

# HCM

APRIL 2019  
HCMmag.com  
@HCMmag

UNITING THE WORLD OF FITNESS

FREE  
THE ATHLETE  
WITHIN

SKILL /  
ATHLETIC

TECHNOGYM



**SKILL** / **ATHLETIC**

## FREE THE ATHLETE WITHIN

Train smarter not just harder with Skillathletic. Get the best from the most engaging sport-inspired group training experience. Improve your skills in an exciting environment and atmosphere using the immersive technology. Join us and keep on discovering what your body is capable of. Visit [skillathletic.com](https://www.skillathletic.com)

**TECHNOGYM**

**FIBO**  
SPECIAL ISSUE

## Alex Lewis

The quadruple amputee  
talks about training to be  
an extreme athlete **p46**

## Nerio Alessandri

Technogym's president and  
founder reveals his views  
on the future of fitness **p62**

# Rainer Schaller

The founder of McFit explains  
his new brand to HCM **p36**



Sign-up to  
**HCMmag**

SCIENTIFICALLY PROVEN AS THE OPTIMUM WAY TO BURN CALORIES. STRENGTH

CALORIES. STRENGTH / ATHLETIC / CARDIO SCIENTIFICALLY PROVEN AS THE OPTIMUM WAY TO BURN CALORIES. STRENGTH / ATHLETIC / CARDIO SCIENTIFICALLY PROVEN AS THE OPTIMUM WAY TO BURN

# GRIT ATTRACTS



# NEW MEMBERS

NOTHING BEATS GRIT.

LES MILLS  
**GRIT**





THE BEST HA

NOTHING BEATS GRIT.



# HIIT ON THE PLANET

SUCCESS IS NO ACCIDENT.  
SET A NEW STANDARD WITH  
THE WORLD'S BEST HIIT  
PROGRAMME. A SCIENTIFICALLY-  
PROVEN CROWD PLEASER THAT  
GUARANTEES ATTENDANCE.

VARIATIONS YOUR MEMBERS  
CRAVE, IN A FORMAT YOU CAN  
SCALE. EVERY BEAT, EVERY  
MINUTE, EVERY MOVE BRINGS  
THEM BACK FOR MORE.

[LESMILLS.COM/UK/GETGRIT](http://LESMILLS.COM/UK/GETGRIT)

LES MILLS  
**GRIT**



## Fitness is hot

Read the signs and all the indicators show we're globalising rapidly as a sector, with joint ventures announced, market invasions a routine and investment flooding in. In short, fitness has never been hotter, so it's time for us to step up

**W**elcome to the FIBO edition of HCM – hope to see you at the event in Cologne from 4-7 April.

As well as supporting key local events in the UK, such as Elevate (see our preview on page 83), HCM has also joined forces with FIBO as a Global Media Partner for its cycle of events, which are now held in the US, Africa, China, South America and Australia, in addition to the vast mothership event in Cologne, which attracts 150k visitors. The growth of FIBO around the world is a clear sign of the globalisation of the fitness industry, as the market continues to thrive, and we're delighted to be playing our part in this.

In January this year, to celebrate our 25th year, we adopted our much loved 'pet name' of HCM and a new domain, HCMmag.com, in place of the *Health Club Management* moniker.

The intention was to adopt a brand which can grow to more clearly reflect our focus on the entirety of the market, as we embrace the complete fitness eco-system, from gyms, health clubs, and activity, to wellness, boutiques and big box and from wearables, home fitness and franchises to sports integration.

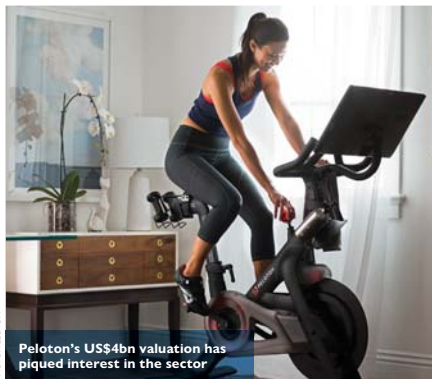
In this issue, we've pulled together a range of special global content to celebrate FIBO, including a rare interview with Rainer Schaller, the founder of McFit – the original low-cost chain.

McFit inspired the growth of the low-cost and budget gym sector and Schaller has since expanded his business in a multitude of directions, including apps, fitness modelling, sports nutrition, home workouts, other gym verticals and the astonishing Mirai, the 55,000sq m fitness 'theme park' being developed in Germany (see HCM July 18, p48).

We also tackle the state of the global fitness market with industry maven Emma Barry's playful SWOT analysis on page 30.

Barry can clearly see the opportunities in terms of things such as partnerships, where she advises: "Soul Cycle didn't come from fitness. Peloton didn't come from fitness. It's up to you to partner with a new perspective," but also warns about threats, saying "It's unlikely we've done enough to outpace inevitable newcomers to our industry. And those newcomers aren't so new. And their pockets run deep and their databases wide: Netflix is in fitness. Airbnb is in fitness. Gaming is in fitness. GAFA (Google, Amazon, Facebook, Apple) are in fitness."

We're entering a new phase in the development of the industry, as things like Peloton's US\$4bn valuation – which was achieved from scratch in just six years – catch the eye of investors.



**6 With so much happening in terms of globalisation, there are partnerships to be built and deals to be done – time to get networking**

As well as new investment and growth within existing markets, we're seeing new opportunities coming on-stream fast. On page 51, IHRSA, in partnership with Deloitte China, predicts growth in the Indian fitness sector, where market penetration is only 1.5 per cent, creating significant potential.

With so much happening in terms of globalisation and growth, there are partnerships to be built and deals to be done, so it's definitely time to get networking. See you at the trade shows!

**Liz Terry, editor**  
lizterry@leisuremedia.com  
@elizterry

# HCM CONTENTS

## Uniting the world of fitness

APRIL 2019 No 267



**46** EMS training is enabling quadruple amputee Alex Lewis to become an extreme athlete

### 07 Editor's letter

#### 16 HCM people

##### Clive Ormerod

The incoming CEO of Les Mills International explains his vision for the organisation as it enters a new period of expansion

#### 20 Sol Gilbert

Underground Gym's co-founder on breaking the rules with a new model and building a self-funded business from scratch

#### 22 Charlie & Claire Bourne

The founders of Eden explain how a health scare inspired a new organic nutrition business and how that integrates with their growing health and wellness operation

#### 24 Talking point

##### Recovery

So much emphasis is given to hard workouts, we sometimes forget that gains are made during recovery. Do your members understand the importance of resting well? Kath Hudson reports

#### 30 Swotting up on fitness

Emma Barry gives her thought-provoking take on the industry's current strengths, weaknesses, opportunities and threats

#### 36 Interview Rainer Schaller

The founder of budget pioneer, McFit, tells Kate Cracknell why he's launching a new brand for his diverse business

**16** Clive Ormerod, incoming CEO of Les Mills, explains his vision



**30 Read Emma Barry's fitness industry SWOT analysis**



**36 Rainer Schaller is launching a new brand**



**62 Nerio Alessandri on his 20 year vision**



**58 Helaine Knapp and Chris Heron talk rowing**

**46 Alex Lewis**

When he lost all four limbs to a devastating illness, Lewis could never have imagined he would become an extreme athlete. EMS training is helping his journey

**51 India emerges**

New research from IHRSA and Deloitte China shows the fitness market in India – which currently has a penetration rate of 1.5 per cent – is poised for growth

**58 Rowing the Atlantic**

Entrepreneurs on both sides of the Atlantic – Cityrow's Helaine Knapp in the US and The Engine Room's Chris Heron in the UK – are building their boutiques by sharing their passion for rowing

**62 Nerio Alessandri**

The president and founder of Technogym talks to Liz Terry about innovation and his mission to get the whole world moving

**70 Climbing party**

Could Versaclimber classes become the next big thing? We check out the concepts reinvigorating this classic piece of kit

**76 Tech upgrade**

From Third Space in London to The Wall in Los Angeles, we look at the latest software partnerships

**83 Elevate 2019**

The lowdown on the UK's largest physical activity trade show

**99 Space race**

Competition for space on the gym floor is driving the creation of small footprint kit

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

Virtuagym's Hugo Braam talks upgrades; Jean-Michel Fournier explains Les Mills' Netpulse partnership; Bart Van Cauter is putting TurfGrass in gyms and Rod Mann presents Raptor's new weight training vest

**111 HCM Directory**

**114 HCM Celebs**

Snap Fitness has launched a gym brand in partnership with Grammy Award-winning country music icon, Tim McGraw



The background of the entire page is a black and white photograph of a person's arm and shoulder resting on a piece of gym equipment, likely a cable machine. The image is slightly blurred, focusing attention on the text elements. A dark blue banner with a light blue diagonal stripe runs across the top left, containing the FIBO logo and the words 'GLOBAL FITNESS'.

**FIBO** GLOBAL  
FITNESS

**SAVE THE DATE**  
FIBO 2020  
2 – 5 APRIL



## MEET THE TEAM



**EDITOR**  
**Liz Terry**

+44 (0)1462 431385



**PUBLISHER**  
**Jan Williams**

+44 (0)1462 471909



**MANAGING EDITOR**  
**Steph Eaves**

+44 (0)1462 471934



**HEAD OF NEWS**  
**Tom Walker**

+44 (0)1462 431385

For email use: [fullname@leisuremedia.com](mailto:fullname@leisuremedia.com)

### DESIGN

**Paul McLaughlin**

+44 (0)1462 471933

### PRODUCTS EDITOR

**Lauren Heath-Jones**

+44 (0)1462 471922

### CIRCULATION

**Michael Emmerson**

+44 (0)1462 471932

### SUBSCRIPTIONS

+44 (0)1462 471910

### FINANCE

+44 (0)1462 471930

### CUSTOMER SERVICES

+44 (0)1462 471901

### CREDIT CONTROL

+44 (0)1462 733477



## CHOOSE HOW YOU READ HCM

### PRINT

HCM magazine is available in print on subscription:  
[www.leisuresubs.com](http://www.leisuresubs.com)

### DIGITAL

Read free on online and enjoy extra links and searchability:  
[www.HCMmag.com/digital](http://www.HCMmag.com/digital)

### PDF

A PDF edition is available to read offline at:  
[www.HCMmag.com/pdf](http://www.HCMmag.com/pdf)

## OTHER RESOURCES FROM HCM

### HCM HANDBOOK

[www.healthclubhandbook.com](http://www.healthclubhandbook.com)  
[www.healthclubhandbook.com/pdf](http://www.healthclubhandbook.com/pdf)

### HCM WEBSITE

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

### LEISURE OPPORTUNITIES

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

### HCM EZONE, INSTANT ALERTS & RSS

[www.leisuremedia.com/subscribe](http://www.leisuremedia.com/subscribe)

### BUYER SEARCH ENGINE

[www.fitness-kit.net](http://www.fitness-kit.net)



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

### COPYRIGHT NOTICE

Health Club Management is published 11 times a year by Leisure Media, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Warners Midlands PLC. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally. ©Cybertrek Ltd 2019 ISSN 1361-3510 (print) / 2397-2351 (online). To subscribe to HCM magazine, log on to [www.leisuresubs.com](http://www.leisuresubs.com), email [subs@leisuremedia.com](mailto:subs@leisuremedia.com) or call +44 (0)1462 471930. Annual subscription rates are UK £45, Europe £57, rest of world £80, students (UK) £22.

## 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."



pay as u  
**gym**

**FIND OUT MORE**  
[payasugym.com/managers](https://payasugym.com/managers)

# DYACO

## On the move

A woman in athletic wear is shown in a running pose. Overlaid on her image are several physics-related diagrams. A green dot on her upper arm is labeled with the equation  $F = ma$  and an angle of  $80^\circ$ . A green dot on her lower back is labeled  $M_k$ . A green dot on her right leg is labeled  $8 \text{ m/s}^2$ . A green dot on her right arm is labeled  $F_y$ . A green dot on her right leg is labeled  $m \cdot g$ . The background is a bright yellow-green gradient with a large white circle behind the woman.

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

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

**SPiRiT**



**UFC**



**dyaco.co.uk**

0800 0293865 sales@dyaco.co.uk



# Write to reply

Fuel the debate about issues and opportunities across the industry.  
We'd love to hear from you – email: [healthclub@leisuremedia.com](mailto:healthclub@leisuremedia.com)

PHOTO: ANYTIME FITNESS/PRECOR/LIVIT



LIVIT's new look and feel for Anytime Fitness

## Anytime Fitness gets experience design refresh

Scott Trinder, Precor

**I was interested to read** about the launch of Anytime Fitness's new design guidelines, which have been created by global architects, experience designers and brand developers, LIVIT.

The clubs will be taking on a more contemporary feel, geared towards functional, free flowing space.

Anytime Fitness had been using the same layouts globally for many years, primarily geared towards convenience, but with international positioning now aimed at a mid-market premium, the clubs needed a new emphasis on coaching and also to take on a more contemporary European



Scott Trinder

design – which may be why they decided to trial the new concept in Spain, Benelux and the UK before the US.

This move to improve the member experience and strengthen the exercisers' emotional connection to

***“The move will improve the member experience and strengthen exercisers' emotional connection to the brand”***

the brand and products will see new sites embracing functional fitness. It's a trend we've witnessed firsthand over the past three years, with increasing numbers of Anytime Fitness UK clubs installing rigs.

To support the more open design format, we consulted Anytime Fitness US on the design of a bespoke Queenax wall unit that maximises floor space and provides functionality to complement its coaching concepts.

Master franchisors in each country can request minor changes to the new layout to suit their individual markets, and it will then be up to their partners to make this happen at a local level, based on their demographics and competition – we could well see some hybrids out there.

Our experience says this emphasis on functional space and small group training will be a hit with both the franchisees and their customers. ●



It's inspiring to be part of a company and an industry that positively empowers people to change their lives. It means I can show up and be my best self, and in turn I hope I can lead and inspire people to be their best too

# CLIVE ORMEROD

**INCOMING CEO: LES MILLS INTERNATIONAL**

► **What will your number one priority be in your new role?**

The way we accelerate our next wave of growth and innovation to really win on the world stage will be the big priority.

**What's the biggest challenge Les Mills faces?**

The end-to-end customer experience is what our customers will measure us by, so ensuring we're staying out in front – innovating and really catering to changing customer needs.

What's exciting for us is ensuring we're well positioned to lead and shape what the future of fitness will look like.

The impact this has on our customers and our products, and most importantly how they expect to experience Les Mills, is what we need to keep evolving.

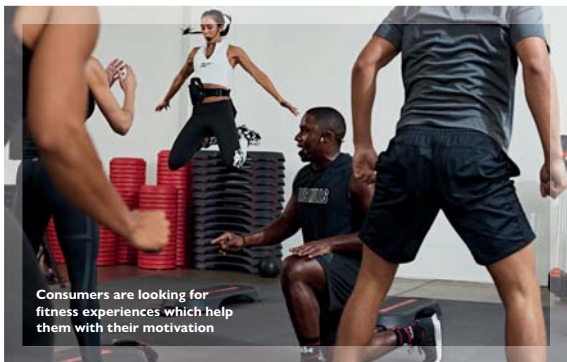
**You've said the new structure of Les Mills empowers leaders across the business – how do you see that working in practice?**

The environment I'll look to create is one where we're all empowered to lead the business to achieve our ambitions – where everyone shows up with a growth mindset.

I'm very clear where accountability ultimately falls, and certain that by encouraging this culture, we'll unlock even more potential.

**Les Mills owner, Philip Mills, will become executive director and will still be part of the senior leadership team. How will the balance of power work?**

Phillip remains a key figure in our business and the industry. He'll play a pivotal role, providing strategic direction and guidance across areas he's passionate about.



**Consumers are looking for fitness experiences which help them with their motivation**

His 50 years' experience is something we need to stay closely connected with, and his support and guidance will be invaluable to me and everyone in the team.

**How did your time at Nike prepare you for this role?**

My time at Nike in local and global roles was the ideal preparation for the steps we need to make at Les Mills – especially in terms of managing global and regional complexity and being relentlessly customer-focused in everything we do.

**You've worked in telecoms and digital services, what insights did that give you into ways the fitness industry can evolve?**

How we built partnerships with the likes of Google, Facebook or Instagram and

with providers such as Apple or Samsung, are powerful examples for our own future. Some of the partnerships I built with Netflix and Spotify also offer strong lessons for us here at Les Mills.

If you take the lessons about what technology can do to help customers and members train better, train harder, feel fitter and be better connected, then those insights are very relevant to us and the future of the fitness industry.

**What's the fitness consumer looking for?**

A fitness experience that fits in with their life, helps them with motivation and enables them to get the results they want.

Also, they're demanding flexibility and choice that work for them when they want it, shaped to their world. ►



Ormerod: "For a business like Les Mills, being able to offer an integrated fitness solution across a range of channels means we continue to remain relevant"



**Les Mills on Demand is a home workout which clubs can sell to members on a profit share basis**



“The vision of a fitter planet is a very powerful one. It’s about our collective ability to look after our own wellbeing, which influences the wellbeing of our communities and our environment”

- This is one of the key reasons why Les Mills is positioned to better serve customers: our integrated fitness solution which offers classes in live, virtual and at-home formats, means we’re at the forefront of the holistic solution customers want, and means we really are helping shape the future of fitness.

#### **Where does group fitness sit?**

We can already see where the industry is heading. Of the 32 per cent of adults who attend a fitness facility of some kind, 80 per cent are Gen Z or millennials.

These younger demographics, as you’d expect, are big users of fitness apps and online products, but they’re also big fans of group fitness. So we can see that an integrated approach to fitness, where the experience is what matters most is already a reality.

#### **How will the global fitness market evolve?**

Expectations will keep growing and the convergence of industries will accelerate. Personal data will drive and provide better access to products and experiences, and technology will be a central enabler of how people integrate fitness experiences into their daily lives.

But we need to remember this is a human business and human connection will be critical: there are few things more

human than exercising – breathing and sweating and being with other like-minded people. So we must never lose sight of that, either.

Industries are still converging. Today we might talk about fitness, wellness, and health, which are all massive industries in their own right. Tomorrow, our customers will just see them as one, where the different components are connected, and can be adapted to suit individual needs and lifestyles.

#### **Les Mills is now operating across live, virtual and on-demand/at-home platforms. How do you foresee this developing?**

These channels will become more chain-linked in the future than they are today, because customers are looking for choice and experiences that move them and offer the least friction when it comes to how they live their lives.

For a business like Les Mills, being able to offer an integrated fitness solution across a range of channels means we continue to remain relevant.

Experience will evolve to play a bigger role in customers’ lives, and this will put more emphasis on products like immersive fitness.

Gamification will also affect traditional offerings, and we’ll see products emerge that aren’t commonplace today.

The recent past teaches us that technological innovation is happening so fast, that operators aiming to build the club of the future must be both reactive and pro-active with their offerings.

#### **The company motto is ‘Les Mills, for a fitter planet’ – what does that mean to you personally and as a company leader?**

It’s about leading, coaching, and inspiring the team to achieve their dreams.

It’s why I joined the tribe and it’s what gets me out of bed every morning.

For me it’s about helping make an impact on those around me and who I work alongside every day.

The vision of a fitter planet is a very powerful one – it’s about our collective ability to look after our own wellbeing – which influences the wellbeing of our communities and our environment.

It’s inspiring to be part of a company and an industry that positively empowers people to change their lives.

Personally, I joined Les Mills because I wanted to get back into an industry that is close to my passion.

Fitness, health and working out, are a huge part of what I do every day. I also know that when I’m doing it I’m a better person. It means I can show up and be my best self, and in turn I hope I can lead and inspire people to be their best too.



BARCELONA BOOTCAMP



**Unite your team and  
have a brighter future  
for your business**

Team building fitness getaways with expert training, endless choice of activities, amazing food and luxury accommodation, set in inspiring and tranquil locations within Spain.

Whether you're planning strategy for the coming year, training or team building, you'll have the best experience with us.

Exclusive corporate rates available

**[www.barcelonabootcamp.com/corporate-retreats](http://www.barcelonabootcamp.com/corporate-retreats)**







“It’s our goal to launch two more self-funded clubs in the next three years. After that we’re open to anything: mergers or a private equity acquisition”

## SOL GILBERT

CO-FOUNDER: UNDERGROUND GYM

### What is your backstory?

I’m an ex-professional MMA fighter and have been in the industry since I was a teenager, first with a gym in Brighton, then Courtney’s in London and Dragons back in Brighton. After that, I went on to launch my own martial arts school.

In 2014, I teamed up with my business partner, Alan McGuinness and we expanded my gym, so members could do their strength and conditioning work

with us. At the same time we rebranded to Underground Gym, so we would be perceived as less of a fight school – which was intimidating to some people – and attract a more diverse crowd.

### What’s the Underground Gym brand all about?

We have three equal parts. Combat, comprising MMA, boxing, Brazilian Jiu Jitsu and Muay Thai. Strength training with free weights and plate loaded equipment and power and Olympic lifting. Finally, we offer conditioning with disciplines like Parkour and calisthenics.

The mix of these three aspects means the gym floor is not as ‘alpha’ as bodybuilding gyms and our members train across a number of disciplines. Our USP is the community we create at each club, which is largely down to our staff, who are all former professional athletes – their personalities create the atmosphere and DNA of the brand.

### Do all three sites offer the same?

Each site has been slightly bigger and more costly! Brighton, the original

flagship site, offers the core facilities. Newhaven was the second site and is slightly larger, with a sauna and a group exercise studio. Tunbridge Wells is the largest site and has a Fit 3D body scanner, MMA Octagon, a Parkour area and Eat Naked restaurant.

### What’s the membership model?

Gym membership is £39 a month, with a £20 joining fee which gets waived for certain groups, such as single parents or service personnel. Gym and fitness classes are £49 a month and gym and the more specific classes, such as Olympic lifting or Parkour, are £59 a month.

There’s also a pay-as-you-go option which costs £9.99. We’ve just developed a small group training package to help people to get better results without the expense of PT. This starts at £12.

### Who are your members?

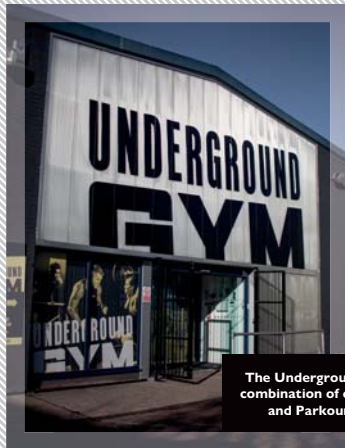
A large proportion are millennials who come before and after work. But we do have more 40-50-year-olds coming mid-morning and there’s about a 60/40 split between males and females.



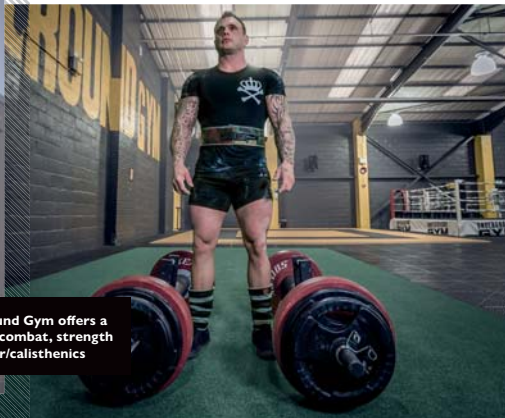
Alan McGuinness



**Gilbert and McGuinness look for industrial units in residential areas**



**The Underground Gym offers a combination of combat, strength and Parkour/calisthenics**



### **What have been the main challenges with getting the brand up and running?**

We've self-funded, so sometimes that's been stressful. Finding the right sites and the right staff is a challenge.

As we now have multiple locations, the main goal has been to ensure we offer the same experience across all three and that they run efficiently, offering the same quality experience – even if Alan and I are only in the club once a week.

To do this, we've created a more formal staff structure, with managers and supervisors, to make sure everyone is singing from the same hymn sheet.

### **What do you look for in a site?**

We look for industrial units in residential areas, with ample parking and supportive

councils. Our aim is to own the south coast of the UK, so Tunbridge Wells was further north than we'd originally planned, but it was such a good location that we had to go for it.

Retailers like John Lewis and Marks & Spencer and showrooms for Bentley and BMW are within a kilometre of the club in Tunbridge Wells – it's such an affluent area, we thought if we can't make a gym work here, we might as well give up!

It's an old gymnastics facility, so loads of the infrastructure was already in place, including a foam pit, which has allowed us to create a Parkour, street-running park.

We opened on 23rd November after a 30-day turnaround, adding a restaurant, widening the reception area and bringing in new kit from Core Health and Fitness, Carbon Claw and Xenios.

### **What are your future plans?**

It's our goal to launch two more self-funded clubs within the next three years and we're looking for sites in Worthing and Eastbourne. After that, we're open to anything: mergers with other chains or a private equity acquisition.

### **What are your predictions for the health and fitness industry?**

More focus on boutiques and small group training. I also think people will get fed up of data and technology and want workouts to be more simple. There will be more cross training, but less club hopping – people will get bored of going to different places because they won't build a community. So, I think we'll see more 'clubs within a club', offering an interesting mix of facilities. ●



We'll soon be starting work on a mega club, called Eden RAW, which will have four boutique offerings under one roof and is expected to launch in the first quarter of 2020

# CHARLIE & CLAIRE BOURNE

FOUNDERS: EDEN ORGANIC AND EDEN FITNESS

## What's the story behind Eden Organic?

Claire: Eden Organic launched in 2016 and is my passion project. My background is in the pharmaceutical industry but, in 2009, I was incredibly ill and was left fighting for my life. I temporarily lost my vision, as well as the ability to walk and talk. I was given high doses of medication and the future was bleak.

I never gave up my dream to heal and lead a joyful life again and I didn't want to remain on lifelong medication, so I threw myself into researching natural healing, organic living and how to clean up my diet and better understand the ingredients of every product I came in contact with in normal life.

I didn't realise the damage caused by pesticides, GMO and the additives that are hidden in our food, household and beauty products, which we routinely use.

After three years living a totally natural and organic life, I'd completely healed myself and no longer needed medication. Life was joyful again and I passionately wanted to share my research with others so I decided to create Eden Organic: a lifestyle brand of beauty, nutrition and supplementation, available to Eden Fitness members and online.

All the products we sell are researched and used by our team, and in addition to offering curated products, we're now busy creating our own product ranges that we're incredibly excited about.



## What other plans do you have?

We're in the process of launching a luxury fitness and spa brand in Ireland – called Eden One – in a joint partnership with Comer Homes and the McHale brothers for their latest landmark site, Number One Ballsbridge.

Eden One will raise the bar for ultra high-end members' fitness clubs and we're combining this with Eden Elements; the next level of destination spa. It's slated to launch in the last quarter of 2019.

## How did Eden Fitness start?

Charlie: In 1995 I had a motorbike accident and was paralysed for a few months. While I was bolted to my hospital bed, I caught an episode of *Mr Motivator* on TV and vowed that if I could ever walk again I would get into fitness.

Fortunately, I did heal, trained to become an aerobics instructor and got a job at a club, then known as Jealous Health Club on the outskirts of London.

Within a few years, I'd risen to fitness manager and realised the core business was struggling. I had the option of taking it over in 2001 and, with some support and great relations with the landlord – which was actually Comer Homes – we bought the business for £1, along with £600,000 of debt.

After a year and a complete makeover, the business was thriving. As a result, Comer Homes offered me another

site in Ealing, which is where I developed and launched Eden Fitness in 2007.

## What is the concept?

Lots of other operators had already turned down the site, because it didn't fit their standard model, so it needed something completely different.

We created a design-led, member-focused and highly aesthetic environment, to create a place where people want to spend time.

The entrance is through our fully licensed champagne lounge which immediately sets the scene and is something completely different from a standard fitness club.

We have a stunning 20m pool, a panoramic Finnish sauna, a starlit steamroom and a large hydro pool; in addition to 5,500sq ft of



Eden will be opening two new locations in 2019/20

personalised fitness spaces and a studio with 70 classes per week.

Recently we've added a further 40 Eden RAW boutique classes, held either on the gym floor, in the studio or in our Total Cardio Zone.

Coming from a grassroots studio instructor background, I'm still involved with the programming of all the RAW HIIT class formats.

### **What happened to the original club?**

In 2011 I sold it to another company who closed it. I've since taken it back again and have grand ideas for its next chapter! We'll soon be starting work on a mega-boutique club called Eden RAW, which will have four boutique offerings under one roof and is expected to launch in the first quarter of 2020.

There'll be a studio offering our HIIT classes with treadmills, resistance stations and TRX; a boxing and combat HIIT studio; a multi-tiered spinning auditorium and a mind/body studio. One floor will be dedicated to specialised PT pods. RAW credits can be used, in various multiples, for any of the studios, personal training or at Eden Fitness.

### **Why are you the only person who can make this site work?**

I know the area well and what members want, I have a real passion for the site and take a personal approach to its operation.

The last operator struggled to maintain the different facilities, so we've forsaken the wet area – the space lends itself to a mega-boutique and we'll be able to offer a one-stop shop for boutique fitness, which is what the market wants. ●





# RECOVERY

**The biggest exercise gains are made during recovery, but do people understand the importance of taking a pause or do they feel guilty about allowing themselves some healing time? Kath Hudson reports**

**T**here is so much talk about the health and fitness sector's role in motivating the inactive to move more that we often forget about the opposite end of the spectrum: over-exercising among the highly motivated or chronically stressed.

Fear of missing a workout can drive keen members to push themselves too hard and occasionally a negative cycle can occur, where they start to lose performance, so push themselves harder when they should be backing off.

This can especially be the case if they are coping with stress in other parts of their lives, particularly over a prolonged period. Lifestyle stress raises the fight or flight response, elevating the stress hormones adrenalin and cortisol, and potentially suppressing the immune system. If overridden for too long this can lead to burnout.

Elite athletes and coaches have known for years that progress happens during recovery, rather than during training. Our bodies adjust to a stressor by triggering growth mechanisms. Once the stress is over, we shift to recovery and rebuilding mode, to adapt to the stressor. Ideally, we recover to be better adapted than before.

But, when we over-exercise, or if we have too many other stressors, our bodies can't recover. Vivek Menon from Elite HRV explains: "This can manifest in many ways, including the inability to make fitness gains; greater susceptibility to injuries and illness; hormonal disruption and gut health issues. In general, the longer the over-exercise or over-stress occurs, the worse the impact and the longer the recovery."

So how can fitness professionals ensure they communicate the importance of recovery? We ask the experts

Recovery must be individualised to have the most impact, says Vivek Menon



Our fitness-focused users come to us because they want to understand how to train better and this often leads them on a journey of self-awareness, not just about their training, but their whole lifestyle

## Vivek Menon

### Elite HRV: chief commercial officer

**Over-exercise is something** of an epidemic, as it's in our culture to train harder, work harder, play harder, and sleep less. Most, if not all, of our fitness-focused users come to us because they want to understand how to train better and this often leads them on a journey of self-awareness, not just about their training, but their whole lifestyle.

Like everything else, recovery needs to be individualised and there is a

growing amount of technology available to help remove the guesswork. For example, our service tracks heart rate variability (HRV), with a two minute daily test conducted via a finger sensor and a free mobile app. HRV is an efficient indicator of the state of the nervous system and overall stress load.

Services like ours are heading for the mainstream, as more people realise a cookie-cutter approach to health doesn't work. Smart trainers, coaches and facilities are already leading the way and putting more focus on recovery and other supportive factors, such as nutrition, sleep, mental stress, circadian

rhythms and gut health.

There's a ton of interesting and cool technology coming on stream to assist recovery, including high-altitude chambers, infrared therapy, injectables, cryotherapy and supplements. Over time, there will be good data showcasing which of those work for which types of recovery and individuals. Fitness businesses will soon have a lot of proven tools to work with when it comes to services that promote recovery, and going forward we expect the health and fitness community to use these to play an even larger role in keeping the healthy healthier for longer. ►



Monitoring heart rate variability is a great way to get an objective overview of how stressed someone is, as it doesn't rely on a client reporting psychological stress



**Mindfulness, meditation, yoga and Pilates can help lower stress and improve heart rate variability**

## Bernadette Dancy

### Health and exercise coach

**When I was juggling** two toddlers with a demanding job, and coping with chronic stress related to PTSD, I used distance running as my support system. Although I felt energised afterwards and it was good for my mental state, I omitted to account for the stress on my body and the training load tipped me over the edge to burnout.

Many people suffering from stress join a gym to use exercise to manage it, so trainers need to take a real interest in their lives and ask lots of questions to understand their lifestyle and to design appropriate programmes. How much sleep are they getting? How many hours are they working? What's their



alcohol and caffeine intake? How are their relationships? Monitoring heart rate variability is a great way to get an objective overview of how stressed someone is, as it doesn't rely on a client reporting psychological stress.

If there is a pattern of ongoing prolonged life stress and little progress

in their performance, they need frequent, low intensity workouts.

Introducing mindfulness, meditation, yoga and/or Pilates to their programme is also beneficial, as these practices have been proven to help lower stress and improve heart rate variability, therefore allowing more efficient training.

If someone is experiencing short term stress, high intensity exercise may still be possible, although they won't get high performance, they will get stress relief and emotional comfort. However, if they are experiencing chronic stress – anything more a couple of weeks – they will most definitely have limited capacity to train intensely. When people are chronically stressed they present with fatigue, low mood, suppressed immune systems, inflammation, pain and poor recovery from training sessions.



## Paul Trendell

### Victus Soul: CEO

**Proper recovery** is crucial for continual improvement. If the rate and type of recovery is appropriate, higher training volumes and intensities are achievable without the detrimental effects of overtraining. We like to use active recovery within our classes, as this allows our customers to recover both physically and mentally from the stresses of training.

The final eight minutes of our classes involve active recovery built around a primal movement flow.

Active recovery reduces the build-up of lactic acid and minimises post-exercise stiffness; helps alleviate fatigue, so people leave the class with a similar heart rate to the beginning. It also promotes blood

flow to joints and muscles and allows recovery for the mind.

We educate our customers to listen to their bodies and take a day off if they need to – this has no impact on fitness, while helping to prevent burnout and the risk of injury. Quality over quantity is always encouraged while working out: incorrect form and technique, which come about through tiredness, leaves you more susceptible to injury.

The general public is not aware of the importance of recovery, so the health and fitness sector needs to do more to help educate and identify the most appropriate training recovery programmes for our clients. To do this, health and fitness professionals must fully understand the concept themselves, and recognise the considerable benefits of incorporating it into training sessions.

The general public is not aware of the importance of recovery, so the health and fitness sector needs to do more to educate people

### 3D BODY VISUALISATION FOR MOTIVATION & TRANSFORMATION

Shapewatch is a 3D body scanner and visualisation solution that enables members to scan their bodies, monitor key biometrics and see their body shapes in 3D – making progress tracking toward fitness goals via the Shapewatch app more real, motivational and empowering.



**Provide Personalisation**  
With customisable avatars for a more personalised experience



**Drive Differentiation**  
With a digital rich member experience & open API integration



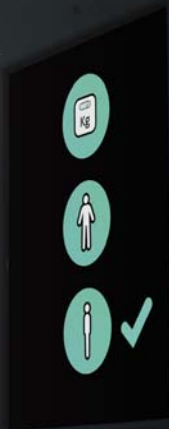
**Enhance Member Motivation**  
With amplified accountability for long term behaviour change



**Create Transformation**  
With actionable data and progress goals



**Support Business Growth**  
With opportunities for secondary spend



to find out more please  
visit [shapewatch.com](https://shapewatch.com) or mail  
[enquiries@shapewatch.com](mailto:enquiries@shapewatch.com)



Active recovery must be part of any exercise regime – spend time in nature, go for a swim or a gentle bike ride



Active recovery is very beneficial, but only if done at recovery levels – some athletes find it a waste to rest, so they turn a recovery session into another workout

## ► Alan Milway

### Milway Performance Coaching

**Recovery is critical** to realising the benefits of the hard work done in training, as there's a relationship between stimulus, fatigue, recovery and adaptation.

A holistic approach to lifestyle and self care is crucial: sleep is important and nutrition is key. Protein intake must be sufficient, and carbohydrate intake should be enough to refill the tank. For

me, true recovery also involves being off your feet and also off your phone!

An individual approach is needed to work out recovery levels, as people need to balance the demands of their day. Someone able to train and then rest/recover will be able to do more work and positively adapt than someone who trains, goes to work, deals with the kids, doesn't eat properly and then is late to bed.

Active recovery is very beneficial, but only if done at recovery levels – some athletes find it a waste to rest, so they

turn a recovery session into another workout! Going for a few easy lengths in the pool, a yoga class or a very light cycle to a coffee shop can all be very beneficial.

Fitness professionals should be impressing on clients the importance of recovery and teaching them to see a day off as a benefit, not a waste of time. Having a plan is useful, so people can see when they're working hard, and when it's time to back off. Diet also plays a big part in recovery, as without appropriate food and calorie intake, progress can be limited. ●

A woman and a man are shown in a gym setting, performing squats on a wooden box. The woman is on the left, and the man is on the right. They are both wearing athletic gear. The background is a plain, light-colored wall.

# Can a floor do more?

## Yes.

Ecore Athletic surfaces deliver safety, ergonomic, and acoustic benefits to solve your performance needs.

Ecore Athletic is the surfacing provider for these clubs in America: Planet Fitness, Equinox, LA Fitness, Goodlife, Anytime Fitness, Crunch, & Orangetheory Fitness.

**Visit Ecore Athletic at FIBO Hall 8 #B18**

**UK Distribution:**

Physical Company  
01-494-769-222  
[sales@physicalcompany.co.uk](mailto:sales@physicalcompany.co.uk)

**NL Warehouse:**

Ecore Athletic  
1-717-824-8236  
[greg.dean@ecoreintl.com](mailto:greg.dean@ecoreintl.com)

**ecore** | Athletic

 **Physical**

# SWOTTING UP ON FITNESS



By Emma Barry

**T**he fitness industry is neatly poised at the nexus of wellness. A cornerstone of health. A vessel eager for technology. The exemplar of behavioural change. But in the race to own 'lifestyle', we find ourselves sparring other heavyweights for both the mindshare and wallet of our shared consumer.

On the one hand, healthcare teeters perilously in a world displaying massive disregard for health and planet, and on the other, human performance is accelerating. We stand with a foot on each path; the fat getting fatter, the fit getting fitter – both addicted to their urges.

The strengths, weaknesses, opportunities and threats of the fitness industry lie before us.



## STRENGTHS

### IT'S A SLAM DUNK

Of course, fitness is the best industry in the world. We deal in the bitcoin of bicep curls, health and happiness. We are the broad shoulders on which lifestyle itself stands. We can consume it socially or inhale it solo. It's part of what makes us human. Without health we have nothing. Everyone agrees.

### Anything is possible in the oasis

Since inception, our industry has proliferated; we can do Tai Chi in the Andes, float in salt water, party on a bike, tackle an obstacle race, become the fittest human, find our tribe, map our run, rate our workout, close our rings.

We've made a dent by creating content, building communities and starting a riveting conversation.

Adjacent industries such as athleisure, entertainment, tech and health have stepped onto our playing field

PHOTO COURTESY OF LEB PILLS



## WEAKNESSES

### There's an app for that

On the contrary, that all feels like a lot of hard work.

#### FITNESS PHARMA

Humans are inherently lazy. In a voice-activated and soon to be thought-activated kinda world, we won't need to do a damn thing. We can just lie back, wait for full-entity automation and swallow silver pills that suspend us in a state of optimal human health.

When it comes to the 80/20 rule we entertain the smaller slice of the developed world. The remaining motherlode is the fun-zone of motivating the unmotivated. And we're up against a formidable foe; screen-time addiction, over-consumption and the immersive seduction of a sedentary, sugar-laced, fantasy-world of dopamine-draining pleasures.

### It's not fitness, it's everything

Historically fitness has been 1D. We were primarily body-focused. Thankfully nutrition entered as a key fundamental and a broader balance of mind-body-soul protocols ensued. We've lost more people than we've kept and done an average job with the ones we did.

### He with the biggest database wins

Gyms have slogged it out for 50 years from community hall to big box, to budget, to boutique. The digital age has now put the gym in our pocket as we go borderless. Adjacent industries trading in complementary commodities; entertainment, tech, health, athleisure, franchising, food, social media and gaming just stepped onto our playing field.

### Fitness is a side hustle

Fitness started as a hobby; 'I left my high-paying corporate role to follow my passion into fitness'. A great set of legs and a personal-trainer boyfriend launched a slew of instafamous stars. The fitness mafia of chain-owning gentlemen aside, money-making has generally not been a benefit of fitness. Unfortunately, there is an abundance of hand to keto-eating-mouth, riches to rags stories.

### NOTHING WILL EVER BEAT A LIVE INSTRUCTOR... ER, WRONG

The fitness industry has been slow to adopt tech. Peloton plucked the yellow jersey from our closet and wheeled us into our living room to bring boutique-fitness to our home. This deft software and hardware play with a hefty price-tag has seen them crowned the 'Netflix of fitness'.

Peloton also promptly shut the door on discount business models, by releasing an app that lets you train on the dusty treadmill and bike still in your basement. Smart.



## OPPORTUNITIES

There's more money in fitness than ever before (and more eyeballs on it), and therefore, more opportunity

### Find your tribe and deliver to it hard-core

Fitness has been personalised, digitised and 'celebritised'. Avatars grace the gym, influencers rule the world and ecommerce delivers to our doorstep, like, yesterday. Work out how to interact with this real-time, on-demand world. And fast.

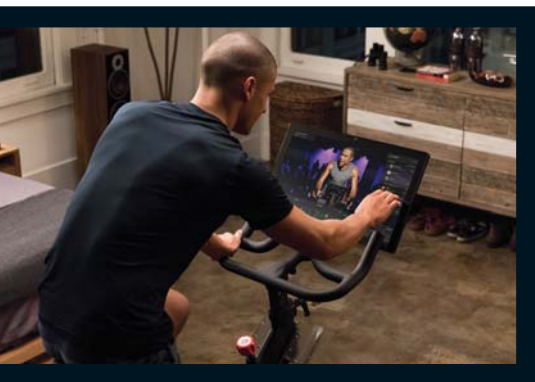
### We have time – automation is here

'Alexa, make me a shake' (with the exact ingredients automatically replenished from my smart-fridge requested by the biometric chip embedded in my wrist).

Take away all the mundane repeatable tasks in your fitness processes and hand them to a bot. Then dial up what's left. Revel in deeper connection, sensory entertainment and curious problem-solving.

### 50 IS THE NEW 30

Holding onto youth and function is the new now. Regardless of how much cosmetic assistance and genome editing we undergo we can still find ways to spark joy through movement.



### Knock knock Neo...

We have never been so under-slept, overstressed and unfocused as we are now. Because of technology.

And yet, the same evil that sat us down is pulling us back. Meditation rules the apps, Apple tells you when to stand up... Whoop grades your sleep... We're taking orders from the mainframe to find our way back. Oh, the irony.

### PARTNERSHIPS

Innovation comes from the edge – the combustion of existing ideas not yet combined. Soul Cycle didn't come from fitness. Peloton didn't come from fitness. It's up to you to partner with a new perspective.



Soul Cycle didn't come from fitness. Peloton didn't come from fitness. It's up to you to partner with a new perspective



## Life beyond the screen

Screens are a stepping stone. Eventually we'll interact directly with our world(s), in mixed reality. Wearables won't be worn, they'll be embedded. Screens won't interface, we'll gesture, blink and think. The only screen left will be the big one that we are in; cue Matrix, Gattaca and Ready Player One.

## UNTAPPED CHANNELS

Aaptiv showed us the relevance of vocal guidance. Tim Ferriss and other early podcast-adopters showed us the power of storytelling. Diagnostic tools like 23andme and sensors align us scientifically with hyper-personalised health to match nutrition and movement protocols to our DNA and daily needs.

When the economic downturn hits, cost-effective fitness delivery is ready. Are you?

## She, with the best question, wins

Information used to hold value. Not now. The ever-growing galaxy of data is being mined, machines are learning, humans are being served through their preferences, predictions are paving the future and frictionless commerce is streaming seamlessly from the ether. As any great CEO will attest, it's about the quality of the question. So, what's yours?

“ It's unlikely we've done enough to outpace inevitable newcomers to our industry ”

## THREATS

### What got us here won't get us there

Fitness is a fledgling business. Very few brands are like Equinox and don't have the foresight (or frankly the capital) to extend experiences beyond the immaculately coiffured studios into travel and lodging, virtual coaching and wellness.

It's unlikely we've done enough to outpace inevitable newcomers to our industry. And those newcomers aren't so new. And their pockets run deep and their databases wide.

Netflix is in fitness. Airbnb is in fitness. Gaming is in fitness. GAFA (Google, Amazon, Facebook, Apple) are in fitness. 'Nuff said.

## Final Fitness Words

Fitness rocks as an industry. Fitness has become a precious commodity. Fitness is simply another service waiting to be packaged succulently and served to a primed group of consumers.

We are a great industry but we are not yet mighty. Adjacent businesses eclipse us in bankable value and have sat quietly waiting for fitness equity to rise. Now we feel them sidling up to our toned obliques, taking out a well gloved hand and reaching into our little fitness pocket.

In the age of partnerships and consolidation, databases and drones, we need to take that hand and shake it hard.

# GAMIFY YOUR CLUB

*Your customers will love you for it!*

Myzone is a leading wearable and technology solution designed and built for the fitness industry. Myzone amplifies the group exercise experience and provides valuable data for clubs with built-in challenges, personal goals, gamification, and an online social community.

## Benefits of Myzone



Get results your customers can trust with **99.4%** EKG accuracy.



Connect to 3rd party equipment and other wearable devices for maximum versatility.



Customers can view their effort in real time on their smartphone or on club tv.



Myzone allows customers to earn points, gain status rankings and compete with friends.



Help your community flourish with in app social features which allows engagement and motivation outside of the club environment.



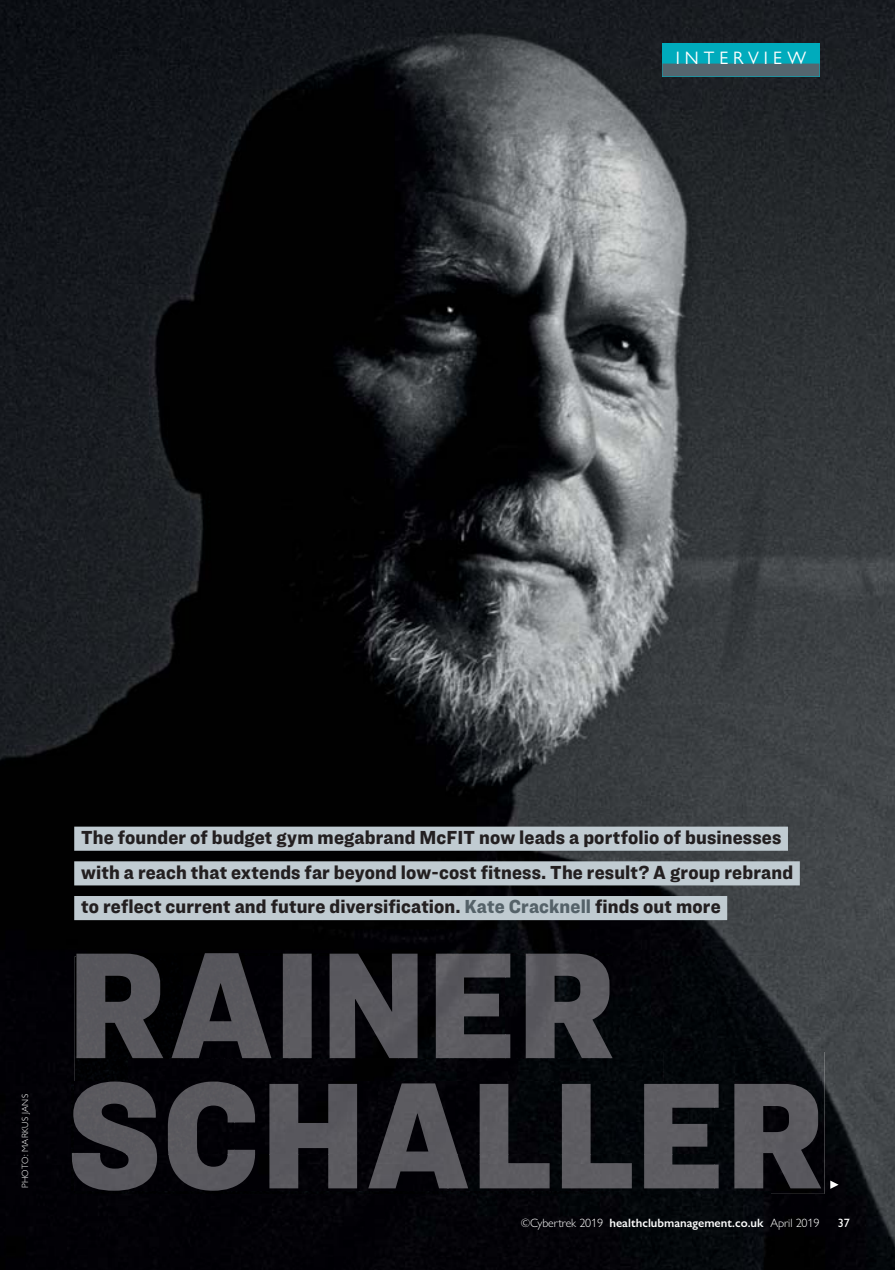
Learn more at [myzone.org](http://myzone.org) or [info@myzone.org](mailto:info@myzone.org)  
@myzonemoves | #myzonemoves | #myzonecommunity



“

**WE ARE  
MAD** AND  
**FOCUSED,**  
**LOUD** AND  
**STRATEGIC,**  
**WILD** AND  
**GLOBAL**

---



**The founder of budget gym megabrand McFIT now leads a portfolio of businesses with a reach that extends far beyond low-cost fitness. The result? A group rebrand to reflect current and future diversification. Kate Cracknell finds out more**

# RAINER SCHALLER





**John Reed Fitness Music Club is just one of the Group's 12 brands**

► **What's in your portfolio?**  
Ours is a worldwide group with a broad portfolio of brands and 4,500 employees. It encompasses McFit, the John Reed family (John Reed Fitness Music Club, John Reed Women's Club, The Reed, John's Bootcamp), High5, Cyberobics, Qi², LOOX, McFit Models, Tigerpool and The Mirai.

#### **Tell us about the new umbrella brand**

As of 28 February 2019, our group – previously known as the McFIT Global Group – is now known as the RSG Group GmbH (Rainer Schaller Global Group GmbH). It's a fresh new name that fits us perfectly as an owner-operated group of companies, as well as being a clear sign of our continued growth plans and coming of age.

#### **What's the rationale for rebranding?**

Fitness and sport is in our DNA. However, over recent years the McFIT Global Group expanded 360° around the customer into related areas of design, lifestyle, art, fashion and architecture and the portfolio grew to 12 brands. We decided the time had come to introduce a name that reflected this diversity and brought the brands together.

In addition, in spite of our diversification to date, I believe innovation can only truly flourish when established concepts make way for it. Introducing a new name allows for this flexibility.

#### **How did you come up with the name?**

Brands are emotionally charged by people, and those people have to authentically embody the brands in

the relationships with stakeholders. As I'm the idea generator behind all of our concepts, I stand for the RSG Group like no-one else. That's why we decided against a made-up name and based our new brand on my name.

#### **Who is the target audience for the new brand?**

The RSG Group is primarily a B2B brand: the connecting element behind all our brands. At a B2C level, our individual brands remain the focus for our customers.

#### **What does the Group stand for?**

Our strong brands and innovative concepts ensure we're an essential part of the active daily lives of our customers. We're the global innovation leader in the fitness and lifestyle segments. You can't go past us. Regardless of the goal that every single person pursues in their everyday life, we have the right solution for them.

However, in an age in which mobility and networking are becoming increasingly important, we're not resting on our laurels. Rather, we're constantly developing new areas of activity. We aim to set new benchmarks and provide momentum well beyond the areas of fitness, lifestyle and design. This unconventional thinking is what RSG Group stands for.

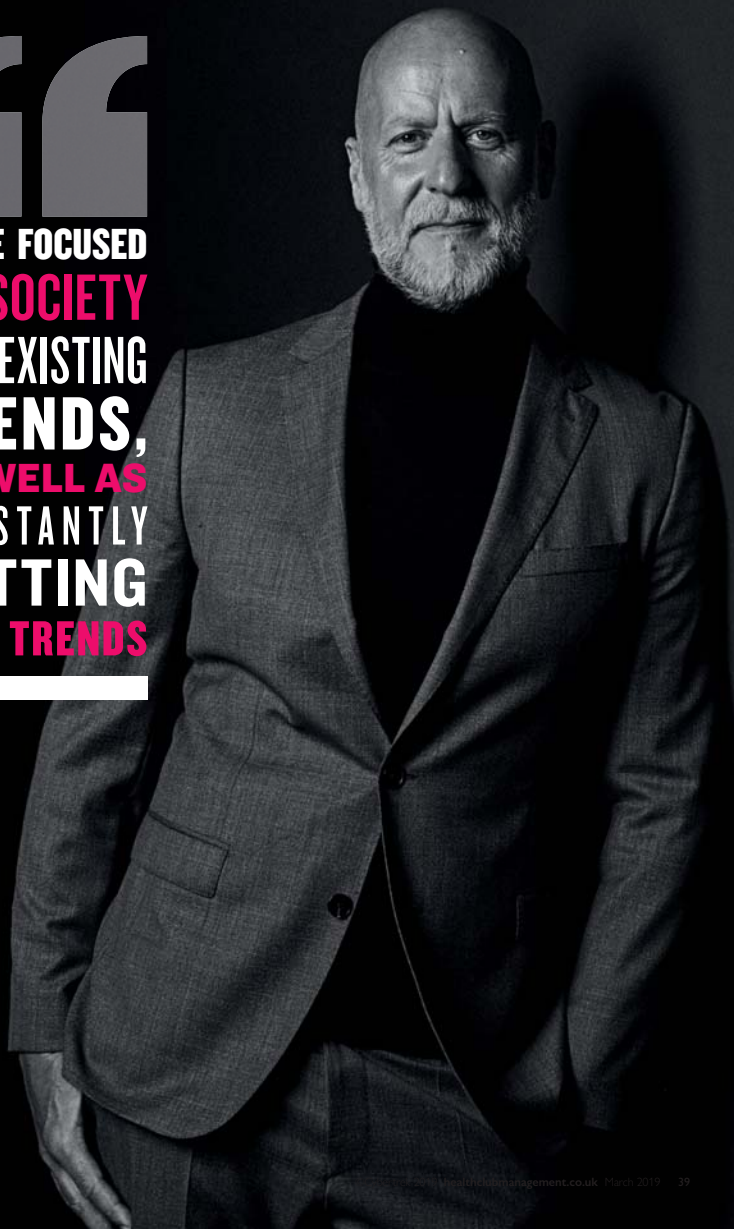
#### **What areas will you explore next?**

We're focused on society and existing trends, as well as constantly setting new trends. All of our concepts will focus specifically on our target groups: bigger, more limited and more exclusive on the one hand and, on the other, smaller, more individualised and more specific than we have ever previously delivered in our history. ►

“

**WE'RE FOCUSED  
ON SOCIETY  
AND EXISTING  
TRENDS,  
AS WELL AS  
CONSTANTLY  
SETTING  
NEW TRENDS**

---





**McFit is a budget offering with live classes and group workouts which aims to create an offering that "exceed the price tag"**

#### **How do you drive innovation?**

Behind all the vision and successes of the company is a brain with two halves, which can only be fully effective when they interact. We are mad and focused, loud and strategic, wild and global. This represents the framework for the new company website: [www.rsggroup.com](http://www.rsggroup.com).

On the corporate, rational side, the user will find all the commercial information on our brands and the group's history. Meanwhile, the wild, creative, colourful, emotional side reflects all the characteristics and topics and areas of focus that make the RSG Group unique. This symbiosis between the two halves means we're constantly reinventing ourselves.

#### **What are your core priorities?**

Despite our rapid development, we've never lost sight of the fact that our focus is on people and their individual strengths. In fact, this is what drives our innovation and creativity: we're proud of the diversity of our employees, as well as the family-like culture that nurtures them and their ideas. We work closely and passionately in pursuing a common goal. We're friends who accept you for who you are from the very first day: we establish trust, learn from each other, learn from our own faults and aim to surpass ourselves every day.

#### **What's your creative process?**

We move at a very fast pace, which is why we have our own in-house agency to provide space for creativity and to put ideas into practice. A 30-strong team of copywriters, graphic artists, media designers and image editors are headed by our creative director to give our brands their unique look and feel. Our creative department supervises every project, from initial idea through to finished object. Every gym is individually and lovingly designed, based on the structural and architectural constraints, to reflect the specific brand.

#### **So you manage and deliver all your creative processes in-house?**

For very special projects, we're always happy to collaborate with renowned artists. Fashion designer Michael Michalsky designed the Home of Fitness concept for our McFIT studios, while the wallpaper for our John Reed Family originates from the creative spirit of Japanese star designer Shinpei Naito, who has also developed designs for Adidas.

In our John Reed Fitness Music Clubs, we also support street artists: for instance, a work by El Bochos adorns our studio in Berlin, the Chilean artist Otto Schade is immortalised in Hamburg-Wandsbek, and Bond Truluv created an oversize waving cat for our Leipzig gym.



I BELIEVE  
INNOVATION  
CAN ONLY  
TRULY  
FLOURISH  
WHEN  
ESTABLISHED  
CONCEPTS  
MAKE WAY FOR IT

**Every gym within the group is individually designed, for a unique look and feel**

Our unique creative approach can also be seen in our new family members Ron Miller and Marcell Von Berlin, both managed by our subsidiary Tigerpool.

#### **Do you even worry about the competition?**

We believe our vision lets us stay in touch with the latest trends – not just in the fitness market, but well beyond this as well. Nevertheless, I strongly believe that competition invigorates our business, driving everyone to constantly become better and never stand still.

#### **What will the new brand help you achieve?**

As our new umbrella brand, the RSG Group will tie all our brands together well beyond the fitness industry. We will use it to position ourselves as a global innovation leader in the fitness and lifestyle sectors. ●





## ■ INTRODUCING THE RSG GROUP

### THE TRAILBLAZER: MCFIT

With 1.95 million members across 255 clubs, low-cost trailblazer McFIT is home to Europe's largest fitness community across five countries: Germany, Spain, Austria, Poland and Italy. The experience aims to exceed the price tag, with live classes and group workouts, plus training variety to drive member motivation.



McFit is the original low cost fitness concept

### JOHN REED FITNESS MUSIC CLUB

Good sound, a commitment to design and a diversity of training for a cosmopolitan lifestyle. The focus at these 19 clubs is on providing the right music for training, with regular DJ slots and John Reed Radio. The urban design and special lighting concept add to the atmosphere.

### JOHN REED WOMEN'S CLUB

The John Reed Women's Club offers a mix of fitness and relaxation in a Scandinavian-feel club. Alongside a full gym and class offering are personal training, massages, a large wellness/sauna area, a health bar selling smoothies and protein snacks, a complimentary crêche service at the Kids' Club, and weekly member events.

### THE REED

The Reed clubhouse is the heart and soul of the brand – a place of interaction, idea sharing and community. Offering a restaurant, deli, bar and club, it's located on the Alexanderplatz in Berlin. The focal element on the second floor is the 20m-high curved LED wall.

### JOHN'S BOOTCAMP

An boutique concept for fitness-hungry city-dwellers. The interval-based workout comprises 60 minutes of strength and endurance training, run by coaches and with a specially created sound and lighting concept.



The John Reed brand focuses on offering great music



#### **CYBEROBICS (above)**

CYBEROBICS aims to redefine the training experience by merging the real and virtual worlds. Over 85 classes are available across all styles of training, led by top trainers in the US and filmed in breathtaking locations.

#### **LOOX FITNESS PLANNER APP**

The LOOX fitness planner app and online magazine offers 320 training plans from 100 experts, provides suggestions and motivation for women and men at all training levels.



#### **MCFIT MODELS (above)**

Europe's largest sports model agency. The focus is on fitness and health rather than following the skinny trend. Any one of the RSG Group's almost two million members can apply to McFit Models and be featured on the website. The goal: to provide sports models who aren't just fit, but are also fresh faces in the modelling world.

#### **QI² SPORTS NUTRITION**

QI² Sports Nutrition is all about high-quality sports nutrition with a great taste. QI² stands for attractive², energy² and strength² and takes training to the next level. The four product lines – Vegan, Woman, Man and Pro – perfectly support the daily nutrition of everyone from beginners to elites, helping them achieve their goals.



#### **HIGH5 (above)**

High5 is focused on fitness and functional training. With an American vintage feel and college décor, members of these 15 gyms have access to a huge range of functional training options as well as a fully-equipped gym.

#### **TIGERPOOL**

This management agency launched in 2017 with the aim of catapulting selected designers and artists into the limelight. The Ron Miller collective has made it its mission to transport its street art roots to canvases and galleries. Likewise, Tigerpool fashion designer Marcell Von Berlin offers a combination of modern street style with a classic new look.

#### **THE MIRAI (below)**

When it opens in 2021, The Mirai will be an unparalleled, 55,000sq m centre for fitness and sport. By bringing together different collaborators – the fitness industry, B2B partners, education and training institutes, research and development – The Mirai will make it possible for anyone who's interested to train and experience the future of fitness in the here and now, without having to pay monthly membership fees (see HCM July 18, p48).





The new Wattbike  
AtomX is the  
pinnacle of indoor  
cycling excellence



# INDOOR CYCLING REDEFINED

The future of indoor cycling has arrived. Wattbike is launching two new products to offer the complete indoor cycling solution

**F**irstly, let's look at the anticipated launch of an industry game changer: the Wattbike AtomX; the new smart bike for the commercial market that will revolutionise indoor cycling for the health, fitness and studio environments.

The AtomX is the pinnacle of indoor cycling excellence and builds on the huge success of Wattbike's award-winning consumer product, the unrivalled Wattbike Atom – the first smart bike in the world.

With patented technology and innovative new advancements, the AtomX gives riders a fully connected, immersive cycling experience.

Its in-built, interactive workouts, tests, training plans and climb mode are all accessible from the Performance Touchscreen, AtomX automatically changes resistance to follow structured workouts, simulate gradient changes and mimic real climbs from mountains around the world including Alpe d'Huez and Mont Ventoux.



*"We have indoor bikes that cover both home and commercial fitness sectors, and user groups from general health and fitness to elite sport"*

Richard Baker, Wattbike CEO

Integrated shifters allow riders to change gear or resistance, as well as toggle ride modes and screens without lifting their hands from the handlebars.

As well as synching personal Wattbike Hub accounts to the Performance Touchscreen, AtomX enables seamless third-party connectivity, so members can train their way by connecting their own devices with apps including Zwift, The Sufferfest, Trainer Road and many more.

#### The Wattbike Icon

Wattbike will also be unveiling the Wattbike Icon; an evolution of the Wattbike Pro/Trainer, the pioneer of performance indoor cycling.

Created to elevate the user experience with the new Performance Touchscreen, its high-definition display delivers the most advanced performance feedback for a fully connected user experience.

Richard Baker, Wattbike CEO, comments: "These new products offer

The new Wattbike  
Icon is the evolution  
of the Pro/Trainer  
and includes the  
new Performance  
Touchscreen



The new Performance  
Touchscreen (right) is  
available on both the  
Wattbike Icon and  
Wattbike AtomX

the market the complete indoor cycling solution. We have indoor bikes that cover both home and commercial fitness sectors, and user groups from general health and fitness to elite sport.

With this, we offer our customers a virtuous circle from their home, health club, hotel or work, providing a product offering suited to a particular function and area of the gym floor; a portfolio of bikes suited for every Wattbiker.

We have a history of innovation; our mission is to continue leading the market with our advancements and technology. We continue to focus on the key market trends and develop products that can serve our core markets. With an obsession for performance, we plan to continue to evolve our offering, disrupt the industry and enhance innovations."

Since breaking onto the indoor cycling scene 11 years ago, Wattbike has spent more than a decade at the forefront of innovation in this sector. Working with



world champions and Olympic gold medalists, they've always strived to create the best products, utilising the latest technology, the most advanced software and the strongest partnerships.

Wattbike has forced the industry to embrace new training methods and technologies for indoor cycling. There has been a shift to sport-specific training, fitness goals and accurately testing, tracking and measuring performance.

This has enticed a whole new consumer into the gym and now there's a Wattbike product for every user and goal.

The Wattbike AtomX and Wattbike Icon will be showcased at upcoming trade shows including FIBO and Elevate.

To find out more about Wattbike, and which product solution would be the best fit for you, get in touch.

**wattbike**

TEL: +44 (0)115 945 5450

EMAIL: [info@wattbike.com](mailto:info@wattbike.com)

WEB: [www.wattbike.com](http://www.wattbike.com)


# ALEX LEWIS

A Strep A infection saw Alex Lewis's life hanging in the balance.

Surgeons were able to save his life, but only by amputating his limbs. Now an extreme athlete, he shares his story with HCM



This September, Alex Lewis will drive his moon buggy up the highest mountain in Ethiopia to raise money for a wheelchair factory there


A man, Alex Lewis, is sitting on a white mat on the floor in front of a large, colorful climbing wall. The wall is covered in various colored climbing holds. The man is wearing a dark t-shirt and dark pants.

Lewis has established a foundation to raise funds and test prosthetics for amputees

A blue circular icon containing a white double quote symbol.

“

I need to keep strong for the rest of my life, ensuring my body can cope with everyday tasks in order to live with a degree of independence

A close-up shot of a bicycle wheel with a black tire and spokes. The wheel is part of a larger frame, likely a prosthetic or specialized bicycle. The background is a blurred outdoor landscape.

Given just days to live after contracting a rare flesh-eating infection, Alex Lewis' life was turned upside down in 2013, when he had 120 hours of surgery to amputate all four limbs in order to survive.

Following the surgery, it was clear even the simplest of tasks would be a challenge. Not only that, but Lewis was faced with a lack of prosthetic provision. He set out to address this and improve access to prosthetics by setting up The Alex Lewis Trust Foundation, which raises funds for prosthetics, wheelchair and home adjustments for amputees.

In collaboration with a number of universities and rehab facilities, Lewis now trials new prosthetic equipment, often embarking on physical challenges to test it fully.

This September, he faces his biggest challenge yet – climbing one of Africa's highest mountains, Ras Dashen in Ethiopia, to raise money to open a wheelchair factory in Ethiopia.

He plans to top that in 2020 by travelling over 800 km in 10 days across the Gobi Desert.

These are no mean feats for even the most able athlete and training for these two events requires Lewis to follow a tailored exercise programme that will ensure he's fit enough to complete the challenges.

Key to his success is Electrical Muscle Stimulation (EMS) training, which was recommended for strength gains, core stability and posture correction.



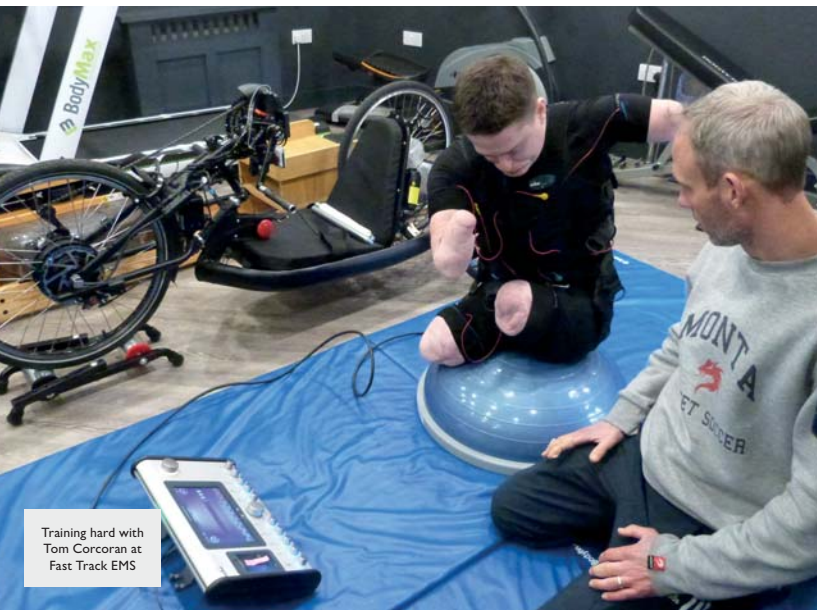
A charity skydive in 2015 with the Pilgrim Bandits

I feel stronger in training,  
daily life tasks are easier and I've  
gained greater confidence that  
I can take on these challenges

#### ► DRAMATIC IMPROVEMENTS

Within a few weeks of training with Tom Corcoran, the owner of Fast Track EMS in Hampshire, UK, Lewis noticed a dramatic improvement in his physical capacity, strength gains and improved posture.

"Since becoming an amputee, I've been fortunate enough to try out a number of training methods to keep my fitness up, working with physios and visiting the Help for Heroes training facilities," he explains. "I've had first-rate guidance, but nothing has been as effective as EMS training, especially in such a short space of time. It's amazing how the machine helps me to engage muscles I haven't felt since I lost my arms and legs. I feel stronger in training, daily life tasks are easier and I've gained greater confidence that I can take on these challenges."



Training hard with  
Tom Corcoran at  
Fast Track EMS



EMS training works by providing an external stimulus via an EMS machine to help individuals engage muscle fibres they might otherwise struggle to target through normal exercises. When Lewis climbs Ras Dashen, he'll be using a hand-propelled moon buggy that requires him to use a lot of upper body and core strength to power the wheels with his prosthetic arms, but his traditional training, Pilates and physio programmes didn't enable him to activate and build the muscle required for this movement. Working alongside Corcoran, he's been able to target these weaker muscle groups, forcing them to contract harder. Corcoran has programmed the training

to focus on strengthening upper and lower back, lats, shoulders and core, using resistance bands and a BOSU ball to keep the workouts varied and challenging.

### CONFIDENCE GAINS

As a result of Lewis's condition, his arm and shoulder muscles had collapsed down one side and he's been working with his physio for years to build up the muscles and level his shoulders again.

After his first session, Lewis's Pilates instructor noticed a positive difference and within a few weeks he was holding a stronger position and regaining postural alignment. Furthermore, he no longer suffers from back pain.

"I wish I'd found EMS when I was in rehab, as I would have become much more independent much faster with its help," he says. "The kit works different areas of your body at varying levels. It's a perfectly targeted workout that should be offered to all amputees when they go into rehab to get their muscles working properly."

"I need to keep in strong physical condition for the rest of my life, ensuring my body is able to cope with everyday tasks in order to live with a degree of independence. EMS is helping me to do just that."

### INSPIRING RESULTS

"When Alex told me about his upcoming challenges and the struggle he had to activate and build the muscles required to power the moon buggy, I was confident EMS training could make the difference," says Corcoran. "The miha bodytec EMS machine is particularly effective for targeting weaker muscle groups, forcing them to contract involuntarily so I knew it was the perfect training solution for Alex."

"He brings a unique set of training challenges to our sessions and it's been a real learning curve working together," says Corcoran. ●

### ■ EMS – HOW DOES IT WORK?

The origins of EMS training lie in rehabilitation. EMS works by helping users to activate their agonist

and antagonist muscles at the same time, making it a form of functional training that focuses on working multiple muscle groups.

It allows individuals to reach and strengthen deep seated muscle groups that are usually hard to target, resulting in higher recruitment of muscle fibres without

any additional load on the joints through weights.

Workouts are scientifically proven to engage up to 98 per cent of muscles compared to the usual 60 per cent individuals would normally be able to target in the gym. Consequently, it's being more widely used as a training method for improving strength; training elderly people, weight-loss and rehabilitation – especially for those with ongoing back injuries.



## EMS-TRAINING A GLOBAL MOVEMENT!

**miha**bodytec  
made in germany



**100%  
COMPLIANT!**

miha bodytec meets all  
requirements of  
**DIN Standard 33961-5**  
for EMS training.

### EMS TRAINING: A GROWING MARKET

**miha bodytec is the leading manufacturer of Electrical Muscle Stimulation (EMS) technology – a ground-breaking way to train.**

In just 20-minutes once per week, EMS training is a full body workout that can help improve muscular definition and weight loss, strength and power output and cardiovascular efficiency.

The EMS market is taking off in the UK, whether in studios, with a mobile coach or as a shop-in-shop concept in the traditional gym. With multiple independent boutiques setting up across the capital, and other providers offering EMS throughout UK counties, the market is primed and ready for EMS.

For more information on EMS training and miha bodytec, visit [www.miha-bodytec.com/en](http://www.miha-bodytec.com/en)  
Or, if you want to try a session yourself, get in touch: [www.be-a-first-mover.com](http://www.be-a-first-mover.com)

**miha**bodytec  
made in germany





With a **population** exceeding **one billion**, the **health club industry** in **India** is in a **unique position** to serve the **health and fitness needs** of **Indian consumers**



# India emerges

New research from Deloitte China and IHRSA shows the market for health and fitness in India is starting to grow, as **Kirsten Walsh** reports

“With a population exceeding 1 billion, the health club industry in India is in a strong position to serve the health and fitness needs of consumers,” says John Holsinger, IHRSA’s director of the Asia-Pacific.

In efforts to grow the industry in India, the United Health & Fitness Forum (UHFF) was formed in 2016. Led by the top club operators, UHFF and its members organise events such as training workshops, bootcamps, walkathons, and group exercise classes, along with other health and fitness initiatives.

According to *The IHRSA Indian Health Club Report*, published recently, India ranks fifth in market size among Asia-Pacific health club markets, and there’s room for continued growth.



John Holsinger

Produced in collaboration with Deloitte China, the research contains an in-depth analysis of the fitness industry in India, along with a snapshot of the country’s leading health club companies.

Home to one of the global economic powers, the health club market in India is one of the largest in the Asia-Pacific region.

India ranks fifth in market size among Asia-Pacific markets at US\$821m in annual revenue, according to the report.

The number of health club locations ranks third, with 3,813 sites, while the country’s two million members rank fifth.

Opportunities remain for the industry in India, as the country has the lowest member penetration rate in the Asia-Pacific region.





GLOBAL WELLNESS  
SUMMIT 2019

# HONG KONG

Be part of the world's most important  
business conference on the \$4.2 trillion  
global wellness economy.

October 15-17, 2019 | Grand Hyatt Hong Kong  
APPLY TO ATTEND AT [GLOBALWELLNESSSUMMIT.COM](http://GLOBALWELLNESSSUMMIT.COM)

## ► CLUB TYPES

The fitness club market in India is highly fragmented. Chained top-10 organised players comprise only 15-20 per cent of the overall market in terms of number of clubs. Independent players that are mostly smaller businesses make up the rest of the market.

**Commercial fitness clubs can be categorised into three segments:**

### High-end premium

High-end health clubs account for approximately 5 per cent of the overall market in terms of number of locations and include operators such as Fitness First and Ozone Clubs, which are over 600sq m in size.

Clubs in the high-end premium sector charge membership fees of over US\$800.

### Mid-market

These gyms account for approximately 25 per cent of the overall market in terms of number of clubs and include fitness chains such as Talwalkars, Snap Fitness, and Anytime Fitness, which have an average club size of 300-500 sq m. Clubs categorised in the mid-market sector charge annual memberships of US\$350-400.

### Low-cost

The remaining 60-70 per cent of clubs are primarily standalone and under 200sq m. They typically charge less than US\$200 for an annual membership.

## OTHER GYMS

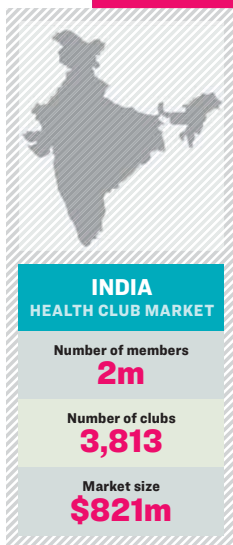
Despite the growth of the hospitality industry in India, hotel gyms don't pose direct competition to commercial clubs, as they mainly serve hotel guests and focus on spa and swimming services.

Public gyms located in community centres are mostly equipped with low-end facilities and are not comparable to commercial clubs, and have, therefore, been excluded from this study.

## PENETRATION RATE

Even with considerable growth over the past decade, the market in India is still relatively immature compared to other countries in the Asia-Pacific region.

India's fitness market currently has a penetration rate of 0.15 per cent. Furthermore, penetration rates are significantly higher in tier-one cities, such as Delhi and Mumbai, than in tier-two and -three cities such as Hyderabad and Ahmedabad, where fitness awareness and spending power are much lower.



## TARGET DEMOGRAPHICS

In the Indian fitness club market, the target audience consists mainly of younger consumers between the ages of 20 and 40 who account for around 70 per cent of members and are more focused on staying fit and looking good than their elders.

The majority of club memberships are purchased by working-class professionals, while students also constitute a significant group of consumers.

Though traditionally overlooked, women have become more actively involved in weight-management and fitness training and account for approximately 40 per cent of the total membership.

Retention rates are low in the Indian fitness club market. From a cultural standpoint, members treat fitness as a goal to be achieved and have yet to see it as a lifestyle to be maintained. Once the primary fitness goal is achieved, they tend to drop out at the end of the membership. As a result, the dropout rate tends to be around 70-80 per cent, according to industry estimates.

As the majority of members belong to low- and mid-end fitness clubs, value-for-money is a primary consideration for

**Women have become more actively involved and account for approximately 40 per cent of the total membership**



PHOTO: SHOOTING/ACTON/SHUTTERSTOCK

Women have become more actively involved in weight management and fitness

Members treat fitness as a goal to be achieved rather than a lifestyle to be maintained

PHOTO: PHOTOSTOCK/STUDIOFUTTERSTOCK

- customers. Meanwhile, Indian consumers are reluctant to commute a great distance to a fitness club, due to the lack of developed transport infrastructure.

## MEMBERSHIP PLANS

Annual contracts are the most common membership plan in the market and account for over 80 per cent of all membership sales at conventional clubs.

Monthly, quarterly and semi-annual memberships are also available, but are less popular. Multi-year membership contracts offered at a significant discount rate are generally uncommon.

The majority of fitness clubs require an upfront lump sum membership payment with credit card, debit card, or cash. Monthly payment is generally not accepted, although customers may choose to arrange a monthly loan with their financial institutions for club membership payment.

Some fitness clubs have started to utilise Paytm, an Indian mobile payment platform, to process payments.

At average mid-end clubs in India, 10-15 per cent of members hire personal trainers. At a high-end fitness club, such as Fitness First, where members have

higher purchasing power, this ratio could be over 20 per cent. In cities such as Delhi and Mumbai, personal trainers typically charge \$100-\$250 (USD) for 12 sessions over a one-month period.

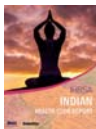
Revenue generated from personal training typically accounts for 20-25 per cent of a club's total revenue, and merchandising contributes less than 2 per cent, while the majority of fees (75-80 per cent) are derived from membership sales.

## CLUB LOCATIONS

Large urban cities, known as metros in India, have fostered the fitness culture among urban residents and have become thriving hotbeds that attract fitness club chains to expand their footprints and establish state-of-the-art clubs.

Chain commercial fitness clubs are concentrated in the top eight metros of India, including Delhi NCR, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune and Ahmedabad.

While market growth is expected to continue in these metros, high real estate rental costs will influence the established players to shift their focus



## GET THE REPORT

Get The IHRSA Indian Health Club Report, Contact store@ihrsa.org or call +1 (617) 951-0055

to the suburban areas of metros and tier-two and -three cities. In these areas, the fitness trend is also burgeoning and the market is highly underpenetrated and currently dominated by local mid- and low-end standalone clubs.

The mid- to high-end segment is projected to grow in these cities as disposable income increases.

In terms of locations, most mid- and low-end fitness clubs are sited in residential neighborhoods to serve a larger population – usually in a catchment area within a radius of one to three kilometers.

Conversely, high-end fitness clubs are generally located in shopping malls or business districts for enhanced accessibility and visibility. Where real estate is available, competitors tend to be clustered into certain areas to compete for wealthy customers in the region. ●



**NEW**  
**PREMIUM URETHANE  
 DUMBBELLS**  
**AVAILABLE NOW**  
[WWW.JORDANFITNESS.COM/NEW](http://WWW.JORDANFITNESS.COM/NEW)

**JORDAN**



**FitQuest**  
*Unrivalled Fitness Measurement*

FitQuest brings full body composition analysis and scientifically robust fitness measurement to your facility in an easy to use, sophisticated measurement tool with a user friendly interface.

Contact us at [infohc@miefitquest.com](mailto:infohc@miefitquest.com)  
 or call 020 7518 7323 to arrange to meet with our team and be part of the measurement revolution.

**FIBO** GLOBAL FITNESS  
 4 Apr - 7 Apr 2019 / Hall 7, Stand E55  
[www.miefitquest.com](http://www.miefitquest.com)

**ME** Medical Research  
 FitQuest. MIE Medical Research Ltd.  
 14 Charterhouse Square, London EC1M 6AX.



# Ride in colour with the new Matrix Target Training Cycle

Matrix Fitness combine precision engineering and colour to energise indoor cycling classes

**M**atrix Fitness has transformed the indoor cycling class with the launch of its Target Training Cycles and Matrix Ride Education. The series, which includes the CXC Training Cycle, CXM Training Cycle and CXP Target Training Cycle, appeals to fitness enthusiasts and club members looking for a unique group exercise experience.

The most impactful feature can be found on the CXP Target Training Cycle. This comes in the form of a distinctive Target Training touchscreen display that uses engaging graphics and vibrant colours to motivate riders. It also gauges effort and keeps everyone on track towards their goals.

"It's important that our customers have options that suit their needs," says Becky Jalbert, global product manager, personal and group training for Matrix. "They can select the CXC for the feel of a real outdoor ride, step up to the CXM for enhanced metric tracking or choose the CXP for a colourful Target Training Display that injects camaraderie and competition into every cycling session."

Integrated user testing establishes personalised targets, so instructors can seat elite cyclists next to deconditioned users and first-time participants and be sure that everyone will get a workout that challenges them and enables them to make measurable progress.

Three vibrant colours express each rider's level of effort relative to their personalised metric target, and trainers can intuitively guide members through different phases of their ride, from warm-up to a steady pace to threshold intervals and back to cool-down.

## Keep them coming back

"When you combine these dynamic cycles with our original programming, you have something special," said Steve Barrett, director of global group education and training for Matrix. "Best of all, you can keep your cycling classes fresh by holding sessions that focus on different metrics, keeping riders coming back for more."



Three vibrant colours express each rider's level of effort



Target Training Cycles from Matrix will be on show at FIBO

*"The Matrix Ride programming is designed to be goal-focused and inclusive to achieve real results, improve member engagement and, in turn, increase member motivation and retention"*

#### Ride education

Matrix Ride education is an exclusive target training programme designed to teach trainers to lead a next-level indoor group cycling class. Instructors can change the format of the class from classic ride-to-the-beat or calorie burn, through to a performance stream based on specific metrics.

Original programming for the CXM and CXP includes a live workshop, an educational manual, lesson plans and more. Matrix gives trainers everything they need to lead a cycling class that engages a wide range of members by focusing on meaningful metrics, including watts, heart rate, RPMs, distance and calories.

Matt Gleed, Matrix master trainer, explains: "The Matrix Ride programming is designed to be goal-focused and inclusive, to achieve

To find out more about the new Target Training Cycles, Matrix RIDE education and other innovations from Matrix Fitness, go to [uk.matrixfitness.com](http://uk.matrixfitness.com) or visit the team at upcoming trade shows including FIBO Booth 6/C50 or Elevate Stand J10.

real results, improve member engagement and, in turn, increase member motivation and retention.

"With the CXP masterclass, trainers will also learn how to integrate the Target Training Display's LED colour wrap around the console to gauge member effort," he says. "And also, how to perform fitness tests to help members establish personalised targets. In addition, they'll learn how to develop metric-based goals to keep classes motivating and how to create an exciting group environment that brings camaraderie and competition to every class."

#### CIMPSA accredited

Fully accredited by CIMSPA, Matrix Ride is aimed to engage a wider range of members by focusing on meaningful metrics.



Target Training Displays show member goals

# MATRIX

TEL: 01782 644900

EMAIL: [info@matrixfitness.com](mailto:info@matrixfitness.com)

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

# ROWING THE ATLANTIC

Two innovative concepts from both sides of the Atlantic are on a mission to make indoor rowing accessible, inspiring and fun for members in New York and London

## HELAINE KNAPP

### CityRow, founder

#### How did CityRow come about?

When I was in my 20s, living in New York and working for a tech start-up, I fell in love with group fitness: spinning, bootcamps and the whole culture around it. As a social life it suited me much more to have a sweaty workout brunch, or dinner, rather than burgers and beers.

Then I got injured and was diagnosed with three herniated discs in my lower back. I needed rowing and the doctor ordered me to give up high impact workouts. I was gutted: exercise was my social life and stress relief. At the time, the only low impact workouts on offer were mat Pilates and that doesn't work for me, because I like to really sweat and get totally gassed.

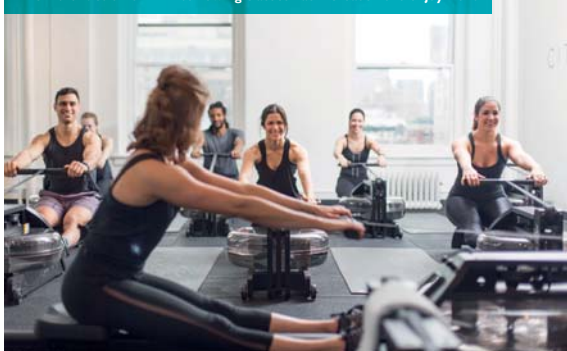
During my research, rowing kept coming up as a high intensity, low impact exercise, which torches calories. Initially it didn't appeal – I'd never been a crew rower and assumed rowing was only something that Crossfit dudes did. However, since it kept coming into my world I decided to look into it, and then discovered there was a complete lack of opportunities for indoor rowing.

I couldn't understand why, if it was such a good form of exercise – working 84 per cent of muscles – there were no boutique rowing clubs. Rowing needed a makeover and I decided I was the one to do it, bringing it into the mainstream and making it accessible and fun.

#### How did you go about making your vision a reality?

To start with, I had to find the right equipment. I thought rowers were ugly, metal machines, but fell in love with the Water Rower, which is beautiful. Made out of wood, it uses water for resistance.

The introduction of HIIT to rowing classes has increased the enjoyment



Next up, I needed to create a programme. Most people find rowing for an hour boring, so I wanted to build a HIIT workout, where they are on and off the machine doing strength and mobility exercises as well. I enlisted the help of an old friend and well known group fitness trainer, Annie Mulgrew, to build the programme. It's a smart, effective workout, which is results driven, but doesn't take its toll on the body. The goal was results today – body for life.

From ideation to launch, in January 2014, took about 18 months and I didn't quit my job until the day we opened. The best advice I received was to keep making decisions to move the business forward, so there wasn't just one day when I decided to make a go of it.

To start with I looked at the numbers, then I set up a website to assess demand, then the press caught on and I started talking to investors. All the time I was looking for locations – real estate was

**I couldn't understand why, if it was such a good form of exercise – working 84 per cent of muscles – there were no boutique rowing clubs. Rowing needed a makeover and I decided I was the one to do it, bringing it into the mainstream and making it accessible and fun**

the biggest challenge and to this day continues to be the biggest challenge for our franchisees, or indeed anyone starting a retail concept!

#### **What is the membership model?**

Membership varies according to the package and tier, so between US\$100 (£77, €87) and US\$300 (230, €262). Individual classes cost US\$32 (£25, €28).

#### **Who does it appeal to and did the market need educating?**

We opened with no marketing. Because it was a brand new concept, people were talking about it and the press were interested and the strength of the product kept people coming back.

Scaleable programming is really difficult to offer, but our classes are genuinely challenging for a mix of abilities, so they are all equally suitable for triathletes and my mum. We also attract a lot of millennials and a higher proportion of men than most boutiques. Some classes have a 50/50 split.

#### **How have you grown since then?**

We now have three clubs, two in Manhattan and one in Michigan, which we co-launched with a franchising partner. Further to this, there are 40 more franchised clubs across the US, but we're ready to expand overseas and are getting a lot of enquiries from London.

Last year was all about setting the path forward and this year will be all about growth and execution, with plans to open 20 more locations across the country from LA to Florida.

As well as creating the franchise package in 2018, we launched Cityrow Go – an app that allows people to join in at home and track their data. It costs US\$1,395 (£1069, €1218) for the rower and US\$19 (£15, €17) a month for classes or US\$180 (£138, €157) a year.

#### **Have you inspired copycat fitness concepts?**

For sure. People come from all over the country take a class and then take it back to their own market. They say imitation is a compliment, but I'd be lying if I didn't admit to finding it annoying when they copy everything from the programming to the website copy, word for word. However, I'm lucky that I have an amazing creative team and we're at the forefront. Like SoulCycle, we've created a concept that others want to copy. ▶



**Knapp is on a mission to make rowing more fun and accessible for exercisers**

#### **A CityRow class is upbeat, low impact and torches calories**





Rowing utilises 85 per cent of the body's muscles, across nine major muscle groups

## ▶ CHRIS HERON

### The Engine Room, founder

#### The Engine Room has launched in London – what's it all about?

It's a HIIT boutique rowing concept, where we teach people to row, while giving them an effective workout via six-week periodised plans. It's not just about smashing them, I want them to learn a skill and develop a love of rowing, so they can then progress to open water rowing if they choose to.

I'm aiming to buck a couple of industry trends. Firstly, I want to teach people to row properly, because most gym goers don't know how to build intensity on an ergo. Secondly, I want to use data and technology to deliver personalised, effective HIIT classes so that members get great results. Too often people don't get the best out of a HIIT session because it's too general for them.

#### Why did you choose rowing?

I wanted to be the first boutique rowing club because I really like indoor rowing and no one else is doing it. I also think people are ready for a change: they are getting a little bored of running and lifting and circuit studios.

Plus rowing is great exercise: research by British Rowing shows that it utilises

85 per cent of the body's muscles across nine major muscle groups – compared to five for running – and can burn 300 calories in 30 minutes.

I spent three years doing research, going to every HIIT class in London and looked at the US concepts. Their rowing clubs are very vanilla, whereas we have put a massive focus on making the room immersive, with a bespoke light rig and big data screen. The building is also rather special: a former Grade II listed church in Marylebone, which has been fitted out by Berman Interiors and has lots of Instagrammable features.

I want to make rowing cool. No one has done it yet. I want to make it big and then take it to America. Rowing is English and we should be exporting it.

#### How are you going about this?

With world class kit, training and equipment! Also former Team GB rower and world champion Matthew Tarrant has come on board as brand ambassador and to help create two programmes,

Beat and Breathe. Everyone has to do the induction class, Row 101, at least once, but ideally a few times, so that they understand the principles of rowing. On top of this we'll also be offering one-to-one sessions.

Technology and data underpins everything: we're using Technogym's Skillrow – fully connected indoor rowing equipment that trains both power and cardio at the athlete's level – combined with the Techbeats app to personalise the intensity and allow everyone to see their data on screen. We always have a race at the end of the class, which makes it more fun for everyone.

#### What is the model?

Both pay-as-you-go and membership options are on offer, with a single class costing around £20. We're taking a dynamic approach to pricing, so it's cheaper to book a week in advance than the day before. One-to-one coaching sessions are £30 for half an hour.

**“ I want to make rowing cool. No one has done it yet. I want to make it big and then take it to America. Rowing is English and we should be exporting it**

**Heron is combining top rowing tech with cool sounds and innovative programming**

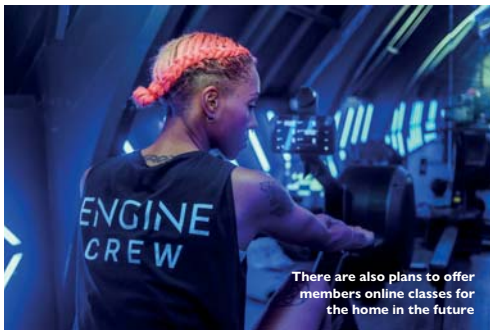
BEN READ PHOTOGRAPHY

#### **Who are your members?**

Many of our clients are professionals in their 40s, 50s and 60s, who have more money than time and are looking for a good solution. There's also a big gap in the market for teaching kids to row, so we'll soon be starting our Row and Grow programme for children, offering sessions in the afternoon.

#### **What are your future plans?**

I'd like this to become the smart choice for boutique fitness in London. Using the Peloton model, we want to go online so people can buy a rowing machine for their home and log in online to join a class. The goal is to grow globally as fast as possible through franchising. Everything has been built so it can be picked up and dropped somewhere else. ●



**There are also plans to offer members online classes for the home in the future**



PROFILE

# NERIO ALESSANDRI





**Nerio Alessandri: our mission is to create irresistible experiences**

As Technogym deepens its commitment to delivering experiences, as well as products, its CEO tells HCM this is the next stage in a long-term plan, as Liz Terry reports

**T**alking to Nerio Alessandri is heightening – his passion and commitment to making a difference are inspiring.

We're discussing developments at Technogym, the company he started in his garage in 1983 and which he and brother, Pierluigi, have grown to be a global force in fitness, sport and wellness.

"Exercise is an emotional experience," says Alessandri, "it's very personal, and this is

why we're obsessed with customisation – which we see as a major industry trend.

"It's not just about machines or programmes, or connectivity," he explains, "it's about all of these together, creating a completely holistic ecosystem."

People are driven to follow their passions, he says and so the next generation of Technogym products are all about providing different formats and experiences for different people: cycling for cyclists, running for runners, rowing for rowers and so on: whatever motivates and inspires them.

"Our value proposition is increasingly based around a club-in-club approach, with a range of different options available," he says, "this ensures everyone gets a workout they find motivating and rewarding."

#### **NEW DIRECTIONS**

He's referring to innovations such as Biocircuit – a new plug-and-play circuit designed to challenge people of all fitness levels – and Skillathletic, an athletic training experience, which draws on expertise gained from the company's seven-strong Olympic contracts.

"The products we're building now are the culmination of a 20-year drive towards total integration," says Alessandri, "we've created end-to-end, seamless journeys with a focus on the customer. At its heart, our mission is to create irresistible experiences."

Nerio and Pierluigi  
Alessandri at the  
Technogym Wellness  
Village in Cesena



#### ► THE DETAIL

Biocircuit, for example, remembers individual settings from one log-in, making it fast and easy to move between machines. The cardio circuit takes 22 minutes and the strength circuit 30.

Workouts can be customised to suit the exercise needs of a wide range of different exerciser personalities.

Skillathletic is a product line close to Alessandri's heart, as it plays to the company's athletic and sports science credentials. "It's an experience conceived to train athletic performance," he says. "There are different programmes for different aspects of fitness – cardio, strength, stamina and flexibility.

"Fitness is cool but sport is also a significant growth market for the club industry," he says – "it's very important for us to share what we've learned about sports performance training through our Olympic contracts."

#### FOCUS ON DESIGN

Decisions around product development at Technogym are based on a deeply held belief in the power of being holistic and Alessandri is keen to discuss the thinking which drives this.

"As a company, we're Apple-like," he says. "Our brand values are fundamental to who we are. Technogym is an aspirational brand, in terms of its Italian design and the intuitive functionality built into everything we make.

"We create a complete range of products with a 'family' feel – this is important because equipment and systems across all areas of a club must work together in every way – ergonomically, in terms of look and feel, and also in terms of functionality – so all the parts of the range fit seamlessly together to create a great user experience.



**Fitness is cool, but sport is also a significant growth market for the health club industry and it's important for us to share what we've learned through our Olympic contracts**



"Being able to deliver this Apple-like consistency is vital," he says, "Without it, people have to move between interfaces on the gym floor – between different biomechanical adjustment styles on the machines and between ergonomic solutions and tech platforms. It makes for a far less pleasurable experience.

"People today want everything to be frictionless, frictionless, frictionless," he says, "and that's what we're committed to delivering."

#### DIGITAL ENGAGEMENT

The company embraced technology early on, as is demonstrated by its name. No-one was talking about fitness tech in 1983 when Alessandri chose the name Technogym – another example of how his foresightedness has enabled the business to stay relevant.





**The new Biocircuit range was built from scratch, using aerospace technology**

At the heart of the ecosystem is mywellness Cloud, Technogym's cloud solution which drives a wide range of functions, from data analytics for operators to programme sharing and performance logging for users: "Digital is fundamental for us," says Alessandri.

Mywellness Cloud is an open platform able to integrate with all major wearables, such as the Apple Watch. One fun application is the ability to track an outdoor run and then replicate the same speed, varied gradient and run-time on a treadmill – a neat piece of gamification.

#### **FOCUS ON PARTNERSHIPS**

Alessandri recognises that fitness is very much a supplier-driven market and Technogym has a laser focus on its customers: "Our aim is to create profits and success for our operator ▶

#### **BIOCIRCUIT**

Biocircuit delivers resistance via the Biodrive, a motor controller, meaning workouts can be tailored to any ability from athlete to elderly, deconditioned people.

Users log in once and, thereafter, every machine is configured and personalised for them automatically.

Workouts are 22 minutes for cardio and 30 minutes for strength, with 2-3 sessions a week recommended to allow for recovery.



## PROFILE



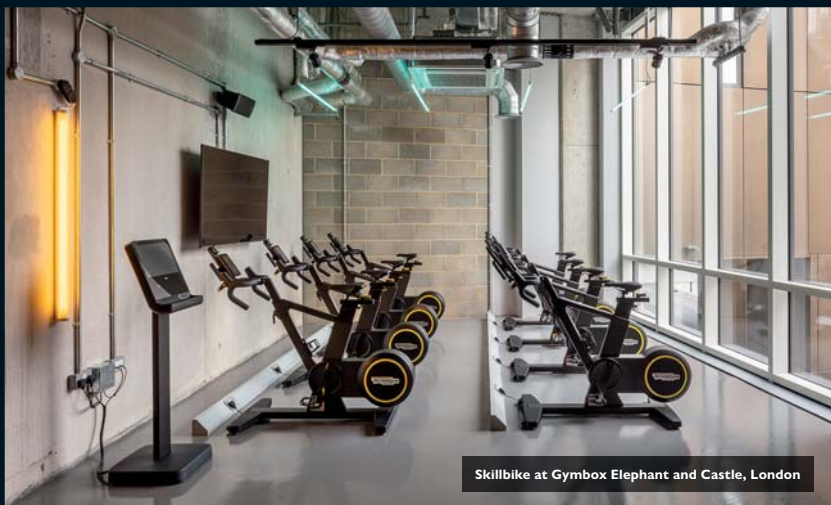
We've invested significant resources in R&D in the last 20 years to create products which will enable operators to thrive and be successful



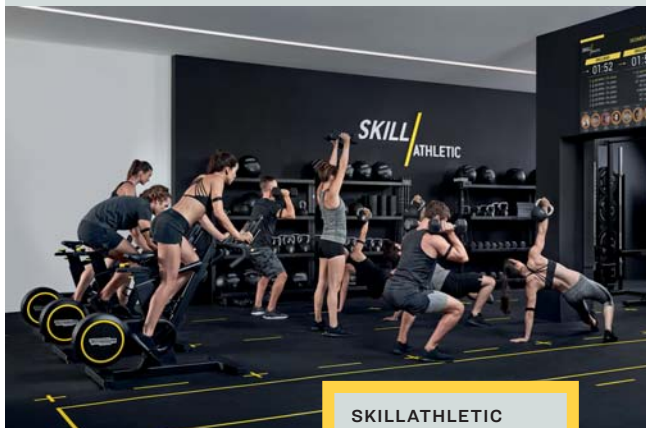
Technogym Skillrow at The Engine Room, London



Group cycle at Fitness Space, Cardiff



Skillbike at Gymbox Elephant and Castle, London



## SKILLATHLETIC

The new Skillathletic programme has six elements – equipment, digital, programmes, methodology, design and marketing.

Workouts are customised for different users and include cardio, strength, stamina and flexibility.

The Skillathletic experience was conceived to train athletes and has been refined with the addition of Technogym's mywellness Cloud, cardio monitoring and feedback and specially trained instructors.

- partners," he says. "We want to enable them to evolve their business model – we believe this is the challenge for the whole industry."

"This evolution needs to happen in all areas," he says, "from attraction to retention, and from experience design to secondary spend."

"We've invested significant resources in R&D in the last 20 years to create products which will enable operators to thrive and be successful."

## GROWING PROFITS

I ask how Technogym supports operators to grow their profits and he uses secondary spend as an example, saying: "Up-selling and cross-selling can be very lucrative – operators can use their channels for affinity marketing of things like medical services and holidays and use their CRM systems for retailing."

"Outside the club our system enables members to do things like connect with their

doctor and get reductions on their insurances, as the system proves they're exercising."

"If operators don't have the capacity within their business eco-system to manage data and customer profiling and the delivery of lifestyle-related services, it's impossible for them to optimise the opportunity commercially, and to spread content from the club to all the stakeholders who are involved."

## LET'S MOVE

Another way Technogym supports operators is with its consumer campaign, Let's Move for a Better World, which was celebrated in 130,000 clubs over three weeks in March this year.

Members earn and then donate 'units of movement', or 'Moves' to raise money for charity and the campaign helps gyms deepen engagement with members.

"Operators share campaign activations they've organised, and these go viral," says Alessandri. "Members who engage in the campaign become promoters of it on social, and thanks to digital, the message is amplified."

With this focus on customer success, it's no surprise the company is energetically innovating and constantly adding to its portfolio. ●



Skillrun at Nuffield Health City, London





# Gympass and Bannatyne extend their partnership

Gympass, market leader in corporate fitness sales, has solidified its partnership with leading fitness operator Bannatyne Health Clubs, signing a three-year deal, following a successful 12-month partnership

In light of the partnership extension, Eamon Lloyd, head of UK partnerships at Gympass, and Adrian Worsley, national operations manager at Bannatyne, share their thoughts on how the partnership is shaping up and the benefits it's bringing to previously inactive individuals.

## Tell us about Gympass

Lloyd: Gympass is the UK leader in corporate fitness sales. We bring together employees from our corporate partners, like Aviva, with a curated network of fitness facilities like Bannatyne Health Clubs.

Our mission is to defeat inactivity by helping employees find an activity to love, and our model clearly works: Gympass offers the largest fitness network on the planet – 40,000 gyms and studios in 14 countries.



## How do operators, like Bannatyne, benefit from a partnership with Gympass?

Lloyd: Gympass works with some of the UK's largest employers, giving the operators access to a huge potential customer base, meaning 80 per cent of the people accessing an operator's facility via Gympass will be completely new to the brand.

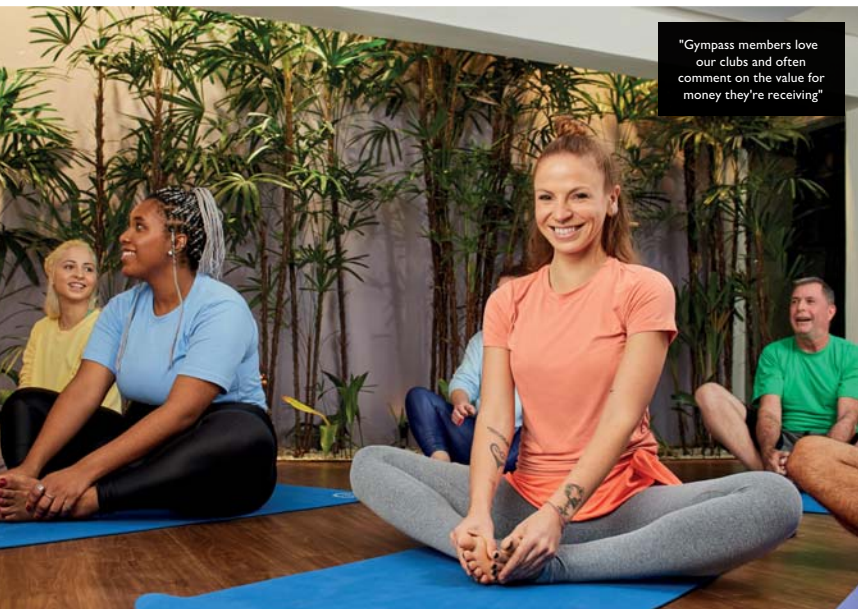
It creates an entirely new revenue stream for operators and requires very little effort on their part. What's more, we can predict how many new corporate members we can bring to a club with a great deal of accuracy.

## How did the partnership with Bannatyne come about?

Worsley: The Gympass model appealed to us, as it meant we could reach a wider spectrum of corporate members and create a new revenue stream for our business.

Through partnering up with our current corporate department, Gympass enables us to reach a

Worsley and Lloyd celebrate



"Gympass members love our clubs and often comment on the value for money they're receiving"

new market of people that we haven't been able to reach previously.

**What have the results of the partnership been so far?**

**Lloyd:** Over the first 12 months, results of the Bannatyne partnership were incredible. Nationally, Bannatyne has seen a big increase in both revenue and new members. We've just extended our relationship for an additional three years and in that time, we anticipate being able to bring 6,000 more members to their clubs across the UK.

**Worsley:** Gympass has proven to be an invaluable partner for us to get more inactive individuals into our club. We've seen steady month-on-month growth over the last 12 months working with them. In just a one-month period, we saw a 77 per cent uplift in revenue. We expect this growth to continue and are really excited about what the future holds.

**What has been the biggest benefit of the partnership to date?**

**Worsley:** Bringing more inactive people into our clubs. This is proven by the statistics we have so far, showing that 80 per cent of Gympass users are new to gym memberships.



## In just a one-month period, we saw a 77 per cent uplift in revenue

Gympass works with some of the UK's largest companies, providing a platform for inactive people to engage with exercise. We believe that without the services of Gympass, most of these people would never have set foot in our gyms.

**How does Gympass help attract new members to a club like Bannatyne?**

**Lloyd:** We promote Bannatyne Health Clubs through a range of campaigns: both live events and digital. We work with wellness and HR teams from our network of corporate partners and host wellness events, breakfasts, health talks and taster sessions to speak directly to consumers who are considering joining.

We have a dedicated team with expertise in driving enrolment among the employees in our client companies. As a result, we bring more people to gyms, especially previously inactive people.

We only partner with companies that are willing to promote employee wellness,

and together we work hand-in-hand to dramatically increase the size of their physically active employee population.

It's good for our operator partners, good for our network of corporate partners and generally, good for the gym penetration rate.

**What kind of feedback are you getting from Gympass members?**

**Worsley:** Gympass members love our clubs. They often comment on the value for money they're receiving. They love the variety of activity we offer – everything from engaging group exercise classes to relaxing spa facilities. No matter what, they can always find an activity that suits them.

# Gympass

**TEL:** +44 (0)203 868 7759

**WEB:** [www.gympass.com](http://www.gympass.com)

A total body cardio workout, all major muscle groups are engaged in a single natural motion, with a large range of motion which is innate to the human body

# CLIMBING PARTY

Could Versaclimber classes emulate cycle workouts and Spinning to become the next big thing? Kath Hudson looks at the new concepts reinvigorating this piece of kit

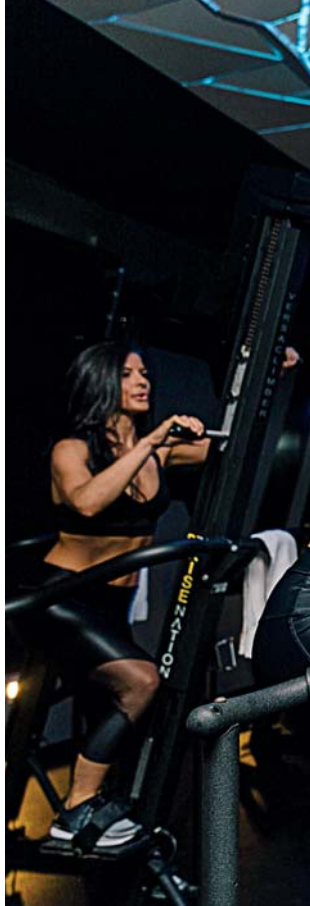
**N**

ightclub lighting, pumping music, a rockstar instructor, intervals and sweat. This is Climb to the Beat, Europe's first Versaclimber class, and it's going down a storm.

Alex Nicholl, director of Sweat by BXR at boutique London club BXR London, has devised this party on a climber and he reckons it could become as big as cycling.

Nicholl got the inspiration while he was working out on the Versaclimber, he tells *HCM*. "I really like the Versaclimber as a tool because it burns lots of calories, but isn't high impact, so I use it as a rehab tool for running. While I was climbing I realised that I could build a class around it."

To be picked up by one of London's most happening boutiques – BXR is boxer Anthony Joshua's swanky new club in Chiltern Street, opposite the Chiltern Firehouse – is great news for a piece of kit that hasn't been seen around so much lately.



At Anthony Joshua's high-end boutique club, BXR London, the Versaclimber programme features weighted vests, altitude masks, Polar heart rate monitors and HIIT training methods to improve cardiovascular capability



**Celebrity trainer Jason Walsh has devised a 30 minute immersive Versaclimber workout for Rise Nation in West Hollywood**

Versaclimbers first made their appearance in the US almost 40 years ago, and they were big in the 80s. Versaclimber UK launched in 1994, but despite providing an effective, total-body workout, the machines have often played second fiddle to treadmills and bikes and have never taken off for group fitness.

## **ZERO IMPACT CALORIE BURN**

But bringing the Versaclimber into a group training setting could be exactly the tool to stoke interest. The workout is extremely effective, zero impact and allows the body to burn calories without the stress or trauma that other dynamic exercise, like running and HIIT can sometimes cause.

"Because you're standing on the climber it's also better for posture than being on a bike and it's great for calorie burn," says Nicholl. "Our backgrounds are in nightclubs,

music and hospitality, so we use this experience to create the atmosphere. We use a nightclub-spec sound system and a routine that is choreographed to the music, so people climb to the beat. It's hard work, but fun, and suitable for all levels and abilities. The more you do, the better you become."

Director of Versaclimber UK, Neil Kelford, welcomes the introduction of the equipment into a group setting. "While these sessions help to improve cardiovascular fitness, they also provide a stimulating environment for users to exercise by incorporating music, lights and large groups of people to help motivate your training. This is a vital factor that is often missing from training programmes," he explains.

As a club, BXR offers four different types of training: climbing, mobility, boxing, and strength and conditioning.

With plans to extend the estate with five more sites over the



*We use a nightclub spec sound system and a routine that is choreographed to the music, so people climb to the beat. It's hard work, but fun, and suitable for all levels and abilities*

Alex Nicholl, Sweat by BXR

- next two to three years, Nicholl says the climbing classes will stay central to the offering as the company grows.

The classes are popular. BXR runs 35 each week, with a capacity of 20 people and they have an average 90 per cent occupancy. A number of options are on offer: a single class is priced at £30, but investment in a pack of 50 brings the price per class down to £15, while opting for a membership of the club can reduce the cost to £6 per class.

In addition to Climb to the Beat, BXR also offers an endurance class, which pushes those who have mastered the technique to their limits. It's an eight week continuous programme, designed to build endurance climbing ability, with the option of taking part in a challenge called The Vertical Mile: a 5,280ft climb with a cut-off time of 40 minutes.

The Performance classes mimic sessions used by professional athletes to increase their anaerobic threshold and VO<sub>2</sub> max output and is part of the 'train like an athlete' trend.

Polar heart rate monitors, weighted vests, altitude masks and HIIT training methods all feature in this programme, which is designed to improve cardiovascular capability.

#### RISE NATION

In the US, celebrity trainer Jason Walsh has also devised an immersive Versaclimbing group exercise experience at Rise Nation, in West Hollywood. The 30-minute class involves intervals in a specially-created, stimulating environment. The irregular surface of the ceiling invokes the feeling of



An effective rehabilitation tool, Andy Murray reportedly used a Versaclimber to assist with his recovery ahead of the grass court season



Alex Nicholl, director of 'Sweat by BXR', leading a Versaclimber class at Anthony Joshua's BXR London club. The company is planning to develop five more sites





- ▶ being under a rocky outcrop and is animated with an array of internal LEDs. The lights are programmed to accompany the soundtracks, including simple fades and fields of lighting.

"I wanted to put something on the market that I thought was truly effective, efficient and safe. I think climbing has been overlooked until now, because nobody knew how to use it in a group class training setting," Walsh tells *HCM*. "Climbing uses all the muscles in the body and is safe, while being highly effective. Our class is a good alternative to everything else on the market and appeals to men and women alike. Lighting, music and amazing instructors all add to the experience."

Kelford welcomes both concepts: "I think they're both incredibly effective, but most importantly they're fun and provide a special group training setting where you can exercise with friends, while benefiting from an

intensive workout. This is such an important aspect to training, as it can provide crucial motivation, especially when clubs are aiming to appeal to a wider audience."

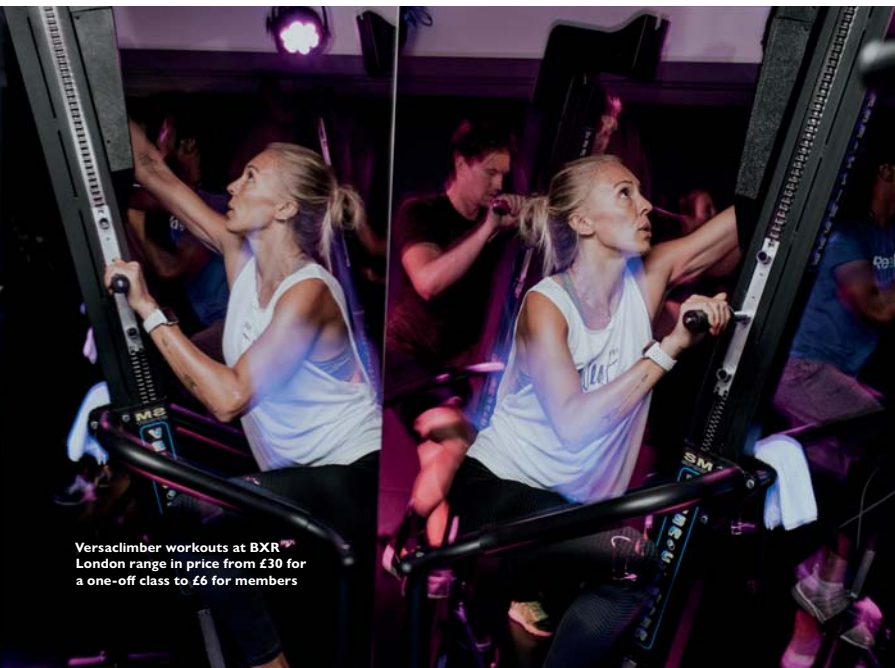
So where is this trend likely to go? Nicholls says there are a few barriers: at £5,000 per climber, it's a sizeable investment to set up a studio. Also he says Versaclimbers still lag behind other cardio kit in terms of technology and provision of data, although improvements are currently being made.

Kelford says that the introduction of Bluetooth consoles will soon allow workout data to be transferred to iPhone or Android, so that people will be able to store, share, keep and compare statistics for future training, while new display technology has also created a far more interactive, in-depth analysis for users to track their progress, so Versaclimber will be able to compete on a level playing field. ●



*The introduction of Bluetooth consoles on the Versaclimber will soon allow workout data to be transferred to iPhone or Android, so people can share and store stats and track progress*

Neil Kelford, Versaclimber



**Versaclimber workouts at BXR**  
London range in price from £30 for  
a one-off class to £6 for members

Rise Nation in West Hollywood has invested in a dramatic LED ceiling by Softlab



## GET CLIMBING

- Versaclimbing can be used to improve threshold capacity without causing micro-traumas. For example, during an hour-long training session, working in a high heart rate zone doesn't excessively tire or damage the body
- The muscles of the posterior chain are all targeted during climbing-based exercise: shoulders, back, glutes, hamstrings and calves
- A session burns more calories per minute than any other cardio. On average, using a Versaclimber burns 22.3 calories per minute, while cycling, treadmill and rowing classes burn between 13 and 14 calories
- Climbing keeps the body aligned, reinforces better movement patterns and is zero impact, non-traumatic and injury preventative



*I think climbing has been overlooked, because nobody knew how to use it in a group class training setting. I wanted to put something on the market that is effective, efficient and safe*

Jason Walsh, Rise Nation

# TECH UPGRADE

New technology is transforming the way the health and fitness industry functions and interacts with customers. Liz Terry catches up with operators around the industry for an update

## FISIKAL

### CLIENT:

Third Space, London

### THE PRODUCT:

Fisikal and EZ Runner

**T**hird Space wanted to enhance its member experience and streamline operational processes during a three-phase systems upgrade.

In the first phase, a GroupEx booking solution was implemented and Fisikal built a custom-branded, mobile-optimised member portal and integrated it into the Third Space website.

This gives Third Space full control over how pages look and feel, to ensure a seamless experience for members, while giving managers access to user-flow analytics.

Fisikal also created iOS and Android member apps that streamline how members manage bookings, while giving

the company information about their interests.

Third Space wanted to make it easier for members to engage with PTs, so in phase two, Fisikal enabled members to view staff availability and book and pay through their app, while streamlining credit management and staff availability functionality.

Third Space also wanted to change the way members are assessed and programmed, to leverage digital solutions and enhance the customer experience, so this was dealt with in phase three.

Colin Waggett, CEO of Third Space, said: "Our members are increasingly looking for digital tools to support them on their fitness journey. Working with Fisikal, we've taken a huge step forward in making it easier for them to book classes, schedule PT sessions and enjoy the Third Space experience."

### Did you replace an existing system?

Third Space wanted Fisikal and EZ Runner to integrate so they could benefit from having both systems combined into one solution, while taking their customer experience mobile.

EZ Runner manages all things relating to membership and POS, while Fisikal manages customer experience for bookings, assessments and programming.

### Tell us about other improvements

Functionality and data from both Fisikal and EZ Runner are pulled into the platform through APIs to give a streamlined customer experience.

Fisikal's pay-scheme management solution has also been configured to calculate staff commission within a number of specific variables and to present the output in a variety of formats for Third Space.



Fisikal and EZ Runner collaborated on a new system to improve the customer journey at Third Space



*"Our members are increasingly looking for digital tools to support them on their fitness journey"*

**Colin Waggett**  
CEO, Third Space



## MINDBODY

### CLIENT:

The Wall, Los Angeles

### THE PRODUCT:

Fitmetrix by Mindbody

#### What was the scope of work?

The Wall, founded by master instructor Jason Wimberly, creates a community among its members and gives them the tools they need to break down the barriers that keep them from their individual fitness goals.

To do this, Wimberly and his studio in Los Angeles needed a fitness tracking software solution that would also integrate with other platforms like Mindbody gym scheduling software.

He found a suitable system in the FitMetrix heart rate training system by Mindbody.



Mindbody work on a new system for The Wall in LA

#### What improvements have you implemented?

FitMetrix offers multiple products to increase customer engagement, so The Wall was able to select a package tailored to its brand and class style.

Members at the club enjoy stacked-style classes that encompass different types of workouts – core activation, high-intensity circuit training,

and cardio – to challenge the entire body while maintaining elevated heart rate levels.

The Wall isn't just a fitness studio – Wimberly and his staff consider their services a lifestyle concept. But in order to support such unique fitness services, Wimberly needed the right fitness tracking software to provide stats and figures without confusing customers.



Jason Wimberly,  
founder of The Wall ▶



## LEGEND CLUB MANAGEMENT SYSTEMS

**CLIENT:** Newry, Mourne & Down District Council, Northern Ireland

**THE PRODUCT:** Legend

► **What was the scope of work?**

The team at Newry, Mourne & Down District Council was looking for a single system for registration, online booking and memberships, to enable the development of services to promote its aims of a healthy society, while ensuring accessibility for everyone.

Kieran Gordon, head of indoor leisure at NMDDC explains, saying: "We had 14 sites with different charges for the same activities and different membership options. None of the systems were inter-operable and there was no single database.

"In addition, up-to-date, accurate business information wasn't available.

"Timely, accurate information was deemed vital in order to develop our services in line with corporate objectives.

"We recognised there was an opportunity to streamline the business with a single 'one-stop' solution, while improving our services through technology-driven innovation."

In undertaking the installation, Newry worked



*"We recognised there was an opportunity to streamline the business with a single, 'one-stop' system"*

**Kieran Gordon**  
head of indoor leisure, NMDDC

with Legend to implement customer-friendly initiatives including concierge-style kiosks, an access control system and a native app that has upgraded all customer journeys.

Other initiatives included outsourcing direct debit collections to Legend Leisure Services and adopting Legend's customer communications solution for customer interactions.

**Did you replace an existing system?**

Legend replaced systems



**Newry Mourne and Down District Council installed Legend's One System, One Solution**



from Gladstone and other vendors. Ten sites went live with the Legend One System One Solution over a six day period.

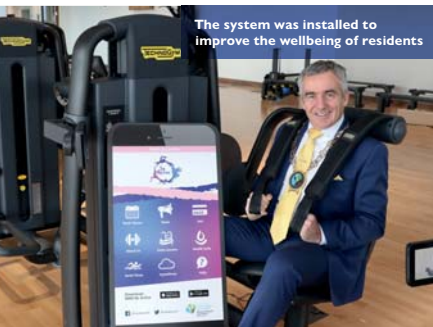
**Tell us about the improvements**

Newry gained a unified single solution software system which gave community-users greater membership accessibility, online booking

and enhanced customer experiences – on-site, online and via the native app.

In addition, a Legend API was used to deliver Technogym myWellness integration.

The installation has enabled Newry to use its data to uncover business opportunities, streamline operations and drive innovation and best practice across the region. ●



**The system was installed to improve the wellbeing of residents**



**The council is committed to promoting a healthy society, while ensuring accessibility for everyone**



**EZ RUNNER**

## FOR PEOPLE WHO WANT SOMETHING MORE

Our system can be moulded to your specific requirements.

We give you a flexible solution, highly experienced team,  
and a solid two decade strong foundation.

Our stack of solutions are designed to expand your customers  
spend online, and reduce the day-to-day admin time.

## TRUST THE HERITAGE

## BENEFIT FROM THE EXPERIENCE

Book, sign-up and pay-off debt via websites, tablets, and smart phones.

All fully integrated into your DESIGN and your ONLINE BRAND.

**T** +44 (0) 844 847 5827

**W** [www.ez-runner.com](http://www.ez-runner.com)

**E** [info@ez-runner.com](mailto:info@ez-runner.com)





# Announcing Skillathletic

Consumer demand for variety and experience-led workouts gives operators new opportunities to expand programming and deliver incredible concepts, with the new Skillathletic training experience from Technogym

From full service, all-inclusive facilities, to dedicated boutiques, operators are continually looking at their proposition to attract and retain members and find ways of delivering new offerings to engage users and drive secondary revenue.

At the heart of the success of developing a new concept is the ability to generate a sense of community and create an experience that consumers want to be a part of.

Creating a community or a tribe continues to be pivotal to a truly

successful offering, allowing operators to also capitalise on the sharing of experiences via social media.

## A NEW CONCEPT

Skillathletic is the new training experience developed by Technogym off the back of its experience as Official Supplier to the last seven Olympics and its collaboration with some of the best teams and sports champions around the world.

Skillathletic was developed by Technogym's Scientific Research team with the help of top coaches and

sports trainers, and aims to improve athletic performance by offering a wide range of workouts based on the four Skillathletic Training key abilities - Power, Agility, Speed, and Stamina.

Skillathletic Training can be performed at different scales of difficulty, allowing people with varied levels of physical fitness to participate in the same class.

The environment, equipment and the delivery of experiences through structured programming are all integral to the concept.

## THE BUSINESS MODEL

Skillathletic is a fully developed business model from Technogym. It's available as a format and can be run as a standalone studio or form part of a dedicated space within an existing club.

Skillathletic creates a new workout category, inspired by passion for sport and is dedicated to all those who are looking to challenge their limits and improve their performance.

There are four classes available within the Skillathletic offering; Brave, Boost, Fast and Mighty.

In addition to the Skillathletic training method, technology is an important part of the experience in terms of both products and digital services.

## KEY LOCATIONS:

### ■ Skillathletic IRNERIO - BOLOGNA

This was the first Skillathletic club to open and is a dedicated studio of 250 sq m. Located a short walk from the University of Bologna, this facility can cater for up to 24 people in every class.

### ■ Skillathletic WORMER - AMSTERDAM

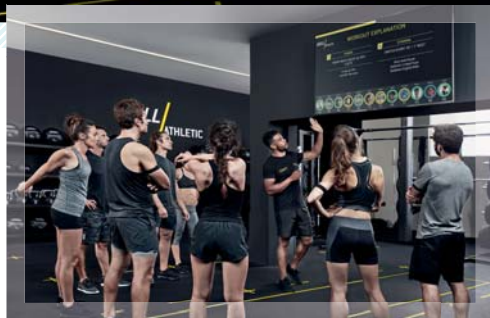
This studio is part of the larger Lijfkracht fitness club. The Skillathletic studio is 100 sq m and caters for up to 12 people in each class.

### ■ Skillathletic VICO - MILAN

This is the first Skillathletic centre ever to open its doors in Milan, and is part of the larger GetFIT Vico Fitness club. The Skillathletic space covers 160 sq m and hosts three Skillathletic classes every day, with up to 16 people per class.



Skillathletic includes equipment, programmes and instructor education



*"Every day, training programmes are created and digitally streamed to clubs and gyms, allowing the trainer to focus on coaching"*

#### DELIVERING THE BEST PROGRAMMES EVERY DAY

The Skillathletic solution is fully complemented by a dedicated library of programmes. Every day, training programmes – designed around the four pillars – are created and digitally streamed to the facility for delivery through large screens. Across a year, over 1,000 programs are digitally delivered, allowing the trainer to focus on the delivery and coaching of the classes.

This also ensures there's exciting new content every day for participants.

To support the delivery, trainers are provided with a Skillathletic Playbook

which outlines the training content for the three months ahead.

The Skillathletic concept is fully supported by advanced trainer education and offered through an in-depth range of on-site and online training.

**To find out more about this exciting new business model from Technogym visit [www.skillathletic.com](http://www.skillathletic.com) email [UK\\_info@technogym.com](mailto:UK_info@technogym.com) or call 01344 300236**



#### Skillathletic – what's included?

The six key ingredients of the new Skillathletic Training concept are integral to its success

##### EQUIPMENT

Driven by the Technogym Skill Line with its multi-drive technology, Skillathletic is dedicated to sports performance and includes Skillbike, Skillmill, Skillrow and Skilltools.

##### DIGITAL

The digital solution behind the Skillathletic concept sets it apart by allowing users to view exercises and track performance using heart rate devices. In addition, a dedicated app allows members to track their personal results and win badges.

##### PROGRAMMES

Skillathletic's library of programmes is constantly being developed offering 1,000 training experiences a year. These are digitally streamed to the facility every day, providing exciting new structured training experiences.

##### METHODOLOGY

Skillathletic is based on a sport driven methodology to increase speed, power, stamina and agility.

##### DESIGN

A premium, sports-specific design allows you to create an immersive environment. A digital screen is central to showcasing heart rate data and current stage of the programme to motivate participants.

##### MARKETING

A full marketing pack supports the Skillathletic solution. This includes a library of promotional material, branded items and inspirational branding to create the ultimate training experience.



## 60 YEARS OF STRENGTH IN ONE DUMBBELL

# MEET EVO

Our new family of dumbbells embody everything people know and trust about Eleiko; our commitment to quality, craftsmanship and performance. Drawing on our heritage, we launch the finest dumbbell yet, delivering our signature Eleiko feel using our barbell steel and knurling, as well as offering rotating and fixed handle options. This provides a great experience for the lifter and peace of mind for the operator.

**TAKE EVO FOR A SPIN  
AT ELEVATE 8-9 MAY IN LONDON**



Eleiko\_UK

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

**ELEIKO**  
RAISE THE BAR

# ELEVATE 2019

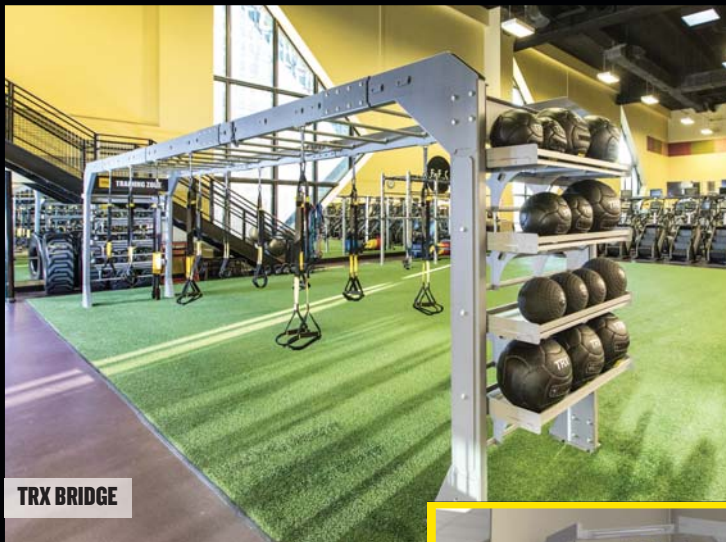
**Elevate, the trade event for physical activity, health and performance, returns to ExCeL, London, on 8-9 May, alongside COPA and Elite Sports Expo. HCM has all the details**

**T**he biggest fitness and activity trade show in the UK, Elevate is expected to attract an audience of around 10,000 purchasers this year, made up of specifiers, fitness specialists, gym operators, coaches, personal trainers, local authorities and healthcare professionals.



**TRX**

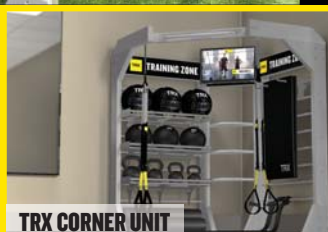
# TRX STUDIO LINE



**TRX BRIDGE**

## TRANSFORM THE SPACES IN YOUR FACILITY

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



**TRX CORNER UNIT**

### CONTACT YOUR REP TO ORDER

[jwoolley@trxtraining.co.uk](mailto:jwoolley@trxtraining.co.uk)

[trxtraining.co.uk/commercial/trx-training-zone-solutions](http://trxtraining.co.uk/commercial/trx-training-zone-solutions)





Exhibitors will stage demonstrations throughout the show

## INNOVATION

In the exhibition, visitors will be able to engage with around 350 exhibitors who'll be showcasing products and services aimed at increasing physical activity. The exhibition areas at Elevate 2019 will be divided into sectors including commercial fitness, innovation in elite sport, active aquatic, design, build and interiors, Elevate Kids and COPA.

Elevate is where key suppliers of physical activity equipment showcase innovations to the UK market, enabling health club operators and other physical activity professionals to make purchasing decisions and discover the latest innovations.



## TECH LAB AT ELEVATE

The Tech Lab innovation space at Elevate will be organised in conjunction with ukactive's Active Lab and the Sport Tech Hub, which is funded by London Sport.

Tech Lab will feature technology start-ups that are disrupting the physical activity market.

## ELEVATE INNOVATION AWARDS

The Elevate Innovation Awards will return again for 2019, with a panel of experts judging the best sector products and services in six categories: Workout Innovation, Facility Innovation, Health and Wellness Innovation, Rehab and Recovery Innovation, Innovation for Human Performance and Best Start-Up.







The conference and seminar programme boasts over 300 speakers

## THOUGHT LEADERS' CONFERENCE

**T**he Elevate Thought Leaders' Conference will delve into how the physical activity and healthcare sectors can contribute towards a happier, healthier, more active nation.

With the UK government's efforts to eliminate physical inactivity focusing on a range of pressing challenges from increased investment in the NHS and digital disruption to community-wide behaviour change initiatives and prevention over cure, the conference aims to inspire big-picture thinking that will maximise the power of the physical activity sector as a positive force for societal change and impact.

The conference will feature keynote talks and strategic debates from senior representatives in various areas of the industry. Already announced as headline speaker for the conference, the UK Government's chief medical officer, Sally Davies, will outline the industry's vision for physical activity and healthcare.

Charlie Foster, senior lecturer in physical activity and public health at the University of Bristol will also keynote. Foster said: "Elevate gives scientists the chance to sense-check their work

against the realities of practice, share their learning and grow their impact. It will increase the reach and impact of effective research into practice, helping the nation become more active."

### Active kids

Dr Zoe Williams, Public Health England physical activity champion, will chair a session titled 'What will it take to get our children active?' Williams spoke ahead

of her session, saying: "Elevate goes from strength to strength, which aligns with how the physical activity and health sectors continue to build collaborative relationships.

"Health and fitness providers are trying to engage those who have the most to gain from increasing their activity levels. It tends to be the same people that we – as healthcare professionals – see regularly; the inactive, socially isolated and those with long-term conditions. As much as I like my patients, success is when the physical activity provider sees them regularly and I no longer do."

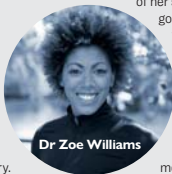
Of particular interest to health clubs and gym chains will be the 'What do

your customers really want?' seminar, chaired by David Minton, MD of Leisure BD. The seminar will focus on how customers want to be communicated with, and how they make buying decisions; what influences these buying decisions and behaviours. It will also look at changing expectations towards health and fitness; how this should influence the industry's response in the way products and services are sold; and how the sector can better use personalisation and localisation.

### Other highlights

Other thought leaders speaking at the conference include James Sanderson, director of personalised care at NHS England; Chris Grant, MD at 14A; Justin Musgrove, CEO of Bannatyne Group; David Stalker, CEO at MyZone EMEA; and Robert Copeland, professor of physical activity and health at Sheffield Hallam University.

There will also be on-stage interviews with former Welsh international rugby player Gareth Thomas and Mark 'Dot' Perkins, registered physiotherapist and captain of the Invictus Games 2018.



Dr Zoe Williams





**14**  
MIN  
MAX  
RESULTS

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



#### WHY MAX TRAINER?

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

**MAX**  
TRAINER®

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

**Octane**  
FITNESS

©2016 All rights reserved by Octane Fitness.



## SEMINARS

An extensive range of seminars and workshops will also be on offer at Elevate, in a variety of streams. These include Strategies for an Active Nation, Future Performance, The Business of Physical Activity, Active Aquatics, Maximising Wellbeing & Performance, The Business of Physical Therapy, and the newly created Moving Medicine and Active Kids streams.

Featuring for the first time in 2019, the Moving Medicine stream will showcase the science, evidence and tools required to enable effective conversations and communication of this information within practice case studies.

With a targeted audience including fitness professionals, sports coaches and personal trainers, the Moving Medicine stream is set to add a further dimension to Elevate.

A standout seminar will focus on Moving Health Professionals: "Everyone active every day", in which Mike Brannan, national lead of physical activity at Public Health England, will explore the core components of the Moving Health Professionals programme and its progress to date.



## HEAR CONFERENCE HIGHLIGHTS FROM

- Alliance Leisure
- CoreCollective
- Coventry City Council
- David Lloyd Clubs
- iKidz Training and Consultancy
- LA Architects
- Manchester City FC
- Academy
- Sport England
- Swim England
- Third Space
- Totum Sport
- ukactive

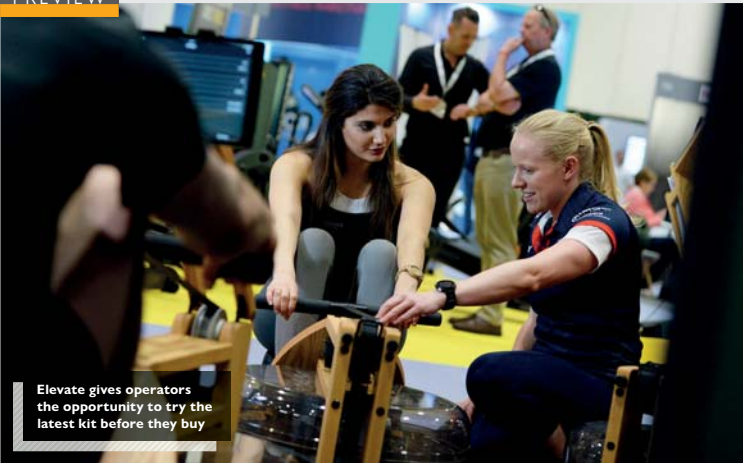
**GYM OPERATOR?**

**PROFIT  $\approx (V \propto \int)$**

**BOOST ECONOMIC FITNESS**

Discover The Harlands Effect | [www.harlandsgroup.eu](http://www.harlandsgroup.eu)





Elevate gives operators the opportunity to try the latest kit before they buy

“



*“Consumer trends are encouraging further growth in physical activity, sport and fitness spending and tackling physical activity remains high on key political and social agendas. We also recognise that partnership working is highly regarded within the sector in both alleviating barriers to physical activity and understanding behaviour change. To that end, we’re delighted that Elevate 2019 will welcome more stakeholders from more sectors than ever before”*

**Max Quittenton, founder and director of Elevate**

## ACTIVE KIDS

**D**ebuting alongside Moving Medicine will be the Active Kids stream. Seminars in this stream will critically examine the latest trends in activating kids, exploring the role of behaviour change, motivation and goal setting, and the use of digital and technology for activation.

Active Kids will attract leisure providers, gyms and family entertainment centres alike, in the hope that health challenges facing children in contemporary society will decline.

“With Sport England’s recent Active Lives and Young People Survey showing that 82 per cent of young people are failing to

hit the Chief Medical Officer’s guidelines, Elevate Kids has been developed to bring the key stakeholders and industry together to sustainably decrease figures such as these,” says Elevate founder, Max Quittenton.

The Business of Physical Activity seminar stream is aimed at those delivering physical activity in the community; local authorities; leisure operators (private and public); leisure trusts; and gyms.

**The Business of Physical Activity seminar stream is aimed at providers**



# Surfaces for Sport & Leisure Facilities



## SPORT | FITNESS | PLAY | ACOUSTICS

- POINT ELASTIC & AREA ELASTIC SPORTS FLOORING
- IMPACT RESISTANT RUBBER FLOORING FOR FREE WEIGHT AREAS
- SLED LANES, EPDM SPRINT TRACKS & DANCE STUDIO FLOORING
- SOLUTIONS FOR PLAYGROUNDS, MUGAs & OUTDOOR PLAY SPACES
- ACOUSTIC WALL PANELS FOR SPORTS HALLS

### Contact us now:

Office: +44 (0) 1706 260 220

Email: [Sales@TVS-Group.co.uk](mailto:Sales@TVS-Group.co.uk)

Web: [www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)

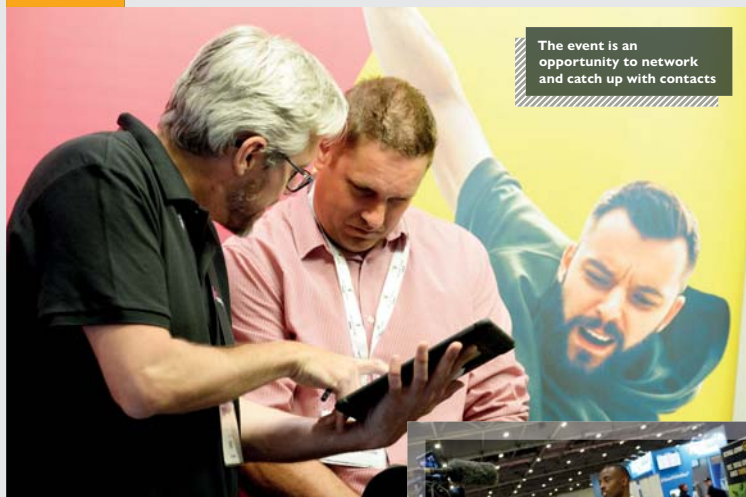


**TVS GROUP**

SPORT | FITNESS | PLAY | ACOUSTICS

[www.TVS-Group.co.uk](http://www.TVS-Group.co.uk)





The event is an opportunity to network and catch up with contacts

## BUSINESS SEMINARS

**E**levate's business seminars will see industry experts providing insights into trends shaping the sector, including how to get the attention of the investment community and how to use the data you gather. Practical sessions will cover areas such as marketing, membership retention, build and design, cost-efficiencies, partnerships and staffing. There will also be an afternoon session dedicated to aquatics and pool operation.

Other notable seminars include 'Making a success of your business: the role of technology' and 'Virtual coaching: the future of wellbeing and fitness?' chaired by GG Fit's director, Guy Griffiths and KvS performance's director, Dr Ken van Someren, respectively. Liz Terry, editor of HCM magazine, will present the 'The future of fitness: trends and innovations' seminar, which will give insights into the future of the health and fitness sector.



## ELEVATE 2019 SPONSORS

- Thought Leaders Conference
- PayAsUGym
- The international exhibition
- fibodo
- Elevate Innovation Awards
- FitnessCompared

## ELEVATE LEAD SUPPORTERS

- CIMSPA ● ukactive
- London Sport ● UK Sport
- ISEH and the Chartered Society of Physiotherapists
- HCM Magazine (media partner)

**ELEVATE**  
8-9 MAY 2019 | EXCEL | LONDON  
Exclusive Media Partner





# UNITING THE MOVEMENT OF AN ACTIVE NATION



ACTIVE  
UPRISING

06.06.19

[WWW.UKACTIVE.COM/ACTIVEUPRISING](http://WWW.UKACTIVE.COM/ACTIVEUPRISING)



## ELEVATE ESSENTIALS

**Date:** 8 – 9 May 2019

**Venue:** ExCeL London, Royal Victoria Dock,  
1 Western Gateway, London E16 1XL

**Opening times:** daily from 9:00 am – 6:00 pm

**Register free at:** [www.elevatearena.com](http://www.elevatearena.com)

[@elevatearena](https://twitter.com/elevatearena)

[f Elevate](https://www.facebook.com/Elevate)

**ELEVATE**  
8-9 MAY 2019 | EXCEL | LONDON  
Exclusive Media Partner

**HCM**

## Meet HCM AT ELEVATE 2019

As official media partner for Elevate, HCM will have a team at the event, based on stand K63.

You're welcome to come along and meet the team to share your news and pick up complimentary copies of *HCM* and *Sports Management* magazines, plus industry careers magazine *Leisure Opportunities*.

Liz Terry, editor of *HCM* magazine, will be speaking at Elevate on 9th May at 10.05am to highlight emerging industry trends from the new *HCM Fitness Foresight 2019* report. [www.HCMmag.com](http://www.HCMmag.com)



A photograph showing a close-up of a gym floor with green and grey sections. In the background, there are kettlebells on a rack and a medicine ball.

Regupol®

## EVERROLL® >>> GYM FLOORING

**Kinetics Club, Towcester**


**everroll® Gym Flooring** – high quality floors for the diverse activity areas in fitness centres. Elastic, robust, easy on joints, shock-resistant quick and simple to install and available in a wide range of colours and various thicknesses.

In fitness centres all over the world.

BSW GMBH  
[WWW.EVERROLL.BIZ](http://WWW.EVERROLL.BIZ)



IMAGE © ESCAPE FITNESS

A photograph of a gym interior with a multi-colored (pink, blue, yellow) TaraFlex sports flooring. In the foreground, there is a piece of exercise equipment. The background shows more gym equipment and a person working out.

## TARAFLEX®

— SPORTS FLOORING —

### COVER EVERY INCH OF THE GYM.

*It's...Where Champions Train*

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

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

Contact us now for a free site survey.

[www.gerflor.co.uk](http://www.gerflor.co.uk) [@gerfloruk](https://twitter.com/gerfloruk)  
[01926 622600](tel:01926622600) [contractuk@gerflor.com](mailto:contractuk@gerflor.com)

**Gerflor**  
theflooringgroup

“

*If clubs get changing room maintenance right, it can keep members happy and improve retention*

## STAY SMART

With many leisure operators focusing their efforts on membership retention in these uncertain times, it's no surprise that Ridgeway Leisure has been experiencing growth in its spare parts and maintenance business

**T**he sister company to Ridgeway Furniture; one of the leading locker manufacturers in the industry, has seen an increase in sales across the board including online at [ridgewayleisure.com](http://ridgewayleisure.com), indicating a focus on service and customer satisfaction within the market.

"Member retention is just as important as gaining new customers, and the experience in the locker rooms can often be forgotten in lieu of the activities in the gym" says Mark Cutler, managing director. "In our experience, there are often 30 per cent of lockers in a changing room that need some sort of attention – whether it be something as simple as a missing hanger or more significant, such as a damaged



Mark Cutler

**Ridgeway's industry knowledge is second to none**



door. Most of these issues can be easily and inexpensively resolved and return a fully functional compartment to service.

"Over time, if not addressed, these small niggles can really have a negative impact on the overall member experience, but if clubs get it right, it can keep members happy and improve retention."

### WE HAVE THE MISSING PARTS

One of the difficulties many clubs experience in maintaining their locker rooms is knowing where to source a specific part. The range of ironmongery and fittings used in any one room can be vast, with some bespoke to an individual club. The team at Ridgeway Leisure has an in-depth technical knowledge of fixtures and fittings, with the most common items listed on their website for immediate ordering. "We pride ourselves on being able to offer solutions when others can't. If a part is discontinued, we'll strive to





A feature vanity or new seating can refresh a lacklustre changing area

offer an alternative – working with our extensive supplier base. If necessary, and if quantities allow, we'll get items made to suit a specific application," says Cutler. "There isn't much our team hasn't seen over the years!"

### DESIGN REFRESH

The company has also had significant success supplying larger custom-made items including seating, storage and vanity units. With the ability to utilise the manufacturing expertise of Ridgeway Furniture, bespoke pieces designed to complement existing furniture and colour schemes can provide an increase in functionality, as well as impactful design – without the investment required for a full refurbishment.

"Our lockers are built to last; in some cases our customers are coming back to us looking for a design refresh and perhaps a luxurious feature vanity or

more seating or towel storage. If their lockers are still in great condition they don't want to replace everything in their changing rooms. We can really add value in these circumstances," continues Cutler.

Even if Ridgeway didn't install the original furniture, help is still at hand from the team. "Our industry knowledge is second to none, so designing a piece to complement and improve any changing room space comes naturally to us. And we have the joinery expertise to handle any installation seamlessly," he says. ●



A one stop shop for fixtures and fittings



REGISTER NOW

# ELEVATE

8-9 MAY 2019 | EXCEL | LONDON

THE UK'S LEADING  
TRADE EVENT FOR  
PHYSICAL ACTIVITY

HEADLINE PARTNER

**fibodo**  
find it. book it. do it.

## REGISTER NOW FOR YOUR FREE PASS TO ATTEND

Elevate is now firmly established as the UK's largest gathering of fitness, performance and healthcare professionals. With more exhibitors, physical activity innovations and expert speakers than ever before, make sure you don't miss out. Highlights include:

- Thought-leaders Conference
- Elevate Kids
- Seminar streams:
  - Active Kids
  - Active Aquatics
  - Strategies for an Active Nation
  - The Business of Physical Activity
- The Studio
- Innovation Awards
- The Tech Lab
- Drinks Reception

CO-LOCATED WITH

**COPA**

**ELITE SPORTS** UK

350+  
EXHIBITORS

1000+  
PRODUCTS

6 INNOVATION  
AWARDS

300+  
SPEAKERS

FANTASTIC  
NETWORKING

### LEAD SUPPORTERS:



More people  
More active  
More often



CHARTERED INSTITUTE FOR THE MANAGEMENT  
OF GREAT AND FUTURE ACTIVITY



Public Health  
England



INSTITUTE OF SPORT  
EXPERIENCE & HEALTH



inspire the nation



COVENTRY CITY OF SPORT

### EXHIBITORS INCLUDE:



### SPEAKERS INCLUDE:



Dame Sally Davies



Tara Dillon



Mark 'Dot' Perkins



Dr Zoe Williams



Chris Grant



Ali Oliver



James Sanderson



Michael Brannan



Julie Crofield



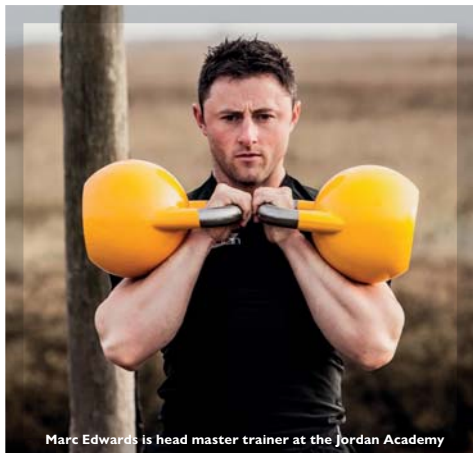
Gareth Thomas

REGISTER NOW - [ELEVATEARENA.COM](http://ELEVATEARENA.COM)

# SPACE RACE

Do you need strength training kit that fits a smaller space?

Julie Fisher takes a look at the options



Marc Edwards is head master trainer at the Jordan Academy

## MARC EDWARDS

### Jordan – HIIT Bench

Designed and manufactured in the UK, the new Jordan HIIT Bench offers a 3-in-1 multi-functional training station; bench, plyo and storage unit, and is suitable for boutique gyms, studios with smaller spaces or larger gyms that want a moveable unit.

Featuring storage for a 2-12kg Jordan Chrome or Urethane Dumbbell set, two Kettlebells, a medicine ball, as well as smaller items, such as a skipping rope or power bands/stretch bands, it also comes with a battlerope attachment

offering a full body workout. Its plyo surface adds another level of functionality to this compact fitness bench.

Marc Edwards, head master trainer at Jordan Training Academy says: "As the rise of boutique and commercial concept spaces, like *énergie's* the Yard, looks set to continue throughout 2019 and beyond, and with millennial members

*"With millennial members seeking more personalised training and fitness experiences, the need for smaller footprint equipment is greater than ever"*

seeking more personalised training and fitness experiences, the need for smaller footprint equipment is greater than ever.

### The new Jordan HIIT bench



"Our HIIT bench offers a small footprint with big potential. It's can be a focal point for many modes of functional training that, programmed correctly and with the right equipment/accessories, can cater for small group PT and classes."

With gyms looking to customise their environments, the HIIT bench can feature a logo and choice of brand colour and selected bench fabric.

► **STEVE CARTER**

**Precor – Vitality Series**

The space-saving Vitality Series strength range from Precor offers operators a conditioning circuit with a natural feel and ease of use.

The range has eighteen machines, including ten single-use stations, seven dual-use units and one multi-use machine.

Steve Carter, MD at Precor UK, says: "While many operators are removing cardio units to make space for functional fitness, our smaller footprint and dual-use strength kit offer another way to create space.

"Smaller footprint kit with single- or dual-function enables gyms to offer a high level of strength training, while providing the flexibility to create bigger functional areas.

**The need for strength**

"Whether a small boutique or a large community facility, the need to provide strength equipment remains; so it's how you maximise your floor space and provide exercisers with choice, functionality and an overall great exercise experience that matters.



"However minimal the offering, it's important to make the most of your strength area with key pieces. For example, the dual-use Vitality Series Pulldown/Seated Row or Leg Press/Calf Extension both give exercisers the ability to work on different muscles using one machine, with all the functionality of larger pieces.

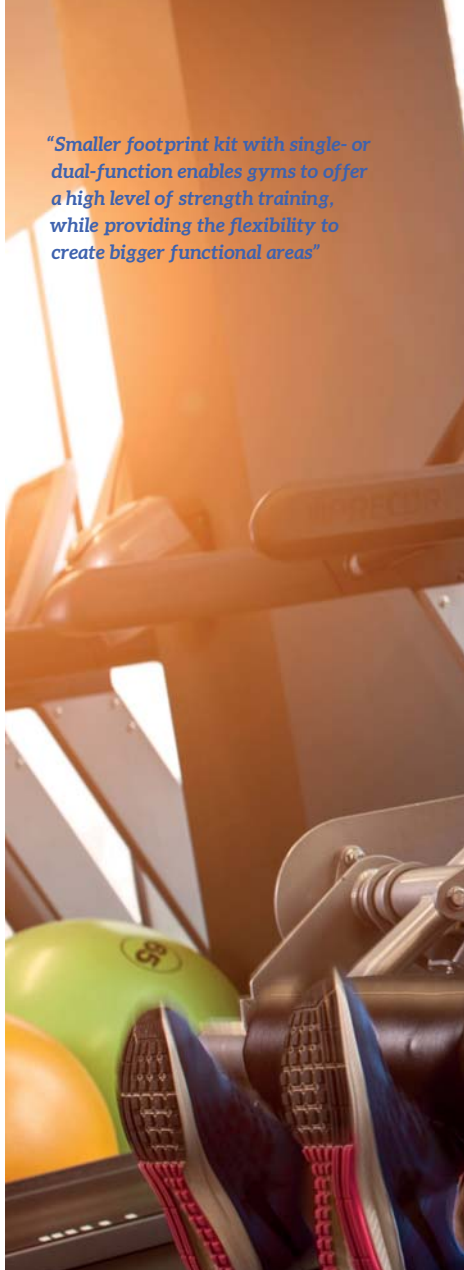
Grips with multiple positions, easy-to-adjust seats, and a simple push of a lever to engage add-on weight are just some of the benefits that make these machines easy to use.

"Making the environment as welcoming as possible is also key to encouraging usage, so our machines incorporate lower height stacks, which make them more inviting, as members can see across the gym floor, while instructional placards help with ease of use," says Carter. ►



**The S-Line  
Shoulder Press**

*"Smaller footprint kit with single- or dual-function enables gyms to offer a high level of strength training, while providing the flexibility to create bigger functional areas"*





Precor's smaller footprint kit has been designed to enable operators to get more value from the gym floor

## ► JODI PHILLIPS

**Life Fitness - Optima Series**

The Optima series from Life Fitness includes selectorised units, benches and a dual adjustable pulley, and delivers the essential strength training needs of every exerciser, in a clean and compact design appropriate for any facility.

Jodi Phillips, regional sales manager at Life Fitness, says: "Small footprint strength equipment is often the go-to line when designing a facility

in a limited space that needs to incorporate the four areas required in a gym – CV, selectorised, free weights and functional training.

**Varying demographics**

"The Optima small footprint strength line allows us to design spaces that meet the varying needs of the demographic who use a facility, from the more experienced to those with a limited range of motion.

In particular, for our clients in the hospitality sector, the Optima series and its effectiveness for both returning and new exercisers also supports training in unmanned facilities.

"We recently installed the

series in the Brend Hotel at Saunton Sands, fully utilising the available space, making it as versatile as possible for both hotel guests and its predominantly ageing membership.

**Smith Machine**

"The Smith Machine offers a lower leg and bench-press option for those with more experience and for one-to-one guidance, while the ease of use and approachable design of the Leg Extension Curl and the Lat Pulldown/Low Row allow the active ageing community to learn what muscle groups they're training and the motion they need to execute, making for an inviting



introduction to strength training, without the need for guidance."

**The Life Fitness Optima range includes selectorised units, benches and a dual adjustable pulley**

*"In particular for our clients in the hospitality sector, the Optima series and its effectiveness for both returning and new exercisers also supports training in unmanned facilities"*

## PETER RIGG

**Core Health and Fitness - Impact Strength**

Instinct Strength, from Core Health and Fitness, is a line of compact machines with adjustments that offer users a quick and complete workout.

Suitable for exercisers of all levels, the range lends itself to either a basic strength area or a circuit system and includes dual machines with lock 'n' load weight stacks so members can complete a circuit on their own in thirty minutes.

Peter Rigg, EMEA director at Core Health and Fitness

says: "It's the versatility of small footprint machines that enable operators to get the most from a minimal space. It's also important that exercisers can switch exercises easily and quickly."

He continues: "The range lends itself to facilities that have limited space and we've installed it in multi-housing sites, student accommodation and corporate facilities, as well as in HM Prisons, all of which wanted to maximise their strength offering with minimal pieces."

The Instinct Strength range includes a selection of twelve single and six dual pieces. ●

**The Instinct Strength range by Core Health and Fitness has twelve single and six dual pieces**



*"It's the versatility of small footprint machines that enable operators to get the most from a minimal space"*







# DFC Revenue Management Solutions

## NEWSLETTER

---

The leisure industry event season is upon us. Work-wise, it's my favourite time of the year. The business of health and fitness moves at such pace that no two consecutive event years are ever quite the same.

I'm ever-grateful for events, like the recent Quest, NBS & CIMSPA conference, that give me and the DFC team the opportunity to keep stride. Few industries can boast the ability to move at the speed of the leisure industry and I find myself proud to be part of such a fast-evolving community.

We talk about this growth in Membership stats, the growing fitness industry and the rise of Direct Debits in brief. You can also read on for advice for swim school operators, tips for chasing late payments and find out what other events we're attending this year.



*Ivan Stevenson, Director at DFC*

**Get in touch today**



## Webinar: The War on Attrition, hosted by Dr Paul Bedford

On February 26th, we were the first in a series of retention-based webinars, hosted by Dr Paul Bedford of [retentionguru.com](http://retentionguru.com). Aimed at DFC clients, the webinar was chock-full of practical tips on how to measure and improve attrition rates.

It proved to be a hugely successful first webinar, with 58 people in attendance from health clubs across the UK. Stay tuned for more information on the next webinar.

## Membership stats, the growing fitness industry and the rise of Direct Debits in brief

Whilst our sluggish UK economy doesn't seem to be making any wild shifts in gears any time soon, the fitness industry hasn't felt the brunt in the slightest. Currently...

- 1 in 7 people are gym members
- The estimated total market value is almost £5 billion in the UK, up 2.9% from last year
- Total membership numbers have grown by 2% in the same period.

82% of UK gyms collect monthly membership fees through Direct Debit. This payment method has flourished as the collection option of choice for fitness operators and we're not surprised as to why.

Direct Debit's popularity surge can largely be attributed to its dual abilities as a method of membership collection and a 24/7 sales aid. Unlike many other payment types, Direct Debit gives gyms and health clubs direct access to brilliant benefits like online joining, and member discounts (DD is cheaper than other payment methods, which can translate to customer incentives - hurrah).

Above all, it's quicker and easier to maintain than any other payment system. Once a member is signed up (something they can do themselves), then payments are automatic. All that's left to do is keep your eye on cashflow and cancellations.



## DFC partner Gymophobics to open 50th centre

Successful fitness operator, and DFC partner, Gymophobics is due to open its 50th franchise in Kettering in three months' time. It's a huge milestone for the brand, which has helped more than 200,000 women achieve their fitness goals over its 16-years in business.

Gymophobics is a ladies-only operator that prides itself on a nonintimidating environment for women of all ages, sizes and abilities. Since opening its first facility in Lichfield back in 2003, Gymophobics has gone on to be the largest chain of ladies-only weight and inch loss centres in the UK.

The new centre in Kettering marks the success of the chain and its many franchises, which has won industry awards for its success in attracting women to the gym.

### Joining forces with DFC

Gymophobics has worked hand-in-hand with DFC for the past twelve years and the relationship has been instrumental in Gymophobics' most recent success. The fitness operator now plans to double its record of five or six new facilities each year.

Gymophobics financial Director Louise Williams remains grateful for the positive relationship and financial guidance offered by DFC:

*"Without DFC we would never be able to cope with the huge workload of payment collection. They take the work out of monitoring member payments allowing staff to focus on what they do best - looking after our members!"*

DFC Director, Ivan Stevenson, furthered Louise's comments and expressed his delight at Gymophobics' newest instalment.

*"We're tremendously pleased for Gymophobics for their latest victory, which has seen them bring on their 50th centre. Gymophobics offer a unique model that makes a difference to the lives of thousands of women."*

**Get in touch today**



## Why are so many swimming operators choosing Direct Debit?

There are few swimming schools in the UK that don't use Direct Debit as a collection method. Why? Direct Debits carry big benefits to customers and businesses in equal measures.

Parents using Direct Debit can spread costs easier over a 12-month period. This solves the 10-week payment problem, which sees parents, especially those with two or more children, commonly remove their children from the scheme after the first instalment.

This cost-spreading is also handy for your business because it balances out the inevitable cashflow peaks and troughs that come with upfront or annual payments.

Statistics on swimming schools using Direct Debit show that:

- Overall attrition rates sit at around 2.5% per month
- This equates to 30% loss of swimming club pupils over the year compared to many schemes that lose 60% or more of their swimmers over the year.
- Many schools are close to 100% income collection rates

### What's more important than the number of swim schools on Direct Debit?

**Answer:** the number of swim schools that have stayed on Direct Debit.

Once a school has migrated to this collection method very few, if any at all, change back. Reasons for this include:

- Cost (Direct Debit is the cheapest payment method available in the UK)
- Ease of time and resources
- Less administrative burden

Unlike standing orders, time spent on managing incoming payments is minimal. Most operators opt for online joining to remove themselves from the sign-up as much as possible and speed up the process for customers.



## Common Direct Debit questions for swim school operators

### How easy is it to introduce Direct Debit payments?

As with any change in process, the trick is to plan in advance. We recommend that you communicate with your members in advance to let them know you're offering a new payment method. Staff training is also important. You'll need to ensure that frontline staff are clear how the process works both online and with walk-ins.

### Will I need to change to a different number of teaching weeks?

If you're already operating to a 50-week programme, then there's no need to change the number of teaching weeks. Simply take the cost of weeks and divide it by 12. If you operate on anything less than a 50-week programme, then Direct Debit is a great opportunity to work towards this.

### What are the benefits to the customer?

- Many organisations, particularly leisure facilities like swimming schools, channel cost-savings through Direct Debit into member discounts. Special offers and incentives for people signing up by Direct Debit will make your business even more attractive to prospects and fend off local competition.
- Direct Debit is accessible 24/7. Prospects can sign up easily and at any time from the comfort of their couch or on their commute to work.
- It's paperless. Contract documents are stored virtually, which means no storage hassle (or lost paperwork).
- It makes it easy to cost spread



## UK small businesses face a bill of £6.7bn in late payment collections

Annual research by Bacs has shown that small businesses in the UK are facing a £6.7bn bill to collect late payments.

This narrows down to a hefty £9,000 worth of costs per business – money that will be used to recover overdue payments. It's a figure that's more than doubled since 2017.

Amongst its latest research, Bacs also learned that...

- The number of SME's receiving late payments has gone up by 6% over the past year
- One-third of small to medium-sized businesses receive payments more than two months after the agreed date
- 43% of SMEs spend roughly £4.4 billion in admin costs alone on chasing late payments

The delay in reaching settlement has set a serious train of events in place for businesses, with over a quarter of SME's forced to pay their own suppliers late as a result. 28% have had to shave their own salaries to keep their business afloat, whilst an even larger number are saying they're having to dip into their overdrafts to cope.

Paul Horlock, CEO of Pay.UK, the UK's leading retail payments authority, suggests that the answer lies in automated payments like Direct Debits, which give the service provider control over payment collections.

The late payment rate for Direct Debits is below 1%, even less if you use a Direct Debit management company to handle collections for you. With transactions coming out at set frequencies, the problem of leaving suppliers to pay manually is eradicated.

Companies with a handle on late payments also cite better invoicing as a solution to this growing problem. It's not uncommon for organisations to leave crucial information like the billing address or bank details off an invoice.

**FastDD**  
PLATINUM

## Generating gym membership leads online

Despite what people might think, traffic and sales don't always go hand in hand. Just picture your gym website like a bricks and mortar shop. Getting prospects through the door is simply one part of the process. But what's to say they won't take a quick glance before going with a competitor?

Focusing on the following is the key to keeping getting members through the door:

**Showcase your value proposition:** Giving people an instant idea of exactly what makes your gym stand out from the crowd is crucial in stopping people hitting the back button on their browser

**Target your audience correctly:** what demographics is your website aimed at? Your content and design must reflect this. Younger people will be roped in by something very different to families.

**Ensure your website is easily navigable:** Attention spans are shrinking and people take no prisoners in their pursuit of a purchase. If it feels like a challenge to objectively analyse your gym website's navigability, get a friend to have a look.

**Use retargeting:** bigger purchases like gym memberships take more time to consider. Target website visitors through paid marketing to keep your gym front and centre in their minds.

### AND MOST IMPORTANTLY...

**Make sure you have an online joining portal:** give your gym prospects somewhere to convert! Online joining is an ingenious 24-hour sales aid with the ability to speed up the sign-up process, reduce manual errors on entry, and market your centre at the same time! New members can sign up from the couch, on their morning commute or through a Facebook post marketing an offer.

Without online joining, you could be losing heaps of potential members.

For more information on **FastDD**, DFC's online joining solution, visit [debitfinance.co.uk](http://debitfinance.co.uk)

## We're attending

Fibo: 4th – 7th April

SIBEC UK: 2nd – 3rd May

Elevate: 8th – 9th May

ELEVATE

# LOOKING TO RECRUIT?

For over 30 years  
Leisure Opportunities  
has helped organisations  
in the health and fitness  
industry to find the best  
talent available.

**Contact us to post your job today!**

**call:** +44 (0)1462 431385

**email:** [leisureopps@leisuremedia.com](mailto:leisureopps@leisuremedia.com)

**live chat:** [leisureopportunities/livechat](https://www.leisureopportunities.com/livechat)



# leisure opportunities

@leisureopps

Your careers & recruitment partner

WEBSITES ■ EZINES ■ INSTANT ALERTS ■ PRINT MAGAZINE ■ PDF MAGAZINE ■ DIGITAL MAGAZINE ■ SOCIAL MEDIA





# Gym Management Software Fit for You.

---

Enjoy a club management solution ready to tackle all of your business needs: sales, membership management, billing, booking, marketing and reporting.

Our international business experience is transforming fitness brands all over the world.



MyTones



FITNESS  
WORLD

CR7  
FITNESS



THE FIT

David Lloyd

ANYTIME  
ANYWHERE

F  
Fitness First

Let's talk (+44) 203 699 99 98

[sales@perfectgym.com](mailto:sales@perfectgym.com) [www.perfectgym.com](http://www.perfectgym.com)



# PRODUCT INNOVATION

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

Virtuagym analytics tool gives operators a better understanding of their business, says **Hugo Braam**

**V**irtuagym, an online management solution for the fitness industry, has expanded its Business Analytics (BA) platform.

Called BA 2.0 the system identifies key areas for business growth by tracking

revenue and subscription data. It also enables operators to optimise their business practices and service offerings by tracking member information, class attendance and the popularity of PTs.

The system has been adopted by operator Lijfstijl Centrum Hoofddorp in The Netherlands. Frank Trousselot, network manager at Lijfstijl, says: "One of the main benefits of BA 2.0 has been understanding how to better meet the needs of our clients."

"Using BA 2.0 data, I've been able to determine information such as which PTs are the heavy hitters and which classes are pulling the largest attendance. I've also been able to track trends



Who's the most popular PT? The system can tell you

relating to when members visit or which classes they prefer to attend," he added.

Hugo Braam, CEO of Virtuagym, says: "Business analytics should be a priority for any businesses, and with the new BA 2.0 module, we've tried to make it as fast

and easy as possible to get access to a wide range of great visualisations, which will not only help improve business but will also free up time and resources."

[fitness-kit.net](https://fitness-kit.net) KEYWORD

**VIRTUAGYM**



*"We've tried to make it as fast and easy as possible to get access to a wide range of great visualisations"*

**Hugo Braam**

"People want the freedom to work out whenever they want", says **Jean-Michel Fournier**

**L**es Mills International (LMI) has joined forces with health club mobile app provider Netpulse to offer a digital fitness solution covering both the gym and the home.

Integrating LMI's Les Mills On Demand (LMOD) platform with Netpulse will enable clubs to use their own branded apps to provide online workouts to members.

The partnership follows the publication of the *Les Mills 2019 Global Consumer Fitness Survey*, which showed that 85 per cent of all gym-goers now also work out at home.

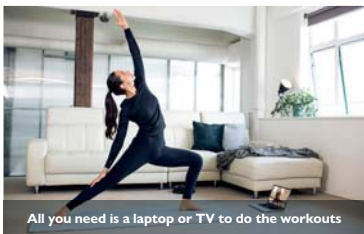
"People want the freedom and convenience to work out whenever they want, wherever they want, so by partnering with a great provider like Netpulse



*"This will streamline everything, from sign-up to billing – it's a powerful solution"*  
**Jean-Michel Fournier**

we can help clubs deliver a complete fitness on-demand experience to members," says Jean-Michel Fournier, CEO of Les Mills Media, the business division behind LMOD.

"This new functionality will streamline everything,



All you need is a laptop or TV to do the workouts

from sign-up to billing – it's a powerful solution."

The partnership will begin rolling out from May this year.

Used by more than 10,000 health clubs around the world – including as Planet Fitness, Gold's Gym and Virgin Active

– Netpulse offers members the opportunity to manage their fitness schedules, track workouts, manage fitness goals and earn rewards.

[fitness-kit.net](https://fitness-kit.net) KEYWORD

**LES MILLS**

► **Rod Mann** introduces the new Raptor Tac20 three-in-one weight training vest

**R**aptor, a manufacturer of weight-training vests, has launched the Raptor Tac20, a new three-in-one multifunctional vest.

Billed as the ultimate training vest experience, the Raptor Tac20 is described as an 'optimal physical load carrying system' and is designed to fit most wearers securely, while allowing for maximum comfort and mobility.

The Raptor Tac20 has securely modulated weight components that allow for safe weight distribution and is designed to withstand wear and tear. It features an anti-bacterial liner that can be removed for washing.

Other features include an anchor system which can

be used with bungee cord and rubber band training, while a heavy duty towing harness can be used in sled, prowler and tyre training.

Rod Mann, CEO of Raptor Weight Vests says: "Our aim has always been – and



*"We simply can't just make something that looks good – a product's success is ultimately judged on its performance"*

**Rod Mann**



**The weighted vest can be used with a towing harness**

continues to be – to deliver products that meet the high standards of quality, performance, durability and functionality expected from us by our diverse clientele. We can't simply just make

something that looks good – a product's success is ultimately judged on its performance."

fitness-kit.net KEYWORD  
**RAPTOR**

TurfGrass distribution in safe hands with Physical Company, says **Bart Van Cauter**

**P**hysical Company, a UK-based specialist equipment supplier, has partnered with Belgian textile company Beaulieu International Group (BIG), to become the UK distributor

of the company's flooring brand TurfGrass.

The partnership comes after an 18-month collaboration which saw Physical Company oversee the installation of BIG's TurfGrass Customgrass

solution at 10 énergie Fitness clubs across the UK.

Designed to bring the outside training experience to the gym floor, the Customgrass solution is made using a unique weaving method that incorporates branding and markings into the turf at the point of manufacture, making these elements integral to the product rather than an add on.

Other TurfGrass solutions include Putting Green and Score; all are designed to withstand heavy use.

Bart Van Cauter, international sales and business development manager at BIG, says: "With the continued growth in boutique fitness, functional training and group exercise, there's more demand for high-quality artificial turf solutions, capable of withstanding constant commercial use."

"Our expertise is in the



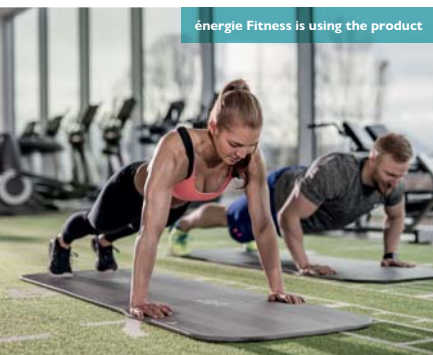
*"Working in partnership with Physical Company, we can now concentrate on what we do best, safe in the knowledge that distribution is in safe hands."*

**Bart Van Cauter**

manufacture of these solutions and working in partnership with Physical Company we can now concentrate on what we do best, safe in the knowledge that distribution is in safe hands." ●

fitness-kit.net KEYWORD  
**PHYSICAL COMPANY**

énergie Fitness is using the product



# Directory

**HCM**  
HEALTH CLUB MANAGEMENT

To book your promotion, call the sales team on +44 (0)1462 431385

## ARCHITECTS & DESIGNERS

**zynk** | INTERIOR  
ARCHITECTURE  
& DESIGN

zynkdesign.com

WWW.ZYNKDESIGN.COM

## COMPUTER MEMBERSHIP SOFTWARE

**BrightLime**

SHARPER WEB BASED  
CLUB MANAGEMENT

0844 493 3696  
info@brightlime.com

WWW.BRIGHTLIME.COM

## AV / SOUND

**Lightmasters**

Audio Visual Systems  
Effects & Mood Lighting  
PA Systems

info@lightmasters.co.uk  
www.lightmasters.co.uk

lightmasters' uk ltd.

WWW.LIGHTMASTERS.CO.UK

## COMPUTER MEMBERSHIP SOFTWARE

A highly functional,  
constantly improving  
system, to manage  
most leisure  
environments

- Membership/CRM
- Activity & Class Bookings
- Course Management
- Till & Payment Systems
- Access Control
- Online Bookings & Sign-ups

CONTACT US ON:  
+44 (0)1223 873 873  
www.sportsoft.co.uk

**SPORTSOFT**

WWW.SPORTSOFT.CO.UK

## COMPUTER MEMBERSHIP SOFTWARE

**Legend**

Call Legend today  
0800 031 7009  
legendware.co.uk

WWW.LEGENDWARE.CO.UK

## CUSTOMER ENGAGEMENT

GET MEMBERS..... KEEP MEMBERS!

**memberdrive** www.cfm.net

www.myzone.org **myzone**

WWW.CFM.NET

## COMPUTER MEMBERSHIP SOFTWARE

**WHATEVER YOUR SECTOR...**

Need a management  
solution?  
Get in touch and find  
out how you can start  
saving and making  
money, year after year...

**EZ / RUNNER**

Management Software: made easy

0844 847 5827 www.ez-runner.com

WWW.EZ-RUNNER.COM

## DIRECT DEBIT COLLECTION

**We do more than  
just collect your  
subscriptions**

**DFC**  
Revenue Management  
Solutions

www.debitfinance.co.uk  
sales@debitfinance.co.uk  
01908 422 026

WWW.DEBITFINANCE.CO.UK

# Directory

To book your promotion, call the sales team on +44 (0)1462 431385

## DIRECT DEBIT COLLECTION



www.harlandsgroup.co.uk





**Maximum Revenue, Minimum Hassle**

We don't just process your payments, we manage your memberships so you can manage your facilities more effectively...

- Maximise profitability
- Reduce admin time
- Unlock the potential in your staff
- Increase income

01444 449 157 sales@harlandsgroup.co.uk

**WWW.HARLANDSGROUP.CO.UK**

## EXERCISE EQUIPMENT



**MAKING A STRONGER WORLD**

ELEIKO SPORT LTD. IS NOW WORKING DIRECT WITH FACILITIES IN THE UK AND IRELAND.

By integrating the world's best strength equipment, education and expertise, we make people stronger, so they can perform better in sports and in life.

UK@ELEIKO.COM



**ELEIKO**

**WWW.ELEIKO.COM**

## EXERCISE EQUIPMENT

**JORDAN®**

THE FUNCTIONAL FITNESS SPECIALISTS



E: sales@jordanfitness.co.uk  
T: +44 (0) 1553 763 285  
W: www.jordanfitness.com

**WWW.JORDANFITNESS.COM**

## EXERCISE EQUIPMENT



Service and sales of equipment

- Fitness Equipment Servicing
- Sportshall Servicing
- Equipment Sales
- Parts Sales



**Call: 0845 402 2456 www.servicesport.co.uk**

**WWW.SERVICESPORT.CO.UK**

## FLOORING

**GYM FLOORING & ACOUSTIC SOLUTIONS**



**TVS GROUP**

SPORT | FITNESS | PLAY | ACOUSTICS

www.TVS-Group.co.uk

**Contact us now:**  
Office: +44 (0) 1706 260 220  
Email: Sales@TVS-Group.co.uk

**WWW.TVS-GROUP.CO.UK**

## FUNCTIONAL TRAINING / FLOORING

**Regupol®**

**IMPACT SOUND INSULATION | GYM FLOORING**



INFO@BERLEBURGER.DE > WWW.EVERROLL.BIZ

**WWW.EVERROLL.BIZ**

## FUNCTIONAL TRAINING / FLOORING



**TARAFLEX**  
SPORTS

High Performance Fitness Flooring  
Recognised Brand Trusted Quality

www.gerflor.co.uk

**Gerflor**  
theflooringgroup

**WWW.GERFLOR.CO.UK**

## LOCKERS & INTERIORS

**CRAFTSMAN**



- Changing Rooms
- Treatment Rooms
- Lighting & Interiors
- Bespoke Storage & Lockers

**sales@cqlockers.co.uk +44 (0)800 030 6082**

**WWW.CQLOCKERS.CO.UK**



**LOCKERS & INTERIORS**

**CROWN**  
SPORTS LOCKERS

Tel: 01803 555885  
Email: sales@crownsportslockers.co.uk  
Web: www.crownsportslockers.co.uk

**MORE THAN JUST LOCKERS**  
Changing Rooms - Treatment Rooms - Washrooms

[f](#) [t](#) [g+](#)



**WWW.CROWNSPORTSLOCKERS.CO.UK**

**LOCKERS & INTERIORS**

**FITLOCKERS**  
Quality Affordable Locker Room Solutions



**T: 01923 770435**  
sales@fitlockers.co.uk www.fitlockers.co.uk

**WWW.FITLOCKERS.CO.UK**

**LOCKERS & INTERIORS**



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

Contact us today for further information

T: 0203 651 1500  
E: info@safespacelockers.co.uk  
www.safespacelockers.co.uk

**SAFE SPACE**  
THE CHANGING ROOM EXPERTS

**WWW.SAFESPACELOCKERS.CO.UK**

**LOCKERS & INTERIORS**



**RIDGEWAY**  
furniture manufacturing  
ridgewayfm.com

tel 01525 384298 sales@ridgewayfm.com

**WWW.RIDGEWAYFM.COM**

**RETAILS SOLUTIONS**

**SRS Leisure**  
YOUR COMPLETE RETAIL SOLUTION

**25** YEARS  
PROUDLY SUPPLYING  
**POOL** HOPKINS

0121 550 2700  
sales@srsleisure.com  
www.srsleisure.com



**WWW.SRSLEISURE.COM**

**SALES & MARKETING**

**GET MEMBERS...**

**CFM memberdrive**

**...KEEP MEMBERS**

**myzone**



**0115 777 3333 WWW.CFM.NET**

**WWW.CFM.NET**



## Tim McGraw

Being a touring musician can be tough on your wellbeing, so country music star, Tim McGraw, developed his own workouts to stay fit. Now he's collaborating with Snap to launch a gym brand

**F**ranchised operator Snap Fitness has launched a new gym brand in partnership with Grammy Award-winning country music icon Tim McGraw.

The two have signed a two-year partnership that will see them create a chain of Snap Fitness-operated gyms called TRU MAV Signature Clubs.

The development of the highly-branded clubs has been led by McGraw and will focus on "straightforward, independent style and hometown values" – designed to reflect McGraw's public image.

Plans for the clubs include customised equipment and workout programmes based on McGraw's own workout routines and music.

Programming will include two bootcamp-style HIIT classes

– Trufit and Trupower.

McGraw says he created his own fitness regime to help meet the "rigorous demands of his tour schedule".

"Fitness and healthy living are a key part of my music and life," McGraw said.

"Physical fitness is something I value – it can help you live your best life.

"Working out becomes a habit when it's an easy part of everyday life, and that's why I'm partnering with Snap Fitness.

"These gyms will help folks who are short on time find their fit. They're encouraging communities that support people who are working toward their own fitness goals."

The brand is part of Snap's plans to diversify and expand its offer. The company currently has 2,000 clubs open or in development in 19 countries.



*Fitness and healthy living are a key part of my music and life*



**SIBEC<sup>19</sup>**

UK

**2-3 May 2019**

The Belfry, Wishaw, West Midlands, UK

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



**SIBEC<sup>19</sup>**

Europe

**5-8 November 2019**

The Westin Dragonara Resort,

St. Julians, Malta

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

## What do you get at SIBEC?

- Guaranteed pre-qualified audience of key decision makers
- Pre-set appointments with buyers of your choice
- Limited competition
- 3 full days of exceptional networking
- Unparalleled value for money
- High Quality Seminar Program



I think will be my 5th year at SIBEC and from both a business and personal perspective there are a number of reasons why I continue to attend yearly-

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,  
David Lloyd Leisure Ltd

For more information about  
**SIBEC** please contact:

**David Zarb Jenkins**

Email: [dzarbjenkins@questex.com](mailto:dzarbjenkins@questex.com)

Tel: +356 9944 8862



**SIBEC**

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



**HOTEC**

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



**SPATEC**

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

# SUCCESS STARTS HERE ///

REIMAGINE YOUR FACILITY WITH  
OUR TOTAL SOLUTIONS APPROACH



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

Email: [info@precor.com](mailto:info@precor.com) Call: 01276 404900  
Or visit: [www.precor.com](http://www.precor.com)

**PRECOR®**