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Peak boutique

What's the future for the boutique market? **p42**

Steven Ward

Reflecting on 12 years at ukactive **p34**

Anthony Geisler

The CEO of Xponential Fitness is taking on big box operators with his suite of franchise brands **p58**



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A matter of life and death

Life expectancy in some Western countries peaked a decade ago and is now in decline, as modern life proves to be less than optimal for human health. Our biggest goal as an industry must be to play our part in reversing this trend

Given all we know about health and wellbeing and with increasing affluence and advances in modern medicine, you'd expect we'd be living longer, healthier lives with less disease and greater vitality.

However, statistics published last week by the UK's Institute and Faculty of Actuaries show that life expectancy is falling in England and Wales. Actuaries say the decline began in 2010/11 as a 'blip' and has accelerated since to become a 'trend' and the biggest ever reduction in forecast longevity.

The Institute, which calculates life expectancy on behalf of the UK pension industry, now expects men in the UK aged 65 to die at 86.9 years on average, down from a previous estimate of 87.4 years. Women who reach 65 are forecast to live an average of 89.2 years – down from 89.7 years in 2018.

And the fall is accelerating – actuaries cut life expectancy in the UK by two months in 2018 and by six months this year – projections are down by 13 months for men and 14 months for women when compared with 2015.

This change is mirrored in other countries such as the US, where numbers released in November by the Centers for Disease Control and Prevention show the US in its longest period of generally declining life expectancy since World War II.

So what's going on? Analysts propose a number of reasons for this accelerating trend, many of which are within our remit to address, such as bad diet, lack of exercise, stress and mental health issues. Factors vary according to age and social group, meaning we must tackle this challenge on many fronts.

On page 34, we talk to Steven Ward, outgoing CEO of ukactive, which has broadened its remit to battle inactivity and other health issues in all populations. He says ukactive's work on physical inactivity has become part of public health policy in the UK and that great strides have been made, but there's still the opportunity to do more with sections of the population that are not being reached and who remain inactive.

As the industry seeks greater involvement with the delivery of health interventions via government and its agencies, we must ensure that our role in delivering on the ultimate positive outcome – healthy longevity – is recognised and that we are able to demonstrate this as a provable outcome.

Imagine if we could show beyond doubt that people of all ages – whether children or people in end of life care – are able to live better and longer – by all measures – if they live well?

The industry can support people to extend healthy longevity



PHOTO: OLIVIA WINGCHAI/SHUTTERSTOCK

6 We must focus our energies on reversing this decline in life expectancy and be able to prove the impact of our work when we do

At the moment, statistics related to lifestyle are not routinely monitored at an actuarial level, but current trends indicate that this may one day be possible, as more life insurance and pension businesses recognise the power of healthy living to reduce health risks and increasingly factor this in to their actuarial equations.

We must make it part of our mission to focus our energies on reversing this trend and be able to demonstrate the impact of our work on people of every age and social group when we do.

Liz Terry, editor
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Uniting the world of fitness

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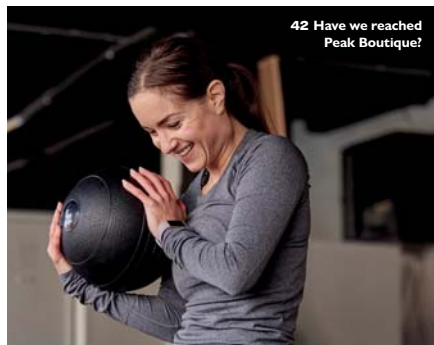




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WHAT OUR PARTNERS SAY

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

The onboarding process was **extremely easy**, whilst operationally we have found the service to be both simple and secure.

What's more, the PayAsUGym team **provide data, insight and energy** to the whole process."



"Our partnership with PayAsUGym has successfully enabled us to tap into a brand new online audience, increase footfall, **generate additional revenue**, and create upsell opportunities for our staff."



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



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KIRSTEN POTENZA

POUND FIT: CO-FOUNDER AND CEO



“In every class, we invite participants to unleash their inner rockstars, let themselves go and rock out with a community of like-minded friends. They can healthily release their aggression and feel a sense of freedom”

When and how did you come up with the concept for POUND fit?

In 2011, I was running a music venue, and looking for a way to get fit, when I had a couple of big lightbulb moments. Working for the venue, I was able to observe the way hundreds of people experienced music as they watched live shows, and witness first hand its incredible power.

Around the same time, I'd picked up drumming and came to appreciate the therapeutic benefits it brought to my life. I knew if I could combine these elements with movement, it could be an incredibly effective way of working out.

With my then business partner, we set out to create a group exercise experience that felt more as though you were playing a rock concert than working out. It was equally important to us that it was an inclusive environment that was loving and empowering.

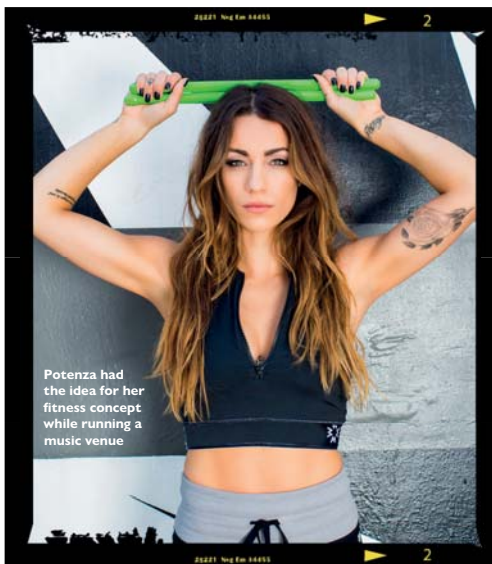
We built the workout around three pillars: the mind, the body and what we call your inner rockstar.

From day one, I had a really clear vision of what the community and brand would look like, and although we've evolved, we have never wavered from our original ethos.

What elements make up the workout?

It's a full-body workout that incorporates intervals, cardio, conditioning and strength.

Classes range from 15 to 45 minutes, using our proprietary weighted drumsticks called Ripstix, and include a series of tracks spanning a variety of music genres and positions, including lunges, squats, seated kicks and bridges.



A typical class offers about 30 interval peaks and 50 techniques. Ripstix are used to pump the arms, strike together or strike the mat, and transform you into a rockstar! Students lose themselves in the music and become part of the beat.

In the modern world, it's easy to hide behind technology and it's getting harder and harder to connect with people. Group fitness has become one of the best ways to congregate as human beings and connect in a unique way. ▶



Pound Fit participants are made to feel like they're attending a rock concert rather than working out





► **It sounds like something kids would enjoy...**

Definitely! We recently launched Generation POUND, our first youth programme designed for kids aged six to 12, which aims to build self-awareness and self-love for the mind, body and soul.

It's important for young people to be aware of their bodies, strengthen their minds and connect with themselves on a higher level. Young kids, more than ever, need inclusive, loving, empowering environments where they can become the best versions of themselves.

My ultimate goal is for kids to go home with a huge smile and a light in their eyes and tell their parents about this crazy, fun experience they had!

What have been the main challenges in growing the concept?

It's a good problem to have, but scaling effectively to meet international demand has been a challenge. It's important to us not to launch in a new market until we're comfortable with a place or a partner and know we can provide the best experience. It hasn't slowed us too much though: we now have more than 19,000 instructors – POUND Pros – globally.

Was there a breakthrough point?

Early on, we were able to secure a great partnership with US gym chain Crunch

Pound Fit now has over 19,000 instructors globally

Fitness. They were known for their programming and have some of the best instructors in the world. In 2011, they launched the programme in four major markets with a healthy press push, essentially putting POUND on the map.

It was the boost we needed and we are still in more than 70 of their locations. It showed us the value of great gym partners and we continue to seek out the best and most aligned fitness brands around the world.

How can interested instructors undertake training?

Training events take place all over the world and we often work with instructors to host training at their facilities or at qualified venues in their particular city.

Once they graduate from the one-day, eight-hour training programme, instructors are well supported by the online instructor training network, The Label. On The Label, they'll unlock access to more than 200 tracks of



choreography, with instructional videos to help them learn.

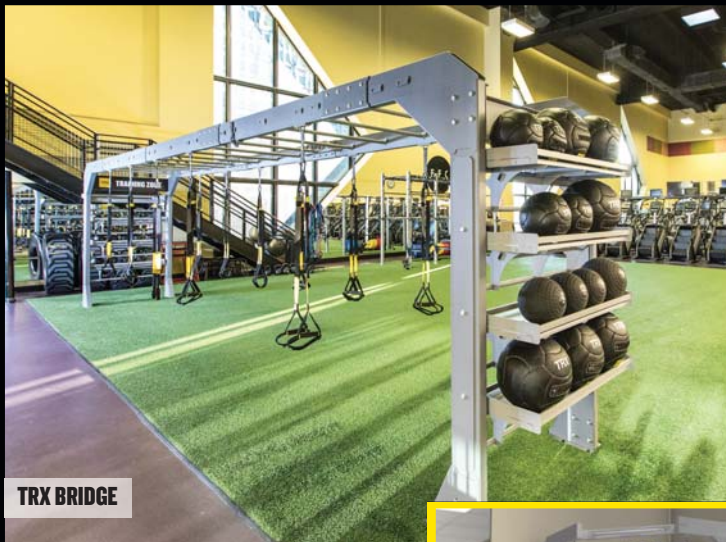
They also receive brand new choreography every month, marketing materials to help them grow their classes, video blogs and customer support. On top of that, they benefit from industry discounts from dozens of partners through our Pro Perks programme.

Did you always want to start your own business?

Yes, I have always had an entrepreneurial spirit and launched my first business when I was only seven years old! I've worked in many industries – including fashion, music, entertainment and food – but have always felt a drive to create. Even at POUND, we are constantly evolving and continue to introduce new campaigns and extensions of our brand, which help to feed that need.

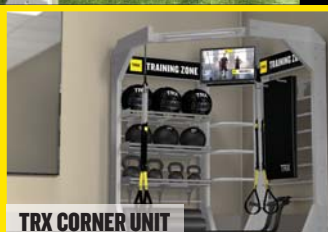
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PIETER PLEUNIS & JEROEN TIMMERMAN

CO-FOUNDERS: GUSTAV GYM



We help people break bad habits and change their lifestyles for better health. By monitoring our members' progress and keeping in touch via our app, we guarantee results



Pleunis (left) was in the special forces before teaming up with Timmerman to create Gustav

What's your background?

I did the marines training and, following that, was in the special forces, which made me appreciate how valuable exercise is to support a high pressure job.

When I left, my ambition was to open my own gym, targeting professionals with stressful jobs who could benefit from exercise. I joined forces with my business partner, Jeroen Timmerman, who went to business school in Holland. My experience is in the fitness and his in the administration side of the business.

What did you want to achieve with Gustav Gym?

We want to be the best PT gym in Holland: offering a high end environment, combined with excellent personal training and a personal approach. Our team of PTs is very well qualified and support our members with their goals by providing them with bespoke training programmes, as well as nutrition plans. We help people break bad habits and change their lifestyles for better health. By monitoring our members' progress, and keeping in touch via our app, we guarantee results.

This expertise is complemented by a luxury environment, with wood, concrete, glass and expensive art. The club centrepiece is our 5m-high, 16m-wide indoor waterfall. We offer Technogym equipment and luxury changing areas with rain showers and high quality toiletries.

What is the concept?

It is a studio-based offering, for PT and small group exercise. We offer



Gustav's interior has a luxury feel, with the use of wood, concrete, glass and expensive art



HIIT, boxing, kickboxing, rowing, yoga, pilates and barre classes.

Were you inspired by any other operator when putting together the concept?

No. My business partner and I had a vision of what we wanted to achieve and how we would go about it.

When did you launch?

Our first site, in Amsterdam's business district by the canal, opened in November 2016, followed by a slightly smaller site in the city centre last August. Members can go to both clubs and we are seeing that they use the business district club during the week and the city club, nearer to where they live, at the weekends.

What is the membership model?

Around half of our members join for our PT service and about a half join to use the classes independently. Memberships start at €65/month, but some members pay €2,000 a month to work out with PTs six days a week. We attract a wealthy clientele, with many lawyers and bankers among our members.

What has been the biggest challenge?

To build the brand and raise awareness. We had the vision of what we wanted to achieve, but the challenge with the first club was communicating what we were doing. However, with the second club it was easy – it sold itself.

What are your plans for the future?

We want to open more clubs in different areas of Amsterdam, we have plans to launch our third club this year and fourth next year. We've also launched our franchising business, which is how we'd like to grow the brand further afield.



The boutique gym's classes include HIIT, boxing and kickboxing



Gustav is aiming to be the best PT gym in Holland

JEN & TOM HARVEY

CO-FOUNDERS: OCEANFLOW YOGA



This type of studio was unusual for Cornwall at the time and introduced concepts which were new to many people, including online booking and the first hot yoga studio on the county's north coast

What inspired you to open Oceanflow Yoga?

It was primarily a lifestyle choice: we were living in Windsor, UK, both working really hard and with little free time. I'd started my seasonal yoga teacher training, and was finding my lifestyle completely at odds with what I was teaching.

Spending all the daylight hours under fluorescent lighting was making me feel ill. Stretch (Tom's nickname) was keen to return to Cornwall, where he grew up, and we decided to hunt out a place where he could run a beach café and I could teach yoga.

It took us five months to find the right space: a four-storey town house with big windows overlooking Fistral beach in Newquay. There was room for a 14-person Vinyasa studio on the top floor, a reception and changing area. To keep costs low, we moved in as well.

We had a soft launch before Christmas 2013 and kicked it off properly in the following January. Within a week of attending my classes, Stretch had decided he also wanted to be a yoga teacher and since then the studio has taken on its own life, evolved and matured.

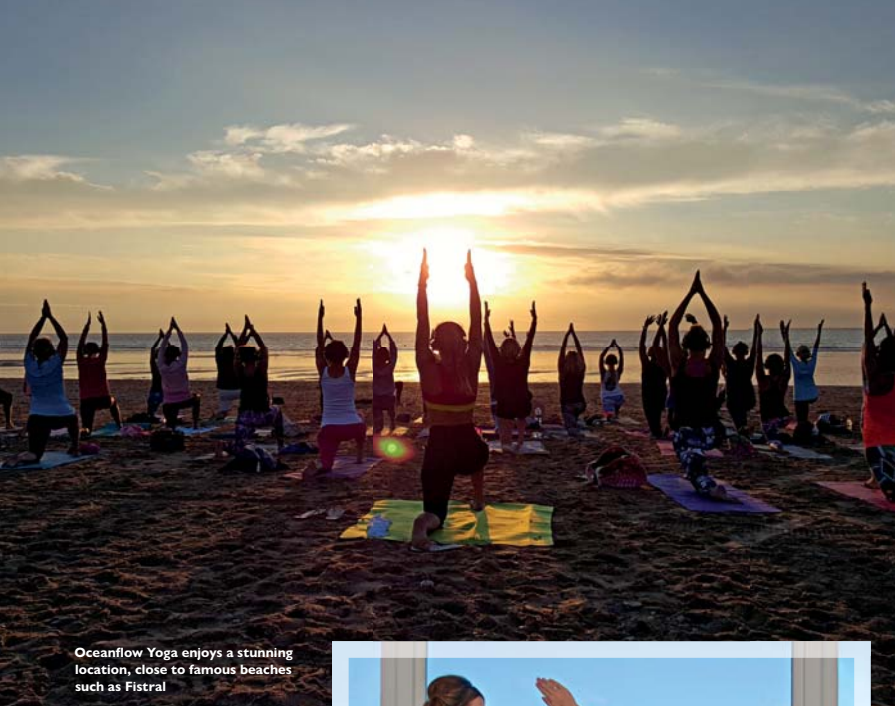
We have converted the garage into a hot studio for nine people; more teachers have arrived, bringing their own expertise, and we have created a community of like-minded people.

Has it been difficult sharing your living space with lots of people?

No, not really, it's like living in an ashram! Lots of our clients say it feels like a home from home. We have happily lived without a sofa or a television for five

The couple run events like the Silent Disco at key locations in Cornwall





Oceanflow Yoga enjoys a stunning location, close to famous beaches such as Fistral

OCEANFLOW YOGA THE LOWDOWN

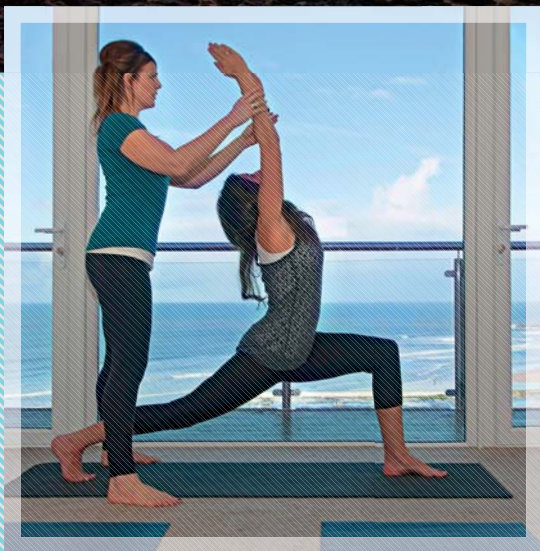
Studio classes are **£8**,
hot yoga is **£10**.

Block buying for five or 10
classes brings the price down to
£35 to £60 for studio classes
or **£40 to £70** for hot yoga.

Private sessions are **£40** for
one hour or **£60** for 90 minutes.

One day seasonal yoga
workshops: **£65**

Weekend surf retreats: **£250**





A surf yoga class overlooking the beach in Cornwall

► years, because we have been able to live the lifestyle we were after.

However, that is all set to change with work starting on a purpose-built site this year?

Yes, we have bought a 1920s house next door and planning permission is now in place to create a bespoke space with three studios – a Vinyasa studio for 21 people, a 14-person studio for workshops and a hot studio to accommodate 16, as well as social space and a roof terrace with sea views.

We'll also have our own home on site and be creating three two-person self catering pods, which will enable us to expand the retreat side of the business. When the new site is up and running, we'll let the current one go.

Is the project self-funded or will you be seeking investors?

Self-funded. We do have previous experience of raising investment for businesses, but this time we want to be able to do things our own way, teaching our own truth and staying authentic. Although the numbers need

to stack up, we don't think yoga should be too commercialised.

To keep class prices affordable and to ensure the business isn't seasonal, we have a number of different revenue streams beyond the 48 weekly classes. We run an online store selling yoga clothes and equipment: the Yoga Emporium. We also run a number of workshops and retreats (see boxout).

Added to this, we run special events, including silent disco yoga sessions for up to 250 people at iconic locations around the county, including The Eden Project and on the beach. Next on the cards will be the launch of online classes.

What were the challenges in creating the business?

Getting the word out there and building a client base. This type of studio was unusual for Cornwall at the time and introduced concepts which were new to many people, including online booking and the first hot yoga studio on the county's north coast.

There were times when no one turned up to a class, so we had to learn not to base our self worth on the number

of people who came! I was about to pull my Tuesday night gentle flow class when suddenly it became really popular and now we run two.

Initially we tried to be too accommodating, responding to requests for class times to be changed, but when we learned this wouldn't necessarily get someone to come, we set boundaries and decided the schedule ourselves.

Who is your target market?

In the summer we get lots of holiday makers, while the locals are busy working, and in the winter the locals come back. Because we have a male teacher, we attract a lot more men than would traditionally go to yoga classes.

What are your future plans?

The main focus now will be to start the build, create our new space and get that running as a centre of excellence, continuing to build a community and developing all aspects of the business, while still maintaining the lifestyle that we came to Cornwall for: teaching eight yoga classes a week with lots of time for surfing!

UNIQUE WORKSHOPS

Oceanflow Yoga stands out in Cornwall's small, but growing, yoga scene.

When I moved home to the county, 15 years ago, yoga classes were mostly delivered by formidably strict Iyengar teachers, offering a couple of classes a week in chilly church halls. Now we have more teachers, more classes and more spaces.

What is refreshing is that as well as offering a zen and welcoming space, along with a varied schedule, including chanting, meditation, post-natal, restorative, yin, Vinyasa flow and hot yoga, Oceanflow Yoga also offers its own twist, which befits its beachside location.

The surfing and yoga retreats, in conjunction with a local surf school, are the perfect introduction to this tricky sport, by exploring the psychology and warming up with appropriate postures. No one is more qualified, or inspiring, to lead this than Stretch, who can do a headstand while surfing!

I attended Jen and her colleague Holly's one-day workshop on seasonal yoga for autumn and came away with many coping strategies, including recipes for comforting foods, breathing exercises, and postures for keeping the lungs open and immune system strong.

What was personally most useful were the insights into why many of us get low this time of year. It taught me that treating the long, dark evenings as a time to rest helps to remove the frustration I usually feel about this time of year. It's also the best time of year for decluttering – and as that's one of my favourite things it made me feel much more positive.



Journalist Kath Hudson tried out Jen's one-day seasonal yoga workshop



Oceanflow Yoga participants enjoying a meditation class at Bedruthan Steps on the Cornish coast

The background of the entire page is a blurred, black and white photograph of a person's arm and hand gripping a piece of gym equipment, likely a pull-up bar or a similar exercise machine. The image is out of focus, emphasizing the texture of the equipment and the person's skin. A solid blue vertical bar runs along the left edge of the page. A dark blue, trapezoidal banner with a light blue border is positioned at the top left, containing the FIBO logo and the words 'GLOBAL FITNESS'.

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SAVE THE DATE
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eGym names new chair – hints at possible IPO

German fitness tech group eGym has appointed Sir George Buckley as its new chair.

Sir George's distinguished corporate career includes a stint as CEO of Brunswick Corporation, the parent company for a number of fitness equipment brands – including Life Fitness, Cybex, Hammer Strength, Scifit and Indoor Cycling.

Following his tenure at Brunswick, he steered US conglomerate 3M (famous for Post-it notes and Scotch tape) from 2005 to 2012. He was credited with increasing the market value of the company from US\$60bn to US\$150bn. Sir George is currently chair of

the \$13bn revenue industrial tool manufacturer Stanley Black & Decker business and sits on the boards of soft drinks giant PepsiCo and tech firm Hitachi.

"We were looking for an experienced corporate leader familiar with fast-growing companies who can help us grow the company towards market leadership and possibly an IPO," said Philipp Roesch-Schlanderer, eGym co-founder and CEO.



eGym could change the way people perceive health
Sir George Buckley



Buckley (right) with eGym's Philipp Roesch-Schlanderer

"George has a stellar track record as CEO of 3M as well as an understanding of fitness tech and the importance of corporate fitness."

Sir George added: "With its unique products, eGym has a great opportunity to change

the way people around the world perceive health."

eGym's cloud-based technology for fitness and health equipment is used by 10,000 gyms and clubs.

More: http://lei.sr/p8d3k_H

Lifesum app secures partnership deal with Strong by Zumba

Strong by Zumba classes will become a chosen exercise activity within the Lifesum app



Digital health giant Lifesum has signed a partnership deal with non-dance HIIT programme Strong by Zumba.

As a result, Strong by Zumba will become a chosen exercise activity within the Lifesum app, giving Lifesum's 35 million users entry to its network of fitness instructors and students.

Additionally, Strong by Zumba instructors will have unlimited access to the Lifesum app, and students will receive premium memberships at a special rate.

According to Henrik Torstensson, CEO of Lifesum, the move is part of a strategy to "bridge the gap between



We want to bridge the gap between exercise and healthy eating

Henrik Torstensson

exercise and healthy eating" and to facilitate "balance for millions of global users" seeking to achieve their long-term, holistic lifestyle goals.

More: http://lei.sr/E6C8w_H

TRT Holdings puts brakes on Gold's Gym sale

TRT Holdings, the majority shareholder of Gold's Gym, has cancelled its plans to offload the gym chain.

The US-based private holding company, which also owns Omni Hotels & Resorts, announced in July 2018 that it would explore a sale of the company in order to "focus on its core businesses".

It has now, however, decided to retain its ownership and reinvest in the iconic fitness brand.

"As we worked through the exploratory process of selling the brand, we continued to see growth opportunities for Gold's Gym in a number of areas within the fitness



We felt that we would be leaving too much value on the table

Blake Rowling

industry," said TRT Holdings president Blake Rowling. "After carefully considering our options, we felt that we would be leaving too much value on the table by selling today."



TRT Holdings put Gold's Gym on sale in 2018

As part of the move, TRT has brought back former chief information officer Adam Zeitsiff, who has been named president and CEO of Gold's Gym, effective immediately. He will replace former chief Brandon Bean, who has now left the company.

Zeitsiff held the position of chief information officer

for Gold's Gym from 2016 to 2018 and spearheaded a range of digital innovations, such as the development and launch of Gold's AMPMTM, one of the first digital personal training apps produced by a brick-and-mortar gym company.

More: http://lei.sr/C8r6S_O

FIT Summit to connect Asia's fitness and wellness industry

A new event, marketed as the first major business gathering for Asia's health,

fitness and wellness industry, will be held this month.

Taking place in Singapore on 20 March, FIT Summit has been designed as a platform for fitness business leaders to meet and promote greater collaboration and investment across the sector.

"Asia's fitness industry is growing at an exponential rate, but it is too fragmented to ensure its sustainable growth," said Ross Campbell, CEO of FIT Summit.

"Hundreds of exciting brands and businesses exist, but many are not realising their full potential.



We need to work together to grow our marketplace

Ross Campbell

The inaugural FIT Summit will see 300 fitness delegates gather in Singapore



"We need to work together to grow our market, engage new demographics and better serve our customer base and the communities in which we operate."

FIT Summit will look to attract brands, companies, clubs and investors to meet and discuss emerging trends.

More: http://lei.sr/T9H6k_H

Boutique fitness sector 'nowhere near breaking point'

The current boutique fitness boom is nowhere near reaching a "breaking point".

That was the message from a keynote panel session held at the Sweat 2019 conference on 26 February.

While there are now more than 300 boutique fitness studios in London, Jason Tubbs, managing director of studio operator Another Space, said the industry was still far away from "peak of



At Another Space alone, we get between 600 and 900 enquiries and 1,000 reviews of our boutique classes a week

Jason Tubbs



The Sweat 2019 conference was held in London last month

boutique" and that there is still room for continued growth in the sector.

"At Another Space alone, we get between 600 and 900 enquiries and 1,000 reviews of our boutique classes a week," Tubbs told delegates.

The panel also discussed threats for the sector.

Chris Heron, founder of The Engine Room, said: "The biggest threat are investors who think it is easy money."

More: http://lei.sr/G354c_H



The Lanserhof at the Arts Club will open its doors in May

Lanserhof medical gym set to debut at the Arts Club in London

The latest venture from German wellness operator, Lanserhof, is scheduled to open in May at the Arts Club in London.

Designed by Dusseldorf-based firm Ingenhoven Architects, the six-storey gym – situated opposite the club on Dover Market Street in Mayfair – will be the first facility of its kind to offer club members an MRI scan as part of its tailored programme.

Members will also have access to additional personalised services and offerings such as cardiovascular screening, body metabolism analysis, and two physical therapy labs.

Other on-site amenities will include a café lounge, a spa, studio rooms, and treatment rooms.



We'll help members to lead a healthier, happier and longer life
Christian Harisch

Speaking on the soon-to-open fitness space, Dr Christian Harisch, CEO of the Lanserhof group, commented: "In partnership with The Arts Club we'll help members to lead a healthier, happier and more energetic, longer life."

More: http://lei.sr/r5C6D_H

ukactive chief executive Steven Ward to step down

Steven Ward will step down from his role as ukactive CEO in April 2019, after more than 12 years with the organisation.

Ward is leaving to take up a role as chief transformation officer at Spanish fitness operator Ingesport, owner of the GoFit brand.

He first joined ukactive in 2006 as a policy intern, before rising through the ranks and taking a leadership position as executive director in 2015. He was named CEO in May 2017.

During his tenure, Ward helped position ukactive as a driving force behind public health policy and oversaw the publication of Blueprint for an Active Britain in 2015. He was also instrumental in establishing ActiveLab, the world's first start-up accelerator programme for emerging fit-tech companies tackling physical inactivity.

The ukactive board will now begin the process to appoint a new CEO and



Ward first joined ukactive (then FIA) in 2006 as a policy intern

interim arrangements will be "confirmed shortly".

"It has been an honour and a pleasure to lead ukactive for the past four years," Ward said. "I'm proud of the progress we've made;

from the development of a world-class board to forming a uniquely talented team."

See our interview with Steven Ward on page 34

More: http://lei.sr/Q7X4D_H

Martial arts-focused gym operator HITIO signs first UK franchise

Fitness operator HITIO Gym has signed its first franchise agreement in the UK.

The Norwegian chain, which combines a gym and studio offering with combat sports training, has revealed plans to open its first club in South London in 2019.

The signing of the first UK franchise is part of the

chain's plans to expand across Europe.

It follows the announcement of inaugural clubs in Spain and Portugal, which are set to open in Q2 2019. HITIO has become one of the largest fitness chains in Norway, with 32 clubs.

The group aims to open 400 clubs throughout the EMEA region over the next five years.

To support the expansion, HITIO has signed an exclusive partnership with Matrix Fitness, which will see the equipment supplier provide all strength and cardio

equipment. All 32 Norwegian sites have already been installed with Matrix kit.

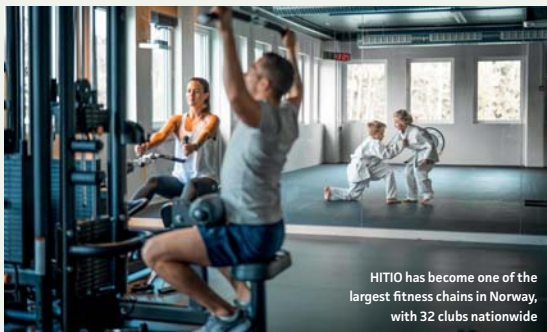
Mark Chambers, HITIO CEO, added: "There's nothing in the market that offers a concept quite like ours."

More: http://lei.sr/P5X8H_H



There's nothing in the market that offers a concept quite like ours

Mark Chambers



HITIO has become one of the largest fitness chains in Norway, with 32 clubs nationwide

Work begins on £38m Winchester centre with 200-station gym

Construction work is set to begin later this spring on a £38m leisure centre and 50m swimming pool in Winchester.

Designed by LA Architects, the Winchester Sport & Leisure Centre will house a health club with a 200-station gym floor, two large studios and an indoor cycling studio, in addition to a 50m pool and teaching pool.

Sports facilities include a multi-use sports hall, squash courts and climbing wall.

There will also be a day spa with a hydrotherapy suite and eight treatment rooms.

The design brief for the centre – which will be owned

by Winchester City Council (WCC) – includes making it sustainable and securing an “excellent” BREEAM rating. Sustainable features to be included in the design will



We are looking forward to working closely with Everyone Active

Lisa Griffiths



The centre will have extensive fitness facilities

include air source heat pumps, solar panels and a combined heat and power system.

The centre will open in 2021 and WCC has appointed Everyone Active as operator. Lisa Griffiths, WCC portfolio

holder for health, said Everyone Active's experience in managing centres with 50m pools was a deciding factor in it securing the contract.

More: http://lei.sr/M3c3x_H

UK's first exercise referral accreditation plan launched in Suffolk

Bury St Edmunds Leisure Centre in Suffolk has become the first facility in the UK to be awarded a new quality standard for exercise referral schemes.

The accreditation is the first of its kind and has been designed to encourage more

GPs and health professionals to refer their patients to exercise programmes.

The initiative – Suffolk Exercise on Referral Quality Standard – was developed by Suffolk County Council's (SCC) public health team in partnership with leisure

operators and quality management expert Right Directions; with input from GPs and health professionals.

Gill Twell, head of development at Right Directions, said: “The new module will allow facilities running referral schemes to challenge and check the suitability of the programmes they are running, analyse how they are using funding and demonstrate clear patient outputs. This ‘rubber stamp’ should also give operators the confidence to apply for further funding.

“It also means surgeries no longer need to find solutions to embed exercise themselves, they can refer patients to these facilities,



This will give operators the confidence to apply for further funding

Gill Twell

certain they will receive a high standard of care.”

The first facility to receive the accreditation is operated on behalf of the local council by Abbeycroft Leisure.

More: http://lei.sr/U4f8h_H

The scheme has been designed to encourage more referrals



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Active Nation relaunches former Fit4Less site – plans 10 openings

Leisure trust Active Nation has opened a new club in Long Eaton, Nottingham.

The operator acquired the site from Fit4Less and the venue becomes the operator's 20th in the UK.



The purchase is part of our growth strategy
Mark Learnihan

Active Nation has transformed the former budget club by installing a range of new equipment and facilities, including a new 80-station gym and a virtual exercise space offering classes provided by Fitness on Demand. The 7,000sq ft club also houses a large CrossFit-style multifunctional area with tyres and kettlebells.

According to Mark Learnihan, Active Nation's business development director, the opening is part of an expansion push.

"The purchase of Active Nation Long Eaton is part of our ongoing, ambitious growth strategy," Learnihan said.



The operator acquired the site from Fit4Less in December 2018

"By the end of March 2020, we will have 30 clubs across our UK portfolio.

"Our recent growth includes the purchase of a leisure site in Runcorn,

trampoline park in Basingstoke and a boutique gym offering in Lynton, all in late 2018."

More: http://lei.sr/u7v5G_H

England rugby star James Haskell becomes fitness franchisee

England rugby international James Haskell has become a gym franchisee, after opening an F45 functional training studio in Bath.

The new studio will offer 45-minute high-intensity circuit training workouts.

Haskell has opened an F45 functional training studio in Bath

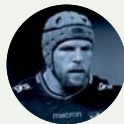
Haskell's site follows recent F45 studio openings in London Bristol and Birmingham.

Haskell first announced his plans to open an F45 site in 2017. "I tried F45 in the US when I was over there on holiday," Haskell said.

"I found the circuit based training really engaging and fun. It's all the kind of stuff I would use to get fit for rugby, and for the majority of people, regular F45 sessions are everything they need to maintain and achieve good levels of fitness.

"I think people are crying out for an accessible, group-based fitness programme that isn't intimidating, and most importantly delivers amazing results. That is what F45 is all about and why I am so delighted to be involved.

"I have always loved Bath as a city, it's rich in rugby history and has a young, fitness-focused demographic, which suits our target audience."



People are crying out for an accessible, group-based fitness
James Haskell

Founded by Australian entrepreneur Rob Deutsch in 2012, F45 currently has 35 studios operating in the UK under franchise agreements.

More: http://lei.sr/W8E6E_H



HIIT more effective for weight loss than moderate exercise

High intensity interval training (HIIT) is a more effective way to lose weight than longer, more moderate forms of exercise.

That is the key finding of a study published in the *British Journal of Sports Medicine*, which looked at 36 studies involving more than 1,000 people. The combined results from the studies suggested that those using HIIT lost 28.5 per cent more weight than those taking part in less intense forms of exercise.

The report's conclusion states: "The present

systematic review with meta-analysis clearly showed that interval training provides benefits similar to moderate-intensity continuous training (MOD) in total body fat percentage reduction.

"However, interval training provided a greater total absolute fat mass (kg) reduction than MOD.



Interval training provided a greater total absolute fat mass (kg) reduction than MOD



Exercisers doing HIIT lost 28.5 per cent more weight

The report does, however, point out that HIIT might not be suitable for all.

"It's important to be aware of the possible risks and caveats associated with higher

intensity training," the report reads. "It might increase the risk of injury and impose cardiovascular stress."

More: http://lei.sr/M5J2E_H

Study: exercise improves cognitive performance in older adults

Exercise alters brain blood flow and improves cognitive performance in older adults, according to research by the University of Maryland School of Public Health (UMD).

The study, published in the *Journal of Alzheimer's Disease*, showed that exercise was

associated with improved brain function in a group of adults diagnosed with mild cognitive impairment (MCI).

Perhaps surprisingly, the positive effects of exercise recorded in the study were thanks to a decrease in the blood flow in the brain.

"A reduction in blood flow may seem a little contrary to what you would assume happens after going on an exercise programme," explained Dr. J. Carson Smith, associate professor of UMD's Department of Kinesiology.

According to Smith, the brains of those experiencing subtle memory loss are in "crisis mode" and may try to compensate for the inability to function optimally by increasing cerebral blood flow.

While elevated cerebral blood flow is usually considered beneficial to brain function, there is evidence to suggest it may actually be a harbinger of further memory loss in those diagnosed with mild cognitive impairment.



Exercise improves brain function in those who have cognitive decline

Dr. J. Carson Smith

More: http://lei.sr/p4x9G_H

Exercise was associated with improved cognitive function



Events calendar

MARCH

4 | SMME International Wembley Stadium, London, UK

Providing a platform to network and strike up partnerships with some of the biggest sports clubs, associations and universities in the UK and beyond.

www.smmexevent.com

13-16 | IHRSA International Convention San Diego, CA, USA

IHRSA 2019 will deliver presentations from business leaders, a complete line-up of leading industry presenters and education on the topics that matter most to health club operators, as well as the most innovative products on the market.

www.ihrsa.org/events/convention

20 | Fit Summit World Summit & Awards Hotel Jen Tanglin, Singapore

Exclusive one-day thought leadership and business development conference for the owners, managers and investors of health, fitness and wellness brands in Asia.

www.thefitssummit.com

21-24 | ACSM International Health & Fitness Summit Hilton Chicago, Chicago, IL, USA

ACSM's signature fitness conference gives students, fitness enthusiasts, personal trainers, certified professionals and others the full spectrum of programming from scientific through to practical application.

www.acsmsummit.org

22-24 | International Fitness Showcase Winter Gardens, Blackpool, UK

The ultimate fitness experience for fitness instructors and enthusiasts, offering three days of dance, aerobics, step, combat, conditioning, lectures, workshops and mind body sessions designed to enthuse and motivate.

www.chrysalispromotions.com

27-28 | Active-net Eastwood Hall, Nottingham, UK

A networking event aimed at suppliers and operators with a focus on the public leisure sector. Educational seminars and a networking event take place alongside keynote presentations, development seminars and one-to-one buyer/supplier meetings.

www.active-net.org



IHRSA 2019 takes place in San Diego in March

APRIL

3 | European Health & Fitness Forum Congress Center Nord, Exhibition Centre Cologne, Germany

Following on from the success of last year's sell-out event, EuropeActive and FIBO invite visitors to join them in Cologne for the 6th EHFF, which will be held as the opening event of FIBO 2019.

www.euroactive.eu/events/ehff19



4-7 | April FIBO Cologne Messe, Cologne, Germany

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STEVEN WARD

From ukactive intern to CEO, Steven Ward has been at the helm during a time of explosive growth in the sector. Before he moves on to a fresh challenge at GO Fit, he talks to Kath Hudson about his 12 years with the organisation

The amount of change in just the past five years has been enormous. The make up of the top 10 brands is unrecognisable: some of those who considered themselves the market leaders are now gone, replaced by challengers

So, how are you feeling?

Emotional and daunted, but also really excited! It's the first time I've left a job, since I skipped a shift at TGI Friday's serving tables to get through university. I started at ukactive 12 years ago, as a child!

Why is now the right time to go?

It's four years since I took the baton from Dave Stalker as CEO. I've run my heart out and it's now a good time to pass it on. We've just drawn up the business plan and it was very obvious that there was another four-year cycle about to start, so it was a neat and tidy time to move on.

As well as being a good time for ukactive, it was good for me personally. I was in danger of being a pundit without having been a player, so I'm really looking forward to getting on the pitch.

What have been the most significant developments during your time at ukactive?

The amount of change in the industry in just the past five years has been enormous. The make up of the top 10 brands is unrecognisable: some of those who considered themselves the market leaders are now gone, replaced by challengers.

New market leaders have emerged rapidly, with no legacy or baggage holding them back. We're seeing innovators everywhere, across borders, and with great investment behind them.

The policy environment is also different, and the sector is now recognised for what it is – the backbone of an active nation. ukactive's work on physical inactivity has become part of public health policy. We've lived through austerity, which has pushed the public sector to the brink in some places and caused significant change, with more to come. ►

► In the wider world, the retail sector's collapse has led to the opening up of property, allowing the industry to grow at pace. Boutiques, with their high quality engagement, have come on stream in the last five years. There's never been a more fertile climate for awareness and growth around health and wellbeing.

I never imagined all this would happen. Remember the panic of 2008 when the financial crash happened and there were concerns the industry would implode? But there's been growth ever since.

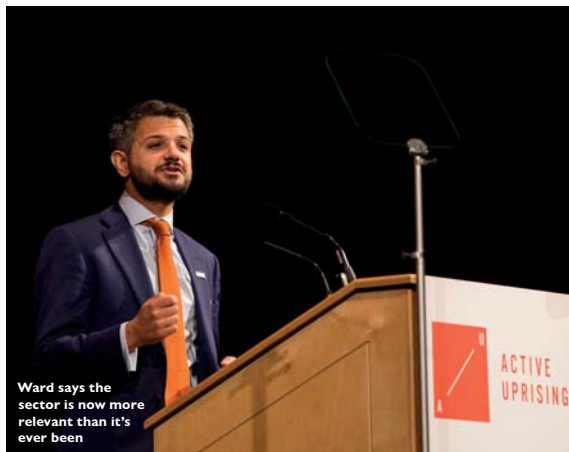
What are you most personally proud of about your time at ukactive?

The whole intern to CEO story is pretty cool, I'm proud of that. I know so many CEOs who started as lifeguards, so it shows this is a sector with no glass ceiling: if you're passionate, tenacious, put the work in and collaborate with people around you then you can go all the way.

Was it daunting to become CEO?

Nothing really prepares you for stepping up to the top job after being part of the team for so long, but the amount of support I had from the members and the board really helped me.

I'm so lucky that I've had opportunities to learn from the most amazing people, such as: Harm Tegelaars, Fred Turok, Dave Stalker and Heather Frankham. Great entrepreneurs who gave me so much time. The whole experience has been incredible, especially working with our chair, Tanni (Grey-Thompson) and the team that has been built now. Tanni has given me so much support.



Ward says the sector is now more relevant than it's ever been

I love this industry because the people are deeply competitive, but there's also a feeling we're all on the same team and fighting the same fight. That's really special.

What have been ukactive's big achievements during your tenure?

There have been lots of long-lasting positive developments, the publication of *Turning the Tide of Inactivity* is a major one, as this has changed public health policy. Plus, we've built bridges with the NHS – the commitment to social prescribing in the *NHS Long Term Plan* is an enormous step forward for our industry and something we've been calling for in our policy work for years.

All the recent developments around personalised care and personalised care budgets – giving people a budget to manage their own condition – is linked to ukactive's work. There's also really exciting stuff happening around digital in the NHS, which could be the opportunity to build a technological bridge.

ukactive has diversified to welcome many new members and build new partnerships. In an average day you could be talking to a CEO of a major chain, meeting a top official in NHS England, out with local government, or with Transport for London, to see if they'll support National Fitness Day by getting more people walking on their commute.

As we've become a campaigning movement, in addition to being a trade association, the organisation has evolved. We're seeing more brands getting involved, major third-sector bodies and charities, and NGBs that are much keener to collaborate with the core sector.

ActiveLab (ukactive's accelerator programme) is another success, and a world first. We've had 200 start-ups engaged, with applications from 14 countries this year. Openness to innovation is a mindset and that's slowly spreading.

Also exciting is the launch of the Leadership Academy, in partnership with Pearson College. This is a fully-funded apprenticeship, giving young people the opportunity to do a degree while working, so we can give ambitious young people an entry route into the industry.

As an organisation, we now have so much data and intelligence to drive

Ward will head up the transformation and expansion agenda for GO Fit





Ward says the physical activity sector is an industry with no glass ceiling

decision making, which will be exciting going forward. There's the opportunity to do so much more, as there's a section of the population that we're not reaching as well as we might and that continues to drive us, but we're making headway – we're more relevant than we've ever been.

Have there been any regrets or frustrations?

My only frustration has been that ukactive's most successful years have coincided with the national disaster that is handling the aftermath of the Brexit vote. Remain or Leave, you cannot deny that implementing the decision has been cancerous to the body politic, and its ability to think, decide and act. It's scary to think of what we might have achieved in more stable political times.

My biggest regret is that I failed in my attempts to digitise the sector dating back to 2012, when our sector-led aggregator, spogo, failed. The wrong time, the wrong partners and we were – at the time – the wrong people to solve the problems that presented themselves.

The debate about aggregators still stalks the sector as a result, and it's something we would have settled had we

been successful. Instead, we learned an awful lot. It made us a better organisation and me a better professional. We're only now addressing these challenges through the Open Active project, but we could have been so much further ahead.

What will happen next?

The last few years have been hectic and I believe the pace of change will only accelerate. There have been earthquakes in the past five years which have transformed the landscape, and that will become more pronounced.

I would worry about those businesses who don't have a passion for R&D, as to how they will meet the evolving needs out there. We've seen what's happened in retail, let's hope we don't catch that cold. Evolving to meet the needs of this on-demand society is a challenge, along with personalisation and the demand for frictionless customer service. Austerity will also continue to be a challenge.

But there are huge opportunities too: around ageing societies, the NHS, technology, and engaging with children and families. We need to evolve quickly to capitalise on new opportunities, new tastes and new behaviours.

What will your role be at GO Fit?

It's a new role as chief transformation officer. The CEO, Gabriel Saez, is visionary, hungry and restless to evolve. He believes that unless you continue to transform then you go backwards, so I'll be heading up the transformation and expansion agenda and thinking about engaging with start-ups and innovation and how that translates to the core business.

It's a great company to be part of. It was formed in 2009, so has no past or baggage, and can accelerate towards the new future. It also has a dedicated R&D strategy and a huge war chest of funding.

The company has 19 clubs in Spain and Portugal, with 250k members, but is looking at France, Germany, Italy and other European markets. I'm hoping I can bring them to the UK if the conditions are right.

There'll be a lot to learn – not least Spanish – and I won't be shy in reaching out to all the amazing people I've collaborated with over the last 12 years.

Of course I'll still take a keen interest in the progress of ukactive and am looking forward to taking up my role as cheerleader in the ukactive alumni and doing anything I can to assist from my new vantage point ●

FACT FINDING

Leisure-net's annual Health and Fitness Omnibus Survey (HAFOS) is now in its 15th year. We talk to Leisure-net's Mike Hill about what's changed, and what hasn't, since 2002



Statistics show cost is less of a barrier to being active than it once was

PHOTO: COURTESY F45

The HAFOS is based on face-to-face interviews with a representative sample of the adult population of the UK – more than 18,000 adults have been interviewed for the survey since 2002.

Getting the message

The message about the importance of being active seems to have been received and understood, with 91 per cent of adults now believing regular

exercise/activity is important or very important; a figure that's remained fairly static over the last five years. However, back in 2002, the year of the very first HAFOS, it sat at 83 per cent, so there's been a significant movement in people's understanding over the last 15 years.

But Hill says the leisure industry must look at ways of converting this understanding into actual activity. "The potential market for activity providers

still remains huge, with 40 per cent of adults recognising they probably or definitely don't do enough," he says.

Making the move

Sport England uses a behaviour change model to drive the delivery of its Get Healthy Get Active projects.

The model is based on targeting specific segments of the population who are at different stages in their thought

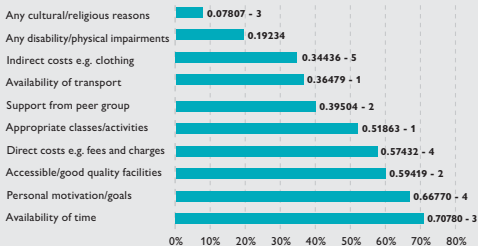


While it appears that 16 per cent of the population is a small target for the industry to be focusing on, just a slight shift in moving these people into the 'sticking with it' group at a good level of activity would make a big difference nationally **Mike Hill**



There are increases in the number of people tackling outdoor challenges

IMPORTANCE OF FACTORS WHEN THINKING ABOUT UNDERTAKING MORE PHYSICAL ACTIVITY/EXERCISE – IMPORTANT & VERY IMPORTANT



process when it comes to becoming more active. The idea is to focus on people who are in the 'contemplative' stage, because Sport England has found that time and money spent getting these people active is the most efficient use of resources.

To help operators understand who these people are, Leisure-net has started including this question in all community research and its first year figures make interesting reading.

Hill reports that only 18 per cent of adults state that becoming more active is not even on their radar, 13 per cent say

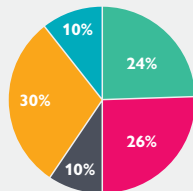
they are thinking about it, 8 per cent say they are 'planning' and a further 8 per cent claim they are getting started.

He says: "While it appears that 16 per cent of the population is a small target for the industry to be focusing on, just a slight shift in moving these people into the 'sticking with it' group at a good level of activity would make a big difference nationally.

"Likewise for our sector, if just 1 or 2 per cent of these people became regular users/members it would represent a huge uplift in membership/usage.

"But it's both interesting and worrying

DO YOU EXERCISE/UNDETAKE ACTIVITY AS MUCH AS YOU WOULD LIKE TO?



Definitely enough

Probably enough

Not sure

Probably not

Definitely not

that 53 per cent of adults already believe they're in the 'sticking with it' stage, as this group probably feel they're doing enough physical activity already, whereas the evidence suggests they're not.

"Thinking back to the previous question about whether people would like to do more, we know that this stands ►

► at 50 per cent (down 7 per cent from its all-time high of 57 per cent in 2014 and 54 per cent in 2002), this may well be because they believe they are already being more active.

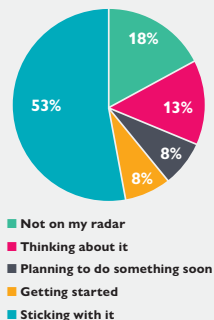
"Equally, of those people who don't want to do more activity, 51 per cent state they have no need because they do enough already, once again reinforcing the argument that one of our toughest challenges is getting people to understand they're probably not doing enough exercise to get maximum health benefits."

HAFOS 2018 also revealed that, in terms of quantity of exercise, 77 per cent of adults state they are participating in 30 minutes of moderately intense activity at least once a week; the highest figure for four years, while 41 per cent claim to be undertaking the recommended guidelines of at least 150 minutes of moderate intensity activity or 75 minutes of vigorous intensity activity in a 'normal' week.

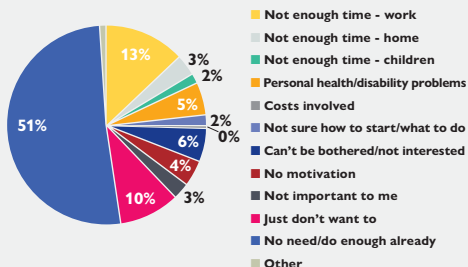
"This question of quality is a relative one for HAFOS," says Hill. "One of the challenges of trying to track long-term changes in activity levels is that the government's recommendations keep changing in the light of new research about what they should be and how they should be measured."

"But these self-reported activity levels are quite high and continue to suggest over-reporting when asking people to reflect back on what physical activity they think they've done."

CURRENT ATTITUDE TOWARDS BECOMING/BEING PHYSICALLY ACTIVE



WHAT'S STOPPING YOU FROM DOING MORE?



"One of the challenges of trying to track long-term changes in activity levels is that the government's recommendations keep changing"

Past studies have indicated that subjects were moderately accurate in recalling their physical activity levels, but underestimated sedentary activities and overestimated aerobic exercise. Males also overestimated their activity relative to females, and obese subjects underestimated their activity levels compared to normal-weight subjects."

In terms of their likelihood to become more active, only 4 per cent of adults stated they are quite or very likely to increase their activity levels in the near future, a level significantly lower than four and five years ago, when the all-time high was 33 per cent.

In fact, 25 per cent said it is very unlikely that they will become more active. "Some of the messages from HAFOS need careful analysis," says Hill, "But it's clear at least 35 per cent of people are regularly failing to meet the recommended levels of activity and the chances are the real figure is a lot higher."

In vogue

According to HAFOS, the most common form of physical activity is recreational walking, with 54 per cent of adults stating this is how they exercise; however, this is significantly less than five years ago, when it stood at 71 per cent. Walking is followed in popularity by "using a health club or leisure centre" at 32 per cent and "jogging/running" at 17 per cent,

suggesting, perhaps, that people are replacing walking with more structured activities such as the gym, group exercise classes and outdoor challenges.

The key factors for encouraging the use of health clubs and leisure centres were quoted by potential users as lower prices (54 per cent), followed by more information (46 per cent) and improved facilities (44 per cent).

It's interesting that price, as an encouragement factor, is less important than 15 years ago, when 63 per cent of adults stated that it was the most important encouragement factor for using centres/clubs.

Hill expands: "Price always comes up as one of the biggest motivators for encouraging use. However, most of the experiments with free or heavily discounted offerings in our sector have not increased participation in the long term, so it's a much more complicated scenario than just reducing prices."

"One could argue that operators have never been better at getting information out to their communities in an easy to understand format, both on- and offline, with their use of social media steadily improving, yet still people say they want more information. Again I believe that this comes down much more to needing motivation and support, rather than pure information about times, prices and programmes."



Around 20 per cent are motivated by maintaining or improving body tone

Motivation to move

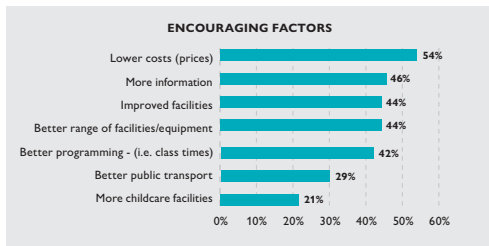
The most common motivation for being physically active is to improve/maintain health at 50 per cent, followed by improving/maintaining body tone at 20 per cent and maintaining/losing weight at 15 per cent; motivations that have barely changed in 15 years.

"It is really important for operators to recognise the importance of weight loss/body shape in terms of motivation for people to be more active," says Hill. "Sometimes this primary motivation is hidden and people come up with other, more general reasons, but losing weight or improving body shape is quite often the key underlying motivation. Operators should look to tap into this via marketing messages, selling approaches and programming/support in the gym."

Barriers to exercise

Just as motivations haven't changed, neither have barriers for those who state they want to be more active, with the most prevalent reason, 'not enough time due to work related pressures', at an all-time high of 45 per cent, dwarfing lack of time - home pressures at just 13 per cent. Costs were a deterrent to 10 per cent and health/disability issues to 9 per cent.

"This compares to 37 per cent in 2014, indicating the growing pressures



"It is really important for operators to recognise the importance of weight loss/body shape in terms of motivation for people to be more active"

that people are feeling in their everyday lives," continues Hill.

"Working days are getting longer and the separation between home and work is becoming more blurred, with people working flexi hours and home-working."

Unsurprisingly, when asked about the relative importance of factors when thinking about undertaking more activity/exercise, availability of time was rated

the most important at 71 per cent, followed by personal motivation/goals at 67 per cent and accessible/good quality facilities at 59 per cent.

With changes to the government's and Sport England's physical activity and sport strategy starting to be implemented and take effect, it will be interesting to see how the next few years of HAFOS change and reflect this. ●

PEAK BOUTIQUE

Is the boutique boom reaching the peak of its lifecycle?

Steven Ward, ukactive CEO, puts the question to a panel of industry experts

Boutique fitness has been a driving force of customer service levels and innovation across the fitness sector during the past five years. We've started to see the pioneers grow their offerings to become true multi-site operators, while some of the largest franchises in the world are now breaking ground in the UK.

Boutique fitness is one of the most attractive areas for entrepreneurs from beyond the sector to make their mark in fitness, with investors following. We've seen boutique site numbers swell, and there's a race for property.

Yet some fear that we may have reached 'peak boutique' – the point where growth begins to plateau and tail off.

At ukactive's Sweat event last month, we addressed the debate head-on. The boutique fitness market, and indeed fitness as a whole, will see huge changes in the coming years, but that doesn't have to sound a death knell for boutiques.

Boutique fitness is built to last, but the boom must be converted into sustainable long-term growth. As Charlotte Dennis noted in her excellent speech, that means building on the intense loyalty boutiques inspire in their customers to create brands that are 'future proof'. It also means, as Emma Barry argued, being receptive to the trends shaping and remaking the sector, ensuring boutique studios stay ahead of the curve and continue to meet changing customer habits and tastes.



"Expect a proliferation of business models, price points, delivery mechanisms, programming ideas and bundled services to come. Boutique fitness is inserting itself into the fabric of our lives"

Emma Barry

Catalyst

Is the boutique boom reaching breaking-point? The short answer is no.

At the epicentre of fitness in 'Fit-iron' – AKA the Flatiron district in New York – despite consolidation, discounting, drops in visit frequency, ridiculous rents and a non-event IPO; the fitness evangelists are still pounding the pavements seeking to tighten their assets.

The industry continues to grow (up 2.6 per cent to US\$87.5bn in 2018, says IHRSA) and investment is flowing from traditional sources and crowdfunding.

And the activity in the sector is extraordinary: Orangetheory has joined the \$1bn club (shared earnings), F45 has gone north of 1,500 facilities worldwide, ClassPass has acquired GuavaPass to serve Asia, Barry's Bootcamp is heading down-under, UFC is expanding aggressively, Xponential has added Stride to its stable of franchise brands, Equinox has promoted internal hero Precision Run to standalone status on the heels of backing Rumble, China is coming online with Cross Fit and the established London boutiques are expanding.

These are not signs that boutique-fitness is slowing down any time soon. Of course, the temperature will drop as the

segment matures and the concepts reach beyond first-mover cities to secondary cities and suburbia.

The best way to preserve boutique-fitness-fever is to learn from adjacent industries and partners: the verticals of food, fashion and fitness continue to amalgamate as hotels, corporates, wellness travel and events knowingly weave boutique fitness into their story.

Expect a proliferation of business models, price points, delivery mechanisms, programming ideas and bundled services to come. Boutique fitness is successfully inserting itself into the fabric of our lives as a desired component of our hyper-personalised existence.



Orangetheory is expanding its boutique offer into the Midlands and Northern England

“Demand for variety continues to provide a platform for new fitness studios to open and cater for the fitness enthusiast”

Catherine Jones

Orangetheory

I would say that the boutique boom is, realistically, still in its infancy. London has become the central ‘bubble’ of all things boutique fitness and is often the starting point for a fitness brand, but that shouldn’t mean that’s where it ends.

The thing with fitness is, there’s a myriad of variables in terms of fitness offerings and there are still plenty more concepts to come. London can feel very saturated very quickly because of the nature of that ‘bubble’ we immerse ourselves in, particularly within the fitness industry, but there is clearly still a demand within the capital, with the likes of Third Space and The Engine Room opening studios this year.

It’s been recognised that the more common trend now is to mix up the exercise regime with a range of different classes rather than sticking to a single



gym membership. This demand for variety continues to provide a platform for new fitness studios to open and cater to the fitness enthusiast.

This same demand is growing across the rest of the UK; as more professionals move away from London to places that are cheaper to live, there are hubs of busy professionals in cities all over the UK. With this in mind, Orangetheory is now expanding into

the Midlands and Northern England, with plans to open 40 sites in the next nine years. Our first site in this region launched in December (2018), in Altrincham, Greater Manchester with record-breaking pre-sales.

One thing to remember is that unlike London, the concept of ‘boutique fitness’ is arguably still new to the rest of the UK, so some education of the market is necessary. The audience familiarity is more with large, big box gyms, where they pay very little, but this often takes away the excitement or accountability, so results are often slower.

The key is to create more than a fitness offering; what makes you special, why should people trust in you to reach their goals? We see ourselves as competing more with PTs than gyms, as the workout is science-backed and individualised to get people results. People like to belong to something, and we ensure our studios are small enough to feel like a community that extends far beyond the studio doors. ►



Figures from the Mindbody app show boutique bookings are rising 35 per cent year on year

“There are opportunities outside London for successful boutiques to exist and fitness operators wanting to grow faster might consider doing so outside the capital”

► Kevin Teague

Mindbody EMEA

The temperature of the boutique fitness market can be taken by looking at average monthly booking data from the Mindbody app (1 October 2016 – 30 September 2018).

The figures show that users of the Mindbody app are booking an average of 267,440 classes and appointments at boutique studios each month in the UK and Ireland – an increase of 35 per cent year on year.

Of this, we know the app brought in around 9,000 new customers each month, so, it's evident there continues



to be demand for fitness services and the tech to facilitate booking them.

Breaking down the data and looking more closely at individual regions can tell us something about

the trajectory of the industry. For example, 95,000 classes were booked each month outside London – places with the highest growth were Cardiff and Reading, then Manchester, Leeds and Edinburgh.

Manchester saw the greatest demand with over 7,700 classes booked per month on average (a 64 per cent increase year on year).

This indicates that there are opportunities outside London for successful boutiques to exist and fitness operators wanting to grow faster might consider doing so outside the capital.

Overall, it is incredible to see how the boutique industry has grown in the UK and Ireland over the past two years.



Liz Joy Oakley

MoreYoga

The Boutique Boom does feel as though it could be reaching breaking point for a lot of health and fitness businesses, as more and more high-end boutique studios are opening across London and the UK as a whole.

At MoreYoga we're setting ourselves apart from competitors by keeping our prices affordable, studios accessible and working in a collaborative and agile way.

Finding suitable and affordable property is often a real barrier to studios opening further sites.

While we've been steadily opening more and more stand-alone sites on the high street, we've also been working together with Everyone Active to further extend this reach.

We opened our first club-in-club studio at Everyone Active's Marshall Street Leisure centre in October 2018

MoreYoga is opening clubs within Everyone Active centres



"We're setting ourselves apart from competitors by keeping our prices affordable, our studios accessible and working in a collaborative and agile way"

and it's proven to be a great success with classes capacity week in, week out. By working together, we've been able to offer MoreYoga to more people in more areas and provide a boutique experience in-club for Everyone Active members.

Our next in-club site at Ladbroke Grove Westway Sports & Fitness Centre is due to open this month (March 2019).

With advances in technology keeping us more connected than ever before and

stress-related illnesses on the rise, we're working hard to offer clients a more holistic approach to healthcare without breaking the bank.

We don't think that the yoga boom is anywhere close to reaching breaking point, with more people wanting to try yoga, but our model allows them access to high-quality classes without the financial commitment many boutique businesses require in return. ►

MoreYoga aims to keep yoga affordable for more people



Gen Z are still focused on fitness, good looks and healthy eating



“Gen Z are definitely a generation focused on fitness, good looks and healthy eating – although this applies far more to the middle classes and up, who can afford to exercise, eat well and access a gym, boutiques and classes”

► Chloe Combi

Gen Z specialist

The boutique boom, driven by millennials, mirrors trends on popular social media platforms like Instagram and YouTube and popular fitness gurus like Kayla Itsines and Joe Wicks.

The emphasis is absolutely focused on personal fitness, personal great shape and personal best – as opposed to the competitive and team-like nature of sports and fitness in previous decades.

Gen Z are definitely a generation still focused on fitness, good looks and

healthy eating – although this applies far more to the middle classes and up, who can afford to exercise, eat well and have access to gym, boutiques and classes.

Looking to the future, the health and fitness industry has to consider how to have cross-class appeal, so that everyone has access to good health and exercise and not just the more well off.

A way to drive this (which will also help the industry thrive) is to seek government or private support, or to collaborate with schools, universities or sports bodies to drive majority, national interest.

In terms of what to provide, Gen Z will also be interested in self-motivation

and the personal goal orientation of boutiques – but there should be a greater emphasis on teamwork, team-building and working together.

Gen Z is a generation often isolated in terms of their social activities, so united activities will become more sought out as we move into the next decade.

Gyms and boutiques will also need to consider gamification, virtual reality and cutting edge technology, using elements of other favoured Gen-Z activities (like gaming, YouTube) into physical exercise and making it futuristic, exciting, competitive on a global scale and fun. ●

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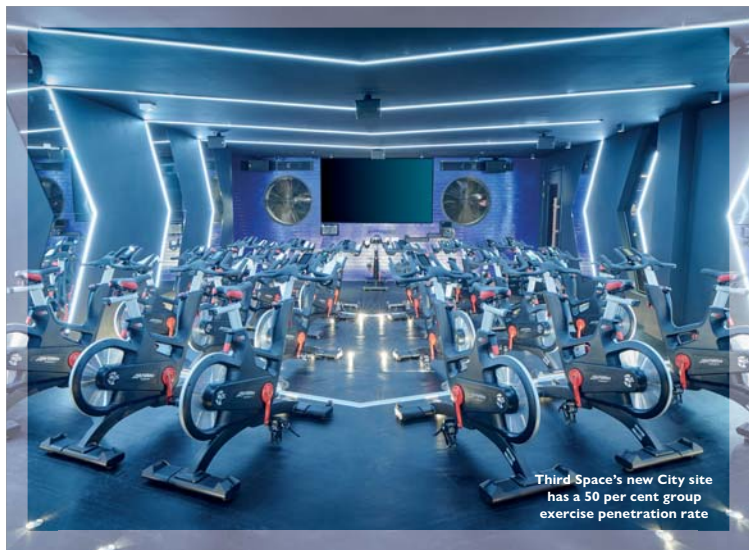
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Get AHEAD

'Head of group exercise' is an emerging job function,
as more operators invest in this previously undervalued
area of club operations. **Kath Hudson** reports

Third Space has
invested heavily
in group exercise



Third Space's new City site has a 50 per cent group exercise penetration rate

PHOTO COURTESY OF THIRD SPACE

Third Space

► **“Without a direct** revenue line, group exercise has historically been a neglected part of the product offering, with only lip service paid to the huge role it plays in retention and profitability,” says Antony Stewart, head of group exercise at Third Space. “But, in recent years, the boutique market has really set the standard in terms of immersive experience, with nightclub sound systems, lighting, cool instructor style and service.”

“With growing recognition of its importance, it’s a great time to be involved in group exercise.”

Third Space is one operator realising the benefits of investing in group exercise: both through the creation of immersive environments and the appointment of Stewart to provide leadership and innovation.

He compares the chain’s approach to creating a group exercise function as being at the same level as an efficient

sales department – it has a team of five full-time master trainers, who each look after a category, develop signature products and constantly upskill instructors.

“My role is to make Third Space an amazing place to teach classes, so we retain and attract the best instructors in the UK,” says Stewart. “The commitment, professionalism, retention and happiness of our instructor team guarantees a great member experience, leading to higher attendance and more recommendations.”

As well as making sure the instructors are well trained and supported, another change Stewart has implemented is to develop an in-house signature programme – currently 15 different classes are offered – which helps keep the standard high, and makes the timetable less overwhelming for members.

“We believe fewer instructors delivering fewer programme types is

key to getting more people doing group exercise,” he says. “We have almost halved the number of instructors we work with, while significantly increasing the number of classes taking place at every site. Our instructors teach between six and 20 classes per week, meaning our members see familiar faces, who are passionate about the club.”

In the last 12 months, group exercise penetration at Third Space has increased from 35 per cent to 40 per cent, along with improved NPS scores and reduced attrition. The new City site has a 50 per cent group exercise penetration rate.

Investment in group exercise spaces has also helped to increase numbers. The City club offers immersive HIIT and cycle studios, while an indoor basketball court at Canary Wharf has been converted to a space for signature cross training classes called Yard WOD and Yard Strong.



“My role is to make Third Space an amazing place to teach classes, so we retain the best instructors” Antony Stewart, Third Space



Pure Gym has introduced standardised, choreographed workouts

[Pure Gym]

With group exercise an integral part of Pure Gym's offering, Dave Cross was appointed as national group exercise manager, in order to keep track of trends and drive forward innovation.

"Group exercise is an area that is constantly evolving, so having someone at the forefront, tracking these trends and aiming to catch those waves is really important," he says.

"We're constantly innovating and thinking about our members. The next three to five years are going to be truly exciting."

Cross is responsible for creating workout content, choreography, education and playlists for the teams to learn and teach, as well as making sure that training standards are maintained.

In a similar move to Third Space, Pure Gym has introduced standardised and choreographed workouts across the whole estate.



"Our club PTs receive coaching on these from our team of trainers, the group exercise champions who have completed additional training," says Cross. "Cascading this education and content

nationwide has proven to create a much stronger commitment to group exercise from our teams and has highlighted the incredible engagement that classes bring to our gyms."

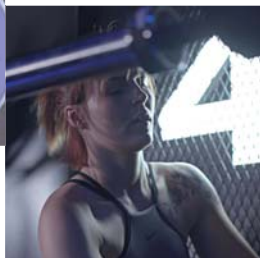


"We're constantly innovating and thinking about our members. The next 3-5 years are going to be truly exciting" Dave Cross, Pure Gym

GROUP EXERCISE



Virgin wants to 'engage, empower and excite' its fitness professionals



PHOTOS COURTESY OF VIRGIN



Virgin Active

▶ Another chain to appoint a leader at the helm of group exercise is Virgin Active, which hired Israel Rivera into the role recently. Last year the operator added 24 more programming spaces across its estate, as well as a number of new group exercise programmes, including Reformer Pilates, hot yoga, barre and boxing. Its Mayfair club also debuted an immersive strength and conditioning studio for workouts called Row Strong and Shift Strong.

Rivera says his primary role is to influence change in areas that help

engage, empower and excite Virgin's fitness professionals and ensure there's a career trajectory for his team. "I'm committed to helping our teams maximise the skills they bring to the table, so we create member experiences that actualise our mission to make exercise irresistible. I've inherited the legacy of the lone wolf – leading the industry through innovation."

Rivera says Virgin Active will be continuing to focus on making its exercise experiences immersive, enjoyable



“The customer experience will be much more personalised by acknowledging and celebrating uniqueness” Israel Rivera, Virgin Active



and convivial, as well as extending the reach beyond the club and building communities. "The Virgin Active customer experience will be much more personalised, by acknowledging, respecting and celebrating uniqueness and individuality," he says. "Our first Club Crawl helped us to interact and connect with members more meaningfully." ●

THE FUTURE

Rivera says group exercise is no longer just about fitness, but about experience, with customers looking for authenticity and a place to belong. "We're seeing more and more people looking to meet each other at a fitness class to socialise, rather than at a bar," he says. "Additionally, the digital stratosphere is beginning to cause some major disruption – whether it's via an app, pre-recorded or live streaming, the industry is expanding beyond the four walls."

Cross agrees that technology will have a massive impact going forward, as it opens up new opportunities for group

exercise, with live and digital workouts. He says there is also a growing desire among members for workout efficiency, meaning more HIIT and functional training elements will be introduced.

Stewart says the future of group exercise lies in making workouts fun, social and effective. "The group exercise I grew up with in the 90s was driven by the social elements of fun, musicality and the joy of meeting people," he explains. "It will be the businesses that are able to combine the social element with the sexy spaces that will stay in the market. It's not enough to build a great studio and then move on."



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Get creative with functional training

Fitness facilities across the UK are demonstrating the versatility of the Queenax™ rig for people of all ages and abilities

Functional training encompasses a variety of elements, but what really makes a facility stand out is how it is used creatively to enrich the member experience.

Whether encouraging members to incorporate functional fitness into regular exercise sessions, or incentivising new members to join, it's all part of making the most of a functional fitness training unit like a Queenax™ rig from Precor.

Providing a versatile use of space, the Queenax™ enables gyms to offer small group training sessions and when not in use, space underneath can be used to hold additional classes, efficiently maximising the floor area.

The Queenax™ showcases a variety of accessories that can easily be attached, removed or reconfigured, allowing the unit to be effortlessly adapted to offer fun, versatile exercise options that

encourage participation. When not in use, accessories can be stored away in the built-in storage units, optimising the floor space available.

Fitness facilities across the UK are demonstrating the versatility of the Queenax™ rig, introducing innovative classes, organising specialised sessions for younger members and working with those in need of extra personal attention or rehabilitation.

When the rig is not in use, there is ample storage and floor space for other types of group classes to take place





At Salt Ayre Leisure, annual membership has more than trebled, from 800 to 2,700

CASE STUDY 1: SALT AYRE

Salt Ayre Leisure Centre's Training Zone functional fitness area hosts a 'double format' Queenax™ module, as well as a sprint track, plyo boxes, tyres, etc, creating an instant boutique environment within the larger gym area.

Prior to the opening of the Training Zone, the centre offered around 100 classes a week in the studio, pool and sports hall, but no small group exercise classes or family-friendly training.

Since installing the Queenax™ units the centre has revamped its class timetable, added 28 new classes throughout the week, including Boost Fit, Core Fit, Metabolic Fit and Team Fit, and increased its class attendances

by 50 per cent. Precor's Master trainers have taught 10 new instructors to deliver the classes, allowing Salt Ayre to tap into a whole new following.

Centre manager Stuart Glover says: "Our aim has been to create an inspirational destination, so people from across the region can enjoy a wide range of new and innovative activities.

"Our improved class programme ensures we maximise the unique benefits and features the Queenax™ rigs offer. Consistent use of TRX, battle ropes, punch bags, sprint track and prowler, tyres, plyo boxes and monkey bars in conjunction with the Queenax™, has also encouraged more members to do

free training in the Training Zone. We had over 300 attendees the first week of the new timetable and numbers have been consistently high ever since."

Salt Ayre is keen to diversify its customer base, introducing 'mums to be' and 'new mums' specialist classes, while also adding women-only sessions called Power Lean and Power Lift, which are full to capacity every week.

Glover says: "Alongside the overall centre redevelopment, this new direction, which included the addition of Queenax™ functional training and group exercise classes, has seen monthly fitness revenue at Salt Ayre more than double."

CASE STUDY 2: HUTTON MOOR

Located in the heart of Weston-super-Mare, Hutton Moor Leisure Centre's £2.15m transformation included the creation of a first-floor functional training studio featuring a large freestanding Queenax™, along with a smaller Queenax™ unit in the lower-level gym.

A year on, the centre's fitness manager, James White, is fully aware how members use them and what they like. He says: "To keep it interesting and diverse we've created a completely

new 'mash-up' class; a combination of four to five specialised elements in a circuit-style session. We'd normally use UFOs, superfunctionals, boxbags and 4D Pro attachments in their own specialised classes but in the mash-up we use a couple of each and exercisers rotate around them. It's already proving to be popular, with members coming back for more."

The larger Queenax™ is located in its own space next to a studio used for virtual exercise classes. The dividing

doors between them are opened during circuit classes to incorporate sprints and lunges, creating a bespoke class.

Hutton Moor offers Queenax™ circuit classes five times a week with each 30-member class full-to-capacity. The space under and around the unit is also utilised with rowers and slam balls.

White says: "The Queenax™ circuit classes have encouraged a build-up of regular attendees, which continues to grow as we constantly evolve the programmes to keep it interesting."

► THE NEXT GENERATION

Leisure at Cheltenham has introduced twice weekly junior sessions for 11-15 year olds on the Queenax™, where supervised circuit-style sessions guide the youngsters through a variety of fun, structured activities, inspiring them to try new exercises. For example; ladders are used for pull-ups and participants are encouraged to cross the monkey bars without touching the floor, creating a lighthearted, but effective environment.

Bankole comments: "Attendance is growing all the time. Kids love using the Queenax™ and they get to try an array of bodyweight exercises, under supervision and in a safe environment."

Hutton Moor has weekly timetabled sessions with Broadoak Community School and Western College Academy (North Somerset Enterprise and Technology College), where small groups of students have supervised usage of the Queenax™ on a weekly rotational basis; so a new group can learn its versatility and capabilities each week.

White says: "The unit's versatility has helped motivate students who aren't as athletic or may not enjoy the gym, and has even contributed towards students joining as members after they've graduated."



The rigs are popular with all groups, from active ageing classes to all-female sessions

CASE STUDY 3: CHELTENHAM

Leisure at Cheltenham's £2.5m recent refurbishment created a dedicated functional training PT zone showcasing a Queenax™ functional training unit, along with an Assault AirRunner and Assault AirBike Elite, enabling the centre to increase its small group training and High Intensity Interval Training (HIIT) sessions.

Fitness coordinator Faiz Bankole comments: "The Queenax™ has allowed us to be more creative with

our workout sessions. We now include exercises geared towards specific joints and muscles, and are better able to adapt to an individual's needs."

Bankole states: "Our members see the Queenax™ as a playground for grown-ups, and because it's fun to use, they challenge themselves. One member gave herself two weeks to swing across the monkey bars without stopping, which, with dedicated practice she achieved."

Family-friendly circuit training is actively encouraged at Salt Ayre with children and their parents/guardians using the Queenax™ and its accessories in fully booked, back-to-back classes on a Saturday, to meet demand.

REHAB AND ACTIVE AGEING

Facilities are also using the Queenax™ to enable less mobile or ageing participants to become more active and engaged.

Leisure at Cheltenham boasts extensive rehabilitation and active ageing programmes, including an exercise referral scheme (EOR), falls prevention programme, an NHS physiotherapy group, and a respiratory group.

EOR participants use the superfunctional attachment to develop core stability to help with day to day activities and improve their level of stability.

Similarly, falls prevention programme participants hold on to the unit and superfunctional attachment to do a variety of exercises designed to strengthen the core, encourage leg

strength and help with shoulder mobility. The aim is to progress to doing the exercises without holding on to anything.

The respiratory group, which uses Precor treadmills, ellipticals (EFX) and adaptive motion trainers (AMT) to promote endurance, has now progressed to all the gym equipment including the Queenax™.

A lift at Hutton Moor gives injured or wheelchair-bound members access to the Queenax™ studio, enabling them to work out in privacy and focus on the exercises without distractions.

White says: "The Queenax is a versatile tool that enables us to offer exercises not achievable on the general gym floor; the band attachments and bars provide stability and can be used to help wheelchair-bound members stand up – a very effective use of the rig."

Salt Ayre's Queenax™ is booked for small group sessions by local services focused on adults with disability and excluded students. These popular bespoke sessions, run by one of the PTs, further cement Salt Ayre's vital role in enriching the health and wellbeing of its community.

BUSINESS IS BOOMING

Glover says: "Our Training Zone, with the Queenax™ as the centre piece, has undoubtedly enhanced the member experience and we receive so much positive feedback from our members."

With memberships, usage and revenue continually rising, Salt Ayre, Hutton Moor and Leisure at Cheltenham are great examples of how, done well, functional training can transform a business. ●

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ANTHONY GEISLER

**The founder of Xponential Fitness tells Kate Cracknell why franchising is the key
to growing a suite of boutiques that will 'crush' the big boxes**





“**WHEN YOU’RE IN THE
FRANCHISING AND ROYALTY BUSINESS
AND YOU TAKE 520 LOCATIONS
FROM DOING US\$350K
TO DOING US\$700K EACH,
IT REALLY IS LIKE OPENING
ANOTHER 520 PROPERTIES**”



Geisler says the company is looking to expand all eight of its acquired fitness brands internationally



haven't been employed by anyone other than myself since the mid-90s," says Anthony Geisler, founder and CEO of US-based Xponential Fitness. "I graduated from the USC entrepreneur programme in Los Angeles and from there, I really just set out to do what I'm now doing, focusing on the whole area of start-ups and entrepreneurship.

"I had other ventures prior to getting into the fitness space, but in 2001 I joined a boxing gym – LA Boxing. From being a member, I went on to buy the company and grew the brand to almost 200 locations in the US.

"I took a bit of time off after selling that business – my wife was pregnant with our first child – but then a friend showed me the Club Pilates business, a small chain of pilates gyms primarily operating in San Diego, California.

"I found the opportunity intriguing and ended up buying Club Pilates in 2015. Today, we've sold 800 Club Pilates franchises across the US. On the heels of that success, I decided not to stop at Club Pilates, but rather to grow through other modalities."

This decision marked the birth of Xponential Fitness, which Forbes has described as a curator of boutique fitness. He says: "The original idea was that I would grow Xponential with TPG – my original backer for Club Pilates – as a partner. But in the end my now business partner Mark Grabowski announced he was leaving TPG. We decided to join forces and set up our own fund to buy out TPG and expand Xponential together."

EIGHT IS THE MAGIC NUMBER

The team then set out to acquire more scalable brands, as Geisler explains: "We purchased indoor cycling brand CycleBar in September 2017, and a further six

brands between then and the end of 2018: Row House; StretchLab; AKT – the dance-based cardio studios operating out of Manhattan; Yoga Six, which was operating primarily out of San Diego; and Pure Barre, with its 520 open locations in the US and Canada, which we acquired in late 2018.

Finally, we acquired an eighth brand, called Stride, on 31 December 2018. It's a boutique running concept offering premium, treadmill-based cardio and strength training.

"But that's it now," he says, "My focus moving forward is on the brands that we now own and growing from the 2,400 locations currently sold across the US, as well as building on our existing base of international deals: Saudi Arabia, Abu Dhabi, Qatar, Australia, the UK, Canada, Mexico, Japan, Brazil. We'll expand all of our eight brands internationally, but we're not looking at any more acquisitions.

"Xponential wasn't ever intended to cover all modalities," he explains. "Our eight businesses were chosen for specific reasons: firstly, that I enjoy them. They inspire me. That's important to me. And secondly, I want to be the best and biggest franchised brand in each area – I don't want to go into a market and be number two – so we need partners who are genuinely innovative, as well as a good fit for what we're doing.

"A lot of people speculated that I would go back into boxing, for example, but I didn't. When I started with LA Boxing, it was just me, but now you have iLoveKickboxing, UFC, Title Boxing Club, Nine Rounds, CKO, EverybodyFights, Mayweather Boxing... the list just goes on and on and on.

"And then if you look at HIIT, Orangetheory has done an amazing job in the US. It's knocked the ball out of

the park and has begun expanding into international markets too. It's signed 1,000 leases in the best shopping centres in the US, and it will have exclusivity in those shopping centres for that modality.

"I can go in next door to them with a rowing brand or a running brand, but I couldn't put an Orangetheory 2 next door to them. I'd have to go in all the B centres or C centres, across the street from them, and try and compete. I don't want to be in that business. I want to blaze my own trail."

TAKING BOUTIQUES TO THE MASSES

Geisler says this strategy means Xponential now owns "the leading franchised brand" in each of its modalities. "Say you want to open a cycling studio. You might know SoulCycle and Flywheel, but you can't open one. The only thing you can open is a CycleBar. The same for yoga: if you're in the US, you'll know CorePower Yoga and maybe YogaWorks, but when you go and try to open one, you can't. Welcome to Yoga Six."

And he says the strategy is paying dividends: "CycleBar has 50 per cent more locations than SoulCycle and Flywheel combined. I will agree that SoulCycle has a bigger brand, but it's so expensive to build and operate that it can only go into the major cities. If you look at SoulCycle's expansion curve, in my opinion, it's over. They can't put more locations in Manhattan, Chicago, Seattle, Los Angeles, Dallas. They're done – and that's why the business today is worth less money than it was three years ago. There's no more growth, so nobody can ▶

Pure Barre (right) has over 500 locations in Canada and the US; Club Pilates (below) currently has 800 franchises in the US



► go in and buy SoulCycle and make money out of it.

"Meanwhile, the great thing about CycleBar is that we can put 50 bikes on the ground, but at a much lower price point: a studio only costs US\$400k to open and a lot less to operate. It's therefore a viable model for the smaller cities – we can open all over the US. In fact, some of our best CycleBar studios are being opened in the middle of nowhere, like in Louisville, Kentucky. There's no SoulCycle in Kentucky, I can guarantee that."

He continues: "We have a lot of in-depth information on our members, which we use to build a core customer profile for each of our brands. Our software then identifies where these people exist in clusters across the US, but with two important search criteria: each franchisee must have a two-mile protected radius – a two-mile radius within which there are enough people to support the new location; and the store has to be able to do US\$600k a year. Our system then puts dots on the map to show where stores could go."

"For Club Pilates, we're getting towards the end of the sales cycle: we have a maximum of 932 locations based on the above criteria, which means we only have about another 100 we can sell. It's basically sold out."

"When you get to this point with a brand, you have two things. You have a tonne of lead flow – people coming in saying they want to buy a Club Pilates, but you can't sell them one – and a tonne of great operators

“**WE CAN OPEN ALL OVER THE US. IN FACT, SOME OF OUR BEST CYCLEBAR STUDIOS ARE BEING OPENED IN THE MIDDLE OF NOWHERE, LIKE IN LOUISVILLE, KENTUCKY. THERE'S NO SOULCYCLE IN KENTUCKY, I CAN GUARANTEE THAT**

■ JOHN KERSH - Chief international development officer, Xponential Fitness

Boutiques are meant to feel special. How do you maintain that as you grow to 900 clubs per brand?

"What makes our studios special is our franchisees – they're invested, personally and financially – in the success of their studios and they essentially become surrogate founders."

"They're passionate cheerleaders for our brands at the studio level, something that's difficult to maintain in a corporate-only enterprise, where employees aren't as directly connected to the success of the business. Our franchisees bring passion and energy to the business and help maintain the strong sense of community."

In a competitive boutique sector, how do your studios compare?
The in-class experience at a Club Pilates, AKT, CycleBar or other Xponential Fitness studio rivals any boutique fitness brand; our customers are passionate fans. We continually train, support and motivate our instructors, managers and franchisees and evolve our class offerings to give customers memorable moments.

"There's a somewhat elitist impression that boutique fitness is only suited to New York or London or Los Angeles. But while trends often start in those urban centres, we know from experience that our studios are equally successful in suburban markets"



From a pricing standpoint, we're competitive with other offers, but we have several pricing tiers to reflect different markets. Pricing in Manhattan will be higher than in Nashville. Our strategy gives us consistency, but also enables us to remain competitive."

How does your multi-brand portfolio work for landlords?
It's a challenging time for retail in the US, UK and elsewhere, and a tenant with multiple brands like Xponential Fitness provides a big advantage for landlords. For one, our clients are recurring visitors and they support other businesses in the same shopping centres. Along with that, our brands

appeal to slightly different demographics and have different space requirements. This allows us to place multiple studio concepts within the same properties or adjacent to each other.

Is there enough demand for boutiques in suburban towns?
Absolutely. People everywhere participate in fitness – or know they should – and the desire for quality and community isn't limited to consumers in major urban markets. There's a somewhat elitist impression that boutiques are only suited to New York or London or LA. Trends often start in those cities, but we know our studios are equally successful in the suburbs.



With the Xponential business model, Geisler says concepts like CycleBar can expand far beyond leading brands like SoulCycle

already in your network, with nothing to give them if they want to take on more locations.

"This is where the Xponential model comes in. The whole idea is that we can leverage the success of Club Pilates in other modalities, offering both existing operators and new prospects the opportunity to take on other brands from our portfolio."

300 PER CENT REVENUE GROWTH

Once acquired, Geisler has a simple model for maximising the potential already identified in each business: "People like to make it more complicated than it is, but really there are three simple components to all these businesses: the programming; the marketing and advertising; and the sales – closing ratios, sales platforms, sales training. Once those three components are optimised, all we do is continue to deliver a great ▶





Geisler believes the best boutique concepts 'will crush the big boxes'

- ▶ product and continue to charge for that product. That's really the business we're in across all modalities.

"If you look at Pure Barre, for instance, when we bought it, its average store was doing about half what a Club Pilates was doing, in spite of the fact that it had twice as many available spaces in each class: in a Club Pilates, you have 12 reformers; in a Pure Barre, you have 24 or more spaces available. So really, Pure Barre should be doing twice as much as a Club Pilates – not half.

"So, what was the problem? First things first, the product is phenomenal – that's generally the case with all of our acquisitions, because we're typically buying them from founders who are passionate about their respective disciplines.

"But not enough people knew about it, and the people who did know about it, when they came in to the studio... we had a very poor sales model. We never really asked for the sale. People would come in and try a Pure Barre class, then just walk out and go home – we didn't talk to them again.

"Even now, we don't go for the hard close like car sales, but if somebody comes in and takes a free class and they enjoy themselves, we should, at the very least, follow up with them and invite them to become a member. Pure Barre didn't do that, so we've now applied our sales model and sales training to that business.

"Equally, its marketing department was nowhere near what it needed to be for a brand of that size. They hadn't had a CMO in two years. So, we built a very robust marketing department: we had three CMOs on our shortlist and we hired all three of them, just giving them different titles.

"So, we really stacked the deck in both marketing and in sales; we left programming the way it was for the most part, because it was already phenomenal. We tested the

SAY YOU WANT TO OPEN A CYCLING STUDIO. YOU MIGHT KNOW SOULCYCLE AND FLYWHEEL, BUT YOU CAN'T OPEN ONE. THE ONLY THING YOU CAN OPEN IS A CYCLEBAR

approach in some local Pure Barres and sales increased by 300 per cent in the first month. We also put everyone on recurring memberships instead of discounted class packages; this is what we do across all our modalities. In just one location, we signed US\$140k of annual, recurring memberships in the first 30 days.

"When you're in the franchising and royalty business and you're able to take 520 locations from doing US\$350k to doing US\$700k each, it really is like opening another 520 stores."



StretchLab was one of the fitness brands acquired by Xponential between 2016-18

■ MARK GRABOWSKI - Chair, Xponential Fitness

Tell us about the trajectory of Xponential Fitness: where it started and where you see it going in the future

Xponential was created out of a combination of three key factors. Firstly, an understanding that consumers like to 'snack' on multiple boutique fitness experiences. Secondly, a business insight that the playbook to successfully running a boutique fitness franchise could be replicated across multiple fitness modalities. And thirdly, to establish a driven leader with the experience and capability to build a multi-brand platform; Anthony had proven multiple times that he could scale different boutique fitness brands.

Xponential now has brands across eight core fitness verticals – yoga, pilates, cycling, barre, running, rowing, dance and stretch – and is the largest boutique fitness operator in the world. I see Xponential expanding that leadership position both domestically and internationally, while continuing to provide best-in-class experiences to the consumer.

"Many well-known boutique brands started in large metropolitan areas, but have had trouble scaling out of those geographies. By franchising, we've been able to provide an unparalleled level of access to quality boutique fitness across the country"



How do you think Xponential is disrupting boutique fitness?

Many of the well-known boutique fitness brands started in large metropolitan areas, but have had trouble scaling out of those geographies. By expanding through franchising, Xponential has been able to provide an unparalleled level of access to high quality boutique fitness across the country.

There's talk of launching an X-Pass membership, giving consumers access to classes across Xponential's eight brands.

Can you tell us more?

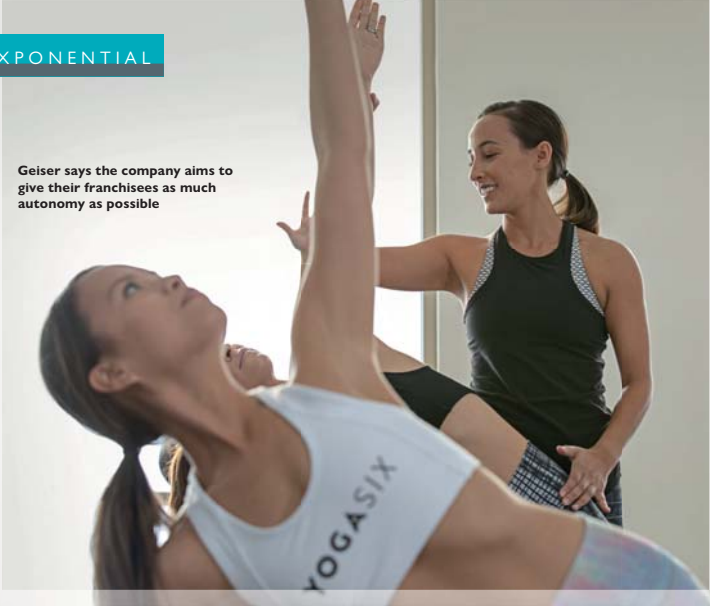
The X-Pass hasn't been launched yet and at this point, we're not sharing

details on those plans. However, we know that consumers like variety in their routine and that our brands complement one another in terms of the types of workouts they offer. So the idea for the X-Pass is a logical extension in terms of meeting the consumer where they are.

Can you see Xponential Fitness one day taking on a ninth or even a 10th brand?

We have a full plate with our eight brands, and we believe we have the core offerings that today's consumers are looking for. That said, we have the engine built to react dynamically to consumer tastes and preferences.

Geiser says the company aims to give their franchisees as much autonomy as possible



► GROWTH THROUGH FRANCHISING

He continues: "Once we've moved a business into what we call version two, we launch it for sale as a franchise. Our role at this point is as a partner for each of our franchisees. They have as much autonomy as we can give them. We've been doing this for 20 years now, and our view is this: you want to put them in a box, so it protects the brand and protects other franchisees – you don't want rogue locations. But the box shouldn't be so small they feel claustrophobic and want to jump out of it, because then you're herding kittens all day. You make the box big enough that they can run around and play and feel entrepreneurial and autonomous."

He adds: "We use the St Gregory Development Group in the US, the largest franchise sales firm in the world, and they typically sell about 300 franchises in year one, 300 in year two, about 100 in year three and 100 or so in year four. As you get past 600 locations, you're generally looking for individuals who want to buy a specific one-off location, whereas the majority of our franchisees buy three at a time. It's very hard to sell one – it's like selling that one last small blue T-shirt on the rack – so sales inevitably slow down."

"All of our brands are in that first four-year growth pattern; Club Pilates is in year four. After that, year five to 15 and beyond, it's really about maintaining and operating what you have."

"International expansion tends to start in year two, although increasingly it's happening sooner because people are typically buying the rights to the whole Xponential suite of brands for their country."

"As master franchisees, they effectively become a franchisor in their respective markets, going through their own four-year cycles."

CRUSHING THE BIG BOXES

So how does Geiser picture the world in which he operates five years from now?

"By that point, we'll have around 900 locations for each of our eight modalities. We'll have reinforced our position as the dominant force in boutique, with thousands more open locations and a much larger international profile; all our international businesses will have been through the four-year cycle."

He continues: "Looking at the bigger picture, I think boutiques will crush the big boxes. We're seeing some of the big boxes try to bring in boutique modalities, but none of them have been able to do it well. Even Equinox... you haven't seen it bring SoulCycle, Rumble, Pure Yoga and Blink Fitness inside its clubs, which everyone figured was going to happen."

"In fact, if you look at the boutique brands Equinox has acquired, I wouldn't consider any of them success stories. They grow very slowly. Blink Fitness, for example, has been around for a long time and I think it has 150 locations. We would have had 1,000 in the same period."

"Equinox has no doubt done a great job with Soul Cycle as a corporate brand, but if you're not in the franchise space, you're not going to be expanding to 600, 700, 800 locations in a three-year period. You're going to do 50–100. To get scale, you need to franchise, and the big boxes haven't proven they can do anything in this space."

"So, I think that we'll continue to see boutiques crush the big boxes – and within the boutique space, Xponential will be market leader. I'm not aware of anyone with more locations or modalities than us even now, nor do I foresee anyone being able to duplicate what we're doing." ●



14
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FIBO 2019

The future
of fitness



Always a highly popular event, FIBO will showcase well over 1,000 international exhibitors

The 'who's who' of the fitness industry will meet at FIBO in April from 4th to 7th, with around 1,100 exhibitors already signed up, including numerous first-timers and new partners. Confirmed are eGym, gym80, IronMaxx, Johnson Health Tech, Les Mills, Life Fitness, Ludwig Artzt, miha bodytec, Olimp, Precor, Technogym, Transatlantic Fitness and XBody – to name but a few.

FIBO 2019 has been designed for decision-makers in gym operations, as well as instructors, physiotherapists and wellness providers who want to invest in the future of their businesses.



FIBO will feature four action-packed days at the Cologne Exhibition Centre, Germany

FOCUS ON EDUCATION

This year will see the launch of the new FIBO Campus, a congress stream with a programme of content for all industry participants, from studio operators to sports physicians and trainers.

The congress will offer valuable insights to gym operators interested in expanding their businesses and enhancing their workout selection – the focus will be on strategies and 'differentiation tools' to deliver a competitive advantage, plus insights into current trends and concepts.

The FIBO Campus will be held at the Congress Centrum North and in Hall 4.1 from Thursday 4 April to Saturday 6 April. FIBO visitors can simply upgrade their trade show ticket by adding a congress ticket at the FIBO ticket shop.

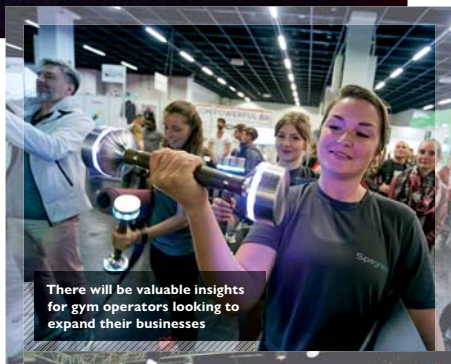
FIBO Campus tickets will provide access to all presentations, with visitors getting a chance to put together their personal class schedules.



"Mindful fitness, healthy eating and sustainable life are central wellness themes today, this is why

wellness hotels have started employing lifestyle coaches and PTs"

Lutz Hertel, MD, German Wellness Association



There will be valuable insights for gym operators looking to expand their businesses





CALLING ALL PHYSIOS

FIBO has a huge focus on the synergies between fitness and healthcare and is the go-to destination for physiotherapists offering equipment-assisted movement training.

Head to Hall 7 (the health hall) to see over 100 exhibitors offering products and services related to physiotherapy and other healthcare facilities, including brands such as MED80, Ergo-fit, Dr WOLFF, HUR and SCHNELL.

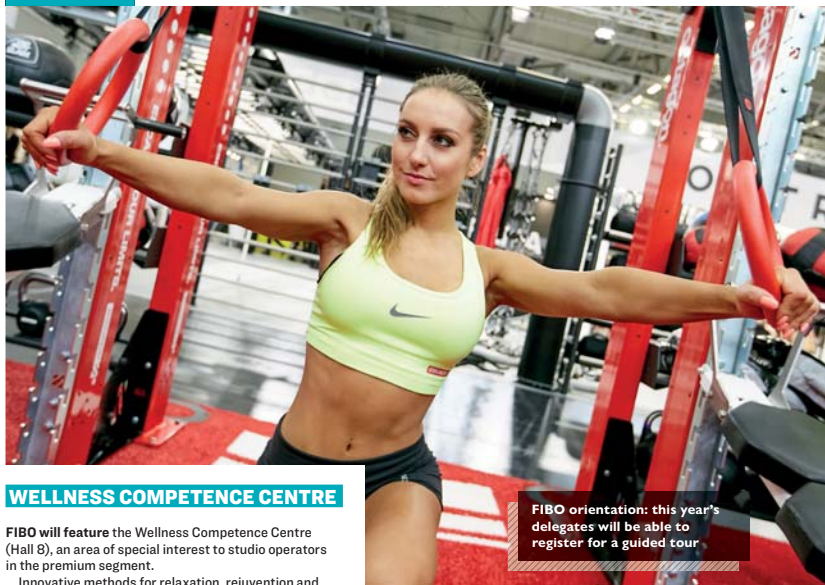
For those looking to set up a new business, **FIBO** offers a wealth of inspiration, as well as guidance in its New Business Area



NEW BUSINESS AREA

If you're visiting **FIBO** to set up a new business you'll get the guidance you need in the New Business Area, where you can make contact with start-up consultants and be inspired by other start-ups.

Presentations will provide information on topics relevant to start-ups, such as marketing, tax and sales. The New Business Area will also focus on franchising, which plays a major role in the fitness industry.



WELLNESS COMPETENCE CENTRE

FIBO will feature the Wellness Competence Centre (Hall 8), an area of special interest to studio operators in the premium segment.

Innovative methods for relaxation, rejuvenation and prevention will be presented, in cooperation with the German Wellness Association.

FIBO orientation: this year's delegates will be able to register for a guided tour

NEW SERVICE: GUIDED TOURS

For a better overview, FIBO 2019 is offering guided tours, which are free of charge and will take visitors to a wide range of areas around the show, including the Cardio & Strength, Physio, Sports Nutrition, Hotel & Wellness, Start-ups and Group Fitness areas.

Each FIBO guided tour will stop at selected companies and special exhibition areas on every day of the event. To register for a place, click here: www.fibo.com/guidedtours



"Wellness is no longer defined as just pampering, but is part of an active, health-oriented and experience-focused lifestyle"

Silke Frank, event director, FIBO





[WELLNESS WORLDS AT FIBO]

The wellness market is booming. The industry is generating global sales of US\$94bn, with annual growth rates of 9 per cent.

The Global Wellness Institute counts 149,000 spas and wellness centres globally and figures are rising. Ranking top are the USA, China, Germany, Japan and France, who account for almost half of global revenues according to the Global Wellness Monitor published in autumn 2018.

It's no coincidence that this order corresponds to the ranking of the biggest economies measured by GNP: after all, the main motivation for wellness is to reduce stress, which is often job-induced and increasingly tackled by corporate wellness programmes.

WELLNESS TRENDS

Silke Frank, event director at FIBO said: "Wellness is no longer defined as just pampering, but is part of an active, health-oriented and experience-focused lifestyle."

"Specifically for this reason, Hall 8 at FIBO forms a vital part of the show, because it features exhibitors from all over the world offering opportunities for building a business at the meeting point of fitness, wellness and health, for all parties involved – club operators, physiotherapists, spas, hoteliers and people responsible for corporate health management."

Lutz Hertel, MD of the German Wellness Association (DWV), which organises the lecture programme at FIBO's Wellness Forum in partnership with Deutscher Sauna-Bund, says: "Mindful fitness, healthy eating and sustainable life are central wellness themes. This is why wellness hotels have started employing lifestyle coaches and PTs."

The forum will give an overview of trends and treatments in wellness, spa and sauna, as well as live demos.

Another topic featuring at FIBO is the Wellness Competence Center. Here at the heart of the wellness hall, (Hall 8), a team of experts will demonstrate effective and innovative massage methods for relaxation and renewal.

Joining the event will also be big players of the industry, such as KLAFS, KBL and Wellssystem, while companies from the interior design and software sectors, such as Centercom and Easy Solution will also take part.



As well as showcasing the latest fitness products and trends, FIBO will explore what's new in the growing world of wellness

FIBO ESSENTIALS

Date: 4 – 07 April 2019

Location: Exhibition Centre Cologne

Opening times: daily from 09:00 a.m. – 06:00 p.m.

Tickets: www.fibo.com/tickets

FIBO HCM
PARTNERSHIP 2019

Pedal POWER

What does the big data around group cycling show?

What's hot, who's most engaged and what's up and coming for the year ahead?

S

ince ultra-distance cyclist 'Johnny G' Goldberg first introduced Spinning® in the mid-80s, indoor cycling has come a long way and is now innovating at an astonishing rate.

Both indoor and outdoor cycling has grown exponentially over the past few years. Indoor cycling topped ukactive and the DataHub's *Moving Communities Active Leisure Trends Report* as the most popular group workout across three financial years, from 2016-2018. Last year, it represented 12 per cent of all class attendances and the number of sessions increased by 8 per cent to almost 370,000.

But how can operators keep loyal fans coming back for more, while also getting new bums on seats? "Currently, most clubs' cycle offerings are only servicing 7 per cent of their membership," says Chris Phillips, sales director at 4global's the DataHub. "A one-size-fits-all solution isn't the answer for indoor cycling; operators must segment their offering to be successful. Attraction, retention and referral rates will be much higher if the timetable reflects the range of people who could benefit from indoor cycling."

The DataHub's Sports League Table allows operators to track and benchmark group cycling participation

Spinning trainers deliver periodised programmes for maximum progression



across all of their sites, as well as understand their ranking against the sector and any changes in performance.

"Operators can put age and gender filters in place, to investigate throughput in those parameters against the rest of the country for a set period," explains Phillips.

“



A one-size-fits-all solution isn't the answer for indoor cycling; operators must segment their offering to be successful. Attraction, retention and referral rates will be much higher if the timetable reflects the range of people who could benefit from indoor cycling Chris Phillips, DataHub



Home workout bike supplier Peloton live streams classes from gyms and studios

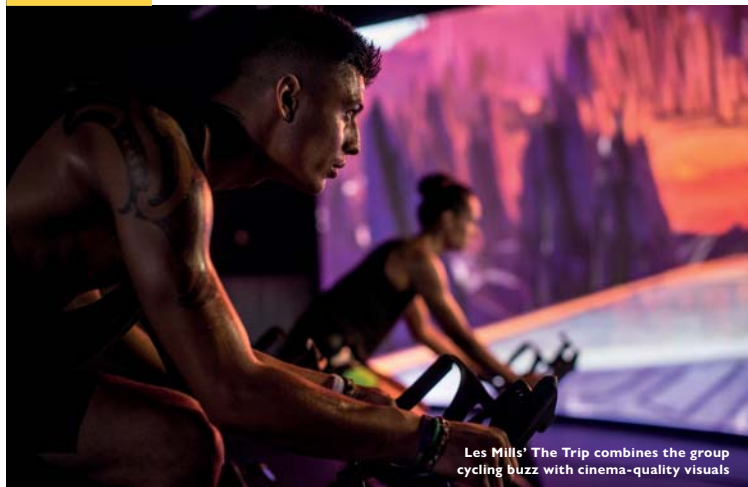
[GROUP CYCLING: THE KNOWLEDGE]

DAY OF WEEK	% OF SESSIONS ON A DAY
SUNDAY	8%
MONDAY	17%
TUESDAY	17%
WEDNESDAY	18%
THURSDAY	16%
FRIDAY	14%
SATURDAY	9%

HOUR OF THE DAY	% OF SESSIONS IN AN HOUR
6	6%
7	6%
8	4%
9	14%
10	8%
11	3%
12	7%
13	4%
14	3%
15	2%
16	3%
17	9%
18	16%
19	11%
20	4%
21	1%
22	0%

- The social value generated by group cycling throughout the UK was £24,200,581 from Feb 2018 to Jan 2019
- The number of group cycling sessions increased by 8 per cent from February 2018 to January 2019
- Globally, 29 per cent of millennial exercisers are either currently participating in indoor cycling group exercise, or are considering it
- Virtual cycling currently accounts for a small proportion of overall group cycling activity. It has experienced bigger fluctuations in participation than indoor cycling
- Wednesday is the most popular day to participate in group cycling
- 9am and 6pm are the most popular times for classes
- Early morning sessions are a preference for people in the older age groups
- Across all ages, group cycling participation has decreased slightly – by 2.2 per cent – in the past 24 months
- Females account for almost three quarters of group cycling participation (73 per cent)
- Group cycling loses popularity in the month of December but picks up again swiftly in January. Its popularity remains relatively constant from May to November
- The highest participating age group is age 45-49 (15 per cent), followed closely by 50-54 (13 per cent). The spread across remaining age groups is even

1 Moving Communities Report <http://research.jaliscoe.com/movingcommunities2018/>
 2 This analysis is based on data from 445 sites which have consistently sent data for the time period of February 2017 to January 2019. The whole analysis has included Indoor Cycling, Spinning and Virtual Cycling.



Les Mills' The Trip combines the group cycling buzz with cinema-quality visuals

- "Geo Impacts can then be used to identify which group cycling classes are trending, which demographic groups are most likely to attend those classes and when, to accurately inform marketing campaigns." These findings can be cross referenced with Experian Mosaic Categorisation, to identify the preferred communication method for existing and potential group cyclists.

Changing the face of cycling

The vast array of classes that fall under the indoor group cycling umbrella have one thing in common – they're often seen by consumers as 'hardcore' exercise. More needs to be done to educate and introduce newcomers and under-confident customers.

One solution could be the new beginners' workout on the block, US brand Peloton. It launched in the UK last year with a pop-up in London's Covent Garden (set to reopen in 2020 as a production studio to broadcast live classes across European timezones) and offers at-home, live-streamed or on-demand workouts on its custom bike.

With bikes costing £1,900 and a £39 a month in subscription fees to access its array of 14 daily live and 10,000 on-demand classes, it's not cheap, but it represents a key opportunity for breaking down barriers, says Peloton's MD International, Kevin Cornils: "Our classes allow exercisers to take sessions in their own time with no intimidation factor. Peloton brings studio-

style group cycling home, so people can access the motivation, power and intensity anytime, anywhere.

"Even though you're cycling in the privacy of your own home, you're never alone – the way the million-strong Peloton community motivate each other is truly amazing. While there are similarities to indoor cycling brands, we're more than a bike, a class or studio.



US brand Peloton will open a London production studio in 2020 to broadcast its workout content



Our classes allow exercisers to take sessions in their own time with no intimidation factor. Peloton brings studio-style group cycling home, so people can access the motivation, power and intensity anytime, anywhere Kevin Cornils

wattbike



INDOOR CYCLING. REDEFINED.
FIBO 4/4/19

WATTBIKE.COM

- "Peloton offers a two-week introductory programme, designed for absolute beginners, and delivers a fully engaging experience alongside social connection and community to convert riders into workout addicts."

In-club, there's Les Mills' immersive class experience The Trip, which combines the buzz of group cycling with cinema-quality visuals. "Cycle studios sit empty for 80 per cent of the time in a typical health club, costing up to £140,000 in lost revenue," says Erin Myers, marketing director, Les Mills UK. "The Trip can transform a studio that's potentially costing money into a major revenue driver by helping to fill dead studio time."

What's more, the company's research shows using technology to create an immersive fitness experience increases satisfaction and decreases the rate of perceived exertion. In other words, exercisers find immersive cycling easier, even though it isn't.

Graham Clarke, GM at Dublin's West Wood Clontarf, which recently installed The Trip, says: "We're a small club of 3,000 members. In six months studio usage went from 300 per week to 900, which shows the impact an innovative group cycling offer can have in a very short space of time." Interestingly, Les Mills' research also shows there is a 12 per cent average increase in live class attendance when clubs also offer virtual at-home workouts.

All in a spin

It's not all about the new and the virtual. Spinning® remains the world's number one indoor cycling brand. With almost 11,000 trainers choosing to become certified Spinning instructors and 57 official UK facilities, it still defines the indoor cycling category.

"Spinning instructors are trained to deliver periodised programmes, which is where it really stands out from the other indoor cycle classes, as it offers progression," says Samantha Taylor, Precor's UK marketing manager.

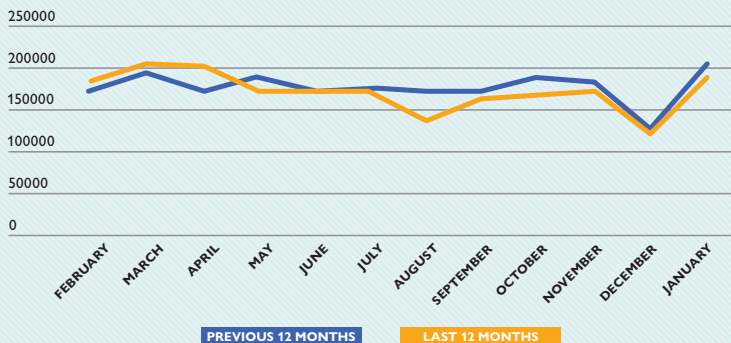


Almost 30 per cent of millennial exercisers either take part in or are considering group-ex cycling

"Instructors are educated to start members off working in the endurance zone (65-75 per cent of their heart rate) to build aerobic capacity, then over six to eight weeks to include strength zone rides (75-85 per cent HR) and interval zone rides (65-92 per cent HR), adding race day rides at the end of the programme (80-92 per cent HR) for members to test their fitness and make benchmarks for future improvements.

"Sites with Precor Spinner® Chrono bikes and SPINPower® educated instructors can then teach using power zones, offering an even more in-depth workout, ensuring members are always seeing their progression." ●

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LIFE STAGES

Having good functional fitness is a lifetime requirement.

We speak to operators taking functional fitness back to its roots to aid rehabilitation

Functional training has its roots in rehabilitation, with the term first used back in the 1990s, when exercises that mimicked real-life situations and activities were used to help patients return to pre-injury level as quickly and safely as possible.

Studies now show that, as well as greatly increasing the speed of recovery after surgery, improved health prior to a major operation hugely reduces death rates.

PROOF OF CONCEPT

ERAS+ (Enhanced Recovery After Surgery+) is a Greater Manchester-based lifestyle programme, designed by senior NHS health care professionals alongside GM Active organisations, working closely with patients who have had major surgery. One year on from implementation, ERAS+ patients saw a 50 per cent reduction in post-operative pulmonary complications such as pneumonia and their length of hospital stay following major surgery reduced by three days.

SPEEDY RECOVERY

Trafford Leisure's referral programme enables NHS consultants in South Manchester to refer patients to their centres, where a personalised exercise plan is developed to improve the patient's health pre-surgery and support post-surgical recovery.

Ian Sherriff, 67, is the organisation's Activity Health Referral expert,



*A success story for me
is getting someone
independent and giving
them a second lease of life*

**Ian Sherriff, Trafford Leisure,
activity health referral**

specialising in cancer rehabilitation at Sale Leisure Centre. Passionate about pre- and post-surgery exercise regimes and overall good health in the over 60s, Sherriff develops functional exercise programmes for referral patients, using everyday situations to get customers moving again.

From bending down to touch the toes, helping someone do up their shoes, to stretching arms up while holding small weights – replicating reaching for a high shelf – Sherriff believes the legs and core are the most important muscle groups in functional training. He uses squats and lunges to work both these groups and also to improve balance.

"It's fundamental stuff, but absolutely essential," he says. "Customers with health- or age-related problems are often very sedentary, so I have to think carefully about how to apply functional training in light of their restrictions, for example, when teaching exercises from a seated position, crouching over and moving the legs inwards gives a similar effect to a sit up."

"We also practice standing up and sitting down, and going up and down stairs. A success story for me is getting someone independent and giving them a second lease of life."

"When I meet with a new referral they're often nervous about the gym due to their health issues. So I break down their preconceptions of what exercise is, showing them the positive effect exercise can have on your general health and mental stability, using my age and my own medical history as an incentive."

Thirteen years ago Sherriff was diagnosed with prostate cancer and had a tumour growing on his kidney. Treatment included surgery as well as eight weeks radiotherapy. Simple functional exercise routines gave him additional energy, lifted his mood and aided his recovery. He says: "I felt scared that the cancer and the treatment were out of my control. Exercise enabled me to take an active part in my recovery; it gave me some of the power back."

Sherriff went on to make a full recovery, transformed his life and



Rigs open up exercise to those who are older or have limited mobility (right)



The Queenax rig is a versatile tool that provides us with the ability to offer exercises that are not achievable on the general gym floor

Dave Somers,
Parkwood Leisure,
general manager



became a level four personal trainer. He continues: "I had more health complications in January 2018 when I had a knee replacement operation. I'm 100 per cent positive my pre-operation health and post-surgery exercise speeded up my recovery. I was back at work, running classes and leading an active life within two months and I feel fantastic."

ACCESSIBLE EXERCISE

Hutton Moor Leisure Centre's £2.15m transformation back in 2017 included a two-storey extension for its fitness facilities, with a large, freestanding Queenax functional training rig.

Workouts done on the rig in the first floor studio form an integral part

of the rehabilitation programmes undertaken at the gym.

Dave Somers, North Somerset GM for Parkwood Leisure, which manages the centre, says: "A lift gives injured or wheelchair-bound members access to the Queenax studio, enabling them to do their workout in privacy and focus on the exercises without distractions or other members wanting to use the kit.

The Queenax is a versatile tool that enables us to offer exercises that are not achievable on the general gym floor. For example, the band attachments and bars provide stability and can be used to help wheelchair-bound members stand up – a simple movement but a very effective use of the rig." ►



Oldham Community Leisure (right) runs the Stroke Association's 'Moving Forward After Stroke' 13-week fitness rehabilitation programme



► Hutton Moor has been using the studio to support a wheelchair-bound member who weighs 24 stone and has a spinal injury from a swimming pool slip when she was coaching many years ago.

Somers explains: "The exercises she can do are extremely limited, but using the rig enables her to complete movements she would otherwise be unable to achieve. For example, using the ladder to assist with pulling herself up to standing and lowering back down to seated, and strengthening her biceps by holding the suspended bar for pull-ups.

"Core strength and hand-eye co-ordination is improved by positioning the chair directly in front of the rebounder and then throwing and catching a 4kg ball.

"Rotating and touching the ball on each of the chair's wheels promotes general rotational movement. Strength from using the bands (pulling and pushing actions) combined with being seated on a Swiss Ball helps with core engagement.

"The space underneath and around the rig allows our staff to safely transfer her from her chair when required, but still gives us plenty of room to work on all the exercises.

"The improvements she has seen in her upper body strength and core stability have built-up her confidence and really improved her general wellbeing."

GETTING STROKE SURVIVORS ON THE MOVE

Oldham Community Leisure (OCL) launched the Stroke Association's



Very simple functional equipment helps stroke survivors to re-master everyday tasks

Jason Bailey, OCL, health and wellbeing officer

new "Moving Forward After Stroke" programme last Autumn. The 13-week programme includes an initial assessment, as well as mid- and end-point reassessments and 10 two-hour sessions focused on using functional fitness to help stroke survivors become more active and improve their daily lives.

OCL's health and wellbeing officer, Jason Bailey, says: "We use functional kit like free weights, chairs, sponge balls, step boxes and Dyna bands to help the group work on sit-to-stand movements, lifting things and putting them down again, climbing stairs and simply being able to walk further.

"Very simple functional equipment like sponge balls and free weights are perfect for helping improve stroke survivors' balance, co-ordination and range of motion, so they can re-master everyday tasks like putting something in a head-height cupboard or under the sink."

One of the measures used to assess the participants' progress is a timed 'up and go', and a 10-metre walk, carried out both at the beginning and the end of the programme.

"All participants assessed improved their times and also, in two cases, were able to walk unaided, having needed supporting sticks initially.

"There was also a notable improvement in every participant's balance and confidence," says the Stroke Association's support coordinator, Eamonn Greene.

Fallsworth grandmother Margaret Clarke, 66, attended the sessions following a stroke in June 2018, which left her with weakness in her right side.

She says: "I was very active before my stroke and frequently looked after my granddaughter," she says. "Since doing the programme, my confidence has improved and I no longer need to use a walking stick around the house."

Another participant, David Scholes from Shaw, Oldham, says the programme "brought him out of his shell", while Sheila Bidolak of Chadderton says just attending the group was an accomplishment, as she wouldn't normally go anywhere on her own. ●



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A hand holding a piece of chalk, with the formula $ROI \approx (V \propto J)$ written in white chalk on a dark, textured surface. The hand is positioned as if it has just finished writing or is about to write.

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The word 'NEW' written in a large, white, hand-drawn, chalk-like font.

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'Reimagining Ageing' will be a core focus for ukactive going forward

The pillars of success

The sector's challenge is to focus its collective efforts on the pillars of public life, delivering a beneficial impact for children and young adults, workers and older people, says **Steven Ward**

How often do we hear the call for our sector to "speak with one voice"? By its very nature, this is a tall order for any industry – particularly for one so fast-paced as our own, and with a vast range of ambitions and commercial targets.

Whatever your motivation, we all have a stake in getting more people, more active, more often. Our strength lies in our commonalities.

We're seeing growing evidence of the success achieved through partnership – truly joint ventures, inspirational collaborations, and the sharing of data, knowledge and resources. Now, our challenge is to focus our efforts and collective voice on the core pillars of public life to deliver maximum impact.

We began our business planning process for the 2019/20 financial year by recognising the volatility of the landscape we occupy



Over half a million more people got active through gym sessions and fitness classes in 2018 than 2017

Steven Ward

today, in the UK and globally.

A good old PESTEL analysis tells us there have never been so many unknowns. Despite this, we remain positive and our self-belief has never been stronger. That confidence stems from our track record, and the fact that ukactive and our members have already created a fertile environment for growth.

Over half a million more people got active through

the gym and fitness classes in 2018 than 2017, according to the latest *Active Lives Survey*, proving we're the backbone of an active nation. Without our sector's success, the national picture for participation in sport and physical activity would be far worse.

This is part of the reason we've now extended our reach to NGBs, so that they join forces with gyms, leisure centres and suppliers to reimagine their services and increase participation.

MARCHING AHEAD

Today, new partnership programmes are underway across the full breadth of social issues relevant to our communities; rapidly evolving business models and R&D combine to make our sector a leader in innovation; and awareness of our cause has never been greater. But we won't rest on our laurels.

Our priorities for the coming

financial year begin with 'Uniting the Movement of an Active Nation'. Success starts at home, by providing our members with the right tools and opportunities for growth – whether through regulatory and risk management services to address the burning issues; insights from the ukactive Research Institute; or the partnerships we broker across the public and private sectors.

We'll continue to seek new opportunities across the breadth of public life, but the three core pillars will be: Children and Young People – 'Turning Generation Inactive into Generation Active'; the Workplace – 'Transforming Working Life'; and Older People – 'Reimagining Ageing'.

We'll address pressing societal issues and stimulate further growth. Together, we can achieve it all. ●

See our interview with Steven Ward on page 34

Greater CHINA



The fitness industry in China is growing fast according to

The IHRSA Greater China Health Club Report, produced in

November 2018 in collaboration with Deloitte China. Kristen Walsh reports

The Deloitte research contains an in-depth analysis of the fitness industry in China, Hong Kong and Taiwan, as well as a snapshot of leading health club companies in the region.

The health club market in China is among the largest in the world. On mainland China, the combined revenue from the top 10 cities ranks fourth among all global markets at US\$3.9bn in annual revenue, while the number of club members ranks ninth in the world at 4.5 million.

"Along with Hong Kong, China's top 10 cities are among the fastest growing fitness markets in the Asia-Pacific region," said Melissa Rodriguez, senior research manager at IHRSA.

In spite of this scale, opportunities remain for the health club industry in China, as the market has one of the lowest penetration rates among developed countries, at 2.98 per cent.

"While the health club market in China is among the largest in the world, increased awareness of club offerings, along with product differentiation, may help improve member penetration rates in the country," said John Holsinger, IHRSA's director of Asia-Pacific.

KEY FINDINGS – CHINA (MAINLAND)

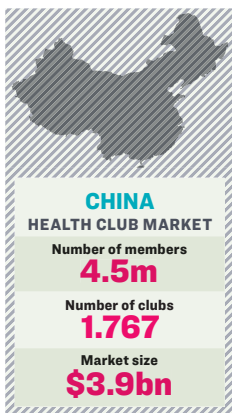
- The fitness market club in the top 10 Chinese cities has grown rapidly in the past five years, with a CAGR over 33 per cent, reaching an estimated size of US\$3.9bn in 2017, driven by rising fitness culture and increases in purchasing power. Penetration has reached 2.98 per cent and is expected to increase.
- The market in China is still in the early stages of development and is highly fragmented. However, within the chain branded sector, the top five players are taking up 45 per cent of the market in terms of the number of clubs. Consolidation is expected, with regional players expanding nationally.
- Most mid-market clubs face intense competition due to the homogeneity of product offerings, and industry experts believe that only 20 per cent of the health clubs are able to generate profits.
- In response to the rising operation costs and consumer demand for more flexible hours, asset-light businesses focused on Online-to-Offline fitness platforms – mostly start-ups with private equity funding – have appeared in the marketplace since 2014 and are aggressively expanding via franchises.
- Mobile tech penetration is high in China; as a result, mobile apps such as "Keep" and "Feel" have attracted a large number of users, as they provide professional guidance for consumers who cannot afford memberships and PTs.
- Increasing awareness of commercial health club offerings will be critical to increasing member penetration rates in China. The population is used to activities such as group exercise in public parks for the elderly, as well as using public school facilities for sports such as badminton and table tennis.
- China's central government has clearly stated its plans to promote and support the popularisation of fitness awareness in China and encourage the sustainable development of fitness clubs.

China's health and fitness club market is still in the early stages of development



While the health club market in China is among the largest in the world, increased awareness of club offerings, along with product differentiation, may help improve member penetration rates in the country

John Holsinger, director of Asia-Pacific, IHRSA



KEY FINDINGS – HONG KONG

- The fitness market in Hong Kong is very competitive as the land area in the CBD (Central Business District) is limited. In the downtown area, the distance between competing gyms is often very small. Pricing strategy and service quality are critical to a gym's survival in Hong Kong.
- As a result of high real estate prices in Hong Kong, fitness clubs are trending toward a smaller size to control costs, which has led to a decrease in the average number of members per club.
- 24-hour gyms are expected to increase, as accessibility offers a convenient fitness option for the busy white-collar professionals.
- Female-oriented gyms represent a potential opportunity for Hong Kong, although this segment has not yet been fully captured. The female population in Hong Kong is larger than the male population, yet there is no evident female-focused fitness player at the moment.
- California Fitness announced bankruptcy in 2016 due to its poor business model and operating strategy. The company's combination of upfront payment with heavily discounted memberships prevented the business from being profitable, due to Hong Kong's high rental rates.



PHOTO COURTESY TAIWANADHOTEL.JR



Along with Hong Kong, China's top 10 cities are among the fastest growing fitness markets in the Asia-Pacific region

Melissa Rodriguez, senior research manager, IHRSA

KEY FINDINGS – TAIWAN

■ Unlike fitness markets in most Southeast Asian countries that are extremely capital-city focused, Taiwan is relatively evenly spread in terms of economic and gym development. In recent years, big chain players have been rapidly expanding their locations across first-tier cities like Taipei, Taizhong and Kaohsiung.

■ Taiwan's average monthly dues for fitness clubs are lower than other Asian countries, with the exception of mainland China. However, high average personal training fees in Taiwan result in total fitness spending exceeding all regions except for Japan, Singapore, and Hong Kong.

■ Over the past few years, small gyms have emerged, concentrated mostly in the country's capital Taipei. Unlike in other Southeast Asian countries, the small gyms in Taiwan are not low-cost fitness clubs; instead, they are premium fitness studios providing specialty training.

■ The emergence of small studios catering to a niche clientele does not seem to have affected larger, more conventional clubs. Full-service gyms and small boutique studios have relatively separate customer bases in Taiwan. Boutique members are mostly those who have not participated in fitness in the past, or those wanting to accelerate results via personal training. Members who join full service clubs tend to have established fitness habits and exercise regularly.



GET THE REPORT

The IHRSA Greater China Health Club Report is available from www.ihrsa.org/publications in PDF format for IHRSA members (US\$99.95) and non-members (US\$199.95). Contact store@ihrsa.org with any questions.



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1. It is one of the best business networking events I have attended in the industry and year on year continues to put me in touch with new suppliers and buyers that consistently open my eyes to further business opportunities.
2. It allows me to be a source of referral for any of our existing suppliers who are looking to work with other operators.
3. It gives me the opportunity to meet up and socialise with other industry leaders within their field.



Michelle Dand,
Group Health & Fitness Manager,
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"Choosing to work with Dyaco on our new Watford site was an easy decision"

Marc Platter, Pump Gyms



Dyaco equipped Pump Gyms Watford with Spirit Fitness, gym80 and Ziva products

Strength in numbers

Pump Gyms and Dyaco collaborate on new £1.5m Watford gym

Pump Gyms is on a mission to deliver more for its members and has chosen Dyaco to equip its new £1.5m gym in Watford.

Pump Gyms opened its first site in Watford in 2011, with an ethos of offering a premium fitness experience at an affordable price. Over the next seven years, its portfolio increased to five sites across the south of England, with its convenience and flexible approach proving popular with members.

However, Pump Gyms CEO Marc Platter is constantly reviewing the offering and identified the need to enhance and further differentiate the experience within his gyms to drive retention. A key part of this was reviewing equipment and Platter's initial priority was the original Watford gym, taking the decision to invest £1.5m in closing the original site and transitioning to a new location.

With a completely blank canvas and looking for industry-leading equipment, he was drawn to the diverse product offering of global fitness manufacturer Dyaco, which boasts Spirit Fitness, gym80, UFC and Ziva among its product portfolio.

Platter worked closely with the team to identify a complete solution for the Watford club, impressed by the customisation options of the products Dyaco was able to provide. The resulting

solution was a product offering that was bespoke and unique to Pump Gyms' brand styling and requirements, helping create a cohesive look throughout the club and a wow factor for members.

"Choosing to work with Dyaco on our new Watford site was an easy decision," says Platter. "The broad range of class-leading products they were able to provide far eclipsed that of other providers. Now we're an established operator, enhancing our current model and providing our members with a unique, premium experience is so important. Members will be delighted with their new-look gym and having 24/7 access to high-spec equipment at an affordable price."

HIGH-END CARDIO

Taking the decision to offer premium-level cardio products to members, Pump Gyms installed the Spirit Fitness 900 ENT range in newly-released, sleek, black and grey colourway. These cardio products feature integrated touchscreen displays offering entertainment options and a wide choice of training programmes.

STRENGTH AREA

Platter recognised that the strength training areas needed to be a key feature of the new Watford site and Dyaco created a bespoke solution from its gym80 range, which offers



From Left: Emma Sills and Marc Platter of Pump Gyms, and Adam Rogers of Dyaco

over 350 products covering plate-loaded and selectorised strength equipment.

Pump Gyms chose 18 products from the Core80 range and complemented these with 50 from gym80's Sygnum and Pure Kraft ranges, with their own choice of frame finish, upholstery and stitching.

"The products have attracted new members, with a 25 per cent increase in membership in the first month," says Platter.

For further information contact the Dyaco team on 0800 0293865, or email sales@dyaco.co.uk

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"We're committed to providing amazing customer experiences as a brand; our vision was to design our gym floors so they were unequivocally built around the different needs and goals of our members" Chris Scragg, Nuffield Health



The gym floor has been reconfigured into four zones with Technogym's SKILL LINE product range



Total gym floor transformation

Technogym partners with Nuffield Health to bring connected health to life on the gym floor

Nuffield Health has launched a major gym floor transformation programme in partnership with Technogym, investing in the brand's latest smart equipment innovations to enhance the member experience in-club.

This investment has effected a transformation in the overall gym floor with the introduction of training zones kitted out with carefully selected Technogym kit and new zonal classes which provide an optimum customer journey and a truly tailored workout.

CUSTOMISED FITNESS

Chris Scragg, national commercial manager at Nuffield, says: "We're committed to providing amazing customer experiences; our vision was to design our gym floors so they were built around the different needs and goals of our members. This meant finding a partner for our equipment that could enhance and connect this journey."

Four zones have been launched to reconfigure the gym floor, using Technogym SKILL LINE products and programming that is customised to individual fitness levels, focusing on the development of power, agility, stamina and speed.

1. SKILL ZONE – includes the performance treadmill SKILLRUN, as well as boxing bags, functional rig and other functional accessories to deliver varied, high intensity interval training workouts either one-to-one or in groups. A new timetable of gym floor classes brings the boutique experience into the club environment.

2. SKILLRUN ZONE – a dedicated performance treadmill zone using three different programme profiles to create an effective workout built around strong technique and coaching.

3. SKILLROW ZONE – a gamified experience using immersive technology and the SKILLROW's unique AQUAFEEEL resistance. Rowing in teams or rowing alone, members feel as though they're really on water, without ever leaving the gym.

4. SKILLBIKE ZONE – members compete against others in challenges or maximise individual performance through two modes, designed to drive speed and power.

ENHANCED TRAINING

All fitness coaches have been fully trained to enhance the experience even further, with the support of the dedicated Nuffield Health Academy team, alongside

Technogym master trainers. This training has been carefully structured to ensure all experiences are built around members' needs, adjusted to suit all levels and goals.

"We recognised training was the critical underpinning factor for landing this transformation," says Scragg. "Technogym was instrumental in this delivery, ensuring we embedded the best product knowledge in our teams, in turn creating the strongest possible support and guidance for members embracing the new kit and zones."

"Engagement has increased and paved the way for further rollout in 2019. We've seen usage surge but most importantly the results members are experiencing is amazing. This year we'll raise the bar even higher in terms of engagement, content and digital connectivity, with the Technogym product underpinning the delivery of our 'Connected Health' strategy within our clubs."

FIND OUT MORE

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"Over the last few years there's been a steady increase in the demand for a more holistic fitness and wellbeing offer. PilaYoga is our response to this" Jon Williams, the Marlow Club



PilaYoga acts as a standalone facility in The Marlow Club, with separate studios for mat-based classes and reformer Pilates

Holistic fitness

Marlow Club chooses Physical Company for new high-end yoga and Pilates studio

When The Marlow Club in Buckinghamshire decided to add a premium standalone yoga and Pilates studio to its offering, Physical Company was appointed as supplier partner, thanks to the company's ability to deliver an end-to-end equipment solution.

PilaYoga offers a fully immersive mind-body experience, enabling members to disappear into a world of tranquillity and calm, completely cut off from the hustle and bustle of everyday life.

The beautifully designed studio is an extension of The Marlow Club, with the benefit of a dedicated entrance, allowing it to operate as a standalone facility with its own identity and membership. In addition to a large studio, which hosts a full timetable of mat-based yoga and Pilates classes, PilaYoga also incorporates a second studio, dedicated to reformer Pilates.

"Over the last few years there's been a steady increase in the demand for a more holistic fitness and wellbeing offer," says Jon Williams, COO at the Marlow Club. "PilaYoga is our response to this."

"In order to deliver the high-end look and feel we were after, it was really

important that the equipment we chose matched the quality of the design and finish.

"Physical Company has been operating for 30 years and has developed a reputation for the provision of high-quality products and great service. The fact that the company was also able to offer a full equipment solution, from Pilates reformers to studio accessories, meant the partnership made total sense."

MIND-BODY LEADER

Physical Company has supplied four Merrithew reformers for a dedicated studio. Williams says: "Merrithew is a global leader in mind-body education and equipment. Just last year, Physical Company extended its partnership with Merrithew and became an official distributor of its reformer range, adding to a long-term partnership that had seen the company distributing its comprehensive accessory range. This was perfect timing for us."

"The decision to offer reformer Pilates meant a significant investment for us and not one we could afford to get wrong. I'm pleased to say that the decision to go with the Merrithew brand has been absolutely the right one. Physical Company

installed on time, at short notice, ensuring all four beds were in situ and fully functional in time for our VIP launch.

The company has also supplied a range of accessories, including Merrithew™ stability barres, pilates power rings, Airex mats, foam rollers and weighted pilates balls.

HOLISTIC APPROACH

Williams adds: "The high-quality accessories beautifully complement the quality of the design and build. Physical Company has been able to supply everything we need within our specified budget, offering great service and value."

Mind-body is a core product category in the Physical Company portfolio. John Halls, managing director, says: "With yoga inching its way up the ACSM fitness trends table, we anticipate a growing demand for a more holistic approach to fitness. We're very proud of the fact that we offer a full mind-body studio solution. PilaYoga is a beautiful example of how we can provide a one stop holistic solution that oozes quality and style."

For more information about Physical Company visit www.physicalcompany.co.uk or call 01494 769222.

PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest product launches in health and fitness

VPixel enhances the fitness experience, says **Simas Jokubauskas**

Agmis, a tech company based in Lithuania, has developed an AI gym motion tracking solution that tracks the movements of club members as they exercise.

Called VPixel Fitness, the platform is designed to improve the overall gym experience, and harnesses AI and digital imaging technologies to measure workout efficiency, as well as reduce the risk of injury, assist PTs and add a gamification element that encourages member retention.

Using standard video cameras, the system monitors members, ensuring exercises are being performed correctly.

If not, a notification is sent to a staff member alerting them that a member requires assistance. It also measures workout duration and activity



VPixel provides a highly-customisable framework that can be adapted to the needs of an individual gym
Simas Jokubauskas

levels and is even capable of predicting when members are likely to cancel memberships.

Simas Jokubauskas, head of product development at Agmis, says: "Our mission is to enhance the fitness experience for gym members by leveraging the power of visual and digital technologies. VPixel provides a highly-customisable framework that can be adapted to the needs of an individual gym."

"VPixel monitors gym members to determine if the exercises are performed correctly to reduce risk of injury. It can predict the likelihood of members quitting based on their activity."



VPixel measures workout efficiency and assists PTs

fitness-kit.net KEYWORD
AGMIS

OceanIX bike is part of a cause, says **Uffe A Olesen**

Indoor bike manufacturer Body Bike has teamed up with Plastix to launch the world's first indoor bike, made from reclaimed plastic.

The bike, which is expected to launch at FIBO in April,

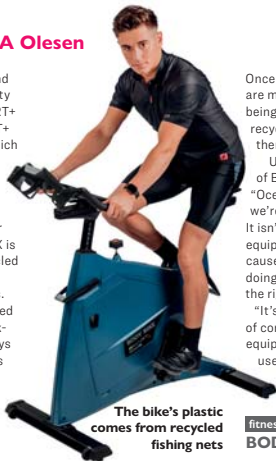


OceanIX is something we're incredibly proud of. It isn't just a piece of gym equipment. It's part of a cause
Uffe A Olesen

is called the OceanIX and features the functionality of the company's SMART+ model and includes ANT+ and BLE integration, which enables users to track their performance data via a smartphone or mobile device.

Available in the colour ocean blue, the OceanIX is built entirely from recycled plastic from reclaimed commercial fishing nets.

The plastic was sourced from Plastix, a Denmark-based company that buys used plastic fishing nets from commercial fleets around the world to prevent the nets from being left in the ocean or going into landfill.



The bike's plastic comes from recycled fishing nets

Once collected, the nets are manually sorted before being turned into pellets of recycled plastic that can then be repurposed.

Uffe A Olesen, CEO of Body Bike, says: "OceanIX is something we're incredibly proud of. It isn't just a piece of gym equipment. It's part of a cause. It's something we're doing because we feel it's the right thing to do."

"It's also the first piece of commercial gym equipment in the world to use this recycled material," Olesen adds.

fitness-kit.net KEYWORD
BODY BIKE

Hydrow delivers “accessible, convenient and efficient workouts”, says **Bruce Smith**

Hydrow, a US-based fitness startup, has secured a US\$20m investment from investment firm L Catterton that will enable the company to launch its Hydrow rowing concept across the US.

Founded in 2017 by entrepreneur and coach of the US National Rowing Team Bruce Smith, the Hydrow offers a personalised and efficient rowing solution that combines ergonomically designed rowing machines with content, including live and on-demand rowing workouts led by experienced instructors.

Smith says of the investment: “With an impressive track record of partnering with leading

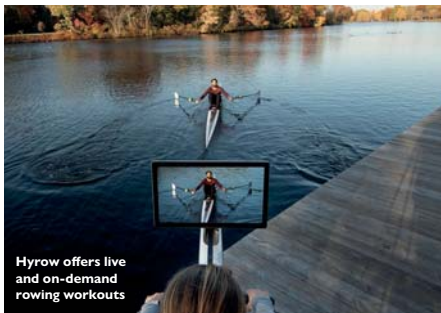
fitness brands, L Catterton brings deep industry expertise as well as extensive marketing and distribution knowledge to drive our rapid expansion.”

“When we launched Hydrow, our goal was not only to deliver an



We’re looking forward to bringing a fun and immersive workout into the market

Bruce Smith



Hydrow offers live and on-demand rowing workouts

accessible, convenient and efficient workout, but also to build greater human connection through the communal and interpersonal aspects of rowing.”

“We’re looking forward to bringing a fun and immersive workout into the market,” says Smith.

“There’s no other total body workout that compares to the Hydrow concept, and we believe that there’s a huge opportunity for something like this,” Smith adds.

fitness-kit.net KEYWORD
HYDROW

FloatFit Grow already making a difference, says **Leila Francis Coleman**

AquaPhysical has launched a new aqua fitness class aimed at children. Called FloatFit Grow, the class teaches children the importance of maintaining an active lifestyle.

Promising fun and fitness in the water, the class offers a full body workout incorporating the company’s aquabase floating exercise mats.

Users are positioned on

their own aquabase and guided through a series of exercises designed to build water confidence and fitness levels in a fun and effective way.. Leila Francis Coleman, creator of AquaPhysical, says: “Experienced fitness

instructors help children develop a positive attitude to learning new skills and building water confidence.

“Group exercise has a positive impact on mental wellbeing and happiness. FloatFit Grow is already making a difference.”

AquaPhysical co-founder and head of programming Tom Whelan says: “It’s a great opportunity for swimming pools to engage with younger members of the community and be instrumental in instilling the importance of a physically active lifestyle.”

FloatFit Grow is the third addition to AquaPhysical’s FloatFit programmes and joins FloatFit HIIT and FloatFit Balance in the line up.

Experienced fitness instructors help children develop a positive attitude to learning new skills and building water confidence. Group exercise has a positive impact on happiness

Leila Francis Coleman

fitness-kit.net KEYWORD
AQUAPHYSICAL



Children are guided through a series of exercises inspired by yoga and pilates

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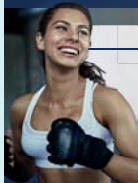
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