

2021 YEAR IN REVIEW

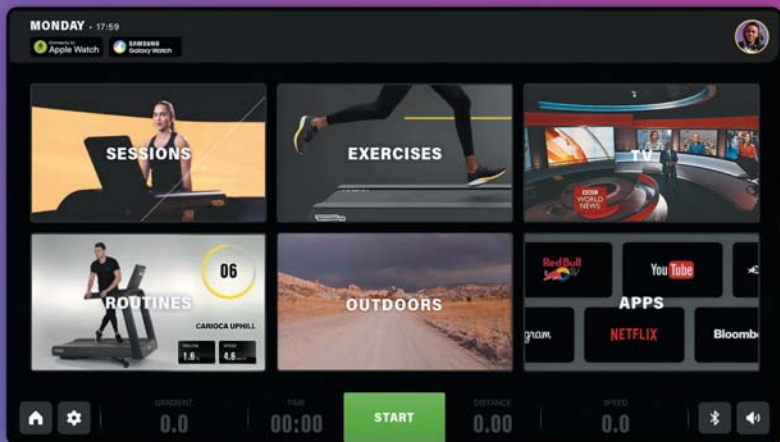




The new Excite line provides all users with an engaging and tailored exercise experience thanks to the Technogym Live platform.

- **Training variety:** training is more fun and inspiring for any age or fitness level with tailored on-demand workouts, and countless entertainment options
- **Mobile connectivity:** personalise your experience by connecting your personal device; charge your phone wirelessly
- **Space-savvy:** the redesigned excite run offers the best floor footprint to training space ratio (-30% footprint / +13% running space)
- **Energy-savvy:** the new excite line represents the next generation of sustainable equipment

Discover more on technogym.com/HCM



TECHNOGYM LIVE

Precision Training Experience



Discover the new
Excite line





8G STEPMILL

The Gauntlet provides a superior combination of cardio and strength training with features like a deep, wide step surface with durable, rust-free polypropylene construction.

Add the smart, affordable, flexible, 15" Embedded OpenHub™ console and now you have an innovative machine that delivers a workout that's head and shoulders above anything else in the gym.

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STAIRMASTER 15" EMBEDDED TOUCH SCREEN

The 15" embedded touchscreen display adds a premium look and experience to the already-great StairMaster cardio line. With standard features like HDMI streaming, Bluetooth connectivity and TV tuner options, this is a display that has something for every user.

Connect directly with Apple Watch and Samsung Galaxy Watch for real-time data sharing between the equipment and watch using NFC technology to allow a simple tap to pair connection.

Includes the Landmark Challenge Program as well as standard console programs.

COREHANDF.COM/STAIRMASTER

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Stress tested

A year of lobbying, refinancing, landlord negotiations, and staff crises tested the sector to the limit in 2021, but the underlying trend was resolutely upwards, driven by an irrepressible energy

Welcome to the second of our pandemic special review editions of *HCM*, following on from the first edition in 2020.

We've reflected back on the past year to curate the stories that defined the sector during the second year of the pandemic.

Although everyone will have a different story to tell, overall, 2021 was essentially a major stress test for the sector and saw operators grappling with a barrage of challenges, from landlord disputes to software reconfigurations. It was the kind of year where every decision is mission-critical, requiring deep reserves of resilience, but the good news is that the sector made it though – battered and bruised, but still largely intact.

The biggest challenges inevitably revolved around money, with issues relating to balance sheets, cashflow and rent payments dominating the headlines. The downside? Several major players went through CVAs and restructures, but the upside was the healthy interest shown by the investor community and local authorities in backing the sector, enabling the vast majority of operators to survive and start to bounce back.

Investor engagement was one of the major defining characteristics of 2021 – you could say it was the year investors really got fitness – and governments started to.

Issues around employment status were huge for industry workers in 2021 – especially the self-employed. Current staff shortages being experienced across the sector are a direct consequence of the patchy job that was done in protecting the livelihoods of the freelancers we rely on – too many of whom were let down and unable to claim government support due to a lack of a paper trail and who have exited the sector as a result.

This is something to be fixed going forward, so the people who enable the industry to function have more job security.

In spite of the upheaval, there are some huge positives to be taken from this challenging year in terms of the way consumers had our back. They voted in our parliamentary petition to get gyms open, they were queuing outside at midnight when gyms reopened and



PHOTO: SHUTTERSTOCK / WAREBEAR/AMEDIA

The second year of COVID was a stress test for the sector

“The deeper bond with consumers that has emerged will be the bedrock on which the future of the industry is built”

market research showed them expressing a new and more powerful appreciation of their health clubs and leisure centres and a greater desire to stay fit and healthy.

Going forward, we must harness this energy far more and engage our customers in our work to get both essential service status and greater government recognition for what we do as a sector. It matters to them and we need to respect this fact far more than before.

Ultimately, the deeper bond with consumers that has started to emerge during the pandemic will be the bedrock on which the future of the industry is built.

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2022, YOUR YEAR OF TRANSFORMATION



Double down on digital to drive live fitness with Les Mills.

Majority of members prefer a 60:40 split between the gym and home workouts, with gym members being twice as likely to use digital fitness options compared to non-members (36% vs.18%). Omnichannel fitness is the way to win in 2022, how does your membership offer cater for them working out with you, wherever they are?

*Source: 2021 Global Fitness Report, Les Mills

FIBO GLOBAL
FITNESS





7 – 10 APRIL 2022

EXHIBITION CENTRE COLOGNE

FOR A STRONG & HEALTHY SOCIETY

FIBO.COM

Social
media posts
15,168

Ezines
1,150,647

HCM news
alerts
1,878,569

Online
news reads
1,803,665

TOP HEALTH STORY
*30 minutes of daily
exercise 'not enough
for those who spend
days sitting down'*

Reads to date
21,802

Social
traffic
44,190

HCMmag.com

HCM 2021

a year in numbers

Interviews
& features
244

BIGGEST UK STORY
UK government scheme
will reward people
for exercising

Reads to date
149,405

News
stories
534

Search
traffic
187,872

COVID
tests done
288

Fit Tech
news alerts
617,008

HCM

2021 timeline

The second year of the pandemic saw the industry tested and coming back fighting. We've curated the key stories from our HCM reporting to tell the story of the year

p12 / January 2021

Industry calls for support

The UK government was called on to provide the sector with a plan to provide immediate, essential measures to secure its future and help it to recover and grow

p16 / February 2021

Reopening in sight

A Parliamentary Petition, started by HCM editor, Liz Terry, called for gyms to reopen first after the lockdown. The petition reached 170k signatures and promoted a debate in UK Parliament about the merits of a Work Out to Help Out scheme

p20 / March 2021

Dealmaking accelerates

CVAs, restructuring and mergers and acquisitions accelerated as the pressure on balance sheets continued to increase. Behind the scenes, property deals were done for the transfer of many high profile assets

p24 / April 2021

Health clubs start reopening

Health clubs, gyms and studios reopened across the UK for all but indoor sports and group exercise. The industry counted the financial cost of closures

p30 / May 2021

New member levels surge

Members came roaring back, with many operators also reporting record sign-ups, although some consumers were still cautious and the public sector struggled financially. The industry committed to remaining COVID-secure amid the disruption

p34 / June 2021

Reopening unleashes innovation

The industry saw an acceleration in innovation, as hybrid concepts merged in-club and at-home functionality, new partnerships were announced and development plans continued to bring new concepts to market

p38 / July 2021

The pandemic – living with COVID

As people reverted to a more normal life pattern, COVID cases grew in number and self-isolation became an issue for employers across the sector, who found themselves short-staffed. Scientists predicted the largest cohort of the pandemic would be those who had COVID-19 but were not aware

p42 / August 2021

Operators pivot to thrive

David Lloyd Leisure reported it was back to pre-pandemic trading levels and investment continued to flow into the sector to drive rollouts and growth

p46 / September 2021

Industry honours Spaticchia

Research showed the link between health club visits and COVID-19 continued to weaken in spite of reopening. The industry named an award in honour of Jan Spaticchia

p50 / October 2021

Live events are back

The industry saw one of the first live events take place as IHRSA delivered its 2021 event in Dallas, while research proved exercise was supercharging children's recovery from lockdowns

p54 / November 2021

Industry gets certified

Europe Active launched the pilot for its new consumer-facing accreditation scheme, FitCert.eu, which offers operators across Europe the chance to prove their adherence to validated quality and safety standards

p58 / December 2021

Market will reach US\$7trn by 2025

The Global Wellness Institute published its latest research into the size of the wellness economy, finding it will grow annually by 9.9 per cent, reaching a value of US\$7trn by 2025. The findings were presented at the 2021 Global Wellness Summit

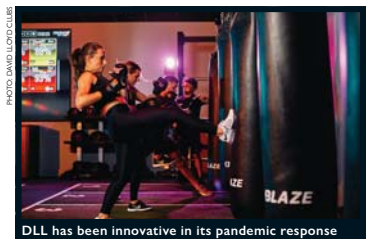


The value of social prescribing is being examined

03 Jan 2021

World Health Innovation Summit explored social prescribing on global level

An international panel of experts examined how social prescribing can play a role in the future of health and social care. Held by the World Health Innovation Summit, the webinar explored how social prescribing can create value by investing in prevention, health leadership and building trust. More: http://lei.sr/Y6M4S_H



DLL has been innovative in its pandemic response

04 Jan 2021

Glenn Earlam pushes back on reports of 'material uncertainty' at DLL

David Lloyd Leisure (DLL) became the latest operator to have its auditors flag up the detrimental effect of the pandemic on the business. However, speaking to HCM, DLL CEO, Glenn Earlam, said leisure businesses have had to declare 'material uncertainty' in their accounts, due to the pandemic. More: http://lei.sr/5x6h4_H

05 Jan 2021

UK gym industry called for help

UK Active called on the UK government to draft a new National Physical Activity Plan and provide further sector-specific financial protection for operators in the activity sector, to support the industry through the UK's third lockdown. More: http://lei.sr/h2x4T_H

06 Jan 2021

1 Rebel entered Middle East

HIIT brand 1 Rebel has entered the Middle Eastern market for the first time, with the launch of two clubs in Riyadh, Saudi Arabia. The clubs will be operated in partnership with Saudi-based Armah Sports, which has the 1 Rebel rights to seven markets across the Middle East. More: http://lei.sr/M8E3V_H



Operators were losing around £90m each week

07 Jan 2021

UK gyms 'lose £400m a month'

The UK physical activity sector was losing around £400m a month during lockdown. The figure, from industry body UK Active, was based on lost membership fees and took into account government support – such as furlough, business rate support and grants. UK Active said the figure was conservative. More: http://lei.sr/Z3g7A_H



Gym closures were costing the NHS £7.2m each week

07 Jan 2021

Gym lockdown costs NHS £31m a month

The closing of gyms, leisure centres and swimming pools under COVID-19 restrictions was costing the NHS £7.25m a week in lost social value in January 2021. The figure was calculated based on the loss of health interventions – physical and mental – normally offered by the sector. More: http://lei.sr/M8n9B_H

PHOTO: ARISTO ARCHITECTS



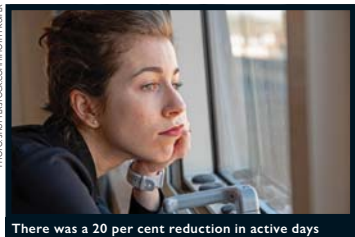
The stores will feature large fitness studios

08 Jan 2021

Mike Ashley added gyms to the mix

Fraser's Group said it would open three new regional Flannels-branded retail stores during 2021 – each of which will feature fitness studios. The Mike Ashley-owned retail group is betting on a recovery for high streets with the plans, which will see stores opening in Liverpool, Leicester and Sheffield. More: http://lei.sr/E4D5x_H

PHOTO: SHUTTERSTOCK.COM/TIMOTHY KUBER



There was a 20 per cent reduction in active days

12 Jan 2021

People exercise less during lockdowns

Some Brits drop their exercise habits, eat unhealthily and drink more alcohol during lockdowns, according to research from the University of East Anglia. A study of 1,000 people shows lifestyle behaviours changed for the worse during the initial COVID-19 lockdown in April 2020. More: http://lei.sr/Q3f6R_H

12 Jan 2021

Call for pandemic recovery plan

The government was called on to provide the fitness sector with a plan to provide immediate, essential measures to secure its future and help it to recover and grow. Appearing before the DCMS Committee on 12 January 2021, industry leaders said the pandemic was having a "devastating effect" on the sector. More: http://lei.sr/G7p7g_H

13 Jan 2021

Most adults 'want to get healthy'

An England-wide survey of over 5,000 adults found that 80 per cent had made the decision to change their lifestyle in 2021. Of those, 70 per cent wanted to become healthier and fitter due to the threats posed by coronavirus (COVID-19). The study was published by Public Health England. More: http://lei.sr/v6d4K_H



A third of kids lack exercise

PHOTO: SHUTTERSTOCK.COM/CONCEALING XPS

14 Jan 2021

Most kids failed to meet recommended exercise levels

Less than half (44.9 per cent) of children in England met the recommended levels for exercise (60 minutes a day) during 2020. The impact of the pandemic on activity levels was revealed in the *Active Lives Children and Young People Survey*. More: http://lei.sr/C7v2W_H



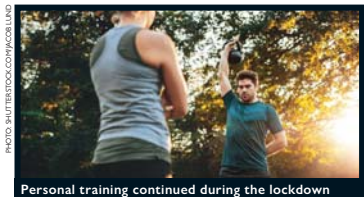
Ralph Scholz inked a deal with IHRSA

PHOTO: JAHN KOEHL

14 Jan 2021

Battle heats up for industry events

Jostling began for the resumption of live fitness industry events later in 2021. IHRSA announced it had done a deal for the development of an event called the IHRSA SMART Summit, to take place during new B2B trade show, FitnessConnected – headed by CEO, Ralph Scholz. More: http://lei.sr/P4c5a_H

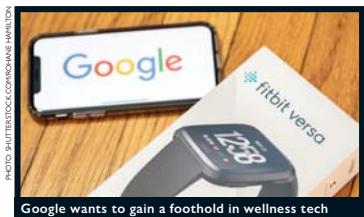


Personal training continued during the lockdown

18 Jan 2021

PTs on alert as police said travel restrictions should be written in law

One of England's highest ranking police officers called on government ministers to clearly define the maximum distance people were allowed to travel to undertake their daily exercise, in a move that threatened to impact the way personal trainers operated under England's lockdown restrictions. More: http://lei.sr/f3k4G_H



Google wants to gain a foothold in wellness tech

18 Jan 2021

Google's Fitbit acquisition demanded compromise over personal health data

Google completed a US\$2.1bn deal to acquire Fitbit, marking the tech giant's entry to the wellness tech market. The deal took more than a year to complete and was only approved by the EU after Google agreed to make commitments about how it would use Fitbit users' personal health data. More: http://lei.sr/Y7f4V_H

19 Jan 2021

Survey benchmarked mental health of physical activity workforce

A national survey charted the mental health of the physical activity workforce. Undertaken in partnership with CIMSPA and managed by Workplace Mental Wealth, the survey was open for anyone working in fitness and physical activity. More: http://lei.sr/Y7n5q_H

Battle for reopening (again)

21 Jan 2021

Nuffield Health launched free emotional wellbeing classes online

Nuffield Health launched a series of free, online classes focused on emotional wellbeing. The classes were made available on the healthcare charity's digital platform and aimed to give people the means to focus on their mental wellbeing. More: http://lei.sr/H2f7Z_H



Gymbox will deliver bespoke classes

21 Jan 2021

Gymbox moved into the hotel market with citizenM deal

Gymbox entered the hospitality space with a deal to deliver in-room exercise sessions to guests at citizenM hotels around the world. Utilising its Out The Box digital platform – launched amid the pandemic – Gymbox is delivering bespoke classes. More: http://lei.sr/V9W6M_H



The UK's obesity strategies "have not worked"

22 Jan 2021

689 weak policies blamed for failure to tackle UK's obesity crisis.

The failure to tackle the UK's obesity crisis is down to successive governments being guilty of weak policy design, lack of effectiveness and botched implementation.

That was the message of a hard-hitting report – published in January 2021. More: http://lei.sr/k3j4u_H



Petition called for clubs to open as soon as possible

20 Jan 2021

Parliamentary Petition called for gyms to reopen first after lockdown

HCM editor, Liz Terry, launched a Parliamentary Petition calling for health clubs, leisure centres and gyms to be in the first wave of reopenings after the lockdown and for the government to fund a 'Work Out to Help Out' scheme. More: http://lei.sr/y5b7X_H



Sector professionals can apply for the added support

25 Jan 2021

Sport Wales offered £2.5k grants to PTs, fitness instructors and coaches

Fitness instructors, personal trainers, coaches and other self-employed physical activity workers in Wales were given extra financial support. Sport Wales reopened its Sport Freelancer Fund, which offered grants of up to £2,500. More: http://lei.sr/5x4g3_H

26 Jan 2021

Children and disadvantaged at the heart of Sport England's 10-year strategy

Sport England vowed to tackle inequality and create a nation of "more equal, inclusive and connected communities" through physical activity. Revealing its 10-year strategy, the body wants to see a country where people live "healthier lives". More: http://lei.sr/B7b7r_H

28 Jan 2021

Greater financial support needed for physical activity sector

The physical activity sector is in need of bespoke and financial support in order for it to survive the pandemic, according to industry body UK Active. The call was made after gyms have been forced to close their doors during a vital period for gyms. More: http://lei.sr/t55Q6g_H



Everyone On Demand offers 2,500 classes

28 Jan 2021

Everyone Active partnered with PHE to tackle lockdown inactivity

Everyone Active offered a month's free trial of its digital Everyone On Demand service to members of the general public. The operator is working in partnership with Public Health England (PHE) on the project. More: http://lei.sr/F5W4V_H

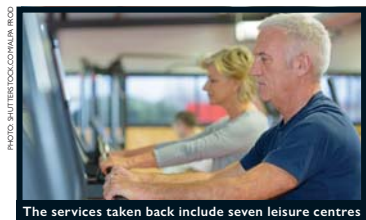


The advert drew criticism from wellness experts

28 Jan 2021

UK government pulled ad suggesting people out exercising have COVID

The UK government was forced to remove a controversial radio advert which claimed people who go out running are "highly likely to have COVID-19". The misleading and unsubstantiated claim sparked a deluge of complaints. More: http://lei.sr/8p8k5_H



The services taken back include seven leisure centres

01 Feb 2021

Wigan council took back leisure services from contractors

Wigan Council took back the management of all its leisure centres from 1 April 2021, following a 'mutual agreement to safeguard jobs and services'.

The services in Wigan Borough include seven leisure centres. More: http://lei.sr/y2w7t_H



The government said it was reluctant to close gyms

02 Feb 2021

Welsh government planned to open gyms first after lockdown

Gyms were set to be among the first businesses allowed to reopen in Wales when lockdown restrictions were lifted. Eluned Morgan, the Welsh Government's mental health and wellbeing minister, said gyms were "crucial" for the nation's health. More: http://lei.sr/4w4M5_H

03 Feb 2021

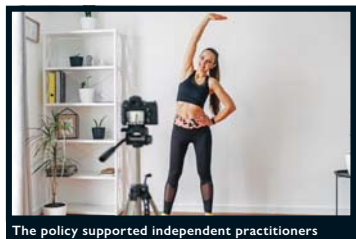
EuropeActive, UK Active, EREPS and CIMSPA strengthened collaboration

EuropeActive and UK Active secured a new partnership agreement which saw the industry bodies working more closely together following the UK's exit from the EU. The organisations signed a new Memorandum of Understanding. More: http://lei.sr/k8P5v_H

04 Feb 2021

Less exercise and more TV in Lockdown 3 was leading to decline in mental health

Nearly half of the UK population (40 per cent) were exercising less during lockdown 3 than during the first in early 2020, while one in five people were watching television, streaming films and gaming more, according to a UCL COVID-19 Social Study. More: http://lei.sr/v7H9t_H



The policy supported independent practitioners

04 Feb 2021

CIMSPA exerted control over online exercise delivery

CIMSPA issued a new policy to help ensure fitness and physical activity training is delivered safely online. 'Delivering sport and physical activity online' was designed to support individual and independent practitioners across the UK. More: http://lei.sr/d3T5G_H



Facilities were opened outside school hours

08 Feb 2021

£10m fund enabled school sports facilities to open after hours

The UK government invested more than £10m to open school sports and swimming facilities in England to the public in the evenings, at weekends and during holidays. The funding helped children have access to activities in areas with limited facilities. More: http://lei.sr/z5w5h_H

PHOTO: NISPORTGART



GO Fit generated turnover of €67.9m

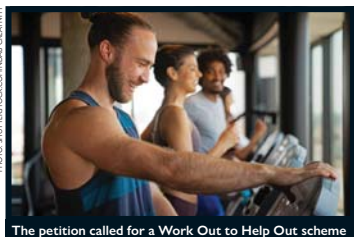
08 Feb 2021

Audit found GO Fit owner generated €300m in social value

Ingesport – which operates the GO Fit chain in Spain and Portugal – reported that it generated €300m in social value from its Spanish operations during 2019.

The annual audit of social impact was conducted by PricewaterhouseCoopers. More: http://lei.sr/r9S4_H

PHOTO: SHUTTERSTOCK.COM/AR CREATIVITY



The petition called for a Work Out to Help Out scheme

10 Feb 2021

Gym petition reached 170k signatures and was set for Parliamentary debate

A Parliamentary Petition started by HCM editor, Liz Terry, calling for gyms to reopen first after the lockdown reached 170k signatures, which meant the motion was considered for a debate in Parliament. It also called for a Work Out to Help Out scheme. More: http://lei.sr/S7A5n_H

11 Feb 2021

Virgin Active investors were preparing a rescue deal for fitness chain

Virgin Active investors were preparing a £60m+ funding injection into the fitness operator, in a bid to secure its future. As reported by HCM in December 2020, Virgin Active had been actively looking to raise cash to buffer it from the impact of lockdowns. More: http://lei.sr/C7f9s_H

12 Feb 2021

GLL's COVID protocols chosen as best practice by the Cabinet Office

The Cabinet Office chose leisure operator GLL as the “face” of England’s COVID-secure physical activity facilities. The social enterprise’s approach to COVID-19 protocols and training represented the leisure sector on the Cabinet Office website. More: http://lei.sr/G5W2T_H



Basic-Fit had 905 clubs in Europe in early 2021

12 Feb 2021

Basic-Fit raised €150m additional financing to weather COVID

Europe’s largest fitness chain, Basic-Fit, secured a €150m bridge facility, which it said would provide it with the financial flexibility to weather the impact of the pandemic and to “recommence its growth strategy”. The group had 905 clubs at February 2021. More: http://lei.sr/V5T8h_H



UK Active called for targeted help for the sector

15 Feb 2021

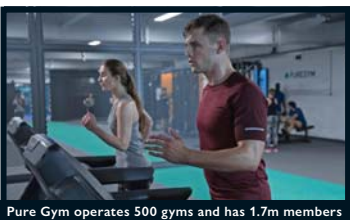
UK Active published six policies it says would secure future of sector

UK Active published six ‘policy calls’, which it said were crucial to helping the physical activity sector survive and recover from the financial pressures caused by the pandemic. These included a VAT reduction to 5 per cent in line with hospitality. More: http://lei.sr/M5R7_H

PHOTO: MASCAT

PHOTO: SHUTTERSTOCK.COM/MASTERSHIPS

PHOTO: SHUTTERSTOCK/ALAN LING



Pure Gym operates 500 gyms and has 1.7m members

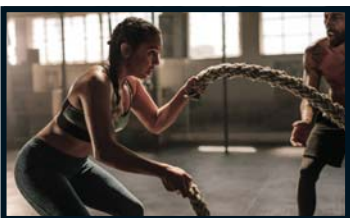
16 Feb 2021

Pure Gym's European operations reopened before those in the UK

Pure Gym said it expected lockdowns to last "until at least 31 March" – and said it would reopen its Danish and Swiss operations before the UK.

All operations remained closed and it had £236m of liquidity at December 2020. More: http://lei.sr/8z7c9_H

PHOTO: SHUTTERSTOCK/ALAN LING



Gym users reported low levels of COVID-19

17 Feb 2021

Very low association found between gyms and COVID-19 during 2020

Data published on 17 February by UK Active showed that for every 100,000 visits to UK gyms and leisure centres during 2020, only 1.7 people went on to test positive for COVID-19 – and there is no evidence that transmission took place in gyms. More: http://lei.sr/n7MST_H

19 Feb 2021

FIBO confirmed China event as first fitness show since pandemic began

FIBO said its Chinese event in March 2021 would be held as a hybrid event – making it the first fitness trade show with an on-site element since the pandemic began.

The FIBO China 2021 event was slated to host 450 brands and providers. More: http://lei.sr/A6C7x_H

19 Feb 2021

Nordic fitness giant SATS posted robust Q4 figures despite COVID

SATS said Q4 2020 was "dominated by the second wave of club closures", but the operator expected to see a "successful recovery" when it reopened its 240 clubs.

SATS said revenues fell 18 per cent in the quarter, but that it had "sufficient liquidity". More: http://lei.sr/j3c9q_H



Women made up 54 per cent of UK gym members

PHOTO: SHUTTERSTOCK/ALAN LING

21 Feb 2021

Tanni: Lockdown hitting women's health and widening gender gap

The physical and mental health of women in the UK was being put under unprecedented pressure by the pandemic, according to Baroness Tanni Grey-Thompson.

The UK Active chair said women face an increased workload and less leisure time. More: http://lei.sr/F4D4v_H



Drakeford: "Evidence needed for gyms to reopen"

PHOTO: SHUTTERSTOCK/ALAN LING

22 Feb 2021

Welsh operators furious over Welsh government's u-turn on reopening

The re-opening of gyms in Wales was pushed back by First Minister Mark Drakeford, who said "better evidence" was needed to allow gyms to re-open – although he failed to articulate what evidence he meant. The U-turn infuriated fitness operators. More: http://lei.sr/P7P5X_H



Gyms will reopen on 12 April

22 Feb 2021

Physical activity sector scheduled to reopen in England on 12 April

PM, Boris Johnson, confirmed that gyms and leisure centres in England would reopen on 12 April.

All outdoor sport was set to return on 29 March – the same day “stay at home” orders were set to end. More: http://lei.sr/A4n8Q_H



Gyms are important for physical and mental health

25 Feb 2021

Gym closures – what have the implications been for public health?

A number of studies outlined the effects that preventing people from taking part in organised exercise have had. One showed how it resulted in falls in cardiorespiratory fitness levels and weight gain – risk factors causing worse COVID-19 symptoms. More: http://lei.sr/J7t9s_H

26 Feb 2021

Public Health England's advice on tackling inequalities in physical activity

A new guide looked to offer local level practitioners and commissioners – as well as those working in physical activity – help identify and break down barriers preventing people from taking part in exercise. More: http://lei.sr/e7y6q_H

27 Feb 2021

Planet Fitness CEO Chris Rondeau optimistic over sector's outlook

People placing emphasis on their physical fitness, the advances made in digital fitness and the opportunities arising from a reshaped real estate landscape will help the fitness industry recover from the pandemic, said Planet Fitness CEO Chris Rondeau. More: http://lei.sr/b6j7J_H



UK Active said 2,400 gyms could face closure

28 Feb 2021

400 gyms and leisure centres already lost, further 2,400 at risk

Hundreds of gyms, swimming pools and leisure centres have been forced to close and thousands more are at risk unless they receive urgent, tailored, financial and regulatory support from the government, according to industry body UK Active. More: http://lei.sr/Y6g8R_H



Gyms in Scotland were set to open on 26 April

28 Feb 2021

Scottish gyms to open on 26 April, no dates for Wales and Northern Ireland

Health clubs in Scotland were scheduled to open on 26 April. First Minister Nicola Sturgeon said the reopening of indoor facilities would be accompanied with people being allowed to exercise in small groups outdoors. More: http://lei.sr/j2Y3R_H

PHOTO: SHUTTERSTOCK/CLAUDE



The total leisure spending included £300m for sport

03 Mar 2021**Budget 2021: government earmarked £700m for sports and culture**

Announcing his Budget, chancellor, Rishi Sunak, unveiled an additional £700m funding boost for sports and culture, as part of plans to help the UK economy recover from the effects of the pandemic. Sport was scheduled to receive £300m alone. More: http://lei.sr/s2W2Y_H

PHOTO: UK ACTIVE



Huw Edwards said fitness needs more support

04 Mar 2021**Budget leaves fitness with unanswered questions, said Huw Edwards**

The Budget announcement left the UK's physical activity sector with "unanswered questions", according to Huw Edwards, CEO of UK Active.

Edwards said the lack of targeted help would put businesses "under threat". More: http://lei.sr/k9N7C_H

05 Mar 2021**Could paying people to exercise drive down obesity levels?**

The UK government said it was exploring whether incentivising people financially to take part in physical activity could help drive down obesity. Sir Keith Mills was advising the government on the feasibility of a "cash for exercise" scheme. More: http://lei.sr/c7Z8c_H

More reopenings confirmed**05 Mar 2021****83% of US gyms survived 2020, but revenues fell 58% and a million people lost their jobs**

US fitness industry revenues fell 58 per cent during 2020 – from the US\$35bn in 2019 to US\$15bn. The stat came from industry body, IHRSA, which said the industry lost US\$20.4bn in 2020. More: http://lei.sr/H7R9q_H



COVID-19 will result in long-term care needs

08 Mar 2021**Health clubs make case for 'essential service' status with rehab programmes**

As health clubs prepare for reopening, some were introducing programmes designed to help people recovering from the effects of COVID-19.

COVID-19 legacies include a long-term requirement for health support. More: http://lei.sr/w9q5m_H



At the end of 2020, Basic-Fit had 905 clubs

10 Mar 2021**Rene Moos: 2020 Basic-Fit's 'toughest year', but outlook is encouraging**

Rene Moos, CEO of Basic-Fit, described 2020 as the most difficult faced by the group – but said he remained positive about the outlook for the fitness industry.

"The COVID-19 pandemic has increased the attention for fitness," Moos said. More: http://lei.sr/6F6y6_H

PHOTO: GETTY IMAGES



Peloton will offer Australians its range of products

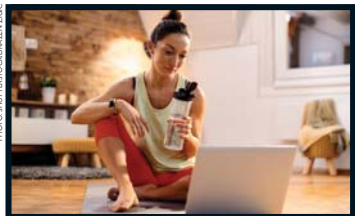
10 Mar 2021

Peloton tackles Australian market – continues global expansion

Peloton said it would launch in Australia, marking the brand's entry to the Asia Pacific region.

At launch, in the second half of 2021, the brand said it would offer consumers the Peloton Bike and Bike+ as well as the Peloton App. More: http://lei.sr/s7B8P_H

PHOTO: SHUTTERSTOCK/BOB ZIG



The pandemic's impact on fitness will be felt for years

11 Mar 2021

McKinsey report: Changes in consumer spending on online fitness 'here to stay'

A new report showed how the pandemic is shifting consumer behaviours in fitness, sport and physical activity – and how those changes are likely to be permanent when it comes to the consumption of goods and digital services. More: http://lei.sr/5K4t4_H

12 Mar 2021

Welsh government was considering splitting gyms into categories

Welsh First Minister, Mark Drakeford, further antagonised the fitness sector by saying the Welsh government was considering breaking the gym sector down into different categories, based on 'risk', and reopening some gyms before others. More: http://lei.sr/Y4R6Z_H

13 Mar 2021

Battle for Virgin Active: restructure 'still possible'

A battle to save Virgin Active continued, as the company worked to secure a restructuring plan.

Investors were understood to be ready to provide a £60m+ funding injection into the fitness operator. More: http://lei.sr/h4C2E_H

PHOTO: SHUTTERSTOCK/BOB ZIG



92.6 per cent expect the population to become fitter

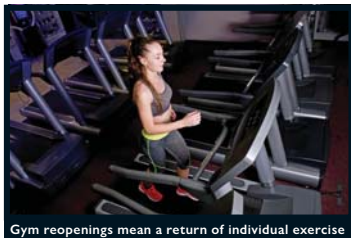
16 Mar 2021

People in the Netherlands believe health clubs offer an 'essential service'

The vast majority of the population of the Netherlands expected their health to improve, once clubs reopened.

A study, by industry body NL Actiefit, showed 92.6 per cent expect the public to become fitter once gyms reopened. More: http://lei.sr/j9c7K_H

PHOTO: SHUTTERSTOCK/BOB ZIG

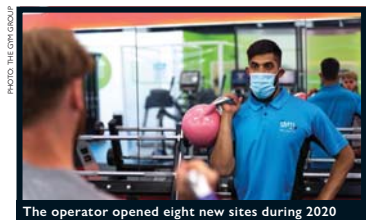


Gym reopenings mean a return of individual exercise

17 Mar 2021

Scotland's health club opening date confirmed as 26 April

Scotland's health clubs can now begin to prepare for reopening, after First Minister Nicola Sturgeon confirmed that indoor fitness facilities can open their doors on 26 April. The reopening of gyms, however, will only allow individual exercise. More: http://lei.sr/r7s4p_H



The operator opened eight new sites during 2020

18 Mar 2021

Pandemic cut Gym Group revenues by half, but firm eyed return to growth

The Gym Group saw its revenues cut by nearly half during the pandemic, a direct result of the group losing 45 per cent of its trading days during 2020.

Despite this, the firm opened eight new sites and remains positive about growth. More: http://lei.sr/B4f3E_H



David Lloyd said it will utilise its outdoor spaces

19 Mar 2021

David Lloyd reopened outdoors as Earlam called for government support

David Lloyd said it would reopen 79 clubs for outdoor fitness on 29 March – two weeks before indoor facilities.

CEO, Glenn Earlam, said the sector will be important in the UK recovery and desperately needs financial support from government. More: http://lei.sr/7y7r5_H

19 Mar 2021

Three-year-old-boy died after 'tragic accident' involving Peloton treadmill

A three-year-old-boy has died of the injuries he sustained in an accident involving a Peloton Tread+ running machine in his own home.

It is the latest serious incident involving a child and a Peloton Tread+. More: http://lei.sr/B2h7H_H

19 Mar 2021

Virgin Active sells historic Barbican site to Nuffield

Nuffield Health acquired the lease for the historic Barbican health club site in London, which was being operated by Virgin Active.

The property has been operated as a health club since the 1980s. More: http://lei.sr/Z8j6W_H

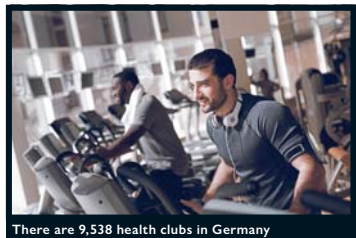


The petition has attracted nearly 230,000 signatures

22 Mar 2021

Parliament debated Work Out to Help Out scheme

The UK parliament debated the merits of a Work Out to Help Out scheme, designed to offer subsidised access to health clubs across the country. The debate is thanks to a petition started by HCM editor, Liz Terry earlier in the year. More: http://lei.sr/F4k8Q_H



There are 9,538 health clubs in Germany

22 Mar 2021

German club industry 'remained robust' – had lost only 11.6 per cent of members

The German health club industry weathered the effects of the pandemic better than many other countries, despite widespread lockdowns and disruption, according to figures published by industry body, DSSV in March 2021. More: http://lei.sr/x2jn_H



Total Fitness reopened all but one of its 17 clubs

26 Mar 2021

Total Fitness entered into a CVA, but said 'majority of clubs' will reopen

Total Fitness entered into a CVA, after being hit hard by the pandemic lockdowns.

The company, which had 17 clubs, said it was trying to secure a future for the business – but that all but one club would reopen. More: http://lei.sr/d9j7h_H



Boom Cycle operates five studios in London

26 Mar 2021

David Lloyd to chair new "supergroup" of boutiques – United Fitness Brands

A new "supergroup" of boutique fitness brands was launched to help pool resources and use their collective strength to grow their individual businesses.

David Lloyd was announced as chair of United Fitness Brands. More: http://lei.sr/v8e8q_H

29 Mar 2021

Xponential acquired ninth brand – boxing studio operator Rumble

Boutique fitness behemoth Xponential Fitness added boxing studio operator Rumble to its portfolio of brands.

Rumble was founded in 2017 and has since opened sites in a number of major US cities – and was the ninth brand to join Xponential. More: http://lei.sr/r5a4m_H

29 Mar 2021

RSG takes John Reed brand to North America with first site in Los Angeles

Rainer Schaller's RSG Group opened a John Reed club in Los Angeles – the first in North America.

The 33,000sq ft, high-end club combines functional design with a club-like atmosphere and is the 31st John Reed club globally. More: http://lei.sr/X8k3R_H

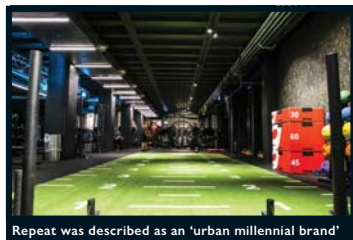


The new office will track physical activity policies

30 Mar 2021

Office for Health Promotion launched to improve UK's physical and mental health

The UK government launched an Office for Health Promotion, which is designed to lead efforts to improve the nation's physical and mental health and tasked with promoting physical activity. More: http://lei.sr/D7v4C_H



Repeat was described as an 'urban millennial brand'

31 Mar 2021

Danish health club brand Repeat files for bankruptcy

Danish operator Repeat – launched in 2016 by Rasmus Ingwerslev – filed for bankruptcy.

The news came after the chain, which operated four clubs in Denmark and one in Sweden, had begun a reorganisation of its business. More: http://lei.sr/V7y6a_H

PHOTO: SHUTTERSTOCK/GEORG STUDD



Could diabetes trigger COVID-19 in some patients?

01 Apr 2021**Could COVID-19 trigger diabetes?**

Growing evidence emerged that a COVID-19 infection could trigger diabetes in some patients.

One of the studies to have made the link was a report relating to the outcomes of 47,780 COVID-19 patients within five months of hospital discharge in England. More: http://lei.sr/q3F7Y_H

PHOTO: PRECOR



Peloton acquired Precor's US manufacturing base

03 Apr 2021**Peloton completed US\$420m acquisition of Precor**

Peloton completed the acquisition of equipment provider Precor. The deal was worth US\$420m and included Precor's US-based manufacturing operation.

Precor became a division of Peloton, called Peloton Commercial. More: http://lei.sr/v4v7C_H

06 Apr 2021**Les Mills used holograms in Masterclass videos to overcome travel bans**

Les Mills revealed an ingenious solution – holograms – to get around pandemic travel bans, which were threatening the long tradition of Les Mills' video Masterclasses featuring a global line up of instructors and presenters. More: http://lei.sr/g8r7W_H

Health clubs start reopening**07 Apr 2021****Empowered Brands announced European expansion**

Empowered Brands, the franchise investment business that acquired énergie Fitness out of a CVA, said it planned to accelerate the roll-out of its four key brands. The company also said it was aiming to expand, with the acquisition of new businesses. More: http://lei.sr/t5H7c_H

PHOTO: PURE GYM



The new clubs will launch alongside 230 existing ones

08 Apr 2021**Pure Gym was gearing up for reopening with 10 new sites**

Pure Gym said it would open 10 new clubs alongside its existing 230 sites when English clubs opened on 12 April.

The 10 new clubs will be launched at various stages during "reopening week" and are linked to long-term lease commitments. More: http://lei.sr/n2s4j_H

PHOTO: SHUTTERSTOCK/ANNA



The new guidance targets patients with pain

09 Apr 2021**Prescribe exercise, not painkillers, to chronic pain sufferers says NICE**

Adults suffering from chronic pain should be advised to take physical exercise, rather than be prescribed painkillers, according to guidance issued by the UK's National Institute for Health and Care Excellence (NICE). More: http://lei.sr/s2q8A_H



09 Apr 2021

Everyone Active and WW (Weight Watchers Reimagined) signed a partnership deal

Leisure centre operator Everyone Active formed a partnership with WW (formerly called Weight Watchers), which saw the two combining their exercise and dietary services. More: http://lei.sr/E9v4J_H



09 Apr 2021

Report on longevity called for £3bn government investment

A parliamentary report, titled *Levelling Up Health*, called for a £3bn intervention fund to build back better health as we come out of the COVID-19 pandemic.

The report recommended a new approach to improve the nation's health. More: http://lei.sr/Q3x6g_H

11 Apr 2021

New National Health and Fitness Alliance to lead fitness sector's global lobbying efforts

A major new initiative is looking to strengthen and unite the fitness industry's voice in influencing policy.

The National Health & Fitness Alliance was created in partnership with IHRSA. More: http://lei.sr/J8A7r_H

12 Apr 2021

Health clubs reopen in England

Health clubs, leisure centres and studios in England opened on 12 April for the first time during 2021.

Some opened their doors to exercisers at midnight, celebrating the return of customers and members.

It was the first time English clubs were allowed to receive customers in 114 days. More: http://lei.sr/2h5Y8_H



14 Apr 2021

Lack of exercise is the strongest risk factor in death from COVID-19

Lack of exercise is a major cause of death from COVID-19, according to research published in April 2021.

Lack of exercise creates greater levels of risk than smoking, obesity, diabetes, high blood pressure and cancer. More: http://lei.sr/x2d9q_H



14 Apr 2021

EuropeActive joined the 'All Policies for a Healthy Europe' Initiative

EuropeActive joined the All Policies for a Healthy Europe initiative, as part of its strategy to increasingly engage with EU health policymaking.

Launched in 2018, APHE brings together a diverse group of organisations. More: http://lei.sr/h7u7F_H



Most members expect to see COVID-safe measures

15 Apr 2021

Operators advised to 'be firm' with members in enforcing protocols

As health clubs reopened following lockdowns, it was deemed "absolutely crucial" operators take a tough stance when enforcing COVID-19 safety protocols.

The call was made by Paul Roberts, CEO of sentiment analysts, My Customer Lens. More: http://lei.sr/d8r2E_H



Northern Ireland can get back to business

16 Apr 2021

Gyms in Northern Ireland opened on 30 April, Group Ex had to wait until 24 May

Health clubs were able to open their doors to individual training sessions in Northern Ireland on 30 April.

As with other home nations, however, indoor group exercise had to wait a bit longer – in Northern Ireland's case, until 24 May. More: http://lei.sr/j6Q4X_H

21 Apr 2021

Pure Gym describes 'brutal' pandemic year as revenue fell by £177m

Pure Gym saw its group-wide revenue decline by £177m during 2020, as it lost 37 per cent of its trading days due to pandemic lockdowns. The operator said it had been a "brutal year", but that it had emerged a "stronger business". More: http://lei.sr/w8E4Q_H

21 Apr 2021

Regular exercise could cut COVID-19 death risk by one third

Regular physical activity could cut the risk of dying from infectious diseases – such as COVID-19 – by more than a third (37 per cent), according to a study by an international team of researchers, led by Glasgow Caledonian University (GCU). More: http://lei.sr/U3z8n_H



The IHRSA event is now in its 40th year

21 Apr 2021

IHRSA moved 2021 convention and trade show to Dallas in October

The International Health, Racquet & Sportsclub Association (IHRSA) moved its Annual International Convention & Trade Show from Los Angeles to Dallas, Texas. Taking place 13-15 October 2021, the event was then in its 40th year. More: http://lei.sr/P3z8q_H



The initiative will highlight the importance of exercise

22 Apr 2021

Physical Activity Alliance launches global initiative to engage politicians in exercise

A bid to engage politicians in exercise inspired the launch of a global physical activity challenge – the Congressional Physical Activity Challenge said it would highlight the importance of exercise. More: http://lei.sr/5k5N5_H

PHOTO: BASIC-FIT



Basic-Fit's revenues were €37m during the quarter

22 Apr 2021

Basic-Fit lost 10 per cent of members due to 'longer than needed' lockdowns

Basic-Fit lost 10 per cent of its members during Q1 2021, as 94 per cent of its clubs remained closed.

The company recorded revenues of just €37m during the quarter, down from €137.5m in Q1 2020. More: http://lei.sr/c2u6D_H

PHOTO: TECHNOGYM



Kempinski Fit Rooms feature Technogym kit

24 Apr 2021

Kempinski revealed new room category focused on fitness

International luxury hotel group Kempinski launched a new room category, which it said it would market as a "new wellness solution for travellers" around the world.

The Fit Rooms provide guests in-room training with Technogym kit. More: http://lei.sr/d4X4M_H

24 Apr 2021

Fitbit launched stress-management tool for trackers and smartwatches

Fitbit introduced stress management tools to millions of users by bringing them to its activity trackers.

The tech giant's new Stress Management Score was made available via all FitBit heart-rate enabled devices. More: http://lei.sr/d4G4k_H

26 Apr 2021

Swimming pool water kills the COVID-19 virus in 30 seconds

A study by virologists at Imperial College London, which was awaiting peer-review, suggested the risk of COVID-19 transmission in swimming pool water is "incredibly low".

The research was commissioned by Swim England, Water Babies and RLSS. More: http://lei.sr/S5t7k_H



Xponential's portfolio includes CycleBar

PHOTO: XPNENTIAL FITNESS

27 Apr 2021

Xponential Fitness declined to comment on US\$1.3bn IPO speculation

Global boutique fitness giant, Xponential Fitness, refused to comment on rumours it's considering an IPO.

It is the second time in 18 months that rumours emerged of a potential listing for the group, backed by Anthony Geisler. More: http://lei.sr/V3W4H_H



Barrecore was bought by UFB

PHOTO: BARRECORE UFB

27 Apr 2021

United Fitness Brands made Barrecore its third brand

United Fitness Brands, the emerging 'supergroup' of boutique fitness brands, chaired by David Lloyd, acquired Barrecore, the barre studio operator.

Barrecore became the third brand in UFB's portfolio. More: http://lei.sr/U9E7z_H

PHOTO: MIDTOWN ATHLETIC CLUBS



Funds will be used to upgrade the entire estate

27 Apr 2021**Steve Schwartz announced the sale of Midtown Health Management**

Steven Schwartz, CEO of Midtown Athletic Clubs, announced the sale of the Midtown Health Management division to management specialist, HealthFitness

Midtown Health managed 25 on-site health clubs in the US. More: http://lei.sr/b6m4b_H

PHOTO: SHUTTERSTOCK/ANNE



Many take antihistamines prior to outdoor workouts

28 Apr 2021**Antihistamines can block the full benefits of exercise**

Taking antihistamines prior to exercise can prevent the body from getting the full benefit of exercise.

A new study shows antihistamines reduce the increases in blood flow to muscles by 35 per cent during exercise. More: http://lei.sr/A7h4g_H

28 Apr 2021**McKinsey found consumers focusing spend on fitness and health**

Fitness and health were found to be priority areas of expenditure for consumers in six key nations around the world, according to a report by McKinsey.

The *Future of Wellness Survey* showed that Germans spend the most on fitness. More: http://lei.sr/u6h9E_H

29 Apr 2021**Mark Wahlberg joined Power Plate as stakeholder and brand ambassador**

Actor Mark Wahlberg officially joined Power Plate as an investor in parent company, Performance Health Systems and brand ambassador for the product. He will also consult on strategy, product and programming development. More: http://lei.sr/c9y9A_H

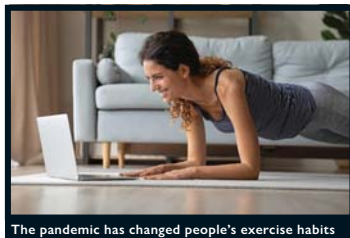


Independent clubs were recovering well

29 Apr 2021**Independent clubs in the UK were back to 2020 membership levels**

Independent gyms in the UK were found to have fared better during the pandemic than corporate operators in holding onto members, according to research.

Membership levels bounced back to 2019 levels by December 2020. More: http://lei.sr/Y3S8z_H



The pandemic has changed people's exercise habits

30 Apr 2021**Active adults maintained their exercise habits during 2020, but 710,000 more people became inactive**

Sport England reported a drop of 710,000 in the number of people classed as active in England in 2020.

A quarter of England's adult population (27.1 per cent) is now physically inactive. More: http://lei.sr/e5B2w_H

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PHOTO: DZL



A change of leadership structure at David Lloyd

01 May 2021**Russell Barnes new CEO at David Lloyd – Glenn Earlam moved to be chair**

David Lloyd Leisure's Glenn Earlam moved from his role as CEO to become chair of the business, with COO, Russell Barnes, stepping into the CEO role.

David Lloyd is one of Europe's largest premium operators, with 124 clubs. More: http://lei.sr/E3z4F_H

PHOTO: SHUTTERSTOCK/ERAN11



There were four key 'reclaims' for ageing people

04 May 2021**ICAA: society must reclaim wellbeing for older people with new, vibrant models**

Colin Milner, CEO of International Council on Active Aging (ICAA) called for policymakers, businesses and society to integrate wellness throughout all strategies and operations to "reclaim health and wellbeing for older people". More: http://lei.sr/x7x8Y_H

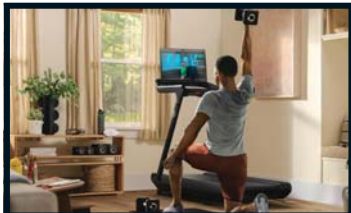
04 May 2021**Wales beat England to group exercise reopening as lockdowns eased**

Health clubs in Northern Ireland reopened their doors on 30 April, with Welsh facilities following on 4 May.

While Wales is the last UK nation to permit facilities to reopen, it was the first to allow organised indoor group activities. More: http://lei.sr/e9r5M_H

*New member levels surge***05 May 2021****Ken Campling said Bannatyne is repositioning as a wellness provider**

Health club operator Bannatyne was repositioning itself as a wellness provider, as it looked to bounce back from the effects of the pandemic lockdowns. The move was revealed by Bannatyne's FD, Ken Campling, who spoke exclusively to HCM. More: http://lei.sr/y3g6e_H



Peloton launched Tread in 2020

PHOTO: PELOTON

05 May 2021**Peloton agrees deal with consumer safety agency for recall of treadmills**

Peloton recalled all of its Tread and Tread+ machines in the US, after striking a deal with the US Consumer Product Safety Commission (CPSC).

The treadmills were linked to the death of a child and other injuries. More: http://lei.sr/G6d6k_H



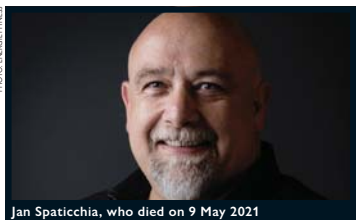
The programme is designed to optimise cancer care

PHOTO: SHUTTERSTOCK/ROBERT INSEAN

05 May 2021**Cancer patients to be prescribed exercise as part of new approach**

A new pioneering approach –launched by Sheffield Hallam University's Advanced Wellbeing Research Centre – will help cancer patients prepare for and respond to treatment by offering them a combination of exercise, nutrition and other support. More: http://lei.sr/j4H9M_H

PHOTO: ÉNERGIE FITNESS



Jan Spaticchia, who died on 9 May 2021

11 May 2021

Fitness industry mourned énergie Fitness founder, Jan Spaticchia

Jan Spaticchia, founder and chair of énergie Fitness, died aged 51 from cancer following a short illness.

A serial entrepreneur, Spaticchia was also chair of the recently-launched Empowered Brands group, and vice-chair of BMF. More: http://lei.sr/h9R8z_H

PHOTO: SHUTTERSTOCK/ALL HANLEY



Outdoor running has been a low-risk activity

11 May 2021

Parkrun study: low risk of COVID-19 transmission at outdoor events

A report commissioned by Parkrun estimated that allowing mass-participation outdoor events carries an "exceptionally low risk" of COVID-19 transmission.

The study was published prior to Parkrun events restarting on 5 June. More: http://lei.sr/k3F5v_H

12 May 2021

Swimming teachers offered resources to help develop mindfulness in children

The Swimming Teachers' Association partnered with a psychologist to provide new mindfulness and wellness resources for its members.

The 17-page guidance contains 30 different mindfulness activities. More: http://lei.sr/e9f2E_H

12 May 2021

Virgin Active got legal right to wipe out rent arrears as part of restructuring

A court gave Virgin Active the green light to erase the rent arrears it had accrued during lockdowns.

The wiping out of the arrears was at the heart of the health club operator's restructuring plan, which was sent for a court hearing. More: http://lei.sr/g8Z7Y_H



Anytime Fitness said it has seen a 'rush of members'

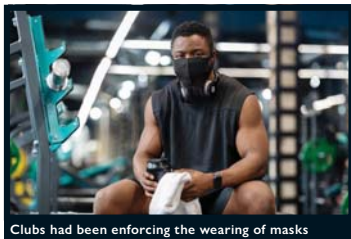
PHOTO: ANYTIME FITNESS UK

13 May 2021

Anytime Fitness UK recorded busiest month ever for new memberships

Anytime Fitness UK revealed that April was its busiest month for new memberships since it began trading in the UK.

The operator said "tens of thousands" of new members joined its clubs. More: http://lei.sr/x7Q4Q_H



Clubs had been enforcing the wearing of masks

PHOTO: THE FUTTERBOOK/SHUTTERSTOCK/STUD

14 May 2021

US gyms celebrated the end of mask-wearing

Fully vaccinated people in the US no longer needed to wear a face mask whether indoors or outdoors, following a new ruling from the Centers for Disease Control and Prevention. The US had mandated face mask-wearing in gyms to control COVID-19. More: http://lei.sr/b2p3T_H



The pandemic has impacted public sector clubs

15 May 2021

54 per cent of public sector health clubs and leisure centres at risk

UK Active chair Tanni Grey-Thompson wrote a letter to PM Boris Johnson, saying that thousands of health clubs and leisure centres across the UK were under the threat of permanent closure without increased financial support. More: http://lei.sr/r6Z9G_H



Group classes returned in England and Scotland

17 May 2021

Jubilation as group exercise reopens in most of the UK

Indoor group exercise recommenced in England and Scotland on 17 May, as lockdown measures were eased.

England moved to "Step 3" on the UK government's roadmap out of lockdown, which also marked the return of organised sport indoors. More: http://lei.sr/K8m4E_H

18 May 2021

Study: third of councils feared they would have to close health clubs and pools

One in three councils in England said they expected to close at least one of their leisure centres permanently in 2021.

Up to 117 centres said they could run out of money within months, while 80 per cent of councils said they would be forced to cut services. More: http://lei.sr/e3M9Q_H

19 May 2021

IHRSA and MedFit partnership to 'intensify' fitness and healthcare link

IHRSA signed a partnership deal with MedFit, a professional membership organisation for fitness and allied healthcare professionals.

It was part of plans to intensify the relationship between fitness and healthcare globally. More: http://lei.sr/8x5k_H



The pandemic has resulted in drops in activity levels

20 May 2021

Nuffield research showed 8.8m Brits did no exercise in the preceding 12 months

Nearly three in four (73 per cent) Britons were failing to meet NHS recommendations on exercise, as a result of successive lockdowns.

In addition, there was evidence of a growing mental health crisis. More: http://lei.sr/U9m4G_H



Women account for most obesity-linked admissions

24 May 2021

A million hospital admissions linked to obesity in 2019-20

More than one million admissions were made to NHS hospitals during 2019-20, where obesity was a factor.

The figure came from an annual compendium of data on obesity, including hospital admissions, prescription items and obesity prevalence. More: http://lei.sr/M5H8W_H



The recommendations will influence future policy

24 May 2021

World Health Organization stepped up policymaking for physical activity sector

The World Health Organization launched a webinar series to explore the future of physical activity and sport in a world affected by the COVID-19 pandemic.

Recommendations arising from the series will inform future WHO policy. More: http://lei.sr/G8Q3n_H



The covered open-air spaces will allow group classes

25 May 2021

Alan Leach revealed West Wood Club's new outdoor studio brand

Irish health club chain West Wood Club revealed the launch of a new outdoor exercise concept at its clubs.

The company invested €300,000 in the new group exercise brand – called Outfit – which launched on 7 June. More: http://lei.sr/g5R7Y_H

26 May 2021

The Gym Group posted stunning results in return to trading

The Gym Group outperformed all of its own expectations in the six weeks of operations since reopening its 180+ clubs.

The group said there was a “strong demand for gyms” since lockdowns were eased. More: http://lei.sr/S2x3G_H

27 May 2021

Trib3 opened in Edinburgh after ‘most successful pre-sell ever’

TRIB3 opened a corporately owned boutique gym in Edinburgh – its first site in Scotland.

The club features “industrial-luxe” design, and has the capacity to offer its trademark, 45-minute HIIT workouts to 48 exercisers. More: http://lei.sr/v3j5X_H



A study looked at habits of 18,000 middle-aged people

27 May 2021

Exercise promotes a sense of purpose, finds Harvard research

Physical activity gives structure and meaning to people's lives, according to research published in May 2021.

A study by Harvard University on 18,000 middle-aged people in the US suggested exercise habits may influence a sense of purpose in life. More: http://lei.sr/t2m4Q_H



The GYM's Act would provide grants up to US\$25m

28 May 2021

US GYM's Act would provide sector with US\$30bn in grants

The US fitness industry was mobilising to support the Gym Mitigation and Survival (GYM's) Act, which could provide US\$30bn in grants to clubs at risk of closure.

If passed, it would enable fitness businesses to claim grants of up to US\$25m. More: http://lei.sr/D9r8j_H



The plan is to roll 20 sites out across Benelux

01 Jun 2021

TRIB3 and Urban Gym Group signed 20-site deal for Benelux

TRIB3 secured a franchise deal which will see it open 20 studios across Belgium, the Netherlands and Luxembourg. The boutique operator signed the area development deal with Dutch entrepreneur and investor, Jordy Kool. More: http://lei.sr/d4x7X_H



Pure Gym opened 13 clubs between April and June

04 Jun 2021

Pure Gym's Passmore: bounceback 'much better than expected'

The number of health club members returning to gyms since lockdown beat all expectations, according to Rebecca Passmore, UK managing director of Pure Gym.

Talking exclusive to HCM, she said the bounceback was strong and "continuing". More: http://lei.sr/C3B5p_H

07 Jun 2021

Therme and Wund unveiled plans to build Germany's largest wellbeing resort

Therme Group's strategic partner Wund Holding, operating as ThermenGruppe Josef Wund, unveiled plans for the creation of Germany's largest wellbeing resort in Bad Vilbel, Frankfurt, to be located on the banks of the Nidda river. More: http://lei.sr/n257Z_H

08 Jun 2021

Hal Architects-designed Sky Pool opened in London's Embassy Gardens

A swimming pool suspended 35m (115ft) above the ground and forming a bridge between two high-rise buildings opened as part of a residential project in Nine Elms, south-west London, UK. It was designed by HAL Architects. More: http://lei.sr/z7k9y_H



Founded in 2014, Supermonkey has grown rapidly

09 Jun 2021

China's Supermonkey health club chain was valued at US\$1bn

Chinese health club chain Supermonkey finalised a Series E funding round, valuing the company at US\$1bn.

The latest round was led by a sub-fund of CICC Capital – the investment platform of China International Capital Corporation. More: http://lei.sr/G4s2k_H



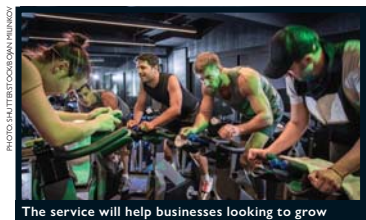
U Time is owned by Bricks Group

10 Jun 2021

Bricks Group to launch its gym chain, UTime, in the UK and Europe

Hong Kong-based Bricks Group has revealed plans to launch its health club chain, UTime, in Europe and the UK.

UTime currently operates a chain of clubs in Hong Kong and Thailand and has also secured properties in South-East Asian countries. More: http://lei.sr/s9f5M_H



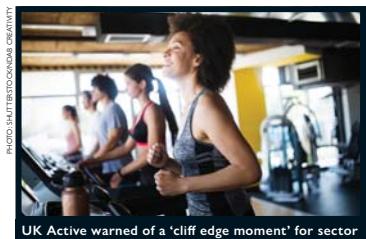
The service will help businesses looking to grow

11 Jun 2021

Glofox to offer health clubs and studios 'instant access' to financing

Glofox said it would begin offering health clubs, gyms and fitness studios instant access to financing, following a deal struck with Stripe Capital.

The service will particularly look to help businesses looking to grow operations. More: http://lei.sr/n8q7K_H



UK Active warned of a 'cliff edge moment' for sector

11 Jun 2021

UK government called on to set out business support to help fitness sector

The UK government needed to urgently set out its plans to support physical activity and fitness businesses, if it intended to delay Step 4 of its COVID-19 exit plan.

The emergence of the Delta variant was threatening to delay full reopening. More: http://lei.sr/G9u9t_H

15 Jun 2021

IHRSA named Elizabeth Clark president and CEO

IHRSA appointed Elizabeth Clark as its new president and chief executive officer.

Clark joined the industry body from the National Confectioners Association (NCA) – the trade association for the US sweets industry. More: http://lei.sr/z6y8A_H

15 Jun 2021

Oxford Council offered homeless people free access to leisure centres

People experiencing homelessness were being offered free access to leisure centres by Oxford City Council.

A scheme – launched in June 2021 – saw the council offer free, three-month introductory memberships. More: http://lei.sr/n4j3V_H

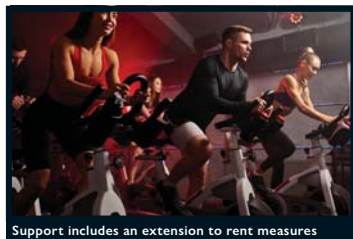


Edwards called for support if Step 4 was delayed

15 Jun 2021

Health clubs and gyms needed more support to survive delay to Step 4

Operating a further four weeks at reduced capacity was thought to be placing serious pressure on English fitness facilities – if the government didn't provide additional financial support. Prime Minister Boris Johnson confirmed a four-week delay to Step 4. More: http://lei.sr/a2R7P_H



Support includes an extension to rent measures

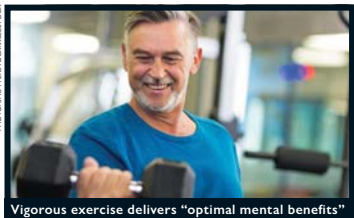
16 Jun 2021

The ban on commercial evictions was extended until 2022

The UK government extended the ban on commercial evictions until 25 March 2022.

The government also laid out legislation confirming the terms of arbitration for landlords and tenants over repayment terms. More: http://lei.sr/d8r7S_H

PHOTO: SHUTTERSTOCK/SELSTOCK

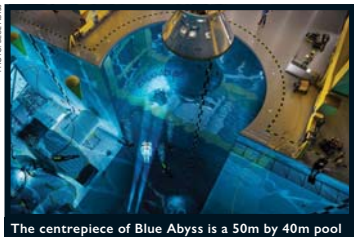


Vigorous exercise delivers "optimal mental benefits"

18 Jun 2021**Exercise should be prescribed for depression, said new report**

A new report, called *Move Your Mental Health*, suggested that people with depression should be prescribed exercise and then monitored for the first 12 weeks of their regime – similar to the way physical therapy is used to help people recover from injuries. More: http://lei.sr/x8q4k_H

PHOTO: BLUE ABYSS



The centrepiece of Blue Abyss is a 50m by 40m pool

19 Jun 2021**Plans revealed to build world's deepest pool, Blue Abyss, in the UK**

Plans were revealed for the world's deepest pool at the Aerohub Enterprise Zone in Cornwall, UK, with the £150m project housing facilities serving the spaceflight, sports science and healthcare communities. More: http://lei.sr/m9p4VW_H

20 Jun 2021**Memberships for new virtual personal training app, Wrkout, sold out in a day**

Wrkout, a new digital fitness platform delivering live, virtually optimised personal training, sold out all its available memberships in a day. All of the platform's content is live and has two-way communication between members and trainers. More: http://lei.sr/U9E8k_H

22 Jun 2021**Peloton launched a Corporate Wellness platform**

Peloton expanded its reach with the launch of a Corporate Wellness platform.

The service will be made available to businesses and organisations operating in the US, the UK, Canada and Germany. More: http://lei.sr/c5v4j_H

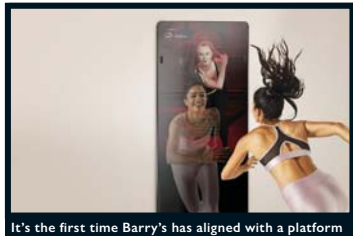


European clubs now have 54.8 million members

23 Jun 2021**European health club revenues fell by a third in 2020**

The number of active memberships across European health clubs fell by roughly 10 million – or 15.4 per cent – during 2020, a year defined by the pandemic.

Clubs across the continent had a total of 54.8 million members in December 2020. More: http://lei.sr/a8Y7V_H



It's the first time Barry's has aligned with a platform

23 Jun 2021**Barry's signs content partnership with Forme**

Forme signed an exclusive partnership with boutique operator Barry's, the latest sign of the blurring of boundaries between at-gym and at-home fitness.

The deal is the first time Barry's has aligned with a connected fitness platform. More: http://lei.sr/r8G8R_H



Technogym Coach is a digital trainer based on AI

24 Jun 2021

Technogym launched a new app with a revenue-sharing option for gyms

Technogym launched a new app featuring an AI-powered digital coach. The Technogym App was designed for health clubs looking to tap into the increased demand for digital fitness solutions. More: http://lei.sr/y8Y8v_H



F45 had 1,500 studios in 63 countries as it floated

25 Jun 2021

F45 Training headed to the stock market – plans 23,000 studios globally

Australian HIIT chain F45 Training filed a notification to list on the New York Stock Exchange.

The franchised studio operator didn't announce a date for the IPO – nor the number of shares or their price. More: http://lei.sr/u5E5U_H

28 Jun 2021

Kids' physical activity got £320m in government funding

The UK government confirmed that the PE and Sport Premium – designed to increase physical literacy – would continue to run during the academic year 2021-22, resulting in £320m being invested in school-based physical activity. More: http://lei.sr/S8Y7c_H

29 Jun 2021

Operators should focus on 'ability, not age' to get older people active

Health clubs and leisure centres should focus on ability, rather than age, when designing, marketing and delivering activities to those aged 55 and over.

The insight came from the *Life In Our Years* report by UK Active. More: http://lei.sr/V4y2f_H



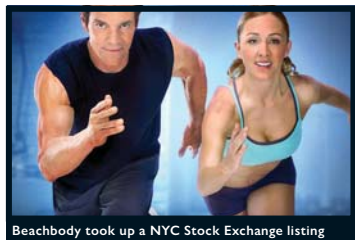
Gympass saw a record 4 million visits in May 2021

30 Jun 2021

Gympass secured a US\$220m funding round – valued at US\$2.2bn

Gympass secured US\$220m worth of investment which valued the corporate fitness platform at US\$2.2bn.

The funding was provided by Softbank, General Atlantic, Moore Strategic Ventures, Kaszek and Valor Capital Group. More: http://lei.sr/C2Y4y_H



Beachbody took up a NYC Stock Exchange listing

30 Jun 2021

Beachbody merged with Myx Fitness and listed on the New York Stock Exchange

The Beachbody Company Group has completed a three-way merger with Myx Fitness Holdings and Forest Road Acquisition, a special purpose acquisition company.

Following the deal, the combined company began trading on the NYSE. More: http://lei.sr/D2Q4d_H

PHOTO: GOLD'S GYM GROUP



There are real plants and trees throughout the gym

02 Jul 2021

RSG Group brought Gold's Gym to Germany with flagship Berlin club

Rainer Schaller Global Group opened a huge flagship Gold's Gym club in the German capital city Berlin.

Marketed as the "gym of the future," the 55,000sq ft club has a carbon- and climate-neutral design, including real plants inside the gym. More: http://lei.sr/s7M3p_H

PHOTO: JAKOB NIENHUIS WALKER



The £22m centre opened its doors on 1 July

02 Jul 2021

Places Leisure opened the £22m Camberley leisure centre

Places Leisure opened the doors to its £22m leisure centre in Camberley following an 18-month project.

Facilities at the centre include a 160-station gym floor, a fully-immersive group cycling studio and a climate-controlled hot yoga studio. More: http://lei.sr/C4f4X_H

02 Jul 2021

Xponential Fitness was planning an IPO

Global boutique fitness giant, Xponential Fitness, finally confirmed its plans for an initial public offering.

The group said it would list on the New York Stock Exchange, although the number of shares to be offered and the price range for the offering were not yet determined. More: http://lei.sr/3w9x4_H

Final restrictions lifted in UK

03 Jul 2021

The Gym Group revealed plans for a £31m warchest to fund 40 new sites

The Gym Group was aiming to raise £31m from investors to fund 40 new sites around the UK.

The equity raise was followed by the group setting off on an 18-month period of "accelerated expansion". More: http://lei.sr/h4d2G_H



JD Gyms acquired Xercise4Less in July 2020

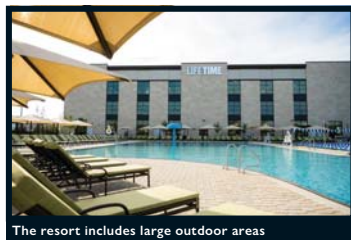
PHOTO: JD GYMS

05 Jul 2021

Xercise4Less deal accelerated JD Gyms' growth plans by three years

The growth of budget chain JD Gyms was accelerated by "at least three years" thanks to the company's acquisition of Xercise4Less during the pandemic.

JD Gyms bought the Xercise4Less estate out of administration in July. More: http://lei.sr/H7R3B_H



The resort includes large outdoor areas

PHOTO: LIFE TIME

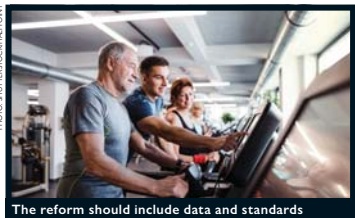
06 Jul 2021

Life Time opened a massive fitness resort in Boston

Health club operator Life Time opened a luxury fitness and athletic resort experience at Northshore Mall, a former shopping centre in Peabody, Massachusetts, US.

The 210,000sq ft Life Time Northshore is marketed as a wellness destination. More: http://lei.sr/f7Y5D_H

PHOTO: SHUTTERSTOCK/ALBION



The reform should include data and standards

07 Jul 2021

LGA and UK Active called for fundamental reform of UK public leisure

In a joint statement, UK Active and the LGA said there was a "clear case" for evolve the role played by the UK's public leisure facilities and outlined the need for actions that they said would secure the future of public leisure. More: http://lei.sr/dX7n_H

PHOTO: HOLMES PLACE



Holmes Place – focusing on the premium segment

11 Jul 2021

Holmes Place sold 10 clubs in Spain – ramped up investment in Trib3

Holmes Place confirmed to HCM that it had disposed of 10 clubs from its Spanish portfolio to focus investment on the growth of Trib3. The clubs were sold to a fund managed by JP Morgan, to be operated under the Forus brand. More: http://lei.sr/r9v4r_H

12 Jul 2021

UK Government scheme will reward people for exercising

The UK government unveiled plans for a pilot scheme, aimed at using financial rewards and other incentives to encourage people to exercise more.

It launched an open tender for the "Health Incentives" programme. More: http://lei.sr/X6K3y_H

12 Jul 2021

Exercise with caution after COVID-19 vaccine due to heart threat

The government of Singapore become the first to recommend that people who'd received the Pfizer or Moderna vaccine should avoid strenuous physical activity after getting their shots, something of urgent importance to gym operators. More: http://lei.sr/Y8N9j_H



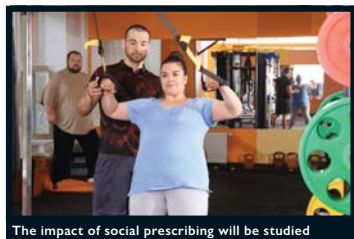
Clubs are preparing to operate without restrictions

12 Jul 2021

Health clubs in England to operate without restrictions from 19 July

Health clubs in England were preparing to return to operations without restrictions, after PM Boris Johnson confirmed the country would move to Step 4 on 19 July.

PM Johnson called the moving to Step 4 a "balance of risks". More: http://lei.sr/8U6e3_H

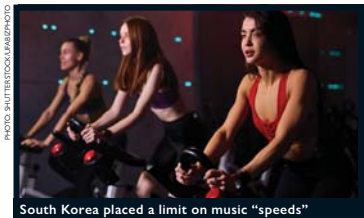


The impact of social prescribing will be studied

13 Jul 2021

Consultation on social prescribing to 'uncover sector's full potential'

A consultation on social prescribing and other similar health programmes – led by UK Active – will look to "uncover the fitness and physical activity sector's full potential" and define its role in the wider healthcare system, supporting the NHS. More: http://lei.sr/e9S5h_H



South Korea placed a limit on music "speeds"

13 Jul 2021

South Korea's new COVID rule banned fast workout music in gyms

Health clubs in South Korean capital city Seoul were told by the health ministry to implement new COVID-19 prevention measures and stop playing "fast music".

Group classes couldn't play music any faster than 120 beats per minute. More: http://lei.sr/f3k6e_H



Brian Morris, Aspria founder and CEO

19 Jul 2021

Aspria acquired a €50m warchest to drive acquisition programme

Aspria Holdings, owner of eight premium wellbeing clubs in Germany, Belgium and Italy, has entered into a financial partnership with Fortress Investment Group.

The deal makes more than €50m of investment available to Aspria. More: http://lei.sr/n4B7G_H

19 Jul 2021

Microsoft's Israel campus opened with vast corporate gym

A large wellness area plays a major role in tech giant Microsoft's new R&D campus in Israel, which was designed to "re-define office working".

The campus' 46,000sq m leisure space features a 1,000sq m health club. More: http://lei.sr/7p9U4_H

20 Jul 2021

F45 Training was valued at US\$1.4bn after IPO

F45's IPO on the New York Stock Exchange (NYSE) revealed a strong appetite from investors, with 18.75 million shares sold, priced at US\$16 each, raising around US\$300m and giving a market value of around US\$1.5bn at float. More: http://lei.sr/n3f5E_H



The building will be optimised to reduce energy use

22 Jul 2021

Revolutionary new Passivhaus leisure centre gets the go-ahead

Planning approval has been granted to what is set to become one of the first Passivhaus-certified leisure buildings in the world.

The Spelthorne Leisure Centre's design will reduce energy use by 60 per cent. More: http://lei.sr/9q2j5_H



Data for the report will be collected over nine months

22 Jul 2021

EuropeActive to publish new study on COVID-19 cases and health club visits

Further research into the levels of positive COVID-19 cases among those to have visited fitness clubs and leisure facilities was being developed by industry body, EuropeActive, as part of the SafeACTIVE Study project. More: http://lei.sr/Z4p9s_H



23 Jul 2021

Customised gyms were supporting Tokyo's Olympic athletes as the Games kicked off

The Tokyo Olympics began on 23 July, having been delayed for a year due to the COVID-19 pandemic.

Across the Olympic facilities, a total of 1,500 pieces of fitness equipment were made available for use by the 15,000 athletes. More: http://lei.sr/Z6k2J_H



26 Jul 2021

FIBO postponed to April 2022

The world's largest fitness trade fair, FIBO, was rescheduled again, moving to 7 - 10 April 2022. The decision to suspend the event was made due to the ongoing pandemic.

This means the last time FIBO took place was in 2019. More: http://lei.sr/n9G6E_H

27 Jul 2021

The Gym Group launched interactive HIIT studios in partnership with Fiit

The Gym Group extended its partnership with digital fitness platform Fiit, becoming the first budget gym operator to offer a hybrid club-in-club option.

The move will result in the first-ever Fiit Pod interactive fitness studios in the UK. More: http://lei.sr/M3G8B_H

27 Jul 2021

Xponential Fitness completed IPO, with share price slightly below estimates

Xponential Fitness has completed its IPO, becoming the second major franchised operator – after F45 Training – to go public during July 2021.

The boutique fitness giant's opening share price was US\$11.20. More: http://lei.sr/M8A2k_H



27 Jul 2021

Humphrey Cobbold said the Pingdemic was a huge challenge for the sector

The Pingdemic of people receiving notifications on their phones, telling them to self-isolate because of contact with COVID-19 cases, was threatening to create staff shortages across health clubs, said Pure Gym CEO Humphrey Cobbold. More: http://lei.sr/5e8F3_H



29 Jul 2021

US fitness sector lost US\$20bn in 2020 – but recovery was 'on the horizon'

According to the 2021 IHRSA Global Report, US fitness industry lost around 58 per cent of its revenues during 2020, but the sector's recovery had already begun.

The US health club market generated revenues of just US\$15bn in 2020. More: http://lei.sr/b9b8U_H



Two thirds of active women use free online workouts

02 Aug 2021**Half of lapsed US gym members plan to rejoin**

Nearly half (49 per cent) of health club members in the US who'd cancelled their membership since the pandemic began were eager to rejoin their clubs. This was one of the key findings of the *The Next Fitness Consumer* report. More: http://lei.sr/j2Y2G_H



The scheme would also educate kids about exercise

03 Aug 2021**Experts told UK government to launch 'Work Out to Help Out' campaign**

A cross-party committee in the UK called on the government to launch a Work Out to Help Out scheme.

The recommendation was one of a number made in a DCMS Committee report called *Sport in our Communities*. More: http://lei.sr/4j4t3_H

03 Aug 2021**Equinox and SoulCycle required proof of vaccination at their studios**

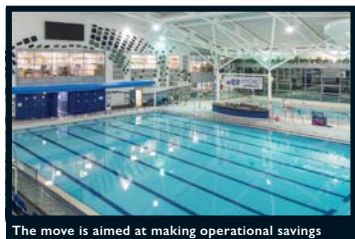
Equinox Group required customers and employees to provide proof of vaccine if they wanted to enter its Equinox clubs, SoulCycle studios and corporate offices.

The policy was introduced following a company-wide survey. More: http://lei.sr/F6E3W_H

04 Aug 2021**UK aims to be most active nation on earth by 2030**

UK Active chair Baroness Tanni Grey-Thompson has issued a rallying cry for the UK to become the most active nation in the world by 2030.

Grey-Thompson made her comments in the run-up to the National Fitness Day. More: http://lei.sr/j3E9a_H



The move is aimed at making operational savings

05 Aug 2021**New Brimhams Active will drive transformation in community wellbeing**

Harrogate Borough Council launched a community health and wellbeing company to manage its portfolio of leisure centres, swimming pools and gyms.

Called Brimhams Active, it operates the council's portfolio of sites. More: http://lei.sr/d6D3x_H

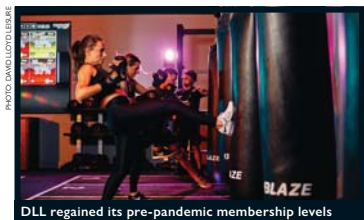


Third Space has secured a substantial pipeline of sites

06 Aug 2021**KSL acquired majority stake in Third Space ahead of 'substantial expansion'**

KSL Capital Partners acquired a majority interest in luxury health club operator Third Space from Encore Capital, who originally invested in the company in 2010.

The financial terms of the transaction were not disclosed. More: http://lei.sr/Q2w7P_H



DLL regained its pre-pandemic membership levels

09 Aug 2021

DLL smashed recovery target to hit pre-pandemic membership levels

Russell Barnes, CEO of David Lloyd Leisure (DLL), told HCM the company had 'smashed' its initial business recovery forecast by returning to pre-pandemic membership levels seven months ahead of expectations. More: http://lei.sr/j3N8f_H



Parkwood operates 44 swimming pools across the UK

10 Aug 2021

Parkwood's swimming lessons bounced back to beat pre-COVID numbers

The number of children enrolled on Parkwood Leisure's Learn to Swim Programme reached a record high.

The total number of children signed up to swimming lessons (38,820) across its 44 pools exceeded pre-COVID-19 levels. More: http://lei.sr/z7f4u_H

11 Aug 2021

David Beckham named global partner of F45 Training

David Beckham was named the new global partner for F45 Training.

The partnership saw former England football captain Beckham playing a key role in F45 Training's brand marketing. More: http://lei.sr/x3C9V_H

16 Aug 2021

Trib3 embraced crypto – Madrid franchise sold for Bitcoin

In what was believed to be the first-of-its-kind deal in the fitness industry, TRIB3 sold a franchise with the transaction being carried out using cryptocurrency.

The boutique chain's fee for a studio in Madrid was paid in Bitcoin. More: http://lei.sr/t5D4y_H



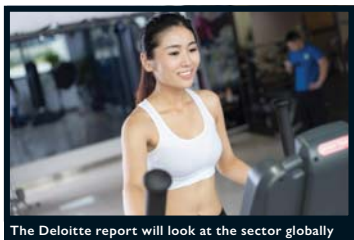
The classes are designed to mirror the Red Room

16 Aug 2021

Barry's went digital with the launch of Barry's X

Boutique chain Barry's entered the digital market with Barry's X, offering community-driven workouts.

Barry's X features live and on-demand classes, bringing Barry's signature Red Room to screens. More: http://lei.sr/3H8h3_H



The Deloitte report will look at the sector globally

16 Aug 2021

GHFA commissioned Deloitte to prove the value of the sector

The Global Health and Fitness Alliance (GHFA) commissioned Deloitte to produce a major new report, *The Economic Impact of the Health and Fitness Industry*, with the goal of securing a seat at the table in terms of WHO policy development. More: http://lei.sr/z6f4V_H



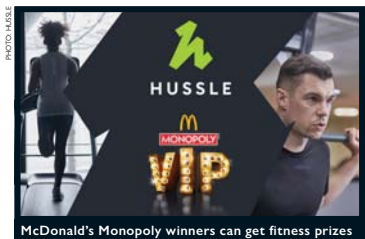
The Hammersmith site is 1Rebel's ninth studio

19 Aug 2021

1Rebel pivoted to open first local studio with new RIG workout concept

1Rebel, which had been partly dependent on commuter business in its London locations, pivoted to launch its first local studio in Hammersmith, west London.

The 3,500sq ft club is part of 1Rebel's strategy of launching local sites. More: http://lei.sr/7g8D3_H



McDonald's Monopoly winners can get fitness prizes

25 Aug 2021

Hussle signed fitness partnership with McDonald's

Hussle signed a partnership deal with McDonald's, which involved it offering a fitness-based prize as part of the fast-food chain's annual Monopoly promotion.

The deal saw thousands of gyms benefit from the campaign. More: http://lei.sr/g5v4s_H

26 Aug 2021

Everyone Can initiative to study fitness provision for people with disabilities

A consultation was launched to review the current provision of fitness facilities available for disabled people.

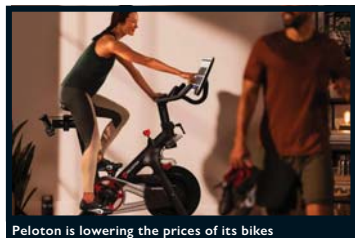
Driven by industry body, UK Active, the consultation will study the measures that fitness and active leisure facilities have implemented. More: http://lei.sr/K5u9A_H

27 Aug 2021

Pure Gym went global and considered IPO after 'rapid recovery'

Pure Gym said it was looking to expand its operations beyond Europe, after experiencing a strong recovery since reopening its clubs in April 2021.

The operator said the six months to 30 June had been a "game of two halves". More: http://lei.sr/g4A4n_H



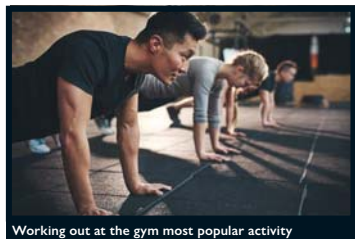
Peloton is lowering the prices of its bikes

27 Aug 2021

Peloton hit its first big hurdle as the company grappled with growing pains

Shares in Peloton fell after the company revealed fourth-quarter losses. It also said that tactical changes to the business will hit profits until 2023.

Fourth-quarter results saw the company reporting losses of US\$313.2m. More: http://lei.sr/w8A3e_H



Working out at the gym most popular activity

31 Aug 2021

Fitness was identified as most popular physical activity globally by Ipsos

Fitness was identified as the world's most popular physical activity, with more than 50 per cent of people wanting to spend more time exercising.

The figures came from a new study by Ipsos. More: http://lei.sr/r9G5p_H

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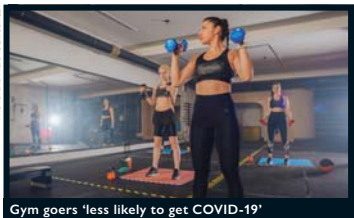


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*The Tanita payment plan has zero interest and no additional charges. **Payment plan applies to a selected range of products.

PHOTO: SHUTTERSTOCK/CONVEY



Gym goers 'less likely to get COVID-19'

02 sep 2021

Link between gym visits and COVID-19 continued to weaken

Data showed that for every 100,000 visits to UK health clubs between April and August 2021, only one person went on to test positive for COVID-19.

The figure was much smaller than the COVID-19 rates among the general population. More: http://lei.sr/p2t3n_H

PHOTO: THE GYM GROUP



Gym Group had 730,000 members at the end of June

03 sep 2021

Gym Group to exploit 'once in a generation opportunity' for growth

The Gym Group said it intended to exploit "the most favourable property market in its history" and "weakened competition in the sector" to grow its estate in the UK.

The group also said it was seeing a quicker recovery than expected. More: http://lei.sr/g7w9h_H

07 sep 2021

David Minton launched Evolve to kick off climate change conversation in fitness

A new, one-day conference created a platform for a debate on how the global health and fitness industry can help tackle climate change.

Organised by David Minton, founder of The Leisure Database Company the Evolve conference took place later in September. More: http://lei.sr/X5Q3b_H

08 sep 2021

3D Leisure acquired franchised studio operator YourZone45

3d Leisure acquired franchised studio operator Yourzone45 from Elms Fitness Group.

Elms Fitness – led by industry veterans Andy Kay, Mhairi Fitzpatrick and Jeremy Taylor – developed the YourZone45 franchise. More: http://lei.sr/VW8b8f_H



The Blue Zones Centres will offer a range of services

09 sep 2021

Miami to host first Blue Zone Centre to help people live better for longer

Legacy Hotel & Residences signed a joint venture deal called Blue Legacy Ventures with faith-based nonprofit integrated health system Adventist Health.

Together the JV will lease and operate a 120,000sq ft Blue Zone Centre. More: http://lei.sr/z3j8c_H



Caption: DLL currently operates 122 clubs in Europe

09 sep 2021

DLL went on the acquisition trail – planning 40 new clubs in the UK

David Lloyd Leisure (DLL) said it was setting out on an ambitious expansion project across the UK.

CEO Russell Barnes told HCM: "We believe there's space for another 30 - 40 clubs in the UK and we'll build around two new clubs a year." More: http://lei.sr/h4h4n_H

PHOTO: ENERGETICS



Jan Spaticchia: honoured by the industry

14 sep 2021

New industry award was named in honour of the late Jan Spaticchia

An award celebrating outstanding individuals in the fitness sector was named in honour of Jan Spaticchia, who passed away suddenly earlier in 2021 from cancer.

The Jan Spaticchia Special Recognition Award will form part of the UK Active Awards. More: http://lei.sr/r2X8n_H

PHOTO: APPLE



Users can see friends in their chat

16 sep 2021

Apple moved into the group exercise market

In a major move against the gym market, Apple revealed a number of upgrades to its Fitness+ platform.

Among the additions was a new Group Workout feature, enabling subscribers to exercise alongside their friends. More: http://lei.sr/r6m7B_H

20 sep 2021

ComRes poll: half of Brits 'not as fit as they'd like to be' during pandemic

Half of UK adults weren't happy with their physical fitness levels, according to a study by Savanta ComRes.

A poll of more than 2,000 adults – commissioned by industry body, UK Active – gauged people's exercise habits and attitudes. More: http://lei.sr/e8r9M_H

21 sep 2021

UK fitness sector could gain 5 million new members 'with right support'

Growth modelling conducted by UK Active suggested that VAT reform, adjustments to business rates and a fitness-led high street regeneration push could see the UK's fitness sector gain 5 million more paying members by 2030. More: http://lei.sr/p2j7t_H



The space will provide a shared workspace for PTs

21 sep 2021

Until launched high-end workspaces for fitness professionals

A new high-end workspace, designed for the use of personal trainers, coaches and other health and wellness professionals, was announced for central London.

Called Until, the 8,500sq ft space included 3,000sq ft of gym floor space. More: http://lei.sr/k8g6F_H



'Millions of people' could be left without a pool

22 sep 2021

Swim England: 2,000 pools in danger of being lost forever

A Swim England report – called *A Decade of Decline: The Future of Swimming Pools in England* – warned that 2,000 pools could be lost forever unless the government and local authorities “act immediately” and replace or invest in ageing facilities. More: http://lei.sr/Z9B8H_H



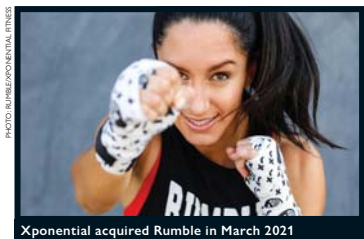
The brand will feature global fitness ambassadors

27 sep 2021

Pullman Hotels and Les Mills launched new boutique offering

Hotel giant Accor launched a new bespoke, premium fitness service for its upmarket Pullman Hotels & Resorts.

The new Pullman Fitness Squad is driven by a group of fitness ambassadors from around the world. More: http://lei.sr/q3f7M_H



Xponential acquired Rumble in March 2021

27 sep 2021

Xponential Fitness takes Rumble to Australia with master franchise deal

Boxing-inspired fitness operator Rumble signed a master franchise agreement in Australia.

The deal, with Box X Operations, could see at least 100 studios open in the country over the next five years. More: http://lei.sr/X9F5d_H

29 sep 2021

Romania Active launched to represent and promote fitness sector

A group of leading health and fitness companies in Romania have joined forces to launch an industry body.

Called Romania Active, the new entity will act as the Romanian health and fitness association and promote the sector. More: http://lei.sr/D9j6A_H

30 sep 2021

Tanni to hand over as chair of UK Active in August 2022

Tanni Grey-Thompson announced she would hand over her role as UK Active chair in August 2022.

Huw Edwards, CEO of UK Active, said: "It's been an incredible honour to work with Tanni during her time as chair." More: http://lei.sr/h2e6K_H



91 per cent of brands prioritise healthy products

30 sep 2021

UK set for £3.5 billion boost from leisure, fitness and spa industries

New research by Barclays Corporate Banking revealed that the leisure, fitness, spa and hospitality industries are bouncing back and look likely to contribute £3.5b (£4bn, US\$4.7) more to the nation's GDP this year than in 2019. More: http://lei.sr/2K9e3_H



The free platform will feature a number of workouts

30 sep 2021

Sport England launched into digital fitness market with Studio You platform

Grassroots body Sport England spent £1.5m launching its own on-demand fitness and exercise platform, with the hope of inspiring more teenage girls to get physically active through digital physical education (PE) lessons. More: http://lei.sr/U4S6p_H



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PHOTO: CITROËN



The gym pod is mounted on The Citroën Skate

05 oct 2021**Pullman Power Fitness and Citroën created self-driving fitness pod concept**

French car manufacturer, Citroën, and hotel brand, Pullman Hotels & Resorts, partnered to create an innovative, autonomous "urban mobile platform" concept, designed to allow people to explore cities while working out. More: http://lei.sr/8N5Y5_H

PHOTO: LIFE TIME



The group operates 150 Life Time resorts in the US

11 oct 2021**Life Time went public again – valued at US\$3.6bn**

Health club operator Life Time Group became a publicly traded company again, after it was listed on the New York Stock Exchange (NYSE).

An IPO completed on 7 October saw the company valued at around US\$3.6bn. More: http://lei.sr/v2p7K_H

11 oct 2021**Basic-Fit reached 1,000 club milestone – plans 250 new clubs by end of 2022**

Basic-Fit officially opened its 1,000th club, with the launch of a new site in the Dutch city of Tilburg.

It marked a significant landmark for the Netherlands-based brand, which is now Europe's largest fitness operator. More: http://lei.sr/6q5p6_H

13 oct 2021**IHRSA's 40th annual convention kicks off as a hybrid event**

The 40th Annual IHRSA International Convention & Trade Show began on this day in Dallas, Texas, US.

The event offered both an in-person and virtual programme and online attendees received exclusive virtual content. More: http://lei.sr/u2e6s_H



PHOTO: FITNESS & FITNESS GROUP

The council is chaired by Greg Oliver

13 oct 2021**Greg Oliver to chair Global Health & Fitness Alliance advisory council**

The Global Health & Fitness Alliance (GHFA) revealed the makeup of its inaugural nine-member Advisory Council.

Chaired by Greg Oliver, GHFA promotes the fitness sector globally. More: http://lei.sr/p7W2y_H



PHOTO: UK ACTIVE

Tanni said the sector 'cannot afford to be stationary'

13 oct 2021**UK Active Summit: Tanni sets out vision for physical activity sector's future**

Tanni Grey-Thompson outlined her vision for how the physical activity sector can play "the fullest role in improving the health of the nation".

Tanni was speaking at the opening of the annual UK Active Summit in London. More: http://lei.sr/j8s3f_H



13 oct 2021

Mindbody bought ClassPass

Mindbody announced it was buying ClassPass, the consumer wellness subscription service that enables people to use a range of facilities for a monthly payment.

The deal brought two prominent tech businesses together to offer business- and consumer-facing services. More: http://lei.sr/p4S9K_H



18 oct 2021

Global fitness industry gets back to live events

The global health and fitness industry was returning to a busy programme of live trade shows and industry events.

This IHRSA International Convention & Trade Show in Dallas was followed by the Inaugural IHRSA SMART Summit. More: http://lei.sr/Z4X4f_H

19 oct 2021

Xponential hit 1,000 sites outside North America following US\$44m Body Fit Training deal

Xponential Fitness acquired Body Fit Training in a deal worth US\$44m. The Australia-based functional fitness operator becomes the 10th brand in Xponential's portfolio. More: http://lei.sr/W5Q8k_H

21 oct 2021

énergie opened its first club in Spain as part of global expansion

The first énergie Fitness club opened in Spain as part of a push for global expansion.

énergie Barcelona St Cugat is operated by industry veterans and business partners Rod Hill and George Houtenbos. More: http://lei.sr/s8f4q_H

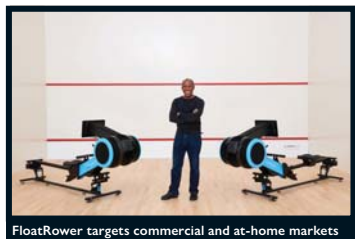


22 oct 2021

A million people in England stopped exercising due to COVID

The pandemic has had an "unprecedented" impact on physical activity levels in England, with 1 million more adults becoming physically inactive.

The figure comes from Sport England's annual Active Lives study. More: http://lei.sr/v5p2b_H



25 oct 2021

Lewis Hamilton's father Anthony launched equipment brand FloatRower

Anthony Hamilton, the father of F1 racing driver Lewis Hamilton, launched a fitness equipment brand to target both the commercial and at-home markets.

FloatRower secured a partnership trial with David Lloyd Clubs. More: http://lei.sr/7Z3c8_H

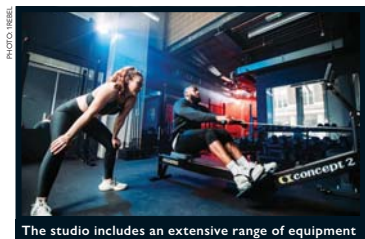


LGA called for 25 new facilities to be built each year

26 oct 2021

LGA called for £875m to improve public fitness and leisure facilities in the UK

The Local Government Association (LGA) called on the UK government to invest £875m in the nation's health and fitness and leisure facilities in order to help councils tackle obesity and other lifestyle diseases through physical activity. More: http://lei.sr/H3r7m_H



The studio includes an extensive range of equipment

26 oct 2021

1Rebel launched Labs Studio concept for PTs

Boutique operator 1Rebel launched its first 1Rebel Labs Studio at its club in Holborn.

The new training studio concept will see 1Rebel instructors offer members one-to-one, personalised training. More: http://lei.sr/M6B9A_H

27 oct 2021

Fitness First UK dropped prices by 30 per cent and offered flexible contracts

Fitness First UK changed its pricing structure and offered a flexible membership with no contract, giving members the option to access up to all of its 45 clubs.

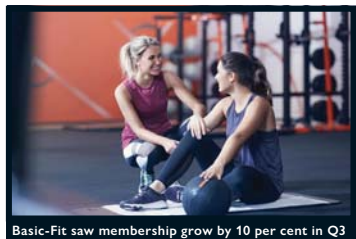
The new Fitness First FFX flexible memberships were offered on a rolling contract which can be cancelled with a month's notice. More: http://lei.sr/Q9W8h_H

29 oct 2021

David Zarb Jenkins partnered with We Work Well to launch new events

We Work Well announced the launch of two new hosted buyer events, targeting the fitness and hospitality markets in the EMEA regions.

The new forums are W3Fit and W3Hospitality. David Zarb Jenkins joined the team. More: http://lei.sr/q3t7D_H



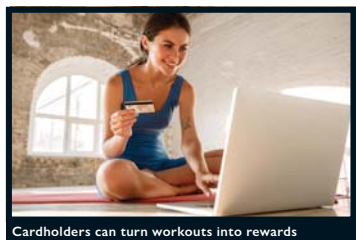
Basic-Fit saw membership grow by 10 per cent in Q3

29 oct 2021

Basic-Fit grew its membership base by 10 per cent in Q3

A return to 'normality' following the easing of lockdown restrictions enabled European fitness giant Basic-Fit further recover and grow its membership levels.

As from 9 June 2021, all of Basic-Fit's clubs had been reopened. More: http://lei.sr/c7Y5r_H



Cardholders can turn workouts into rewards

29 oct 2021

Paceline launches 'first-ever' health and wellness credit card

A new credit card – launched by wellness platform Paceline – will link financial benefits to physical health.

The Paceline Card, issued by Evolve Bank and Trust, ties credit card rewards to workouts and activities tracked via Apple Watch. More: http://lei.sr/E2q2t_H



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Physically active children do better at school

01 Nov 2021**Exercise at school supercharges children's recovery from lockdown**

Children at UK schools which have adopted Active Recovery Curriculums (which prioritise physical activity and time outdoors) feel fitter and stronger than their peers – both physically and mentally – and also do better academically. More: http://lei.sr/S9b8b_H



Exos is further investing in the digital space

01 Nov 2021**Exos launched into the omnichannel fitness market with Exos Fit**

Exos, the fitness coaching, club management and human performance specialist, refreshed its branding as part of a strategy to become an omnichannel health and fitness business with a strong focus on the power of teams. More: http://lei.sr/N9x2H_H

03 Nov 2021**F45 takes fitness to the seas with OneSpaWorld partnership**

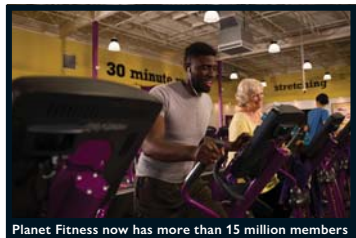
F45 Training will begin offering its functional fitness classes on board cruise ships, after securing a partnership with wellness specialist OneSpaWorld.

The franchised operator has signed a multi-year commercial deal. More: http://lei.sr/u5j6b_H

04 Nov 2021**Armah Sports reveals the first B_fit – a revolutionary smart health club concept**

Armah Sports has launched a new health club concept for the Middle Eastern market, which it plans to roll out across the region – and beyond.

The first B_fit club opened in Jeddah, Saudi Arabia this week. More: http://lei.sr/y9v3m_H



Planet Fitness now has more than 15 million members

08 Nov 2021**Planet Fitness said membership had reached '97%' of pre-pandemic levels**

Planet Fitness said a surge in people returning to gyms helped it recover from the pandemic lockdowns.

The franchised operator, which has 2,193 clubs across five countries, has seen memberships nearly return to pre-pandemic levels. More: http://lei.sr/k8t7a_H



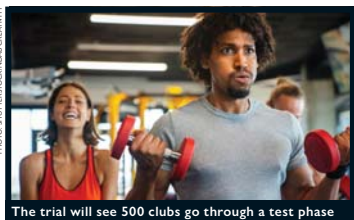
Xponential's brands will feature at LA Fitness clubs

08 Nov 2021**Xponential signed club in club deal with LA Fitness**

Xponential Fitness secured a deal that will see its branded boutique studios being set up at existing LA Fitness and City Sports Club locations across the US.

The deal will result in a minimum development of 350 sites over five years. More: http://lei.sr/D6e9m_H

PHOTO: SHUTTERSTOCK/ANDREA CRESITIVITY



The trial will see 500 clubs go through a test phase

10 Nov 2021

Fitness industry got Europe-wide certification scheme

EuropeActive announced it was trialling a new consumer health club certification scheme, called FITcert.eu.

The certification prescribes standards for clubs covering operations, management, customer service, supervision and training. More: http://lei.sr/V7n8a_H

PHOTO: SHUTTERSTOCK/ARND BRONKHORST



The guide highlighted the importance of fitness

10 Nov 2021

New guide tackled causes that stop women from exercising

A new guide offered health clubs insights into how to attract more women and girls to get physically active.

The guide highlighted the biggest concerns and reservations which currently prevent women and girls from visiting health clubs. More: http://lei.sr/6x8c4_H

10 Nov 2021

Les Mills Boutique was unveiled – helps clubs attract younger audiences

Les Mills launched 'Les Mills Boutique', a new solution to help fitness operators transform space in their clubs into premium boutique studios.

The turnkey solution includes a bespoke studio fit-out plan and other resources. More: http://lei.sr/z6u9g_H

13 Nov 2021

338 new gyms had opened in the UK since March 2019

Eight of the top 20 private club operators in the UK had grown their estates since 2019 – despite the pandemic.

The figure came from the *Fitness Industry Preview Report 2021*, published by The Leisure Database Company. More: http://lei.sr/G9z8E_H



Each Grndhouse class has a specific goal-based focus

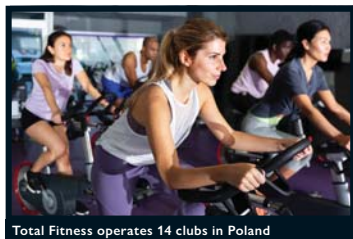
PHOTO: GRNDHOUSE/STOCKMOTIVATION

15 Nov 2021

Grndhouse raised £1.5m to set up film studio

Grndhouse raised a £1.5m financing round led by venture capital firm Passion Capital.

The investment will be used to launch a 4,500sq ft film studio and facility, as well as an app. More: http://lei.sr/F3C6W_H



Total Fitness operates 14 clubs in Poland

PHOTO: SHUTTERSTOCK/SHARON

15 Nov 2021

Total Fitness Poland was acquired by wellness platform, Benefit Systems

Polish corporate wellness platform Benefit Systems took a majority stake in club operator Total Fitness Poland.

Benefit Systems acquired a 88 per cent stake in the gym chain, which currently runs 14 clubs in Poland. More: http://lei.sr/p5k9f_H

PHOTO: THERME GROUP



Thermo Scotland is set to cost £100m to build

16 Nov 2021**Thermo Group submitted plans for £100m wellbeing facility in Glasgow**

Global developer and operator of wellbeing destinations Thermo Group inked a deal with Peel L&P for a new location in Glasgow called Thermo Scotland.

Thermo aims to submit its plans for the 320,000sq ft wellness project later in 2022. More: http://lei.sr/5f7t3_H

PHOTO: SHUTTERSTOCK/ANASSERBAHEDRA



Swimming teachers said the activity is not inclusive

18 Nov 2021**Swimming faces a diversity challenge, according to new report**

A "significant majority" of the UK's swimming teachers and aquatic professionals felt that swimming excludes some groups and communities.

The finding came from a study which examined inclusion across the sector. More: http://lei.sr/A4M9z_H

18 Nov 2021**Rio Ferdinand and The Gym Group launch Find Your Future initiative**

An initiative set up by the Rio Ferdinand Foundation in partnership with The Gym Group will see young Londoners being offered career opportunities in fitness.

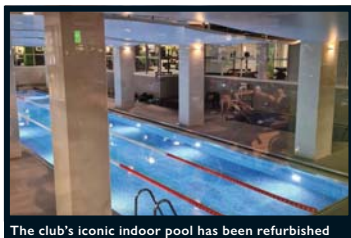
The new Find Your Future scheme will cater for up to 150 young people. More: http://lei.sr/m9y4x_H

22 Nov 2021**Pure Gym wins UK health and fitness app of the year award**

The Pure Gym app was named the Health and Fitness App of the Year at the 2021 UK App Awards.

First launched in 2013 to help people locate the nearest Pure Gym and book classes, the app has since developed into a fitness platform. More: http://lei.sr/N2G5N_H

PHOTO: NUFFIELD



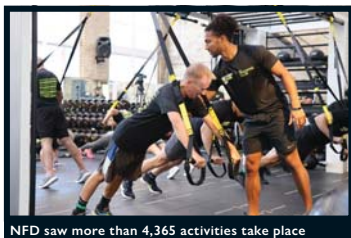
The club's iconic indoor pool has been refurbished

23 Nov 2021**Nuffield's new Barbican club combines fitness with GP services**

Nuffield Health reopened the historic Barbican health club in London, as part of ambitious plans to establish its first wellness "health campus" in the UK.

The health club also offers an on-site medical centre with private GP services. More: http://lei.sr/u5H4E_H

PHOTO: UK ACTIVE

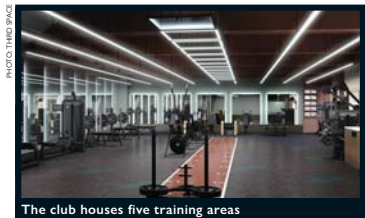


NFD saw more than 4,365 activities take place

24 Nov 2021**Make every day national fitness day, said Nigel Huddleston**

A total of 22.7 million Brits – more than a third of the total population – took part in physical activity during National Fitness Day (NFD) in 2021.

NFD 2021 smashed all records on its 10th anniversary, with 4,365 free activities. More: http://lei.sr/B7D9N_H



The club houses five training areas

24 Nov 2021

First look: Elite training and exclusivity define luxury Third Space Mayfair

Luxury health club operator, Third Space, opened the doors to its latest club in Mayfair, London.

It is Third Space's seventh site and its most technologically advanced yet, with features such as a face recognition entry system. More: http://lei.sr/B3w3j_H



Madrid City Council has worked

25 Nov 2021

€100m investment in wellbeing hubs planned for City of Madrid

The City of Madrid could become one of the healthiest in the world if plans by the council come to fruition.

The local government has plans to develop wellbeing infrastructure, including significant investment in facilities. More: http://lei.sr/F7Y4t_

25 Nov 2021

Crunch Fitness – franchises were beating pre-pandemic membership numbers

Fitness operator Crunch Fitness said it was continuing its recovery from lockdowns, with membership levels across its franchised estate now exceeding pre-pandemic levels.

The brand opened its 400th club in February 2022. More: http://lei.sr/F3P5H_H

25 Nov 2021

Sophie Lawler revealed Total Fitness is working on a new health club model

Total Fitness plans to launch a new-style health club model, with plans already in the development stages, according to Total Fitness CEO, Sophie Lawler.

Speaking exclusively to HCM, Lawler said the operator is currently refining the concept. More: http://lei.sr/3C4j3_H



Many European countries have restrictions in place

26 Nov 2021

COVID in Europe – health club operating restriction update

Increases in COVID-19 cases across Europe were forcing governments to introduce restrictions, which was having an impact on the health and fitness market.

HCM researched and reported on the situation across Europe with this update. More: http://lei.sr/u2p9H_H



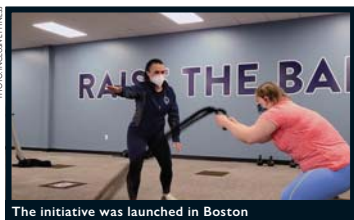
The WIFA research will act as an ongoing monitor

30 Nov 2021

Does the fitness industry support equality and diversity?

The Women in Fitness Association (WIFA), partnered with Sport Alliance to undertake a survey on gender diversity, equity, equality and inclusion in the fitness industry. The study will also act as a monitor on an ongoing basis. More: http://lei.sr/V9M5T_H

PHOTO: INCLUSIVE FITNESS



The initiative was launched in Boston

01 Dec 2021**New initiative to get neurodivergent people into fitness**

Inclusive Fitness Boston, a health club for those with disabilities and their families, launched a programme to provide greater access to fitness for neurodivergent people – those with conditions such as autism, ADHD,

PHOTO: GWS



The report was presented at this year's GWS

01 Dec 2021**Global wellness economy will be worth US\$7trn by 2025**

The global wellness economy will grow by 9.9 per cent annually and reach US\$7trn by 2025, according to research from the Global Wellness Institute (GWI).

The *Global Wellness Economy: Looking Beyond Covid*, was unveiled at the GWS. More: http://lei.sr/w5M2p_H

06 Dec 2021**Pure Gym research ranked countries by cost of staying healthy**

Denmark was identified as the cheapest country in the world to live a healthy life, according to a new study.

Research by Pure Gym using Numbeo analytics investigated close to 100 countries worldwide in terms of gym membership costs. More: http://lei.sr/N9y3K_H

07 Dec 2021**Sport England ramped up the implementation of new strategy**

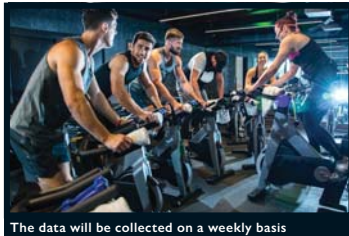
Sport England said it would introduce "new and innovative" ways to increase participation – by doing a better job of listening to local communities to understand their needs and targeting efforts to improve opportunities for those most in need. More: http://lei.sr/F5E7T_H



Jack Shakespeare appeared at the House of Commons

09 Dec 2021**Rent arrears – UK Active called for 'shared burden'**

UK Active stressed the importance of landlords and tenants "sharing the burden" of rent arrangements, with director of policy, Jack Shakespeare, making the call during a committee meeting of MPs which discussed the Commercial Rent Bill. More: http://lei.sr/h4C6H_H



The data will be collected on a weekly basis

10 Dec 2021**Sector reported less than one COVID-19 case per 100k visits**

The number of positive COVID-19 cases among people who have visited health clubs in the UK continued to be at "extremely low levels". Figures published by UK Active showed an overall rate of 0.83 cases per 100,000 visits since reopening in April 2021. More: http://lei.sr/cBj8X_H



The research was conducted at Stanford University

13 Dec 2021

COVID-19 attacks fat cells – puts people with obesity at higher risk

New research suggested COVID-19 infects fat cells, explaining why overweight people are at a higher risk from COVID-19. The study was led by Stanford University School of Medicine. More: http://lei.sr/H3X7Y_H.



A third of operators don't have a digital strategy

14 Dec 2021

Who's winning at digital in health and fitness? A new survey gave insights

A review of the 'digital maturity' of health club operators in the UK established the winners in the race to elevate the sector's performance, as well as highlighting areas for development. UK Active commissioned Rewrite Digital to design a digital maturity tool. More: http://lei.sr/7a3P7_H

15 Dec 2021

Pure Gym signalled global ambitions with £300m cash injection from KKR

Pure Gym dropped plans for an IPO, opting to raise £300m through an equity deal with investment firm, KKR. In addition to reducing debt, the funds will support growth plans, which include aspirations to scale globally via organic growth and franchising. More: http://lei.sr/J5W9k_H

16 Dec 2021

Homeworking measures hit city centre gyms – Marc Diaper called for support

The UK government's working from home guidelines threatened the future of city health clubs and hit new year trading. Marc Diaper, Gymbox CEO, called for urgent financial help from government. More: http://lei.sr/C3E4Z_H

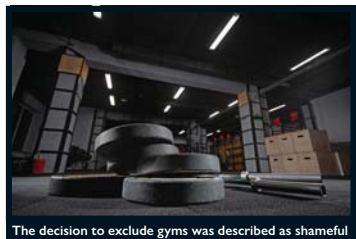


The Gym Group has 200 clubs and 753k UK members

22 Dec 2021

The Gym Group opened five clubs in one day to hit 200 UK sites

The Gym Group (TGG) opened five clubs in a day to celebrate reaching 200 sites (753,000 members) in the UK. CEO, Richard Darwin told HCM TGG would deliver 40 openings by December 2022. More: http://lei.sr/p6t9P_H



The decision to exclude gyms was described as shameful

22 Dec 2021

£1bn support package for leisure businesses excluded health clubs

A UK government £1bn support package for hospitality and leisure, which allowed businesses to claim cash grants, was not made available to health clubs. The funding was to offset the adverse impact of "Plan B" measures, such as working from home. More: http://lei.sr/N7u9q_H

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2021 vision

The success of the sector is based on partnerships and without great suppliers, events, training companies and PRs, it would be weaker and underpowered.

We ask these creative companies to celebrate 2021 and give their views on where the industry is heading

Chapters

p62 / **The PRs**

The industry is fortunate to have a group of dedicated, passionate and skilful comms, marketing and PR agencies and we celebrate their contribution in this chapter.

p66 / **The suppliers**

Our creative, innovative suppliers constantly respond to customer needs with R&D and new launches. They share their thoughts on how the industry can thrive in 2022.

p76 / **The training companies**

As a people-centric industry, training companies have been at the heart of retooling the workforce for the challenges ahead. They explain their vision for 2022 and beyond.

p78 / **The events**

Our industry event organisers have been some of the hardest-hit businesses in the sector. We hear how they've deployed digital to continue to make a contribution and their plans to return to live events as 2022 unfolds.

Showcases

p80 / **Fitronics**

Fitronics' new member journey software is supporting the University of Oxford in improving its services for users.

p82 / **Funxtion**

Fitness First Germany has upgraded its gym floor training experience with the rollout of Funxtion's Multiscreen Virtual Player.

p84 / **Life Fitness**

Life Fitness VP shares insight into the future and how the organisation is delivering on its strategy to co-create member experiences.

p86 / **Freemotion**

Freemotion says it uses connected fitness and omnichannel experiences to benefit exercisers and clubs the world over.

p88 / **Hydrow**

Hydrow, the connected rowing machine, brings the outdoors into health club, gyms and fitness spaces.

Action Group

www.action-group.co.uk

Key contact

Rachel Moule

Head of Consumer

“

We're excited to see the advent of more holographic fitness, first with Mirror and then with tech giants such as Sky launching platforms

There's been a huge entrepreneurial shift when it comes to people being creative with small business start-ups in the fitness industry. This has been easing the path to wellbeing in new and innovative ways – over and above just online fitness classes.

We're heading towards even more tech- and data-driven innovation and it's thrilling to be at the forefront of that movement.

We're excited to see the advent of more 'holographic' fitness, first with Mirror and now with tech giants such as Sky launching interactive fitness platforms - it's all about creating very personal, digital fitness experiences.

It's an important time for the industry. We're lucky to be in a sector that's flourishing and helping people navigate this pandemic.

Health and fitness – both mental, and physical – has never been more of a priority.

**Rachel Moule**

On the PR front, the continuing migration towards digital platforms has meant we've upped the ante when it comes to creating stand-out content and engaging and memorable social media strategies for our clients.

**Rebecca Douglas**

“

Our sector will continue to move at speed with the Metaverse opening doors to new audiences and revenue streams

The fitness Metaverse excites me - the opportunities are mind-blowing. As an agency we're lucky to be working with super forward-thinking brands that are jumping straight into this space to capitalise on it now.

It's great to see the at-home and commercial markets converging and operators understanding the power of the hybrid operating model. Likewise, at-home brands are working with the commercial market to open more opportunities for people to get active.

There's more recognition that exercise isn't just for the body but the mind too. With one in four adults suffering from mental health issues, physical activity can play a huge part in supporting mental health. Brands such as Hero Training Club and iFIT continue to lead the way in combining mental and physical training.

Consumers want to know more about the brands they're buying from. They want to better understand

AIM Content Marketing

www.aimcontentmarketing.co.uk

Key contact

Rebecca Douglas

Director

health and safety procedures, to know about sustainability policies and to check companies are ethical in their business practice. It's no longer good enough to have a great product or solution – brands need substance behind all they do and consumers want to hear their stories.

Our sector remains unpredictable. News of the pandemic still dominates the headlines and until this stops the future remains uncertain. We're in a strong place though. It's great to hear about companies and operators successfully navigating the pandemic and coming out of lockdowns stronger than ever.

Big Fish Public Relations

www.bigfishpublicrelations.co.uk

Key contact

Sarah Lloyd
Account Director

“

There's been a transformation in the language used. We're helping clients navigate a gentler and more welcoming voice

In negotiating a global pandemic, emphasis has switched to community; thinking local, shopping local and focusing on helping. This year saw our client, Huggle, take the bold step of partnering with McDonald's to extend marketing reach beyond those we always target, with exceptional results – a 71 per cent increase in customer visits to gyms listed on its platform.

The sector remains stuck at 15 per cent penetration; now is the time for bold steps and innovative partnerships to attract potential members.

People have been redefining what health and fitness mean to them and we've seen a shift in focus to overall wellbeing. People aren't just focusing on weight loss, they're serious about taking care of their health, which is reflected in the number of apps launching around mental health, mindfulness and self-care. We've also been supporting

**Sarah Lloyd**

Your Personal Training with comms around the upsurge they've seen in PT sessions across their clubs. People are eager to invest in themselves with one-to-one personalised support and a mentor guiding their journey.

2022 will be the year we see the sector doing more to professionalise and medicalise its offer, to ensure we cater for and attract every type of potential member. Companies like Refer All and Your PT are already doing fantastic work in this space.

**Gemma Bonnett-Kolakowska**

PHOTO: VERO & FILM SOLUTIONS

“

There's a more united view of the industry, but operators need evolve their offer and be very clear about who they're talking to

The industry has adapted to deliver a huge amount of online content over the past 12-18 months and consumers have become far more tech-savvy.

There will continue to be a divide when it comes to how people prefer to consume information, utilise a training environment and select their preferred methods of becoming more healthy and active.

There will also be more tech, more data and more VR, but we mustn't forget those who aren't ready to embrace the new ways – as the population gets older we must remember everyone.

People are more aware that their health and wellbeing should be at the top of the 'take care' list.

We're not robots and the realisation of how vulnerable we can be has affected people's mindsets. Operators are taking a different view from the one they used to on what can be offered beyond the expected.

Bonska Consultancy

www.bonskaconsultancy.com

Key contact

Gemma Bonnett-Kolakowska
Managing Director

In terms of communication, 2020 saw most operators taking a silent approach and failing to communicate with members. Many learned this was the wrong strategy.

2021 saw a greater understanding that communications is paramount to creating relationships and staying connected.

In 2022, there will be more competition from large tech companies, more upgraded wearables launching and the link of gaming, connectivity and activity. High street popups will appear as clubs open micro-sites for health screening and focused rehab offerings. ▶

Brand Chatter

Key contact
Katie Lewis
 Director



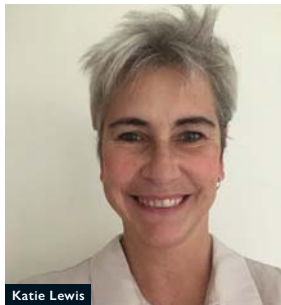
Despite the daily contributions to health we make, the sector is still undervalued by those in positions of influence

We have yet to see some of the most transformative innovations that will influence the direction of our sector moving forwards. Digitalisation and an ability to effectively mine data present opportunities to create consumer-centric experiences at a scale never seen before.

In order to be taken seriously as a major contributor to the government's 'prevention rather than cure' health strategy, the sector needs to continue to communicate evidence of the positive impact our products and services are having on the health of the nation.

Communicating the results of our efforts to change-makers, consumers and the medical profession will secure our seat at the health agenda table

Aligning with the health agenda has to be key, alongside a sector-wide commitment to digitalisation. These are not simple changes. Rising operational costs make investing



Katie Lewis

in new technologies and expertise difficult, but together we must find ways to overcome these barriers.

The next five years will be the most transformative our sector has experienced since its inception.

Organisations are ramping up their content generation and becoming masters of their own brand building and visibility, through the use of social media, plus their website and network comms channels.



Cherie Wales and Lawra Angell



Now's the time to remain agile and embrace new frontiers such as voice search, AI and nano/micro-influencers

The health agenda holds huge potential, but so does leisure. *Fitt Insider* is talking about a 'recreation renaissance', while a future 'proliferation of leisure' is also predicted by Trend Hunter.

As aligned markets to fitness these present great opportunities if we can innovate in order to meet them. How do we help people live life to the fullest? Experiences are still key currency so build that in too and we'll have hit gold.

We've felt the shift in 2021 to a focus on healthy movement for wider populations and are excited about the part we'll all play in supporting this new agenda.

Hybrid solutions (both for fitness and marketing) have been vital, and innovation of both digital and in-person experiences will remain key.

Something that's emerged out of the last year is just how much can be supported in short amounts of focused time to help

Pocket Rocket Marketing

www.pocketrocket.marketing

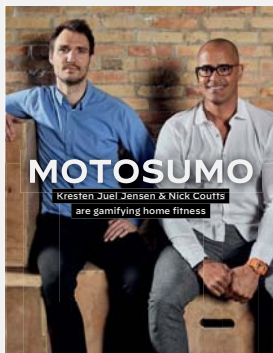
Key contact
Cherie Wales & Lawra Angell

teams and individuals up-level themselves rather than us doing it for them. We love the intensity and energy of working in this way to co-create a swift and lasting impact for people of all shapes and sizes.

We often look outside the industry to the latest marketing insight. Here are some headlines. 'A brand without a cause will be like a ship without a rudder in 2022'. 'We need to take social responsibility seriously'. 'Content remains key (especially video) – leverage every piece in multiple ways to drive shares, engagement and maximum return on investment'. ▶

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MOTOSUMO

Kresten Juel Jensen & Nick Courtts
are gamifying home fitness

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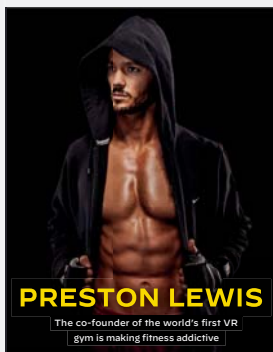
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How WHOOP knows you've got
COVID-19 before you do

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PRESTON LEWIS

The co-founder of the world's first VR
gym is making fitness addictive

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Mathieu Letombe

Withings is bringing medical-grade
tech into people's homes

Jessica Ennis-Hill

Mapping women's
training to their
menstrual cycles

Adrian Hon

The creator of Zombies,
Built on the power
of storytelling

LAURENT PETIT

The co-founder of the Active Giving app is
using fitness to help the environment

www.fittechglobal.com/signup

Alliance Leisure

www.allianceleisure.co.uk

Key contact

Sarah Watts

Chief Executive



Local authorities are operating under tough conditions, but there are still opportunities to invest in the future of sports and leisure

We work with forward-thinking local authorities to deliver modern, imaginative and environmentally-friendly multi-activity centres that break the mould of the traditional leisure centre.

We have a pipeline of projects lined up for 2022, funded by the Towns Fund scheme, which plays a key role in the government's levelling-up agenda.

Environmental sustainability is a priority for all our projects and we've helped five local authorities to source grants from the Public Sector Decarbonisation Scheme to drive decarbonisation and energy efficiency measures. As a result, we're introducing air-source heat pumps, along with other energy-efficient technologies in 10 leisure centres to help local authorities to meet their net-zero targets.

At the end of 2021 we launched the Active Families report with ukactive, which looks at the critical

**Sarah Watts**

role of the family in a child's physical activity journey and the importance of developing accessible family-focused facilities that inspire habits and values likely to carry into adulthood. Our marketing and training brand, TA6, works with leisure operators across the UK to provide marketing and customer experience services to drive revenue streams, improve the health and wellbeing of local communities and invest in staff development.

**Eve Rodwell Davies**

After a rollercoaster of a year in 2021, hopefully 2022 will be a year of opportunity and new adventures

Our top innovations include the new Schwinn X and Z bikes, which we're very proud of. For classes that live in the metrics, focus on the numbers, and are filled with competition, the Z bike is an ideal match. The Z bike allows for riders to climb through four zones determined by rider effort, allowing for riders of all fitness levels to feel accomplished at the end of a ride. For classes that promote a 'head's up' experience, a technology-free zone, and are set to the beat of the latest playlist, the X Bike is the best fit.

After another rollercoaster year, we're hoping to be able to get out and see as many of our customers as possible in 2022. We're also planning to be at FIBO 2022 where we can showcase our new products such as the X & Z bikes and our new Throwdown Rigs and FXD Bench

One of our standout club installs has to be Everlast Fitness

Core Health & Fitness

www.corehandf.com

Key contact

Eve Rodwell Davies

EMEA Marketing Manager

in Denton – we supported the team with the opening of the flagship gym in November 2021.

The club is a stunning hybrid of boutique group training and traditional gym floor. The architecture and design of the club is simply breathtaking and we've complemented the place with mat black cardio from Star Trac, our HIIT StairMaster line and Nautilus strength lines. As well as our new Throwdown Rigs. If you're in the Manchester area it's well worth a visit.

Thanks to all of our customers for partnering with us. We wish everyone in the industry a healthy and happy 2022.

EGYM UK Ltd

<https://egym.com/uk>

Key contact

Philipp Roesch-Schlenderer
CEO



During 2022, we'll continue to support the sector in its move towards digitisation, presenting effective, proven solutions

Despite the pandemic, we recently launched Fitness Hub, a gym-floor centrepiece that brings together all the individual components of Egym's connected gym floor experience, completing our digital ecosystem.

This innovation enables operators to empower members to self-manage a progressive, evidence-based training experience, regardless of age, ability or ambition, that motivates and inspires them towards success.

We live in a digitally connected world. To maintain relevance in this world, operators need to create high quality, digitally connected environments that are member-centric, results-driven, and convenient to access.

This is exactly what we've been developing over the last decade. Working with us, operators can transform their bricks and mortar facility into access-anywhere, anytime services that are central to the lives of their members.



Philipp Roesch-Schlenderer

In 2021, we took to the road on an Experience Tour, showcasing digitally connected training floor experiences to operators up and down the UK.

Over the coming months of the new year, we'll continue to engage with operators on their doorsteps. Anyone interested in booking a demonstration with our Mobile Experience Team is welcome to make contact with us and book in a visit.



Rob Lander



In today's world consumers are rating convenience on a part with quality

Delivering an out-of-club

experience on a par with the in-club experience is what operators should be striving to achieve. Over the next 12 months, Fisikal will continue to develop integrations with other software providers. This collaborative approach means we can offer our clients best-in-class software provisions, across all aspects of their business.

Digital integration will be absolutely key to the success of gym, leisure centre and health club operations moving forward. In today's world, consumers are rating 'convenience' on par with quality so an ability to provide access to services anytime, anywhere will become the 'new norm'.

We're very proud of the digitalisation of member onboarding we've developed for Third Space. Members complete a digital questionnaire as part of their onboarding process. Scheduled,

Fisikal Limited

www.fisikal.com

Key contact

Robert Lander
CEO

targeted content is then fed out to members at specific points on their membership journey, creating a highly personalised experience for each and every member. We've also developed an in-app, touchless, anti-sharing, access control functionality for 24-hour operator Luxe.

We're excited to be collaborating with Egym and Gladstone to support Fitness First UK in the digitalisation of its personal training offer. Our platform standardises booking and payment processes and helps identify trends, best practice and areas in need of attention, improving operational efficiencies and maximising revenues. ▶

Fitronics<https://www.fitronics.com>

Key contact

Name

Marc Jones

Head of Commercial



Parkwood Leisure has seen a huge boom in swimming lessons, and has gone to great lengths to maximise the customer journey

We're committed to supporting the industry with two research projects per year with the first to be released in Q1 2022 focusing on the potential for the fitness industry as we move forward. During 2022, Fitronics will be focusing on Integrations and APIs to support the industry with its digital transformation needs.

Third Space in London – one of our clients – has embedded TRP product 'Insight' into the culture of its business, really understanding the importance of customer experience.

Fitronics brand The Retention People (TRP) launched a new version of its automated member journey software.

Called 'Digital' the software enables operators of health and fitness facilities to build automated communication journeys for their members via integrations with their member management systems. Fitronics brand CoursePro has also been encouraging customers



Marc Jones

to transact online with the roll-out of its Online Joining module in response to the recent boom in swimming lessons.

We recently won a tender to build software for British Gymnastics, helping to move their Rise syllabus into the digital world. We anticipate this will filter through into other National Governing Bodies to enable greater control of their content, consistency of delivery and improvement in participation.



Tony Ali



Connected fitness is more than just a passing trend, it is the future of our industry – and that future is already here

Connected fitness means more than streaming videos. It means fully immersing exercisers in interactive experiences that bring down the four walls of a facility. Creating a genuine omnichannel experience that engages and retains members – whether they're at the gym, at home, or on the go – requires time and research.

Freemotion was rebranded to Freemotion from iFIT, reflecting a shared vision with its parent company, iFIT Health & Fitness Inc, to offer omnichannel solutions through iFIT. With auto-adjusting technology on its premium cardio machines, over six million iFIT members across the globe virtually work out in breathtaking destinations, wherever they are.

Optimum Performance Sports (OPS) is a modern-day fitness game-changer that's embraced a true omnichannel solution, in partnership with Freemotion and iFIT. OPS members enjoy the iFIT

Freemotion Fitness[FreemotionFitness.com](https://www.freemotionfitness.com)

Key contact

Tony Ali

Country Manager, UK

digital experience in and out of the facility, whether using Freemotion cardio machines or in the comfort of their homes. By maximising the member journey, OPS has increased engagement, retention, and the lifetime value of its membership.

As we look toward to 2022, Freemotion is excited to strengthen its presence in the UK commercial fitness market with a new, expanded distribution structure.

With Freemotion and iFIT, the UK club sector can now offer interactive, connected fitness experiences and exceed the expectations of increasingly wellness-savvy health club members.

FunXtion<https://www.funxtion.com>

Key contact

Ernst de Neef
CEO

The pandemic has created opportunities for businesses to adapt, evolve and digitise more effectively for the future

Digitalisation offers a huge opportunity to elevate both the out-of-club and in-club member experience. More than ever, members are searching for high-quality and engaging 360-degree access to fitness. However, many operators have only engaged in digitalisation that connects them to their members outside of the four walls of their facility.

Innovators and market leaders,

such as 1Rebel and Fitness First Germany, have leveraged our Virtual Player and MultiScreen Solution to support an omnichannel approach that also enhances their in-club member experience.

The FunXtion Virtual Player and MultiScreen Solution have elevated the in-club and on-demand digital experience for clubs. The MultiScreen Solution allows gyms to run different exercise demonstrations on numerous screens within any gym layout. The product provides a powerful tool for trainers and a

**Ernst de Neef**

flexible, interactive group training experience for members.

Fitness First Germany has integrated FunXtion's Virtual Player and MultiScreen Solution to provide a circuit of digital coaches on its gym floors. By strategically positioning multiple screens in its training spaces and connecting them to the Virtual Player they have empowered trainers to focus less on relaying instructions and more on motivating members.

**Jamie Owen**

The need to 'own' the customer shouldn't be the focus. Ultimately customers own themselves

The pace at which active members have returned to physical gym venues has been heartening, with usage rates largely back to 'normal'. Obviously, this hasn't converted into a full recovery of pre-COVID membership levels yet, but with more people engaged than ever, the sector has a great opportunity to harness this newfound appetite. The need to 'own' the customer shouldn't be the focus. Ultimately, customers own themselves. We should focus on creating simple pathways for them to access wellbeing, whatever that means to them.

The biggest success of 2021 for Hussle has been the launch of our new direct membership service for operators, creating a professionalised pathway from 'interested customer' through to full member. We've seen some fantastic results.

After the success of attracting new customers into the sector through our 2021 consumer partnerships

Hussle<https://www.hussle.com>

Key contact

Jamie Owens
Director of Fitness Partnerships

with the likes of McDonald's, Vodafone and Revolut, we've set up deals for 2022 with private medical insurers, national telecommunications businesses, retailers, banks and leisure partners. By partnering with Hussle these national companies are able to provide fitness as a benefit to their customers in a way that no single operator can facilitate and in turn, Hussle is able to democratise the opportunities these deals create.

As our longest-standing partner, 3D Leisure has embraced the marketing advantages Hussle can offer this year. In the past two years, their revenue through us has grown by 250 per cent. ▶

Innovatise / myFitApp

www.myfitapp.com

Key contact

Thomas Schuster

Director / Founder

“

Digital fitness wasn't just for the pandemic; it's here to stay. Operators need to treat it as a strategic business opportunity

Fitness is now hybrid, which means putting your members in the centre and providing a service inside and outside of the gym, and building digital relationships. Moving to a hybrid model creates new revenue streams, retains members and allows upselling to existing ones.

Hybrid fitness demands an excellent user experience which can only be achieved with a unique integrated hybrid business platform.

In 2022 we're adding exciting new and improved user journey features for entering facilities. We're also launching very innovative ways of marketing using automation to drive engagement, upselling and retention.

We launched the myFitApp home video platform in 2021. Unlike other video solutions, myFitApp@home enables gyms to offer a hybrid fitness solution to members and non-members. The platform was widely adopted and we've streamed two million workouts

**Thomas Schuster**

to members, keeping them fit and creating a digital relationship.

Most importantly this has led to higher retention and additional revenues for the clubs with built-in monetisation through memberships and in-App purchases.

Gyms, leisure centres and health clubs need to look at the opportunities presented by the rise in digital fitness. Using a hybrid business platform is key to the success of a hybrid strategy.

**Martin Franklin**

PHOTO: LES MILLS INTERNATIONAL

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Millennials and Gen Z – dubbed Generation Active – now represent 80 per cent of fitness consumers

After a rollercoaster year of lockdowns, reopenings and an industry resurgence, we're looking forward to seeing a live revival throughout clubs in 2022, with 85 per cent of all gymgoers interested in trying live classes in their club according to the 2021 *Global Fitness Report*.

Live fitness experiences will remain the pinnacle, but the digital fitness boom and growth of home working means future-focused clubs will need to provide a full omnichannel solution to remain competitive, as members come to expect a total wellness offering that blends in-gym and at-home workouts.

Scaling up in the fast-changing fitness landscape will be key. We're launching a new boutique studio solution called Les Mills Boutique to help clubs attract younger audiences through an emphasis on experience and premium design. With Millennials and Gen Z now representing 80 per cent of fitness consumers, Les Mills

Les Mills International<https://www.lesmills.com/uk>

Key contact

Martin Franklin,
CEO – Europe

Boutique has been designed to help clubs win this key battleground.

We've also launched Les Mills Connect – a suite of digital networks to help clubs turbocharge their growth and emerge from the pandemic with a stronger business.

We've developed an educational partnership with Burnley College, helping it become the first college in the UK to offer gold standard group exercise training. The partnership will enable students to earn official Les Mills qualifications at the Burnley College Campus, providing them with the skills and knowledge to kickstart a career in fitness.

Life Fitness

www.lifefitness.co.uk

Key contact

Harry DamenInternational Segment Marketing
Manager, Club & Key Accounts

We see our role as much more than just a fitness equipment supplier. It's by working in partnership that we can make a difference

With the backdrop of the pandemic, it's incumbent on all stakeholders to make sure the essential role that gyms play in enhancing individuals' health and wellbeing is recognised. For Life Fitness, our strategy and plans remain clear; our role is to help our customers create unique, engaging experiences for their members through co-creation and collaboration. For us, that's about the development of new products, innovations, and technological solutions; market insight; and opportunities to work closely with our customers.

Together, we can create solutions and experiences that help reinforce the pivotal role that our sector plays in the health and wellbeing of society.

We've expanded our ranges of products and solutions over the past 12 months, to include: Hammer Strength HD Performance Trainer

**Harry Damen**

line including a new self-powered treadmill, HD Air Bike, and HD SPARC; two new selectorised strength ranges with Life Fitness Axiom and Cybex Ion Series; Life Fitness Heat Row and Heat Performance Row; new small group training solution, the Official Hammer Strength Box; Integrity SL advanced LED Console; and the Life Fitness Connect app, which helps exercisers track workouts and access a growing library of on-demand content.

**Matthew Pengelly**

We're want to help optimise opportunities that have arisen from changes to the industry and customers' expectations

Bury Council recently partnered with us to upgrade its fitness facilities; Bury Council also became the first in the UK to integrate MX4 Active, an expansion of the Matrix Fitness MX4 small group training solution based on research to target beginners, the ageing population and the deconditioned.

The installation included equipment across CV, resistance and functional training areas and welcomed an advanced level of technology by integrating the Matrix Fitness Connected Solutions; including the Personal Trainer Portal and Workout Tracking Network.

Our message to clients is that Matrix Fitness remains dedicated to supporting its clients through the challenges of the pandemic and also helping them optimise the opportunities that have arisen from the changes to the industry and customers' expectations over the last couple of years.

Matrix Fitness UK<https://matrixfitness.com/uk>

Key contact

Matthew Pengelly
Managing Director

We're proud to have launched our all-new, three-tiered cardio line to make it easier for customers to find fitness solutions specific to their needs.

The new series is compatible with five reimagined consoles for combinations of performance and technology that can accommodate virtually any fitness facility's budget, space and members. This was followed by the unveiling of the Virtual Training Cycle, which offers an immersive training experience and delivers exclusive programmes, streaming of music and shows and access to instructor-led content on the gym floor to boost user experience. ▶

Myzone<https://www.myzone.org>

Key contact

Name**Ben Hackney-Williams**

Head of Content

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Without the kind of collaborations we've seen throughout the community, the dark times would have been much darker

We're all working for the same goals. Let's get spreading the word about the great work that's being done. With the raised awareness on wellbeing and so many areas of the fitness industry stepping their game up, it's an exciting time to be a part of this great community.

We're continually striving to improve standards – constructive communication through ongoing and evolving partnerships is key to all of our continued success – we're stronger together.

Within the Myzone community over the past few months we've seen world records broken, continuous fundraising events, governments engaged with physical activity initiatives, thousands of event participants racing around the world, opportunities for education, industry-leading staff members joining the team and partnerships that keep us proud of what we do. In such a fast-paced environment, the products and

**Ben Hackney-Williams**

services are groundbreaking but it's the people that make the difference.

Some of our highlights from the past year have come from the operators we work with using challenges to really engage more deeply with their communities. Encouraging healthy competition has been proven to keep more people moving, both from a current member base and by engaging new people to bring them into the fold. Let's see more of that innovation.

**John Halls**

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We're seeing gyms come back, in many cases quite assertively. Investment is being made, and it's being made now

For all of us, 2022 will in large part be about getting stability back into our businesses. It might sound boring, but after a couple of turbulent years, stability will be very welcome. We're seeing gyms coming back now, and in many cases quite assertively. Investment is being made, and it's being made now. In spite of continued global supply chain issues, we're pulling out all the stops to make things happen for our customers.

A return to stability for us will allow us to support our customers in returning to stability themselves. For Physical Company, 2022 will also be about getting back to innovation in our product line.

Innovation was incredibly challenging during lockdown. Rather than bring out entirely new products, we chose to look inwards, refocusing on our key flagship lines and refreshing some of our most popular Physical products. The Performance range

Physical Companywww.physicalcompany.co.uk

Key contact

Name**John Halls**

Managing Director

is a great example, including a new Performance yoga mat. Meanwhile, every design element was reviewed when creating our Performance Urethane Dumbbells and Performance Urethane Kettlebells.

We'd like to showcase functional training franchise The Shredquarters, with whom we've signed an exclusive five-year deal. Shredquarters founder Adam Waters has ripped up the rule book that says you should make money from franchisees upfront, instead focusing on helping them reach profitability quickly. The product, ethos and culture is fantastic.

Power Plate

www.powerplate.co.uk

Key contact

Iain Murray

Sales Director, UK

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Our work with care homes, supporting the elderly to increase independence and reduce fall rates has been very rewarding

We're proud to have positively impacted the lives of so many during these challenging times. In particular, our work with care homes, supporting the elderly to help increase their mobility and independence, and reduce fall rates has been incredibly rewarding and fulfilling. We're also proud to have worked alongside UK Active and The Leisure Database Company on a number of active ageing initiatives, raising awareness of this under-represented segment of the market through webinars, social media, guest blogs and the media.

We launched a number of new products in 2021 and have some exciting developments for 2022. Our recent Myzone partnership allows users to track and monitor their progress, stay connected to their fitness community and reward effort through MEPs (Myzone Effort Points) that align with the WHO guidelines for physical activity.

**Iain Murray****The team at Xcelerate Gyms**

worked incredibly hard in 2021 launching their franchise business – we're proud to be a part of their story with the introduction of recovery rooms in every club, featuring Power Plate whole-body vibration as their go-to recovery solution.

They've helped numerous people and recently a member at their Edgware club won 'Member Achievement' at the National Fitness Awards.

PHOTO: BOB MATTHEWS PHOTOGRAPHY

**Scott Trinder**

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Unless you have millions to invest, think about connecting rather than competing. Don't try to win at someone else's game

Operators need to offer a 365, 24/7 experience and not feel threatened by consumers' desire to access content from other parties. Fitness is no longer either in a gym or outside; it's both.

Members have discovered convenience. If it takes 10 minutes to drive to the club and it's a poor experience, they may choose to exercise at home. The club model needs to focus on journey progression and the community-led experience, which digital offerings struggle to provide. If your service isn't sharp, your brand isn't as strong as your competitors'.

2021 saw a huge change for Precor, as we became part of the Peloton portfolio following our acquisition in April. In a year when the pandemic continued to wreak havoc on our industry, we're excited to have finalised this deal and to be working as part of a brand we really trust, to help more people work out

Precor<https://www.precor.com/en-gb>

Key contact

Scott Trinder

Sales Leader of Precor

Commercial UK

and stay healthy than ever before. Operators need a combination of leading equipment, and we can now help them achieve that.

There's a huge amount of innovation coming. Within Peloton, we'll have a rolling programme of product and service launches to provide solutions for every operator's desired member journey. Within Precor, we're launching a new StairClimber that's easy to service and clean. We're working on new consoles and world-class content, new colour options in cardio and a new pin selected strength line. We're innovating in every category. ▶

Pulse Fitness

www.pulsefitness.com

Key contact

Richard Sheen

Commercial Sales Director

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We're not just creating gyms that are for right now, we need to ensure they are sustainable and adaptable for the future

We're starting to see a massive demand for outdoor fitness solutions from operators. This is already a huge growth area and is set to continue. We launched our first outdoor container gym in 2021 – providing the perfect integration between indoor training and outdoor spaces, our outdoor fitness solutions can be completely tailored to a client's needs.

Our focus since gyms reopened has been on helping our clients remodel their fitness facilities to ensure they're sustainable for the future. That will continue on into 2022 and beyond to support our client's membership growth and to ensure that facilities are able to cater for lots of different demographics – from those in rehab to the very elite.

Ensuring gyms have the correct areas with proper zoning and flooring will be key. We're not just creating gyms that are for right now, we need to ensure they're sustainable

**Richard Sheen**

and adaptable for the future.

We're proud to have launched our Trakk app in 2021. This groundbreaking activity tracking app is already transforming the way operators and gym-goers are able to track and log workouts. We were also pleased to have launched our Classic Strength line of equipment at the start of 2021. Our inspiration for the range came from some of our very first designs and recreating them with a modern twist and a stripped-back design.

**Stuart Stokes**

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By opting into the NRD, our clients allow their participant data to be shared, to better understand the referral process

Leisure operators are beginning to recognise the social and economic value of healthy community programmes, such as physical activity and wellbeing referral schemes. As the rates of inactivity and obesity have increased, there's an opportunity to drive more referrals to our sector.

The need for COVID rehab programmes may be a driver for wider sector funding. To free-up primary care professionals from the referral process, our clients are opting for the online referral route and accepting self-referrals.

The secure and efficient provisioning of exercise and wellbeing services has never been so important. We urge scheme providers to consider process automation, service workflow and client communication, resulting in efficiency gains throughout the referral journey.

In terms of service delivery, the way forward is a blended approach

ReferAll<http://www.refer-all.net>

Key contact

Stuart Stokes

Company Director

– a mix of face-to-face, telephone/text message and digital/video sessions. Our integration with EXi supports providers with an NHS-accredited exercise prescription app while under the expert guidance of exercise referral professionals.

The National ReferAll Database (NRD) is the UK's first-ever open access exercise referral database. Established in collaboration with UK Active, Dr James Steele of Southampton Solent University & the NCSEM in Sheffield, the NRD uses 40,000 anonymised sets of Exercise Referral Scheme data from within ReferAll's 600,000 referral records.

Uptivo SRL<https://uptivo.fit>

Key contact

Name**Ely Maspero**

CMO



Globally we're seeing a lot of momentum behind inspiring people to get back to live, on-site fitness activities

It's been a tough couple of years for the fitness industry, but we're seeing a lot of momentum all over the world behind inspiring people to get back to live, on-site fitness activities that provide technological services and focus on measurable results. Uptivo thrives on helping fitness professionals provide a more accurate, goal-oriented service.

From a sales perspective, we're seeing a lot of activity from North America and the Middle East in particular. We're ready to support our customers and prospects in the region with live activities and a stronger presence.

At the Dubai Active Show in October 2021, Uptivo unveiled its Combat solution based on punching sensors to be worn on the wrists, above or below the gloves.

Uptivo Boxing Trackers are capable of counting right and left punches, and provide clients with information in real-time on

**Ely Maspero**

time and punch power to provide measurable feedback on individual training and combat group sessions.

Italy-based Green Training Club, one of 2021 additions to Uptivo's portfolio of global customers, is doing an excellent job of leveraging all the features provided by our platform. From real-time heart rate monitoring to the new Uptivo Combat solution, all club activities make great use of the platform's tracking capabilities to serve and challenge a demanding client base.

**Andy McCulloch**

We're seeing people approach our trainers for coaching before they choose a gym; the role of an outstanding PT team is clear

Make your PT team the superstars at your club. We know returning members want to be engaged by a fitness professional because our website enquiries have remained up 500 per cent on 2019 every month since April 2021; 26 per cent of these aren't yet members and represent a massive opportunity.

Introduce your PTs and showcase the benefits they can offer. When people get results they not only stay, they tell their friends and they come too.

The continuing professionalisation of the role of the personal trainer is of utmost importance to us. In 2022 we will continue to help PTs adapt to more hybrid working to ensure their role is multi-dimensional and fits their customers' needs.

2021 was a bumper year for us, with new launches including our PT business management app, Your Wellbeing, and most recently

Your Personal Training<https://>www.yourpersonaltraininguk.co.uk

Key contact

Aaron McCulloch**Managing Director**

teaming up with Premier Global NASM to launch Your PT Career. We also created a dedicated Long COVID rehab hub at one of our clubs, gained CIMSPA Training Provider Partner status and raised over £2,500 for Help For Heroes.

Our client Waterside Leisure Club saw an awesome bounce back to full membership because they engaged so well with their members during the lockdowns. They found outside space on local farms, built specific training areas, had someone ringing vulnerable members to check-in, and really supported and cared for their members as human beings. ▶

Active IQ<https://activeiq.co.uk>

Key contact

Jenny Patrickson

Managing Director



Moving to digital delivery and assessment has contributed to environmental sustainability

We must work together to address skills shortages in our sector. The key to success is attracting individuals to join our sector by showing them the impact they can have on people's lives.

We need employers in our sector to continue to engage with organisations such as ourselves. In this way, we can fully understand their requirements and this will enable us to continue to create and adapt qualifications to meet the skills needs for the physical activity sector.

Many of our providers moved to a blended model in 2021, reinstating face-to-face alongside online delivery. Using technology for delivery and assessment accelerated innovation and identified different ways to engage learners. Training and assessment methodology have been adapted using a flexible approach.

People realise the true value of face-to-face interaction for end-users of our qualifications and there

**Jenny Patrickson**

has been a renewed emphasis on enhancing communication skills.

Moving to digital delivery and assessment has contributed to environmental sustainability.

Despite the challenges, 2021 was a great year. Highlights included the return of the UK Active Awards and our role on the judging panel. We're also proud to see the #DoingOurBit free NHS fitness platform develop further and delighted it won a UK Active Award and an HPM Award.

**Mike Hill**

Our survey results are being used to demonstrate the value of our sector

Continued research is vital in making sure we keep the customer at the heart of our decision-making. We need to know more: how confident customers are about returning to fitness facilities, what demographics haven't returned so far, who has cancelled their membership, and what they're doing now. We'll keep working to find these answers and help operators target their offer accordingly.

Since March 2021, we've surveyed 112,000 fitness customers, as well as parents of children on swimming lessons, gauging their confidence and views on returning after the lockdowns. We shared this freely with our industry colleagues, to play our part in the planning of re-opening. We've also carried out 71 short, insightful conversations with industry representatives, to spread positive messages in this time of national and global crisis, as well as gather their views, new ideas and

Leisure-netwww.leisure-net.org

Tel: 07872100538

Key contact

Mike Hill

Managing Director

desires to create something new and better post-covid, which we've shared widely across the industry.

Our lockdown research provided organisations with a view from the customer – something that wasn't a priority for some in the white hot-heat of the early stages of the pandemic.

Leisure-net's profile is higher now. We're part of many conversations and our survey results are positively influencing product development. Our results have been used by Sport England and UK Active to demonstrate the value of our sector.

THINKING ABOUT BECOMING A PERSONAL TRAINER?

ARE YOU LOOKING TO PURSUE A CAREER
WITHIN THE HEALTH AND FITNESS INDUSTRY?

We have over 100 qualifications in the fitness industry and over 500 approved centres UK and worldwide to start you on your journey.

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active-net

www.active-net.org

Key contact

David Monkhouse

Managing Director

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Our buyer NPS was 75 per cent and supplier NPS 79 per cent – only 4 per cent down on our face-to-face average

As a result of the pandemic, active-net went from being a face to face event to an online event using a bespoke platform, food and drinks delivered to delegates' homes with keynotes, networking and 1:1 meetings all hosted online. We won UK Active's Business Continuity and Success During COVID-19 award.

Our online event attracted eight new suppliers and seven new buyer organisations. 222 delegates attended our keynote panel and 190 delegates attended our panel breakouts with over 400 views of the recordings made of these sessions to date.

Our buyer NPS was 75 per cent and supplier NPS 79 per cent – only 4 per cent down on our face-to-face average.

Our plans for 2022 are to deliver two face-to-face events: March 23 - 24 at Eastwood Hall and 7 September in Crieff Hydro. This will be supplemented – to create a hybrid approach – with a European



David Monkhouse

event on Feb 3 and smaller supplier-type themed events throughout 2022 to enable suppliers to engage with operators and operators to attend events tailored to their needs – whether that be equipment, swimming or IT purchasing.

We want to thank everyone who's been supporting us during the pandemic. We always look to introduce new delegates to events to keep them fresh and the loyalty of existing customers has been fabulous.



Max Quittenton

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At times it's been challenging to see the positives, but the importance of physical activity has been highlighted throughout

With our venue – London's EXCEL – becoming a hospital, all mass gatherings postponed and many parts of the sector having to pause or pivot their businesses, we felt the impact of COVID-19 from every angle.

We paused the planning of the fifth edition of Elevate until we had a clearer understanding of when live events could take place again, hosting a webinar series instead, to enable some of our pre-planned sessions to happen virtually.

These had some great success and have resulted in new partnerships and new business contacts. We can't wait to help more partnerships move forward at Elevate 2022.

In 2019 it was a given that we would see our industry associates soon, in an exhibition hall or over a coffee meeting. However, lockdowns gave our faces the glow of Zoom calls and glimpses of the bookshelves in everyone's home offices. It was a successful solution at first, but more

Elevate

www.elevatearena.com

Key contact

Max Quittenton

Director

than ever before we're now longing for face-to-face interaction and a more personal business approach.

So much has happened since we first announced Elevate was moving dates in light of the COVID-19 pandemic. At times it's been challenging to see the positives, but the importance of physical activity for the mental and physical health of the nation has been highlighted throughout.

We should feel positive that the power of being active is moving further up the political agenda and its key place in society is being understood more clearly. The time is now for physical activity to cement itself at the core of delivering health.

FIBO Global Fitness

www.fibo.com

Key contact

Silke Frank

Show director



The association between fitness and health is still not self-evident. The goal is to anchor the fitness industry as part of the healthcare system

Our industry is at a crossroad.

There's huge potential, but we need to keep up with new consumer habits and digital opportunities.

Despite all the current challenges, think about new services. Stay bold, stay progressive, share ideas and celebrate our industry.

In 2022, there will be two new areas at FIBO that currently have absolute trend and business potential: CBD and e-sports.

We've all learned how important the topic of health is, but the association between fitness and health is still not self-evident. That's why we're active in this field. The goal is to anchor the fitness industry as part of the healthcare system. To this end, we're involved in initiatives such as *Exercise is Medicine*.

We've had to pivot in the face of the pandemic. Our mission is to combine digital and face-to-face interactions, as this will play an increasingly important role in the



Silke Frank

global economy. With new digital products and services, we offer our customers a new form of visibility and the opportunity to generate leads. All this goes hand in hand with strengthening FIBO as a live event.

FIBO is the platform for the long-awaited personal reunion of the international fitness industry. We pursue a holistic approach to health through fitness and exercise. That's why health is at the top of our agenda, as well as tech innovations.

Retention Convention

www.retentionguru.com

Key contact

Paul Bedford

Director



When poker went online in the US, poker rooms saw a dramatic increase in visits six months later, once people had gained confidence playing online

We've spent much more time on online coaching than direct delivery during the past year. This has meant we can work in three or sometimes four different countries in a day. That wasn't possible in a week previously.

The format of more frequent 60-minute coaching sessions rather than full days is making scheduling easier and with online people don't all have to be in one location.

Coaching a business daily for an hour has a bigger impact than delivering a full day. People have time to digest the content, do some work and come up with questions. We find that 60 minutes is about all people can pay attention to in an online coached session.

Going forward, most businesses will have a share of the customer's/member's fitness experience, not exclusivity. Not everyone will want to go digital/remote. Those who love lifting heavy things will still want to do so at a gym and those who



Paul Bedford

value the group exercise experience will still go to classes. When Poker went online in the US, poker rooms saw a dramatic increase in visits six months later, once people had gained confidence online before wanting to play sitting opposite others. ▶

A better journey

Fitronics' new member journey software is supporting the University of Oxford in improving its services for users

Fitronics' brand The Retention People (TRP) has launched a new, improved version of its automated member journey software.

Called Digital (www.trpcem.com/digital), the upgraded member journey software now sits alongside TRP's industry-leading member feedback software, Insight, (www.trpcem.com/insight), allowing the two modules to be used more effectively together.

Existing Digital users have been upgraded to the new system free of charge and new customers will be given access as standard going forward.

Digital allows operators of health and fitness facilities to build automated communication journeys for their members via integrations with their member management systems.

For example, new member onboarding or at-risk member re-engagement emails and text messages are triggered by fully customisable combinations of member attributes and behaviours. This tailored yet scalable approach to member communication enhances their experience, drives visits and improves retention.

The key differences between the new system and its predecessor are:

A user-friendly interface with a vastly improved email editor

Fitronics has overhauled the look and feel of Digital, making it significantly easier and more enjoyable to use. The star of the show is the new email editor that allows users to create beautiful, responsive email templates via an intuitive drag-and-drop interface. The email editor also benefits from a wide selection of pre-built templates which users can customise and a built-in stock image library with thousands of free pictures and photographs that can be added to emails in just a few clicks.

Improved member management & segmentation

The ability to effectively manage and segment members is key to getting the right message, to the right people, at the right time. The new Digital system allows users to quickly and easily segment their membership base through the application of filters including age, gender, membership type, join date, last visit date and risk of dropout, then save these targeted audiences for ongoing future use.



PHOTO: AZRA SAWITRISOCK

This upgrade to the system takes it to a new level; making it easier to use and allowing us to deliver better looking messaging with more accuracy

Stuart McCarroll,
University of Oxford

An enhanced reporting suite

Fitronics has vastly improved the usability of Digital's reporting suite with the addition of graph and pie chart visualisations which make data analysis significantly easier and less time-consuming. The ability to measure the effectiveness of communications sent via the software is a key aspect of Digital, allowing users to optimise their marketing and improve results.

Stuart McCarroll, finance and business development manager at the University of Oxford and an early adopter of the new system said: "The core principles of the TRP Digital software and the experience it allows us to provide our members has always been great.

"This upgrade to the system takes it to a new level, making it easier to use and allowing us to deliver better looking messaging with more accuracy. "If you're not working with Fitronics and its TRP products yet, I'd highly recommend having a look to see how they could help you, as they help us."

● To learn more about Digital and how it could support the success of your business, go to www.trpcm.com/digital and request a demonstration today.

Text messages are sent to at-risk members with the sending triggered by their behaviours

THE CHALLENGE OF CHANGE

Over the coming months, Fitronics will be running a series of behaviour change webinars with its experts focusing on the challenge of change for the industry in 2022 and how the performance of teams can have an impact on the health and fitness of your customers.

Webinar 1

The Challenge of Change

Date: 14 December 2021

Time: 11.00 - 11.45am

Register: www.hcmmag.com/fitronics

Fitness First Germany *super-charges* with Funxtion

Fitness First Germany has upgraded its members' gym floor training experience with the rollout of Funxtion's Multiscreen Virtual Player



This upgrade highlights to members the commitment to the ongoing enhancement of their experience

Ernst De Neef, CEO, Funxtion

Funxtion's Virtual Player is a digital platform housing thousands of beautifully shot and perfectly executed video exercises, workouts and virtual classes.

Multiple screens (provided for Fitness First Germany by Funxtion) connect to the Virtual Player and are strategically positioned in functional training spaces to optimise the member experience.

Constant visual excitement

The exercises featured can be programmed to run concurrently, creating a circuit of digital instructors that provides every member with constant visual prompting. The Virtual Player and digital fitness content are fully custom-branded and display Fitness First's own backgrounds, fonts and logo.

"Digital instruction is the next phase of evolution in gym floor training," says Martin Seibold, CEO of LifeFit Group, the owner of Fitness First Germany. "Providing our members with access to high-quality, digitally-streamed exercise demonstrations empowers our gym floor trainers to focus more on mentoring and coaching. This creates opportunities to deliver a much more personalised experience for members, creating an environment where every member is progressing towards an individual goal."

"We're constantly assessing the market to ensure our offer remains relevant to the lives, expectations and needs of our members," says Seibold, "while also maintaining our position as one of the sector's innovation frontrunners."

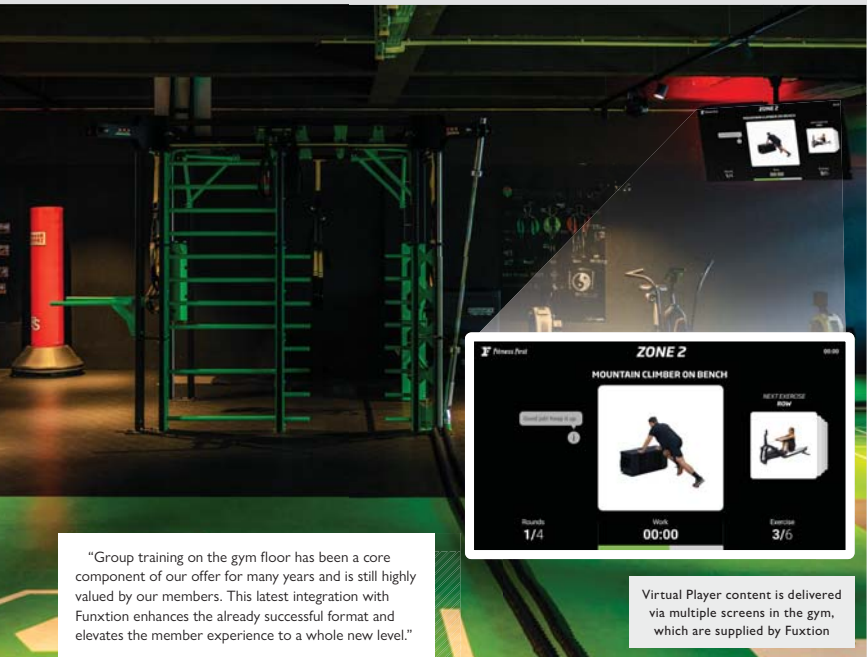
Staff control the digital content via a dashboard



PHOTO: FUNXTION/LIFE FIT GROUP

PHOTO: FUNXTION/LIFE FIT GROUP





"Group training on the gym floor has been a core component of our offer for many years and is still highly valued by our members. This latest integration with Function enhances the already successful format and elevates the member experience to a whole new level."

Virtual Player content is delivered via multiple screens in the gym, which are supplied by Fuxtion

Rolling out the tech

The rollout, which began during lockdown at the end of 2020, gives all the brand's members access to the new experience across 50+ clubs.

Ernst De Neef, CEO of Funxtion, says: "Fitness First has been sharing our content via its member app for a while, so all the exercise demonstrations displayed by the multi-screens in its clubs will already be familiar. This demonstrates a strategic digitalisation journey and provides a valued continuity, highlighting to members the brand's commitment to the ongoing enhancement of their experience."

Seibold concludes: "Digitalisation is enabling gyms to create inspiring, customer-centric experiences that could not have been imagined even a few years ago."

"In-person coaching by our rockstar trainers will remain a core component on our gym floors, supported by a growing arsenal of digital tools. Funxtion is leading the charge in the creation and implementation of quality fitness content, all of which can be custom-branded, so the partnership makes perfect sense."

● To find out more about Funxtion's Multiscreen Virtual Player solutions, visit www.HCMmag.com/functionvirtual



PHOTO: FUNCTION/LIFEFIT GROUP

Digitalisation is enabling gyms to create inspiring, customer-centric experiences that could not have been imagined even a few years ago

Martin Seibold, CEO, LifeFit Group



We want to partner with operators to create experiences for their members, not only when they're in the gym, but also when they're away from the facility

Frank van de Ven

The vice president international of Life Fitness, shares his insight into the future and how the organisation is delivering on its strategy to co-create unique member experiences

What has the fitness industry learned from the pandemic?

One of the biggest outcomes has been a stronger focus on wellbeing. We started to see stakeholders realise that our industry is the solution and we experienced some countries acknowledging that faster than others.

What's important is the recognition that all stakeholders have a responsibility to convince governments that gyms are essential businesses. This is true now, more than ever.

We know people weren't happy with the change in their fitness routines during lockdowns – research proves this. As an industry, we saw it at the time, and we're seeing it now in the percentage of members returning to the gym.

But it's not about working out in a facility or at home – these two things are not mutually exclusive. It's about our industry connecting people wherever they want to work out, and ensuring their experience is one that encourages them to keep doing so.

How is this shaping strategy at Life Fitness?

A lot of what we're focusing on now as a business was already in place. In some instances, the pandemic has fast-forwarded plans, in others, it's helped us fine-tune them.

Most people lack intrinsic motivation to exercise, so the environment and the stimulus it provides is crucial to getting people active. This is a major factor in members returning to the gym; people want to be with others, somewhere that inspires and motivates them and offers a unique experience.

At Life Fitness, co-creating with our customers to achieve this is at the forefront of our strategy.

It's also not just health clubs where this responsibility lies. Health and wellbeing should be a part of someone's work or study culture, travel, and leisure time. But these experiences shouldn't exist in silos; they can be brought together through open platform technology.

This is something we had in place pre-pandemic, but recent times have only strengthened our belief in the power of this approach.

We want to partner with operators to create experiences for their members not only when they're in the gym, but also when they're away from the facility.



Frank van de Ven

PHOTO: LIFE FITNESS

What makes your approach special and different?

Before we commit to creating bespoke experiences, we need to first understand what that means to an operator and its members. Anyone can fill a room with equipment, but by working in partnership and collaboration with our customers, we're able to get under the skin of an organisation and appreciate their story and how that could be translated to serve their target audiences.

Where possible, this co-creation is with team members from all levels of the operation; we outline member personas and develop customer journeys to inform the unique experiences we create.

Our Experience Hubs are one of the tools we use – we now have six Hubs worldwide and growing – and each is uniquely designed to not only showcase what we do, but also how we connect our solutions to our customers' stories.

Our extensive range of equipment and technology, our 'family of brands', allows us to combine products, and the strengths of each brand, into one solution. The Official Hammer Strength Box and Run, Ride, Row concept – developed in partnership with some of our larger international operators – are just two great examples of this.

Our global reach means we see what's happening across the world and we're able to use this insight to inform our customers' plans and share success stories. We also recognise when customers would benefit from support from our partners – we're not naive enough to think we can do it all.

Across the world, we've developed amazing partnerships to help clubs create experiences that feed into every element of their facility.

What does the future look like for Life Fitness?

Bright! We've made some big decisions in line with our strategic plans – choosing not to attend some major trade shows in 2022 and instead focus on more bespoke, collaborative opportunities with our customers is one of these, but we truly believe in our approach.

There are some great examples of clubs doing things differently and in a way that's true to their values, but the majority of facilities don't do this well enough.

There's a real opportunity for Life Fitness to plug this gap and lead the way in helping facilities identify what 'unique' means to them and their members. Together, we can then create solutions and experiences that help reinforce the pivotal role that our sector plays in the health and wellbeing of our society. ●



iFIT-powered Freemotion cardio machines offer some of the world's most interactive, connected fitness experiences

Technology in motion



Strength training is accessible to all with the Genesis Dual Cable Cross - Inclusive Use

Freemotion uses connected fitness and omnichannel experiences to benefit exercisers and clubs the world over

For over 20 years, Freemotion has been an innovator and trailblazer, developing game-changing fitness equipment and technology to transform health and fitness facilities the world over.

Freemotion was the first company to introduce cable-based strength training to the industry, going on to revolutionise cardio fitness with the Incline Trainer and the world's first road-simulating bike. Today, Freemotion cardio machines are powered by iFIT—the world's number one health and fitness platform – allowing users to work out in the most exciting destinations on earth.

Freemotion was rebranded as 'Freemotion from iFIT' in 2021, reflecting a shared vision with its parent company, iFIT Health & Fitness Inc, to offer omnichannel solutions through iFIT to an ever-growing community of more than six million members in over 120 countries.



Dan Toigo

Dan Toigo, MD of Freemotion and senior VP of iFIT Health and Fitness, talks about the brand's success and what lies ahead in 2022.

Future plans

"iFIT-powered Freemotion cardio machines offer some of the world's only truly interactive, connected fitness experiences and are a reflection of our heritage and commitment to always innovating, pushing boundaries and delivering excellence within the global fitness market.

"Our inclusive strength training solutions ensure all exercisers can reach their goals with a high-quality, total-body workout," he says.

"The combination of Freemotion and iFIT allows operators to transform their facilities into an entire world of health and fitness, where members can work out across the globe with renowned coaches and athletes."

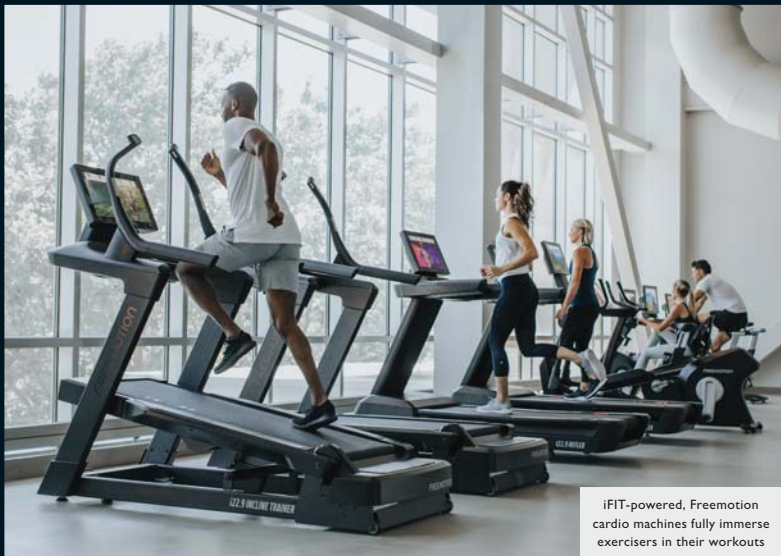
Toigo adds, "Freemotion and iFIT deliver omnichannel solutions that empower members to train wherever they are – at the fitness centre, at home or on the go, with the perfect blend of physical fitness, mental health, nutrition and recovery.

"Each piece of equipment has been meticulously designed and developed to deliver an interactive, engaging and personalised experience where users are fully immersed in the workout. The equipment responds automatically in time with what's happening on-screen, as iFIT trainers adjust the speed, incline, decline and/or resistance.

"With a near-endless selection of live and on-demand workouts to choose from, Freemotion

iFIT reimagines interactive fitness with 17,000 live and on-demand workouts





iFIT-powered, Freemotion cardio machines fully immerse exercisers in their workouts

and iFIT are the ideal partners for operators to drive retention and lifetime value."

Open access for all

Freemotion also recently announced the launch of the new Genesis Dual Cable Cross – Inclusive Use, a machine that makes strength training accessible to all, with open design for wheelchair accessibility and weight stacks with touch and colour contrasts to accommodate visually impaired users. The new machine also meets ASTM international standards.

"Offering an inclusive environment to those looking to train at a club or gym is important," Toigo says. "Our industry strives to make people healthier and fitter and that includes people with disabilities."

From iFIT-powered cardio experiences to the Genesis Dual Cable Cross – Inclusive Use, Freemotion is constantly evolving and committed to meeting the ever-changing fitness landscape with innovative solutions.

"Successful operators must provide an interactive, connected fitness offering to meet their members' diverse needs and expectations," says Tony Ali, Freemotion UK country manager. "With iFIT, game-changing technology and innovation already existing in the UK, providing omnichannel experiences that drive engagement and retention."

Gyms without walls

"Since the start of the pandemic, businesses, brands and operators have had to react and respond faster than ever before," says Toigo. "Freemotion's Jeff Esswein coined the phrase 'gyms without walls' to describe when facilities closed their doors and pivoted to digital services, engaging and motivating members who couldn't work out at the gym."

During this time, we've pushed to make this phrase a reality for our customers. Integrating Freemotion and iFIT allows facilities to have more digital touchpoints with members because the club of today – and beyond – is truly one without walls."

The driving force behind this vision is a passion for innovative technology that, ultimately, makes a positive impact on people's lives.

"Technology is more than a word at Freemotion and we are more than a fitness manufacturer," Toigo concludes. "We're in this game we call a 'business' to empower everyone, of all abilities, with immersive, inclusive and rewarding experiences centred around health and fitness. Everything else is just a by-product of that primary goal."

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Hydrow

Rowing re-imagined

Bring the outdoors into your health club, gym or fitness space with Hydrow, the leading connected rower



Hydrow was created to transform the rowing experience, helping people realise its true benefits. It's an investment that will excite and engage your members

James Moffat, Hydrow UK



Robust, durable and engineered to provide a seamless experience for both businesses and their members, Hydrow is an amazing full-body workout that pushes the body and releases the mind.

Access +3,000 live and on-demand workouts with world-class athletes, streamed live from beautiful waterways around the world. Members can row across Lake Lucerne in Switzerland, float down the Charles River in Boston or even take in some of the local sights as they skim past London Bridge on the River Thames.

As well as being one of the most efficient and effective workouts, Hydrow will blend seamlessly into your gym surroundings with its sleek and sophisticated design. Virtually silent and ergonomically crafted for comfort, this state-of-the-art piece of fitness equipment will transform the way your members work out.

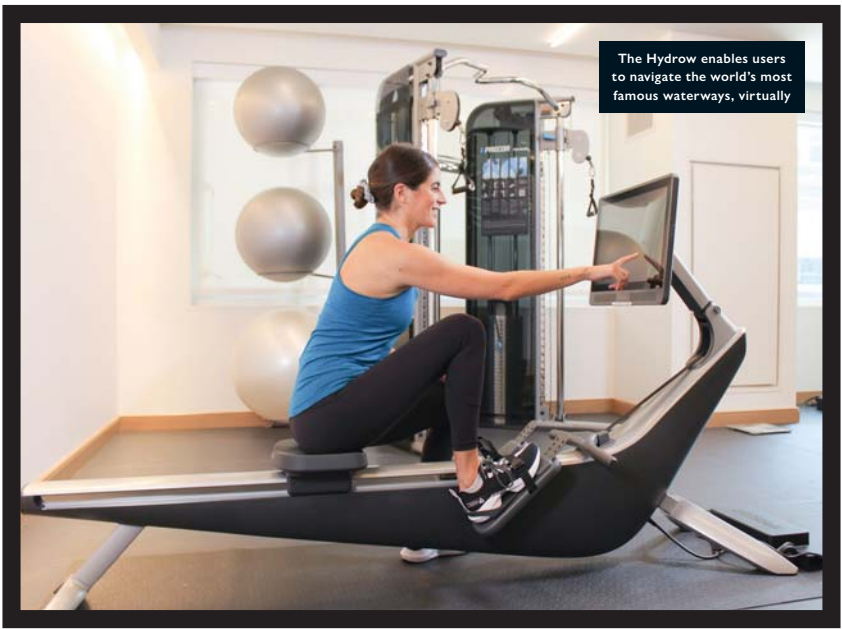
Commercial warranty

Plus, the Hydrow rowing machine comes with a commercial warranty, making it perfect for health clubs, leisure centres, rehabilitation centres, colleges and universities and those investing in corporate wellness or residential communities.

From its conception, Hydrow was developed as a fusion between gym and outdoor exercise; blending the immersive experience of being out on the water with the convenience of an indoor setting and reflecting the growing trend towards digital fitness, which has emerged over the last few years due to COVID-19.

Hydrow's multi-sensory approach is brought to life through an incredible 22 inch HD screen and patented Live Outdoor Reality, which immerses your members in a captivating on-the-water world.

In contrast to 'studio focused' modern fitness brands, Hydrow keeps your members connected to



The Hydrow enables users to navigate the world's most famous waterways, virtually

the natural environment. Whether that's through the library of live and on-demand workouts, or the patented, computer-controlled drag mechanism which flawlessly replicates the pull of the water – it's an indoor experience unlike any other.

But there's more. This revolutionary rowing machine promises to work 86 per cent of major muscle groups, compared to less than 44 per cent used in running or cycling. Full body, yet low impact, Hydrow is perfect for all ages and abilities, including those returning from injuries or just looking for a light-paced cardio option.

Library of workouts

Hydrow also offers an entire library of on-the-mat strength training, conditioning, yoga and Pilates classes to complement rowing. These workouts range from 5-45 minutes, targeting the legs, back, arms, glutes and core.

Friendly athletes – including world champions and Olympians – will talk your members through the motions and metrics of every row. They can choose between Breathe, Sweat and Drive workouts, which all feature a leaderboard for those with a competitive side.

Join British rowing champion, Mike Dostal on a tough, but light-hearted row, or try a high-energy

workout with US Paralympic champion Dani Hansen. Whatever your members are looking for, there's plenty to keep them motivated.

With unlimited user profiles, Hydrow delivers a personal experience to every user. Members can link up with their Strava accounts, monitor their heart rate as they row and even connect Bluetooth headphones for more privacy.

Through the Hydrow app, members can also access personal tracking, progress monitoring and analysis of their fitness data. Plus, it's easy to get started with simple account creation for new users, so they'll soon be 'out on the water'.

After almost two years of lockdowns and restricted travel, Hydrow will give your members the chance to be put through their paces with workouts that feel more like adventures as they glide down Lake Winnepesaukee in New Hampshire, rather than doing the same circuit of the local park. And what's more, for every 25 (non-consecutive) days your members work out, Hydrow will donate to water.org on their behalf.

Bring the outdoors into your gym space today. Visit www.hydrow.co.uk/commercial to arrange a one-to-one introductory call and demo, and discover how Hydrow can fit into your business.

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