

health club management

JULY 2018

No 259

Stuart Broster

The CEO of
Anytime Fitness UK
has ambitions to
be the UK's biggest
operator **p36**

TONY DE LEEDE

Launches the
Club W brand for
older women **p62**

RALPH SCHOLZ

Shaking up the industry with The Mirai from McFit:
20,000sq m of fitness (and it's free to use) **p48**

Before



After



**Don't force members
to pay one way**

**Offer freedom with
flexible Direct Debit**

Flex payments to suit you and your members. Take monthly subscriptions, pay as you go and one-off payments, any day of the month, with no hidden fees.

Break free with flexible Direct Debit from GoCardless.

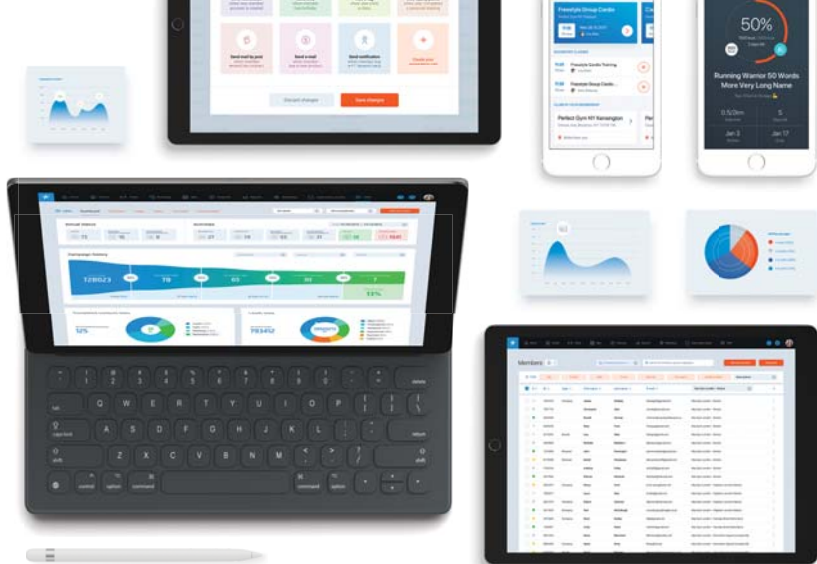
gocardless.com/gyms

#BeforeAndAfterGoCardless



CLICK TO PLAY VIDEO

GOCARDLESS



Let's have a chat.

BOOTH

4305

Join us at IHRSA in San Diego and visit our booth as well as the Innovation Corner.

See why businesses around the world already trusted us and use Perfect Gym in their everyday management.



World Class



PURE JATOMI



GENESIS
The Fitness Club for Professionals



Smart software solution for fitness & leisure industry.
+48 698 883 000 • sales@perfectgym.com • www.perfectgym.com





Fitness tourism

You've got used to your members living just round the corner and it's true that a typical gym catchment area is normally a 20 minute travel time, but that all seems to be changing as fitness tourism emerges as a new trend

The Global Wellness Institute identified wellness tourism as a US\$563bn market in 2015, with growth between 2013 and 2015 recorded at 14 per cent – more than twice that of overall tourism expenditure at 6.9 per cent.

When it comes to numbers, 691m wellness trips were recorded in 2015, 104.4m more than 2013. New figures are out soon and expected to show continued growth.

The health and fitness segment of the global wellness market is feeling the impact of this growth in wellness tourism, with more people committed to their fitness than ever before, seeking out new or challenging fitness offerings.

Technology and the growth of aggregators is driving and underpinning this trend, making it easier for people to find out about innovative offerings and to access and afford them.

Fitness festivals are part of it, enabling people to buy a specialist holiday break based around their fitness and wellbeing.

You need to have something special on offer to attract them and be nimble and responsive, but size doesn't seem to matter.

In the last issue of *HCM*, we talked to the team behind Steel Warriors, the charity set up to turn knives, confiscated on the street by London's police force, into callisthenics street gyms.

Although a small single site (so far), Steel Warriors is already reporting that it's attracting fitness tourists.

At the other end of the scale, in this issue we talk to Ralph Scholz, the man charged with the job of bringing McFIT's new 20,000sq m mega health and fitness development to life in Oberhausen, Germany (see our report on page 48).

Called The Mirai, the €50m development will be free to use, says Scholz, with revenues coming from a range of deals, such as the hire of conference space, permanent trade show areas and upselling of services such as personal training and nutrition advice.

But again, one anticipated source of revenue will be fitness tourists. Scholz says: "The aim is to establish The Mirai as a tourist attraction with a fitness orientation."

He also says: "The Mirai isn't primarily about money – perhaps we wouldn't be doing it if it were. Yes, we have to balance the



What can you do to make your club attractive to fitness tourists?

6 To attract fitness tourists, you need to have something special to offer and be nimble and responsive, but you don't have to be big – size doesn't matter

books. However, when you're the leading player in Europe's fitness market, as McFit is, you have to find new challenges to tackle!"

Last month I had a go at booking a class at a gym I'd heard great things about in a city I was visiting for one night – I had to fill in a form on their website and unfortunately it took them two weeks to call me back, so a missed opportunity.

Are you ready to take advantage of this emerging trend?

Liz Terry, editor
lizterry@leisuremedia.com
[@elizterry](https://twitter.com/elizterry)

I N C R E A S E
M E M B E R
A T T E N D A N C E
B Y 3 0 %

**Get 5-star cinematic fitness
in your club. Book a demo at**

lesmills.com/virtual



VIRTUAL



LES MILLS

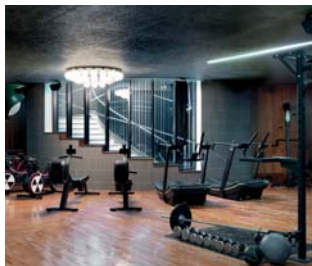
C O N T E N T S

Uniting the world of fitness

JULY 2018 No 259



58 Club W: designed for the 'lost generation' – women over 50



42 Soho House: best gym in London?

05 Leader

12 Letters

We must train PTs to support members with mental health issues, says The Training Room's Greg Slade

14 HCM people Oliver Chipp

We talk to the new UK master franchisor for Xponential Fitness brand CycleBar

More Yoga

The founders tell us about their plan to become the UK's dominant yoga chain

Jaimie Chin-Dickey

Developing a community at UNIT

20 News

David Lloyd Leisure enters the German market, The Gym Group buys up easyGym, PureGym acquires Soho Gyms

32 Ask the experts Bridging the gap

What can the industry do to close the health gap between rich and poor?

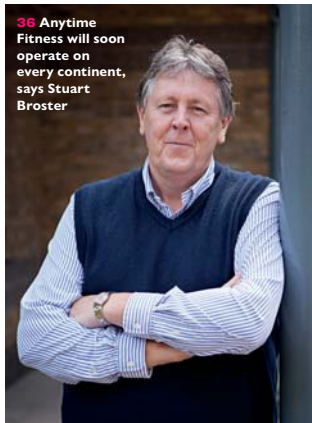
36 Interview Stuart Broster

The Anytime Fitness CEO on plans to become the UK's largest operator

42 Soho House

The newly developed members club features a large, luxury gym

38 Anytime Fitness will soon operate on every continent, says Stuart Broster





68 Your pool can be the new studio with these water-based classes



16 More Yoga has big expansion plans



32 Closing the health gap – what can the industry do?



48 Ralph Scholz – 20,000sq m of free fitness

48 Interview **Ralph Scholz**

The MD of The Mirai explains the strategy behind McFIT's 20,000sq m, free-to-use mega gym, which will include a trade show element and aim to attract both locals and 'fitness tourists'

54 Growth factor

A report on the industry has identified corporate wellness as offering growth opportunities for fitness operators

60 News report **Lake Nona**

A 'performance resort' and spa is coming to a master-planned community in Florida. We take a look at the scheme

62 Profile **Tony de Leede**

The entrepreneur explains the concept behind Club VV, which is aimed at helping older women 'live longer by living well'

68 Pool party

We take a look at the most exciting pool fitness classes on the market

74 Boutique trends

Boutique gym-goers are young, female and like working out on Tuesdays, according to ukactive's report

78 Active Lab finalists

Following the recent awards night, we take a look at the finalists and winner

83 Supplier showcase

Core Health & Fitness fits out Planet Fitness, the largest private gym in Wales

84 Smooth service

Health club management software providers' predictions for the future

88 Smart and flexible

A look at payment solutions that maximise revenue and keep members happy

92 Product innovation

We round up the latest product launches from the health and fitness industry

98 Events calendar

Check out these upcoming events

health club management

MEET THE TEAM



EDITOR
Liz Terry

+44 (0)1462 431385



PUBLISHER
Jan Williams

+44 (0)1462 471909



MANAGING EDITOR
Steph Eaves

+44 (0)1462 471934



HEAD OF NEWS
Tom Walker

+44 (0)1462 431385

For email use: fullname@leisuremedia.com

SUBSCRIPTIONS

Joe Neary

+44 (0)1462 471910

Denise Adams

+44 (0)1462 471930

CIRCULATION

Michael Emmerson

+44 (0)1462 471932

DESIGN

Paul McLaughlin

+44 (0)1462 471933

PRODUCT EDITOR

Lauren Heath-Jones

+44 (0)1462 471922

FINANCE

Denise Adams

+44 (0)1462 471930

SALES SUPPORT

Tyler Landry

+44 (0)1462 471901

CREDIT CONTROL

Rebekah Scott

+44 (0)1462 733477

HEAD OF TECH

Michael Paramore

+44 (0)1462 471926

WEB TEAM

Dean Fox

+44 (0)1462 471900

Emma Harris

+44 (0)1462 471921

Tim Nash

+44 (0)1462 471917



CHOOSE HOW YOU READ HEALTH CLUB MANAGEMENT

PRINT

Health Club Management is available in print on subscription:
www.leisuresubs.com

DIGITAL

Read free on online and enjoy extra links and searchability at:
www.healthclubmanagement.co.uk/digital

PDF

A PDF edition is available to read offline at:
www.healthclubmanagement.co.uk/pdf

OTHER RESOURCES FROM HEALTH CLUB MANAGEMENT

HCM HANDBOOK

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

HCM WEBSITE

healthclubmanagement.co.uk

LEISURE OPPORTUNITIES

www.leisureopportunities.co.uk
www.leisureopportunities.co.uk/pdf
www.leisuremedia.com/subscribe

HCM EZINE,

INSTANT ALERTS & RSS

www.leisuremedia.com/subscribe

BUYER SEARCH ENGINE

www.fitness-kit.net



**health club
management**
Public Affairs Media Partner

©Cybertrek Ltd 2018 ISSN 1361-3510 (print) / 2397-2351 (online)

COPYRIGHT NOTICE

Health Club Management is published 11 times a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. "Cybertrek Ltd 2017 ISSN 1361-3510 (print) / 2397-2351 (online).

To subscribe to Health Club Management, log on to www.leisuresubs.com or email subs@leisuremedia.com or call +44 (0)1462 471930.

Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.



Embrace
Technology

Your customers
will love you for it!



Now Introducing

Myzone Virtual Classes

The only system in the world with full Myzone feedback integration.

Functional Prompts

Eliminating the need for instructors to use white boards.

Private Messaging

Communicate privately with clients via the MZChat feature within the Myzone app.

©Myzone™ 2017. All Rights Reserved.
UK: +44(0)115 777 3333 | Learn more at
myzone.org or info@myzone.org



Myzone app is available on



Write to reply

Fuel the debate about issues and opportunities across the industry.

We'd love to hear from you – email: healthclub@leisuremedia.com



PTs must develop greater levels of emotional intelligence, says Greg Slade, in response to an article in HCM May 2018 (below)

PHOTO: COUNTRY OF LEMMINGS

We must train PTs to support members grappling with mental health challenges

Greg Slade, head of health and fitness, The Training Room

Your article: 'Should we prescribe exercise for depression?' in the May 2018 edition of *Health Club Management* was an interesting read.

The growing numbers of people suffering from mental health issues cannot be ignored and we must work in partnership with the health sector and GPs to tackle this issue head on.

We recently carried out our own research into the changing role of PTs and the results were revealing in relation to mental health.

More than 55 per cent of the PTs we questioned



Greg Slade

reported that they are seeing more clients approach them with mental health concerns caused by work-related stress and financial worries.

A further 78 per cent of PTs reported that they are

“More than 55 per cent of the PTs we questioned reported that they are seeing more clients approach them with mental health concerns caused by work-related stress and financial worries”

spending up to five hours a week responding to clients' messages and giving them help and advice outside their paid-for one-to-one sessions.

The fitness industry is becoming more diverse, with a strong shift towards overall wellness, as this feedback from our graduates indicates.

These changes in client needs will require PTs to

demonstrate greater levels of emotional intelligence and empathy and, as educators, we'll be working with graduates and operators to ensure PTs have the skills and confidence needed to manage and work with clients with mental health concerns.

It's good to see PTs making a genuine impact on the health and wellbeing of clients.





The growing popularity of group exercise is a wakeup call for operators, says Ross Perriam

Sport England survey shows group exercise is now more popular than running or swimming, providing opportunity for operators

Ross Perriam, chief executive, EMD UK

The significant growth in group exercise is fantastic news for the industry. It ensures more employment opportunities for instructors and provides leisure operators with a wider range of options to engage and retain members.

The versatility of group exercise, and its increasing popularity, enables operators to expand their class timetables, providing a broader offering of classes for members of all ages and fitness levels.

Within the sector, we've anecdotally known there has been a growth in group exercise in recent years, but it's the verification of this increase from the Sport



Ross Perriam

England Active Lives research that's likely to be a wake-up call for operators.

In such a competitive sector, having a high quality, varied group exercise offering can be a real differentiator for operators and increasingly it is what the market is demanding.

"We've noticed a growth in group exercise in recent years, but the verification of this from the Active Lives research is likely to be a wake-up call for operators"

Along with having a strong class timetable, the quality of instructors has never been more important. Classes are only as good as the people that teach them, and we hope that these findings will reinforce the importance of employing well qualified instructors with good emotional intelligence, and then recognising and rewarding those that provide an outstanding service and keep members coming back week after week.

The EMD UK training academy offers a broad range of qualifications which provide instructors with industry-approved qualifications throughout their careers. With increased popularity in group exercise comes increased demand for instructors, and we're proud to play a key part in helping instructors capitalise on the demand and pursue a lifelong career in the fitness industry, inspiring the people that they teach along the way.

PEOPLE

OLIVER CHIPP

MASTER FRANCHISOR, CYCLEBAR UK

“

I love that CycleBar encourages a community while not taking itself too seriously. We want our riders to have a great time while they're making positive choices for their fitness

”

Tell us about your background

In my early career, health and fitness had been a "side gig". I come from a family business in the food industry and was always heavily involved in the nutrition side of wellness. You could class me as a fitness "heavy user"; I've always been passionate about using functional fitness to get performance gains in sport.

I took the plunge professionally into boutique fitness in 2014 after completing an MBA at London Business School and being exposed to the trends in the market in London, New York and Dubai. I took an indoor cycling instructor certification in 2015 and haven't looked back since.

You've become the master franchisor for CycleBar in the UK. Why CycleBar?

I was in the process of designing an indoor cycling concept for the UK and came across CycleBar as part of my global diligence. At that stage, they'd opened 30 studios (now 130). I loved the concept and immediately saw that the values of the business were a great fit with my own. I could see the way the company was going to develop and decided a deal with CycleBar was a great opportunity to bring the world's leading indoor cycling studio brand to the UK.

What is CycleBar's USP?

It's all about the experience, from the inclusive, premium service for all ages and fitness levels, to the fun of



Chipp plans to use CycleBar as a launch platform for other Xponential Fitness models across the UK

riding classes led by trained CycleStar instructors in an immersive CycleTheatre with professionally engineered audio, video and lighting technology, custom CycleBeats playlists and CycleStats that track cycling performance and growth. You can opt out if stats aren't your thing.

I love that CycleBar encourages a community while not taking itself too seriously. We want our riders to have a great time when they exercise with us, while at the same time, they're making positive choices for their fitness.

How did you come to agree the deal with Xponential Fitness [the company behind CycleBar]?

Simply, we just clicked. I travelled over to the company's new HQ in southern California in February to meet the team at Xponential Fitness.

I think Anthony Geisler, John Kersh and Ryan Junk have put together a superb team at both Xponential Fitness and CycleBar.

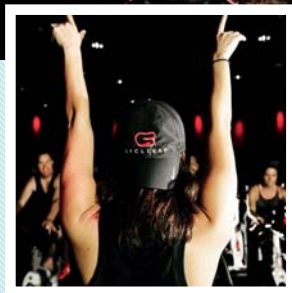
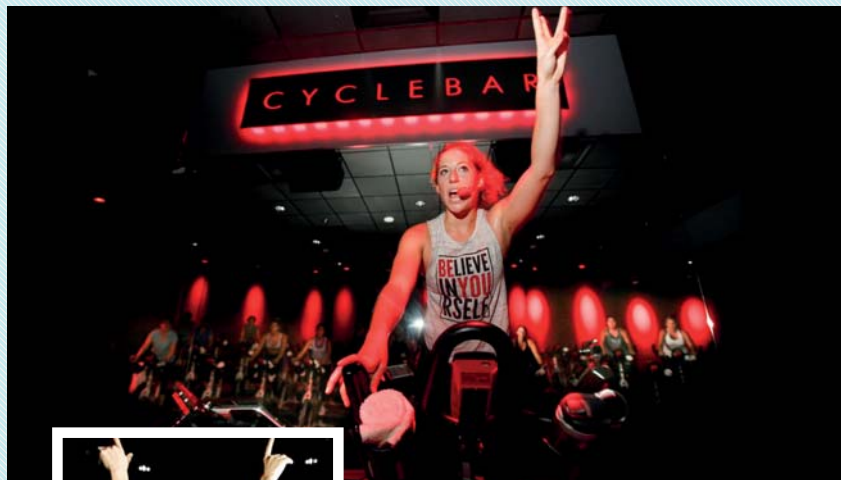
We decided to use CycleBar as a launch platform to open opportunities for the wider Xponential Fitness portfolio [of gym franchises] in the UK.

Tell us about the first club

We're really excited about the first UK studio. It's in Embassy Gardens in Nine Elms, London. Nine Elms is one of the largest urban regeneration projects in Europe. It's a superb location near the new US Embassy and Battersea power station, which Apple plans to use for its new UK HQ. We aim to launch late summer.

What are your plans for the UK franchise?

Growth! The Xponential Fitness business models are designed to work outside the rarefied markets of Manhattan, LA and central London. We know there is demand for boutique fitness outside these areas. Xponential's Club Pilates and CycleBar have proven this in the US. We aim to do the same across the UK.



CycleBar is the first of the Xponential Fitness brands to cross the pond and launch in the UK, with the first location in London's Nine Elms development





SHAMIR SIDHU AND DANIEL MARIN

FOUNDERS, MORE YOGA

“

There are lots of players in the yoga market, but many are small independent studios. We aim to be the dominant chain. By 2022 we visualise having 100 sites in London (and growth in regional cities)

”

Sidhu and Marin are aiming to build the UK's dominant yoga chain with their “no fuss” budget brand, More Yoga.

Filling the gap between village hall yoga and boutiques, they've created a model they believe will work equally well outside the metropolis.

How did More Yoga start?

Our first business was PT studios called MoreFit, which we launched in 2014. We had three, but growth was slow and we realised yoga offered much more potential, so we switched our focus.

Starting in 2016, we self-funded the first four studios, then used loans to drive growth. Now we're financed by debt from Michael Shaw at The Huddle, which is enabling us to expand more aggressively.

We currently have 15 studios across London, with a pipeline of a further 15

in places such as Stratford, Tower Bridge and Surrey Quays. Launched last month, Tower Hill is the most recent club.

By 2022 we visualise having 100 sites in the capital. There are lots of players in the yoga market, but many are small independent studios. We aim to be the dominant chain in the market.

How have you managed to grow so quickly?

Mainly because our barrier to entry is low – the price per class can be as little as £5, which is half of what most of our competitors offer. This is combined with quality teachers and a comfortable environment. Therefore, we have lots of customers – on average we have 500 new prospects each month.

As we don't have reception desks or showers, the fit-out cost of each studio is

low, which means they become profitable quickly. Also the studios are only staffed when a class is in progress: the yoga teacher opens it 20 minutes before and the booking-in for classes is done online.

What is your USP?

We set out with the intention of providing as much variety of yoga to as many people as possible. So we offer 10 different types of yoga practice, including the traditional favourites like ashtanga and vinyasa flow, as well as newer, Western concepts and fusions with fitness. Each studio runs around four to six classes a day and, as the More Yoga chain grows, members are getting access to more locations as well.

Our offering is a “no fuss” approach to yoga: we offer the equipment needed to practise, but avoid the non-essentials, like



With classes at £5, budget chain More Yoga plans to expand around the UK in urban and rural areas



fluffy towels and scented candles. Instead, we pass the savings from this on to our clients with cheaper classes.

Our growth has been informed by surveying our members about what they want. Around 80 per cent said they would happily forgo showers in order to benefit from cheaper classes and almost everyone said they didn't need a reception desk. In fact, many saw it as a barrier, so removing it was a positive.

Who are your members?

Mainly the core yoga following of women aged between 21 and 35. However, we're starting to see more men and we're looking to work with partners to encourage this. For example, we're teaming up with dating agency, Human Connection, to run some events.

Of the 500 new customers we attract each month, 60 per cent are new to yoga. Our conversion rate is 29 per cent. People can either come on a pay-as-you-go, or a membership basis – where they pay for a certain number of classes each month. The more they buy, the cheaper the individual class price.

Why is the yoga market growing?

Yoga is strong because it offers more than just the physical aspect; it brings in mental relaxation and a spiritual element – relaxation and restorative yoga is still

■ **A healthy alternative** to nightclubs, Om & Bass nights combine euphoric dance with chakra yoga flow, meditation and relaxation to music like reggae, soul n funk and drum n bass.

■ **Fines of £10 for no shows and £6 for late cancellation** have been introduced, which are donated to charity, but act as a deterrent for last minute bail-outs.

■ **25 classes are on offer** and the menu is growing all the time. More Yoga offers favourites Vinyasa and Ashtanga, as well as newer variations like FitFlow, which brings in elements like HIIT, and Float & Fly, which teaches people to nail the handstand.

the most popular. People need this in their lives – they're struggling with finances, stress, lack of access to exercise and many other life pressures. Everyone is getting squeezed more and more.

The middle classes have seen their disposable income drop and they appreciate low cost fitness as much as anyone, so we have a mixed clientele.

What is your ideal site?

We look for open spaces of 800 to 1200 sq ft (74sq m to 111sq m), with no pillars. Former betting shops and retail outlets work really well. Our studios enhance the high street and bring more footfall.

Will you expand outside London?

We have plans to roll-out in cities like Bristol, Manchester and Newcastle and also in rural areas. This creates a new set of challenges – mainly finding teachers and property – but as our model is affordable, it won't need to be adapted.

The advantage of rural areas is that people are willing to travel further.

What else does the future hold?

We want to expand into events, retreats and workshops. We're running our first retreat in August, which will help us establish what works. Our aim is to run four or five overseas retreats a year, as well as others in the UK. It's a good way to reach a wider audience.

Also we'll keep the offering fresh at our existing sites, by introducing a greater variety of classes and other concepts.

What drives you?

We're passionate about creating a brand, a journey and a lifestyle that enriches peoples' lives. We want to be 'of the people for the people'.

JAIMIE CHIN-DICKEY

UN1T LONDON CO-FOUNDER

“

We develop a community feel by partnering people up in classes and running social events and monthly challenges

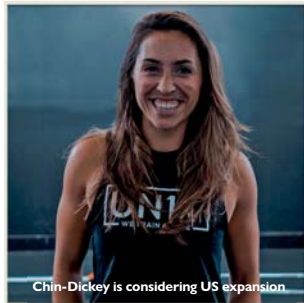
”

What's the concept?

We believe everyone is an athlete and want to help people cultivate their inner athlete. Coming from sporting backgrounds, we wanted to create a boutique environment which drew on this – both in developing our members' athletic ability and creating a sense of teamwork and community.

London can be a big lonely city, so we wanted to create an environment where people get to know one another and support each other through their challenges.

It's a tough cardio experience with classes based on building mobility and strength. We also offer pilates at our Fulham site.



Chin-Dickey is considering US expansion

Who comes to UN1T?

People who want to invest in their health. We mainly attract young professionals between 25 and 35 for the core classes, and 35 and older for pilates. Many are single and don't have children.

Group exercise has traditionally been dominated by women, rather than men, and this was the case at the start, but we're starting to see more men attending and now have a 70/30 split.

What do you do differently?

We run a 12 week programme which has been particularly successful. There are three phases: the first four weeks provide a foundation by conditioning the body with high reps of light weights.

After this preparation, they move into four weeks of strength training, which includes lower reps with higher weights. The final four weeks are about power training to develop the fast twitch muscles.

The timetable is strength training on Monday, Wednesday and Friday; cardio on Tuesday, Thursday and Saturday and a hybrid on Sunday. This allows people to train five days a week without overworking.

What's the model?

We offer two options – pay for six months for unlimited use or buy bundles. A five class bundle is £90 and unlimited month to month membership is £195.

The unlimited option is the most popular, because people visit on average four or five times a week.

What builds the community?

Partnering people up in classes, running social events, like drinks in the neighbourhood and our monthly challenges, which include things like running a marathon distance. We also organised a London to Brighton bike ride.

Tell us about your team

They need to have Level 3 REPS as standard, but personality is also really important. They don't have to be an extrovert, but need to have a presence.

If I can have a good conversation with them over a cup of coffee, I know they'll be able to do that with any customer.

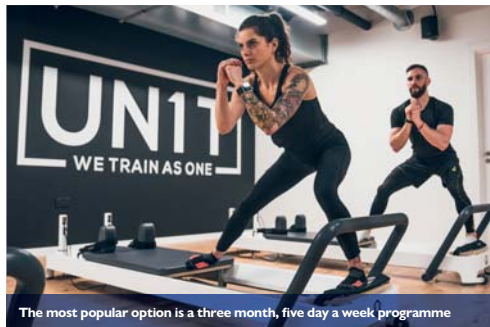
What's the Online Project?

We offer a 60-day programme, with an individualised diet and exercise plan, based on body composition. People can either come to classes or download the programme and exercise at a different gym. There's a Facebook group where members support each other and stay accountable: 80 members have just finished and lost 4 - 5 per cent of their body fat on average. One lost 8 per cent.

What are your future plans?

To grow in London and maybe take the concept to the US, where I'm from.

Our immediate focus is to make things move smoothly in our first two clubs and keep being innovative with our concept. ●



The most popular option is a three month, five day a week programme



ONE PLATFORM, UNLIMITED FITNESS



Studio



Functional



Single Station



Mobile



Integration

Start for
£ 129
per month

£ 0
down

The FitnessOnDemand™ platform delivers high quality fitness media and programming through a variety of channels, creating the ideal virtual fitness experience for any environment. Optimise your studio or functional training zone by instantly injecting hundreds of premium fitness classes into otherwise moderately utilised spaces—increasing class frequency, format, and quality.



CLICK TO PLAY VIDEO

fitnessondemand247.co.uk | 44.20.3769.5747



International news

Evolution Wellness acquires lifestyle company Fivelements

Evolution Wellness Holdings has acquired integrated wellness lifestyle company Fivelements for an undisclosed sum.

Bali-based Fivelements owns eco-wellness retreat Fivelements Bali and the newly opened, holistic sports wellness retreat, Fivelements Hong Kong.

Fivelements will join Celebrity Fitness and Fitness First Asia as the third brand in Evolution's growing portfolio of companies. According to Evolution, the addition of Fivelements marks the start of Evolution Wellness' "diversification of its portfolio from fitness into wellness".

"The addition of

Fivelements to our portfolio is a part of our strategy to diversify our investments to bring a holistic integrated wellness approach and complement to fitness to both our existing and new



The addition of Fivelements is part of our strategy to diversify our investments

Simon Flint



The Fivelements Bali resort is just outside Ubud

customers," said Simon Flint, CEO, Evolution Wellness.

Founded by Chicco and Lahra Tatriele, the Fivelements Bali is set in a secluded jungle clearing just outside Ubud.

Evolution Wellness was

established in 2017, when it acquired two leading fitness brands in Southeast Asia – Celebrity Fitness and Fitness First. It has a presence in six Southeast Asian countries.

More: http://lei.sr?a=q9n3n_H

David Lloyd Leisure enters German market

David Lloyd Leisure (DLL) has expanded its operations into Germany, following the acquisition of a HealthCity-branded club in Bad Homburg, near Frankfurt.

DLL plans to invest more than €10m (US\$11.7m, £8.8m) in refurbishing, rebranding and developing the site. Following the deal, DLL will have 15 clubs in mainland Europe.

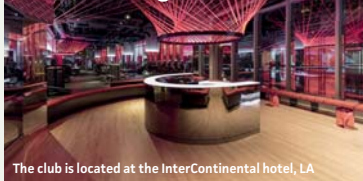
According to CEO Glenn Earlam, DLL continues to look for expansion opportunities "across Europe", including acquisitions and new builds.

"We believe that there is a huge untapped market for family-focused health and leisure clubs in Germany," Earlam said.

More: http://lei.sr?a=Q9M9m_H

Glenn Earlam said DLL is looking for opportunities 'across Europe'

WTS to manage Attitude Fitness



The club is located at the InterContinental hotel, LA

Luxury gym Attitude

Fitness in downtown Los Angeles has appointed WTS International as its contract management partner. Located on the seventh floor of InterContinental Los Angeles Downtown hotel, the high-end gym has a large free-weights area and a plyometric workout space, catering to fitness

levels from novice to expert.

"At Attitude Fitness we offer all the amenities of a larger health club, but with a boutique vibe, catering to those who want a more personalised service," said Attitude Fitness' general manager, Chrystie Sullivan.

More: http://lei.sr?a=X5u9x_H

Life Time opens two large Athletic Lifestyle clubs

US-based health and racquets club operator

Life Time has opened two Athletic Lifestyle-branded clubs in Texas this month.

The Athletic Lifestyle Resort Cypress, near Houston, features a 123,000sq ft, two-storey health club with large gym floor and multiple exercise studios dedicated to indoor cycling, large group training, yoga and pilates.

There are also functional strength training spaces, two full-size basketball courts, an indoor aquatics centre, a full-service LifeSpa salon and spa, a Kids Academy and a "first-of-its-kind" recovery and performance area. Outdoor

facilities include an 82,000sq ft outdoor tennis complex with 10 courts and viewing area and a 43,000sq ft outdoor "aquatic



The athletic resort in Cypress will be unmatched in the area

Tomas Kobersky



The Fort Worth club opened in June and has a 123,000sq ft gym

oasis", featuring leisure, lap and spa pools, water slides and an outdoor bistro.

"This development allows us to provide the Cypress area with a comprehensive athletic resort that simply is unmatched," said Tomas Kobersky, general manager of Life Time Athletic Cypress.

Life Time has also launched a similarly-sized Athletics

Lifestyle club in Fort Worth, housing near-identical facilities – a 123,000sq ft health club, a 58,000sq ft tennis centre and a 37,000sq ft (3,500sq m) aquatics centre.

Both clubs will run a range of programming offering more than 100 studio classes weekly – from barre to indoor cycling.

More: http://lei.sr?a=N2f3D_H

NFL team launches 'first-of-its-kind' athletic healthcare facility

National Football League (NFL) franchise the Dallas Cowboys has partnered with architects Perkins + Will, healthcare provider Baylor Scott & White Health, and a local school district to launch a facility dedicated to community health and wellbeing.

The 300,000sq ft (28,000sq m) Sports Therapy & Research complex – which opened yesterday (20 June) on the Cowboys-themed campus The Star in Frisco, Texas – is an educational opportunity for visitors as well as a healthcare destination for recreational and professional athletes.

Patients and visitors can observe the science of athleticism and sports medicine and intuit the relationship between physical activity and wellbeing.

The building has been designed to place "human health and elite sports



The building has been designed to put 'human health and sports performance on public display'

performance on full public display" – from injury prevention, rehabilitation and training to healing and recovery – in one place.

"We want to showcase the link between active lifestyles

and physical health so that every visitor leaves feeling more informed and inspired," said Ron Stelmarski, principal at Perkins+Will.

More: http://lei.sr?a=a8n8H_H



Ron Stelmarski

The Gym Group buys up most of rival budget chain easyGym

The Gym Group is to buy 13 sites from easyGym in a deal worth £20.6m, with an additional £4.1 million being paid once lease extensions are agreed on two of the sites.

easyGym currently has 16 locations, with another under development.

Speaking to *Health Club Management* magazine in March this year, easyGym CEO Paul Lorimer-Wing announced the company would pivot to a franchise model and target

overseas expansion, with the aim of being in 10 countries by 2020. He said: "Through franchising, we want easyGym to become the leading big box, low-cost gym brand in the world by number of countries."

The Gym Group acquisition will be part-funded by a £24m equity placing and part from the company's banking facilities. The deal is expected to complete by 20 July.

More: http://lei.sr?a=3u2F3_H



easyGym will be left with three UK sites, with another currently under development



This acquisition accelerates our expansion plans for 2018, as we advance towards our goal of 200 gyms by 2020

John Treharne



Robin Loader, chair of Finesse; WHBC councillor Tony Kingsbury; and Joe Rham, regional director of GLL

Finesse Leisure and GLL finalise merger

Greenwich Leisure Limited (GLL) and Finesse Leisure have finalised their merger, which will see GLL take over the facilities operated by Finesse on behalf of Welwyn Hatfield Borough Council (WHBC).

Finesse has operated WHBC's portfolio of seven sports and leisure sites since 2004, including the Hatfield Leisure and Swim Centres,

Stanborough Park, Panshanger Golf Centre and King George V playing fields.

The merger will see the centres being operated under GLL's 'Better' brand and is expected to save around £7.2m over 10 years by "steadily reducing the management fee". Finesse's 140 staff will be transferred across to GLL.

More: http://lei.sr?a=D7x4w_H

Leisure trust invests in 'mental health first aid'



The course shows how to approach those in need of help

A leisure trust has ensured that all its senior managers are qualified "mental health first aiders", as part of a proactive approach to supporting staff and members who may need help.

Twenty managers at Sandwell Leisure Trust attended a bespoke training course to acquire the skills to identify, understand and help someone who may be

experiencing a mental health issue.

Delivered by specialist provider Inter Wellbeing, the course also helps employees develop the skills and confidence to approach and support someone and guide them towards the right support for recovery or management of symptoms.

More: http://lei.sr?a=t5C2V_H

Health consciousness and flexible offers driving growth of UK fitness

Increased consumer awareness of the benefits of exercise, flexible offers at gyms and advances in wellness technology are driving strong growth in the UK's fitness industry, according to a new report.

The 2018 *Insights Report and Wellness Index*, compiled by wellness platform Mindbody, also identified an increased corporate interest in wellness as contributing to the growth. The report analysed data from 70,000 UK businesses and more

than 2,000 UK consumers, and combined them with a recent IBISWorld industry report on the UK fitness sector.

Among the findings of the Mindbody data was that three-quarters of the nation (75 per cent) no longer had an ongoing gym or studio membership, but that 63 per cent valued flexibility when it came to their workout regime. The report predicts that the increasingly flexible approach to workout regimes



The report predicts an end to 'peak hours' at gyms

– and working hours – will ultimately bring an end to the traditional 'peak hours' and instead create a fitness landscape that fits into the nation's routines.

Another key finding was the increased and varied role that new technology plays in the fitness industry.

More: http://lei.sr?a=s4P8P_H

ukactive awards winners announced

Winners of the inaugural ukactive Awards were revealed at a gala dinner in Manchester as part of the three-day Active Uprising event.

Life Leisure Stockport Sports Village was handed the prestigious National Leisure Centre/Health Club of the Year award, while six regional winners were also announced.

In all, there were 19 winners as the first ever ukactive Awards – an evolution of the former Flame Awards – introduced a wider array of categories to "better celebrate the range of leaders getting more people active". New award categories included Campaign of the Year, won by Ordnance Survey, and the Healthy Community Award, won by MAN v FAT Football.

"Given the growing contribution of physical activity in all aspects of society, it seemed only fitting that we expanded the Awards," said Steven Ward, ukactive CEO.

More: http://lei.sr?a=s4A2R_H



Given the growing contribution of physical activity in all aspects of society, it seemed fitting to expand the awards

Steven Ward



Winners were announced at a gala event in Manchester, attended by 800 people

Could devolving powers make UK towns and cities healthier?

Giving towns and cities more powers over taxation and public spending could improve public health across the UK, an influential new report has found.

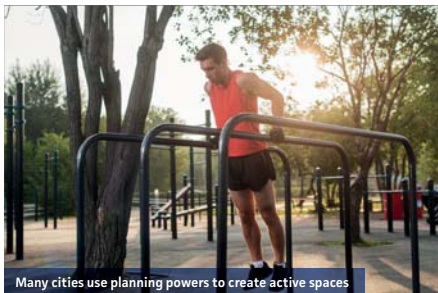
The role of cities in improving population health report, from The King's Fund, argues that devolution could play a crucial role in boosting public health and reducing health inequalities.

The report draws on case studies and interviews with local leaders in 14 world cities including New York, Madrid and Copenhagen to find new ways of tackling public health challenges. It finds that the

same characteristics that make cities engines of growth, innovation and creativity often lead to inequalities and concentrations of poverty and ill health.

One of the key learnings was that international cities that have stronger powers have been able to use them to have a positive impact on the health of their populations.

These include using planning powers to create public spaces that encourage physical activity, bringing in controls on the advertising and sale of unhealthy foods, and investing in public transport and cycling/walking routes to reduce traffic and improve air



Many cities use planning powers to create active spaces

quality. The research also cites the examples of Tokyo and Madrid, where the empowering of local people has led to the creation of health-promoting

neighbourhoods with strong social ties and vibrant community life.

More: http://lei.sr?a=C3A6G_H

PureGym acquires Soho Gyms

PureGym has completed the acquisition of Soho Gyms and its 10 clubs, all of which are based in prime London locations.

The move comes after Soho Gyms has been feeling the pressure of budget chains and

boutique gyms muscling in on the London market – an issue the privately-owned company had mentioned in its accounts filed last year.

PureGym has already confirmed plans to convert all of the Soho Gyms sites



This deal will provide affordable and flexible options for people in London

Humphrey Cobbold



All 10 Soho Gyms are located in London



into PureGym sites through a rolling refurbishment programme – signalling the end to the Soho Gyms brand. The chain was founded in 1994, with the opening of the Soho Athletic Club in Covent Garden.

In a statement, PureGym said the process of rebranding will be similar to the way it integrated the LA Fitness business, which it acquired in 2015.

"This deal will benefit our existing members as well as provide more affordable and flexible options to people in London," said Humphrey Cobbold, PureGym CEO.

Michael Crockett, MD of Soho Gyms, added: "PureGym offers an attractive and flexible proposition and its popularity is evidenced by strong growth in both members and sites.

More: http://lei.sr?a=h5V6X_H

Buzz expands with Life Fitness

Budget club operator Buzz Gym has signed a deal with equipment supplier Life Fitness as part of plans to introduce a "transformed business model" ahead of a UK-wide expansion.

The chain will invest and install Life Fitness' premium kit at its sites, as it looks to combine an affordable, no-contract gym membership model with a premium fitness equipment offer and high-specification fit-outs.

The soon-to-open Buzz Gym Oxford will be the first facility to launch with Life Fitness kit, followed by the opening of another new site in Plymouth.

The duo of openings will take the number of clubs in its portfolio to five. Family-owned Buzz Gym launched its first club in Reading in 2013 and currently has more than 13,000 members across its three gyms.

"We chose Life Fitness because it was able to clearly understand our business model and provide a solution that not only meets our current needs, but one that is scalable and will support our longer-term growth strategy," said Adam Stowell, CEO of Buzz Gym.

More: http://lei.sr?a=g3f5y_H



Buzz Gym Oxford will launch with Life Fitness equipment



We chose Life Fitness because it was able to clearly understand our business model

Adam Stowell



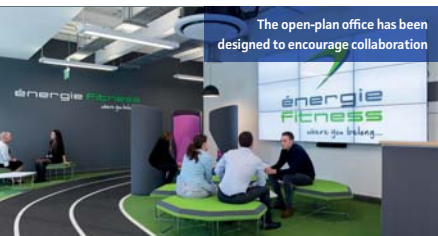
énergie Fitness takes inspiration from Silicon Valley for new HQ

In the latest move for budget club operator énergie Fitness, the company has opened a new headquarters that puts employee wellness, productivity and the needs of franchisees centre-stage.

The design and free-flowing workspace of the new £1m, 15,000sq ft facility in Milton Keynes – dubbed 'énergie Central' – takes its inspiration from Silicon Valley tech giants like Google.

The open-plan office has been designed to encourage collaboration – a key component of énergie's corporate culture. énergie Central includes a running track connecting the reception to the offices, high-standing communal workspaces, "hot desks", "hot boxes", quiet pods for concentration, and a full-scale on-site énergie gym.

More: http://lei.sr?a=jz7R_H



The open-plan office has been designed to encourage collaboration

Manchester makes Beeline for bikes with 1,000 mile network



The 'Beelines' network will be the largest in the UK

Officials in Manchester have revealed plans to create a city-wide cycling and walking network made up of more than 1,000 miles of routes – including 75 miles of Dutch-style segregated bike lanes.

The 'Beelines' network – named after Manchester's civic symbol of the worker bee

– will be the largest joined-up system of walking and cycling routes in the UK.

The initiative has been developed in partnership by the 10 Greater Manchester local authorities and Olympic champion Chris Boardman.

More: http://lei.sr?a=p6w5Y_H

Exercise4Less reaches 50 club landmark with Chesterfield opening

Budget gym operator Exercise4Less has opened a club in Chesterfield, taking the number of clubs in its portfolio to 50.

The chain has expanded rapidly since opening its first site in 2009 and the latest opening comes a month after the group secured a £42m

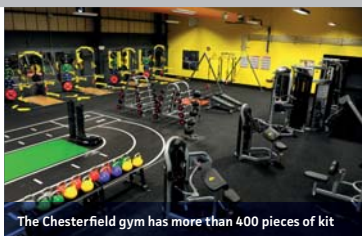
growth capital investment from Swedish credit provider Proventus Capital Partners.

According to Jon Wright, founder of Exercise4Less, the funds provided by Proventus will allow the group to continue its plans to open 100 gyms by the end of the decade, with 10 more gyms



This landmark is just the beginning for Exercise4Less in the coming years

Jon Wright



The Chesterfield gym has more than 400 pieces of kit

planned by the end of 2018 and a further 40 by 2020.

"It's a huge achievement to reach 50 sites and it cements our place as one of the biggest branded fitness clubs in the UK," he said.

"This landmark is just the beginning for Exercise4Less in the coming few years and following our recent investment by Proventus Capital Partners we are going to continue to grow at an

even quicker pace and further disrupt the fitness industry."

The Chesterfield club will have more than 400 pieces of equipment across dedicated cardio, free weights, combat and resistance zones.

Facilities include a ladies-only area and combat zone and there will be a focus on group exercise, with more than 200 classes each month.

More: http://lei.sr?a=X9p4q_H



YourZone45 secures investment

Boutique fitness franchise

YourZone45 has secured investment and executive support from fitness industry specialists Mhairi FitzPatrick, Andy Kay and Jeremy Taylor.

The three new stakeholders will be working alongside YourZone45 founder Chris Elms to "develop the

product and accelerate growth" throughout the UK and overseas. Taylor was a co-founder of the LA Fitness group in 1994, while Kay and FitzPatrick launched and then sold premium operator 37° Health and Fitness.

More: http://lei.sr?a=z7x3W_H

Government fails to highlight exercise in new obesity strategy

The latest chapter of the government's *Childhood Obesity Plan* has received a mixed reaction from the physical activity sector.

While the document includes headline-grabbing measures to improve diets – such as a ban on sweets sold at shop checkouts and restrictions on junk food ads on TV – there is scarcely a

mention of how to get children more physically active.

All five main action points (sugar reduction, calorie reduction, advertising, local areas and schools) focus on improving dietary habits – and the first meaningful mention of exercise within the 33-page document comes on page 27.

More: http://lei.sr?a=X8E5J_H

All five main action points focus on diet





**GLOBAL WELLNESS
SUMMIT 2018**

Thought Leadership: Fitness meets Wellness, on the Italian Coast

Be part of the world's most important conference on the
\$3.7 trillion global wellness economy
October 6-8, 2018 | Technogym Village in Italy

And do it while sipping cappuccino in the Wellness Valley

GLOBALWELLNESSSUMMIT.COM



Should there be an upper limit for HIIT training?

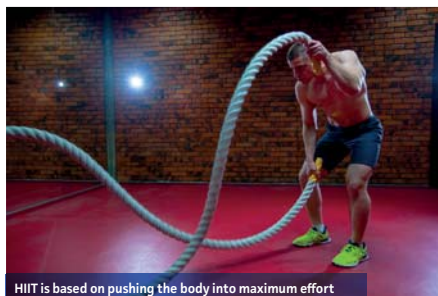
A new study has suggested that there is an "urgent need" for evidence-based guidelines around high-intensity interval training (HIIT) – including the setting of a weekly, upper limit for exercisers.

Research into the effects of HIIT, undertaken by Jinger Gottschall, associate professor of kinesiology at Penn State University, has suggested that any more than 30-40 minutes of HIIT in a maximum training zone per week can reduce

performance and potentially result in a greater risk of injury.

As a result, Gottschall – who presented the findings at the 2018 American College of Sports Medicine (ACSM) Annual Meeting this month – wants to set a 40-minute upper limit for HIIT per week.

"Currently there are no guidelines concerning the greatest amount of HIIT people should do in a week for the optimal training effect," Gottschall said. "Given the



HIIT is based on pushing the body into maximum effort

extreme intensity involved in this kind of exercise, it's imperative that maximum guidelines are set in the same way that minimum guidelines have been in the past.

"We hope this study will be instrumental in helping the industry make these recommendations official."

More: http://lei.sr?u=u8c6r_H

Physical exercise "protects against the onset of Alzheimer's"

Physical exercise and keeping fit can protect against the onset of Alzheimer's disease, according to a study by the Centre for Human Psychopharmacology (CHP) at the Swinburne University of Technology in Australia.

The research by CHP shows that the rate of decline in certain aspects of memory may be explained by a combination of overall physical fitness and the stiffness of the central arteries.

The study, published in the *Journal of Alzheimer's Disease*, investigated the theory that fitness could be associated with better cognition through a healthier aorta.

A group of 201 adults (73 females and 29 males), aged between 60 and 90 years, living independently in aged care communities, were recruited for the study.

Their fitness was assessed with a six-minute walk test which involved participants walking back and forth between two markers placed 10 metres apart for six minutes.

Only participants who completed the full six minutes were included in the analysis, which assessed the stiffness of their arteries and cognitive

performance. The researchers found that – along with body mass index and gender – the combination of fitness and aortic stiffness explained a third of the variation in performance in working memory in older people.

Lead author Greg Kennedy says that from early adulthood, memory and other aspects of cognition slowly

decline, with an increasing risk of developing into dementia.

"Exactly why this occurs is unclear, but research indicates that exercise and physical fitness are protective," Kennedy said.

"A healthier, more elastic aorta is also theorised to protect cognitive function."

More: http://lei.sr?a=r9k6t_H

The research studied 201 adults aged between 60 and 90 years





NEOFLEX MADE BY **REPHOUSE**
FITNESS FLOORING

FOR

**CARDIO & SELECTORIZED EQUIPMENT AREAS,
FREEWEIGHT & OLYMPIC LIFTING ZONES,
CROSSFIT BOXES, FUNCTIONAL & AGILITY TRAINING,
GROUP EX & SPINNING STUDIOS,
AND SPRINT TRACKS**



FOR MORE INFORMATION

CALL +44 (0) 161 818 7377

EMAIL sales-europa@rephouse.com | [f](#) [@](#) [p](#) @rephouse

WWW.REPHOUSE.COM



Last year, Premier Global NASM trained 3,000 fitness professionals in the UK

BRAD TUCKER

The new vice president and general manager of Premier Global NASM talks about skills gaps and his ambitions for the brand in the UK and beyond

How is tech affecting learning?

Digital learning technology isn't new, but its effectiveness continues to improve as technology advances. The huge advantage it offers is accessibility; it eliminates barriers for students who want to enter the industry, but can't access a venue to study at times that suit them.

Utilising an online platform also creates a more flexible learning experience; students can decide to accelerate or slow learning, based on how they're progressing.

Every student has unique learning needs, with some thriving on the live aspect of learning. We cater for this with weekly, live webinars delivered by our world-class tutor team, to create a learning experience that simulates the classroom environment.

Employers say they must provide extra training to ensure fitness staff are work-ready. How is Premier Global NASM addressing this?

Training providers need to work with employers to ensure all fitness professionals have the skills to support their business objectives. We're engaging with employers to understand where they see training gaps

and we're also sharing ideas to enable the industry to find solutions.

We can draw on our experiences in the US where we're implementing programmes that address this problem. We're currently exploring how we can introduce these to UK employers, tailoring them to the market.

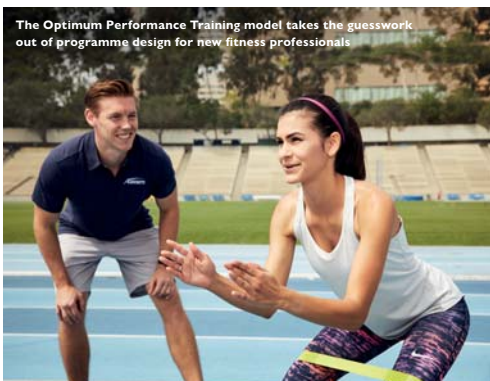
We're also addressing the issue through our education curriculum

with NASM's proprietary Optimum Performance Training™ (OPT™) model.

This model is unique to Premier Global NASM and is integrated into our new Diploma in Personal Training for Optimum Performance.

The OPT™ model helps new fitness professionals take the guesswork out of programme design, through a systematic training process that allows them to

The Optimum Performance Training model takes the guesswork out of programme design for new fitness professionals



NASM FACTS

NASM's programmes reach over 50,000 fitness professionals and S&C coaches every year globally

Virtually all professional baseball (MLB), basketball (NBA) and American football (NFL) clubs in the US employ a NASM trained professional

Last year, Premier Global NASM trained 3,000 fitness professionals in the UK

personalise and deliver safe, effective and consistent programming to clients.

The activity sector is aligning itself with the health sector. How are you helping the workforce deliver this agenda?

We have experience in bridging the knowledge and credibility gap between professions through quality training and education. Our advanced specialisations in human movement science, such as NASM's Corrective Exercise Specialist course and NASM's Performance Enhancement Specialist course, are used by professionals in a variety of sectors, including health.

These specialisations allow for the application of key human movement principles that best meet each need and

situation, whether they're being utilised by a personal trainer, sports performance coach or a physiotherapist.

We'll continue to work with ukactive and CIMSPA to support the development of a credible CPD model that supports career progression and career pathways.

Continuing education is vital to building knowledge among fitness professionals, improving service, protecting consumers and delivering public health outcomes. All of this combined will elevate the sector's credibility and create opportunities to align with the health sector.

What are your ambitions?

We intend to deliver a world class digital learning experience with high achievement rates and strong training outcomes that

can support increased opportunity and credibility for our graduates.

We want to act as a primary advocate and positive voice for fitness professionals, opening as many doors as possible for them, from initial employment to ongoing career development.

We'll expand our reach into other sectors, including elite sports. In the US, we've trained professionals across the NFL, NBA, MLB and NHL, and we'd like to bring our experience and knowledge in injury prevention and sports performance training to professional football and other sports in the UK.

We've already signed a well-known Premier League team, news of which we'll share soon, so this work is beginning.

Lastly, we intend to be an industry advocate and work with key associations such as ukactive and CIMSPA to progress the sector, while delivering the most qualified graduates who'll inspire the masses to improve their health through physical activity. ●

ABOUT BRAD TUCKER

Drafted by the Philadelphia Phillies in 1999, Brad played professional baseball for almost two years. The game taught him a great deal about life, including discipline and teamwork.

Following his baseball career, Brad spent many years in sales before joining the National Academy of Sports Medicine (NASM) in 2008 as vice president of sales. Brad has an MBA from Arizona State University.

During his tenure with NASM, the company grew into the most respected provider of health and fitness certification in the US.



PREMIER
GLOBAL



Twitter: @PTInternational

EMAIL: courses@premierglobal.co.uk

WEB: www.premierglobal.co.uk

Can we narrow the health gap between rich and poor?



The old adage that wealth is health has been backed up by a recent US study. What can the industry do to bridge the widening health gap between rich and poor?
Kath Hudson reports

According to the 2018 *Physical Activity Council Participation Report*, 25 per cent of Americans are inactive on average, but of those making less than US\$25,000 a year, 42 per cent are inactive.

This is the sixth consecutive year this group has experienced a decrease in activity levels. Meanwhile, households with an income of more than US\$75,000 a year continue to experience increasing activity rates.

This study is not the first to discover a link between income and level of activity. UK research, carried out by the Centre for Market and Public Organisation at Bristol University, found that education, income and location all play a part in determining how active people are. It found that only 12 per cent of people who are degree educated are inactive, while

those with no such qualification are three times more likely to do little or no physical activity.

Clearly affordability is a major barrier, but is this something that operators are prepared to remove? Dave Thomas, co-founder of London club, The Foundry, (see *Health Club Management May 2018*, p39) has set up a charitable arm that offers some free memberships, in order to combat this problem. Would other operators be prepared to follow suit? Would this be the answer, or do other factors come into play?

With its wealth of expertise and facilities, the industry is well placed to reach out, but does it have the commitment and creativity to do so? What could be the way forward and what is already happening? Does this need a big funding pot, or can changes be made without much expenditure? We ask the experts...

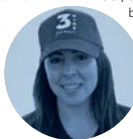
Jasmine Gallardo

3 WINS Fitness California: programme leader

The 3 WINS Fitness programme is run by a group of volunteer kinesiology students from California State University Northridge, in partnership with the American Council on Exercise.

Financed via fundraising and sponsorship, the programme brings free workouts, health education and medical screenings to low income communities in Los Angeles

County – although we're looking to expand to a wider area. On average, it reaches 90 people a week, who



benefit in many ways from reversing diabetes, coming off blood pressure medication and managing their depression.

My community is working class with a lot of Hispanic and Latino people. They live from pay cheque to pay cheque, so fitness is not

When working with this demographic, it's important to show that you genuinely care, as they'll believe, and value, everything you say

a priority for them and they generally don't value their health. Offering a programme for free is empowering. We run bootcamp-style sessions for varying abilities, three times a week. Part of the programme is to change people's perception of their health, to make them understand it's a priority, because without their health they can't work.

We find they make friends, which boosts their motivation and they soon change their mindset to value their health. Once this happens they usually take responsibility and will often join a gym. When working with this demographic, it's important to show that you genuinely care, as they'll believe, and value, everything you say.



StreetGames engages young people with sociable activities

Jane Ashworth

StreetGames: chief executive

Working with 1000 locally based providers, StreetGames aims to mobilise disadvantaged 14- to 24-year-olds. We see multiple problems for people growing up in deprived areas. Accessibility is one barrier: they want hyper local experiences and will only travel 1.2km, on average. Affordability is another: Sheffield University research shows that the average low income family spends £2.55 on active leisure per week. So even the public sector is out of reach for them. It falls to the third sector to provide.

Free access isn't the answer to the problem, but it is part of

the picture. There will always be a need for investment in activity provision for this demographic. I would like to see the introduction of a means-

tested national youth leisure card to provide free access to more widespread opportunities. And I would like to see operators run outreach programmes, or work with community providers to bridge the gap.

The bulk of our target market is not looking for commitment, competition or skills and drills. They want to be in a sociable environment with their mates and in the course of the session do a variety of activities. Girls generally prefer



female-only activities. The leader is incredibly important and will become a significant adult to them. We are now training all of our instructors from mental health first aid.

Only 15 per cent of 15 year olds are meeting the CMO guidelines of one hour of activity a day, and this becomes less once they leave school: 70 per cent are only active through school. Only 14 per cent go to leisure

centres. Our participation survey shows that among our target market 37 per cent were completely inactive before StreetGames. This drops to 17 per cent once we offer provision. We try to find opportunities for those who are maturing out of the programme – many are interested in gyms, so it would be great to talk to the health and fitness sector about how opportunities could be extended.



I'd like to see the introduction of a means-tested national youth

leisure card to provide free access to more opportunities. And to see operators working with community providers to bridge the gap



Girls generally prefer female-only activities

► Born Barikor

Our Parks: founder and CEO

Launched in March 2014, Our Parks is designed to give exercise opportunities to low income people, offering free access to instructor-led exercise classes in parks.

Funded by councils and housing associations, more than 400 classes a month are currently offered in more than 20 London boroughs and a few councils outside of London. The aim is to eventually work with every borough and every council.



We're targeting a hard-to-reach group and it's a challenge to sell exercise to people who don't value it. They're also easily scared off, so the class has to be fun. Often their reluctance to exercise goes back to a negative experience of sport at school. It takes about eight weeks to change a mindset, at which point they start to both value physical activity and become prepared to invest in it.

We've had so many beautiful stories of inactive people becoming coaches, and of people using exercise to get over illness or to kick an alcohol or drug habit. Our Parks also has a massive impact on social isolation, with lots of people who were lonely finding a new friendship circle.

We're always keen to signpost our users onto other opportunities, and many graduate to parkrun,

The Good Gym, football and netball clubs. As a sector I think we can be too possessive over users and compete against each other, when we should be pulling together against other sectors. Being more tech savvy is one way: for example having an API where you can book onto a number of providers. Also we need to get better at sharing good practice and successful ways of targeting the inactive.

As a sector I think we can be too possessive over users and compete against each other, when we should be pulling together against other sectors



Our Parks not only gets low income people active, it also gives them a social outlet





ukactive is currently working on an initiative that will offer school holiday activity sessions to children from low income families

Huw Edwards

ukactive: public affairs director

Our research shows the connection between socio-economic deprivation and inactivity. Reaching out to the low income sector represents an opportunity for the health and fitness sector to bring in a new audience and it should be something that operators address.

ukactive is currently working on a £2m initiative, funded by the Department of Education, to offer children from low income families access to activity sessions

during the school holidays.



We're also talking with the treasury about how the cycle to work scheme could be extended to include gym membership, so employees could receive tax relief

through a salary sacrifice scheme, making it more affordable for them to join the initiative.

Dame Tanni Grey Thompson's vision to turn ageing leisure centres into community wellness

hubs, providing a one stop shop for services including physical activity, GP surgeries and libraries could also be part of the solution. It would demystify the gym environment and remove the intimidation factor, which many people feel.

There isn't a one size fits all approach for operators when tackling this issue. They need to

understand their community, stimulate demand, look for collaborations and put forward the idea that this sector is for everyone, irrespective of economic means. Technology is one way of democratising physical activity and adapting programmes to be more inclusive to those on a low income. ●

We're talking with the treasury about how the cycle to work scheme could be extended to include gym membership, so employees could receive tax relief through a salary sacrifice scheme

“

With Anytime Fitness, all clubs are available to members, so whatever your lifestyle and wherever you're travelling, there'll be an Anytime Fitness location nearby that you can use

STUART BROSTER

The CEO of Anytime Fitness UK speaks to Kate Cracknell about plans to become the UK's largest operator – and global plans to be the only franchise brand in the world operating on every continent



Broster says the combination of experience and convenience has allowed Anytime to thrive in the difficult mid-market



What's your background?

Over 40 years' experience in the hospitality and health and fitness industries, including as CEO at LA Fitness and MD at LivingWell, overseeing strong site growth for both.

My most recent role before Anytime Fitness was running my own hotel management firm, with a franchise portfolio including Holiday Inn, Hilton, AccorHotels and Ramada. This was preceded by my time at Hilton, where I was VP for the North America and Canada territories, responsible for seven corporately-owned hotels and 30 franchise hotels. This role came following Hilton's acquisition of LivingWell.

Why did you join Anytime?

I joined in August 2017, attracted predominantly by the opportunity to help others to be successful in business, combined with the position of Anytime Fitness as a significant 'challenger brand' in the UK health and fitness industry.

Entrepreneurship is thriving in this country and, while franchising in other industries is becoming saturated, Anytime Fitness continues to grow significantly worldwide.

I find that giving our franchisees the platform to run a successful business for themselves is very fulfilling.

What's the Anytime proposition?

Some things have changed in recent years. For example, where previously our clubs were more suburban, now our locations vary: we have over 30 clubs in London now, as well as central locations in other major UK cities. So we're currently in the midst of a company-wide branding exercise that will provide a more detailed plan of our future positioning.

However, there are certain differentiators that have always been fundamental to the Anytime Fitness ethos.

First is, of course, our 'anytime' proposition. Membership gives access to the club 24/7, 365 days a year, via a key fob ▶



We've strategically positioned ourselves as mid-market, with a more premium offering than many of our competitors

- which grants entry outside of staffed hours. Members also get the Anytime Workouts app, which provides more than 1,000 workouts that can be accessed directly from a phone.

Then there's our market positioning. While other brands lead on their low price point, we've strategically positioned ourselves as mid-market, with a more premium offering than many of our competitors – a broad range of CV, strength, free weights and functional equipment in a premium setting, as well as a private studio – costing, on average, £35 a month.

Community has always been at the heart of our proposition. This will continue, as it's incredibly important that members feel they're part of something. This comes naturally, as the franchise model means it's often local people owning local clubs. This lends itself to a friendly, community feel. We also encourage clubs to do as much as possible in their local areas, allowing them to become part of the community.

Finally, a very strong USP for us is the option for members to use any of our clubs, anywhere in the world – something no other operator our size is offering. We have over 4,000 clubs across the world, including 144 in the UK, and a membership allows people to visit any of them.

Other UK operators offer multi-club memberships, but it's often dependent on what you pay, so, for example, if another club charges a higher monthly membership, you can't visit it. This isn't the case with Anytime: no clubs are exempt, so whatever your lifestyle and wherever you're travelling, there'll be an Anytime Fitness location nearby that you can use.

We believe it's this combination of customer experience and convenience that's allowed us to continue to thrive in the notoriously difficult mid-market segment.

Tell us about the Anytime app

We have two apps available exclusively to our members: the Anytime Fitness app and the Anytime Workouts app.

The first app allows you to pair your phone with a wearable, track your gym visits and track calories by linking with other popular apps such as MyFitnessPal.

The second supports our members with over 1,000 different workouts they can access through their phone. This gives members autonomy when they're in one of our clubs, allowing them to try new things, or alternatively allows them to perform non-equipment-based workouts at home.

Has the Anytime model changed?

The main development has been in how we source and support our franchisees. Previously it was felt that, to open a health club, you needed to be an experienced fitness professional. That simply isn't the case any more. We have franchisees with no previous experience in the fitness sector, but who – for example – have held franchises in the hospitality sector, before opening a club with us.

Each franchisee is then assigned a Franchise Performance Coach (FPC) who will guide them through every stage of owning a club. Our FPCs have years of experience in the field, in roles from general manager through to regional manager, and across both public and private sector organisations.

We've recently made key senior appointments too – Ben Dixon as commercial and property director and Neil Randall as sales and marketing director – to help provide additional senior support to franchisees from the very beginning of their journey with us to get them off to a great start.

Anytime has increased the functional space in clubs to capitalise on this trend



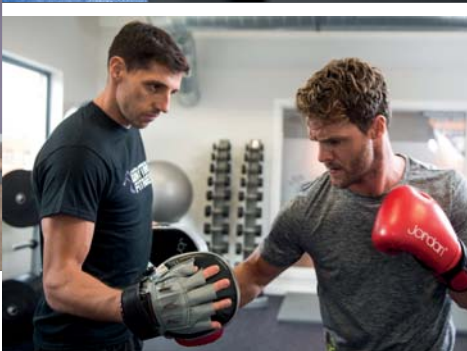
Finally, we've introduced much more robust KPIs – including Net Promoter Score, brand standards, marketing and financial health checks – as well as a clearer road map to success, to simplify the process for our franchisees.

How have you developed the member offer?

We're looking at the overall experience that we're delivering to members at club level and have various future partnerships lined up to both attract and retain members.

We're also looking into better demographic profiling of our members and prospects, with a view to creating different types of membership. We'll soon be introducing Anytime Prime, for example: a new membership for the more mature market. In addition, a lot of our members are parents, so we're looking to partner with a leading group exercise provider to white label an exercise programme for children.

Something else we're looking at is increasing the functional space that is available in our clubs to capitalise on the growth in demand for this style of training and also to create more group exercise opportunities as part of the mix.



An exciting launch that's coming in the first quarter of 2019 is Anytime Coaching, an app-based platform that will change the way we deliver personal training to members of our clubs. It's a very forward-thinking development to our model and we're looking forward to unveiling the full details.

We have several other exciting plans in the pipeline too, which we'll be able to share in the coming months.

What's the secret of Anytime's success?

Distilling the key elements into just one sentence – it's the combination of convenience, affordability and community feel.

From a business point of view, while there are other fitness club franchise options available, no-one else has the worldwide market position of Anytime Fitness. This global market strength offers reassurance to potential owners. ▶



Anytime calculates that selling two gym memberships a day is as valuable as getting 100 customers a day at a coffee shop franchise

► What are your goals?

For Anytime Fitness to become the biggest fitness club provider in the UK by number of sites, all of which will drive success, both for our members and our franchisees.

A company our size must create more opportunities for ambitious and hard-working entrepreneurs to succeed, and interest from potential franchisees remains high. A lot of our owners also have franchises in other sectors, but they're finding fitness to be a more lucrative investment at the moment. The sector has proven to be robust, even in times of recession. By our calculations, selling two gym memberships a day is as valuable as getting 100 customers a

day at a pizza restaurant or coffee shop franchise.

Site availability will be the biggest obstacle we face: finding and then negotiating locations for clubs is incredibly competitive. Planning in the UK also has its challenges, but we're working closely with ukactive to improve this situation.

What are Anytime's global plans?

To be in more countries in the next two years – some recent news includes a new agreement with a master franchisee in Morocco and plans to open several gyms there within five years.

We also plan to open more locations in China, building on the 11 we already have there. China is a special market for us, as we celebrated the opening of our 4,000th gym on 16 March 2018 in Shanghai. We're the first and only US-based gym operator to get a franchising licence in China and it's proving successful, so we're keen to build on it.

Chuck Runyon – CEO and co-founder of Anytime Fitness – is also determined that we should have a gym on every continent, so he's already been exploring options for Antarctica and he's in no doubt that it's going to happen. In a franchise world that includes household names such as McDonald's and Subway, it would be a notable accolade to be the only franchise with sites open on every continent.

What does the company bring to the market?

Our mission is to 'improve the self-esteem of the world' – by which we mean supporting communities across the globe who are invested in living healthier, happier, more active lives.

Specifically, though, Anytime Fitness brings a sustainable, mid-market fitness club proposition to the industry. There's so much variety now, with budget gyms, luxury clubs, boutiques and dedicated weightlifting clubs that between them they encompass a huge breadth of requirements. However, we believe Anytime Fitness has something for everyone. ●

■ ANYTIME FITNESS UK NUMBERS

NUMBER OF CLUBS OPEN

144 @ May 2018

NUMBER OF MEMBERS

Approximately 140,000

AVERAGE MEMBERSHIP FEES

Around £35 per month

NUMBER OF FRANCHISEES

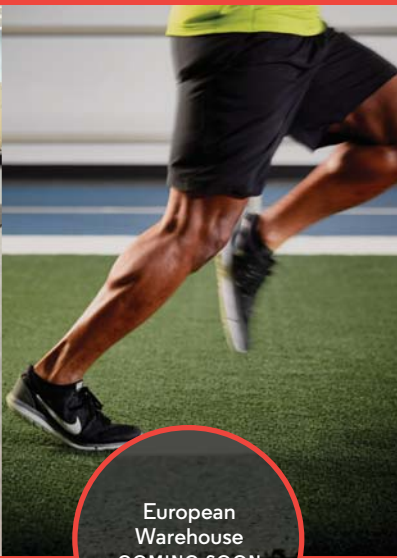
Approximately 200 franchisees that either currently own or are interested in owning a club in the UK

NUMBER OF CLUBS IN THE PIPELINE

Around 30 that already have property

(Source: Anytime Fitness)

Can a floor do more?



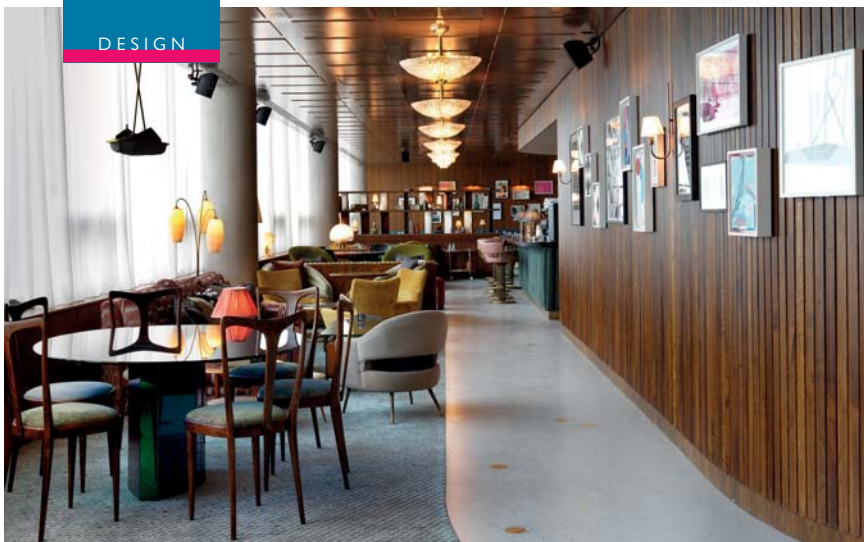
European
Warehouse
COMING SOON

Yes.

Coming to Europe in 2018, Ecore Athletic offers high-quality rubber surfaces available in beautiful colors, patterns, and dimensions at a great price. Ecore Athletic products deliver safety, ergonomic, and acoustic benefits to solve your performance needs.

ecoreathletic.com
Made in the USA

ecore | Built by Yes.



SOHO HOUSE

Soho House has opened one of the most high-end gyms in London. Kath Hudson finds out more

Home to the BBC from 1960 until 2013, the Grade II listed Helios building, also called White City House, has been the setting for many beloved television programmes, including things like *Top of the Pops*, *Dr Who* and legendary kid's TV show, *Blue Peter*. Now the BBC has moved out and the building has been redeveloped as super high-end apartments with a range of services on-site, including a Soho House.

This is the operator's eighth site in London and has one of the capital's largest and most high-spec gyms.

According to gym manager, Julien Delande, the 24,000sq ft basement gym has been embraced by Soho House members, hotel guests and residents alike. "We opened at the end of April and already we have 500 visitors each day," he says. "We see ourselves on a par with Equinox. We're a luxury provider in the way the gym has been conceived and designed and the quality of the environment, equipment, location and instructors."

The cardio equipment was supplied by Technogym and Life Fitness, with plate-loaded strength equipment from Hammer Strength, while custom-made dumbbells and barbells – Soho House logo – are by Watson.



Top: The interiors of Soho House were designed to evoke the original BBC interiors, while the entire building (above), has been reimagined as high-end residential, with apartments and mixed use tenants



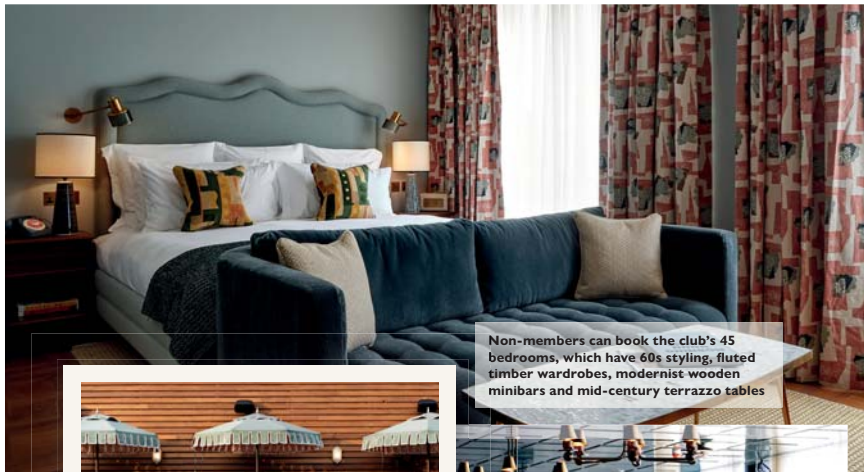
The rooftop pool has a Palm Springs vibe, while the gym has been designed to enable people to train like athletes



*We see ourselves on
a par with Equinox.
We're a luxury provider*

Julien Delande





Guests and members can enjoy lunch and cocktails by the pool at Soho House White City



► Keen to offer members the latest in workout trends, there's also a bespoke TRX rig, Olympic lifting platforms and a prowler track. Delande says the track is popular with all clients, but especially the PTs. "We've responded to trends by offering facilities like the prowler track – more and more people want to mimic the way athletes train and methods they have seen on social media."

There are four studios within the gym, offering a wide range of classes, including mind-body programmes such as yoga, Barry's Bootcamp-style classes and combat classes, with two specialist boxing instructors.

A signature 45-minute HIIT programme has also been created specially for Soho House, called House 3.

Members have access to an extensive wet area, with a 17m lap pool, a steamroom, sauna, hammam, and a juice bar serving health snacks and drinks. The rooftop pool and bar has a Palm Springs vibe, with potted ferns, parasols and 60s-style floral loungers.

DESIGN

A great deal of attention has been given to the interior design, to ensure it reflects the building's heritage. Design director, Linda Boronkay, has used fluted timber walls in lounge areas, corridors and the female changing areas, inspired by the original reception area in the BBC, while Tibor, the company that designed patterns for the BBC, has provided furniture and fabrics with a retro vibe. This is complemented by the terrazzo flooring.

The Games Room – the main members' space – features a custom-made rug inspired by the BBC test card.

Spanning two floors, the club's 45 bedrooms feature mid-century terrazzo tables, fluted timber wardrobes, modernist wooden minibars, and the original exposed concrete support beams. Bathrooms have circular patterned tiles inspired by BBC designs and a full range of Cowshed products – the Soho House own-brand.

MORE FUN

The club has eight F&B outlets, including an East meets West restaurant, the House Canteen and Studio 8, which hosts members' events. Both The Allis and The Electric Cinema are open to the public.

The Electric Cinema White City has two screens, each with rows of velvet armchairs, footstalls and cashmere blankets. The space has dark blue 60s geometric carpets, velvet walls and signage inspired by the BBC studios.

An art collection has been curated in response to the building's history, comprising a number of commissioned pieces, including Archie Proudfoot's Test Card Girl and a take on the iconic Playschool windows by Chris Levine. There's also a permanent collection commemorating the work of artist broadcaster, Tony Hart. ●



The club's restaurant (above) and ninth floor terrace (left) are among eight social and dining spaces around the club



Inside Television Centre: The Helios

ABOUT SOHO HOUSE

Founded in 1995 by Nick Jones to provide a home from home for creative media types, Soho House has now expanded to 20 locations around the world. Starting with 40 Greek Street, London, there are now eight in the capital, as well as country retreats in Somerset and the Cotswolds, beach houses in Barcelona and Miami and more in Mumbai, Toronto and Amsterdam. Further sites are in the pipeline. The group also runs cinemas, spas and workspaces.

Each house is designed according to its location. Four annual membership options are available:

Local House: £1300 (€1540, \$1740)

Every House: £1650 (€1882, \$2209)

Under 27 Local House: £925 (€1055, \$1239)

Under 27 Every House: £700 (€799m, \$937).

Double hotel rooms can be booked at White City House for **£195** (€222, \$261) and guests can enjoy the use of facilities.

FEEL THE ÉNERGIE

In the latest move for fast-growing operator énergie Fitness, the company has opened new headquarters that puts employee wellness, productivity and the needs of franchisees centre-stage

To get to their desks, employees at énergie Fitness have access to a running track. And while they might not jog every day, that entrance says something about what énergie CEO, Jan Spaticchia, wants to achieve at his new, state-of-the-art HQ in Milton Keynes, dubbed 'énergie Central'.

The vibrant design and free-flowing workspace of the 15,000sq ft facility is Spaticchia's vision; he's dug into the budget to kit out the space, taking inspiration from tech giants like Google and keeping his employees' productivity and franchisees' needs in mind.

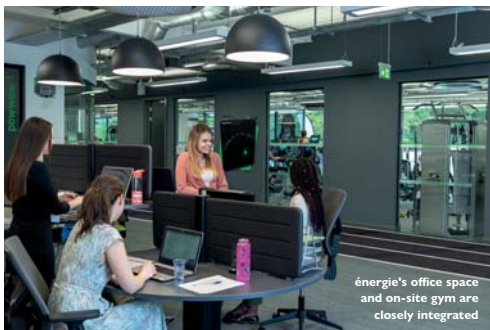
Énergie Central feels alive, humming, and, well – full of energy. A vibrant palette of lime green and bright pink accents, in line with the company's new branding, keeps things fresh, and the open-plan office has been designed to encourage collaboration – a key aim when it comes to how Spaticchia wants his team to work.

AGILE WORKING

The workspace at the new énergie Central is anything but traditional. From high-standing communal workspaces, to "hot box" desks and quiet pods for concentration, Spaticchia has ensured there's a space for everyone's style, mood and needs.

"I've been a great admirer of the tech companies coming out of Silicon Valley who have broken the rules," Spaticchia explains. "They call it Agile working. The whole idea in any Agile work environment is that you don't have to sit at a desk. It's a simple concept, but something about that frees the mind, and we believe we get more done that way."

On any given day, four to five people might be working together on the high bench tables, putting ideas on a large-screen monitor and brainstorming together, while another group might be



énergie's office space and on-site gym are closely integrated



"I've been a great admirer of the new tech companies coming out of Silicon Valley who have broken the rules"

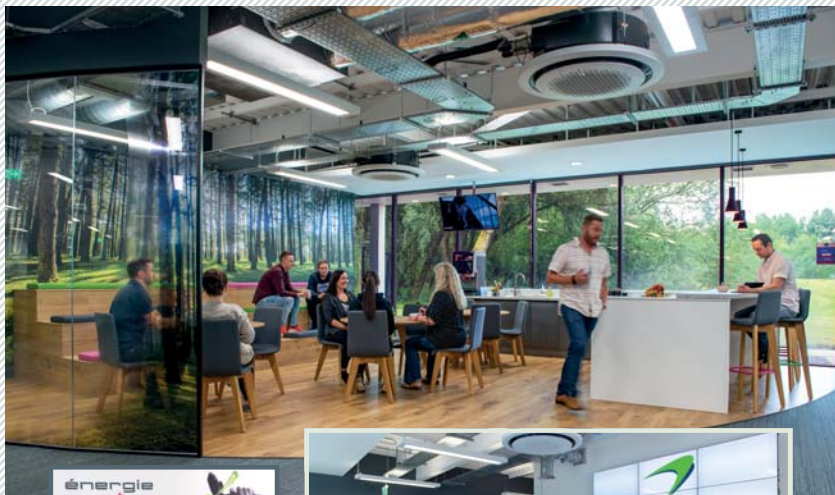
gathering in a Pow Wow room – a glass-walled meeting space with comfortable chairs where people can discuss a challenge or have a more intimate conversation. For staff who are more comfortable working in a traditional setting, there are options for that as well.

Because many employees are often on the road, Spaticchia has designed "hot box" desks where they can drop in and set up easily, with lockers nearby containing laptops and other office supplies.

But it's not just the open-plan work environment that gives énergie Central such a spacious feel; the office area faces onto wooded green space, with floor-

to-ceiling windows ensuring natural light. Spaticchia says he looked for a space that had a good outdoor facility and room for employees to step outside for fresh air.

"Just being outdoors makes you feel better," he explains. "We wanted to make sure the views weren't locked away and people could get out to stretch their legs." But Spaticchia took it a step further; in the design of énergie Central, he chose to bring elements of the outdoors inside. This includes a leafy photographic wall in the café area, known as the Woodlands, where employees perch on bleachers each Monday for informal catch-up meetings, as well as a rock-climbing



énergie creates virtual clubs for locations which are under construction, to help drive membership pre-sales



theme in the 'Never Bored Room' that includes a view out over a mountain lake and multidimensional boulders.

THE POWER OF SHUTTING OFF

énergie Central also has its own VR area for franchisees – the company creates virtual clubs for locations that are under construction, helping drive membership sales before the club physically exists. Clubs are also designed in VR, to get a feel for how members move around the space.

Employees are encouraged to take breaks and play VR golf or tennis to encourage creative thinking.

For some serious brain resetting, énergie Central even has its own napping room. 'Napland' is cocooned away in a soundproof corner and cloaked in black, complete with a high-tech napping pod – the same as the one used at Google, says Spaticchia. He's researched the effects of napping on productivity, and was impressed with the science behind the restorative power of a 20-minute nap.

The napping pod is an enclosed dome that plays nature sounds, along with specially designed lighting, and at the end of 20 minutes, is designed to wake employees up in a similar way to a sunrise alarm. The snooze pod is a statement to employees that it's OK to take time out to recharge batteries through rest. They're also encouraged to do three workouts a week. "We get paid back significantly in productivity and energy levels," explains Spaticchia.

ON-SITE FRANCHISE

Workouts are easy for employees to fit in – there's a 5,000sq ft on-site franchise at énergie Central, a key component of the space. This is not only to benefit employees, who receive a free membership, but also for prospective franchisees.

énergie Central has a large training room for franchisees and the added benefit of the on-site gym. "In terms of the training, having the franchise on-site is essential," says Spaticchia.

Several times a year, énergie holds "Discovery Days", where those interested in buying a franchise can learn about the gym model. With the on-site franchise, they can now get to see a working gym while they're there and see how staff and members interact.

"It's immediate – you can go and touch and feel and go into a working énergie facility," says Spaticchia.

And that's a win-win: employees have easy access to workouts, while franchisees can use the facility for training, and executives have a daily reminder of the end-product – and the real people who use it. ●

énergie
group

TEL: +44 (0) 845 363 1020

EMAIL: info@energiehq.com

WEB: www.energiefitness.com



RALPH SCHOLZ

The MD of The Mirai – McFIT's 20,000sq m, free-to-use mega club – speaks to

Kate Cracknell about a business model that's sending shockwaves through the industry

When did you join McFIT?

I took over as CEO and MD of The Mirai on 1 July 2017, joining from Reed Exhibitions where I was event director with overall responsibility for the FIBO events in Cologne and China.

I joined the McFIT Global Group specifically to run The Mirai project. I believe it will be a unique platform for the fitness industry – something that has never been seen anywhere in the world – and I'm inspired to be contributing to such a mammoth project right from the outset.

What is The Mirai?

The Mirai is the latest project from McFIT. When it opens in early 2020, it will be the biggest fitness centre in the world: the site covers an area of 55,000sq m, with the floor space in the fitness hall set to measure 20,000sq m.

A huge diversity of fitness and sporting activities will be made accessible under the one roof, ensuring that every member will find the perfect physical activity pursuit, no matter what their motivation is to exercise.

Anyone who enjoys or is interested in exercise can meet, discover next-level training, help us develop the future and become part of the exercise movement.

Alongside its numerous sporting attractions, The Mirai will also offer a high level of socio-cultural added value, with space for shared activities, lively exchange and interpersonal connections. So whether you want to train alone or take part in a team sport; want time for yourself or the chance to hang out with friends; want to improve your health



A wide range of sports and exercise facilities will be available free of charge at The Mirai, with personal training available as an upsell



and fitness or simply have fun, The Mirai offers unparalleled opportunities.

However, although The Mirai will host the biggest gym in the world, there will be far more to it than that. It will also be a research laboratory – a new centre of competence for the industry that's focused on R&D and collaboration with universities and training establishments.

In addition, it will be a year-round business-to-business platform for trade shows, conferences and events, as well as brand showrooms and partnerships.

Ultimately, we're creating a centre for the fitness world that will bring consumers and the industry together. Our aim is to be able to welcome tens of thousands of visitors and members each day – over a million people each year. As soon as we have more precise figures, we'll make these public.

What does Mirai mean?

Mirai means 'future' in Japanese, and in line with this name, we'll use it to showcase new trends and concepts in

a way that's accessible. We'll work with experts and clients to create optimised, personalised training experiences, develop cutting-edge concepts and bring our vision of the future of exercise to life.

Virtual reality will undoubtedly play a big role – 'digitisation' is a key word on all levels, both for us and our partners. ▶



We aim to establish The Mirai as a 'fitness tourism' attraction, to reinvigorate facilities in the region, enrich the broader fitness market and provide more people with access to fitness

- Ultimately, The Mirai will focus on the experience as much as on the training.

The Mirai will be a pioneering project that never accepts the status quo, instead, it will consistently seek better solutions. It will no doubt exert a fundamental influence on the whole health and fitness industry.

What's the location?

We're investing €50m into the conversion of several old industrial buildings in Oberhausen, in the heart of the Ruhrgebiet region of Germany.

Oberhausen is one of Europe's biggest conurbations, with 22 million people living within a 120 minute drive-time. Furthermore, 30 million day-trippers visit the city every year, making it an ideal location for The Mirai.

Why did McFIT decide to undertake this project?

The McFIT Global Group is always on the hunt for new fitness trends and innovations with which to inspire members, and we've had The Mirai in mind for a while now. When we first saw this extraordinary space in Oberhausen, we knew we'd found the right place to make our vision a reality.

Our vision is this: everything around us is in motion; movement is the defining principle of life, except that we humans are moving less and less. This leads to enormous challenges for society and for each of us as individuals. We believe the world becomes a better place when more people exercise, which is why we need The Mirai as a beacon project – something that will motivate millions of

people to enjoy exercising more.

At the same time, The Mirai will bring together research, education, industry and people – and this alone will be an entirely new and fascinating approach.

All that said, however strong our conviction and belief in our vision, this unique complex will only be possible if we can pull together with strong partners by our side: each one individual, but working together for a healthier society.

Tell us about the partnerships

The business model of The Mirai can be compared to a platform concept: suppliers will rent space on the fitness floor of The Mirai, just like a 365-day trade show. This concept is commercially very appealing to our partners for various reasons: they have a central

WHAT'S INSIDE THE MIRAI?

- An enormous training area divided into showrooms that display the full variety and the latest trends of the fitness world.
- SkyRun, an elevated running track that will extend for a kilometre through the entire hall.
- Kids' gym where parents can leave their children under professional supervision while they enjoy some 'me time'. This will also be used as a school sports hall.
- An obstacle course combining fitness and play.
- A 'Future Lab', which will showcase innovations in fitness and sport.
- Training area for seniors, including aqua fitness.
- Central meeting point with a healthy food and beverage offering, as well as fitness and sports shopping opportunities.
- Outdoor training area, including a keep-fit trail.
- Wide variety of events, from live courses for big groups to small-scale events, as well as media-based competitions and virtual training.
- The opportunity to get support from training and nutrition experts.



**THE
MIRAI**



“ We believe the world becomes a better place when more people exercise, which is why we need The Mirai as a beacon – to motivate millions of people to enjoy exercising and moving more

port of call in the most important urban centre in Europe, and they gain access to a relevant target group that they wouldn't otherwise be able to reach directly.

Following the talks we've had so far, we're very optimistic that more than 100 suppliers from various areas will present their offerings at The Mirai, with the potential to choose from spaces ranging from showrooms to trade stands.

In addition, we're working with local fitness studios to understand how we can collaborate to best effect and to the benefit of both sides. The aim is to establish The Mirai as a tourist attraction with a fitness orientation – one that will reinvigorate fitness facilities in the region,

enrich the broader market and provide more people with access to fitness.

Will The Mirai be free?

Yes, it will be open to all, with no monthly fees for people who want to exercise, making it accessible to everyone, regardless of age, origin or wealth.

We're currently in the planning and concept phase, but in contrast to what some reports have suggested, selling members' data is not part of our business model. Our aim is simply to make fitness and exercise available to all.

Of course, special services such as personal training will incur a charge. We'll also be leasing showrooms,

running research projects, events and conferences, and will earn income from sponsorships. Collaborations with businesses are also being fostered, as there are many possible synergies between The Mirai and our partners.

Overall, then, there are far more opportunities for co-operation than is the case with a normal fitness studio. This is one of the ways in which we will make up for the lack of membership revenue.

Will it make a profit?

The Mirai isn't primarily about money – we perhaps wouldn't be doing it if it were. Yes, we have to balance the books. However, when you're the leading player ▶



Indoor and outdoor fitness facilities will be available, along with retail and F&B operations located throughout the building



The Mirai isn't about money – perhaps if it were, we wouldn't be doing it. We have to balance the books, but when you're the leading player in the European market, as we are, you also have to find new challenges

- In Europe's fitness market, like McFit is, you have to find new challenges to tackle!

What are the biggest of these?

There's no one central challenge; rather, it's the complex interplay of the different tasks involved in creating The Mirai.

Co-ordinating the large number of parties involved is a huge task in a project of this size. Plans are underway for all areas at the same time, and it will ultimately have to be slotted together like a huge puzzle. To this end, we have put together a highly competent team to ensure all the cogs will fit together.

Will this be a one-off?

At the moment, we see The Mirai as a unique realisation of our vision, because Oberhausen presented us with the ideal location to create a new centre for the entire fitness world.

However, we don't want to rule out the idea that we might transfer the concept to other urban locations in the world – in China, for example, or the US.

What's the ultimate goal?

Looking to the future, I would like The Mirai to become a landmark project, not only for the region, but also worldwide.

It's all about moving the world of fitness forward by elevating it to a new level of social relevance, thereby motivating more people to take up fitness and sport – even those who previously had no access to physical activity.

No comparable facility has yet been opened anywhere in the world and we're excited to be the first to launch this model.

And if not us, then who? As Europe's leader in the market, the McFit Global Group stands for innovative concepts – and with The Mirai, we're launching a pilot project that's set to open up the future of movement to everyone. ●



BECAUSE SIMPLICITY IS THE ULTIMATE SOPHISTICATION.

KEISER M3i

SIMPLE:

- for rider to set up
- for owner to maintain
- for tech to service

Simply the best – and best selling – indoor bike ever built.

Now, it's easy to see for yourself. Simply watch the video at...

keiser.com/M3i



KEISER® | BECAUSE 'GOOD ENOUGH' ISN'T.

t: 01666 504710 e: sales@keiseruk.com

© 2018 Keiser. All Rights Reserved



Precision made, precision laid.

With our wide range of versatile flooring and highly experienced installation team, we have the perfect solution for your functional fitness facility.

[JORDANFITNESS.COM](https://jordanfitness.com)



[JORDANFITNESSUK](https://www.facebook.com/jordanfitnessuk)

Jordan™

GROWTH FACTOR

Allegra Strategies has researched the UK fitness market for a new report. Analyst **Leonor Stanton** reviews it exclusively for HCM

The latest in-depth survey of the UK fitness club market, *Project Fitness UK 2018*, published by Allegra Strategies, estimates the value of the total UK fitness club market at £5.1bn and projects a compound annual growth rate of 8.5 per cent in value and circa five per cent in the number of gyms and health clubs over the next five years.

Given the fitness club market should now be in a mature state of development, and taking into account economic forecasts for the UK generally, these are impressive growth estimates.

GROWTH TRENDS TO DATE

Allegra's estimates are based on significant growth to date – 7.1 per cent in value terms over the last five years. Having increased its retail footprint by

15.1 per cent since 2012, the health and leisure centre sector is deemed to have been the fastest growing business sector in the UK over the last five years.

Between 2013 and 2018, private sector clubs increased from 3,269 to 4,400 facilities, although the public sector contracted from 2,750 to 2,680. During the same period, memberships of private health and fitness clubs increased from 4.7 to 6.9m and of public sector

Allegra found 81 per cent of consumers think it's important to be fit, but only 17 per cent belong to a gym





Members in the South pay an average of £41.07, while those in the North pay £22.75

clubs from 3.2 to 3.3m. Together, there are now 10.2m health and fitness club members in the private and public sectors in the UK. However, these active membership numbers only represent 17 per cent of the active UK population.

The growth has been fuelled by increasing awareness – and actual experience – of the benefits of exercise on both physical and mental health.

The rise in obesity, heart disease and diabetes has further highlighted the need to alter sedentary lifestyles, and government initiatives and sporting events have given the industry a further boost, as have technological developments. Importantly, 93 per cent of respondents to Allegra's survey think it's fashionable to be fit.

All these macro trends will continue to provide a positive boost to the industry in the next five years. Most operators contacted by Allegra researchers think future prospects for trading are excellent.

The market has experienced bifurcation between the low-cost and



The health and leisure centre sector is deemed to have been the fastest growing business sector in the UK over the last five years

premium operators, resulting in an increasingly squeezed middle market. Researchers forecast that the low-cost segment will continue to drive growth, as UK consumers are increasingly motivated by value and convenience.

The low-cost sector is opening an average of 75 new locations each year and attracting some 300,000 new members as a result. At the top end, the boutique fitness sector is expected to build on strong growth over the next five years, with further expansion concentrated in metropolitan areas.

However, whilst the boutique sector is shaping top-end market activity, it is only expected to remain a small niche market outside London.

According to Jeffrey Young, CEO and founder of the Allegra Group, there's significant premiumisation in the market,

with ever more specialised and upmarket boutique offerings, and some of the value growth is likely to come from this top sector of the market.

Currently, 40 per cent of all UK health and fitness clubs are located in London and the South East. Not surprisingly, there's a significant difference in average monthly memberships – members in the South pay an average of £41.07 whereas those in the North pay £22.75.

CAPITALISING ON GROWTH

Consumers cite location as the most important factor when choosing a gym – 56 per cent of respondents chose their health club due to its location. In the South, this rises to 59 per cent.

Some 22 per cent of respondents state that they use more than one gym or multiple locations of the same brand. ►



Gym members are more likely to achieve their fitness objectives than those who exercise outside a gym setting

- Some are prepared to buy multiple memberships or pay more to have the option of working out at varying locations. This is partly due to location (midweek closer to work and weekends closer to home). Other reasons may be to do with the range of equipment and the classes. Convenience is rated as more important than affordability, which came second (41 per cent of respondents cited this as a reason for joining their fitness club) and thirdly, variety of classes (19 per cent). Also important are the provision of all-weather training, access to equipment and community atmosphere.

THE POTENTIAL

While only 23 per cent of UK consumers regard the membership of a gym as a prerequisite to staying fit, the researchers believe gyms can still attract the other 67 per cent of respondents by providing access to equipment not available at home or outside, and a variety of classes with expert guidance.

Gym members are more likely to achieve their fitness objectives by exercising regularly than those who exercise outside a gym setting.

Those who have allowed their membership to lapse cite membership

being too expensive (39 per cent) and not enough time to go (26 per cent) as the two most important reasons for their decision. Those who have never had a membership also believe that expense is the biggest barrier (57 per cent) followed by the joining fee (27 per cent).

KEY SECTORS TO PURSUE

Demand for support for both physical wellbeing and mental health issues will be continuing trends and related to this will be varying opportunities. The researchers identify corporate wellness as an interesting sector for the industry

ALLEGRA HEALTH AND FITNESS CLUB FRAMEWORK STRUCTURE

	AVERAGE MONTHLY CHARGE	TYPICAL SIZE (SQ FT)	FACILITIES & SERVICES	OPERATORS IN THIS SECTOR + NUMBER OF LOCATIONS
Low cost	£10 – £35	10,000 - 60,000	Limited, but broad range of equipment	Pure Gym 200, The Gym 130, Energie Fitness 70, Xercise4less 52, Lifestyle Fitness 39, Sports Direct Fitness 29, Easygym 16, 24/7 12, Fitness4Less 12, Simply Gym 8
Leisure (public)	£20 – £70	-	Extensive, family focus	
Mid-market	£35 – £65	10,000 - 60,000	Varies, broad range of equipment	Anytime Fitness 146, DW Fitness First 121, Curves 60, Snap Fitness 51, Livingwell Premier 39, Village Gym 29, Hot Pod Yoga 28, Total Fitness 17, Soho Gyms 10, Pace Health Clubs 8
Premium	£65 – £120	10,000 - 80,000	Full range and high quality	Nuffield Health 113, David Lloyd 97, Bannatyne 71, Virgin Active 33, Fitness Space 19, F45 Training 12, Gymbox 9, Fierce Grace 6, Frame 6, Digne Fitness 4
Boutique	£65 – £250	800 - 3,500	Limited, specialised	
Super-premium	£120 – £700	10,000 - 30,000	Exclusive range	Barrecore Boutique 12, Virgin Collection 10, Heartcore 9, Ten Health & Fitness 8, Bootcamp Pilates 7, Third Space 5, Barry's Bootcamp 4, Boom Cycle 4, 1Rebel 4, The Library 3

Source: Allegra Strategies



Virgin Active sits in the premium category and now has 33 clubs in the UK



There's a significant difference in average monthly memberships – members in the South pay an average of £41.07 whereas those in the North pay £22.75

to explore over the next 2 – 5 years and with an ageing population, they believe older baby boomers are a relatively untapped market and that integrating primary healthcare service into clubs and vice versa provides a convenient and valuable service to consumers with age-specific health and fitness needs.

Weight loss is likely to continue to be the main fitness goal for all age ranges, bar those in their 60s and over. Achieving better health and feeling better are the joint top motivating factors to exercise, according to 41 per cent of consumers.

The study points to further opportunities in the female market. Their findings suggest millennials are the most likely to experience barriers to exercise, due to self-consciousness. This offers a major opportunity for smaller boutique gyms, which are able to give more reassurance and could also be broadened to incorporate other groups, such as members from different race and social

backgrounds, as chains such as OMNoire are doing in the US (see page 58).

LOCATION

Competition for sites has and will continue to be a challenge for the industry. The report identifies an opportunity for development where there are high street closures.

It also concludes that market saturation is possible in built up urban areas, unless brands manage to achieve sufficient differentiation in their offering.

Jeffrey Young believes the development of the industry is likely to follow population growth along with the trend towards greater urbanisation. Growth at the top of the market is expected primarily in London, slowly percolating to the other big cities in the UK.

The researchers suggest that an integrated health and wellbeing model with a core fitness proposition is required to maximise growth opportunities.

Existing and future improvements in technology need to be continuously incorporated into the management of the businesses, in sales and marketing, in understanding each member (data platforms) and thus motivating them to exercise so as to reduce attrition.

Rising use of online and digital technology will continue to drive growth across all market segments by impacting consumer trends and revolutionising the way consumers engage with fitness clubs.

THE OPPORTUNITY

Looking at the bigger picture, a number of Allegra's findings point to strong growth opportunities – 81 per cent of all respondents feel that it is important to be fit, but only 39 per cent of respondents are happy with their current fitness levels and only 17 per cent of the active UK population has a health club membership. The opportunities for the industry are clear. ►



Allegra found growth in the high-end sector

PHOTO: Equinox St James, London

- The industry will continue to face challenges, such as the state of the economy, which will always be a major factor influencing consumer demand.

Other key challenges, such as price sensitivity and increased competition will continue to be factors, while the need to invest in new facilities and equipment and rising expectations as a result of better informed, more demanding, value-seeking consumers will continue to challenge operators when it comes to funding.

CHALLENGES

Allegra says that development and operational challenges will also shape the future direction of the industry, highlighting the task of finding optimum sites for new club development and recruiting and retaining qualified and quality fitness professionals to deliver increasingly higher levels of service as two matters which are expected to continue to challenge the industry. ●

More: www.allegrastrategies.com

LEONOR STANTON



Leonor Stanton is an HCM analyst and independent consultant. She previously worked at Deloitte. Email: lstanton@spabusiness.com

Christina Rice founded OMNoire to encourage women of colour to commit to their wellbeing



ABOUT OMNOIRE

Yoga and wellness business OMNoire was founded by Christina Rice in 2016 as a "wellness social community for women of colour, dedicated to living well from the inside out" and a "safe space for women of colour".

The company connects like-minded women through events, retreats and an online platform.

The OMNoire philosophy is that "life truly begins through

the interconnectivity of a healthy mind, body and spirit."

The company held its first 'Glow Up' fitness and wellness retreat in 2017 at the Mount Cinnamon Resort, Grenada, with over 50 women in attendance from all over the world, combining fitness, wellness and adventure with travel.

OMNoire will host retreats in Barbados, Poconos and Bali in 2018. Find out more: www.omnoire.com



Unrivalled Fitness Measurement

FitQuest brings full bio-mechanical lab technology to your facility providing scientifically robust fitness and body composition measurement with an easy to use, sophisticated measurement tool with a user friendly interface.

Drive member engagement and support your members to achieve their goals with an innovative, data-driven, digital solution.

Our research programmes and product development continue to drive measurement solutions forward for the industry.

Contact our team at infohc@miefitquest.com or call 020 7518 7323 to be part of the fitness measurement revolution.



FitQuest
www.miefitquest.com



LAKE NONA

A 'performance resort' and spa are coming to master-planned wellness community Lake Nona, outside Orlando, Florida, in 2020, reports Jane Kitchen

“



“Lake Nona has become synonymous with wellbeing”

Jim Zboril

President, Tavistock Development Company

The Lake Nona Resort, which is due to break ground this year, will include a 45,000sq ft fitness and spa campus with indoor and outdoor programming for all ages and levels.

Designed by Miami-based Arquitectonica, the eight-storey Lake Nona Resort will be located along the southern shore of Lake Nona, within the community's growing sports and performance district and near the new USTA National Campus – one of the world's largest tennis training and tournament campuses, with 100 courts.

“Our focus is on sport, exercise and performance and we believe this is the first-of-its-kind performance-driven resort created from scratch in the US,” said Jim Zboril, president of Tavistock Development Company, parent company of Lake Nona. “Lake Nona has become synonymous with innovation and wellbeing, and the creation of this

iconic resort highlights our dedication to building a holistic performance environment for residents, businesses and visitors in this location.”

INSPIRED CONCEPT

Spa consultancy WTS International worked on the market analysis, strategic planning, programming and financial analysis for the Lake Nona Spa.

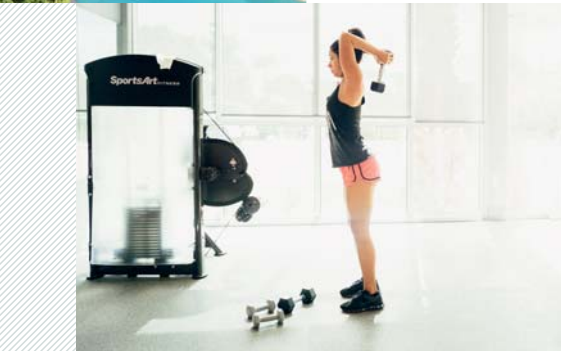
“It will be a unique journey to being well and active at work, home or play,” said Kim Matheson, senior vice president at WTS. “This will be a sport, spa and wellness concept without borders.”

The resort has been inspired by Lake Nona's mission statement “to create the ideal place that inspires human potential through innovative collaboration”, offering performance and healthy living – all delivered in a resort setting.

Standard rooms at the resort will be oversized by approximately 450sq ft to allow extra space for stretching and



The resort has been inspired by Lake Nona's mission statement



fitness equipment. Television content and onsite programming and classes will be designed around performance and wellbeing, and quick-turn laundry service will be available for athletes who need immediate service for their kit.

Rooms will also feature oversized beds with mattresses designed to improve fitness, blackout shades and circadian lighting features, recovery-focused locker rooms and amenities like aromatherapy, which will be designed to rejuvenate.

In addition to the fitness and spa campus, a children's area will offer healthy activities and the resort will

feature a 24-hour Technogym-equipped fitness facility. Trails throughout the community will be outfitted with Technogym training stations.

An on-site nutritionist will be available for guests, and customised menus will offer pre- and post-workout recommendations across the resort's food and beverage services, which will include juice bars and sports drink stations. A garden will provide local produce for the on-site chefs.

The resort will also include a crystal clear lagoon, designed with Miami-based Crystal Lagoons US Corp, which will



"This will be a sport, spa and wellness concept without borders"

Kimberley Matheson
Senior VP at WTS

extend over more than 15 acres and will be edged by sandy beaches. Guests will be able to enjoy non-motorised watersport activities such as swimming, sailing and paddle boarding.

In addition to the USTA National Campus, the Lake Nona campus also includes a US\$400m (€339m, £303m) training and innovation centre from US audit and financial advisory firm KPMG, as well as Johnson & Johnson's world-leading Human Performance Institute. It's also home to the Lake Nona Life Project, a longitudinal health and wellbeing study. ●



Above: The members' lounge offers free refreshments.
Right: Hosting social events.
Below: A focus on mind:body.



This is a forgotten generation and the business case is irrefutable. Over-50s now make up nearly half of the population, and they have the highest disposable income of any group

TONY DE LEEDE

Older women are a forgotten generation, says industry veteran Tony de Leede.

His new Club W concept, which opened its first location in Australia recently, aims to address that demographic. He speaks to Kate Cracknell

There's a forgotten generation of Baby Boomer women who didn't grow up with fitness as we know it today, and who simply never got into it,"

says industry veteran Tony de Leede.

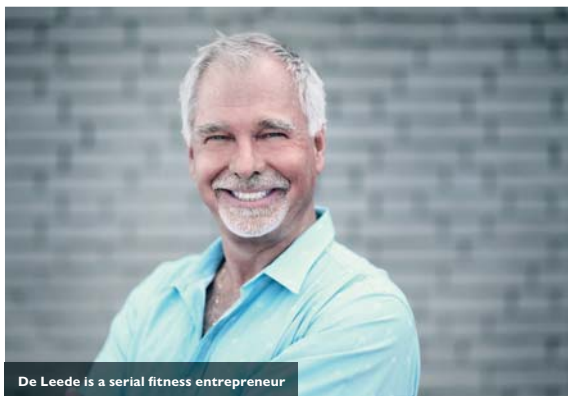
"I have a great example: a close friend who's 63 and has never been to the gym. At this stage in her life, she has no desire to 'get fit' in a traditional sense. But she wants to be well. She has back problems and heart issues, and is looking at what the next 20 years will be like for her.

"She's also lonely. Her kids have left home, she's split up with her husband and she craves community and conversation.

"She isn't an isolated case; this is a forgotten generation when it comes to fitness. Over-50s now make up nearly half of the population, and they have the highest disposable income of any group. The business case is irrefutable

"Women over the age of 50 are super-consumers – in the US, they control nearly 75 per cent of all wealth – and they're spending their money on things that improve their health and lifestyle.

"However, although many would prefer to go to a women-only club, to date they haven't seen anything that meets their needs. This is where Club W comes in, with its mission to fill a gap in the market for a third space where women can immerse themselves in wellness. Where they can recharge, restore and connect with others. I refer to it as a second home based on community and activity, and where you feel comfortable and safe."



De Leede is a serial fitness entrepreneur

TIME TO MOVE

Moving more is key to the Club W concept, but it's done in a way that isn't intimidating. "Club W isn't so much about being fit. It's more focused on living longer by living well," explains de Leede. "We don't talk about things in the normal 'fitness industry way'. We don't use the word 'exercise', for example, instead we talk about activity and movement and use non-intimidating language."

The first club – which opened in Sydney, Australia, in March at a cost of AU\$650k – has four virtual group exercise studios. Each features a big video wall and caters for just eight to 12 people

to keep things intimate, with LED mood lighting and different scents diffused into the rooms for each style of class.

These virtual studios offer a continuous schedule of Move123 classes – virtual group exercise classes, produced by de Leede and his team, which cover eight categories: yoga, pilates, stretch, strength, dance, fight, cardio and meditation. More are to come, including an imminent launch of Move Barre and Move Breathe.

Importantly, classes range from just five to 30 minutes in length, which across the four studios means the timetable features a choice of more than 200 classes a day, all delivered through the Wexer platform. ▶



Above: The Active Education room combines exercise with self care video viewing. Below: super-users can volunteer to help other members in exchange for free membership



- "Shorter class formats are becoming standard across all age groups," says de Leede. "For the younger generations, the message is: 'Forget long workouts. Go hard for 30 minutes'. At Club W, our message is simply 'do something', even if it's only for five or 10 minutes. Whatever your interests, we have a class for you."

Move123 has been designed to appeal to all age groups, with the same categories of activity available whatever your age, ability and fitness level. However, special collections – featuring older instructors and tailored exercises – have been created for the over-45s and the over-70s, with a maximum class length of 20 minutes for the latter.

And while the club is hi-tech, de Leede firmly believes virtual classes are far from intimidating for the Club W target market. "The Baby Boomer generation has already embraced social media and more – they're not afraid of tech. Plus anyone visiting our club quickly sees the benefits of the classes being virtual: it's this that guarantees so much choice. With more than 200 classes on offer each day, you're guaranteed to find something that interests you within minutes of arriving at the club."

With this tech-savvy older generation in mind, there's also a Club W app where members can view the class schedules, book treatments – of which more later – and there are longer-term plans to introduce on-demand virtual classes and educational podcasts for at-home use.

ACTIVE EDUCATION

Complementing the Move123 studios is what de Leede calls an 'active education' room – a gym space kitted out with treadmills and recumbent bikes, where four screens at the front of the room allow members to access a schedule of Mind123 educational programmes.

These videos – between three and 15 minutes in length, and covering the six topic areas of Health, Nutrition, Self, Relationships, Wealth and Beauty – offer lifestyle advice on a huge variety of topics, from healthy recipes and cooking tips to how to deal with menopause and children flying the nest. Created by de Leede with Club W in mind, nevertheless "as with Move123, much of the content is relevant to a wide range of ages".

Once again the focus is on making exercise almost secondary – a by-product, rather than something to worry about – while at the same time an integral part of what's happening.

De Leede sees Club W first and foremost as a 'second home', where older women can just come and be.

"Research by the National Aging Research Institute shows older people value meeting people, getting out and maintaining friendships as some of the key benefits of being physically active.

However, while men have social spaces when they retire – the golf club, for example, or the pub – women haven't traditionally had anywhere to go. Of course, they could play golf, but the Baby Boomer generation don't tend to, these women really don't have anywhere to go to spend time and see friends.

"This lay at the heart of my desire to launch Club W. I wanted to create somewhere I could imagine my sister or my Mum coming – a place that offers not only movement, but also community and a range of clubs-in-club, from hobby-based sessions to charity groups. Our events have already really started to take off, from lingerie events to book clubs."

A SECOND HOME

Entering the club by either ringing the bell or using what de Leede refers to as your 'home key' – your membership card – you come straight into a welcoming lounge/dining area with complimentary refreshments: four different types of tea, plus still and sparkling water. It's a space to while away the hours, not just to pass through on your way to do an activity.

Says de Leede: "You might come in with a specific class in mind. But equally, you might have some spare time and just pop in for a cup of tea. Then you'll start



Club W Sydney has four studios offering a range of virtual classes, with 200 start times each day

“ Women over the age of 50 are becoming super-consumers – in the US, they control nearly 75 per cent of all wealth – and they’re spending their money on products and services that improve their health and lifestyle

chatting to other members, maybe one of our team will come round and let you know there’s a 10-minute pilates class about to start, and a few of you will think ‘why not?’ and go to the class.”

By using virtual to deliver classes, staff are free to act as hosts, welcoming people, chatting to those who might be unsure what to do, offering suggestions, accompanying people to class and so on.

At all times, there’s at least one paid club host on-site – typically someone a little older, “perhaps a former fitness instructor or a former carer”, who can offer informed advice and inspiration. “We look for part-time hosts, because we know there are women who don’t want to work full-time, but who are keen to still do something,” says de Leede.

“In addition, we’re bringing in volunteer staff to deliver our hosted model. If we identify members who are coming to the club a lot, we invite them to become a ‘club ambassador’ – to share their enthusiasm, buddying with other members, in return for the feelgood factor of being part of the Club W community. Essentially, they’re there to be a friend to new members, making them feel comfortable, introducing them to people, maybe doing a class with them – and in return, they

receive a free membership that would usually cost them AU\$19.50 a week.”

THE INNER SELF

Club W offers three consultation rooms, free of charge, to local businesses.

De Leede explains: “There are so many consultants out there – working from home, or without a visible shop front, who specialise in everything from nutrition to naturopathy, life coaching to massage. We vet them and invite them into the club for a four-hour slot where they provide free 20-minute appointments to members.

“If they’re popular, we offer them a regular slot – in which case they can charge and there’s a fee split. Our massage room works in a similar way, with selected local therapists offered a regular day each week. They pay commission to Club W in return for the use of our room and access to members.”

A quiet corner of Club W has also been put by for relaxation, with an OZCHAIR, which teaches you to breathe and Somadomes – climb-in pods that enclose you in a world of tranquillity. These will be installed as soon as the Somadome – one of De Leede’s investments – is available.

“It’s been shown that breathing, meditation and relaxation promote

better sleep, which is critically important for body rejuvenation,” says de Leede.

“Somadome and OZ sessions will eventually be charged for through the introduction of a premium package,” he says, “But the idea is that everything is either included in the membership, or is less expensive than elsewhere.”

EXPANDING THE CONCEPT

De Leede has ambitious growth plans, with a location in mind in Atlanta and plans to convert some of his Fit ‘n’ Fast gyms in Australia into Club Ws.

The first site measures 400sq m, but the Fit ‘n’ Fast conversions will be 1,000sq m, allowing space to grow the concept.

“Our first club has more women over 70 than under 30,” says de Leede. “However, larger locations will cater for younger women as well, by adding communal work spaces and virtual studios with a different selection of classes.”

De Leede is also in conversation with “a number of major department stores” about putting 400sq m Club Ws in-store, while franchising and licensing deals are also very much on the table to drive rapid expansion of the brand globally. As de Leede concludes: “I’m open to all opportunities to grow. This is a forgotten generation. The potential is huge.” ●



Proactive

A collaborative approach to leisure delivery

INVESTMENT | SUPPORT | EXPERTISE

It is not just the bricks and mortar of a building that are important. It's about building the foundations for better lives in the community...



ivery



ACTIVE
UPRISING

Proud Headline Sponsors at
Active Uprising 2018



WILLMOTT DIXON

SINCE 1852

POOL PARTY

Swimming laps isn't for everyone, so why limit your pool to one activity?

Steph Eaves speaks to the providers of some of the most exciting water-based exercise concepts on the market, who explain how you can make a splash with your members

Gym members are typically more engaged when operators deliver new, popular and innovative group fitness programmes," says AquaPhysical co-founder Leila Francis Coleman. "Pool-based classes can transform a swimming pool into the 'new gym', attracting a broader demographic, including high-spending millennials." There have been some exciting new developments in the market – from workouts on floating boards to improve strength and balance, to HIIT classes in

the water that get the heart pumping. These classes bring members out of the gym and into the pool for a new challenge and a fun experience.

There are many reasons to work out in the pool. Balancing on a board works the core and the smaller, stabilising muscles that often go unused in other workouts, explains Francis Coleman. In-water classes, meanwhile, utilise the natural resistance provided by the water, without the use of weights.

Classes have the added benefit of introducing people to the pool environment in a fun, supportive way.

Paul Taaffe, director of Swimsanity, says: "Classes also encourage people who don't swim often to enter the pool and start improving the key skills needed for swimming".

Finally, at a time when people are constantly looking for something new and different, pool-based classes provide just this. "These classes keep regular and new participants excited, interested and keen to share with their friends," agrees Francis Coleman.

So where to start? If you're ready to make waves, read on for a round-up of the classes and products available.

WATERFORM

What is it?

Waterform has created eight aqua fitness concepts that include equipment, training and programmes: Bodyslim, Boxing, Cycling, Jump, Power, Training, Vitality and Workout. A new Waterkid concept has also been developed for children from seven to 13 years old.

Why will members love it?

Classes are designed to be fun and effective, allowing members to work their whole body and not get bored.

The classes suit participants of any fitness level and products manufactured by Waterform can be used to increase water resistance, making cardio and strength workouts more intense.

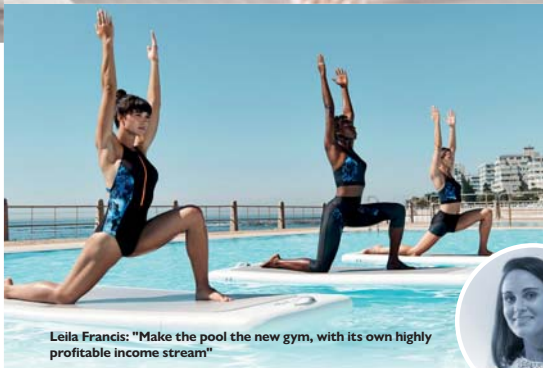
Sandrine Gueho, business development manager, says: "France is the most mature market for aqua fitness and Waterform has been the market leader there for over 20 years."

"We're water specialists – aqua classes are very different from fitness classes and we know how to get the best benefits from the water for members."

"Using its programmes, Waterform works in partnership with operators to make pools into profit centres."



Sandrine Gueho: "France is the most mature market for aqua fit. We've been market leader for 20 years"



Leila Francis: "Make the pool the new gym, with its own highly profitable income stream"



FLOATFIT BY AQUAPHYSICAL

What is it?

FloatFit is a 30-minute group exercise class. A mix of HIIT and yoga-style movements on water using a floating exercise mat – the AquaBase.

What's to love?

FloatFit classes are designed to be fun, effective and challenging. Participants typically burn up to 400 calories per class. The programmes focus on flexibility, coordination and balance, continually

challenging the core to stay balanced. Cardiovascular fitness is supported by raising heart rate through a HIIT structure.

Classes also help to locate imbalances in the body and improve muscular strength. The programmes work and strengthen intricate stabilising muscles that are often unused in other workouts.

Leila Francis Coleman, AquaPhysical co-founder, says: "FloatFit offers the opportunity to make a swimming pool the new gym. Clubs can create a brand

new, highly profitable income stream by introducing FloatFit classes, which attract a broad demographic into the pool environment, including members from the high-spending millennial market.

"Standing out from the competition is vitally important in today's fitness market. FloatFit is the perfect way to gain competitive advantage and drive interest. Classes often draw crowds of onlookers wanting to know what the new class is and how to take part themselves." ▶



Dave Sibley: "Aqua Zumba is probably the most fun you can have in the pool"



AQUA ZUMBA

What is it?

Aqua Zumba is a water-based workout that blends high-energy Zumba moves with aqua fitness. The workout combines contagious Latin-inspired world rhythms but adapts them for the pool, using the water's resistance to create a safe and effective low-impact programme.

Why will members love it?

Often known as 'the pool party', Aqua Zumba is designed to be fun. Aside from the entertainment factor, many people

find working out in water very therapeutic, as it creates natural resistance, which helps tone the muscles and build cardio fitness and strength.

There's less impact on the joints than in a land-based Zumba class, so members can really let loose during Aqua Zumba. This also makes it suitable for people of any fitness level.

Dave Sibley, managing director of Zumba Europe, India & Russia, says: "For gyms with swimming pools, Aqua Zumba is one of the most compelling offerings

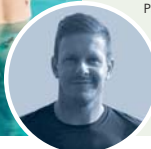
to have, because it offers members something entirely different from their existing standard studio classes.

"Zumba has an established heritage of providing instructors who deliver world-leading fitness experiences.

"The combination of signature Zumba moves to a catalogue of high-energy Latin-inspired tracks within a water-based environment is very attractive – in fact, Aqua Zumba is probably the most fun you can have in the pool!"



Paul Taaffe: "The Swimsanity team has 20 years' experience in sports science"



SWIMSANITY

What is it?

Swimsanity is a high intensity aquatic workout incorporating swim drill movements, as well as familiar gym exercises, while remaining suitable for all abilities and fitness levels.

Why will members love it?

Aqua aerobics classes are seen by many as a female-only or for older members. Swimsanity breaks this perception.

By focusing on popular HIIT principles, it attracts male and female participants of all ages and all levels of fitness.

The Swimsanity workout uses Swimsanity hand paddles that increase the resistance in the water, allowing traditional resistance training exercises to be taken into the pool.

Paul Taaffe, Swimsanity director, says:

"Our team has over 20 years' experience in sports science and swim coaching – our product isn't a gimmick. The class is a fresh, exciting and effective workout that appeals to all genders and a multitude of fitness levels. Swimsanity is also low-cost for clubs and attracts new members."



Ilaria Samarelli: "The Fitness Board can be used without being anchored"

FIT PADDLING

What is it?

Fit Paddling combines traditional exercises with paddling. All exercises are done on a floating Fitness Board.

In addition to Fit Paddling Classic, other programmes have been developed for the Fitness Board, including pilates, yoga, functional, weight lifting, pre-ski and, most recently, Fit Paddling Boxe.

Fit Paddling Boxe is done with the Fit Paddling punching ball accessory, which is positioned on the board with a quick release attachment system. It's a fun and

explosive workout – participants practice kicks and punches while balancing on the board, bringing boxing training to a totally new level.

What's to love?

The workout involves all muscles during every exercise, improving strength and endurance, plus balance, coordination and posture. Because exercises take place on water they're all low impact.

The board is designed to give the user optimum control, which means members

won't be constantly falling into the water.

Ilaria Samarelli, Fit Paddling trainer, says: "The Fitness Board is often compared to air mattresses, but we want people to understand they're not the same. "The Fitness Board is designed to respond to progressive instability, which means it can be used by people of most weights, from children to adults – even those weighing over 100 kg.

The board is stable and doesn't bang against the water, but moves with it."



	What are the costs?	What do operators get?	Locations
<p>WATERFORM</p> 	<p>Instructor training: from £200 per coach Programming: between £88 and £175 per month for each individual club location Small equipment: starts from £28 and big pieces from £570. Costs depend on the quantities and on the adopted solution.</p>	<p>Training and certification, at Waterform's training centre in France, or on-site. New class programmes every three months, including online training and playlists. Waterform also offers equipment, which can be used to add resistance and make workouts more effective.</p>	<p>Waterform works with more than 1,600 facilities, which are mainly located in France, Switzerland, Belgium, Germany, Spain, Dubai, Canada and now in the UK.</p>
<p>AQUAPHYSICAL</p> 	<p>Club packages start from £4,520. The Platinum Club Package is the most popular at £6,300.</p>	<p>Instructor training – face-to-face or online. Training is internationally accredited and trainees can earn up to 10 CPD points, depending on the accrediting country. New programmes are released quarterly with monthly updates. Customers also get marketing support.</p>	<p>FloatFit classes are currently in more than 40 clubs in the UK with an additional 100+ locations around the world. AquaPhysical's customers include: YMCA, GLL, DW Fitness First, Fusion Lifestyle, Holmes Place, Center Parcs, David Lloyd Leisure, Royal Navy and US Army.</p>
<p>AQUA ZUMBA</p> 	<p>Instructor training: approximately £230 per instructor. Instructors must already have the basic Zumba qualification – a Zumba B1. There are no additional costs for operators.</p>	<p>Aqua Zumba training is a one-day intensive course where instructors are taught the key Aqua Zumba moves, combinations and techniques. They are given a music and choreography collection to get started, and a digital instructor training manual to refer back to.</p>	<p>Aqua Zumba is offered in several hundred gyms and leisure centres around the UK, including: Virgin Active, DW Fitness First, Bannatyne Health Clubs, Nuffield Health, Everyone Active and David Lloyd Leisure.</p>
<p>SWIMSANITY</p> 	<p>£245/year for one instructor to be trained and licensed. (Includes all equipment) £395/year for two instructors to be trained and licensed (includes all equipment) Additional instructors at the same club are £99 each.</p>	<p>Operators get instructor training, a license, hand paddles, t-shirts, marketing material, website listing and continuous support. During a one-day course, instructors learn a system of creating effective aquatic workouts, which can include many different drills.</p>	<p>Swimsanity is offered in five London locations: Bannatyne Russell Square, Chelsea Health Club and Spa, Kensington Leisure Centre, Circle Spa Tower Bridge and Energy Base Bloomsbury. Two in Ireland: Breaffy and Ealu Leisure Centres and two venues in the US and Canada.</p>
<p>FIT PADDLING</p> 	<p>Fitness Board: €390-€720 per board. Instructor training: €150 per participant. Buy eight boards to receive a free training course for one person.</p>	<p>Training can be carried out on-site or through an e-learning platform. Certified participants are placed on an Official Fit Paddling Register, while an online portal for instructors contains choreography, planning and programming resources, which are regularly updated.</p>	<p>Fit Paddling boards are currently used in many leisure centres in Italy, Taiwan and Kuwait. Fit Paddling also has a US distributor and the boards are used in Florida, Colombia and the Dominican Republic.</p>



floatfit
drive revenue -
attract new members -
create significant demand -

request a FREE floatfit taster session
aquaphysical.com/hcm

 uk fitness where people
make active
lifestyle choices  **XXX REPs**
The Register of Exercise Professionals

08000 190 150
info@aquaphysical.com

DO YOU KNOW WHAT IT TAKES TO SURVIVE AND THRIVE IN THE FITNESS BUSINESS?



LISTEN TO THE ESCAPE YOUR LIMITS PODCAST.

Find out what these industry innovators are doing and what it takes to not just survive, but flourish in an ever crowded and competitive marketplace. Gain a life's worth of knowledge in just one hour, from fitness businesses that have made it happen.

Available on iTunes, SoundCloud, Stitcher and more, for iOS and Android. Or watch each episode on YouTube.

For more information visit **www.escapefitness.com/hcm18**

 www.escapefitness.com |  sale@escapefitness.com |  01733 313 535





Boutique fitness is most popular with Millennials

BOUTIQUE BOOM

They're young, they're female and they like working out on Tuesdays.

Lizzie Broughton, insights manager at ukactive, outlines the results of the organisation's first survey of the boutique fitness market

New from ukactive, the *Global Boutique Trends* report (2018 edition) highlights demographics and behaviours driving the boutique boom in London, New York, Los Angeles and Mexico City.

The report is based on data gathered by booking software company zingfit and analysed by the ukactive Research Institute in London from a sample of one million customers and five million bookings.

The team looked at who attends boutique fitness classes, when they book and attend classes and where they're from.

Even though the traditional perception of boutiques is of female-dominated environments – think yoga and spin – the extent of women's influence on the sector is still surprising.

ukactive researchers found that more than 80 per cent of boutique fitness customers are female across three of



the four cities in the study – an overwhelming figure, which highlights the strong demand amongst women for boutique fitness classes. (See *Figure 1*)

In London and New York, women make up 83 per cent of classes booked, while in Los Angeles and Mexico City they make up 81 per cent and 68 per cent of bookings respectively.

INTERNATIONAL CLIENTELE

There's also a clear international demand for boutique fitness in London, attracting customers from across the globe, and the research highlights the growing popularity of boutique exercise classes among inbound visitors to the British capital.

Fifteen cities around the world had more than 50 residents who attended classes in London over the period of the study, including visitors from the USA, Hong Kong and Australia.



1Rebel is one of London's most popular boutiques

“Researchers found that more than 80 per cent of boutique fitness customers are female across three of the four cities in the study – an overwhelming figure, which highlights the strong demand amongst women for boutique fitness classes”

LUNCHTIME WORKOUT

The study also identified London as home of the lunchtime workout – with almost 20 per cent of classes in London taking place during lunch, compared to less than 5 per cent in Mexico City, where workouts before work are preferred.

Boutique fitness has traditionally been seen as a Millennial-driven subset of the fitness market and the *Global Boutique Trends* report supports that assertion, as less than eight per cent of bookings were made by the over-45s across all cities, with the average age of those attending boutique classes in London just under 32-years-of-age.

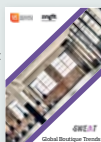
The report also explored the appetite for advanced bookings and found a clear discrepancy between one city and the others. While more than 65 per cent of customers in Mexico City booked on the day, more than 60 per cent book in advance in London, New York and Los Angeles.

This difference in booking times highlights a trend within the US and the UK for customers to want to plan their fitness week ahead of time, by booking exercise classes around their weekly schedule. ●

ACCESS THE REPORT

To get the *Global Boutique Market* report from zingfit and uactive, in full, go to:

http://research.ukactive.com/boutique_trends_2018

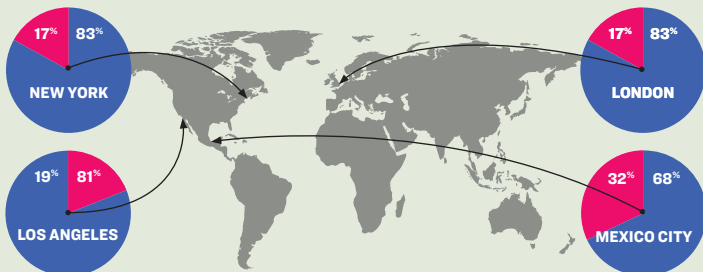


Who's using boutiques?

FIGURE 1

Gender split

Looking at the registered customers of each studio within the city who have supplied their gender, we can see how the breakdown between males and females compares



- Customer data from all four cities showed a clear gender bias towards female customers.
- New York and London had identical customer gender splits of 17% male and 83% female.
- The Los Angeles gender distribution was also similar, at 19% male.
- Mexico City was the city that stood out from the rest, with nearly one third of registered customers being male (32%)

FIGURE 2


Age distribution

Looking at the registered customers of each studio within the city who have supplied their date of birth, we can see how the age distribution compares



- All four locations showed a big skew in the age distribution of their customers towards the younger age groups, with each city having less than 8% of customers aged 45 and over.
- This was most obvious in Mexico City, with half of customers aged 25-34, and a further 28% 15-24.
- In Los Angeles, the average age was nearly five years older than Mexico City, and LA also had the highest proportion of customers aged 35+.
- New York and London showed very similar age distributions.

Source: zingfit




Lunchtime classes are more popular in London than in the other cities

There were key differences in the most popular class times, with Mexico City having a much bigger percentage of pre-work bookings than any other city

40%

The most popular day for classes was Tuesday in three out of four cities



Lunchtime classes were popular in London, representing

17%

of bookings, but less so elsewhere

Sunday was the least popular day for classes in three out of four cities



BOOKING TYPES

1 in 4 classes in London are booked as part of a package of **10 classes or more**.

Bulk class purchases make up **89 per cent** of bookings, showing the power of boutiques to foster a sense of loyalty.

ClassPass bookings make up just **under 1 in 5 bookings (18 per cent)**, with introductory offers for new customers counting for **1 in 10 bookings (11 per cent)**.

Less than 10 per cent of bookings take place more than a week in advance

NO SHOW RATES

(where customers pay, but don't show up)

New York

13%

London

12%

Los Angeles

8%

Mexico City

7%



New York, London and Los Angeles all showed two

peak times for class bookings: before work (5-8am) post work (5pm-7pm)

There are two distinct quiet periods across all cities – afternoon (2-4pm) and late evening (8pm-9pm)

ACTIVELAB 2018: MEET THE STARTUPS IN FIT-TECH

Following the ActiveLab Live! finale at the recent Active Uprising conference, we take a look at startups seeking to solve some of society's biggest challenges through technology designed to get people active



BABY2BODY

FOUNDED: April 2014 FOUNDER: Melinda Nicci

Baby2Body is a digital, personalised, health and wellbeing coach for pregnant women and mothers. The platform gives women a personalised coaching experience focused on helping the user to lead a healthy lifestyle during pregnancy and as a mother.

It uses machine learning to deliver a hyper-personalised coaching experience, helping women to feel supported and empowered during this important time in life. The startup is helping women to become happier, make healthier choices and ultimately have healthier babies, on a



Melinda Nicci

global scale – with 610,000 users across 50 different countries.
www.baby2body.com

The Baby2Body app provides personalised health coaching



PHOTO: SHUTTERSTOCK.COM



INNERSTRENGTH HEALTH

FOUNDED: August 2011
FOUNDERS: Avril Copeland & Greg Balmer

Tech startup Innerstrength Health has two main products: TickerFit and Hacka Health.

TickerFit has been deployed to enable health professionals in primary care to deliver bespoke programmes of physical activity and education to patients who are at risk of developing a chronic condition.

Currently under development, Hacka Health, a technology to support children with long-term conditions. The company is already working with the NHS and HSE in Ireland and is piloting Hacka Health in the US throughout 2018.
www.tickerfit.com



Avril Copeland



Jason Keller

TOPYA!

FOUNDED: December 2014

FOUNDERS: Jason Keller
& Chris Sharman

This technology platform seeks to reverse the trend of mobile devices that leave children sedentary by making physical activity fun again for young users.

Children can undertake physical activities at home using the TopYa! Skills Game to join video challenges against other kids around the world via their mobile phones.

Schools or sports organisations and third-party content providers deliver the content through TopYa! helping to engage children in at-home practice in a fun, inspiring way like never before.
www.topya.com



TopYa! gives children a fun way to be active



The School of Calisthenics helps people learn skills and movements

THE SCHOOL OF CALISTHENICS

FOUNDED: January 2015

FOUNDERS: Ben Thompson, David Jackson, Tim Stevenson

Founded in 2015, The School of Calisthenics is an online educational platform for people wanting to explore different ways of using their body weight to build strength and fitness.

As modern lifestyles strip exercise from our lives, calisthenics allows users to go back to basics and discover what the body alone is capable of.

The School of Calisthenics Framework provides students with a progressive system that enables them to learn various skills and movements in calisthenics, catering for all ability levels. The platform already has more than 110,000 users.

www.schoolofcalisthenics.com



Tim Stevenson



David Jackson



Roel Smolders

ACTIV84HEALTH

FOUNDED: December 2015 FOUNDER: Roel Smolders

Activ84Health is the organisation behind Memoride – a virtual reality platform that allows users to freely explore known and new areas while being physically active, from within the safety and comfort of an indoor setting.

Memoride uses Google Street View images to allow those who are restricted indoors to virtually go outside again – re-opening a window to the world. Each user has full autonomy to create their own unique experience, and by promoting exploration the technology challenges the user to remain physically active and train their memory.
www.memoride.eu/en



IMIN

FOUNDED: October 2013

FOUNDERS: Dominic Fennell, Nishal Desai & Nick Evans

imin is a data platform with a comprehensive source of real-time data on sport and fitness activities. The platform harnesses the latest

technology to help people to find easier ways to be active. imin's API is used by sports, health and wellness organisations to build apps that help people to easily find and book sport and fitness activities.
www.imin.co

Sports clubs can use imin's API to build apps that help people find and book activities



Dominic Fennell



Nishal Desai



Lise Pape



Paul Roberts



Paul Gosnell

WALK WITH PATH

FOUNDED: November 2014

FOUNDERS: Florian Puech & Lise Pape

The team at Walk With Path develops wearable products that reduce the risk of falls in vulnerable individuals. Built to help the elderly and those suffering from chronic illnesses, these products help reduce the risk of injury and improve confidence when walking, ultimately helping individuals to maintain their independence and quality of life for longer. Products include Path Feel (a shoe with a haptic feedback system) and Path Finder (a shoe which provides visual cues to aid walking).

www.walkwithpath.com

MYCUSTOMERLENS

FOUNDED: March 2017

FOUNDER: Paul Roberts

This browser-based insight platform is custom-built to meet the evolving needs of the sports and fitness sector. It combines registration data, online conversations and survey responses in one place, to allow fitness operators to better understand their customers and therefore meet their wants and needs more easily. It means that management can see the real-time impact of changes in the customer experience.

www.mycustomerlens.com

FIT LINK

FOUNDED: October 2015

FOUNDER: Paul Gosnell

Fitness community Fit Link connects, promotes and rewards like-minded people and businesses who want to stay fit, healthy and happy. Users connect their activity tracker(s) to Fit Link in order to challenge, compete, compare and share with each other, with rewards offered for points gained using tracked miles. Fit Link is growing a global community, with members spread across 360 cities worldwide.

www.fitlinkapp.com



Jim Law

FIND A PLAYER

FOUNDED: September 2013

FOUNDER: Jim Law

Find a Player is a smartphone app that has been billed as "a bit like Tinder for sports". It connects people who want to play sports, with events in local areas, as well as simplifying game organisation to reduce the barriers. Find a Player makes it easier for people to organise, find and play over 140 different sports. The company won 'Best Start Up App Company' at the 2018 Sports Technology Start Up Awards.

www.findaplayer.com



Find a Player connects people who want to play sports



UNITCHALLENGE

FOUNDED: September 2016

FOUNDER: Dominic Carroll

This technology platform allows individuals of differing abilities and fitness levels to compete directly with one another across a range of different activities. The platform's 'normalisation engine' creates a level playing field for every participant, regardless of their standard of fitness, physical capability, age or activity preferences. Its social interaction layer and inclusive proposition provide a single community for sporty achievers and novice participants alike.

www.unitchallenge.com



Dominic Carroll

UnitChallenge creates a level playing field for people of different fitness standards



ACTIVELAB 2019

The ActiveLab programme will return next year and ukactive is looking for prospective applicants. If you're an ambitious product- or service-based

startup with the potential to shape the future of the health and physical activity sector, email activelab@ukactive.org.uk or visit www.ukactive.com/activelab



**health club
management**
Public Affairs Media Partner

TAKE YOUR HIIT CLASS TO THE NEXT LEVEL


HIIT CONSOLE NOW COMES STANDARD
FOR ALL STAIRMASTER HIIT PRODUCTS




HIITMILL



HIITMILL X



HIIT BIKE



HIIT UBE



TRACK YOUR INTENSITY

The new StairMaster® HIIT console makes great HIIT workouts even more effective. Track your workout with detailed metrics, follow one of the built in workout programs, and connect to your phone via Bluetooth to save and share your workout. The console also comes equipped with ANT+ giving you the ability to pair with heart rate trackers and connect to group displays. The HIIT Console now comes standard on StairMaster HIIT products. For more information please email: uksales@corehandf.com



CORE HEALTH & FITNESS



Planet Fitness is an example of what a training venue can be. Our relationship is one where innovative products meet a club committed to its members

Duncan Black, Core Health & Fitness



The new kit from Core Health & Fitness has been custom-branded

Innovating fitness

Core fits out Planet Fitness, the largest private gym in Wales

Health club operator Planet Fitness has just completed its second site, representing a year-long project and a £300K investment, with brand new fitness equipment from Core Health & Fitness.

The club – based in Tredegar – worked with Core to design its interior décor and layout, creating a dedicated cardio area, as well as facilities for HIIT, strength and conditioning, group exercise and a new indoor cycling studio.

When it came to upgrading the fitness facilities, the club created dedicated spaces within the 53,000 sq ft floor space.

This has been complemented by new Star Trac cardio kit and bespoke red, custom-branded Nautilus strength equipment, along with Schwinn indoor cycling bikes and high intensity equipment from StairMaster.

Core Health & Fitness is proud to showcase Planet Fitness as the largest

Nautilus Strength-equipped gym in Europe, with machines from across the Nautilus strength range, including Inspiration®, EVO®, Impact®, Instinct®, Leverage®, HumanSport®, Freedom Trainer™, DAPs and free weights.

The 8-series comes with a variety of new connectivity options in the form of the OpenHub Console, which provides entertainment, fitness tracking and asset management solutions, and ECOFIT, which completes the fitness experience for the facility owner and members.

COMPETITIVE EDGE

For the ultimate HIIT experience, Planet Fitness chose StairMaster's Gauntlet, HIIT Bike™ and HIIT UBE™ for its new gym.

Decades after pioneering the toughest workout in the gym, StairMaster machines are still the ones members choose when they want to push themselves to the limit.

Today, StairMaster has added new innovations to the portfolio to keep members coming back for more.

Additionally, to accommodate the demand of group training, the Schwinn A.C. Sport™ bike has been chosen to provide user-focused features, enhanced comfort with adjustable seats and handlebars for optimal bike fit for all riders.

Duncan Black, Western European channel manager of Core Health & Fitness, is delighted with the new installation, saying: 'Planet Fitness is an example of what a training venue can be. Our relationship is one where our

innovative products meet a club which is committed to its members. With easy-to-use products that are robust enough to last, an investment in Core Health & Fitness products is one that both companies can benefit from.'

To find out more, visit:
www.corehandf.com

SMOOTH SERVICE

We asked some of the biggest names in health club management software to share their predictions for the future

“



There are some amazing, pioneering advances happening – facial recognition, self service and the focus on customer outcomes

Sean Maguire MD, Legend

What makes you different?

We have a single, purpose-built SaaS platform and we're putting more of our revenue back into the product than pretty much anyone else, which means a huge, continuous investment in R&D.

We work closely with operators and it's all about engaging with them and developing further ways to help them.

Benefits include more powerful automation and helping them reduce the amount of time it takes to complete tasks in areas such as information security and GDPR. Our customers' success through efficiency equals good business for all.

Tell us about your most recent updates?

We produce a full feature release every six weeks. One recent

addition is a powerful new document management function that is available to all our customers through our free upgrades. This allows them to go paperless, including scanning old paper records and enabling consumers to upload their own documents.

What new features are you currently working on?

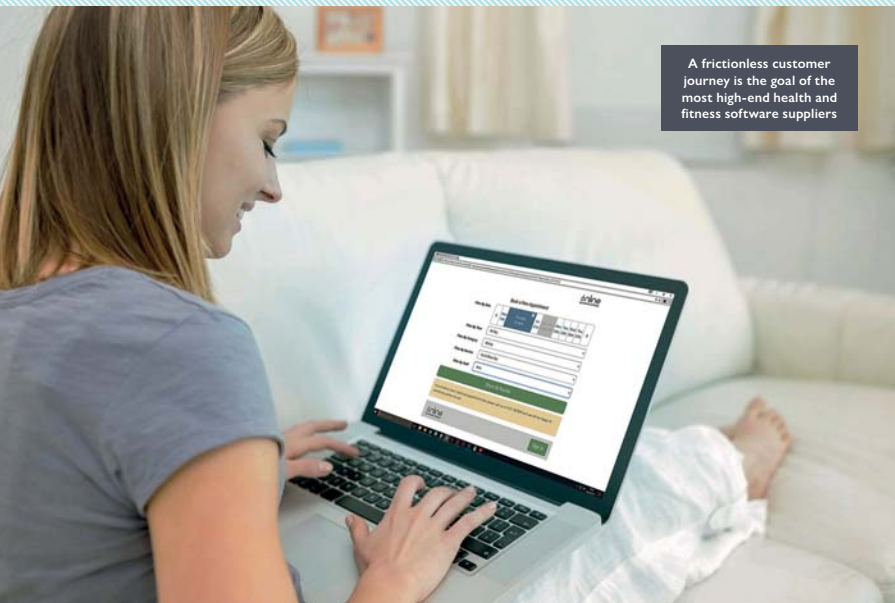
We've developed some fantastic new customer journeys that address each touch point between leisure operators and consumers. It's about improving a business incrementally by removing friction points and means operators can reach sophisticated standards of digital marketing and e-commerce without having to invest in third-party expertise or in-house specialists.

If you can get the right product to the right consumer segment, and provide a quality online or app experience – a frictionless journey – then consumers will stay longer and buy more and they'll tell their friends.

What trends are you observing?

I think the trend for more openness of systems and more dynamism has huge potential for leisure operators.

There are some amazing, pioneering advances happening – in facial recognition software, the adoption of self service kiosks and marketing on social media, especially by budget operators. The focus on outcomes for consumers and the standard of data outputs and analysis are also exciting.



A frictionless customer journey is the goal of the most high-end health and fitness software suppliers

Software shouldn't be a conscious focus, but should simply work in the background, ensuring health clubs operate efficiently

Leonie Wileman COO, Premier Software

What's new at Premier?

Premier recently launched Online – a completely customisable web-suite which integrates directly with the company's Core system and ensures businesses can remain open and trading 24/7.

In response to the new data protection laws that came into force in May, we've released a free update to ensure clients have the tools to remain GDPR compliant: from opt-in marketing fields, compliant client consultation forms complete with date and time-stamped e-signatures, through to easy data export deletion.

What are you working on?

One of the most challenging yet rewarding projects we've been involved with recently is the development of software for the Haulfryn group.

Initially looking for a booking and membership control system for their leisure and spa facilities, it became clear they required a more extensive solution. A bespoke system was developed to include communication between holiday-booking channels and our Core system. It includes cashless payment for guests on-site, as well as access control and an improved online booking service.

What's the key to making health club management software user friendly?

As the client journey changes, it's important for software to continue to adapt to ensure a seamless service. This could be achieved through online booking, enabling clients to book at a time that suits them; through tablet booking points



which are placed around the health club, removing the need for customers to wait at reception; or the ability to take payment from anywhere in the building, thanks to wireless PDQs.

Software shouldn't be a conscious focus for operators, but should simply work in the background, ensuring health clubs operate efficiently and – importantly – that clients have access to the facilities they need, when they need them. ►

SOFTWARE NEWS

MINDBODY REPORT REVEALS CONSUMER INTEREST IN FIT TECH

Business management software company Mindbody's latest insight report highlights the adoption of technology in the fitness industry, with almost half (49 per cent) of all customers saying it plays a role in their fitness routine.

Based on data from almost 70,000 UK businesses in the wellness sector, along with Mindbody's own consumer data, and research on 2,000 UK adults, the consumer research outlines key findings in the wellness and fitness industries, including the importance of flexibility, the desire to combine spirituality with fitness regimes, and the interest in integrating technology into exercise routines.

Mindbody's data showed a 50/50 split between those who value technology in their fitness routine versus those who don't, with almost a quarter (23 per cent) of millennials claiming technology helps them to stay motivated. Technology adoption was most prominent in the yoga and

Mindbody found technology plays a major role in people's exercise regimes



pilates industry, where over one in five people (23 per cent) said that technology improved their access to classes; and for business owners, data showed that of the top performing customers, 93 per cent had introduced online and app bookings.

“



Rémi Nodet, CEO, Exerp

EXERP LETS CUSTOMERS MAKE DECISIONS BASED ON DATA

Danish club management software provider Exerp's new on-demand data warehouse will allow operators to analyse hundreds of millions of data points at a time.

Launching soon, the data warehouse will simplify data reports and

allow operators to fuel their AI processes to gain critical insights into their members' behaviour.

"Our data warehouse is designed for large-scale fitness operators who want to make strategic data-based decisions on how to optimise and grow

their businesses," says Exerp CEO Rémi Nodet.

"Questions such as how effective was their last digital marketing campaign and how can they optimise staffing during opening hours?

"With this feature, operators can easily find

the answers to those critical questions."

Based on Amazon's Redshift platform, the data warehouse allows operators to extract business intelligence and run large-scale queries on hundreds of millions of data points at a time. ●



The Exerp data warehouse will give operators the tools to get critical insights

The top half of the advertisement features a background image of an indoor trampoline park at night. A person in a red shirt and white pants is captured mid-jump in the foreground. In the background, other people are visible on different trampolines, and the facility is lit with warm, yellow lights. The EZ Runner logo is overlaid on the top left, consisting of the letters 'EZ' in white on a grey rounded rectangle, followed by 'RUNNER' in white on a red rounded rectangle.

EZ RUNNER

Management Software

FOR PEOPLE WHO WANT SOMETHING MORE

We work with a range of clients in the leisure sector for over 20 years, meaning we can truly tailor our system to your needs. Be it vouchers, optimising your online journey's, gamification or automated workflows and campaigns.

TRUST THE HERITAGE

BENEFIT FROM THE EXPERIENCE

Book, sign-up and pay-off debt via websites, tablets, and smart phones.
All fully integrated into your DESIGN and your ONLINE BRAND.

T

+44 (0) 844 847 5827

W

www.ez-runner.com

E

info@ez-runner.com



Providing customers with the best member experience, while maximising revenue, is vital. We look at the latest in customer centric payment solutions

SMART + FLEXIBLE

“

Our new card dispensing machine reduces the need for continuous staffing of reception desks

Mario Morger Gantner



Gantner's near-field-communication-based (NFC) payment systems are specially designed for fitness clubs. Our cashless payment systems use NFC membership IDs, containing an embedded chip that can communicate contactlessly with other devices and comes in the form of a card, wristband, key fob, or even NFC-enabled mobile phone, and can be used to make purchases at vending machines, power plates, sunbeds and standard points of sale.



The access chip serves as a means of payment and all services and offers can easily be booked onto the chip. The payment is performed either by uploading an amount onto the chip prior to consumption, or when leaving the club. It's possible for both methods of payment to take place at a self-service kiosk meaning reduced staff costs, higher turnover, increased safety and easy assessment of revenues.

For facilities that operate 24/7, Gantner has also introduced a card

dispensing machine. The station automatically produces tickets and membership cards, reducing the need for continuous staffing of reception desks, as well as cutting peak-time queues and admin costs.

Members can sign-up online to receive a pin that they enter at the GAT CardDispensing Station to pick up their new card. The machine can also be loaded with NFC smart cards and customised with a facility's logo, colours and design to bring it in line with the brand.



Our solution integrates with many of the leading gym management systems

Ivan Stevenson
Debit Finance

Our Revenue Management Solutions benefit operators of all sizes: large private operators, budget operators, trusts, local authorities, hotel health and fitness, and the independent sector.

Our solution is to enable people to sign up online through our online joining solution, FastDD. As well as a joining gateway, the solution also operates as a sales aid, automatically offering other memberships and services.

Debit Finance integrates joining portals into the websites of independent gyms as well as large

cultural and leisure trusts. Our solution integrates with many of the leading gym management systems enhancing the member journey along with internal administration with a bespoke, tailored system.

We've also integrated FastDD with Leisure Net's sales Focus software, a lead management tool used by fitness professionals across the UK. Individuals submitting their information for an enquiry are greeted with a button offering them the chance to sign up there and then, dramatically shortening the sales journey.

MyPayments lets members keep their payments up to date via an app



Another area we've focused on is MyPayments, which is a way for members to keep their membership payments up to date via an app or website. Since roll-out, the impetus to resolve missed payments has increased 15 per cent with nearly 50 per cent of people choosing to rectify a missed payment in this way.



We give our customers more visibility into the status of payments

Andrea Giardina GoCardless

GoCardless works with fitness businesses that need greater flexibility in how and when they collect payments, and who want a better service for themselves and their members, plus greater transparency from their provider. We give our customers more visibility when it comes to the status of payments, as well as faster payouts; and we only charge for successful transactions.

We also aim to help customers reduce payment failures to as low as 0.5 per cent by utilising payment re-trials and flexible collection dates. That means less admin time for finance and operational teams and less disruption for members.



For health and fitness operators who want to build a seamless system, we're integrated with a number of membership and CRM software platforms, including ClubRight, Virtuagym, Glofox,

TeamUp, ClubManager, OpenPlay, PaySubsOnline and BoxChamp.

Operators can also opt to use the GoCardless system through our online custom dashboard, or alternatively build their own bespoke integration via our API.

As well as working to provide a flexible payment solution, we also help businesses with global ambitions to take international payments, enabling businesses operating in multiple markets to take Direct Debit payments with a single point of access to create a standardised user experience.

We serve 30,000 customers in the UK, Europe and Australia, processing £5bn in payments annually. ▶

“

Our service is fully scalable and we work with some of the largest chains in leisure

Robin Karn Harlands

Harlands processes some two million membership payments a month in the UK. Our online sign-up portal SNAP signed up over 300,000 memberships in January alone, with most members joining directly through their smart phones. There's no need for a PDQ in our process and members can sign-up in a single process, resulting in fewer drop-outs and more sales.

We're currently rolling out Payflex, allowing members to manage their payments online,

mostly through their phone. Members can pay arrears, change the payment date or reinstate their payment with a few taps on their phone. This can be delivered to clients as a standalone product or as part of a members' self-serve area on an app and website.

We're keen to partner with any system that our clients want to use and we integrate with 36 different leisure management systems (LMS).

Harlands has also recently increased its online sign-up process

capability by adding i-SNAP in order to work with the LMS' front-end sign-up pages, allowing for a flexible, future-proof membership sign-up process and richer integrations.

Our service is fully scalable and we work with chains such as The Gym Group, Marriott and énergie, as well as public sector operators and smaller boutique studios. ●



[NEWS IN BRIEF]

SumUp is powering a Church of England project to make donations faster and easier for congregations



Take payments on a phone with SumUp

SumUp offers a device that works with a smartphone, to allow small businesses to accept card payments.

The company, which is in 31 countries, including the UK, is backed by American Express, BBVA, Groupon and Holtzbrink Ventures and used in fitness, beauty and F&B.

● www.sumup.co.uk

Square brings Stand to the UK

Square has launched Stand in the UK. The out-of-the-box solution turns an iPad or iPhone into a fully-integrated point-of-sale system, allowing small and medium-sized businesses to accept payments and run their business operations from anywhere with an online connection.

● www.squareup.com/gb

iZettle and PayPal join forces

PayPal has acquired European fintech company iZettle for \$2.2 billion to better compete in the payments market. The company produces mini credit card readers for smartphones and tablets.

Adding iZettle to its arsenal gives PayPal a greater international presence while offering a more streamlined payments solution that allows transactions in-store and online.

● www.izettle.com



iZettle produces mini credit card readers for phones and tablets

WE DO MORE

SO YOU DON'T HAVE TO

My PAYMENTS

My Payments is a quick and secure way for your customer to pay defaulted payments without any complications.

Using My Payments, you will be able to streamline your joining process and reengage with your members.

DFC

Revenue Management
Solutions

Get in touch today

 www.debitfinance.co.uk  sales@debitfinance.co.uk  01908 422 000



Maximum Revenue, Minimum Hassle

Harlands provide state-of-the-art security, infrastructure and technology when managing your membership payments. Take away the pain and worry of process failure...



Maximise
profitability



Reduce
admin



Increase staff
productivity



Reduce business risk - Never
worry about a BACS run again



Harlands contact centre to
manage your members queries



01444 449 157



sales@harlandsgroup.co.uk



[debitexperts](https://twitter.com/debitexperts)



[harlands group](https://www.harlandsgroup.co.uk)

PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest product launches in health and fitness

Eco-Powr line transforms clubs into mini power plants, says **Paul Kuo**

SportsArt has developed a new range of environmentally-friendly fitness equipment that could dramatically reduce a fitness facility's carbon footprint, as well as contributing to lower operational costs.

Named as Best Facility Innovation at the 2018 Elevate Product Innovation awards, Eco-Powr is a range of sustainable cardio fitness machines, including treadmills, bikes and elliptical machines, that feature a built-in inverter.

This harnesses the wattage that is produced by exercisers during their workouts and converts it into AC Power, before feeding it back into the grid.

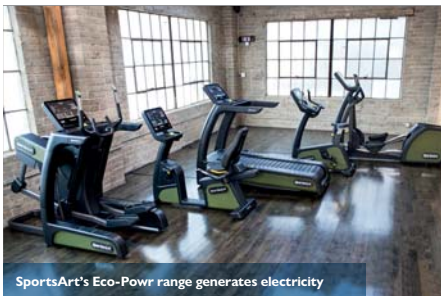
The company claims that clubs with an average of 30 pieces of cardio equipment operating for eight hours

Every fitness club has the potential to be a mini power plant, capable of creating clean power – enough to reduce the world's carbon emissions and energy usage significantly

Paul Kuo

a day could potentially save more than £15,000 in utility costs by switching over to Eco-Powr.

"Every fitness club has the potential to be a mini power plant capable of creating clean power – enough to



reduce the world's carbon emissions and energy usage significantly," said SportsArt founder Paul Kuo. "Imagine if all the people who visit the gym each day worked out on Eco-Powr equipment – up

to 74 per cent of energy spent exercising would be converted into utility-grade electricity and fed back into the power grid."

fitness-kit.net KEYWORD

SPORTSART

Alan Cuthbert on AppAudio's UK launch

Leisure Sound Solutions, an audio-visual supplier for the leisure industry, has launched a brand new, free audio app for gyms and health clubs in the UK.

Developed by MYE Entertainment, AppAudio allows users to stream music and listen to club TV audio through their smartphones by simply connecting to the club's wifi and selecting the correct channel number.

Gym operators can integrate AppAudio into their

Most operators have an app, so why not include ours as a tile in yours to encourage members to open your app every time they visit

Alan Cuthbert

own club apps, as well as using it as a mobile marketing platform to connect with and motivate their members.

"Leisure Sound Solutions is excited to introduce AppAudio to the UK," says MD Alan Cuthbert. "Most operators have an app these days, so why not include ours as a tile to encourage members to open your app every time they visit."

The app has on-board marketing functionality and promotional material built-in.



fitness-kit.net KEYWORD

LEISURE SOUND SOLUTIONS



"Personalisation is becoming more and more important. Our new training method has been developed to provide an effective, engaging experience that's tailored for all users"

Nerio Alessandri, founder and president, Technogym

Technogym's BIOCIRCUIT offers a guided circuit training workout, tailored to members' needs

Technogym has launched BIOCIRCUIT, a new circuit training solution and method providing a personalised workout to help users achieve their goals in a short amount of time.

The guided programme delivers an engaging experience that requires no adjustments or wait time, as exercises, workload and work:rest ratio and pace have been defined and integrated into the programme.

Based on revolutionary aerospace technology, BIODRIVE is a motor controller that delivers a tailored workout. This patented technology is only found in the BIOSTRENGTH LINE. Different needs require different programmes. Only BIODRIVE can balance all phases of movement, both concentric and eccentric, to provide each user with a personal programme.

GUIDED WORKOUTS

BIODRIVE guarantees the ability to define different intensity profiles to meet the needs of people requiring

isotonic resistance, needing to reduce inertia, or willing to use viscous resistance.

Whether users just want to complete their reps, define their routine, or be guided in a routine based on their needs, BIODRIVE ensures that the workload is constantly

controlled. The equipment can also provide assistance if the user needs help completing a workout – if support is needed, BIODRIVE immediately activates the spotter function to relieve the user.

There is no need for multiple logins or time wasted setting up the equipment – after the initial login and set-up, the programme directs the user to the first station, where the equipment is already adjusted to their specific preferences. Results are automatically tracked with mywellness cloud.

INTUITIVE DESIGN

The BIOCIRCUIT format includes equipment with automatic setting after the first user login; consoles which display the programme to the users on each machine; flooring

with markings to guide users to the next station; a dedicated pedestal, called UNITY SELF, that synchronises all equipment and shows where users start and finish their BIOCIRCUIT training experience; and an external screen connected to the UNITY SELF which provides an engaging experience, with visuals for the group.

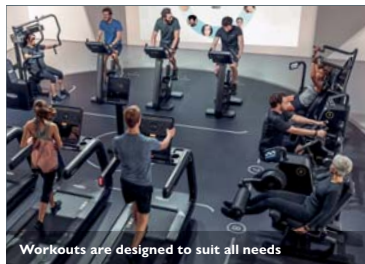
Nerio Alessandri, Founder and President of Technogym says: "Personalisation is becoming more and more important. Our new BIOCIRCUIT TRAINING METHOD has been carefully developed to provide an effective and engaging experience that is tailored for all users, whatever their goals or needs."

fitness-kit.net KEYWORD

TECHNOGYM



Technogym's new BIOCIRCUIT provides a personalised, time-efficient workout



Workouts are designed to suit all needs

► Andy Gill on Total Gym's double win at Elevate

Functional training equipment supplier Total Gym received two awards in the 2018 Product Innovation awards at this year's Elevate trade show.

Total Gym's multi-use workout bench – coincidentally called Elevate Encompass – took the title of



With the innovations it brings to fitness markets around the world, Total Gym is relentless in its pursuit of innovation and the best workout experience, whilst being loyal to its customers

Andy Gill

Best Innovation for Human Performance, while its Elevate Row ADJ was named Best Workout Innovation.

Elevate Encompass offers multi-plane movement and an unrestricted range of motion and is designed to work multiple muscle groups simultaneously.

Users work on an incline against gravity, allowing them to use their body weight as resistance and improve the overall productivity and functionality of the training.

Billed as being effective for both cardio and resistance training simultaneously, the Elevate Row ADJ integrates a strength training component into a traditional cardio machine, to produce a full body workout with several levels of adjustable bodyweight resistance.

The equipment is designed for multi-planar movement and includes exercises such as bicep curls and an alternating side-to-side row.



Total Gym's kit won awards at the Elevate event

"With the innovations it brings to fitness markets around the world, Total Gym is relentless in its pursuit of innovation and the best workout experience, whilst being loyal to its customers," says Andy Gill, founder and director of Ethics Leisure – the UK distributor for the Total Gym business.

"With more and more gyms creating functional and small group training areas, the Elevate range of equipment is perfectly positioned to complement this industry shift," says Total Gym's CSMD Erik Verkloot.

fitness-kit.net KEYWORD
TOTAL GYM

Exxentric makes elite technology widely available with new Flywheel, says Erik Lindberg



Exxentric's flywheel kit

Swedish training and gym equipment manufacturer Exxentric has launched a new product line based on its flywheel training solution.

The range features two new products, the kPulley and the kBox4 Active, as well as updated versions of two of its existing products, the kBox4 Lite and the kBox4 Pro.

Optimised for horizontal movement, the kPulley offers flywheel training for rotational and pull exercises, as well as core and lower limb exercises. It features a versatile, wall-mounted design that can be easily adjusted to accommodate different types of exercise, and is equipped with Kmeter – Exxentric's app-based feedback system.

The kBox4 Active is billed as an entry-level device for flywheel training, and is designed for group classes and at-home use. It features a steel chassis capable of holding two flywheels and offers a range of exercises for users at all levels.



We've always had a close relationship with the users at Exxentric, which has again led to greatly improved spec

Erik Lindberg

"We've always had a close relationship with the users at Exxentric, which has again led to greatly improved spec," says Exxentric's CEO Erik Lindberg. "Technology that once used to be deployed only by elite professionals, is now made available to a much broader audience."

"With an abundance of research supporting the benefits of strength training, it's satisfying to offer new smart tools and effective methods that not only help improve athletic performance but also facilitate health and fitness for the general public," Lindberg adds.

The kPulley costs £1,540, and the kBox4 Active £1,240.

fitness-kit.net KEYWORD
EXXENTRIC

ARCHITECTS & DESIGNERS

zynk | INTERIOR
ARCHITECTURE
& DESIGN

zynkdesign.com

WWW.ZYNKDESIGN.COM

AV / SOUND

Lightmasters

Audio Visual Systems
Effects & Mood Lighting
PA Systems

info@lightmasters.co.uk
www.lightmasters.co.uk

lightmasters uk ltd.

WWW.LIGHTMASTERS.CO.UK

COMPUTER MEMBERSHIP SOFTWARE

Legend

Call Legend today
0800 031 7009
legendware.co.uk

WWW.LEGENDWARE.CO.UK

COMPUTER MEMBERSHIP SOFTWARE

WHATEVER YOUR SECTOR... Need a management solution?

Get in touch and find out how you can start saving and making money, year after year...

EZ / RUNNER

Management Software: made easy

0844 847 5827 www.ez-runner.com

WWW.EZ-RUNNER.COM

COMPUTER MEMBERSHIP SOFTWARE

BrightLime

SHARPER WEB BASED CLUB MANAGEMENT

0844 493 3696
info@brightlime.co.uk

WWW.BRIGHTLIME.CO.UK

COMPUTER MEMBERSHIP SOFTWARE

A highly functional, constantly improving system, to manage most leisure environments

- Membership/CRM
- Activity & Class Bookings
- Course Management
- TII & Payment Systems
- Access Control
- Online Bookings & Sign-ups

Contact us on:
+44 (0)1423 873 873
www.sportsoft.co.uk

SPORTSOFT

WWW.SPORTSOFT.CO.UK

CUSTOMER ENGAGEMENT

Get Members.
Keep Members.

memberdrive by **CFM**

Know more at
www.cfm.net or call
0115 777 3333

WWW.CFM.NET

DIRECT DEBIT COLLECTION

DFC

Bespoke Direct Debit Services

We do more than just collect your subscriptions

www.debitfinance.co.uk
sales@debitfinance.co.uk
01908 422 026

WWW.DEBITFINANCE.CO.UK

Directory

DIRECT DEBIT COLLECTION

DBS www.harlandsgroup.co.uk **hg harlandsgroup**
an essential part of your business

Maximum Revenue, Minimum Hassle

We don't just process your payments, we manage your memberships so you can manage your facilities more effectively...

- Maximise profitability
- Reduce admin time
- Unlock the potential in your staff
- Increase income

01444 449 157 sales@harlandsgroup.co.uk

WWW.HARLANDSGROUP.CO.UK

EXERCISE EQUIPMENT

THE FUNCTIONAL FITNESS SPECIALISTS

+44 (0)1553 763285
jordanfitness.com
sales@jordanfitness.co.uk

Jordan™

WWW.JORDANFITNESS.COM

EXERCISE EQUIPMENT

COMPLETE. FITNESS. SOLUTIONS.

2017 CATALOGUE NOW AVAILABLE
NEW LINES | ENHANCED RANGES

Physical

physicalcompany.co.uk 01494 769 222 sales@physicalcompany.co.uk

WWW.PHYSICALCOMPANY.CO.UK

EXERCISE EQUIPMENT

ServiceSport

Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales

Call: 0845 402 2456 www.servicesport.co.uk

WWW.SERVICESPORT.CO.UK

FUNCTIONAL TRAINING / FLOORING

Regupol®

IMPACT SOUND INSULATION | GYM FLOORING

INFO@BERLEBURGER.DE • WWW.EVERROLL.BIZ

WWW.EVERROLL.BIZ

FUNCTIONAL TRAINING / FLOORING

FLOORING SOLUTIONS

Wide range of flooring solutions
Sports & Technical
Freeweight & Functional Training
Group Fitness & Studio
Complimentary gym floor design
No obligation visit & quote

01494 769 222 physicalcompany.co.uk sales@physicalcompany.co.uk

Physical

WWW.PHYSICALCOMPANY.CO.UK

FUNCTIONAL TRAINING / FLOORING

TARAFLEX
SPORTS

High Performance Fitness Flooring
Recognised Brand Trusted Quality

www.gerflor.co.uk **Gerflor**
the flooring group

WWW.GERFLOR.CO.UK

LOCKERS / CHANGING ROOMS

CROWN Tel: 01803 555885
SPORTS LOCKERS Email: sales@crownsportslockers.co.uk
Web: www.crownsportslockers.co.uk

MORE THAN JUST LOCKERS
Changing Rooms - Treatment Rooms - Washrooms

WWW.CROWNSPORTSLOCKERS.CO.UK

LOCKERS / CHANGING ROOMS

FITLOCKERS

Quality Affordable Locker Room Solutions



T: 01923 770435

sales@fitlockers.co.uk www.fitlockers.co.uk

WWW.FITLOCKERS.CO.UK

LOCKERS / CHANGING ROOMS



RIDGEWAY
furniture manufacturing
ridgewayfm.com

tel 01525 384298 sales@ridgewayfm.com

WWW.RIDGEWAYFM.COM

LOCKERS / CHANGING ROOMS



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

Contact us today for further information

T: 0203 651 1500

E: info@safespacelockers.co.uk

www.safespacelockers.co.uk



SAFE SPACE
THE CHANGING ROOM EXPERTS

WWW.SAFESPACELOCKERS.CO.UK

SALES & MARKETING

memberdrive by CFM

**Want an extra 200 - 700
new members for free?**



**Get Members.
Keep Members.**

member
drive by



www.cfm.net

MYZONE
MAKING MOVEMENT MEASURABLE

Call: 0115 777 3333

WWW.CFM.NET

RETAILSOLUTIONS

SRS Leisure
YOUR COMPLETE RETAIL SOLUTION



0121 550 2700

sales@srsleisure.com

www.srsleisure.com

WWW.SRSLEISURE.COM

SOFTWARE



Club Assistant
Membership Software

TAC | The Assistant Company
www.tac.eu.com

WWW.TAC.EU.COM

AUGUST

16-18 | FIBO China National Exhibition & Convention Centre, Shanghai, China

About 20,600 trade and private visitors from 47 countries and regions attended FIBO China 2017 in Shanghai. The exhibitor side also grew compared with the previous year, with more than 300 brands from 25 countries and regions; 63 per cent comprised international brands.
www.fibo-china.cn

30 August – 1 September IHRSA Fitness Brasil Latin American Conference & Trade Show Transamerica Expo Center, São Paulo, Brazil

The 19th IHRSA/Fitness Brasil programme is designed for all types and sizes of clubs – from established clubs to those just starting out. The programme provides educational opportunities in a variety of formats.
www.fitnessbrasil.com.br

SEPTEMBER

12 | ukactive National Summit Queen Elizabeth II Centre, London, UK

The largest political event in the sector's annual calendar, the ukactive National Summit brings together key stakeholders from public health policy and beyond. The event attracts senior influencers from across physical activity, health, policy, brand, media, research, the charity space and local authority commissioning.
www.ukactive.com

18-20 | Interbike Expo RSCC, Reno, NV, USA

With hundreds of exhibitors on one floor, the annual Interbike International Bicycle Exposition is where the bicycle industry gathers to celebrate, educate and conduct the business of cycling.
www.interbike.com

Legend in Soapbox Challenge

On Monday 27 August, a team from Legend Club Management Systems will take part in the annual York Micklegate Run Soapbox Challenge. This fun event will see 50 spectacularly decorated carts hurtling down the cobbled street of Micklegate, while around 20,000 spectators cheer them on.

Legend is taking this opportunity to raise desperately needed funds for Cancer Research UK, as many in the company have been touched by this terrible condition.

The team of brave Legend colleagues are working feverishly in the run-up to the event, engineering the suspension and weight ratios on their trusty Apollo soapbox, in an effort to achieve maximum speed.

On race day, Legend hopes to thrill the audience, who will line the pavements of York's Micklegate.

Legend would appreciate your support for this worthy cause. If you wish to donate please go to: www.legendware.co.uk/micklegate-run-soapbox-challenge-2018



Legend is raising funds for Cancer Research UK

CHARITY CHALLENGE

28 October 2018 The Gherkin Challenge London, UK

Do you have what it takes to scale London's most recognisable skyscraper? Walk it or run it – either way there'll be high-fives, amazing views and the clink of champagne glasses as you celebrate at the top.

Every step you climb will help NSPCC take care of children who need it most.

Covering 38 floors, the Gherkin Challenge is open to all levels of fitness. Registration starts from £20 plus fundraising.
www.nspcc.org.uk



Climb the 38 floors of the Gherkin for NSPCC

THE NEPTUNE NAUTICALS



#COMESWIMWITHUS

SWIMWEAR AND ACCESSORIES FOR 0-9 YEARS

SUPPLIED EXCLUSIVELY BY

SRS
LEISURE
YOUR COMPLETE RETAIL SOLUTION

WWW.SRSLEISURE.COM • SALES@SRSLEISURE.COM • 0121 550 2700



GIVE YOUR MEMBERS THE 'HIIT' THEY ARE LOOKING FOR

Gym members today are demanding, with many looking for small group high intensity interval and functional training classes. You can give them the 'HIIT' workout they are looking for, with resistance that ramps up automatically and delivers a powerful amount of punch on the Assault AirRunner and AirBike Elite.

Combine it with Queenax™ and you can offer a unique variety of functional circuit classes, enabling you to build your member community through group exercise classes.



Find out more at go.precor.com/assault
03334 149774 • info@precor.com

PRECOR®
Fitness Made Personal

Queenax
Functional Fitness by Precor

ASSAULTFITNESS
AUTHORIZED DISTRIBUTOR