to exercise the upper body – exercisers can choose to work the whole body, the lower body only by holding the stationary handlebars, or the upper body only by resting their feet on the stationary foot pegs.

**Panatta Sport** has introduced a new line of functional cardio machines called the Pininfarina Cardio-Fitness Line, in conjunction with the Italian car manufacturer of the same name.

Based around the flexibility of the human body and the dynamism witnessed in physical activity, and factoring in comfort and ease of use, the machines are designed to combine aesthetics and innovation with practicality and reliability.

Made from materials used in the automobile industry, such as brushed aluminium, two versions have been developed, Platinum and Gold, each consisting of four cardio machines: bike treadmill, elliptical and recumbent bike.

**SportsArt Fitness's** green ECO-POWER system – an acronym for Extreme Conservation and Output – is incorporated in the SportsArt Xtreme treadmills and uses up to 32 per cent less electricity than standard AC/DC motors to save on running costs.



Keiser's portable elliptical is ideal for group training



Technogym's Excite VARIO adapts to the user's natural movement

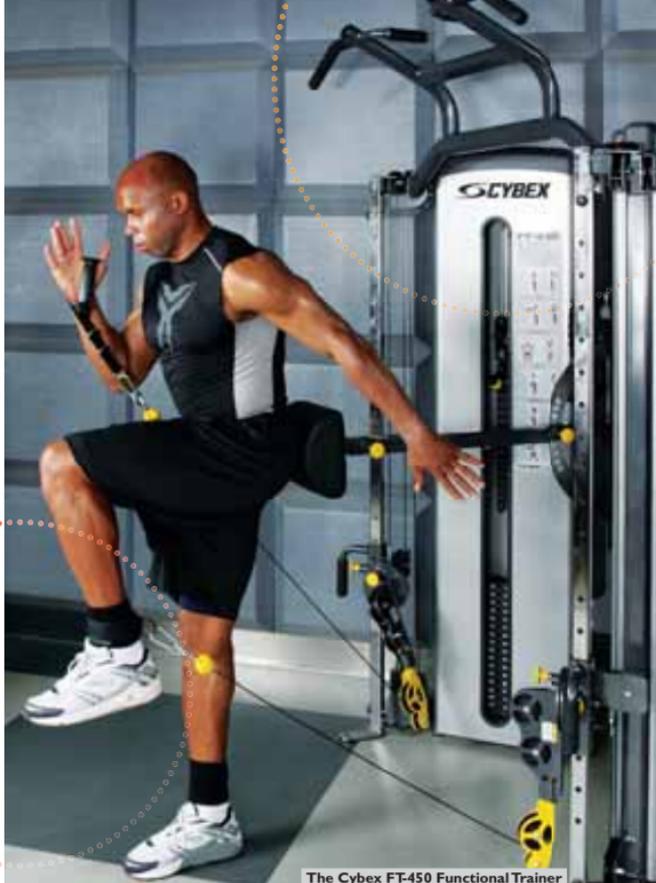


Octane Fitness has launched the xRide seated elliptical cross-trainer

**Technogym's Excite VARIO** is a cross-trainer that follows the user's stride and automatically adapts to the desired movement – from the classical vertical step to a simple walk or a long stride – with no adjustment of the controls. The natural movement of the legs is combined with movement of the arms to offer a balanced and effective workout, whether for a young person looking for a dynamic experience or an elderly user who wants to take a gentle stroll without loading the joints.

### strength

**Cybox's FT-450 Functional Trainer** is 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, thereby spanning the gap between resistance machines which offer complete stabilisation and the



The Cybox FT-450 Functional Trainer

ability to use high loads, and traditional cable machines which offer non-stabilised movements but limited loads.

**HUR's** adjustable pulley system is suitable for all users, including older people and those in wheelchairs. The resistance mechanism is based on compressed air, providing an easy, continuous resistance that can be adjusted from near-zero. Safe, comfortable and easy to use, the system allows for a wide range of exercises, from rehab up to rapid training movements. An optional smart card function is also available.

**Life Fitness's** Optima series is a 20-piece strength line comprising single and multi-exercise machines, benches and racks. The first 13 pieces were launched in April, with the remaining seven due to be introduced later this year. Easy to use and durable, it's ideal for smaller facilities

thanks to 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.

**Physique** has launched the plate-loaded, eight-piece Hoist Roc-It circuit in the UK. As with the Roc-It selectorised range, the biomechanical design of the plate-loaded ▶



Pinnata's Pinifarina cardio line

► stations delivers a natural, unrestricted, functional movement – a rocking movement that constantly adjusts the user to achieve optimal positioning throughout each exercise. This simulates a free weights workout, helping to bridge the gap between traditional resistance machines and free weights.

**Precor's 21-piece C-Line** strength range was created, alongside its smaller sister series the S-Line, by the team behind the AMT. It's designed to be easy to use, as researched showed gym users can be intimidated by lots of adjustments.

The equipment has been designed ergonomically to ensure optimal resistance and smooth interaction, as well as correct body alignment and posture. Particular attention has been paid to seat pads and grips for optimum user comfort. Some of the machines feature screens to allow users greater privacy while they're exercising.

**Star Trac's** Inspiration strength range is designed to be aesthetically pleasing and non-intimidating. Each piece guides the user through the optimal range of movement. Several of the machines offer converging and diverging motions and unilateral functionality, and all use Star Trac's LockNLoad pin-free weight selection system. There are 12 pieces available, with six more due next year.

### vibration training

**bodycore** Functional Training Platforms (previously known as Pineapple), distributed by **Dynamic Activity**, are whole body vibration platforms that use vertical low frequency (VLF) vibration technology. This means users can safely remain on the platform for longer periods than with other vibration systems, allowing **bodycore** Functional



Precor's C-Line, with comfort built in



bodycore Functional Training Platforms – ideal for use in group exercise classes

Training Platforms to be used in a broad range of applications. They come in a range of sizes, from the small footprint entry-level model to a full bed that can be used in pilates and yoga classes.

**gym80's** enforbike is the world's first impulse training bike, offering all the positive effects of vibration training with the ease of use of cycling a bike. It's said to help users train more efficiently by increasing muscle fibre activation, with a range of studies proving its value in areas such as rehabilitation. The product won this year's FIBO Innovation Award for Equipment in the Fitness, Health and Rehabilitation Category.



gym80's enforbike – impulse training

**Power Plate International's** new pro-motion accessory, which clips to each side of any Power Plate pro series model, expands the exercise possibilities on the plate. Upper body and resistance training was already possible through the standard straps supplied with each machine, but the pro-motion accessory offers more intense and varied resistance training options.

The flexible cables offer consistent resistance at three different levels and extend to more than two metres, offering full range of movement and allowing the user to perform a full range of dynamic exercises, both on and off the vibrating platform.

### pilates

**Balanced Body's** split-pedal EXO Chair has a padded split pedal that allows for rotational and reciprocal movement of the extremities, catering for beginners and advanced users. Functional Resistance Kits can also be attached to the chair, providing an even greater range of exercises within a small footprint. The chairs are lightweight and easily stackable by one person.

### kids fitness

**Pulse's** wireless dance mat system, Dance Machine, allows between four and 32 users to compete against each other at the same time. Designed for easy storage as well as durability, the system uses iDance software.

At the end of each song or session, users and instructors can see instant feedback on performance, while a leader board provides additional motivation.

**SHOKK** has launched its own-branded wireless, battery-powered, multi-player dance mat system, with a split-screen option allowing three different ability groups to work together.

**ZigZag** has introduced intelligent wireless tracking cards to its Xer-Dance platform, so users can compare their scores with friends and 'dance mates' around the world. The cards allow ZigZag's five-step dance mats to recognise their user and automatically transfer the individual's exercise data to an online portal.



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## show preview

# PROFESSIONAL BEAUTY MANCHESTER

Senior buyers will get VIP treatment at this year's show, with free refreshments and car parking among other perks

**D**ermologica, Fake Bake, Hive of Beauty, Jessica, OPI, St Tropez, Essie and Murad are just some of the brands confirmed at Professional Beauty Manchester, the leading showcase of new beauty products and ideas in the north of England.

The show is free to attend and brings together ideas, products and bargains from across the entire beauty industry. Visitors can save £1,000s on show offers, be inspired by the hottest product launches, and meet and learn about the UK's leading brands. With nails, skin, cosmetics, hair, tanning and equipment all to be found at the show, it's the perfect place for buyers to source new suppliers of products and services.

Other brands already confirmed to exhibit include; Australian Bodycare, Advanced Nutrition Programme, Caci International, Cosmeceuticals, Crystal Clear, Jane Iredale, Environ, EZ Flow, Helionova, La Beeby, Lynton, Sienna-X and Sun Laboratories.

## show highlights

Visitors can attend 16 free CPD-accredited masterclasses on the latest techniques in beauty, nails and business, led by industry experts. Key topics this year include case studies from salon owners on how cost-effective marketing tricks have brought in thousands of pounds of new business. These include step-by-step tips for creating a website, using social media for marketing and distribution, 'pay per click' advertising and search engine optimisation, email marketing and SMS promotions.

## focus on nails

The ever-popular International Nail Competition is back for another year, celebrating the best of the UK's nail talent, with additional categories and the option to accumulate points with friends and colleagues.

Nail fans also have the Nail Surgery for one-on-one practical advice from industry legends, as well as the Nail Workshops, interactive learning experiences on the latest trends and techniques, with brands including NSI, Orly and Young Nails.

## free for all

This year all students are welcome at the show, and can gain CPD points and take advantage of exclusive starter kit deals.

Salon and spa salon owners and MDs can apply for the Luxury Package, which includes a full range of treats – entrance to the relaxation lounge, complimentary refreshments, free parking, reserved seating in the masterclasses, fast-track entry to the show, and a treat-filled Professional Beauty goodie bag.



©STOCKPHOTO.COM/KATERINA GOVORUSHCHENKO

**Nail Surgery: One-on-one practical advice from experts**

## DETAILS

**Venue** Manchester Central

**Date** 11–12 October 2009

**Contact** To register for your free place at the show, visit [www.professionalbeauty.co.uk/manchester/HCM](http://www.professionalbeauty.co.uk/manchester/HCM) using priority code **EAD15**

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# studio equipment

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## ELASTIBAND

UK-based supplier ProActive Health has launched a range of resistance bands called the Elastiband®.

Available in a variety of resistances, each Elastiband has eight numbered loops along its length and can work the upper and lower body in standing, seated or lying exercises.

The patented bands are ideal for studios, as instructors can choreograph a class where participants follow directions on the band's number system.

fitness-kit keywords: **proactive health**

## BALANCE-PAD ELITE AND AIREX GYM MATS LAUNCH

Alcan Airex, the manufacturer of gymnastics mats and balance products, has added two brand new products to its range of equipment, both suitable for studios.

Latest to debut in the AIREX® range is a non-slip gymnastics mat and the Balance-pad Elite.

The gym mat, which is made of material that's said to be warm to touch, and which is finished using Alcan's antibacterial SANITIZED® system, provides a secure foothold on a range of surfaces. It also features damping characteristics in its foam, to protect the user's joints and bones, while the material returns to its original shape after use – it does not become squashed.

The AIREX Balance-pad Elite (pictured) has a thermal-moulded waffle finish on its surfaces, which provides a stimulating massage to the



soles of the feet. This surface pattern is said to promote blood circulation in the feet, while the pad itself can be used on both sides, fully extending its longevity as a product.

fitness-kit keywords: **alcan airex ag**



## TRX PROFESSIONAL SUSPENSION TRAINER DEBUTS

First installed in a UK gym in April 2009 and supplied by Escape Fitness, the TRX Professional Suspension Trainer offers a total body workout with more than 300 upper and lower body exercises – a wide range of activities to keep both group and individual exercise stimulating and rewarding.

Said to build a user's muscular balance, the TRX also aids joint stability, mobility, and core strength while improving posture and preventing injury.

Escape can create and develop dedicated spaces and zones within facilities for TRX training. Training provider Fitness Anywhere offers TRX instructor training.

fitness-kit keywords: **escape fitness**

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'

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## FIT TO FLY WITH REEBOK

Reebok has launched a new group exercise experience in conjunction with the world-famous Cirque du Soleil entertainment company.

Touted as "a cure for your workout blues", the name of the class – Jukari Fit to Fly – comes from a world dialect meaning 'to play'.

Using a specially-designed piece of equipment called the FlySet, which is similar to a trapeze in appearance, the hour-long workout gives the sensation of flying while strengthening and lengthening the body through cardio, strength, balance and core training.

A trained instructor can then guide a class of up to 12 people through the different moves. Each user has their own FlySet which is suspended from the studio ceiling – ceilings must be 3m high.

fitness-kit keywords: reebok uk



## JORDAN REFINES KIT

Jordan Fitness has recently refined its range of kettlebells, making them more aesthetically pleasing and more user-friendly.

The manufacturer worked closely with trainer Angie Dowds, a kettlebell expert who recently appeared on the ITV1 television show *Biggest Loser*.

Under Dowd's advice, the kettlebell range has been enhanced for added comfort and ease of use.

Kettlebells are said to burn fat in less time than other forms of activity, as the entire body is trained with continual exercise, with no rest between sets. By displacing the user's centre of gravity, kettlebells (which have a centre of gravity 6" below the centre of the hand) also increase both the difficulty and the benefit of many exercises.

fitness-kit keywords: jordan fitness

## JUMP UP WITH TOGU

The German company TOGU has just unveiled its latest product, the TOGU Jumper.

Distributed throughout the UK by HaB International, the Jumper is designed to provide a workout for the legs, torso, shoulders and arms.

Suitable for group training within gyms and health clubs, the Jumper is said to be ideal for burning fat and as well as providing a cardiovascular workout. It also has a non-slip surface which gives users a firm grip even when wet.

The product uses Dynair technology, which is designed to take vibrations, or oscillations, from the user's activity and rebound them back to the user, in a similar way to vibration training machines. TOGU also offers the Jumper Mini for use by children.

Supplier HaB International – which incorporates Bodycare and Gaiam Pro – offers a wide range of quality branded, health-related fitness, sports performance and wellness products.



fitness-kit keywords: hab international



## SCENTWAVE ELIMINATES UNPLEASANT ODOURS

Designed to eliminate the odour of hot and sweaty bodies, ScentAir has unveiled the ScentWave for use in gyms and health clubs.

Using dry-air technology, more than 1,600 scents are available for those looking to freshen up a studio or create an ambience across a site.

The scents are deployed without sprays or aerosols, as well as being non-allergenic. ScentWaves are loaded with cartridges that are said to last for approximately a month and can be changed to suit specific seasons and themes. The duration and intensity of scent release can be adjusted, as the ScentWave comes fitted with a motion sensor.

fitness-kit keywords: scentair uk

# GREG SELLAR

The founding partner of GRAVITY UK talks to Kath Hudson about thinking outside the box and creating a new revenue stream for clubs



## Q When was Gravity UK established?

Gravity UK was formed in May 2008, when I went into partnership with The Physical Company to secure UK distribution of the GRAVITY Training System (GTS).

The parent company, EFI Sports Medicine, was formed in the US in 1974 by Tom Campanaro and his wife Joy. Tom had been in a car accident and was advised that he would have to train effectively to become mobile, so he came up with a cable and pulley system for his rehabilitation. That became the prototype from which a home equipment model evolved – the Total Gym – selling more than 3.5 million units to date.

The GTS, the commercial product we have today, was launched in 2004. There are 17 distributors around the world and the UK is expected to become the second biggest market, behind the US.

## Q What's it been like setting up a company in a recession?

It's been a challenge, because some health club chains have had most of their capital expenditure budgets closed down.

While health clubs continue to be important to us, we're now focusing on physiotherapy and rehab clinics. They love the product because they understand its potential. It meets their needs and is the only piece of kit endorsed by the American Physical Therapy Association.

I think the health club industry is also starting to focus more on rehab; as clubs merge with the health services and trusts work with fitness professionals, it seems an inevitable process and one we hope to capitalise on.

## Q The GTS has won innovation awards. Why?

The GTS works using gravity – all exercises are done on an incline, using body weight, and you adjust the angle of the incline to control the resistance.

The industry is moving towards functional fitness and we can tap into that. Unlike most pieces of equipment which work one area, this machine can do more than 200 things. It offers a wide range of movement, plus there are no weight stacks or electronics to break down so, provided you keep it clean, there's nothing to maintain.

## Q Does a 45-minute session on the GTS give a full workout?

Yes. You can increase the level of the incline to push the heart rate up and increase the strength challenge, but also, because you're on one piece of kit for 45 minutes rather than stopping and starting all the time, you get a consistent workout.

## Q Who does it appeal to?

The great thing about the GTS is that it doesn't discriminate. Anyone – of any age, male or female, and of any fitness level – can use it. At an open day recently, we had two 78-year-old women working out alongside the fitness managers. They were doing the same movements but working at different incline levels, which made it easier.

## Q What has been the reaction in the UK?

People are extremely impressed by the versatility of the GTS. However, it does require out-of-the-box thinking. When gyms are planning a refit, they don't automatically think about it – they think about treadmills

The Total Gym 14000, the GTS and the Power Tower make up the Total Gym range





The GTS' adjustable incline and moving glideboard allow for hundreds of different exercises

and other traditional equipment. My job is to explain the benefits of GTS to as many people as possible.

**Q What are the benefits and opportunities it offers?**

It's not an intuitive piece of kit and members do need to be shown how to use it. But we don't apologise for that, because gym staff need to interact with their members and the GTS gives them the ideal opportunity.

It can also be used to create an extra income stream for the club – for example, using it for personal training. There's an opportunity for gyms to have multiple units for small group personal training too, typically on the ratio of 1:3 or 1:4 between trainer and clients. This

brings the cost of personal training down for the member while still providing an active return on investment for the club. The GTS also costs less than other pieces of equipment in the first place.

**Q It can incorporate pilates programming. How?**

The GRAVITYPilates programme came about because two pilates instructors approached EFI and said that, by changing the incline, the GTS could assist with pilates movements – helping people perform exercises they wouldn't otherwise have the mobility or flexibility to do.

They then came up with a combined matwork and Reformer repertoire called Reformat. We offer this as a

complementary version of traditional pilates exercises. As well as assisting movements, the GTS can also provide additional strength challenges for more advanced participants.

The fact that it can easily be packed up and stored also makes it an asset for multi-use spaces like pilates studios.

**Q How do you support clubs who buy the GTS?**

At the moment, we're running free training days when clubs purchase units, to help them understand how to use the GTS and implement the overall GRAVITY System; the equipment is only one of four key components. The programming ideas, marketing material and instructor training we provide is ▶



## GREG SELLAR FAVOURITES

**Book:** *The Secret* by Rhonda Byrne

**Film:** *The Long Kiss Goodnight*

**Music:** Dance

**Place:** Las Vegas

**Food:** Thai

**Season:** Summer

**Leisure activity:** Sleeping

## COMPANY CLOSE-UP

**Head office:** GRAVITY UK, High Wycombe

**Parent company:** EFI Sports Medicine

**Number of employees:** 12

**Partner:** Greg Sellar

**Partner:** Penny Halls

**Sales and marketing manager:** John Halls

**Operations executive:** Kelly Edwards

- ▶ just as important as the equipment itself – we want clubs to get the maximum potential from installing the GTS, as well as developing a template that can be rolled out to other clubs in their chain.

### Q How quickly can gyms make a return on investment?

The Nuffield club in the City (central London) has five units, which paid for themselves within six months; anything earned after that represents a new income stream for their personal training.

However, to get this type of return, you do need to have a champion of GRAVITY within the club, inputting new ideas for programmes and getting members excited about it.

The Nuffield City club runs three 7.00am classes in a team-training format, as well as daily one-to-one sessions at non-peak times and evening circuit sessions incorporating the units three times a week.

Members pay £20 a session or £200 for 12 sessions, and the classes are booked up 12 weeks in advance.

### Q Who are your customers?

We're in almost every chain, but not yet across the chains. We're in eight Virgin Active clubs, Nuffield's central

London club, David Lloyd Leisure in Cambridge, Alliance Leisure, Circa Leisure, Esporta, energie, Tyneside Leisure and lots of individual facilities.

We've only been up and running for 12 months, so a lot of the units in clubs at the moment were bought from the previous UK distributor. We're currently helping those clubs to implement the systems and get the templates working, so hopefully they'll roll the GTS and GRAVITY programming out across the rest of the chains.

### Q What trends do you predict for 2010?

I think there will be a move towards non-traditional methods of training. In the US now, a lot of clubs are small with functional kit: four or five GTS, three Power Plates, five group cycling bikes, kettlebells, a weights rack, a TRX suspension system, stability balls, some matting and mirrors – and that's it.

They put quite a lot of emphasis on outdoor training and also use personal training methods with large groups of people. The focus is on results, even in group exercise, hence the popularity of circuits, studio resistance classes and indoor cycling.

Classes are going back to basics – more about the physical challenge

and the end result than about clever choreography. I think the UK will follow this trend as we go into next year.

### Q What are your plans for the next 12 months?

We're planning to increase our focus on the rehabilitation market, pushing the idea that the GTS can bring you successfully back into fitness from injury in the post-rehab phase.

Gradually there will be greater collaboration between the healthcare sector and the health club industry, and we fit nicely into that, targeting the NHS and the PCTs as well as inclusive fitness and post-rehab activity.

### Q Where would you like the company to be in five years' time?

I'd like to see an expansion of the product range that we have on offer – EFI has more products that we'd like to distribute in the UK.

I'd also like to think that some of the training methods we're promoting at the moment will become mainstream and more widely adopted and will no longer be considered out-of-the-box thinking.



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## york is still the strongest name in fitness

It has been three months since York went direct to the end user with the STS Strength Range, and it's proven to have been a very good decision.

Customers now get the right information when they want it, instead of being offered several conflicting brands to add to an already difficult decision that they need to make.

For more information, please email [commercial@yorkfitness.co.uk](mailto:commercial@yorkfitness.co.uk) or call +44 (0)1327 701852. Alternatively, please visit [www.yorkfitness.com](http://www.yorkfitness.com), where three new sites will soon be going live to showcase everything York has to offer.



For more information visit [www.yorkfitness.com](http://www.yorkfitness.com)

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## amazon leisure fulfils all your business needs

Amazon Leisure has a fantastic reputation throughout the leisure industry for its quality of refurbishment sales and the professionalism of its staff.

The logistics arm of the business provides a solution to any client requirement, from fitness equipment installation and movement of equipment to removal.

Amazon has the discretion and expertise to cater for any industry need. Its Service Department provides tailored service contracts and rounds off the Amazon solution to all of your company and business needs.



For more information visit [www.amazon-leisure.com](http://www.amazon-leisure.com)



## hattrick marketing for you

Hattrick offers an outsourced marketing department function to a range of businesses in the leisure, hospitality and retail industries.

The Hattrick team likes getting to know its clients, getting to the point and getting on with things, dedicating themselves to a challenge. They like inspirational ideas, being busy, and getting the job done well! But, most of all, they like making money for their clients.

Hattrick believes that quality wins out in the long run, and this reflects in the company's planning and design work. Hattrick believes in working with its clients to get the best out of every campaign it does!

For more information visit [www.hattrickmarketing.com](http://www.hattrickmarketing.com)



## quality supplies from jordan fitness

Jordan Fitness has been supplying quality free weight, studio and performance equipment and flooring to the fitness industry, as well as direct sales, for more than 18 years.

It now designs, manufactures and stocks over 700 products, with new products being launched all the time.

New products for 2009 have included new-look rubber dumbbells and rubber barbells, double-grip medicine balls, Tornado balls, higher specification Fit balls with a burst rating of over 1000kgs, and Powerbags. With Jordan, you will always find high quality commercial products, competitive prices and excellent customer service.

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The ability to sort and count notes and coins is proven to save time and money in all kinds of environments, and in all sizes of businesses. All Cummins-Allison equipment can be used either as a standalone piece of kit or linked to a computer and/or printer.

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## ab audio visual leads the way

AB Audio Visual continues to lead the way with bespoke audio visual solutions for the health and fitness, spa and hospitality sectors.

AB has vast experience in the design of audio visual and lighting components to all aspects of the

leisure market. It provides a high level of service and specification, meeting all budget requirements, whether the project is a new-build or a refurbishment of an existing facility.

Its current projects include the new Hoolle Hall Spa and Village Hotel in Solihull, West Midlands.

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## alliance leisure leads the way



Alliance Leisure works with local authorities, trusts, educational and corporate establishments wanting to improve or expand their leisure facilities. Its track record spans 82 facilities, at a capital value of more than £50m, with four core products that can be used together or independently:

### 1. Development

The entire package, incorporating funding, feasibility and business planning, design, specialist leisure contractors, professional services, supervision and co-ordination in a single contract mechanism.

### 2. Partnership

Long-term support for business development through marketing literature, sales and promotions, systems and staff training to maximise revenue, with payments only made once target results have been achieved.

### 3. Project management

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### 4. Sales and marketing

Off-the-shelf marketing literature and promotions, plus sales training to maximise income and maintain revenue growth.

Alliance Leisure's experience includes fitness, spa, studios, pitches, soft play, 10-pin bowling, changing rooms, reception and car parking.

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Brighton's luxurious De Vere Grand Hotel, an iconic landmark that dominates Brighton seafront, has chosen to install Dorgards throughout the hotel. These allow fire doors to be held open, automatically releasing them should the fire alarm sound.

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A spokesperson for the hotel comments: "After looking at a number of options, we found that Dorgard offered an easy installation solution that avoided disruption to the hotel. We were also able to specify brass covers

for some doors, matching perfectly with the hotel's elegant surroundings."

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# lightweights

## FITNESS FIRST'S NEW GAME PLAN

Move over WiiFit. Nintendo has launched an even more advanced fitness video game – and this time it's been created in collaboration with a health club chain, Fitness First.

The NewU Fitness First Personal Trainer is set to top the Christmas wish list this year, as advance orders from UK retailers have exceeded all expectations.

Due for release in mid-September, the product offers goal-based training, with the option to work out with one of four personal trainers. It's said to be the first product of its kind to feature a video throughout, which provides interactive training sessions. The video game also includes nutritional advice, which the designers have developed in conjunction with the people behind the TV programme *You Are What You Eat*.

There are now 24 million gaming consoles in the UK: the same number as there are UK households.

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## STAR SIGN WORKOUTS BY CLOSER

Stuck for marketing ideas for your gym? Then why not take inspiration from the zodiac.

That's what Closeronline.co.uk did recently to spice up a fitness feature. The piece was written by the magazine's astrologer Yasmin Boland, who suggested that fiery Aries need competitive workouts, while Gemini, the mentally active sign, might prefer high-pace group cycling classes. Cancerians have a natural tendency to want to help people, so should train with a companion. Librans, on the other hand, are ruled by pleasure and elegance, so should opt for walking, pilates and yoga.



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Lisa Snowdon demonstrates 'bedercise'



## FITNESS FOCUS FOR LOVE YOUR BED WEEK 2009

While some of us were slogging it out at the gym last month, others were happily trying to stay in shape in their own beds.

In case you didn't realise (and why would you?), 3–9 August was National Love Your Bed Week: a marketing initiative dreamt up by mattress manufacturer Silentnight.

This year, the campaign included the introduction of 'bedercise' – exercises designed to be performed in bed.

The eight-step programme included moves such as a full-body stretch to begin with, the A B C abdom-bed curl (crunches with your back on the floor and your legs on the bed) and the bed dipper, a variation of tricep dips.

## power of beetroot juice revealed

The thought of it might not be very appealing but, according to new research, a glass of beetroot juice a day could possibly help to increase stamina.

The study, carried out at the University of Exeter, showed that drinking a 500ml glass of the vegetable juice on a daily basis could help people exercise for up to 16 per cent longer.

The researchers believe that nitrate contained within the juice leads to a

reduction in oxygen uptake, making exercise less tiring. The study showed that drinking the juice reduces oxygen uptake to an extent that cannot be achieved by any other known means, including by training.

The findings were published in the *Journal of Applied Physiology* and it's believed they will be of interest to endurance athletes as well as elderly people with respiratory diseases.

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