

# health club



## management

SEPTEMBER 2014

No 217

### Member experience

Which factors, good or bad, most affect retention?

### GUT FEEL

Is gut health the key to general wellbeing?



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# Paul Kienstra

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# Media irresponsibility



**G**oing to the gym can make you fat – that's what the UK's media would have us believe. Recent headlines have been full of sensational health claims based on

comments by Dr Michael Mosley, the 5:2 diet advocate and TV's go-to health expert. For example, a *Daily Mail* feature following his appearance on ITV's *This Morning* claimed people never lose weight from going to the gym; that the 'endorphin rush' of exercise is a myth; and that, even if people do exercise, they may not get fitter.

Is there a case to answer here? Fundamentally no, and to the last point as an example, while it's true some people will respond better to exercise and gain quicker results than others, research shows even so-called 'exercise non-responders' get important benefits from exercise. The key is to tailor programmes to allow for individual body types.

But that's completely missing the point. The overall message, and the media's interpretation of it – with headlines in the *Mail* such as 'Going to the gym can make you fatter' – was damaging and irresponsible. Given the UK's well reported inactivity pandemic, why give people a justification to reject exercise before they even start? As unactive CEO Dave Stalker said: "These kinds of ill-informed comments set us back years by inaccurately skewing the accepted wisdom for thousands of consumers."

Because people listen to those held up by the media as 'health gurus', especially when their name is preceded by the title of doctor. If someone in this position urges people not to exercise but to diet, offering them a novel way to do so – such as the 5:2 diet – this is what they're likely to do.

But in the process, they would miss out on all the other scientifically proven benefits of exercise that go far beyond weight loss: the prevention of cancer, diabetes and other chronic diseases, as well as mental health conditions such as depression and Alzheimer's, to name just a few.

The fitness industry has rightly been up in arms. "It's extremely troubling when so-called experts make controversial statements

which secure column inches and book sales but which will ultimately damage our already poor public health," said Gym Group CEO John Treharne, while Leisure Media's Liz Terry observed: "Journalists need to be more responsible about the way they report on these challenges or we will end up drowning in a sea of fat."

Certainly we need more consistent, responsible journalism from the nation's most-read titles. Only in July, the *Mail* ran

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With the nation dying from obesity and related conditions, it's irresponsible to give people grounds to opt out of activity

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a story with the headline: 'Lack of exercise is to blame for bulging waistlines and obesity epidemic, NOT eating more calories.' Such inconsistency is sloppy and confuses people.

And when it comes to the experts, rather than competing for the obesity buck, we need a more collaborative approach, acknowledging that exercise and diet are two sides of the same coin; as our sector has always maintained, it's all about calories in = calories out.

At a time when the nation is dying from obesity and related conditions, it's quite simply irresponsible for the media to give people grounds to opt out of activity.

**Kate Cracknell, editor**

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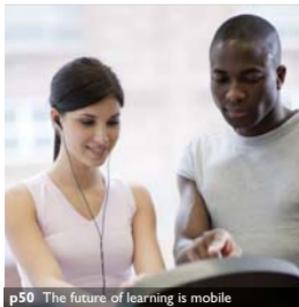
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### Buyers' guide

For suppliers of products and services in the health club and spa markets, turn to **p125**



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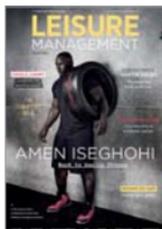


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- \* Gut health holds the key to broader wellbeing
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## WRITE TO REPLY



Do you have a strong opinion or disagree with somebody else's views on the industry?  
If so, we'd love to hear from you – email: [healthclub@leisuremedia.com](mailto:healthclub@leisuremedia.com)

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**Clubs that adopt tracking technology can truly get to understand members**

## Technology can offer great insight into member motivation

I was very interested to read the recent feature on activity tracking (see *HCM* Aug 14, p40).

With wearable technology now coming in a number of forms – wristbands, watches, vests, even temporary tattoos – only a few will make it through Gartner's Trough of Disillusionment. These will be the ones that are not intrusive or cumbersome when training, that are easy to use and that genuinely help gym members get fitter, stronger, faster, lose weight. Real value derived will ensure adoption occurs.

It would be perfectly feasible for a gym member to track their exercises, duration, speed, calories, heartbeat, blood pressure and so on and have all the information automatically uploaded, via an app, to their club 'exercise dashboard'. Clubs would learn much

more about why their members go to the gym (fitness, strength, endurance, weight loss and so on) and the activities they undertake – who uses what equipment and fitness zone, when, how often and for how long – enabling them to build up a much more informed and valuable audience segmentation model.

Using this technology to better serve members would go a long way to helping them get more out of their sessions and to helping clubs better understand members' needs.

Fortune most probably favours the brave. The chain to adopt the right technology, offering enhanced and genuine member value, will improve member retention and acquisition.

**Karl Havard**  
Chief strategy officer, STEEL London

## Nurture staff's passions to drive high standards

I read the recent feature on employee management with interest (see *HCM* July 14, p52). Our training philosophy can be summed up in one sentence: "Unleash the core genius." We recognise that members of our team will always have at least one part of their work they're truly passionate about, whether that's getting member results, exceptional customer service or great marketing. We identify that passion and nurture it to create a win-win situation, giving them greater job satisfaction and enabling them to become masters of their own destiny within our business. The result is a business culture fuelled with entrepreneurialism and motivation.

Not every new recruit will walk in as the finished article, but everyone has ambition, so our internal training is designed to expand the skillset of a team member's specialist area and their commercialism towards the task in hand, taking training concepts from outside the fitness industry and applying them to suit: reception training from a hospitality point of view, sales training from the direct sales companies, management training from self-made entrepreneurs.

"When you hand good people possibility, they do great things."

**Manraaj Sunner**  
Marketing director,  
3-1-5 Health Clubs



**Find out what drives your team and they'll achieve great things**

PHOTO: WWW.SHUTTERSTOCK.COM/CONRICKS101



Sign up to a Les Mills programme before 31 October for a great offer

## Retention is as easy as ABC thanks to FREE\* Les Mills classes

Why Les Mills group programming can have a powerful impact on retention

**R**etaining members is one of the fundamental challenges faced by health club operators. The 2013 IHRSA Health Club Consumer Report highlighted that the combination of a maturing industry and flat growth rates means that the need to prioritise health club operators is critical. Health club operators should look to group exercise for a compelling strategy to retain members. The Nielsen: Les Mills Global Consumer Fitness Survey (2013) revealed that gym attendees list fitness classes to music as one of the top reasons they attend their current gym, beaten only by location.

A total of 49% of group fitness participants stay at their local gym for more than one year compared to all gym attendees (38%). If group fitness disappears so too will members, says the report, with 46% of those questioned saying they'd be more likely to cancel their membership or stop attending their gym altogether if their preferred class is cancelled.

Sounds simple, but group fitness users can be your secret sales force and help attract new members. The Nielsen

study found they are the group more likely to recommend their current facility and their favourite class to friends and family. Sounds compelling right? If group fitness programmes are offered in the right way and at the right time and most importantly, in the right frequency, then this could be the difference between hitting and missing your sales forecast. And to support you to achieve your numbers, Les Mills is offering any operator which signs up to a new class before the 31st October the opportunity to get a FREE Les Mills group fitness programme\*. With more than 18 group fitness programmes available there is a class for everyone. And what's more, Les Mills will take 50% off the instructor training costs for the free programme.

Keith Burnet, CEO of Les Mills said: "It's commonly recognised that membership retention is one of the biggest challenges facing most clubs in the UK. This isn't a new issue. But group programming can have a positive impact on retention and as the research suggests, can actually be a secret sales tool in your armoury. We work with club partners to ensure their timetable is operating as efficiently as possible and that's why we're pleased to be able to offer these classes for free, to give operators the opportunity to try something new."

For more information about this offer and how you can claim your free class please contact Les Mills on 0207 264 0200 / [lmuk.busdev@lesmills.com](mailto:lmuk.busdev@lesmills.com).

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\*Terms and conditions apply.

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Operators can choose the following programme for free:

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The new BODYVIVE ACTIVE™ – offering the optimal mix of strength, cardio

and core training. It's one of the safest and most effective workouts around and will leave participants buzzing and fizzing with energy. This is the perfect class for anyone new to group fitness and training.

The programme licence will be free for 6 months on a 12 month contract. To qualify for the free programme a contract must be signed with another Les Mills programme – including: LES MILLS GRIT™, BODYPUMP™, BODYCOMBAT™, BODYBALANCE™, BODYATTACK™, BODYSTEP™, BODYJAM™ and BORN TO MOVE™

## Fitness, not food, key to UK health crisis: report

A new think-tank report has backed the notion that inactivity, not obesity, is at the root of the UK's growing health crisis.

Published by the Institute of Economic Affairs, *The Fat Lie* studies evidence from DEFRA, the National Diet and Nutrition Survey, the ONS and British Heart Foundation, finding all evidence indicates that per capita UK consumption of sugar, fat and calories has been falling for decades.

The report notes the average body weight of English adults has increased by 2kgs since 2002, while calorie consumption has fallen 4 per cent and sugar consumption has slipped 7.5 per cent. Highlighting the decline in physical activity – an ongoing trend since the 1970s – as causing weight increase, the report points out that office jobs and labour-saving devices mean people have fewer opportunities to be active.

Details: <http://lei.sr?a=W2j8u>

## Study: Exercise may help older men fight depression



The study showed long-term benefits

Regular exercise could help to stave off depression in older men, found a study in *Applied Physiology, Nutrition and Metabolism*.

Exercise has long been mooted as a potential treatment, with research showing that physical activity helps to increase tryptophan levels, which often then leads to an increase in serotonin activity.

As part of the study, experts gathered 16 men with an average age of 64 and asked them to do a one-hour workout at a moderate intensity level. Results showed that their tryptophan levels increased.

To prove that the men had not become immune to the boosts they were receiving from the exercise, the researchers sent them away for 16 weeks and asked them to become regular aerobic exercisers.

They then returned to the same one-hour exercise routine, where researchers found that tryptophan levels still increased. Details: <http://lei.sr?a=a2v8d>

## Long scotches LA sell-off claims

LA fitness CEO Martin Long has played down media speculation that LA fitness will offload more than the 33 clubs outlined in its CVA (Company Voluntary Arrangement) and says the company is focused on pushing forward.

Reports implied that the appointment of private equity specialist Michael O'Donnell – who replaces outgoing chair Fred Turok – could be a precursor to the sale of further LA fitness sites, but Long refuted this.

"It's certainly news to me," Long told HCM. "I think the confusion stems from changes necessitated by our very public restructuring. Our company accounts came out recently and

for the first time we filed them under the name 'LA fitness' rather than the old owner 'MidOcean Partners', as the CVA made those accounts irrelevant. Obviously we're going through a period of change, so we'll see a new board in place. Michael was headhunted and he's an experienced non-exec chair. Fred's still involved in a consultancy capacity and remains very much part of the business.

"This change period is an exciting time. We're seeing membership growth and have just opened the second LAX site in Kensington, so there's plenty to be optimistic about."

Details: <http://lei.sr?a=SSv5n>



Long has been at the helm of LA fitness since moving from Game Group in 2008

## Doyle: Expect more Nuffield gym buys

Nuffield Health's recent acquisition of nine Virgin Active health clubs is likely to be followed by several more in future – with a particular focus on London – as the healthcare organisation seeks to expand its footprint, according to deputy chief executive KP Doyle.

He told HCM the Virgin acquisitions are part of the organisation's push towards extended care pathways, particularly as five of the sites are within five miles of Nuffield hospitals.

Doyle, who stood down as Nuffield Health's CFO in December, only to return two months later in his new capacity, said the organisation is constantly talking to other operators about health club opportunities. The deal with Virgin Active – of which financial details have not been disclosed – came as a result of the club overlap caused by Virgin Active's 2011 takeover of Esporta, he added. "We're always in discussions with other operators about portfolio opportunities – I think everyone in



Nuffield Health's deputy CEO KP Doyle

the industry is looking to reshuffle the decks in their favour – and this deal helps us continue our strategy towards a national network of fitness and wellbeing facilities.

"We'll certainly be looking at more deals like this, particularly in markets like London." Details: <http://lei.sr?a=B8j8Y>

## Treharne eyes 'EU and beyond'



The Gym Group CEO John Treharne has big plans for the chain over the next 12 months

The Gym Group is "positively exploring" foreign markets and engaging in discussions with a number of parties, as it bids to banish the ghost of its failed merger with Pure Gym by way of an overseas expansion.

The Gym Group CEO John Treharne told HCM the gym chain is exploring a number of markets "in Europe and beyond" with a view to sealing deals sooner rather than later.

"It's tough to say whether it would be in the first six months or the next, but certainly we'd be disappointed if things hadn't progressed one year from now," said Treharne. "We're reviewing and researching all markets and not

ruling out any options at this stage. We could enter a market solo or go in on a joint venture – all possibilities are open at this stage."

On the home front, Treharne doesn't expect the UK recovery to have an impact on the low-cost gym sector, citing industry analyst Ray Algar's view that the budget concept is here to stay, akin to low-cost airlines and hotels.

Treharne added: "The plan is to continue rolling out 20–25 gyms a year, and at some point in 2016, we'd like to be approaching the 100-club mark in the UK – regardless of any opportunities we pursue overseas."

Details: <http://lei.sr?a=P5Z8q>

## Health neglect a 'time-bomb' for NHS

Britain is in the grip of a perilous health crisis, with the average person failing seven out of eight basic health guidelines, says a new report.

The *National Health Report 2014* by Benenden Health questioned 4,000 people across the UK on their health habits, concluding that "wilful neglect" of health guidelines is leading to a population that is overweight, overtired, unfit and dehydrated – presenting a "ticking time-bomb" for the NHS.

The report finds the average UK male eats 3.3 portions of his '5 a day'; has an 'overweight class' BMI of 26.2; only drinks 953ml of water a day; sleeps for 6.4 hours a night; does 73 minutes of cardio a week and 1.4 muscle strengthening workouts; smokes 3.8 cigarettes a day; and drinks 13.6 units of alcohol a week. Of these eight measures, only the level of alcohol consumption falls within recommended guidelines. Those behind the report said the public is aware of what should



The NHS is currently under severe strain

be done to maintain good health, but chooses to ignore the guidelines in the knowledge that the NHS is on hand to "pick up the pieces."

"This laissez-faire approach is massively overburdening our country's health service," said Benenden medical director Dr John Giles. Details: <http://lei.sr?a=g6M2y>

## Irish health club becomes largest in énergie estate



énergie now has 15 clubs in Ireland

énergie Fitness is the new operator of Naas Health and Fitness, a 2,880sq m (31,000sq ft) health club in North Kildare, Ireland, which replaces Wilmslow as the largest club in the énergie estate.

Abbey Fitness and Wellness, the master licensee for the énergie franchise in Ireland, has taken over the club on the outskirts of Dublin on a 10-year lease for an undisclosed sum. Naas Health and Fitness includes a gym, 25m pool, studios, indoor climbing wall and squash courts.

Details: <http://lei.sr?a=G3w9d>

## Revealed: Britons name biggest gym pet peeves



View the top 10 gripes at the link below

Selfie-snapping narcissists are the biggest pain in the gluteals for British gym-goers, according to a survey uncovering the nation's most annoying health club habits.

In the survey, 76 per cent of gym users listed fellow fitness enthusiasts taking endless photos of themselves during workouts as their biggest pet peeve, while equipment hogging, excessive changing room nudity and late fitness class arrivals all made the top 10. However, in true Brit style, a whopping 84 per cent admitted they wouldn't voice their gym concerns to a member of staff.

Details: <http://lei.sr?a=r6c4M>



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# UK news update

## Virgin plans hi-tech London gyms



The gym chain launched by Richard Branson is undergoing a £100m investment programme

Virgin Active plans to launch two new 'tech-focused' clubs in London during early 2015.

According to the gym chain, the new clubs – in Merchant Square, Paddington and the Walbrook Building, Cannon Street – will be its first fully 'connected' health clubs in the UK, with digital technology "built into every step of a member's journey, from arrival, to the gym floor". The clubs will see the latest gym equipment link up with fitness apps and devices, enabling members to track and measure all aspects of their exercise routine.

The newly announced sites are part of Virgin Active's three-year, £100m investment

programme, partly intended to meet members' growing demand for technological innovation.

The gym chain cites research that says 48 per cent of 20- to 24-year-olds (and 51 per cent of 25- to 34-year-olds) feel having the most up to date technology is important or essential for their gym experience, suggesting the new clubs aim to attract younger clientele.

As part of the tech offering, HD interactive screens will allow members to book classes, view which personal trainers are on the club floor and provide virtual workout advice, while contactless solutions are also in the pipeline. Details: <http://lei.sr?a=r3F9H>

## GPs 'should prescribe' fitness classes

Think-tank Policy Exchange has suggested that the UK government pilots a scheme to allow GPs to refer patients to non-clinical sources of support, such as fitness classes held in local parks.

The idea would see the patient pay a standard prescription charge, while the relevant clinical commissioning group would fund the rest of the cost, providing different options for the Department of Health and local providers to tackle health issues and growing levels of obesity.

The argument suggesting that physical activity can help positively manage chronic illnesses and prevent the development of



GPs could refer patients for exercise classes in green parks

serious diseases is growing in strength thanks to an ever-growing body of research. The suggestion from Policy Exchange could open up opportunities for local leisure providers to play a more active role in public health services. Details: <http://lei.sr?a=Z6ubc>

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**blast** **fx**

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*stomp* **fx**  
*groove* **fx**

**T3** *fight*  
**T3** *swing*

**T3** *shred*  
**T3** *sprint*

# Independent news

## Heartcore bets on class boom



Heartcore classes are all created in-house by former celebrity fitness trainer Jess Schuring

The co-founder of group fitness studio chain Heartcore Fitness has revealed ambitious expansion plans as the business bids to cash in on a sector that is "about to explode".

Speaking exclusively to *HCM*, co-founder Brian Schuring said the chain hopes to have nine London locations in place by the end of the year, but is also looking further afield.

"We've been working really hard in recent years to refine the business and our product to warrant scaling it up, and now there's a cluster of growth scheduled in London after 18 months of scouring the market for suitable properties," said Schuring. "Fifteen sites would

probably be the saturation point for our business in London. But we're close to securing an exciting partnership that would enable us to expand across the UK and possibly into major financial centres worldwide."

Offering a wide range of customised classes, Schuring is confident of the chain's longevity: "We're well positioned to move forward in this market. People say high intensity group exercise is a fad that will be gone in two years, but I think we're only 10-20 per cent of the way towards the maturation of this market. We think this market is about to explode." (see also p54)

Details: <http://lei.sr?a=b2v3y>

## Ripped Gym expands to second site

The team behind independent Harlow club Ripped Gym has opened a second site in Basildon – dedicated to company's late founder – with the 1,115sq m (12,000sq ft) club receiving a full fit-out from a range of suppliers.

Jordan Fitness was chosen to supply the gym with a wide selection of free weights and functional equipment, including custom 'Ripped'-branded urethane dumbbells. The supplier provided over 600 products in total, ranging from dumbbells to sandbags.

Meanwhile, Life Fitness provided more than 80 pieces of Hammer Strength equipment, including HD Elite power racks and V-Squat, as well as 27 cardio machines from the Integrity and Activate series. The company has also crowned the new site an official Hammer Strength Training Centre due to the extensive range of cutting-edge equipment on offer.

"Through our second gym in Basildon, we're helping to inspire more people to reach



The site took nearly three months to fit out

their fitness goals and we're looking forward to building on our success and opening new sites in the years ahead," said Alper Kani, joint owner of Ripped Gym in Basildon.

Details: <http://lei.sr?a=A2Y4Y>

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## iPhone vs Android: H&F divide among users



The study found only one in four health and fitness content consumers are regular users

iPhone users are typically more interested in general health, while the average Android user consumes more fitness content, found a study by mobile intelligence firm Opera Mediaworks.

The first half of a two-part study examined the 500 million monthly advert impressions on more than 400 mobile sites and apps within the Health & Fitness category on the Opera platform. Opera defines health sites and applications as the sub-category focusing on medical and healthy lifestyle issues, while fitness sites are those that are catering to exercise interests or weight control.

Analysis of the data found that, in general, health and fitness users are more likely to have an iPhone. However, iPhone users are more interested in health (with 62 per cent consuming such content) than fitness (58 per cent), while Android users consume more fitness content (39 per cent) than health (30 per cent).

Details: <http://lei.sr?a=F6j2V>

## New device bids to improve eating habits

A new piece of wearable tech has been developed to stop people from overeating.

The Bite Counter has been designed as a wristwatch to detect, count and display the number of bites its wearer takes each day, in a bid to prevent them from eating too much. The device uses wrist-motion tracking to count bites and estimate calories; an alarm can be set to warn users they're reaching their daily bite count.

Developed by researchers at South Carolina's Clemson University, the Bite Counter can also track consumption over long periods, potentially leading to the creation of a log to detect when people eat the most and least, allowing for changes and plans to be made to manage weight.

Details: <http://lei.sr?a=2k3d>



The counter tracks bites taken per day

## Smart shoes: The next step forward?



The company says the insole will cost £59, with the price of the shoes likely to be similar

While the bulk of wearable technology has so far focused on wristwear, an Indian company wants to get to the heart and sole of fitness tracking through a pair of wearable trainers.

Ducere – the company behind the Lechal trainers – hopes to be the very first interactive haptic feedback footwear business in the world, with co-founder Krispian Lawrence reportedly targeting a September 2014 release date, claiming to already have 25,000 pre-orders.

The shoes are built with bluetooth-enabled insoles that can connect to a smartphone and provide user feedback through insole vibrations. The shoes can be connected to Google Maps, enabling directions to be disseminated without the need to look at

a screen – handy while running along busy streets – while the usual pedometer/calorie counter is also present.

Google advertised a smart shoe in March 2013, although little has been heard of it since. The creators of Lechal say they were initially developing a shoe designed for the visually-impaired before later realising that the concept had broader applications.

With the initial wave of wearables almost exclusively focusing on wristbands and more recently smartwatches, it will be interesting to observe whether the growth of the market sparks a new range of products designed for different areas of the human body.

Details: <http://lei.sr?a=Q4z4K>

# Training news

## 'Steps into work' scheme a hit

GLL, the UK's largest leisure charitable social enterprise, has held its first Steps into Work graduation ceremony, which saw eight students with learning disabilities graduate from an internship programme run by National Star College in partnership with Remploy.

The ceremony at the London Aquatics Centre marked the end of a number of GLL work placements for students in Greater London, who worked at GLL leisure centres and libraries in the academic year while gaining a City and Guilds qualification in Customer Service from National Star College.

National Star College, in partnership with Remploy and Barking and Dagenham College, is actively seeking to improve the 1:20 ratio

of young people with learning disabilities who find paid work after leaving school. GLL joined the Steps into Work scheme last September and will again be accepting new student placements for the coming year.

GLL also announced that two students who took part in the programme have subsequently been offered part-time employment with the leisure operator.

"It's great to see how the placements have had such a positive impact on the students' confidence, with GLL staff also embracing the project and its ideals," said GLL MD Mark Sesnan. "The students have learned crucial job skills that will benefit them in the future."

Details: <http://lei.sr?a=T8q2N>

## ukactive and CIMSPA launch training awards



CIMSPA's Tara Dillon will be a judge

ukactive and the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) have teamed up to launch the Active Training Awards – a new set of industry accolades recognising workforce development across the sector.

Building on the Active Leisure Awards launched by Active IQ in 2013, the Active Training Awards will celebrate exceptional performance and commitment in vocational training and development within the physical activity sector. Entries opened on 6 August, and winners will be announced on 27 November at the Active Training Awards ceremony – location to be confirmed.

"We're introducing a rigorous application and assessment process, enabling judges to truly get under the skin of what makes a training provider excel over the competition," said CIMSPA COO Tara Dillon.

"We will also be able to provide all applicants with first class feedback from which they can implement improvements."

Details: <http://lei.sr?a=Y7c7m>

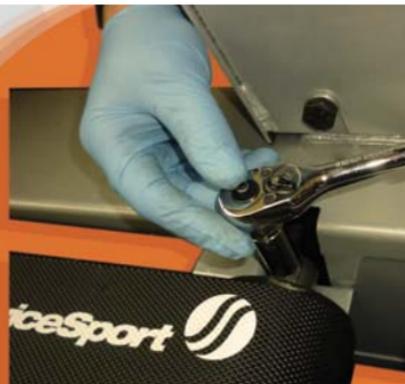


The GLL interns at their graduation ceremony in the London Aquatics Centre

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## Latin American growth for Madonna's chain

Madonna's Hard Candy Fitness brand is reportedly eyeing up expansion throughout Latin America, amid media reports of new sites being lined up in Argentina, Peru, Colombia and Brazil. Reports suggest that the Argentinian site will open in Buenos Aires in early 2015.

Hard Candy already operates gyms in Santiago (Chile), Rome (Italy), Berlin (Germany), Sydney (Australia), Toronto (Canada), Mexico City (Mexico), Moscow and St. Petersburg (Russia).

Details: <http://lei.sr?a=A9k9z>

## Snap Fitness expands Australian footprint

Global 24/7 fitness franchise Snap Fitness has announced a raft of new sites for Australia.

A total of 10 sites will open during August and September, spread across the country from Surfers Paradise to Midland to Adelaide. A further 29 sites have already been reserved and will open by the beginning of next year, from the northern beaches of Sydney to North Perth.

Details: <http://lei.sr?a=n9q4c>

## Second 9.8 GRAVITY studio takes off in Madrid

The second 9.8 GRAVITY Training Studio has opened in Madrid, Spain.

Targeting men and women with medium to high purchasing power, the 160sq m site is equipped by Total Gym, whose GTS (GRAVITY Training System) lies at the heart of the functional circuit-based offering. Customers can choose from small group classes, semi-personal training, personal training, post-rehab or physio.

The 9.8 GRAVITY concept is offered as a licensing package. The first 9.8 GRAVITY opened in La Coruña at the end of 2013. Details: <http://lei.sr?a=p2B6r>

## Gold's Gym makes its second 2014 acquisition

Gold's Gym in Dallas, US, has agreed to acquire all 23 clubs operated by The Rush Fitness Complex, Knoxville, US. The deal – Gold's second acquisition of 2014 – was signed in July and was due to close last month. Details: <http://lei.sr?a=d2g2X>

## €12m funding for Fitness Hut

Portuguese low-cost operator Fitness Hut has announced it has completed a transaction with Oxy Capital, a Portuguese investment fund, providing the chain with access to €12m of growth funding.

The funding has been made available via mezzanine financing, meaning that Fitness Hut's owners have avoided dilution.

The chain currently has seven operational clubs and one in pre-sale that will open in the first half of September in the Lisbon Expo area.

The new funding has allowed Fitness Hut to already sign leases for a further four clubs, as these had already been negotiated on a

'subject to financing' basis. Fit-out works on these four sites will be commenced by the end of September, with a view to opening the new clubs during December 2014 and January 2015. All four of the new clubs are located in the Greater Lisbon area.

Fitness Hut co-founder Nick Coutts says: "During 2015, we will be opening an average of one club per month, with a view to finishing 2015 with 20 open clubs in Portugal."

Fitness Hut was launched in 2011 by Coutts, Andre Groen and JP Carvalho, with the first site opening in Lisbon in October of that year. Details: <http://lei.sr?a=S8w9P>



Fitness Hut plans to open an average of one new club per month in Portugal during 2015

## Iron Curtain to become cycle route

Once the defining symbol of Soviet might, the former Iron Curtain could soon become a hotspot for lycra tights if EU politicians get their way. Plans have been put forward to transform the historic dividing line between

east and west – which stretches more than 6,000 miles (9,656km) through 20 countries – into a cycle route.

EU funding of €1.8m (US\$2.4m, £1.4m) has already been set aside to bring the Iron

Curtain Trail to fruition. The plans incorporate existing cycle paths, some of which require maintenance, with the route having been registered under the EU's Eurovelo network – a continent-wide selection of high-quality biking routes – since 2012.

It's thought the new trail could become a cult challenge among cyclists, although they'll need to save up their holiday time – cycling the entire route is expected to take a month. Details: <http://lei.sr?a=a8b8L>



Cycling the full Iron Curtain Trail will take about a month

## Going pro at Oxygen Pro, Iran



Oxygen Pro in Tehran is targeted at young professionals through to elite athletes

Oxygen Pro – a brand new luxury fitness facility – opened in Tehran, Iran, on 1 July.

Oxygen has been designed to cater for young professionals up to elite athletes. The 2,600sq m fitness suite makes Oxygen Pro one of the largest health and fitness centres in Iran. Other facilities at the new club include a pool, sauna, spa and group exercise studio.

Pulse Fitness has provided over 200 pieces of CV, resistance and group fitness equipment to the new gym, including over 100 pieces of Evolve Strength equipment, 20 Group Cycle bikes for indoor cycling classes, and 40 machines from the Series2 cardio range.

The deal was negotiated by AKA Fitness, a Pulse-approved local dealer.

The offering is pitched at the higher end of the market, with membership costing US\$100–200 a month; the owners report that facility size, design and equipment mix is like nothing else in the area. Providing a personal training service is also said to be unique for this area of Iran.

Oxygen Pro is part of the O2 Group, which already operates one other health club: Oxygen Royal. Another Oxygen will open in the west end of Tehran in less than a year.

Details: <http://lei.sr?a=V5V4v>

## Sky's the limit for Ukraine independent

A new independent club opened its doors in downtown Kiev, Ukraine, last month.

Owned by Ruslan Bozhenko, Sky Fitness is located on the top floor of the Gulliver shopping centre, with a total area of 2,300sq m.

The club offers a wide range of facilities, including a dedicated cardio zone, free weights area, functional training zones (housing TRX and CrossFit), a boxing ring, fitness testing and assessment. There's also a wide range of scheduled group classes including yoga, pilates and classes for expectant mothers. In addition, the club offers a 25m swimming pool and bath complex, as well as a fitness bar and massage area.



The club is located on the top floor of a shopping centre

The gym has been equipped with the embedded range of Star Trac cardio kit alongside HumanSport, Inspiration Strength and Leverage resistance equipment.

Details: <http://lei.sr?a=c4Z6E>

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## People news



Steve Shaw takes up a familiar role

### Precor switches up sales team with double move

Supplier and manufacturer Precor has shuffled the pack of its sales team, moving two senior members into new roles.

Senior group account manager James Moffat has been promoted to sales director EMEA Partners. The role sees Moffat managing the company's export partners where Precor does not have a direct office.

Meanwhile Steve Shaw, who joined Precor in 2007, is to take on the role of senior group account manager for the UK/EMEA. Shaw previously held this same position back in 2011, prior to a sabbatical. Details: <http://lei.sr?a=4z2r3>



Blower has worked at DLL and Marriott

### Matrix promotes James Blower to aid sales push

Matrix Fitness has tweaked its sales force as the provider bids to spark a major global expansion, promoting UK strategic account manager James Blower to the role of international hospitality manager EMEA.

Blower's role is a newly-created position, which will see him continue to develop existing UK commercial and hospitality accounts, while also having responsibility for developing EMEA hospitality opportunities, working with independent distributors and subsidiary offices. He will be based in the UK but will travel throughout the EMEA region. Details: <http://lei.sr?a=b6B7h>

## BMF founder returns to ranks

Harry Sowerby, original founder of British Military Fitness (BMF) in 1999, is returning to the company as chair, 11 years after leaving to be a section commander in Iraq and Afghanistan.

He first conceived the BMF concept while working on the set of Hollywood blockbuster *Saving Private Ryan*. Having recently completed his Army PTI (Physical Training Instructor) course, Sowerby was asked if he would be interested in setting up a company to deliver British Army-style fitness classes in parks across London, prompting the first class to be held in Hyde Park in April 1999.

After nearly five years of heavy involvement, he left to serve his country in 2003, later joining Kellogg Brown and Root (KBR) as project manager, providing support on all Ministry of Defence sites across Afghanistan.

As the operation in Afghanistan started to draw to a close in 2014, Sowerby decided to return to BMF in a full-time role as chair, though he remains a serving member of Army reserve battalion 7 Rifles, with the rank of sergeant in the Mortar Platoon.

"I'm thrilled to be returning to British Military Fitness at such an exciting time. It's fantastic to see how much the company has grown since it was founded 15 years ago," said Sowerby. "My daily mission is to persuade people that they should give BMF a try." Details: <http://lei.sr?a=E9H5h>



Harry Sowerby returns after 11 years away

## Steve Barrett to join start-up 1Rebel

Soon to be launched gym chain 1Rebel has scored an early coup by securing the services of marketing and fitness guru Steve Barrett as the group's programme director.

Barrett, who has more 20 years' experience in the fitness industry, has worked on developing and marketing products with Matrix, Pavigym and Escape Fitness, having started out as master trainer for Reebok International. Outside of the B2B market, he has worked with major international companies including Nestlé and Kellogg's, where he created the concept and programming for the renowned Special K 'drop a dress size' campaign.

With the first 1Rebel site due to open in central London in January, Barrett joins an

experienced management team which includes industry veterans Kevin Yates (ops director), Giles Dean and James Balfour (co-founders); Fitness First co-founder Mike Balfour is also an investor. 1Rebel will comprise a range of boutique fitness studios solely focused on high intensity training, with Barrett aiming for a visit to the chain to be "not just a workout but rather the highlight of their day".

"My role is to create the structure, style and 'attitude' for every session taking place in our studios. These aren't just going to be workouts – they are going to be an event," said Barrett, who starts in mid-September, but has already embarked on several research trips to help develop the final 1Rebel model.

"Goal number one is working with Kevin Yates to develop the studio design. Only then can I begin to develop the programming content and recruitment criteria, because the equipment we select will enable me to develop an unmatched style of programming.

"Long term, I'll continue to evolve and fine-tune the studio experience, with my ultimate goal being to see 1Rebel venues appearing in the most vibrant cities around the world."

Away from the 1Rebel business, in which Barrett is also an investor, the father-of-one is a cycling and surfing enthusiast, as well as being the author of the Bloomsbury-published five-book series *Trade Secrets of a Personal Trainer*. Details: <http://lei.sr?a=p6P6P>



Barrett has also invested in 1Rebel



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# Assigning a value



David Stalker, CEO of ukactive, offers an overview of the coming months, including

a fascinating report that promises to place a true value on the health and fitness sector

I'd like to take the opportunity to update you on some of the projects that have been occupying us over the past few months. As we say goodbye to another summer of fantastic events, including the ukactive Flame Conference and Awards, the Moving More Living More regional forums and Change4Life's Get Going events, we're rolling up our sleeves and preparing for a couple more.

## Staff investment

By now you will know that ukactive is working with Active IQ to deliver and grow the Active Training Awards. I'm particularly passionate about workforce development and the crucial role it plays in the advancement of our sector. We've had a fantastic response in terms of applications for the awards, which highlight and celebrate excellence and best practice in training providers, and we look forward to seeing everything come to fruition at the awards ceremony in late November.

We're also heading into planning for the ukactive Summit, ukactive's policy showcase event of the year. With the General Election just around the corner, the challenge is on to raise physical activity up the priority list to become a top tier Public Health issue for all political parties and influencers. Against that backdrop alone, this year's Summit promises to be more compelling than ever.

## 'Translation research'

One of the things we're committed to at ukactive is the idea that, in order for our sector to have the ear of government and position ourselves to influence major decisions in the business and commercial space, our narrative and recommendations around physical activity must stem from a strong evidence base. With this mind, I want



PHOTO: SHUTTERSTOCK.COM / WAREBEAR/MEDIA

With the election around the corner, we need all parties to see physical activity as a priority

to make note of two core insight-driven projects that you'll soon be hearing about.

The first is a research report being produced by the ukactive Research Institute on the value of 'translational research' to the physical activity sector. The report acknowledges that basic laboratory research findings sometimes aren't all that useful in terms of real-world application – that is, in supporting physical activity programmes that improve the health of the nation. Our study explores the stumbling blocks at that junction, and takes a deep look at the development factors that help bridge the gap between basic physical activity research and a deliverable product, programme or intervention.

We've been hearing for a while now that the avalanche of preventable conditions that plague so many of the general public could mean the end of a free NHS within a short while. Our sector should be the obvious choice of macro-partner in addressing this

challenge through the promotion of physical activity; much of this awareness work could be achieved through partnerships with business and commercial heavyweights.

But before this can be achieved at scale, there's work to be done to articulate the value of our sector. We're working alongside Mazars and Repucom on a turnkey body of work, which we've called *Fitonomics: Redefining the value of the gym and leisure industry*. It's the first ever study that looks beyond the calculation of membership to arrive at a 'value' for the sector. It addresses a significant gap in the sector's influence toolkit and we expect it to have significant impact on investment decisions, and on inspiring new ideas and solutions.

I look forward to bringing you further details on all of these exciting projects as they develop, but in the meantime, keep active. We especially hope to see you at a Power Half Hour event on 26 September – National Fitness Day.



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## European Congress 2014

Kristen Walsh looks ahead to the 14th Annual IHRSA European Congress, which takes place on 16–19 October 2014 in Amsterdam, the Netherlands

**M**ore than 500 health club industry professionals from around the world will convene in Amsterdam next month for the 14th Annual IHRSA European Congress.

The event will feature presentations delivered by executives from inside and outside the health and fitness industry, providing thought-provoking commentary on trends shaping both business more broadly and the fitness sector specifically.

Meanwhile networking events, focus groups and evening and lunch receptions provide the opportunity to build relations with colleagues from across Europe.

In addition to hearing from notable speakers, attendees will have the opportunity to meet with suppliers of fitness equipment and services. Delegates are also invited to tour some of Amsterdam's leading health clubs, including a walking tour on 16 October and a bus tour on 19 October.

"The Congress itself, the networking opportunities and the club tours were invaluable, and will without a doubt have a significant impact on shaping the future of Fitness First UK," commented Martin Seibold, MD of Fitness First UK, at the end of a previous IHRSA European Congress.

Petro Hamelers, owner of Anytime Fitness in Benelux, agrees and is returning to this year's congress. "The presentations were incredibly valuable at the strategic, tactical and operational level," he explains.

### Business insight

General sessions speakers this year will include Jonas Kjellberg, one of the creators



Congress talks, networking events and focus groups offer great opportunities to connect

of Skype, and Annemarie van Gaal, a financial columnist in the Netherlands.

Kjellberg will speak on Friday 17 October on the topic of 'Entrepreneurship & Creating a Winning Sales Culture'. In addition to co-creating Skype, Kjellberg was the founder of Player.io, which was sold to Yahoo, and chair of iCloud, sold to Apple. He lectures on entrepreneurship and creating a winning sales culture at Stanford University and the Stockholm School of Economics. He is also an avid investor and coaches entrepreneurs.

Meanwhile, van Gaal's session takes place on Saturday 18 October and is entitled 'Doing Unconventional Business'.

In 1990, van Gaal co-founded the media company Independent Media in Russia.

Due to its unconventional approach, Independent Media rapidly grew from a company with a turnover of US\$1.5m and 15 employees in 1992, to become market leader in Russia by 1998, with a turnover of US\$80m and 700 employees.

Since 1998, Independent Media has been the leading publishing house in Russia and the Ukraine in the field of consumer magazines, newspapers and trade publications. Consumer titles include the Russian editions of *Cosmopolitan*, *Good Housekeeping*, *Harper's Bazaar* and *Men's Health*, as well as several newspapers, including English language daily *The Moscow Times*, *The St Petersburg Times* and *Vedomosti* – a Russian language daily run in a joint venture with *The Financial Times* and *The Wall Street Journal*.

In 2001, Independent Media was sold to Finnish company Sanoma Media and van Gaal left Russia for the Netherlands, where she now manages her own companies, is active as a private equity investor and is a columnist for the leading financial newspaper *Financieel Dagblad*. She's also the author of several bestsellers on financial subjects and was one of the 'dragons' in the Dutch version of TV show *Dragons' Den*.

Many of her activities and much of her time and profits currently go towards

### Welcome to Amsterdam!

The Beurs van Berlage, the venue for this year's European Congress, is located in the centre of Amsterdam. It's a beautiful 17th century building recognised as the first stock exchange location in the world.

Amsterdam is a compact, charming and cosmopolitan city that invites exploration. Known as the Venice of the North, the city is crossed by more

than 100 canals. The Netherlands capital offers all the advantages of a big city: international restaurants, nightlife, museums and more. Rent a bike or just go for a walk to take in its beauty.

The Anne Frank House, the Rijksmuseum (Rembrandt), van Gogh Museum and the Hermitage (Dutch brand of the famous Hermitage St Petersburg) are among the city's top attractions.



Amsterdam is a beautiful, friendly city crossed by more than 100 canals and waterways

**"The presentations at the Congress were incredibly valuable at the strategic, tactical and operational level" – Petro Hameleers, owner, Anytime Fitness Benelux**

projects that are helping to eliminate poverty in the Netherlands.

In addition to these two keynotes, the congress will offer a wide range of concurrent sessions. These will include a CEO panel discussion on the future of the industry. There will also be seminars on topics including retention (Paul Bedford, Retention Guru); leadership (Brent Darden of Brent Darden Consulting); virtual classes (Rasmus Ingerslev of Wexer Virtual); wearable technology (Dave Wright of MYZONE); and membership sales (Doug Miller of Sales Makers International).

The keynote sessions, as well as all concurrent sessions, will be simultaneously translated into Dutch, French, Italian, Russian and Spanish.

### Recognising excellence

The 2014 European Club Leadership Award will be presented during the European Congress. The award recognises the European club leader who has done the

most to advance his or her company and the industry through strong leadership and performance. Last year's recipient was Nick Coutts, CEO of Portugal's premium low-cost operation Fitness Hut.

### Worth your while

Not sure you can get away? Listen to what Robert Steijn of Your Life Sportsclub in Voorschoten, the Netherlands, has to say: "I always find it hard to get out of my club to go to the IHRSA Congress, but every time I attend I return with excellent ideas, more knowledge and, most important of all, lots of new inspiration and enthusiasm."

### Want to attend?

For more information and to register:  
Visit: [www.ihrsa.org/congress](http://www.ihrsa.org/congress)  
Call: +1 (617) 951 0055  
Email: [intl@ihrsa.org](mailto:intl@ihrsa.org)



Put this year's IHRSA European Congress into your calendar

### IHRSA calendar

Visit [www.ihrsa.org/meetings](http://www.ihrsa.org/meetings) for details and to register for these events

#### 11 September 2014

An Interactive Approach to Increasing Member Retention (webinar)

#### 21–23 October 2014

IHRSA / Mercado Fitness Mexico City Conference & Trade Show – Santa Fe, Mexico

#### 18–21 November 2014

ChinaFit / IHRSA China Management Forum – Guangzhou, China

#### 11–14 March 2015

IHRSA 2015 – Los Angeles, US

### About IHRSA

Founded in 1981, the International Health, Racquet & Sportsclub Association is the only global trade association, representing more than 10,000 health and fitness facilities and suppliers worldwide.

To learn how IHRSA can help your business thrive, visit [www.ihrsa.org](http://www.ihrsa.org)  
Locate a quality IHRSA club at [www.healthclubs.com](http://www.healthclubs.com)



Leisure Industry Week 2014 will be non-stop action and networking

## SEPTEMBER

### 18 | Active by Design Summit

**Venue** Coin Street Neighbourhood Centre, London, UK

#### Summary

UK charity The Design Council champions "great design that improves lives". Its summit will see designers, built environment professionals and public health specialists come together for a series of inspiring talks.

Web <http://designcouncil.org.uk/active>

### 30 – 2 October | Leisure Industry Week

**Venue** NEC Birmingham, UK

#### Summary

LIW's role is to provide the annual meeting place for professionals from all areas of leisure, connecting them with the latest products, services and innovations the market has to offer. The show covers sectors including Health & Fitness (incorporating Sport), Play & Attractions, Leisure Facilities, Pool & Spa, and Eat & Drink.

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

## OCTOBER

### 7–10 | SIBEC North America

**Venue** Ocean Reef Club, Key Largo, Florida, US

#### Summary

Operators in the health, recreation, sports and fitness sectors meet with national and international supplier companies. SIBEC events aim to bring the industry together to do business in a five-star destination, and provide high quality networking and relationship-building opportunities in a relaxed environment.

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

### 8–10 | European Fitness Summit

**Venue** Hotel Pullman Skipper, Barcelona, Spain

#### Summary

This summit offers suppliers from the fitness, wellness and health industries the opportunity to enjoy face-to-face meetings with decision-makers from leading fitness studios and wellness centres in selected European markets.

Web [www.european-fitness-summit.com](http://www.european-fitness-summit.com)

### 14–15 | EHFA International Standards Meeting 2014

**Venue** Amsterdam, Netherlands

#### Summary

Now in its fifth year, this event is aimed at those in the fields of fitness education, training and standardisation. The programme has been developed by health and fitness experts and will address topics such as how to deal with trends in exercise, how to emphasise social skills without neglecting technical components, and potential training courses for new target groups.

Web [www.ehfa.eu.com](http://www.ehfa.eu.com)

### 16–19 | 14th Annual IHRSA European Congress

**Venue** Amsterdam, Netherlands

#### Summary

IHRSA's European Congress features presentations delivered by executives from inside and outside the health club industry, providing thought-provoking commentary on trends shaping business and the fitness industry. Networking events, focus group discussions and evening and lunch receptions provide the opportunity to build relationships with colleagues from across Europe (see p26).

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



Will it be white for the Winter Run?

| FEB 2015

## London Winter Run

The Cancer Research UK London Winter Run gives people a reason to keep fit in the colder months – so they can take on this 10k challenge in February. Up to 15,000 people are expected to brave the elements and fill the streets of London, making their way past well-known landmarks including the London Eye, St Paul's Cathedral, Big Ben and Tower Bridge. Areas of snow, being dubbed as Snow-Zones, are expected to feature if real snow doesn't appear. Entry before 15 December costs £15. Details: [www.winterrunseries.co.uk](http://www.winterrunseries.co.uk)



The trek will take in stunning scenery

27 FEB–8 MAR 2015

## Burma Trek

Raise money for the British Heart Foundation on this 10-day challenge, which will involve five to seven hours' trekking each day. Burma is one of the largest unexplored countries in Asia and the route takes in the beautiful Inle Lake and Shan Hills, tribal villages and the famous Shwedagon Paya pagoda. For details, visit: [www.bhf.org](http://www.bhf.org)

# BIG NAME SUPPLIERS JOIN THE CAMEXPO EXHIBITOR LINE-UP

camexpo 2014 is set to be the biggest edition of the show ever – but what's new and hot this year?

Last year, UK consumers spent nearly £750m on vitamins and dietary supplements, with men's vitamins showing the biggest increase in sales (25 per cent). Fitness industry buyers looking to source all the latest natural health and nutrition brands for clients will discover a wealth of new innovations at camexpo this autumn.

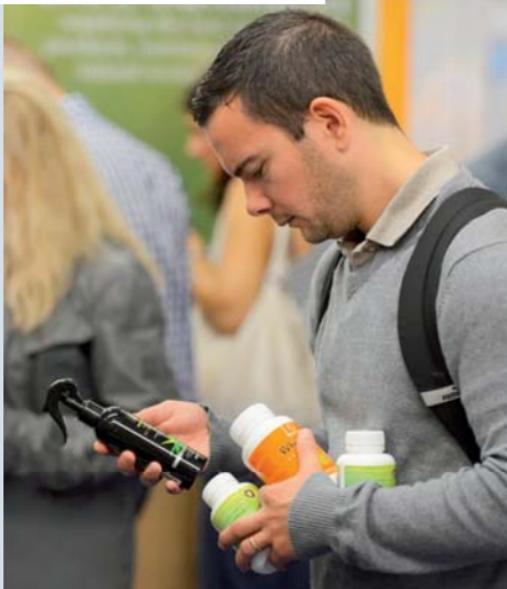
Taking place at the new venue of Olympia, London, on 4-5 October, this year's show is on track to become the biggest sell-out edition yet. As ever, camexpo's 200-strong exhibitor line-up is comprehensively eclectic, and filled with a 'who's who' of companies that will be helping to shape the future of the natural health market over the next twelve months.

Nearly a third of the show's 200 exhibitors are new for 2014. Among them are supplement specialists PurePharma; Lipolife; Bioflavia (organic red wine grape skin powder); ITL Health Limited, with its new Mag365 magnesium supplement launching in the UK market at camexpo; NutriGold; and Isotonix.

## Making an entrance

New physio supplies companies include 3B Scientific; Back Nodger – an innovative, instant relief, deep-tissue, self-massager, which recreates the trigger-point release technique used by practitioners; and Bodyblock.

The Institute of Sport and Remedial Massage; SportEx Publications; Quinton Healthy (with its Quinton Isotonic and nasal hygiene sprays); Bare Biology – the only British brand certified by International Fish Oil Standards; Purition (which offers 100 per cent natural protein shakes); leading raw chia



Sales of men's vitamins shot up by 25 per cent in 2013

seeds supplier The Chia Co; and uniform supplier Graham Gardener, will also be making their debuts.

Big name suppliers keen to repeat their success at camexpo 2013 (which many called their best show yet) include Solgar Vitamins; A Vogel (Bioforce); G&G Vitamin Centre; Bionutri; CherryActive; Nature's Plus; Natural Wellbeing (UK); Lamberts Healthcare; Nutri Centre; Manifest Health; and Physique Management.

Specialist natural body care and beauty supplies companies are also well represented at this year's show, including Green People; Yin Yang Skincare; Ayurveda Pura London; Doterra; Tiana Fair Trade Organics; Mahi Naturals; and Naturally Wright, exclusive UK distributor of the Australian Eco By Sonya range.

Aside from the wealth of new products and equipment innovations on show, it's the exceptional two-day training and education programme that's the biggest selling point for many repeat visitors. Free conference highlights include keynotes from leading names in nutrition and sports physiology like Dr Bettina Karsten, Patrick Holford, Dr Marilyn Glenville, Dr Rob Winwood, Niall Rafferty, and Dr Deepa Apte.



An eclectic range of exhibitors will feature



To find out more and register for 2014, please visit [www.camexpo.co.uk](http://www.camexpo.co.uk). Entry costs £7.50, which includes access to the show's two Revital-sponsored Keynote Theatres. Please quote promotional code **CMEX496** before 3 October.

# AND THE WINNER IS...

THIS YEAR'S HEALTH CLUB AWARDS CEREMONY WILL TAKE PLACE ALONGSIDE LIW ON TUESDAY 30 SEPTEMBER. HOW WILL YOUR CLUB FARE?

One of the highlights of LIW 2014 will take place on the Tuesday evening, when the fourth annual Health Club Awards take place at the National Motorcycle Museum. The awards are sponsored by Physical Company and USN, and run in partnership with *Health Club Management*.

The black tie event will be attended by 400 guests, including shortlisted clubs, sponsors and key suppliers to the industry. A champagne reception will be followed by a three-course dinner, after which the awards ceremony will take place – hosted once again by TV presenter Mark Durden-Smith. An exclusive celebration after-party kicks off after the awards, with guests dancing into the early hours.

## YEAR-ROUND EFFORT

For the shortlisted health and fitness clubs, the event marks almost a year of hard work, as the winners are selected purely based on the ratings and feedback received from their own members. This year over 37,000 members completed the online survey, rating their club on



Nottingham Belfry QHotels' team celebrates with HCM's Liz Terry



Sandwell Leisure Trust won the award for Best Small Chain in 2013

the quality of its facilities, customer service and value for money.

"Because the awards are decided by the members, they are a real reflection of the hard work put in by staff," says Simon Brown, organiser of the Health Club Awards. "The atmosphere on the night is fantastic. You can see how much these awards mean to the staff – there's a huge amount of anticipation in the audience and the pride and passion really come out when the award winners are announced."

On the night, after battling to reach the shortlist, clubs in three categories (budget, mid-market and premium) will win 15 gold regional titles. Groups will also be honoured when the best small, medium and large health club chain winners are announced.

Sandwell Leisure Trust (SLT), which won Best Small Chain last year, is once again shortlisted. Paul Badhams, fitness development officer at SLT, says: "We were delighted to win last year. It was the perfect pat on the back for all the front-line staff who work so hard in our centres. We're proud to be defending the title this year and hope to repeat our success."

This year's Best National Chain category pits two-time winner Everyone Active against Energie Fitness For

Women, Fit4less, Fusion Lifestyle and LivingWell. "To win this prestigious category again would be a fantastic endorsement of all the hard work, with our local authority partners, to provide the best facilities and quality of service possible," says Ben Beevers, associate director of the Everyone Active Group.

## PEOPLE SKILLS

The spotlight will also fall on individual members of staff in the People Awards category. Only 20 staff nationwide have made the shortlist, and just five will receive Highly Commended trophies at the awards ceremony.

Says Brown: "It's not just the array of hi-tech equipment or first-rate facilities that make a club successful and keep the members coming back. Staff at all levels in a club are key in connecting with people, and their efforts to build and maintain relationships with customers are celebrated in this awards category." ●

## GET YOUR TICKET

Information about attending the awards, as well as the full list of shortlisted clubs and staff, can be found at [www.healthclubawards.co.uk](http://www.healthclubawards.co.uk)

# DON'T MISS THE HEALTH CLUB AWARDS AT LIW!



The 4th annual **MEMBERS' CHOICE Health Club Awards** take place on 30th September on the first night of LIW where the best clubs in the UK will be honoured once again.

Make sure you don't miss out on the passion & excitement at this prestigious event.

**BOOK YOUR TICKETS NOW AT**  
[www.healthclubawards.co.uk](http://www.healthclubawards.co.uk)

IN ASSOCIATION WITH



IN PARTNERSHIP WITH



# Five hours is all it takes with Gerflor



The sports centre is a high volume facility

## The University of Huddersfield's gym area gets a functional flooring boost and a brand new look, in just five hours

In 1992 Huddersfield Polytechnic changed its name to The University of Huddersfield. The writing was on the wall that this centre of learning would indeed surpass all academic expectations on both delivery and student environment.

In January 2014, the university opened Student Central, a £22.5m development which brought together support services, access to the library, computing facilities, sport and leisure, together with a range of eating and social spaces under one roof. Huddersfield was recently named the Times Higher Education University of the Year. This follows on from a highly successful 2013 in which the university was awarded two Queen's Awards for Enterprise and in 2012 the prestigious Entrepreneurial University of the Year at the Times Higher Education Awards.

Today, student numbers have reached over 24,000 with over 130 countries represented on campus. And like most red brick universities the sports and leisure facilities feature very heavily in student life. These sports areas take a hammering and need to be both resilient and functional. The Gerflor brief had to offer a suitable solution for an 'under rig' flooring area which was positioned directly underneath the sports centres 'Technogym Omnia' system. Chosen for its comfort and safety performance properties Taraflex™ Sport M Evolution (7mm) in Anthracite, Gold and Beige would be the specified product.

### Comfort and performance

Laurie Nettleton, Sport and Leisure centre manager commented: "Gerflor

**"We're looking to expand the flooring into other areas of the fitness suite"**



Sports areas are now resilient and functional



Gym members have been very impressed with the results and the flexibility the flooring offers

recently installed a bespoke flooring solution at our sports centre in order to provide protection underneath the functional rig. The floor was fitted in less than five hours and the team were efficient, friendly and professional."

Taraflex™ has been used in every summer Olympics since 1976 and is available in 17 colours and two wood-effect designs. The Sport M Evolution product offers a PI category shock absorbency 25-35% and meets the EN 14904 Standard for indoor sports surfaces. Taraflex™ is also recognised for its durability, safety and comfort without impairing performance. The range offers greater than 45% force reduction, making it unrivalled in the market in terms of comfort for users.

Nettleton adds: "Members of the gym have been very impressed with the Taraflex floor and have welcomed the flexibility that it provides."

At this recent project, Gerflor was also able to utilise its bespoke water cutting, HD printing and line marking service. Nettleton says: "Team Hud sports staff are also impressed and find the markings helpful when delivering functional training classes. I personally love the solution, so much so that we're



Gerflor used its bespoke water cutting, HD printing and line marking service

planning to expand the flooring into other areas in our new fitness suite."

Taraflex™ meets the EN Standard of 22196 for anti-bacterial activity (E. coli - S. aureus - MRSA) (3) returning >99% levels of growth inhibition. It's treated with Proteccol®, which renders polish redundant, has a double density foam backing and it's environmentally friendly.

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling +44 (0)1926 622 600, emailing [contractactuk@gerflor.com](mailto:contractactuk@gerflor.com), or visiting [gerflor.co.uk](http://gerflor.co.uk) for the latest innovations.

## EVERYONE'S TALKING ABOUT ...

# Behaviour change

Minimum activity guidelines are offputting to many; some even use them as an excuse: 'I can't achieve that, I might as well do nothing'. So how can we change the national psyche and get people moving?

**A**ccording to Dr Mike Loosemore – head of exercise medicine at UCL's Institute of Sport Exercise and Health, and founder of Active Movement – most people are so far away from the government's activity guidelines that they give up before they even start.

However, with physical inactivity now the fourth biggest killer, we can't afford to let people give up on themselves. So what can the fitness sector do to help change the behaviour of the public at large?

Loosemore thinks the bar should be set very low: simply encouraging people to stand up, instead of sitting down, as a good starting point. He says one of the main problems we're facing is that

physical activity has been engineered out of our lives: the *Housewife Survey* in the US found that women with children under the age of five are doing 14 hours less exercise a week than 50 years ago, with the same calorie consumption.

So should part of operators offering involve tutoring people about how to bring activity back into their everyday lives? For example, clubs could encourage – and indeed help plan – a public transport commute: research from Transport for London has shown that people are more likely to hit 150 minutes' activity a week if they use the underground. For those who have to drive a car, maybe they could be encouraged to park slightly further from their destination and run or walk the last

bit? Apparently Cameron Diaz always runs from place to place on-set to boost her activity levels, so what exercises could we give people to do at their desks, or while waiting for the kettle to boil?

Do we need to create a new form of membership for people who are not yet ready for the health club experience, coaching them to change their eating habits and start to get active in a less intimidating environment? This might not create new members instantly, but it can still drive revenue and may provide future members.

Going forward, changing behaviour is definitely going to become increasingly important, so how should operators go about it? We ask the experts...

HAVE YOU HAD SUCCESS IN CHANGING BEHAVIOUR? EMAIL US: [HEALTHCLUB@LEISUREMEDIA.COM](mailto:HEALTHCLUB@LEISUREMEDIA.COM)

## DR MIKE LOOSEMORE

Founder • Active Movement

**T**he people who find the government's physical activity guidelines intimidating view gyms in the same way: it's just too far away from their reality to seem possible.

The health club industry has to understand that not everyone wants or is able to go to the gym to be physically active; operators need to find new ways to reach out to them. Fitness instructors should be trained in motivational interviewing and be able to advise people on how they could get more active. That may well not be at the gym at first.

Only 7 per cent of men and 3 per cent of women are fulfilling the public health guidelines. Thirty per cent are doing less than half, and half of those don't do anything at all. Health club operators could help by spreading the word that it's not just heavy or moderate activity that can improve health, but doing any type of activity. I ask people to start by just walking up one step when they're on an escalator. Taking this achievable approach has led to some outstanding results.

People need to have a reason to change their behaviour. About 20 per cent will manage to change if they want to, and this goes up to 60 per cent if they have support. A monetary stake can work and is becoming a popular tool in the US.”



## DR JUSTIN VARNEY

Consultant public health medicine, health and wellbeing • PHE

**P**ublic Health England is publishing a new national framework to move things forward on an industrial scale. The aim is to get everyone active, but we're especially focusing on the 29 per cent who do less than 30 minutes' activity a week. There's a massive role here for the sport and leisure industry to drill down to those audiences they don't reach, find out the barriers and design programmes that will appeal. For example, we've seen great results from women-only swimming sessions in areas with large Muslim communities.

To achieve our aim, we need the health and fitness industry to collaborate and share good practice regarding what works. There is so much replication at the moment, with lots of people reinventing the wheel. I want everyone to rebrand the same wheel.

There's only so much you can do for market generation from a fixed standpoint, so operators are going to need to take activity to people through outreach work. A great example of this is Birmingham Leisure's Gym Without Walls programme, which offers activities in parks. To change behaviour, we need to make it easier for people to become active: if they don't come to clubs, we need to take activities closer to them.”



Research shows that people who use the Tube actually boost their walking activity



PHOTO: WWW.SHUTTERSTOCK.COM/PAVEL PHOTO AND VIDEO

**DAVE STALKER**  
CEO • ukactive

“The big message has to be about working together for the greater good: operators should not be afraid to speak out about the best practice they have achieved and to introduce other operators to their ideas. We must work together.

Operators should develop and deliver tailored programmes that target inactive individuals who are need of behavioural change. What our *Turning the Tide of Inactivity* report established was that there’s a massive population who are not in need of a clinical intervention, but who desire a programme that acknowledges both their willingness and also their barriers to change, and provides counselling support to change. In a pilot study conducted by ukactive, a simple 12-week programme of such counselling generated significant improvements in health outcomes for sedentary individuals.

There are several key rules to follow and adopt regarding behaviour change. Firstly, take a patient-centred approach when it comes to identifying the benefits of physical activity and guide them through key behaviour change stages. Establish a goal with them while also identifying local opportunities to be active. Reward progress against goals and constantly communicate the programme to them to get their feedback.”



**ROB BARKER**  
President • Precor

“To change behaviour, the industry first needs to team up: it’s a fragmented sector and we have to share information among suppliers and operators.

Clubs need to encourage access and trial usage, and from that springboard help people make attending the club a base habit. Once they get someone through the doors, they need to deliver the sort of experience that makes people want to keep coming back. In order to do this, operators have to increase the personalisation of the experience; we can’t use a catch-all approach as there are almost as many different motivators to join health clubs as there are individuals. Clubs need to secure a deeper understanding of members, finding out early on what they want to achieve. These findings should then be acted on in a personalised way, both inside and outside of the club, including the intelligent use of technology.

Clubs should also be encouraging people to bring more incidental activity back into their lives – such as a lunchtime walk – using smartphones to keep track of members’ movements. There need to be micro rewards every time members do an activity, so they get daily appreciation for their efforts.

Finally, members need to be in charge when their exercise plan is being put together: let them choose their activity.”



# PAUL KIENSTRA

The CEO of corporate wellness specialist High Five Health Promotion talks to Kate Cracknell about entering the UK market, and about opening people's eyes to healthier habits

FOCUS  
EUROPE  
FOCUS

“We expect that, in five to 10 years, employees will start to sue their employers for their bad health,” says Paul Kienstra, CEO of corporate wellness specialist High Five Health Promotion, headquartered in the Netherlands. “A lot of people sit all day, every day, including long stints at their desks, and there’s a lot of science out there which proves that just being active in a health club or playing football twice a week is not enough to compensate for that. It’s going to be a big problem in the coming years.

“What we therefore try and do with our programmes is introduce elements of activity during the course of every day, not only getting people active in the gym – which we position as more of a vitality centre – but also getting them more active during work and at home.”

He continues: “Our mission is to break down barriers to activity. For instance, if you have a gym at your office, it’s far easier to be active because it’s more convenient. Most of the time it’s also cheaper. It’s more personalised – you get more attention and it’s tailored to your specific needs. We offer programmes for outside of the gym as well – exercise programmes, with a personal web page so members can track their activity, but also lifestyle programming including nutrition, relaxation and stress relief. We run 90-minute workshops and six- or 12-

Kienstra’s operation entered the UK market with the acquisition of ECW



At least 30 per cent of employees tend to join High Five's in-house gyms

## We see a huge possibility to grow organically in the UK by putting the weight of High Five behind the ECW offering, both in terms of knowledge and finance

week health promotion programmes too, where people receive personalised coaching and education.

"And what you see is that you get a far higher attendance rate, and also improved retention, compared to the commercial market. In the UK overall, about 13 per cent of the population is a member of a gym. In Holland it's 16 per cent. But if you look at corporate sites, at least 30 per cent of employees are members of our in-house gyms, growing to 40–50 per cent at the better clubs – we even have one customer where 80 per cent of its employees are members of our club."

### BEHAVIOUR CHANGE

He continues: "A big part of breaking down barriers is helping inactive people change their behaviour, and that's very difficult. We take a step-by-step approach, otherwise people will just fall back into their old habits after a couple of months.

"What we try to do – through a system we call It's My Life – is make people more aware of their own behaviour, of what they do on a daily basis, because a lot of people are simply not aware. If you do this, and at the same time make them more aware of the choices they have, they learn to make very small, positive health choices every day. They also learn to congratulate themselves. Then you can teach them, in very small steps, to see possibilities in their lives, to be more active without making big changes – taking the stairs rather than the escalator, for example. It starts by effectively 'tricking' their brains – being a little bit more active each day, but without positioning it as a workout.

"It works the same with the lifestyle programmes too – nutrition, stress relief and relaxation, for example. It's all a case of helping people take small steps, giving them the tools to have a positive influence on their own health."

### ENTERING THE UK

High Five Health Promotion – which Kienstra acquired in 2000, merging it with the corporate wellbeing company he'd set up in 1990 and with it taking on the mantle of market leader – now manages around 45 sites in Holland. In addition to these in-house facilities, there's also a National Gezondheidsplan – a network of clubs across the country with whom High Five has an agreement to buy memberships. High Five clients can then let their employees choose from any one of around 1,100 clubs across the country, with High Five purchasing the memberships on their behalf and invoicing the company in one combined bill.

But High Five's reach is no longer limited to the Netherlands: it also operates one facility in Germany and aims to open its first site in Belgium this year. It also entered the UK market in 19 June this year with the acquisition of ECW – European Corporate Wellbeing – from Neil Gillespie, who ▶



Kienstra is aiming for 50-100 UK sites in five to 10 years

► remains with the company. David Brame – formerly of corporate wellbeing provider Bladerunner, which was sold to Nuffield in November 2010 – also joins the senior team. “David and I have been looking to do something together for a long time,” explains Kienstra.

The UK portfolio – which will continue to operate under the ECW banner for now, with learnings being shared both ways between the teams – encompasses not only corporate gyms but also a few dual-use school-based facilities.

“Our biggest focus will be on corporate going forward – it’s a huge market in the UK, and with not many players at the moment. However, we won’t look away if there are also possibilities in schools,” says Kienstra, who is clearly excited by the potential in the UK market: “We see a huge possibility to grow organically in the UK by putting the weight of High Five behind the ECW offering, both in terms of our knowledge and our finances.

“I believe we can reach 50-100 sites just through organic growth in five to 10 years, but for me it’s not really about number of sites. It’s about number of employees, about which sites you bring on-board as clients. Of course you have to start small, and we really appreciate small contracts, but we’re also going to aim for the bigger ones. I believe we can reach an annual turnover of £15-20m in five to 10 years.”

It’s not just about organic growth either: while not naming names, Kienstra confirms he has further acquisitions in mind.

#### CORPORATE VS COMMERCIAL

But the UK deal clearly brings ECW/High Five up against the might of Nuffield, with over 200 corporate sites across the country and, as Kienstra himself says, “a lot of clients who are very happy with its services”. So what can his company bring to the table? “As a smaller company, we can bring flexibility and fast decisions. We also have some new IT products and new sport, activity and lifestyle programmes, so we’ll have our own signature in the market.

“We also have European reach – we already deliver services in the UK, Germany and the Netherlands, with Belgium on the table. If we can operate in those four countries, why shouldn’t we be able to do it in Switzerland and Austria as well, for example? Our clients are international businesses that purchase globally for other products and services – why not also for corporate wellness?”

He continues: “Very importantly, we also bring choice to the sector. I have huge respect for Nuffield – I think it has a very high quality offering – but if people don’t have a choice, that isn’t good for the market.

“I believe companies are looking for more competition, but with corporate wellness being such a niche market – so different from running a commercial club – it’s hard for new providers to get a foothold.

“The first big difference is that, if we’re asked to manage an in-house facility, we’re guests in the client’s house. But their employees are also guests with

us in the gym. So we’re guests, and we have their guests with us, meaning hostmanship as part of our service is very, very important. One of our shareholding management team – Thomas Klaas – joined us from a hotel background, and this helps us ensure the whole company is very hospitality-minded.

“Secondly, at a commercial club your clients are your members, and they will have objectives like getting fitter or losing weight. But in a corporate club, the first client is the company, and its goal will be to have healthier employees to improve productivity. The members come after that, as the second client – and then there’ll be other clients too, such as the on-site doctor, the HR department and so on. It’s a more complex playing field and there are a lot more parties involved – it’s not just a one-to-one relationship with your members.”

He continues: “But although we’re very different in these respects, when it comes to the end user of course we have competition from the commercial gyms. If we don’t offer the right product, and if we don’t make it fun, people will leave us and join a commercial club instead, so we have to keep on top of trends. However, although we will follow trends, we won’t be the first and we won’t go from trend to trend.

“Because in the end, our first responsibility is always to the company: we have to offer a very safe product that’s guaranteed, and where we can tell them what the impact will be. We don’t ►



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High Five offers a wide range of lifestyle programming

► offer corporate football, for example, because we couldn't really say upfront what the fitness results would be. But if I get you doing CV and strength training twice a week, I can reasonably predict the outcome – and that's very important for corporates."

### GROWING THE BUSINESS

Given this 'tried and tested' philosophy, does Kienstra have any plans to evolve the offering? Is there anything new he wants to implement, whether at an operational or strategic level?

"There are different levels of managing a club: a management fee, paid by the hour or for the programmes you deliver; a semi-commercial basis, whereby you get the membership fees of your members and perhaps an additional fee; and fully commercial, whereby you



**We have to be part of a solution that brings activity back into people's lives when the built environment is having activity designed out of it**

work with the corporate to achieve their goals, but you look after your own business – you're effectively a commercial club within a company.

"I've found that the UK is more experienced in the commercial management of corporate clubs. It's starting in Holland, but we're five or six years behind, and this is something I want to look at.

"The Netherlands is our home base, and we won't lose our focus on that just because we're expanding internationally. However, we don't believe there's growth in Holland for the next five years in terms of securing new sites, so we have to be creative to ensure we maintain our turnover. We'll invent new programmes, we'll deliver services to clients on a different basis – but we'll also look at potentially switching management fee sites into becoming commercial or semi-commercial clubs."

We've already spoken about UK growth plans, so what about Germany? "We believe Germany should be growing organically, because the market is less mature than in Holland and the UK. We want to conquer that country step by step, winning contracts and helping companies define their philosophy of

how to address the health and activity levels of their employees."

And beyond that, given that he's already mentioned Austria and Switzerland? "I think we're well-positioned to go into other countries, and flexible enough to make it work, but we won't do it too fast. We won't do it all as one big bang, but rather with a focus on quality and a focus on our clients."

### CHANGING SOCIETY

He concludes: "That focus on clients is key across the whole fitness industry. The commercial sector has to understand that it's not just a case of opening a box, putting in kit and selling memberships any more. We have to help people change their lifestyles. I think that's happening now – slowly, but it's happening.

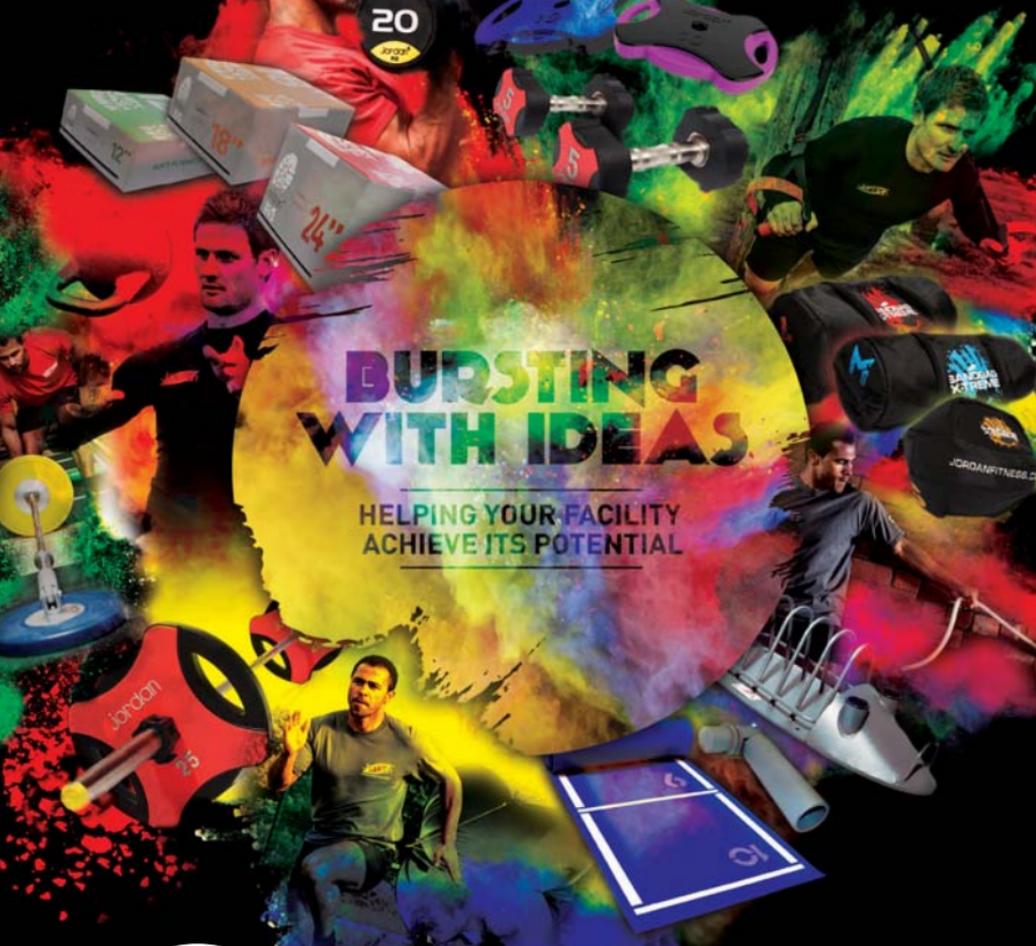
"What I hope is that, as an industry, we're able to look at our target groups, at what people's problems are, understand how we can help them and what services and skills we need to be able to do that. Because we have to be very honest to ourselves – we're still small. If only 12 per cent of the population are joining a club, it means 88 per cent aren't. We need to look at our industry more as a service industry

than a facility industry, and find new ways of bringing that service out to people wherever they are.

"At a big picture level, we have to be part of a solution that brings activity back into people's lives, when the built environment around us is having activity designed out of it.

"We're raising our kids in an inactive society and you don't change that in one year; you have to change society, and then slowly you can also change generations. I always make the comparison with brushing your teeth: 50 years ago, most people didn't brush their teeth twice a day and now they do. Now that's normal. So how can we create something in the coming 50 years that makes it very normal for everybody to be active every day?

"I really believe in what sports and physical activity can bring to people, and I want everybody to enjoy that. I used to be a PE teacher and I still coach young kids. Seeing the difference activity brings to them – those are the best two hours in my week. If I can do that on a larger scale, getting employees active and getting more out of their lives, I believe I can be of a little more importance to the world." ●



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# HASSLES & UPLIFTS

What kind of experiences do members have when they visit their club, and how are these experiences related to retention? Dr Melvyn Hillsdon reports

**W**hen members make a visit to their club, there are a whole range of experiences they may encounter – good and bad. Could they park easily? Did the receptionist speak to them? Was there a towel available? Were the changing rooms clean? Did the fitness staff speak to them? Did they have to queue to use the equipment? Did they enjoy their workout? These and many other factors contribute to the overall experience of the visit.

In the fourth part of our series based on the TRP 10,000 report, we look at what people say when asked about their experience, and examine whether this is associated with the likelihood of them cancelling their membership.

## That's annoying

Members were asked how frequently they experienced hassles (see Figure 1 for a list), as well as more positive uplifts (see Figure 2 for a list), and how much they found these hassles annoying and uplifts enjoyable.

Figure 1 shows the proportion of members who reported hassles that happen to them frequently (red bars). The blue bars represent the proportion

of members who say hassles happen at least occasionally and also say the hassles are annoying. So just 2 per cent of members say they frequently can't get a locker, but 69 per cent of members say if they can't get a locker it's annoying.

Overall, 55 per cent of members say they don't often experience the hassles listed in Figure 1, with the remaining 45 per cent typically reporting an average of two hassles that occur frequently.

The two most frequent hassles reported are either fitness staff or reception staff not talking to them. However, only 16 per cent and 14 per cent of members who say this happens to them find it annoying. On the other hand, only 10 per cent of members report frequently queuing for equipment, but 69 per cent find queuing annoying.

So some things are common but not necessarily that annoying, while others are less common but very annoying when they happen. The most annoying hassles are cancelled classes (not very common) and dirty changing rooms.

By combining the frequency with which hassles are reported, and how many members say they find them annoying, we can rank the club hassles by order of burden. The top five are:

- Equipment broken down
- Changing facilities not clean
- Queuing for equipment
- No parking space
- Fitness staff not speaking to you

Equipment breakdown and dirty changing facilities are mostly reported as frequently annoying hassles by long-standing members, whereas queuing for equipment is primarily an annoying hassle for younger males. Not being able to park and fitness staff not speaking to you is a hassle that isn't unique to any particular member group.

## Uplifting experience

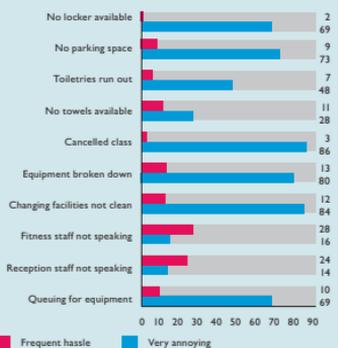
So what in-club 'uplifts' do members report, and which do they enjoy? Figure 2 shows the proportion of members who reported uplifts that happen to them frequently (red bars). The blue bars represent the proportion of members who say an uplift happened at least occasionally and also say they enjoyed it. Just 7 per cent of members say they frequently learn a new piece of equipment, but 72 per cent of members say it's enjoyable when they do.

Fifty two per cent of members report they frequently experience at least one of the club uplifts listed in Figure 2.



Two-thirds of members are annoyed if they can't find a locker

Fig 1 Percentage of members reporting frequent hassles, and hassles they find annoying





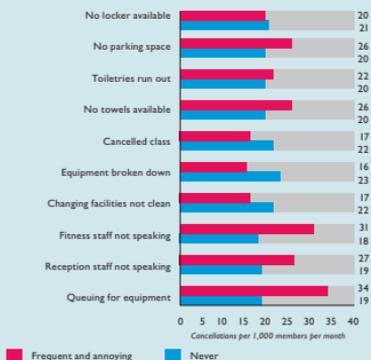
Interaction with both reception and fitness staff is highly valued by most health club members

PHOTO: WWW.SHUTTERSTOCK.COM

**Fig 2** Percentage of members reporting frequent uplifts, and uplifts they find enjoyable



**Fig 3** Cancellation rate by hassle frequency and annoyance



The most frequently occurring uplifts are completing a challenging workout, achieving fitness goals, and being spoken to by fitness and reception staff. Other enjoyable uplifts that were reported were attending a new class, learning a new piece of equipment and meeting friends.

As with hassles, we can rank uplifts in order of magnitude of benefit by combining their reported frequency with enjoyment level. The top five are:

- Completing a challenging workout
- Achieving fitness goals
- Fitness staff speaking to you
- Encouragement from fitness staff
- Reception staff speaking to you

### Future intent

But do hassles and uplifts predict future cancellations? Figure 3 shows the cancellation rate (cancellations per 1,000 members per month) according to whether members say a particular hassle never happens to them, or if it happens frequently and is annoying.

The highest cancellation rates are seen among members who say they have to frequently queue for equipment and find it annoying, and members who say fitness staff frequently ignore them and they find it annoying. Compared to members who say these two hassles never happen to them, the risk of cancelling increases by 80 per cent and 72 per cent respectively.

Interestingly, members who say they frequently have to queue for equipment,

but who don't say it's annoying, do not have an increased risk of cancelling – queuing for equipment only increases the risk of cancelling if members say it happens frequently and it annoys them (7 per cent of members).

However, the risk of cancelling is increased if people report that fitness staff don't speak to them (28 per cent of members) irrespective of whether or not they find this annoying. This suggests that fitness staff frequently ignoring members has a bigger overall impact on retention than having to queue.

The smaller number of members reporting frequently being annoyed by queuing for equipment is primarily due to this hassle being restricted to younger males: just 6 per cent of middle-aged women report queuing for

► equipment as a hassle, compared to 47 per cent of 16- to 24-year-old males who state their usual reason for a visit to their club is for a workout in the gym. Increased cancellations are also seen for frequently not being able to park and no towels being available.

Three hassles in Figure 3 (cancelled class, broken equipment and unclean facilities) appear at first glance to suggest that the more they happen and the more annoying they are, the less people cancel. However, a bit of further investigation reveals that this is because these three hassles are really only reported by long-standing members who attend their clubs regularly – in other words, members at the lowest risk of cancelling compared to the newer, low-attending, high-risk members who don't report these hassles. Some statistical adjustment of these factors results in there being very little difference in cancellation rates according to how often these hassles occur.

Figure 4 shows the cancellation rate according to whether members say a particular uplift never happens to them or if it happens frequently and is enjoyable. Four key uplifts are associated with the lowest cancellation rates: receiving encouragement from fitness staff, conversation with staff, reception staff communication and meeting friends are all associated with much lower cancellation rates compared to members who say these uplifts never happen to them. Other uplifts shown in Figure 4 are not significantly associated with reduced cancellation rates.

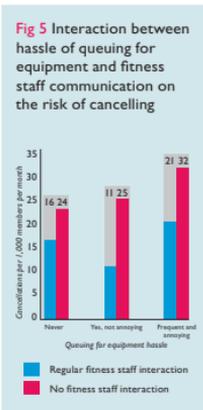
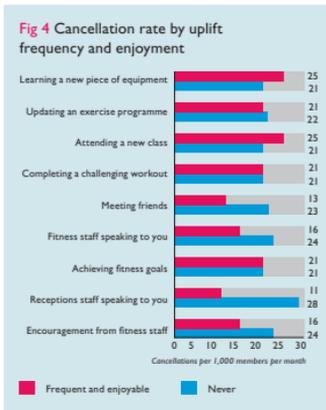


PHOTO: WWW.SHUTTERSTOCK.COM

Not being able to park can be a strong contributing factor to cancellation rates

### Predictors of cancellation

There is some overlap between the detrimental effect of some hassles and the beneficial effect of some uplifts. In figures 3 and 4, reception and fitness staff communication are important. If members report being frequently ignored by staff, they cancel more frequently; if they report frequently being spoken to, they cancel less.

Members who report one hassle or uplift are likely to also report others; these members may also differ according to other important factors that affect membership retention, such as age, length of membership and visit frequency. It's therefore necessary to do some additional statistical work to try and identify which of the hassles and uplifts are the

strongest predictors of membership cancellations. When we take account of all hassles and uplifts, as well as age, length of membership and visit frequency, four member experiences are significant predictors of the risk of cancelling.

Members who report that staff frequently fail to speak to them, and who find this annoying, are 50 per cent more likely to have cancelled in the seven months after completion of the questionnaire compared to members who say fitness staff never ignore them.

Members who frequently have to queue for equipment and find it annoying are 28 per cent more likely to cancel compared to members who never have to queue.

Members who frequently can't find a parking space at their club and find it annoying are 33 per cent more likely to cancel than those who can always park.

Members who report they are frequently spoken to by reception staff, irrespective of whether they say it's enjoyable, are 50 per cent less likely to cancel than members who say they are never spoken to by reception staff.

It's unlikely that most clubs are in a position to suddenly buy lots of new equipment or build more parking spaces – doing so would be a longer-term strategic decision. So what could be done in the short term to offset the increased cancellation rate caused by customers annoyed by lack of parking or the need to queue for equipment? Of course, all clubs must ensure their facilities and schedules are designed to maximise the space and equipment they do have. However, Figure 5 shows the interaction between fitness staff



Young male gym-goers aren't talked to by fitness staff as often as female members

communication and the hassle of queuing for equipment. It can be seen that, for each level of the queuing hassle, cancellation rates are lower if fitness staff regularly communicate with members. Although not shown, the same is true for the parking hassle.

## Summary

Operational matters such as broken-down equipment, dirty changing facilities and having to queue for equipment are the hassles members most frequently report annoy them. The first two are most reported by regular, long-standing members who by definition are most inconvenienced by them.

The problem of queuing for equipment is an important predictor of cancelling, but is a hassle primarily restricted to young males. In previous reports, we've shown that young males are also least likely to be spoken to by fitness staff, compounding the problem.

Apart from queuing for equipment, it seems operational hassles are less important predictors of cancellation rates than interpersonal hassles. While club cleanliness and maintenance must not be ignored and must clearly meet satisfactory standards, face-to-face communication should also be a priority.

A similar pattern is seen with club uplifts. While members frequently enjoy challenging workouts and meeting their fitness goals, not doing so has little impact on their risk of cancelling compared to the failure of reception and fitness staff to talk to them regularly.

A compelling story is emerging about the power of reception and fitness staff to increase the longevity of memberships, even when other aspects of the club are less than perfect. In an era of fancy technological solutions to everything, this may not be perceived as a very fashionable, or even welcome, finding – it's perhaps much easier and more tangible to install a 'hardware' or 'software' solution to the problem than it is to train staff to skillfully and consistently interact with members each visit. But while technology solutions will form a piece of the member experience puzzle, clubs can't ignore the value of staff conversing with members.

But it may require a culture shift for all levels of management and staff to fully realise the retention benefits of always communicating with members: research results, however compelling, have thus far not led to a noticeable difference in the number of members reporting frequent communication with staff.

## About TRP 10,000™

Conducted in partnership with The Retention People, TRP 10,000™ is the biggest and most comprehensive survey of member behaviour ever carried out in the health and fitness industry: 10,000 health and fitness members completed a baseline survey of their exercise habits and membership behaviour between July and September 2013. During regular intervals over the coming years, they will be followed up to measure changes to their habits and membership behaviour.

The results reported in this article are for members who completed the survey between July and September 2013 and who were followed up until the end of January 2014. During the follow-up period, 1,526 of participating members cancelled their membership.

For more details of the methodology, see part one of the series – HCM April 14, p38.

## Recommendations

- Ensure excellent levels of maintenance and cleanliness.
- Develop an equipment purchasing strategy, facility design and equipment layout that satisfies the needs of young males who like to work out.
- Develop a strategy to ensure all staff understand the value of communication.
- Encourage staff to be aware of hassles noted above, and understand they can compound the problem by ignoring people or alleviate it by talking to them.
- Encourage staff to be aware of the uplifts noted above and understand that the power to delight a customer lies in their willingness to hold a conversation. ●

**Melvyn Hillsdon** is associate professor of exercise and health at the University of Exeter, where he researches physical activity and population health. Since his landmark retention report in 2001 (*Winning the Retention Battle*), his research into retention and attrition has led to the development of appropriate measures of retention, attrition and longevity that provide data for operators that can directly inform business decisions. In partnership with TRP, he has published numerous reports into membership retention.



## RESEARCH ROUND-UP

# Beating BECTS

A small study has found that exercise therapy is useful in treating BECTS – the most common form of childhood epilepsy

It's estimated that one in 4,800–14,000 children suffer from benign epilepsy with centro-temporal spikes (BECTS), which is one of the most common forms of childhood epilepsy. While the outlook is good – it's easy to treat using anti-epileptic drugs and in most cases it goes away by the time children are 16 – those with BECTS are at increased risk of depression, anxiety and low self-esteem.

Although many studies have reported the beneficial impact of exercise on seizure control in animals and adults, the effectiveness of exercise therapy on the psychosocial health of children with benign epilepsy has not been fully explored. That's why a team of scientists at Yonsei University College of Medicine in Seoul decided to focus on the subject. Their findings were published in medical journal *Epilepsy and Behavior* in July.

### Exercise intervention

The small-scale pilot study was based on four boys and six girls aged 8 to 12 years who all had BECTS. All of the children took part in a five-week exercise programme designed by the Yonsei team. There were two fitness sessions a week which lasted around three hours and consisted of two different 90-minute activities such as playing basketball, football, table tennis or badminton, or skipping or line dancing. Children were also encouraged to do 15–20 minutes of home-based exercises such as sit-ups.

The frequency of seizures and EEG scans were recorded both before and after the programme. Neurocognitive and psychological elements including attention span, executive function, depression, anxiety, behavioural problems and quality of life were also measured.

### Cognitive improvements

As no clinical symptoms got worse during the intervention, it was first



PHOTO: WWW.SHUTTERSTOCK.COM/ROBERT KNESEHKE

Neurocognitive functions improved when the children with BECTS were prescribed exercise

suggested that physical activity is believed to be a safe, feasible way of treating epilepsy. The study also noted improvements in neurocognitive tests and psychosocial factors.

Despite the risk of cognitive, behavioural and attention impairment that comes with BECTS, the children in the study showed average levels of neurocognitive functions. Importantly, however, a number of these functions significantly improved following the exercise therapy, including sustained attention and psychomotor speed and aspects of executive function.

In addition, better ratings for behavioural and social problems, as

well as mood-related wellbeing, were reported after the exercise programme.

Although the scientists also noted a slight trend towards improvement of negative mood, body complaints and general health, the differences were not big enough to be considered significant.

"A five-week structured exercise programme was successfully implemented, with preliminary data suggesting beneficial impact on neurocognitive and psychobehavioural function," the study concluded. "Exercise therapy should be further evaluated as part of a comprehensive treatment programme for children with benign epilepsy."

Tom S & Kim HD et al. The Impact of Exercise Therapy on Psychosocial Health of Children with Benign Epilepsy: a Pilot Study. *Epilepsy & Behavior*, Vol 37, July, 2014



# Physical Company introduces the Total Gym Elevate Line

Resistance training on a typical gym floor offers members a choice of fixed weight resistance equipment, or functional equipment in a specially designated zone. Now there is a third option for operators

**T**he Total Gym Elevate Line is the first commercial range of bodyweight resistance single-station machines offering a hybrid of fixed weight resistance and functional equipment. Members can access a functional workout, without needing to be taught complicated technique.

"For many members, making the move from fixed resistance equipment to functional kit can be a big jump," explains John Halls, sales & marketing director at Physical Company. "There are lots of exciting pieces of functional kit available but they will only benefit a member if used in the right way. The Elevate Line is a unique and exciting development designed to be simple, safe and approachable. Members can jump on without guidance to experience the benefits of functional resistance training."

The Total Gym Elevate Line features four pieces of equipment to target the legs, upper body and core with over 40 different exercises that can be performed across all stations. Each piece of equipment provides the benefits of functional training using the individual's bodyweight as resistance. Simple to



An inverted shoulder press being performed on the Total Gym Press Trainer

follow instructional images are clearly displayed allowing members to use the equipment straight away.

"All four machines take up less than 150 sq ft of space and cost under £4000 for the complete set" says Halls. "The products will compliment your existing kit and fit equally well within a functional training zone or weight training area. The Elevate line also provides the option to offer circuit-style training that can be adopted individually or offered as a small group training session."

## The range includes:

### 1. Total Gym Leg Trainer

An all-in-one leg training station that facilitates a forward, backward and side lunge engaging all the muscles of the legs simultaneously. Built on an incline, the rolling glideboard adds instability for maximum muscle recruitment. It also features a Step-Up, Box Jump Platform for a second set of exercises.

### 2. Total Gym Pull-up Trainer

The Pull-Up trainer facilitates plyometric movements and one-arm pull-ups.

Seven incline levels allow users to progress by pulling from 30-60% of their own bodyweight.

### 3. Total Gym Press Trainer

Places the user in an inverted position to perform plyometric movements as well as a decline push-up for additional upper body strengthening. Seven incline levels allows users to progress from pressing 20 percent of their own bodyweight up to 55 percent.

### 4. Total Gym Core Trainer

Designed to strengthen all the muscles of the core, as well as the pelvis, back, hips and shoulders by facilitating two primary core movements - the Dynamic plank and the SCRUNCH™.



A forward side lunge being performed on the Total Gym Leg Trainer

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# LIFE AFTER WAR

## Ray Algar reports on a joint US mission to bring war veterans and communities together

Imagine you're a 23-year old American soldier deployed to western Afghanistan. Life is highly organised as it's mission-driven. Every day, your life – and those of your comrades – depends on you bringing your 'A game' to the battlefield in pursuit of the shared mission. You're a valued part of a team and, if the day came when you had to sacrifice your life in pursuit of the mission, or to protect a comrade, you'd do it – all would – because you're a team.

But what happens when the mission ends and it's time to return home and transition to life as a civilian? Life after war should be a far simpler mission, but for far too many US military veterans it's one they're poorly equipped to deal with. Adjusting to the rhythm of civilian life becomes a daily challenge because it now lacks purpose, and those unique skills acquired and honed on the battlefield are not in demand here. For many, this can lead to depression and addiction to alcohol and drugs.

### Step up Team RWB

Mike Erwin, a US Army major, had the foresight to recognise that the reintegration of war veterans into civilian life would become increasingly challenging given the rise in overseas deployments; an estimated one million US military personnel will retire or separate from the military in the next five years.

So Team Red, White & Blue (Team RWB), a non-profit organisation, was founded in 2010 with its own mission: to

### Gymtopia – a place where clubs do social good

Gymtopia was conceived by founder and chief engagement officer Ray Algar, who believes the global health and fitness industry has enormous influence and potential to do good in the world, beyond its immediate customers. The idea of Gymtopia is simple: to curate and spread remarkable stories in which the fitness industry uses its influence to reach out and support an external community in need. It was created with the generous support of five organisations: Companhia Athletica, Gantner Technologies, Les Mills, Retention Management and The Gym Group.

Read more stories and submit your own: [www.Gymtopia.org](http://www.Gymtopia.org)



enrich the lives of America's veterans by connecting them to people in their community through physical and social activity.

War veterans often report feeling 'disconnected' when they return home; Team RWB's vision is to increase the connection between America's combat veterans and their communities.

### Team RWB Chapters

The organisation has created local groups, or 'chapters', across the United States, and these host regular activities that provide an opportunity for veterans and the community to come together. That may be a weekly running group, hike, ball game or post-race gathering where other war veterans meet each other – but more importantly, where they meet members of their local community, because it's the sense of belonging that they truly crave.

### Enter Iron Tribe Fitness

Iron Tribe Fitness is a fast-growing American functional training brand that was also founded in 2010. Iron Tribe Fitness does not have members or clients but 'athletes', and there are just 300 of them at each gym. These small 'tribes', drawn from all parts of a local community, meet as a group for 45-minute classes based on a simple system of full body movements in addition to personal coaching.

### A purpose beyond fitness

Forrest Walden founded Iron Tribe Fitness, and from the outset believed the organisation possessed the ability to achieve more than merely transforming the lives of its own 'athletes'. It operates by the philosophy that fitness has a greater purpose, and its gyms are a platform to help others.

The philosophy is summed up in this statement: "Yes, it's to teach healthy lifestyles. Yes, it's to be a leader in results-based fitness. Yes, it's to encourage fellowship within our



Iron Tribe has just 300 'athletes' per club



In 2011, Iron Tribe created the *Workout For Warriors* event to raise funds for Team RWB

tribe and global community. But it goes beyond that. It's to make a real, tangible difference in the lives of the downtrodden, by partnering with local and global charities. Our venue to do this, of course, is Iron Tribe Fitness. Together we can touch those lives."

### Two school friends re-unite

Jim Cavale joined Iron Tribe Fitness in 2010 as chief operating officer and is a lifelong friend of Mike Erwin, the founder of Team RWB. The two organisations began discussing a collaboration and quickly saw they were a perfect fit.

In 2011, they kickstarted their partnership with Iron Tribe creating an event called 'Workout For Warriors' dedicated to military personnel, past, present and future. This involves Iron Tribe Fitness athletes coming together to complete military-style exercises in 11-minute stints, representing the 11 November Veterans Day.

The inaugural 2011 Workout For Warriors raised US\$30,000 for Team RWB. This event is now repeated annually, taking place every 11 November, as well as on Memorial Day (the last Monday in May) across all Iron Tribe Fitness gyms.

### Workout for Warriors is spreading

As Iron Tribe Fitness grows, so does Workout for Warriors. With 33 gyms now open, approximately US\$150,000 has so

far been raised to support the work of Team RWB. However, Iron Tribe Fitness wants the idea to spread, and so Workout for Warriors is now run by other American gyms (under a revised name: Workout of the Day with Warriors), thereby raising more funds for Team RWB.

### So what can your business do to support war veterans?

Every year, on 11 November at 11.00am, many of us will stop for two minutes to remember the sacrifices made by members of the armed forces – but surely the fitness industry, with its 132 million global members, can do more than quietly stand. So get involved, but remember these war veterans need more than just money: above all, they're looking for someone to recognise their potential and help them to discover a new mission. ●

#### IN A NUTSHELL

**Project by:** Iron Tribe Fitness (Alabama, US)

**Website:** [www.irontribefitness.com](http://www.irontribefitness.com)

**Project status:** Ongoing and long-term

**Charity supported:** Team RWB

**Impact:** National

**Gymtopia keywords:** Education, Health & Wellbeing

# SOCIAL LEARNING

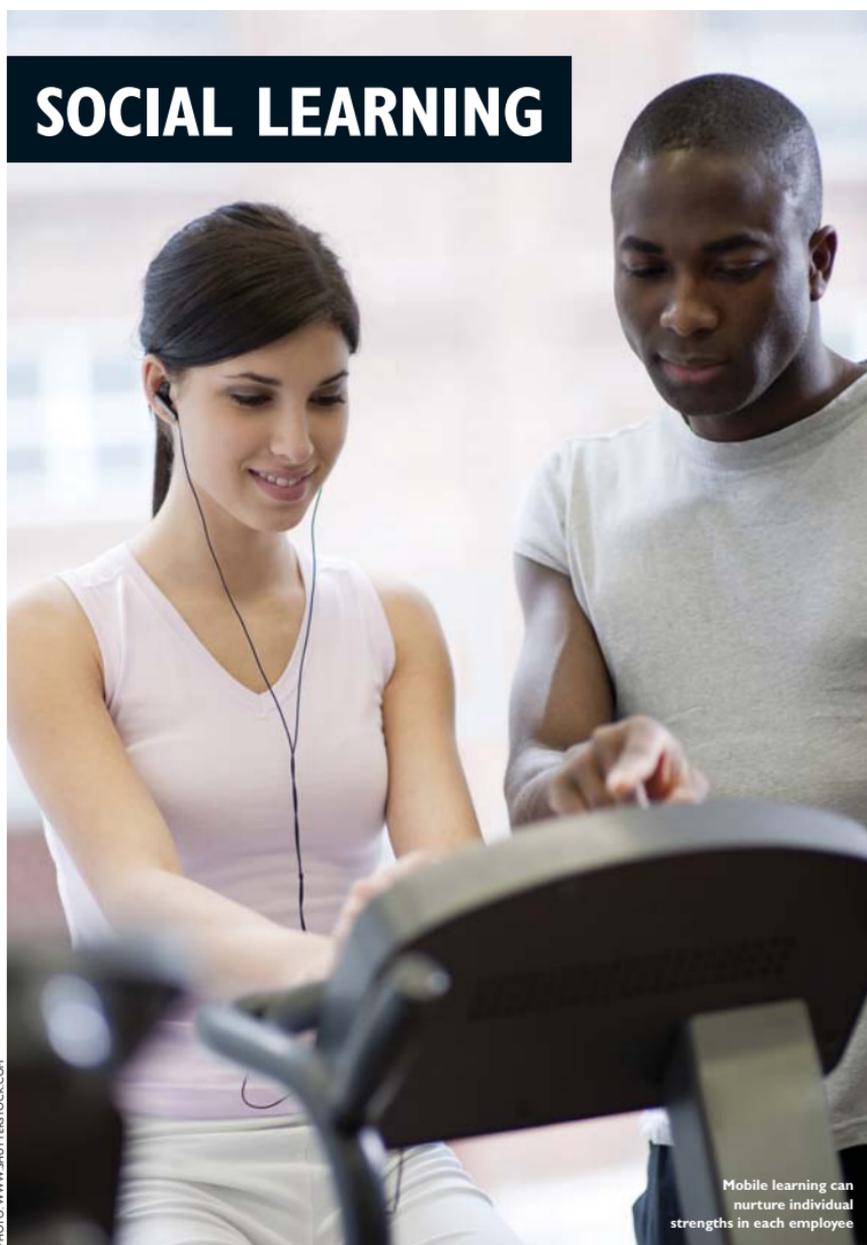


PHOTO: WWW.SHUTTERSTOCK.COM

Mobile learning can  
nurture individual  
strengths in each employee

## Pete Banbury takes a look at the future of education and training in the fitness industry

**T**raining and education are entering an explosive phase of development right now. Technology has blown the doors off convention and led to strong debate: some decry 'cold electronic gimmickry' that will never replace face-to-face learning; others herald technology as the gateway to a more creative, personalised education.

And the health and fitness industry isn't immune to this debate. Mel Spooner, FitPro's head of commercial operations UK, says: "Face-to-face learning is highly valuable and presents a powerful engagement platform between coach and learner. However, time and budget constraints, career lifecycles and the dilutive effect of classroom learning mean that face-to-face learning alone cannot future-proof professional development for our industry. Relying solely on face-to-face will present barriers to recruiting, developing and retaining great trainers in our industry. This shouldn't be scary; it's reality and, as an industry, we simply have to adapt."

### Mobile learning

Amid the m le of divided allegiances, a new strain of online education is emerging: mobile learning. Also tagged as mLearning, it maximises all possible benefits of technology – viewing material via mobile phone, tablet or laptop and using multimedia engagement in a much more modern way, with social media mechanisms such as video uploads, downloads, podcasts, status updates and 'likes' to the fore.

Imagine a scenario where, instead of providing some text for students to learn or a video for them to view with a multiple choice question at the end, a training provider posts a small amount of content and sets a task. Let's say the students are PTs at a health club chain that's aiming to improve its customer-facing interpersonal skills on the gym floor and, for the club, the personal trainers' compliance is essential.

The task sets the scene about what positive behaviours the trainers should be considering. They are then asked to go away and video-interview club members using their smartphones,



PHOTO: WWW.SHUTTERSTOCK.COM

Mobile learning allows for high levels of engagement and interaction with peers

## Community-driven mobile learning encourages learners to be individual and show off their talents

asking the members about their top three bugbears when it comes to PTs' behaviour in the gym. The trainers then have to upload these clips from their smartphones to the mobile learning platform and view other trainers' videos. The final part of the task is to 'like' their three favourite video clips and comment on how they think that trainer could improve interactions with the customer.

How is that approach so different from what we're doing in the fitness industry now? After all, online learning is not new, and we've had video presentation capability for some time. Why all the fuss?

Well when we analyse, that task took advantage of many important factors. Firstly it was experiential and contextual to the PTs' work – tasks were done in a real environment and they would have learned so much more in the process than they would using hypothetical, theory-based task scenarios.

Secondly they collected their information in a fun way through interviews and used their ever-present mobile phones to film and then upload immediately to the mobile platform – a great use of accessible technology.

And finally, taking advantage of widely used social media mechanisms, the trainers invited their peers to 'like' their videos, and comment on what they thought of them and how they could improve. And that's not even mentioning that all the learning evidence is charted and time-stamped.

Bev Williams, senior qualifications manager at CYQ, says: "Mobile learning isn't something simply for the younger generation in our sector. We're seeing how both learners and centres are benefiting from online access to awarding organisation documentation. To progress this into smartphone and tablet access is logical for us. And with social forums in mobile learning, we know the learners are being supported at all times with tutor comments and 'likes' – all of which are documented and time-stamped on the platform. It's perfect evidence for their ePortfolios."

And health club operators are already beginning to see the potential of mobile learning. Chris Ward, UK national personal training manager at Fitness First, comments: "With the rise of remote connectivity and social media platforms, ways of learning must follow suit. Today's generation expect information at their fingertips, and our personal trainer workforce is no different. With limited time to step away from their busy client bases, the ability to learn on mobile learning platforms, in their own time, on demand, will shape the way fitness professionals are educated for many years to come."

### Customised, not standardised

The beauty of community-driven mobile learning is that it encourages learners to be individual and to show off their talents rather than adapting to prescribed, homogenised standards – ▶

**Nowadays, learning must address Generation Y, who have apps for everything**

▶ we've all seen what YouTube has done to a generation of grandstanders and that trend is here to stay.

It all helps create a truly learner-centric, customised environment where learners' individual skills are accentuated and experience, not content, is king. Sir Ken Robinson articulates this with his inspiring view: "The future for education is not in standardising but in customising; not in promoting groupthink and 'deindividualisation' but in cultivating the real depth and dynamism of human abilities of every sort."

### Opportunity or threat?

But with mobile learning providing the perfect environment for peer-to-peer interaction – a learning feature that's vital to gaining perspective, learning support and compliance – the idea that you need a teacher present for everything is under challenge.

That begs a paradigm-changing question: How much does the learner need the training provider now? The internet means all the content in the world is out there – for free – and the digital generation is used to getting an answer through Google, to any question, in under a second. They also have their peers online at any given time to pass comment. It truly is the world classroom.

So is the paradigm of education changing to become more learner-centric than ever before? Will providers have to surrender some control of learning and accept that, provided the learning goal is made clear, learners can find their own way to the answer with the help of their learning community?

Sugata Mitra, a leading pioneer in the field of peer-driven learning, carried out trials in which children were provided with no teacher, but simply a computer and a clear learning goal. His experiments showed that children in unsupervised groups are capable of answering questions many years ahead of the material they're learning in school. In fact, they seem to enjoy the absence of adult supervision, and they are very confident of finding the right answer. Food for thought indeed.

Generation Y is upon us, and these people communicate and socialise via a multitude of apps. With few exceptions, content is not the problem companies need to solve for learners: learners



PHOTO: WWW.SHUTTERSTOCK.COM

## The internet means all the content in the world is out there for free... It truly is the world classroom

can find content anywhere they want at the click of a button. Providers will have to let go of the content paradigm and think more about creating the right environment for learning to take place.

### Proceed with caution

With these perspectives in mind, it's pretty straightforward isn't it? As time progresses, more and more online learning will be used by the fitness industry to effect a transition into the digitally-driven age. Staff will regularly be seen learning via their mobile phones on the train, and students will catch up on their studies via iPad when they are sat in the park. Well, yes and no.

Yes, putting the mobile learning platform in place for training providers is relatively inexpensive. But making the shift in learning culture is much harder, and simply putting content online doesn't make a good course: fundamental principles of learning must be applied to harness the technology to its greatest effect.

Lucy Birch, head of training at The Training Room, sees online and mobile learning as economical, convenient options for people with busy lives, but also sees the stumbling blocks and cautions against going with electronic trends if it doesn't suit the target audience: "It's not for everyone. There's a cultural shift, and arguably we're pushing people into mobile learning as it's the hip and trendy way to learn – but I'm not sure we're always getting the quality out of it that we need."

### The right recipe

So what does all this mean for the health and wellness sector? The same as it does for every other sector. Many providers create eLearning that looks like yesteryear: lots of text interspersed with lots of headshot videos. What this doesn't address, which Birch has rightly eluded to, is learning at distance and compliance: keeping eLearners on-course, engaged and journeying to completion takes much more than this. The experience needs to be much more engaging, leaning on social media to encourage peer-to-peer interaction.

If we do it right, we will bring individuals on-board who don't require spoon-feeding in their education, but who thrive on being able to update and adapt, sharing continuously evolving information on the internet. This will steer us away from homogenisation and allow individuals to nurture individual strengths and creativity – be that as a sales, pool lifeguard or PT. The future of learning will be a thrilling place to be. ●

**Pete Banbury** is an experienced education professional with 18 years in the fitness and professional sport industries, spanning careers at Premier Training International, Leicester Tigers RFC, MyCognition and mLearning Community. His ambition lies in bringing the key features of face-to-face learning into a mobile environment to change the face of world learning.



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# March of the microgyms

Following on from our June issue, in which we reviewed three of London's growing body of microgyms, Dawn Tuckwell pays a visit to another three clubs and gives her verdict

## THE HEART OF THE MATTER

**Club:** Heartcore  
**Location:** Fulham, London

**H**earthcore isn't a specific class or workout – it's a belief in, and commitment to, four primary ideals: that supervised training delivers superior results compared to do-it-yourself training for the vast majority of people; that the community aspect of group training in smaller studios has positive effects on motivation and commitment levels, resulting in happier clients and improved length of engagement; that full-body functional training using compound movements delivers better results than targeted training using isolated movements; and that working muscle groups to failure in specific sequences enhances results.

When founder Jess Schuring moved from LA to London, she brought with her the Heartcore method: a fun, effective workout that delivered real results in the shortest possible timeframe. "When we looked at the market in 2007, we saw a lot of opportunity. From a fitness perspective, traditional gyms worldwide, and in particular DIY training, weren't delivering real results – they still aren't – so memberships termed out and attrition rates were 50–60+ per cent.

"In London, consumers had world-class standards when it came to other experiences – restaurants, hotels, entertainment – but were settling for a sub-par fitness experience by training in



Heartcore clients tend to be cash-rich, time-poor executives

sweaty, grey-carpeted basements. When we put both those factors together, we knew where to position our business and that it would be well received."

All studios occupy prime London locations – the first Heartcore studio opened in Kensington in 2007, with Fulham the fifth studio to open (June 2014). Studios offer the signature Heartcore reformer pilates class using custom-made reformers designed to Schuring's specifications. Other classes include barre, kettlebells and TRX, with a HIIT cardio class launching soon.

Heartcore has positioned itself in the middle ground between more expensive one-to-one PT and less focused large gym classes. Prices range from £17.50 to £27 per class, depending on how clients choose to pay – they can buy single sessions or blocks of up to 40 classes.

"The upmarket locations of our studios, intensity of the workout, price points of our classes and focus on results act as natural filters that support the development of a really fun community of motivated, like-minded individuals with the means and dedication to improve their bodies and their lives," explains Schuring. "Our attention to detail, continual focus on improving client experience and our in-

house trainer development programme all combine to ensure that every client receives the best experience possible."

Clients come from a variety of backgrounds but share one common trait: a lack of time. There are currently more female than male clients but that is shifting. "One of our fastest growing demographics is our Alpha Males – hedge fund managers, board-level execs and City high-flyers who want to look great but don't have three hours a day to spend in the gym," says Schuring. "They give us 55 minutes three to five times a week and we give them the best body in their office."

Plans for further expansion are well underway: in the next six months alone, Heartcore aims to grow to nine London studios. It acquired its sixth and seventh sites in July, buying a 288sq m club in Notting Hill from celebrity fitness trainer Mark Anthony and a separate site in Moorgate in the City. Both clubs are due to open in autumn 2014.

It will also launch a new website, open at least one international studio and announce at least one transaction with a strategic partner that will accelerate its UK and global roll-out. "Beyond the next six months, we think and plan in terms of innovation and meeting needs creatively rather than studio counts and markets entered. If we're growing Heartcore by making as many people as possible healthier and happier, we're doing the right things," says Schuring.



Heartcore uses custom-made reformers



JIN WANG

The high street locations and boutique feel appeal to women

## SHAPING UP NICELY

**Club:** Movers & Shapers

**Location:** Queen's Park, London

**S**ince opening its first site in London's Stanmore in 2007, Movers & Shapers has expanded and now covers six London high street locations. Billed as the smart alternative to the gym, studios are designed to create a familiar environment – more like a retail store or boutique – handily located to pop in while working, shopping or between the school run.

The model is based on 30-minute small group classes, placing client convenience at the heart of the offering in terms of both time commitment and location. Classes are run every 30 minutes from the moment the studio opens until it closes each evening.

The first sites offered Power Plate-only workouts, but the Balham studio – which opened last year – included an expanded offering which proved popular. According to Ben Margolis, CEO of Movers & Shapers, Power Plate classes are still the most popular classes, but the huge success of the Balham site gave them the appetite to open more studios with a wider offering.

The newest site in Queens Park is split into three zones and offers a mix of classes. The cardio zone runs

elliptical classes based on HIIT principles, with the option of heart rate monitoring. The functional zone runs circuit classes using a variety of equipment provided by Physical Company, Escape and TRX among others, while the core zone uses Power Plate machines. The club also offers specialist classes such as small group barre, yoga and pilates. Class size is limited to ensure everyone benefits from a strong focus on technique and motivation.

Margolis attributes Movers & Shapers' success to the relevance of its offering. "People have little time to spare, they want results and they want it all to be convenient," he explains. "There's also a real demand for great service, which larger facilities can't offer due to size."

Classes are sold in blocks of 10 (£149) or 20 (£259), with a monthly membership available for those who are happy to commit to doing more (from £99 a month). Around two-thirds of the membership base is on a monthly contract. Clients are typically professionals or mums, aged 30–45,



Power Plate classes remain a core offer

with a strong female bias. The high street locations and word of mouth is the main means of attracting customers.

New clients have an initial one-to-one consultation, where measurements such as body fat, visceral fat, resting heart rate, blood pressure and muscle mass are taken. Clients receive advice on which classes are most appropriate based on their lifestyle and goals. A review consultation is completed every six to eight weeks and progress charted using bespoke software. "Regular feedback is very important and motivational, and very much part of the personalised service we offer," explains Margolis.

Margolis adds that further expansion is definitely on the table. "We've identified five areas in London into which to expand as a priority, and one of those is close to completion." ▶



The offering at top-end TRAIN Fitness is based on a 16-week, results-focused, personalised coaching journey

## ENTERING THE MATRIX

**Club:** TRAIN Fitness  
**Location:** Southwark, London

**T**RAIN Fitness offers a 16-week, results-focused, personalised coaching journey at its new studio in London's Southwark. Clients receive three to four personal training sessions each week, comprehensive body composition analysis, access to timetabled group exercise sessions including fitness fx, Animal Flow and MyRide, as well as one-to-one nutritional coaching and selected supplements. Clients are set monthly goals and receive re-assessments to monitor progress every four weeks.

The programme was developed by international fitness presenter Richard Scrivener, who continues to lead the programme supported by a host of

handpicked coaches including Team GB triathlete Felicity Cole.

The TRAIN Fitness ethos is that robust health underpins every single objective a client will have. As a result, coaches complete a detailed initial consultation to assess multiple facets of a client's health and fitness capacity. These holistic measures – including functional movement screening and anthropometric body measurements – are used to create the most appropriate and effective exercise and diet programme.

TRAIN Fitness claims that what sets it apart is the truly personal service it offers: coaches aim to understand their clients as best they can, using a variety of tools to develop a 'client matrix'. This places the client at the centre of their own journey and creates a truly bespoke programme for each client.

Director Steele Williams explains:

"Understanding how the individual interacts and responds within their given environment – including nutrition, stress, sleep, psychology and so on – allows a practitioner to devise specific protocols. No stones are left unturned with this comprehensive and supportive programme."

Coaches are able to call on cutting-edge

equipment to deliver the fitness element of these programmes. The club offers FreeMotion Live Axis equipment, which allows the user to train in a way that replicates how we move in life and sport. The gym also features an Olympic lifting platform, sprint track and functional training zone incorporating two rigs.

The facility opened in October 2013 as a spin-off from the company's existing businesses, Fitness Industry Education (FIE) and fitness fx, as Williams explains: "As our training courses continued to grow in popularity, it became evident we should have our own venue in which to run them.

"At the same time, we recognised an opportunity to develop the sort of health-focused private training model that we've always believed to be necessary to make real and long-lasting improvements. TRAIN was designed and built to provide the optimal environment to meet those needs."

TRAIN Fitness finds that the majority of its leads come from referrals. "The results we achieve, coupled with the concierge service we offer, provide a reputation that drives many referrals," Williams explains.

The 16-week TRAIN programme costs from £5,500 inclusive of all supplements, PT sessions and group exercise classes. At the end of the programme, any clients wishing to extend the relationship with the studio are able to do so by signing up for another 16 weeks and setting a series of more advanced goals.



Timetabled group exercise is on offer

## THE VERDICT

Dawn Tuckwell shares her first person experience of visiting the three clubs...

### Heartcore

The Fulham studio has a very relaxed feel about it – there's no reception desk, but someone from the team is there to welcome you on arrival. It feels more like a home from home than a gym, especially downstairs in the changing rooms with bare brick walls, wooden floors, candles and butter sinks. Downstairs is also home to the spacious TRX studio.

The pilates class takes place in the airy upstairs studio which houses 10 of Schuring's custom-made CoreFormers – these are much more robust than reformers I've seen before. Schuring explains that she has designed these specifically so they are sturdy enough to support the weight of exercises that comprise Heartcore's full-body workout.

The hour-long class is challenging but great fun, and we do exercises I've never done in a standard pilates class. With a small group of eight, Schuring is able to check technique

**“The hour-long class is challenging but great fun, and we do exercises I've never done in a standard pilates class”**

and make adaptations according to our ability. This training isn't for the faint-hearted, but judging by the members in the class it works and they all seem hooked. I know I am.

### Movers & Shapers

Queen's Park has a similar feel to the other Movers & Shapers studios – light, bright and friendly. My first visit consists of an initial consultation with a trainer, where measurements such as height, weight, body fat and muscle mass are taken using Tanita scales. I

then complete a questionnaire about my exercise history before we discuss and set my personal goals.

I return later that day to take part in a dynamic Power Plate class

**“Most people look as though they've come in on their way home from work, and half an hour later their workout is done”**

that incorporates power bags and medicine balls. I also try a circuit class in the functional zone – and lots of clients do the same. Both classes are great fun and our instructor, Lenka, is careful to check everyone's form throughout and make sure we're all pushing ourselves. The variety of exercises and equipment used keep us all engaged and before we know it, it's time to cool down.

The concept makes complete sense – most people look as though they've come in on the way home from work, and half an hour later their workout is done.

### TRAIN Fitness

My TRAIN experience starts with a detailed questionnaire completed prior to my first visit, so my coach can tailor our first meeting to my needs. I was then invited to my assessment session, which included a detailed body composition analysis and functional movement screen.

My coach asks lots of questions about each element of my lifestyle in order to create my own 'client matrix'. This process seems more detailed than many consultations I've had previously, reinforcing the holistic approach that TRAIN takes to improving overall health.

We agree a set of goals – improved movement, weight loss and improved strength. To make sure I achieve these I will receive three one-to-one sessions a week with my coach, as well as a range of supplements. I will also take part in one virtual fitness fx class each week – I can't wait to start!

TRAIN is much more than a hi-tech microgym that also offers great classes: the personal service provided by Scrivener's holistic programme is second to none. This system is for the seriously committed individual, with the cash to spare. ●



Dawn Tuckwell

# RUNNING LIKE CLOCKWORK

When planning a new schedule for your club, it's important to consider the 'Four Cs': consultation, communication, co-ordination and compromise. James Bowden explains



Allow 20 per cent 'wriggle room' on new class schedules

PHOTO: WWW.SHUTTERSTOCK.COM/NOONEY BUSINESS IMAGES

**I**f you fail to plan, you plan to fail' is a quote often attributed to Benjamin Franklin, a founding father of the United States, scientist, philosopher and inventor. Other great men have also been credited for using a similar phrase, including Sir Winston Churchill. Whoever coined it first, the fact of the matter is it's true.

But as managers know all too well, planning a club schedule is no small task. While essentially a paper exercise, it involves far more than spreadsheet skills. A good starting point is to follow the Four Cs: consultation, communication, co-ordination and compromise.

## Consultation

This is a vital process that precedes a schedule formation or major change. Customers and colleagues' views can bring valuable insight into how your proposed schedule will work – or not. You may think you've thought of everything, but you can easily overlook small details which, if ignored, can

become big problems. When planning for Westcroft, we scheduled an indoor cycling class that clashed with another local one run by a dynamic teacher. A potential customer said he wouldn't join us if the cycling classes clashed. I had a choice: change the schedule or poach the dynamic instructor (I did both).

## Communication

Communication with customers, colleagues and suppliers must be clear at the outset, during planning and once the schedule is up and running. Remember: communication is a two-way process – it's not just about you telling people what's happening, but about listening to what they think and not being afraid to change your plans if necessary.

## Co-ordination

Co-ordination between colleagues can be a tricky business. Initially most people will want their class or activity to be held during the most popular time slots, starting on the hour or half-hour.

The reality is you can't run all your classes between 7.00pm and 9.00pm on a weekday and, even if you had 20 studios to play with, the car park and reception areas couldn't cope with the influx. Staggering classes by 15 minutes can ease congestion in and around your centre. If clashes are inevitable, arrange same-time activities in separate parts of the building (eg studio, pool and sports hall) to avoid corridor congestion.

## Compromise

This is key. You need to consult with plenty of people, but don't expect to please them all. Share the schedule as fairly as possible so all departments have a mix of prime-time and off-peak slots. Given sufficient notice, people can work around a new schedule, but one of the major errors schedulers make is to bring about change too quickly for people to adjust with comfort.

## Smooth customer journey

The main aim of any schedule is to ensure that the customer journey is smooth. An enjoyable fitness session starts by being able to park easily. Moving quickly and cheerfully through reception to arrive in a clean, uncrowded changing room and finding an available locker is next. A customer will have experienced at least three or four elements of your schedule before they start their workout session.

**From parking to lockers, a customer will have experienced at least three or four elements of your schedule before they start their workout session**



Consult staff over new schedules, but realise you can't please everyone

Colleagues must be made aware of this: sites can come a cropper if the 'journey' to a scheduled session is stressful.

### Taking the plunge

The pool is the hub of many leisure sites, with family splash, fitness sessions and water sports all popular pastimes.

A large pool can be cleverly divided so fitness lanes are open alongside other sessions such as aqua aerobics. A rule of thumb is to offer at least three lanes for fitness swimming to allow for slow, medium and fast swimmers and avoid frustrations of customers sharing lanes.

Ladies-only swimming is increasingly popular, but pay attention to the detail. Where possible, Everyone Active has female lifeguards at ladies-only swim sessions: it can be a scheduling headache, but it pays for itself. I recently heard about two local pools, one of which was far nicer in terms of cleanliness and modern facilities. The pools had a women-only session at the same time, but the less pleasant pool promised female lifeguards and it was their queue that went out of the door. This just goes to show the customer experience is a complex one – the devil is in the detail.

### Every minute matters

Every minute spent rearranging space is a minute wasted. When scheduling, look to minimise changeover time between studio classes as well as in the sports

## Where possible, Everyone Active has female lifeguards at ladies-only swim sessions: it can be a scheduling headache but it pays for itself

hall, where you should aim for one set-up and one pull-down per evening.

Group blocking works well, such as dedicating whole evenings to just one or two sports – Monday night for badminton, Tuesday for basketball and so on. That way you don't find yourself setting up a badminton court for an hour before having to change it to accommodate a team game, before changing it back again for a later badminton booking. Customers will set a 'night' for their activity each week – you can do the same on the schedule.

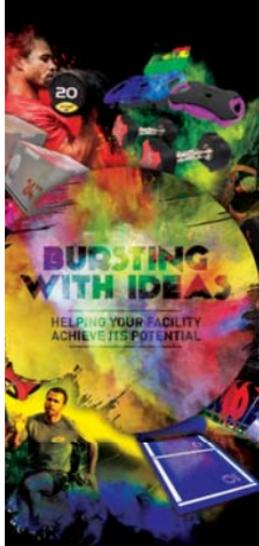
If you're still not sure, consider that sinking feeling when just one of four badminton courts is occupied and a five-a-side football team turns up. You have 25 per cent utilisation in the hall as you turn away 10 customers...

### Beware the quiet times

Being too busy is not the only thing that keeps schedulers awake at nights: under-utilised space and resources also cause concern. Quiet times are inevitable, but ▶



In the sports hall, aim for only one set-up and one pull-down per evening



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**Unusual sports can be scheduled at off-peak times, as participants are committed to them**

**Top scheduling tips**

- Consult your customers on what they want
- Consider the entire customer journey, from entering the car park to leaving the building
- Manage people's expectations: accept that compromise is inevitable
- Give people time to adjust to proposed change
- Don't create a 100 per cent full schedule: allow for movement and growth
- Minimise changeover time
- Use 'quiet times' creatively

clever scheduling can make the most of them. Off-peak sessions for over-50s and families with pre-school children are obvious. Less obvious is understanding that more unusual sports and activities can be scheduled at off-peak times, as people who want to do these activities are committed to them. Classic examples are water polo, synchronised swimming, scuba diving and korfbal.

**Essential wriggle room**

Don't develop a complete schedule, especially when it's brand new. It's far harder to remove or change a class than it is to add one in. Twenty per cent 'wriggle room' on a new class schedule and 10 per cent on an existing plan works well. This allows new schedules to grow and develop, and means existing schedules can flex with the inevitable changes that occur.

**Scheduling change**

People don't like change – even if it improves things in the long term – and groups who have had a certain time slot can kick up a fuss. Accept some losses in terms of people not being able to alter their schedule. However, for every person who doesn't like the new plan, two or three others will prefer it.

Consider a sliding scale to compensate external teachers who may lose some clients as a result of your change. I'd suggest a 50 per cent reduction in the hire cost of your space for the first month to allow for any loss of income they may suffer. In the second month – by which time they will probably have recruited more people – allow a 25 per cent reduction and then, for the third month, 10 per cent. This shows goodwill and, by month four, they should be back on-track with a full class, enabling them to pay the full rate. ●

**James Bowden**, contract manager at Everyone Active, has over 10 years' experience in the leisure industry. He set up the schedules and programmes for the new Westcroft Leisure Centre and Everyone Active Acton Centre and currently oversees the Ealing contract, comprising six sites. His schedules typically involve 120 classes a week, over 50 teachers, and facilities with over 7,000 members. He swears by the Four Cs.  
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Sara Pritchard  
12:30 - 1:00 PM  
Amy Summers



# GUT RESTORATION

With a growing body of scientific research revealing how our digestion can have a powerful effect on everything from immunity to mood, is now the right time for health clubs to be offering members specialised digestion programmes? Julie Cramer investigates

## The theory

While a gastroenterologist treats a range of acute complaints related to the digestive tract, such as peptic ulcer disease and colitis, there's a growing number of experts who believe the gut actually holds the key to wider health benefits. There's no official term to describe this therapy – it's known by various monikers including gut restoration or digestive rejuvenation – but the theory is that establishing a healthy and functioning digestive tract will lead to the improvement of other ailments, even including mental health issues like depression.

Nutritional therapist Stephanie Moore of Grayshott Spa in the UK says: "A healthy digestive system is the route to overall health. The immune system, the manufacture of nutrients, the absorption of nutrients, the protection



Dr Domenig oversees gut health at Mayr & More, which follows the FX Mayr cure that was devised in 1901

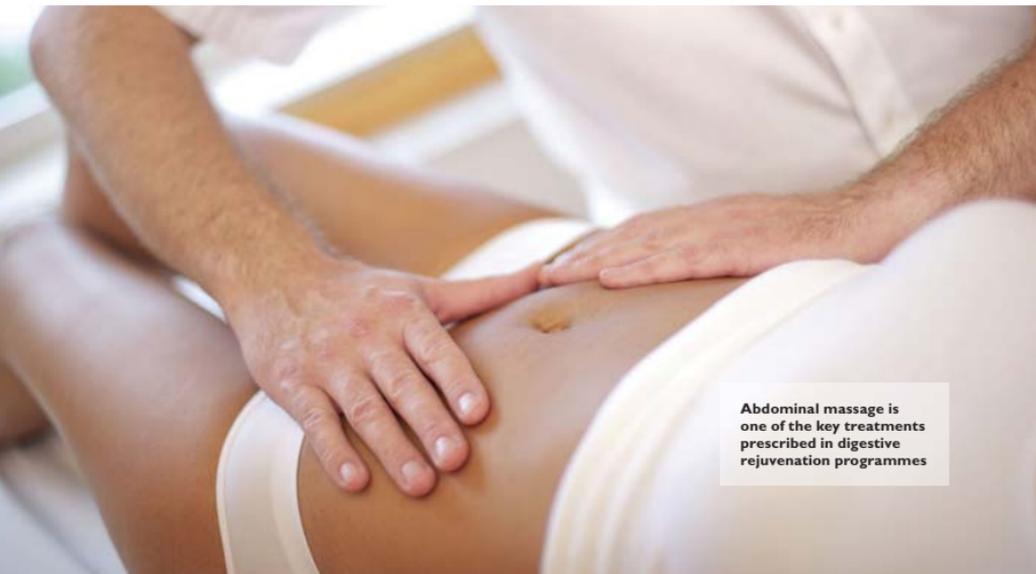
from toxins – all these depend on a healthy GI [gastrointestinal] tract. Good digestion is the starting point for many, if not all, health issues."

Dr Stephan Domenig, medical director at the newly refurbished Mayr & More clinic in Austria, says: "We all eat too much, too fast, too late at night and gradually wear down our digestive systems, leading to a backlog of undigested food and toxins.

"Once your digestive system is cleansed, rested and you begin to eat the right things properly – that means chewing each mouthful at least 30 times – you can absorb nutrients and the liver can do its job, kick-starting better overall health."

## The background

Hippocrates, the ancient Greek physician who's considered the



Abdominal massage is one of the key treatments prescribed in digestive rejuvenation programmes



Austria's Mayr & More clinic is famous for its gut restoration therapy. It re-opened in April after a complete overhaul

forefather of modern medicine, is recorded as saying: "Disease begins in the gut." In more recent centuries, two pioneers leading research into the complex nature of our digestion and its links with body and mind were the US doctor Byron Robinson, who wrote *The Abdominal and Pelvic Brain* in 1907, and British medic Johannis Langley, who invented the term the 'enteric nervous system' (ENS) around the same period.

The ENS, otherwise known as 'the second brain', is so called because our gut contains around half a billion nerve endings – more than in the spinal cord. It also manufactures around 50 per cent of the feelgood hormones serotonin and dopamine in our bodies.

The ENS is 9 metres long and runs from the oesophagus to the anal canal, not only controlling digestion but exerting a powerful effect on hunger and appetite hormones like ghrelin and CCK, as well as our immunity and mood.

### How it works

As there's no official definition for gut therapy, treatment protocols are open to interpretation.

The FX Mayr cure, devised in 1901 by Dr Franz Xaver Mayr, is a renowned protocol in Austria which focuses

on digestion. Guests follow a calorie-restricted, low starch regime – in some cases drinking only tea or water – and chew each food morsel dozens of times. They also take Epsom salts as a bowel cleanse and receive regular abdominal massages and a range of other prescribed therapies.

Launched more recently, the gut restoration regime at Grayshott Spa in south England also offers a restricted calorie protocol (no sugar, grains or dairy) with two semi-fasting days each week. The regime is based on the 5:2 intermittent fasting rule, whereby you consume 500 calories a day on two days a week and eat what you want for the other five – although Grayshott still likes to keep calories in check. Guests also take probiotics and cultured foods and have therapeutic abdominal massages and other treatments to further aid their digestive systems.

### Training

In Austria, the Mayr cure can only be delivered by doctors who have trained for at least three postgraduate years in the FX Mayr technique.

The regime at Grayshott has been devised and is delivered by a team of qualified resident nutritional therapists.

However, just as there's no official definition for gut therapy, there's no single designated training programme for practitioners and facilities wishing to offer this type of treatment.

### Why offer it?

The more light scientists are shedding on how essential gut health is to overall physical and mental wellbeing, the more the general public is starting to take note. Recent documentaries such as the BBC's *Guts: The Strange and Mysterious World of the Human Stomach* in the UK – presented by qualified doctor and author of *The Fast Diet*, Michael Mosley – have served to popularise this knowledge in the public domain.

If the theory is sound, and improving digestion can indeed help address a wide range of health ailments, then such a programme could potentially attract a wide range of clients.

And while thus far this sort of programme has been offered predominantly through spas, there's no reason why health clubs couldn't create their own non-residential gut health programmes, featuring structured nutritional advice and diet plans, abdominal massages and a specialised range of supplements. ▶

## CASE STUDY:

## GUT HEALTH AT GRAYSHOTT

## The operator's view

**T**he Grayshott Health regime launched in January 2013 in response to a growing demand from visitors to experience more than just pampering. They wanted take-home health benefits.

The seven-day programme is offered every week of the year and typically has eight to 16 participants at a time – some come from as far afield as Kuwait and the US. A basic package starts at £1,500 (US\$2,500, €1,800) for the week.

Jackie Phelan, Grayshott Spa's marketing director, says: "We often get compared to the Mayr clinic, but only because so few places look at

digestion. Our programme is unique to us."

The health protocol was devised by the spa's director of natural therapies, Elaine Williams, and resident clinical nutritionist Stephanie Moore. "We have all kinds of people on the regime, from type 2 diabetics to those who want to lose weight, as well as many others who have digestive issues like IBS, diverticulitis, inflammatory bowel disease,

acid reflux and bloating," says Moore. "It's also great for people who are highly stressed, as digestion often suffers when stressed."

She continues: "I call everyone from the regime two weeks after their stay and I get such encouraging feedback, like 'it

changed my life' and 'it's the best money I've ever spent.' We teach people how to eat well for life, and how to support their bodies rather than exhaust them.

"It wasn't designed as a weight-loss programme, but 95 per cent of people lose impressive amounts of weight – often 5–6lbs in a week."

Stephanie Moore



Clients often lose 5-6lbs a week on Grayshott's gut health plan

## First person experience:

Julie Cramer



**W**e were a mixed bunch gathered at Grayshott Spa to experience the gut health regime: 16 of us, with ages ranging from 30s to 80s, all female apart from one man with his wife. One lady, a type 2 diabetic, was trying to avoid more medication, while another wanted to take better care of herself after nursing her elderly mother. Two ladies were returnees, delighted with the results they'd experienced the previous year.

Food, and the removal of certain food groups, is a major part of the programme: complex carbohydrates such as grains, dairy and starchy vegetables are out, as they require a lot of digestive energy. As is sugar, which we're told feeds undesirable pathogens in the gut and must be avoided.

### "If participants truly act on all the advice they absorb over seven days, I believe it can be a life-changing regime"

We were all surprised to find the food – served in a sunny conservatory – was mouth-wateringly delicious. Each meal started with some digestive aperitifs of sauerkraut and herbal bitters to get the stomach juices flowing, while lunch ended with the taking of probiotics to improve gut flora. In between, who could complain about piquillo pepper and spinach omelette for breakfast, carrot and coconut soup with Thai spiced chicken breast and salad for lunch, and Barbary duck with salsify and hazelnut crumble for dinner?

Portions were small and controlled, so in the first few days I felt the edge of hunger before each meal, but at least this made the semi-fasting days less of a shock. On Mondays and Fridays, breakfast is skipped, the group have lunch together and a bowl of broth is served in rooms in the evening.

The regime also includes a personal health consultation, with blood and body composition analysis, a nutritional therapy session, abdominal massage, a hydrotherapy bath, and castor oil compresses to aid detoxification.

The most notable element for me was the very comprehensive range of daily talks delivered by resident nutritionists and visiting lecturers, who were always available after the sessions and during lunch to answer further questions. They covered topics like stress management, which fats and carbohydrates to eat and which to avoid, and the healing nature of deep breathing. None of the talks were dumbed down, but instead delivered the latest scientific thinking on diet and health, combined with loads of practical tips to try out at home.

If participants act on all the advice they absorb over seven days, I believe it can be a life-altering regime. I personally arrived home feeling very rested, armed with fresh knowledge and new healthy eating resolutions, my skin was glowing and I'd dropped three pounds. ●

This feature first appeared in Spa Business issue 2 2014, p60



# MARPO VMX THREE60

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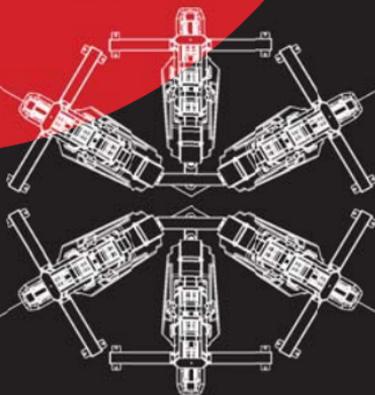
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# IN IT FOR THE LONG TERM

**The caveman diet, the 5:2, meal replacement shakes, green juices... What works and where can people turn for good weight management advice? It could, and should, be health clubs. Kath Hudson reports**

**D**espite a steady stream of fad diets and a rise in bariatric surgery, the nation gets ever fatter. Invariably diets only offer short-term results, which lead to yo-yoing weight and heartache.

The fitness industry is well positioned to make a difference to the nation's health in this respect, but is its weight management offering as strong as it could be? Amid rumours that slimming giant Weight Watchers is in talks to buy virtual coaching company Wello, and with supermarket chain Tesco launching a healthy eating range supported by an online diet programme, what can clubs do to get their weight management offering up to scratch?

## BE SOCIAL

According to Mike Loosemore, consultant in sport and exercise medicine at University College London (see also p36), people's chances of changing their behaviour triples if support is offered. Health and wellbeing coach Pete Cohen agrees, suggesting that clubs immediately find out people's objectives when they join, establish what they're prepared to do, prescribe a diet and regularly give them support, including using social media to create an online community of people on diets.

Perhaps even more interestingly, Loosemore says adding a monetary stake can further raise the likelihood of positive behaviour change.

**Clubs could use social media to create an online support network of people on diets**

A number of weight loss websites have sprung up around this thinking, creating communities of those trying to lose weight. For example, Stickk asks users to give money to a charity they don't like if they don't meet their goals: apparently the George W Bush Presidential Library and Museum is doing very well out of the site. Diet Bet is another option, where users start a diet with friends, put down a wager and the one who loses the most weight wins the money. Innovative health clubs might want to create their own versions of these fun challenges in-club, and support them through social media.

Alternatively, apps could be used to similar effect. A new app, WatchFit, allows communities to be built up around specific plans. By following a programme, eating the correct meals and undertaking the workouts, points are accumulated and can be measured against whoever else the user has agreed to share information with. "It's also a great way for trainers, conditioning experts and sports coaches to keep tabs on clients and ensure they're following a prescribed plan," says WatchFit CEO Parisa Louie.

## BE AMBITIOUS

Stuart Stokes, director of Refer-all, argues that health clubs should be thinking more ambitiously and bidding for health contracts in the same way that Freedom Leisure and Aquaterra are already doing. "There's a huge opportunity for the industry to run Tier 1 and Tier 2 contracts," he says. "Don't think it's someone else's job: go for it right now while there's funding available. As an industry, we have a responsibility to do something."

Lisa Taylor at Momenta agrees with Stokes: "Going forward there will be





Nuffield's wellbeing members have access to a personal health mentor

more commissioning opportunities to run weight management programmes on behalf of public health. Clubs need to learn the language and train the staff in coaching and facilitation skills. There needs to be more understanding on interventions and behaviour change.”

Freedom Leisure launched its Tier 2 weight management service for East Sussex County Council in April. The scientifically designed programme – called re:balance – meets NICE guidelines and helps people lose weight and keep it off. It focuses on helping people make changes to their lifestyle, as well as their patterns of thinking and feeling, while losing weight at a healthy rate of 1–2lbs a week. Participants are involved in shaping the programme, and are guided towards activities they are interested in. There’s a group session each week to discuss progress, cover the lifestyle topics of the week and set daily and weekly targets, such as eating five portions of fruit and vegetables each day.

“re:balance is part of a commissioned service which covers the cost of

operation,” says Richard Bagwell, Freedom’s sports and development manager. “It helps broaden our appeal to a new user group, uses space during off-peak times, empowers fitness instructors and is an exciting new development for us.”

According to Stokes, the only key skill that health clubs are generally missing is motivational interviewing. Credible two-day courses are available through the Motivational Interviewing Network of Trainers.

Freedom Leisure uses a programme written by Dr Tim Anstiss, who also trained the staff in motivational interviewing. Programmes then need to meet NICE guidelines; the blueprint for these services is available from Public Health England.

### BE LONG-TERM

Taylor also argues that a good weight management programme can be delivered by non-experts, but needs to be written by experts in three fields: nutrition, activity and psychology. “These programmes have to be robust,

credible and evidence-based, because otherwise they might be popular in the short term, but won’t have any traction long term because they won’t work,” she adds.

Nuffield Health is a good example, drawing on its medical expertise to launch a clinically recognised weight management programme at the end of the year. In the meantime, as part of its wellbeing membership, it already offers a health mentor to guide people on making the right choices to achieve their health goals on an ongoing basis. Nuffield talks to the individual to find out what’s stopping them from losing weight, which unhealthy habits need to be changed, and what are the triggers that make them over-eat.

As Tiffeny Cutts, who designs the programmes for Everyone Active’s new public health division Everyone Health – including adult, child and family weight management programmes – concludes: “Fad diets can deliver weight loss, but the health club industry could provide the missing piece of the jigsaw: sustained weight loss.” ●



# A HEALTHY COFFEE REVOLUTION

Organo Gold coffee contains the powerful Chinese herb ganoderma, known for its extensive health benefits. Top US nutritionist Dr Bob Rakowski explains why he offers this coffee to his patients, while weight loss guru Pete Cohen explains how UK health and fitness professionals can benefit from the brand

## Q&A

**DR BOB RAKOWSKI**



**“It’s easy to see why the Chinese labelled ganoderma ‘the king of herbs’. It alkalises the body, increases oxygen delivery, facilitates detoxification, controls inflammation and enhances immune function”**

### **What is your background in nutrition, health and wellness?**

I have degrees in biology and nursing, my doctorate is in chiropractic, and I’m a nationally certified clinical nutritionist.

I’ve been involved in practising and teaching nutritional therapy and wellness for over 20 years, working closely with fitness gurus like Charles Poliquin and Paul Cheq, as well as helping many top Olympic athletes, through to people who are literally fighting for their lives.

### **What is ganoderma and how did you first hear about it?**

I’ve always recognised the value of herbal and natural remedies and have used them extensively in my own nutritional practice.

Ganoderma is an ancient Chinese herb (a mushroom) that also goes by the name of reishi or ling chi. I’ve seen great clinical benefits using it with my clients and patients over the past two decades.

Around 1800 peer-reviewed scientific studies have documented its many effects.

It’s easy to see why the Chinese labelled ganoderma the ‘king of herbs’. It alkalises the body, increases oxygen delivery, facilitates detoxification, controls inflammation and enhances immune function.

If you consider those five major factors, there’s really no-one walking around who can’t benefit from it in some way.

### **What do you see as the most impressive quality of ganoderma?**

The fact that it takes a very little amount to have a therapeutic dose and that there’s no known toxicity.

It’s a very bitter herb on its own, but the Organo Gold company’s CEO Bernie Chua is said to have spent around 12 years perfecting the process of combining the organic herb with high quality organic coffee and achieving a worldwide patent – creating a great-tasting cup of coffee in the process.

So someone can drink a daily cup of Organo Gold with ganoderma and experience some proven health benefit. That’s pretty remarkable.

### **Can you highlight some of the most recent health transformations you’ve heard about?**

I recently met a lady whose nine-year-old son had developed a severe facial tick. The family had spent over \$3,000 going to neurologists who were unable to find out what was wrong with him.

She started giving him the Organo Gold hot chocolate drink and in just a

week his tick had totally disappeared. Ganoderma is known to have a very calming effect on brain chemistry – it’s anti-seizure and also anti-Alzheimer’s.

It’s a powerful adaptogen which seeks out the areas of need in the body and addresses the health problem. So there are literally thousands of testimonials from people who’ve been drinking these natural teas and coffees – from diabetics who’ve regained feeling in their hands and feet after years of debilitating neuropathy, to people recovering from severe allergies or pain, and even certain types of cancer.

### **What would you say to wellness professionals interested in offering Organo Gold to their clients?**

It’s really just a natural extension of what they’re trying to do – get people fit and healthy.

The average American drinks 3.2 cups of coffee per day, and if just one of those is switched to coffee with ganoderma, then it’s going to benefit them in so many ways, with the minimum of effort.

Also, there are many leading sports stars who’ve been so impressed by and are now involved with the brand, such boxing legend Manny Pacquiao and golfer Greg Norman.

**“Ganoderma helps with insulin sensitivity, which is another way of saying fat loss”**



The Organo Gold range has been extended from coffee to include drinks such as Gourmet Hot Chocolate and Green Tea

## Q&A

**PETE COHEN**



**Malcolm Mcphail, CEO of Life Leisure and ukactive board member, says: “I’m a huge fan of the Organo Gold products and we are due to open Organo Gold cafes at two of our Health & Wellbeing facilities very soon”**

### **How did you meet Dr Rakowski and become involved with the Organo Gold brand?**

I first met Dr Bob Rakowski when my partner Hannah was diagnosed with an aggressive brain tumour several years ago and we were seeking alternative treatment. Our research led us to Dr Rakowski’s clinic in Texas, where ganoderma and Organo Gold became part of Hannah’s nutritional therapy. The treatment was successful, and we’ve been passionate advocates of the brand ever since.

### **Where is Organo Gold available in the UK?**

We are now distributors for the brand and already a number of leading health club chains are offering the coffee to their members with great success.

LifeStyle Fitness have a number of cafes that are exclusively selling Organo Gold to members, while a growing number of personal training studios are choosing to have Organo Gold café bars.

The CEO of Life Leisure and ukactive board member Malcolm Mcphail, says: “I’m a huge fan of the Organo Gold products and we are due to open Organo Gold cafes at two of our Health & Wellbeing facilities very soon.”

### **Why should fitness professionals consider selling these products to their clients and members?**

It fits perfectly with their mission to get people fitter and healthier.

For example, ganoderma is a nitrate donor which means it contains a lot of the chemical that the body requires to make nitric oxide – which is one of the most important molecules in the body because it signals the walls of the blood vessels to relax.

This results in better circulation, better blood flow – meaning better oxygenation of the tissues, better recovery and less energy needed for the same result.

The natural chemical supercharges sexual function and improves brain function. We have a number of professional athletes using the products and they all say their performances are much improved, as well as their concentration and focus.

### **What else makes the Organo Gold brand suitable for the health and fitness market?**

Ganoderma helps with insulin sensitivity, which is another way of saying fat loss – something that many health club members are seeking.

When insulin gets too high, fat loss comes to a halt. People who eat a lot of

sugary and processed foods can become resistant to the effects of insulin, so when they eat carbohydrates, more insulin is dumped into the system and this stops the release of fats for fuel.

Ganoderma helps regulate blood sugar levels and therefore can help the body become better at using its fats stores.

### **What message would you give to fitness professionals about becoming involved with the brand?**

If you have clients who are interested in improving their health, getting or staying fit, sleeping better, achieving better insulin sensitivity, or boosting athletic performance, then it’s worth looking into this incredible ‘miracle of nature’.

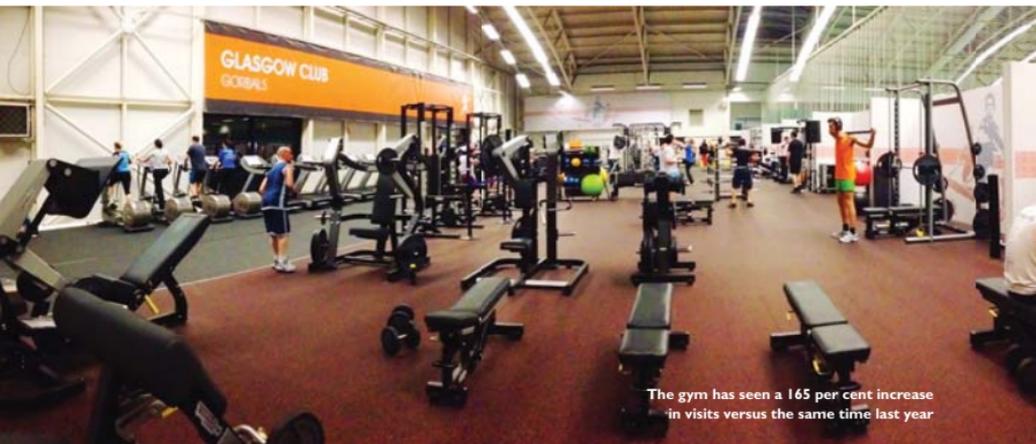
Both fitness professionals and club operators can create a healthy income for themselves and help their clients get healthy at the same time. ●

To learn more about Organo Gold, as well as the expanding business opportunity in the UK, visit Pete Cohen’s website at:

[www.healthchoicecoffee.com](http://www.healthchoicecoffee.com) or contact Hannah Bradley on +44 (0)7786 901 575

# Supplier showcase

We take a look at some recent projects by Technogym, Precor and Horne Engineering



The gym has seen a 165 per cent increase in visits versus the same time last year

## GETTING FUNCTIONALLY FIT

Client: Glasgow Life  
Supplier: Technogym

In the lead-up to the 2014 Commonwealth Games, the city of Glasgow invested heavily in rejuvenating existing facilities and building new venues. This included the creation of a new £300,000 supergym at Glasgow Club Gorbals, which at 720sq m is one of the largest gyms in the city.

Officially opened to the public in January this year, and operated by Scotland's largest health and fitness chain Glasgow Life – a charity that delivers services for Glasgow City Council under the Glasgow Club brand – it's fitted out with a full selection of Technogym equipment, focusing on functional and strength training.

In addition to 42 Excite+ cardio machines, 14 Element+ fixed resistance machines, free weights and lifting platforms, Glasgow Club Gorbals features a functional training zone with Technogym's Omnia training rig – a first for a Glasgow Club facility – offering interactive group sessions with

members of all abilities. It also features Kinesis One and Kinesis Stations for 360-degree movement, as well as an Arke set for core-centric training.

Sharon Campbell, health and fitness manager at Glasgow Club, says:

"Our ultimate aim is to make fitness accessible and get people more active. Functional movement is a great way to engage people who are interested but don't know how to start moving. It helps to break through perceptions that resistance training is boring, static and suited only for young, strong men."

Technogym assisted in the design of the functional training space, as well as providing in-depth training for Glasgow Club's instructors on how to get the most out of the equipment by creating programming to appeal to all genders, ages and ability levels.

The club began to offer Omnia Train and FT Fit (Functional Training Fit) classes and taster sessions, as well as Arke Core classes and Kinesis Fast Classes that rely on group interaction to make sessions fun and fulfilling. They have been very popular, and are regularly booked out.

The facility has also introduced Glasgow Club's very own Lift It weightlifting programme to encourage members to enjoy the many functional movement benefits that weightlifting has to offer. So far the programme has been well received and is proving popular with both male and female members.

Membership sales for the new gym grew significantly in June/July, almost doubling compared to the same period last year, to over 150. The gym is getting over 2,500 visits a week – a 165 per cent increase on the same time last year. It offers 20 Omnia group training sessions a week for about 14 people per class on average, and the club hopes this momentum will continue to build.

Campbell concludes: "We want Glasgow to be known as an active city. Our main aim is to create a legacy after the Games by continuing to develop innovative and imaginative ways to train and have fun using our equipment.

"The positive response to the gym so far is exactly as we'd hoped. We've seen more women, older members and deconditioned users having a go, and have had to grow the frequency of classes – a fantastic development."

Details: [www.technogym.com/omnia](http://www.technogym.com/omnia)

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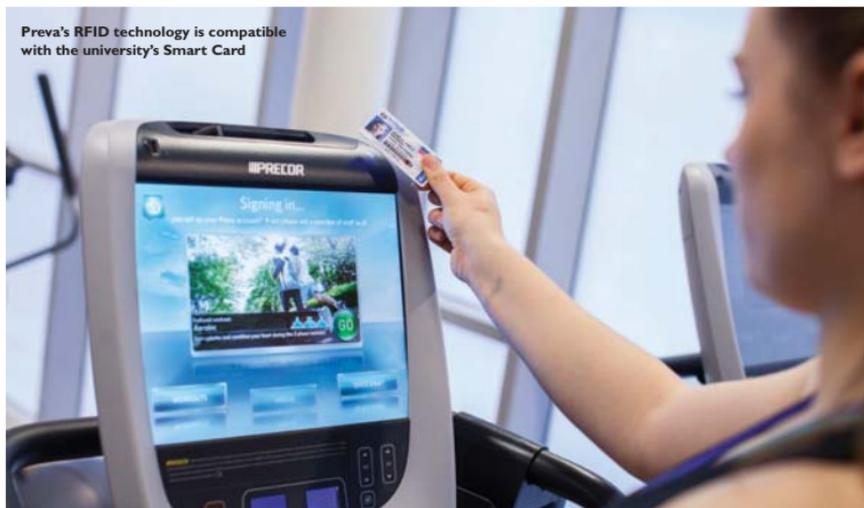
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## PUTTING TECHNOLOGY FIRST

Client: Newcastle University

Supplier: Precor

With over 20,000 students, more than 10,000 participants at the Centre of Recreation and Sport and 4,000 gym members, fitness is a priority at Newcastle University.

The 400 sq m, 125-station fitness suite at the University's Centre for Physical Recreation and Sport recently benefited from an upgrade, and now features Precor equipment and Precor's cloud-based Preva networked fitness solution. The upgrade is in line with the university's Digital Interactive Strategy, which promotes the use of digital media and interaction with students.

technology and compatibility with the university's Smart Card. This is a student and staff ID card that allows access to all facilities on-site, and now also allows people to log in to the Preva network without having to remember user names or passwords."

The link with the university's Smart Card was vital to enhancing the student experience. The cards are used to scan in when attending lectures, and to gain access to computer cluster rooms and university buildings, and are also used as a library card and a sports membership card – and now also to log in to the Precor equipment.

Nick Beall, facility services manager at Newcastle University, comments: "A major benefit we saw in Precor equipment was its RFID

Members at the upgraded sports centre now benefit from a range of Precor equipment including AMTs with Open Stride, elliptical cross-trainers and bikes. Precor's Discovery Series Selectorised and Plate-Loaded strength machines are also available, alongside Icarian racks and a range of free weights. The gym has already seen a 28 per cent year-on-year increase in usage, achieving over 6,800 visits each week.

Beall continues: "Our initial intentions with Preva networked fitness were to use it as a vehicle for students to monitor and record their workouts and training sessions. However, we're now developing things further and are using Preva to create weekly, monthly and termly fitness challenges for members. Personal training staff and sports coaches are also using it extensively.

"We're investigating future uses, like fun fitness challenges against universities in the UK or worldwide, for coaches to monitor the training programmes and intensities of their team members, and for en masse charity workouts. It's a fantastic piece of technology and its uses are immeasurable."

Beall adds: "The next stage will be to use the data generated by Preva to communicate what equipment is being used at any moment in time." Since the installation of Preva, the university has already developed a mobile app so students can see how busy the fitness suite is via their mobile device.

Details: [www.precor.com](http://www.precor.com)



Preva is being used to create weekly, monthly and termly fitness challenges



## SCRUBBING UP WELL

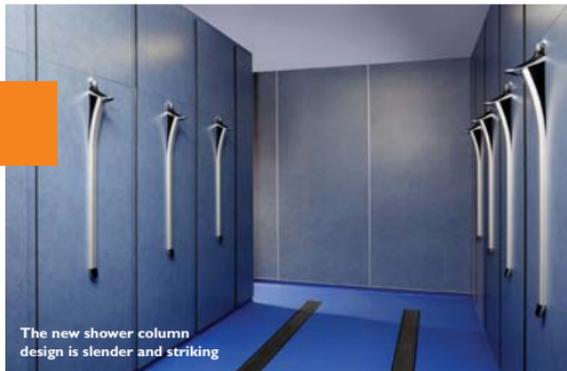
Client: Dundee City Council

Supplier: Horne Engineering

The Ardler Complex, a council-run facility in the northern suburbs of Dundee, Scotland, first opened in 1975 and features two squash courts, a games hall with spectator gallery, dance studio, cardiovascular fitness and weights room. Periodic upgrades have improved parts of the facility, but the showering and changing area received its first upgrade since 1975 in early 2014.

The main catalyst for this long overdue improvement was Ardler's hosting of a new national bodybuilding competition – an open event for competitors from all over the UK. The inaugural event, in April 2013, attracted over 60 male and female competitors and around 500 spectators. Despite the rather embarrassing state of the showering and changing areas, the event was hailed a great success. However, aspirations to establish this event as an annual fixture have driven a significant upgrade to the showering and changing area – an upgrade that benefits not only competitors in the bodybuilding event, but also the local community.

The design brief was to create a facility that would make a strong statement and serve as the council's flagship community venue. With this



The new shower column design is slender and striking

in mind, Ardler was a high priority when it came to Horne's unveiling of its new shower column design, the Dušo (pronounced Doosho, it means 'shower' in the language of Esperanto).

The Dušo is a slender and visually striking shower column for group showering applications where a number of columns are supplied with blended water from a single upstream thermostatic mixing valve (TMV). An actuator paddle at the foot of the Dušo column operates a hydraulic timed flow mechanism that gives a generous 60-second duration as standard.

Ron Hutchison, Horne's sales engineer for Scotland, sent the newly-completed animated Dušo product tour to his contacts at Architectural Services, the company tasked with overseeing the refurbishment. Consensus from the

designers and Ardler's local management group was that the Dušo aesthetics were in keeping with the statement everyone hoped to make at Ardler.

Ardler's local management group is delighted with the new installation, which features six and four Dušo facing each other in the male wet room, and a single range of Dušo separated by privacy cubicles, including one that's wheelchair-accessible, for females.

Centre manager Scott Rodgers says: "It's absolutely brilliant. The showers look really smart and are now in keeping with the rest of the facility."

The second Ardler Open took place in early April 2014 and, following its success, is set to become a staple in the bodybuilding competition calendar.

For details, visit:

[www.horne.co.uk/products/duso](http://www.horne.co.uk/products/duso) ●

# ON-SCREEN PERFORMANCE

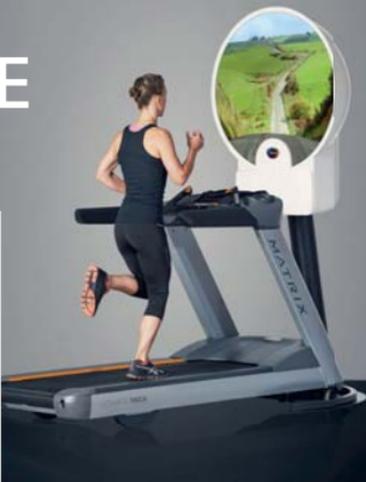
We round up some of the latest innovations in the area of consoles and in-club audiovisual systems

## GETTING IN THE ZONE

A top-end running experience is being offered by Running Unlimited with its new improved Zone domes. The domes use surround vision technology to immerse gym users in HD films, taking them through cities and landscapes across the world – from the mountains and lakes of New Zealand to the plains of Africa and around Europe's capitals.

The new version of the dome is smaller than the prototype, and now occupies no more than the width of a treadmill, but the surround vision technology ensures the same level of immersion and engagement is maintained. The domes will be showcased at LIW 2014.

[fitness-kit.net](http://fitness-kit.net) KEYWORD Running Unlimited



## PEDAL POWER

Webracing Peloton has added a real-life video and music module to its studio bike system. Operated via touchscreen, the module allows video or music to be edited to create a unique playlist for any class. As clubs own the video, there's no streaming involved or delays due to internet speeds. A heart rate monitoring feature is also planned for release soon.

Webracing is an indoor cycling group exercise programme that uses computer software to let participants compete against each other, with each rider in the class represented by an on-screen avatar on a large TV or projector screen. The system is compatible with a wide range of bikes.

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

Webracing

## PULSES RACING

Pulse is launching new consoles for its Fusion equipment range this month: a 7" console for its Series 1 Fusion cardiovascular equipment, and a 10.1" console for its Series 2 kit.

Both consoles allow users to access bespoke workout programmes, monitor their heart rate, set targets, compete against a computerised pacer, and measure their improvements following a prescribed exercise programme through the fitness test tool. The console for the Series 2 equipment also includes access to digital TV and radio; E-scape virtual training videos are available as an extra. A second bolt-on 19" screen can be added to both consoles.



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

Pulse

## INTEGRATING PERSONAL TRACKING



[fitness-kit.net](http://fitness-kit.net) KEYWORD Life Fitness

With members increasingly wanting to link personal devices to gym equipment to track their activity, Life Fitness has partnered with a number of new companies. These include Bounts, a mobile app that enables the user to collect rewards for exercising; Mubaloo, a company specialising in app programming; and Boditrax, which delivers cloud-hosted digital health technologies, including medical grade body composition, movement tracking analysis and sharing of individual and group metrics.

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INDUSTRY  
WEEK

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NEC Birmingham, UK

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MEGA POWER RACK**

launching at LIW 2014



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## Tue 30 Sep

### CELEBRATING WOMEN IN SPORT

- Meet Matrix Ambassadors Sally Gunnell OBE & Dani King MBE, plus riders from the Matrix Fitness – Vulpine women's cycling team.
- Sally & Dani will also be appearing in a Q&A on the LIW Live Stage.



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LAUNCH OF THE

# IC7

## Wed 1 Oct



### MAGNUM MAYHEM

- Train like a warrior with Wigan Warriors.
- Workout with Gloucester and England international rugby union player, Ben Morgan.

### LIVING THE DREAM

- Meet Lotus F1 Junior Team drivers and discover what life is like in the fast lane.



+ CELEBRITY FITNESS COACH,  
JON DENORIS, WILL BE  
SIGNING COPIES OF  
HIS NEW BOOK  
'THE POP-UP GYM'

## Thur 2 Oct

### OPERATION MATRIX

- Former Royal Marine Commando & Matrix Ambassador, Joe Townsend, discusses his preparation for Rio 2016.
- Meet Royal Marine Commandos who competed in the 1664 Challenge as part of Her Majesty's Royal Marines Corp's 350th anniversary.

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# LEISURE INDUSTRY WEEK 2014



**Nicky Jobson takes a look ahead to the highlights of this month's LIW, from new product launches to education and demonstrations**

**L**eisure Industry Week (LIW) is preparing to build on the success of previous years, returning to Birmingham's NEC from 30 September to 2 October to offer a wide-ranging showcase of the newest products, innovations and education from across the leisure sector.

The event organises exhibitors into six core leisure sectors – Health & Fitness, Pool & Spa, Play, Eat & Drink, Leisure Facilities, and Sport – creating the perfect venue for professionals from across the leisure industry to network.

## Exhibitor news

Cybox (stand H100) will be launching the new Cybox Eagle NX at this year's show, a 12-piece line of strength equipment that's evolved from the

Eagle line to cater for high-end, trainer-focused facilities. Key features include a Patented Dual Axis Technology, which allows training in machine-defined or user-defined movements, as well as smartphone and tablet holders for on-machine viewing.

FitPro (stand H740) will introduce MOSSA and ZIVA. MOSSA, formerly known as Body Training Systems, offers a choice of pre-choreographed group exercise programmes with regular quarterly releases to maintain member motivation. ZIVA offers a premium line of free weights, functional training and studio equipment.

Gladstone Health and Leisure (stand L380) will introduce an activity booking module for its smartphone app, MobilePro. This allows customers to

book and pay on-the-go for all leisure activities, on any smartphone.

Keiser UK (stand H495) will be launching the M3i, the brand's most advanced indoor cycle yet. The new model features a Bluetooth wireless display, allowing the M3i computer to 'partner' with a phone or tablet.

Life Fitness (stand W500) will be launching SYNCRGY BlueSky, its first small group training system designed for outdoor use. Incorporating up to 12 bodyweight training stations, the modular system enables operators to create a results-focused workout environment for all abilities.

Matrix Fitness (stand H140) will be hosting a wide range of activities at this year's LIW, as well as displaying new products for the UK market. These include the Magnum Double Power Rack, the IC7 bike endorsed by Dani King MBE, the Ziva Functional Trainer, and many more. Matrix Ambassadors attending this year's show will include Dani King MBE, Sally Gunnell MBE, the Wigan Warriors Rugby League Team – who will host a 'Train like a Warrior' event – the Infiniti Red Bull Racing Team, Gloucester and England rugby player Ben Morgan, and a display from acrobat Doug Edwards.

Performance Health Systems (stand H610) will be showing two new products. The Power Plate pro6+ is ideal for small group training, while the new Integrated Fitness concept integrates Power Plate with existing training modalities to create new programming solutions.

Physical Company (stand H200) will be unveiling two new innovations. The



LIW 2014 will feature a Tabata Group Ex Arena

This year, attendees can pre-book meetings





LIW Live will host Q&A sessions with high profile sports stars



Watch the latest workouts and equipment in action



The STA Swim Zone will host a range of live classes

Total Gym Elevate Line is the company's first commercial range of bodyweight resistance, single-station machines. Also, the new SandRope from Hyperwear has a similar application to a battling rope, but the sand inside moves freely to provide a more challenging workout.

Precor (stand H310) will showcase the next-generation Experience Series Treadmill. Following three years of research and development, the new treadmill incorporates a new motor drive system and a brand new 'active status light', alerting facility staff to the operating condition of the treadmill.

Pulse Fitness (stand H120) will be showcasing various new products, including a new cloud-based solution, SmartCentre.com. A web-based platform, the application will be free to all clients using SmartCentre and will enable users to view, access, track and update their fitness data anytime, inside or outside of the gym.

Holding its major UK trade launch at LIW this year, Reebok Professional

(stand H410) will be unveiling over 90 products from its Professional Range to the UK market, covering strength, aerobic, yoga, balance and recovery needs, as well as professional racks.

New to the show this year, SportsArt (stand H290) is committed to leading the industry in eco-friendly action through research, design and education on sustainable business solutions and practices. Its Green System units harness human power through specially engineered cardio pieces, turning it into usable electricity to power the facilities. It will also be demonstrating SA WELL+, an intelligent fitness management software system that integrates with SportsArt cardio equipment through a QR code, allowing users to easily collect their workout data.

Star Trac (stand H180) will launch the Turbo Trainer – which simultaneously gives an upper and lower body workout via an isokinetic resistance mechanism – and the Spinner NXT BlackBelt, its first belt-driven Spinner bike.

## Education

Once again, LIW will offer delegates a free education programme, with seminars taking place in three theatres and covering industry trends, developments and insights.

After LIW 2013, event owners UBM released a survey to all visitors to establish key challenges facing the sector. Feedback listed member retention and engagement, competition and financial cutbacks. This year's education programme will be geared towards finding solutions to these issues.

The Keynote Theatre will host the annual uktake keynote from CEO David Stalker, as well as a keynote from Young Pioneers, presenting its latest research. Other sessions will include RoSPA, Premier Global and TRX, who will have Ryan Damon, TRX commercial director, across from San Francisco to talk about retention, engagement and maintaining growth.

Thursday will be Independents' Day, a new feature for the show: a dedicated ▶

► day of activity aimed at tackling the challenges faced by independent operators. The keynote will be delivered by Thomas Plummer, a fitness business expert with 30 years' experience, who's renowned in the US for coaching independent operators to success.

LIW will again play host to the REPs National Convention on Wednesday 1 and Thursday 2 October. On Wednesday, attendees will receive a keynote from Olympian and REPs ambassador Louise Hazel, who will be talking about how her career as an elite athlete has influenced her life as a personal trainer. Olympian Zoe Smith and coach Sam Dovey will discuss the essential factors of developing a programme to ensure athletes peak in time for competition.

Thursday will include Future Fit's Paul Swainson presenting 'Low back pain and the impact on our society', which will be followed by 'Cancer diagnosis and mental health', led by Sarah Bolitho and Anna Campbell of Exact Training and CanRehab. For ticketing details, visit [www.exerciseregister.org/news-events](http://www.exerciseregister.org/news-events)

### Demonstration areas

This year's show will include a number of demonstration areas highlighting the latest workout innovations. These include the Tabata Group Ex Arena, where Tabata will be demonstrating its newly formatted workouts, brand and launch campaign.

The CPD Arena will host Star Trac Spinning classes with international Spinning instructor Sandro Morelli. In addition, the Functional Training Zone

### LIW offers valuable networking and learning opportunities



LIW will offer a number of demo areas alongside exhibitor stands

will include TRX Team Training and TRX Group Rip Performance workouts with Dan McDonogh, TRX senior manager of group training & development.

### Morning workouts

This year, LIW will be encouraging visitors to kick-start their day with morning workouts offered by exhibitors. On Wednesday and Thursday morning in the exhibition hall, from 7.30am–9.30am, workouts will be delivered by exhibitors including Matrix, TRX, Life Fitness, Jeka Jo Dance, Star Trac, FitPro, Cybex International, Pavigym and Performance Health Systems.

The LIW Live! Stage – a popular addition at last year's show – will have a busy schedule including live question and answer sessions with high profile sports stars and new innovation demonstrations. A full programme will be made available on the LIW schedule once confirmed.

### Networking

New to 2014 will be the ability to pre-schedule one-to-one meetings between visitors and exhibitors. Visitors will be able search and contact exhibitors with a view to booking a time suitable for them to meet.

Meanwhile ukactive will host its VIP drinks reception on the Wednesday, from 5.00–7.00pm. This will be followed by the LIW drinks reception, open to all, from 7.00pm–11.00pm.

The Health Club Awards gala dinner and awards ceremony will take place

at the National Motorcycle Museum in Birmingham on the Tuesday evening, 30 September – for more details of this awards event, including where to buy tickets, see p32.

BALPPA networking events will include a drinks reception, Tuesday 5.00pm–6.00pm, and a lunch in the BALPPA Play Lounge (stand P116) on Wednesday lunchtime for the indoor and outdoor play community.

### Pool & Spa

The STA Swim Zone (stand A01) will be back at the show and better than ever, as its pool will be a central feature on the show floor, providing visitors with a number of live swimming, lifesaving and fitness classes.

The STA will be demonstrating its brand new Photometer, a digital technology allowing real-time analysis, alerts and reporting, live in the swimming pool.

Meanwhile RLSS UK, in collaboration with industry specialist Ferno, will launch a new pool extraction board, designed to make pool rescues much more efficient, especially in the case of suspected spinal injuries.

Having launched in September last year, the Register of Aquatic Professionals (RAPs) will return to LIW to update visitors on its plans for the future. Visitors will also have an opportunity to learn and develop skills, as RAPs will be hosting free aquatic specific workshops and seminars, endorsed by SkillsActive. ●

## VISITING THE SHOW?

<b>Venue:</b>	Hall 1, NEC, Birmingham, UK
<b>Dates:</b>	Tuesday 30 September – Thursday 2 October
<b>Opening times:</b>	Tuesday/Wednesday: 10.00am – 5.00pm Thursday: 10.00am – 4.00pm
<b>Registration:</b>	Pre-register for the show for free at <a href="http://www.liw.co.uk">www.liw.co.uk</a>
<b>Get involved using:</b>	#LIW2014 and following: @L_I_W



Stand  
H310

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# EXHIBITOR NEWS

The latest news from exhibitors at LIW 2014

## Active IQ

Tel: +44 (0)845 688 128

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

Active IQ is the awarding organisation of choice for the active leisure sector. With a mission of providing the active leisure sector with qualifications that are fit for purpose, dynamic and supported by innovative resources, Active IQ delivers over 100 accredited qualifications from Entry Level to Level 5 and has over 450 approved centres nationally and internationally. Visit us on stand H821 to discuss your qualification needs and how to become an approved centre.

**SECTION:** HEALTH & FITNESS

## Ashbourne Management Services Ltd

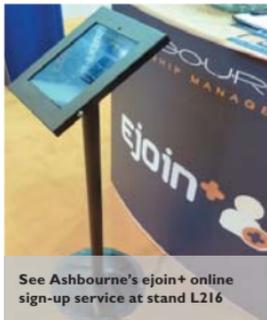
Tel: +44 (0)871 271 2088

Web:

[www.ashbourne-memberships.co.uk](http://www.ashbourne-memberships.co.uk)

Why waste money on costly monthly licences when our suite of club software gives you full entry control and all the recruitment and retention data you need, as part of our All-Inclusive+ service? Ashbourne provides a direct debit collection service and debt recovery and all the software you need to run your club, all for one fixed fee per member per month – NO hidden extras! Visit us on stand L216 at LIW, to see our updated ejoin+ online sign-up service, available on an iPad stand for in-reception sign-up, and our upgraded Access+ software.

**SECTION:** HEALTH & FITNESS



See Ashbourne's ejoin+ online sign-up service at stand L216

## Authentic8 ID Solutions

Tel: +44 (0)845 0264744

Web: [www.authentic8id.com](http://www.authentic8id.com)

Authentic8 ID Solutions is the premier online supplier of membership cards, keytags, fobs and wristbands for use within the sports and leisure industry. Our revolutionary webstore allows our customers to design and order customised membership IDs, along with the most appropriate scanners and POS hardware. This year we are giving away FREE RFID READERS with orders of EasyBand – our new low-cost, stylish and waterproof RFID wristband. Come and see us at Stand L331.

**SECTION:** LEISURE FACILITIES



Authentic8 will showcase its waterproof RFID wristband

## Bodystat Ltd

Tel: +44 (0)1624 629571

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

BODYSTAT is a leader of bio-impedance systems, measuring muscle, fat and water levels. Regular monitoring of body composition is easy to carry out using the Bodystat 500 hand-held portable unit. Many of our customers use Bodystat as a valuable revenue earner, or alternatively as a promotional tool, providing a value-added service. With our new optional software programme, thermal printer and our free app, the system provides the facilities needed to offer a comprehensive service.

**SECTION:** HEALTH & FITNESS

## Cap2 Solutions

Tel: +44 (0)845 504 8511

Web: [www.cap2.co.uk](http://www.cap2.co.uk)

Cap2 solutions is a market leader in course management software. We are excited to launch HomePortal Mobile, a brand new app that will bring your courses to the palm of your customers' hands, whether they are inside your facility or at home. Branded for your business, the app is directly linked to the CoursePro module and allows your customers to view feedback, make payments and movements and book classes at the tap of a screen.

**SECTION:** LEISURE FACILITIES



Cap2's new app brings courses to the palm of customers' hands

## ClubWise Software Ltd

Tel: +44 (0)1844 348300

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

Find our friendly team on stand L250 to learn how ClubWise makes club management easy. The cloud-based, all-in-one club management software, direct debit collection, marketing services and mobile apps remove the heavy lifting from the admin and management of memberships, allowing you the freedom to focus on what matters most: your members. Just ask us how ClubWise can benefit your health and fitness club and take advantage of exclusive LIW attendee offers.

**SECTION:** LEISURE FACILITIES ▶

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## EXHIBITOR NEWS



Cybox will be displaying its new selectorised strength line at LIW

### ► Cybex Int'l UK

Tel: +44 (0)845 606 0228

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

Cybox is a leading manufacturer of premium fitness equipment which is innovative in design, durable in structure and engineered to be biomechanically correct to produce optimum results. At LIW 2014, Cybex will be displaying the all new Eagle NX selectorised strength line – a 12-piece range that's been designed to offer refined movements, restyled aesthetics and re-imagined user features. Other equipment on the stand will include Cybex's Big Iron rack and lifting platform, Bravo functional trainer, strength pieces from VRI, VR3 and Total Access IFI accredited series alongside Cybex's 790T treadmill with enhanced speed and incline features, bikes and the innovative Arc Trainer. The stand will include a dedicated area for the Cybex Research Institute, where visitors can meet with executive director Dr Paul Juris and learn about the Institute's latest research and the important role that the CRI plays in the development of Cybex equipment. The design studio will be showcasing the extensive range of customised upholstery and frame colour options, with visitors able to build their own bespoke strength and cardio equipment using Cybex's digital design tool. Cybex master trainers will also be on hand to demonstrate equipment and workout programmes.

**SECTION: HEALTH & FITNESS**

### D&F Group

Tel: +44 (0)845 862 5350

Web: [www.d2fgroup.com](http://www.d2fgroup.com)

It's time to give your outdoor exercise programmes a breath of fresh air. Come and visit D2F on stand H500 and discover XCUBE Oxygen. Oxygen is the latest addition to our range of market-leading

XCUBE functional training rigs. XCUBE Oxygen offers a fantastic, low-cost way to create new, fun workout spaces for members of all abilities and fitness levels, while maximising use of indoor and outdoor space. Find out how our latest XCUBE can provide additional programming during peak times, add more value, increase revenue, drive member retention and give your members Oxygen. Visit stand H500.

**SECTION: HEALTH & FITNESS**

### Dalesauna

Tel: +44 (0)1423 798630

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

Specialising in the design and development of spa and wellness areas for over 40 years, Dalesauna has considerable experience in both the private and public sector. The company has worked closely with a number of local authorities to create high-profile spa facilities that rival those found in the private sector. Recent projects include Ramsgate Leisure Centre, Wimbledon Leisure Centre, Westminster Lodge and The Lagoon, in addition to the first luxury local authority spa at Pendle Leisure Centre more than six years ago. Dalesauna is currently developing a new spa at Poulton Leisure Centre for Wyrre Council as part of an investment of over £5m to reinvent local leisure provision. The first of its kind in the area, the spa will feature a range of heat experiences including a spa pool, sauna, steamroom, aromatherapy room, salt room, monsoon showers and an ice feature. There will also be four treatment rooms.

**SECTION: POOL & SPA ►**



Dalesauna helps create public sector spas to rival private spas

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## EXHIBITOR NEWS



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LEISURE INDUSTRY WEEK  
10 September - 1 October 2014  
NEC Birmingham, UK

STAND H-420

### ► Fitness Superstore

Tel: + 44 (0)1604 673000

Web: [www.fitness-superstore.co.uk](http://www.fitness-superstore.co.uk)

Fitness Superstore, established in 1994 and now with 10 business showrooms, is the UK's largest independent fitness equipment specialist offering delivery, installation and servicing. At LIW it will be showcasing the European launch of three new commercial First Degree Fitness FluidRowers specifically designed for service in the health club, spa, rehabilitation, personal training studio, sports clubs and CrossFit gym environments. In addition to FluidRowers, Fitness Superstore has exclusive distribution on Vision Fitness, BodySolid and Powertec strength, Bowflex, Vectra Gyms, Evo Cycles and GoFit accessories. Fitness Superstore is running some show-exclusive special promotions on the new FluidRowers – please visit us at H390. SECTION: HEALTH & FITNESS

### Forbo Flooring Systems

Tel: 0800 0282 162 (UK freephone)

Web: [www.forbo-flooring.co.uk/leisure](http://www.forbo-flooring.co.uk/leisure)

Forbo Flooring Systems offers a truly comprehensive product portfolio to cater for every area of leisure and hospitality projects, from health clubs, spas and gyms to hotels, restaurants and bars. At this year's Leisure Industry Week, Forbo will be showcasing highlights including its new Allura luxury vinyl tile collection and the unique Flotex Vision collection, which allows you to take control of designing your own bespoke flooring concept. For more information, please visit [www.forbo-flooring.co.uk/leisure](http://www.forbo-flooring.co.uk/leisure) or visit stand L301 to find out how Forbo can help you create integrated flooring concepts for your venue. SECTION: LEISURE FACILITIES

### Freedom Climber Europe

Tel: +44 (0)1483 267200

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

The Freedom Climber-Functional Climbing Trainer provides members with a fun and challenging total body exercise. This unique multi-planar movement combines flexibility, co-ordination, strength and functional training. Programme it into classes and circuits with a range of other exercises and make it the focal point of your functional zone. Help your members reach new levels of fitness – they'll love you for it. Also available in kids' version for youth fitness areas and schools. SECTION: HEALTH & FITNESS

### GANTNER

Tel: + 44 (0)7841 794580

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

GANTNER is the leading manufacturer of smartcard system solutions. All GANTNER products are specially designed for the requirements of the global leisure industry. System solutions include access control, electronic wardrobe locking systems and cashless payment applications. GANTNER has proven to be among the most reliable on the market. High quality, great design, flexibility and short payback times are GANTNER's strengths. GANTNER hardware and third-party club management software create a fully integrated system solution which is extremely convenient and secure. Visit our stand at LIW, where you will also find our local partner Craftsman Lockers. SECTION: LEISURE FACILITIES

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# The power of the Arc Trainer

**F**itness equipment suppliers have been manufacturing cross trainers for years; designed to offer users a non-impact cardiovascular workout that, thanks to its movement pattern, reduces the pressure and stress placed on joints.

However, over time, research has shown that not all may be as it seems with the popular cardio machine and uncomfortable and high levels of load – or, in other words, stress – to the user's joints may be generated by the running motion recreated by the cross trainer's ellipse movement.

So while products have evolved and new technologies have been introduced to try and combat this, the patented design of the Arc Trainer has always offered an entirely unique cardio training option for the fitness industry, ever since the first model was rolled out of Cybex's US factory in 2002.



Muscle Map™ available with 770 series

Discover what makes the Cybex Arc Trainer truly unique and how gym members, trainers and industry professionals are benefiting from its unmatched design features

## Arc Trainer vs. Elliptical

So is the Arc Trainer simply Cybex's take on a traditional cross trainer? The answer is, 'far from it' – both are cardiovascular devices designed to eliminate the impact or shock caused by running, but that is where the similarities end.

The fundamental difference – and where the product's name is derived from – is the patented Arc movement that makes the equipment so distinctive.

"Unlike other cross trainers, the Arc pattern of motion allows the hip and knee to move synchronously while the foot stays under the knee – so when the user pushes down and back, the opposite footplate is already up and

in position, severely reducing the load and stress levels placed on key joints," explains Dr Paul Juris, executive director of the Cybex Research Institute.

"The body's position when using traditional cross trainers doesn't allow for backwards force to propel movement so this instantly places the onus on the lead leg, which must push the footplate forward in order to continue the movement cycle," continues Dr Juris.

"This force comes primarily from extension of the knee, resulting in high loading on the knee and virtually none on the hip."

## The Cybex approach

With its heritage in sports medicine and rehabilitation, Cybex's approach is recognisable in every piece of its equipment; to design and manufacture products that are biomechanically correct to produce optimum results but place minimum stress on the body.

"At Cybex we analyse and deconstruct motions, not just reproduce them, so when designing the Arc we focused on the load bearing phase of gait," explains Dr Juris.

"This phase is also known as the 'stance phase' of running motion where force output is required, occurring



Arc Trainers are manufactured with fully customisable frame colours and entertainment options



The Arc: Training for cardio, weight loss, strength, power and endurance

# CYBEX ARC TRAINER

## BURN MORE CALORIES

Research reveals 16% more calorie burn than an elliptical in a 60-minute workout

## 3 MACHINES IN 1

Burn calories, build power, and gain strength all in one machine

**RESEARCH PROVES IT**  
Most effective & efficient workout

## FEEL LESS STRESS

The Arc motion results in 84% less knee stress compared to ellipticals

**UNMATCHED DURABILITY**

The highest trade-in values

**COMPACT FOOTPRINT**

Ideal size for any fitness environment

## INTEGRATED ENTERTAINMENT

New console with optional embedded screen

## BUILD MORE MUSCLE

The Arc Trainer can significantly increase lower body strength and power

"The Arc is a unique, innovative piece of equipment that members love and its proven benefits versus a traditional elliptical or cross trainer makes it a staple piece for our gyms." **Chris Koffman, business development director for Nuffield Health**

when the foot moves from heel to toe and backwards. Because we are managing force not motion, there is balanced torque loading at the knee and hip, which activates the key muscles without impacting on joints."

### More calorie burn

In a study conducted by the University of North Carolina<sup>[1]</sup>, it was demonstrated that the level of perceived exertion and the heart rate response of subjects exercising on the Arc Trainer was significantly lower than those exercising at the same percentage of energy expenditure on a rival cross trainer.

Dr. Juris explains the science behind this: "Users of the Arc Trainer experience higher cardiorespiratory and muscular responses with less perceived effort as a direct consequence of the biomechanical efficiency of the Arc.

"In other words, the Arc is better at activating the large muscles in the lower body – quads, glutes and hamstrings – so users can work at a higher intensity, thus resulting in a higher level of calorie burn."

### Joint-friendly

The unique Reverse Arc Motion, a patented advanced stride technology, moves legs in a biomechanically correct pathway and at no stage places the user's toe behind the knee. This significantly reduces stress at the knee, whilst offering a complete range of motion for both the knee and hip.

The Arc also benefits from its Same Side Forward technology, which sees the arm and leg on the same side move together. This allows users to always maintain optimum posture during exercise, virtually eliminating stress on the back. In comparison, other cross trainers where the arms and legs move in opposite directions, lack the ability to maintain correct body positioning throughout the incline range.

### Three machines in one

The Arc doesn't just train for cardio and weight loss; its broad resistance and incline ranges allows users to focus on strength, power and endurance, targeting specific muscle groups.

"The Arc's three exercise zones, Glide, Stride and Climb, refer to its incline levels, so you can go higher using a stepping motion to work the quads or switch to a lower level of incline with increased resistance to focus on the glutes," explains Chris Rock, Cybex UK master trainer.

In addition, Cybex's 770 series Arc Trainers include Muscle Map™, which displays the intensity of the exercise for individual muscle groups based on the user's selection of stride rate, resistance and incline.

### What the clients say

"We install Arc Trainers in many of our gyms, be it corporate sites or education facilities, and the feedback from each one is always very positive," confirms

Chris Koffman, business development director for Nuffield Health.

"The Arc is a unique, innovative piece of equipment that members love and its proven benefits versus a traditional elliptical or cross trainer makes it a staple piece for our gyms."

London's Reebok Club, one of Cybex's largest sites in the capital, has 12 Arc Trainers installed and members and staff alike are big fans: "Instructors and trainers instantly recognise the benefits of its Arc motion and we are seeing users achieve better results thanks to its wide range of training intensities and comfort when in use, which encourages members to train harder for longer," explains general manager Ben Lewis.

Rob Thurston, Cybex UK commercial director, concludes: "The Arc Trainer offers gyms something that no other fitness equipment manufacturer can; the science and research behind it proves its effectiveness as a tool for not only training for cardio and weight loss, but strength, power and endurance, too."

Find out more about the science behind the Arc Trainer by visiting [www.cybexintl.com](http://www.cybexintl.com) to access an archive of research papers. ●

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<sup>[1]</sup> Turner, M.J., Williams, A.B., Williford, A.L. & Conforto, M.L. (2010) A comparison of physiologic and physical discomfort responses between exercise modalities. Exercise Physiology Research Laboratory, The University of North Carolina at Charlotte, USA.



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Gladstone Health & Leisure has been at the forefront of leisure management software technology for more than 30 years, as the trusted partner for leisure centres, sports facilities, universities and health clubs across the UK and Ireland. More than 30,000 licensed users rely on Gladstone's membership, booking, check-in, security, point of sale and business intelligence applications every day. Millions of members benefit by signing up for memberships, booking and paying via the web, on their smartphones or through self-service kiosks twenty-four seven. At LIW 2014 Gladstone will showcase the latest version of its smartphone app MobilePro – which allows customers to book activities on the move – and re-launch its powerful analysis and business intelligence tool, eyeQ. Gladstone will also launch TickIT, enabling operators to design their own seating layout for any show or event, and customers to reserve and buy tickets online.

SECTION: LEISURE FACILITIES

### Hippo Leisure

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SECTION: POOL & SPA

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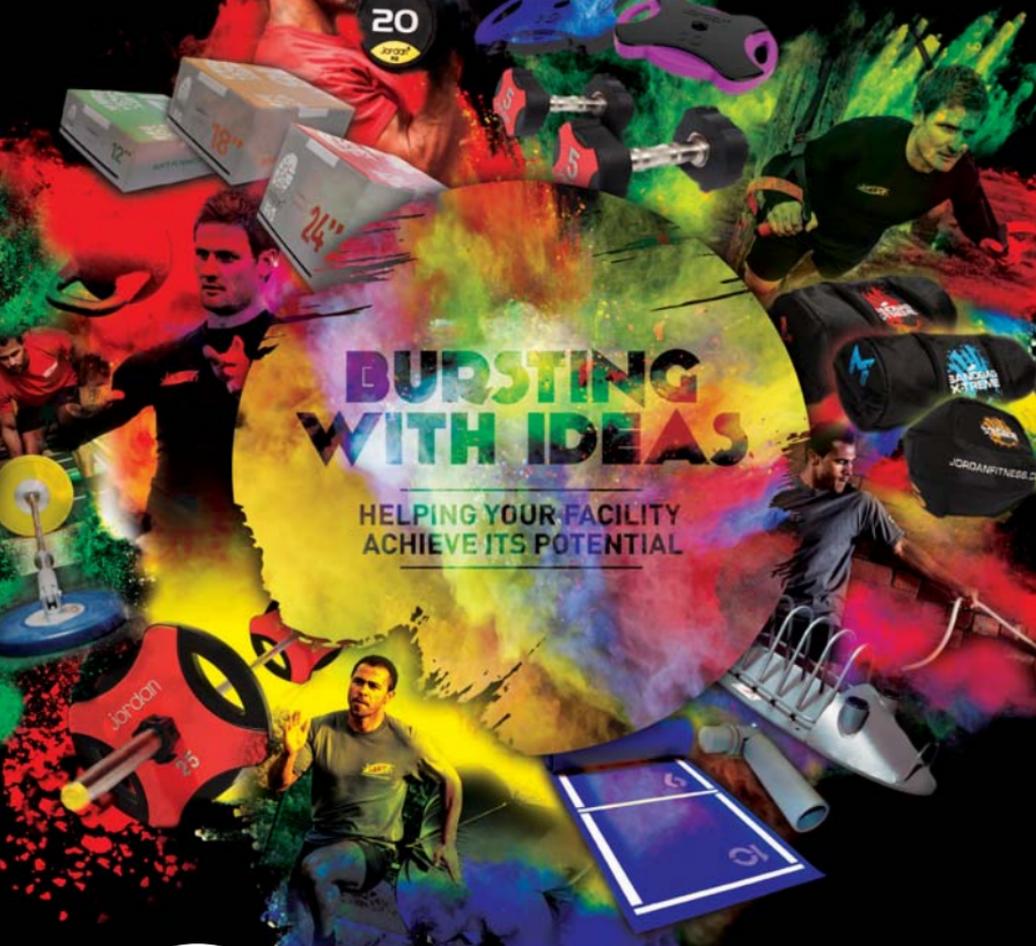
Web: [www.habdirect.co.uk](http://www.habdirect.co.uk)

At LIW HaB Direct will officially launch the new MARPO 360 Rope Training System - the most effective, space and time efficient whole body gym on the market. Marpo Rope Trainers are a no-nonsense fitness machine. You're constantly pulling against resistance, so it quickly elevates your heart rate. You can target cardio, strength, endurance and power all in one machine. Try out the 60 Second Challenge at LIW. HaB Direct will also present new revenue generating and motivational concepts including:

- POWERbreathe K5 with Breathe-Link S/w, recognised as a "Gold Standard" product. It is an efficient performance training, testing and monitoring device, increasingly used by Olympians, world champions, fitness professionals, sports and fitness enthusiasts who recognise the benefits of better breathing to deliver better performance and recovery.

- POWERbreathe Altitude Systems, HaB Direct recently installed a PBAS into the largest sports and fitness conditioning room in the UK. PBAS offers versatile, affordable options for any type of sports and fitness facility – such as mask-based systems; portable inflatable systems and semi-permanent modular rooms. PBAS can also be installed in existing, underutilised spaces. What else? Try out the latest TANITA Body Composition. Please visit: [www.habdirect.co.uk](http://www.habdirect.co.uk) for more information incl. Video materials.

SECTION: HEALTH & FITNESS ▶



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# POWERING AHEAD



John Wilson, Wattbike co-founder, explains how the indoor cycle has established a strong and successful foothold in both sport and fitness markets, and what lies ahead for the brand.

#### *What was the vision for the Wattbike?*

We wanted to create a cycle ergometer that could transform indoor cycling. Our vision was an indoor bike that could be used by everyone from elite athletes aiming for Olympic gold medals through to recreational users who simply wanted fitness gains. At one extreme we saw the Wattbike as a talent identification device for the sport of cycling and at the other a time-efficient training tool.

#### *How did the development process evolve?*

British Cycling's head of performance at the time, Peter Keen, highlighted that the key reason for the organisation's aversion to indoor bikes was that existing products provided an all-round poor experience in terms of accuracy, reliability and ride feel. We were tasked to develop an indoor bike that accurately and reliably measured power and would play a fundamental part in the future success of British Cycling.

#### *How were the early adopters with the bike?*

Our prototypes were integrated into British Cycling's talent ID and testing

programmes from the beginning. Confidence in the Wattbike at the highest levels within the organisation saw the product rolled out on a nationwide talent ID search, with Laura Trott being just one of many high-profile future World and Olympic Champions to be spotted on one of our prototypes.

#### *How key is accuracy to the Wattbike offer?*

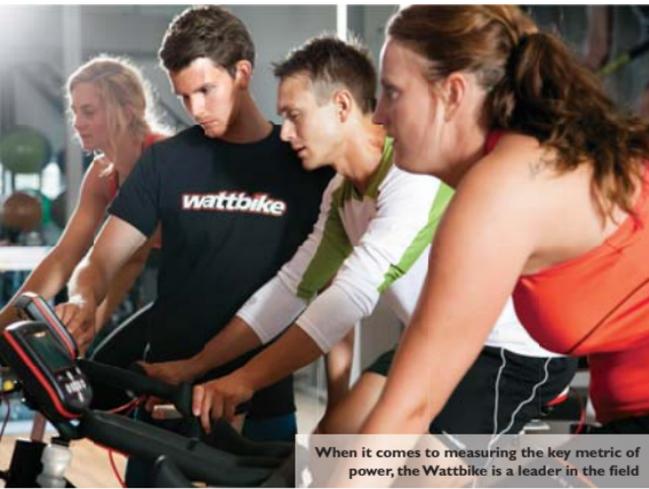
Universities and sport scientists started to test the credentials of the Wattbike from launch. We welcomed this (and still do today) as it provides us with a genuine differentiator from competitors. We are confident through rigorous, independent and open research that the Wattbike is accurate to +/-2 per cent. Reinforcing these credentials on accuracy is the use of the Wattbike as the frontline screening tool for UK Sport across their talent identification programmes as it delivers accurate, reliable and repeatable data around the physiology of each individual.

#### *Do the Wattbike's credentials in elite sport transfer to the health and fitness industry?*

Elite sport really bought into the quality and reliability of the data recorded by the Wattbike. Being able to compare performance development through testing and training both on an individual and group basis has been invaluable to athletes and coaches alike. And meaningful, accurate data has been the one thing largely missing from the health and fitness industry. However, in today's data-driven world we know that members want to be able to analyse their performance and track progress.

The value of measuring power as a key metric within the industry is coming to the fore. We're experts when it comes to power as it's the one metric that's been core to the Wattbike from day one. Add in a live pedalling technique measurement and a left/right leg power measurement and you have an indoor bike like no other.

We haven't compromised on any aspect of the product for the health and fitness industry; the Wattbike that you see on the gym floor is exactly the same product as the Wattbike being used by UK Sport to search for the next Olympic gold medalist.



When it comes to measuring the key metric of power, the Wattbike is a leader in the field



The Wattbikes in the gym are exactly the same as those being used by the next Olympians in training

*What has been the reaction to the Wattbike from the industry?*

Initially the health and fitness industry was understandably conservative about how the product would fit into their offering as the Wattbike was a break from the norm of a regular 'exercise' bike. The reaction in recent years has been nothing short of phenomenal. We're seeing a real hunger from the large operators, club managers and personal trainers in having the Wattbike on the gym floor and in studios.

This is a response to the demands of prospective and new members who are very vocal about wanting to use a Wattbike. We get a real thrill from regularly hearing that members have joined a specific club simply because they are offering the Wattbike.

*Tell us how the Wattbike is being used on the gym floor*

Key to acceptance by the industry has been a realisation of the versatility of the Wattbike. It's as equally at home as a stand-alone piece of functional training

equipment as it is in a 30+ Wattbike studio. The reliability and accuracy of the data means that the Wattbike is the go-to tool for health monitoring and fitness tests for many clubs today. Being able to track and illustrate improvements in an easy-to-understand way adds real value to a club's relationship with members and provides a host of new and additional revenue-generating opportunities.

Operators are also using the Wattbike to unlock the potential to tap into the fast-growing cycling and triathlon sectors. It provides a pathway to participation where a member can train in a safe environment on a Wattbike in preparation for a goal such as a sportive or triathlon.

*What does the future hold for the Wattbike?*

We recently won Best Training Technology at the Sports Technology Awards which gave us a brief chance to look back on what's been a fast-moving and exciting journey for the team and the product. In reality, it's spurred on us

to make the Wattbike experience even better. We're launching our new Power Cycling – Studio Edition software at LIV 2014 and opening up ways for individuals to share all of that fantastic data from the Wattbike.

The health and fitness industry has really bought into the Wattbike just as elite sport did a decade ago. Large operators are making significant investments in rolling it out nationally, while wellbeing organisations are adopting our test protocols as standard. All of this is driven by members though, and we know that they are finding the Wattbike to be the most effective and efficient training solution. We're incredibly excited about where this journey will take us next. ●

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**SECTION:** LEISURE FACILITIES

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**SECTION:** HEALTH & FITNESS ►

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**SECTION: HEALTH & FITNESS**

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**SECTION: PLAY**

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**SECTION: LEISURE FACILITIES ►**



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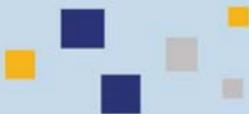
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LIW will provide the platform from which Life Fitness will showcase the company's most progressive product and technological innovations. Without spoiling too many of the surprises, Life Fitness, on stand W500, will be launching a record number of exciting new products to the UK market, including PowerMill, FlexStrider, SYNRGY BlueSky - the company's first small group training system designed for outdoor use - and the Insignia Series, which includes 21 selectorised strength training products and new technology integrations to enable exercisers to tailor equipment experience to suit their needs, while an electronic rep counter and timer, 'LFcodes' and QR codes provide immediate access to exercise tutorials and tips through the Life Fitness mobile app. In addition, the Life Fitness Keynote Theatre is sure to bring to the table several of the show's most stimulating debates and memorable seminars, delivered by some of the most respected speakers in the world.

**SECTION: HEALTH & FITNESS**

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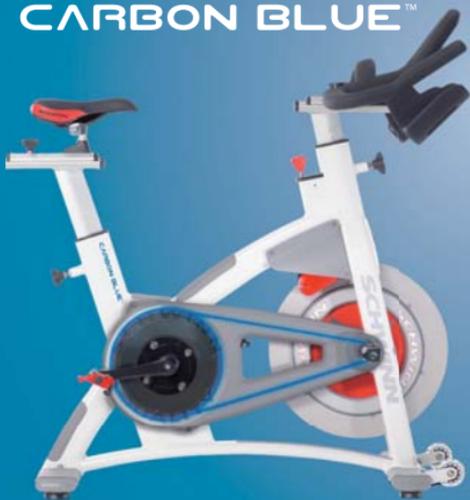
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Matrix Fitness is ensuring there's something for everyone at LIW 2014; from the launch of the 7xi Indoor Cycle and Magnum strength range, to a host of activities designed to create a memorable experience and demonstrate why Matrix is the intelligent buyer's choice. Tuesday 30th September sees a 'Celebration of Women in Sport', as Matrix is joined by ambassadors, Sally Gunnell OBE, Dani King MBE, and riders from Matrix Fitness-Vulpine. King will be officially launching the IC7 Indoor Cycle in the UK, before participating in a Q&A session on the LIW Live Stage, with Gunnell. On Wednesday 1st October, focus turns to 'Magnum Mayhem', as we launch the Magnum Double Power Rack and Ziva Functional Trainer, with a 'Train like a Warrior' session, courtesy of the Wigan Warriors. They will be joined by England rugby international, Ben Morgan, to demonstrate what the Magnum series offers, before the Lotus F1 junior team arrives to explain what life is like in the fast lane. The show concludes with 'Operation Matrix' on Thursday 2nd October; with former Royal Marines commando, Joe Townsend on-hand to chat about preparations for Rio 2016, alongside adventurer and master trainer, Bernie Shrobsbree.

SECTION: HEALTH & FITNESS

## MIE FitQuest

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Do you know how fit you really are? Visit MIE FitQuest on stand H753 and find out. This powerful and accurate motivational instrument comes from the well

-established research and development organization, MIE Medical Research. Specialists in creating quality measurement instruments for medical and sports use, MIE research engineers have developed this sophisticated measurement device so that anyone undertaking a fitness programme can check their progress in just a few minutes and compare their results week on week. Results are stored in the machine but are easily downloadable, enabling users to track their progress and results at a time that suits them, whether that's in the gym, at home or on the move. FitQuest can be used as a benchmark when starting a new fitness programme as well as a motivational tool to encourage members to push themselves harder.

SECTION: HEALTH & FITNESS ►



FitQuest, making professional fitness measurement a reality



# An impressive eyeQ

eyeQ can have a big impact on the quality of your market research

A new query builder and business intelligence tool has been brought onto the leisure market. Dave Thompson explains more

**A**s the largest leisure provider in Perth and Kinross, Live Active Leisure recognises the value of being able to make intelligent business decisions based on accurate data. So when Gladstone Health and Leisure announced it was launching eyeQ, a powerful new query builder and business intelligence tool, we were very keen to be early adopters.

As Gladstone customers for more than a decade, we use the Plus2 leisure management system at our 15 sites, as well as the Gladstone Management Console (GMC), Join@Home for online members, Connect for online booking, and Learn2 for course management.

Although Plus2 does come with a number of in-built reporting tools, what we particularly liked about eyeQ was the ability it gave us to fully customise our reports and to build quite complicated, customised queries without being computer programmers. Specifically, we saw it being valuable in two key areas: for

building and analysing customer information, and for monitoring and improving our financial processes.

In November 2013, we started using an early version of eyeQ, which showed great potential but did not have quite the level of detail we required. Since then, our feedback to Gladstone has helped them to develop a product that closely meets our needs, so being an early adopter has been a great advantage.

One of the biggest strengths of the product is that it pre-segments the data into predefined tables, for example, memberships or sales. We also like how eyeQ integrates with Excel pivot tables, enabling us to slice and dice information according to our needs. And as Excel software is so universal and easy to use, the majority of people who need to see the data understand it.

Another advantage eyeQ has over other reporting tools is its use of a reporting data layer (RDL), which extracts data from the Plus2 database

overnight to create tables that eyeQ can query. Because the RDL refreshes itself every 24 hours, we are confident we are working with the latest data, but without the drawbacks of working with live data. Some of the queries we run look at millions of lines of data, which, if you're working with live data, could slow down the entire system – not much fun if you're a receptionist trying to book a family in for a swim at the same time.

eyeQ has already had a big impact on the quality of our market research, especially on usage patterns and member retention. This can directly affect business decisions. For example, if a manager runs a report showing a decline in particular classes in a three-month period, they can take action by getting customer feedback and potentially making changes to the class timetable or the way those classes are marketed.

Also, eyeQ has enormous potential as a financial tool: I'm currently using the Custom SQL feature to pull together various strands of financial information into a single mechanism that will eventually write an income return.

**Dave Thompson, health and safety and estates manager, Live Active**



A big advantage is that eyeQ pre-segments data into pre-defined tables

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SECTION: HEALTH & FITNESS



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\*Supporting scientific research can be viewed at:  
[powerplate.com/education-training/research](http://powerplate.com/education-training/research)

## ▶ Octane Fitness UK Ltd

Tel: +44 (0)7799 475 366

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

Octane Fitness is a premium, x-trainer supplier with a difference. The Octane Fitness 'LateralX' arrived in 2013 – an elliptical with 3D, adjustable width, lateral movement. It isn't what it appears – try it to see why. This LateralX combines with the innovative and challenging 'Octane Fitness Cross Circuit'. This fantastic class concept mixes cardio with adjustable PowerBlock dumbbells, ideal for impact on the gym floor, small group training and personal training. The Cross Circuit classes can be done with the Octane Fitness Pro 3700 and adjustable stride Pro 4700, or a mix of these machines. No cardio product offers the variety of workout of the seated xR6000 x-trainer. Try it and prepare to be surprised. The xR6000 is unique, will compliment your current cardio equipment and is ideal for de-conditioned and the absolute fittest users. The seated xR6000 and the Pro 3700 are both available as IFI models.

SECTION: HEALTH & FITNESS

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

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SECTION: PLAY ▶



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## EXHIBITOR NEWS



Physical's Total Gym resistance line

### ► Pavigym

Tel: +44 (0)1223 969 870

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

If you're still thinking of flooring just as a required element within your facility, visiting the Pavigym stand at LIW will change your vision. After visiting, you will understand flooring as "free-space" equipment, more than flooring. Pavigym has committed to transforming the fitness industry; manufacturing, designing and delivering unique health and fitness facilities, all in a simple, no-hassle package. **SECTION: HEALTH & FITNESS**

### Performance Health Systems

Tel: +44 (0)20 7317 5000

Website: [www.powerplate.com](http://www.powerplate.com)

Performance Health Systems will be showcasing its latest Power Plate products and new integrated fitness concept at this year's LIW on stand H610. The integration of Power Plate with existing or additional training modalities such as ViPR, kettlebells and suspension training can provide diverse and innovative programming solutions to engage and retain clients. Power Plate offers a multitude of benefits for a diverse range of population groups, including active ageing, women's wellness, neurological conditions and sports performance. It also presents significant opportunities for operators and facilities to attract new customers and diversify their offerings. Power Plate pro7 is the first commercial vibration training machine to feature an integrated LCD touch screen with functional interactive training (FIT) software, which takes clients through every stage of their Power Plate programme. In addition, pro7 has embedded proMOTION multidirectional cables with variable resistance, for enhanced upper body work. **SECTION: HEALTH & FITNESS**

### Physical Company

Tel: +44 (0)1494 769 222

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

Physical Company will be unveiling the Total Gym Elevate Line and SandRope from Hyperwear on stand H200. The Total Gym Elevate Line is a ground-breaking range of bodyweight resistance, single-station machines. Designed to be simple, intuitive and challenging for all levels of fitness, the Elevate Line features four pieces and more than 40 exercises in under 150ft<sup>2</sup>. The pieces are: Total Gym Core Trainer, Total Gym Leg Trainer, Total Gym Pull-up Trainer and Total Gym Press Trainer. This unique line is ideal as a tool for personal training, as a dedicated self-serve circuit on the gym floor, or as the foundation for a group training programme. The SandRope from Hyperwear product has a similar application to a battling rope but the sand inside moves freely to provide a more challenging workout. At just three metres long, the SandRope takes up less space than a traditional battling rope. **SECTION: HEALTH & FITNESS ►**



Pavigym is aiming to change how people think of flooring at LIW

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STAND H410

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### ► Precor

Tel: +44 (0)1276 404 900

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

Leading fitness equipment manufacturer and supplier Precor will be unveiling its new Next-Generation Experience Series Treadmill at LIVW, with visitors to Precor's stand (H310) being the first in the UK to try it. The new design is based on feedback from an extensive study of operators, exercisers and service technicians across five countries. This gave valuable insights into considerations for buying, using and servicing a treadmill and follows three years of research and development. The new Next-Generation Experience Series treadmill incorporates a new motor drive system to increase reliability of electronic components by four times and a brand new 'Active Status Light' which alerts facility staff to the operating condition. It also features a lower step-up height, an updated console dash for exercisers to store belongings and the all new 'user cockpit' which features extended, cushion handrails. So do stop by stand H310 to meet the Precor team.

SECTION: HEALTH & FITNESS



Precor is unveiling a new treadmill

### Premier Training Int'l

Tel: +44 (0)845 1 90 90 90

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

Premier Training International is a leading health and fitness industry training provider dedicated to training and developing individuals; from school leavers and people changing careers, to professional fitness and sports people looking to develop their skills. Premier has built a first class reputation in delivering quality vocational education since 1992 and has some of the leading industry experts helping shape syllabuses and deliver training. Visit us on stand H746 to discuss your training needs.

SECTION: HEALTH & FITNESS

### Pulse Fitness

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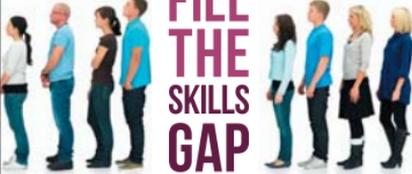
Web: [www.pulsefitness.com](http://www.pulsefitness.com)

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SECTION: HEALTH & FITNESS ►




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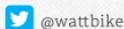
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To open and close the locker, members simply swipe any available locker with their membership card, wristband or key fob.

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The battery lock can be combined with GANTNER wired locker system and can also be easily operated with TechnoGym's Welnes Key as well as PRECOR's PREVA Token.

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**SECTION: HEALTH & FITNESS**



## Safe Space Lockers

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

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**SECTION: LEISURE FACILITIES** ▶

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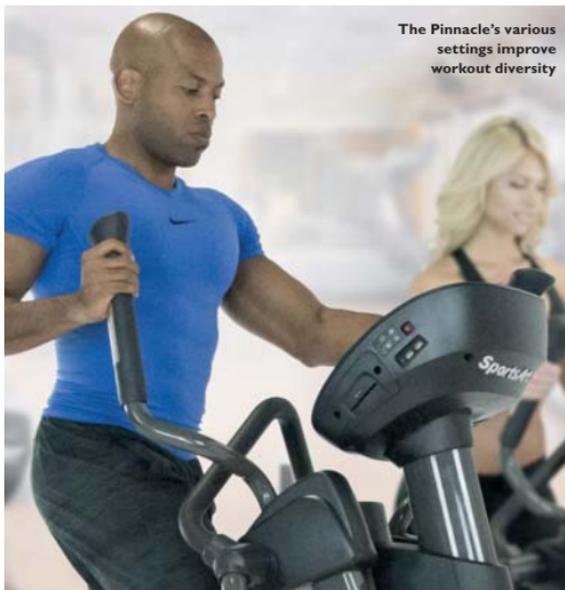
## ► SportsArt

Tel: +44 (0) 1509 274440

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

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**SECTION: HEALTH & FITNESS ►**



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# What's on at LIW 2014

## LIW will include:



### Early Morning Workout

We are offering early morning workout sessions on the second and third days of LIW from 7.30am - 9.30am. This will give visitors an opportunity to experience a wide array of different exercise options before the show opens at 10am.



### Silent Theatres

To ensure that the seminar programme is uninterrupted by other events taking place throughout the show, we will provide each delegate with wireless headphones so they can clearly hear speakers present.



### Innovation Trail

See what exciting new products have launched in the UK market by following the Innovation Trail.



### Education Village

Gain insight, strategies, and useful tips on how to keep ahead of the fitness game with leading industry heads covering major issues in the Health & Fitness sector, including the REPs National Convention (CPD Accredited).



### LIW Live

LIW Live will bring the show to life with an exciting medley of product demos, competitions and special guests.



### The REPs National Convention

Once again LIW is proud to play host to the REPs National Convention, with high-level keynotes and interactive workshops, this is a must attend for all fitness professionals (CPD Accredited).

## Leading health & fitness suppliers showcasing at LIW includes

- Cybex International
  - Life Fitness
  - Matrix
  - Pavigym
  - Physical Company
  - Precor
  - Pulse Fitness
  - Queenax SRL
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P320**



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Innovative Leisure has exhibited at LIW for 14 years and was recognised as 'Best Trade Supplier 2014' by the National Farm Attraction Network. This year we will exhibit a fully operational Mobile Climbing Tower on our indoor stand and our Inflatable Water Wars balloon battle game in the outdoor section.

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### ► STA

Tel: +44 (0)1922 645097

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

The STA Swim Zone will take centre stage for a second year at LIW 2014 with STA hosting a number of live swimming, aquatic, lifesaving and pool plant demonstrations over the 3-days. The sessions will also include a number of new fun and exciting ideas from STA's Junior Lifeguard Academy; all designed to show leisure operators how they can cost effectively maximise the revenue from their pool facility for increased participation and client retention. Throughout the show STA's Pool Plant team will also be demonstrating the new STA Digital Photometer – the next generation in pool water testing.

**SECTION:** POOL & SPA



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**SECTION:** HEALTH & FITNESS ►

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**SECTION:** HEALTH & FITNESS

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Tel: +44 (0)203 727 2420

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

LR Suntory, the maker of Lucozade Sport, will be appearing at this year's Leisure Industry Week for the first time in several years, giving visitors the perfect opportunity to find out all the latest from the brand and learn more about the company's vending solutions. Lucozade Sport is the UK's number one sports drink – also the UK's leading partner for health and fitness operators – and our Sports Science Sales Executives will be in attendance on our stand to help answer questions and offer retail advice and interactive category information. Highlights on the stand will be our innovative and market-leading vending solution, with interactive touch screen and cashless payment, which has driven a 23 per cent increase in sales where sited. The LR Suntory team will also be participating in the networking events at the show and presenting at the education forum, so come and visit us to discover our extended brand portfolio, which now includes Orangina.

**SECTION:** EAT & DRINK



The new Lucozade vending solution is already proving popular

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**SECTION: HEALTH & FITNESS**



### ukactive

Tel: +44 (0)20 7420 8560

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

The organisation serves its member base with benefits ranging from profile-raising and new business opportunities to communications development, industry trade show networking opportunities and access to critical data and insight, benchmarking, bespoke consultancy services and turn-key events. ukactive's reach also extends to a broad strategic partner set, including organisations such as Sport England and the Sports and Recreation Alliance, as well as blue chip corporate and consumer brands. Throughout the year ukactive provides opportunities for the sector to come together, to share best practice, network and build new partnerships. The ukactive National summit, held in November, typically engages 400+ key stakeholders and is an annual realisation of the organisation's public affairs ambition to bring together key government officials and political influencers alongside medical institutions, corporate brands, health and fitness clubs, community sport partners, NGBs, national charities and national media, to influence policy and effect positive change.

**SECTION: HEALTH & FITNESS ▶**

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The 11th edition of the Health Club Management Handbook will be a comprehensive guide and reference tool distributed to industry operators, buyers and suppliers and available at leading industry events, LIW, IHRSA, FIBO & SIBEC.

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- Features and reference material
- Predictions for 2015 from key industry figures
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SECTION: HEALTH & FITNESS ►



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**SECTION: LEISURE FACILITIES ●**



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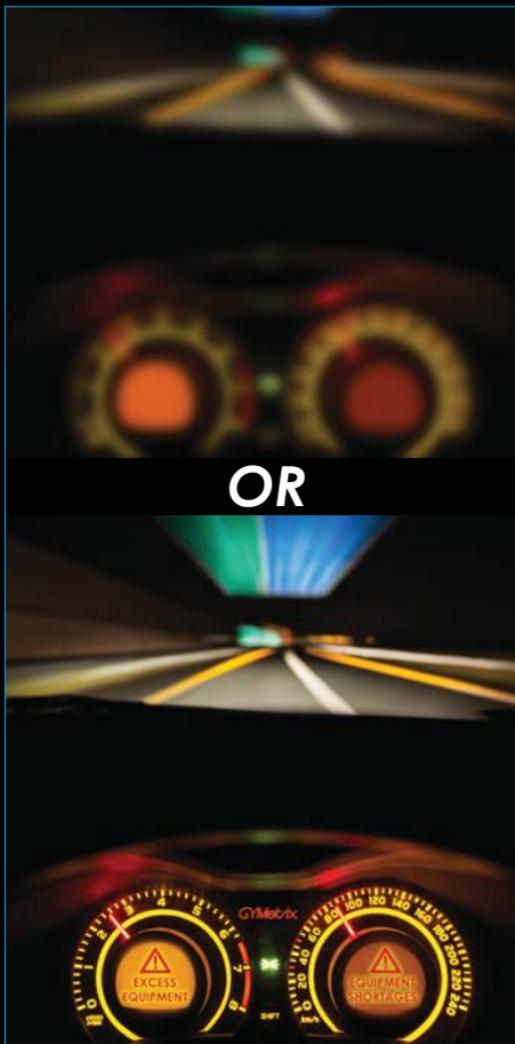
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## LIGHTWEIGHTS

### SHOCKING TACTIC FOR FITNESS WRISTBAND

A new wearable is bidding to not just track activity, but use pain and shame to ensure users have no choice but to reach their goals.

Due for release in 2015, Pavlok is a fitness tracking wristband which also serves as a behavioural conditioner. Aside from the usual tracking of activity and sleep, this wearable has the ability to give away your money, shame you on social media, or even deliver a 340-volt static shot if you slip back into bad habits.

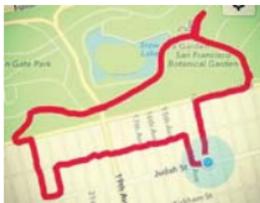
It also offers rewards – as yet unspecified – and encourages you via social media posts if you stay on the straight and narrow.

Triallists have mainly been using the device to help programme their body to wake up earlier and do more exercise, although there is potential for such conditioning to be applied to diet control and smoking cessation as well. Find out more: <http://lei.sr?o=s818F>



**No pain no gain:** the wristband gives an electric shock to help people banish bad habits

### RUNNING APP USED TO DRAW PICTURES



Claire Wyckoff, a copywriter from San Francisco, US, has come up with a unique way to motivate herself to exercise outdoors – she uses the Nike+ running app to create pictures.

Wyckoff will plan out her route according to the picture it will make on the map. She's most famous for her pictures of penises, but

other images she's created include a Space Invader, a dog, a pole dancer, a bird cage and Slimmer from the film *Ghostbusters*. The pictures can be found on social media. Details: <http://runningdrawing.tumblr.com>



### A FITNESS WORKOUT FOR THE FACE

A face workout available in Selfridges department stores in London and Birmingham promises to eliminate wrinkles without the need for botox.

The signature 30-minute FaceGym session costs £35 and has a number of steps. These comprise dry skin brushing, a blend of French massage techniques which knead muscles in the face to release tension and reduce puffiness, and a hydrating and lifting face mask. An advanced £100 session includes a deep cleanse, laser and derma roller treatment.

The FaceGym concept was founded by Inge Theron, the *Financial Times*' Spa Junkie. Theron worked with spa consultant Lisa Knowles – of The Spa Set – to develop the protocol. For more details, visit: [www.facegym.com](http://www.facegym.com)

### Tiger streak run at London Zoo

On 14 August, brave men and women gathered at ZSL London Zoo for a night-time naked streak in order to raise money for ZSL's conservation work with tigers.

The participants, who were given tiger masks and encouraged to disguise their body in a tiger paint design, took part in a five- to 10-minute run around a 350m route in the central court of the zoo.

Individuals paid £20 to enter the event and pledged to raise £150, while groups of five paid £90 to register and had a minimum fundraising target of £700. Friends and family could also pay to watch the spectacle for £15 each.

A total of 200 people took part, with zoo experiences offered to those who raised the most money. Details: [www.zsl.org](http://www.zsl.org)

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